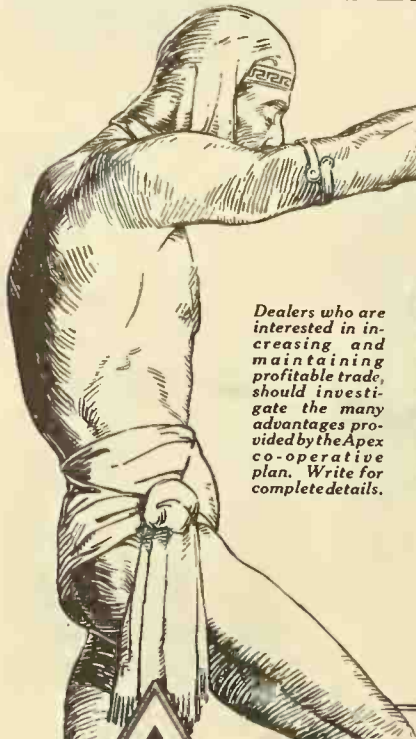


SELECTIVITY

THE OBEDIENT SLAVE TO YOUR DESIRES



Dealers who are interested in increasing and maintaining profitable trade, should investigate the many advantages provided by the Apex co-operative plan. Write for completed details.

Just as the skillful fingers of a trained musician select and control the sensitive, vibrant strings of a harp—so, too, do you, who operate an APEX Radio Receiving Set, select and control the sound waves wafted through the air.

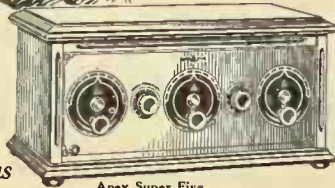
Stations thousands of miles away, or powerful near stations can be entirely and instantly isolated from interference.

This degree of finer selectivity is not the only triumph achieved by APEX scientific engineering principles. Full volume, wider range, greater clarity have been acquired and are enthroned in a setting of exquisite beauty of design and finish that place APEX Cabinets in the highest ranks of the finest furniture.

APEX ELECTRIC MFG. CO.
 1410 W. 59th Street Dept. 917
 CHICAGO



Quality Radio Apparatus



Apex Super Five
 Price \$95—list
 without accessories



Apex Baby
 Grand Console
 Price \$225—list



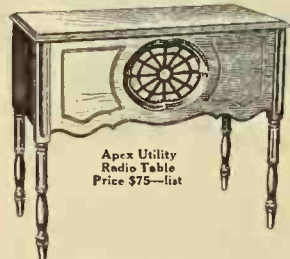
Apex De Luxe
 Price \$135—list



Apex
 Entertainer
 Price
 \$22.50—list



Apex Console
 Entertainer
 Price
 \$27.50—list



Apex Utility
 Radio Table
 Price \$75—list

Prices West of Rockies slightly higher. Canadian prices approximately 40% higher.