



C. SHARP & SON

PREBEND ROW
DARLINGTON
TELEPHONE : 3609



Pte Television Telephone equipment in action.

TELEVISION *Specialists*

SINCE 1929—SEE INSIDE

C. SHARP & SON

PREBEND ROW

DARLINGTON

Telephone: 3609

***value
for
money***



A guide to enable you to get the best "Value for Money," in all your Radio and Television requirements, answering such questions as:—

What make of set should you buy?

What size tube?

How long does a tube last?

Are you getting the best results?

Servicing problems?

What does it cost to run a T/V Receiver?

Our "all-in" maintenance scheme including Insurance?

Radio Receivers etc.?



A STEP IN THE RIGHT DIRECTION . . .

SOUND ADVICE

PERSONAL SUPERVISION . . .

Don't miss these outstanding events . . .



DEMONSTRATIONS arranged upon request.
Terms:— Cash or Hire Purchase. All Television Aerials are fitted and installed by our own qualified men. We fit only the best makes. Remember the best is always the cheapest. A good installation gives you picture quality and can reduce the wear of the Cathode Ray Tube. Ask our advice as to the type of aerial that will suit your locality. *Remember, We are:—*
Your Radio and Television Specialists.

Important —

When repairs or replacements are necessary to your Radio or Television it is important that only genuine replacement components are used and that the work is performed by competent *Radio or Television* engineers.

Expert workmanship in carrying out repairs is just as essential to your instrument as it is for building it.

Good Radio and Television engineers are very scarce and although we employ a large staff of *qualified* engineers, there is, at times, an unavoidable delay in handling service calls and repairs, we only allow a qualified engineer to examine a Television Receiver. Due to the probable damage which can be caused by the incompetence of an unqualified person.

our aim is to give you

THE FINEST RADIO AND TELEVISION SERVICE IN THE COUNTRY

C . S H A R P & S O N

CHOOSING A T/V RECEIVER

The majority of Television Receivers to-day vary in price according to the size of picture and the design of the cabinet which houses the instrument.

Naturally you will want to purchase a Television set with a screen that can be conveniently viewed in the size of room you want to use it in, together with the price you can afford to pay.

PICTURE SIZE.

This is measured diagonally, i.e. from corner to corner, and in the case of direct viewing, picture tubes are manufactured in various sizes from 9", 12", 14", 16", 17" and even 27". Direct viewing of course means that the picture is actually seen on the face of the Cathode Ray Tube, where as with Projection Receivers the picture is first produced on the face of a small Cathode Ray Tube and then enlarged by an optical system giving pictures ranging from 16" x 12" to 4' x 3' for cabinet models and from 4' x 3' to 16' and over for cine type screens.

Pictures up to 17" are suitable for medium sized rooms, rooms over 14' long will comfortably accommodate the larger "Projection" type of receivers, and in many cases a 9" tube is quite comfortably viewed in most normal sized houses, although the present public demand is for the larger type of tube, but one point to take into consideration is that the bigger the tube the more expense in purchasing value and servicing should your tube break down. This is why most Radio and Television dealers run an all-in-maintenance scheme so as to enable the customer to know exactly what the upkeep of his T/V set is going to be over a given period of time.

CONSOLE OR TABLE MODEL.

This depends entirely on the amount of space available and whether or not you possess a suitably strong table or stand to hold a table model as the majority of Table Television Receivers are large and very heavy, especially in the larger 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.

The quality of the sound accompaniment of Television Broadcasting is always good, being transmitted on the very high frequency broadcasting bands (V.H.F.) and for technical reasons the larger Console Models provide even better reproduction than the Table Models. If however your choice should be a Table Model make sure that you stand it on a table of suitable height. A T/V set should always be installed with its screen at eye level.

We carry a good stock of T/V tables and stands to suit all requirements.

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.

LIGHT OR DARK SCREEN.

This problem 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 screened set being used, also many manufacturers are making their tubes with a greyish tinge to produce a softer picture to the eyes. In most cases one can view with ease in the daylight as well as subdued lighting on a white screened T/V set, so that choice rests entirely as to the model you prefer. We do however recommend that subdued lighting should be used whilst viewing, as total darkness tends to injure one's eyes in time. For this purpose we carry a good selection of Television Table Lamps, and we suggest that these be used either on top of your T/V set or behind. Lights shining directly onto the screen are not advisable as they tend to cause shadows and reflections.



"H.M.V." Model 1826

WHAT MAKE SHALL I CHOOSE?

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, K.B., DECCA, H.M.V., FERRANTI, BAIRD, FERGUSON, PHILIPS, G.B. (Gaumont British, specialising in Large Screen and Cinema Television), ULTRA etc. as all these manufacturers are well established concerns who have been in the field of Radio-Television and Electronics over the past twenty five 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.

PURCHASING a T/V.

We suggest that if you are going to purchase a Television Set, that you first of all have your Aerial installed and then choose a set of your liking, we will then let you have this set on approval for



Pye Underwater Television Camera, being used in joint operation with diver.

not more than forty eight hours, during which time you should know whether or not the performance is to your satisfaction. Two sets can be tried if desired, but we try to limit our sets on approval to two only, as during our busy periods as well as the acute shortage of sets this helps us to save considerably the amount of running about and sets becoming marked etc.

We do believe however that by means of letting sets out on approval the customer gets a more satisfactory idea of what sort of set he has chosen, and he is actually seeing its performance under the conditions that he is going to buy it.

We also believe that it is far better to send a set out on approval and the set being run for only the short period of the normal Television Programmes, than running the sets continually in Demonstration Rooms, also each locality varies considerably and where one make of set would work perfectly another model may not.

Home demonstrations are advisable where possible and we ensure **that every set is a new set**, fully covered by the manufacturers guarantee from the date of purchase.

WHEN YOUR NEW SET IS INSTALLED.

After our Delivery man has installed your set the various controls are explained and you are shown how to operate the set. All sets are tested and set to "Test Card C" before leaving our premises, only slight adjustment should be required when connected to your own aerial. Once the set has been correctly adjusted it is rarely necessary to do more than re-adjust the "**Brightness**," or "**Contrast**" controls.

Do not start "**Fiddling**" with the various controls each time the picture quality varies slightly, as this is generally only the result of variations in Broadcasting conditions and rights itself automatically as soon as conditions return to normal. Should there be a breakdown in picture transmission the announcer usually explains what has happened. **Only** call in our engineers when you are quite sure that there is something at fault with the set. New sets invariably require a month or so to settle down, and once this has happened "**trouble free**" viewing should be experienced, but this as with all electronic instruments cannot be relied upon, and our engineers may have to be called out quite a number of times, after the first three months of installation these service calls become chargeable to the customer. It is for this reason that all-in maintenance schemes have been put into operation by various dealers all over the country. By entering a Television Maintenance Scheme the customer is assured of the maximum cost he is going to pay for **Service** over a given period of time. Our own all-in maintenance scheme covers all transport and labour costs as well as replacement of all component parts including Valves and the Cathode-Ray Tube. Further details of this scheme can be observed in this booklet. Should you require any further information then please seek our advice. Advice costs nothing and can save £££'s.

WHAT TYPE OF AERIAL?

The type of aerial you will require depends upon the distance between **your** home and the Television Transmitting Station. If you live near the Transmitting Station an inexpensive indoor aerial may be quite satisfactory, except in districts where there is excessive interference. If you live a fair distance from the Transmitter an outdoor aerial will be needed. It is well to bear in mind however, that the better the aerial the better the picture. Although many people are using indoor and inferior outdoor types of aerials in certain fringe areas, they are **definitely not** getting the best out of their Television Receiver and in many cases their tubes are being over-run as well as the quality of the picture being below average. Also a point to bear in mind is that seasonal changes, Moon Fazes, Sun Spots etc., have all to be taken into consideration, therefore our advice should be sought before making your choice of "Type of Aerial." Remember that the price of the aerial and its installation are not included in the price of the Receiver, and that a good installation counts, not only for

safety's sake but as a guaranteed lasting proposition.

We insist on fitting only the **best known makes** of aerials and if our charges seem to be a little above other firms it is because of this, remember the best is always the cheapest. All aerial installations are fitted by our own trained men who use only the best of materials and good quality co-axial cable that can stand up to all types of weather beatings, each aerial lead being terminated at an outlet box, this enables easy moving of the T/V set without damaging the cable, also the aerial can easily be dismantled from the set when electrical storms are in progress as during such storms the set should be switched off and the aerial lead disconnected from the set.

Lightning will not strike your aerial any more than it would a normal chimney stack. An insurance scheme can be taken out with our all-in maintenance system which covers your aerial installation against such things as lightning, Gales etc., as well as damage to one's own property as well as that of neighbours and third party. See details of our Maintenance and Insurance Scheme.

Your Television Specialists . . .

ACCREDITED AGENTS FOR ALL
THE BEST KNOWN MAKES

BUSH	MURPHY	PYE	EKCO
R.G.D.	H.M.V.	K.B.	G.E.C.
FERGUSON	ULTRA	VIDOR	STELLA
COSSOR	FERRANTI	DECCA	PHILCO
BAIRD	McMICHAEL	MARCONI	INVICTA
	PHILIPS	ETC.	

G.B. (Gaumont British) BIG SCREEN T/V
FOR THE HOME, HALLS, CLUBS AND CINEMAS

DIRECT VIEWING AND PROJECTION MODELS

DEMONSTRATIONS arranged upon request
Every set backed by a service that is second to none

Terms: — Cash or Hire Purchase

visit our new and spacious showrooms

QUALIFIED TELEVISION ENGINEERS

OUR TELEVISION EXPERIENCE

1929 to Present Day

Our experience in handling Television dates back to the year 1929 when in that year Mr. C. Sharp (Then a Radio Dealer in the Harrowgate Hill District of Darlington) went down to Long Acre to see John Logie Baird experimenting with what we term as Low-Definition Television Transmitting. After gaining valuable experience he purchased his own Television Receiver from John Logie Baird before returning to Darlington to carry out experiments. This original Television Receiver then known as the **"BAIRD TELEVISOR,"** "trade marked the eye of the world," and signed by John Logie Baird **can be seen on request.** After over eighteen years of tracing where it had eventually gone to we have managed to retrieve it in good condition and although we cannot use it to-day due to the different technique of transmissions which we now use (high definition). It did work quite satisfactory in those days although the pictures were very coarse compared with present day standards where we use the Cathode Ray Tube, as the Baird Televisor is of the scanning Disc type of Receivers used before the C/R Tube was introduced. The Scanning Disc system and the Revolving Mirrored Drum were the only type of receivers used in those days. As mentioned previously, pictures were actually received in Darlington on this receiver in 1929, from transmissions being sent out from the experimental station at Long Acre before Alexandre Palace was opened, we understand that there were only two more experimental Television Receivers besides ours in the North of England and these were purchased by people

who went down to Long Acre for them. Since then of course our field of knowledge has increased tremendously having seen experimental transmissions with colour Television ~~long before~~ it was publicly demonstrated at the Radio Olympia Exhibition in 1949. Pye Ltd., who carry out research work in this sphere and who are a leading concern in the manufacture of Television Cameras and Transmitting equipment do not consider this system to be suitable for broadcasting to the general public, so that it may be years before Colour Television is put into operation in this country. Were we then, the first with Television in the North East? Information relating to this would be greatly appreciated as we firmly believe that we were the first to experiment with Television Reception in the North East.

GETTING THE BEST

FROM YOUR T/V RECEIVER.

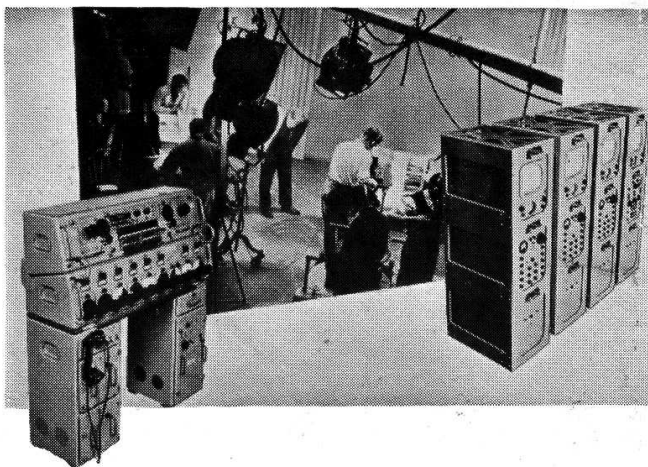
If you already possess a Television Receiver, and have had the set some considerable time you are probably far less critical about the picture quality than you were when the set was first purchased. As a result of this you may be putting up with a performance inferior to that of which the set is really capable.

IS YOUR SET CORRECTLY ADJUSTED?

Various controls on your set which no doubt you are familiar with, may require further adjustment, especially if these controls have not been touched since the set was first installed. The various controls—**"Brightness," "Contrast," "Focus" and "Sensitivity"** as well as subsidiary controls for adjusting picture **"Width," "Height" and "Stability,"** may all require slight adjustment, for this purpose we suggest that you read again your instruction booklet which was issued to you when the set was bought and carry out the correct routine for adjustment, for this purpose **we advise the B.B.C. Tuning Signal for this check,** Test Card 'C' (T.C.C.). If you have any difficulty in carrying out these adjustments get in touch with us, and we will send an engineer along to adjust your set properly. If you are on our maintenance scheme the cost of the call will be covered.

ARE YOUR VIEWING CONDITIONS IDEAL?

A Television set should be installed where there are no reflections from windows, fire or bright lights showing on the face of the screen. Viewing becomes



Pye T/V equipment in use in Sweden.

more enjoyable if there is subdued lighting in the room rather than total black-out. **For this reason we stock a large selection of suitable Table Lamps, some of which are especially designed for T/V viewing!** Television sets should also be installed so that you are viewing from eye level. Do not have your T/V set on a High stand so that you have to look up to it. **Special T/V Tables can be purchased at reasonable prices and we carry a good selection of these to suit all the various table models.** If you already possess a suitable table then make sure it is strong enough to carry the weight of a Television Set, as Television sets are heavy, especially those models using a large tube. If you want to move the set about from one room to another then it is advisable to purchase a table or stand with runners attached. Do not try and lift a T/V Set on your own.

INTERFERENCE.

Many kinds of electrical apparatus including the ignition systems of Motor Cars, some types of Dynamos and Windscreen Wipers—act as miniature Radio Transmitters and send out “signals,” which can interfere with Radio or Television Reception. In a normal Broadcast Receiver this takes the form of noise, with Television however, not only do we sometimes hear this noise, but we see the interference showing up on the face of the tube in the form of blemishes—bright splashes or lines, also in certain cases various patterns are formed filling the full face of the tube. Motor car interference may produce an effect like a snowstorm, also a bad aerial connection at the window outlet box or co-axial plug connections can cause similar effects. Mains interference can cause the picture to be “Cut up” into very small portions which may not be noticed at a distance, but can readily be seen at close range together with a sizzling sound which is audible through the speaker. Bad aerials, bad conditions, and the wrong type of aerial for your particular locality.

Most Television sets now contain a special noise—limiter circuit which limits interference to some degree and in “Noisy” districts it is a great advantage to use the most efficient aerial available.

If you are experiencing real difficulty with interference then ask advice at your local G.P.O. who will give you a special form to fill in for “Special Investigation,” this investigation service is free of charge, the G.P.O. have special detector vans which enable them to trace the source of interference, and enable them to recommend the correct type of suppressor to be fitted to the equipment spoiling reception.

Fortunately all new cars, vans etc. are now fitted with suppression devices. But unfortunately old cars are not suppressed in many cases. If you own a car or know of anyone using a car that is not suppressed it is well worth while spending 2/- or so to have these suppressed.

We stock a full range of suppressors to fit all makes of vehicles.

Don't blame the man next door, the man further up the street, the amateur, or the butcher who has a refrigerator for causing interference. Seek advice first by calling at your local dealer or Post Office.

DOES YOUR SET REQUIRE CLEANING?

The relatively high voltage at which the picture tube operates makes it prone to attract dust, which settles as a thin film on the face. In due time this will affect the picture clarity and the tube should then be cleaned, if this happens then our advice should be sought, as usually the set has to be removed from the cabinet to enable the tube face to be dusted.

FINALLY READ WHAT THE B.B.C. SAYS ABOUT THE CARE OF RADIO AND TELEVISION RECEIVERS.

“Your receiver is a scientific instrument. It needs skilled attention from time-to-time to maintain its original performance, because it contains parts that wear out and adjustments that must be kept just right. The performance falls off very gradually, so that you don't notice anything from day-to-day or even week-to-week, but you would probably be astonished at the improvement if you had any weak valves replaced and the internal circuits re-aligned. At regular intervals have your set examined by a Radio/Television Serviceman who is expert in your particular make of receiver.”

We have a staff of qualified Radio and Television Engineers who have undergone special training to enable them to handle all your servicing problems with ALL MAKES of Radio and Television Receivers.

“A SERVICE SECOND TO NONE”



Pye Industrial Camera televising lathe operation.

IMPORTANT

YOUR GUARANTEE

When you purchase your Television Receiver, it is very important that the Manufacturers Guarantee Registration Cards are properly filled in, and handed to **our** office for registration before being sent in to the manufacturers. It is **our** normal procedure to hold back the Instruction Booklet and Guarantee Cards until final choice of set has been made. These items will be issued on the initial payment when we will fill in the necessary Set Guarantee and Tube Guarantee and we will then register them with our own Service Department before sending them off to the manufacturers.

MANUFACTURERS GUARANTEE.

As you may already know, 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 from date of purchase. **We** cover these charges **FREE** to the customer for the first three months after which all labour and transport must be paid for **unless** covered by our all-in maintenance.

OUR ALL-IN MAINTENANCE AND INSURANCE SCHEME.

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



Pye T/V Camera operating from the Eiffel Tower in connection with the first Paris Broadcasts to this country in 1952.

IMPORTANT

OUR ALL-IN MAINTENANCE AND INSURANCE SYSTEM. This represents the maximum you are called upon to pay in the first twenty four months period from the date the guarantee is registered and covers all replacement 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.

AFTER THE FIRST TWENTY FOUR MONTHS PERIOD HAS BEEN COMPLETED ADDITIONAL TWO YEARS MAINTENANCE AND INSURANCE CAN BE TAKEN OUT—SEE DETAILS.

THIS ALL-IN MAINTENANCE CONTRACT 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.

Including Insurance

3rd and 4th YEAR—(Minimum 12 months)

	9" CATHODE RAY TUBE	10"	12"	14"	15"	16"	17"	PROJECTION MODELS	TELEVISION RECEIVERS with combined Radio units. Add to the above figures	TELEVISION RECEIVERS with combined Radio and Gramophone units. Add to the above figures	Should you require maintenance only deduct	per annum	£ s. d.
...	per quarter	2	5	0	2	10	0	3	0	0	10	6	10 6
...	per annum	2	5	0	3	10	0	3	15	0	17	6	17 6

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 as such low cost to the customer.

Meantime we wish you good and trouble-free viewing.

25 YEARS of expansion in DARLID



NGTON

1. Our first shop in Darlington (1927), 1a Lawson St., with "and son" in the doorway.

Our second shop was at the corner of Thompson St., East (unfortunately we have no clear photographs available).

2. C. Sharp and son in the third shop 18 years later.

3. The third shop in 1934 but—

4. Our objective was still bigger and better premises. The war temporarily halted our plans, C. Sharp having been invalided from the first world war kept the home fires burning, or shall we say "prevented fires" by devoting his time with the National Fire Service; while "son," was serving in the R.A.F. at home and overseas in his own trade. After the war when this shop fell vacant, only a stone's throw away, it was secured and—



5. —turned into this...the "angled flight deck" giving under-cover window gazing facilities. Now stepping inside—

6. —here's how the ground floor showroom looks, with its open-back window enhancing the effect of spaciousness.

7. Turn around from looking out front, and look back further into the shop...there's a useful "small's" counter over in the corner...that flight of stairs leads (follow our artist's arrow) to—

8. —another showroom upstairs, harmonizing with the ground floor one. Points, the private office, raised display plinths, strip-lights, lots of literature.

We now have a staff of over thirty personnel with a fleet of seven vehicles to look after all your Radio and Television requirements.

Should any faults or troubles be experienced get in touch with us at once by ringing DTN 3609 or sending a Post Card to Sharp's Radio and Television, Prebend Row, Darlington, marked "Service," or call personally, when the matter will be attended to at our earliest convenience. Should the set have to be brought into our service department, we regret that due to the high costs etc., a loan T/V Receiver may not be available, but every endeavour will be made to have your set repaired and returned at the earliest convenience.

APPLICATION TO ENTER THIS SCHEME.

Acceptance to this scheme must be within thirty days of the date of purchase, after this period additional charges will have to be made. No acceptance can be made after the first six months period has expired unless the receiver and installations 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. Television Service can be expensive, if you do not wish to enter this scheme then we advise that a small sum of money be placed to one side each week, so that if trouble is experienced outside the guarantee period, the costs of maintenance will not fall so heavy on the pocket. Whether you enter our all-in maintenance scheme or not, we will still give you a first class service. Our service department does not know whether or not you are on maintenance, all records are kept strictly private by our main office, each job being priced up normally before being checked to see if on maintenance. By this method we can, and have brought our 3rd and 4th year maintenance charges down to a minimum.

WE WILL NOT ACCEPT 3rd AND 4th YEAR MAINTENANCE UNLESS YOU HAVE BEEN COVERED FOR THE 1st AND 2nd YEAR.

LOOKING TO THE FUTURE

"COLOUR,"

"COMMERCIAL TELEVISION"

V.H.F. SOUND BROADCASTING Etc.

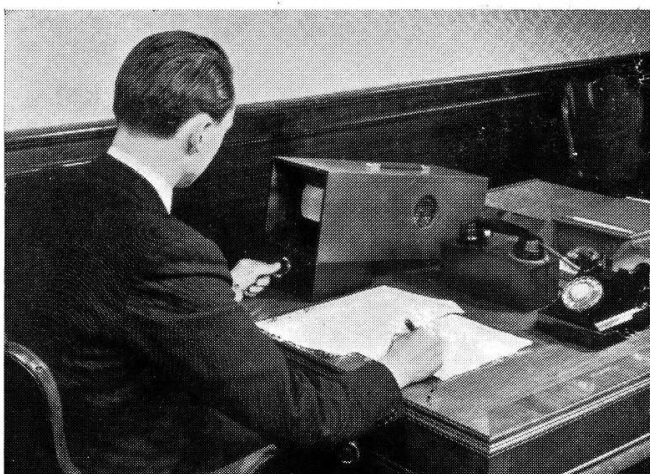
Many people ask "Will Television sets improve?" "When will we get colour Television?" Our answers to these questions are that under present conditions no major alterations will be developed over the present system of broadcasting as it is the B.B.C.'s policy to have the whole country covered by ordinary Black and White, and the cost of conversion would be too great to justify its use. The Pye colour Television

system represents one of the greatest technical advances in the history of T/V, and was publicly demonstrated at the Radio Olympia in 1949, but for technical reasons Pye Ltd. do not consider the present system to be suitable for broadcasting.

Anyone who delays buying a Television Receiver because he thinks it will be out-moded by the introduction of colour is going to miss an awful lot of entertainment and history too, as for improvements to the present design of Television Receivers we can only say that there will always be some form of technical advancement, as ever since T/V was first put on the market in 1936 some improvements have been made, such as cabinet design, cathode ray tubes and various improvements to receiver circuit design as well as components. But the same changes have taken place with other things, such as cars, furniture, radio sets, etc., and unless these changes did occur our back room boys would be without a job. So for anyone to hold back from buying a T/V set because they think some improvements will be made are certainly going to miss a great deal and they could go on waiting for ever in the same frame of mind.

Recent statements of a "Private study of developments," in the U.S.A. and Canada show that colour Television in the United States should become a reality in the near future. Latest researches had resulted in the adaption of normal sets; but the first transmissions would be in a very small way.

Colour Television in this country was bound to come, but it would be some years before it was realised because of financial as well as technical difficulties. The main problem was to provide a colour picture that could be received in the home on



Bank T/V Receiver for the reception of documentary records transmitted from head office or other branches.

equipment reasonable in cost and size, and reliable in operation and also receivable in black and white on existing sets, also suitable adaptors for these existing sets to receive colour transmissions.

A decision on the system to be used in this country would depend on the progress of research and on field tests. In Britain there is strong pressure not only for the completion of present Television coverage but for an alternative programme in black and white before colour was introduced.

IT MAY BE MANY YEARS BEFORE
TELEVISION IN COLOUR IS BROADCAST
FOR HOME RECEPTION

COMMERCIAL TELEVISION.

Should Commercial Television be introduced in this country, adaptors would again be available for existing sets to receive these transmissions, "Multi Channel," are a feature with all new models of Television Receivers and should frequencies be used outside the normal range of the present "Frequency Range," then an adaptor would be necessary, also additional aerials would have to be used and these again would be adaptable with existing aerials so that if you already possess a good T/V aerial the cost of adaption would be very reasonable.



Typical Pamphonic Control Rack Equipt.

Your Radio Specialists . . .

ACCREDITED AGENTS FOR ALL
THE BEST KNOWN MAKES

BUSH	MURPHY	PYE	EKCO
H.M.V.	K.B.	G.E.C.	ULTRA
FERGUSON	VIDOR	ROBERTS	STELLA
PHILIPS	DECCA	MARCONI	COSSOR
EVER-READY	McMICHAEL	FERRANTI	INVICTA

Table Radio Receivers	—	Radiograms
Portable Battery Receivers	—	Transportable Mains Receivers
Battery/Mains Portables	—	Record Players etc.

HOME DEMONSTRATIONS

Terms:— Cash or Hire Purchase

visit our showrooms

SALES SERVICE and SATISFACTION—QUALIFIED RADIO ENGINEERS

STATION GUIDE

B.B.C. TELEVISION SERVICE

- Channel 1. ALEXANDRA PALACE—Vision frequency 45.00 Mc/S.—Sound 41.50 Mc/S.
Channel 2. HOLME MOSS—Vision frequency 51.75 Mc/S.—Sound 48.25 Mc/S.
Channel 3. KIRK O'SHOTTS—Vision frequency 56.75 Mc/S.—Sound 53.25 Mc/S.
Channel 4. SUTTON COLDFIELD—Vision frequency 61.75 Mc/S.—Sound 58.25 Mc/S.
Channel 5. WENVOE—Vision frequency 66.75 Mc/S.—Sound 63.25 Mc/S.
PONTOP PIKE—Same as "Channel 5."

SOUND BROADCASTING STATIONS

- | | |
|---|--|
| B.B.C. Home Service, N. 434 meters (692 Kc/s) M.W. | Dublin and Cork 240 meters (1,250 Kc/s) M.W. |
| B.B.C. Home Service N.I. 261 meters (1,151 Kc/s) M.W. | Athlone, 530 meters (566 Kc/s) M.W. |
| B.B.C. Light Programme, 1,500 meters (200 Kc/s) L.W. | B.B.C. Third Programme, 464 meters (647 Kc/s) M.W. |
| B.B.C. Light Programme 247 meters (1,214 Kc/s) M.W. | B.B.C. Third Programme, 194 meters (1,546 Kc/s) M.W. |

RADIO LUXEMBOURG 208 meters (1,442 Kc/s) M.W.

A.F.N. STATIONS

- | | |
|--|-------------------------------------|
| FRANKFURT—344 meters (872 Kc/s) M.W. | BERLIN—351 meters (854 Kc/s) |
| STUTTGART—271 meters (1,106 Kc/s) M.W. | BREMERHAVEN—263 meters (1,142 Kc/s) |
| MUNICH—547 meters (548 Kc/s) | NURNBERG—491 meters (611 Kc/s) |

CONTINENTAL STATIONS

- | | |
|---|---|
| PARIS INTER—1,829 meters (164 Kc/s) L.W. | DENMARK—210 meters (1,430 Kc/s) |
| HAMBURG—309 meters (971 Kc/s) M.W. | SWEDEN—1,571 meters (191 Kc/s) |
| HAMBURG—189 meters (1,586 Kc/s) M.W. | SWEDEN—506 meters (593 Kc/s) |
| HAMBURG—530 meters (566 Kc/s) M.W. | HILVERSUM 1.—402 meters (746 Kc/s) |
| HAMBURG—397 meters (755 Kc/s) M.W. | HILVERSUM 2.—298 meters (1,007 Kc/s) |
| HAMBURG—428 meters (701 Kc/s) M.W. | ITALY N. (National)—530 meters (566 Kc/s) |
| Radio LUXEMBOURG—1,293 meters (232 Kc/s) L.W. | ITALY N. (National)—334 meters (899 Kc/s) |
| BRUSSELS—483 meters (620 Kc/s) | ITALY N. (National)—283 meters (1,061 Kc/s) |
| MONTE CARLO—205 meters (1,466 Kc/s) | ITALY S. (Second)—335 meters (845 Kc/s) |
| DENMARK—1,224 meters (245 Kc/s) | |

B.B.C. REGIONALS

- | | |
|---------------------------------|------------------------------|
| LONDON—330 meters (908 Kc/s) | WELSH—341 meters 881 Kc/s) |
| MIDLAND—276 meters (1,088 Kc/s) | WEST—285 meters (1,052 Kc/s) |
| SCOTTISH—371 meters (809 Kc/s) | NORTH—434 meters (692 Kc/s) |
| | 261 meters (1,151 Kc/s) |
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V.H.F. BROADCAST STATIONS

Some five million listeners are unable to receive the home service satisfactory after dark because of Heterodyne Whistles, "Splash" from adjacent stations and other interference. V.H.F. Broadcasting Stations will provide a much more reliable sound service for the programmes that the majority of people like to listen to most. Listeners to these stations would again require to purchase an adaptor for their present Radio Receiver, but again it may be some years before this system can be put into operation all over the country.

STANDARD LONG PLAYING MICROGROVE, HIGH FIDELITY RECORD REPRODUCERS AND RADIOGRAMS.

Although we do not stock "Records," we do stock a large selection of Radiograms and Record Reproducers of the highest quality, these can be seen

and heard in our showrooms upon request.

THE BLACK BOX.

For the true connoisseur of music this instrument, a product of Pye Ltd. of Cambridge, and called "**The Black Box**," is truly a record reproducer of the highest quality and never before has a record reproducer been developed in the light of a thorough study of the mechanics of sound reproduction. This instrument is for playing all types of records at any speed. For the first time it is possible to introduce an instrument capable of **True High Fidelity Reproduction**. This wonderful new instrument gives a brilliant room filling quality of sound.

You can now hear and appreciate the great recorded classics from the loudest cacophony to the highest and most delicate note—All are reproduced with a distinctness and clarity never known before.

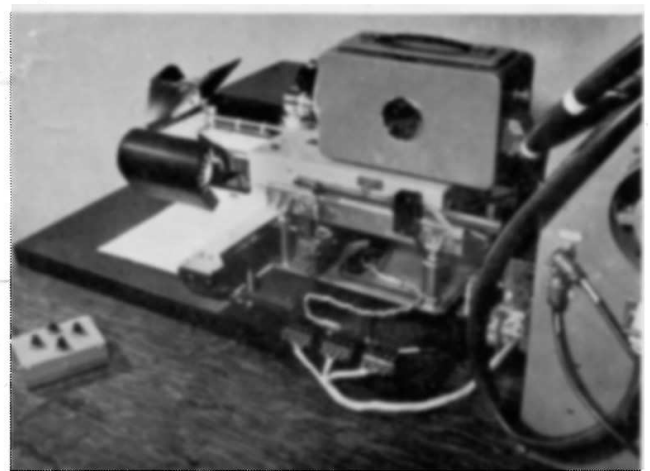
RADIO AND TELEVISION SERVICE

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



Bank T/V equipment for the transmission of documentary records required by head office or other branches.

These diagrams show the normal picture and the various effects obtained due to



(A) Normal



(B) Decrease Brightness



(C) Increase Brightness



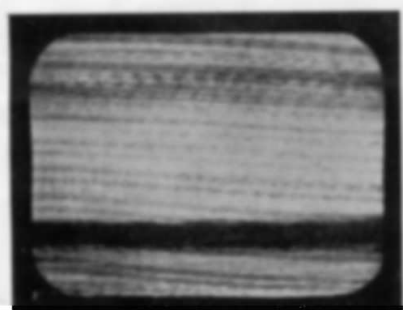
(D) Increase Brightness and
Reduce Contrast



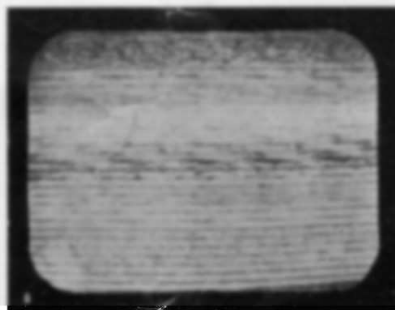
(E) Decrease Contrast and
Brightness



(F) Increase Contrast and
Reduce Brightness



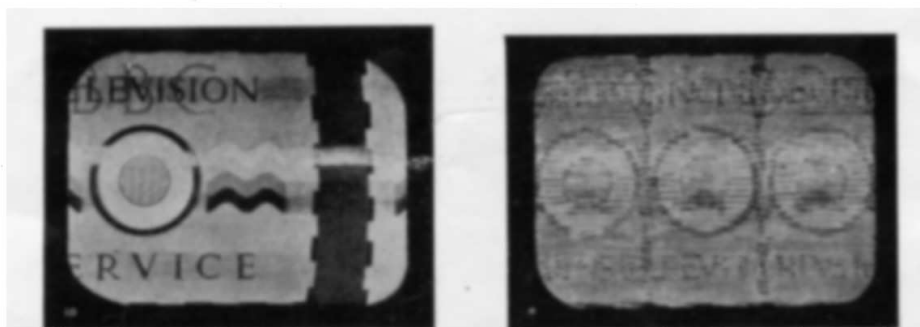
(G) Adjust Vertical and
Horizontal Holds



(H) Adjust Horizontal Hold



(I) Adjust Horizontal Hold



(J) Adjust Horizontal Hold



(K) Adjust Horizontal Hold

incorrect setting of the controls



(L) Adjust Vertical Hold



(M) Adjust Vertical Hold



(N) Normal Picture with Interfering Spots



(O) Picture with Interfering Spots and correctly adjusted Picture Int. Lim.



(P) Adjust Picture Int. Lim.



(Q) Adjust Picture Int. Lim.



(R) Adjust Height



(S) Adjust Width



(T) Adjust Focus



(U) Adjust Picture Shift



(V) Adjust Picture Squaring

WE hope this booklet has been a useful guide to your problems. Should there however, be any further information which you require, please do not hesitate to communicate with us.

We try to ensure that all our customers receive the best possible service we can give and although at times there is an unavoidable delay in handling service calls and repairs due to the fact that we will only allow a qualified engineer to examine a Television receiver as the incompetence of an unqualified person may cause considerable wear and damage to your instrument, and that every set purchased is a new set fully covered by the manufacturers guarantee. Should you have any reason to complain, please communicate with us personally, when every endeavour will be made to ensure satisfaction.

Our aim is to give the finest radio and television service in the country—

WITH FULL VALUE FOR YOUR MONEY

C. Sharp

R. A. Sharp