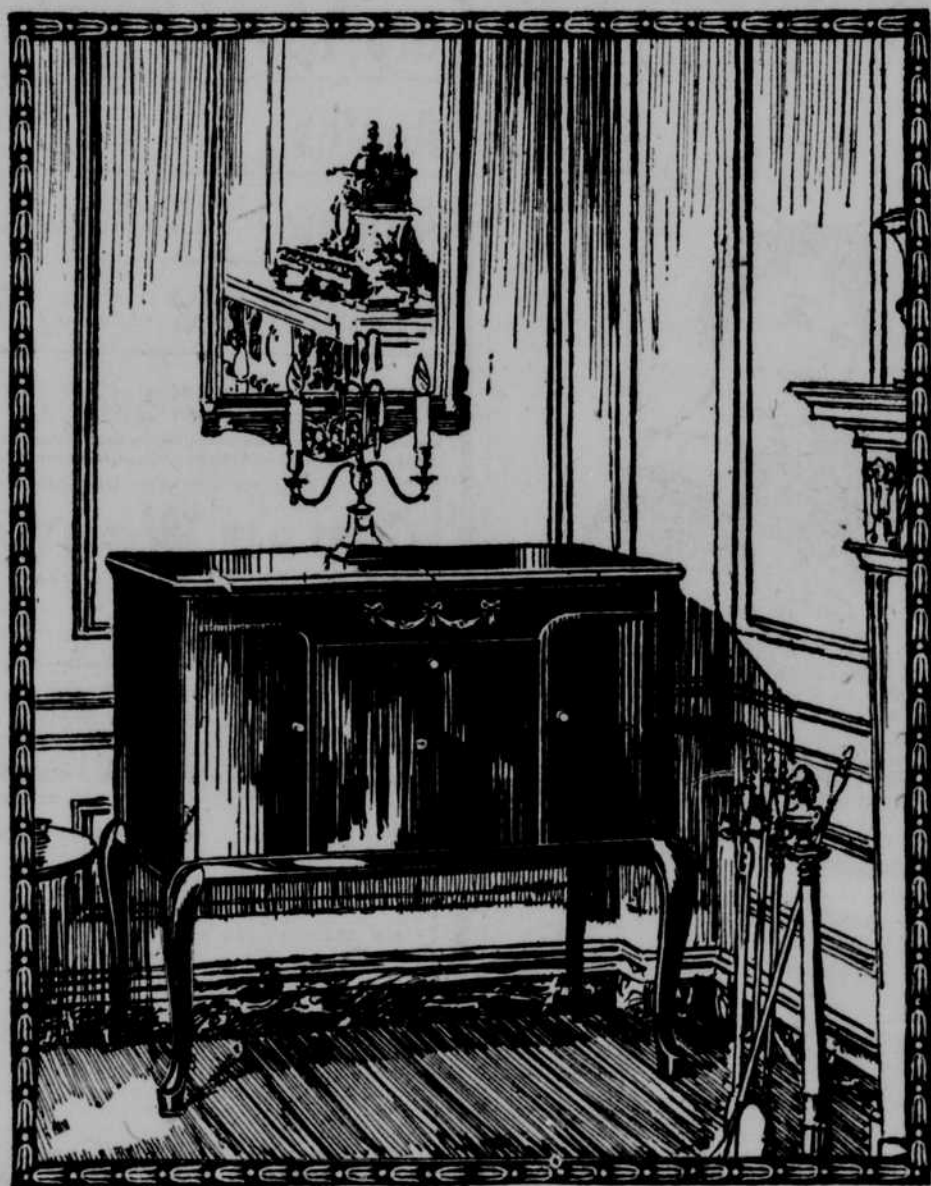
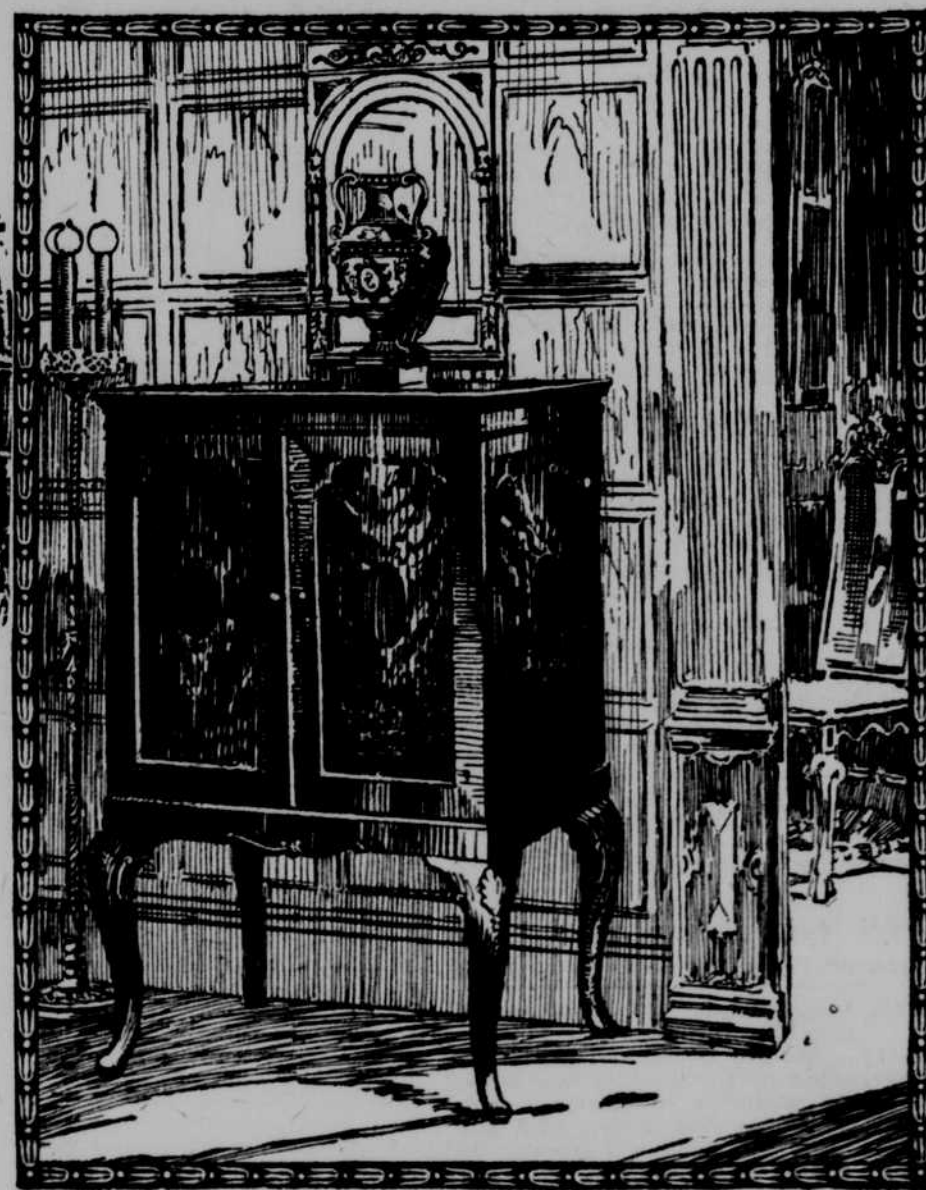


BRUNSWICK'S ANNUAL Shopper's Christmas Guide



The Brunswick Radiola No. 35—\$285



The Brunswick Radiola No. 360
No outside wires required—entirely self-contained

Radio's Greatest Achievement The Brunswick Radiola

The Supreme in Phonographic Reproduction . . . The Brunswick Phonograph

Complete Christmas displays of Brunswick Radiolas, Brunswick Phonographs, and complete lists of Christmas Brunswick Records, are awaiting you at all Brunswick dealers

WHETHER one's gift preferences turn to the superlative in a phonograph alone—or in combination with radio!—Brunswick, this Christmas, is in position to meet either or both, perfectly.

The new Brunswick Radiola embodies that to which foremost artists, musicians, critics and scores of America's representative people join in paying tribute as the outstanding musical achievement of years.

Combined in joint achievement by the leader in musical reproduction with the leader in radio, the Radio Corporation of America, it represents the best that men know in radio and in music—an instrument one may purchase with positive assurance of permanent satisfaction through the years to come.

Do not compare this instrument with so-called "combinations" consisting merely of an ordinary phonograph with a radio installation.

The Brunswick Radiola was designed and built as a unit by the

Radio Corporation of America in collaboration with Brunswick. It embodies features such as a double-purpose horn, all-wood tone amplifier, genuine radiola equipment arranged to assure compactness and simplicity of operation not found in any "combination." The tonal quality due to the synchronizing of the Radiola loud speaker with the Brunswick all-wood tone amplifier and two-purpose horn by the Radiola acoustical experts.

At a turn of the lever, it is a radio to bring the mysteries of the air into

your home—remarkably, amazingly clear and "unmechanical." At another turn, a phonograph to play your favorite records as only a Brunswick can play them.

It unites the world-noted Brunswick Method of Reproduction with radio's superlative attainments, the Radiola Super-Heterodyne and Radiola Regeno-flex. Multiply your previous ideals of the miracle of radio; your previous ideals of *complete home entertainment*, and yet you will fail in realizing the remarkable versatility of this amazing instrument.

On the other hand, there are the regular Brunswick Phonographs (without radio) in charming and delightful variety, both in price and design. Exquisite cabinet work to emphasize the mastery of Brunswick cabinet making; unique of tone to emphasize why virtually every great concert and operatic artist of the New Hall of Fame has chosen this instrument as the means best fitted to perpetuate his art.

A few of the many models, from which you may choose, are illustrated here. Prices to meet every purse—and liberal terms of payment, to suit your convenience, will be gladly arranged by your dealer



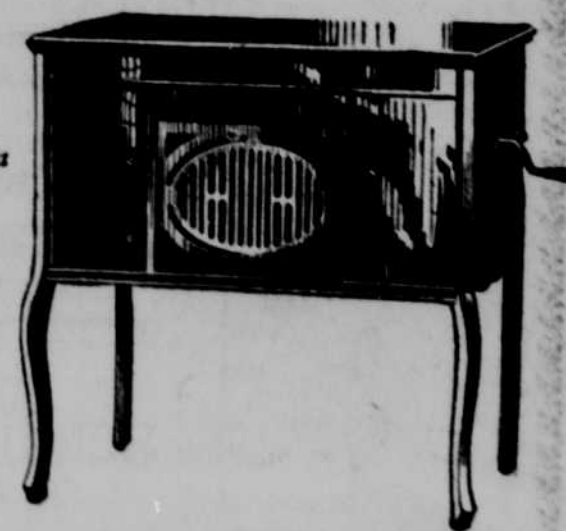
The Brunswick Chippendale
(Phonograph only)



The Brunswick Radiola
No. 260
No outside wires required—
entirely self-contained.



The Brunswick York
(Phonograph only)



The Brunswick Radiola
No. 30
\$190

Prices as low as
\$190
on
Brunswick Radiolas—
on
Brunswick Phonographs
as low as \$45
LIBERAL TERMS OF PAYMENT

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS - RECORDS - RADIOLAS