

# CHALLENGE!

In New Zealand, as in other parts of the world, the astounding VALUE of Majestic Radio Receivers and the combined Gramophone and Radio Receiver has been a source of wonderment. How can the Majestic be sold at such a low figure?... Is quality sacrificed to arrive at the low price?

The explanation is that the

## ENORMOUS ORGANISED PRODUCTION

With a perfect system of supervision and the testing of every piece of apparatus, and the final testing of the completed outfit, enables the Majestic manufacturers to produce

## A QUALITY INSTRUMENT AT A QUANTITY PRICE!

This, coupled with the small margin of profit taken by the manufacturers, and the regulated margin of profit between the landed cost and the price to the N.Z. public, explains the low price at which Majestic Receivers are made available to buyers.

Radio Engineers are invited to examine every part of the Majestic Receiver. No qualified radio engineer can point to one defect in the construction of the Majestic.

## There is not One Piece of "Shoddy" Apparatus in a MAJESTIC

Even with the enormous power of the Majestic, the total current consumed is no greater than that of an ordinary electric light bulb.

## Reason this Out for Yourself!

The Majestic has now been selling since the introduction of the electric set, and the production has increased fourfold in the past year, until, at the present time, 4000 sets per day are turned out at seven huge Majestic factories. Would this be possible, if, in the keenest market in the world for radio material, where **Quality and Value** is the keynote, the Majestic did not measure up **one hundred percent. in every respect.**

**PROSPECTIVE BUYERS** of radio receivers should not be misled by destructive propaganda, because every Majestic distributor is **prepared to demonstrate against any receiver on the market** for performance, quality of apparatus, appearance, and, above all, **Value.**

## AN OPEN CHALLENGE!

Is extended to anyone to prove that the Majestic does not offer **the greatest value** in radio receivers to-day. See this magnificent instrument and hear it demonstrated by the Majestic distributor in your territory. There is a Majestic distributor in every part of New Zealand. If any difficulty in arranging a demonstration, communicate with the Factory Representatives, P.O. Box 462, Auckland; P.O. Box 1581, Wellington; P.O. Box 922, Christchurch; P.O. Box 516, Dunedin.