

Compare



WITH **ANY** RECORD CHANGERS IN THE FIELD
REGARDLESS OF PRICE



for **RUMBLE
FLUTTER
and WOW**

Collaro has developed an entirely new turntable drive mechanism, and thus has succeeded in achieving performance considered impossible in earlier record changer designs. Rumble, wow, and flutter are virtually eliminated. Mechanical operation is smooth . . . gentle to the record and to the delicate stylus.

Look at the construction. There are no intermediate drive wheels employed and no belts to slip or to replace. Rotate the turntable and observe how freely it spins. This is the combined result of dynamic balance and ball-bearing suspension. Lift the turntable. It's heavy . . . intentionally weighted to give fly-wheel action for constant, steady rotation. The turntable is rubber covered because unlike other materials in use this surface does not shed; and dust and grit particles cannot become imbedded. On the underside is a 4-pole motor with self-angling oilite bearings for silent steady power.

Collaro changers are absolutely jam-proof; they automatically shut off at the end of the last record; the tone arm is ball-bearing mounted, and tracks accurately with as little as 3 gram stylus pressure.

Remember these features . . . look for them . . . and you will agree that Collaro really makes high-fidelity record changers for high-fidelity record reproduction.

Model 3/532 Intermixes 10 and 12 inch records . . . £14 19 6
Model 3/544 Single record player . . . £8 12 6

STOCKED BY LEADING RADIO RETAILERS EVERYWHERE

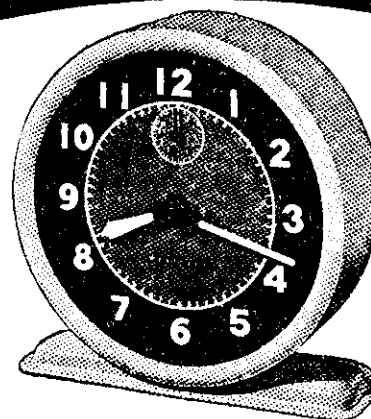
New Zealand Distributors:

RUSSELL IMPORT CO. LTD.,
P.O. Box 102 Wellington.

People everywhere wake up

TO

WESTCLOX



The GOOD MORNING Luminous alarm is made in two colour schemes. In ivory with two-toned brown dial or in gunmetal with black dial. Both have luminous hands and figures. Like all Westclox alarms, GOOD MORNING Luminous is reliability itself. No wonder people all over the world wake with Westclox.

On time every time

WESTCLOX—the makers of the Big Ben alarm
WESTCLOX LIMITED, STRATHLEVEN, DUMBARTON, SCOTLAND
Agents in New Zealand:
Messrs. Brown and Durston Ltd., Wellington, Auckland, Christchurch.

G.4734

BENTLEY'S are BETTER



LADIES
Your lipstick won't come off
with BENTLEY Cigarettes—
because they have genuine
Cork Tips.

PLAIN AND GENUINE CORK TIPPED