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Electrical and Radio Engineers,

DIXON STREET, WELLINGTON.

Special Receivers; A.C. Power Amplifiers.
High voltage power supplies and other high grade apparatus
built to order.

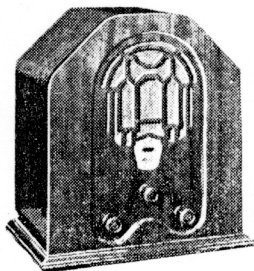
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1928

N.Z. RADIO GUIDE AND CALL BOOK

Built by N.Z. Craftsmen for New Zealand Conditions



The **RADION SEVEN**

*Excels in the reception of
New Zealand, Japanese, Australian,
and American Stations*

Neat and dignified, the Radion 7" will harmonise with the settings of any home, and the excellent tone and performance of this instrument will surprise everyone who listens to it.

It reproduces with original colouring and clarity every subtle shading of voice or instrument.

Although the cabinet is small, it houses a full 7 valve chassis and dynamic speaker, and the set employs the latest Pentode Vari-mu and screen grid valves.

The craftsmanship displayed in the cabinet work of the "Radion 7" is beyond comparison. No imported set comes up to the mark established by the "Radion 7."

Costing less than a similar imported set, the "Radion 7" comes to you unparalleled in powers of selectivity. The manufacturers made this set for New Zealand conditions, after extensive research.

The "Radion 7" is a "made-to-measure" set. It embodies all that a set would were it designed by special engineers for your own home.

Manufactured By

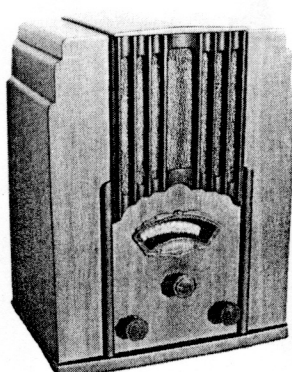
COLLIER & BEALE LTD.

N.Z. Distributors:

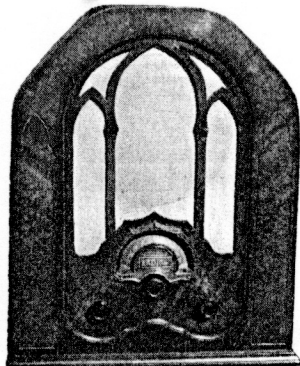
H. W. CLARKE LTD.

182 WAKEFIELD STREET, WELLINGTON.

1932



Cromwell 7-valve BC 1933.



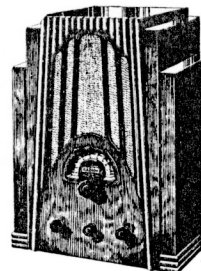
Radion 5-valve superhet 1933.



This picture was used in a window display by a Wellington retailer in August 1932.

THE Radion "All Wave" model selling at 23 gns. combines the best in ordinary radio with perfected and simplified short wave. There is no other combination model marketed within 40% of the price. No other make at 23 guineas will give you such tone and distance on long wave. The additional short wave that brings in all the world, Moscow, Rome, England, Paris, and a host of others, is an extra feature, FREE.

Three models, all with the beautiful cabinet as illustrated:



"All Wave" Model—all 23 gns. world reception.

"Pacific" model—America, Japan, Australia, New Zealand receiving set. 17 gns.

"Australasian" model—Australia and New Zealand A and B Stations receiving set (America in suitable localities). 14 gns.

Above prices packed free on rail or boat and include sales tax.
Easy terms arranged. Phone our nearest branch for
FREE HOME DEMONSTRATION.

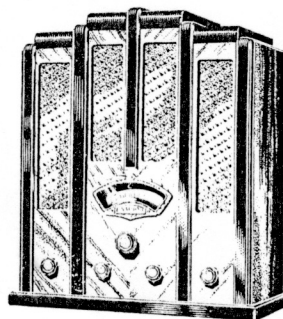
RADION THE ONE PROFIT RADIO

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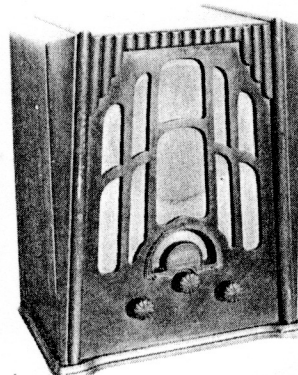
Apply NOW for the Radion franchise in your district.
Full particulars to accredited dealers upon application...

TODD MOTORS LTD.

The first Collier & Beale receiver to incorporate a short-wave band May 1933.



Radion 'Daventry', 7-valve AW 1934.



Cromwell 7-valve BC 1934.