

HERALD ELECTRONICS

AMERICAN ELECTRONIC PARTS CORP. 4105 N. Milwaukee Ave., Chicago, Ill., 60641 Phone 312-282-2462

CASH Buys You More!

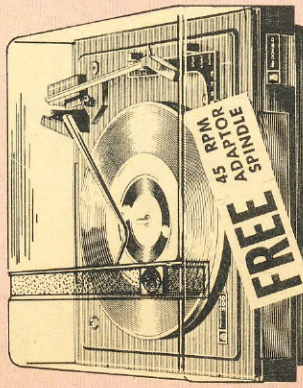
Equivalent of 9% Interest per Month On Your Money! Send A CHECK With Your Order & Deduct 3% Cash Discount DOES NOT APPLY.

ADD 10% TO PRICES LISTED FOR EXPORT

HI-FI TOTAL TURNTABLE

HI-FI TOTAL TURNTABLE

HI-FI TOTAL TURNTABLE



Automatic Turntable

McDONALD
WITH TINTED
DUST COVER
300T

RP-110A
\$29.75
12 @
Ea.

Single
\$34.50

- ★ Fitted with Shure 'Hi-Track' M75 Type Stereo Magnetic Cartridge.
- ★ Mounted On Ebony Base With Walnut Accent
- ★ Factory Assembled, with all Cables . . . Ready to Plug-In and Play.
- ★ Jam-Proof, low-mass Aluminum Tone Arm on Virtually Frictionless Pre-loaded Horizontal Ball Bearing Pivot.

- ★ Factory-set Dynamic Anti-skate Control for Compensation of all Groove Diameters
- ★ 4 Pole Induction Motor, Constant Speed, Minimum Rumble and Wow.
- ★ Automatic Shut-off After Last Record.
- ★ Interchangeable Spindles for Automatic Or Manual Play.
- ★ Overall Dimensions: 15 1/4" W. x 13 1/4" D. x 6 3/4" H. (Includes Base).

VALUE SALE



MADE BY
VM

- ★ Die Cast, Heavy Duty 11"
- ★ 110-125 Volts AC, 60 cps
- ★ CUE CONTROL-For instant pause at exact record groove.

WITH DURABLE STYRENE DUST COVER

- ★ ASSEMBLED ON CHROME TRIMMED DECORATOR STYLED RECESSED BASE
- ★ Diamond Needle
- ★ Chrome Trim
- ★ 3 Color Display
- ★ Stylus Pressure regulates on tubular tone arm-with gram scale.
- ★ Four-Speed Automatic

READY TO PLAY

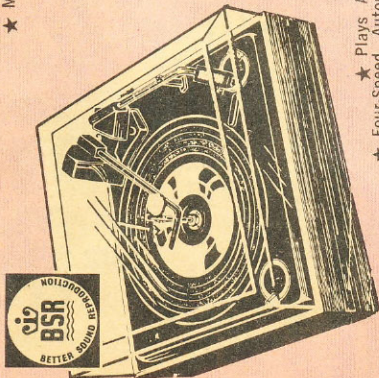
RP-103A
\$25
Lots of 12
Single \$28.50

CHANGER RIOT!

ASSORT 12 FOR LOW PRICE

SALE Stereo "PLUG 'N' PLAY" Record Changer

- ★ Assembled on Base with DUST COVER
- ★ Completely Wired and Mounted
- ★ Made In England



RP-65A
\$21.90
12 @
Ea.

2 @ \$22.90 Ea.

- ★ DELUXE UA-15 SST
- ★ Extra Large 11" Turntable.
- ★ Oversize Induction Motor
- ★ Plays All Records Up to 12".
- ★ Four-Speed Automatic.
- ★ 110-125 volts AC, 60 CPS.
- ★ Ready to Play thru Any Amplifier, Radio, TV.
- ★ 3 Color Display Carton.

VALUE



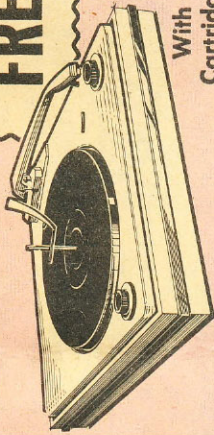
RP-92A
Changer
\$11.90
12 @
Single \$12.75

- ★ Multi-Color Display Cartons
- ★ Now being used by: Curtis-Mathes, Motorola, Phonola, Zenith, Wards
- ★ Chrome Tubular Tone Arm
- ★ Stereo Cartridge
- ★ 4 Speeds
- ★ Automatic Shutoff
- ★ Size: 13" x 16" x 11 1/4"

MAESTRO STEREO RECORD CHANGER

INDIVIDUALLY BOXED

SALE 4 SPEED STEREO CHANGER



Changer Made By VM

FREE 45 RPM SPINDLE ADAPTOR

- ★ Individually Boxed in 3 color Imprinted Display Carton.
- ★ Plays All Records, Includes Audio Cables and 6 Ft. AC Cord With AMP-LOK

No. RP-80A 45 RPM Spindle
4@75c 12@60c

RP-93A
\$15.75
12 @
Single \$16.75

Herald Decorator Styled Recessed Base,
CA-55A 5@ \$2.70 ea.

STEREO RECORD CHANGER

UA-15SST WIRED AND BOXED IN 3 COLOR DISPLAY CARTON

- ★ Extra Large 11" Turntable.
- ★ Oversize Induction Motor.
- ★ Plays All Records Up to 12".
- ★ 110-125 Volts AC, 60 CPS.
- ★ Four-Speed Automatic
- ★ Ready to play thru Any Amplifier, Radio, TV.
- ★ 3 Color Display Carton.

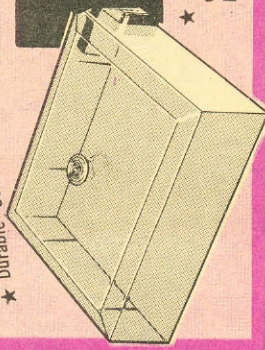
CA-56A Decorator Styled, Recessed Base 5@ \$2.70

RP-90A
\$15.50
12 @
2 @ \$16.50

VALUE "Tinted" DUST COVER

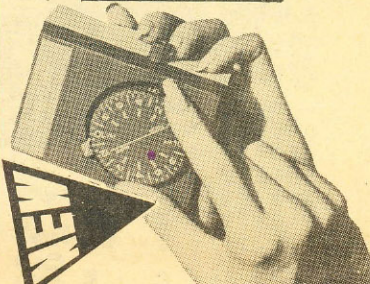
FOR BSR, GARRARD, VM AND MAESTRO

★ Durable STYRENE



CA-53A
\$3
EA.

- ★ Keeps your stack of records dust-free while TURNTABLE Plays.



NEW
X-115A
\$5.30
Min 4 ea.
MASTER CARTON OF 12

HERALD Intermatic LAMP LYTER

- ★ Protects Your Home With Light
- ★ 24 Hour Plug-In Timer
- ★ Cordless—Plugs directly into wall outlet
- ★ Turns Lights on and off Automatically for a 'Lived-In' Look That Discourages prowlers
- ★ Repeats Operation Daily Without Reset
- ★ Size 2 3/4" x 3 3/4" x 1 1/4"

INTRODUCTORY OFFER—BUY CARTON OF 12—
SAVE AN EXTRA 15%

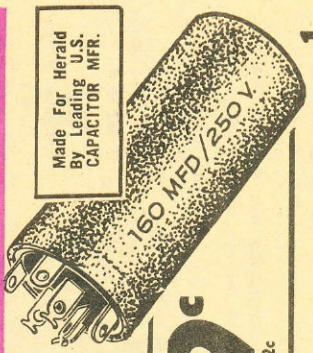
BUY 100 - Get 20 FREE!

COLOR TV CAPACITOR 160 MFT @ 250 WV

- ★ INSULATED
- ★ Used by all set Manufacturers

YOUR CHOICE

1"x3" 1 3/8"x2 1/2"
C-210A C-226A
Repl. TVL-1541-1 AA-0317
Min. 25@ 72c



Made For Herald By Leading U.S. CAPACITOR MFR.

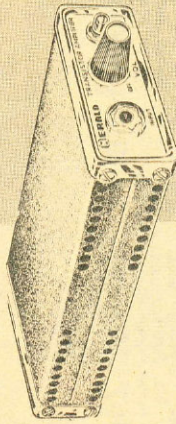
69c

Min. 25@ 72c

HERALD 12 WATT MOBILE P.A. AMPLIFIER

AM-22A

5 @ \$18.95 EA.

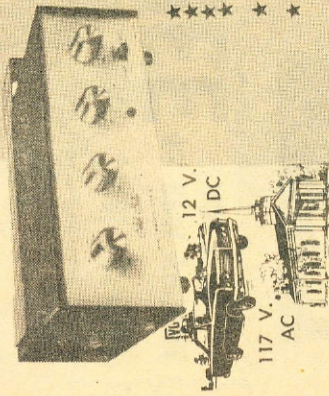


- ★ Operates on 12 Volts DC at 1.5 amps (Maximum)
- ★ Includes all hardware, Spare Fuse and Bulb
- ★ Push-to-Talk Mike Circuit
- ★ 4-Transistor Circuit
- ★ Size 3 3/8" W x 1 1/2" H x 6 1/2" L
- ★ High Impedance Mike Output

HERALD AC-DC Public Address Amplifier

AM-46A

4 @ \$30 SINGLE \$31.50



- ★ Operates on 117V. AC or 12V. DC
- ★ Two Microphone Inputs (Hi-Impedance)
- ★ Output Impedance: 4-8-16 Ohms
- ★ Controls: Volume, Mic-1, Mic-2, Phono & Tone
- ★ Metal Cabinet Includes Mounting Bracket For Mobile Installation
- ★ Phono Input For Crystal or Ceramic Cart.
- ★ For Mobile or Fixed Locations

HERALD 8" ROUND TRUMPET

- ★ Equipped With Driver



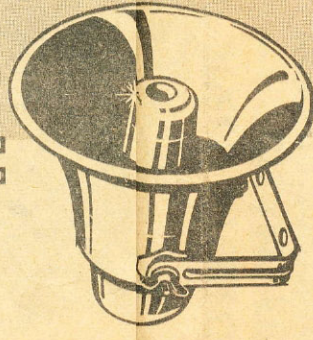
LOOK

6 @ \$8.75 EA.

- ★ 15 Watts-8 Ohms
- ★ Size: 8" Dia
- ★ 8 1/2" Long
- ★ Weatherproof
- ★ 2 Ft. Cable

12" ROUND TRUMPET • Equipped with Driver • 8 ohms • 18 Watts No. S-159A SINGLE \$14.75 4 @ \$13.75

HERALD ALL METAL 6" PAGING HORN



12 @ \$4.99 EA.

- ★ Response: 350-6,000 CPS
- ★ Weatherproof Construction
- ★ Size: 6" x 6"
- ★ 8 Watts-8 Ohms
- ★ Equipped with Driver
- ★ With 2 ft. of Cable

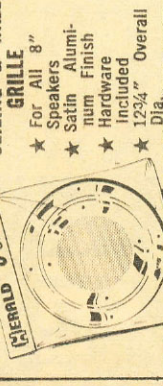
SOUND INSTALLER SPECIALS!

8" BULK SPEAKERS

(See page 3)

S-448A 4.2 oz.	Std. Ctn.	16 @ 48
S-479A 1.5 lb. Magnet Structure 3.50		2.15 @ 2.00
S-480A 10 oz. Twin Cone 3.10		3.35 @ 3.00

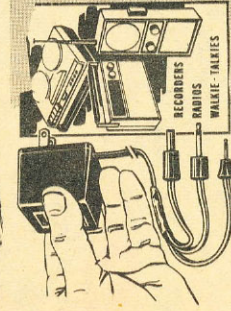
CEILING & WALL GRILLE



- ★ For All 8" Speakers
- ★ Satin Aluminum Finish
- ★ Hardware Included
- ★ 12 3/4" Overall Dia.

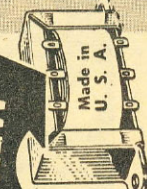
Bulk Sale

CA-50A 25 @ \$1.15 EA. 12 @ \$1.25 EA. 120 @ 90c EA.

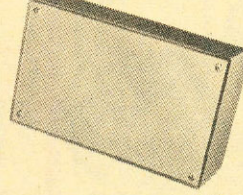


- ★ YOUR CHOICE
- ★ BA-26A 6V BA-29A 9V
- ★ Save Money On Batteries
- ★ Easy to Use On Tape Recorders, Radios, Walkie-Talkies, Electronic Devices
- ★ Operates on 110-120 Volt AC
- ★ Choose 6 Volt or 9 Volt Pos. Gnd.

NEW



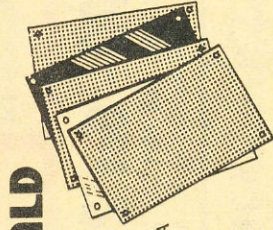
HANDY UTILITY BOX CA-31A 18 @ 78c ea.



5-PC. PANEL SET

- ★ Fits CA-31A Utility Box at Left

6 @ 85c ea.



House your test equipment, experimental circuits, etc. Box is made from brass bakelite with brass inserts to hold cover. Size 3 3/4" x 6 1/4" x 2".

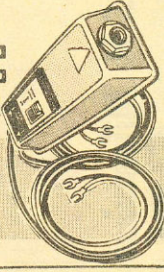
AVOID DRILLING AND CHASSIS CUTTING!

Now you can mount your own parts to build an intercom, Expansion Speaker, Amplifier, Tester, etc. from your own design and plans.

3 Perf Boards
1 Aluminum Plate
1 Bakelite Panel

With:
K-1A 20 @ 75c EA.
10 @ 90c EA.

HERALD JUNCTION BOX



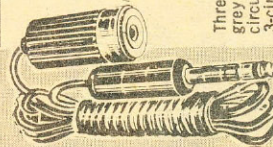
PH-11A 10 @ \$1.25 EA.

- ★ Switch to select headphone or speakers
- ★ 3-way jack
- ★ 36" leads
- ★ Instructions to connect to any amplifier

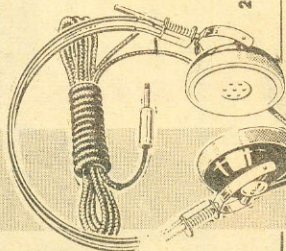
20 FT. EXTENSION CORD

HF-24

10 @ \$1.15 EA.



- ★ Three conductor cable with grey vinyl jacket. 1/4" 3-circuit plug on one end, 3-circuit jack on other end.



8 OHM HEADPHONE

- ★ With 1/4" Phone Plug

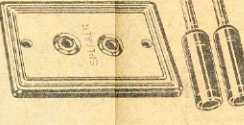
PH-14A

24 @ \$1.25 EA.

12 @ \$1.50

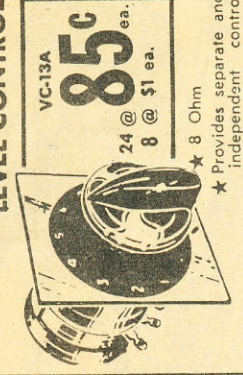
HERALD STEREO SPEAKER WALL JACK

PL-18A 50 @ 80c ea. 10 @ 90c ea.



- ★ Two 1/4" jacks mounted on a standard wall plate. Two 1/4" phone plugs are included. Can be mounted on a standard electrical outlet box or directly on wall. All hardware and mounting brackets included. Ivory finish. Size: 2 3/4" x 4 1/2".

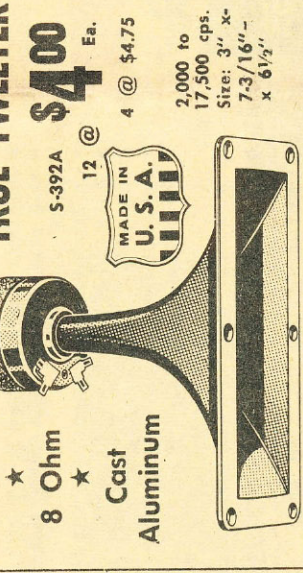
HERALD Monaural LEVEL CONTROL



VC-13A 24 @ 85c ea. 8 @ \$1 ea.

- ★ 8 Ohm
- ★ Provides separate and independent control of speakers.
- ★ Use with any speaker

HERALD 20 WATT TRUE TWEETER



S-392A 12 @ \$4.00 EA.

4 @ \$4.75

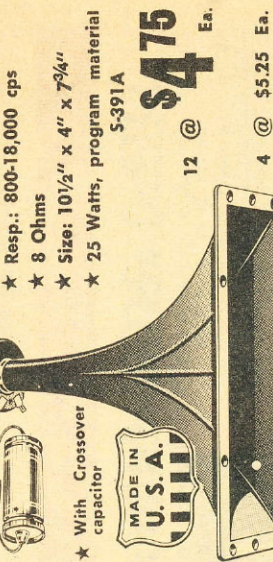
2,000 to 17,500 cps.

Size: 3" x 7-3/16" x 6 1/2"

MADE IN U.S.A.

Cast Aluminum

HERALD COMPRESSION MID-RANGE HORN TWEETER



- ★ Resp.: 800-18,000 cps
- ★ 8 Ohms
- ★ Size: 10 1/2" x 4" x 7 3/4"
- ★ 25 Watts, program material

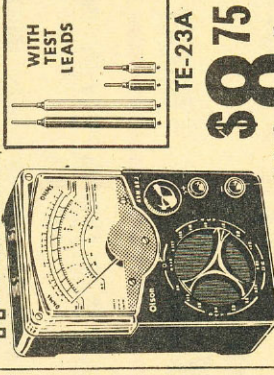
S-391A

\$4.75

12 @ \$4.75 EA.

4 @ \$5.25 EA.

HERALD 30,000 Ohms/Volt MULTIMETER



TE-23A

2 @ \$9.50 ea. 10 @ \$8.75 EA.

Jeweled Meter Movement

Precision Resistors

Large Full View Meter

Meter Safe/Guard

DC Volts: 0-0.6, 6, 30, 120, 1200 V.

AC Volts: 0-12, 60, 300, 1200 V.

DC Current: 0-0.60 ua, 12 ma, 300 ma.

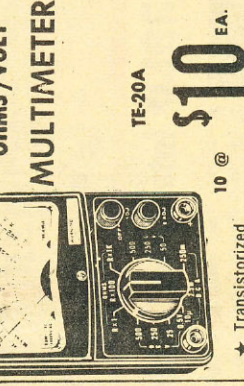
AC Current: 0-10K, 1 meg., 10 meg.

Resistance: 0-10K, 1 meg., 10 meg. (incl.)

Uses Two Penlight Batteries (incl.)

Size: 5 1/2" H. x 3 3/8" W. x 1 1/2" D.

100K OHMS/VOLT MULTIMETER



TE-20A

10 @ \$10 EA.

2 @ \$11.00 EA.

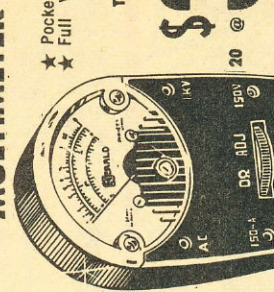
Transistorized Circuit

Overload Safeguard

Jeweled Meter Movement

100K Ohms/Volt Ranges: DC Volts: 0.25, 250, and 500. AC Volts: 0-50, 250, and 500. DC Current: 0-10ua, 25 ma., 250 ma. Ohms: 0-10K, 1 meg. and 10 meg. Size: 5" x 3 1/2" x 1 7/8".

1000 OHMS/VOLT MULTIMETER



TE-13A

★ Pocket Size

★ Full View

\$3.30

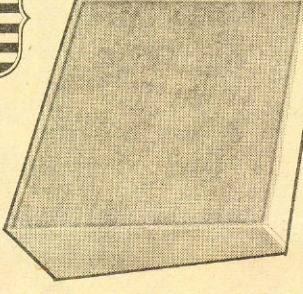
20 @ \$3.30 EA.

5 @ \$3.75 EA.

400 ua Meter. DC Voltage Ranges: 0-15; 150, 1000 volts. AC Voltage Ranges: 0-150, 1000 volts. DC Resistance Range: 0-100K ohms. Penlight Battery included. Complete with test leads. Size: 2 3/8" x 3 1/2" x 1".

8-Inch SPEAKER BAFFLE

MADE IN U.S.A.



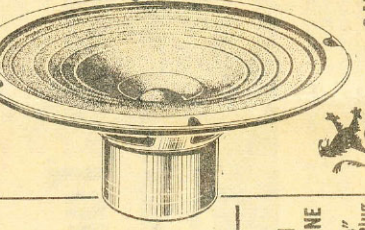
CA-70A

24 @ \$3.75 EA.

8 @ \$4.15

Size 11 3/8" x 9 3/8" Tapers from 4 3/8" to 3 1/8" Hg. Hardware Included.

8" FULL RANGE SPEAKER



- ★ Double wound 1" voice coil; 8 ohms
- ★ Concentric exc-potential high frequency whizzer
- ★ Heavy duty ticonal magnet
- ★ Resp.: 40-15,000 cps
- ★ 15 Watts
- ★ Size 8" Diam. x 2 3/4" Depth
- ★ Imported from England

S-173A

24 @ \$2.50 EA.

6 @ \$2.75 ea.

15" SUPER BASS SPEAKER

28-OZ. CERAMIC MAGNET

Treated Cone

S-515A

★ 8 ohms

★ Massive 18-oz. Magnet

1 1/2" Voice Coil

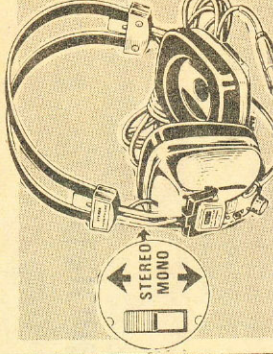
S-516A

★ 8 Ohms

★ 40 to 3,500 cps

\$9.75

HERALD STEREO HEADPHONE



PH-12A

10 @ \$8.75 EA.

3 @ \$9.50 EA.

★ Cushioned for Comfort

★ 7 ft. Flexible Cord

★ Individual Volume Controls

★ Mono-Stereo

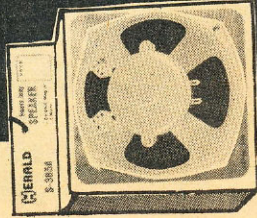
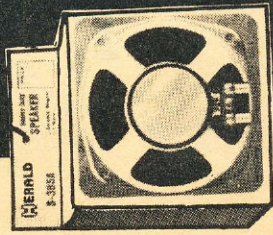
HERALD

Quality Proven

PEGBOX LOUDSPEAKERS



FOR REPLACEMENT, HI-FI, AND PROFESSIONAL SOUND



HERALD Designed Peg-Boxes insure user appeal. They look good! They are good! NOW its easy to select size and wanted features. They avoid dust problems, prevent damage, and store easily.

Size	Stock	No. Magnet	Wt. Oz.	Impedance Ohms	Power Watts	Distributor Cost Per No.	24 Per No.
3 1/2"	S-518A	.68	8	3	\$1.10	\$1.00	
4"	S-458A	.68	4-8	3.5	1.15	1.05	
5"	S-385A	2.35	8	4	1.65	1.50	
5 1/4"	S-388A	3.00	(W)	8	1.95	1.85	
6"	S-449A	1.47	8	5	1.50	1.40	
8"	S-448A	4.20	8	8	2.50	2.40	
8"	S-480A	10.00	TWIN CONE	8	3.50	3.35	
2"x6"	S-510A	.68	8	4	1.45	1.35	
3"x5"	S-440A	.68	8	4	1.40	1.30	
5"x7"	S-196A	1.00	8	5	1.65	1.50	
5"x7"	S-393A	10.00	TWIN CONE	8	4.50	3.75	
4"x10"	S-441A	1.73	8	8	2.20	2.00	
6"x9"	S-204A	1.0	8	6	1.95	1.85	
MULTI-IMPEDANCE							
4"x10"	S-459A	2.18	10-20-40	9	\$ 2.60	\$ 2.50	
6"x9"	S-262A	2.18	10-20-40	9	2.50	2.40	
6"x9"	S-314A	10.0	TWIN CONE	12	4.75	4.50	

Assort 72 in Multiples of 6 for Lowest Price © Ceramic Magnet (W) Weather Resistant

PAIR OF 5" CHROME GRILLES
CA-33A
40 Pcs. @
\$1.10 Pr.
12 @ \$1.25 Pr.

★ For All Auto Stereo Tape Players
★ Complete With Mtg. Hardware

PAIR OF 5 1/4" DELUXE GLARE RESISTANT CHROME GRILLES
★ Complete With Mtg. Hardware
★ Auto or Home
CA-54A
\$1.25 Pr.
36 Pr. 12 @ \$1.50 Pr.

SPEAKER GRILLES
5" x 7" or 6" x 9"
X-103A or X-104A
50c ea.
100 @ 25 @ 55c ea. ★ With Hardware

SPEAKER GRILLES
For Auto or Home With Hardware
CA-64A 4"x10"
CA-63A 4"x8"
CA-62A 4"x6"
25 @ 65c Ea.
100 @ **60c** Ea.

HERALD 12" 3-WAY SPEAKER
No. S-183A
\$12.75 6 @ \$12.75 ea.
★ Built-in Crossover
★ Horn Tweeter
★ Die-Cast Frame
★ 12" Woofer
★ Resp. 20-18,000 cps
★ Midrange Diffuser

HERALD 12" SPEAKER
MADE IN U.S.A.
S-504-A
\$6.50 Ea.
★ 8 Ohms
★ 35 Watts
★ 30-4,000 CPS
★ 2" Voice Coil, 4-Layer Phenolic Dipped for Extra Power Handling
★ 4 1/4 lb. Magnet Structure
INDIVIDUALLY BOXED

12" WOOFER
★ 8 Ohms
★ Special Design
★ 6-8-oz. Alnico V Magnet
★ Individually Boxed
\$4 12 @ Ea.
S 468A
Min. 4 @ \$4.75 ea.

HERALD 8" FULL RANGE SPEAKER
★ 1 1/2-lb. Magnet
★ Structure Individually Boxed
★ 8 Ohms
★ 2 1/2" Molded Dome
★ Transformer Mount
★ 30-13,000 Freq. Response
★ 15 Watts
★ 1" Voice Coil
★ Curvilinear Cone
\$3.50 24 @ \$3.65
SEE BULK LISTING PAGE 2

HERALD SPEAKER FADER CONTROL
★ Complete Plate, Knob with and Hdw.
SW-11A
42c ea.
50 @ 15 @ 50c ea.
★ Pre-wired with instructions
★ "Peg-Pak"
Herald Speaker Selector Switch
★ 3 Position Selector Switch
★ Panel, Knob and Hardware
★ Completely Wired With Inst.
No. SW-10A 30 @ 45c 50 @ **40c**

Slim Line Extension Speaker with Built-In Control

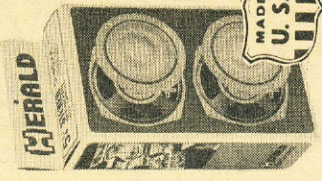
★ For Public Address or the Home
★ 7-PLY Finland Birch Finished In Walnut
★ Cane Grille Cloth
Size: 11 1/8"x9 5/8", Tapers from 4 3/8" to 3 1/8" Mtg. Hardware Included
S-531A
\$6.50 16 @ 4 @ \$7

SPECIAL PURCHASE
6"x9" • 10-OZ. PM SPEAKER
★ Treated Edge
★ Twin Cone
★ 8 Ohms
S-529A
\$3 Lots of 36 @ Ctn. of 16 \$3.25
6"x9" 3.16-OZ - 1 1/8" Voice Coil
Shielded Mag. for Color TV Replacement, 8 Ohms.
S-550 Ctn. of 24 @ \$1.85 Ea.
Add 10% For Less Than Carton

HERALD Intermatic 'TIME-ALL'
X-95A
\$7.50 2 @ EA.
MASTER CTN.—6
MAKES ANY APPLIANCE AUTOMATIC!
Turn appliances, etc. "on" and "off" at any selected time from 1 hour to 23 hours. Automatically repeats same "on" and "off" operation daily without reset. Manual control switch allows temporary or permanent "on" or "off" if desired.
Requires no installation—simply plug unit into wall socket and appliance cord into receptacle on the "Time-All." Handles up to 1875 Watts.
Champagne white housing with walnut wood-grain panel.

5 1/4" Stereo Speaker Kit

(IN PEGBOX)

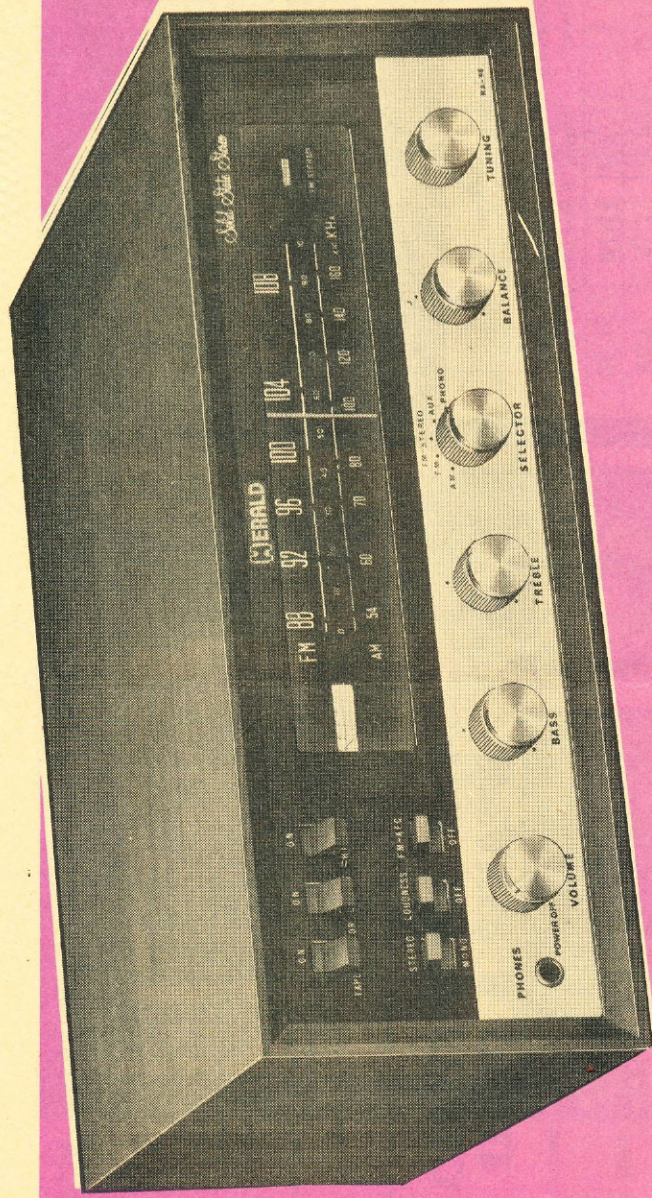


S-527A
\$4.50 KIT
MADE IN U.S.A.
24 KITS @ \$4.50 KIT
6 KITS @ \$5 KIT
★ 8 Ohms
★ Powerful 3-oz. Ceramic Magnet
★ Pair of Speakers and Grilles
★ Wire and Hardware Included
★ Auto or Home

4"x8" AUTO STEREO SPEAKER & GRILLE
S-498A
\$2.75 EACH
12 @ 4 @ \$3 Ea.
★ 4.8-oz. Ceramic Magnet
★ 8 Ohms
★ Chrome Grille with Hardware

HERALD PAIR EASY MOUNT 5 1/4" SPEAKERS
With Matching Grilles
S-418A
\$5 24 Pr. @ \$5.00 ea.
6 pair @ \$5.50 pair
★ Heavy Duty 3-oz. Mag.

HERALD AUTO STEREO SPEAKER SYSTEM
★ Four Matched 5" PM Speakers
★ Four Chrome Grilles & Hardware
HEAVY FERRITE MAGNETS
NEW S-352A
LOW 12 @ 5 EA. PRICE!
4 @ \$5.50 ea.



Complete Stereo System

RA-61A 60 Watt Receiver\$90.00
2 S-502A Speaker Systems21.50
RP-103A Stereo Changer28.50

TOTAL \$140.00

SYS-8A SYSTEM **\$126**

You Save

\$14 from individual catalog prices

1970 Bonus Buy! Buy 8 Get 1 FREE

HERALD

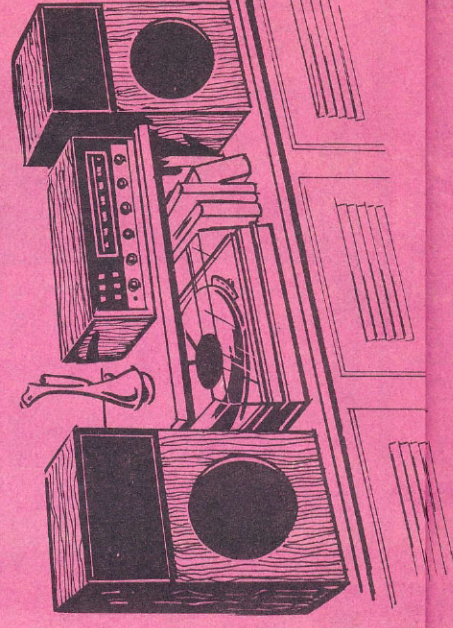
Solid State Stereo

60 Watt FM/AM FM/MPX Receiver

- ★ Two IC's Eliminate Outside Noise and Interference
- ★ Field Effect Transistor — Hear more Stations, more clearly
- ★ Circuit Breakers for Overload Protection
- ★ New Smoked Glass Dial ★ Tape Monitor Switch
- ★ Stereo Headphone Jack for Private Listening
- ★ Walnut Finished Wood Cabinet
- ★ FM Sensitivity 2 uv
- ★ Tuning Meter Plus Stereo Indicator Light
- ★ Multiplex Separation: 25 db ★ Tape Output W. x 5" H. x 11 5/8" D
- Size: 14" W. x 5" H. x 11 5/8" D

RA-61A

\$90 EA



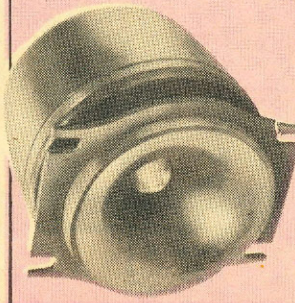
"X"-AIR CUBES Sierra Series

- ★ American Walnut — Hand Rubbed Oiled Finish
- ★ Measures 6" x 6" x 6"
- Full dimension Sound. Acoustic Suspension Heavy Magnet 15 Watt Loudspeaker

\$725

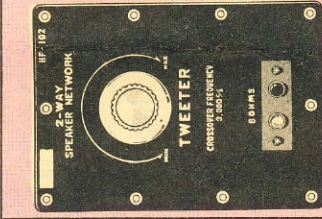
Lots of 10 2 Per Ctn. Ea.

Single \$8.50



HERALD X-Air Horn Tweeter

- S-338A **\$325** 12 @ \$4 Ea.
- ★ Capacity 70 Watts
- ★ Impedance: 8 ohms
- ★ Binding Post Terminals
- ★ Response: 2,000 to 25,000 cps
- ★ Die-cast construction assures accurate alignment of voice coil and magnet



HERALD 2-WAY CROSSOVER

- ★ Level Control
- ★ Convenient Push-Button Terminals
- ★ Panel Mounted

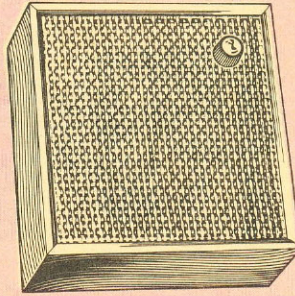
\$275

10 @ \$3 Ea.

Crossover network is completely assembled on a metal plate, ready to install in back of speaker cabinet. L-C type crossover at 3,000 cps. Has built-in volume control for tweeter. Impedance: 8 ohms. Size: 4" W. x 5 1/2" H. x 1 1/2" D.

HERALD

2-WAY SPEAKER



- ★ Oiled Walnut Cabinet
- ★ Convenient on the Spot Adjustment
- ★ Heavy Duty 8" Speaker

\$850

12 @ \$9 Ea.

- ★ 3 1/2" High Frequency Speaker
- ★ Built-in Crossover Network
- ★ Response: 50-15,000 cps
- ★ 8 ohms



HERALD 4" "X-AIR" SPEAKER

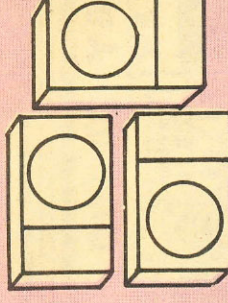
\$350

12 @ \$29 1/4 Ea.

- ★ Power cap. 15 watts
- ★ Impedance: 8 ohms
- ★ High Compliance
- ★ Acoustic Suspension Cone
- ★ Massive Magnet
- ★ Response: 35 to 16,000 cps

HERALD Sierra Series

Finished on 5 sides—it can be placed on side or end.



"X"-Air Speaker System

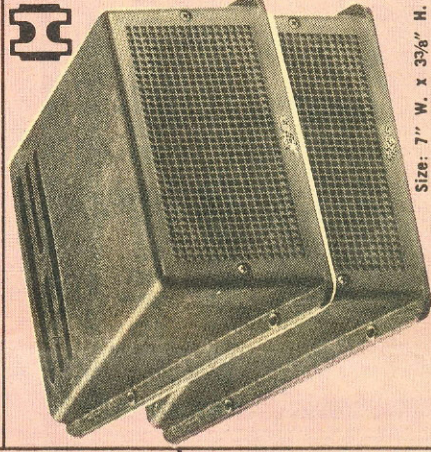
- ★ Bi-axial Loudspeaker
- ★ 8 Ohms
- ★ Response: 45 to 18,000 cps.
- ★ Power Capacity — 15 Watts
- ★ Size: 12" H. x 8" W. x 7" D.
- ★ American Walnut — Oil Finish

Bi-axial Design Massive Magnet Loudspeaker. Oiled Walnut. Front Panel Contrasts with Decorator Fabric.

\$975

24 @ \$40 Ea.

6 @ \$10.75 Ea.



HERALD SURFACE-MOUNT STEREO SPEAKERS

- ★ LARGE MAGNET 3" x 5" Speaker
- ★ Cable Included
- ★ 8 Ohms Vinyl
- ★ Rugged Cabinets
- ★ Mount On Kick-Panels, Doors, Etc.

\$415

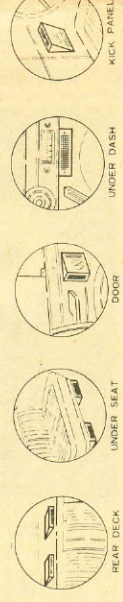
20 pair @ \$4.50 pair

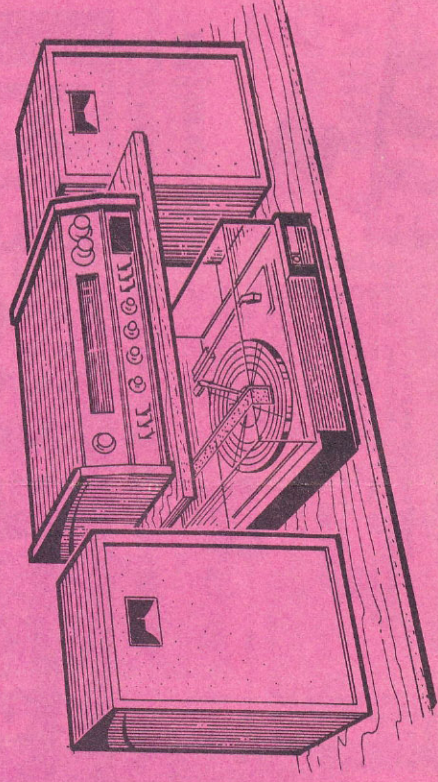
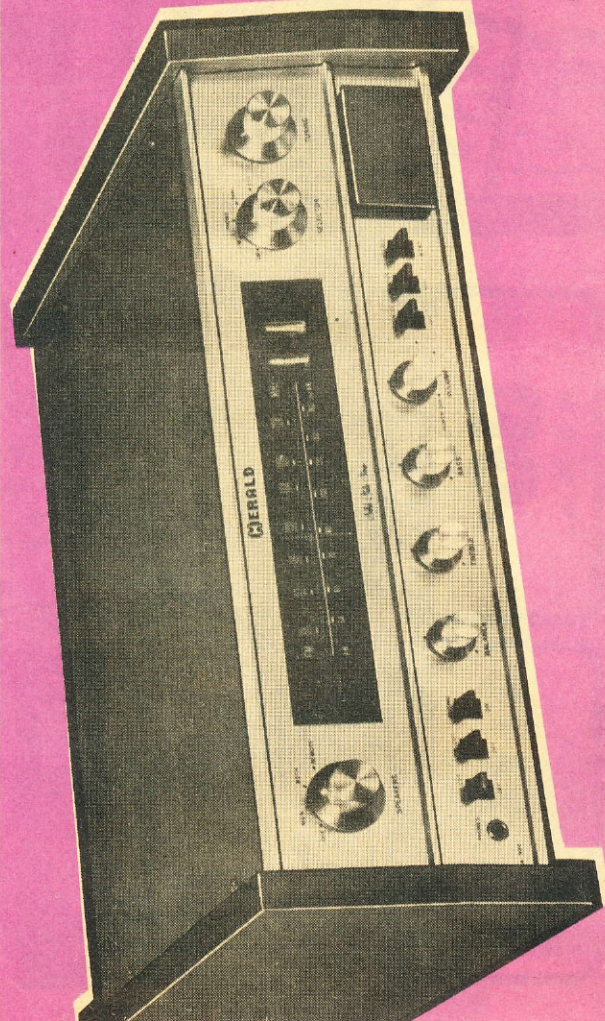
Size: 7" W. x 3 3/8" H. x 8 1/4" D.

24 pair @ \$3.60 pair

72 pair @ \$335 pair

VALUE SPEAKER SYSTEM
Includes Two Speakers like above with Standard Magnet, plus Mounting Hardware.





HERALD

Solid State Stereo

**150 Watt
FM/AM
FM/MPX
Stereo
System**

- ★ Integrated Circuits — for Reliability
- ★ Field-Effect Transistor (FET) — for Noise Free Listening
- ★ Circuit Breakers — to Protect Transistors
- ★ Front Panel Tape Recorder Jacks — for Easy Record
- ★ Dual Tuning Meters — For "Center of Channel Tuning"
- ★ New Flip-Tab Switches
- ★ FM Stereo Indicator Light
- ★ Push-on Speaker Terminals, Main and Remote
- ★ Front Panel Headphone Jack
- ★ Record Changer can be Mounted into Top of Walnut Cabinet
- ★ Give Your Home the Best in Trouble-Free Listening

Specifications: Sensitivity: 1.5 uv for 30 db. quieting. Stereo separation: more than 30 db. Power output: 175 watts IHF. (87.5W per chan.) Resp.: 30-20,000 cps $\pm$ 3 db. Loudness compensation: $\pm$ 13 db. @ 50 cps. $\pm$ 4 db. @ 10Kc. Hum and noise: — 55 db. (mag. photo.) Output Imp. 4, 8 and 16 ohms. Transistors: 25 plus 14 diodes, 33A, FET and 241A. D. 110-120 volts AC. 50/60 cps.

RA-53A

\$125

**A Great
Value!
While
They
Last**

Complete Stereo System

150 Watt Receiver RA-53A \$125.00
2 — 2-Way X-Air Speakers S-472A (Below) 45.50
1 — McDonald Turntable RP-110A 29.75

TOTAL \$200.25

Complete System **\$185**
You Save
\$1525

From Individual Catalog Prices

HERALD

**X-AIR 2-WAY
SPEAKER SYSTEM**

- ★ 8" Acoustic Suspension Woofer
- ★ Impedance: 8 OHMS
- ★ Selected Hardwood Walnut Finish Veneer
- ★ Horn Tweeter
- ★ Res: 60-20,000 cps.
- ★ Power Cap: To 20 W.
- ★ L-C Crossover at 4,000 cps.
- ★ Attractive Cane Grille Cloth

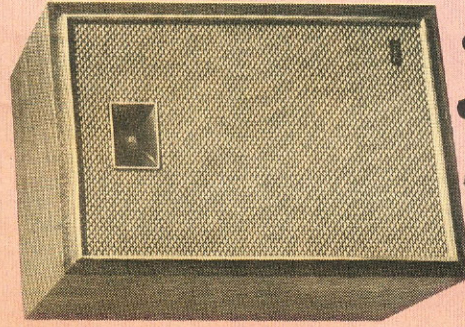
S-472A

**your
choice**

Cartons of 4 per model

\$22.75 EA.

Less than a carton
\$24.75 EA.



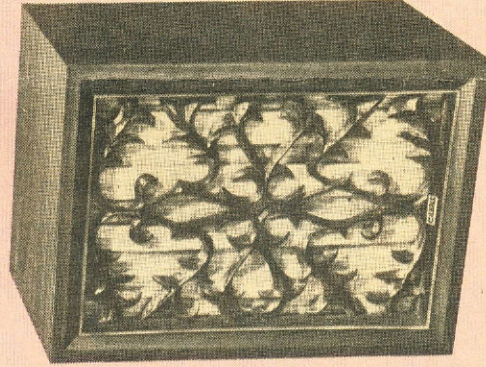
SALE

HERALD

**"X-AIR" 2-Way
SPEAKER SYSTEM**

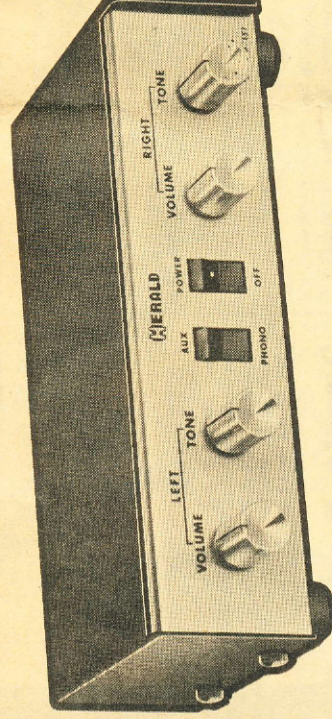
- ★ Mediterranean Styling
- ★ 6 1/2" Woofer — Has Flexible Cloth Suspension To Reduce Cone Fatigue
- ★ Horn Tweeter
- ★ Response — 50-20,000 CPS
- ★ 30 Watts - 8 Ohms
- ★ Size: 14 1/2" H. x 10 1/2" W. x 8 3/4" D.

S-473A



HERALD

Solid State Stereo



10 TRANSISTOR CIRCUIT

STEREO AMPLIFIER

With inputs for ceramic or crystal phone cartridge and tuner or tape recorder. Separate tone and volume controls. Response: 70 to 20,000 cps; distortion: 0.5% @ 1,000 cycles. Metal cabinet, brushed aluminum panel and knobs. Size: 8" W. x 2 1/4" H. x 4 3/8" D. Operates on 110 to 120 volts AC, 60 cps.

AM-41A

\$14.50 EA.

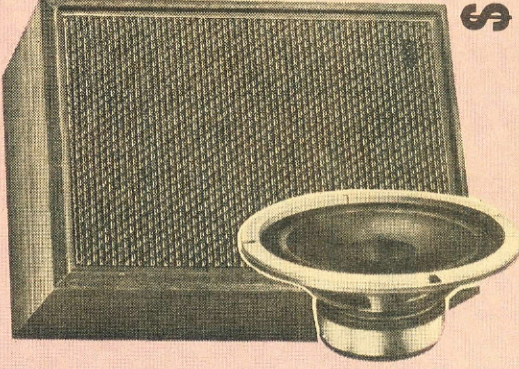
12 @

4 @ \$16 EA.

HERALD

DELUXE

8" 'X-AIR' SPEAKER SYSTEM



- ★ Oiled Walnut
- ★ Fiberglass Lined
- ★ Cane Grilles

S-400A

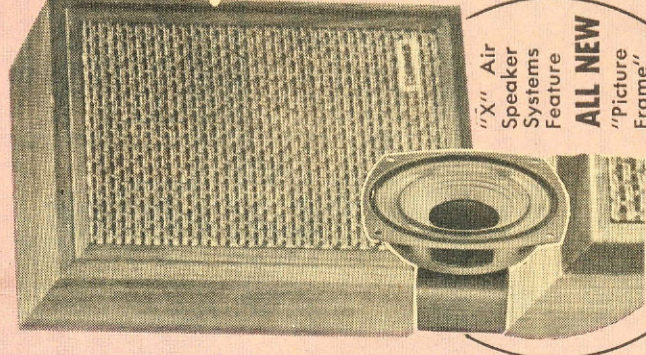
\$14.75 EA.

2 @ \$15.75 Ea. 8 @

A specially treated cloth annulus surrounds the cone to allow complete freedom of movement resulting in undistorted reproduction. A powerful ceramic magnet insures maximum efficiency throughout the audio spectrum. Cabinet sides and back are made of 1/2" thick laminated wood. Response: 30 to 20,000 cps. Power capacity to 35 watts program, 15 W. RPMS. Impedance: 8 ohms. Size: 14 1/8" H. x 10 1/4" W. x 8" D.

HERALD

**"X-AIR"
SPEAKER
SYSTEM**



"X" Air

Speaker Systems Feature

**ALL NEW
"Picture Frame" Design**

- Special Design Allows Full Size Sound
- Oiled Walnut Cabinet
- Powerful Capacity 15 Watts Program Material
- Resp.: 65 to 18,000 cps
- 8 Ohms
- Cane Grille Cloth
- 6" x 9" x 5"

No. S-399A

\$6.75 EA.

12 @

2 @ \$8

Ingeniously designed speaker — features a massive magnet for high efficiency and power handling capacity. Heavy duty magnet. Specially constructed cone has soft pliable cloth annulus.

HERALD MICROPHONES AND ACCESSORIES

HERALD Cardioid Dynamic Microphone



M-73A
\$8.75
10 @

2 @ \$9.75

- ★ Dual Impedance—600 and 50K OHM
- ★ On-Off and Hi-Low Imp. Switch
- ★ Response: 100-12,000 Hz.
- ★ Sensitivity: 57 db (at 1,000 Hz)
- ★ 20 ft. Detachable Cable with Molded Phone Plug and Standard Size Amphenol Type Mike Connector
- ★ Good quality professional type cardioid dynamic microphone for use in stage sound system, indoor or outdoor recording and P.A.

SALE

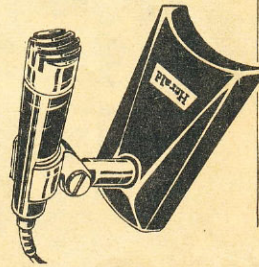
HERALD Dynamic Mike



M-57A
\$4.75
Lots of 12 Each

20' CABLE
ON-OFF SWITCH
Lots of 4 each \$5.25
★ Output—52 db
★ Response 40-13,000 cps
★ 50 K Ohm Impedance
★ Satin Chrome Finish

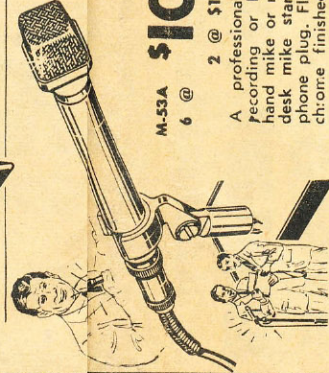
HERALD DYNAMIC MINI-MIKE WITH DESK STAND



- ★ 50K Ohms
- ★ 20 Ft. Cable With Molded-On Phone Plug
- ★ May Be Hand Held
- ★ Finish—Gray and Brushed Aluminum
- ★ Output—59 db
- ★ Response: 50-12,000 cps

M-35A
\$5.50
★ Only 35/64" Long
x 1/8" Dia.

HERALD CARDIOID DYNAMIC MICROPHONE

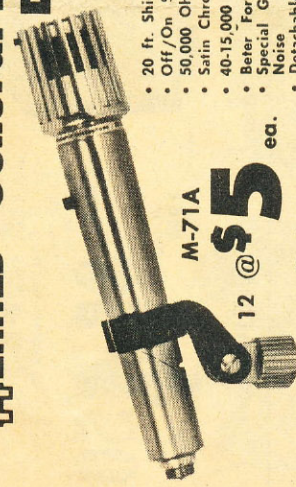


M-53A
\$10.75
6 @

- ★ with Stand
- ★ —50 db at 50K Ohms
- ★ Use With Stand or as Hand Mike

A professional quality dynamic mike for P.A., recording or broadcast work. Can be used as a hand mike or mounted on any 5/8"-27 stand. Includes desk mike stand, 20 ft. of detachable cable, and phone plug. Flat response—100 to 14,000 cps. Satin chrome finished.

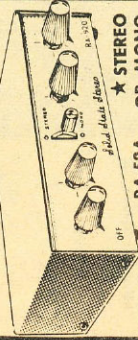
HERALD General Purpose Dynamic Mike



M-71A
\$5.00
12 @ \$5.00 ea.
4 @ \$5.75 ea.

- ★ 20 ft. Shielded Cable
- ★ Off/On Switch
- ★ 50,000 Ohm Impedance
- ★ Satin Chrome Finish
- ★ 40-15,000 CPS at —52 db
- ★ Better For Voice Or Music
- ★ Special Grill Reduces Excessive Noise
- ★ Detachable Stand Adapter For Hand Use. 5/8"-27 Thread
- ★ Size 7" x 1 1/4"

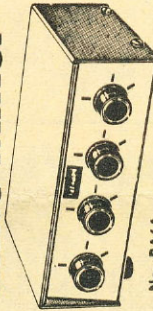
HERALD TRANSISTORIZED STEREO Mike Mixer



RA-52A
\$6.00
10 @ \$6.00 ea.
2 @ \$7.00

For stereo or mono applications. Mixes 4 mono channels or two pair of stereo inputs. Individual volume controls. Operates on 9 volt battery. 1/4" inputs, phone jack outputs. Size: 6" x 2 1/8" x 3 1/2".

HERALD TRANSISTORIZED STEREO Mike Mixer



No. RA-6A
\$3.50
6 @ \$3.50 ea.
2 @ \$3.95 ea.

Controls one to four signals from high impedance sources. Operates on single 9 volt battery (less battery) Size: 6" W. x 2 1/4" H. x 3 1/2" D.

VOICE ACTIVATED MICROPHONE

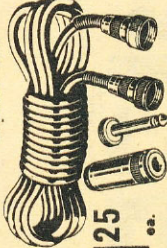


- ★ "Sound" STARTS and Stops Recorder
- ★ Ideal For Dictation or Candid Recordings
- ★ For Battery Operated Tape Recorders

M-74A
\$2.75
4 @ \$3.65 ea.

Leave your recorder unattended and it will start when someone speaks into the microphone. Saves batteries and tape. Size: 1 1/2" x 2 1/4" x 1 1/2". Operates on 9 volt battery (incl.)

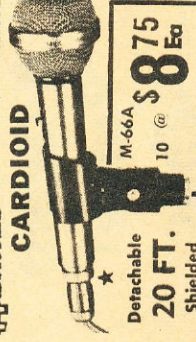
HERALD 25' Mike Extension CABLE KIT



W-55A
\$125.00
20 @ \$1.50 ea.

Amphenol type connectors on each end. Adapter plugs convert Amphenol type plug to 1/4" phone plug or 1/4" phone jack.

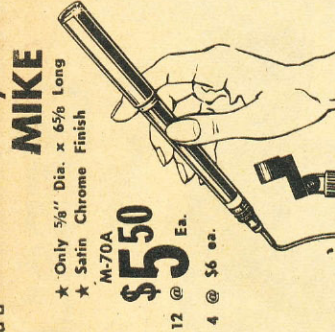
HERALD DYNAMIC MIKE CARDIOID



M-66A
\$8.75
10 @ \$8.75 ea.
2 @ \$9.50 ea.

- ★ Detachable 20 FT. Shielded Cable
- ★ DUAL IMPEDANCE: 50K & 600 OHMS
- ★ Response: 100 to 12,000 CPS
- ★ Built-in Wind Screen
- ★ For Any 5/8"-27 Stand
- ★ On-Off Switch
- ★ Chrome and Black Finish

HERALD Slim Dynamic MIKE



M-70A
\$5.50
12 @ \$5.50 ea.
4 @ \$6.00 ea.

- ★ Only 5/8" Dia. x 6 5/8" Long
- ★ Satin Chrome Finish
- ★ Res.: 40-18,000 cps.
- ★ Authentic Pickup of Voice or Music
- ★ Complete With Stand Adapter
- ★ With 10 Ft. Shielded Cable
- ★ 50K Ohms Impedance

HERALD Audio Connectors

- ★ Interchangeable with Cannon XLR-3 type. Separate ground terminals to assure automatic mating.

3 Contact Female Plug



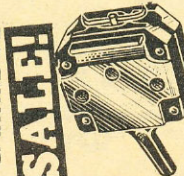
X-111A (A-3F/XLR3-11C)
\$1.04
20 @ \$1.04 ea.
10 @ \$1.20

3 Pin Male Plug



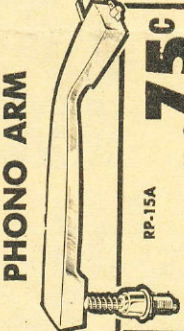
X-112A (A3M/XLR3-12C)
\$90.00
20 @ \$90.00 ea.
10 @ \$1.05 ea.

PHILCO CARTRIDGE



PHILCO 325-8024
\$2.50
12 @ \$2.50 ea.
4 @ \$2.75 Ea.

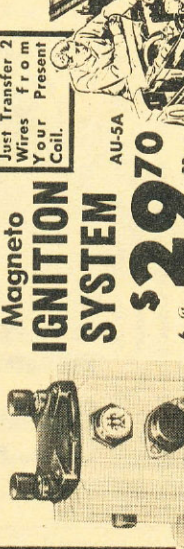
MONAURAL PHONO ARM



RP-15A
\$75.00
100 @ \$75.00 ea.
20 @ \$85.00 ea.

- ★ Turnover Cartridge
- ★ Retractable Mount
- ★ Sapphire Styl.

Electronic Magneto IGNITION SYSTEM



AU-5A
\$29.70
6 @ \$29.70 ea.
Single \$33

- ★ Replace present coil for greater efficiency and improved performance
- ★ Doubles Plug and Point Life
- ★ Reduces Fuel Consumption
- ★ Zener Diode Protected
- ★ For 6 to 12 Volt System, Neg. Gnd.

HERALD Shamrock

Recording Tape

- ★ Made in U.S.A.
- ★ Factory Boxed
- ★ 7-Inch Reels

Features a uniform coating of oxide bound to a tough mylar base. High signal to noise ratio, low distortion and uniform output. Standard 1/4" width for all recorders.

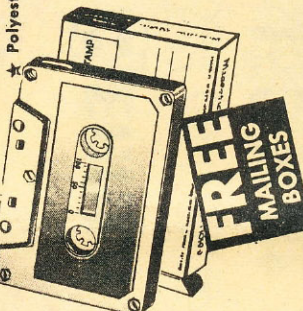
1200 ft. Mylar TA-8A

100 @ 80c ea.
25 @ 90c ea.

1800 ft. Mylar TA-9A

100 @ \$1.10 ea.
25 @ \$1.20 ea.

Compact Cassette CARTRIDGE TAPES



★ Polyester Recording Tape ★ Full Range Response
C-60 60 Min. Play
TA-28A Ctn. 144
24 @ 70c Ea. 58c Ea.

C-90 90 Min. Play
TA-29A Ctn. 144
24 @ \$1.10 Ea. \$1.00 Ea.

C-120 120 Min. Play
TA-30A Ctn. 144
24 @ \$1.65 Ea. \$1.50 Ea.

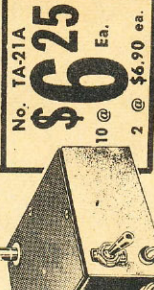
HERALD TAPE HEAD DEMAGNETIZER



No. RP-47A
\$1.50
6 @ \$1.65 ea. 24 @ \$1.50 ea.

Removes tape head magnetism. Protects tapes from partial erasures or noise insertions.

BULK TAPE ERASER



No. TA-21A
\$6.25
10 @ \$6.25 ea.
2 @ \$6.90 ea.

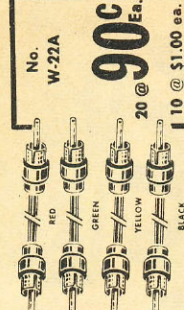
For 3", 5", 7" or 10 1/2" Reels
Will erase any magnetic recording tape from 1/4" to 1" width. Housed in rugged case with Power Switch. Spin-die and A.C. cord. For 110-125 volts A.C. Size: 5 3/4" x 4" x 2 3/4".

HERALD 72" SHIELDED AUDIO CABLES WITH DIN PLUGS

3-PIN D.I.N. PLUG
to dual RCA Phone Plugs
HF-9A 30 @ \$1.50
10 @ \$1.60 ea.

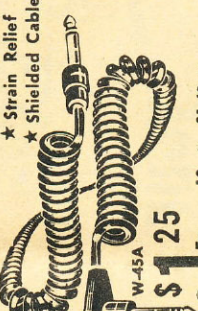
Use to record stereo or mono from AM/FM receiver, or to play back through stereo or mono speakers.
For use with Norelco, Wollensak, Bell & Howell, Phillips and Ampex cassette recorders.

HERALD KIT OF 4 Color Coded AUDIO CABLES



No. W-22A
90c
20 @ 90c ea.
10 @ \$1.00 ea.

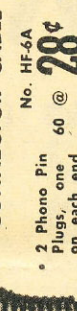
HERALD 25 FT. RETRACTABLE GUITAR CORD



W-45A
\$1.25
25 @ \$1.25 ea. 10 @ \$1.40 ea.

- ★ Strain Relief
- ★ Shielded Cable

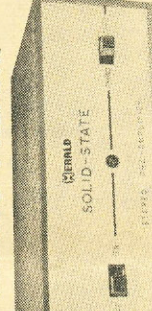
HERALD 72-Inch CONNECTOR CABLE



No. HF-6A
\$28.00
20 @ 35c

HERALD 36 Inch CONNECTOR CABLE
HF-7A 60 @ 25c
25 @ \$1.25 ea. 10 @ \$1.40 ea.

HERALD TRANSISTORIZED STEREO PREAMP



AM-35A
\$6.90
6 @ \$6.90 ea.
2 @ \$7.90 ea.

- ★ 4 Transistor
- ★ Inputs for Magnetic Phono and Tape Heads
- ★ Response: 30 to 20,000 cps.
- ★ Equalization: Phono: RIAA, Tape: NARTB
- ★ Sizes: 6" W. x 2 1/8" H. x 3 3/8" D.
- ★ Operates on 110-120 V. AC, 50/60 cps

RECORD CHANGER

6-FT. AC CORD WITH AMP-LOK

No. W-32A
70c
12 @ 70c ea.
4 @ 80c ea.

Universal mounting to fit B. S. R. VM and Garrard

HERALD MINI POWER PLUG & JACK
 ★ Bag of 2 pair
 PL-24A **60¢** ea.
 25 @ 66¢ ea.
 12 @ 66¢ ea.

transistor radio EARPHONES
 ★ With Sub-Miniature plug
 ★ 15 Ohm
 No. PH-1A
 For low impedance 50 @ **35¢** ea.
 dance transistor. 25 @ 50¢ ea.

Shielded Phone PLUGS
 ★ All metal stand, barrel
 ★ Screw terminal
 AS-8A
 KIT OF 2 **42¢** ea.
 25 @ 48¢ ea.
 12 @ 48¢ ea.

EARPHONES
 ★ For Transistor Radio
 ★ Dynamic Hearing Aid
 Type
 ★ 15 Ohm **35¢** ea.
 No. PH-2A 25 @ 50¢ ea.

Phone Plugs
 ★ 2 black, 2 red standard 1/4"
 ★ Screw terminals
 No. X-91A
 KIT OF 4 25 @ **55¢** ea.
 12 @ 60¢ ea.

Shielded Phono Plug
 ★ Shielded Chrome
 Plated
 ★ Size: 3/8" Dia. x 3/4"
 PL-15A **55¢** ea.
 KIT OF 5
 Min. 25 @ 60¢ ea.

3-Circuit 1/4" Plugs
 ★ Used on stereo
 headphones
 ★ For microphones/push
 to talk switch
 No. PL-19A
 Pkg.
 of 3 **60¢** ea.
 25 @ 66¢ ea.
 12 @ 66¢ ea.

Phone Plug & Jacks
 ★ Shielded chrome plate inline
 plug and jack
 ★ Size: 3/8" Dia. x 1 1/8" long
 No. AS-14A
 KIT OF 3 **60¢** ea.
 10 @ 66¢ ea.

1/4" Phone Jacks
 ★ 5 ass't, open & close
 circuit jacks
 ★ Size 1 1/4" long overall
 No. AS-16A
 Kit of 5 **60¢** ea.
 20 @ 66¢ ea.
 10 @ 66¢ ea.

TOGGLE SWITCHES
 ★ SPST & DPDT—
 3 amps
 ★ 110-120 V. AC,
 50/60
 KIT OF 3 **75¢** ea.
 25 @ 85¢ ea.
 12 @ 85¢ ea.

Phone Plugs and Jacks
 Standard 1/4" phone plug
 and inline extension plug.
 ★ RED AND BLACK
 No. AS-4A
60¢ ea.
 25 @ 66¢ ea.
 12 @ 66¢ ea.

HERALD DPDT CENTER OFF TOGGLE SWITCHES
 ★ 6 amps @
 125 volts @
 130 volts @
 250 volts @
 Size: 3/4" x 1 1/8" x 3/4"
 SW-14A Kit of 2
75¢ ea.
 25 @ 85¢ ea.
 12 @ 85¢ ea.

HERALD HEAVY DUTY SOLDERING PISTOL
 TL-14A
\$1.25 ea.
 20 @ 66¢ ea.
 6 @ \$1.50 ea.

HERALD ELECTRIC OUTLET POWER CENTER
 PEG-PAK
 SW-29A **\$2.45** ea.
 24 @ 2.75 ea.

Metal ADAPTER PLUG KIT
 PL-14A
 KIT OF 3 **60¢** ea.
 25 @ 66¢ ea.
 12 @ 66¢ ea.

Miniature Plugs & Jacks
 ★ Shielded chrome
 plated phono
 plug and jack
 No. AS-2A **60¢** ea.
 KIT OF 3 PRS.
 25 @ 66¢ ea.
 12 @ 66¢ ea.

Miniature Plugs & Jacks
 ★ Assorted Sizes
 ★ Jacks are closed circuit
 type
 6 pairs
 No. AS-13A **60¢** ea.
 KIT OF 3 PRS.
 25 @ 66¢ ea.
 12 @ 66¢ ea.

PHONO PIN JACKS
 ★ Mounts in single 1/4" hole
 ★ For phono pin plug
 ★ Size: 3/8" x 3/8"
 NO. X-90A **42¢** ea.
 KIT OF 6
 Min. 12 @ 50¢ ea.

Molded Battery Snaps
 ★ For 9 volt and
 miniature 45
 volt batteries
 ★ 1/2" connector,
 4" leads
 BA-20A Bag of 6
40¢ ea.
 50 @ 40¢ ea.
 25 @ 50¢ ea.

ALLIGATOR CLIPS
 ★ Bag of 10 Red &
 Black Insulated
 Clips
 ★ Assorted Sizes
 NO. TE-15A **60¢** ea.
 20 @ 66¢ ea.

HERALD VENTILATION MOTOR
 3" FAN BLADE
 MO-3A **\$1.80** ea.
 20 @ 2.00 ea.
 10 @ \$1.95 ea.

HERALD Plastic ELECTRICAL TAPE
 ★ 66 feet x 3/4"
 No. TA-6A
30¢ ea.
 CTN. OF 200 @ 40¢ ea.
 Ctn. of 40 @ 40¢ ea.

FM DIPOLE ANTENNA
 AA-10A **60¢** ea.
 20 @ 66¢ ea.
 10 @ 66¢ ea.

HERALD SWR & FIELD STRENGTH METER
 ★ Easy to Read
 Color Scale
 ★ Size: 1 3/4" W. x
 5 1/2" H. x 2 1/4" D.
 CB-1A **\$6.50** ea.
 10 @ \$7.00 ea.
 3 @ \$7.00 ea.

2 SB474 PNP POWER TRANSISTORS
 ★ Bag of 2 **\$2.25** ea.
 10 Bags @ \$2.75 ea.
 4 Bags @ \$2.75 ea.

HERALD "SUPER" CLIP LEADS
 X-109A **78¢** ea.
 20 @ 85¢ ea.
 Min. 10 @ 85¢ ea.

REVERB SYSTEM
 ★ Complete
 Delay Line
 ★ Schematic in-
 cluded for Bal-
 ance of Circuit
 ★ Up to 1.7 Sec-
 onds Delay
 ★ For Home or
 Auto
 ★ 8 Ohm Input,
 Hi-Impedance
 ★ Can be Used
 for Echo
 Chamber
 AM-42A **\$1.20** ea.
 20 @ \$1.40 ea.
 6 @ \$1.40 ea.

TV WALL PLATE
 ★ Fits Standard
 Outlet
 ★ Box TV or FM
 Lead
 in (300 ohms)
 ★ Polarized plug and
 mounting hardware
 AA-3A **25¢** ea.
 100 @ 28¢ ea.
 20 @ 28¢ ea.

Dual TV-FM WALL PLATE
 ★ With 2 polarized plugs
 and hardware for
 standard electric out-
 let box
 AA-5A **45¢** ea.
 50 @ 50¢ ea.
 20 @ 50¢ ea.

5 ASSORTED COLOR TELEVISION FP TYPE CAPACITORS
 For Sets Made by Admiral, G.E.,
 Motorola, RCA, Sears, Silvertone,
 Zenith and 18 Other Popular
 Brands.
 AS-37A **\$1.75**
 Lots of 20
 Min. 6, Ea. \$2.00

HERALD COMPACT TUBULAR JENSEN ELECTROLYTICS
 ★ Brand New ★ 2 Yr. Guarantee ★ 85° 7 Temp.
 ★ Smaller Case Sizes ★ Etch. Cathode ★ Made in
 Denmark ★ Alum. Cased ★ Hermetically Sealed ★ Plastic
 Insulated Sleeves.

Cap. MFD	Working Volts	Stock No.	Lots of	Pkgs. of	Distributor Cost
200	200	C-81A	78c	86c	
10	450	C-169A	39c	43c	
20	450	C-58A	42c	46c	
40	450	C-78A	49c	54c	
80	450	C-79A	73c	80c	
100	450	C-125A	96c	\$1.06	

HERALD Miniature ELECTROLYTICS
 ★ Small Case Size
 ★ Aluminum Cased with
 Vinyl Cover
 ★ PEG-PAK

Stk. No.	MFD. W.V.	Quantity	Low Price
C-192A	100 MFD @ 50V	Pkg. of 3	MIN 6. EA. 66c
C-193A	500 MFD @ 50V	Pkg. of 2	20 @ 60¢ ea.
C-194A	1000 MFD @ 50V	Single	
C-195A	2000 MFD @ 50V	Single	MIN 6. EA. 94c 20 EA. 85c

HERALD Transistorized 2-Station INTERCOM
 ★ With Cable and Battery

HERALD BOXER FAN
 Eliminates Heat That Causes Pests
 Breakdown!
 ★ For Color TV, Stereo, Tape
 Recorders, Radios
 ★ Save Costly Repair Bills
 ★ Easy to Mount
 ★ Only 4 1/2" Deep
 ★ Made in U.S.A.
 Operates on 110 to
 120 Volts, 60 cps.
 MO-7A **\$9.95**
 6 @ 2 @ \$11 Ea.

No. AM-17A 4 @ **\$6.75**
 Tone-caller operates even when bat-
 tery is turned off, thus extending battery
 life. Master station has volume control
 and on-off switch. Station size: 3" x 4"
 x 1 3/4".

Cool It Silently
 Variable auto transformers of toroidal
 core design which deliver a source of
 variable A.C. voltage from built-in A.C.
 outlet. Frequency range 50-60 cps. A.C.
 input 110-125 volts A.C.

HERALD 500 WATT VARIABLE VOLTAGE CONTROL
 T-47A **\$9.95** ea.
 8 @ \$10.75 ea.
 2 @ \$10.75 ea.

HERALD ADAPTER PLUGS
 PL-21A **85¢** ea.
 12 @ 95¢ ea.
 ★ Bag of 3 Assorted Types
 ★ 1/4" Phone to Micro Plug
 ★ Mini-Plug to Mini-Plug

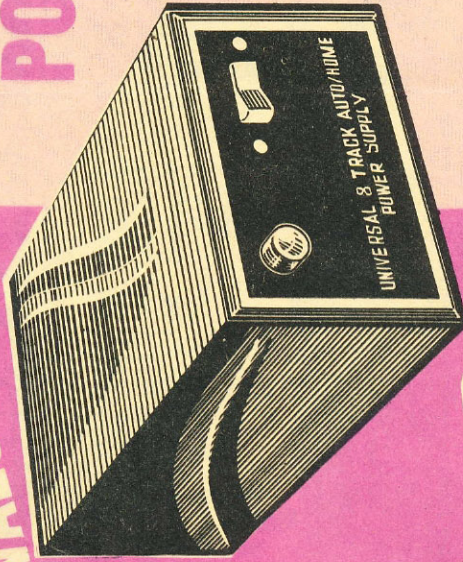
HERALD FILAMENT TRANSFORMER
 6.3V FILAMENT TRANSFORMER
 ★ Indiv. Boxed
 12 @ **90¢** ea.
 4 @ \$1.25 ea.
 T-52A

12.6 V. FILAMENT
 ★ Individually Boxed
 Primary: 110-125 volts
 A.C.
 Secondary: 12.6 volts
 @ 1 amp.
 Size: 2 x 1 1/2 x 1 1/2"
 12 @ **\$1.10** ea.
 4 @ \$1.25 ea.
 T-56A

24 V. FILAMENT
 INDIV. BOXED
 Primary: 110-125 volts
 A.C.
 Secondary: 24 v. @ 1
 amp.
 Size: 2 3/4 x 2 1/4 x 2 1/4"
 12 @ **\$1.25** ea.
 4 @ \$1.50 ea.
 T-55A

VALUE **HERALD**

Universal 8-Track Auto-Home POWER SUPPLY

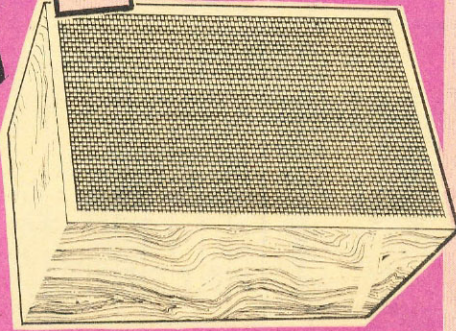


- ★ 12 Volts D.C. @ Up to 4 Amp Output
- ★ Use Any Car Tape Player In The Home
- ★ Operates On 110V AC-50/60 cps
- ★ Rocker Switch Control

BA-27A

\$12.75 Ea.

NEW LOW PRICE



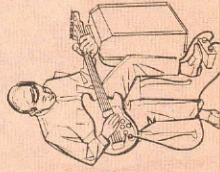
HERALD SPEAKER SYSTEM

S-505A

- ★ Walnut Finished Wood Cabinet
 - ★ Black Acoustic Cloth Grille
 - ★ Alnico V Magnet
 - ★ Convenient Screw Terminals
 - ★ Full Range Response
- Size: 5 1/2" x 9" x 5 3/4" D.
Impedance: 8 ohms.
- \$5.00** 20 @ **\$5.50** 6 @

OUT THEY GO

FUZZ SOUND FOR GREATER MUSIC ENHANCEMENT

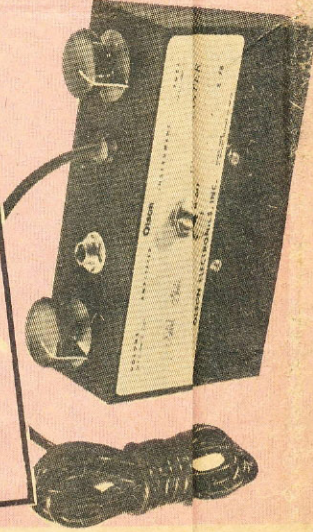


AM-44A

Was 2 @ \$6
In Cat. #170

\$4.00 12, Ea.
\$5.00 6 @

- ★ Produces Special Sound Effects
 - ★ Use With Any Electric Guitar.
 - ★ Simulates Wind Instrument Tones
 - ★ Easy Plug-In Connection
 - ★ Volume and Fuzz Controls
- Size: 5 1/2" x 3 1/2" x 2 1/8"



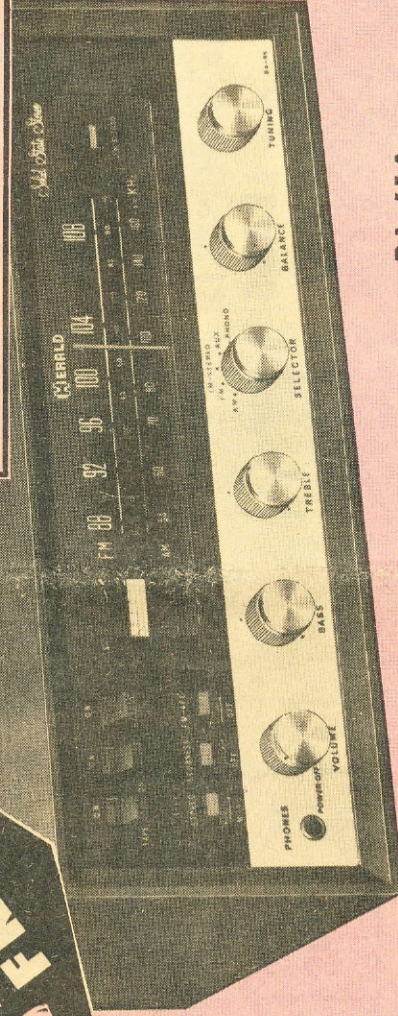
HERALD ELECTRONICS

AMERICAN ELECTRONIC PARTS CORPORATION

4105 N. MILWAUKEE AVE. Phone Area Code 312
CHICAGO, ILLINOIS 60641 282-2462

1970 Bonus Buy
Buy 8, GET 1
FREE

Solid State Stereo 60 WATT FM-AM-FM/MPX RECEIVER



RA-61A

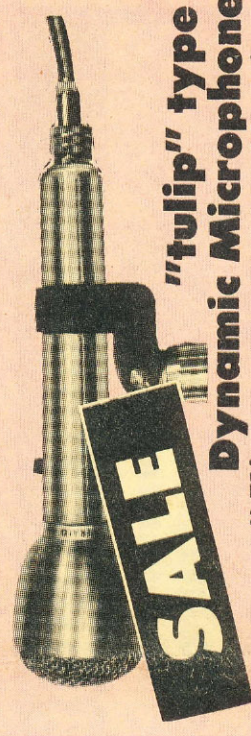
- ★ Two IC's Eliminate Outside Noise and Interference
 - ★ Field Effect Transistor—Hear more Stations, more clearly
 - ★ Circuit Breakers for Overload Protection
 - ★ New Smoked Glass Dial ★ Tape Monitor Switch
 - ★ Stereo Headphone Jack for Private Listening
 - ★ Walnut Finished Wood Cabinet ★ FM Sensitivity 2uv
 - ★ Tuning Meter Plus Stereo Indicator Light
 - ★ Inputs: Phono Mag./Crystal, Tape, Aux.
 - ★ Multiplex Separation: 25 db ★ Tape Output Jacks
- Size: 14" W. x 5" H. x 11 5/8" D. 110-120 Volts, 50/60 cps.

\$90 EA.

Prices In This Catalog Are Your
CONFIDENTIAL Distributor Costs

3%
CASH DISCOUNT

CASH BUYS
YOU MORE

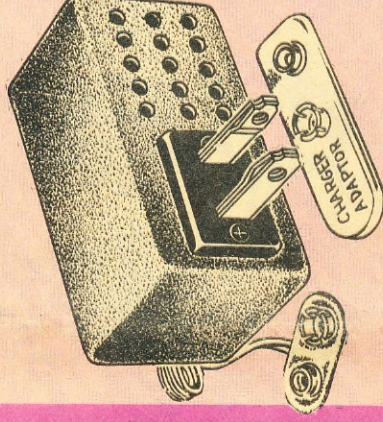


"tulip" type Dynamic Microphone

- ★ Light Weight and Rugged
 - ★ On-Off Switch
 - ★ Response: 100-10,000 cps
 - ★ Output: -60db at 1000 cps
 - ★ High Impedance: 50K Ohms
 - ★ 20 Ft. Shielded Cable with Plug
- ea. 10 @ **\$7.75** 2 @ **\$8.50**

M-75A

HERALD BATTERY ELIMINATOR CHARGER



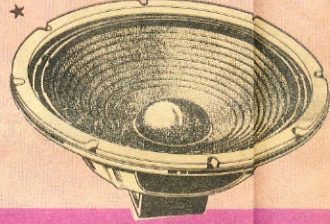
BA-24A

\$1.75 40 @ **\$1.85** Ea. 12 @

- ★ Extends battery life
- ★ Charges 9V Batteries
- ★ Permits use of Radios from 110 V AC outlets
- ★ For all radios using 213, 216, 206, 1604 or VS 213 Batteries

12" HI PERFORMANCE SPEAKER

★ 8 Ohms



S-460A
\$5.75 12 @ **\$6.75** Ea. 4 @

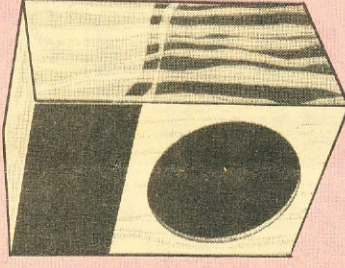
- ★ HIGH EFFICIENCY 8-5-oz.
- ★ ALNICO V magnet
- ★ Rim treated seamless cone with cloth annulus
- ★ Resp. 20-2500 cps
- ★ 1 7/8" Voice Coil
- ★ 25 Watts program material

RETURN REQUESTED

BULK RATE
U. S. POSTAGE
PAID
AKRON, OHIO
PERMIT No. 240

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Sierra Series



Finished on 5 sides so That It May be Placed on Side or End.

HERALD

"X" AIR SPEAKER SYSTEM

- ★ Bi-axial Loudspeaker
- ★ 8 Ohms
- ★ Response: 45 to 18,000 cps.
- ★ Power Capacity—15 Watts
- ★ Size: 12" H. x 8" W. x 7" D.
- ★ American Walnut—Oil Finish

24 Ea. S-502A **\$9.75**

6 Ea. **\$10.75**

Bi-axial Design Massive Magnet Loudspeaker. Oiled Walnut. Front Panel Contrasts with Decorator Fabric.

Highly rated concerns may request Open Account Shipment, payment not 10 days. However, in such cases, 3% Cash Discount DOES NOT APPLY.