

There are **6** recent
MAJOR DEVELOPMENTS IN RADIO
 and Only **ROGERS** Has All **SIX**
 and **HOLMAN'S** Has **ROGERS**



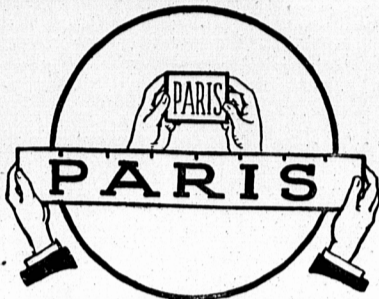
1 Noise Suppression

For the first time—real noise and interference control and suppression. Not a compromise, not a tone control that cuts the quality of music in proportion to the noise, but straight noise suppression that affords practically silent tuning between stations. Move from one station program to another as smooth as velvet.



2 Locality Interference Adjuster

A variable control on the chassis which, when adjusted at time of installation, affords the maximum possible reception in any locality, with a minimum of interference and distortion from outside sources.



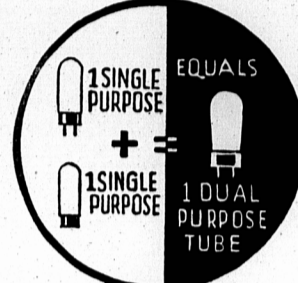
3 8-to-1 Band-Spreader

When tuning or logging short-wave stations, a movement of the tuning indicator so slight as to be invisible to the naked eye would completely de-tune or lose a program. Of the various "Band-spreading" devices created to correct this, the Rogers "8-to-1" band-spreader dial affords greatest ease and certainty for tuning and then correctly logs short-wave stations so they can be picked up again with absolute precision.



4 Acoustic Absorption

The "boom resonance" of the radio cabinet on certain notes has a tendency to distort the music, giving a "rain barrel" tone. Rogers employs two methods of correcting this. In the most expensive models a special designed new-type high powered speaker specifically corrects this fault. In the medium priced models a "Chladni disc" is employed which acts like a sponge or a blotter in absorbing these acoustic vibrations.



5 Metal Type Dual-Purpose Tubes

Rogers new-type metal spray dual-purpose tubes combine the advantages and proven performance of the glass tube, with the improved shielding capacity of the metal tube, but whereas most metal tubes of to-day can perform only one function, Rogers dual-purpose metal spray tubes function as two tubes, thereby affording vastly increased performance, tube for tube, over single-purpose tubes, and are the only metal type of tube with many years record of proven quality.



6 "Target-Tuning" Dial with Simplified Tuning Control

Of all the major developments this is the most outstanding and is enlarged upon in detail below. In addition to the new-type dial is a simplified tuning control with only three control knobs, as opposed to five or six on most other radios.

The New 1937 "Empire Series"

ROGERS

World-Reception



NO MONEY DOWN

Your old radio as down payment

10 months to pay—
no interest

90 days free service

Free Log Book of all
Short Wave Stations



METAL SPRAY TUBES

Take Advantage of
HOLMAN'S trade in
DRIVE

Liberal Allowance
for your old radio

Free Delivery and
Free installation

Free aerial and ground

HOLMAN'S

BOTH STORES

SUMMERSIDE—CHARLOTTETOWN

HOLMAN'S

BOTH STORES

SUMMERSIDE—CHARLOTTETOWN