

CONFIDENTIAL ADVANCE DATA ON
THE NEW MASTERPIECE VI -
FOR OWNERS ONLY.

We need not remind older MASTERPIECE owners that it has never been our policy to advise you to sell your older model to get a new model unless there were very good reasons. You will remember that we wrote you when the MASTERPIECE III was introduced that it differed very little from the MASTERPIECE II. Last year we did not encourage owners of the MASTERPIECE IV to order the MASTERPIECE V.

Continuing upon this basis of sincere consideration of our clients best interests, involving even the curtailment of our sales, we now offer the new MASTERPIECE VI. It is so far ahead of any job we have ever done before, so much better than we even hoped it would be only 45 days ago, that we sincerely tell you as a lover of superb radio performance, you "haven't heard anything" until you hear the MASTERPIECE VI.

To you who have had another year of service from your MASTERPIECE I, II, III, or IV, you have had good service, but far from the tone, quietness and ease of operation that the MASTERPIECE V would have given you. Now, well before public announcement of the MASTERPIECE VI has decreased the resale value of your old radio, we advise you to sell it, give it away, or use it as a second set, and order the new MASTERPIECE VI. Good as your old radio was, and fine as its service, it is SO inferior to the MASTERPIECE VI as to compare like a Model T Ford to the Lincoln Zephyr of today. Your present radio has earned its retirement. We advise you to replace it with the MASTERPIECE VI and no longer deprive yourself of the entirely new conception of radio enjoyment that the MASTERPIECE VI, and the MASTERPIECE VI alone, can bring you.

To you who operate the MASTERPIECE V, we say that the MASTERPIECE VI is much more than just an improvement. True, it looks much the same, utilizing as it does every feature proven valuable by the unbeaten superiority of the MASTERPIECE V. But it goes MUCH further. On the perfected MASTERPIECE V foundation has been designed and built a truly new radio superior to the MASTERPIECE V in tremendously finer tone, startlingly new and greater selectivity, easier short wave tuning, even better a.v.c. action and much easier short wave operation. Your decision must be based on whether these important and very tangible advances are worth the small sacrifice you take if you order a MASTERPIECE VI and sell your MASTERPIECE V at once.

The cold technical facts explaining its extraordinary features and reasons for superiority tell little of its glorious tone even to an engineer. Words simply cannot, in describing technical improvements, tell what the co-related whole means in actual tone. Hundreds of owners have written that we couldn't improve the tone of the MASTERPIECE V. But we've done exactly that - improved it so tremendously that you can't believe it until you hear it. But when you do - well, you will agree that you've simply never heard such clarity, such depth, such sweetness and purity before. It makes every model older than the MASTERPIECE V sound like a 1927 "blooper" by comparison.

The new MULTIBAND I. F. filter introduces an entirely new conception of selectivity, as it will introduce a new method of measuring and rating selectivity. The FIDELITY knob gives you instantaneously 4 kc., 8 kc., 12 kc., or 32 kc. selectivity. Never before in extreme selectivity has tone been clear and sharply defined. Now the new MULTIBAND filter gives clean 4 kc. selectivity with 4 kc. flat-topped, NOT usual V-shaped, curve - a 2000 cycle modulation tone range without side band cutting. For the first time you get good quality coupled with super selectivity to clear up the crowded short-wave bands - to easily split 5 kc. channels whenever you want. Similarly at 8, 12 or 32 kc.

the selectivity curves are flat topped, with almost vertically steep sides. SIX symmetrical i. f. transformers, the three sharp ones 50% better than can be found in any other radio, give a maximum selectivity ratio (flat-top tone range to 10,000 times rejection) just TWICE as good as the next most selective radios. No longer need tone be muffled and indistinct as the price you pay for selectivity, for the MASTERPIECE VI tone is clear and crisp even at its razor-sharp maximum. Its exclusive rectangular selectivity curves completely eliminate microphonism, as does exclusive and perfect MASTERPIECE VI cushioning.

The 32 kc. band width makes possible 16,000 cycle tone range, if you use tweeter speakers. This we don't recommend, as few or no stations now or in the future will modulate above 8000 to 9000 cycles - the range of the superb double-cone Super-Giant speaker. This broad band is primarily for easy and stable tuning of unstable ultra-high frequency stations.

Much more important than the 16,000 cycle tone range which few or no programs in the broadcast band can use, is the new infinite impedance linear second detector. It is the ONLY detector which can handle without distortion the full 100% modulation found in every program you listen to. It is exclusive to the MASTERPIECE VI.

Introduced by the MASTERPIECE V, no single criticism has ever been leveled at the marvelous, true-life reproduction of the Super-Giant speaker. On this point alone no other radio can ever equal the MASTERPIECE VI, for no other maker will cut his own profit enough to give you this utterly unequalled and perfect loud speaker. In the BIFARIAN baffled consoles it honestly reproduces AS AUDIBLE SOUND all tones from 20 to over 9000 cycles.

The excellence of the r. f. section of the MASTERPIECE V is demonstrated by the almost Chinese copy of it found in a recently announced radio. In the MASTERPIECE VI it is raised to new heights of sensitivity and selectivity. R. f. as well as i. f. selectivity is varied to give four choices of razor-sharp, sharp, medium and broad selectivity.

Sensitivity has been increased 150% upon the D band to a new high of 2/10th of one microvolt absolute. Weak shortwave stations simply cannot escape you. Sensitivity of the 19,000 to 70,000 kc. "E" or Apex band has been made as great as that of special ultra-short wave receivers - hotter than will ever be needed.

Two separate tuned and amplified A.V.C. systems, one for the two stage r. f. and one for the i.f. amplifier, eliminate all but the most violent fading, and hold volume constant as never before. Selectivity impairing r. f. overload from strong local stations, sometimes present when you tune to the adjacent channels, is completely eliminated.

Operation has been simplified and short wave reception made childishly easy and precisely accurate by the two 17:1 and 85:1 automatically selected tuning knob ratios, by placing the four main short wave broadcast bands of 49, 31, 25 and 19 meters on one dial band, and then magnifying them seventeen times through the large illuminated micrometer band-spread dial which gives you OVER SIX FEET of band-spread dial scale for each tuning band! Each short wave broadcast band covers INCHES, not just a few degrees, of dial scale! Each station relogs absolutely to what is virtually precision frequency monitoring accuracy.

A new volume expander has been developed, compensated against overload and tube variations. It does not drop volume as it is cut in, it introduces absolutely no distortion, and it cannot overload itself or the power amplifier. It restores the original

natural volume range of classical and symphonic music invariably "monitored out" before broadcasting or phonograph recording.

All this and much more as you will see, we have accomplished - not by added complications or added tubes. We've done it by analysis and research leading to simplification. We haven't had to use four power tubes to do the work of two - we haven't expensively produced a lot of audio power and then put it into a puny speaker unable to handle it without overloading. All this has been done by efficient use of only 21 tubes - the twenty-first for crystal microphone public address operation. By EFFICIENCY engineering we've attained maximum simplicity, freedom from the up-keep and operating costs and superfluous tube trouble, at the same time we have achieved results no other radio can beat - at any price.

The MASTERPIECE VI offers you sensitivity, selectivity, freedom from noise, ease of operation, perfection of a.v.c. and honest sound reproduction of the entire full tone range such as you have never imagined would be possible - and which we'll be glad to prove that no other radio can equal in direct competitive tests.

Increased sales have enabled us to temporarily hold costs way below what we expected. Here's the finest radio in the whole wide world. If you do what you want to do, and what we sincerely recommend, you'll order it at once, and save another sixty to seventy dollars. Now is the time to order your new MASTERPIECE VI to be truly custom built to your exact needs and wishes, and then dispose of your old radio.