



ENGLAND  
is calling over GSB



MEXICO  
is calling over XETE



GERMANY  
is calling over DJB



SPAIN  
is calling over EAQ



ITALY  
is calling over 12RO



ARGENTINA  
is calling over LSY



# This CHRISTMAS... give them the WORLD!

Give them the thrills of listening to foreign lands with a new General Electric All-wave set — thrills they can't get from obsolete radios.

FOR your family or a friend, here's a gift that speaks most eloquently for itself—

A new General Electric All-wave Radio that says "Merry Christmas" in almost every language... gets thrilling programs at home and from abroad, bringing them in with the rich, brilliant tone that belongs to General Electric alone.

In the new General Electric line, you'll find just the model to suit your purse and purpose—

Smartly styled consoles, headed by the new G-E Bandmaster... impressive table models that defy distance... superb radio-phonograph combinations that add thrills and

adventure to your radio hours.

### Look for the Square Dial

It's the distinguishing mark of all new General Electric All-wave Radios. And when you hear these world-conquering sets, you'll discover another mark of identification—G-E's matchless tone.

Even the price tags will thrill you—for they range from \$44.95 to \$375.

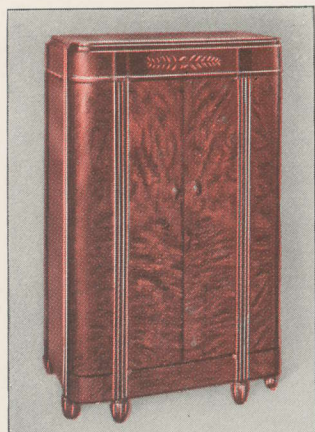
See and hear these new G-E All-wave sets at your nearest G-E Radio Dealer's. Inspect the battery models and auto radios, too. Or write the General Electric Co., Section R-4912, Merchandise Dept., Bridgeport, Conn.



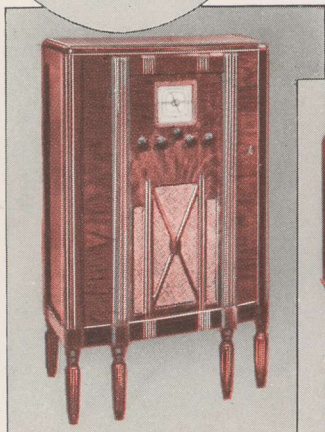
THE BANDMASTER—A ten-tube all-wave receiver of extraordinary beauty and distinction. Five broadcasting bands with tuning range from 140 to 36,000 Kc. **\$174.50**



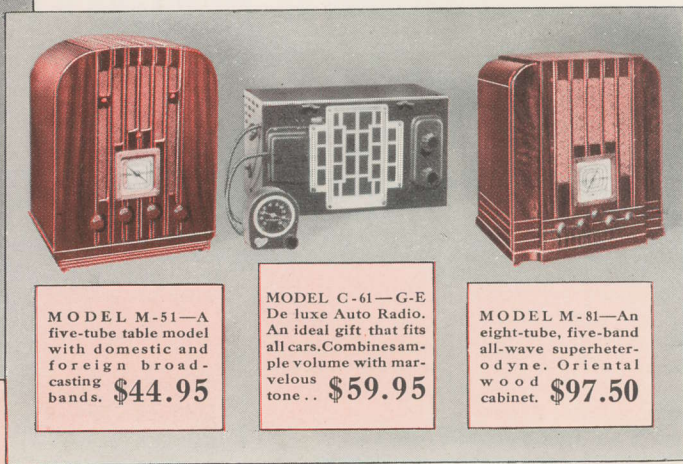
MODEL M-56—A five-tube standard- and short-wave receiver housed in an impressive cabinet of two-tone walnut. . . . **\$59.95**



MODEL M-125—A twelve-tube all-wave superheterodyne with five broadcasting bands and 12 watts maximum volume output. . . . **\$225**



MODEL M-67—A six-tube all-wave receiver for domestic and foreign reception over three bands. Walnut cabinet. . . . **\$89.95**



MODEL M-51—A five-tube table model with domestic and foreign broadcasting bands. **\$44.95**

MODEL C-61—G-E De Luxe Auto Radio. An ideal gift that fits all cars. Combines ample volume with marvelous tone. . . **\$59.95**

MODEL M-81—An eight-tube, five-band all-wave superheterodyne. Oriental wood cabinet. **\$97.50**

Prices slightly higher in the West, Mid-West and South . . . subject to change without notice.

# GENERAL ELECTRIC RADIO

Born of the pioneering achievements of the famous "House of Magic"

