

RER

DOMESTIC APPLIANCES

LIGHTING

RADIO-TV-AUDIO

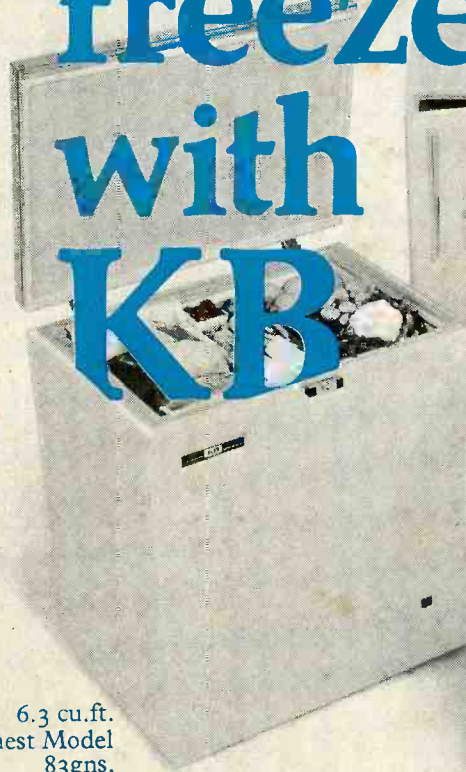
AUGUST 1968

- ELECTRIC BLANKETS
- PREVIEW OF TRADE SHOWS

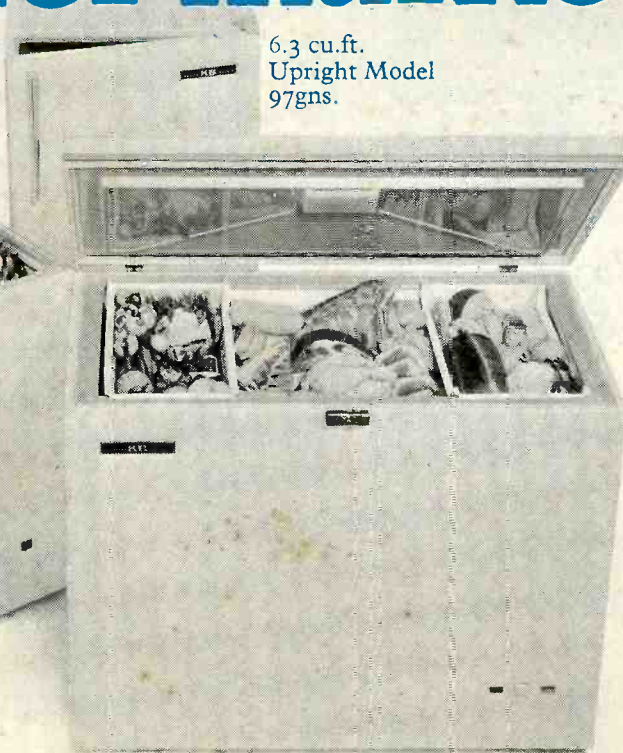
THE LEADING TRADE MONTHLY

Come into the rich, new freezer market

with KB



6.3 cu.ft.
Chest Model
83gns.



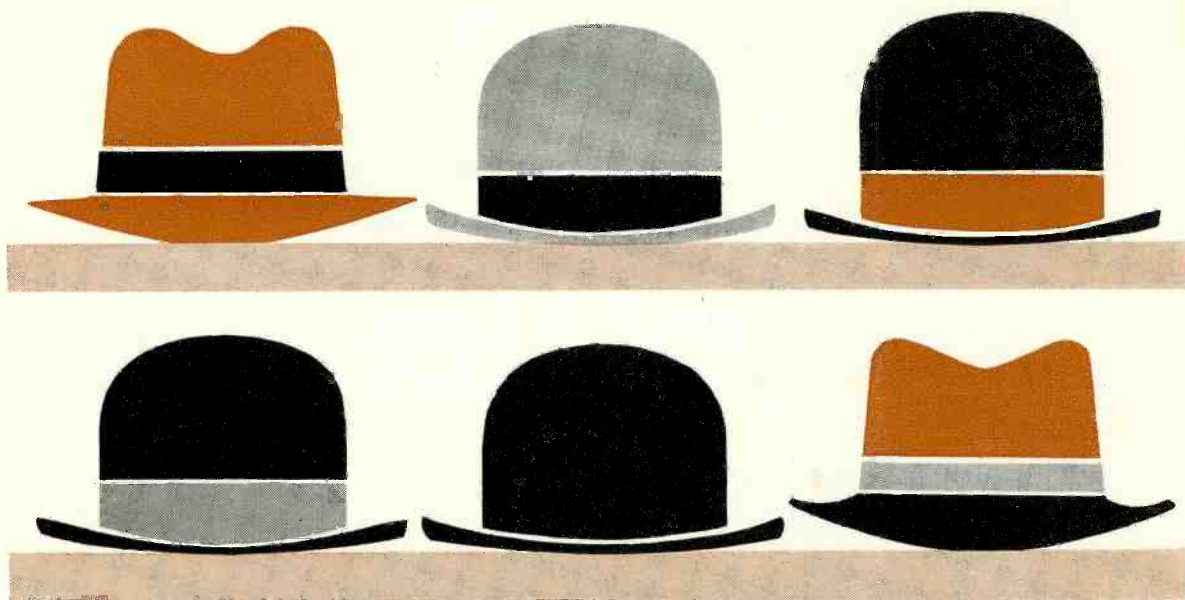
6.3 cu.ft.
Upright Model
97gns.

9.5 cu.ft.
Big Family Size
Chest Model
99½gns.

See the brilliant KB range
at the Hilton Radio Show.
25th - 29th August.

KB

Hang up your hat at the Philips/Stella 1968 Trade Show



**Royal Lancaster Hotel
(Westbourne Suite)
Lancaster Gate,
Hyde Park, London W2**

**SUNDAY, AUGUST 25th to
THURSDAY, AUGUST 29th
10 a.m. - 9 p.m.**




Your chance to learn our exciting plans for all these Philips product groups: Colour TV, Mono TV, Clock Radio, Portable Radio, Mains Radio, Car Radio, Cassette Radio, Record Players, Cassette Radio Recorders, Audio Plan, Cassette Recorders, Reel-to-Reel Recorders, Magnetic Tape, Musicassettes, Records, Washing Machines, Hair Driers, Philishave, Foodmixers, Fan Heaters, Knife Sharpeners, Electric Blankets, Lighting, Electric Ventilation. And the full Stella range.

PHILIPS

PHILIPS ELECTRICAL LTD., CENTURY HOUSE,
SHAFTESBURY AVENUE, LONDON, W.C.2

MK reliability is no accident...

A black and white photograph showing a 13-amp plug being dropped into a tumbling barrel. The plug is in the foreground, and the barrel is filled with other plugs, some of which are visible in the background. The scene is set against a dark background, emphasizing the mechanical nature of the test.

The 13-amp plug shown is being dropped – deliberately and continuously – in a tumbling barrel. Like all new MK electric wiring accessories, it is subjected to every conceivable kind of test – all those demanded by the BSI and more besides. The aim: nothing less than 100% efficiency from each and every product – or MK want to know why. Such is the reliability of MK products. You can install them with complete confidence.

MK . . . make every component in the finished product from the raw materials . . . achieves lower unit costs for products of outstanding quality that cost no more . . . keeps prices competitive and offers special bulk quantity discounts for the most popular MK products.



MK ELECTRIC LIMITED
EDMONTON, LONDON N.9.
01-807 5151



13 amp plugs

MK 417

Me? Specify Vent-Axia?

**Why would my
customers need
anything like that?**

**What about
the problems?
Draughts, for instance?**

**How about keeping
the fans clean?**

**Excellent, but is
there a Vent-Axia
to suit every need?**

**Sounds fine.
And what about
advertising support?**



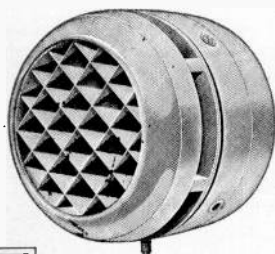
Just because the air all of us breathe needs changing—regularly. Stale, impure air should be removed for comfortable, healthy living. And for efficient, easy working. Good ventilation is *vital* and need not be costly. Specify Vent-Axia Unit Ventilation for homes, offices, factories, pubs, restaurants—in fact everywhere an efficient controlled ventilation system is required.

No problem. With Vent-Axia, you have a choice of automatic or hand-operated shutter to take care of back-draught.

There again, your clients won't have to worry. Our units are so well designed they can be taken down from indoors for cleaning in a matter of seconds—without the use of tools.

Certainly there is. Vent-Axia gives your customers unit ventilation tailored to their precise needs. We offer a range of sizes (6", 7½", 9" and 12" units) in window, wall and roof models. A Vent-Axia fan is controlled through a simple on-off switch; or a reversible three-speed switch that boosts performance—at the touch of a button, it will extract stale air or introduce fresh.

It's big. Big spaces in the national and provincial press. Full pages to the housewife in the home interest journals. Plus special advertising to specific users. All this and plenty of point of sale material, too. All designed to tell your customers the story of Vent-Axia quality—to tell them that Vent-Axia never cut quality in order to cut price. You can specify cheaper units than Vent-Axia—you can't specify better



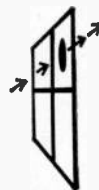
A Hall-Thermostat Group Company

For better air conditions

Vent-Axia

Registered trade mark

Unit Ventilation



Details of service facilities from these Vent-Axia branches:
London S.W.1. 60 Rochester Row (01-834 2244)
Manchester 2. 18 Lloyd Street (061-834 0634) · **Glasgow C3.** 45 Finnieston Street (041-248 7167)
Birmingham 1. Lee Bank House, Holloway Head (021-643 4595) · **Leeds 10.** 49 Hunslet Lane (Leeds 22985) · **Newcastle upon Tyne 2.** 42 Jesmond Road (Newcastle 813391)
Bristol. Brunel House, St. George's Road BS1 5UY (Bristol 27567)

WHAT—Another TV advertisement? NO! It's introducing you to a real moneymaker!

Discover for yourself **NEW TELETON 12"** Dual Standard Portable TV!



YOUR portable TV market will grow even faster—once you stock the new Dual Standard, mains/battery TELETON 12-T 203U! It will run happily off a car battery—yet the big 12" screen always gives crisp clear viewing, indoors or out. Weighing approximately 16 lbs. and measuring a compact 12" x 12" x 15½", the new TELETON is designed and priced to sell—fast!

NEW TELETON 12-T 203U

Expected retail price about £79

**SEE THIS NEW
PORTABLE AND
OTHER TELETON
SALES-MAKERS
LAUNCHED AT THE
ROYAL GARDEN HOTEL!**

TELETON are introducing the new 12" portable *plus* a whole new series of High Fidelity, Stereo and Tape Recording equipment at the luxurious, modern Royal Garden Hotel, Kensington W.8. Dates: August 26th to 29th. Times: 10 a.m. to 8 p.m. daily.

SEE THESE ESTABLISHED TELETON SELLERS AT THE "ROYAL GARDEN", TOO!

Model 931

Teleton Cassette Tape-Recorder.
Mains/Battery
Portable
£33-6-1 (inc. tax)

Model TF161

Teleton Radio
World Coverage—
6 Band
All Transistor
Mains/Battery
Powerful DX
Reception
£40-10-3 (inc. tax)

Model TF911

Teleton Transistor
Portable Radio
Styled for the young
generation. AM/FM
9 Transistor
£8-3-9

Model T.880

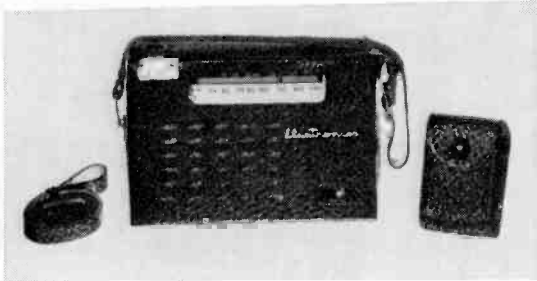
Teleton/Mitsubishi
Autoback fully
automatic Mono
Tape Recorder (with
accessories)
£45-18-8 (inc. tax)

Teleton

TELETON ELECTRO (U.K.) CO. LIMITED

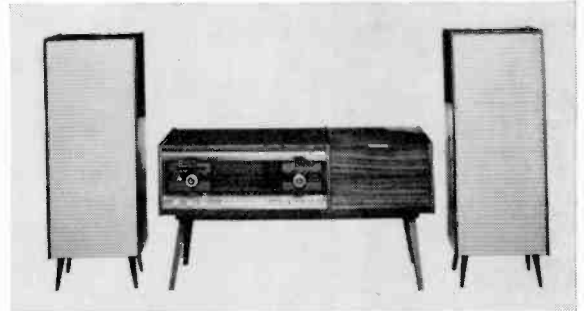
24-32 Kilburn High Rd., London, N.W.6. Tel: 01-624 9102/3

TOP VALUE + TOP QUALITY FOR EXTRA SALES



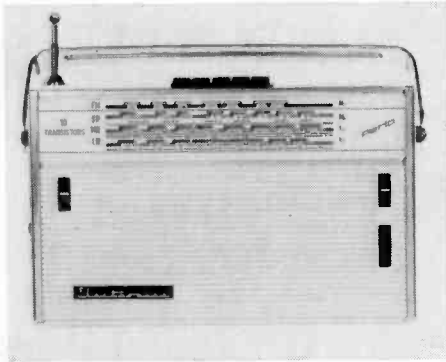
S631T GOLDSTAR

- ★ High quality pocket size transistor portable.
- ★ Medium and long wavebands. Positive tuning control.
- ★ 6 transistors + crystal diode.
- ★ Ferrite rod aerial—high quality speaker—power output 150mW undistorted.
- ★ Socket for earpiece.
- ★ Black/grey plastic cabinet with silvered embellishments.
- ★ Batteries: 4 x U11 = 6 volts.
- ★ Complete with leather case, leather pouch for earpiece and earphone and shoulder leather strap.
- ★ 1 lb approximately.
- ★ Recommended retail price **£5.15.0** (batteries extra).
INC. TAX



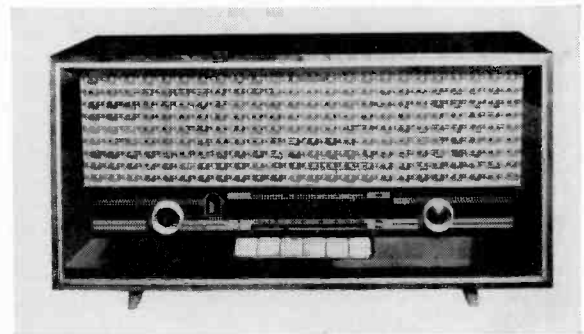
RIGONDA SYMPHONIA

- ★ Stereo radiogram AM/FM.
- ★ Coverage: Medium long short 1, short 2, short 3 and V.H.F.
- ★ Motorized/automatic Tuning.
- ★ 4-speed stereo/mono single record player.
- ★ 2 free-standing Loudspeaker enclosures.
- ★ Rotary ferrite rod aerial with magic-eye tuning indicator.
- ★ AFC operative on all bands.
- ★ Twin push-pull output stages.
- ★ Output 4 watts per channel.
- ★ Bass and treble controls—IF band-width switching.
- ★ Frequency response 40-15,000 Hz on FM.
- ★ Cabinet finished in high gloss polyester on sapele type veneer.
- ★ Recommended retail price **£71.8.0** INC. TAX



PERLA AM/FM

- ★ Large portable transistor radio (7" high x 10" wide x 3" deep).
- ★ 10 transistors + 6 diodes + 1 varistor.
- ★ Medium—long—short and FM wavebands.
- ★ 500 mW output undistorted.
- ★ Ferrite rod aerial + telescopic-directional aerial (for short wave and FM).
- ★ Fine Tuning for short wave. Tone control.
- ★ Press button operation.
- ★ Attractive style with chrome trim and metal handle.
- ★ Sockets for earphone and tape Recorder.
- ★ Batteries: 4 U2s (1.5 x 4 = 6 volts).
- ★ Weight: 4 lbs approx. without batteries.
- ★ Recommended retail price **18 gns.** (batteries extra).
INC. TAX



CARMEN

- ★ A.C. mains table radio.
- ★ High gics: wooden cabinet for pleasant acoustics.
- ★ Attractive modern style.
- ★ Medium—long and short wavebands.
- ★ 4 valves + HT metal rectifier.
- ★ Magic-eye tuning.
- ★ 6" x 4" elliptical speaker.
- ★ 1.5 watts output.
- ★ Recommended retail price **13½ gns.** INC. TAX

**EFFICIENT & RELIABLE SPARES
and AFTER-SALES SERVICE**

For enquiries please write or phone the importers:—

V. A. AFIF LTD., 19-19a ST. ALBANS PLACE, N.1

Telephone: 01-359 2055

See us at the SOVIET EXHIBITION, Hall No. 6, Earls Court, August 6-24, 10 a.m.-10 p.m.

AVAILABLE FROM ALL LEADING WHOLESALEERS THROUGHOUT GREAT BRITAIN & IRELAND



NATIONAL PLAYBOY

Bunny Hunt!
SECOND
fantastic
year!

Meet a whole new
National range—and
the Bunnies—at the
Playboy, between
August 25 and 29.
Admission by special
invitation only.



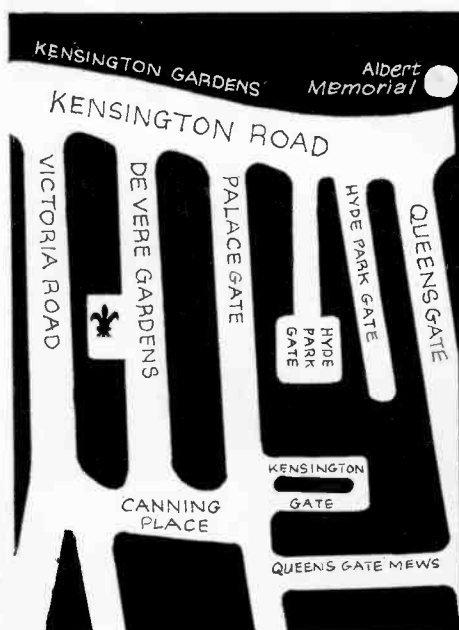
NATIONAL

Distributed in the United Kingdom
Solely by Unamec Ltd.,
P.O. Box 1 United Africa House,
1-16 Blackfriars Rd.,
London, S.E.1.

Are you a Sanyo stockist?

If you are you know all the benefits of selling Sanyo products. If you aren't then you are missing the opportunity of selling one of the most extensive high quality ranges of Japanese radios and tape recorders. This is being backed by

intensive Autumn advertising. Contact your local wholesaler who will be pleased to give you full details. In case of difficulty write direct to us.



We invite you to visit us and see the complete Sanyo range during the Radio Show Aug 24-30 10 am. to 6 pm.

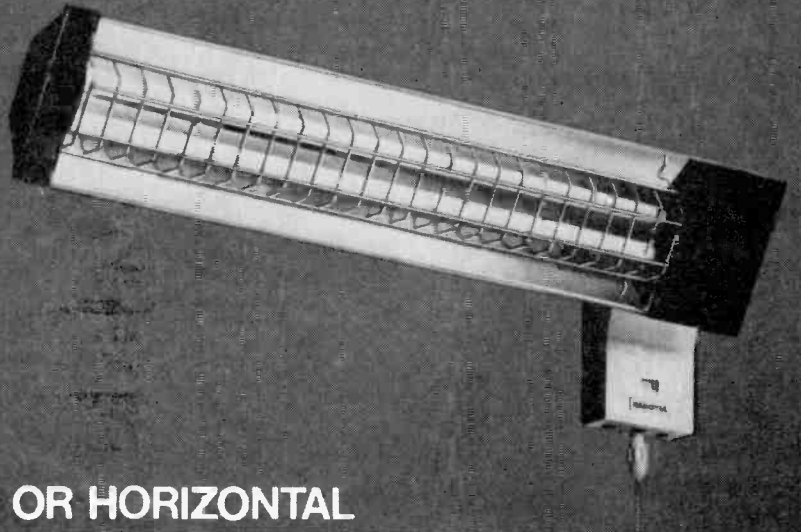
in the
Beverley Suite,
Prince of Wales Hotel
Devere Gardens, London, W.8
(Rodney entrance).

SANYO
reliability is built in

Sanyo Service & Sales
164 Clapham Park Road, London, S.W.4.



VERTICAL



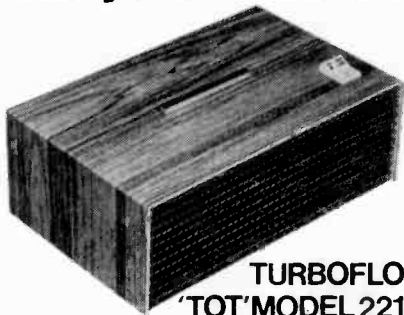
OR HORIZONTAL

MEET THE NEW RADISIL COMPACT

The new Radisil 108 Compact is 19½" long and 4" wide giving 1000 watts output from its ingenious new element. The unit adjusts forwards or backwards, to the left or right without dismantling. Nicely angled to the Autumn trade! The market was due for a revolutionary new heater and as usual Hanovia are first again. Our advertising starts in October so please get your order to your usual wholesaler in good time.

£4.2.9. inc. P.Tax

and your other winter profit makers



**TURBOFLO
'TOT' MODEL 221**

The Turboflo Tot, Model 221, fills the gap in the 2 kW heater market with its attractive furniture effect styling. This is the unit that can be angled to make a useful clothes or hair dryer.

£9.6.1. inc. P.Tax

The Turboflo 367 will keep earning for you because it offers first class styling, attractive two tone finish, 3 heat outputs and the Hanovia name for just **£12.8.2.** inc. P.Tax



TURBOFLO 367

HANOVIA

ENGELHARD HANOVIA LAMPS

Bath Road, Slough, Bucks.
Tel: Burnham 4041

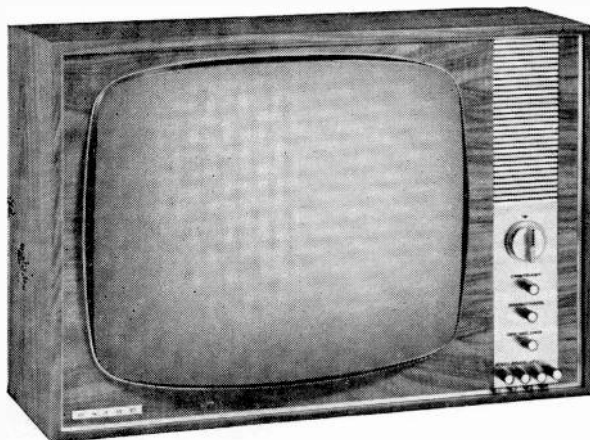
Come and see why BAIRD is still the first name in television.

The Baird range of exciting black-and-white models gives sharper, brighter pictures.

And Baird colour sets lead the field—by far. They're the only *proved* range in production today. Colour is always sharp and true. Sound crisp and clear from Goodmans loudspeakers. In design and *proven* innovation, Baird is still the first name in television.

We'll show you why—at the Baird Trade Show. Don't miss it.

20" Model 15 Exciting new square screen black-and-white model. Panoramic picture tube. Push-button controls. All programmes. Cabinet in walnut veneers, Melamine finish.



19" COLOUR Model 708 Brand-new 19" Console. Superb colour—and receives all black-and-white programmes. Cabinet in selected French walnut veneers, Melamine satin finish.

Baird Trade Show

(25th to 29th August)

Rembrandt Hotel, Thurloe Place,
London S.W.7. 10 a.m. to 9 p.m.

(Sunday, 25th August, 2 to 9 p.m.)

Full range of Telerection Aerials,
etc., also on show.

BAIRD

Baird TV Distributors, Becksde Works,
Lidget Green, Bradford 7, Yorks. Tel: Bradford 75555.

RER

RADIO & ELECTRICAL RETAILING

Vol. XXIII No. 8

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NEXT MONTH:

Heating and Lighting
Review of the Trade Shows

Radio and Electrical Retailing is published on or about the first of each month. It reaches Radio, Television and Electrical Retailers, Installation Contractors, Music Shops, Electricity Boards, Service Managers and Engineers, Wholesalers and Manufacturers.

Subscribers to R.E.R. also receive the supplement *Service Engineer* including 3 Data Sheets.



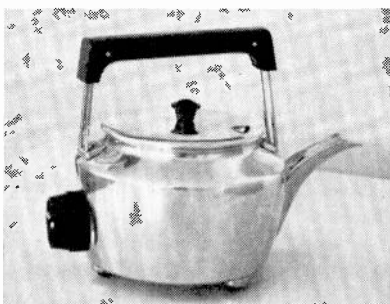
© FOUNTAIN PRESS LTD., 1968

RECENT RELEASES



PHILIPS have introduced the new ▲ **Philishave Flip Top**, model HP1103, the lowest-priced electric shaver with twin microgroove floating heads selling at £6 19s. 6d. It is styled in juniper green and is complete with coiled lead and presentation case. The shaver has a voltage rating of 110/130V, 220/240V a.c./d.c. and the heads flip open for easy cleaning. **E370**

PHILIPS are offering credit, through wholesalers, to retailers holding stocks of the **Philishave Ensign**, model HP1102, of 7s. 7d. on each model. The retail price is now reduced to £6 10s. **E371**



METWAY have added the new 2-pint ▲ **Pixiway** kettle to their range. It is finished in bright polished aluminium with an insulated black handle. The ejector elements are of the BS3283 pattern with suitable 3-pin connector and 4ft flex. The **Pixiway** is available in three wattages—model DA560, 1000W at £3 18s. 9d.; model DA580, 1500W at £3 19s. 6d.; and model DA590, 2000W at £4 0s. 8d. **E372**

Three new **Sunhouse** heaters are announced by **H. FROST**. The **Vistarama 500 Radiant/Convector** heater is a 3kW fire using three 40W lamps to provide what is described as 'a unique, glowing,

abstract effect symbolising 'heat in motion'. This covers almost the whole fascia of the fire. At the base of the **Vistarama** is a 1350W infra-red radiant element and a convector element switched for 500, 1000 and 1,500W. It measures 34½ x 23 x 9in, and has a teak finished surround with metal facings in olive mist. Brackets are supplied for wall mounting. Price £31 10s.

The **Sceptre** flame-effect fire has two 1kW ceramic elements which can be switched on separately. The all-wood bookcase integral surround is finished in light tola and measures 48w x 27h x 6in d. Fascia panels are finished in suede grey and the canopy in bronze. Price £28 17s. 6d.

The **Kiddy-Care** model

585 nursery convector includes a built-in safety device to switch off the heater should it tip over. It will give up to 1kW of convected heat, controlled by an adjustable thermostat. It also has an orange night-light independently switched. It measures 8in square by 22½in high and is finished in opal white and flamingo with nursery transfers on two sides. Price £9 5s. 11d.

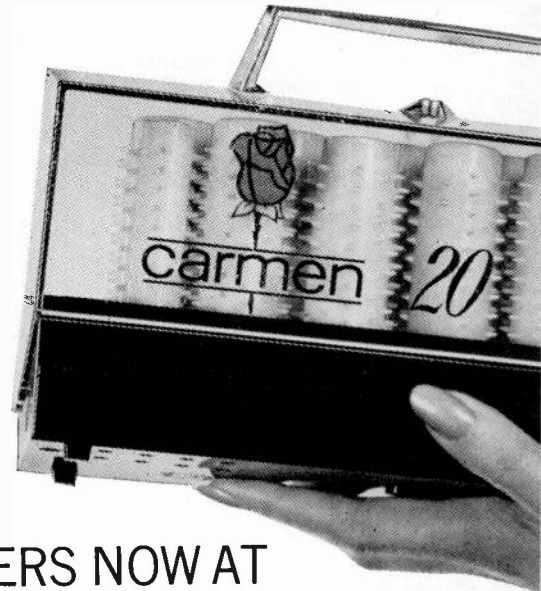
The **Safeglow 590** is similar to the **Kiddy-Care**; designed for more general use it does not have nursery transfers and is finished in grey and bronze. With its built-in safety devices and night-light it is ideal for invalids or the aged. Price £9 1s. 3d.

The 580 convector heater replaces the B5100 and is similar to the new **Safeglow 590** convector heater. Colours are identical, but the 580 does not have a night-light or safety tip switch. Price £6 4s. 4d. **E373**

The **REGINA** model F70 floor polisher has a 300W motor and works on 200/220V and 220/240V. It has direct drive from the motor to the brushes. The F70 will scrub, polish and buff all types of floor surfacing. Cost is £16 10s. 8d. Scrubbing brushes and lambswool polishing pads are optional extras. Nylon cleaning pads are also available which will remove old wax. **E374**



Here's a success story to make your hair curl!



CARMEN HEAT-RETAINING ROLLERS NOW AT PRICES EVERYONE CAN AFFORD THANKS TO ENORMOUS WORLD-WIDE SALES!

The whole world says they're wonderful. That's why highly developed new mass-production techniques bring Carmen prices shooting down and your Carmen profits surging up. Don't get left behind. Jump on the Carmen bandwagon and beat the drum for the most tremendous takings you've ever known! Stock up now. Get all four fabulous new Carmen models on to your

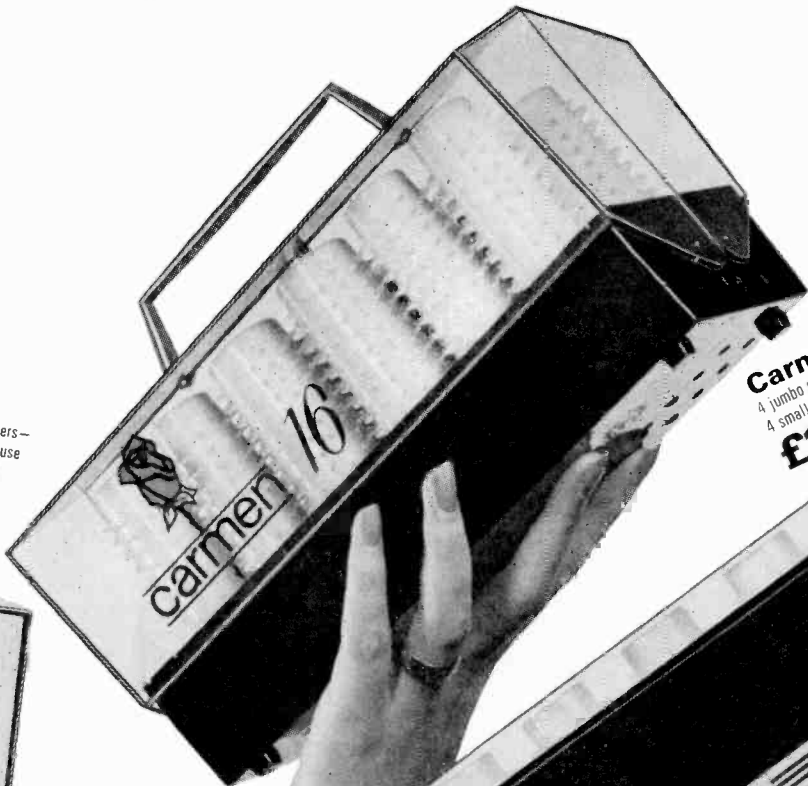
shelves today. Because the biggest-ever advertising campaign for Carmen in the National Press and on Television, plus the high-impact area of your point-of-sale is just about to break. We've created the demand. Women everywhere are waiting to buy. So get with Carmen now. Contact your wholesaler today. And it's roses, roses, all the way. For you!



carmen

heat-retaining hair rollers
the greatest hair happening ever

Carmen 20
6 jumbo rollers—10 large rollers—
4 small rollers. All for instant use
£11-19-6*



Carmen 16
4 jumbo rollers—8 large rollers—
4 small rollers. All for instant use
£10-19-6*



Carmen Companion
5 large rollers for instant use
£5-5-0*

Carmen 7+7
2 jumbo rollers—8 large rollers—
4 small rollers, 7 for instant use
and 7 in reserve
£8-19-6*



Carmen comes in a pretty Black Vinyl Carry Case — optional extra at 39/11d.

*RECOMMENDED RETAIL PRICE
INC. P. T.



SONY take pleasure in inviting you to an informal showing of their full range – transistor radios, T.V., tape recorders, Hi-Fi and video tape recording equipment – and the debut of some new models.

'look forward to seeing you' From 25th – 29th August (11am – 7pm daily) we'll be in the Banqueting suite of the Milestone Hotel, Kensington High Street, London W.8.

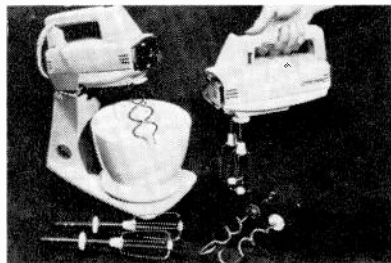
SONY (U.K.) LIMITED TELEPHONE: 01-935 3546 & 01-935 3391/2

RECENT RELEASES

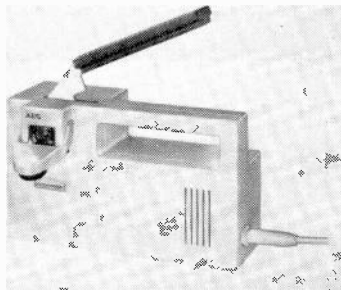
The new **ELECTROLUX** model 85/15 8.3 cu ft refrigerator has a separate 1.4 cu ft 3-star freezer compartment to store up to 42lb of frozen food. The refrigerator defrosts automatically and has 13.2 sq ft of shelf area. Finished in white, it measures 59 x 23½ x 22in deep. Price ▼ £108 9s. 5d. **E375**



HOOVER are marketing two new fan heaters. The 3000 with 3kW rating and the 2000 with 2kW rating. They supersede two previous models out of the three in the Hoover fan heater range. The 600 Mini remains unchanged. The two heaters use a turbo fan to throw out a moving carpet of heat for rapid room heating. The 3000 gives a choice of a 3kW or 1kW heating position with slow or fast fan action, and the 2000 gives a choice of 2kW or 1kW heat. Available in red, blue or grey with charcoal grey trim. Both are BEAB approved. Prices: 3000—£12 19s. 6d.; 2000—£8 19s. 6d. **E376**



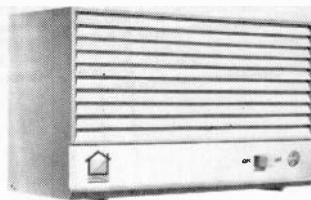
ANDREWS HOUSEWARE announce hand and table versions of their new Moulinex Major 'S' model electric food mixer. The 'S' models are supplied with two sets of redesigned blades—a general purpose pair with tapering, rounded steel blades for smooth mixing and beating and unique hooks for heavier mixes. The hand-held model is priced at £5 19s. 6d. and the table model with stand, turntable and bowl at £8 15s. 6d. **E377**



AEG have introduced an electric tin opener which will cope with all shapes of container. It is claimed to be easy to use and can be used in the hand or wall mounted. It has a built-in flexible lead with powerful 100W motor fitted with radio/TV suppressor. Price £9 5s. 0d. **E378**



The **CARMEN** Companion heat retaining roller set includes five large rollers and sells at £5 5s. It has been designed as a travelling set and is small enough to be carried in a handbag. **E379**



The Airbracer electrical air purifier produced by **O-THREE INSTRUMENTS** is designed for use in the home and the office. It is no larger than a cigar box and removes impurities and odours by changing their molecular formation, thus extinguishing them. The unit is free-standing and requires no maintenance. Running costs are estimated at 1d. a week. Price £6 19s. 6d. **E380**

Three luxury reversible overblankets have been added to the **HOOVER** range of electric overblankets. Blue on one side, red on the other, they are fully machine washable. The model 6121R single costs £13 13s.; the model 6122R double £15 15s. and the model 6123R double, dual control, £18 18s. The automatic control box has 15 temperature settings and the dual model has two control boxes. Nine safety cut-outs are sealed into each blanket. Each is BEAB approved. **E381**

ALBA announce five new models. The new de luxe model 636 radio uses 10 transistors to cover s.w., m.w., l.w. and f.m. bands. A 7 x 3½in speaker handles the 1W output. The wooden cabinet has teak veneered ends. It uses 8 LPU2 batteries. Price £29 13s.

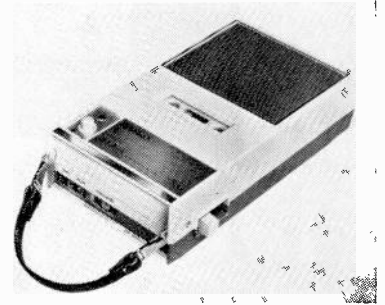
Model 636T at the same price has the shipping band instead of the s.w. band.

The 4002 stereogram covers s., m., and l. wavebands and the two amplifiers provide 6W output into two 8in speakers. A BSR 4-speed autochanger is fitted. The teak finished side-board-type cabinet measures 43½ x 14½ x 22in high. Price 49½gn.

The 449 stereo record player gives 3.5W per channel into two 8 x 5in speakers and two tweeters. The changer unit is a Garrard 1025. The teak finished cabinet is 33½in wide. Price £53 12s. 6d.

The 559 is a de luxe stereo record player using 12 transistors to provide 10W per channel. Two 10 x 6in speakers and two tweeters are fitted. The changer unit is a Garrard 2025 TC. The teak finished cabinet is 33½in wide and has a curved front. Price £63 12s. 6d.

The R23 recorder (below) uses the C60 cassette and measures 8 x 5 x 2½in. It is powered by four LPU11 batteries. Inputs are provided for microphone or radio/gram. An earphone socket is fitted. Price complete with microphone ▼ £23 14s. 6d. **E382**



Further new **BRC** models are added to the HMV 1968 range. The model 2647 de luxe television receiver is a 23in set with an all teak cabinet. It provides reception of v.h.f. and u.h.f. programmes. Price £86 11s.

The model 2646 is a 19in table television receiver in an American walnut veneered cabinet with black rexine tube surround. Price £75 8s.

The model 2040 transistorised record player has a 5W output and the cabinet is finished in black leather cloth. Price £32 10s. A stand with record rack is available as an optional extra—model SF37B priced at £3 6s.

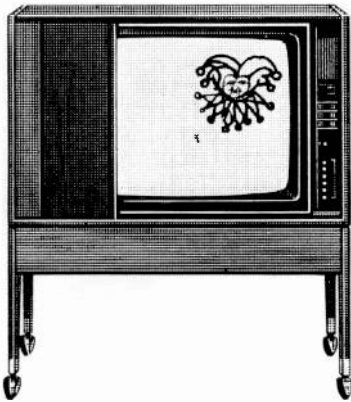
The model 2038 transistorised record player has an output of 3W and BSR UA45 4-speed record changer. Price £28 18s.

For further details about products mentioned on these pages use the prepaid enquiry form on page 364 quoting reference number.



The new Beovision 3000 25" Colour Television

Made by Bang & Olufsen —
for those who consider design and quality before price.



The Superb new Beovision 3000 Colour SJ single standard TV will be shown for the first time in this country at the B & O Radio Show, 70/71, Welbeck Street, London, W.1.

This set has already attracted world wide attention for its outstanding colour quality, reliability and ease of servicing—and it reflects the craftsmanship of Danish design already acknowledged in the rest of the B & O range.

You be the judge—examine B & O quality for yourself at the B & O Radio Show.

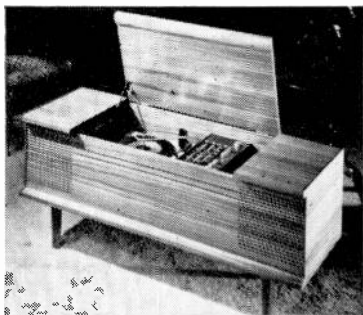
70/71 Welbeck St, London, W.1.
25th-29th August
from 10 a.m. to 7 p.m. daily
and see the new additions to
Europe's most advanced range.

Full details of the B & O range are available from Bang & Olufsen United Kingdom Division
Eastbrook Road, Gloucester. Telephone: OGL2 21591.
London Showrooms, 70/71, Welbeck Street, London, W.1. Telephone: 01-468 2144.

RECENT RELEASES

The HMV model 2344 stereo radiogram (below) is presented in a cabinet of teak or of American walnut veneer. The radio receives v.h.f., s., m., and l. wavebands.

The 4-speed gram unit is an automatic BSR UA15. Price £86 19s. **E383**

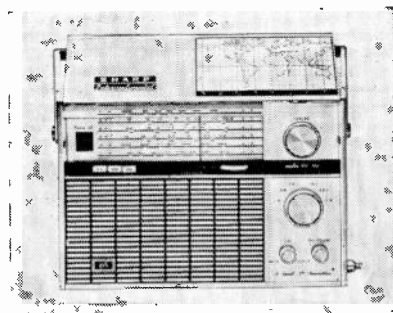


The model ST7341 radio recorder has been added to **PHILIPS** Stella range. It combines a f.m./a.m. radio and cassette recorder in one cabinet. Equivalent to the existing Philips radio recorder model RL673, the radio covers s., m., l., and f.m. wavebands and the recorder can be used to record from radio, microphone or pick-up and also playback pre-recorded musicassettes. Price £67 3s. 5d. **E384**

CROWN RADIO have introduced two new models. The TRF 2800L 10-transistor radio covers m.w., l.w., and f.m. It is battery operated but mains adaptor is available. Measuring $10\frac{1}{4} \times 2\frac{3}{4} \times 6\frac{1}{2}$ in with 4 x U2 batteries, it is priced at £22 15s. 1d. The model CSC 9350M radio/tape recorder offers mains/battery operation with 37 transistors. The radio is a.m./f.m. with built-in decoder. The recorder has automatic ALC, twin record level meters/battery indicators and detachable loudspeakers. Price £124 19s. 0d. **E385**

The FV1710 mains/portable radio from **SHARP SALES & SERVICE** has a 18 transistor circuit covering three s.w. bands, m.w., l.w. and f.m. It is powered by 8 LPU2's or from the built-in mains unit.

The price of £72 9s. includes earphone. **E386**



and now the EASY-CLEAN OVEN

One quick wipe with a hot soapy cloth reduces the most disliked household chore of cleaning the oven to an absolute minimum. This is the claim English Electric make for their newly introduced removable oven liners finished with a reinforced non-stick surface.

The coating, which has been adopted after exhaustive testing by English Electric is the system known as Armourcote, developed by K & F Treatments using ICI's polytetrafluorethylene Fluon.

The essential feature of the Armourcote process consists of flame-spraying

stainless steel on to the base metal before coating with Fluon. This produces excellent adhesion of the non-stick coating combined with a highly abrasion- and heat-resistant finish.

Five removable linings—top, back, base and two sides—will be available in this finish for the 21in Rapide range of cookers from July 1st, initially in the NEB, YEB and EMEB areas, and by the end of August nationally.

The new linings, which are an optional extra will cost £6 10s a set.

The new linings, which are an optional extra will cost £6 10s a set.

Bob-a-Job 8

No. 8 of a series of Display Ideas specially devised for RER by G. R. FAZAKERLEY, author of Teach Yourself handbook MODERN INTERIOR DISPLAY. All the ideas presented will be topical, and cheap and simple to produce.

Hot Line

Electric blankets, obviously, are a line to stress for the chillier days of Autumn and Winter. Dramatising their selling points in the window, logically enough, usually takes the form of ice- and snow settings, thermometer shelves, or similar reminders of a cold climate.

The selling points of Warmth and Comfort can be stressed more interestingly and far more persuasively in a Summer setting with tropical palm trees, home-made bamboo stands, seashells, and all the trimmings of a holiday display to stress the slogan "It's Always Summer . . .".

Simpler, cheaper, and still more striking, however, are the off-beat display tactics suggested in our sketch, where the blanket itself, draped over a kitchen stool, becomes the major focal feature, with the poncho suggesting a sleeping Mexican peon, providing entertainment and human interest, as well as punching home the selling points. The only extras needed are the sombrero and the giant summer sun disc, which also serves as a signpost for the "Siesta" slogan.



On August 25 the Kensington Palace Hotel gets another star ★★★★★

That's the day Decca move in with their sparkling new Radio and Television Trade Show.

You'll be able to view our whole exciting range of Deccacolour television sets — 19" and 25" models — and our magnificent black and white Decca Professional; as well as listen in to an astonishing variety

of superb stereograms, record players and transistor radios.

Come in and visit us any day from August 25th to 29th between 10 am and 10 pm. We'll be glad to welcome you.



DECCA

Regd. Trademark

August 25 to 29
10 am to 10 pm



Decca, Ingate Place, Queenstown Road, London SW8 Tel: 01-622 6677 Telex: 263222

TO HELP YOUR SALES

manufacturers' advertising & sales promotion plans

PHILCO RADIO LAUNCH

PHILCO INTERNATIONAL launched their range of transistor radios with large spaces in the *Daily Express*, *Daily Mirror*, *Sunday Express* and *Sunday Times Colour Supplement*. The campaign will continue from September until mid December. There is a supporting range of brochures, showcards, crowners and window stickers. Also available is a display unit designed to hold the complete range of Philco radios.

CROWN SALES DRIVE

CROWN (UK) are launching their new sales drive on the slogan 'Crown Care' using the following main sales features: Crown care in producing models specially for the UK market; Care in quality control to establish a high reputation for quality and value; Care in maintaining a high standard of after-sales service; and Care to give the customer satisfaction from the moment they buy.

FREE GIFTS WITH BLANKETS

A CHOICE of free gifts, including Philishave shavers and Handipak storage units, is being offered to retailers who order Philips electric blankets during the three months beginning July 1. An order for 24 blankets will qualify for a Philishave-3 de luxe; for 12 blankets there is offered a Philishave Traveller, whilst orders for six blankets entitle retailers to a nest of 10 Handipaks.

SUNBEAM TRADE SHOWS

SUNBEAM ELECTRIC will again this year hold a series of Autumn trade shows. Venues are as follows: Glasgow, September 18; Belfast, September 24; Dublin, September 26; Newcastle, October 1; Leeds, October 3; Sheffield, October 8; Nottingham, October 9; Manchester, October 10; Cardiff, October 15; Bristol, October 17; Birmingham, October 24; Bournemouth, October 29; and Norwich, November 4.

ELECTROLUBE DISTRIBUTION SYSTEM

ELECTROLUBE have appointed nine area distributors throughout the country who will maintain extensive stocks and deliver any quantities quickly to wholesalers in their areas. The distributors are: Elesco-Fraser Ltd., Glasgow; J. Gleeson & Co Ltd., Newcastle; A. C. Farnell Ltd., Leeds; J. Walton (Electrical) Ltd., Salford; South Wales Wireless Installation Co Ltd., Cardiff; Coventry Factors Ltd., Coventry; Lugton & Co Ltd., London; Wireless Electric Ltd., Bristol and EIRCO Wholesale Ltd. of Belfast.

EXIDE MERCHANDISER

A NEW EYE-CATCHING dry battery merchandising unit has been introduced by Exide Batteries. Measuring only 14½ by 10in, it will accommodate 89 batteries of 14 different types for radios and torches. The unit is the first of its kind to be made in expanded polystyrene.

DANSETTE WALL CHART

DANSETTE have produced an attractive wall chart showing their extensive range of record players, radiograms, etc. In full colour, it measures 27 by 24in and gives current prices.

DECCA POSTERS

THE FULL COLOUR posters featuring Wimbledon and Henley which were released by Decca at the beginning of June will be followed by others featuring BBC outside colour TV broadcasts.

GOBLIN TEASMADE CAMPAIGN

THE BIGGEST advertising campaign ever is planned for the Goblin Teasmade range later this year. A. E. Sutton, sales manager of Goblin Electric Appliances, forecast a considerable increase in demand for this appliance as a result of the decision to abolish British Summer Time.

SCHICK SUMMER PROGRAMME

A TRADE-IN OFFER of £2 on any old shaver is being given against the purchase of a new Schick Custom, Super 3-Speed or Cordless on a one-for-one basis. Credit will be direct or via a wholesaler. Colourful windowbills and dealer blocks are available in support of the scheme. It is also announced that Schick are inviting applications from suitable dealers who would like to operate 'Sales and Service' agencies.

BIB SALES AID

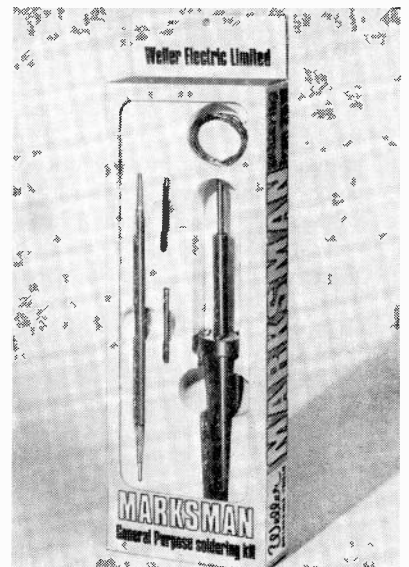
ANOTHER attractive sales aid from Multi-core Solders is in the form of a pegboard display stand for Bib Audio Aids. With a three-colour header and standing 24in



high by 15½in wide it is available free with any order of £20 worth of Bib products.

WELLER'S NEW PACK

THE SPD25D MARKSMAN general purpose soldering pencil from Weller Electric is



now available in kit form and in a new moulded polystyrene pack. A comprehensive leaflet details the whole Weller range.

Thermair

T The Thermair range is value
**STOCK IT
AND SEE**

This word value has been a bit overworked lately and is frequently used to justify a low price for a low quality product. Well, its true our prices are lower than most but you will find that our standards of design, materials and workmanship are by contrast high.

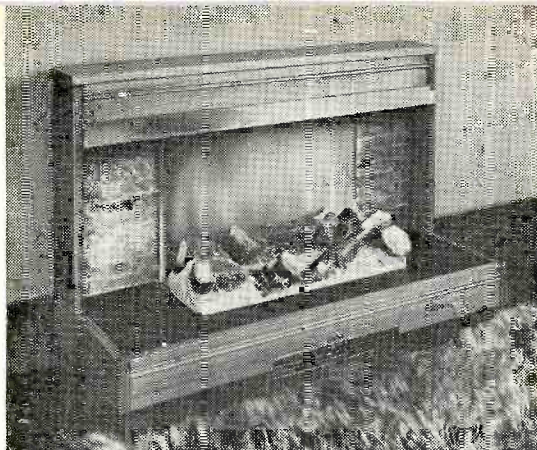
Take for example, the Thermair range of night storage heaters. Now available in 1½kw, 2¼kw and 3kw sizes.

Luxurious in finish—silver gleam with anodised winter gold trim and natural teak finish front—and for only £27. 10. 0. (3kw), £24. 10. 0. (2¼kw), £21. 10. 0. (1½kw), inc. tax. That's Thermair value, the sort of value your customers will appreciate this winter, the sort of value you'll find throughout the Thermair range which you can sell with confidence, but there's only one way to find out—stock it and see.

Thermair

Thermair Domestic Appliances Ltd., Burnley, Lancs. TEL: OBU2-27241

Member of the Electrical Division of Burco Dean Ltd.



Princess

The Thermair Princess is a magnificent focal point heater with a tola wood surround, genuine Italian grey marble inset, brass canopy and realistic log fire flame effect.

Heat is provided at 1½ or 3kw by a solatron fan heater and there are no open elements.

Suggested retail price £41 inc. Tax.

Thermair night storage heaters

The Thermair range of night storage heaters now consists of three models.

First, introduced last year, is the 3kw size.

Now available this year are the 2½kw and 1½kw sizes.

They are all in matching slim-line style and luxurious finish—silver gleam with anodised winter gold trim and natural teak finish front. Each has thermostat controlled input.

Suggested retail prices 3kw £27. 10., 2½kw £24.10., 1½kw £21. 10. inc. Tax.

Thermair Heat-n-lite units

DE LUXE Beautiful styling and maximum heat spread from the 750w infra red element. Two pull cords for separate light and heat control. BEAB approved.

Suggested retail price £8. 18. 3. inc. Tax.

STANDARD 750w infra red heating spread by polished aluminium reflector. Light operates from normal wall switch, pull cord for heat.

Suggested retail price £7. 17. 3. inc. Tax.

COMPACT Especially suited to rooms where space is at a premium. It has a 750w infra red element and anodised aluminium reflector and there are separate pull cords for light and heat.

Suggested retail price £6. 16. 3.

FAN ASSISTED This heater incorporates a low velocity fan heater which circulates warm air throughout the room. Pre-set at 750 watts, can be adjusted to 950 or 1125.

Suggested retail price £10. 10.

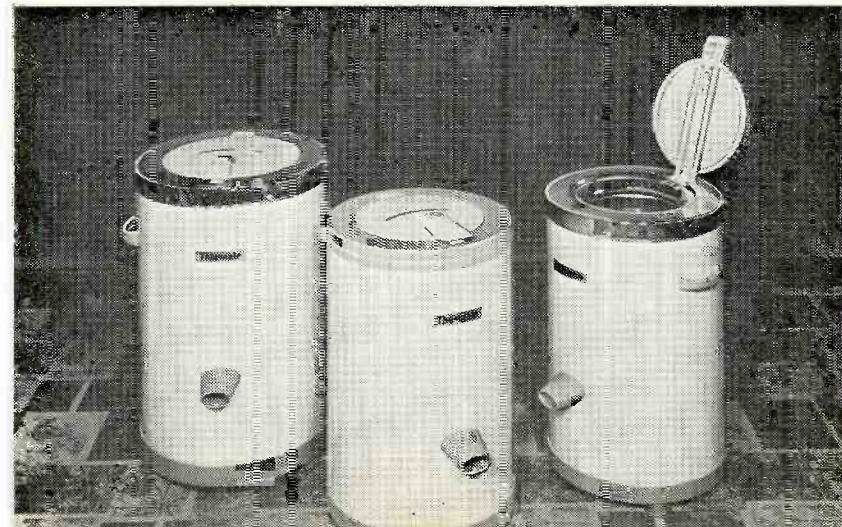
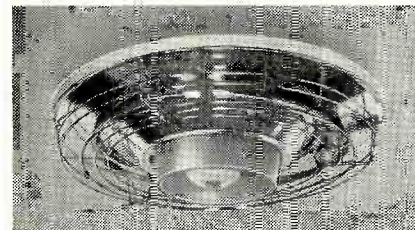
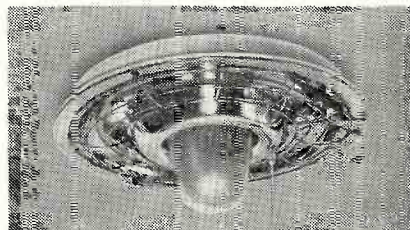
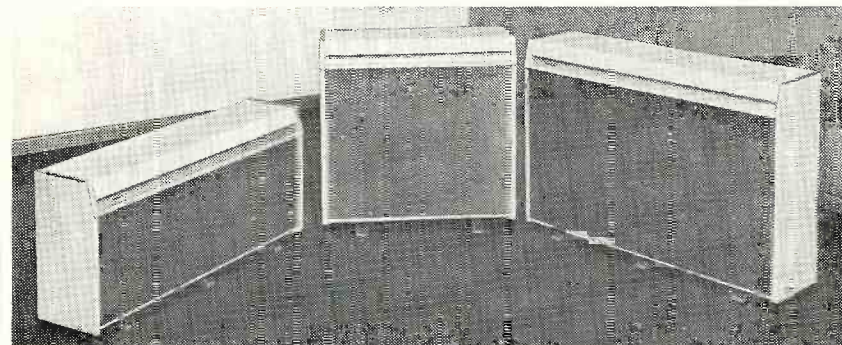
Thermair spin dryers

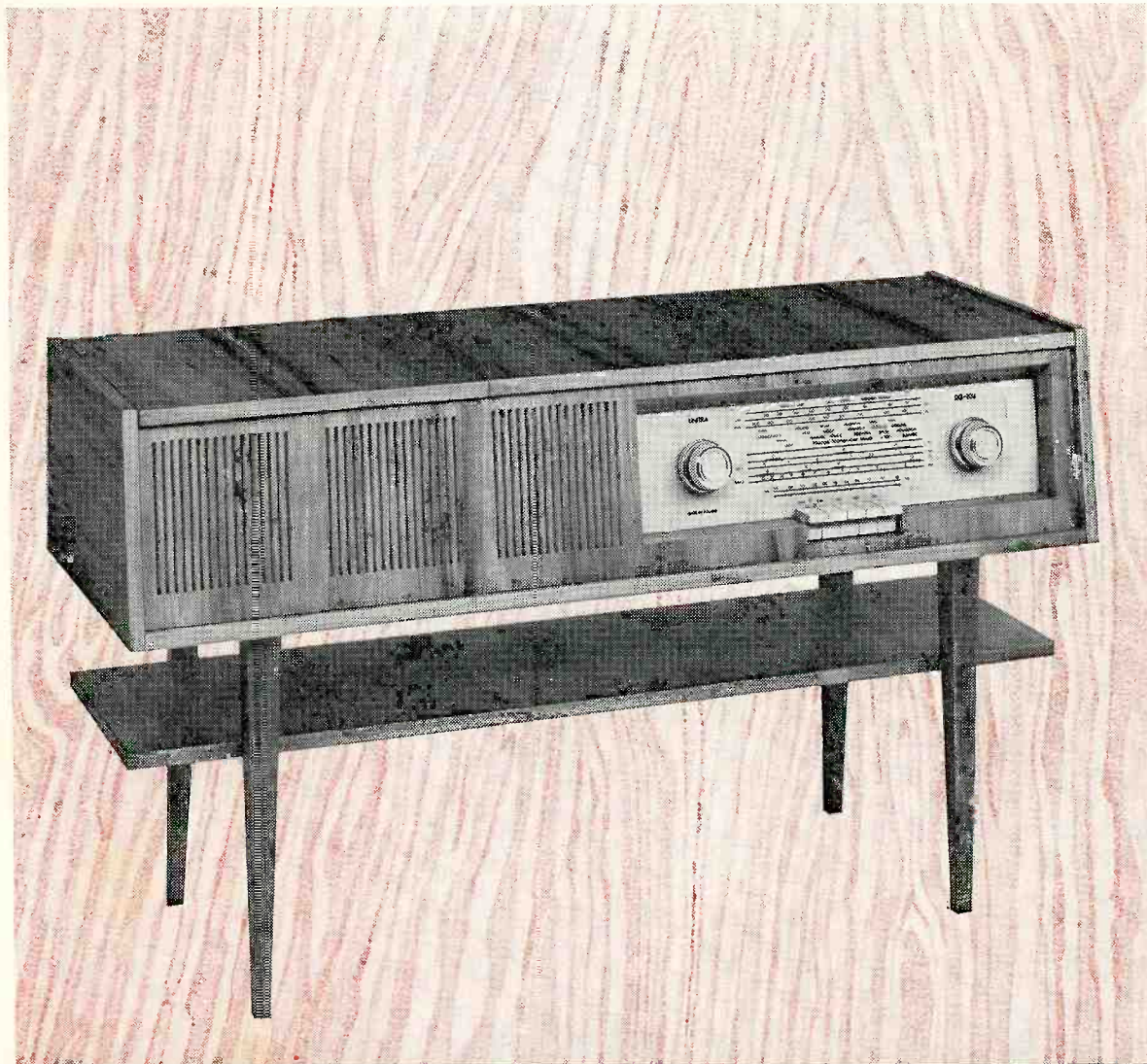
APOLLO A fast, smooth dryer with a 6.7 lb capacity and the ability to dry even the most delicate fabrics. Handsome appearance with chromium plated top trim and side handles. The copper plated tub is detergent and rust resistant. A special safety lock keeps out children.

Astra The Astra spin dryer is the same as Apollo except that the top trim is in grey plastic and incorporates inset handles.

Hercules The Thermair Hercules is a large version of the 'Apollo' design with a 10 lbs load capacity.

Voltage is 220/240; 50 c/s., wattage 250. Height 25½", diameter 15½", weight 33 lbs.





This Unitra DG 204 radiogram puts you in the fine furniture trade

Diversification, see. And the handsome casing is just an *extra*, supplied free with each and every DG 204 example of first class radio engineering!

- Dimensions 41½" x 15" x 25"
- Ferrite aerial for long and medium waves. Built in for short waves and FM

- Valves: ECC85, ECH81, EBF89, ECL86, EM84
- 2 Germanium Diodes and Selenium Rectifier
- Power 220-240v. A.C. 50/60 cycles
- Speaker 7" x 5"
- Changer BSR-UA25 or GARRARD 1025
- Price 44 gns. Shelf optional extra



Sole UK Distributors: **DALTRADE LTD** 110 Cannon St, London, EC4 Tel: MIN 5464

exported by Universal of Warsaw, Poland



AROUND the TRADE SHOWS

Our heading illustration epitomises the essence of the Trade Shows which are being held at the end of the month—glamour plus all the latest merchandise. They are four of the six Olympic hostesses who will be on duty at the Pye Group's Europa Hotel show. The set is a Pye model 62 Olympic in a coloured cabinet.

In the pages which follow we give details of the locations, opening times of the various Trade Shows, as well as information on the principal items which will be on show, insofar as we are informed at the time we go to press. Details of late introductions will be found in next month's issue. All the Shows are open August 25th to 29th inclusive unless otherwise stated.

ACME ELECTRIC

CAFE ROYAL

ADLER

KENSINGTON PALACE HOTEL
ROOMS 225 & 226

Adler are holding an exhibition of their Eagle products as part of the JERA exhibit in conjunction with Sharp, Sales & Service, Crown Radio and Denham & Morley.

Opening times: Sunday, 1 p.m. to 6 p.m.; Monday to Thursday, 10 a.m. to 9 p.m.

AEG (GB)

ROYAL LANCASTER HOTEL

In addition to the already popular range of Telefunken tape recorders, radios, etc., AEG will be showing several new products. System Audio is an audio series designed to bring high quality reproduction within the reach of everyone. M250 Hi-Fi tape recorder is a 2-track stereo machine operating at $7\frac{1}{2}$ in/s with separate recording and playback heads, pre- and post-monitoring, and echo and reverberation facilities. M300 TS Model is added to the M300 series of battery operated recorders. It will be available in red, white and green with brushed aluminium finish. Model M300, in black, is still available. The Banjo Automatic 101 transistor 3-band radio will shortly be available in a range of four more colours. Rytmo 101 transistor radio covers a.m. and f.m. bands, including s.w. with band-spread. It has sockets for a mains unit and for a car aerial. A 6-band radio, the Atlanta 101, includes the f.m. band, and has a built-in mains unit. Integrated circuits give reliable performance. The range is completed by the well known Bajazzo TS201 and Bajazzo de Luxe transistor radios.

Details will be available of a new policy of direct dealing with the retail trade which AEG are to inaugurate as from August 1st for their Telefunken division. The move has become necessary due to the complexity of the range, which it is felt can now best be merchandised by specialists through a selective agency system. Telefunken sales manager, Gordon Longley, is confident that the new policy will provide the carefully selected dealers with 100 per cent service from the company. Six representatives will be covering England and Wales, whilst Scotland will be covered by two agencies. Plans for promotional aids, point-of-sale material and a consumer advertising campaign are now well advanced. Part of the promotion will be a competition for dealers with trips to Germany as prizes. H. J. Huetter, AEG sales director, tells us that this new trading policy will in no way effect the present policy for AEG domestic appliances, which is to trade through wholesalers and selected groups of retailers.

Opening times: Sunday, 2 to 8 p.m.; Monday to Thursday, 10 a.m. to 8 p.m.

ALBA

CAFE ROYAL
POMPADOUR SUITE

The latest additions to the Alba range include a de luxe radio-gram to complete the attractive family of 'grams for which Alba are justly famous. At the other end of the range see the new 4002, a fully stereo 3-band model selling for only 49½gn.

In the tape recorder section can be seen the recently introduced R23 cassette recorder. At £23 14s, this model is lower in price than many other similar machines were before tax was applied to tape recorders.

Amongst transistor radios, one of particular interest is the de luxe model 636. Dealers from coastal regions will know that there is a steady demand for receivers with a trawler band, and this set can be ordered as model 636T with this band.

The show is rounded out with a comprehensive range of

THE NEW VISCOUNT



for real sound value

- ★ Attractive cabinet in American Walnut veneers
- ★ 3 waveband (long, med., short) stereophonic chassis
- ★ 6 watts output from two amplifiers
- ★ B.S.R. U.A.25 auto changer
- ★ 2 8in x 5in speakers
- ★ Base/treble control. Balance control
- ★ Press-button wave change

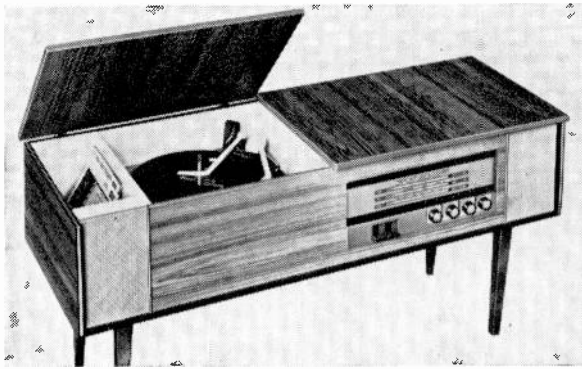
44½^{2GNS}

Recommended Retail

AM/FM version also available 51gns.

See this and the rest of the FALCON range in the Domino Suite, Cafe Royal, Regent Street, London, W.1 August 25th-29th—Sun. 25th 2-5 p.m. Daily 10 a.m.-9 p.m.

JOHN STREET (MANUFACTURERS) LTD.
BARMESTON ROAD, S.E.6. 01-698 1177

*Alba 4002*

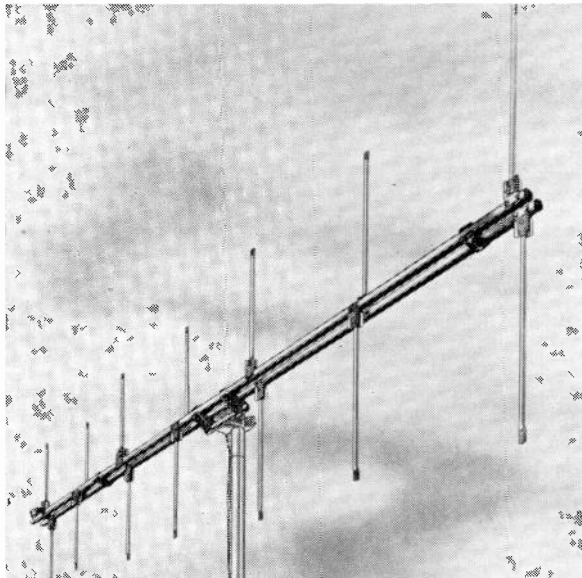
record players, including portable and console stereo reproducers. The established T1395 (19in) and T1495 (23in) monochrome TV receivers and the TC1525 25in colour set will also be on show.

Opening hours: August 25th, 2 to 6 p.m.; 26th to 29th, 10 a.m. to 9 p.m.

ANTIFERENCE

KENSINGTON PALACE HOTEL PRINCESS & VISCOUNTESS ROOMS

The latest developments in v.h.f. and u.h.f. TV aerials include a number of new models shown for the first time. Many of the new developments combine more than 60 years of joint experience and expertise gained by Antiference and Belling Lee since television began. Although a great deal of emphasis is on u.h.f. aerials for BBC2, colour and future programmes, there are some important features on v.h.f. aerials. In particular, new models appear in the Hilo band I/III range and band II f.m. A special section of the exhibition will be devoted to band III twin-channel, wide and broadband yagis and log periodic types.

*Antiference Log Periodic model LP/7*

Special events during the exhibition will include a daily raffle for a visit to a west end show followed by dinner awarded to the holders of lucky numbered invitation tickets.

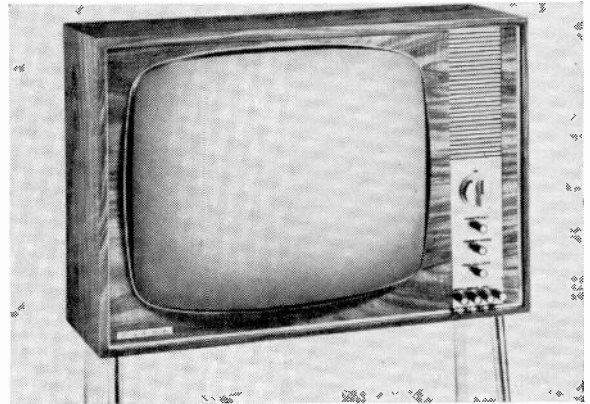
Opening times: August 25th, 2 to 8 p.m.; remainder 10 a.m. to 8 p.m.

the Trade Shows

continued

BAIRD TELEVISION TELERECTION

REMBRANDT HOTEL

*Baird model 15*

A 19in console colour TV receiver and a new 20in squared-tube b & w set are the stars of the Baird show. The colour set—model 708—was first shown at the RTRA exhibition at Bournemouth earlier in the year, where it made its mark as the cheapest colour set yet. It uses a large number of transistors, and has a slide-out chassis for easy servicing. A reminder—the price is 250gn. The established 25in colour sets—models 702 and 703, both with folding doors, the former in teak or walnut and the latter in Regency styled figured walnut are on show. Making its debut is the model 15, a b. & w. set with 20in squared tube. Described as a de luxe table set, in a walnut veneered cabinet it is priced at 72gn. There is a 23in version, model 16 at 77gn. Other mono sets on show include model 11 (69gn) a 19in table receiver with rotary tuner, and its 75gn 23in counterpart model 12.

Telection are showing their range of TV aerials both for the home market and for overseas. The model T-20 is a combined v.h.f./u.h.f. array for areas with co-sited transmitters. Examples are on show of a new range of u.h.f. fringe area aerials, with an average forward gain of 15-16dB, and a back-to-front ratio of better than 18dB. There will be a selection from the company's wide range of TV accessories.

Opening times: August 25th, 2 to 9 p.m.; 26th to 29th, 10 a.m. to 9 p.m.

BANG & OLUFSEN

70-71 WELBECK STREET, W.1.

Major interest will centre around the new television set with which B & O make their entry to the UK TV market. Known as the Beovision 3000 Colour SJ, it is a single standard 25in colour receiver, with channel selection by six pre-tunable push buttons. There is automatic colour/monochrome switching on programme change. Servicing is simplified by mounting colour convergence and grey scale controls in numerical sequence behind a concealed front panel. Available in teak or rosewood, the cabinet measures 34½in high by 30in wide by 22½in deep and has tambour doors and castors.

Also to be shown is the new Beolit 1000, a high performance portable radio, covering l.w., m.w., two s.w. bands and v.h.f.



A little something from Rank to help everybody enjoy colour television.

It may not sound particularly interesting of us to boast about the world's first application of linear integrated circuits to demodulation and matrixing. But put one in a colour TV set and the whole thing becomes much clearer.

The colour picture, that is.

In fact the difference between a colour set with this circuit

and one without is quite dramatic.

It gets rid of fuzzy, 'rainbow' outlines, keeps colours and particularly flesh tones constant and true-to-life.

This entirely new application of integrated circuits will be used exclusively in Bush and Murphy domestic television sets in the UK and will allow, for

the first time, the use of a sophisticated RGB drive reproduction system.

Come, see our little something for yourself.

The Royal Lancaster Hotel.
Sun 25th August 11 am. to 7.30 pm.

Weekdays 26th to 29th 10 am. to 8.30 pm.



Rank Bush Murphy
A division of The Rank Organisation

The l.w. band includes the marine band, and there is bandspread on s.w.2. There is separate drive for f.m. tuning, plus three pre-set push button controls. Output is 2.5W from internal batteries. This can be boosted to 7.5W by mains or car battery operation. The special car mounting bracket is switchable for 6-12V, negative or positive earthing. There is a choice of teak, rosewood or black goatskin finishes. Prices: teak/rosewood £76 5s; goatskin £78 5s; car bracket £11 10s.

Opening times: Daily 10 a.m. to 7 p.m.

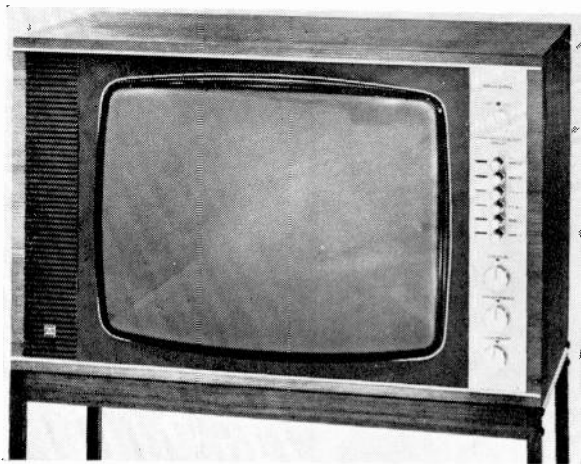
BMB (SALES)

**CAFE ROYAL
MARIE ANTOINETTE SUITE**

BUSH, MURPHY

**ROYAL LANCASTER HOTEL
NINE KINGS SUITE**

Murphy, recognised for the fashion and style of their television receivers, will introduce their successful painted sets in 23in versions. The new range is available in 6 colours and in teak. As well as these developments in styling the receivers incorporate the technical advance of the colour picture integrated circuit which was mentioned in our last issue. These additions are claimed to give Murphy the widest range of TV receivers on the market.



Murphy CV2210D—22in TV

Other new equipment to be unveiled includes three radiograms, a record player, 4 radios and an amplifier, all in new styling and design.

Bush will also feature the colour picture integrated circuit in their new range. More than twenty new Bush products will be introduced at the show. These will include the Unit Audio System, a mains radio, radiograms, TV receivers and transistor radios, including the model TR130 in a choice of red, blue or brown finishes.

During the show Britain's first colour service vehicle, a 15-17cwt Ford Transit van, fully fitted to provide installation of colour TV and servicing, will be awarded as the premier prize in the recently completed Bush national dealer competition, one of the most successful colour TV promotions ever undertaken by Bush. The Editor of *RER* is one of the panel of judges for the contest. Other prizes include 16 sets of colour TV servicing equipment valued at £150 each.

Opening times: Sunday, 11 a.m. to 7.30 p.m.; Monday to Thursday, 10 a.m. to 8.30 p.m.

the Trade Shows

continued

CROWN RADIO

**KENSINGTON PALACE HOTEL
ROOMS 212 & 214**

New products on show include the model TRF-145 a.m. (including s.w.)/f.m. radio in grained leather case with Sleep-switch cut-out. This is added to the line of f.m. radios ranging in price from £13 10s 10d to £39. Model 2610W is a 26-transistor radio with 7 bands—m.w., l.w., f.m., aircraft, traveller, and two s.w.—and is priced at £12 19s.



Crown model SHC-55

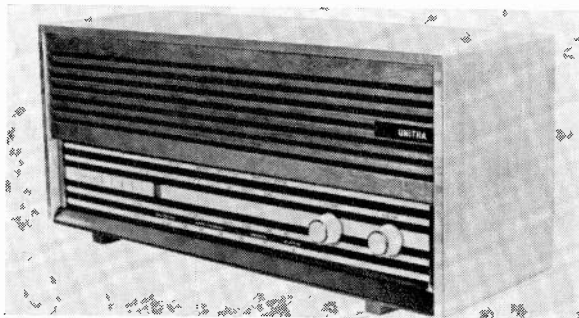
Crown enter the high fidelity market with integrated models FM-500 and SHC-51, the latter incorporating a cassette recorder suitable for mono or stereo use. Output is 30W. VU meter, balance, bass and treble controls are provided. The FM-500 tuner covers a.m. and f.m., both mono and stereo. The circuit employs FET's, ceramic filters, flywheel tuning and a.f.c. Model SHC-55 has an a.m./f.m. radio, 4-speed changer and 2-track cassette tape recorder. Direct recordings can be made from radio or record player. Public address facilities are included. FM-300 is a f.m. stereo tuner. Model CDM-20 is a cassette dictating machine incorporating foot switch with backspacing, microphone, earphone and digit counter. It is for mains or battery operation. Model CSC-1000 is a 14-transistor car cassette tape player, 2-track stereo, 4W per channel.

Visitors to the show will be eligible to take part in a draw, the prizes for which are a luxury weekend in Hamburg in September for two wholesalers and two retailers.

DALTRADE

**CAFE ROYAL
GEORGE SUITE**

A comprehensive display of Polish domestic electrical goods will feature the Unitra D401 3-band mains radio in a horizontal



Unitra D401 receiver

For last minute introductions see next month's issue.

Highlights of the latest

ALBA releases



ALBA 4002 3-WAVEBAND STEREOGRAM

Gives you 3-band Radio . . . Stereophonic sound . . . and sells for 49½ gns! In brief, here are your selling points:

★ 3 waveband radio, Long, Medium and Short (16-55m) ★ Dual speed tuning ★ BSR Monarch 4-speed auto-changer ★ 6 watts output from 2 amplifiers ★ 2 matched 8" speakers ★ Bass/treble control.

Attractive sideboard type cabinet in simulated teak finish with gilt trim is an eye catcher from the very first and includes record storage space. How this is going to sell!

49½ gns.

ALBA 636 DE-LUXE TRANSISTOR RADIO

All British. Outstanding quality of reproduction . . . impressive appearance. 10 transistor circuit. Two versions—FM, L, M & S or FM, L, M, and **TRAWLER** band (636T), 2-speed tuning for precise reception. 8" speaker. Push button controls. Combined socket for earphone and tape recording. Smart teak finished wooden cabinet with metal trim and fold-back handle.

£29.13.0



ALBA R23 CASSETTE RECORDER

This is a delightfully presented example of this new and vital development of tape recording. Whilst offering the utmost in convenience and usefulness it is never-the-less an extremely efficient and comprehensive cassette recorder providing excellent quality. Complete with microphone, cassette and all accessories.

£23.14.6



ALBA 559. This is nearing the ultimate in quality reproduction. Fully transistorised, the circuitry produces 10 watts output for each channel, using 4 matched speakers.

Highly sophisticated controls provide a measure of quality and volume to suit all tastes. The acoustically designed cabinet with its unusual curved front is in teak finish.

£63.12.6

ALBA 449. Junior version with 7 watts output.

£53.12.6



ALL AT
Café Royal
LONDON, AUGUST 25-29th
AND THERE'LL BE ONE OR
TWO SURPRISES!!

All prices recommended, tax paid, incl. botts. (where used)

ALBA

ALBA (Radio & Television) Ltd., Tabernacle St., London E.C.2.

Sounds as good as it looks!

matt walnut cabinet with a 7 by 5in speaker at £16 5s 6d. This is slightly dearer than the established lrys which is also to be seen. Also new is the top-opening DG209 3-band radiogram using the BSR UA25 or Garrard 1025 changer. The cabinet is in matt walnut/teak. Printed circuits are used and all components and motors are either British made or to internationally acceptable standards. Other sets to be seen are the Unitra DG204 radiogram (£46 4s) and the 4-band D400 mains receiver at £23 6s.

The rich look of wood grain is seen in the walnut veneered Executive refrigerator based on the 1.4 cu ft Polbaby absorption unit introduced earlier this year. Price is £44 2s. A larger version forming a complete refrigerated cocktail sideboard is available at £59 17s.

Another new introduction at the show will be the Vac-1 cylinder vacuum cleaner finished in blue or grey and using a 400W 15,000 r.p.m. motor. Cleaning tools available include three sizes of nozzle, each of which takes a brush head. Price is £15 4s 6d.

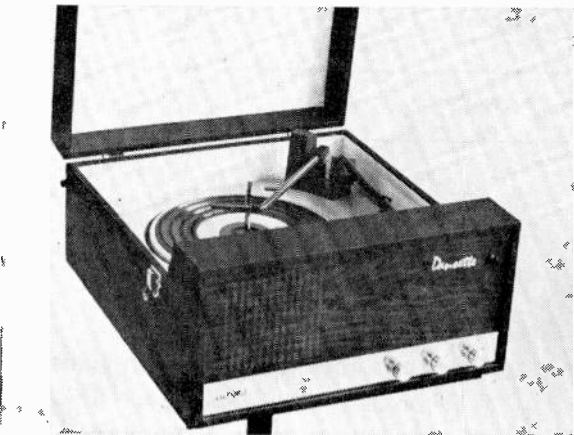
Also on show will be the Unitra thermostatically controlled iron now nationally available.

Opening times: August 25th, 2 to 6 p.m.; 26th to 28th, 10 a.m. to 9 p.m.; 29th, 10 a.m. to 8 p.m.

DANSETTE PERDIO

KENSINGTON PALACE HOTEL PARK ROOM

Featured will be the most comprehensive range of record playing equipment ever shown by the company. There is a complete range of stereo conversion units to cater for the growing demand for the reproduction of stereo discs.



Dansette Oxford

We understand that Dansette plan to put the name Perdio back on the map in a big way this year, but no details have been released as yet. The only comment John Tucker, Dansette's new marketing manager (incidentally Grimthorpe got it all wrong last month when he called John the company's press and public relations man—sorry, John) would make was 'our visitors are in for a very pleasant surprise this year.'

There is, however, a sad note to the show for it will be the last one which Maurice Beharier will attend as sales director. He retires in September after more than 20 years' service, and we understand that he and his wife are then off to America to join up with their children who already live over there.

DECCA

KENSINGTON PALACE HOTEL GARDEN SUITE

The full range of Decca products will be on show, including at

the Trade Shows

continued

least eight additions to the range. All will be displayed in room settings arranged by Harrods. Amongst the new models will be colour sets, stereograms, record players, and black and white receivers. All the colour TV sets are fitted with twin speaker systems for better quality sound. The Professional monochrome set will be shown in a new style of cabinet for domestic use, and the Regency and Queen Anne stereograms, models SRG 747, will be seen in appropriate room settings. Stereogram model SRG 757 will be seen for the first time.

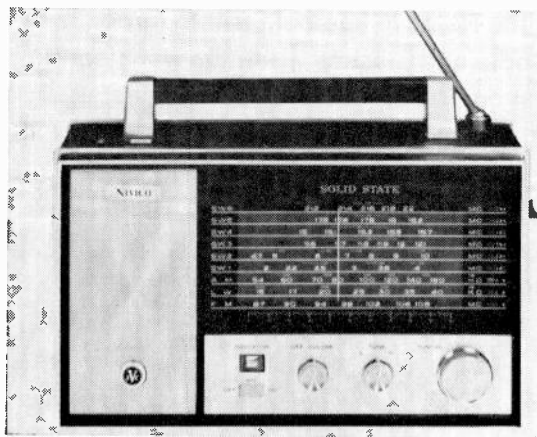
New record players include the latest version from the Decalcan series, the Decalcan Mark 5, and there will also be a new medium price player. Additional finishes will be available in the popular Capri range, now fitted with the Garrard changer.

Also to be seen is a wide range of dealer selling aids and display material.

DENHAM & MORLEY

KENSINGTON PALACE HOTEL ROOM 216

Principal features of the show are two brand new Nivico radios. Model 8A-353ALR is an 8-transistor portable covering l.w., m.w. and s.w. bands with an output of 600mW into a 3½in speaker. It is powered by three 4½V batteries or from 110-220V



Model FA900N

a.c. The cabinet is finished in leathercloth. The model FA900N covers 9 bands, including v.h.f. and 6 s.w. bands. It operates from a.c. or 6 x U2 batteries and has a 1W output. A tuning indicator and a tone control are fitted. The speaker is 6 x 4in. Dimensions are 9 x 14½ x 5½in. Weight is 10½lb. Price is 65gn. Also on show will be the rest of the established Denham and Morley non-Japanese range.

The products imported from Japan will be seen in the JERA exhibit in rooms 211 and 215.

Opening times: Sunday, 1 to 6 p.m., Monday to Thursday, 10 a.m. to 9 p.m.

DYNATRON

For details of the exhibits to be seen at the Dynatron show please turn to page 337 for a Late Entry.

An important statement of policy from Telefunken

Telefunken announce that with effect from 1st August, 1968 a policy of direct dealing with the Retail Trade comes into force

Come and discuss what this will mean to you at our Trade Show, Royal Lancaster Hotel, Lancaster Terrace, Hyde Park London W2.

From Sunday 25th August to Thursday 29th August 1968, Sunday 2pm to 8pm and Monday to Thursday 10am to 8pm



Telefunken 27 Chancery Lane London WC2

Ref. Ad. No. 384



PHILCO

cordially invite

The Trade

to the presentation
of their range of

**Electronic Products and
Domestic Appliances**

at THE NICOLS SUITE

**CAFE ROYAL
REGENT ST.**

25TH - 29TH AUGUST
from 10 a.m. daily

Ref. Ad. No. 385

AN INVITATION

*The Management of
EUROPHON (RADIO & TELEVISION) LIMITED
cordially invite you to visit
their new premises and showrooms
to view the
latest range of modern styled
table and portable radios
and record players*

FROM: August 26th to August 30th
inclusive. 9.30 a.m. to 6.30 p.m.

PLACE: 70 Caledonian Rd., London, N.1
(Near King's Cross Station)

TELEPHONE: 01-837 3045/6

**EUROPHON (RADIO & TELEVISION)
LIMITED**

Ref. Ad. No. 386

EUROPHON

70 CALEDONIAN ROAD, N1
August 26-30th

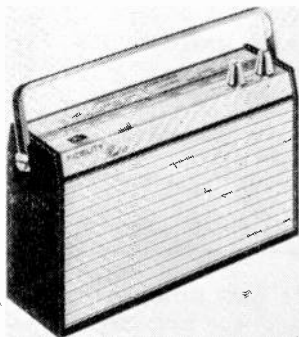
On view in the company's new premises, will be a wide range of Europhon products, with an emphasis on their line of modern styled table radios for a.m. and f.m. reception. There are battery and mains operated versions. Also on display will be various portable models and a range of sundry items and appliances. Opening times: 9.30 a.m. to 6.30 p.m.

FIDELITY RADIO

KENSINGTON PALACE HOTEL
DUCHESS SUITE

Interest and entertainment are the keynotes of the Fidelity show. Four new sets are featured amongst the full range.

The new sets include RAD 14, the first transistor radio to have local station markings on the dial. The cabinet is finished in green leather cloth with polished aluminium grill, and there is a 7 x 4in speaker. Wavechange is by push buttons and sockets are provided for earphones and car aerial. Price: 17gn.



RAD 12

The Braemar is Fidelity's answer to the last budget, when p.t. was imposed on tape recorders for the first time. The 2-track version sells at 29gn and the 4-track machine at 32gn. Main features are the contemporary styled teak cabinet and the tinted see-through lid. It is a single speed, 5 $\frac{1}{2}$ in spool model.

HF 37 is a record player bringing luxury styling to the mass market, with a price of 29gn. The black padded cabinet with teak front includes a Garrard changer. There will be another new record player, model HF 38, but at the time we go to press details are not available.

In line with tradition lavish hospitality will include a competition with £1,000 and hundreds of bottles of champagne as prizes—plus a 20ft bar!

FERGUSON, HMV, ULTRA

ROYAL GARDENS HOTEL

In one of the largest displays in town, British Radio Corporation will be showing their complete ranges of colour and mono-chrome television, radio, record players, tape recorders and radiograms.

A 19in colour receiver will be shown in a perspex cabinet with a cut-away colour tube showing the guns and shadowmask. The Ferguson Unit Audio will be demonstrated, with the equipment placed in room settings for proper effect.

Dealers will also be able to see in detail BRS's point-of-sale material, together with large colour illustrations and transparencies depicting the advertisements to be featured in the national and trade press during the coming months. A slide projector and a programmed tape commentary will describe the campaign.

Opening times: August 25th, 2 to 8 p.m.; August 26th to 29th, 10 a.m. to 8 p.m.

the Trade Shows

continued

GEC, MCMICHAEL, MASTERADIO, SOBELL, MORPHY RICHARDS, HOTPOINT

CARLTON TOWER HOTEL

The show at the Carlton Tower this year will be the biggest ever mounted by the GEC organisation, since it will include not only the radio and TV brands but also the products of the BDA domestic appliance organisation.

No specific details are available at the time we go to press, but we are told that there will be a full range of the current models plus many new products in all brands.

Opening times: Sunday, 11 a.m. to 6 p.m.; Monday to Thursday 9 a.m. to 8 p.m.

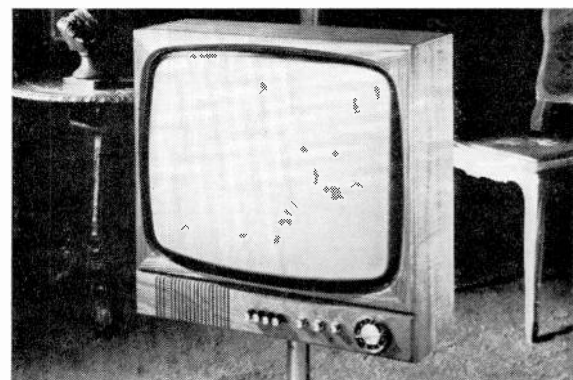
GRUNDIG

HILTON HOTEL
BALLROOM

The full Grundig range will be on show with the theme of Space Age Technology. Of special interest to service managers and engineers will be the separate display of test instruments. The entrance to the exhibit is by the wide reception area where guests will be greeted and escorted by special receptionists.



Grundig Nymphenberg stereogram



HMV model 2647—23in TV

the Trade Shows

continued

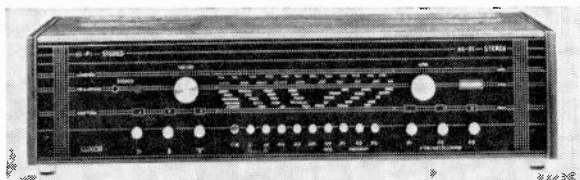
New products to be seen include the Nymphenberg and Rothenfels stereograms, the former in a solid walnut, hand-carved Queen Anne period style cabinet, the latter in Jacobean style. Radio reception covers f.m. and a.m. (including s.w.) with press button operation of five f.m. stations. A stereo decoder is fitted. The high fidelity amplifier delivers 20W into six multi-octave speakers. A 4-speed transcription changer is fitted. There is ample record storage space. Prices: Nymphenberg 437gn; Rothenfels 380gn.

Nine portable radios on show ranging in price from 19gn for the tiny Transit to 143gn for the Satellit all include the f.m. band. Other models, of which details are not available as we go to press, will be unveiled at the show.

HIGHGATE ACOUSTICS

PICCADILLY HOTEL PRINCESS SUITE PRINCESS ELIZABETH ROOM

Highgate have formed an associate company, Luxitone, to handle the agency for the Swedish made Luxor range of radios,



Luxor Motala a.m./f.m. stereo radio

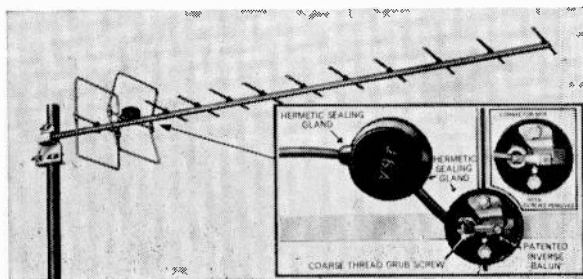
amplifiers and tape recorders. These products were formerly distributed in the UK by Scandinavian Sound Corporation. The full range will be on show. Luxor equipment is well known for its high quality reproduction and smart design. In attendance will be assistant sales manager J. J. Lovegroce who will have details of the advertising campaign which is planned for the new range. Luxitone are anxious to secure country wide agencies which will be serviced by regular visits from their representatives.

In the Princess Elizabeth Room, Highgate will be showing the Danish made Arena high fidelity radio equipment.

Opening times: August 25th, 2 to 8 p.m.; 26th to 29th, 11 a.m. to 8 p.m.

J BEAM AERIALS

KENSINGTON PALACE HOTEL MARCHIONESS SUITE



Parabeam model PBM/12

The full range of aerials includes the Parabeam for colour/monochrome, which is now available with new fitting assemblies devised to assist the installer to meet every conceivable requirement. For areas where u.h.f. reception is difficult the stacked Parabeam assembly (as used in the 1967 Colour TV Comes to Town Exhibition) is recommended, and there is a new array consisting of four PBM18 aerials precision phased and harnessed in a square formation to produce a 6dB gain with a reduction in both horizontal and vertical beamwidths. The 4 x PBM18 is priced at £20. For areas close to a transmitter and where it is not possible to install an outside array there is the Starbeam set-top u.h.f. model with new specially designed elements.

For v.h.f. bands I and III there are new versions of the patented Astrabeam wide-band systems, including combined band models. A feature is the provision for vertical or horizontal independent polarisation, whilst certain models provide for independent orientation of bands I and III for areas where transmitters are not co-sited.

The Q Beam vertical loop is a new anti-ghost aerial for use in densely populated areas 15-20 miles from BBC1 transmitters. The Q Beam is only one third the size of the standard H or X band I aerial and employs a Gamma-match.

JERA

KENSINGTON PALACE HOTEL ROOM 227

The Japan Light Machinery Information Centre, which is the official representative of the Electronic Industries Association of Japan, is taking part in the JERA exhibition and will be pleased to assist members of the trade with information concerning the electronic industry in Japan and its representation in this country.

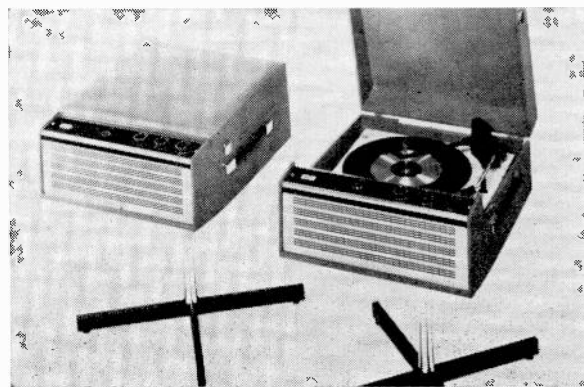
KB, RGD

HILTON HOTEL CRYSTAL PALACE AND CORONATION SUITES

The exhibition covers the widest product range ever featured at a KB show. Three brand names—KB, RGD and ITT Schaub Lorenz—will display television, radio, radiograms, record players, refrigerators and deep freeze units, all of which can be bought as part of the KB 5 Star programme.

All television receivers incorporate the heavily publicised hand-wired chassis, now unique to KB and RGD, and two other major features are the long awaited introduction of a Mark II Deep Scene, and the first production KB colour receiver. This is a 19in set of compact dimensions and attractive form. It is also hand-wired.

Those dealers who have not seen the full range of five Colouround record players will be able to inspect and order them at the show. They will also see other new audio units, including the KR607 Jet Set, a 59½gn mono record player and the KP037 Stereo Fourteen. As we write no further details are available of these new items. Also promised is a new f.m. radio



KB KP036 Colouround

to sell at only 14½gn and new RGD standard 19in and 23in TV sets.

The new range of ITT Schaub Lorenz audio equipment will be of interest to dealers who have not yet had the opportunity to see it.

Dealers from the south and east will find their representatives in the Crystal Palace Suite, those from the midlands, north and Scotland will be directed to the Coronation Room.

LEE PRODUCTS

ROYAL GARDEN HOTEL

DULCI: The new range of high fidelity equipment at realistic prices includes the popular 207M stereo amplifier at 21gn, and the FMT7s stereo tuner at 28gn. Also to be seen will be a range of playing desks and shelf mounted cabinet loudspeakers.

ELIZABETHAN: The well established LZ34 Mark II tape recorder, the recently developed 40T portable stereo record player with 14W output, and two brand new mono record players in the medium and luxury class brackets.

ELPICO: An interesting display includes a brand new car radio using silicon transistors and selling at an economic price. A wide range of car aerials includes a new competitively priced fully automatic model and two semi-automatic models. There is a range of portable and table radios, all well priced. Several new models have been added to the list of amplifiers and intercoms.

HITACHI: On show for the first time will be an a.m./f.m. clock radio and a push-button car radio with 7W output, covering a.m. and f.m. bands. There will also be an a.m./f.m. mains radio.

LUGTON

CAFE ROYAL

LONSDALE, DERBY & QUEENSBURY ROOMS

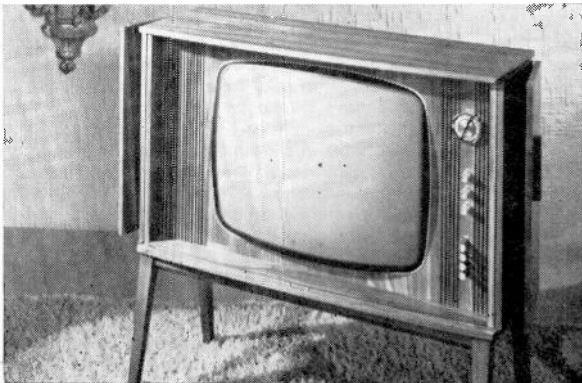
This is Lugton's ninth year at the Cafe Royal, and as on previous occasions they are showing a wide selection of the top quality sound reproduction and electronic equipment for which they are distributors. Many specialist lines which are not to be seen elsewhere during the week are included in the following list: amplifiers, aerials, audio packs, Adaphone hearing aids, batteries, car radios, cathode ray tubes, cleaners, coffee percolators, coin operated switches, fires, hairdryers, irons, kettles, loudspeakers, lamps, microphones, mixers, pick-ups, p.a. equipment, radiograms, radios, record players, razors, spin dryers, test equipment, tape recorders, tuner units, television receivers, toasters, valves.

Opening times: August 25th, 11 a.m. to 6 p.m.; 26th to 28th, 9.30 a.m. to 9 p.m.; August 29th, 9.30 a.m. to 8 p.m.

MARCONIPHONE

CAFE ROYAL

JOSEPHINE & CLUB ROOMS



Model 4626—23in TV

A complete range of Marconiphone equipment will be on show for the benefit of wholesalers.

Main feature will be the two colour sets, the 19in 4701 (£308 2s), and the new 25in 4702 (£362 18s), both using the all-transistor modular BRC 2000 series chassis. New for the show is the 23in model 4626, a console mono TV receiver in a handsome Queensland walnut cabinet with folding doors and matching wooden stand. The price of this model will be announced at the show. The standard range models 4623 (19in, £76 4s), 4624 (23in, £84 14s) will be on show.

A new portable radio is the model 4163, covering a.m. and f.m. bands, and selling at £26 1s in a green leather-cloth moulded cabinet with chromium and aluminium trims. Other radios include the personal v.h.f. portable model 4161 (£14 19s), the popular 3 wave-band Merrymaker model 4142, the 4-band model 4156 (£31 9s) with car permeability tuning, the model 4160, a.m./f.m., in green leathercloth cabinet priced at £21 8s, and the model 4159 a.m., including s.w. and band-spread, priced at £18 1s.

Model 4218 is a high quality 3-speed, 4-track, stereo/mono tape recorder, with many special features and an output of 5W per channel. The price of £88 includes two dynamic microphones. The model 4238 3-speed, 4-track tape recorder in teak and black leathercloth is new and carries a price tag of £58 11s.

An entirely new stereo record player in the upper price bracket may be on show, but as we go to press we are not able to provide details. Three other record players will be on view.

Model 4028 record player is transistorised, with an output of 5W and finished in green leathercloth. It sells at £31 9s. Model 4026 has a BSR changer with high compliance pick-up for playing stereo discs without damage—price £23 4s. The Mirabelle Mk II model 4020 is available in a choice of dark blue or dark green leathercloth at £18 17s.

The two radiograms announced this year will be seen. They are model 4342 (£69 13s) and the luxury model 4344 (£89 19s). Both are available in teak or walnut, and have twin amplifiers and speakers. Model 4342 is a.m./f.m., model 4344 has 4 a.m. bands.

Opening times: Sunday, 2 to 8 p.m., remainder 10 a.m. to 8 p.m.

MORDAUNT SHORT

PRINCE OF WALES HOTEL

This newly formed company will be showing their range of high quality loudspeaker assemblies, all of which are available in teak or walnut veneers, including the back of the cabinet. MS100 and MS200 are bookshelf types. The former uses a Decca Kelly 8in flat piston bass unit with a mid-treble and a high frequency unit. MS200 is similar, with a Celestion HF 1300 h.f. unit. Both will handle 25W speech or music rating. MS300 is for bookshelf or floor mounting, again rated at 25W and has a 12in bass unit. MS400 is a floor standing unit which can be used with MS300 in stereo systems where space is available for only one floor unit. MS500 and MS600 are rated at 30W and use 12in bass units, with the Decca-Kelly 30W ribbon unit. The MS 600 incorporates an acoustic lens to disperse the upper frequencies. MS700 is also a two-unit assembly handling 30W with a frequency range from 25 to 25,000 Hz, and incorporating the Ogilvie differential wave-cone. An acoustic lens is also fitted. Provisional prices are: MS100 33gn; MS200, 38gn; MS300, 43gn; MS400, 45gn; MS500, 50gn; MS600, 53gn and MS700, 65gn.

Deliveries will commence in September, and distribution will be direct to dealers.

PERRY & PHARO

DE VERE HOTEL

As from August 1st, Perry & Pharo will be distributing all the American made Nova-Tech products in the UK. The range comprises marine and aircraft band radio/direction finders, and other shipping and aircraft radio equipment. An example is the Nova-Tech Aviator II priced at £53 10s. This covers v.h.f., 108-136 Mc/s; weather/aircraft band, 200-400 kc/s; 550-1,600 kc/s; marine band 1.5-4.5 Mc/s. It has three

the Trade Shows

continued

removable whip aerials, and a rotating loop antenna for d.f. with a 180° bearing scale. A null meter and squelch control is fitted. The receiver operates from internal or external batteries.

Perry & Pharo are also the sole importers of Pygmy radios and will be showing the range which includes the 6-band, a.m.



Nivico
Aviator II

850 at 25½gn; the leather padded a.m./f.m. 1650 at 39½gn; the teak cabinet version 1650 at 41gn; the 1901, a 6-band a.m. (including marine band)/f.m. set at 49 gn; and the 10-band a.m./f.m. (including 3 s.w. bands each with band spread) model 2001 priced at 89gn.

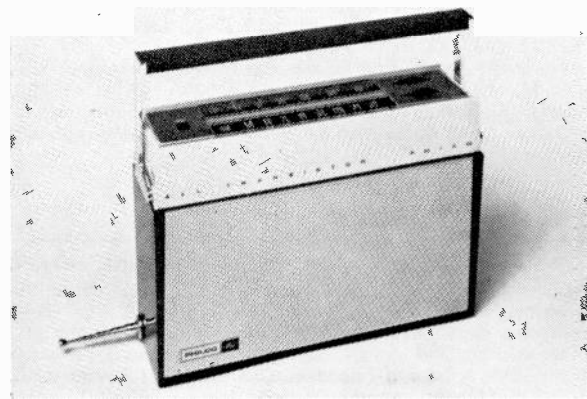
The exhibit will also include a complete range of Crown radios and tape recorders.

PHILCO INTERNATIONAL

CAFE ROYAL NICOLAS SUITE

Philco-Ford products to be shown will include: the well known range of Starfrost refrigerators, including the Starfrost 5.4, voted Best Buy by *Which?*; a new range of deep freezers from Philco Italiana, ranging from 6 to 21cu ft chest type, and 6 and 8cu ft vertical types. Prices will be announced at the show.

The complete range of Philco portable transistor radios now includes two new models. These are the T993, a compact, handsomely styled, 10-transistor set, with full m.w. and v.h.f.



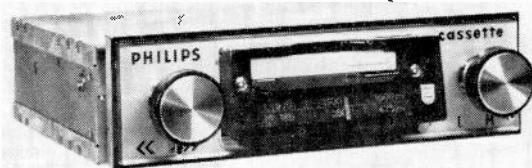
Philco T993 a.m./f.m.

coverage. It can be used upright or lying flat on its folding handle. An earphone is included in the price of 14gn. Model T995 is an easy-to-carry set with a spring loaded handle. It also covers m.w. and v.h.f. A socket is provided for a battery eliminator. Finish is charcoal and chrome. Price: £16 19s. 6d.

PHILIPS

ROYAL LANCASTER HOTEL

An entirely new battery operated machine for the play-back of pre-recorded cassettes, the Cassettophone, heads the display, together with a portable/mains addition to the cassette recorder range, and four new reel-to-reel recorders. Also on show will be the PRO12, the new high fidelity machine designed to very high standards for industrial and professional studio applications. A unique feature of this, and of several other of the recorders on show, is that it can be stood on end whilst in play.



RN582 cassette car radio

The full Philips and Stella radio and TV (both colour and monochrome) range is represented, including new radio recorders combining a radio and cassette recorder in one cabinet, and the highly successful clock radios which became nationally available in June. The low priced model is claimed to be one of the most successful products Philips has ever launched.

The complete range of matching Audio Plan equipment includes several new record players.

A new cassette car radio, combining tape cassette recorder and high quality car radio in one unit the size of the standard car radio, highlights the car radio display.

Electrical appliances to be seen include the new Philishave Flip Top shaver and the reversible flow window fan. Major domestic appliances include the Automatic washing machine.

The lighting division has a large display of tungsten and fluorescent lamps and fittings for domestic and commercial uses. A colour comparator board is used to demonstrate the colour rendering properties of a variety of types of lamps.

After sales support is demonstrated by CES with a coloured map showing the locations of service branches.

Opening times: August 25th, 2 to 9 p.m.; remainder 10 a.m. to 9 p.m.

PYE, EKCO, FERRANTI, INVICTA

EUROPA HOTEL

With their range of coloured cabinet Olympic TV receivers strongly featured—and with the 1968 Games in Mexico only a few weeks away—Pye Group plan to give a topical touch to their show. They will have six hostesses dressed in Olympic outfits made specially for the occasion by Teddy Tinling.

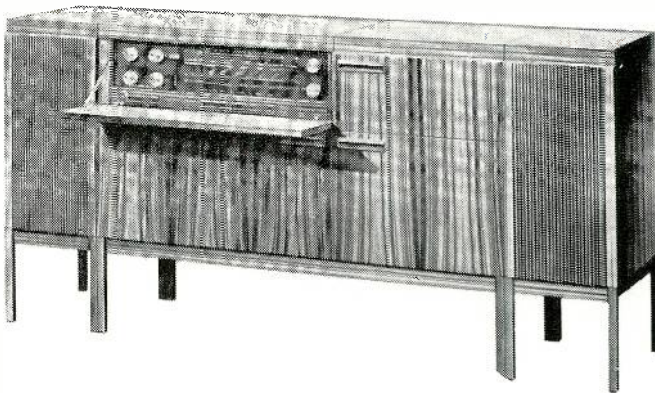
Main focus of the exhibits in all four brands will be on colour, with full ranges of their receivers. A wide range of new products will be introduced including another 19in colour TV set, 20in monochrome receivers, stereograms, record players and a variety of portables. Amongst the latter will be the new Piccadilly 6000 multi-band transistor portable. Designed for world-wide reception, it has push-button selection of f.m., four s.w. bands, m.w., and l.w. Suggested price is £100.

Visitors will be able to see design drawings of the awards which Pye are to make annually for technical and artistic achievements in colour television. The first awards will be made next year at the Royal Television Society's annual dinner.

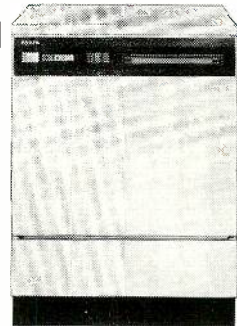
Opening times: August 25th, 2.30 to 9 p.m.; August 26th to 29th, 10 a.m. to 9.30 p.m.

See and hear Bluespot for yourself *(and in comfort)* in the **Elysee Suite** at the **Café Royal**... August 25-29

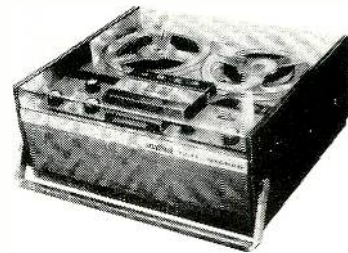
BLUESPOT
Radios and Stereograms



... **BOSCH**
Domestic
Appliances



... **UHER** Tape recorders



...if quality is your first concern

And see yourself on colour television

BOSCH has established a universal reputation for quality backed by continuous research, development and over 80 years of manufacturing experience. 85,000 BOSCH employees are universally engaged in the research, manufacture, distribution and service of BOSCH products. These include an impressive range of domestic appliances; radios; stereograms;

tape recording equipment; automotive accessories and safety equipment; electric tools; hydraulics; language laboratory and closed circuit television systems... all of which are marketed in the U.K. by BOSCH LIMITED... a member of the BOSCH GROUP.



BLUESPOT

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**Were your TV
quantity discounts
quietly
switched off?**

At KB we kept our promises and our 5-star discounts.



As you know, over the last six months, TV merchandise has been in short supply. *Some manufacturers withdrew their quantity discounts. But not KB.* We kept our promises and maintained the 5-star programme of quantity discounts on brown and white mixed units. There's even been a bonus! On white goods, as well as brown, the 5-star programme offers 3 $\frac{3}{4}$ % settlement discount for cash in 7 days.

Keep your stocks low and profits high with KB

See the brilliant KB
range at the Hilton Radio Show.
25-29 August.



For PROFITABILITY it pays to ask for Mullard by name

And this is why

Mullard support to retailers is unique. Remember these major Profitability Points introduced over the last few months.

Bigger valve discounts for mixed types

33 $\frac{1}{3}$ % and 7 $\frac{1}{2}$ % for 36-47.
33 $\frac{1}{3}$ % and 7 $\frac{1}{2}$ % and 2 $\frac{1}{2}$ % for 48 or more.
Plus purchase tax savings on 36 and over.

Better picture tube prices

The Mullard Mix for better prices on orders for 3 or more of any type.

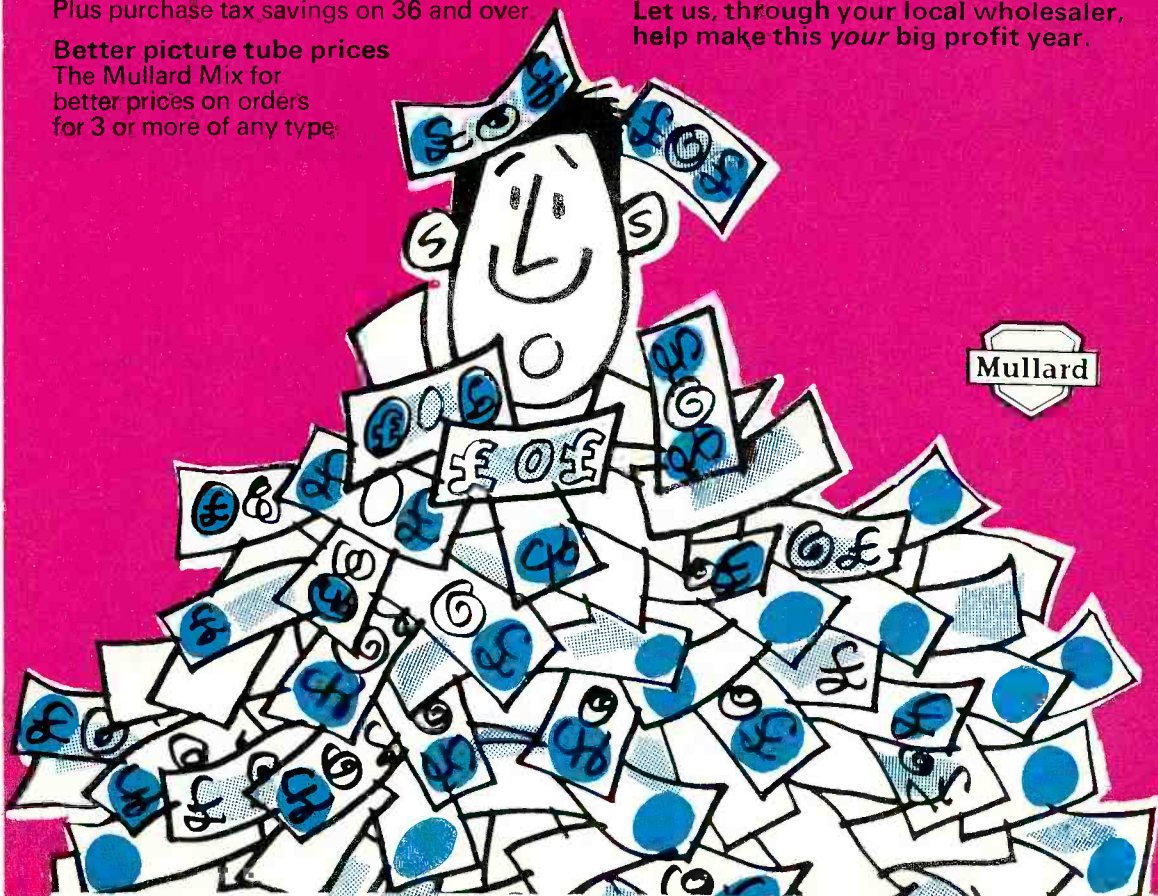
Mullard tube equivalent service

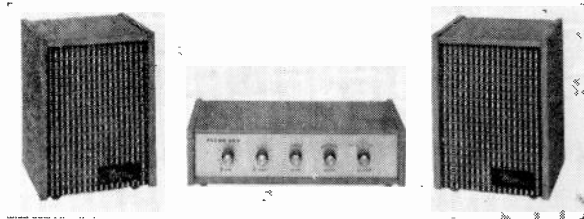
21 Mullard tubes replace 125 other types.

Savings on capacitors

Buy in hundreds—save up to 1s 3d each.

Are you taking advantage of all this and the many other Mullard services? Let us, through your local wholesaler, help make this *your* big profit year.





Radon 404 stereo system

RADON INDUSTRIAL ELECTRONICS

MOUNT ROYAL HOTEL

In addition to showing their complete range of public address equipment and mono and stereo record players, Radon are breaking fresh ground with several new items of high fidelity equipment. Included is a stereo amplifier of 25W per channel, new speaker systems and enclosures and a record player. Radon are also showing for the first time their radio tuner units and a stereo decoder, all of which have been designed to match the 404 system record player and the new high fidelity amplifiers.

SHARP SALES & SERVICE

KENSINGTON PALACE HOTEL

Four 'big reception' radios form the central feature of the exhibit. All have f.m. reception. Model FMA31 is a table model covering m.w. and v.h.f., in a wooden cabinet. It measures $16\frac{1}{2} \times 9 \times 6\frac{1}{4}$ in and operates from 8 LPU2 batteries or from a.c. mains. Price, including personal listening attachment, is £32 16s.

GS500
Stereo System

Another table set is the model FMA22 using 4 LPU2 batteries or a.c. mains. Price is £25. The portable FW26L can be fitted with a special in-car bracket to use the car battery and aerial. It covers l.w., m.w., s.w., and f.m. bands, with separate tuning circuits for a.m. and f.m. Sound output is 2.5W. Wooden cabinet. Price: £40 8s. 6d. FY27L is another car/portable receiver selling at £27 16s. 6d. The car bracket for this model is priced at £4 2s. 6d.

Opening times: Sunday to Thursday, 10 a.m. to 9 p.m.

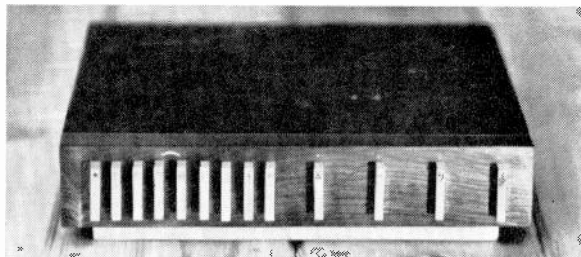
SINCLAIR RADIONICS

EUROPA HOTEL

From the established range will be seen: the Neoteric integrated stereo amplifier which has a total power output of over 60W, and a total harmonic distortion at 10W per channel of only 0.05%, which is claimed to be lower than that of any other commercially available amplifier. Inputs are provided for magnetic and ceramic pick-ups, radio-tuner, tape head, and auxiliary. Outputs are for tape recorder, stereo headphones and speakers.

the Trade Shows

continued



Neoteric 60 stereo amplifier

Selection is by vertical bars, identified by international symbols. Price is 55gn. The System 2000 range of high fidelity units includes a 35W amplifier at 29gn, a mono f.m. tuner at 25gn, a stereo f.m. tuner at 29gn, a loudspeaker in an interesting circular enclosure at 12gn, and a stereo decoder at 4 gn. Despite its very compact size—it measures only $9\frac{3}{4}$ in square by $4\frac{3}{4}$ in deep—the Q14 speaker has received very favourable reviews from the audio experts. Its price? Only £7.19s 6d.

The Sinclair constructor range of products includes the Z.12 amplifier at £4 19s 6d, the stereo 25 control unit at £9 19s 6d and the PZ.4 power supply unit at £4 9s 6d. The Micromatic radio is available in kit form at £2 9s 6d or built up at £2 19s 6d.

We are also informed that the company's first product employing an advanced form of monolithic integrated circuit will be introduced at the show but no more details are available at present.

SONY

MILESTONE HOTEL BANQUETING SUITE

The full range includes transistor radios, tape recorders, high fidelity equipment and video tape recorders. Models on show for the first time include: a battery operated cassette recorder TC75, with 1W output and a frequency response of 50-10,000 Hz; 4-track, 3-speed stereo tape decks TC255 and TC355; a complete 4-track, 3-speed stereo tape recorder with split-lid speakers; an a.m./f.m. transistor portable model 3F-64W; m.w. band desk radios models TR1819, TR1829 and TR1839; a new series of high fidelity components to complement the existing audio range; the recently introduced TV 9-90UB battery/mains dual standard 9in screen television receiver.

JOHN STREET (MANUFACTURERS)

CAFE ROYAL DOMINO SUITE

Principle interest in this show by the well known makers of high quality radiograms will be in their two new models introduced at the show. They are: the Diplomat stereogram in modern styling, with ample space in the cabinet for either record storage or a small tape recorder. It is available in two versions. The AM model has a 6-valve chassis covering l., m., and s.w. bands and BSR 4-speed changer and is priced at 55gn. The FM model uses 7 valves giving 3W per channel and covers l., m. and v.h.f. bands. Push button wavechange and tape recording facilities are provided. The changer is BSR. Price is 61gn. The Falcon J.S.5 is a 3-band a.m. radiogram in a 41in wide tropical olive veneered cabinet. Output is 3W. The BSR changer uses a vertical compliance stylus enabling stereo discs to be played through the mono amplifier. Price is 33½gn.

Diplomat illustrated on page 335.

"YOU'LL BE SORRY IF YOU MISS THE EAGLE SHOW!"

There'll be bottles
and bottles of Scotch, and bottles
and bottles of Saki — and even a
ceremonial bowl of tea to give you
an authentic Japanese welcome!

The place is The Kensington
Palace Hotel (De Vere Gardens, London, W.8)

— the days are Sunday to Thursday,

25th to 29th August

— and the times are 10 a.m. to 9 p.m.

(1 p.m. to 6 p.m. on the Sunday).

We look forward to serving you!



P.S. *If you move the bottles
aside, you'll be able to inspect
this year's Eagle products!*

Distributed by
B. Adler & Sons (Radio) Ltd.
Coptic Street, London, W.C.1.

TELENG

**KENSINGTON CLOSE HOTEL
SUN LOUNGE
August 28th-29th**

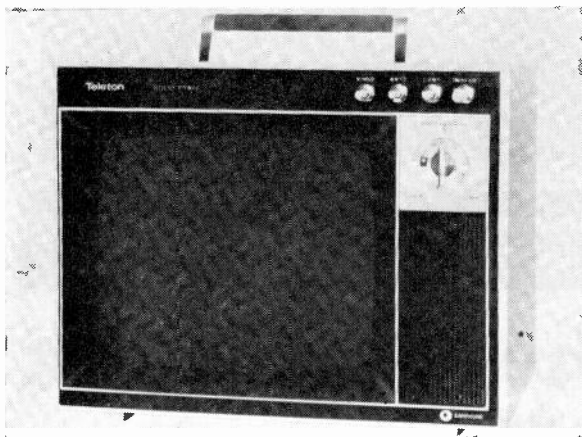
The two-day show will include all the company's latest developments in v.h.f. distribution equipment, including new Trunk repeaters. Senior representatives will be on hand to discuss the equipment and the Teleng service which includes free planning service for all interested in distribution equipment.

Opening times: 10 a.m. to 6 p.m.

TELETON ELECTRO

**ROYAL GARDEN HOTEL
August 26th-29th incl**

Principle interest here is the first showing of the Mitsubishi 12in portable TV receiver which is expected to retail at about 79gn. It operates from a 12V battery or from the mains and is dual standard and all-transistorised with built-in antennas for both v.h.f. and u.h.f. reception. Model number is 12-T 203U. Other



Model 12-T 203U TV

new introductions are a series of high fidelity stereo units and tape recorders. Also on show will be the equipment which made a considerable impression when first shown at the recent Audio Fair. The range extends from the F2000 a.m./f.m. stereo tuner/2 x 5W amplifier to the 50W SRQ 602X a.m./f.m. multiplex tuner/amplifier.

Teleton point out that their sales are adequately backed by a well equipped spares and service department at Kilburn.

TELLUX (SOUND PRODUCTIONS)

DE VERE HOTEL

Still under the genial eye of Frank Turner, the Tellux name makes a reappearance with a range of handsome but competitively priced radiograms and record players.

Included are: model RP.50, a 4-speed autochange record player with BSR UA50 deck; model RP.1 record player with BSR UA25 deck; and RP.12 which is a de luxe version of RP.1. Radiograms include: model WX.1, a mono unit with m.w., l.w. and s.w. bands in a cloth and sapele cabinet; WS.1 stereo model in a walnut cabinet; AT1D mono radiogram, 3-band, in afromosa cabinet; AT4D stereo radiogram in tropical olive cabinet, and DLX.1/S stereogram covering l.w., m.w., s.w. and f.m. bands with piano key selection, and having tape recording and playback facilities. Record storage is provided. Model RD.1 is a mains operated radio receiver with l.w., m.w. and s.w. bands and an 8 x 5in speaker.

the Trade Shows

continued

Additions to the range later this year will include a mono a.m./f.m. radiogram, and the same facility incorporated in a high fidelity stereo record player. If discussions currently proceeding are successful, a range of imported radiograms will be included in the display.

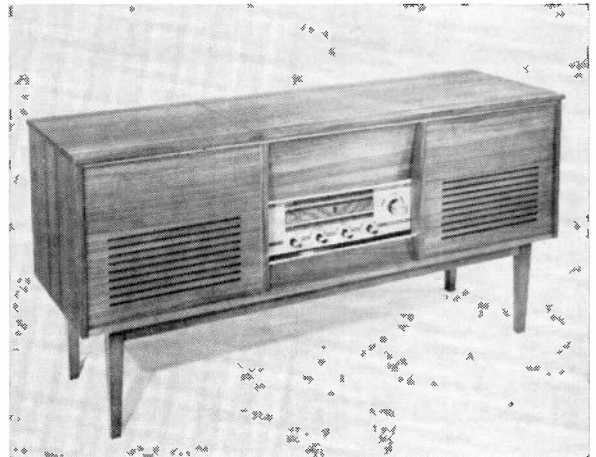
All Tellux products are offered at nett trade prices.

H. O. THOMAS ELECTRONICS

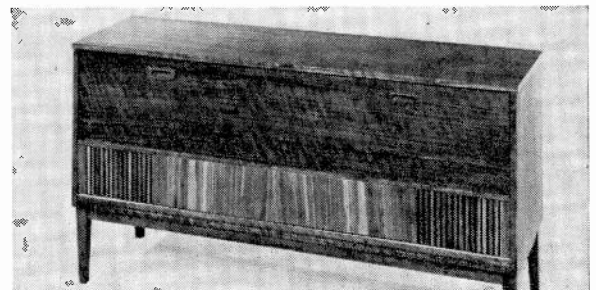
KENSINGTON PALACE HOTEL

The Wien range, which claims something for everyone, will not only feature the existing line of radios (claimed to be the largest range of a.m./f.m. models offered to the trade), radiograms (all a.m./f.m.) and multiplex fitted stereo tuner/amplifiers, but many new models.

Two fast selling portables are the Wien Sport a.m./f.m. with nine transistors, telescopic f.m. aerial and earpiece selling at 8½gn, and the 9½gn Wien Tourist which offers the addition of a stylish carrying case. Slightly more expensive, at 14 and 19gn respectively, are the Wien 9 and the Wien 10, both battery/mains solid state portables. Model 9, in a wooden case, uses 10 transistors, as does model 10 which has a veneered cabinet and uses a 4in speaker. Table radios are represented by the T.83



Tellux AT4D stereo gram



*This latest model Stereogram—The Diplomat—
from John Street (Manufacturers)
is described on page 333.*

LUXITONE
 invite you to taste some Smörgåsbord
 and Carlsberg Lager at the Princess Room,
 Piccadilly Hotel, London
AUGUST 25th - 29th



We are
 pleased to
 introduce the complete
LUXOR range
 of High Fidelity equipment

The Piccadilly Hotel is a one minute walk from The Cafe Royal via Swallow Street.

ARENA

**ARE SHOWING SOMETHING NEW AND OUTSTANDING
 AT THE PRINCESS ELIZABETH SUITE, PICCADILLY HOTEL, PICCADILLY, W.1.**

Ref. Ad. No. 390

Ajax roll out the red carpet at the Radio Show

Tudor Suite, Cafe Royal, Piccadilly Circus.

Ajax will be showing new lines as well as an extensive range of RADIOS, TAPE RECORDERS, INTERCOMS, domestic appliances - FOOD MIXER, TOASTER, IRON, HAIR DRYER, VACUUM CLEANERS, TORCHES, CHRISTMAS SETS, CAR RADIOS, LANTERNS, CAR ACCESSORIES, CINEVIEWER, BINOCULARS, MAGNIFYING GLASSES and ELECTRICAL ACCESSORIES, plugs, etc. Handle the goods - feel the quality and then check the prices for yourself!

FREE night out with Ajax—

DAILY COMPETITIONS OPEN TO ALL TRADE VISITORS—MEET MISS AJAX, 1968—TICKETS FOR LONDON SHOWS GIVEN AWAY DAILY AND A CHANCE FOR A BIG 'NIGHT ON THE TOWN' PRIZE

PLUS—Free for every trade guest—

The AJAX "GOOD TIME GUIDE" to the best things in town: approximately 100 pages of restaurants, night clubs, cinemas, theatres, gaming clubs—where to find them, cost, etc.



Ref. Ad. No. 391

twin speaker model, the Flight 2 and the Flight 3, both with aircraft bands. See also the recently introduced Wien-Tokai stereo tuner/amplifiers.

We are told there will also be some last minute introductions, details of which will be available at the show.

Opening hours: Sunday, 10 a.m. to 6 p.m.; Monday to Wednesday, 9 a.m. to 9 p.m.; Thursday, 9 a.m. to 2 p.m.

UNAMEC

PLAYBOY CLUB

For the second year running Unamec is at the lush Playboy Club in Park Lane. This year the show is called The National Bunny Hunt and it will be 'run off' between the hours of 12 noon and 6 p.m. As was the case last year, visitors placing orders will be made honorary members of the Playboy Club for the duration of the show. Special membership keys will be issued by the National Bunny.



At last—a picture which does not look anything like a radio or a TV—she is one of the National Bunnies awaiting you at the Playboy Club—hurry along, chaps

Twelve new products will be on show, including a whole range of stylish tape recorders from cassette portables to 4-track stereo high fidelity models. The advanced National video tape recorder is being demonstrated, and a number of new developments in the intercom field are to be seen.

A new edition of *National News* available at the show will give details of the third phase of the 'National is International' campaign. You can read this in comfort while being served with champagne by the National Bunnies.

LATE ENTRIES

DYNATRON

DE VERE HOTEL

What is claimed to be the most comprehensive range of radio and TV products in the industry will be on show. Every Dynatron authorised dealer will be invited to take lunch with the company during the show.

There are three 25in colour TV sets using hybrid circuitry in a

the Trade Shows

continued

chassis of unit construction. Model CTV1 is a Queen Anne style console with lockable doors in walnut at £399 16s. 6d.; model CTV1CH is Chippendale style in mahogany at the same price; the Scandinavian style CTV2 T in teak and the walnut CTV2 W are priced at £360 11s. 3d. The b & w receivers feature transistorised multiband tuners, and a hinged chassis. The audio amplifier is 3W push pull, feeding speakers in acoustic chambers. A unique feature is the computer type neon station indicator and the remote control unit which is supplied as standard. All are 23in sets. The contemporary styled Norseman TV95 and Narvik TV97 sell at £112 12s. 6d. and £128 2s. 4d. respectively. The Regency TV98 in curled mahogany sells at £160 2s. 9d., as does the Queen Anne style Blenheim TV99.

All the stereo radiograms to be seen are fitted with the de luxe SRX24 tuner/amplifier, which has separate a.m. and f.m. sections up to the detector stage, and an output of 25W. The 25 series—RG48, RG49, RG50, RG52, RG55, RG57—priced from £153 14s. 10d. to £298 3s. 10d.—uses the Garrard 3500 changer or Garrard Lab 80 Mk II. The 20 series uses the Garrard 2000 changer. Models are RG46, RG47, RG51 and RG56. Prices go from £125 18s. 3d. to £160 19s. 3d.

Dynatron Audio Separates provide a wide range of facilities and offer the dealer a large sales potential. TRV17 tuner/amplifier gives 25W, with a wide range of controls and sockets. The radio is a.m./f.m. Price: £74 15s. 1d. P80 record playing deck uses the Garrard Lab 80 Mk II transcription unit with magnetic cartridge. Alternative versions have AT60 or SP25 decks with Pickering cartridges. Tape recorder STR1 is 4-track, 3-speed stereo using the Garrard deck, with up to 7in spools. Price: £100 13s. 10d. A range of matching speakers extends from shelf to floor standing bass reflex assemblies.

The Geneva HFC4 console is a fully transistorised stereo reproducer covering a.m./f.m. radio with decoder and 20W output. There is a choice of metal or wooden stands. Price, excluding stand, £111 8s. 8d. Hamledon HFC5 is an a.m./f.m. console in period style with 25W output and two matching LS250 speaker enclosures. Prices of these units will be available at the show. The compact Mazurka record player gives 12W per channel and has facilities for tape or radio input and tape recording. The Savoy HFC7 Regency style stereo combination uses the SRX24 tuner/amplifier and also includes a decoder. Price at the show. Also using amplifier SRX24 is the compact HFC8A record player with a Garrard 3500 changer or SP25 single record unit.

Two versions of the Cordova GR14 portable record player are available—one with the 3500 changer, the other with the SP25 unit. A stereo conversion unit, SCU4, is available.

TRV16 is a transistorised stereo table radio, with decoder and providing up to 10W per channel through external speakers. Cabinetry is Scandinavian style. Price: £81 5s. 1d.

Portable radios are represented by the a.m. only Elite in black at £22 14s. or teak at £24 15s. 3d., and the Rally in black, red or green rexine case at £19 1s. 9d.

HACKER RADIO

PRINCE OF WALES HOTEL

The full range of the well known high quality radios, radiograms and record players will be shown.

AIWA (SALES & SERVICE)

ROYAL GARDEN HOTEL August 24th to 29th

The full range of Aiwa radios, tape recorders and record players from Japan, now being marketed direct by this new company.

Radio Rentals recently put on, at their Cheapside, E.C.2 showroom, a Christmas display of colour TV. All the time it was on it drew the crowds. (See also Hickson Talking in this issue.) Incidentally, our illustration shows the latest Radio Rentals nameplate



THEY DON'T JUST HAPPEN

THINK OF A PUBLICATION from Her Majesty's Stationery Office and you tend to think of a worthy but dull document, closely set out in small type.

This image was certainly shattered by the first *Talking Shop* publication issued by HMSO and prepared by the little Neddy for the distributive trades. That one, called *Gold in your hands*, was about stock control.

The second publication has now been produced. It is entitled *Grow your own sales staff—21 golden rules*, subtitled *A guide to the selection and training of sales staff in the smaller shop*.

Like the first, it is very chatty and cheerful and full of lighthearted illustrations. It makes use of colour, has a glossy cover, and contains 44 quarto-size pages. The price is 10s, and it probably contains more than ten bobs-worth of useful hints and reminders and suggestions.

It begins by emphasising the value of training sales staff thoroughly instead of virtually letting them pick it up as they go along. Trained staff, it says, "pay their own wages" and increase the value of your business. They do more work in less time—and give you more time for planning—and opportunities to take a holiday.

An interesting point the book makes is that "according to psychologists", there is less absenteeism among trained staff, they have fewer accidents and they work more smoothly with others. The book also suggests trained staff stay longer, but this no doubt depends on their conditions of work.

You probably expect more from an employee than just a job of work: you also hope for loyalty, use of initiative, and a willingness to think a bit harder and do a bit more when required. If you take trouble with your employees, giving them a good training and ensuring that they get job satisfaction, they in turn

CROXLEY'S COLUMN

are likely to respond by being of more value to you.

Recruiting

Many shopkeepers go about recruiting in a haphazard way. The book stresses approaching the problem in the opposite way. Its first suggestion is to take time; if you cannot wait to get some help it it may be better to take someone on temporarily or part time while you devote time to finding the best person for the position.

It is natural to think one knows the kind of job one is offering, but what exactly are the features of the particular job? The book recommends that you think this over carefully; indeed, it lists 22 questions to ask yourself about the vacancy to be filled, so that you will know precisely what you want.

When you have studied the questions you can prepare a Job Description. If you prepare written notes you will be able to produce a pretty full picture of the ideal applicant—in advance of seeing anyone. This may seem a long way to go about it, but it need not take a great deal of time, and may prove very well worthwhile.

You then want to attract as many suitable applicants as possible. Besides advertising, you can also enlist the help of the local Youth Employment Officer, the Ministry of Labour—and school careers masters. Make your advertisement long enough to tell the whole story:

it is not worth skimming to save a few shillings. Resist the temptation to paint too rosy a picture, or the person you take on may well not stay. Be sure to put in all the advantages, but mention it if there are any points that are not so good.

Interviewing

Take the time to see all applicants, or certainly all who from their letters may appear suitable, before making up your mind.

Use an application form. A sample of such a form is provided in the book. You can draw on your Job Description for some of the relevant questions, and you will of course also want to know the applicant's background. The form will help ensure that you do not miss out any points that you should know about the applicant. It is a convenient way of obtaining essential information and becomes a permanent record. It helps when you come to make your decision among applicants because it refreshes your memory.

Allow adequate time for each interview, and choose periods when you are fairly sure of not being disturbed; nothing is worse than having to interrupt an interview.

The book suggests that you explain to the applicant just what the job is like at the beginning of the interview. Although employers often leave this to the later stages, it may be a good idea to put



One of the prizes won by 'The Ideal Girl of 1968' at Battersea Gardens was a Morphy Richards Easisteam iron. Here Vera Stowell of MR presents it to winner Dawn Terry

it first. In this way you interest the applicant and help to put him or her at ease. Many people are naturally nervous and keyed up for an interview and may not make the best impression or give you a normal impression of themselves.

One of the important features of the interview is to find out what the interviewee is like, so that you can see if you will get on with him and if he is likely to get on with the rest of the staff.

Another interesting suggestion is that you put short questions which lead to long answers rather than the other way round. This will get the applicant talking about himself and you can learn far more than if your questions simply led to a brief "Yes" or "No".

The book also advises you to ask about hobbies and sparetime activities as a guide to the applicant's personality. This should be done with tact, as some interviewees may not realise that this has any bearing on their work and feel it infringes on their private life, but it can well be done in a friendly manner.

Be careful, however, not to waste time on subjects of conversational interest which do not really relate to the matter in hand—the interview. If the interviewee has certain outstanding qualities do not let them blind you to the rest of his attributes; there may be disadvantages as well.

Training

Take fundamental responsibility for training yourself, even if you delegate the actual work. The book points out that the person to whom you give the task of training may be made to feel it is a step up for him, which is a good thing. It also suggests that someone only fairly recently trained himself may be a good choice. He knows what you want to teach. An older person may have developed methods and idiosyncracies which may be less helpful.

Whatever the substance of the training the form of it can probably be broken down into a sequence. This might start with instruction—telling the trainee what to do—and go on to demonstration—showing him. Then it is his turn to try it out himself. He will need correction of course, which should be tempered by

encouragement. When he knows what to do to your satisfaction, the time has come to let him do it. He will respond to responsibility by doing his best. Someone more experienced can always be available to see he is doing things the right way.

It is an extra chore, but the book takes the view that you should make some time for special training sessions outside shop hours. Certainly if you do not make time to train him thoroughly, either his work will never be properly done or, to quote, you will "do half your assistant's work ever after".

It may be worth making out a progress chart and marking on it how he is getting on. You could devise a series of tests for him, emphasising to the trainee that these show he is making progress.

Do not just let the new employee arrive without any preparations. Provide some time to receive him properly and give him a more detailed explanation of your business and his potential role in it.

The book provides a useful section which lists the various aspects of a training programme, a model syllabus, so to speak. This particular training programme includes handling merchandise, sales procedure, salesmanship, and 'technical terms'.

Although some of the points may seem

obvious to the shop owner or manager, they are definitely not so to the new entrant. He needs to learn what you take for granted—how to unpack merchandise, how to place it in the stockroom, how to handle it, and how to fill shelves and displays, for instance. He has to be shown how to deal with the cash register and give change, and the procedure in accepting cheques, and so on.

Salesmanship is an art, but a great deal of it can be taught, and this is very important—perhaps the most important part of all of the training. It is this which will affect your profits most.

The trainee also needs to know the products thoroughly. Manufacturers' leaflets can tell him a little, but the public want to know the answers to questions which they cannot find in leaflets. So the trainee must learn a good deal about television and radio sets and appliances in order to speak from a position of strength.

He must also know the methods of the shop—goods-in procedure, use of stock cards, and the clerical work involved.

Specialist training is recommended by the book, and the trainee can be encouraged to take any suitable course at a local technical college.

As the trainee becomes more experienced, he is ready for more reward. The book suggests that there are effective incentives other than money and believes that "responsibility is the best incentive of all".

In a final section which most retailers will certainly read, the book provides a check list of what the owner or manager himself should know. Many retailers still get by with only very basic knowledge, and tend not to go into matters such as stock control or budgeting and buying and selling policies in depth.

There is always more to be learnt in retailing, and profits which are made through good salesmanship can be lost by lack of sufficient knowledge of other aspects of the business and a continual check on them. The book recommends various ways of refreshing one's knowledge by taking management courses.

All in all, this book capsules a great deal of valuable information in an eminently readable form.

FORWARD WITH SSEB

THE SOUTH OF SCOTLAND ELECTRICITY BOARD has produced its report for 1967/8 and shows an optimistic and enthusiastic attitude to its role. It appears to be particularly active and progressive: the two qualities most needed in the electricity industry.

It is involved in the production of electricity from nuclear power, and estimates that its first nuclear power station

of the advanced gas-cooled reactor type, to be known as Hunterston "B", will produce electricity at an all-in cost which will be 14 per cent lower than the cost of electricity from the Board's most advanced coal station.

It sets out as an overall aim the determination to supply cheaper electricity throughout its area.

While many large organisations prefer a 'faceless' image, the South of Scotland Electricity Board takes the opposite standpoint. It publicises its district managers and its Consumer Inquiry Service. This is not done for the sake of publicity but to enhance relations with the public and industry. It is an excellent policy.

Philip Hickson

TALKING ABOUT...

APATHY THE GRUMBLERS

DO SOMETHING

What in Heaven's name has got into the average radio dealer? Here, handed to him on a golden plate by the BBC and the national press is COLOUR TV, and he does little or nothing about it! None so blind as those who won't see . . . none so colour-blind as those who won't seize the opportunity of colour to sell.

In one main street down which I recently walked, only the rental shops were actively showing and promoting colour TV. The independent dealers and most of the chain branches were doing just NOTHING!

The proportion of radio dealers actively enthusing and promoting colour television is, I should estimate, less than 1 in 10. Are all the rest of the dealers so timid about trying to sell a £350 set, so frightened about stocking colour TV, so apprehensive about their fear that the rental shops will be the only outlets for colour TV, so pre-conditioned by the apparently slow beginnings of BBC2, that they have just dismissed colour as "not for me"?

We have somewhere between 15,000 and 20,000 radio and television outlets in Britain to-day, of whom perhaps, 8,000 are the stalwart independent retailers. Have the majority of them lost their selling courage, their initiative, their promotional abilities they have acquired over the years? Have they got price-fears that they cannot sell, or rent, a colour TV set for £350 or £2 a week? Are they lacking in technical know-how, have they not sent their engineers to manufacturers' training courses, won't their bank managers give them that bit more overdraft to stock up on colour TV sets? Is their selling ability so poor that they just intone; "You can't sell that sort of priced item round here?" Is their technical ability so lacking that they just grunt; "My chaps have got to know a bit more about colour before I start investing in it?"

Colour TV is *the seller* for the forthcoming season, the "boom" period of the 1950's can occur again tenfold, if the dealer really gets enthusiastic and *sells* Colour. A colour TV is the status-symbol for the average C1/C2 household. Can they afford it? Of course they can, if they are *sold* the advantages, the benefits, the entertainment value, the one-upmanship, of colour television.

I am not going to repeat how I think colour TV should be sold, I have already said something about this in the June 1967 issue. All I am saying now to 90% of the independent retailers; you must recognise colour TV as a major money-spinner and do something about it now.

NOT LIKE THEY WERE

People grumble nowadays about the way things are made. They don't last, they break or fail very quickly. Flimsily made, they wear out long before they should . . . before they have even had a fair span of life.

Is it just bad design or poor quality materials? Sometimes yes, but more often than not it is "built-in obsolescence". The manufacturer has purposely built-in a short life to get a quick turn-round and a good replacement market. The product has been designed so that it has a known life and then has to be discarded for a new one. This helps sales all round but it doesn't help the pockets of the customer!

The girls will remember the first time they got nylons from America just before the War. They wore, and wore, and wore! A pair of nylons would last for months, but this was bad business. So, under the guise that women were demanding sheerer and yet more gossamer-like stockings, manufacturers degraded the wearability of the thread. Now, nylons are accepted as having to be replaced very frequently. This is the built-in obsolescence factor to stimulate a continuity of sales—for after all, no firm can last long on a once-only product after the market is saturated.

The same sort of thing applies to Terylene socks for men. At first, when they were introduced, they really were tremendously hard-wearing, darnings was quite a thing of the past and they withstood many months of wear and washing. Gradually, they became hard to get, then quite suddenly they seem to have disappeared from shops in favour of mixture socks. Mixtures of wool and man-made fibre are supposed to be warmer, not to draw the feet so much, but in reality the replacement market is now stimulated back to a more acceptable cycle of wear and discard! Acceptable that is, to manufacturer and trader . . . not necessarily to wearer!

When the first stainless steel razor blades came out, these super-super blades really did last. Even on a tough beard, one blade would give a close shave for at least ten days, and some men made them last three weeks. But this was bad for sales, and now one will find that the built-in obsolescence factor has reduced ten days to four or five days or even less.

Manufacturers have to start off with a really top line product with features that will capture the market, then when the market has been well and truly netted, the gradual degrading takes place—so gradually that only the really observant person notices what is happening. The reason is obvious, if a product lasts too long, then the production lines can be reduced, turnover goes down, profits go down and shareholders complain.

On another aspect, many mechanical and electrical items are not repairable any more. When they fail they must be replaced by a new unit altogether. One case is a windscreen-wiper motor which incorporates the parking switch in the assembly. If it goes wrong, you have to buy a complete new one. The new motor costs about £6, while a repair of the switch of the older type costs about 4s. This sort of design-angle is fine for sales turnover, but unnecessarily expensive for the user.

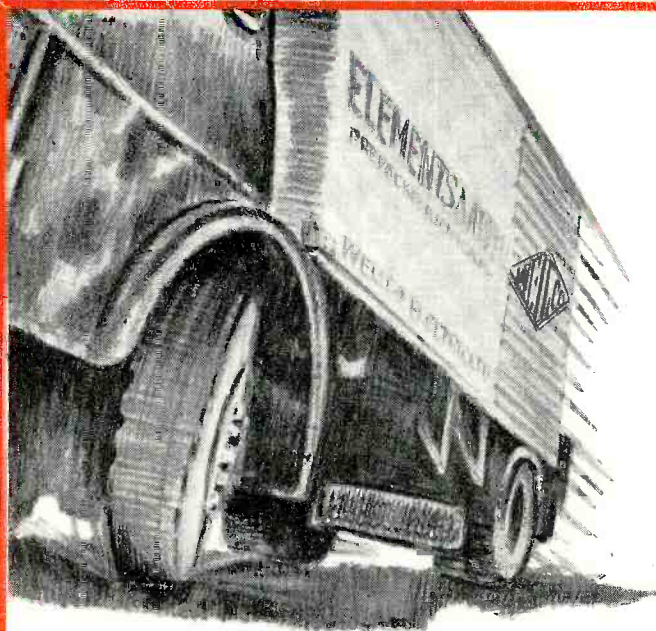
When it comes to radio and electrical products, I do not have to tell dealers what happens in this field! They know only too well themselves, unfortunately.

The old attribute of "Buy British because it lasts" has now become old-hat in the light of transatlantic selling pressures and replacement concepts. It had better be: "Buy British . . . if it lasts!"



If you are visiting the
**COLOGNE
INTERNATIONAL
HOUSEHOLD GOODS
AND HARDWARE
FAIR**

from September 13 to 15
you will find **RER** represented
on the
International Trade Press stands
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ELEMENTS

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**GO
PLACES
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STOCKS OF 2,000 ELECTRICAL
SUNDRIES AVAILABLE FOR
IMMEDIATE DELIVERY BY OUR
TRUNKING SERVICE TO 12 DEPOTS
THROUGHOUT THE U.K.

Specialised local carriers have been
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for details.

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**STATION PARADE
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TELEPHONE: KNEBORTH 2451-2**



**WATCH FOR THE WELLCO VAN
THE COMPANY THAT CARES ABOUT ITS CUSTOMERS**

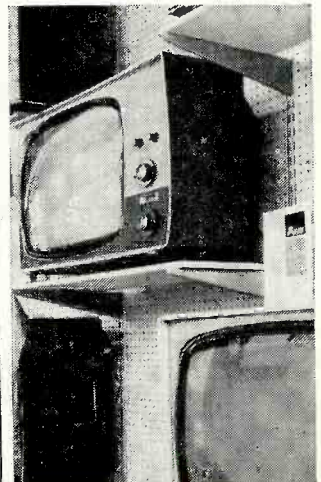
We'd like to put ourshelves in your place...

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Spur is the shelving system of all time. Precision made in high-grade steel, Spur is simple to install, easy to adapt to meet changing needs. Spur is modern in appearance, incredibly strong and everlastingly durable.

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Yes, I need you. Please tell me more about your shelves.

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 Don't like cutting out complicated coupons?
 Make it easier for yourshelf. Use the outer line.

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552A

ALL CHANGE

Regular readers may remember the unrest that hung around the counter when I wrote 'Winter of Discontent' some months back. Even I thought of leaving, and wrote that you would know if this came about by the absence of the column for a month. The column, in fact, did disappear for a month, and the thinkers amongst you will divine (correctly) that I have moved.

What motivated the move?—you may ask. Basically a desire to practise what one preaches. I have long held the conviction that independent dealers will only survive if they coagulate into larger units. Accordingly I have gone over to a larger unit myself, so this column's character is bound to reflect the change, which affects me considerably as the differences are greater than I thought they would be. Here one tends to specialise. Most of my colleagues know a great deal about very little, and find my own all-round experience odd but occasionally useful. It's nice to have somebody else to do the cleaning, nice to have tea breaks organised with no fighting to get out of the washing up. Nice to have duties organised so that leisure periods are clearly defined, and an evening out will not be ruined by a last minute TV sale. There are bound to be snags—and you will all be delighted to read of the clangers that I drop as they are recorded.

The predominant impression right now is that it is so much easier to buy and sell a television than it is to buy and sell a house. Being accustomed to pushing sales through in about 48 hours, it was hard to believe that the formalities on a house took at least three weeks. By comparison even our most difficult TV sale is simplicity itself.

DANGER BLASTING

I am of the opinion that we in this country cannot do anything right. Even the things we invented are all wrong. We drive on the wrong side of the road, use the wrong kind of money, watch the wrong kind of TV, and measure with the wrong kind of units. I used to think that it was me, being left handed that made things difficult, until I read that for years we have been using the wrong coloured wire on our mains leads. A new standard colour code appears to be on the way, completely different from our present one, and so illogical that I for one cannot remember which conductor will be which colour. (Can you?) How our do-it-yourself customers will fare I dread to think, especially as the shade of the new earth is near to our present live colour. In anticipation of C.C.D. (Colour Change Day) I am laying on one side a quantity of the famous 'Counter Talk Emergency Treatment Unit'. This comprises a cardboard box containing a card of fuse wire, wall chart on the kiss of life, telephone sticker displaying the number of the fire station, and the man from the Pru,



and a generous supply of black-market flex with the good old fashioned red, green and black conductors. To prevent the contents of the box being plundered prematurely the outside is camouflaged with the legend of a well known brand of oven fresh cakes and the words, 'Use low numbers first, consume before March 1970'. Order now while stocks last.

CLEAR AS MUD

I never thought that the World of Beachcomber would step out on to this side of the screen, but I have come across a gem of our own that Mr. Morton would have found hard put to improve upon. It concerns selective employment tax. If the electricity board lay a cable themselves they do not pay S.E.T. If they get a private contractor to lay it, he has to pay S.E.T. A decision of the Queen's Bench Divisional Court on the subject has been reversed by a Court of Appeal.

Lord Denning ruled that 'The tribunal, I think, viewed it broadly with regard to the fact that it is not to be presumed that the legislature intended that there should be a difference between the public sector and the private sector. If the area electricity board should not have to pay the tax and the private sector should have to do so, there would not be fair competition between them'. On the other hand Lord Justice Diplock—'Agrees with the Divisional Court that distribution of electricity is transmitting electric power from one place to another, not manufacturing or constructing the means to do so.' So now you know exactly what to do if you do any work for the Board.

DIGITAL

This word, so widely used to describe something very sophisticated in the computer age, really means on the fingers; which is how I count anyway. The fingers in question work overtime when I am taking a resistance reading with the AVO of something which reads one division less than 10K on the divide by 100 range. Now the larger unit that I have just joined is blessed by visits from travellers we never used to get. Their merchandise is rather expensive test equipment, and just as I was about to embark on a series of measurements, who should turn up but one such traveller with a digital voltmeter which he left on trial for a week. That meant that there were two newcomers in the place—me and it. Being an efficient organisation they promptly killed two birds with one stone by putting us together to discover (a) what I made of it, and (b) what it made of me. In case you don't know what a digital readout is, think back to the Winter Olympics when the competitors times were shown by numbers in a corner of the screen. These readouts are neon tubes with wires inside shaped to the numbers 0 to 9. Apply the appropriate voltage to any wire and its corresponding number glows. Most eerie until you get used to it.

Like any mains driven device the digital voltmeter needs time to settle down, and here came snag number one. It wouldn't read accurately for the first half hour, then it had to be re-set again against calibration voltages provided at the top and bottom of the range, but once it had settled down we were off like a shot. 39.7 it read, without me having to line up any pointers in any mirrors and interpolate between two hairline marks. This was fine for a while until it came to one reading which gave it hiccoughs. It oscillated between 39.6 and 39.7, first one and then the other, and then I realised it was trying to tell me 39.65. 'Clever' I thought. Then it had hiccoughs again, this time when it was out of use just ticking over, when it kept repeating 000, 001, 000, 001, etc. in rapid succession. It transpired that it needed re-zeroing. Overloads and negative readings it indicated by 999 and 000 respectively, and every so often it would go really berserk and add in the date. Still by the time we had to part company I had grown quite fond of the thing. I could leave it hooked on to a piece of equipment and go and work some distance away. If the set changed, Digitalis, (as I called it) would hiccough and tell me. I could read it from 20 ft.

by a Provincial Dealer

For years
and years of
warm bedtimes
choose
norvic
electric blankets

Wide range of models.

Recommended prices from £5. 1. 3.

Stocked by quality outlets everywhere—that means you.

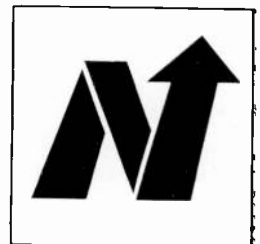
Norvic Electric Limited, Fassetts Road, Loudwater, Bucks.

Telephone: High Wycombe 26233

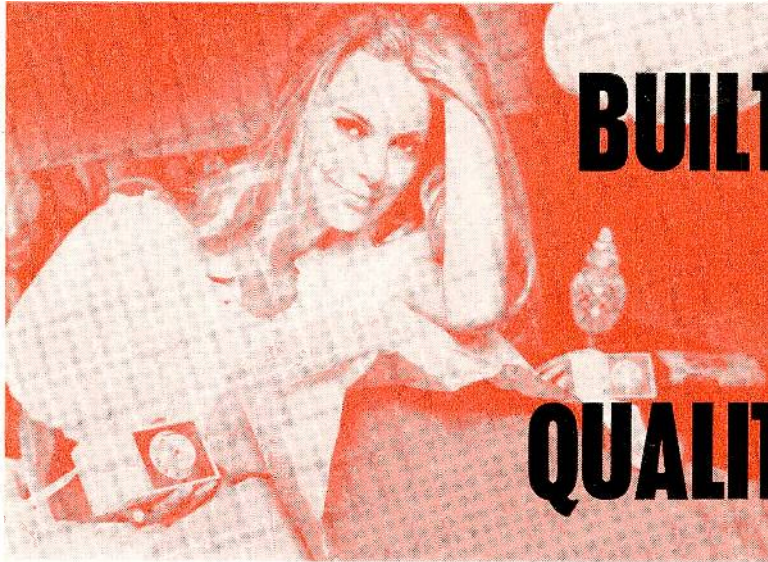
and 52 Albany Street, Edinburgh 1.

Telephone: Waverley 7232

a company in the Norcross Group



Courtesy: Monogram Electric House wares



BUILT-IN SAFETY THROUGH QUALITY CONTROL

Despite the ever increasing popularity of the Electric Blanket—almost every other household now has one or more, compared with one in three some five years ago—it is still regarded with considerable suspicion as a potent source of accidents in the home by many. **RER** recently visited the Crawley factory of Monogram Electric Housewares to find out how much care is taken by one manufacturer to produce an article which is as safe as can be devised at the present time.

PRIDE OF WORKMANSHIP

THE KEY to the high safety standard achieved in the Monogram overblanket—and the overblanket is probably looked upon with more apprehension than the underblanket—is a rigid and all-embracing system of quality control checks which take place at all stages of production.

A contributory factor is that the method of production of the blankets is such as to encourage the operatives to take a pride in their own personal standard of workmanship.

Monogram's quality control system has involved the installation of special equipment and inspection procedures—many using automatic calibration—on all sub-assemblies and end products.

Throughout the production line there are some 40 separate testing points. Half of these tests are devoted to the individual components which are tested 100%. If the same pattern emerges as has been seen in the parent company's operation in the USA, the controls now in use should lead to the virtual elimination of faults in operation, Harry Hill, Monogram's managing director in the UK told us.

A tour of the Crawley plant is an eye-opener to the extent to which quality is taken into account at each stage of manufacture.

WIRE PRODUCTION

Monogram make their own wire, both for the heating element and for the special wire used in their separate Sensor control system.

The heating wire is a rayon core wrapped round with the copper element and then coated with an extruded plastic

continued on page 349

ELECTRIC BLANKET Survey

All the 1968 models are listed here

Blankets marked * have BEAB approval

Name/Model No.	Type	Size	Heat Control	Special Features	Price		
					(inc. P.T.)	£	s. d.
BLANELLA LTD.							
*Cozee Cumfort SUJ	Under	Single	Single heat	} Wool/nylon, satin bound	3	16	9
*Cozee Cumfort DUJ	Under	Double	Single heat		5	7	9
*Cozee Cumfort SU	Under	Single	Single heat		4	6	6
*Cozee Cumfort DU	Under	Double	Single heat		6	0	0
*Cozee Cumfort DDU	Under	Double	Single heat dual control		6	9	9
*Cozee Cumfort SB3	Under	Single	Three heat		5	9	0
*Cozee Cumfort DB3	Under	Double	Three heat	7	9	11	
CHARLES EARLY & MARRIOTT LTD.							
*Witney Comfort	Under	Single	Three heat	} Rose colour, satin bound	£6	5	7
*Witney Comfort	Under	Double	Three heat		£8	16	7
*Witney Thrifty	Under	Single	Single heat	} Gold colour, satin bound	£4	8	1
*Witney Thrifty	Under	Double	Single heat		£5	8	9
*Witney Safetywarm	Over	Single	Three heat	} Pre-warming device	16	1	0
*Witney Safetywarm	Over	Double	Three heat		24	2	8
CO-OPERATIVE WHOLESALE SOCIETY LTD.							
*Panda	Under	Single	Single heat		2	15	0
*Panda	Under	Double	Single heat		3	15	0
*Panda	Over	Single	Variable		8	19	6
*Panda	Over	Double	Variable		10	19	6
*Panda	Over	Double	Variable, dual control		12	19	6

You'll warm to our blanket offer!

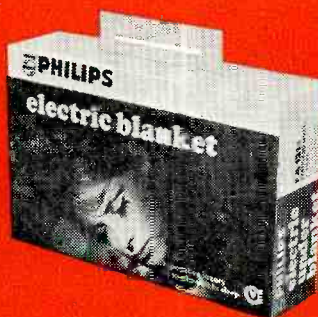
between July 1 and September 30

Order a couple of dozen blankets – get a free Philishave-3 De Luxe – or 2 Philishave Travellers – or 4 nests of 10 Philips Handipaks!
A dozen brings you a free Traveller Cordless or two sets of Handipaks. Half a dozen brings one free Handipak set.

Philips blankets are right for size, right for price, right for everyone. And every model counts towards these great **FREE** offers!



Philips Family Blanket – the best value there is. 'Natural Heat Balance' prevents over-heating in normal use. In warm pink. EA 1212 Single 82/9. EA 1222 Double £5.3.6.



Philips 3-Heat Blanket – super-sensitive, with three heat settings controlled by an illuminated switch. In warm pink. EA 1214 Single £6.5.8. EA 1224 Double £8.15.7.

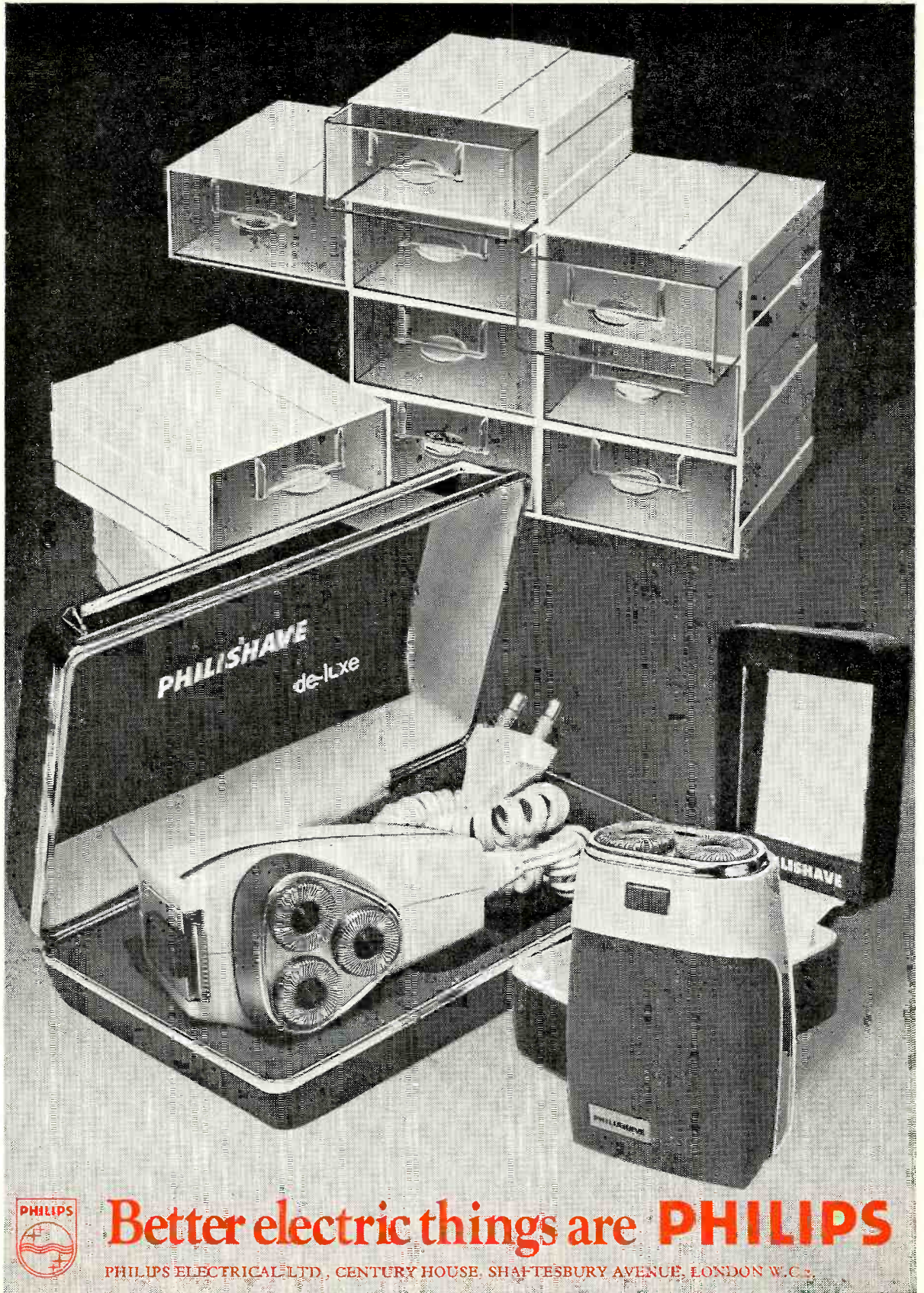
Recommended prices.



Automatic Over Blanket – the one with everything! 'Dial-for-Comfort' control; automatic temperature compensation; in super-soft, fadeless, washable Acrilan. Primrose. EA 1217 Single £16.11.3. EA 1227 Double £19.17.5.

You know how good the Philishaves are already. And Philips Handipaks are handy, hygienic interlocking containers with so many uses in your home, shop or office.

There's no limit to the number of shavers or Handipaks you can have. So get your first order in straightaway! Orders of a dozen or over also bring you an eye-catching point-of-sale display stand installed by us.



Better electric things are PHILIPS

PHILIPS ELECTRICAL LTD., CENTURY HOUSE, SHAFTESBURY AVENUE, LONDON W.C.2.



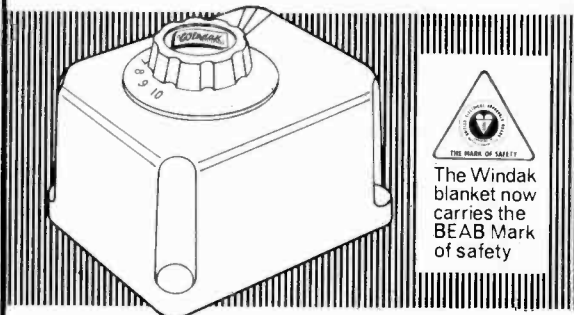
to sleep on
when switched on



low voltage

all-night underblanket

This luxurious variable heat extra low voltage all night under-blanket warms the whole area of your bed, and is perfectly safe to sleep on even when it's switched on. When you get into bed you leave it on for as long as you like... all through the night, if you wish, at one of the lower settings.



The Windak blanket now carries the BEAB Mark of safety

*Why Windak is so safe

This neat bedside transformer reduces the high mains voltage to a Safe low level *before it reaches the blanket*. You can sleep secure in the knowledge that there is *no* possibility whatsoever of an electric shock, and every Windak blanket is so constructed that it can only reach a *safe* maximum temperature.

POST NOW to Windak Ltd, Woodside, Poynton, Cheshire
Please send me free literature about the range of Windak low voltage all-night underblankets.

Name

Address

RT

thermega

—Thoroughbred—



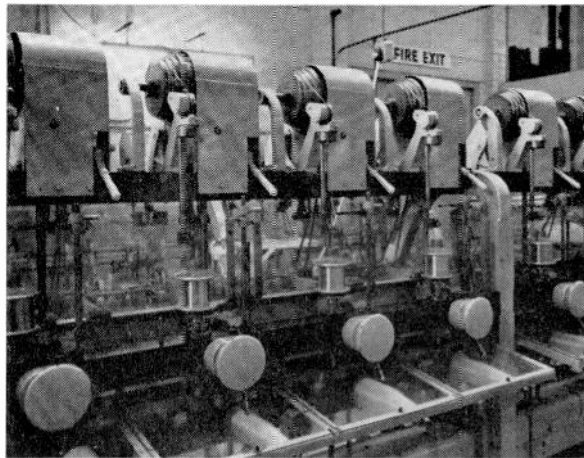
Electric Blankets

Every new THERMEGA blanket has these star features:

- FULLY WASHABLE
- MOTHPROOF FOR LIFE
- THREE-YEAR GUARANTEE
- ILLUMINATED SWITCH
- PINK/BLUE REVERSIBLE
- LUXURIOUS FLAMEPROOF MOVIL
- CONFORMS TO BS 3456

Mermaid	..	Single	—	£4. 17. 6d.	inc. P.T.
Single heat	..	Double	—	£6. 12. 6d.	inc. P.T.
Three-heat	..	Single	—	£6. 6. 0d.	inc. P.T.
de-luxe	..	Double	—	£8. 8. 0d.	inc. P.T.
Three-heat control					

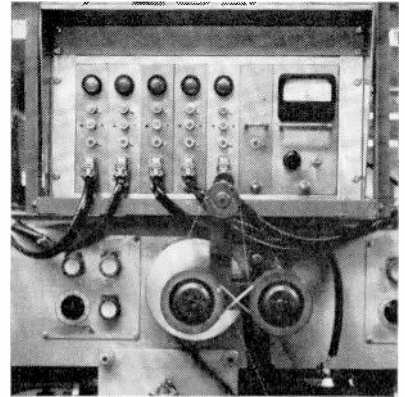
Thermega Ltd., 37 Thurloe Street, London, S.W.7.
Tel.: 01-584 8532



Some of the wrapping heads used in the making of heating and sensing wires.

BUILT-IN SAFETY

continued



Specially developed electronic resistance monitoring instruments have been designed for the continuous monitoring of the wire as it is being made to ensure that the finished product will give the correct heating effect.

insulation. The sensing wire also has a rayon core overwrapped with copper alloy on to which is extruded a special pvc heat sensing compound. A second wire goes over this and on top goes a plastic insulation.

All the wire is dried for twelve hours before the final insulation is applied and is tested to 20,000V after insulating. This test is additional to BEAB requirements.

The blanket cloth, which is bought out, is inspected for flaws in the weave and for general appearance before being passed to the assembly line.

Two girls working as a team shuttle

the heating wire and the sensor wire into the pre-woven channels of the blanket cloth.

After wiring a strain relief patch is sewn into the blanket prior to the fitting of the wire terminations and the moulding into place of the plug connector. Special design has gone into the terminals to ensure correct and easy alignment of the two parts and to provide long life.

The plug assembly is tested at 2,000V.

Serging and binding processes finish off the raw edges top and bottom of the blanket before it is passed to final inspection for visual and electrical test.

CONTROL UNIT

The control unit is built up from its individual components, chief amongst which are the ambient response control which adjusts the blanket temperature in accordance with the room temperature, and the thermal switch. This is a bi-metallic unit to which the sensor wire is connected in such a manner that the relay contacts are opened and the blanket switched off in the event of overheating. Removal of the cause of overheating causes the relay contacts to close again and re-energises the heater.

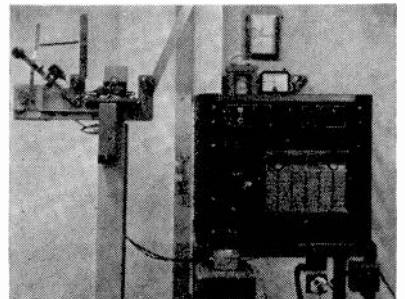
Both these sub-assemblies are made and stored under very strict conditions of cleanliness. Each is tested at 1,000V for adequate spacing and insulation.

continued on page 352

ELECTRIC BLANKET Survey

continued

Name/Model No.	Type	Size	Heat Control	Special Features	Price (inc. P.T.) £ s. d.
DREAMLAND ELECTRICAL APPLIANCES LTD.					
*Galaxy 5LB	Under	Single	Single heat		4 17 8
*Galaxy DLB	Under	Double	Single heat		6 13 10
*Family 3S	Under	Single	Three heat		5 18 5
*Family 3D	Under	Double	Three heat		7 14 6
*New Standard FS	Under	Single	Single heat		6 8 8
*New Standard FD	Under	Double	Single heat		8 15 2
*New Luxury 4FS	Under	Single	Four heat, dual control		7 14 6
*New Luxury 4FD	Under	Double	Four heat, dual control	Foot warmth extra if desired	10 6 1
*New Luxury 4FDD	Under	Double	Four heat, dual control		11 6 11
*New Brocade XLS	Under	Single	'Dial Warmth' variable heat		11 7 11
*New Brocade XLD	Under	Double	'Dial Warmth' variable heat	Fleecy Courtelle and brocade	14 2 2
*New Brocade XLDD	Under	Double	'Dial Warmth' variable heat		17 7 4
*All-night Overblanket OS	Over	Single	Variable	Controlled by warmth inside the bed and not room temperature	14 5 1
*All-night Overblanket OD	Over	Double	Variable		20 9 11
EKCO-HAWKINS LTD.					
*EH3 Juno	Under	Single	On/off switch	2 year guarantee	4 1 3
*EH4 Delia	Under	Double	On/off switch		5 8 8
*EH5 Sabrina	Under	Single	On/off switch		5 7 1
*EH6 Daphne	Under	Double	On/off switch		7 7 5
*EH7 Sylvia	Under	Single	Push button, two heat		5 19 0
*EH8 Diana	Under	Double	Push button, two heat	3 year guarantee	7 19 9
*EH9 Diana Twin	Under	Double	Two push button, two heat		10 6 5

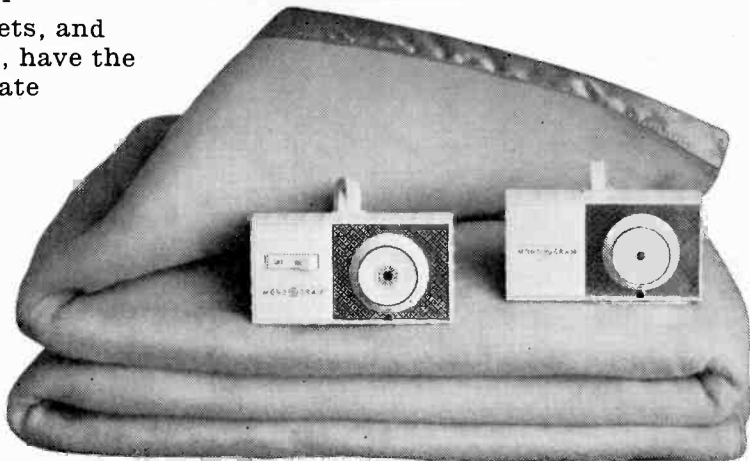


The test equipment shown above utilises a very high frequency electrostatic detector to discover any irregularities in the wire wrap which could have a detrimental effect on the performance of the finished wire. Any faults found are removed at this point.

Some talk from

You're in a tough, competitive business and you can't afford to stock the wrong products. When you choose overblankets, you're interested in one thing only. Will they sell? And only one thing will convince you. Facts. Here are some facts about Monogram overblankets. Not boastful claims, but straight facts.

- * Monogram made the first electric overblanket in the U.K.
- * Monogram sold more overblankets in 1967 than anybody else.
- * Monogram will service blankets within seven days of receipt.
- * Monogram will promote their blankets this autumn with a national TV campaign, using penetrative 30 second commercials.
- * Monogram blankets, and only Monogram's, have the continuous separate sensing system.



straight Monogram

Here are the facts about the Monogram range.

ROYAL DUET

Rayon/Cotton blend
4 two-tone reversible
colours.

GA71 single bed size
£17.19.6

GA73 double bed size
dual control
£22.6.6

COUNTESS

Rayon/Cotton blend
3 colours

GA51 single bed size
£14.14.0

GA52 double bed size
single control
£16.18.0

GA53 double bed size
dual control
£19.1.0

PEERESS

Rayon/Cotton blend
3 colours

GA61 single bed size
£11.19.6

GA62 double bed size
single control
£14.3.6

GA63 double bed size
dual control
£16.6.6

Those are the facts. We believe they add up to a very clear message.
Monogram overblankets=greater profits. But you make up your own mind.

MONO  **GRAM***

Progress Is Our Most Important Product

MONOGRAM ELECTRIC HOUSEWARES LTD, GATWICK ROAD, CRAWLEY, SUSSEX.

*Trade mark of General Electric Company of U.S.A., not connected with the English Company of similar name.

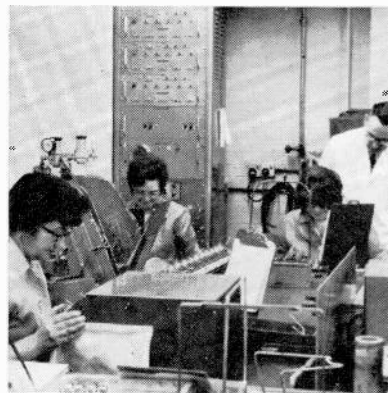
ELECTRIC BLANKET Survey

continued

Name/Model No.	Type	Size	Heat Control	Special Features	Price (inc. P.T.) £ s. d.
ELECTRIC BEDWARMERS LTD.					
Permaheat Speedheat	Under	Single	Three heat	} Quick heating	9 14 6
Permaheat Speedheat	Under	Double	Three heat		18 15 3
ELECTROWARM LTD.					
Contessa					
*Single Popular	Under	Single	Single heat	} Full length tapes; free inspection for safety at all times	4 3 6
*Single Elite	Under	Single	Single heat		5 4 6
*Double Popular	Under	Double	Single heat		6 5 7
*Monarch Double	Under	Double	Single heat		7 17 2
*Elite Double	Under	Double	Single heat		8 13 11
*Elite Twin	Under	Twin	Twin single heat		10 7 7
Cumfee					
*Single Popular	Under	Single	Single heat	}	4 3 6
*Double Popular	Under	Double	Single heat		6 5 7
GEC (DOMESTIC EQUIPMENT) LTD.					
Lullaby					
*DA.9015	Over	Single	Variable heat	} 9 safety cut-outs; washable	11 11 0
*DA.9025	Over	Double	Variable heat		14 3 6
*DA.9035	Over	Double	Dual variable heat		16 5 6
*DA.9101	Under	Single	Single heat	} Washable; securing eyelets	4 4 0
*DA.9102	Under	Double	Single heat		5 5 0
DAVID GRIFFIN LTD.					
*SUB 24	Under	Single	Variable	} Safe for all-night use	11 15 0
*DUB 24	Under	Double	Dual variable		21 19 0
PETER HAGEN LTD.					
Regency					
*PS/3	Under	Single	Three heat	} 3 year guarantee; raised fabric, satin bound	4 10 6
*PD/3	Under	Double	Three heat		6 2 6
*LS/3	Under	Single	Three heat		5 15 6
*LD/3	Under	Double	Three heat		7 17 6
*LDC/3	Under	Double	Three heat, dual control		9 2 6
HOOVER LTD.					
*6121	Over	Single	Automatic	}	11 8 5
*6122	Over	Double	Automatic		13 12 0
*6123	Over	Double	Automatic, dual control		15 15 0
*6121R	Over	Single	Automatic	} Reversible dual colour pink/blue	13 13 0
*6122R	Over	Double	Automatic		15 15 0
*6123R	Over	Double	Automatic, dual control		18 18 0
ROBERT HOLT (MX) LTD.					
No. 1	Under	Double	Thermostatic	Twin model; D/P illuminated switch	7 19 6
No. 2	Under	Double	Thermostatic	} D/P illuminated switch	6 9 6
No. 3	Under	Single	Thermostatic		4 9 6
No. 4	Under	Single	Thermostatic		3 9 6
HOTPOINT LTD.					
*4233	Over	Single	} 10 heats, 9 cut-outs. Thermostatically controlled	} Mothproof cotton, rayon fibrous blend material with matching nylon blinding. Rose pink colour. Washable	11 15 7
*4234	Over	Double			13 19 3
*4235	Over	Double			16 2 9
*4236	Under	Single	Three heat	} Flameproofed blue floral brocade material backed with simulated fleece underlay foam padded construction	10 6 9
*4237	Under	Double	Three heat		12 8 3
*4238	Under	Double	Three heat, dual control		14 9 7
N. C. JOSEPH LTD.					
Sona Single	Under	Single	Three heat	}	5 19 3
Sona Double	Under	Double	Three heat		7 3 0
MILLIWATT LTD.					
*Autocrat	Under	Single	Three heat	}	4 4 6
*Autocrat	Under	Double	Three heat		6 9 7
*Autocrat DL	Under	Single	Three heat		5 7 7
*Autocrat	Under	Double	Three heat		7 14 2
*Autocrat Twin	Under	Double	Three heat, dual control		8 15 6
Double Dual					
Royalty 6030	Under	Single	Three heat		8 19 9
Royalty 6048	Under	Double	Three heat		11 6 3
Royalty 6050	Under	Double	Three heat, dual control		19 19 4

BUILT-IN SAFETY

continued



These operatives are calibrating the recycling switch, which together with the sensor, wire forms the heart of the overheat detection system. The special equipment reduces possibility of human error and ensures accurate adjustment of the switch.

The control units are made on a production line where each girl is responsible for assembly of a complete unit. It has been found that this arrangement gives the operator a greater interest and responsibility for the quality of her work.

Before the cover is fitted, the whole control unit is air cleaned to ensure freedom from dust or other contaminants.

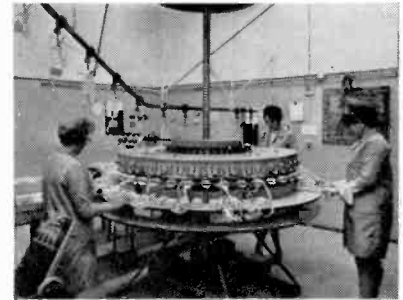


On the final assembly of the control unit each operative is responsible for a complete control. Monogram believe that this technique results in a high standard of work, and promotes a pride of craft—a key element in quality.

Name/Model No.	Type	Size	Heat Control	Special Features	Price (inc. P.T.) £ s. d.
MONOGRAM ELECTRIC HOUSEWARES LTD.					
*Royal Duet GA71	Over	Single	Variable	Washable, reversible	17 19 6
*Royal Duet GA73	Over	Double	Variable, dual control		22 6 6
*Countess GA51	Over	Single	Variable	Washable	14 14 0
*Countess GA52	Over	Double	Variable		16 18 0
*Countess GA53	Over	Double	Variable, dual control		19 1 0
*Peeress GA61	Over	Single	Variable	Washable	11 19 6
*Peeress GA62	Over	Double	Variable		14 3 6
*Peeress GA63	Over	Double	Variable, dual control		16 6 6
*GU24	Under	Single	Variable	Washable, 3 year guarantee	8 15 0
*GU25	Under	Double	Variable		10 18 6
*Nocturne UBG44	Under	Single	Single heat		6 4 0
*Nocturne UBG45	Under	Double	Single heat	8 6 0	
MORPHY RICHARDS LTD.					
*Bedtime Bliss BTS	Under	Single	Single heat	Foam construction giving maximum com- fort. Double off switch. Reversible, two colours	5 3 1
*Bedtime Bliss BTD	Under	Double	Single heat		6 19 4
*Twilight Bliss TLS	Under	Single	Three heat		6 3 10
*Twilight Bliss TLD	Under	Double	Three heat		8 0 1
*Moonlight Bliss MLS	Under	Single	Single heat		6 14 2
*Moonlight Bliss MLD	Under	Double	Single heat		9 6 0
*Midnight Bliss MDS	Under	Single	Three heat		7 14 11
*Midnight Bliss MDD	Under	Double	Three heat		10 6 9
*Midnight Bliss MDDX	Under	Double	Three heat, dual control		11 7 6
*LBS	Over	Single	10-heat, thermostatic		Lantor rayon and p.v.c. mixture material with matching satin bind- ing. Luxury quilted effect
*LBD	Over	Double		15 10 4	
*LBDX	Over	Double		17 11 9	
NORTHERN BLANKETS LTD.					
*SB1 MAE 82	Over	Single	Thermostatic	Washable	11 0 0
*B1 MAE 83	Over	Double	Thermostatic		13 0 0
*B2 MAE 84	Over	Double	Thermostatic, dual control		15 0 0
*B1 MGE 72	Over	Single	Thermostatic	Washable	11 4 0
*B1 MGE 73	Over	Double	Thermostatic		13 4 0
*B2 MGE 74	Over	Double	Thermostatic, dual control		15 8 0
01	Under	Single	Three heat, thermostatic		6 12 0
01	Under	Double			8 12 0

BUILT-IN SAFETY

continued



Blanket control units are tested 100 per cent on this special equipment. Each control has to perform its normal functions as though it were connected to a blanket in use, thus ensuring that the unit is in proper working condition when it reaches the customer.

FINAL TEST

As each control unit is completed it receives a visual check and is then electrically tested for proper working order—the thermal switch must close and energise the heater within a stipulated time of switch on.

A FIRST-RATE PRODUCT

That's a -



+ AN EFFICIENT OUTLET

That's you!

= GOOD BUSINESS

That's sensible!

Thermalux

For trade terms please write to :-

Thermalux Electrical Products Ltd. Barden Works, Club Lane, Ovenden, Halifax, Yorks. Tel: 60004

STOCK & SELL

THERMALUX

Electrically-heated Mattress Overlays

- * Not ordinary electric blankets but upholstered bed-warmers.
- * Designed to be slept on.
- * Warm every part of the bed.
- * Thermostatically controlled with a neon glow switch incorporated in the flexible cord. Alternatively, a 10 position variable heat control switch can be fitted at extra cost.
- * Induce sound and healthy sleep.
- * Absolutely safe and fool-proof.
- * EVERY Thermalux is fully tested and carries a comprehensive 2-year guarantee.

ELECTRIC BLANKET Survey

continued

BUILT-IN SAFETY

continued

Name/Model No.	Type	Size	Heat Control	Special Features	Price (inc. P.T.) £ s. d.	
NORVIC ELECTRIC LTD.						
*Heather Quilt U3	Under	Single	Three heat	} Quilted Foam	5 1 3	
*Heather Quilt U23	Under	Double	Three heat		6 13 9	
*Carnation Quilt Q3	Under	Single	Three heat	} Quilted foam, luxury models, ribbon finish	6 4 0	
*Carnation Quilt Q23	Under	Double	Three heat		8 11 10	
*Corona de luxe C3	Under	Single	Three heat		Luxury models, heavy base, detachable flanelette cover	6 11 3
*Corona de luxe CD3	Under	Double	Three heat	} Luxury quilted foam	9 3 9	
All-night Low Voltage	Under	Single	Variable		13 0 6	
*LQ4	Under	Double	Variable, dual control	} Medical pad, permanent fleecy cover and vinyl foam, detachable rayon cover	22 6 0	
*DLQ4	Under	Single	Single heat		4 7 6	
Heating Pad P4		18 x 12in				
PHILIPS ELECTRICAL LTD.						
*EA1212	Under	Single	Single heat	} Illuminated switch	4 2 9	
*EA1222	Under	Double	Single heat		5 3 6	
*EA1214	Under	Single	Three heat		6 5 8	
*EA1224	Under	Double	Three heat		8 16 7	
*EA1217	Over	Single	Variable	} Washable, mothproof	16 11 3	
*EA1227	Over	Double	Variable		19 17 5	
PIFCO LTD.						
*8401 New Favourite	Under	Single	Single heat	} Luxurious fleecy material with channelled construction and satin binding, long element runs for all-over even heating, eyelets fitted, neon switches	4 2 6	
*8402 New Favourite	Under	Double	Single heat		5 8 6	
*6401 Nitetime	Under	Single	Single heat		4 8 0	
*6402 Nitetime	Under	Double	Single heat		6 6 0	
*6431 Nitetime	Under	Single	Three heat		5 10 0	
*6432 Nitetime	Under	Double	Three heat		7 4 6	
*6403 Rest-time	Under	Single	Single heat		5 2 6	
*6404 Rest-time	Under	Double	Single heat		7 4 6	
*6433 Rest-time	Under	Single	Three heat		6 12 6	
*6434 Rest-time	Under	Double	Three heat		8 16 6	
*6405 Startime	Under	Single	Single heat		5 18 6	
*6406 Startime	Under	Double	Single heat		8 16 6	
*6426	Under	Double	Single heat, dual control	10 9 6		
SAFETY CONTROLS (WEMBLEY* LTD.)						
*Supersleep VC3	Under	Single	Three heat	} Illuminated switch	4 10 9	
*Supersleep VC23	Under	Double	Three heat		6 4 9	
*Supersleep de luxe PK3	Under	Single	Three heat		Illuminated switch, washable, detachable cover	6 5 6
*Supersleep de luxe PK23	Under	Double	Three heat		8 17 6	
SLEEP CONTENT LTD.						
*S.K./B.	Under	Single	Single heat	} Neon pilot light	3 15 0	
*D.K./B.	Under	Double	Single heat		5 6 1	
SUNBEAM ELECTRIC LTD.						
*GSB18	Over	Single	Nine position, thermostatic	} 100% nylon taffeta binding, pink or blue Safe-sealed elements incorporating 9 protective thermostats	11 11 0	
*GSDB1	Over	Double	Nine position, thermostatic		Machine washable	13 13 0
*GDDB1	Over	Double	Nine position, thermostatic, dual control			15 15 0
SUTCLIFFE & CLARKSON LTD.						
*Little Gem	Under	Single	On/off switch	}	3 19 6	
*Double Gem	Under	Double	Three heat		5 10 1	
*W.S.	Under	Single	Three heat		6 7 8	
*W.D.	Under	Double	Three heat		8 11 9	
TEST-O-THERM LTD.						
Test-O-Therm	Over	Single	} Transformer unit	} Washable	21 1 6	
Test-O-Therm	Over	Double			28 4 0	
Test-O-Therm	Over	Three-quarter			24 9 0	
THERMALUX ELECTRICAL PRODUCTS LTD.						
Mattress overlays						
DB2	Under	Double	Single heat	}	22 0 5	
DB	Under	Double	Single heat		18 17 4	
OSB	Under	Single	Single heat		13 18 5	
J	Under	Single	Single heat		10 6 9	
M	Under	Single	Single heat		8 0 3	
THERMEGA LTD.						
Mermaid				} Washable. Pink/blue reversible		
TW15	Under	Single	Single heat		4 17 6	
TW1D	Under	Double	Single heat		6 12 6	
Three Heat de luxe						
*TW3S	Under	Single	Three heat		6 6 0	
*TW3D	Under	Double	Three heat	8 8 0		
P1612/3	—	Pad	Three heat	4 16 6		



At this final inspection and test station all Monogram blankets have their electric circuits measured to ensure that they meet the required specifications. Visual inspection confirms that the wiring has been properly inserted and binding and connectors are correctly fitted.

The control is next connected and set for normal blanket operation and checks are carried out to ensure that it operates correctly under these conditions for a set period.

Finally a check is made to see that the safety cut-out disconnects the supply current under conditions of overheating. The BEAB standard for electric blankets lays down numerous quite stringent checks to be carried out and conditions to be met. Monogram's own quality control programme represents the efforts of one prominent manufacturer to achieve results even in excess of BEAB requirements.

BLANKET SERVICE DEPOTS

In the list which follows we give the names and addresses of the service departments of the principal British manufacturers of electric blankets, together with the approximate costs of inspection or repairs. The name of the depot manager is given (in italics).

BLANELLA
Blanella Ltd., Service Dept., Boston Spa, Yorks.
Mrs. M. North
 Routine inspection and test: Single 8s. 6d.; Double 12s. 6d. Estimates for major repairs.

BLANKET SERVICE DEPOTS

continued

COMFORT, SAFETY WARM
Charles Early & Marriott (Witney) Ltd., Electric Blanket Dept., Mount Mills, Witney, Oxon. *G. D. Neale*
Servicing from 12s. 6d., plus any replacements necessary. Estimates for major repairs.

DEBUTANTE
Central Electric Blanket Repair Agency, Quality Works, Todmorden, Lancs.

DREAMLAND
Dreamland Electrical Appliances Ltd., Shipyard Estate, Hythe, Hants. *L. Grice*
March-August 15s. plus postage. September-February £1 plus postage.

EKCO, HAWKINS, PYE
Ekco Heating & Electrical Ltd., Blanket Service Dept., Progress Road, Leigh-on-Sea, Essex. *D. H. Tadman*
Routine inspection (April - August) 11s. 6d. (September-March) 15s. 6d. Estimates for repairs over 25s.

DEE GEE
David Griffin Ltd., Holland Way, Blandford, Dorset.
17s. 6d.-25s. depending on model, plus any necessary parts.

HOTPOINT (Overblankets)
Hotpoint Ltd., White Waltham Airfield Estate, Nr. Maidenhead, Berks. *R. H. Harrow*
Servicing 50s. includes re-guarantee for further year.

HOTPOINT (Underblankets)
Hotpoint Ltd., Blanket Service Dept., Shipyard Estate, Hythe, Southampton, Hants. *R. H. Harrow*
March - August 15s. plus postage. September-February 20s. plus postage.

LULLABY
GEC (Domestic Equipment) Ltd., Blanket Service Dept., Hirwaun Industrial Estate, Hirwaun, Glam. *K. Whiteside*
Overblankets 50s. Underblankets 25s. Laundering—Overblankets 10s.; Underblankets 7s. 6d.

MONOGRAM
Monogram Electric Housewares Ltd., Arkwright Road, Reading, Berks. *C. C. Aplin*
Check of control and blanket 27s.

more overleaf

Name/Model No.	Type	Size	Heat Control	Special Features	Price (inc. P.T.) £ s. d.
THERMOSET APPLIANCES LTD.					
*Regent	Under	Single	Single heat, non thermo-static	2-tone reversible Choice of 3 colours, detachable cord, set of tie-on tapes	3 10 3
*Regent	Under	Double			4 14 6
*Everest	Under	Single			4 17 9
*Everest	Under	Double			6 10 6
*Cozee	Under	Single			5 8 6
*Cozee	Under	Double	8 3 0		
*New Era	Over	Single	Low voltage transformer, 4 settings	Choice of 3 colours, fully washable Flexible conductive sheeting for all-over warmth	15 2 0
*New Era	Over	Double			23 3 0
*Ambassador	Under	Single			15 7 6
WARMABED LTD.					
*De Luxe Double	Under	Double	Three heat, dual control		11 2 5
*De Luxe Single	Under	Single	Three heat		6 17 4
*New De Luxe Double	Under	Double	Single heat, dual control		9 17 10
*New De Luxe Single	Under	Single	Single heat		5 14 3
*New De Luxe Double	Under	Double	Single heat	1 switch	7 13 7
WARMEX LTD.					
Single Standard	Over	Single	} Illuminated switch		3 5 6
Double Standard	Over	Double			6 11 0
WINDAK LTD.					
*Safesleeper SL	Under	Single	Variable, dual control	} E.L.V. with transformer	12 0 6
*Safesleeper DL	Under	Double			22 7 6
*Safesleeper	Under	Twin bed			Variable, dual control
WINTERWARM (BIRMINGHAM) LTD.					
*SB2	Under	Single	Single heat	} Double pole illuminated switches	4 8 0
*DB2	Under	Double	Single heat		5 19 0
SB3	Under	Single	Three heat		4 12 0
*DB3	Under	Double	Three heat		6 12 0
*KS1	Under	Single			2 15 0
*KD1	Under	Double		4 10 0	
*KD3	Under	Double	Three heat		4 15 0

There is still a demand from a section of the public for a direct replacement for the old fashioned hot water bottle . . .

what better than an

ELECTRIC BEDWARMER

from this list

Name/Model No.	Size (in.)	Type of heater	Wattage	Special Features	Price £ s. d.
B.E.L. FITMENTS LTD.					
Melbourne	15in. dia. 4½in. deep	Lamp	40	Stove enamelled pink/white	2 14 4
BELLING & CO. LTD.					
90	14½in. dia. 4in. deep		40	Blue, pink or primrose	2 19 9
BRADLEY & BURCH LTD.					
G.B. Bedwarmer and Airing Frame	24 x 12 x 8in.	Lamp	Variable by lamps of different wattage	Thermoplastic coated outer frame with internal lamp guard, Supplied with 100WV Glow Heat lamp and fitted plug on 12ft. double insulated flexible.	2 3 0

ELECTRIC BLANKET Survey

continued

Name/Model No.	Size (in.)		Wastage	Special Features	Price £ s. d.
ENGELHARD HANOVIA LAMPS Hanovia		Rough surface bulb	40	Creates wide spread of warmth.	2 12 2
PIFCO LTD. 1098	17 x 11 x 4in.	B.C. lamp	40	Steel carrying handle and indicator light.	2 17 6
RIMA ELECTRIC LTD. 302	14in.	Lamp	40	Three fixings around perimeter make it more secure than the accepted single centre fixing.	2 19 6

NEXT MONTH . . .

Philip Honey writes about Whole House Heating by electricity.

Dealing with Light looks at the current BLC Home Lighting Exhibition.

WHICH REPLY TO RADIO & ALLIED

To the Editor *RER*

Dear Sir,

May I reply to points raised by the technical director of Radio & Allied Industries in *RER*, July issue, on the *Which* report on Colour TV?

We have already explained to GEC, at their request, exactly where and how temperatures in the sets were measured. (Incidentally, as many of your readers will know, we are always very pleased to give manufacturers technical information about aspects of our tests on their products.)

GEC describes our limits as "arbitrary" but GEC has not told us what temperatures the components they use are designed to withstand. As GEC themselves recognise, the temperatures in their 19in set were higher than in

their 25in set, and indeed than in all the other sets *Which* tested. The point is that *Which* found high temperatures close to temperature sensitive components, and even signs of scorching, in the GEC 19in set. Hence the conclusion that the set was likely to be less reliable.

We take exception to Mr Vesely's suggestion that the *Which* TV testers were "less than impartial". Anyone who has read the *Which* report is hardly likely to believe that a criticism of one aspect of a set, rated as "very good" on another aspect, indicates bias.

Yours faithfully,
(signed) Maurice Healy,
Deputy Head,
Research and Editorial Division

3 MILLION REFRIGERATORS

ELECTROLUX recently celebrated the fact of becoming the first British manufacturer to have produced three million domestic refrigerators.

At a special ceremony held at the Luton works, refrigerator number 3,000,000 was presented by Stanley Broughton, managing director, to R. Hinks, secretary of the British Olympic Association, and Major T. Riley, secretary of the Association's Northern Appeals Committee.

Also at the end of the line were Olympic stars, Lillian Board, Janet Simpson and Sergeant Jeremy Fox.

Along with six other Electrolux models, the latest refrigerator will be used as prizes in competitions being organised by the Northern area committee of the British Olympic Appeals Fund who aim to raise £10,000 towards the target of £175,000 needed to send the British team to Mexico City in October.

Electrolux cleaners and polishers, supplied by Electrolux S.A. Mexico, will be used exclusively in the buildings of Olympic Village.

BLANKET SERVICE DEPOTS

continued

MORPHY-RICHARDS

Easipower (Service) Ltd., Blanket Service Dept., Shipyard Estate, Hythe, Southampton, Hants. *L. Grice*
March - August 15s. plus postage.
September-February 20s. plus postage.

NEW ERA, AMBASSADOR

Thermoset Appliances Ltd., 52 Old Street, Failsworth, Lancs.

Mrs. I. Wright, Mrs. E. Buckley
Charges quoted on request.

NORVIC, ZODIAC

Norvic Electric Service Dept., Fassetts Road, High Wycombe, Bucks.

G. Bourne
Routine inspection and test £1 1s.
Estimates for major repairs.

PHILIPS

Philips Electrical Ltd., Electric Blanket Service Dept., Burnley, Lancs.

R. Bradley
£1 3s. 7d. Element replacement extra.

PIFCO

Pifco Engineering Ltd., Watling Street, Manchester, 4.

A. Whittle
Inspection charge 15s. Estimates for specific repairs.

REGENT, EVEREST, COZEE

Thermoset Appliances Ltd., 52 Old Street, Failsworth, Lancs.

Mrs. I. Wright, Mrs. E. Buckley
Routine heat test and check 12s. plus postage. Maximum cost, Double 50s.; Single 36s. Price provides for new current carrying parts throughout, without cleaning of enclosure.

THERMEGA

Thermega Ltd., Ermyn Way, Leatherhead, Surrey.

A. Gowens
Routine inspection, Blanket £1; Pad 15s.

WARMABED

Warmabed Ltd., Service Centre, Malvern Road, Knottingley, Yorks.

S. F. O'Neill
Inspection 15s. plus any replacement parts necessary. Estimates for major repairs.

WINDAK

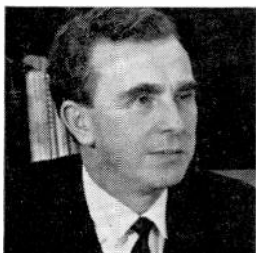
Windak Ltd., Woodside Factory, Poynton, Cheshire.

E. Andrew
Routine test and inspection 9s. Estimates for major repairs.

The information given above
is supplied
by courtesy of BEAMA

Grimthorpe's People

IT IS NOT such a far cry from lighting to ceilings you may think—are you moving up in the world when you leave the lights for the broader expanse of the worst thing in the world to paper? These thoughts occurred to me after speaking to Alfred Wilcock, who has now moved over to become sales director of Isora Integrated Ceilings after being with that august body, the British Lighting Council, since 1951.



At one time we were inclined to forget our ceilings when it came to room lighting. Anyone who knows Alfred will know how he has campaigned to kill the outdated ideas of a central lighting fitment. Certainly, he tells me, he looks to his new appointment as a rich opportunity to develop the lighting interests of a young and virile company 'in the wide fields of modern lighting and total internal environment'. Alfred Wilcock is first an engineer—FIEE and FIES—but he is also a chap full of highly original ideas—he will have us all looking up before very long, I anticipate.

At one time no self respecting radio manufacturer would have thought of engaging expertise for his company from outside the industry itself—it was a closed shop. Sales types, in particular, moved from one radio set maker to another in an interesting and speculative game of musical desks. Not any more—look at Ever Ready, for instance. They have just appointed Don White as marketing director (whatever happened to the old title of sales manager or director?). Don brings with him a whole world of new expertise gained in marketing Corn Products, Petfoods, Mars, Mazola, Brown and Polson and Knorr—to mention but a couple! He will find it a change, no doubt, but in the final analysis it is increased sales that Ever Ready want, and there is only one sure way to get them—no doubt in the same way that Petfoods and the rest got theirs.

While I'm talking will some of you old hands explain to your bright young marketing boys about the days when we had Radio Shows—how in the days of Radiolympia, the radio industry was an exciting, fascinating thing to be in—when 10 to 10 for ten days was a marathon spell of selling and buying plus some lighter moments as well! This sudden fit of nostalgia was brought on when I heard of the retirement of C. E. (Johnnie) Walker of BRC. His face was always one I looked for, his opinion was always one I sought. He was part of the radio scene, after all he had been in it long enough. First with Sterling Telephones, then he was absorbed into Marconiphone and then into EMI. He learnt his craft 'on the road' and finished as group commercial manager of BRC. He will now be living in



Lymington. In the photograph as well as Johnnie, you can see Benny Goodman, Jock Henderson, Arthur Luscombe and Jack Wilson. It all makes me feel a little sad.

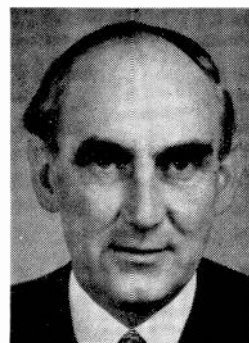
I was glad recently to have the opportunity of being able to congratulate Aubrey Avery on his new appointment as sales director with a seat on the board of Radio and Allied. This follows, of course on the promotion of Brian Riley to managing director. Aubrey has had his disappointments in the past, but he is a real professional and with his latest success I am sure that the R & A trade marks are in good hands.

Those of us who are inclined to think of Ronson as a comparatively new company in this country may be surprised to learn that at the Dorchester Hotel recently no fewer than 35 employees received gold watches to mark their completion of 21 years' service with the company. Numbered among the band are the chairman and managing director W. J. Kenyon Jones and Ken Lawrence, for many years sales manager of the electrical products division, both great characters.

It was such a short note from Peter Gillibrand. It said that W. J. Bird, a director of GEC has been appointed chairman of GEC-AEI Engineering and of AEI Electric Motors. I suppose he thought that was enough, but short as it was, the news pleased me, as I am sure it must have pleased all Bill's friends.

I recently met John Rentz, who has joined Monogram Electric Housewares as manufacturing manager at Crawley. Coming from Louisville in Kentucky, he had a long spell with the General Electric Company of America before joining Monogram in 1964. He tells me he and his family are looking forward to their stay in this country. From what I gather he has already fallen in love with the countryside down Crawley way.

It is a bit late perhaps to be talking about a story connected with the European Football Cup, but I only heard of it a week or two ago. Jack Dickman, for whom I have a great admiration, wanted to say thank you to his employees for their past efforts and got the idea of treating 32 of them to seats at Wembley for the Final. But alas, no tickets were to be had for love nor money. Jack does not take minor setbacks like this lightly, so he promptly rang up his Portuguese distributor 'who was able to help'. Jack himself?—he watched on the telly. That's the way to treat the troops. Got a distributor in Mexico City, Jack?



When I was talking about Johnnie Walker just now, I forgot to mention that H. D. Moberly has been appointed to succeed him at BRC. Can you see in my photograph a likeness to that advertising manager who insists on getting rid of that animal? I can assure you that is the only likeness.

CROWN

Care



RADIO/RECORDER 9100F

Compact cassette tape recorder incorporating AM/FM radio. Battery operation with optional mains adaptor. Push button operation for fast forward-rewind-play/record. Input level indicator.

Dimensions $2\frac{1}{2}'' \times 9\frac{1}{2}'' \times 8\frac{1}{2}''$. Weight 5 lbs.
R.R.P. 44 gns. (inc. P.T.)

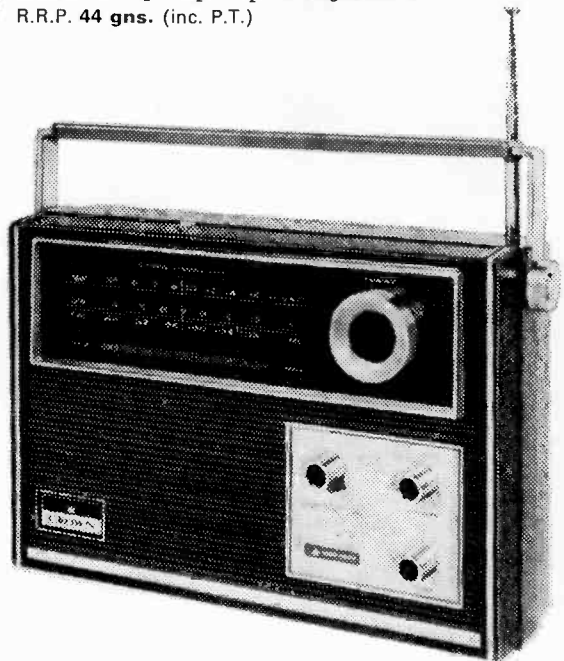
RADIO TRF 2800L

10 transistor MW/LW/FM radio in black leatherette cabinet with contrast silver trim.

Mains adaptor optional extra.

Dimensions $6\frac{3}{4}'' \times 10\frac{1}{4}'' \times 2\frac{3}{4}''$. Weight 3 lbs.

R.R.P. £22.15.1. (inc. P.T.)



SHOWTIME FLASH!

NEW PRODUCTS TO BE SEEN

- 7" Mains/battery portable T.V.
- New deal dictating unit
- Stereo car cassette player
- The latest designs in tape recorders



WIN A WEEKEND IN HAMBURG

Details at our Show on Sunday, August
25th, 1-6 p.m., 26-28th, 10 a.m.-9 p.m.,
29th, 10 a.m.-4.30 p.m.

CROWN RADIO LTD, ROOMS 212 & 214 KENSINGTON PALACE HOTEL

literature RECEIVED

E387 STAFF TURNOVER, levels of pay, recruitment methods, sickness payments, starting times, checking of references are amongst the subjects analysed for 27 cities and counties and in 12 industries including electrical engineering in a new book: *British Office Standards* just published by Black Arrow Leasing, at 10s.

E388 DISCHARGE LAMPS — the third part of the BLC's four-section lamp book—is now available. Written in every day language, it covers a field in which rapid progress has been made in recent years. It deals with the familiar high pressure mercury lamps and the techniques of colour improvement, with low pressure sodium lamps, and separately with high pressure sodium lamps for which there are as yet no standardised design solutions. The final part of the book is devoted to special purpose lamps, i.e., xenon, electronic flash tubes and neon glow tubes. Price: 7s. 6d.

E389 THE LATEST in the series of Fire Protection Association planning guides deals with the question of space heating for commerce and industry, and how to reduce the danger of fire from these sources. Heating equipment in such locations causes more than 3,000 fires per year, and nearly 12,000 in the home. The guide considers in detail the fire hazards associated with central heating, self-contained appliances and portable heaters. Price: 2s.

E390 METWAY ELECTRICAL'S 1968-9 catalogue of domestic electrical appliances is now available. Its 20 pages describe, and illustrate most of the currently available range of fires, kitchen equipment, irons, kettles, and replacement kettle elements.

E391 INTENDED TO PROVIDE some of the data for the Consumer Council's Teltag scheme is *BS 3999: Methods of measuring the performance of domestic electrical appliances: Part 5: 1968 Electric cookers*. It deals with heat distribution in the oven, the time required to heat the oven and to boil water on the hotplates, timer control, performance of the griller, and bread baking performance. The tests involve actually cooking items from recipes given in the standard.

E392 BRIMAR HAVE JUST PUBLISHED their *Data List Number 34*. The new volume includes some of the features of the new out-of-print Brimar Manual. Tabulated abridged data arranged in alpha-numerical type number order covers practically all the valves and tubes ever sold by Brimar. Industrial

c.r.t.'s are included for the first time. A large bi-directional equivalents list is given. Free to the trade.

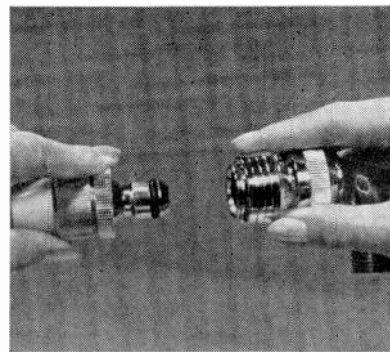
E393 THE SPECIAL HAZARDS from high voltage, the use of fluids, heating elements and carbon arcs, the emission of ultra-violet light and the production of ozone, are dealt with in *BS 3861 Part 2: Requirements and tests for machines presenting special hazards*, in the series dealing with the general electrical safety requirements for office machines.

E394 INCLUDED in the latest list 88/2 from Daystrom are the Heathkit models IM-25 solid state high impedance Volt-Ohm Milliammeter; IP-17 regulated HV Power Supply; transistor portable stereo tape recorder STR-1; and the SRP-1 stereo record player.

USE THE PRE-PAID FORM ON PAGE 364 TO OBTAIN FURTHER DETAILS OF ANY OF THE ABOVE ITEMS, QUOTING THE REFERENCE NUMBER.

HAVE YOU HEARD ABOUT

APPROVAL FOR SIROFLEX E395
ORIGINALLY INTRODUCED on a limited scale last spring, the Siroflex RS valve coupling unit, marketed by Practitioners in Marketing, has, following minor modifications, been accepted by the Metropolitan Water Board and the British Water Works Association. This



Italian made fitment, will probably be recommended for use on clothes washers and dish washers by a number of leading British manufacturers. The push and pull coupler permits the housewife to connect up an appliance with a minimum of time and effort.

GEC MOVE

THE CARDIFF DEPOT of GEC (Installation Equipment) has now been moved to Bonville Road, Brislington, Bristol, 4. Tel: Bristol 73556.

TAPE RECORDERS FOR EDUCATION

A RECENT AGREEMENT between Decca Educational Service and Van Der Molen will ensure wide educational distribution of Van Der Molen tape recorders. The latter company will also produce special recorders and ancillary equipment for Decca.

ADDITIONS TO D.E.C. RANGE

AMONGST NEW LINES just added to the range of washing machine components marketed to the trade by Domestic Electrical Components are tap adaptors of the automatic screw-on type and spare parts to fit Indesit washing machines, which incidentally, will fit many other Continental and British machines.

TRICITY NET TAX PLAN

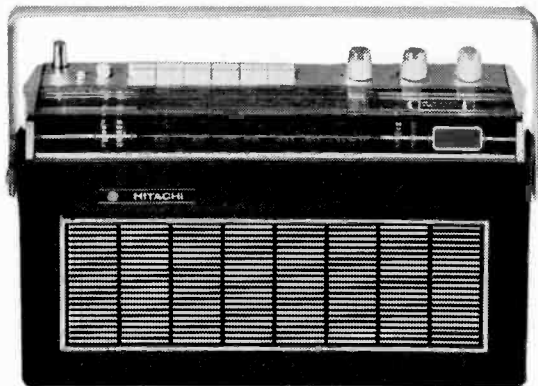
IN ORDER to assist retailers in the credit sales of colour TV, etc., Tricity Finance Corporation have announced a special tax relief plan which results in considerable savings by way of lower interest charges, and repayments and can be recommended to any creditworthy customer paying tax of 10s. or more a week. From the retailer's point of view the scheme is simple to operate. He is supplied with the Tricity Net Tax Plan documents and submits the proposals direct to Tricity, thus retaining complete control of the sale.

continued on page 361

Even at 39 gns HITACHI stays in the best-seller class

People who *know* a first-class transistor radio when they see one—people who don't mind paying extra money for extra quality—these are the people who have put and kept Hitachi in the best-selling class, despite the fact that the Hitachi KH.1325 runs as high as 39 gns, tax paid. Of course, there are Hitachi models considerably less expensive—but all are distinguished in design no less than in appearance: and so far as quality is concerned, Hitachi well deserve their slogan —“the most wonderful radios in the world!”

Look at these five Hitachi models for style!



KH.1325 Illustrated above. With 13 transistors and 5 wavebands, this is the most fantastic Hitachi quality ever! Includes radar tuning and auto button for car use.

39gns tax paid

WH.1160 Compact, fully-transistorized multi-purpose receiver, in durable genuine leather cover. Four bands: Standard Broadcast, Long Wave, Marine, Short Wave. Plus D.F. Loop Aerial and beat frequency oscillator. **29gns.** tax paid

WH.837E 8-transistor portable. Long, Medium and Short Wave. Telescopic aerial. Complete with personal earpiece and car aerial socket. **15½gns.** tax paid.

KH.980L 9-transistor portable. Super-elegant appearance. Long, Medium and FM Wavebands. Cut-away leather case and leather pouch for earpiece **18gns.** tax paid.

KH.920L Luxurious portable, covering Long, Medium, Short and FM wavebands. For both home and outdoor reception. In super-durable case, it represents today's finest value for money **26gns.** tax paid.

All prices are recommended retail.



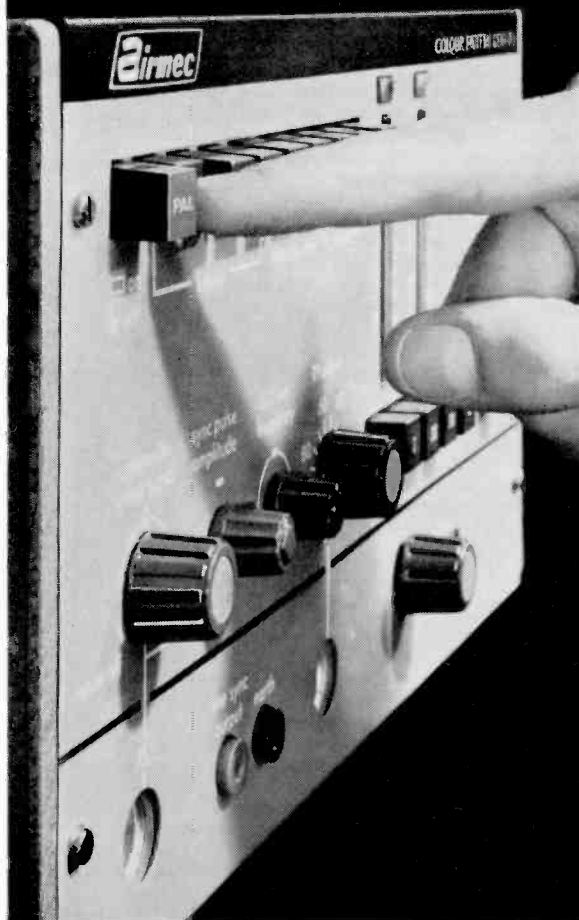
Lee Products (Gt. Britain) Ltd. 10-18 Clifton Street, London EC2
Sole United Kingdom Distributors

Ref. Ad. No. 401

it's so easy to service colour TV!

with the Colour Pattern Generator FG 387Z

625 and 405 Working
Three Purity Colours
Six Vertical Colour Bars
Cross Hatch Pattern
Monochrome Pattern
6MHz Unmodulated Carrier
6MHz Carrier Modulated 1kHz
RF and Video Outputs
Covers Bands 1, 3, 4 and 5



Airmec

AIRMEC
INSTRUMENTS LTD
HIGH WYCOMBE
BUCKS TEL. HW 21201

Ref. Ad. No. 402

HAVE YOU HEARD ABOUT



continued

USSR COMES TO TOWN E400

LAUNCHED with the two-fold aim of furthering trade and economic relations between the USSR and Britain, and illustrating the Soviet way of life, the Soviet Exhibition, to be held at Earls Court, London from August 6 to 24, is expected to play a considerable part in promoting mutual understanding between the peoples of the two countries. Pride of place in the centre of the exhibition is given to Yuri Gagarin's actual *Vostok 1* spaceship, but of more immediate interest to our readers will be the Electronics Hall where visitors will be able to see the Soviet version of colour television. For the technically minded there is a comprehensive display of equipment for the manufacture of resistors, capacitors and semi-conductors and other radio components. Another section is devoted to radio receivers varying from the miniature Micro transistor set to the Symphonia-2 stereophonic set. Also of interest are the Minia record player and the Malachite-2 video recorder, all of which will be demonstrated. When you have seen enough technical products you can take a look at some of the many documentary films, hear Russian music, taste national dishes or buy souvenirs for the kids.

PMG TO OPEN EXHIBITION

E401

THE INTERNATIONAL RADIO & COMMUNICATIONS EXHIBITION, to be held at the Royal Horticultural New Hall, Westminster from 2nd to 5th October, will be opened by the Postmaster General. For the first time the Diplomatic Wireless Service will be showing some of their latest equipment. Another innovation will be a series of lectures on: Communication Equipment; Single Side Band; Aerials, and Communications Research and Developments. A new communication receiver will be presented to the holder of a lucky card.

CREDA REORGANISATION E402

IN ORDER to widen the comprehensive service to Electricity Boards, Approved Installers, Architects and the building trade, Simplex Electric have reorganised and expanded their Comfortaire central heating department. J. E. Tams is appointed administration manager. J. Brannan becomes contracts manager responsible for training of all installers, etc. on the company's central heating products. The service department has been expanded by the appointment of three more service liaison technicians.

FREEZER ADVISORY SERVICE

E403

UPO (UK) are offering British housewives an advisory service on home freezers. Miss Pamela Brown, UPO's freezer adviser, will answer all questions of deep freezing asked by members of the general public. Advice will be available on what kinds of produce can be frozen, and how it can be frozen. Information will be supplied as to where



Miss Pamela Brown

suitable goods can be purchased locally in bulk. Customers will be advised on the best kind of freezer for their particular requirements, what sort of auxiliary equipment is needed and where it can be obtained. UPO will also be able to advise on how to insure the contents of the freezer against defects of the freezer or damage to the contents due to a power failure.

IMPROVED CONDUIT SERVICE

E404

FASTER and more efficient service to the industry is the main object of a new central warehouse facility for conduit and fittings now in operation by Simplex Electric. The new operation is centred on a depot at Meeting Street, Wednesbury, Staffs. (Tel: 021-556 1423), under the management of A. W. Strickland. New catalogues and price lists of the equipment available are ready.

RADIO CONTROLLED SERVICE

E405

CHRISTY BROS of Chelmsford are now operating a fleet of radio controlled service vehicles completely equipped to tackle repairs of all consumer electrical goods sold from their showroom at 95 High Street, Chelmsford, where they have recently opened a new radio and television floor.

ANTEX GO WEST

E406

ANTEX, makers of the well-known range of miniature soldering irons, have moved from Croydon to Mayflower House, Armada Way, Plymouth (Tel: 67377/8). A new 6,000sq ft factory has been taken

at Tavistock, where a flow line assembly line with new testing facilities has been installed.

IBC 1968

E407

THE INTERNATIONAL BROADCASTING CONVENTION, to be held at Grosvenor House, London from 9th to 13th September, will be opened by the Postmaster General. 26 companies have so far indicated their intention to participate in the Convention exhibition. Over 100 papers will be presented to an expected attendance of 700 delegates.

THORN/IR AGREEMENT

E408

THORN ELECTRICAL INDUSTRIES and International Rectifier Corporation of USA which jointly own six semiconductor companies in Europe, have announced the signing of a twelve-year agreement under which these companies will continue as joint ventures with IR exercising management control. IR will provide technical assistance and licences relating to semiconductor devices.

PARAPHERNALIA 68

E409

A NEW EXHIBITION, to be known as Paraphernalia '68, will be held at Olympia, London from August 5th to 8th. It will feature some 140 firms in the gift, fancy goods and home accessories markets. Concurrently with the exhibition there will be two conferences. On August 7th there will be a conference for retailers and buyers, and on August 8th one for manufacturers, wholesalers, importers and distributors. A dinner dance will be held at the Royal Lancaster Hotel during the week.

REGISTER OF HEATING ENGINEERS

E410

THE CURRENT LIST of the Register of Domestic Heating Engineers legally obliged to provide a 2-year guarantee backed by insurance published by the Heating Centre, shows that this service is now available in over 660 towns in the UK.

RBM BREAKTHROUGH

E411

A BRITISH technical breakthrough—the Colour Picture Integrated Circuit—the first of its kind in the world, has been developed by the research team of Rank Bush Murphy. This new concept in TV circuitry will provide colour pictures with significantly better definition and will virtually eliminate the need to make colour adjustments during programmes. The domestic picture will in fact, be very much the equal of that which is at present available only on very costly studio monitor type receivers. Two new sets incorporating the device will be released at the time of the RBM Trade Show. More technical details of the device will be found in this month's issue of *Service Engineer* (available only to subscribers to RER).

WITWORTH TRANSFORMERS LIMITED
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 TC208 TU209 T209/1 T221 T231 T231F T248
 TC267 TC267/1 T283 T284 T293 T310 T311
 TGC316 T326 T327 T330 T330F T331 TCG337.
 All at £2 10s. Od. each.

EKCO U26 TYPE
 ST304 T342 T368 TC312 T313 T313F T344 T335
 T370 TC369 T344F T345 T346 T348 T348F TC349
 TC356 T377 T371 TP347.
 All at £2 15s. Od.

FERRANTI U25 TYPE
 T1001 T1002 T1004 T1005 T1011. All at £2 10s. Od.
 each.

FERRANTI U26 TYPE
 TC1012F T1027 T1027F TC1028 T1023 T1023F
 T1024 T1025. All at £2 15s. Od. each.

FERGUSON
 305 306 307T 308 315317 406 408 416T 436 438. All
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H.M.V.
 11865 1866 186 1868 1869 1870 1872 1874 1876
 895. All at £27 10s. Od. each.

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 17TCDL CS17 CS17C CS17F 17CS. All at £3 0s. Od.
 each.
 PYE 200 & 400 at £2 10s. Od. each.

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BUSH
 TV53 TV56 T57 TV57 TUG58 M59 TUG59 TU62
 TU63 TV66 TU67 TUG68 M69 TUG69. All at
 £1 10s. Od. each.

COSSOR
 R17A 930 931 933 935 937 938 938A 939F.A.
 940 942 942B 943 944 946. All at £1 15s. Od. each.

EMERSON
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FERRANTI
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K.B.
 PV40 PV100 NF70 OV30 QV10 QV30. At
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REGENTONE
 10-6F.M. 10-17F.M. 1021 F.M. T21. At £1 10s. Od.
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 logue from Lyte Industries Ltd. (Dept. RE),
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MEASURING INSTRUMENTS REPAIRED.
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 tors, tools, Electrolube. All your service require-
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 Washers bought. Trade visitors welcome. Price
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KARDEX, Roneo-Dex, Shannovee, etc., as new.
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KARDEX, Roneo-Dex. Office and domestic
 equipment, new reconditioned.—Bradley, 184A
 Landseer Avenue, Manor Park, E.12. 478-5157.

PHILIPS 625 UHF Conversion Kit. Complete
 panels Escutcheon Kit and Knobs, 17s. 6d., plus
 2s. 6d. postage.—Willow Vale, "The Service
 Wholesalers", 69 Station Road, Hanwell,
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 ine TVs working from £9. Over 100 19-inch sets
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 ments. Why bother to repair when you can buy
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ELECTRIC BLANKETS repaired or rebuilt to
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Ref. No.	Name	Page	Ref. No.	Name	Page
<input type="checkbox"/>	E370 Philips Electrical Ltd.	305	<input type="checkbox"/>	E395 Practitioners in Marketing Ltd.	359
<input type="checkbox"/>	E371 Philips Electrical Ltd.	305	<input type="checkbox"/>	E396 GEC (Installation) Ltd.	359
<input type="checkbox"/>	E372 Metway Electrical Industries Ltd.	305	<input type="checkbox"/>	E397 Van Der Molen Ltd.	359
<input type="checkbox"/>	E373 H. Frost & Co. Ltd.	305	<input type="checkbox"/>	E398 Domestic Electrical Components Ltd.	359
<input type="checkbox"/>	E374 Regina Electric Products Ltd.	305	<input type="checkbox"/>	E399 Tricity Finance Corp. Ltd.	359
<input type="checkbox"/>	E375 Electrolux Ltd.	309	<input type="checkbox"/>	E400 Industrial & Trade Fairs Ltd.	361
<input type="checkbox"/>	E376 Hoover Ltd.	309	<input type="checkbox"/>	E401 International Radio Engineering & Communications Exhibition	361
<input type="checkbox"/>	E377 Andrews Houseware Ltd. Mfs.	309	<input type="checkbox"/>	E402 Simplex Electric Ltd.	361
<input type="checkbox"/>	E378 AEG (GB) Ltd.	309	<input type="checkbox"/>	E403 UPO (UK) Ltd.	361
<input type="checkbox"/>	E379 Carmen Curler Co. Ltd.	309	<input type="checkbox"/>	E404 Simplex Electric Ltd.	361
<input type="checkbox"/>	E380 O-Three Instruments Ltd.	309	<input type="checkbox"/>	E405 Christy Bros. Ltd.	361
<input type="checkbox"/>	E381 Hoover Ltd.	309	<input type="checkbox"/>	E406 Antex Ltd.	361
<input type="checkbox"/>	E382 Alba (Radio & Television) Ltd.	309	<input type="checkbox"/>	E407 International Broadcasting Convention	361
<input type="checkbox"/>	E383 British Radio Corporation Ltd.	311	<input type="checkbox"/>	E408 Thorn Electrical Industries Ltd.	361
<input type="checkbox"/>	E384 Philips Electrical Ltd.	311	<input type="checkbox"/>	E409 Paraphernalia '68	361
<input type="checkbox"/>	E385 Crown Radio Ltd.	311	<input type="checkbox"/>	E410 The Heating Centre	361
<input type="checkbox"/>	E386 Sharp Sales & Service Ltd.	311	<input type="checkbox"/>	E411 The Rank Organisation	361
<input type="checkbox"/>	E387 Black Arrow Leasing Ltd.	359	S		
<input type="checkbox"/>	E388 British Lighting Council	359	<input type="checkbox"/>	S66 Video Circuits	96
<input type="checkbox"/>	E389 Fire Protection Association	359	<input type="checkbox"/>	S67 Henri Picard & Frere	96
<input type="checkbox"/>	E390 Metway Electrical Industries Ltd.	359	<input type="checkbox"/>	S68 Weller Electric Ltd.	96
<input type="checkbox"/>	E391 British Standards Institution	359	<input type="checkbox"/>	S69 Thorn-AEI Radio Valves and Tubes Ltd.	96
<input type="checkbox"/>	E392 Thorn-AEI Radio Valves & Tubes Ltd.	359	<input type="checkbox"/>	S70 Mullard Ltd.	96
<input type="checkbox"/>	E393 British Standards Institution	359			
<input type="checkbox"/>	E394 Daystrom Ltd.	359			

NAME
 BLOCK CAPITALS PLEASE

ADDRESS

BUSINESS (check appropriate box)

Retailer	<input type="checkbox"/>	Wholesaler	<input type="checkbox"/>
Manufacturer	<input type="checkbox"/>	Contractor	<input type="checkbox"/>
Department Store	<input type="checkbox"/>	Service Engineer	<input type="checkbox"/>
Other (please state)			



The Park Room at
The Kensington Palace Hotel
...ON August 25th to 29th. Starting 10.a.m.

Dansette



Perdio

DANSETTE PRODUCTS LIMITED

If you visit Fidelity's show first,
you'll get carried away.

And there goes your floor space.

If you visit Fidelity's show in the middle of
exhibition time, you'll see everybody
else ordering like mad.

And there goes your peace of mind.

If you visit Fidelity's show last you may get
doubtful about the
orders you've placed elsewhere.

And there goes your confidence.

Personally, we'd be inclined to risk
the floor space.



Fidelity show

Kensington Palace Hotel August 25th-29th

**Fidelity.
Just what
you want
to hear.**