



3 IMPORTANT REASONS

Why Your Receiver Should be Capable of Shortwave Reception!

1. All important World events are broadcast on Short-wave.

2. English and Continental Broadcast can only be heard on Short-wave—the broadcast of the future.

3. Short-wave offers 24 hours' entertainment every day.

Unless your receiver will receive Short-wave you are missing the most important part of modern radio entertainment.

THE NEW 1931

"ULTIMATE"

The Greatest Receiver of all Times,

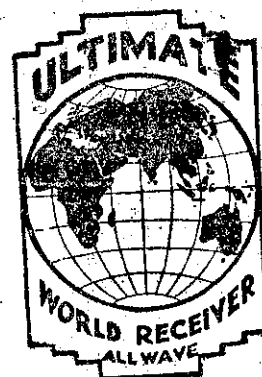
is undoubtedly the finest Short-wave Receiver you can own. It brings in Short-wave Broadcasts from every part of the world, and, in addition, it provides superb reception of all ordinary broadcast programmes. The "ULTIMATE" is

IN A CLASS BY ITSELF

For no other radio can offer such amazing volume and fidelity of tone, on both Short-wave and Broadcast reception. No other radio can offer such a variety of entertainment. No other radio has reached the standard of advancement found in the new 1931 "ULTIMATE."

See it—hear it—TO-DAY! Experience the thrill and fascination of hearing London, New York, China, Siberia, Italy—and scores of other distant places. Arrange with your nearest "ULTIMATE" Distributor for a demonstration, or write for illustrated literature and Free Copy of interesting leaflet, "What is Short-wave?" to Factory Representatives,

C.P.O. Box 1778, Auckland.



Price:

£56

Complete, ready to attach to aerial.

British construction. Provision for Electric Gramophone Pick-up, Television and Home Talkies.

Jenson full-size dynamic speaker; screen-grid, super power push-pull and audio; finished in magnificent birdseye maple cabinet.

LIST OF ULTIMATE DEALERS:

The Farmers' Trading Co., Ltd., Hobson Street, Auckland.
Hamilton Nimmo & Sons, Wellington.
Hamilton Nimmo & Sons, Palmerston North.
Hamilton Nimmo & Sons, New Plymouth.
Robert Francis Ltd., Christchurch.
D. A. Morrison, Victoria Ave., Wanganui.

Laidlaw & Gray, Dunedin.
Dickey's Limited, Dee Street, Invercargill.
Batchelors, Dee St., Invercargill.
Chriss, Limited, Gladstone Rd., Gisborne.
J. A. B. Crooks, Aris.
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