

WHO'S TO BE 1930'S RADIO STAR?

*The Transformer Corporation of America
make the following Announcement:*

"Every so often a single manufacturer of radio emerges from the fog of competition and takes his permanent place in the sun.

Meanwhile, dozens of others flash brilliantly before the trade, then drop, extinguished, into oblivion overnight.

Look at the magnificent record of those brilliant stars who have succeeded in the Radio world.

Then see what is back of them. Each has had a record of success in manufacture and merchandising in similar or allied lines.

Who's to be 1930's bright particular star?

CLARION?

It is reasonable to think so, because quality and price are the principal factors which determine the success or failure of any product. Clarion Radio is outstanding merchandise, offering more value in appearance, workmanship, and performance than any other receiver on the market—a set that meets every requirement and excels all competition. Clarion will sell readily, stay sold and build goodwill.

It is reasonable to think so, too, because TCA, the makers of Clarion, have an experience and record of success equalled by few in the radio industry. For years TCA have fabricated the essential parts for radio receivers put out by America's leading set manufacturers and have taken a very active part in solving the engineering problems presented by every success-

ful receiver. We have been through all the rapid development of past seasons—have expert knowledge of all the reasons for the successes or failures of manufacturers and the causes of service troubles. With all this experience and background we have no illusions on what the public will accept or reject.

We have perhaps the most modern radio plant in the world, equipped with the latest automatic machinery. Clarion is not an "assembled" job. We fabricate from the raw material, finish, assemble, and test every part that goes into Clarion, from the smallest metal stamping to the complete electro-dynamic speaker—at one profit and one overhead.

This remarkable set-up enables us to produce Clarion Radio to sell against the lowest-priced receiver on the market—when others costing twice as much do not offer equal performance or appearance."

DEALERS NOTE:

Many large dealers allowed the big opportunity of 1928 to slip by, complacent in the belief that "their line" was unassailable. They have regretted it ever since. This is an even greater opportunity. Don't let it go by. "Hitch your Wagon to a Star." The 1930 Radio Star is CLARION.

Agency applications should be made to—

The Factory Representatives:

Transformer Corp. of America

P.O. BOX 1778, AUCKLAND.

Intending buyers of radio will be wise to wait for the
CLARION. Supplies will be available in a few weeks.

Clarion

THE GREATEST RADIO VALUE AT ANY PRICE