

C. SHARP & SON

PREBEND ROW - DARLINGTON

TELEPHONE 3609

Your
Radio and Television
Specialists



**A Guide
to
Good
Reception**

*A step in the right
direction*

Your problems solved . .

How many Valves are there to replace ?

How long does a Tube last ?

Are you getting the best results ?

What does your Guarantee stand for ?

What does it cost, etc. ?



Our "All-in" Maintenance Scheme including Insurance

AS you may know a TELEVISION RECEIVER is a well-made precision instrument and in order to get the best possible entertainment value from it the tube face should be dusted periodically and various technical adjustments made.

The necessary equipment needed for FIRST CLASS SERVICING of television apparatus is very costly and a good selection of spare parts, valves and tubes must be carried in stock for our Service Department to be efficient. Our engineers have had to undergo special training in this field which in many cases involves sending an engineer on a special course to one or more of the various leading set manufacturers.

The majority of television receivers employ a complement of 20 valves at a probably average cost of 18/- plus purchase tax. The price of a cathode ray tube varies according to size but can be worked out at roughly £1-1-0 per inch plus purchase tax, which, as you can see could be expensive, usually the failure of the tube is due to other breakdowns causing excessive voltages, failure of valves, etc. There are in addition approximately 1,900 separate parts varying in prices and over 600 soldered joints—SO TELEVISION SERVICING CAN BECOME COSTLY.

MANUFACTURERS' GUARANTEE

AS you are aware Valves, Cathode ray tubes and other components are each covered by the manufacturers' guarantee for periods of three, six and twelve months respectively. The labour entailed in carrying out the work and transport charges are chargeable after the first three months have expired.

In response to many requests and based upon the experience of dealers in the London and Midland areas as well as that of manufacturers who have gone thoroughly into the scheme, we have drawn up our **OUR ALL-IN MAINTENANCE AND INSURANCE SYSTEM**. This represents the maximum you are called upon to pay in the first 24 months period from the date the guarantee is registered and covers all replacements parts, tubes and valves should they become necessary, as well as all labour and transport charges. It also insures against fire, lightning, explosion, storm, tempest, theft and accidental damage, loss of or damage to the installation, including aerials and supports, whilst on or about your dwelling. Damage caused by the installation to property belonging to you or for which you are responsible (other than the installation) up to £500. Indemnity in respect of claims for personal injury and damage to property caused by any part of the installation up to £25,000 for any one accident, with law costs in addition.

This contract however is subject to the following conditions:—

1. That if the apparatus is the subject of a Hire Purchase or Deferred Payments Agreement, **THE PAYMENTS DUE MUST BE ALL PAID UP TO DATE.**
2. That no person other than the authorised representative of the Contractor shall remove the back of, or in any way interfere with the apparatus without the consent of the Contractor.
3. That the Contractor is not responsible for defects caused by neglect, tampering, or attachment to unsuitable mains.
4. That in the event of the apparatus being moved to an address outside the service area of the Contractor (15 miles) the latter may terminate this contract by allowing an equitable rebate for the unexpired period.
5. That the apparatus is not moved to another address without the consent of the Contractor (if they are the Owners) and that during removal and re-installation the customer takes full responsibility for any damage which may occur.
6. That any seal attached to the apparatus by the Contractor remains intact and unbroken.
7. That any necessary replacement parts are available from Manufacturers

Should any faults or troubles be experienced all you have to do is telephone 3609, call or send a postcard to **SHARPS' RADIO, PREBEND ROW, DARLINGTON**, marked "SERVICE," when the matter will be attended to without delay.

APPLICATION TO ENTER THIS SCHEME

A CCEPTANCE to this scheme must be within 30 days of the date of purchase, after this period additional charges will have to be made. No acceptance can be made after the first 6 months period has expired unless the receiver and installation be completely checked over by our engineers. All parts found to be faulty or below standard would have to be replaced and are chargeable. This could easily cost more than the initial payment under the scheme.

Charges are as follows :—Television Receivers using

9" Cathode Ray Tube	£10 10 0
10" Cathode Ray Tube	£12 12 0
12" Cathode Ray Tube	£13 13 0
14" Cathode Ray Tube	£15 15 0
15" Cathode Ray Tube	£16 16 0
16" Cathode Ray Tube	£17 17 0
17" Cathode Ray Tube	£18 18 0
Projection Models	£17 17 0

If your Television Receiver incorporates a Radio Unit add £1-10-0 over the 24 months and £2-0-0 if it includes a Gramophone Unit as well.

Should you only require the MAINTENANCE and NOT THE INSURANCE deduct £1-1-0 off the prices quoted.

These prices are for the first 24 months period from the date of installation of receiver and takes effect from 1st April, 1952, until such times as it may be necessary for prices to be revised.

PAYMENTS TO THE SCHEME

PAYMENTS can be made monthly with hire purchase payments in the case of a hire purchase transaction, or these payments can be made weekly, monthly, quarterly, yearly or outright whether or not you are an H.P. customer, providing payments are made in advance. Should you wish to know more about this scheme don't be afraid to seek our advice.

IMPORTANT

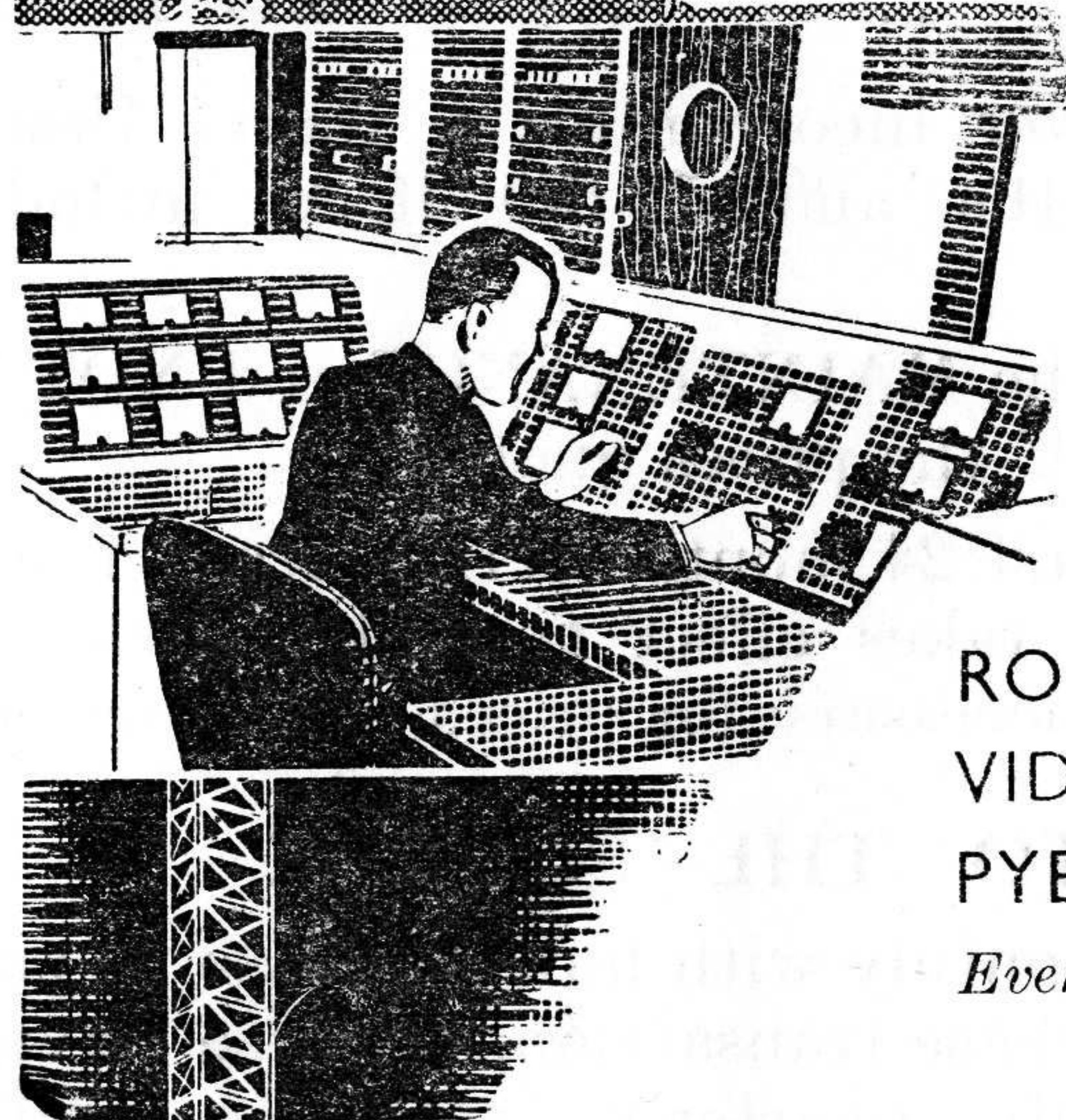
It should, however, be pointed out that your inclusion in the scheme is entirely optional and we shall endeavour to give you the best possible service irrespective of your interests. We realise that the best possible advertisement we could have is a satisfied customer and we have every intention that you should be one of these. **ALL RADIO AND TELEVISION SERVICE WORK** is carried out by our own staff of qualified engineers who are using the best of modern test equipment, and the benefits of insurance are in arrangement with the **PROVINCIAL INSURANCE CO., LTD.**, who have kindly given their every assistance which has made this scheme possible at such low cost to the customer.

Meantime we wish you good and trouble-free viewing.

TELEVISION *Specialists*

**IF IT IS NOT IN THE
WINDOW—IT MAY
BE INSIDE!**

*We are your Accredited Agents for all
the best known makes of Radio and
Television which includes—*



BUSH, H.M.V., R.G.D.
COSSOR, FERGUSON
EVER READY, EKCO
McMICHAEL, ULTRA
MURPHY, MARCONI
DECCA, FERRANTI

ROBERTS, PHILIPS K.B.
VIDOR, STELLA, PHILCO
PYE. G.E.C.

*Every set backed by a service that
is second to none.*

Demonstrations arranged upon request

Terms:-Cash, Hire Purchase or Extended Credit
T/V Aerials are fitted and installed by our own
qualified men. We fit only the best makes.
Remember the best is always the cheapest.

We are your Radio and Television Specialists

SALES, SERVICE and SATISFACTION

VISIT OUR SHOWROOMS

Choice of Set

THE majority of Television receivers to-day vary in prices according to size of the Cathode Ray Tube and cabinet design the average prices being from 49 gns. in the case of a 9" tube model to £136 in the case of a 16" tube model although there are on the market many more sizes of tubes and in the case of projection models, picture sizes can be even bigger.

1. The best way of choosing the size of tube is to take into consideration the size of the room you are going to install it into, the average room should not need a set with a tube greater than 16" and in many cases a 9" to 14" tube is quite sufficient for comfortable viewing.

2. CONSOLE OR TABLE MODEL. This depends entirely on the amount of space available and whether or not you possess a suitable strong table or stand to hold a table model as the majority of Table Television receivers are large and very heavy especially in the large tube sizes. If small children are about the home then a Console model with doors may be your choice as the doors can be closed and fitted with a lock if necessary so that the controls cannot be interfered with.

3. CHOICE OF CABINET DESIGN. Most manufacturers realise that the lady of the house will have a big say in the matter when choosing a Television Set, so they have gone into the design of their cabinets very carefully and by looking at the many models that are now on the market there is bound to be one that will suit or match any furnishing scheme. You can buy a T/V to match old oak of period furnishings or brightly decorated cabinets of maple to tone with the most modern of furnishings (and most Television Sets can be adjusted to give equal results) so that the style of the cabinet is an important feature when buying.

4. LIGHT OR DARK SCREEN. This has been overcome by most manufacturers by the additional use of special filters which can be placed over the front of the tube in the case of a light screen set being in use. Again this is entirely a matter of choice and most light screen models to-day use an Aluminised tube which one can view with ease in the daylight as well as with subdued lighting.

5. CHOICE OF MAKE. Our recommendation in this respect is :—THAT YOU WILL NOT GO FAR WRONG PROVIDING YOU CHOOSE A WELL KNOWN MAKE SUCH AS BUSH, MURPHY, PYE, EKCO, H.M.V., ETC. As all these manufacturers are well established concerns who have been in the field of Radio and Television over the past 25 years or more and whose policy it is to give the public the best possible value for their money, together with a first class service backing, the latter mainly depending upon the dealer.

Can we help you?



YOU MAY WANT TO KNOW . . .

Which magazines we recommend to give you details of Radio and Television Programmes.

Where to obtain photographs of your favourite Radio or Television Stars.

LET US KNOW . . .

Your Favourite Programmes, Radio and Television Personalities and your personal interests.

Your suggestions for improvements.

Address your letters as follows—

"CAN WE HELP YOU?"

SHARPS' RADIO/TELEVISION,

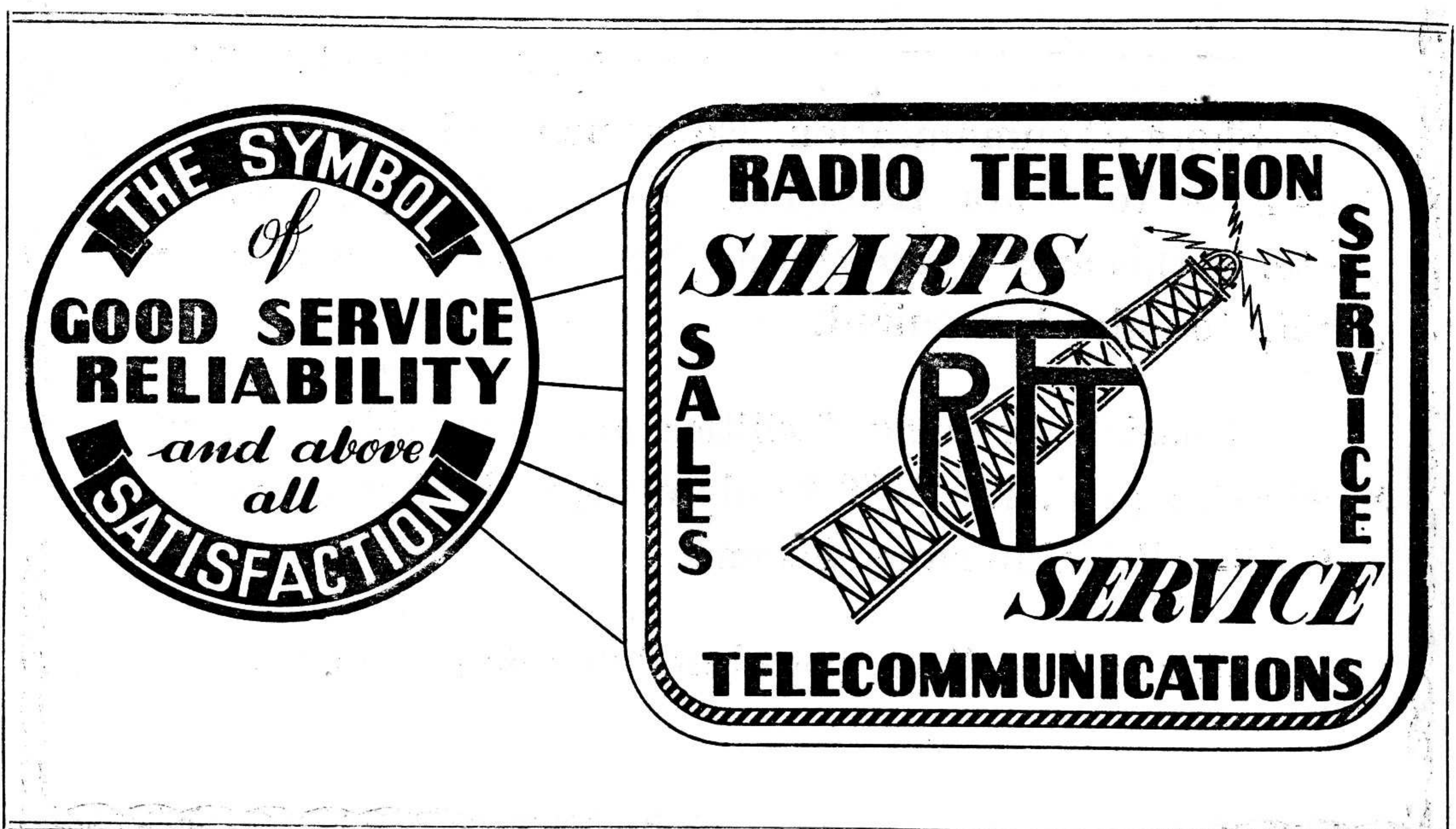
PREBEND ROW, DARLINGTON

(All names, addresses and correspondence will be treated in strict confidence)

Type of Aerial

GREAT care should be taken in the selection of an aerial. Consult us first, don't take any notice of what other people have who live in a different area to yourself, as there are many different types of aerials, some to give better signal strength if you should be situated in a very bad position, and others to limit the amount of interference which may be apparent in your area. (Darlington and surrounding districts being classed as a fringe area from the Home Moss Transmitter.) The better the aerial the better results one will obtain, although it has been found that an indoor type aerial will work quite satisfactorily in certain areas with a Specific Model or Models of T/V Sets it doesn't necessarily follow that reception will be 100% all the year round, and should the Home Moss main transmitter fail and the stand-by transmitter have to be brought into operation then pictures may not be received at all, where as with a good type of aerial all one has to do is turn up the contrast control on the receiver and the picture will be there. The same conditions can be experienced with inferior aerials and wrong types being fitted to any one particular area. Our advice therefore is to consult us first. We only install the best known makes of T/V aerials as only the best is good enough for us.

When choosing an aerial insist upon a well-known make such as Wolsley, Antrex and Belling Lee, etc. These firms have had years of experience and are aerial manufacturers who can guarantee their goods against inferior workmanship and design. Don't forget your choice of aerial is as equally important as your choice of set.





BUSINESS RADIO

for

PUBLIC SERVICES

DOCTORS

PRIVATE HIRE COMPANIES

NEWS EDITORS ETC.

With the Radio Telephone you can keep in constant touch with any vehicle at any time, saving your business time and money.

We as Pye agents have considerable experience in this field of radio communication and will be glad to give you further details and information.



Telecommunications

CAMBRIDGE

ENGLAND



We have already installed this equipment to large concerns in the North East which include the Docks and Inland Waterways at the Hartlepoons, also the Co-operative Taxi Services in the Middlesbrough Area.

Particulars of above equipment on request.

Walkie-Talkie Equipment available. Special Ship to Shore Communication Equipment also available, as fitted to Motor Launches, Yachts, Fishing Vessels, etc. in this area where contact between ship to ship or ship to office is required.

Special servicing facilities are available for all essential V.H.F. R/T Equipment, including a special "All-in" Maintenance Scheme.

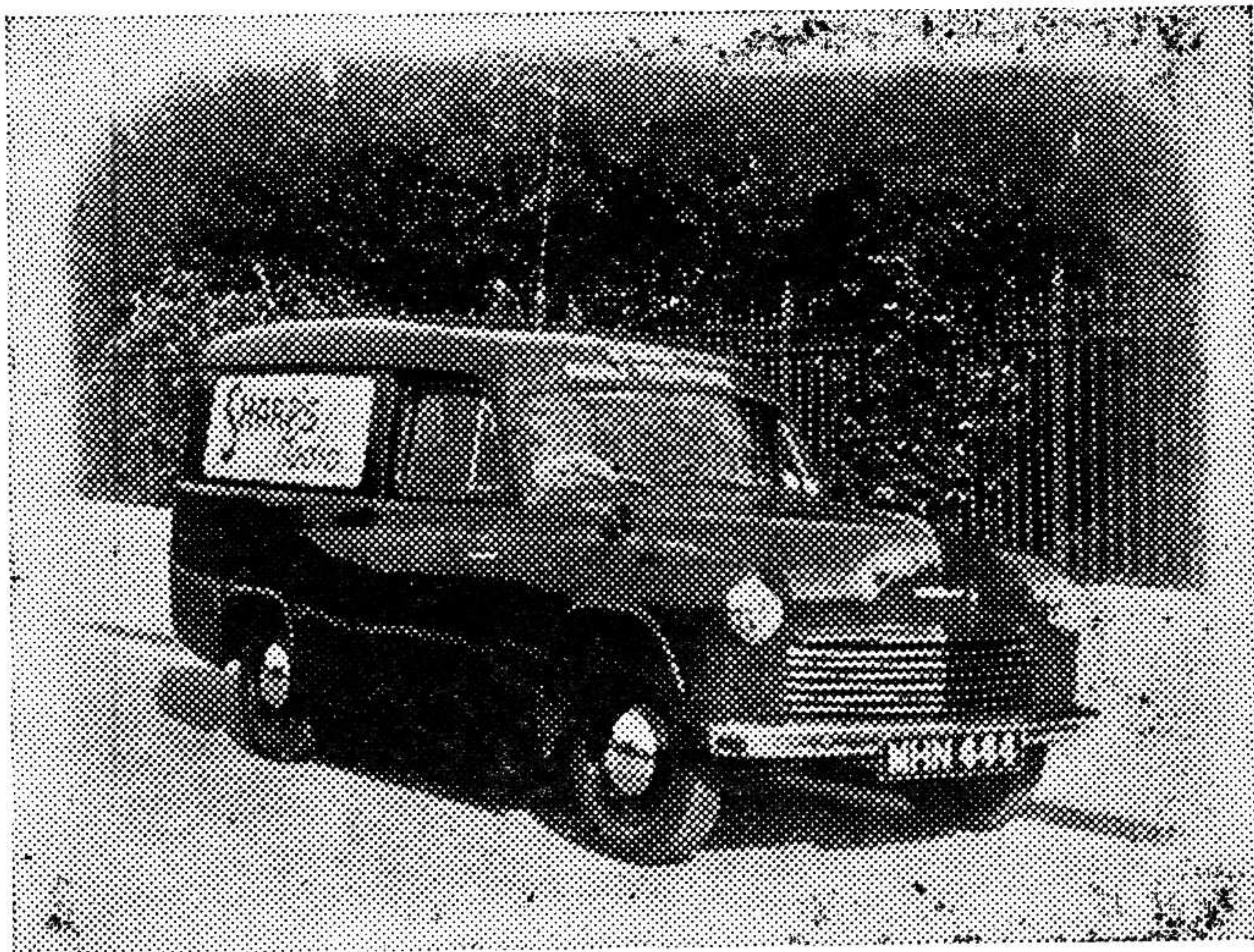
Saves time, lives, petrol and running costs.

What does Television offer?

TELEVISION, we believe, is one of the finest and cheapest of entertainments to enter the British home, and although the B.B.C. cannot please everyone's tastes during a week's programme they certainly have a jolly good try. People remark that the programmes at the present moment are not long enough, we believe they are, as usually there is a good three hours of solid entertainment each evening. It certainly brings a lot of new faces and friends into your home, and a tremendous amount of educational value can be gained by both the young and old.

Such programmes as "ANDY PANDY" for the very young, "MUFFIN THE MULE" for the older children as well as CHILDREN'S NEWS REELS, WESTERN FILMS, PLAYS, etc. There is also a good variety of Outside Broadcasts including RACING, FOOTBALL, SWIMMING, SKATING, as well as many other important events. In the evenings there are usually a variety of programmes such as "HIT PARADE," presenting the current hit tunes, "WHAT'S MY LINE," television's top line programme with GILBERT HARDING and EAMONN ANDREWS. COOKERY LESSONS by PHILIP HARBRON, BALLET, PLAYS, FILMS such as "VICTORY AT SEA," a series of dramatic and authentic films produced by the National Broadcasting Company and the United States Navy with the assistance of the Admiralty, and using film from both allied and enemy sources.

GEORGE CANSDALE the animal lover from the LONDON ZOO, PRESS CONFERENCE, PROFESSIONAL BOXING, CURRENT RELEASE, a review of films now being released, VARIETY SHOWS with the TWELVE TOPPERS, television's twelve lovely dancing girls. "CAFE CONTINENTAL" which gives a variety of top Continental Variety Artistes. NEWS REELS, etc.



SALES

SERVICE

AND

SATISFACTION

Visit Our Showrooms

and see our large selection of

ELECTRIC CLOCKS IRONS TOASTERS

KETTLES TORCHES ETC.



PORTABLE RADIOS TO SUIT ALL OCCASIONS

RADIOGRAMS RECORD PLAYERS

TAPE RECORDERS AMPLIFIERS

AND SHORT-WAVE EQUIPMENT

RADIO AND TELEVISION TABLES



MAGNIFYING LENSES FOR TELEVISION

ALSO FILTERS AND TABLE LAMPS

together with a large range of accessories

We believe that a good job is always the cheapest and our Service Charges are well below average. We are here to help you and advice is free—seek it if in doubt.

Service

OUR Service Department comprises a well equipped establishment together with a staff of qualified engineers using the best of modern test gear. Included in this test gear is one of the latest type pattern generator which enables T/V sets to be aligned when the B.B.C. test transmissions and programmes are not in operation.

All repairs are carried out as speedily as possible and estimates are sent out free on each job unless otherwise stated.

Each instrument brought in for repair is given a complete overhaul (unless otherwise stated), each circuit of the instrument is given a complete test and all components found to be faulty or below standard are either repaired or replaced with NEW components of the highest quality. After each instrument has been repaired a performance test is carried out, all tuned circuits are aligned to give maximum performance, all voltage and current readings are checked to compare with the Manufacturers' standards as indicated by their individual service charts and data. The instrument is then placed on soak before being passed out to the delivery section. The cabinet is then cleaned and polished before being returned to the owner. (Should you have any complaints regarding the above, notification should be given as early as possible when the matter will be investigated).

If your Radio or Television has just been repaired and is not working to your entire satisfaction or gives you further trouble *don't blame our workmanship*. Radio, television and other electronic equipment is rather like the human body, it requires nursing, we cannot control the intricate characteristics of the components any more than a doctor can control the human body. New components fitted are apt to make the weaker ones give way in time, time being an important factor. Therefore if a set is over ten years old our advice should be sought before spending too much in having repairs carried out. *We guarantee all our Service Work for a period of three calendar months excluding any extra materials which may be required.*

NOTE.—Replacement parts for Radio and Television Sets over ten years old are difficult to obtain due to existing stocks being diminished or through loss sustained by manufacturers through war damage, and it must be appreciated that the manufacturers are now producing components of a high standard and quality which are required for present day electronic equipment. Most manufacturers will no longer repair components over ten years old. We do all we can to help you — *Service with satisfaction and recommendation is our aim.*

Our Service Charges are based on current retail prices, transport and labour costs.