

Apart from this set there is being offered this season a new range of midgets of standard models and short-wave converters.

Philips Lamps (N.Z.) Ltd.

WE are shortly placing on the market an entirely new and much improved series of A.C. valves suitable for American sets. This development will be awaited with interest as coming from an organisation which pioneered the production of radio valves.

An entirely new range of Radioplayers will be available in the near future, the tonal quality will be typically Philips, and the price range to suit all pockets.

A New Superheterodyne

A NEW addition to the Colonial line is the Colonial eight-valve superheterodyne, incorporating two most important features, the cutting image suppressor and a system of automatic tone frequency balance. It is well known that the superheterodyne circuit has two inherent defects: firstly, an increased pickup of noise, and, secondly, a decided cut-off of the high notes due to the extreme selectivity.

In the Colonial, because of the suppression of the image frequency, the noise level is just exactly the same as that of any ordinary tuned radio frequency set.

Due to the fact that the intermediate frequency transformers can be designed to give peak performance at one frequency only, it is possible to get with the superheterodyne selectivity that would be quite impossible with any other type of set. Too much selectivity, however, means a decided cut-off on the higher notes and over-tones, resulting in extremely dull and lifeless reproduction. The Colonial is amazingly selective, and it avoids this fault in a most ingenious way. In the final stage a specially-tuned circuit accepts the higher frequencies only and feeds them back into the input to these valves, this double amplification of the higher frequencies compensating for the cut-off in the I.F. stages.

Honest Trading

WITH so many different radios on the market and so many retailers selling a multitude of parts of all descriptions, it is pleasing to find a firm that not only sells radio equipment—from the complete set to a nut and bolt—at the lowest possible prices, but gives a complete money-back guarantee with every article leaving the shop.

Bob Horrobin, of Courtenay Place, Wellington, has adhered to his slogan of "Honest Trading," and it has returned him a golden premium. If you want anything in the way of radio, call or write to Bob. You will get a fair deal.

His Master's Voice

THE R.7. Super-heterodyne is made by His Master's Voice Ltd., the people who have established an enviable name in musical reproduction machine manufacturing.

"His Master's Voice" gramophones, "His Master's Voice" records, and now H.M.V. Radio. And what unsurpassed degrees of tonal clarity... what powers of selectivity are packed in the cabinet of richly grained walnut.

The R.7. is surely one of the best presents you can think of for the coming Christmas. Make 1931 a Christmas time supreme, by giving an R.7. Radio. You won't regret it.

And Now—

COLONIAL RADIO



"RADIO'S clearest voice"

BUILDS A SUPERHETERODYNE

WITH

Pentodes in Push-Pull Image Frequency Suppressor Automatic Tone Frequency Balance

"When better radios are built, 'Colonial' will build them." Colonial's pledge to the public demanded that a superheterodyne under the Colonial banner should be free of the two outstanding drawbacks of the superheterodyne, excessive background hiss and noise, and poor tone quality due to the cut-off on the higher frequencies.

These two problems have baffled radio engineers of all countries, and it remained for the genius of Dr. Fulton-Cutting to present a solution. The Cutting Image Frequency Suppressor definitely eliminates all noise pickup on the Image Frequency, the cause of all the extra background noise of a superheterodyne, and the Cutting system of Automatic Tone Frequency Balance, by double amplification of the higher frequencies, gives a full

and evenly-balanced tone range, a thing hitherto impossible with a superheterodyne.

And the elimination of these two faults permits such stupendous power as you have never before imagined, such hairline selectivity as is almost beyond belief.

The Colonial Superheterodyne has every feature that makes for the finest possible performance: 8 Valves, 8 Multi-mu; Floating Condenser Gang, 7 Kilocycle Selectivity, Phonograph Pickup Terminals with Automatic Change-over Switch, Pentodes in Push-Pull feeding into a full-size 9-inch Dynamic, giving almost unlimited power output, and a beautiful Cabinet of matched butt walnut, really worthy of the matchless radio it contains.

THE NEW COLONIAL IS A SUPER-SUPERHETERODYNE.

Now, as Never Before
THE RADIO YOU ARE PROUD TO
OWN

YOU'VE NEVER HEARD REAL RADIO TILL YOU'VE HEARD THE
COLONIAL SUPERHETERODYNE.

DEALERS RIGHT THROUGHOUT NEW ZEALAND

Distributors:

LA GLORIA GRAMOPHONES LTD., 155 Karangahape Road, Auckland, and 101 Manners Street, Wellington.

BRISCOE & CO. LTD., Christchurch, Timaru, Dunedin and Invercargill.

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