

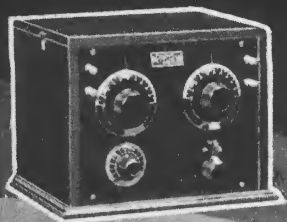


1930 MODEL

SCREEN GRID PUSH PULL
ORTHO-DYNAMIC



PARKER-McCRORY MFG. CO.
KANSAS CITY, MO.



MODEL 1923

7 Years

Manufacturing Fine RADIO RECEIVERS



MODEL 1930

The Parker-McCrory Manufacturing Company is one of the oldest radio manufacturers in the United States. We have manufactured radio receivers exclusively for seven years. The receiver has been designed with quality in mind—the price has been established afterwards. Years of experience, the finest engineering and mechanical talent has been combined to produce a truly great radio receiver. We do not job odd lots or parts. Every model sold is a new late model direct from our own factory and we sell only the necessary accessories for operation.

From Parmak Factory to Parmak Dealers

We sell direct from our big factory to Parmak dealers in all parts of the country. We do not sell through jobbers or brokers. The Parmak dealer is in direct touch with the factory. He is therefore in much better position to serve you than a dealer buying through a jobber. We buy and sell for cash. This is another big saving for you.

Our Ironclad Money Back Guarantee

Turn to the cover page and read our money back guarantee. This guarantee means just what it says. It has stood the test of time. For seven years—seven different yearly models—we have maintained this ironclad guarantee. Customers throughout the United States will testify to its fairness.

BUY WITH CONFIDENCE

You can buy from your PARMAK dealer with confidence. He is in position to quote you lower prices for quality radios. He is in direct touch with a factory with years of experience in exclusive radio manufacturing. Place your order for a 1930 model now.

*Let this big
Factory
Serve
You!*



Fifty Thousand Satisfied Customers

Every Parmak customer is a satisfied customer. The Parmak user must be satisfied or there is no sale. Every Parmak carries a money back guarantee. The following are but a very few of the hundreds of original testimonial letters in our files. Read them and let the experience of others be your guide in buying a

Parmak.

Parker McCrory Mfg. Co., Lexington, Okla.
Kansas City, Mo.

Dear Sir:

Some time ago I ordered a PARMAK Radio Receiver from you. I don't see how any Radio could work any better, even one that costs two or three times as much. I have caught Toronto, Canada, New York, California, Mexico City and many other distant stations. Everyone that hears one of the sets is pleased very much with the reception it gives.

Yours truly,

(Signed) CALVIN E. HARVEY.

Parker McCrory Mfg. Co., Gretna, La.
Kansas City, Mo.

Dear Sir:

I have demonstrated in over ten homes since I received my 1930 Model and have succeeded in selling about eight, which I will be able to send for within a very short time. Everyone that has heard one of your sets likes it very much. I have sold several in preference to best make sets here. Will send in several orders very shortly.

Will close, begging to remain,

Very truly,

(Signed) ERNEST BUTTERFIELD.

Parker McCrory Mfg. Co., Oklahoma City, Okla.
Kansas City, Mo.

Gentlemen:

I thought I would write you in regard to your Radios. I have demonstrated the set shipped me about 15 days ago in about eight homes and two drug stores, and it has performed wonderfully.

You will very soon receive more orders from me.

Thanking you in advance for your co-operation, we beg to remain,

Yours truly,

WOODROW W. POWERS.

Parker McCrory Mfg. Co., Hannibal, Mo.
Kansas City, Mo.

Gentlemen:

The AC 45 I ordered from you has been in service now thirty days, and is giving perfect satisfaction and the customer is more than pleased with its performance in every way.

Yours truly,

ST. MARYS PHARMACY.

Parker McCrory Mfg. Co., Sicily Island, La.
Kansas City, Mo.

Dear Sirs:

I want to say a few things in regard to the PARMAK Radio. It is the simplest and the best I have ever heard, regardless of price. It has always been my delight to sell quality merchandise, and your Radio is it.

Yours truly,

(Signed) L. B. CHISUM.

Parker McCrory Mfg. Co., Charlotte, Iowa.
Kansas City, Mo.

Dear Sirs:

The last set went to a man that had turned down more Radio Salesmen than any one I know of. I sold him the set, installed it and now he is actually dragging neighbors and friends in to hear it and it really is wonderful. I've heard Radios of all kinds, but this PARMAK is surpassed by nothing even above its class as far as price is concerned.

Yours very truly,

(Signed) URBAN J. HANRAHAN.

D. W. Boone & Co., Woodland, Ga.
Newman, Ga.

Dear Sirs:

I have been selling PARMAK Radios this is four years and have not had a kick on one that I have sold yet and the first one that I sold is in perfect shape and works good as ever today and has not had to have one bit of work of any kind done to it yet. They are as simple as any Radio on the market to operate and they are the best value of any machine I know of. And the best part about a PARMAK Radio is that it has a thirty-day guarantee, backed by Parker-McCrory Mfg. Co., and they will do everything that they say they will.

Yours very truly,

(Signed) L. H. WYNN.

Parker McCrory Mfg. Co., 1209 McDonald Ave.
Kansas City, Mo. Sioux City, Iowa.

Gentlemen:

I have a PARMAK Battery Set which beats all others I've heard, not only in tone, but for getting distance.

Yours very truly,

(Signed) A. V. SCHOEN.

HERE ARE THE NEW

1930
MODELS

The Great



8 TUBE



A-C Electric Chassis

A masterpiece of radio engineering and mechanical skill. The Parmak 1930 electric chassis is ruggedly constructed to give years of service. It has a base of pressed steel. All condenser bearings and socket contacts have a large factor of safety. Lock-washer and cabled wiring construction is used.

SCREEN GRID + 245 PUSH-PULL

Screen Grid for Distance

One of the new 224 screen grid tubes is used in the Electric Parmaks as a pre-amplifier. The great amplification of this tube properly designed in the set brings in the far-away stations with all the ease and volume of local stations. The DeVault circuit obtains a tremendous pre-amplification before delivering the signal to the regular amplifiers.

Single Illuminated Dial

Note the cut of tuning drum above. The knurled, pressed metal tuning drum has illuminated translucent celluloid scale. The Parmak tuning drum is the most positive, simple and efficient tuning system ever devised. You can turn instantly from a high wave length to a low wave length station.

Beautiful Cathedral Tone with Concert Volume

You will be thrilled with the life-like reproduction of a Parmak. The deep roll of the organ, the resonance of a fine piano, the pure melody of a trained voice are all reproduced as clear and true as life itself. And so great is the volume that for home use you will never want to turn the volume control completely on. The radio frequency amplification is so great that even the far distant stations can be turned up to auditorium volume.

Complete A-C Operation

Just plug your electric Parmak in a convenient wall socket and snap the switch. There are no chemicals, acids or moving parts. The tube filaments are lighted with AC current.

Ordinary house current, 60-cycle, from 105 to 120 volts alternating current, is used. For hum-free ideal electric reception choose a Parmak.

Rugged Construction

The Parmak chassis constructed of pressed steel of a heavy gauge. Condenser bearings are extra heavy. Socket contacts are constructed to give years of service. All transformers, condensers, chokes and resistances have at least a 100 per cent factor of safety above any possible load.

1930 MODELS



MODEL A. C. 15

8800



+ ORTHO-DYNAMIC SPEAKERS

The Magic of 245 Push-Pull Power Audio

Two of the new giant 245 power tubes give nearly ten times the amplification possible with the older 171 type tubes. This great volume is not necessary for ordinary home use, but it gives a surplus of power that assures fullness of tone on even far distant stations. This type of push-pull construction is used in the better theatres for "talkies." When you want the thrill of tremendous volume on long distance reception you can have it with a vengeance.

All Dynamic Speakers

A specially designed and constructed Utah dynamic speaker is used. This dynamic uses a special 1000-Ohm field winding and uses rectified, filtered AC current on the field. Every particle of hum is filtered out. Utah dynamic speakers are too well known to need detailed description.

DeVault Circuit for Selectivity

The new DeVault filter circuit provides a positive 10-kilocycle selectivity. A screen grid pre-amplifier and selector is used and four variable tuned circuits. There is an absolute freedom from interference.

Advanced Table Model

This modern All-Electric model incorporates the 1930 electric chassis in a beautifully finished solid walnut cabinet. Dimensions 9x12x19". You can depend on the model AC 15 to give you the finest possible reception. Must be used with model A-1000 dynamic table speaker.

The New Tubes

All of the new AC tubes are used. A screen grid pre-amplifier. Heater type 227 tubes throughout the amplifier and detector circuits and the mighty 245 tubes in push-pull amplification. The 1930 model Parmak electric uses one 224 tube, four 227 tubes, two 245 tubes and one 280 rectifier tube.

New Low Prices

PARMAK RADIOS are built to a quality standard and not a price standard—yet the prices are exceeding low. Compare a Parmak with sets costing from \$100.00 to \$200.00 more.

The same eight-tube AC electric chassis is incorporated in all Parmak electric AC models

**DEVault
CIRCUIT**

Magnificent A.C. ELECTRIC

MODEL A.C.35

245 POWER



148⁰⁰

A Popular, Beautiful Model

HERE is a receiver that you may choose for the years ahead. The 1930 model Parmak all-electric chassis is enclosed in a magnificent walnut lowboy cabinet with powerful AC dynamic speaker. The cabinet has matched butt walnut paneling at sides, mahogany overlay at top, inset panel of straight grain walnut for speaker grille and control panel. Dimensions are 15x26x36"

*Complete Electric Screen Grid 245
Push-Pull*

8 TUBE

Power Dynamic Speaker

YOU HAVE WAITED FOR ITS BRILLIANT TONE AND
DEPENDABLE PERFORMANCE

"Gets every station I want when I want it," says a user. A highly sensitive screen grid circuit and a superb push-pull audio system assures reception at great distances with brilliant tone and volume. For stunning beauty it would be difficult to imagine anything more charming. Parmak quality guarantees its dependable operation.

TURN BACK AND READ CHASSIS DESCRIPTION



Console Models

SCREEN GRID

MODEL A.C. 45

PUSH PULL

158⁰⁰

Exquisite Design and Parmak Quality

GREAT charm is expressed in this fine sliding door console. Note the exquisitely matched striped grain walnut panels and the modernistic doors of shaded matched mahogany. The dimensions are 16x26x42" high. The 1930 model Parmak electric chassis and Concert Utah dynamic speaker lifts reception above ordinary levels.

*Sliding Doors of Shaded Matched
Mahogany*

**Cathedral Tone
Tremendous Volume**

Concert Dynamic Speaker

8 TUBE



A MODEL FOR THOSE WHO WANT THE VERY
BEST IN RADIO

You cannot buy a better radio regardless of the price you pay. The master cabinet work, cathedral tone, vast power and range and trouble-free operation will delight you for years to come, and remember, it is backed up by the *Parmak Guarantee* of perfect satisfaction.

TURN BACK AND READ DESCRIPTION OF CHASSIS



A Tremendous Value

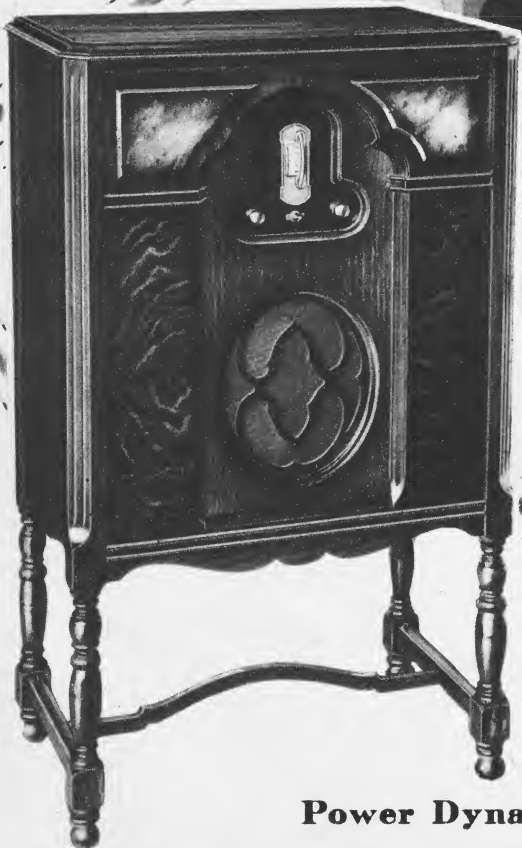
MODEL A.C. 25

SCREEN GRID ELECTRIC

8 Tube 245 Push Pull

138⁰⁰

**A
Charming
Console of
Matched Walnut**



THINK of it. The Great Parmak electric chassis and Utah dynamic speaker installed in this charming console at the low price of \$138.00. The cabinet is one you will be proud to own. Matched walnut side panels and shaded walnut inset speaker and control panels. The cabinet maker has carefully combined the finest woods in beauty and good taste. Dimensions over all 16x26x42" high.

Complete Electric Operation

Power Dynamic Speaker

YEARS OF PLEASURE AHEAD FOR YOU—BEAUTIFUL CATHEDRAL TONE,
DISTANCE, VOLUME, SELECTIVITY

Just plug into light socket and turn to your favorite station. No simpler, more reliable receiver is obtainable. Costs less than one cent an hour to operate. Gives you that impressive performance you would expect from radios costing several times its price.



TURN BACK AND READ DESCRIPTION OF CHASSIS

World's Finest Battery OPERATED

SCREEN GRID

PUSH PULL



Every 1930 Engineering Advance

All the features of electric set

The Parmak 1930 model battery operated sets have every feature that the new electric sets have. Screen grid tube, power amplifier tubes in audio amplification, the DeVault screen grid preamplifier filter circuit, power inductor and dynamic speakers.

Screen Grid for Distance

The new 222 screen grid tube is used with the DeVault pre-amplifier circuit to obtain nationwide range. So great is the radio frequency amplification that far away stations come in with the volume of local stations.

Economical on Batteries

All Parmak battery models require one 150 ampere storage battery, three heavy duty 45-volt "B" batteries and two 4½ volt "C" batteries. The current drain is extremely small.

Model B-10

Choice Solid Walnut Cabinet

A table model of classic simplicity and rich beauty. Deftly highlighted, two tone, hand rubbed, solid walnut cabinet. Dimensions 9x12x19". Rich, full rounded reproduction, great range and volume, extreme selectivity. You can now enjoy the best of radio reproduction even though you live miles from an electric line.

**Magnificent Tone
Great Volume
Nationwide Range
Single Illuminated Dial
Rugged Construction
DeVault Circuit**

Push-Pull Power Audio

Push Pull power amplification is not ordinarily used in battery sets. It is the highest development in the art of reproduction. For purity and sweetness even at the highest volume levels there is nothing equal to it. The 1930 model PARMAK battery operated set uses one 222 screen grid tube, four X 201-A amplifier and detector tubes and either two X-112-A or two X201-A tubes in push pull audio amplification.

*This seven-tube chassis is incorporated in all
Parmak Battery Models.*



55⁰⁰

**PARMAK
RADIO**

**1930
MODEL**

**7 Tube
Push
Dyn**

Model B-30

114⁰⁰



**Fine Tone,
Volume, Selectivity,
Nationwide Range**

Years Ahead in Engineering

A comparison will convince you of the superiority of this set over any other make of battery set. It has improvements unheard of in the average battery set of today. Be content with nothing less than screen grid, push-pull dynamic performance. And while these big features have been taken care of, smaller features, like single illuminated dial, perfect control of volume, antenna resonator and heavy battery cable all have their place in making up a precision machine.

TURN BACK AND READ DESCRIPTION OF CHASSIS

A Beautiful, Popular Battery Operated Model

THIS fine model has richness and charm of cabinet work, employing as its major material choice grain walnut. The side panels are beautifully figured. The overlays are shaded mahogany. This lowboy type is becoming increasingly popular. Plenty of space is provided for dynamic speaker and batteries. The dimensions of cabinet are 15x26x36" high.

All the Features of Electric Operation.

Mighty Dynamic Speaker

A special Utah dynamic speaker derives its current for field excitation from the six volt storage battery, using only one-half ampere of current.

**PARMAK
RADIO**



CONSOLE BATTERY RECEIVERS

Screen
Grid
Pull
amic

Model B-40

12400

Worlds Foremost Battery Console

HERE is the finest battery operated console that money can buy. The impressive, graceful walnut cabinet is admired by all who see it. It's every line expresses richness and character. The choicest figured burl walnut, finely shaded matched mahogany, beautiful craftsmanship. Cabinet dimensions 16x26x42" high. Plenty of space in cabinet for dynamic speaker and batteries.

Sliding Doors of Shaded, Matched Mahogany.

Concert Dynamic Speaker

This great Utah concert dynamic speaker brings out the power and clarity of the push-pull audio system.



PARMAK
RADIO



Cathedral Tone Concert Volume

Fill your home—the entire house—with sweet, soft, mellow, though loud, recreation of broadcast. No matter how high you turn the volume, the quality of reproduction remains the same. There is no hint of forcing—no mechanical noise whatever. Here is a battery operated radio for those who are satisfied with only the best.

TURN BACK AND READ DESCRIPTION OF CHASSIS.

MODEL B-20 BATTERY CONSOLE

A New Standard

PARMAK
RADIO

96⁰⁰

1930 Model B-20 Ultra-Modern Battery Console

EVEN though you do not have electricity in your home you can enjoy the finest type of radio reproduction with this reasonably priced model. It is a wonderful value. The charming console will fit in with the finest of home furnishings. Only selected woods are used in its manufacture. The speaker compartment is scientifically baffled. There is plenty of space for all batteries. The cabinet dimensions are 16x26x42" high.

Seven Tube, Screen Grid, Push Pull

PARMAK "up to the minute" engineering gives you every right to expect superior performance. Be satisfied with nothing less than PARMAK seven tube, screen grid, push-pull battery set design.

Clear True Tone Fine Volume

Correctly designed push-pull amplification matched to the new power inductor speaker assures you a vibrant, eager fullness of tone. It has a great reserve power that you won't need for ordinary home reproduction.

Economical Battery Operation

This efficient seven-tube receiver is especially designed for use in homes where alternating current is not available. A six volt, 150 ampere hour storage battery and 135 volts of "B" battery are recommended for best results. Current consumption has been reduced to a minimum so that batteries last much longer than with the usual type of battery set.



NOTE

All Parmak battery models have provision to use Delco farm light power in place of storage "A" battery, if desired.

TURN BACK AND READ DESCRIPTION OF CHASSIS.

SONATRON TUBES



**Designed
for Greater Efficiency
and
Longer Life**
**A Quality Tube
for Every
Purpose**

The New and Improved SONATRONS

Are the Perfected Products of New Methods and Machinery

Sonatron has set a new standard for the radio tube industry with its new and improved line of radio tubes.

Sonatron radio tubes are made by a firm which has manufactured radio tubes exclusively and consistently for over six years. Sonatron has long been a highly respected name in the tube field. Years of research under actual manufacturing conditions have placed Sonatron in the forefront of tube improvements.

Today Sonatron is the largest exclusive manufacturer of radio tubes in the world . . . and manufactures 44 distinct types of radio tubes. the World's Largest Radio Tube Line.

A better Sonatron tube for every radio end.

FOR AC ELECTRIC OPERATION

	List
Y227 AC Instant Heater Detector and Amplifier	\$2.50
Y224 AC Quick Heater Screen Grid Tube	4.00
X245 Power Amplifier Tube	3.50
X280 Full Wave Rectifier Tube	3.00

FOR BATTERY OPERATION

222 DC Screen Grid Tube	\$4.50
X201-A Detector and Amplifier Tubes	1.25
112-A Power and Amplifier Tube	2.25

NATIONAL

Radio Storage A. Batteries



National Storage Batteries have long had a nation-wide reputation for quality and service. Heavy full size lead plates make the National "A" battery superior to the many light weight batteries on the market. Substantial hard rubber case with non-corrosive terminals. National batteries carry an eighteen months guarantee by the manufacturer. You can depend on them being a full 150 Ampere Hour capacity.

National 150 Ampere Hour Storage Battery \$18.00



Heavy Duty B. Batteries

The PARMAK heavy duty "B" battery is a new and larger battery, with a super abundance of capacity and long life. It is manufactured for us by a company with twenty-nine years of battery building experience. It is made up of large, seamless, heavy zinc cells. Parmak heavy duty batteries give you the utmost in service. Size of battery, 8"x7 3/4"x4 3/4".

PARMAK Heavy Duty 45 Volt "B"
 Batteries. Each \$3.50
 PARMAK 4 1/2 Volt "C" Batteries. Each50

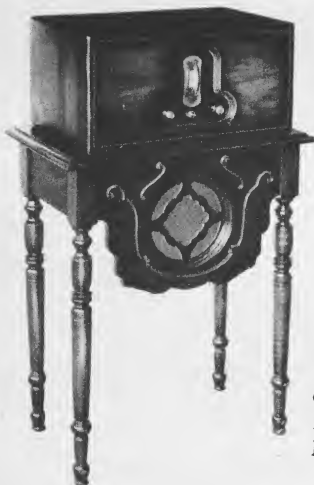


Dynamic Table Speaker

Model A.1000

A Charming Table with Mighty Utah Dynamic

This graceful table is an outstanding example of the better class of cabinet making. Constructed of fine solid walnut. Artistically turned legs. Richly designed inset grill. Uses the latest Mighty Utah dynamic speaker especially designed for us. You will be delighted with its richness of tone and volume.



FOR PARMAK 1930 MODEL SETS ONLY

Model A-1000 is for use with PARMAK Model AC 15.

Model A-12 is for use with PARMAK Model B-10. These speakers are specially designed to be used with PARMAK 1930 Model sets. In ordering specify whether for AC or Battery operation.

35.00

An Unusual Value

Consider the low price of this table speaker. The price is lower than that usually asked for a dynamic speaker alone. In addition, you receive this graceful, artistic table, properly baffled to bring out the best tone of dynamic speaker.

Model A-1000 (for AC Electric Operation).....\$35.00

Model A-12 (for Battery Operation)..... 35.00

Power Inductor Speaker

The Power Inductor—the new mode of magnetic type speakers. Yet it is vastly different from the ordinary magnetic speaker. Two large permanent magnets give an intense magnetic field. A new type balanced armature and large cone give a full response at all frequencies. Even the tremendous volume of Parmak battery operated sets will not blast this speaker. The Power Inductor Speaker is recommended for use with Parmak 1930 model B-10 battery set.

Price \$19.50



**PARMAK
RADIO**

Money Back Guarantee



WE guarantee every Parmak against defects in workmanship and material.

We will repair or replace free of charge any part which is actually defective. We further guarantee our products to give entire satisfaction and please you in every respect or we will refund the full purchase price only asking that merchandise be returned within 30 days after it leaves our factory.

PARKER-McCRORY MFG. CO.
KANSAS CITY, MO.