

The WALBERT

ISOFARAD RECEIVER—

A new radio set, specially designed to meet conditions in Chicago and nearby territory and to penetrate the Chicago barrage. Sold on a money-back guarantee of performance

A Plain Statement

by E. N. HURLEY, Jr., President, Walbert Manufacturing Company

In Chicago and the surrounding territory we have the most congested broadcasting center in the world. We have 38 licensed and some new unlicensed stations. They create a barrage of interference that has been described as impenetrable. And for most radio owners it is impenetrable. Here and there an owner still has hopes on Monday night, but the great majority have quit trying to get outside and are satisfied with the locals.

Attractive as the local programs are, the feeling of restriction is a constant sore spot. The desire to go exploring is keen. And most set owners still have hopes of some day owning a receiver which will break through, not once in a great while, but regularly and consistently.

I am now offering that receiver. It is new. It is the Walbert Isofarad—product of the Walbert Manufacturing Company of Chicago. It has received more favorable notice from technical radio men, and more has been written about it by radio engineers in radio publications than any set in years. It has been described as the "finest radio instrument in the world." It is the result of three years' work by two Chicago engineers who set out from the beginning to break through the Chicago wall. In designing the set, all existing circuits and combinations of circuits were discarded. They built an entirely new receiver, based on entirely new principles. The finished product is the Walbert Isofarad, on which U.S. Patent No. 1,584,116 has been granted.

The work of these two men was completed a year ago. How well they have

succeeded in their object is shown by the reports now available on the receivers which have been distributed throughout the country on test for nearly a year. These tests show conclusively that the Walbert will out-perform any receiver known.

The letters in our files from Walbert owners number well into the thousands. They show that the Walbert is now breaking through the Chicago wall, regularly. Not in isolated cases, but in homes and locations where other sets had never reached outside before, in the hands of owners who had long ago ceased to expect a set to get outside. The tests also show that wherever conditions have been worst the receiver has shown to the greatest advantage. In the far West, in New Zealand, in Australia, where distances are tremendous and good reception is difficult, the receiver has performed as no other set.

In short, in its ability to bring in dis-

tant stations, in breaking through crowded broadcasting conditions, in selectivity and sensitivity both, the receiver is rapidly changing people's conception of what a radio set can and cannot do. This is to say nothing of its minor refinements. It is the first receiver that will not under any circumstances howl or squeal, the first receiver to give actual 10 kilocycles separation when one of the programs is local, the first receiver that will not radiate or bloop.

Perhaps you are skeptical, and perhaps rightfully so. Perhaps you have been promised all these things before, but have yet to hear the receiver that will do them. If so, I make you this offer:

I am so certain of the Walbert and what it will do that I am prepared to sell it only on a guaranteed basis. And the guarantee is the most liberal possible. Go to your dealer. Choose the Walbert which you prefer. Whichever you choose, you will find it beautifully designed and that nothing has been left out in minor details.

When you have chosen your Walbert, install and operate it in your own home. If it does not perform to your entire satisfaction, if it does not break through the barrage which has hitherto been stopping you, if it does not change your conception of radio performance, if it does not out-perform any radio set you have ever heard, return it and your money will be refunded.

For most purchasers I recommend Walbert 27. For those who want the last word in convenience, Walbert sets with light socket equipment.

E. N. HURLEY, Jr.

RADIO DEALERS:

Regardless of what sets you now sell, the Walbert line will be a best seller to your particular customers. The extremely valuable Walbert franchise is being taken rapidly by dealers throughout the country, but is still open in many cities. One of our representatives will call on request and explain our policies in detail. Write at once.

WALBERT MANUFACTURING COMPANY

925 Wrightwood Avenue, Chicago

Now on display by: MARSHALL FIELD & CO., Wabash, Washington and State Streets

THE HAVERFORD COMPANY, 222 West Madison Street

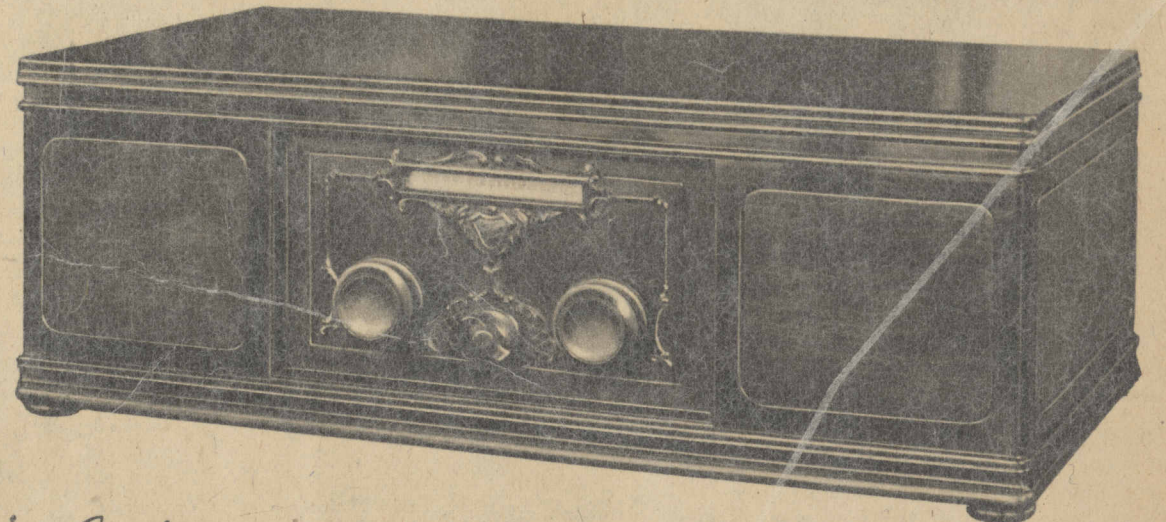
Authorized Representatives:

Illinois
(Northern)
H. E. Johnson, 101 Center Str., Elgin, Ill.
(Southern)
J. L. Reeder, Inman Hotel, Champaign, Ill.
Indiana
Richard K. Pew, 1518 E. Marquette Rd., Chicago, Ill.
Michigan
I. Schubot, 714 Lafayette Bldg., Detroit, Mich.

North and Northwest
William A. Grimes, 1008 Marquette Blvd., Minneapolis, Minn.
West and Southwest
Dirks & Trenam, 615 E. First South Str., Salt Lake City, Utah.
Robertson & White, Inc., 2300 S. Harwood, Dallas, Texas.

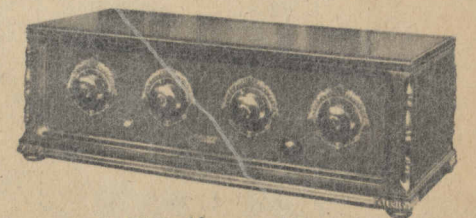
Walter H. Dyer, Arcade Bldg., St. Louis, Mo.
Pacific Coast
C. W. Smith & Co., 1125 Wall Str., Los Angeles, Cal.
D. H. Burcham, 1553 E. Everett Str., Portland, Oregon
South and Southeast
Geo. M. Strothers, Box 423 Bluefield, W. Va.

J. C. Callan, Auburn, Ala.
Eastern
Superior Lamp & Automotive Sup. Co., 150 W. 52nd Str., New York, N. Y.
Borden & Moynelo, 1336 New York Ave., Washington, D. C.
Dominion of Canada
Walbert of Canada, Ltd., 1111 Florence Ave., London, Ontario, Canada.



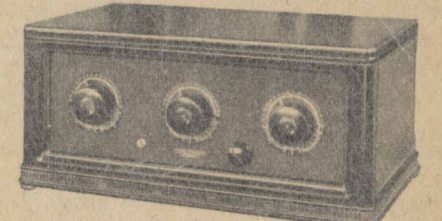
Walbert 27—

This is the new Walbert model which created so much interest at the New York and Chicago radio shows. A 7-tube superbly powerful Isofarad receiver with the utmost simplicity of control consistent with maximum selectivity. The two carved wooden knobs are not dials as commonly understood, but tuning knobs on which the seven condensers are scientifically grouped after being individually tuned. The straight open-faced dial is marked with wave lengths, not meters, and illuminated by a concealed panel. The carved wooden switch operates the current and controls the volume as well. Three stages of R. F. amplification, exclusive Isofarad shielding. This model—\$250. Period console—\$500.



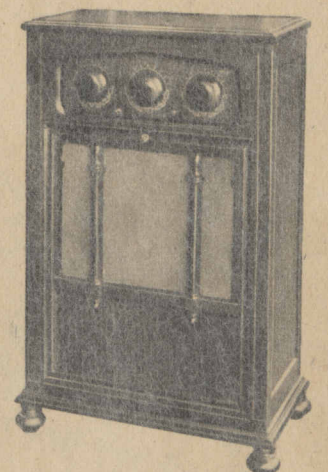
Walbert 47—

Note the four controls. This is the original Isofarad model, improved in design and minor developments, steadfast in fundamental principles. No other set has ever equalled its performance. For the radio fan who appreciates the most delicate adjustments of tuning, there is no substitute for this precise yet exceedingly flexible instrument. Holds records for distance in the Far West and in Canada, New Zealand, Australia. Made only in this table model for those who enjoy manipulating a radio set to bring out its maximum power and performance. Price—\$180.



Walbert 36—

"What is the best radio set for the money I want to spend?" The Walbert 36 has answered this question for many Chicagoans. Before buying, test it at the dealer's with other sets in this price class. A 3-control, 6-tube Isofarad receiver—made in both table and console models to meet your taste. This model—\$140. Specially designed console—\$275.



Walbert Special 36—

Not to be confused with the model above. A 3-control, 6-tube receiver, Walbert Circuit. Performance far superior to its price class. Carries the same backing and satisfaction-guarantee as all Walbert sets. Your dealer will gladly arrange a comparative test with any receiver of its type. Recommended for those who want maximum radio enjoyment at a moderate investment. This console model—\$117.50. Table model—\$65.

Walbert 27 and 36 operating from the light socket without batteries

This is the latest Walbert achievement. It is not to be confused with the usual type of light socket operation requiring batteries and automatic charging equipment. Walbert light socket operation uses no batteries and no chargers. The Walbert Isofarad circuit makes possible the use of tubes operating from the light socket in the receiver. Equipment is complete with the set, and includes a special amplifying device that greatly increases strength and volume. There is nothing further to buy except tubes, and nothing to require attention. Advance reports from dealers and users make it evident that this will be one of the major developments of the radio season. Offered in two models—Walbert Console 27 at \$590 and Walbert Console 36 at \$365.