



WHEN CHAOS REIGNED!

From Tuesday, noon, and then throughout the afternoon, rumours began to circulate about the Hawke's Bay disaster. Report had it that all telephone and telegraph lines were down. Consequently, communication was completely cut off; but then the report came from the H.M.S. Veronica, and Radio, the wonder of the age, came into its own. With its assistance the outside world was made familiar with the tragedy. Following upon information given over the air, food, medical and surgical supplies, and the necessary man-power required, were rushed through so that the sufferings of the injured and stricken population could be alleviated. Broadcasting stations and amateur transmitters gave out bulletins for hours on end, magnificently assisting in remedial work. Every set-owner was made familiar with the latest reports from the devastated country, and in many cases their minds were put at ease, thus the value and necessity of having a Radio Receiver in the home was most effectively demonstrated.



THE "MINUET" ARMCHAIR MODEL.

Quite apart from its use in times of emergency, a Gulbransen "Champion" could be the means of enabling you to secure endless hours of enjoyment. With triple screen-grid, you can journey with it through thousands of miles of space and hear concerts, etc., broadcasting from every part of the world. Good, clear reception of radio programmes is one of the most important points about this new Gulbransen, and with perfected tone control, tone at any reasonable volume, to suit your own particular taste, is an outstanding feature of this Radio Receiving Set.

You should see and hear this new Gulbransen, which is housed in a walnut cabinet of the latest design, before selecting a Radio. Call on any Gulbransen dealer and hear it in comparison with other Radios, or you can arrange a demonstration in your own home with no obligation to buy, of course.

The
1931

Gulbransen "CHAMPION"

New Zealand Distributors:

H. W. CLARKE LTD.

182 WAKEFIELD STREET

WELLINGTON