

Masterpiece

CONSOLES

CUSTOM BUILT
B U

McMURDO
SILVER

In combination with the Great MASTERPIECE III

Receiver, the five fine consoles here shown provide musical instruments of unmatched beauty and superb tonal reproduction.

Each model represents a studied effort to capture the mode of the moment in furniture design, adapted to the furnishings of the well appointed home of today.

The materials, the workmanship and artistic finish are fitting complements to the consummate perfection of the receiver itself. They are Rockford hand built and finished by master craftsmen who have devoted their lives to the building of fine furniture. No restrictions are laid upon the making of these consoles, except that they shall be truly masterpieces of design, construction and finish.

The weight of each, the rigidity of its cabinetry and the arrangement of the acoustic chamber have all been painstakingly provided and arranged to effect perfect baffling of the speaker, resulting in clear, sweet, mellow reproduction.

With all their perfection, however, Masterpiece Consoles are outstanding values. Sold on a simple, direct plan of distribution, they come to you at relatively low prices, providing the world's finest radio at a cost to you far less than ordinary radio secured through conventional trade channels.



McMurdo Silver,
Fellow Radio Club of America,
Member Institute of Radio Engineers,
Founder and President
Silver-Marshall, Inc., from 1924
to 1932.



McMURDO SILVER, INC.
3354 NO. PAULINA ST. CHICAGO, U. S. A.



The Croydon

In the Croydon is found the modern American mode, distinguished by its functional capacity, deftly applied to the utility of radio, characterized by trimness, neatness, dignity—with an added air of smartness difficult to describe. Style that is both striking and reservedly tasteful—its gripping beauty growing in the affection of its possessor as the years roll by.

The side panels of the front and the ends are of selected highly figured oriental, horizontal grain walnut with deft routing

lines to relieve the simple severity. The sweeping arch of the panel, complemented by the harmonizing design of the speaker grille lend an air of pleasing height. The front overstructure, the offset base and raised top are of solid walnut—rich nut brown in color. The slightly lighter shade of the front side panels and ends produces a delightfully blended color contrast. Characterized by the most skillful cabinetry and artistry in finishing. Costly hand rubbed and polished varnish finish. An especially splendid baffle for the powerful output of the MASTERPIECE III. Lift lid top.

Size: 41 inches high, 27 inches wide, 16 inches deep. Shipping weight, 70 lbs.



The Windsor

In the Windsor the designer has adroitly combined the modern feeling—so essential to today's radio furniture—with the classic proportions and embellishments of good period design. The result is a style that readily lends itself to any room setting.

In the Windsor the cabinet craftsman's art in the use of woods is brought to its zenith. The front and sides are of figured oriental walnut; the control panel and top arch are of choice butt

walnut; the base and turned legs of solid walnut. The slender plain lines of the speaker grille together with an overlaid plain beading render an illusion of extra height. The finishing artisan has by his clever artistry enhanced the innate beauty of the natural wood grains, effectively producing rich, glowing color gradations, predominated by the restful warm brown of walnut and set off by a perfect hand rubbed and polished varnish finish.

Lift lid top. Size: 41 inches high, 26 inches wide, 14 inches deep. Shipping weight, 60 lbs.



The Lyndon

Radio-Phonograph Combination

For those who desire to employ the perfected audio system of the MASTERPIECE III receiver in the faultless reproduction of fine phonograph records. Provides space in the top for automatic phonograph record changing outfit, as does also the Empire model opposite.

Stately, majestic, impressive, is this plain but interesting design, exemplifying to the highest degree the utility function of

fine modern furniture. The base is of beautifully figured American walnut of choice vertical grain; the receiver section is of highly figured oriental, horizontal grain walnut. The base structure, speaker grille and frame around the butt walnut control panel are of solid walnut. The masterful finish—dull rubbed and polished—enhances the innate beauty of the richly grained woods.

Size: 47 inches high, 24 inches wide, 18 inches deep. Shipping weight, 100 lbs.



The Empire

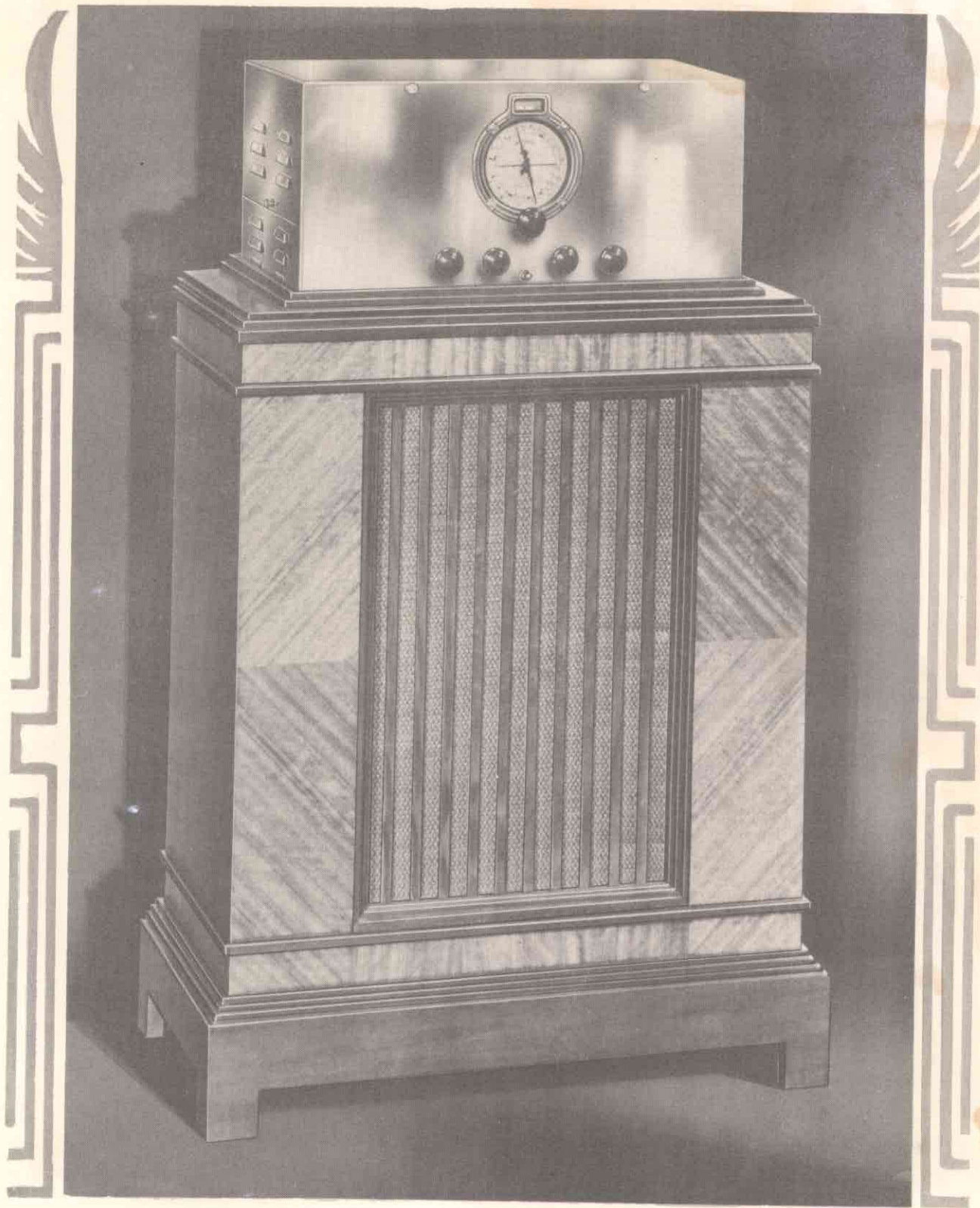
Radio-Phonograph
Combination

The charm and grace of the classic Empire period have been effectively retained in this striking modified modern radio-phonograph combination. The authentic fluted corner pilasters with carved caps and bases and the gracefully contoured speaker grille lend an air of quiet elegance characteristic of the fine old Empire school of design.

The absence of all other embellishment provides that func-

tional plainness demanded by the modern era. The front is of choice figured grain oriental walnut "four way" matched. The side and top are of selected American walnut. Deft combination of the light shade of the flat surfaces with the slightly darker cast of the solid base, the pilasters and the butt walnut control panel render a most pleasing air of warmth and life. The exquisite hand rubbed and polished finish captures totally the magnificent beauty of the natural wood grains.

Size: 47 inches high, 30 inches wide, 18 inches deep. Shipping weight, 100 lbs.



The Carlton

Very striking cabinet for mounting the MASTER-PIECE III tuner on top to display its full beauty, with amplifier and speaker inside. May also be used for the speaker only, remote from the tuner and amplifier.

Beautifully grained, rare and choice walnut with

dark walnut onlays and grille trim; richly hand rubbed and polished. Forms perfect baffle for the Giant speaker and exposes the beauty of the chassis, with its gleaming chromium plating. One of our most popular models.

The Carlton is 32½ inches high, 26 inches wide, 13½ inches deep. Shipping weight, 73 lbs.