

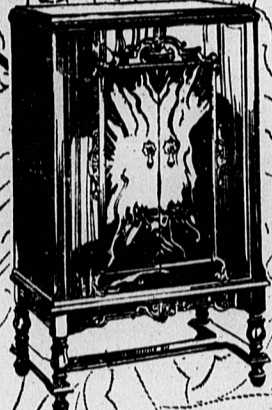
Christmas and Victor

The Gift that keeps on Giving



VICTOR RADIO COMBINATION HOME-RECORDING ELECTROLA

Now, absolutely unlimited enjoyment from one magnificent cabinet . . . yours to command! Radio . . . electrical record reproduction . . . and a thrilling new device enabling you to make your own records — each one a supreme Victor achievement! Test all performance features of the new Victor Radio Home-Recording Electrola, and you, too, will say "The greatest instrument of all!"

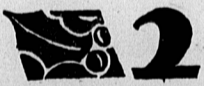


VICTOR RADIO HOME-RECORDING ELECTROLA RE-57 \$597.50 Complete with tubes

The Victor gift has always fulfilled the finest spirit of Christmas. For, like the Yuletide tradition, it lives — *this gift that keeps on giving* — and with it lives the memory of the donor whose kindly thoughtfulness provided it.

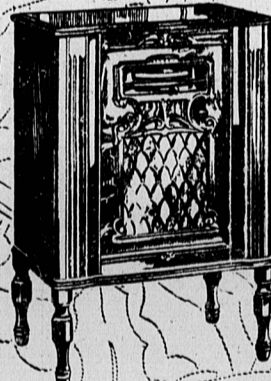
And this Christmas, more than ever, the Victor gift is the logical choice of those who would pass on unending joy and happiness . . . now there is a gift that keeps on giving — for everyone — *with a wider appeal than ever!*

For friends or family . . . Victor Radio Home-Recording Electrola — Victor Radio — Portable Victrola — Victor Records . . . see your Victor dealer. He will gladly help you choose your gift that keeps on giving.



VICTOR'S NEWEST RADIO

Here, in a choice of two beautiful cabinets, is a new degree of radio satisfaction . . . the only radio giving screen-grid five-circuit micro-synchronous performance. Hear what this newest, finest Victor Radio will do . . . and you will realize that this is the radio progressing far beyond accepted standards — the radio that is really a musical instrument.

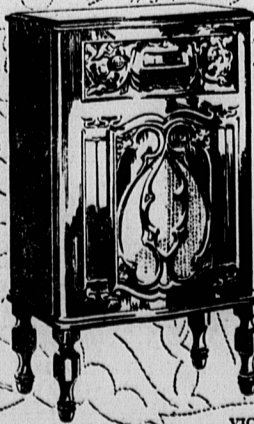


VICTOR RADIO R-55 Lounge Console \$247.50
VICTOR RADIO R-59 de Luxe Highboy \$285 Both complete with tubes



VICTOR RADIO "R-Fifteen"

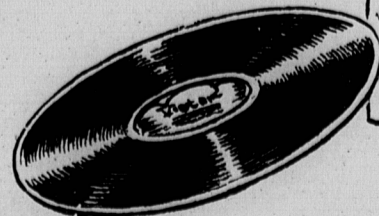
A Victor Radio so inexpensive that none need be satisfied with less than the dependability of true Victor performance. Screen-grid operation . . . four circuits . . . new and improved speaker . . . and the resulting Victor tone — all for \$185, complete with tubes. The cabinet is a gem of delicate artistry . . . compact . . . light . . . easily moved about — it is the "intimate" radio of today — the "personal" musical instrument.



VICTOR RADIO R-15 \$185 Complete with tubes
VICTOR RADIO R-10 Screen-grid, battery-operated \$140 including tubes



Making Records at Home on Victor Radio Home-Recording Electrola RE-57



"Victor Records — the ideal Christmas Gift"



VICTOR TALKING MACHINE COMPANY OF CANADA LIMITED — MONTREAL

RE-72