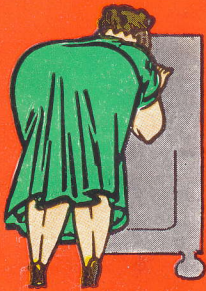


NO SQUAT



NO STOOP



NO SQUINT



with the NEW



PHILCO RADIO

PHILCO

announces a group of Radio Receivers
that completely **OUTMODES**
every other kind of Radio



PHILCO has made the radio receiver *easier for you to use!* If it had never contributed anything else to Radio progress, this alone would have met with instant approval. For more than twelve years, people have literally struggled with the radio dial... Squatting and Stooing... Squinting into a small aperture at niggardly little figures on a circular dial... getting into the most ludicrous postures to "tune the radio"... an operation that should be as simple as switching on the electric light...



But to-day that's finished. To-day, on a Philco, you tune easily, gracefully and accurately... **NO SQUAT—NO STOOP—NO SQUINT** with Philco... The tuning dial is calibrated in a straight line—the station call signs are large and easy to read—the placing of the tuning scale on the top curve of the cabinet enables you to select and tune-in your Station *instantly*... whether sitting or standing.

Common to all models in the Philco range, this easier tuning system is allied, in the larger models, with Automatic Station selection.



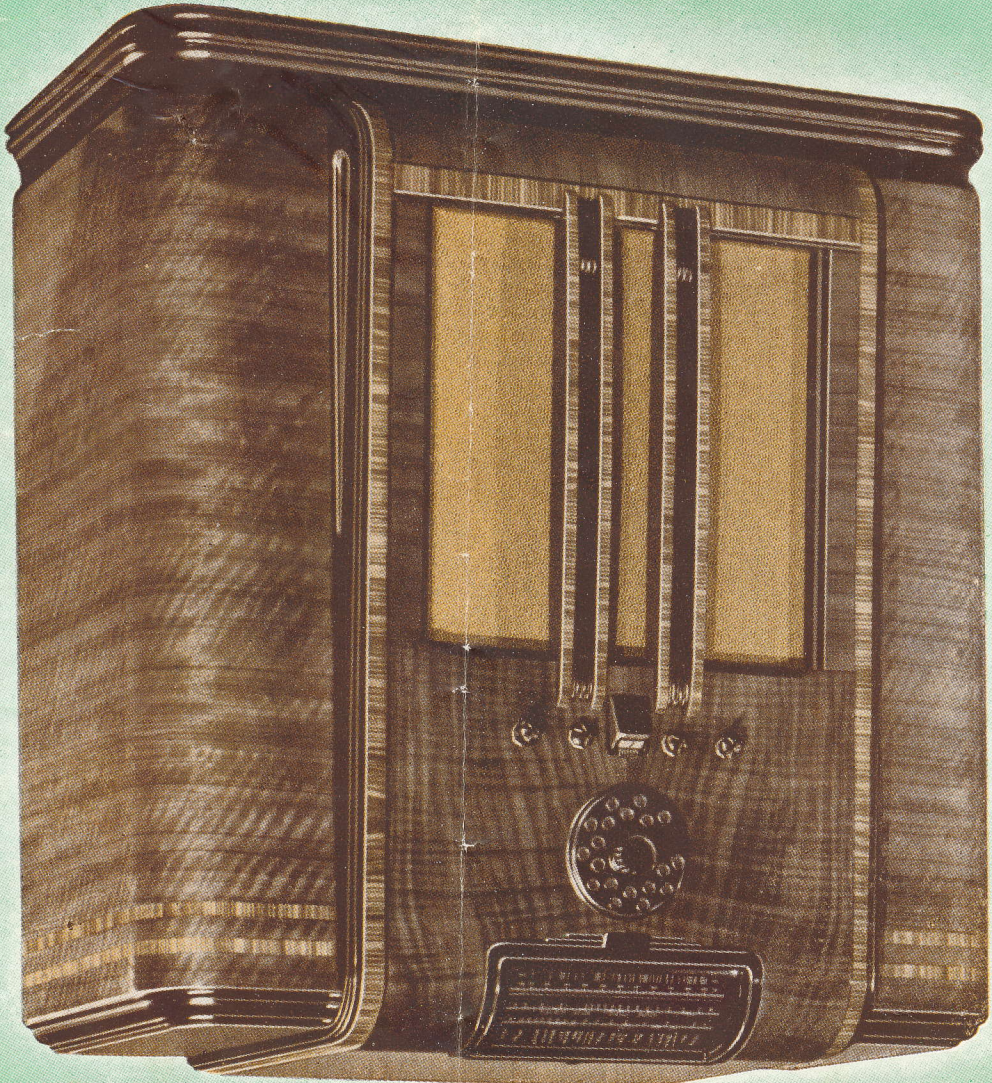
You simply press a button, spin the automatic dial *once* and Click!... there's your Station... tuned, *instantly*.

But these are merely *part* of the story of constant improvement and increased *value* features that have made Philco the most popular radio in the world.



More than *twelve million* people own Philcos... and they enjoy the finest tone, the most realistic reproduction, and the most satisfactory overall performance that Radio Science ever has achieved.

NO SQUAT . . . NO STOOP . . . NO SQUINT



Westminster Cabinet

MODEL 887-8 Valve AC "Spread-Band" World-Range High-Fidelity Console.

A magnificent instrument capable of pleasing the most critical musical ear. Its High-Fidelity Audio System reproduces every tone of music and speech with the purity of living presentation. Its exclusive "Spread-Band" tuning system—utilizing three short wave tuning bands, as well as the standard broadcast band,—electrically S-P-R-E-A-D-S the overseas stations so that you can literally *tune them as easily as your local broadcast*. Its Automatic Tuning System is of the fastest, simplest and most accurate type. Housed in a massive cabinet of choice veneers and inlaid woods that blend harmoniously with to-day's most carefully designed interior furnishings. Price 49 Gns.

NO SQUAT ... NO STOOP ... NO SQUINT

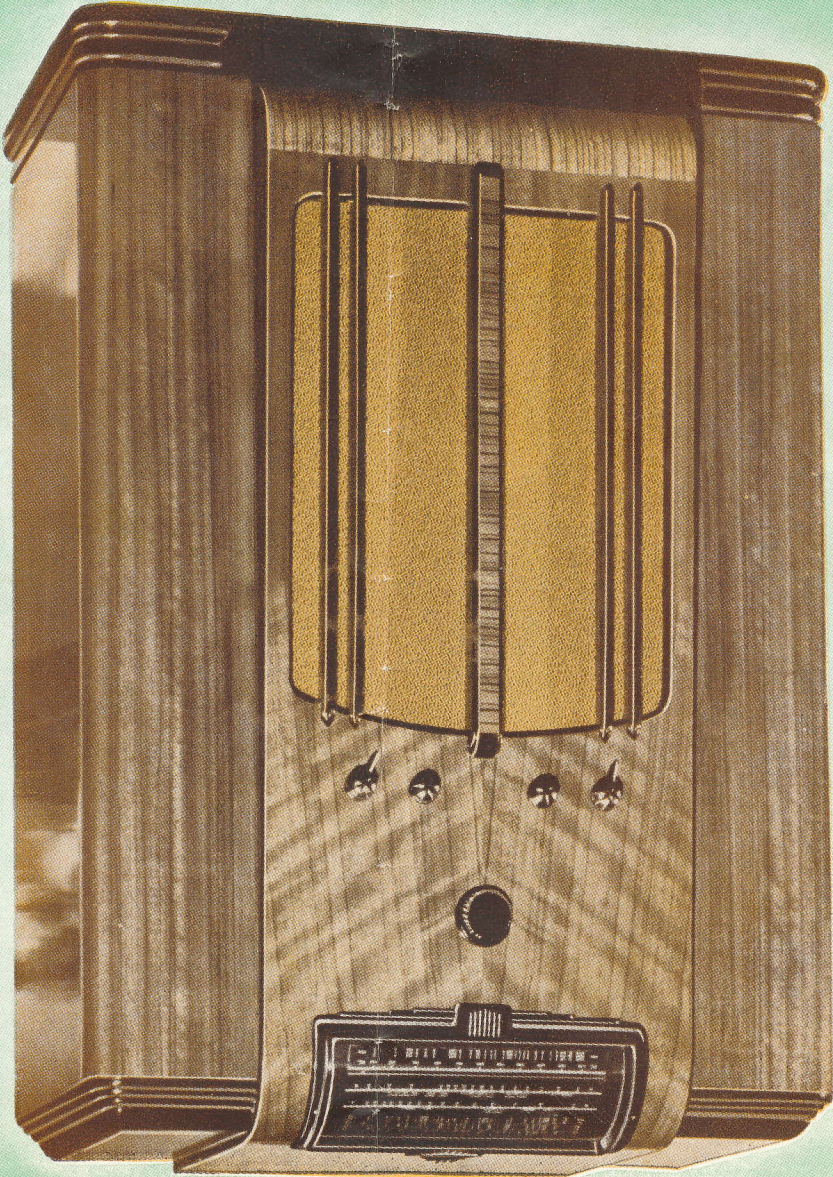


Salisbury Cabinet

MODEL 866—6 valve AC “Spread-Band” World-Range Console (Automatic Tuning Model). Extremely sensitive on short-wave and notable for its purity of tone. **Price 42 Gns.**

MODEL 96VB—6 valve Vibrator-Operated “Spread-Band” World-Range Console, (Automatic Tuning). No. “B” or “C” batteries required. The outstanding radio receiver for country operation. The tonal fidelity of Philco 96VB is remarkable in a set of this type. **Price 45 Gns.**

NO SQUAT . . . NO STOOP . . . NO SQUINT.



Lincoln Cabinet

MODEL 865—6 valve AC World-Range Receiver Price 33 Gns.
MODEL 865U—6 valve AC-DC World-Range Receiver for any mains voltage between 200 and 260, whether it be DC or AC of any frequency Price 34 Gns.
MODEL 85VB—5 valve Vibrator-Operated World-Range Receiver—the Vibrator-Operated version of the above model. Short-wave performance is remarkable . . . Price 38 Gns.
MODEL 85X—5 valve Battery-Operated Receiver for Australian and New Zealand reception . . . especially designed for country areas where reception is "difficult." Positively amazing battery economy Price 30 Gns.

NO SQUAT ... NO STOOP ... NO SQUINT



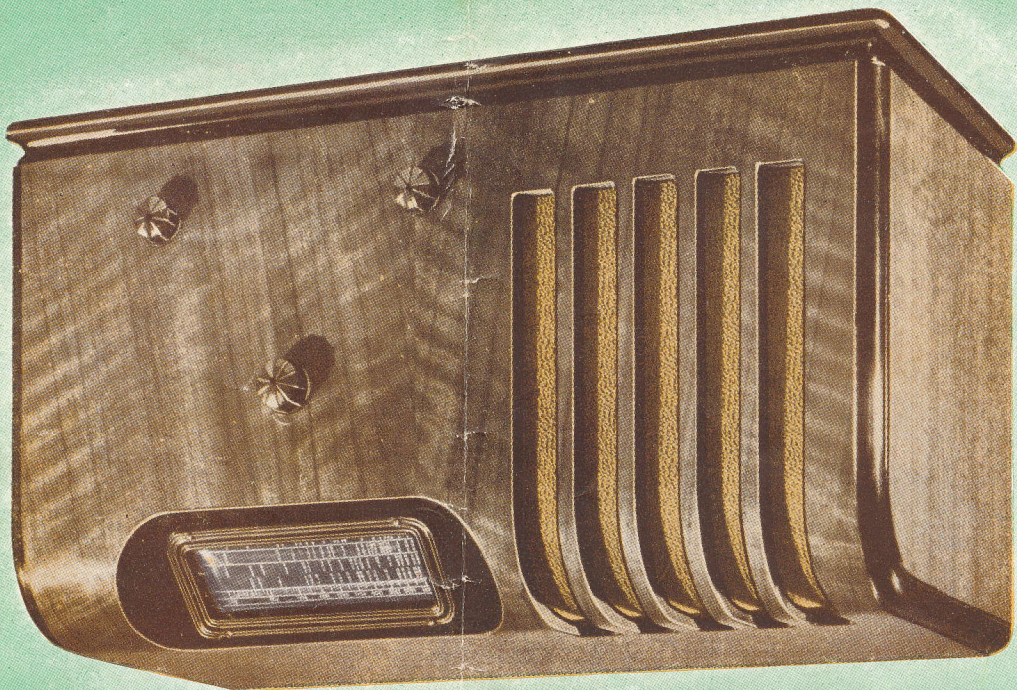
Exeter Cabinet

MODEL 854—5 valve AC World-Range Receiver—exceptionally stable performance with great sensitivity on both short wave and standard broadcast **Price 26 Gns.**

MODEL 852U—5 valve AC-DC Receiver for Australian and New Zealand reception. Suitable for any mains voltage between 200 and 260—DC or AC of any frequency.
Price **25 Gns.**

MODEL 84X—4 valve Battery-Operated Receiver for Australian and New Zealand reception. Unusual power and range coupled with extreme economy of operation .. **Price 26 Gns.**

Even the Table Models feature
NO SQUAT
NO STOOP
NO SQUINT



Chester Cabinet

MODEL 851—5 valve AC Receiver for Australian and New Zealand reception Price 16 Gns.
 MODEL 853—5 valve AC World-Range Price 19 Gns.
 MODEL 853U—5 valve AC-DC World-Range. Price 20 Gns.
 MODEL 84B—4 valve Battery-Operated Receiver for Australian and New Zealand reception Price 20 Gns.
 MODEL 84MV—4 valve Vibrator-Operated World-Range. Price 27 Gns.
 Receiver

The use of robust wooden cabinets in conjunction with console-size dynamic speakers gives the Philco table models a roundness of tone that is usually found only in larger consoles. Their power and range is unapproached.

