



Proof— That the Clarion IS 1930's Radio Star!

Printer's ink, plus a vivid imagination, can paint a wonderful picture, but how tiring are the same old phrases . . . "The World's Greatest Value!" . . . "Out-performs every other receiver!" . . . "The Most Powerful Receiver Made," etc.

But what about proving these claims? Here's CLARION'S proof of Value, Performance and Appearance. The following leaders of their respective commercial spheres are not carried away by five-minute demonstrations, but base their judgment on years of sound business experience.

Here's What They Say

The Bristol Piano Co., Ltd., Dunedin, Wellington, Christchurch, Auckland, and ten branches:—

"We have found this set most competitive, and in its price class unequalled for tone and reproduction. The CLARION is certainly a Genuine Radio Star."

The Farmers' Trading Co., Ltd., Auckland:—

"We have found the CLARION without equal in its price class. It fully satisfies the demands of the most critical listener, and definitely establishes a wonderful advance in Radio Reception. The entire absence of the annoying background noise is a noticeable feature, and its elimination has resulted in most realistic reproduction of music, singing or speech."

Chrisps, Limited, Gisborne:—

"The CLARION has exceeded all expectations, and it is hard to believe that so much value can be built into a radio to sell for so low a price. The tone is magnificent, and we are convinced that apart from its other outstanding qualities, its naturalness of tone will make the CLARION the one outstandingly brilliant star in the radio firmament of 1930-31."

Henry Coles and Co., Palmerston North:—

"We are delighted with the CLARION. In performance it is equal to the high-priced receivers, and in many instances outperforms them. At £48 it is wonderful value and will undoubtedly prove a most popular set."

Keith Walker, Nelson:—

"One glance at the fine details of construction tells its own story—A First Class Job."

Batchelor's Radio Supplies and Service, Invercargill:—

"We find that in performance the CLARION is equal to any of the existing competitive machines, and that a definite step forward is evident. This is particularly noticeable on speech. We have definitely effected sales against competition on this feature alone. We have every confidence in the CLARION."

The above reports are equivalent to an expert Committee of Investigation on CLARION'S merit.

The CLARION is manufactured by the Transformer Corporation of America, who have had an experience and record of success equalled by few in the Radio industry.

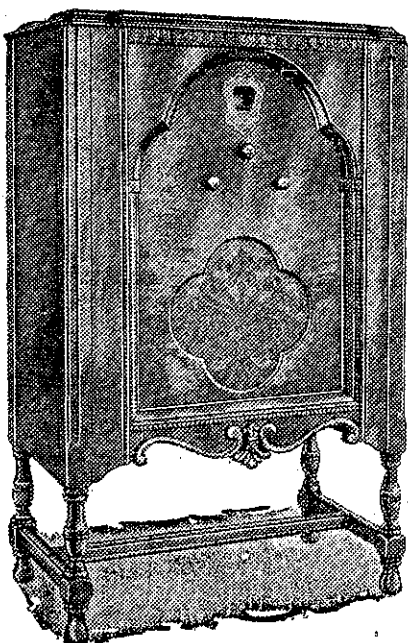
All that is asked of the prospective buyer of a radio receiver is the opportunity to demonstrate the value, performance and appearance of the CLARION. "You can pay more—but you cannot buy better."

There is a CLARION Distributor in every part of New Zealand. If any difficulty in securing a demonstration, communicate with the Factory Representatives.

Transformer Corporation of America

P.O. Box 1778, Auckland.

Clarion Radio



Model 51 (as illustrated).....£48

Model 53, Highboy£56

Combination Model 55.....£83

All models complete with valves ready to attach to aerial.