

The tendency the world over is for improvements--and the most up-to-date--

YOU WILL FIND THIS IN--  
**ATWATER KENT**  
 RADIOS and RADIO PHONOGRAPH Combination

You Owe It To Yourself To Investigate



Model No. 72 - Low Highboy

SUPER-HETERODYNE

Cabinet finished in American Walnut with matched butt walnut front panels and apron, and rubbed top. Super-Heterodyne circuit using 9 tubes including 3 screen-grid and one rectifying tube.



Model No. 74

Model No. 74 - Lowboy

Cabinet finished in American Walnut with rubbed top. Matched butt walnut front panels and apron. Screen-grid circuit using 8 tubes including 3 screen-grid and one rectifying tube.

Model No. 75 - Radio Phonograph Combination

Cabinet finished in American Walnut with rubbed top. Matched butt walnut front panels and apron. Ample and accessible record compartment. Screen-grid circuit using 8 tubes including 3 screen-grid and one rectifying tube.



Model No. 76

Equipped with ARCTURUS radio tubes

TUNE IN  
ON  
KZIB

CONVENIENT MONTHLY TERMS

*Discount For Cash*

TUNE IN  
ON  
KZIB

**I. BECK, INC.**

*Sole Distributors*  
**MANILA, P. I.**

Model No. 76

IN RESPONDING TO ADVERTISEMENTS PLEASE MENTION THE AMERICAN CHAMBER OF COMMERCE JOURNAL

Becks

There's No Radio like  
**VICTOR**

and Victor's exclusive features mean  
 the difference between ordinary  
 reception and matchless  
 Victor performance



VICTOR  
 RADIO-ELECTROKA EI-17  
 With Home Recording  
 Price P330.00



VICTOR RADIO R-11  
 Price P375.00

Victor Radio can be had separately, or with the Home Recording Electroka--the instrument that not only gives incredible power and realism to Victor Records, but makes and plays records of your own voice, the youngsters', of your radio favorites--right in your own living-room.

Then--there is the little masterpiece of thrifty efficiency--the Victor Radio R-11, compact, sensitive, powerful and full-toned!

Come in and let us play them for you.



VICTOR RECORD  
 SPONSORSHIP PROGRAM  
 Broadcast every  
 Thursday evening  
 from 8:15 to 8:45

*Convenient  
 Monthly  
 Terms*

Victor Division, RCA Victor Co., Inc., Camden, N. J., U. S. A.

GENERAL DISTRIBUTORS:

**ERLANGER & GALINGER, INC.**

661--ESCOLTA--669

HOLO

MANILA

CIT

*Victor Dealers Throughout the Islands*

Radio Music Store, 20 Calles, Manila  
 Wilson & Co. Inc., 27 Calles, Manila

Manila Store, 111 Tieshen, Manila  
 Power Book, 1000 Bellas, Manila

Radio Music, Inc., 18 Bacon, Manila  
 Amador & Co., 21 Calles, Manila

IN RESPONDING TO ADVERTISEMENTS PLEASE MENTION THE AMERICAN CHAMBER OF COMMERCE JOURNAL

Erlanger & Galinger