



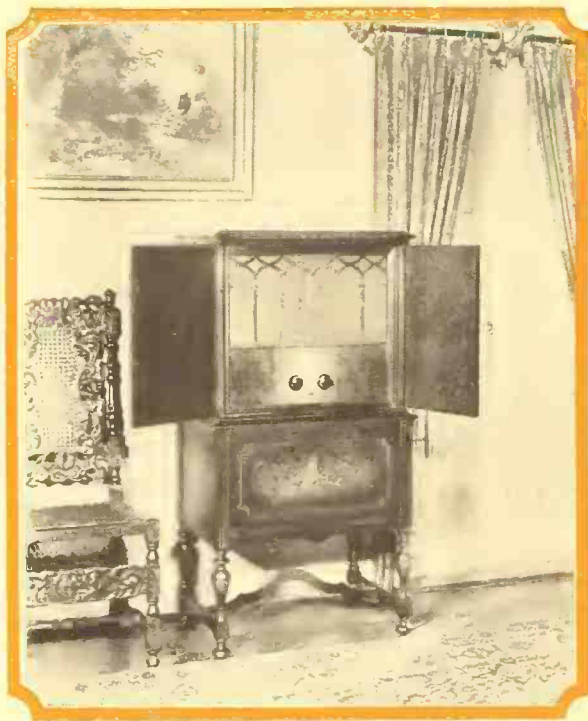
A New Star on the Radio Horizon



APEX presents — The Only NEW Radio Circuit in 5 Years



TECHNIDYNE



“Troubadour”
Console
9-Tube
TECHNIDYNE
Internal Loop
\$325

The Apex Technidyne is a new departure—the most outstanding advance in radio engineering in recent years.

The Technidyne Circuit makes use of an epochal discovery, the “feed forward.” This is a new type of neutralization far surpassing former methods. It is inherent in the design and circuit contacts; not dependent on adjustments.

—Surpassingly beautiful in design; Amazing in Performance

The Apex Technidyne Circuit gives extreme sensitivity of radio frequency amplification over the *whole broadcast band*. It provides a higher degree of true selectivity than ever before attained—over the *whole broadcast band*. The exquisitely designed and finished cabinets by the Plymouth Radio & Phonograph Company of Plymouth, Wisconsin, complete an ensemble of beauty and radio efficiency unexcelled at Apex prices—\$90 to \$325.



Table Model

“Lyric” 6-Tube Neutrodyne \$90

Licensed Under
Patents of

Radio Corporation of America, Westinghouse Company, General Electric Company, American Telephone & Telegraph Company (Super-heterodyne excepted), Latour Corporation, Hazeltine Corporation and Technidyne Corporation.

—it's a mighty fine thing to be known as the
Apex Dealer, and profitable, too

 APEX DIVISION 

UNITED STATES ELECTRIC CORPORATION
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