

PHILCO MYSTERY CONTROL RADIOS DISPLAYED HERE

The new Philco radio with the widely-heralded "mystery control," considered one of the greatest radio advances in years, is now on display at Lee's Radio & Electric Store, at 412 East Main street, where it may be inspected and operated by the public.

home with ease. Through this Mystery Control instrument, the radio program on any one of eight stations may be obtained by a simple dialing of the corresponding station on the Mystery Control instrument. The radio program may be obtained from any room in the house without going to the radio itself.

sider position and the set may be turned off with just a simple twist of the Mystery Control dial. Lee Hammarley, owner of Lee's Radio & Electric Shop said, "Fourteen Philco High-Efficiency tubes in the famous Philco super-heterodyne circuit provide tremendous power while the noise-excluding signal amplifier (Robot Tuner) automatically amplifies station signal while rejecting interference and image noise."

dio, an exclusive feature with Philco. Lee Hammarley pointed out in extending to everyone in Southern Oregon an invitation to visit his Medford store and actually experience the thrill of "Mystery Control" operation.

SPRAGUE TO OPEN CAMPAIGN IN AIR SPEECH TUESDAY

PORTLAND, Sept. 23.—Charles A. Sprague, republican candidate for governor, will launch his campaign for election on Tuesday night with an address over radio station KGW at 7:45 p. m. in which he is expected to outline his program for the state and give the voters his first formal bid for their support since he obtained the nomination.

been centered in Portland where he has continued his "chats" with voters in all walks of life, giving particular attention to the industrial areas. In factories, mills and workshops, wherever conditions would permit, Sprague has been talking with the working men and seeking their views on steps that are necessary to end turmoil and strife and resume constructive business activities in the state. This program is a continuation of the "roadside chats" Mr. Sprague carried on in every county of the state in a quiet survey to get the views of the people.

lists every daily paper in the state behind the Salem editor and makes his endorsement by the Oregon press little short of unanimous.

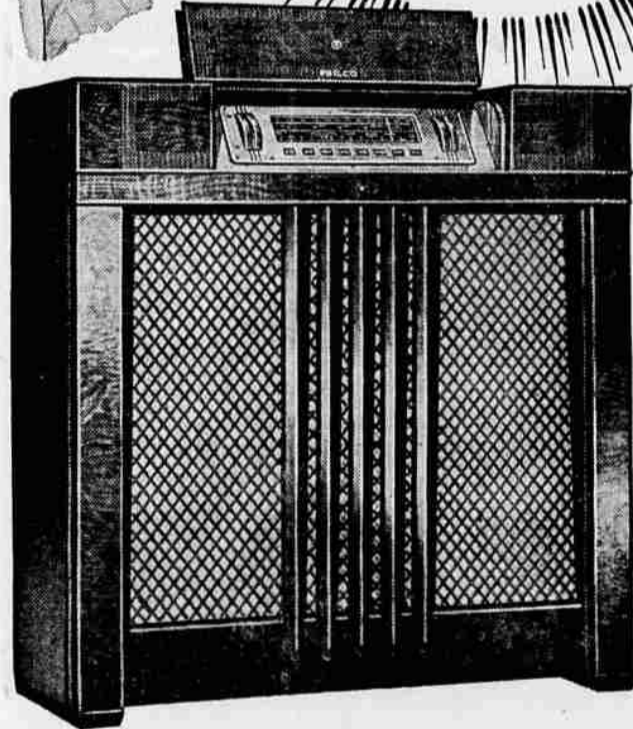


Sensational! Thrilling! Breath-Taking! PHILCO MYSTERY CONTROL



Just imagine the thrill you get, placing your new Philco in your living room — and then by Mystery Control, tuning your favorite stations from upstairs — downstairs — even from the porch. And remember . . .

No Wires—No Connections of any kind between Philco Mystery Control and the radio! — that's why it is called Mystery Control



Just Imagine — FROM MORNING TO NIGHT IN YOUR OWN HOME



Yes—now for the first time . . . from your easy chair across the room . . . or lying in your bed upstairs . . . in the kitchen or on the porch, with a mere flick of the finger, you can change any one of your eight favorite stations, control volume and even turn off your new Philco without a single wire or connection of any kind to your radio. Mystery Control is like rubbing Aladdin's Lamp . . . like waving a magic wand. It is more fascinating, sensational and uncanny than radio itself.

Special Easy Terms
★ ★ ★
Liberal
Trade-in Allowances
★ ★ ★

CONTINUOUS EXHIBITION
today . . . and Saturday!

Come in — See it — Hear it — Try it . . . Enjoy the thrill of Mystery Control at these Philco Dealers

APPLIANCE WHOLESALERS OF OREGON, 123 N. E. THIRD AVENUE, PORTLAND, OREGON

LEE'S RADIO AND Electric Store

East Main Street Next To Roxy Theatre Telephone 1737