

HENRY MORGAN & CO. LIMITED

YOU ARE SURE OF THE QUALITY AT MORGAN'S
MONTREAL



MORGAN'S RADIO DEPARTMENT

FIFTH FLOOR

Morgan's Fifth Floor Radio and Record Department—a spacious, thoughtfully appointed display centre

where consideration and selection of records and radios can be comfortably and leisurely enjoyed . .

Here will be found the prized models of the four recognized leaders in the field—offered with the interested

knowledge of skilled technicians—backed by the Morgan assurance of quality.



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RCA Victor

Half a century of leadership in the manufacturing of musical reproduction instruments, and known the world over for their famous "Victrola". RCA Victor holds a foremost position for quality and stability in the marketing of phonographs and radios.

Stromberg-Carlson

For tone, excellence of performance and true cabinet artistry, the name Stromberg-Carlson is pre-eminent. In Canadian homes when the discussion turns to radio, approval of their product is instantly accorded, due to their reputation for attaining perfection.

FAVOURITE

	Station	Freq.	PROGRAMMES	Time
SUN.				
MON.				
TUES.	CBM	940	"MORGANTIME"— <i>Your half hour of sweet music</i>	8:00 p.m.
WED.				

PROGRAMMES

	Station	Freq.	PROGRAMMES	Time
THUR.				
FRI.				
SAT.				
OUTSIDE STATIONS				

PROGRAMMES

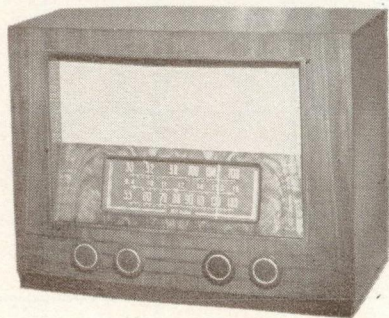
	Station	Freq.	PROGRAMMES	Time
THUR.				
FRI.				
SAT.				
OUTSIDE STATIONS				



MORGAN'S presents . . .

Models by

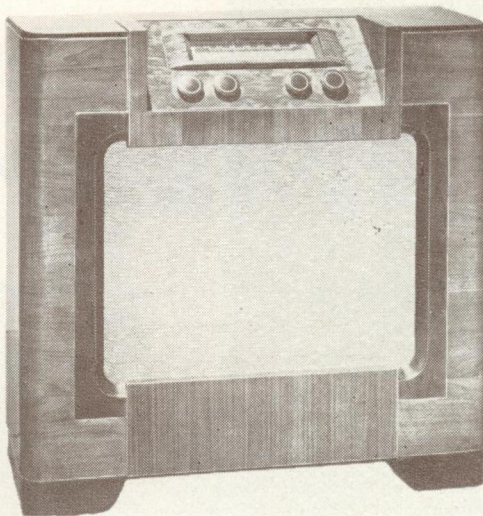
RCA VICTOR



Model 80

Model VRA 141

Model 81



VRA 141 R C A Victors Finest Radio phonograph Combination—Magnificent 18th century Chippendale inspired cabinet. Mahogany or walnut veneers. Combines the last word in F.M. standard and short wave reception. Latest type automatic record changer with silent sapphire stylus. Equipped with "Magic Monitor" for finest record reproduction. Rolls out on drop panel, no lid to lift. Large record storage space. 14 tubes. Three built-in antennae.

Model 80 Powerful F.M. Table model—Complete coverage of standard, shortwave and the new F.M. channels giving radio performance at its best. 3 built-in aerials—phonograph plug-in connection—8 tubes.

81 F.M. Console Radio—An all wave console radio, same as model 80. With a large 12 inch concert speaker on full fashioned baffle for glorious tone.

V16 Record playing Attachments—Neat and compact, plays records through your radio with a simple plug-in connection. High fidelity crystal.

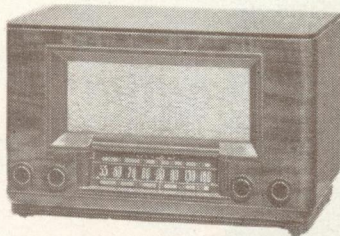
V-26 (not illustrated)—Record player as above in selected walnut cabinet with hinged cover.

V A 34 (not illustrated)—A record playing attachment which automatically plays and changes 10 records, 10 or 12 inch size.

Table model 50—Long and short wave. Full coverage from 19-49 meters on two short wave dials and one for standard waves. Cabinets in walnut, mahogany or maple, with external connection for phonograph attachment. 5 tubes.



Model V 16



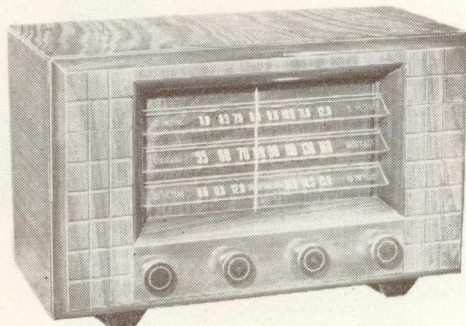
Model 50



MORGAN'S presents . . .

Models by

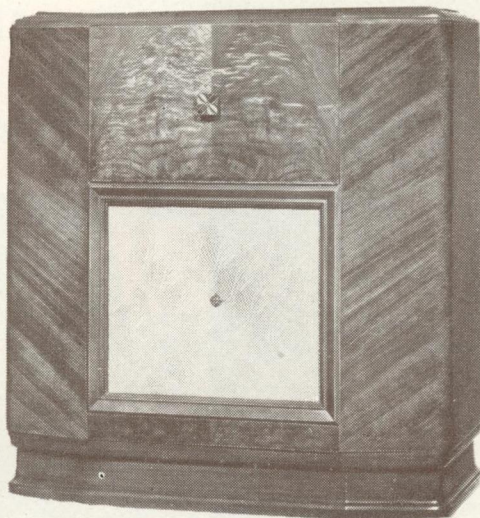
RCA VICTOR



Model 62

Model VRA 123 M

Model A 121



VRA 123M—radio phonograph Console. F.M. standard and full short wave. Automatic record changer on a roll out drop panel. Three special built-in antennae. Record storage compartment. 12 tubes. Walnut, mahogany or blonde finishes. This instrument has "Magic Monitor"—the latest scientific development on record reproduction.

62 Strikingly Modern Table Radio—Covering standard and short-wave tuning bands. New style illuminated lucite dials. Phonograph plug-in. 6 tubes.

Little Master—Small mantle radio with full vision dial of standard waves. Phonograph connection. 5 tubes. Comes in brown, ivory, rose or green plastic.

Little Master (wood)—Same as above only in selected walnut, mahogany or maple veneer.

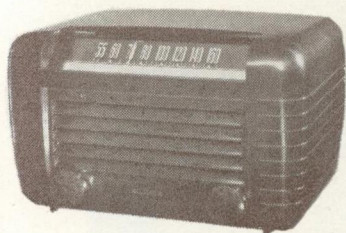
A121—Powerful 12 tube radio—"FM"—short wave (19, 25, 31, 49 metres on two bands)—war-proven miniature tubes—12" dynamic speaker—3 special built-in aerials—magic eye for easy tuning—6 automatic push buttons for favourite stations. Phonograph plug-in connector. Mahogany, walnut or bleach veneer cabinet.

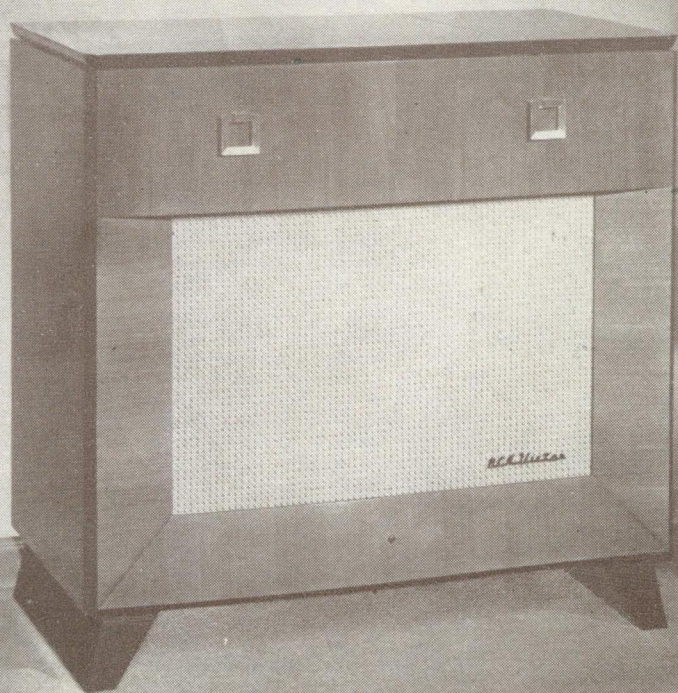
A 660 C Car Radio—Favourite of salesmen and those motoring extensively. Fits any make car, separate speaker. 6 tubes. (not illustrated)

P 102 Portable Phonograph—Sturdy spring wound motor, automatic start and stop. Orthophonic diaphragm, needle compartment. Light weight hardwood cabinet, leatherette covered. (not illustrated)

Little Master

Little Master—wood





MORGAN'S presents . . .

Models by

RCA VICTOR



Model VRA 56

Model VRA 67S

Master

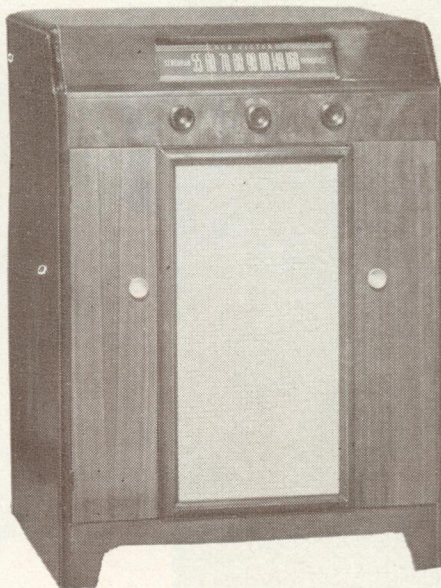


VRA 67S DeLuxe Automatic Record Player and Console Radio—Especially designed for lovers of recorded music. Full size baffle holding concert grand speaker produces superb tonal response. Standard and short wave radio and fully automatic record changer. 6 tubes. Selected walnut mahogany or blonde veneer cabinet with hinged top lid. Record storage compartment.

Spinette—Small console radio phonograph. Especially designed for limited floor space, Standard broadcast. Automatic record changer operates on revolving front panel and permits oversize speaker baffle. Record compartment. Walnut, bleach or mahogany. 5 tubes.

Master—A modern style of mantle radio, standard and short wave reception on a 6 tube chassis, fully enclosed in a brown or ivory plastic cabinet. Special recessed handle grip makes this readily portable. Built-in antennae. External phonograph connection.

Model VR 54



VR 54 Table Radio Phonograph—Natural tone response from the matched acoustical system brings radio programs or recorded music with great fidelity. Standard wave with two point tone control and crystal phonograph pick-up. Replacable needle—5 tubes.

Spinette

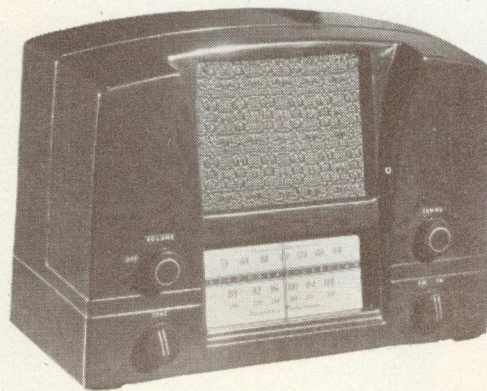
VRA 56—Same as VR 54 but with automatic record changer and silent permanent sapphire point.



MORGAN'S presents ...

Models by

STROMBERG CARLSON



Model 872 H

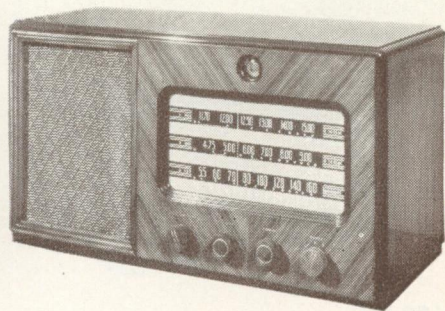
Model 8165

Model 863 P



8165 — De Luxe Console Combination—A "peer" among present day instruments—16 tubes—full standard—2 "FM" and 2 short wave bands, using 8 push buttons for station selection and 4 for band selection. Cathode ray tuning eye for close selection. Specially designed intermix record changer and famous "Acoustical Labyrinth" assure depth and brilliance of tone producing glorious reproduction.

872 H New "FM" table Radio—Housed in attractive brown plastic cabinet 7½" x 14" x 10". Here is the smallest FM and standard broadcast receiver to date giving outstanding performance. 7 tubes using selenium rectifier. Built in antenna.



Model 863 H

863 P —Combination Console—Attractive styling radio-phonograph with new type intermix 10" and 12" record changer. Long and short wave, full range tone control and built in antenna. Large 12" speaker and record compartment.

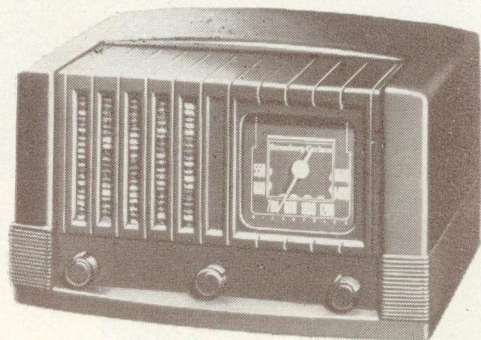
863 H—Table Model—Long and short wave dials. Full range control and selected walnut cabinet. External phonograph connector. 8" dynamic speaker. 6 tubes.



MORGAN'S presents . . .

Models by

STROMBERG CARLSON



Model 761HI

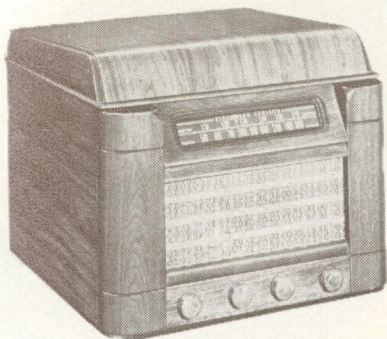
Model 8122 PG

Model 674 PA



8122 PG—"Heppelwhite" Radio-Phonograph—Authentic "Heppelwhite" style cabinet making. "FM" 12 tube radio-phonograph combination, includes full standard wave broadcasts, and automatic record changer 12" Concert speaker and full fidelity of tone make this a wonderful model. Record compartment provided.

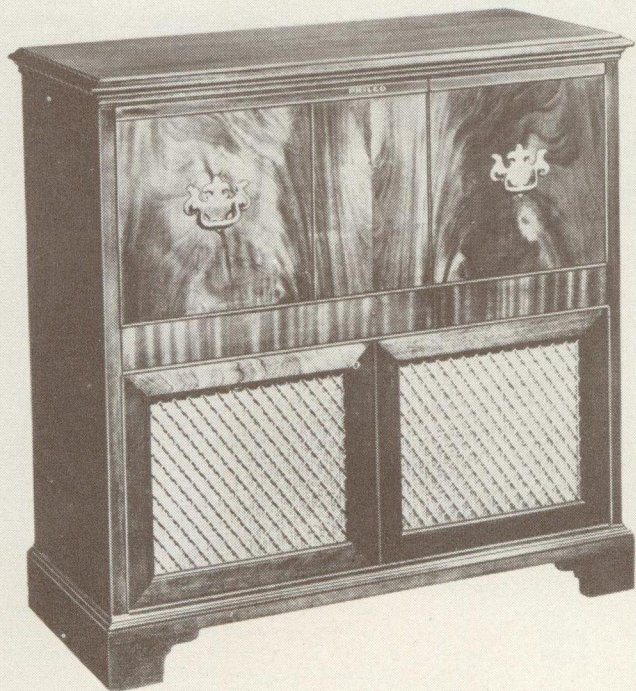
761 HI—Table Model—Strikingly moderne cabinet in brown or ivory plastic. Ideal for that extra radio in the home or office. Standard wave with full range tone control. 6 tubes.



Model 752 APT

752 APT—Table Model Radio-Phonograph—Standard band and short wave receiver with automatic record changer and full range tone control. Matched walnut cabinet with noiseless lid support and all controls on front panel.

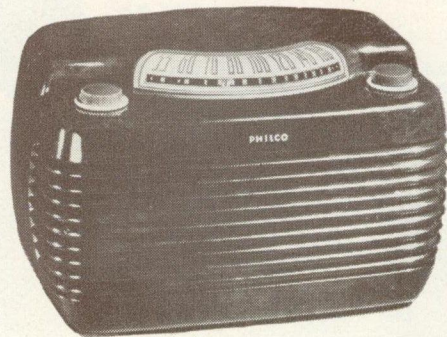
674 PA—Radio-Phonograph Console — Semi period style cabinet in mahogany or walnut veneer. Full standard and 3 band-spread dials on short wave. Farnsworth automatic record changer on ball bearing pull down drawer and commodious record compartment. 7 tubes.



MORGAN'S presents . . .

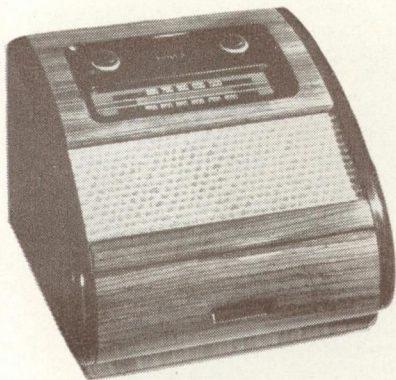
Models by

PHILCO

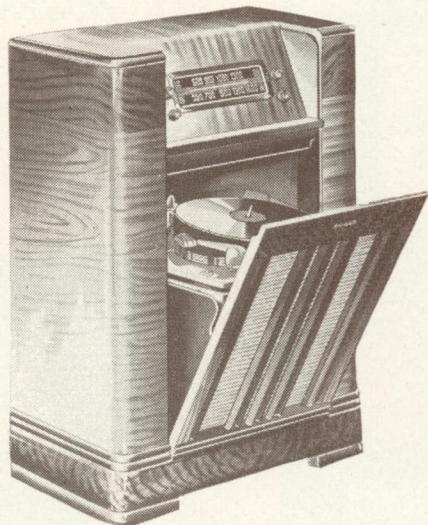


Model 75

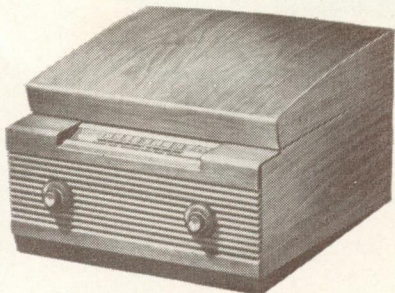
Model 711W



Model 706



Model 717



Model 704

711 W—DeLuxe Radio-Phonograph Console—Distinguished "Chippendale" design cabinet—glorious performance on the new "FM" band and standard or short wave. Push button selection of controls with fully continuous control of bass and treble tones. Concert grand speaker and feather-weight crystal automatic record changer. 13 tubes.

75—Popular Novel Design—Illuminated curved dial and controls on top—oval dynamic speaker, Brown or ivory plastic. Standard wave. 6 tubes.

706—Famous Single Record Combination—One of this maker's many firsts. Place a record in slot—it starts, plays through and stops—automatically. Self adjusting for 10" and 12" records. Standard wave radio and built in antenna.

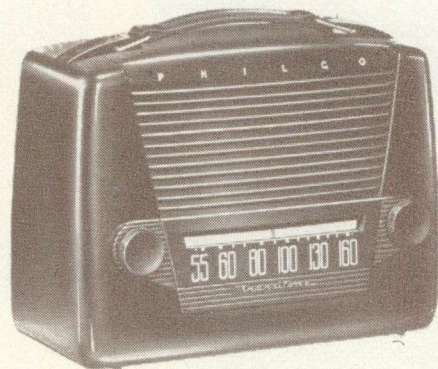
704—Automatic Radio-Phonograph Standard wave radio and single record changer with featherweight crystal tone arm. Streamlined walnut cabinet. 5 tubes.

717—Console Apartment Radio-Phonograph—Modern walnut cabinet with exposed inclined standard wave radio dial and controls. The automatic record changer on tip-tilt panel with featherweight tone arm and permanent needle. 6 tubes.

MORGAN'S presents . . .

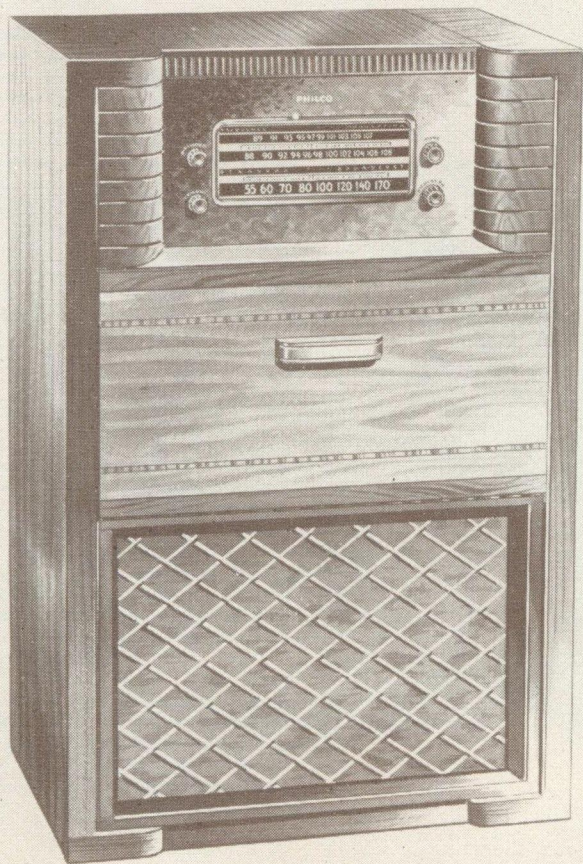
Models by

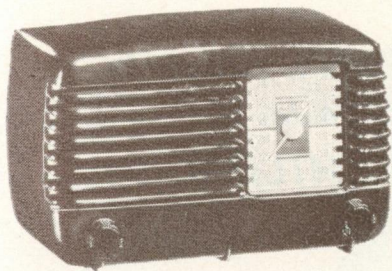
PHILCO



Model 411

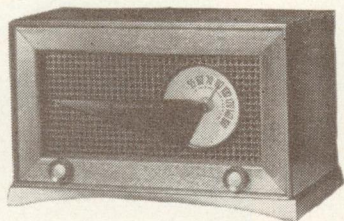
Model 718





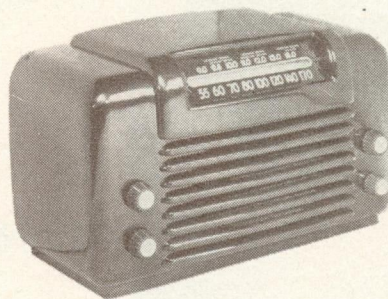
Model 57

718—Radio-Phonograph Console—A very compact console with the new "FM" tuning as well as standard wave bands. Drop panel allows free access to new type automatic record changer with permanent needle. Walnut cabinet. 9 tubes.



Model 58

411—3-Way Radio—A very compact AC/DC electric or battery using 4 of the new war-developed miniature tubes and selenium rectifier. Powerful and selective standard wave receiver. Built in aerial. Smart attractive plastic cabinet.



Model 76

57 — "Personal Radio" — Compact table model in brown or ivory plastic. Standard wave receiver with built in aerial at a modest price. 5 tubes.

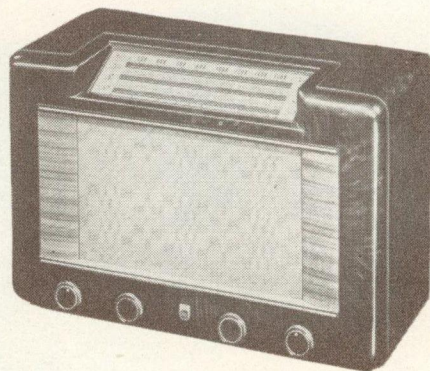
58—Small Mantle Radio—Standard wave with a smart newly designed wood cabinet. Different in appearance. Built in antenna. 5 tubes.

76 — Standard and Short Wave — Table model. Inclined longitudinal dial using large three-dimensional numerals—very easy to read. Dark plastic cabinet. 6 tubes.

MORGAN'S presents . . .

Models by

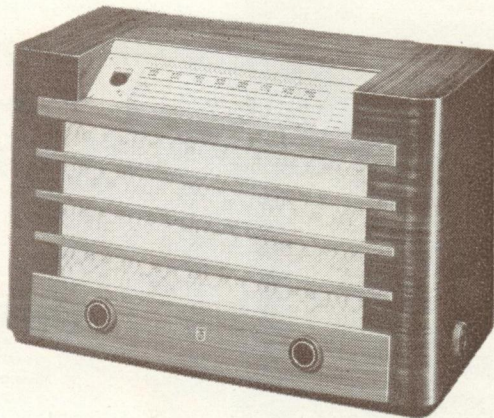
PHILIPS



Model 22 L

Model CM 95 A

Model CM 25A



CM 95A—De Luxe Combination Radio-Phonograph—With the same supersensitive chassis as CM 25A. Large 12" concert speaker—continuously variable tone control. Cabinet selected mahogany or walnut veneers. Record storage compartment inside of cabinet to preserve classic lines of cabinet.

22 L All Wave Mantle Radio—Compactly designed all wave model in brown plastic cabinet. Short wave down to 16 mc. on two bands. 6" dynamic speaker. 5 tubes. External phonograph connector.



Model 21L

CM 25A—"Continental" Style Mantle Radio—Walnut veneer. Designed for supersensitivity on all short wave channels. 4 short wave and 2 standard wave. Cathode ray tuning. External phonograph connector. 8 tubes.

21 L—Standard and Short Wave Mantle Radio—In neat small brown plastic cabinet. 3 tuning scales 2 band short wave. Dynamic speaker. 5 tubes.



MORGAN'S presents . . .

Models by

PHILIPS



Model 910

Model CM 91A

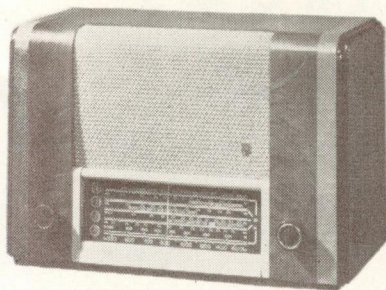
Model CM 54A



CM 91A—Compact Combination Console—Extra large record compartment. All wave radio, including 4 short wave bands—automatic record changer—4 position tone control. Dynamic speaker giving excellent tone quality. Mahogany or walnut.

910—"Personal" Radio—Unusual vertically designed chassis produces quality reproduction in an exceptionally compact cabinet (10 x 6 x 8"). Attractive cabinet in brown or ivory plastic. Standard wave reception.

CM 54A—Mantel Radio-Phonograph—Combining many top attraction features—standard wave radio and fully automatic record changer. Dial and controls external for easy operation. Full range tone control. Walnut cabinet. 5 tubes.



Model CM 50A

CM 50A—Specially designed for superlative performance on short waves—employs 4 bands to cover short wave stations and two for standard wave. Four position tone control. 5 tubes. External phonograph connector. Walnut cabinet.



RECORDS

and . . .

RECORD

ALBUMS

Some of the Interesting Features of Morgan's Record Department . . .

In addition to the latest popular "platters", and a library of the world's dateless classics, Morgan's offers music lovers several specialized labels recognized as outstanding:

"H.M.V." Records such as "Famous English Madrigals", "Sistine Choir Recordings"—Records of famous artists now dead—Chaliapin—Caruso—de Pachman and others.

"London Full Range" records being the newest full frequency recordings from Europe that carry up to 14,000 cycles.

"Telefunken"—Continental Europe's prestige label, immortalizing such famous artists as: Erna Sack—Wittrisch—Mengelberg—Krauss—Jochum—Furtwangler.

Victor DM 980—Puccini "The Heart of La Boheme"

This album consists of Highlights of Puccini's Opera featuring Albanese, Gigli, Menotti, Poli and Orchestra of La Scala Opera. 5 12" records plus a libretto and interesting facts about the company, \$8.50.

DM 900—Greig "Concerto in A Minor" for Piano and Orchestra
Artur Rubinstein and the Philadelphia Orchestra with Eugene Ormandy conducting, \$5.50.

DM 875—"Brahms Symphony No. 1 in C Minor"

Toscannini and the N.B.C. Symphony Orchestra
This album is known as the 75th Anniversary milestone in the life of Toscanini, and includes a synopsis of Toscanini's life and work, also picturized.

DM 1119—Chopin "Les Sylphides Ballet"

Arthur Fiedler and the Boston Pops and includes some of Chopin's most beautiful melodies arranged for the ballet.

J 68—"Arias from Donizetti's "Daughter of the Regiment"

Sung by Lily Pons—one of her finest albums, \$3.50.

J 36—Bizet's "Carmen Suite"

One of the most sparkling and technically perfect albums of records. Typical Beecham interpretation by the London Philharmonic Orchestra, \$3.50.

D 134—"After Dark"

Morton Gould and His Orchestra playing the all time favourite in the popular field.

D 205—Brahm's "Concerto in D Major"

For violin and orchestra, played by Joseph Szigeti and the Philadelphia Orchestra—Ormandy conducting.



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MONTREAL

2022-0503 .1



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PRICE LIST

New low prices on Morgan-sponsored Radios and Record Players illustrated in Morgan's Radio Booklet.

RCA Victor

Model VRA 141.....	650.00
Model 80.....	159.00
Model V 16.....	19.95
Model V26.....	29.95
Model V34.....	74.95
Model 81.....	229.00
Model 50.....	79.95
Model VRA 123M.....	545.00
Model 62.....	99.50
Little Master — colour.....	37.50
“ “ — Brown.....	36.00
Little Master — wood.....	47.50
Model A 121.....	339.00
Model A660C.....	64.95
Model P102.....	62.50
Model VRA 67S.....	269.00
Spinette.....	189.00
Master — Ivory.....	63.50
“ — Brown.....	61.00
Model VR 54.....	89.00
Model VRA 56.....	129.50

Stromberg-Carlson

Model 8165.....	1095.00
Model 872H.....	119.50
Model 863H.....	107.50
Model 863P.....	279.50
Model 8122 PG.....	525.00
Model 761 HI.....	52.95

Prices subject to change.

Convenient terms may be arranged.

Music Salon — Fifth Floor



HENRY MORGAN & CO. LIMITED

YOU ARE SURE OF THE QUALITY AT MORGAN'S

Model 752 APT.....	124.50
Model 674PA.....	369.50

Philco

Model 711W.....	499.50
Model 75.....	49.95
Model 706.....	89.95
Model 704.....	129.95
Model 717.....	219.50
Model 718.....	299.50
Model 411 (less battery) ..	51.95
Model 57.....	29.95
Model 58.....	On Request
Model 76.....	75.95

Philips

Model CM 95A.....	575.00
Model 22L.....	79.00
Model CM 25A.....	195.00
Model 21L.....	59.00
Model CM 91A.....	299.00
Model 910.....	34.95
Model CM 54A.....	150.00
Model CM 50A.....	98.00