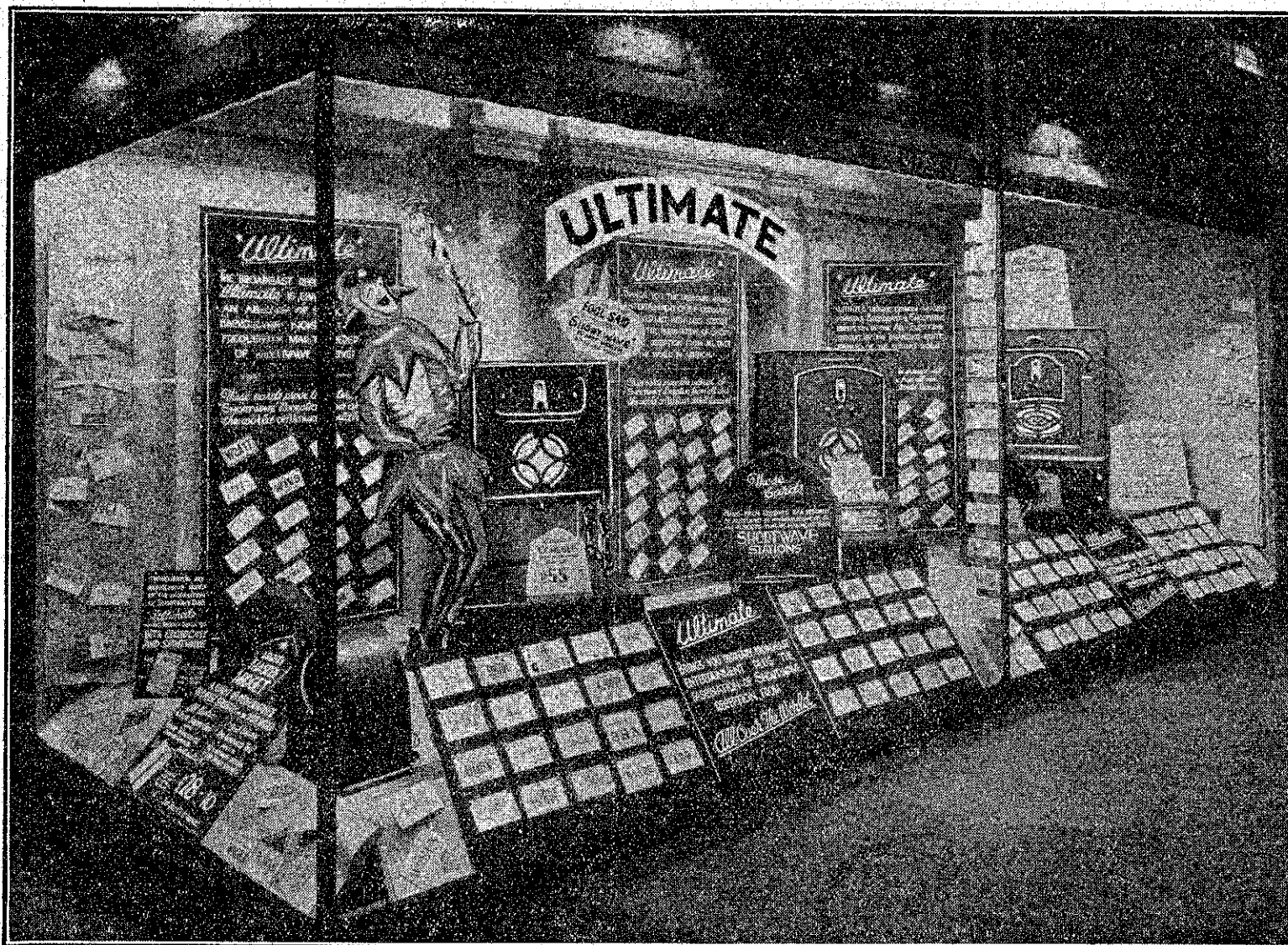




An effective window display, setting out the models of a popular radio set.

AND THE FOOL in His Folly SAID, *"Shortwave Is Not Worth Bothering About"*

Although the above interesting and effective display of **ULTIMATE** Radio Receivers was made at the very end of last season, the result obtained in sales was simply remarkable. This illustrates the necessity of dealers telling the public, and showing in a striking manner, the merits of their goods.

Very few of the average public realise the wonders of shortwave telephony, and when statements are made that hundreds of overseas stations can be heard on shortwave they are liable to discount such statements as being over-enthusiasm on the part of the dealer.

This dealer did not ask his prospective buyers to accept his statement in this connection; he displayed 600 acknowledgement cards, received by an owner of an **ULTIMATE** Receiver, from every part of the Globe verifying the reception on his **ULTIMATE** Receiver of the telephony and telegraphy transmissions acknowledged.

When a listener hears a programme and receives the call sign and correct location of the station, he writes to that broadcasting station advising the time of his reception, some items on the programme, and if this is correctly received, that broadcasting station sends an acknowledgement card.

There are not only a great number of shortwave stations transmitting music and other programmes, but there are thousands of Morse transmitting stations throughout the world which can be heard.

The **ULTIMATE** offers tremendous scope for the education of young people who will interest themselves in wireless telegraphy. A very short study of the Morse code and wireless telegraphy will enable the owner of an **ULTIMATE** Receiver to read messages from every part of the world, besides ships at sea.

Wireless telephony and telegraphy offers the greatest scope as a profession; even school children may learn to read Morse transmission of hundreds of stations operating day and night. This offers a great source of instructive entertainment, besides musical and news entertainment that can be received from every part of the world on shortwave.

One of parents' greatest problems to-day is to keep the young people home in the evenings. There is no more fascinating study or pastime than listening-in to every part of the world on shortwave. **ULTIMATE** owners can enjoy the ordinary entertainment of broadcast reception, the fascination of shortwave programmes from all over the world, besides the instructive and interesting study of wireless telegraphy.

The prospective buyer of a Radio Receiver should judge the merits and possibilities of the instrument he intends purchasing before he makes his final decision. No other instrument offers the tremendous scope of entertainment that is found in the British-made all-wave **ULTIMATE** Receiver.

Anyone interested in learning more about shortwave should communicate with P.O. Box 1778, Auckland, requesting leaflet "What is Shortwave?" which will be sent FREE * * *