

amateur
radio
is fun



And the fortunate amateur who owns Viking equipment enjoys the maximum amount of operating pleasure and performance.

Since the first Viking transmitter was built, amateurs everywhere have looked to the E. F. Johnson Company for leadership in transmitter design.

Owning a Viking means more than just having the best transmitter . . . it means more than the DX record you build; it means that your station has arrived.

For effective practical design and honest dollar value, Viking transmitters stand ahead of all others. Whether you choose the "Adventurer" as your first transmitter, or the fabulous "Kilowatt" as the "last word," you know beyond a doubt that your transmitter dollar is soundly invested. The big "J" on the front panel tells you that!

VISIT YOUR DISTRIBUTOR — HE'S HELPFUL AND FRIENDLY

The E. F. Johnson Company sells its products only through authorized distributors. We have long recognized the valuable services an established distributor can render to the amateur.

Your distributor offers a wide choice of equipment and accessories. He has considerable experience in the field and can offer helpful suggestions. Most distributors offer convenient time payment plans to suit your budget and often as little as 10% down is all that is required to get you on the air.

Visit your distributor soon . . . see and compare the exciting new Johnson equipment!