



# Introducing

## THE RADIO MASTERPIECE

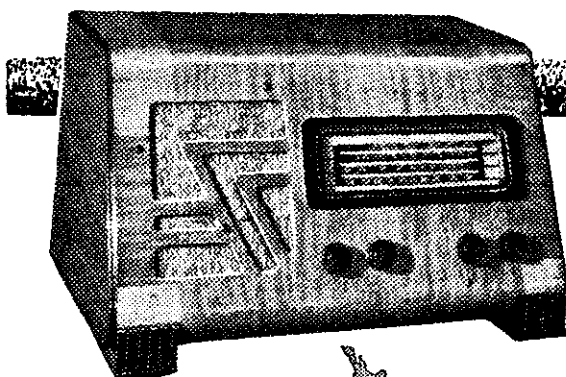
### *De Luxe* 8-VALVE, ALL-WAVE

# PHILCO

Model 155

For 11 straight years Philco has led the world in radio sales . . . year by year building up an enviable reputation for quality, performance, value and craftsmanship. Now we proudly present their latest masterpiece . . . an aristocrat of radios . . . the superb 8-valve, all-wave Philco Model 155. Never before have you heard such exquisite tone. Never before have you been able to tune in so many foreign stations and get them with such ease and clarity, so free from noise and distortion. Here is the radio for people who appreciate fine things . . . who enjoy listening to the best that the world's stations broadcast . . . who want a radio that adds dignity and charm to the furnishing of any room. Yet this Philco Model 155, is pre-eminently for people of modest means. It is available for a low deposit and very convenient weekly payments. Begg's will even accept your old radio, piano or musical instrument in part payment, giving you a truly liberal trade-in allowance. Try this glorious Philco in your own home—experience for yourself its thrilling performance, its brilliant world-wide reception, its matchless tone, and its impressive beauty.

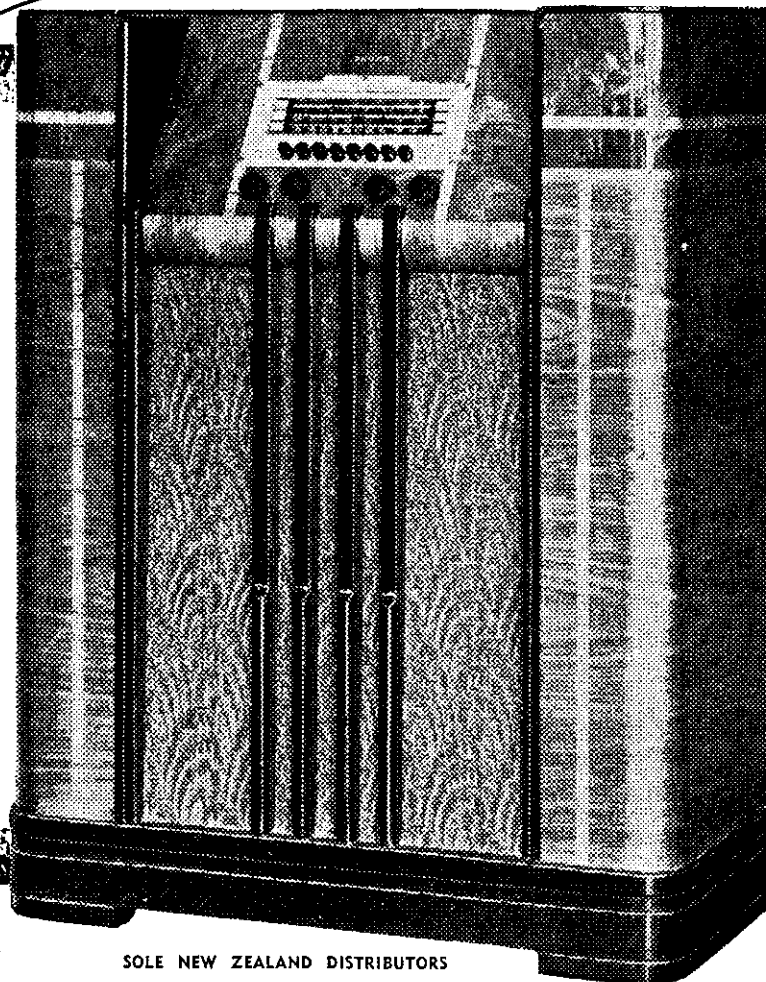
Call, 'phone or write for a free Home Demonstration.



**PHILCO**  
MADE IN NEW ZEALAND

#### PHILCO MODEL 155

Obtainable in both mantel and console cabinets as illustrated. Both set and valves bear a 12 months' guarantee. Equipped with newly-developed, super-efficient Loktal Tubes which halve running costs . . . improved A.C. Superheterodyne Circuit . . . Rubber Floating Chassis . . . R.F. Stage, Noise-excluding Signal Amplifier . . . Push-Pull Pentode Audio System . . . Automatic Base Compensation . . . Easy-to-read Horizontal Dial with important overseas stations clearly marked and named . . . and Philco balanced unit construction.



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