

Service FROM THE SKIES

PHILIPS LEAD
THE WAY

PAR AVION

FAMOUS 'planes from four World-renowned aviation companies have contributed to the greatest of all commercial aviation feats—the transport of a half-ton of Philips Radio Valves from Europe to Australian and New Zealand markets.

These valves were urgently required so that the latest type radio receivers should be available to the public without delay. Regardless of cost Philips enlisted the aid of Imperial Airways, K.L.M., Q.A.N.T.A.S. and New England Airways,

and on April 5, 1935, the huge shipment, constituting a record-breaking air freight in distance, weight and speed, was landed at Mascot Aerodrome, Sydney, amidst wild enthusiasm.

Radio must always progress, and the outstanding merits of the Philips Super-Series created an abnormal demand which was answered in the only way possible.

PHILIPS

SUPER-SERIES VALVES