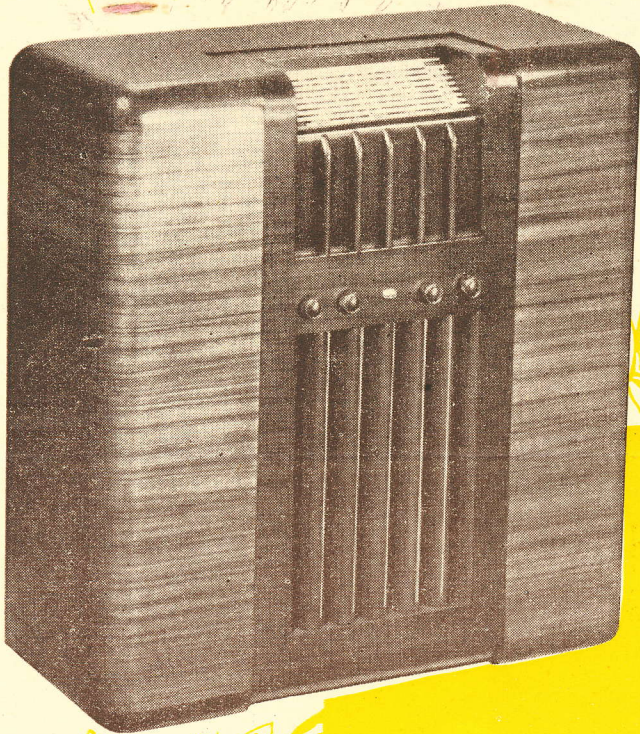


VEALLS

*Announce*

PHILCO



- *Comprehensive New Range of Receivers*
- *Sparkling New Radio Ideas*
- *Cabinets that are New and Different*

PHILCO *Famous for Quality the World Over*

Distributed by

**Vealls Electrical & Radio Pty. Ltd.**

490 ELIZABETH STREET, MELBOURNE

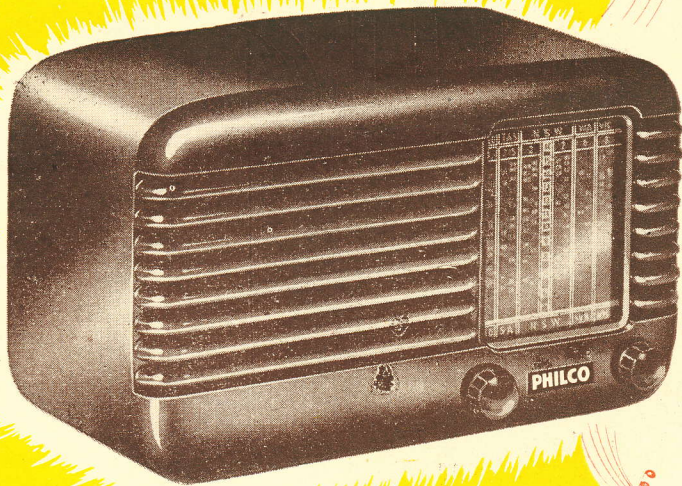
FJ 3145 (6 lines)

Telegrams : "Velradio"



# PHILCO *Midgette*

**MODEL 41AA1.** The aristocrat of compact radios! A streamlined cabinet of modern design in lustrous Walnut, Burgundy or Ivory plastic provides superb housing for a powerful radio of full, rich tone and fine performance.



PHILCO *Famous for Quality the World Over*

• **The PHILCO Superheterodyne Circuit** is designed for high sensitivity and selectivity—operates on A.C. current.

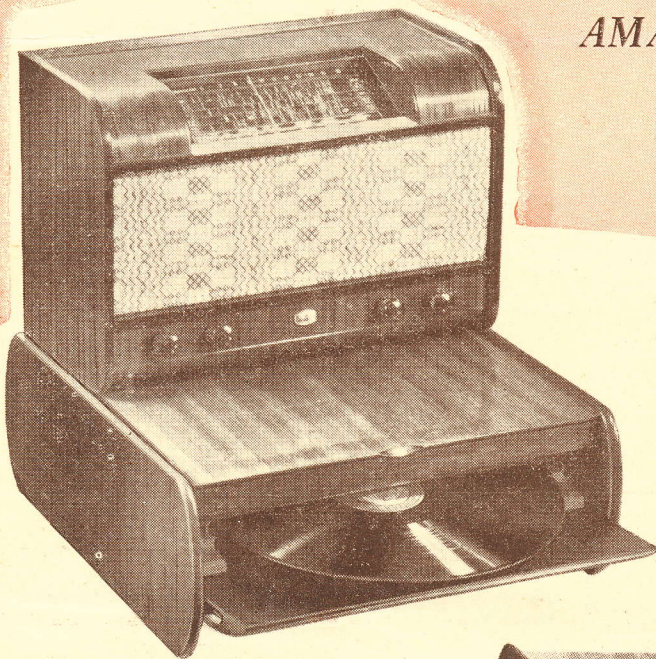
• **Speaker** — 5" permanent magnet type gives life-like tonal quality. Rich bass and brilliant treble, seldom heard in a compact radio.

• **Valves and Components** used in this 4 valve broadcast receiver are the most efficient available and are thoroughly tested.

• **Automatic Volume Control** of improved design allows a most satisfactory elimination of fading.

Other features include the handsome edgelit and easy to read dial—large milled edge control knobs for accurate tuning—sturdily moulded cabinet.

**MODEL 51DA1**— for those who require a battery operated receiver. Housed in the same smart and compact cabinet is a 5 valve broadcast receiver offering the utmost in performance, quality and value.



## AMAZING NEW WAY to play records

### Model "P" Automatic Record Player.

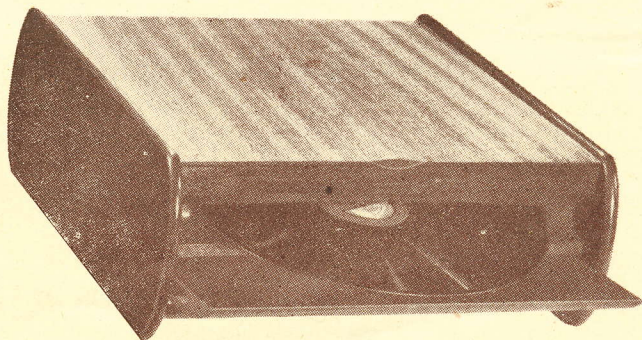
Operates with Philco Receivers 52AA2 or 51AA2 as above.

### Model "U" Automatic Record Player.

Operates with ANY type of radio receiver.

Just open the door, put a record in the slot, close the lid—and it plays! No more bother with lids, controls, tone—arms or needles! A child can operate it! It is impossible to damage records in any way, and the motor cannot be left on. Equipped with a crystal pick-up using a special high grade jewel-tipped needle, and with on/off switch.

**Model "U"** is designed to operate with ANY make of radio receiver which has grammo. pick-up attachments. **Model "P"** is designed for use in conjunction with a 51AA2 or 52AA2 Receiver. The two units have been adjusted for best possible reproduction when used together.



PHILCO *Models "P" AND "U"*



# VEALLS

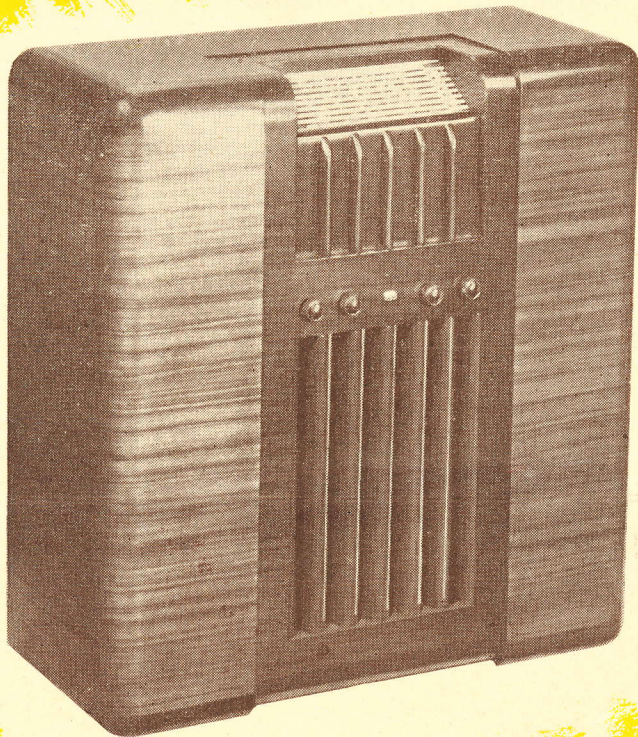
introduce the new PHILCO in a superb comprehensive range of receivers for every purpose. Incorporating many sparkling new ideas, and housed in cabinets that are new and different in conception, they will create further and greater demand for PHILCO, famous for quality the world over.

See overleaf for retail prices all models.

Distributed by

**VEALLS ELECTRICAL & RADIO PTY. LTD.**

## PHILCO *Glorious New Consoles*



As an article of furniture, the new PHILCO Console lends grace and dignity to any setting, and its musical performance is truly sensational.

Illustrated is **Model 52AA3**, 5-valve Dual Wave Console. In similar cabinet is **Model 51AA3**, 5-valve Broadcast Console.

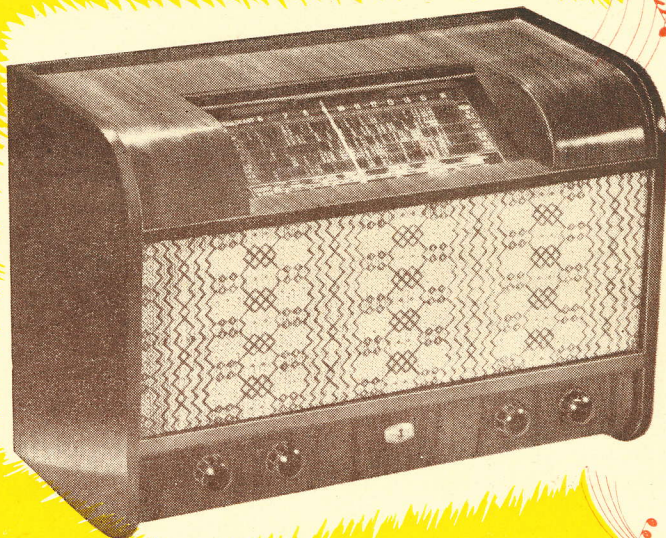
Also available as **52VA3**, 5-valve Vibrator Operated Console, and as **72VA3**, 7-valve Vibrator Operated Console.



# PHILCO TABLE MODELS

The smart veneer plastic cabinet for these models is entirely new in conception, and encloses the entire receiver, including the back.

- 51AA2 — 5-valve Broadcast Receiver
- 52AA2 — 5-valve Dual Wave Receiver



**PHILCO** Famous for Quality the World Over

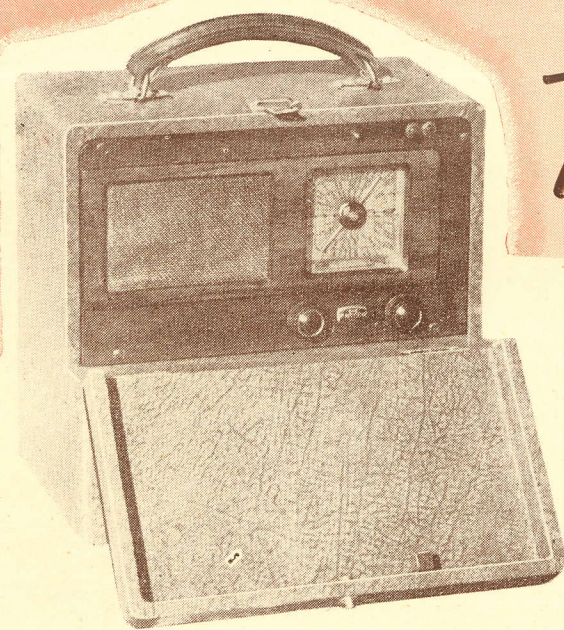
The **PHILCO Superheterodyne Circuit** has special features for high sensitivity and selectivity—operates on A.C. current.

**Speaker** — Sensitive 6 $\frac{3}{8}$ " Speaker of low cone resonant frequency. Three position tone control allows response to be adjusted to personal taste.

**Single-ended Valves** are used throughout. High gain permeability tuned I.F. transformers, and air trimmers are also fitted for improved performance.

Other features include large horizontal slide-type dial which simplifies station selection.

These receivers have sockets to accept the plug on Philco Automatic Record Player Model "P," with which they are specially designed to operate.



## AND IT'S Truly Portable

Battery Powered, Light-weight and Compact. It needs no special aerial . . . a large and efficient loop aerial is incorporated. The **PHILCO PORTABLE** is sturdily built to take the bumps and jolts which must come to any portable radio. The drop front ensures protection from dust, dirt and sand.

A **SPARKLING PERFORMANCE PLUS** economy of operation and sturdiness in construction makes Philco a leader among Portable Radios. A distinctive set you'll be proud to own and carry with you.

The power, range and sensitivity of the **PHILCO Portable** will surprise you . . . Philco engineers have designed a modern superheterodyne circuit using four miniature valves of the latest type, greatly improved Automatic Volume Control, long-life batteries, powerful 5" speaker. Instant warm-up permits immediate tuning when switched on. Batteries are readily accessible without disturbing any other part of the set, and external earth and aerial terminals are provided for use if required. Cabinets are finished in high quality leathercloth in attractive colours.

The **PHILCO** name is YOUR GUARANTEE OF QUALITY



# PHILCO Model 48-4 SP





Distributed by  
VEALLS ELECTRICAL & RADIO PTY. LTD.

## PHILCO RECEIVERS — RETAIL PRICES

### TABLE MODELS

51AA2 — 5-valve Broadcast, bakelite cabinet	£24 17 6
51AA2 — 5-valve Broadcast, veneer cabinet	£26 17 6
52AA2 — 5-valve Dual Wave, bakelite cabinet	£27 17 6
52AA2 — 5-valve Dual Wave, veneer cabinet	£29 17 6

### CONSOLE MODELS

51AA3 — 5-valve Broadcast	£44 19 0
52AA3 — 5-valve Dual Wave	£48 5 0
52VA3 — 5-valve Dual Wave, vibrator-operated (including 6 V. accumulator)	£57 10 0

### MANTEL MODELS

41AA1 — 4-valve Broadcast, in walnut or burgundy	£18 18 0
41AA1 — 4-valve Broadcast, with ivory cabinet	£19 8 6
51DA1 — 5-valve Broadcast, battery-operated (including batteries)—	
In walnut or burgundy	£25 4 0
In ivory	£25 14 6

### PORTABLE MODEL

48.4SP — 4-valve Portable (including batteries)	£25 19 6
---	----------

### AUTOMATIC RECORD PLAYER

Model "P"	
Model "U"	
(Please specify model required)	£19 19 0

Distributed by

**VEALLS ELECTRICAL & RADIO**

PTY. LTD.