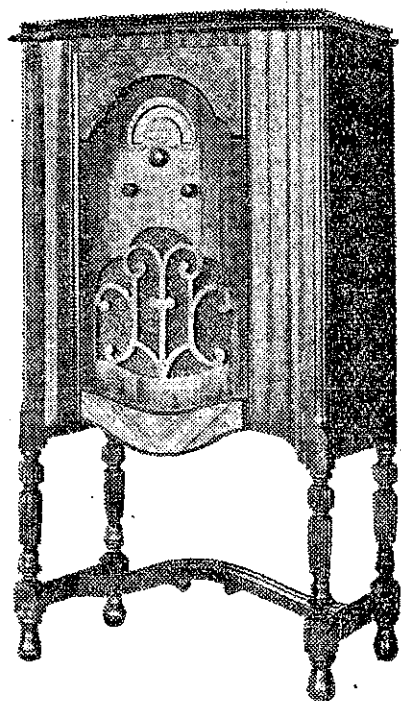


Something quite *NEW* in Radio-- Perfectly Balanced Bass!



Gulbransen 53—Console Model.

GULBRANSEN 53 7-Valve Superheterodyne

*wins Enthusiastic Praise from
Critical Musicians*

There was a time when the bass parts of a musical composition were almost lost in radio transmission. Then came improvements which brought the bass notes into prominence. "Listen to the bass" we said with proud satisfaction. But after the novelty of the new invention had worn off, musicians grew more critical. There was **too much bass!**

Now comes the new Gulbransen 53, offering perfectly balanced harmony. The bass is there, full and rich, but it does not predominate. Gulbransen sound experts have discovered the secret

of controlling the vibrations of the deeper notes so as to eliminate the blare and reverberation which frequently offended the sensitive musical ear. Now, as held in check by the Gulbransen Automatic Volume Control, the bass notes are more clearly audible than before, whilst the treble parts have regained their rightful importance.

Similarly, in vocal music, the lower registers of the voice are more perfectly reproduced than ever before. The Gulbransen 53 is almost uncanny in its ability to render the human voice in absolutely natural tones.

The Automatic Volume Control, also, eliminates the blasting effect produced when turning from weak to strong local signals and tends to overcome the "fading" caused by atmospheric conditions. In addition, the new feature protects the pentode valve from overloading, thereby adding materially to its life and lowering upkeep costs.

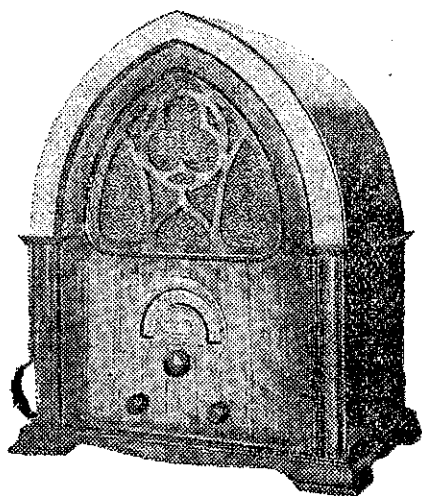
You are particularly invited to hear the Gulbransen 53. Any dealer will be proud to demonstrate this instrument, which brings new radio enjoyment to the listening world.

There are Gulbransen Agents in all Principal Towns
throughout New Zealand.

N.Z. Distributors:

H. W. CLARKE LTD.

182 WAKEFIELD STREET, WELLINGTON.



Gulbransen 53—Mantel Receiver.

GULBRANSEN