

Radio-phone change-over switch is provided at the front of the cabinet.

The set stands 37in. high, and the cabinet is specially constructed of well-finished walnut in deep brown. In the Auckland district the receiver is handled by the Farmers' Trading Co.

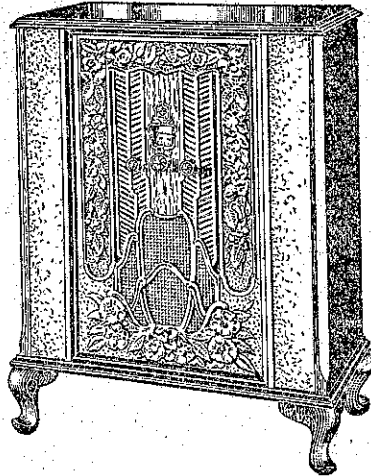
Ultimate Radio

FOR years the pioneers of Ultimate radio were convinced of the value of radio through their experience in supplying light houses with short wave radio equipment. In the second year of production about 100 receivers were sold in New Zealand. The third year brought a definite realisation to the radio prospect that short wave reception had been

established as a means of entertainment and amusement, with the result that about 500 receivers were sold. This year has demonstrated the fact that short wave reception is no longer a freak, and that it is as easy to receive the stations on the other side of the world as it is to tune in the nearer broadcast stations. The new Ultimates are a.c. operated and give speaker reception of these sta-

tions; furthermore, it is a British product. It appears that one of the features of the 1931 sets will be the ability to receive short wave transmission from the most distant portions of the globe. The latest Ultimates are being shown at the Auckland exhibition by the Farmers' Trading Co. stands, who will be pleased to demonstrate or give further particulars.

Crosley



CROSLY has come forward with several new models. Worthy of note are the new cabinets which employ Crosley repwood, a new and exclusive material which enables the employment of new methods of construction and

greatly improves the acoustic properties of the cabinet.

The Crosley Widget incorporates three screen-grid valves and the usual tuning and tone control arrangements. It is only 12½ inches high. The Buddy-boy is the larger model, being 15½ inches high, and employs a new, highly efficient circuit, utilising three stages of screen-grid. It is equipped with an all in-built aerial and ground systems of flexible material not much thicker than a visiting card. This is fitted into the top of the set—an entirely new and different development in radio which is exclusive to Crosley. It eliminates the aerial and ground in bringing in the local station.

The Crosley Classmate is a still larger set using two screen-grid valves. The Director is the largest set of the series, and it incorporates automatic volume control. It uses 7 valves in all, two screen-grid in the radio frequency, screen grid detector, 227 as first audio, and two 245's in pushpull, with a 280 rectifier. The North Island agents are Abel Smeeton, Ltd., Auckland, and the South Island agents are Messrs L. B. Scott, Ltd., Christchurch.

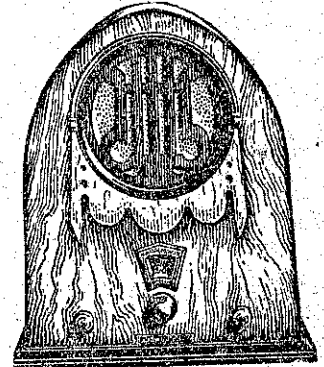
Standard Telephones and Cables

AN important phase in the activities of Standard Telephones and Cables is undoubtedly the provision of radio telephone and telegraphic links for connecting the telephones and telegraphic systems of different countries. Equipment consisting of 200 k.w. longwave transmitters and 60 k.w. shortwave transmitters, through which the King,

in London, was able to talk with the Prince of Wales in Santiago, was manufactured by S.T.C.

Another 20 kilowatts shortwave equipment at Rugby is used for commercial radio and telephone service. Other standard radio transmitters are in operation or in the course of erection at Madrid, Buenos Aires, Bogota, Lima, Rio de Janeiro, Santiago, and Canary Islands. Radio telephone broadcast equipments are used in Sweden, Italy, Denmark, Poland, Spain, Finland, Czechoslovakia, Switzerland, Japan, China, South Africa, Australia and New Zealand.

Lyratone



THE Lyratone is a product of Gilfillan Brothers, one of the pioneers of American radio. It is a midget receiver that has already become firmly established on the New Zealand market. The features of the set are a Lansing dynamic

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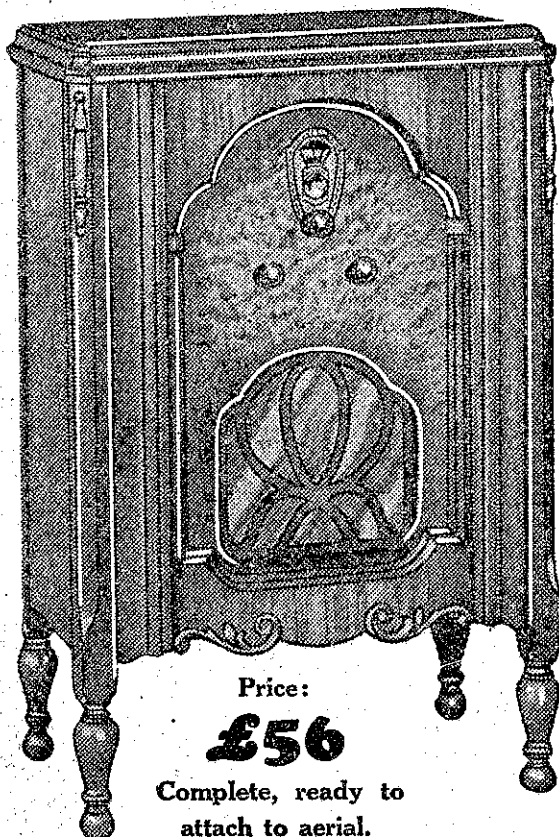
There is an Ultimate Distributor in every part of New Zealand. Arrange with your local agent for a demonstration TO-DAY, or write for Free Illustrated Literature.

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