

The Super-Grade MONARCH



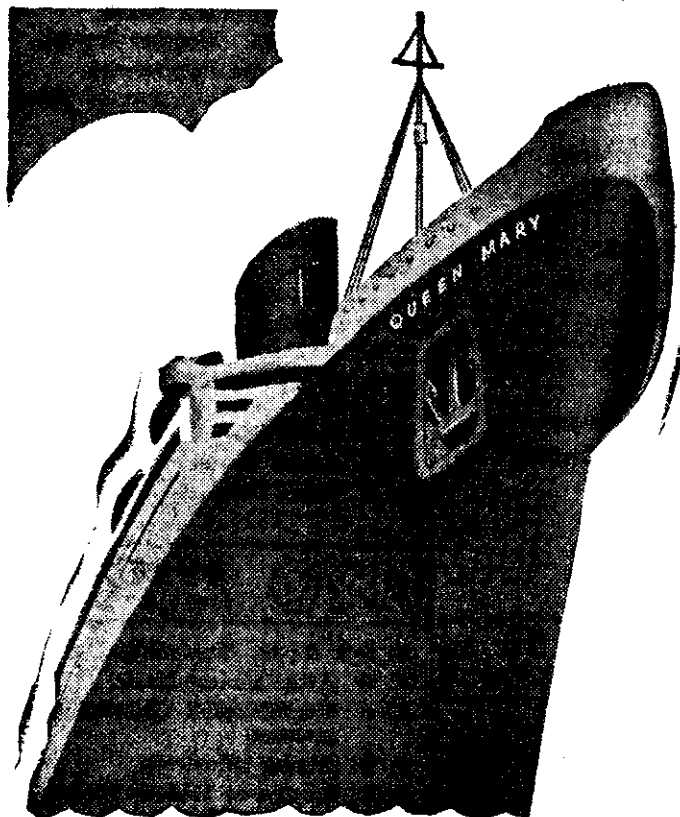
BEFORE the import restrictions were imposed, Super-Grade Monarchs had already become firmly established as the most popular men's high-grade Shoes in New Zealand.

There has been no increase in the price of Super-Grade Monarchs, which will continue to be sold by all retailers of high quality footwear at the very reasonable price of 29/6.



IN MULTIPLE FITTINGS AT ALL STORES DISPLAYING MONARCHS

THOUSANDS OF LIVES AND THIS £6,000,000 LINER DEPEND UPON BRIMAR VALVES



THE "Queen Mary's" radio equipment is recognised as the world's greatest marine radio installation, handling the largest amount of radio traffic on record—the fact that BRIMAR valves are used throughout is unquestionable testimony to their accuracy and dependability.

Place *your* faith in BRIMAR and be assured of the same dependability that keeps this mighty monarch of the sea in constant touch with the world. BRIMAR valves go through ten factory tests before they come to you, ensuring that every one is perfect and matched in quality.

There is a complete range of BRIMAR valves to suit every radio made, even to the earliest model.

BRIMAR

VALVES

Ten Times Tested — 10 Times More Efficient.



*"Queen Mary" using
Brimar Valves breaks
all records for Marine
Radio traffic!*

For full particulars write to:

STANDARD TELEPHONES & CABLES PTY. LTD.,

P.O. Box 1897, Auckland, P.O. Box 638, Wellington, P.O. Box 983, Christchurch, P.O. Box 362, Wanganui, and G. E. Tyler, 49 Tennyson St., Napier.

NEW ZEALAND LISTENER