



RALPH WILLIAMS ORCHESTRA
PERFORMS MILLON DOLLAR RAINBO GARDEN

What
Ralph Williams
says about his
Apex Super 5



CHICAGO February 13-1925

Apex Electric Mfg. Co.,
1410 West 59th Street,
C h i c a g o.

Attn: Mr. A. C. Johnson.

Dear Sirs:

It gives me much pleasure to tell you that I have recently installed one of your APEX SUPER-FIVE Receivers in my home. The first impression of the APEX SUPER-FIVE is the quality and the appearance of your Set.

In setting up the APEX SUPER-FIVE, I found it very easy to connect the batteries, because you supply the Jones Multi-Plug, which has the terminals marked so that any novice can make connections most easily.

Within five minutes after I had your Set in operation, I was able to obtain KDKA, Pittsburg, Dallas, Davenport and Hastings, Nebr. Then, I had to hurry away to the Rainbo Gardens for the evening concert, but Mrs. Williams had all parts of the United States and also Canada on your Receiver with utmost ease.

I find the operation of your Set to be very simple, and, with the use of your APEX VERNIER DIALS, I can log all stations very easily, and am also able to get peak tuning on distant stations.

Your Set is most selective, and, as I said before, the appearance and tone quality of the Set is the most remarkable one I have ever had the pleasure of using. I have had a great many of the foremost Radio Sets in my home, but not one of them has reproduced for me my latest Victor Record success "THE PRINCE OF WALES" so well, so clearly, so distinctly, and with such fine and perfect tone quality as has your APEX SUPER-FIVE.

May I congratulate you most heartily upon the building of this splendid Radio Receiver. I will certainly pass my opinion of your SUPER-FIVE along among my many musical and business friends, and you are at liberty to use this letter in any way you may desire.

Wishing you much success, I am

Faithfully yours,

Ralph Williams



Ralph Williams
at home with his
Apex Super 5

That this highly efficient Tuned Radio Frequency Receiver is by far the most advanced in both design and construction and that it fully meets the most critical expectations, is emphatically emphasized by the fact that it is unqualifiedly endorsed by musical celebrities whose highly trained sense of discernment makes them infallible authorities on the subject of Radio receptivity.

Dealers and jobbers of musical instruments who are interested in increasing trade through the sale of a receiving set with an established reputation of unsurpassed excellence, should write immediately for our very liberal and attractive sales proposition.

APEX ELECTRIC MANUFACTURING COMPANY
1410 WEST 59TH STREET Dept. 317 CHICAGO, ILLINOIS