

# RCA Victor 3-WAY OFFER BRINGS YOU Everything!

## GLORIOUS HOME ENTERTAINMENT FOR All THE FAMILY!



**Swing** **Grand Opera** **Symphony**

**LOOK WHAT YOU GET AT ONE LOW PRICE! NOW**

**Regular Price \$8500**  
**\$99.95**  
**ONLY \$9.95 DOWN**

1. New 1939 RCA Victor Model 97KG Electric Tuning "Console Grand" Radio . . . \$1100  
2. Your choice of \$9.00 worth of Victor Records, \$2.00 year's subscription to Victor Record Review, and membership in Victor Record Society . . . \$1495  
3. RCA Victrola Attachment for playing Victor Records through your radio . . . \$11.00

**TOTAL VALUE \$110.95**  
**YOU SAVE \$11.00**

**1** **MAGNIFICENT 1939 ELECTRIC TUNING "CONSOLE GRAND" RADIO** (Model 97KG) Here is an entirely new idea in cabinet styling—but it is one of the greatest values RCA Victor has ever offered. Look at these features • Genuine Electric Tuning • Victrola Button • "Plug-in" for Victrola Attachment • Magic Eye • RCA Victor Metal Tubes and many other thrilling features. A sensation at its regular price of **\$8500**

**2** **\$9 worth of Records**  
The world's greatest artists are Victor Artists—hear them whenever you wish! Your choice of Swing, Symphony, Jazz, Opera—plus \$2 year's subscription to Record Review and Membership in Victor Record Society!

**3** **RCA Victrola Attachment—**  
Plays Records Through Your Radio—gives you "the music you want when you want it." All you need do is push the Victrola Button on the radio set and the attachment is ready to play . . . Plays 10" or 12" Records. List price **\$1495**



Remember this 3-way plan that puts ALL music at your command is offered only by RCA Victor. So act now! Then in addition to hearing all the great radio shows on an RCA Victor Electric Tuning Radio, you can add a whole world of extra enjoyment through Victor Records. Look at the details of this offer as described on this page. See all you get! Note that it is new 1939 merchandise, and that the plan assures you of new thrills, new excitement, finer entertainment! See your RCA Victor dealer right away, and arrange to have these instruments and records delivered to your home at once.

**RCA Victor ELECTRIC TUNING for All**  
Now priced as low as **\$19.95**

Now radio's most thrilling feature—genuine RCA Victor Electric Tuning—"Push a Button—There's Your Station"—is brought within the reach of all. As little as \$19.95 brings you Electric Tuning for five stations. (See Model 95X1.) There are 32 Electric Tuning instruments from which to choose—every price lower . . . every value greater—a radio for every purse and purpose.



For the greatest in home entertainment values—buy RCA Victor!



**TUNE IN WENR**  
RCA VICTOR RADIO PROGRAMS!  
(NBC Blue Network)  
"The Music You Want When You Want It"  
11 to 11:45 p.m.  
(Sunday through Friday)  
"The Magic Key of RCA"  
1-2 p.m., Sunday

Only RCA Victor offers you RCA Victor Metal Tubes

**SEE YOUR RCA Victor DEALER NOW!**