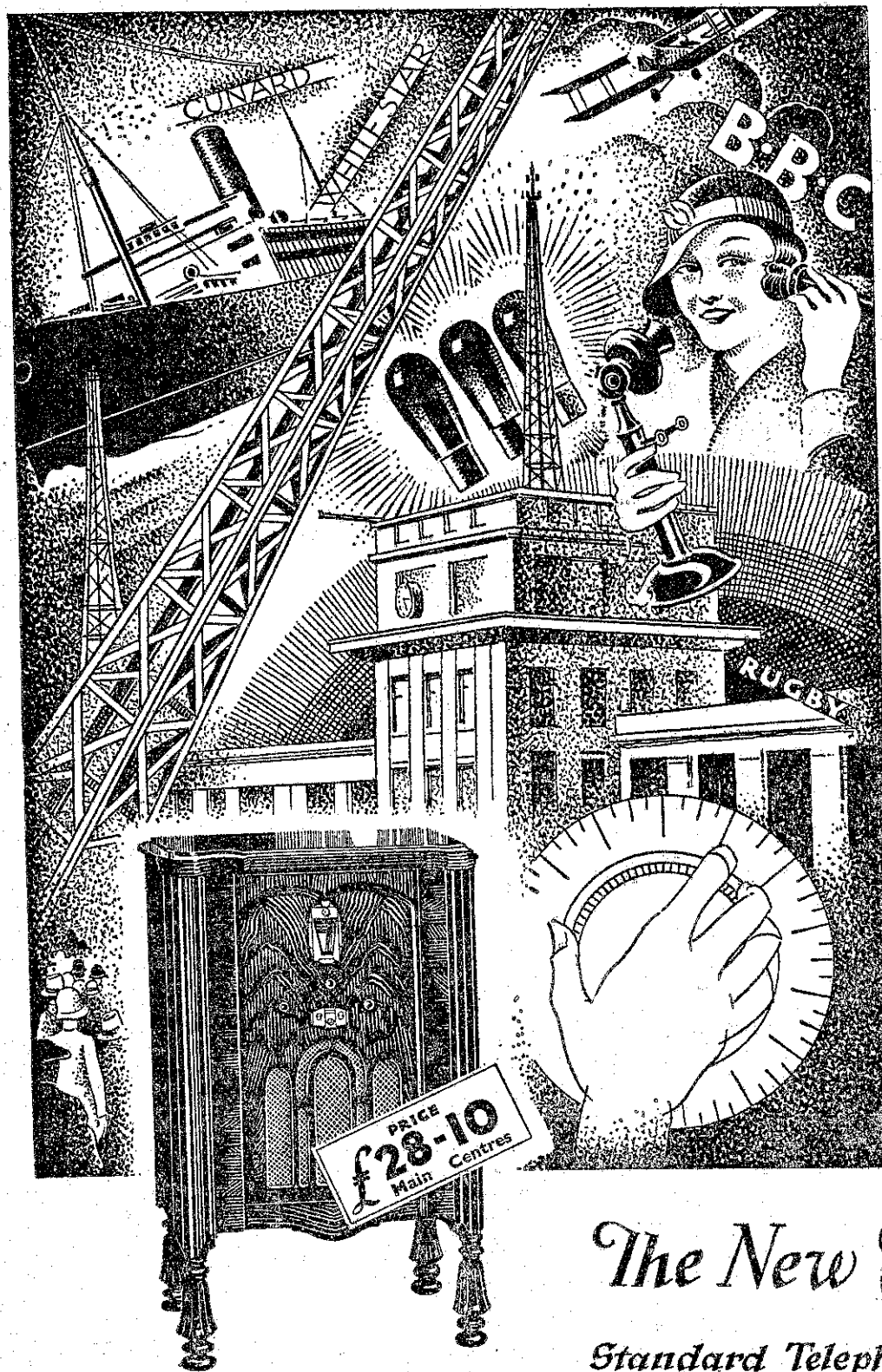


Back of every S.T.C. Radio stands the world's greatest sound transmission and reproduction organisation.



Since the birth of the telephone S.T.C. have been developing and manufacturing appliances for the transmission and reproduction of sound, and have pioneered in the development of both radio and radio-telephony. • To-day S.T.C. is the largest organisation of its kind in the world and has behind it an amazing record of leadership in its field. S.T.C. was chosen to equip the famous Rugby (British Official Wireless) station, and also for the radio telephone service from England to America and Australia. The new B.B.C. British Empire station will be S.T.C. equipped. White Star and Cunard liners are equipped with S.T.C. radio telephone apparatus, and it is also used by the British Government for maintaining contact with air services operating from Hendon Airport. • S.T.C. has been the choice of nine European Governments as well as those of Japan, South Africa and Australia. In New Zealand, S.T.C. equipment was used for the four YA stations, and the N.Z. Telephone System is an S.T.C. installation. • The same efficiency and dependability which have given S.T.C. radio such overwhelming world preference are built into the new Silent Tuning S.T.C. Radio receiver. To buy a new radio without inspecting the S.T.C. is to discount the judgment of the world's largest and keenest radio purchasers, and that is something no one can afford to do.

SILENT TUNING

One of the notable features of the S.T.C. is Silent Tuning. With this convenience, the set can be silenced without altering the tuning or volume controls or switching off the current, and one station may be tuned into from another without the blare of powerful intervening stations.

The New **S.T.C.** RADIO
Standard Telephones and Cables (Asia) Ltd.

Head office: P.O. Box 638, Wellington. Auckland, P.O. Box 1897. Agents Everywhere.