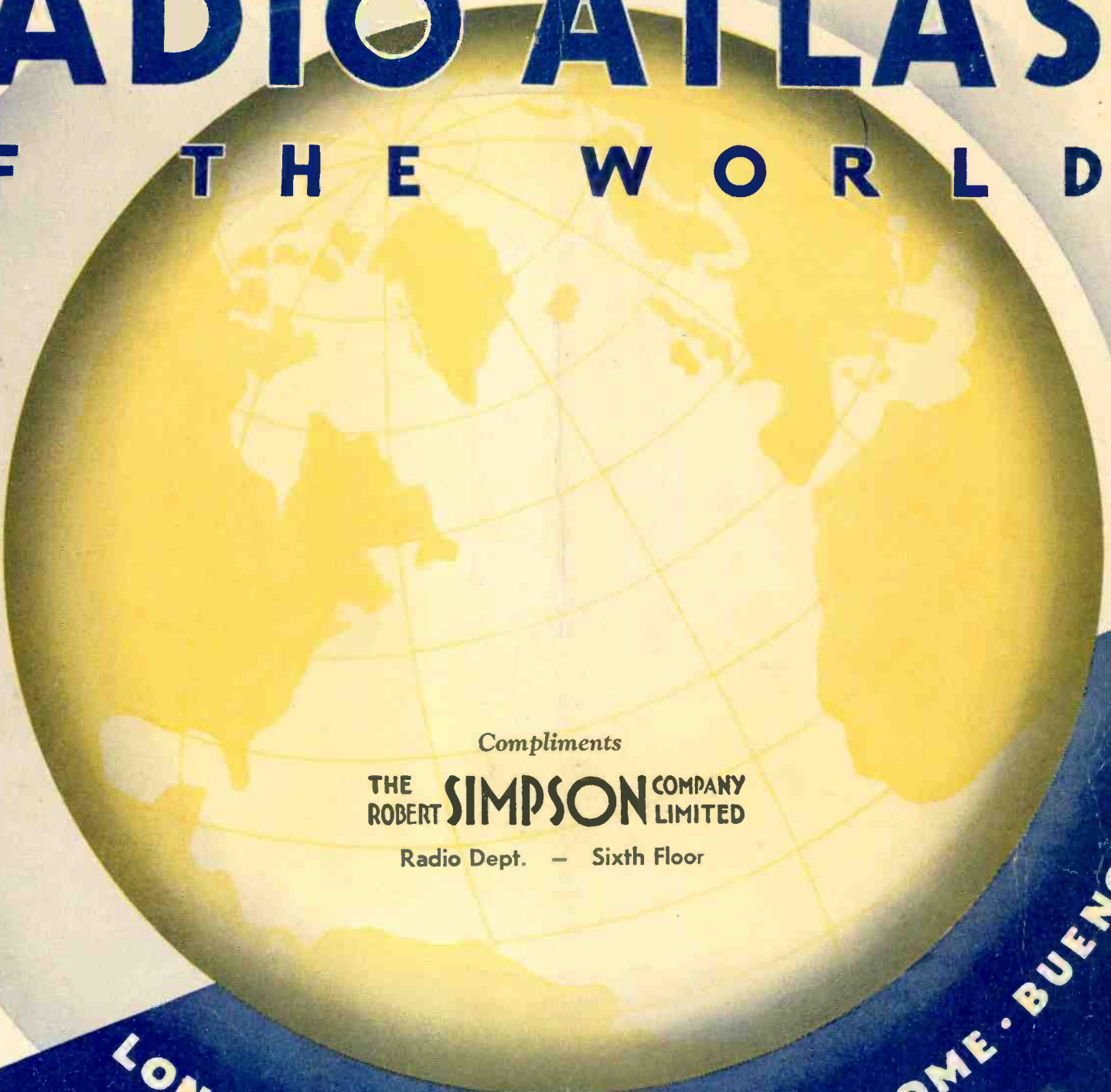


1935 EDITION

PHILCO RADIO ATLAS OF THE WORLD



Compliments

THE ROBERT **SIMPSON** COMPANY LIMITED

Radio Dept. - Sixth Floor

LONDON · PARIS · MADRID · ROME · BUENOS AIRES



PRICE
FIFTY
CENTS

RAND McNALLY & COMPANY
PUBLISHERS

Conversion Time Table Showing Present Time and Day in Any Country of the World

Aleutian Islands	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p
Alaska. (Hawaiian Islands, less ½ hr.)	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p
Yukon	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p
Pacific Time, Canada and U. S. A.	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p
Mountain Time, Canada and U. S. A.	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p
Central Time, Canada and U. S. A.	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m
Eastern Standard Time, Canada and U. S. A., Cuba	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a
Atlantic Time, Canada, Argentine; (Venez. less ½ hr.)	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a
Brazil	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a
Azores Islands	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a
Iceland, W. Africa, Canary Islands	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a
England, France, Spain; (Holland, add 20 min.)	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a
Norway, Sweden, Germany, Italy	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a
Russia (Moscow), Egypt, S. Africa	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a
Madagascar, Arabia, Abyssinia, Persia	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a	9a
Central Russia, Turkestan	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a	10a
India (add 30 min.)	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n	11a
Burma, Tibet, E. India (Calcutta)	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p	12n
Sumatra, (Java, add 20 min.)	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p	1p
China, West Australia	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p	2p
Japan, (Central Australia, add 30 min.)	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p	3p
East Australia, New Guinea	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p	4p
Soloman Islands, New Hebrides	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p	5p
New Zealand (less 30 min.)	5p	4p	3p	2p	1p	12n	11a	10a	9a	8a	7a	6a	5a	4a	3a	2a	1a	12m	11p	10p	9p	8p	7p	6p

This RADIO ATLAS is presented to

by

The International Date Line

The "International Date Line" is based on the 180th meridian with necessary modifications for certain island groups. This line of date change is accepted by all nations of the world.

When it is Monday east of the "International Date Line", it is Tuesday to the westward. On crossing this line, westbound, go forward one day on the calendar; eastbound, go back one day. For instance if a vessel westbound from San Francisco to Yokohama takes ten days for the voyage, the calendar will show eleven days. The return trip eastbound, taking the same time, will show only nine calendar days.

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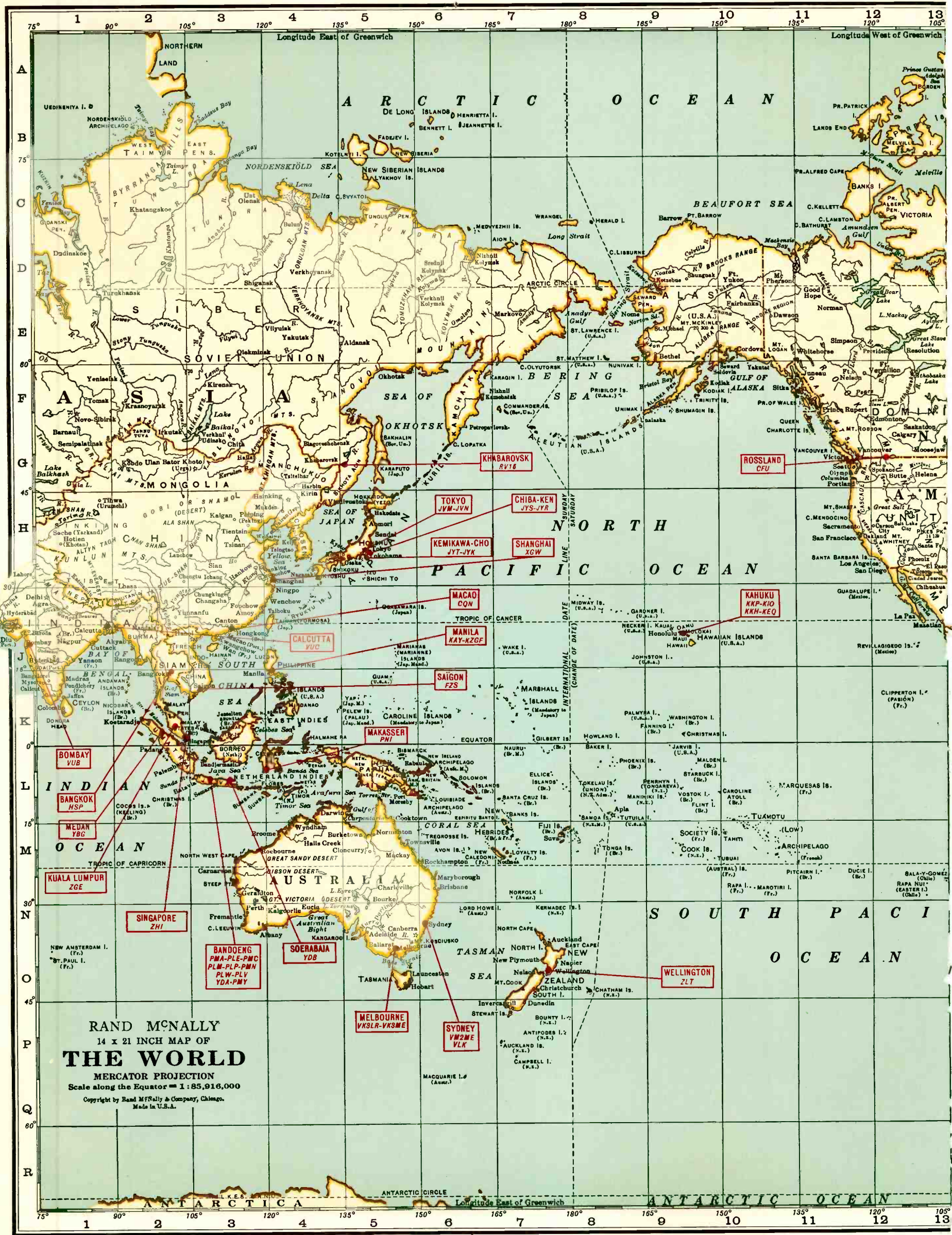
WITH a new PHILCO American and Foreign Broadcast Radio at your fingertips and this complete, accurate and carefully prepared Radio Atlas of the World as your guide, you are on the threshold of a fascinating new realm of entertainment. You are about to become an arm-chair traveler, faring forth into new and strange lands in search of exciting adventure.

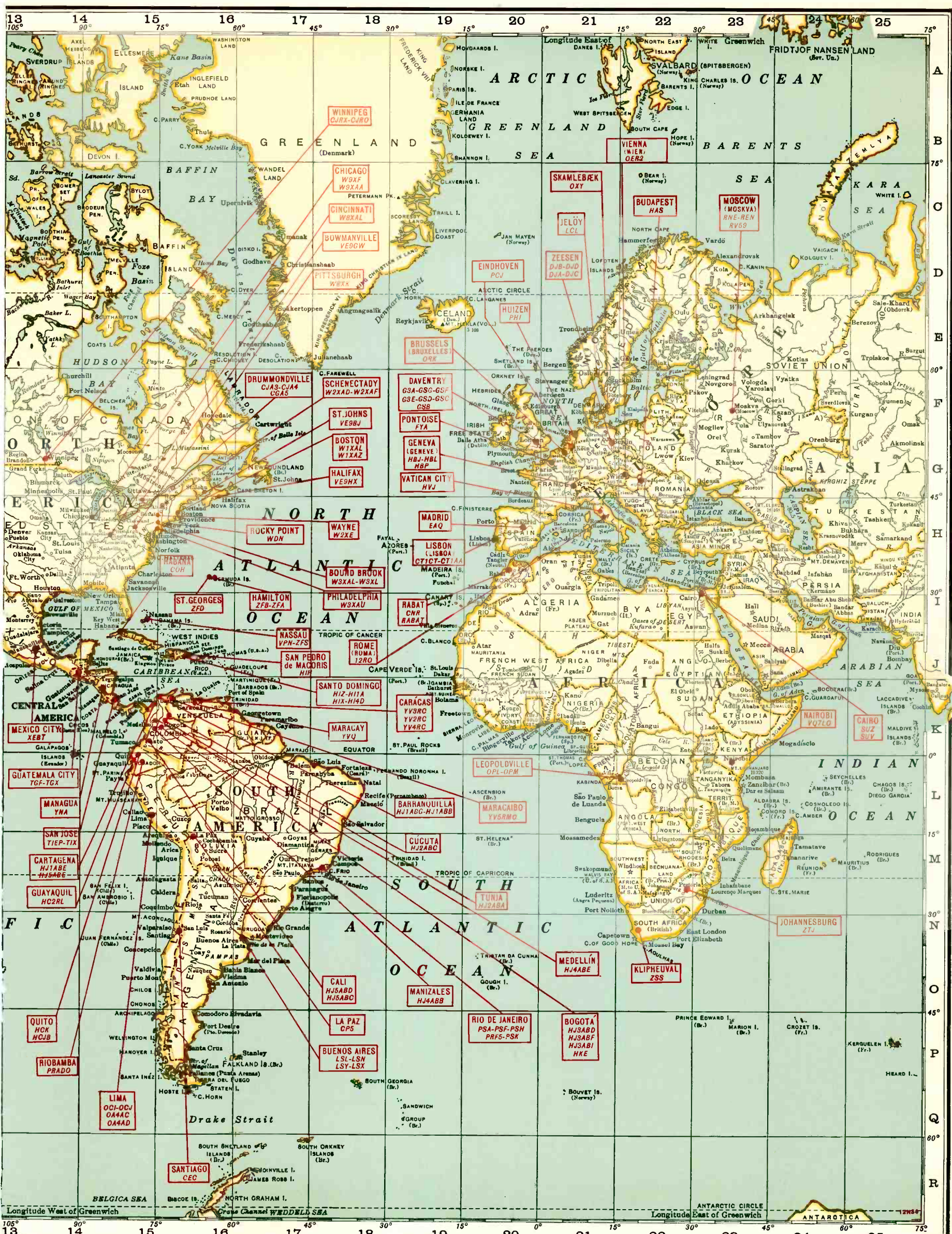
How you'll thrill as the nations of the earth "pass in review" through your living room! What exciting reception you'll have as artists all over the world entertain you! Can you imagine any other form of entertainment that will give you such thrilling, exciting fun so easily and economically in the comfort of your home?

You'll be amazed at the perfection with which PHILCO brings all this to you. For PHILCO'S engineering genius gives you foreign reception that was impossible even for experts to get not long ago. Whether you listen to stations thousands of miles away or those right here at home, you capture the full beauty of every program.

Location and atmospheric conditions naturally make a difference in all-wave reception. But with a PHILCO all-wave aerial and a good installation by a PHILCO dealer, you can count on a PHILCO giving you all there is to give.

With this Atlas to help you, you're going to enjoy radio as never before. Your knowledge of the world and its peoples will be greatly enhanced. Through famous personages who will speak to you from abroad, you will become familiar with world affairs. You will hear the music of many countries. You will become a citizen of the world, a cosmopolite to whom all nations are neighbors.





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NORTH AMERICAN STATIONS

Long-Wave

Stations in the chart below are grouped in exact dial-number order. Each group is map-like. Power is shown by letters F to W, see code above. Networks: *Columbia, †National WEAF, ‡National WJZ, §National WEAF or WJZ. For dials numbered 540 to 1500 or 54 to 150, there may be slight variations to record the exact number from your dial in the blank center column. For dials numbered 100 to 0, or otherwise, refer to alphabetical list, if necessary, record YOUR number, opposite kilocycle number in chart below and you will not translate that technical term, but after a few, are able to find desired programs listed in newspapers. You'll note your numbers appear in exact order and stations between can be identified without station announcements. Nothing could be more simple.

Revised 48 Copyright, 1934—by Haynes' Radio Log, 161 West Harrison St., Chicago, Illinois Winter, 1934

WESTERN		MIDDLE WESTERN		CENTRAL		EASTERN																	
Call	City, State	Call	City, State	Call	City, State	Call	City, State																
50	55	60	65	70	75	80	85	90	95	100	105	110	115	120	125	130	135	140	145	150	155		
WJAZ	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.	WLSR	Chicago, Ill.

Short-Wave

Call	Location	Megacycles	Time (Eastern Standard)
BAHAMAS			
VPN-ZFS	Nassau	4.51	2 to 10 P.M.
BERMUDA			
ZFD	St. Georges	10.33	Afternoons
ZFB	Hamilton	10.05	Daytime
ZFA	Hamilton	5.02	Evenings
CANADA			
CJA3	Drummondville, Que.	13.28	Daytime
CJRX	Winnipeg, Man.	11.72	8 to 11 P.M. and 11:30 to Mid-night
CJA4	Drummondville, Que.	9.33	Irregular
CJRO	Winnipeg, Man.	6.15	8 to 11 P.M.; 11:30 to 12 P.M.
VE9HX	Halifax, Nova Scotia	6.11	8:30 to 11:30 A.M.; 5 to 10 P.M.
VE9BJ	St. Johns, N. B.	6.09	near 5 and 11 P.M.
VE9GW	Bowmanville, Ont.	6.07	Mon., Tues., Wed., 3 to 12 P.M.; Thurs., Fri., Sat., 7 to 12 P.M.; Sun., 1 to 9 P.M.
CFU	Rosland, B. C.	5.66	10 P.M. Irreg.
CGA5	Drummondville, Que.	4.90	Evenings
COSTA RICA			
TIEP	San Jose	6.71	5 to 10 P.M. Irregular
TIX	San Jose	5.78	8 to 9:15 P.M. Irregular
CUBA			
COH	Habana	9.43	8 to 10 P.M. Irregular
OA4AC	Lima, Peru	7.82	9 to 11:30 P.M.
DOMINICAN REPUBLIC			
HIH	San Pedro de Macoris	6.81	Around 8 to 9 P.M. Irregular
HI4D	Santo Domingo	6.48	Wed., Sat., 11:55 A.M. to 1:40 P.M.; 4:40 to 7:40 P.M.
HIZ	Santo Domingo	6.32	Daily 4:40 to 5:40 P.M. Sat. 11 A.M. to 12:40 P.M.
HI1A	Santo Domingo	6.23	12:10 to 1:40 and 7:40 to 9:40 P.M. daily. Sun. 1:40 to 4:40 P.M. and 7:40 to 9:40 P.M.
HIX	Santo Domingo	6.06	Tues. and Fri., 8 to 10 P.M.; Sun. 8:40 to 10:40 A.M. and 2:30 to 4:30 P.M.
GUATEMALA			
TGF	Guatemala City	14.48	Daytime. Irreg.
TGX	Guatemala City	5.95	Sundays 2 to 5 A.M. Also near Midnight
MEXICO			
XEBT	Mexico City	6.02	6 P.M. to 2 A.M. Irreg.
NICARAGUA			
YNA	Managua	14.50	Daytime
UNITED STATES			
W8XX	Pittsburgh, Pa.	21.54	7 A.M. to 2 P.M.
W3XAL	Bound Brook, N. J.	17.78	10 A.M. to 4 P.M.
W2XAD	Schenectady, N. Y.	15.34	2:30 to 3:30 P.M.
W2XE	Wayne, N. J.	15.27	11 A.M. to 1 P.M.
W8XK	Pittsburgh, Pa.	15.21	10 A.M. to 4 P.M.
W8XK	Pittsburgh, Pa.	11.87	4:30 P.M. to 10 P.M.
W2XE	Wayne, N. J.	11.83	3 to 5 P.M.
W3XAU	Philadelphia, Pa.	9.59	Noon to 7:50 P.M.
W1XAZ	Boston, Mass.	9.57	7 A.M. to 1 A.M.
W2XAF	Schenectady, N. Y.	9.53	6:30 to 11 P.M.
W3XL	Bound Brook, N. J.	6.43	Irregular
W8XK	Pittsburgh, Pa.	6.14	4:30 P.M. to 2 A.M.
W2XE	Wayne, N. J.	6.12	6 to 11 P.M.
W3XAL	Bound Brook, N. J.	6.10	5 P.M. to 1 A.M. Mon., Wed., Sat.
W9XF	Chicago, Ill.	6.10	3:30 to 7 P.M.; 8:30 P.M. to 1 A.M.
W9XAA	Chicago, Ill.	6.08	3 to 11 P.M. Mon., Wed., Sat.
W8XAL	Cincinnati, Ohio	6.06	6:30 A.M. to 7 P.M.; 10 P.M. to 2 A.M.
W3XAU	Philadelphia, Pa.	6.06	8 to 11 P.M.
W1XAL	Boston, Mass.	6.04	6 to 7 P.M.
WDN	Rocky Point, N. Y.	4.55	Evenings



RAND McNALLY
POPULAR MAP OF
NORTH AMERICA
 SCALE 1:31,997,000
 1 Inch = 506 Statute Miles
 1 Centimeter = 820 Kilometers
 Statute Miles
 Kilometers
 Copyright by Rand McNally & Company, Chicago.
 Made in U.S.A.

Revel In South America's Tantalizing Music

Listen to pulse-stirring rhumbas, fascinating paso dobles, and delightful tangos

VENEZUELA

Here is one of the South American republics that you will be able to count upon for delightful entertainment. From Caracas, Maracaibo and Maracay, you'll hear entertainment that is



MARGOT ANTILLANO

Miss Antillano is the youngest radio artist heard over YV2RC at Caracas, Venezuela. Her soft, pleasing voice and her great acting ability have made her a tremendous favorite among listeners both in her own country and here in America. She appears regularly in radio mystery serials which feature the broadcasts from this South American station.

with splendid foreign entertainment throughout the evening.

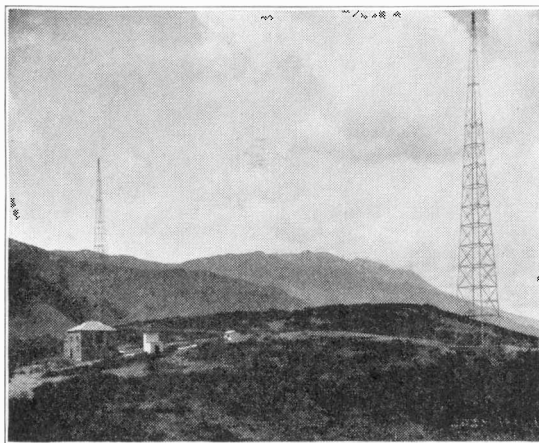
COLOMBIA

In this South American republic, situated right at the end of the Isthmus of Panama, are located more short-wave broadcasting stations heard in the United States than are located in any other Latin-American country. From Barranquilla, Bogota, Palmira, Manizales, Cartagena, Cali, Cucuta and Medellin will be heard the kind of entertainment that makes your blood tingle. For in Colombia, you are right in the heart of South American music. You'll hear fascinating

rhumbas, paso dobles and tangos in addition to strange, weird mountain songs such as you've never listened to before. You're going to like the Colombian stations, we know.

ARGENTINA

There's a real thrill in hearing Buenos Aires, for you must remember that this beautiful city on the Plata River is nearly 6,000 miles from central United States. Listeners have found special interest in Buenos Aires, for here is located station LSX through which the weekly programs from Little America are relayed to New York for rebroadcasting on the national network. What excitement you will have listening to the voices of the explorers of the Byrd Expedition and the operators at LSX talking to one another during the preliminary tests before each weekly program. LSX tests with Little America Mondays, Tuesdays and Wednesdays around 9 o'clock, Eastern Standard Time.



YV2RC, CARACAS

Located atop a mountain, about 5 miles away from the city proper, Station YV2RC looks down on Caracas from an elevation of almost 4,000 feet. From here, on clear days, the intense blue of the Caribbean can be plainly seen—a beautiful sight. Short-wave listeners from many continents enjoy the splendid broadcasts from this modern Venezuelan station.

ECUADOR

This little republic takes its broadcasting seriously. For instance, the determined aim of station HC2RL at Guayaquil is "The Diffusion of Ecuadorian Culture." That's why you hear rhythmic native music as well as programs of universal appeal. Ecuador lies right on the equator. However, many listeners in the United States hear its programs regularly.



PAQUITA PARRA

Senorita Parra is one of the reasons why HC2RL, at Guayaquil, Ecuador, is a favorite among many listeners here in America. Her soft lyric soprano voice and her splendid interpretation of native Ecuadorian songs have added greatly to HC2RL's popularity among listeners throughout the Americas.

BRAZIL

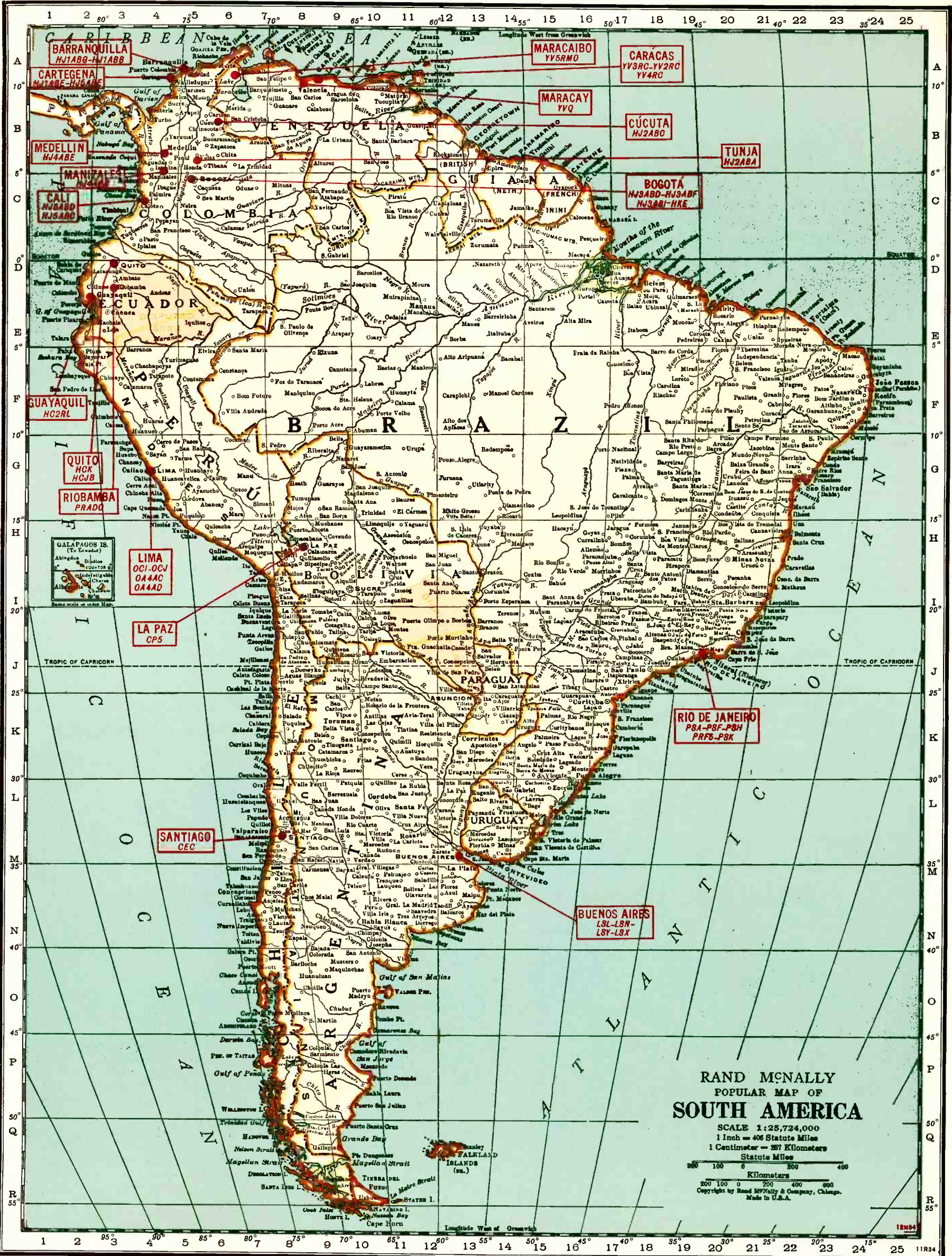
Rio de Janeiro, from which comes the greater part of the short-wave listener's Brazilian entertainment, is the largest Portuguese-speaking city in the world, having a population of about one and a half millions. Also, it has what has been called by many a world traveler the most beautiful harbor in the world. From station PSK, through which the Radio Club of Brazil broadcasts, you will hear stirring Brazilian marches, as well as delightful tangos.

OTHER COUNTRIES

Although you will not hear them as often, other South American countries broadcast frequently over short-wave. Bolivia's station CP5 at La Paz, Peru's station OCJ at Lima, its capital, and Chile's station CEC at Santiago provide programs that delight.

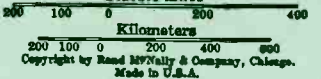
PRINCIPAL SOUTH AMERICAN SHORT-WAVE STATIONS

Location	Frequency	Time (Eastern Standard)	Location	Frequency	Time (Eastern Standard)		
ARGENTINA							
LSL	Buenos Aires	21.16	8 A.M. to 1 P.M.	HJ3ABF	Bogota	6.25	7 to 11 P.M.
LSN	Buenos Aires	21.03	8 A.M. to 4 P.M.	HJ1ABE	Cartagena	6.12	Mon., 10 to 12; Wed., 8 to 11 P.M.
LSY	Buenos Aires	18.12	Irregular.	HJ3AB1	Bogota	6.05	8 to 10 P.M.
LSL	Buenos Aires	15.81	8 A.M. to 2 P.M.	HJ1ABG	Barranquilla	6.04	6 to 10 P.M.
LSN	Buenos Aires	14.53	Daytime.	HJ2ABC	Cucuta	5.97	11 A.M. to Noon, 6 to 9 P.M.
LSX	Buenos Aires	10.35	6:15 to 7:15 P.M. daily; 10 P.M. Wed.	HJ4ABE	Medellin	5.95	Mon. 7-11 P.M., Tues., Thurs., Sat. 6:15-8 P.M., Wed., Fri. 7:30-10:30 P.M.
LSN	Buenos Aires	9.90	6 P.M. to 6 A.M.	HJ2ABA	Tunja	5.88	1 to 2 P.M., 7:30 to 10 P.M.
BOLIVIA							
CP5	La Paz	6.08	8 to 9 P.M.	HJ5ABC	Cali	5.60	8 to 10 P.M.
BRAZIL							
PSA	Rio de Janeiro	21.08	Daytime	ECUADOR			
PSF	Rio de Janeiro	14.69	7 A.M. to 6 P.M.	HC2RL	Guayaquil	6.67	Sun. 5:45 to 8 P.M., Tues. 9:15 to 11:45 P.M.
PSH	Rio de Janeiro	10.22	Evenings.	PRADO	Riobamba	6.62	Thurs. 9 to 11:30 P.M.
PRF5	Rio de Janeiro	9.50	5:30 to 6:15 P.M.	HCK	Quito	5.83	8 to 11:30 P.M. Irregular.
PSK	Rio de Janeiro	8.19	6 to 7:30 P.M.	HCJB	Quito	4.00	7:30 to 9:45 P.M. ex. Mon.
CHILE							
CEC	Santiago	19.69	11 A.M. and 4 P.M.	PERU			
CEC	Santiago	15.86	11 A.M., 1 and 4 P.M.	OCI	Lima	18.68	Near 2 P.M.
CEC	Santiago	10.67	Irregular. Evenings.	OCJ	Lima	15.62	Daytime.
COLOMBIA							
HJ3ABD	Bogota	7.40	7:30 to 11 P.M.	OCI	Lima	10.97	Evenings.
HKE	Bogota	7.22	Mon., 6 to 7 P.M.; Tues., Fri., 8 to 9 P.M.	OA4AC	Lima	7.82	9 to 11:30 P.M.
HJ4ABB	Manizales	7.14	Daily, 4 to 6 P.M.; Tues., Fri., 7:30 to 10 P.M.	OA4AD	Lima	5.78	9 to 11 P.M. Irregular.
HJ5ABE	Cartagena	7.00	Evenings	VENEZUELA			
HJ5ABD	Cali	6.48	7 to 10 P.M.	YVQ	Maracay	13.35	Daytime.
HJ1ABB	Barranquilla	6.45	11:45 A.M. to 12:45 P.M., 7 to 9:30 P.M.	YVQ	Maracay	6.67	Near 10 P.M. Irreg.
				YV3RC	Caracas	6.15	4:30 to 9:30 P.M.
				YV2RC	Caracas	6.11	5:15 to 10 P.M.
				YV5RMO	Maracaibo	6.07	5:15 to 9 P.M.
				YV4RC	Caracas	5.99	4:30 to 10:30 P.M.



RAND McNALLY
POPULAR MAP OF
SOUTH AMERICA

SCALE 1:25,724,000
1 Inch = 406 Statute Miles
1 Centimeter = 267 Kilometers



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12M94

Popular South American Radio Stars You'll Enjoy Hearing

Music and song that delight American listeners



ANITA JURADO AND EDGAR J. ANZOLA

Miss Jurado, Argentine singer and star of YV2RC at Caracas, Venezuela, is caught in a distinctly informal pose as she talks it over with Mr. Anzola, announcer of YV2RC. Mr. Anzola is probably the best known of all the announcers of the South American short-wave stations. Thousands of American listeners look upon him as a friend because of his frequent announcements in English.

The South Americans are a music-loving people. They are born with a perfect sense of rhythm and an instinctive urge to sing, dance and play. That's why you'll enjoy to the full the entertainment these artists bring you through the South American short-wave stations. Turn to South America and you'll hear programs that will thrill you with their delightful charm and color.



CONCHITA ASCANIO

More than one masculine heart has skipped a beat or two as this talented young singer of love songs performed from YV2RC at Caracas, Venezuela. Miss Ascanio is one of the most popular and charming artists heard from this South American station. Her singing is emotional and altogether beautiful. She has had an extensive stage career. She is young, beautiful and single. What more could one ask?



LAURO, SERRANO AND AYESTA

Much of the fascinating music you hear from short-wave station YV2RC at Caracas, Venezuela, comes from the skillful fingers and splendid voices of these three talented young men. You've never really heard a rumba or casa doble unless you've heard them play. Their marvelous sense of rhythm gives you the very essence of South American music.



MARYBLANCA Y ALFONZO

This affectionate couple look like newly-weds—and they are! And what is more their romance started in the studios of YV2RC at Caracas, Venezuela when they started broadcasting together. In real life they are Mr. and Mrs. Luis Alfonso Larrain. Their comedy sketches and Latin-American songs delight many an American listener to this popular station.

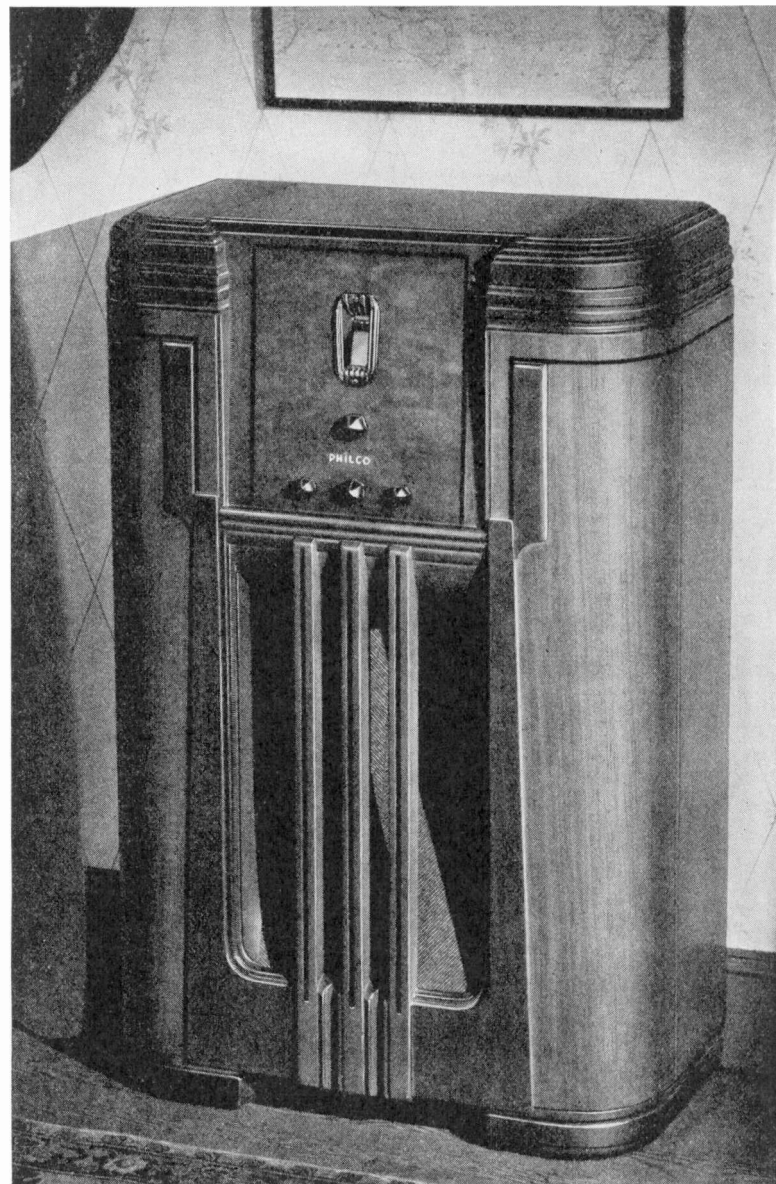
Never before Foreign Reception like this!

You'll marvel at these new 1935 PHILCOS. For now, you can enjoy the finest, most thrilling foreign reception you ever heard! From Rome to Rio de Janeiro, from Berlin to Barranquilla, from London to La Paz, from Madrid to Maracaibo—from all over the world, as well as at home, the new PHILCOS bring you new entertainment, new thrills.

Only in PHILCO are you certain of getting this greater performance. For only PHILCO has the tremendous sales that make possible the greatest radio research laboratories and engineering staff in the world—your assurance of a radio correctly engineered for the extremely complex problems of foreign reception.

Properly installed with a PHILCO all-wave aerial, a new short-wave PHILCO will bring you foreign stations with almost the same regularity as you would expect from American stations a few hundred miles away!

Decide now to trade-in your present radio toward one of the 1935 PHILCOS. Forty-nine magnificent models from which to choose! Your PHILCO dealer will be glad to give you a demonstration and explain his easy-payment plan.



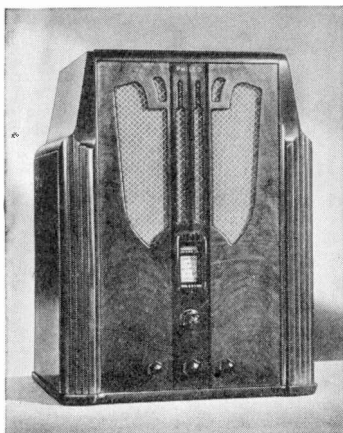
NEW 1935 PHILCO 316X

World-wide reception plus tone such as only PHILCO can give. PHILCO'S Patented Inclined Sounding Board is the greatest single development in scientific sound reproduction.

- 1 Its inclination directs the straight-traveling high tones up to ear level, giving brilliance and clearness.
- 2 Its large baffle area brings out all low tones, giving mellowness and depth.

RESULT: All music and speech are distinct and natural, as if the artists were present "in person."

And many other important PHILCO developments, including 4 Tuning Bands, Bass Compensation, Four-Point Tone Control, Super Class "A" Audio System, Auditorium Speaker, Shadow Tuning, Automatic Volume Control, Illuminated Station Recording Dial, PHILCO High-Efficiency Tubes, etc. Superb hand-rubbed cabinet of gorgeous, costly woods.



PHILCO 316 Baby Grand

Quiet elegance and attractive simplicity characterize the design of this powerful new Baby Grand. The cabinet is of beautiful piano-toned woods combining Straight Grained American Walnut and Butt Veneers. Hand-rubbed satin finish.

Employing the same chassis as the 316X, this distinguished PHILCO creation gives you marvelous radio performance. Here, in compact form, is a radio that enables its owner to enjoy the finest programs the world has to offer.

PHILCO

A musical instrument of quality

Tune-in
PHILCO'S New Program on EAQ Madrid, Spain—(9.87 on your PHILCO dial)—Sundays, 7 P. M.
Eastern Standard Time

**LIBERAL TRADE-IN ALLOWANCE
EASY TERMS AT YOUR PHILCO DEALER'S**

A new PHILCO All-Wave Aerial vastly improves reception on ANY wave band!

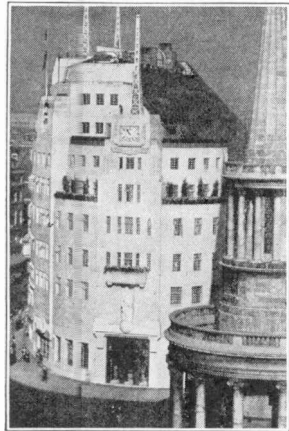
LISTEN TO BOAKE CARTER OVER KEY COLUMBIA STATIONS

Your Passport to Europe—A NEW PHILCO

You'll thrill to the vast wealth of fine entertainment heard from European stations

ENGLAND

From the big short-wave stations at Daventry (London), you will enjoy truly superb entertainment. England has gone into short-wave broadcasting in a really big way. Every day by means of directional broadcasts she sends news



BROADCASTING HOUSE, LONDON

Unique in shape, design and construction is London's "Broadcasting House", wherein are located the beautiful studios of the British Broadcasting Company. Short-wave programs of a varied nature form a part of the Empire Broadcasts which are transmitted over stations GSA, GSE, GSC, GSD, GSE, GSF and GSG at Daventry (London), and picked up by thousands of listeners in America. Note the famous "All-Souls" church in the foreground of the picture.

and entertainment to her many colonies scattered half-way around the world. Like many a PHILCO listener, millions of British subjects at home and in her possessions thrill to the striking of Big Ben in the tower of the Parliament Building in London. As you hear it, imagine the feelings of a lonely servant of the Crown in some far-away outpost of the Empire, as he hears through his short-wave set the reverberations of Big Ben as plainly as though he were home in London!

You'll hear Henry Hall and the British Broadcasting Company Dance Orchestra, the BBC Symphony Orchestra, the Wireless Military Band, dance music from famous London cafes

and hotels and countless talented artists which England has at her command. You'll have many an enjoyable time from these stations at Daventry.

SWITZERLAND

Here's your chance to really get first-hand information on affairs in Europe. From the two powerful stations at Geneva you'll hear the opinions and ideas of famous world figures. For stations HBP and HBL are operated by the League of Nations. Occasionally, too, meetings of the League are broadcast. The stations usually broadcast each Saturday from 5:30 to 6:15 o'clock, Eastern Standard Time. Ordinarily they come in strongly and clearly. The talks and announcements are given in three languages, English, French and Spanish.



SWISS GUIDE PLAYING THE ALPHORN

When a Swiss guide blows this Alpine bugle, he needs plenty of room! Used principally by shepherds for calling home their flocks, notes from this ungainly instrument carry for miles, echoing and re-echoing from one Alpine crag to another. Alphorn music is broadcast by Swiss stations from time to time.

GERMANY

From Germany's efficient short-wave stations at Zeesen (Berlin), comes some of the finest music it has ever been your privilege to hear by radio.

Germany is making a good impression upon the world through her short-wave broadcasts. You'll hear plenty of news reports and a great abundance of magnificent music, played by artists who have generations of musical tradition behind them.

The programs of German dance music are especially enjoyable. Smooth, swinging waltzes, rollicking Bavarian folk tunes, gay, swift-moving polkas—these and many other types of lively music will give you hours of entertainment.

The programs from Germany are sure to be among your favorites, for they come in excellently and with great power. In fact, reception from Zeesen is almost as reliable as that from stations right here in America. And you needn't worry over your inability to understand German for announcements are made in English also.



WILLI DOMGRAF FASSBAENDER
Here is one of the finest baritones Germany has to offer. When he sings over the big German short-wave stations DJA, DJB, DJC, or DJD, at Zeesen (Berlin), listeners all over the world are thrilled with the richness and clarity of his voice. He is one of Germany's musical idols.

PRINCIPAL EUROPEAN SHORT-WAVE STATIONS

Location	Frequency	Time (Eastern Standard)
AUSTRIA		
OER2.....Vienna.....	6.07	9 A.M. to 5:30 P.M.
BELGIUM		
ORK.....Brussels.....	10.33	2:45 to 4:15 P.M.
DENMARK		
OXY.....Skamlebaek.....	6.07	2 to 6:30 P.M. Irreg.
FRANCE		
FYA.....Pontoise.....	15.25	8 to 11 A.M.
FYA.....Pontoise.....	11.90	10:15 A.M. to 1:15 P.M.; 2 to 5 P.M.
FYA.....Pontoise.....	11.71	2 to 11 P.M.
GERMANY		
DJB.....Zeesen.....	15.20	8 to 11:30 A.M. Daily. 4 to 5 A.M. Sun.
DJD.....Zeesen.....	11.76	Noon to 4:30 P.M.
DJA.....Zeesen.....	9.57	8 to 11:30 A.M.; 5:30 to 10:45 P.M.
DJC.....Zeesen.....	6.02	8 to 11:30 A.M.; 5:30 to 10:45 P.M.
GREAT BRITAIN		
GSG.....Daventry.....	17.79	6 to 7:40 A.M.
GSE.....Daventry.....	15.13	6 to 10:45 A.M.
GSD.....Daventry.....	11.86	9:15 A.M. to 12:45 P.M.
GSC.....Daventry.....	11.75	3 to 5 A.M.; 1 to 5:45 P.M.
GSE.....Daventry.....	9.58	6 to 8 P.M.
GSD.....Daventry.....	9.51	10:45 A.M. to 5:45 P.M.
GSA.....Daventry.....	6.05	6 to 8 P.M.
HUNGARY		
HAS.....Budapest.....	6.84	3 to 5:30 P.M. Irreg.

Location	Frequency	Time (Eastern Standard)
ITALY		
HVJ.....Vatican City.....	15.11	5 to 5:15 A.M.; Sat. 10 to 10:30 A.M.
I2RO.....Rome.....	11.81	Mon., Wed., Fri., 6:30 to 8 P.M. American Hour
HVJ.....Vatican City.....	5.97	2 to 2:15 P.M.; Sun. 5 to 5:30 A.M.
NETHERLANDS (Ho-land)		
PCJ.....Eindhoven.....	15.22	Daily except Tues., Wed., 8:30 to 11 A.M.
PHI.....Huizen.....	11.73	7:30 to 10 A.M., except Tues. and Wed.
NORWAY		
LCL.....Jeloy.....	9.55	11 A.M. to 6:30 P.M. Irreg.
LCL.....Jeloy.....	6.13	11 A.M. to 6 P.M.
PORTUGAL		
CTICT.....Lisbon.....	12.23	Sun. 7 to 9 A.M.; Thurs. 4 to 6 P.M.
CTIAA.....Lisbon.....	9.66	Tues. and Fri. 3:30 to 6 P.M.
SOVIET UNION (Russia)		
RNE.....Moscow.....	12.00	Sat. 10 to 11 P.M.; Sun. 6 to 7 and 10 to 11 A.M.
REN.....Moscow.....	6.61	1 to 6 P.M.
RV59.....Moscow.....	6.00	2 P.M. to 6 P.M.
RV15.....Khabarovsk.....	4.25	1 to 9 A.M.
SPAIN		
EAQ.....Madrid.....	9.87	5:15 to 7 P.M.; Sat. 1 to 3 P.M.; (PHILCO program Sun. 7 P.M.)
SWITZERLAND		
HBJ.....Geneva.....	14.56	Irregular
HBL.....Geneva.....	9.59	5:30 to 6:15 P.M.
HBP.....Geneva.....	7.80	5:30 to 6:15 P.M. Saturday



RAND McNALLY
POPULAR MAP OF
EUROPE

SCALE 1:17,868,000
 1 Inch = 232 Statute Miles
 1 Centimeter = 179 Kilometers

0 100 200
 Statute Miles

0 100 200
 Kilometers

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FRANCE

France, like England, sends daily programs for the benefit of her colonies scattered throughout the world. The stations that Americans hear most often are the ones located at Pontoise, just outside of Paris.

Parisians know how to be gay and it is little wonder that their music is light-hearted, and spirited. Very seldom will you get sad or melancholy programs from France. Sometimes the program will be dance music from one of the celebrated cafes in Montmartre or from one of the famous hotels in Paris. More often, however, you hear programs originating in the studios of "Radio Coloniale" as the Pontoise stations are called.



HENRY de TOUVENAL
In charge of the widespread radio activities of the entire French government is Henry de Touvenal, Minister of Posts and Telegraphs for France.

You'll know you have Paris by the announcement in French: "Ici Radio Coloniale". The Pontoise programs close down with the playing of the French national hymn, the "Marseillaise."

ITALY

Of all the Italian short-wave stations, the one you'll hear most often is I2RO at Rome. You recognize it easily by its women announcers,



WOMAN ANNOUNCER OF ROME STATION
Of all the Italian short-wave stations, the one most frequently heard in America is I2RO at Rome. It is most easily recognized by the soft, pleasing voices of its women announcers, one of whom is shown in the accompanying photograph. The Italians love their opera, and many of their finest musical broadcasts come directly from the opera houses in Rome.

whose soft, pleasing voices have made this station a great favorite among American listeners, particularly the men.

Rome broadcasts much fine music, especially the type for which Italy is so justly famous — opera. The Italians love their opera with greater fervor, probably, than any other nation. And how they sing it! The broadcasts usually come from opera houses in Rome and if you have never heard one of these programs direct, you have missed a great treat.

Unfortunately, the addresses and announcements we hear from the Italian stations are given in Italian only. However, when you hear an Italian-speaking woman announcer around 11.81 megacycles on the PHILCO dial, you can be sure you're listening to Rome. You can also catch the phrase, "Radio Roma-Napoli" and thus be doubly certain. Another station you'll undoubtedly hear often is HVJ at Vatican City.

NETHERLANDS (Holland) and BELGIUM

Small though these two countries are in size, both use short-wave radio extensively to keep in touch with their far-flung possessions. Belgium, through its station at Brussels, is often picked up sending dispatches and musical programs to its African province, the Belgian Congo.



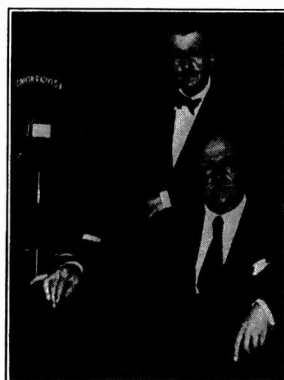
A BELGIAN RADIO-DRAMA REHEARSAL
Players and musicians perfect a dramatic presentation which will go out by short-wave to the world at large and to listeners in the Belgian Congo in particular. For Belgium sends many a program to lighten the burden of existence for its subjects in darkest Africa.

Holland, likewise, communicates with Java, Sumatra and others of its possessions on the far side of the world. Station PHI at Huizen is the Holland broadcaster you will hear most often. This station is famous for its talented announcer, Eduard Startz, who speaks seven languages and whose pleasing personality has made him a popular figure in international short-wave broadcasting.

SPAIN

To American listeners, Spain means one particular station, EAQ at Madrid. For this broadcaster provides consistently good reception almost daily. EAQ employs 20,000 watts of power and consequently is nearly always received with good volume. And the programs you will hear possess a variety that ranges from fine orchestral music to the native songs and dances which have been brought down from the Spanish hill country. These latter are played and sung by native musicians and are different from anything you have ever heard before.

EAQ is interesting also for its splendid Sunday evening programs which come to radio listeners all over the world through the courtesy of PHILCO. PHILCO sponsors these programs for the express benefit of short-wave listeners. Be sure to tune-in EAQ each Sunday night at 7 o'clock, Eastern Standard Time.



SPANISH AUTHORS JOAQUIN AND SERAFIN ALVAREZ QUINTEROS

Here you see the well-known Spanish authors, Messrs. Joaquin and Serafin Alvarez Quinteros, broadcasting a conference from the studios of EAQ, at Madrid, Spain. EAQ is one of the most powerful short-wave stations in Europe, and is heard regularly by listeners in America. From its studios the PHILCO program is broadcast every Sunday night at 7 P. M., Eastern Standard Time (9.87 on your PHILCO dial).

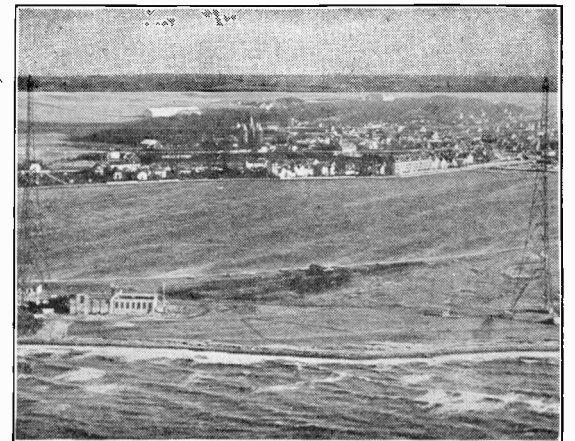
SOVIET UNION (Russia)

The Soviets have learned the power of publicity, and consequently use short-wave radio extensively for informing the world of their progress and for acquainting radio listeners with news of the Soviet Government. All talks and news dispatches are translated into several languages. From the Soviet stations you'll also hear typical Russian music and dramatic productions. While some sections of the United States do not hear the Russian stations well, others pick them up quite regularly. After all, a little uncertainty adds zest to short-wave listening.



NINA ALEKSANDRISKAJA
It takes a nimble tongue to pronounce the name of this charming Soviet miss, whose lovely soprano voice brings melody to the air waves. Music plays but little part, however, in the broadcasts that go out from the powerful Comintern Broadcasting Station located near Moscow, Soviet Union. Its short-wave programs, transmitted in English and other tongues, are primarily for the purpose of disseminating news of Soviet activities.

SCANDINAVIA



AERIAL VIEW OF KALUNDBORG STATION
Taken from the air was this clear-cut photo of Denmark's official broadcast station, located at Copenhagen, from which come many short-wave programs.

From Norway and Denmark comes short-wave entertainment that's full of the fascinating folk lore of Scandinavia. Gay, lively music to which the young people dance upon the village greens, somber songs in more serious vein that tell of the long Northern winter with its ice and snow — music that's both happy and sad, like the Scandinavians themselves. For they are a rugged race, wresting a meager living from the hardness of a Northern climate.

PORTUGAL

Once the center of a mighty colonial empire, Lisbon now has little of its old-time color and glamour. To the world today, it is merely the capital of a quiet little country from which come some of our choicest wines. But to short-wave listeners, Lisbon has much more interest than just that, for in this old city is located Station CT1AA through which can be heard the same fascinating music that so delighted the Portuguese conquerors centuries ago. Portugal may have lost its power but its music has lost none of its freshness and spontaneity.

Famous European Radio Stars Heard All Over the World



INGRID LARSEN

This beautiful young lady is one of the most popular stars of the German short-wave stations DJA, DJB, DJC and DJD at Zeesen (Berlin). She is a saxophone virtuoso of high musical ability and exceedingly great personal charm. Not only does she provide American listeners with the German equivalent of "hot music," but she can play the classics as well.

SPAIN'S FEMININE "NEWS BROADCASTER"



Here you see that rarest of rarities—a feminine "News Broadcaster". She is Signorina Agullo, "speaker" of the daily edition of Madrid's newspaper "La Palabra", and one of the few women announcers of station EAQ, Madrid. EAQ is the powerful Spanish station over which the PHILCO program is broadcast to short-wave listeners every Sunday at 7 P. M., Eastern Standard Time. Turn to 9.87 on your PHILCO dial.



HARRY PEPPER

Mr. Pepper is one of the foremost of England's popular song composers. In addition he is a talented actor and pianist. He is a member of the staff of the British Broadcasting Company and is often heard during the Empire Broadcasts from the short-wave stations GSA, GSB, GSC, GSD and GSE at Daventry (London). Many a radio revue has been enlivened by his piano arrangements and accompaniments.



A PARISIAN "JAZZ" ORCHESTRA

This close-up shows the equivalent of a "jazz" orchestra broadcasting from the largest studio of the French radio station FYA at Pontoise (Paris). The "blues" singer perched atop the piano has adopted the Helen Morgan type of rendition. American listeners will find that French music is usually light hearted and spirited, reflecting the nature of the people.



ROSALIND VON SCHIRACH

An opera star of the first magnitude is Fraulein von Schirach who is heard by American listeners to short-wave stations DJA, DJB, DJC, or DJD at Zeesen (Berlin), Germany. She is a true artist, her life having been devoted to the training and perfection of her splendid voice. Nearly every opera house in Germany has echoed to her faultless singing. Her utter devotion to the opera is revealed by her answer, when asked what was her favorite role. She said: "I have no favorite role. Always it is that role I am singing at the time."



HELEN COONEY and SEVEN SINGING SISTERS

This interesting snapshot shows Helen Cooney and the Seven Singing Sisters in the studios of the British Broadcasting Corporation at Daventry (London). Their musical program is being sent out over the short waves to listeners in America and other parts of the world. In the foreground is shown the announcer-director of the program.



SIEGFRIED BORRIES

This young artist, heard frequently over the German short-wave stations DJA, DJB, DJC, and DJD at Zeesen (Berlin), Germany, is First Violinist and Concert Master of the Berlin Philharmonic Orchestra. His life has been one of successive triumphs in his chosen field. His superb artistry and his delicate interpretations of the finest music of the world, have placed him very close to the top among German musicians. He has made concert tours through Germany that have won him ever-increasing acclaim.

For Thrilling Adventure— Try Asia

JAPAN

Delightful programs come from the Land of the Rising Sun—programs that remind you of the tinkle of temple bells, of the rip-



JAPANESE "SHAKU-LACHI" PLAYERS

As tantalizing as the name of the instrument is the musical program being broadcast by this quintet of "Shaku-Lachi" players from Japan. The "Shaku-Lachi" is of the clarinet type, and is made from native bamboo.

pling laughter of kimono-clad maids, and of thousands of cherry trees in bloom. For Japanese programs can never be mistaken for anything but Japanese. Both speech and music are unlike any you'll hear anywhere else on your short-wave travels.

Japan has many short-wave stations, some of which broadcast regularly for the benefit of America, England and Germany.

CHINA

Occasionally, owners of the more powerful PHILCOS will pick up one of the short-wave

stations in China. However, the listener should not expect consistent reception from the other side of the world because of the many factors involved, such as location, atmospheric conditions, skip-distances, storms, etc. But there is this in your favor: If the station can be heard in your location, PHILCO will get it for you.

AUSTRALIA

Many and many a PHILCO owner has experienced the thrill of hearing the laughing cry of the kookaburra bird which begins and concludes programs from V K 2 M E at Sydney, Australia. You'll hear much fine music from the Australian stations, for several of them relay the programs of the National Network of the Australian Broadcasting Commission. To hear them well, you will have to arise early in the morning because of the great difference in time.



E. T. FISK

Under the supervision of Mr. E. T. Fisk, Managing Director of the Amalgamated Wireless of Australia, short-wave programs of high quality go out to the four corners of the earth.

PRINCIPAL SHORT-WAVE STATIONS of ASIA, AUSTRALIA and SOUTH PACIFIC

Location	Frequency	Time (Eastern Standard)
CHINA		
XGW..... Shanghai	10.42	Near 6 A.M.
CQN..... Macao	6.02	Mon. and Fri. 7 to 9 A.M.
INDIA		
VUB..... Bombay	9.57	11 A.M. to 12:30 P.M., Wed. and Sat.
VUC..... Calcutta	6.11	Daily 9:30 A.M. to Noon; Sat., 11:45 P.M. to 3A.M.
INDO-CHINA		
FZS..... Saigon	18.35	5 A.M. Irregular.
FZS..... Saigon	11.99	Mornings.
JAPAN		
JYT..... Kemikawa-Cho	15.76	Irregular.
JYK..... Kemikawa-Cho	13.60	Irregular.
JVM..... Tokyo	10.74	1:30 to 7 A.M.; 7 to 11 P.M.
JVN..... Tokyo	10.66	3 to 8 A.M.
JYS..... Chiba-Ken	9.84	4 to 8 A.M. Irregular.
JYR..... Chiba-Ken	7.88	4:50 to 7:50 A.M.
JAVA		
PMA..... Bandoeng	19.35	Mornings.
PLE..... Bandoeng	18.83	6 to 11 A.M.
PMC..... Bandoeng	18.18	3 to 9:20 A.M.
PLM..... Bandoeng	12.30	Near 6:30 A.M.
PLP..... Bandoeng	11.00	5 to 7 A.M.
PLN..... Bandoeng	10.26	Near 5:30 A.M.
PLW..... Bandoeng	9.48	3 to 8 A.M. Irregular.
PLV..... Bandoeng	9.42	7:40 to 9:40 A.M.
YDA..... Bandoeng	6.1	Between 6 and 11 A.M.
YDB..... Soerabaja	6.04	Around 6 to 11:30 A.M. Irregular.
PMY..... Bandoeng	5.15	Near 11 A.M.
MALAY STATES		
ZGE..... Kuala-Lumpur	6.13	Sun., Tues., Fri. 6:40 to 8:40 A.M.
ZHI..... Singapore	6.01	Mon., Wed., Thurs., 5:40 to 8:10 A.M.; Sat., 10:40 P.M. to 1:10 A.M.
NETHERLAND INDIES (Dutch East Indies)		
PNI..... Makassar	8.77	4 to 5 A.M.
PHILIPPINE ISLANDS		
KAY..... Manila	14.98	5 to 7 A.M., 7 to 8 P.M.
KZGF..... Manila	5.80	5 to 8 A.M.
SIAM		
HSP..... Bangkok	17.75	4:30 to 6:30 A.M.
SUMATRA		
YBG..... Medan	10.40	12:30 to 1:30 and 5:30 to 6:30 A.M.; 7:30 to 8:30 P.M.
AUSTRALIA		
VK2ME..... Sydney	10.52	1 A.M. to 8 A.M.
VK2ME-VLK..... Sydney	9.76	4 A.M. to 8 A.M.
VK2ME..... Sydney	9.59	Sunday, 12 to 2 A.M.; 4:30 to 8:30 A.M. and 9:30 to 11:30 A.M.
VK3LR..... Melbourne	9.58	3 to 8 A.M. except Sun.
VK3ME..... Melbourne	9.51	5 to 7 A.M. Sat.; 5 to 6:30 A.M. Wed.
NEW ZEALAND		
ZLT..... Wellington	10.99	5 to 7 A.M. Irregular.
HAWAII		
KKP..... Kahuku	16.04	1 to 7 P.M.
KIO..... Kahuku	11.71	Evenings.
KKH..... Kahuku	7.52	Evenings.
KEQ..... Kahuku	7.37	Evenings.



TOUR the WORLD with this beautiful new 1935

PHILCO

MODEL 3118 HIGHBOY

ENJOY radio at its finest! Tune-in thrilling programs direct from all corners of the earth—London, Berlin, Paris, Rome, Madrid, Buenos Aires—as well as your favorite American broadcasts! Tremendous power and true PHILCO tone!

Handsome design and splendid proportion make this model one of the most beautiful Highboy cabinets ever produced—a superb example of PHILCO craftsmanship. Built of two-tone Walnut, with Butt Walnut control panel, hand-rubbed for satin finish.

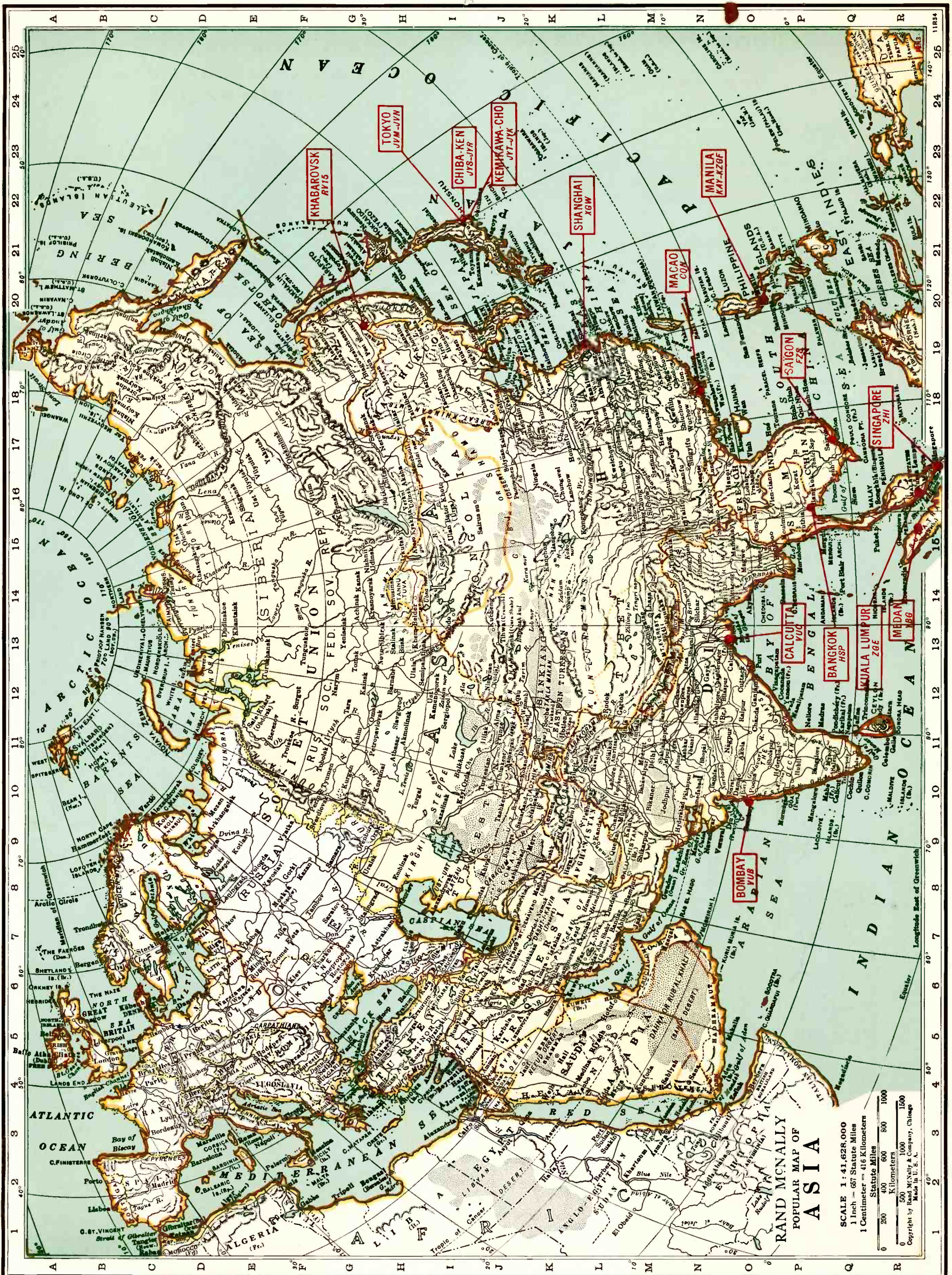
Latest features include oversize Electro-Dynamic Speaker, Bass Compensation, Automatic Volume Control, Four-Point Tone Control, Shadow Tuning and PHILCO High-Efficiency Tubes.

See and Hear this **NEW PHILCO**—Today!

**EASY
TERMS**

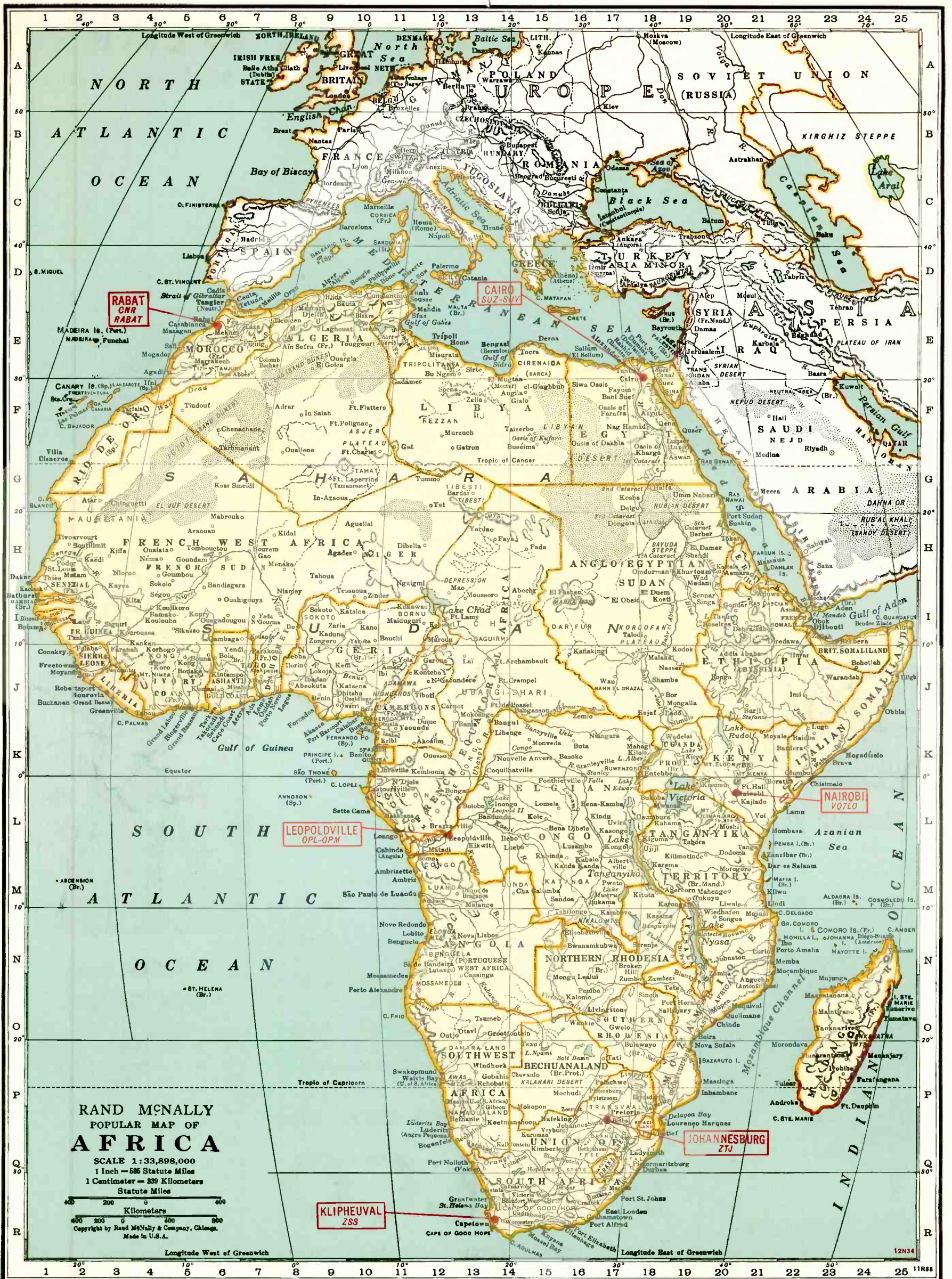
Trade-in Your
Present Radio
on a new

PHILCO



**RAND McNALLY
POPULAR MAP OF
ASIA**

SCALE 1 : 41,628,000
 1 Inch = 687 Statute Miles
 1 Centimeter = 416 Kilometers
 Statute Miles
 Kilometers
 Copyright by Rand McNally & Company, Chicago
 Made in U. S. A.



RABAT
CNR
RABAT

CAIRO
SUZ-SUV

LEOPOLDVILLE
OPL-OPM

NAIROBI
V07L

JOHANNESBURG
27J

KLIPHEUVAL
ZSS

JAVA

Java, undoubtedly, has a greater number of short-wave stations for its size than any other country. It is a Dutch possession and keeps in daily touch with the mother country. The big commercial stations are government owned and can be relied upon to keep to definite schedules.

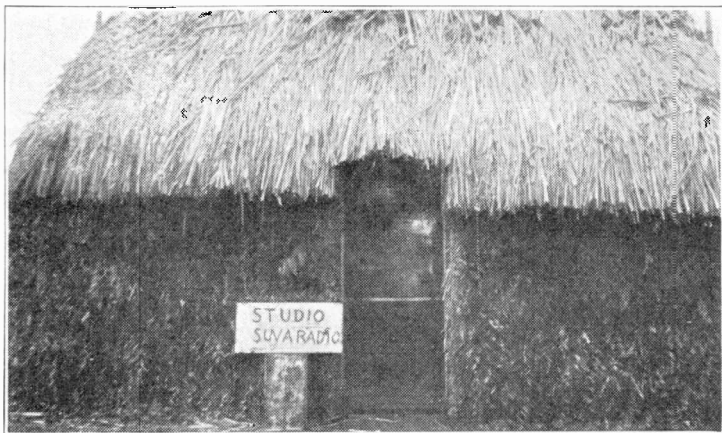
INDIA

For the American listener short-wave reception from India is probably the most uncertain and difficult to get, for there are but few stations in the whole country and these not especially powerful.

Then, too, India is a good many thousands of miles away. However, these obstacles never prevent the real dyed-in-the-wool short-wave fan from tuning these stations in the hope of some day logging them. And often they are rewarded with success!

PHILIPPINES and Hawaii

Manila and Honolulu both have short-wave stations which keep in touch regularly with the big relay stations at Dixon and Bolinas, California. If conditions are favorable, you're likely to hear them almost any evening.



FIJI'S ONLY BROADCAST STATION

"Take me east of the Hebrides where coral islands dot the seas—" East of the Hebrides lie the Fiji Islands. Housed in a thatch-roofed hut is Fiji's only broadcast station! What remarkable programs must come from such a primitive "studio"!

AFRICA SPEAKS!

MOROCCO

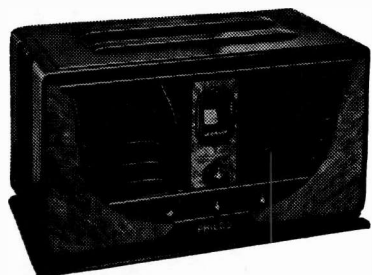
Africa has a peculiar fascination for those who have the spirit of adventure within them. That's why so many PHILCO listeners have enjoyed such a thrill in receiving programs from the French short-wave station at Rabat. The mere thought of Morocco calls up visions of black-skinned natives in fantastic dress, olive-colored Arabs astride ungainly camels and green oases amid seas of burning sand. However, the programs you'll hear are typically French for the most part, with occasional dashes of native music.

BELGIAN CONGO

The one station of any importance in this section of darkest Africa is OPM at Leopoldville. It is an 8,000 watt transmitter and is used primarily for keeping in communication with the mother country. Here's your chance to do a bit of African exploration without exposing yourself to the appetites of wild animals, snakes and insects. Imagine the thrill you may have sometime when you least expect it, of hearing a program from this station, located in a bit of Belgium carved out of the heart of the ruthless jungle!

PRINCIPAL SHORT-WAVE STATIONS IN AFRICA

Location	Frequency	Time (Eastern Standard)
OPL.....Leopoldville, Bel. Congo.....	20.04.....	Mornings.
ZSS.....Klipkeuval, S. Africa.....	18.89.....	6:30 to 7 and 10 to 10:45 A.M.
SUZ.....Cairo, Egypt.....	13.83.....	7 A.M. to 3:30 P.M.
CNR.....Rabat, Morocco.....	12.83.....	5 to 8 A.M.
RABAT.....Rabat, Morocco.....	12.83.....	Sundays 7:30 to 9 A.M.
OPM.....Leopoldville, Bel. Congo.....	10.14.....	9 to 11 A.M.; 3 to 6 P.M.
SUV.....Cairo, Egypt.....	10.05.....	After 3:30 P.M.
CNR.....Rabat, Morocco.....	8.05.....	Sunday 2:30 to 5 P.M.
Johannesburg, Union of S. Africa.....	6.12.....	4 to 6 A.M.; 8 to 10:30 A.M.; 11 A.M. to 3:40 P.M.
VQ7LO.....Nairobi, Kenya Colony.....	6.06.....	11 A.M. to 2 P.M.



PHILCO 345C

What a value! Big-set features include Automatic Volume Control, Tone Control, Bass Compensation, Electro-Dynamic Speaker, etc. Remarkable power, splendid tone. New compact cabinet of beautifully matched woods. Tune-in the world with this little gem!

WORLD-WIDE RECEPTION

at Amazingly Low Prices!

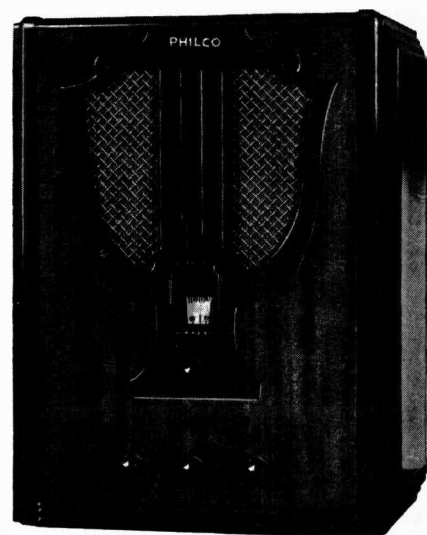
HERE are PHILCOS that bring in the world—at prices that are sensationally low! Think of listening direct to thrilling broadcasts from London, Berlin, Paris, Rome, Madrid, Buenos Aires, etc. PLUS fine reproduction of American programs, including short-wave reception, even in the daytime, of distant American stations you could not hear at all on standard broadcast radios!

Treat yourself to the best in radio. Enjoy the performance and tone that only a PHILCO can give. You'll be surprised how little it costs to own one!

SEE AND HEAR THE NEW 1935

PHILCO

Easy Terms—Liberal Trade-in Allowance

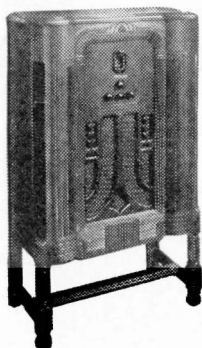


PHILCO 366S BABY GRAND

Despite its unusually low price, this new 1935 PHILCO provides *guaranteed* reception of foreign stations! Latest features include Electro-Dynamic Speaker, Automatic Volume Control, Tone Control, PHILCO High-Efficiency Tubes, etc. Spectacular value!

Two contrasting tones of center-matched Butt Walnut, with hand-rubbed finish, give this beautiful Baby Grand a truly outstanding character. It is one of the finest table receivers in the new PHILCO line.

PHILCO 366 LOWBOY



This beautiful new Lowboy houses the same chassis described at the right, insuring *guaranteed* foreign reception.

Curving side panels give elegance to the specially designed cabinet, which is built of Walnut and

selected woods. See and hear this handsome, big-performing radio!

Enjoy Foreign Reception at its *Best* . . . with **PHILCO!**

NEW PHILCO ALL-WAVE AERIAL

vastly improves reception on
ANY wave band!

The new PHILCO ALL-WAVE AERIAL supplies a long felt need for an antenna that will provide the maximum results with an all-wave radio under all kinds of receiving conditions. The antenna is properly tuned to the more popular short-wave bands, and is so designed as to be equally efficient on standard broadcast frequencies. The noise-reducing transmission line lead-in conveys all signals picked up by the antenna to the radio receiver without loss. Unlike previous all-wave and doublet aerials, the noise-reducing properties of the new PHILCO All-Wave Aerial APPLY TO THE STANDARD BROADCAST BAND AS WELL AS THE SHORT-WAVE BANDS!

Printed in Canada

RIO DE JANEIRO • MELBOURNE • MOSCOW • GENEVA

