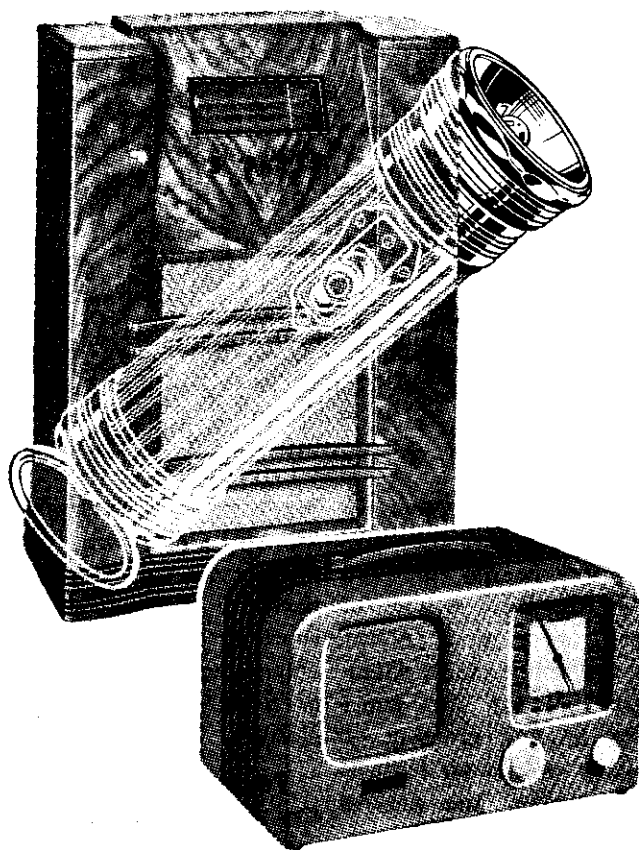


New COUNTRY AND PORTABLE RADIOS *use no more current* THAN A TORCH



THE biggest news in country and portable radio for years—a battery set designed to operate on a current consumption equal to that of an ordinary torch. Think what this means!!... a new era of economical and trouble-free listening for country residents... the elimination of accumulators, and the irksome labour and expenses of recharging and handling them. It means a new, lighter, more compact, more economical portable receiver that everyone can carry and afford to operate. 1.4 Volt Radio requires only two medium sized EVEREADY Radio "B" Batteries and one of the new specially designed EVEREADY X250 "A" Batteries giving remarkable length of service in conjunction with the new valve.

Have the full enjoyment of country and portable radio for exceptional operating economy. Ask your dealer to demonstrate these 1.4 volt radios, or if you have difficulty in obtaining information, write to Box 146, Te Aro, Wellington for full details,



New 1.4 VOLT VALVE *Revolutionizes battery radios*

The new 1.4 volt valve—the source of the amazing economy of 1.4 volt radio is one of the latest developments in the field of radio science and is designed to operate exclusively on DRY batteries—the smoothest, most efficient, and most reliable source of power available for country and portable radio. Its low current drain enables dry cell batteries to give more than double their customary life when functioning as Radio "A" batteries. The 1.4 volt valve also reduces "B" battery outlay by one-third, making 1.4 volt radio the cheapest to operate.

Equipped with
EVEREADY
RADIO BATTERIES

NATIONAL CARBON PROPRIETARY LIMITED NEW ZEALAND