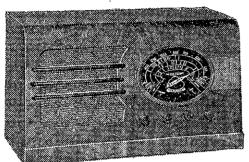
ACROSS THE PAGE

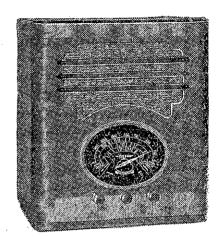
YOU READ ABOUT THE AIR CELLS THAT

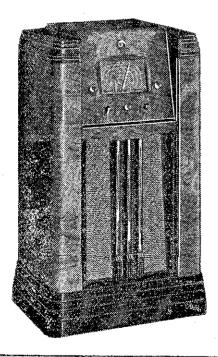
- (I) GIVE "ULTIMATES" STEADY POWER
- (2) 1000 HOURS UNWORRIED SERVICE
- (3) NO RECHARGING COSTS
- (4) UNEQUALLED TONE



These refined "Ultimates" give you hitherto unheard-of, unimagined heights in radio reception . . . even power . . . tone beauty . . . something that is definitely new and superior in non-electric sets.

The secret of the thing?





All the latest "Ultimate" sets for country listeners are especially equipped with Everready Air Cells. And this means no recharging for 1000 guaranteed hours—no messing about with a flat and heavy "A" battery every few weeks. Think of it! What a boon to farmers!

And, remember, too, you are not only getting a service equal to city standards, but also a valuable and most beautiful addition to the household furniture. The new "Ultimates" are the last word in radio efficiency, cabinet charm, simplicity and power endurance.

For radio reception perfection see New Zealandmade "Ultimate" Air Cell-operated Radios first!

To RADIO (1936), LIMITED, Box 1166, Auckland.
Please send details and prices of the latest air cell operated Ultimate radios.
45 AM CD CB



BACKED BY 12 YEARS' MANUFACTURING EXPERIENCE. Built By N.Z. Workers, With N.Z. Capital, For N.Z. Conditions.

N.Z. Manufacturers: RADIO (1936), LTD., QUAY BLDGS., AUCKLAND, and at Wellington, Christchurch, Dunedin.