

New Philips Portable Radio

Masterpiece of Skill

Astonishing Results

A careful examination of the new Philips Portable Radioplayer only serves to confirm the writer's unhesitating admiration called forth by his first cursory inspection of this new Philips product. It is undoubtedly a masterpiece of radio engineering genius. Such beauty of construction—inside and out; such compactness with freedom from interacting fields; such extraordinary radio frequency amplification without distortion.

The set, as it stands, is fitted with low consumption valves and batteries. This is, of course, an essential if true portability is to be achieved. The speaker is a balanced armature type, and built into the cabinet, which rotates on an almost flush base pedestal, is a frame aerial of ingenious design.

Connections are provided for an exterior aerial, and also for a pick-up feed to the audio side of the amplifier, so that gramophone records can be electrically reproduced.

Tuning is simplicity itself; mono-control and direct logging make things easy for the novice, and all switching is entirely automatic. Considering the size of this machine and the effective area of its baffle, it has an extraordinary audio frequency compass with even response.

A further indication of the thoroughness behind the planning of this set is that a weatherproof cover is provided with the set to give protection to the cabinet when conveyed from place to place.

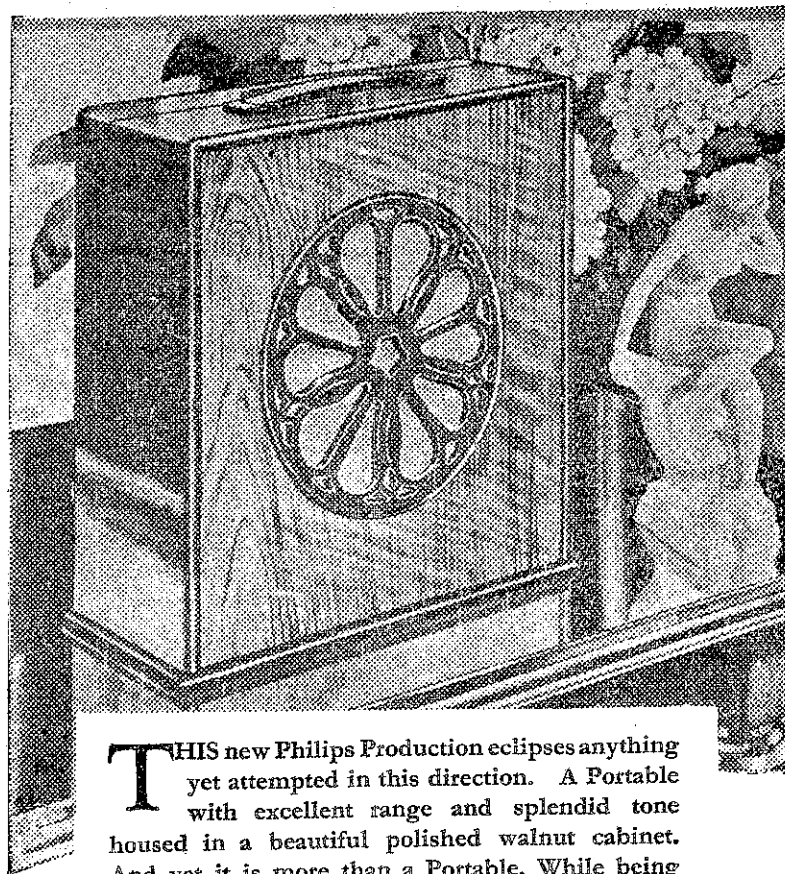
Of course, out of season, vacation times over, it is just as useful as, and considerably more beautiful than, many modern sets that we have seen. Resting on a record cabinet or side table, it will grace any room, its walnut housing designed to harmonise anywhere. Fitted now with some form of battery eliminator, and connected to an outside aerial, it will challenge results with any radio receiver on the market.

The Philips people have been a long time in bringing out a portable outfit, and they have fully justified their previous reluctance by the unqualified superiority of their final product. It is said that the Philips engineers have been working for several years on the design of this set. Having examined well and truly every inch of every component part, it can truly be said that not for years has such an advance been made in the construction of sets for the everyday man who is not equipped with technical knowledge.

Ideal Holiday Set

It is safe to predict that very many of these Philips Portables are going to travel through New Zealand this summer. Beach, riverside, mountain and farmhouse can now awake to music that is really musical, and in a way that a year ago was quite impossible. Truly, Philips have produced nothing so amazing since they brought out the All-Wave Radio-player. Among a host of foreign radio receivers it is pleasant to see a British product towering head and shoulders above all.

EXPERTS PRAISE THIS NEW PHILIPS TRIUMPH!



THIS new Philips Production eclipses anything yet attempted in this direction. A Portable with excellent range and splendid tone housed in a beautiful polished walnut cabinet. And yet it is more than a Portable. While being entirely self-contained—aerial, batteries, screen-grid chassis and loud speaker all in—it is portable and eminently suitable to grace the most tastefully furnished drawing-room. And it will, in addition, electrically amplify your records. There is nothing to approach it in appearance or performance. You should SEE it and HEAR it—ask the nearest Philips Dealer for a demonstration.

PHILIPS

BRITISH MADE PORTABLE

radioplayers W50R

Advertisement of Philips Lamps (N.Z.) Ltd., (Radio Div.) Hope Gibbons Building, Courtenay Place, Wellington
Auckland Office: Paykel's Building, Anzac Avenue, Auckland