



# Victor Talking Machine Company of Canada Limited

ADDRESS FOR RADIOGRAMS  
GRAMOPHONE

MONTREAL,

September 5, 1931.

To Victor Dealers:--

INTRODUCING THE WORLD'S FINEST RADIO - - -  
Victor deluxe 10 tube advanced Super-Heterodyne  
Model R-20--\$197.50 complete with tubes  
Model R-21--\$219.50 " " "

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Victor further rounds out the profit-building line by presenting two deluxe models to the public . . . moderately priced to meet the purchasing power of the average home!

Consider this value in terms of price, performance and cabinet beauty standards prevailing even 6 months ago! The deluxe 10 tube Super-Heterodyne incorporates technical advances hitherto unknown to the public. On the inside page complete details are given on these extraordinary musical instruments. Read their features and you will agree with us that they are . . . .

. . . splendid units of sale that carry substantial profits. Here are models that enable you to step-up your customers to these higher prices.

We invite comparison! Check this ultra-efficient performance, this exceptional beauty of design, against any other radio on the market to-day . . . no matter what the price! The world's finest

(Continued on last page)



Victor Radio  
R-20

\$197.50

*(Complete with tubes)*

**A** de luxe 10-tube advanced Super-Heterodyne housed in an open-faced luxurious six-leg design cabinet of finely-matched walnut veneers. The recessed control panel is of specially selected butt walnut, with the receding front end panels of two-way matched veneers of the same glowing woods.

The chassis is rubber-mounted in the acoustically correct cabinet, thus reducing vibration. In addition to the careful shielding of the individual parts, the entire chassis is enclosed in a shield. This double shielding ensures the receiver operating at maximum selectivity, with the elimination of extraneous noises . . . to the public it provides a totally new concept of radio enjoyment. Two Pentode and three Super-Control tubes. Full range tone control. Perfected automatic volume control. Simplified, precision tuning.

#### SPECIFICATIONS

The circuit is of advanced Super-Heterodyne design, comprising a tuned link circuit, an R.F. amplifier using a Super-Control 235 tube, a first detector UY-224, an oscillator UY-227, two intermediate frequency amplifiers Super-Control 235, a second detector UY-227, a push-pull

power stage using two 247 Pentode tubes, a 280 rectifier, and a UY-227 automatic volume control is located between the first and second I. F. amplifiers, thereby controlling noise volume as well as signal volume. Cabinet dimensions height  $41\frac{1}{4}$ "—width  $26\frac{3}{16}$ "—depth  $15\frac{3}{8}$ ".

Victor Radio  
R-21

\$219.50

(Complete with tubes)



The world's finest radio! This de luxe 10-tube advanced Super-Heterodyne is encased in a distinguished, walnut-veneered cabinet, expressing the highest art of craftsmanship in radio furniture. The doors are of butt walnut veneers, with the moulded, gracefully-curved front end panels of two-way butt. An exquisite touch is added to the loveliness of the design by harmonizing the fluted top rail with the fretted front apron. The turned and fluted legs, emphasizing the delicate flowing lines of the cabinet, are strengthened by a moulded stretcher. The radio control panel is of warm, butt walnut with a bottom ornament of straight, striped walnut overlay.

As in Model R-20, the doubly-shielded chassis is mounted on rubber in the acoustically-correct cabinet. Two Pentode and three Super-Control Tubes. Full-range tone control. Perfected automatic volume control. Simplified, precision tuning.

SPECIFICATIONS

The circuit, of advanced Super-Heterodyne design, utilizes a tuned link circuit, an R. F. amplifier using a Super-Control 235 tube, a first detector UY-224, an oscillator UY-227, two intermediate frequency amplifiers Super-Control 235, a second detector UY-227, a push-pull

power stage using two 247 Pentode tubes, a 280 rectifier, and a UY-227 automatic volume control located between the first and second I. F. amplifiers. An electro-dynamic speaker with large field structure. Cabinet dimensions: height 44  $\frac{7}{16}$ "—width 26  $\frac{5}{8}$ "—depth 14  $\frac{1}{16}$ ".



MODEL R-21  
(with doors open)

2018.0037

radio gives a startling and thrilling interpretation of the keenness of Super-Heterodyne selectivity, of Pentode power and tone purity. Your customers will buy . . . and stay sold . . . once they see and hear this astounding radio.

And the 10 tube advanced Super-Heterodyne is going to receive the full Victor advertising and promotive backing that it deserves. Large space national advertising will announce this extraordinary radio . . . and outstanding value . . . to the public! The new Victor folder, just off the press, illustrates these models. Shortly you will receive special ready-made advertisements to flag the public's attention to your store as Victor headquarters.

With such quality merchandise, you can reach a highly profitable sales-volume. Concentrate your efforts on Victor Radio . . . the money-maker! Swing into action by mailing the enclosed order blank to your distributor to-day.

Very truly yours,

VICTOR TALKING MACHINE COMPANY  
of Canada Limited