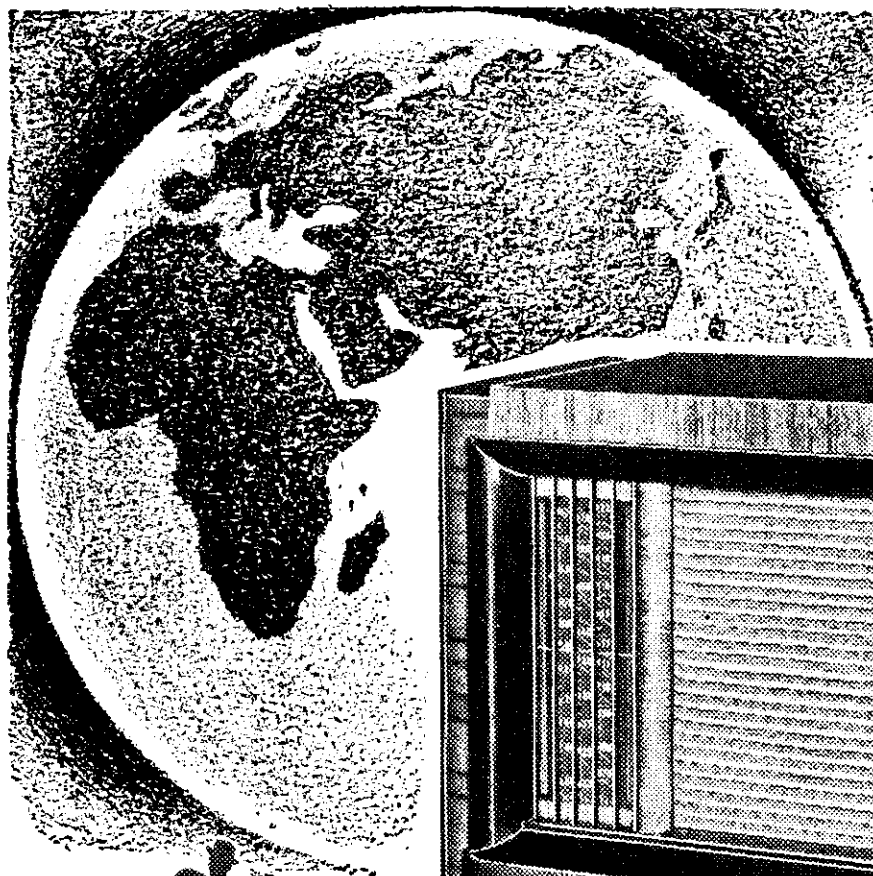




*Monarch
of the Air Waves*



THE SENSATIONAL II-VALVE WORLD-RANGE

PHILCO

MODEL 788

**EXTRA
LIBERAL
TRADE-IN
ALLOWANCE**

ON YOUR OLD PIANO,
RADIO OR MUSICAL
INSTRUMENT

**BEGG'S SELL ON
THE BEST TERMS**

Now, for the first time, overseas shortwave tuning is as simple and easy as local, standard-wave tuning. This astounding new "Monarch of the Air Waves" gives you not only amazing reception on long distance standard broadcasts, but also vastly improved and perfected shortwave reception. Shortwave stations are spread more than 20 times further apart, and over 100 of them are actually named and located on the dials. Each band of the 8-band dial, is separately illuminated when in use. Beautifully finished cabinet of distinguished modern design. It is the finest performing long-distance receiver ever produced . . . does not, like most spread-band receivers, give only a limited coverage . . . it covers the entire Shortwave band. Set and valves guaranteed for 12 months. See the wonderful range of new Philco radios before you buy . . . hear them! Phone, call or write for a free home demonstration.

PROVINCIAL DEALERS: Hamilton, Newton King Ltd., Anchor & Co. Ltd.; Te Awamutu; Newton King Ltd., Bennetts Ltd.; Thames, S. F. Wood; Waiuku, H. Richardson; Wellsford, Gorbey & Dudding; Pukekohe, H. T. Moore; Papakura, H. D. Cronin; Huntly, Malcolm's Radio Service; Cambridge, D. L. Hastie; Matamata, G. N. Stanley; Morrinsville, Bert. Robson; Putaruru, Newton King Ltd.; Te Aroha, Pearson's Radio Service; Te Puke, John Veitch Ltd.; Waihi, Gracey and Binnie; Rotorua, P. E. W. Butler; Otorohanga, J. B. Edlin Ltd.; Te Kuiti, Phoenix Motors; Tauranga, Radio Specialities Ltd.; Whakatane, R. Oxenham; National Park, L. C. Little; Whangarei, K. Haslett; Kaikohe, Northland Radios; Kaitiaki, H. A. Timbers; Dargaville, H. W. Gaukrodger; Moerewa, Wallace Supplies Ltd.; Paparoetoe, Victor Radio & Cycle Coy.; Gisborne, R. Wyke, and Clare and Jones Ltd.; Wairoa, J. D. Parmenter; Napier, Harstons Ltd.; Hastings, Wireless Service Coy. Ltd.; Waipawa, Limbrick Bros.; Waipukurau, Guillard Radio Service; Dannevirke, K. A. Nash; Marton, Rangitikei Radios; New Plymouth, McNeill's; Stratford, H. M. Lacey & Co.; Hawera, Peacock & Wills; Feilding, Dewe & Whitehead; Bulls, C. H. Edwards; Wanganui, The General Machinery Co., Emmett's Ltd.; Palmerston North, The General Machinery Co., Radford Radio Sales; Levin, Kingsway Furnishers Ltd.; Pahiatua, Russ. Merrie; Masterton, W. H. Saunders; Carterton, Carterton Furnishing Co.; Featherston, M. N. Hardie & Sons Ltd.; Martinborough, M. N. Hardie; Lower Hutt, Jeness Music Store; Christchurch, Rangiora, Hawarden, Blenheim, "The Farmers"; Southbridge, M. H. Boyd; Greymouth, Ford's Music Store; Ashburton, K. D. McIlwraith; Clyde, G. Cashion; Gore, Raymond Lusk & Co.; Ranfurly, George Bell; Cromwell, R. J. Lawrie; Palmerston South, J. F. Warren; Winton, G. R. Conroy; Riverton, W. E. Diack; Lumsden, G. Tomlin; Wyndham, Burns' Motor Garage; Waianui, G. R. McNeil.

NEW ZEALAND DISTRIBUTORS:

Begg's

Auckland, Wellington, Christchurch, Dunedin, Nelson, Timaru, Oamaru, Invercargill.