

# Absolutely New —

## No Other Radio Like It

Apex Radio for 1927 is the result of a four-year development. It is entirely different—the circuit has nothing in common with any other circuit in the present day field of radio, while the cabinet design and workmanship are unquestionably the finest values ever offered the buying public.

*APEX means radio at its very best — easy to sell and stays sold.*



### Two Years Ahead

Practically every one who has seen the 1927-28 Apex line says it's fully that far out in front of all competition. By individual models, and as a whole, this line is so radically different, so *fundamentally sound* and so far in advance from an engineering standpoint—that no man in the Radio Trade can afford *not to investigate it!* Seize the first opportunity to study these models carefully, study the circuit, study the past record of Apex, study your market—and decide for yourself.

*Write today for particulars regarding the most valuable franchise in the radio world*

### APEX ELECTRIC MFG. COMPANY

1422 West 59th Street (Radio Division) Chicago, U. S. A.



### The APEX Consoles

are masterpieces of cabinet craftsmanship. They are products of the Plymouth Radio & Phonograph Company, of Plymouth, Wisconsin.

*Specially designed for 1927-1928 Apex Radio Receivers.*

*Prices and complete data on Apex Sets adapted for socket power operation will be available shortly*

