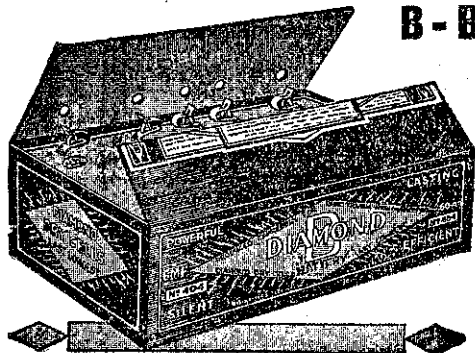


THE NEW DIAMOND B-BATTERIES



The ideal battery for all radio enthusiasts. Every "Diamond" Battery has scientifically built into it the power of re-energising to original strength—a rugged strength and stamina—a capacity for sheer hard work over long periods.

Write now for the latest catalogue and price-list of new "Diamond" Batteries.

N.Z. Distributors:
Aldridge Ltd.

74 Dixon Street, Wellington.

been achieved. The prices of both these new Radioplayers are strictly competitive.

A sample has arrived of a new British-made Philips Radioplayer, No. 730A, which will shortly be available to the public. It is a six-valve (including rectifier) set—an outstanding job.

It is modern in appearance, and is exceptionally selective. Distance seems to be no object with this new Radioplayer—station after station comes in with every turn of the dial. A most impressive feature is its tone, which is startlingly lifelike, due to an entirely new type of dynamic speaker with super-sized cone.

Standard Telephones

STANDARD TELEPHONES AND CABLES, pioneers in radio research and controlling the largest laboratories in the British Empire, are now marketing a range of receivers called S.T.C. radios. The firm has had many years' experience in the manufacturing and development of radio equipment, and are suppliers of equipment and apparatus to all the big broadcasting stations throughout Australia and New Zealand.

It is interesting to note that their equipment is also in use at the famous Rugby (British Official Wireless) station, and that S.T.C. equipment will be used for the new high-powered British Empire Broadcasting station to be erected this year. All of which goes to show that S.T.C. radio sets are built with a full knowledge of local and distance requirements, and are backed by manufacturing and laboratory resources which eliminate guess-work and guarantee a practical and reliable receiver.

Model 535 employs three stages of screen grid, tuned r.f. with pentode output, the selectivity and sensitivity being much in advance of previous standards of this type of machine.

Agents for S.T.C. Silent Tuning Radios are being appointed, so that an interested public may now have an opportunity of testing this new development by Standard Telephones and Cables.

A particular feature is stated to be that the S.T.C. set is built specifically for New Zealand conditions, and as the result of much research on the part of Standard Telephones' engineers in this Dominion.

Fear and Co.

REALISING the need for a local station receiver which will not only discriminate between nearby powerful stations, but which will also give fidelity of tone, Fear and Co. have developed the "Direct Coupled Two." Is it based on the famous Loftin-White circuit, which is noted for its purity of tone over the whole frequency range. The set has been built into a very presentable midget. It employs reaction, so that, even with a small aerial, two fairly powerful nearby stations can be brought in at good strength. The entire set is made in Wellington, and only first-grade material has been used. The result is a set that, in both price and workmanship, can compete with anything of its kind.

Gulbransen

THE automatic volume control incorporated in the Gulbransen 53 brings new realism and enjoyment to radio reception. By cutting out excess vibrations, this device enables high soprano or deep contralto notes to come through in all their natural beauty.

In the same way it is now possible to receive all bass parts in orchestral music clearly and full strength, but free from "boom" and in perfect proportion to the treble parts. It is well worth while to ask for a demonstration. Musicians are enthusiastic about the artistic quality of Gulbransen 53 reception.

The Lamp House

THERE is always one name that comes to mind when radio accessories are required at reasonable prices. Carrying a complete stock of radio goods, from tiny screws to complete electric sets, The Lamp House is one of the most interesting shops to radio enthusiasts in New Zealand. Country builders who cannot see for themselves should not fail to obtain a 1932 catalogue, from The Electric Lamp House, Ltd., 27 Manners Street, Wellington.

Empire Concertone Radio

IT is a remarkable fact that the majority of radio buyers seem to consider the distance-getting properties of a receiver as the most important feature. A moment's reflection reveals the fallacy of buying a radio set on this basis for, after all, it is as a musical instrument that the fullest enjoyment is derived from radio.

Make tone your first consideration, just as you would if you were buying a piano or gramophone, and you will enjoy to the full the many hours of entertainment that come over the air.

The new Empire Concertone radio receiver has been specially designed to reproduce radio concerts faithfully and flawlessly—giving every instrument its full tonal value. Equipped with the famous Loftin-White Amplifier, this set has been called the "Set with the Singing Voice," and those who have taken advantage of the demonstrations offered by the distributors claim that their slogan is well deserved.

This amplifier is one of the latest developments of radio science and embodies revolutionary principles of construction that places it as one of the finest types of amplifier on the market.

The rest of this remarkable set is in keeping with its beautiful tone. Housed in a striking mantel cabinet of modern design it can be conveniently transferred from room to room. Volume, selectivity and range are other features of the Empire Concertone Radio that make it truly exceptional value at its price of £22.

Thos. Ballinger & Co., Ltd., are the N.Z. Distributors, and Agents are established in practically all the leading towns of the Dominion.

Atwater Kent

THE new Atwater-Kent models employ a neon station indicator. At the right of the full-vision dial is a vertical slot, through which can be seen an orange-red light in a neon tube. The purpose of this tube is to show when the receiver is exactly tuned to the frequency of the station being received. A column of light inside the tube rises and falls according to the signal strength of the station. When the light rises to its maximum height it means that the set is tuned precisely to the station, and the best tone and clearest reception are being obtained. By this means the owner can tune by eye rather than by ear. All the models are super-heterodyne and have variable-mu and pentode valves.

THIS YEAR, NEXT YEAR and EVER AFTER ! We can ALWAYS give you FACTORY Service on WELL-MAYDE N.Z.-Built Radios

Nevertheless, so robustly designed are these famous sets that they will operate year in and year out with minimum attention. But, if service is wanted, it is instantly available. Real factory service, too.



W-M RANGATIRA MANTEL
£26/7/6

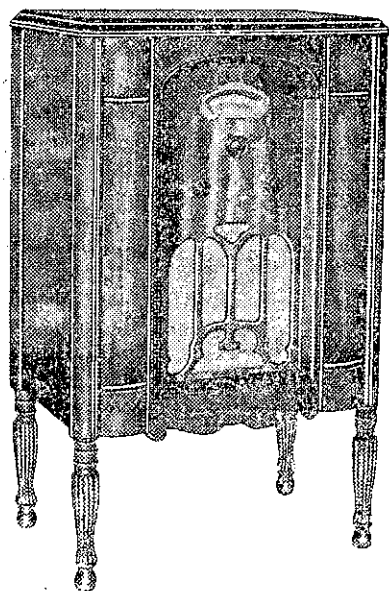
W-M RANGATIRA CONSOL-
ETTE £29/15/-

W-M RANGATIRA COMBINA-
TION £42/15/-

W-M TUI MANTEL, our latest
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Marvellous Value at £18

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Every Well-Mayde is fully guaranteed.
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