

because of the quality behind the dial

Sheet No.

H. W. CLARKE (N.Z.) LTD.
Auckland, Wellington,
Christchurch, Dunedin.

Dear Sir/s,

It is with pleasure that we announce the immediate release of a new PACEMAKER Transistor Receiver, which we consider will be readily received both by Dealers and public alike.

The model is known as the PACEMAKER "BERMUDA". Six transistors are employed, plus a diode; the chassis being housed in an attractive two tone wooden cabinet in the following range of pleasing colours -

Red and Ivory	-	Blue and Ivory
Green and Ivory	-	All Ivory
Primrose and Ivory	-	Grey and Ivory

The Receiver is powered by a 9 volt battery (VR765) with an estimated life of approximately 700 hours, the retail price of the battery being 11/4d. Private listening is achieved by the use of a miniature earphone, which is supplied free, in addition aerial and earth terminals are incorporated to give excellent performance in outlying areas.

To give excellent output and tone, a Rola 7" x 5" Speaker has been employed, the power output of the receiver being 500 millowatts. Exceptional sensitivity is obtained by the use of drift transistors in the mixer position, a further refinement being the dial assembly which incorporates a low friction swift tuning mechanism with Planetary drive.

From the point of view of general appearance and performance, this model will undoubtedly prove to be eagerly sought after by the public, especially as it can be easily transported from room to room and can also be used in the garden, the caravan, the launch, in fact everywhere entertainment is required.

The trade price of the PACEMAKER "BERMUDA" is £18. 2. 6d. plus sales tax and the retail price 29 Guineas.

A further new model which will be demonstrated by our Representatives in the near future is the new PACEMAKER Transistor Portable, model "SPORTABLE".

This outstanding addition to the PACEMAKER range utilizes a chassis similar to that of the "BERMUDA", it is housed in a leather case with gold trim, the size is 8 $\frac{1}{2}$ " wide, 6" high and 3-5/16" deep. The attractive leather cabinet is produced in a range of seven colours, namely -

Red - Blue - Green - Grey - Ivory - Primrose and Natural Leather Finish.

Like the "BERMUDA" the "SPORTABLE" is supplied complete with a miniature earphone for private listening. A further feature is the positioning of the carrying handle, which is arranged to be out of sight when the receiver is used in the home, yet is extremely functional when the receiver is transported from place to place.

Possibly the major feature is the incorporation of vernier tuning so successfully used on the PACEMAKER model "TRANSPORTABLE" although quite a costly addition to a portable receiver, we do consider that it is absolutely necessary to have vernier tuning on these smaller models, we have experimented and have found that no form of direct drive is worthy of consideration.

The PACEMAKER "SPORTABLE" has been priced at £17.16. 3d. plus sales tax to the trade, with a retail price of £29.17. 6d.

Limited production of this model will commence in November, we would suggest that you place a sample order at an early date.

A further new PACEMAKER production is the PACEMAKER "GAINSBOROUGH" 8 valve dual wave Hi Fidelity Stereogram, the chassis being housed in a beautiful walnut cabinet manufactured for us by A.C. Jensen Ltd., Wellington.

General specifications are as follows: - Power source 230 volt 50 cycle 75 watt, band coverage 535 to 1530 kc/s and 6.5 - 19 Mc/s. Two Rola 8" MX Speakers are employed, the controls include bass, treble, volume, gram-radio, tuning and balance, the frequency response is 30 to 15,000 c-s and the output 6 watts.

The dial is edge lit and spread tuning at the high frequency end is incorporated, a modern magic eye gives easy tuning and the separate bass and treble control working on both stereo channels, makes for excellent listening.

The cabinet is of excellent design and finish, the main feature being the removable speaker, which enables the listener to obtain true stereo reproduction, the trade price is £70.12. 6d. plus sales tax and the suggested retail price £27. 0. 0d.

No circular letter would be complete without some mention of the PACEMAKER "TRANSPORTABLE" Receiver, you will be interested to know that we have already delivered to our many clients throughout New Zealand a total of 9,000 TRANSPORTABLES, it is to be regretted that we have been unable to keep pace with demand, but we are making strenuous efforts to reduce the present backlog of orders. At the moment we have recorded for delivery an additional 2,500 TRANSPORTABLES, we are assured by our Suppliers that the major proportion of these will be delivered prior to Christmas, rest assured we will do everything possible to see that you receive supplies for the Festive Season.

The PACEMAKER advertising slogan is - "BECAUSE OF THE QUALITY BEHIND THE DIAL". We feel sure that it is because of this inbuilt quality that PACEMAKER Transistorised Products are proving so popular. We therefore, pledge ourselves to continue to produce only products of high quality.

ADVERTISING:

Advertising of "BERMUDA" "SPORTABLE" "TRANSPORTABLE" and other PACEMAKER Products will commence during week-ending October 17th, in the following papers - "Auckland Star" "Evening Post" "Christchurch Star" "Dunedin Star" "Waikato Times" "Hawkes Bay Herald" "Southland News" "Weekly News" and "Radio & Electrical Review". We are enclosing a copy of the first advertisement which highlights the model "BERMUDA" and also illustrates the "SPORTABLE" and "TRANSPORTABLE".

We are also enclosing a dealer block sheet illustrating various blocks that are available to dealers free of charge. Please note that we are happy to subsidize your advertising, providing that the advertisement illustrates only products distributed by H.W. Clarke (N.Z.) Ltd. We would also draw your attention that when application for subsidy is made it is necessary that a copy of the advertisement together with date of insertion is supplied.

Commending the above to your attention.

Yours faithfully,
H.W. CLARKE (N.Z.) LTD.

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