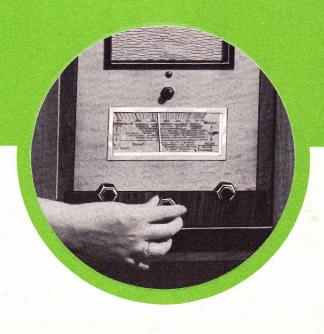
# FERRANTI RADIO with complete visible control



FOR more than half-a-century the name FERRANTI has been respected in the world of electrical and radio engineering. The great electrical schemes of modern Britain all employ FERRANTI apparatus.

We mention this not through a sense of self-satisfaction but because to you, who are about to buy a radio set, it is a fact of immense importance. In the radio industry—as in other industries—there are people manufacturing and selling goods of no merit. To you, who perhaps are not an expert, these goods may appear admirable. You find out, too late, that they are shoddily constructed, unreliable. You have as good as wasted your money.

But if you will put your faith in a name: if you will come to FERRANTI or some other well-known firm for your set, how much less is the possibility of disappointment! And, in the case of FERRANTI, what is to prevent you? FERRANTI prices are no dearer than other people's. For the most part they are cheaper.

And you pay no more for the name.



# FERRANTI



'masters of power'



# THE FERRANTI LANCASTRIA

The LANCASTRIA Consolette is the culmination of intense research to produce a Set which, whilst having Superhet Selectivity, good performance, and modern appearance, shall at the same time be low in price.

It is a 4-Valve A.C. Mains Superheterodyne Receiver, and its specification opposite, guaranteed by the great FERRANTI organization, founded in London in 1882, shews at a glance that as sheer radio value it is unequalled at the present day.

Dimensions:  $19\frac{1}{2}$  high  $\times$   $14\frac{1}{2}$  wide  $\times$   $9\frac{1}{8}$  deep.

Weight: 30 lbs. nett; 38 lbs. gross.

12 GNS.

Or on Deferred Terms: 32/- deposit and 12 monthly payments of 20/2 (approx. 5/- per week).

# FERRANTI LANCASTRIA CONSOLETTE

### CIRCUIT.

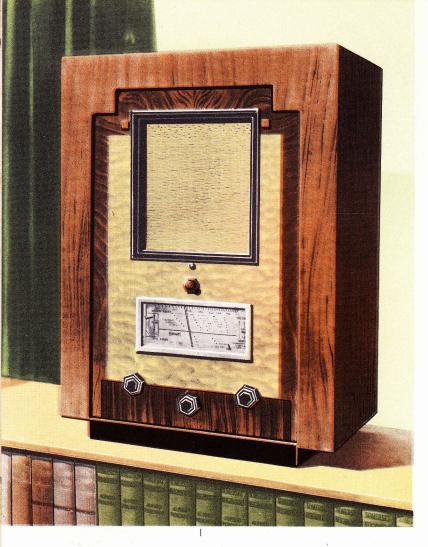
A patented FERRANTI circuit is employed, using four valves, namely:—R4 Rectifier, VHT4 Heptode, VPT4 H.F. Pentode, and PT4D or AC2Pen.D.D. Double Diode Pentode Output Valve. The Heptode and Diode Pentode Output Valve are each in effect double valves; thus the performance is comparable with Sets of previous years, having as many as six separate valves.

### GENERAL.

- (1) High Grade Reproduction.
- (2) Powerful Output, 2½ watts.
- (3) Modern Cabinet in Walnut with chromium fittings and front inlaid in Quilted Maple. Enclosed back.
- \*(4) Unique Illuminated Dial giving Station Names and Wavelengths.
- (5) Local-Distance Switch.
- (6) One Knob Tuning.
- (7) Electric Tuning.
- (8) Full Delayed Automatic Volume Control.
- (9) Combined Manual Volume Control and On-Off Switch.
- (10) Tone Control continuously variable.
- (11) FERRANTI Valves.
- (12) FERRANTI Moving Coil Speaker.
- (13) Provision for separate Speaker.
- (14) Cut-out Switch for Internal Speaker.
- (15) Gramophone Pick-up Sockets.
- (16) Mains Aerial.
- (17) Resilient Chassis Mounting.
- (18) 9-kilocycle Station Separation.
- \* The Tuning Dial, a larger illustration of which is shewn on page 15, is of utmost simplicity and extraordinarily attractive, enabling the whole operation of the Set to be seen at a glance.
  - It shews:--(a) Station Names and Wavelengths.
    - (b) Special marking of British Stations.
    - (c) Whether on Medium or Long Waves.
    - (d) Whether Set is tuned correctly, by indicator.
    - (e) Position of Tone Control.
    - (f) Whether Set is On or Off.
    - (g) Position of Volume Control.

Remarkable efficiency in design and great manufacturing resources have made this specification possible, and the reputation of the FERRANTI Company guarantees the excellence of the product.

For use on 200/250 volts 40/100 cycles A.C. only.



# THE FERRANTI ARCADIA

A 5-Valve Superheterodyne Receiver designed for those who require Radio Reproduction of the highest order commercially attainable, remarkable Selectivity, Sensitivity giving a transcontinental choice of programmes, an attractive massive and modern cabinet design in keeping with all that is best in present-day furnishing and moderate price.

The complete specification is given on the opposite page, and is unsurpassed in its price class.

Dimensions:  $20\frac{1}{2}$ " high  $\times$   $15\frac{1}{2}$ " wide  $\times$   $9\frac{1}{8}$ " deep.

Weight: 32 lbs. nett; 40 lbs. gross.

Or on Deterred Terms. 33/- deposite and 12 monthly payments of 25/8.

# FERRANTI ARCADIA CONSOLETTE

### CIRCUIT.

A patented FERRANTI circuit is used, employing five FERRANTI valves, namely:—R4 Rectifier; VHT4 Heptode; VPT4 H.F. Pentode; H4D Double-Diode-Triode; and LP4 Super-Power Triode Output Valve.

The VHT4 and H4D Valves are in effect double valves, so that the performance and sensitivity is comparable with that of sets of other types having as many

as seven valves.

The Triode Output Valve gives the least possible distortion, and a patented Tone Control enables the upper register to be cut off or emphasized, at will.

### GENERAL.

(1) Nearly perfect Reproduction.

(2) Powerful 2½-watt Triode Output.
 (3) Massive modern Cabinet in Walnut with chromium fittings and front inlaid in Quilted Maple. Enclosed back.

\*(4) Unique Illuminated Dial giving Station Names and Wavelengths.

(5) One Knob Tuning.

(6) Electric Tuning.

(7) Full delayed Automatic Volume Control.

(8) Combined Manual Volume control and On-Off Switch.

(9) Special Tone Control, continuously variable; will increase or decrease high note reproduction.

\*\*(10) High Note Uplift.

(11) FERRANTI Moving Coil Speaker.

(12) FERRANTI Valves.

(13) Provision for separate Speaker.

(14) Cut-out Switch for Internal Speaker.

(15) Gramophone Pick-up Sockets.

(16) Mains Aerial.

(17) Resilient Chassis Mounting. (18) 9-kilocycle Station Separation.

\* The **Tuning Dial**, a larger illustration of which is shewn on page 15, is of utmost simplicity and extraordinarily attractive, enabling the whole operation of the Set to be seen at a glance.

It shews:—(a) Station Names and Wavelengths.

(b) Special marking of British Stations.(c) Whether on Medium or Long Waves.

(d) Whether Set is tuned correctly by Indicator.

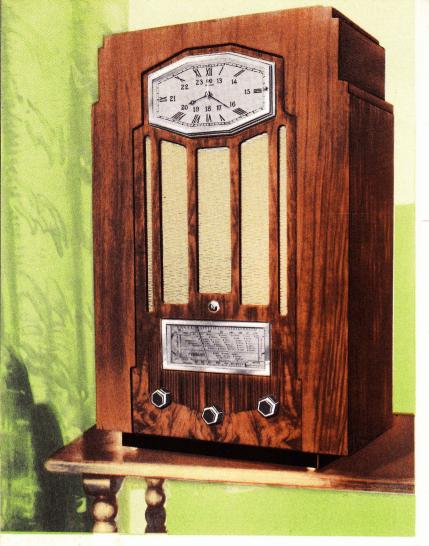
(e) Position of Tone Control.
(f) Whether Set is On or Off.
(g) Position of Volume Control.

\*\*HIGH NOTE UPLIFT.—After prolonged experiment FERRANTI engineers have managed to produce purity of reproduction never before attained in a Superhet. Briefly, all intruding harmonics and noises are eliminated on the radio frequency side, and the higher frequencies are specially amplified on audio frequency side, bass and treble are properly balanced. The resulting reproduction is remarkable in its truth and beauty.

The FERRANT! ARCADIA CONSOLETTE is a high-grade Receiver designed, built, and manufactured in all its parts by FERRANT! LTD., the

pioneers of the Superheterodyne in this country.

For use on 200/250 volts 40/100 cycles A.C. only.



### CORRECTION.

The GLORIA Receiver described here is a 6-Valve Receiver (not 7). only one VPT4 valve being used. The performance and specification otherwise as are shewn.

# THE FERRANTI GLORIA

The FERRANTI GLORIA Superheterodyne has the finest specification in the Radio industry.

A 7-Valve A.C. Mains Receiver of outstanding and beautiful design, it provides nearly perfect reproduction, whether operating at

It has every modern refinement, including a superb tuning dial, a noise suppressor, and a Synchronous Electric Clock, for use on time controlled mains, giving Greenwich time always, and marked for 12 and 24 hours. The 24 hour marking is unobtrusive but very useful, all continental programmes being on the 24 hour system. NOTE.—For use where the supply is other than 50 cycles or not time controlled, a high grade spring clock of the same appearance can be supplied at 1 guinea extra.

Full details appear on the following page. Dimensions:  $23\frac{7}{8}$  high  $\times$   $15\frac{1}{2}$  wide  $\times$   $9\frac{1}{8}$  deep. Weight: 46 lbs. nett; 56 lbs. gross.

full volume or at a whisper.

Or on Deferred Terms: 48/- deposit 22 GNS. and 12 monthly payments of 38/-.

# FERRANTI GLORIA CONSOLETTE

### CIRCUIT.

A patented FERRANTI circuit is used, incorporating seven FERRANTI Valves, namely:—R4 Rectifier; VPT4 H.F. Pentode Amplifier; VHT4 Heptode; VPT4 I.F. Amplifier; H4D Double-Diode-Triode; LP4 Super-Power Triode Output-Valve, and D4 Noise Suppressor.

Two Double Valves, the VHT4 and H4D, are used, making the performance comparable with that of Sets using two more valves. The H.F. Pentode increases the sensitivity and selectivity as compared with other models; and the Triode Output Valve gives the least possible distortion.

The Patented Tone Control is continuously variable, and enables the upper register to be increased or decreased at will.

### GENERAL.

- (1) Nearly perfect Reproduction.
- (2) Powerful 2½-watt Triode Output.
   (3) Tasteful and massive Cabinet in Walnut with chromium fittings.
- \*(4) Unique Illuminated Dial giving Station Names and Wavelengths.
  - (5) One knob tuning. (6) Electric Tuning.
  - (7) Full Delayed Automatic Volume Control.
  - (8) Combined Manual Volume Control and On-Off Switch.
- (9) Special Tone Control, continuously variable; will increase or decrease high note reproduction.
- \*\*(10) High Note Uplift.
  - (11) Noise Suppressor, reducing background between Stations.
  - (12) FERRANTI Moving Coil Speaker.
  - (13) FERRANTI Valves.
  - (14) FERRANTI Electric Clock.
  - (15) Provision for separate Speaker.
  - (16) Cut-out Switch for Internal Speaker.
  - (17) Gramophone Pick-up Sockets. (18) Mains Aerial.
  - (19) Resilient Chassis Mounting.
  - (20) 9-kilocycle Station Separation.
  - \*The Tuning Dial, a larger illustration of which is shewn on page 15, is of utmost simplicity and extraordinarily attractive, enabling the whole operation of the Set to be seen at a glance.
    - It shews:—(a) Station Names and Wavelengths.
      - (b) Special Markings of British Stations.
      - (c) Whether on Medium or Long Waves.(d) Whether Set is tuned correctly by Indicator.
      - (e) Position of Tone Control.
      - (f) Whether Set is On or Off.
      - (g) Position of Volume Control.
- \*\*HIGH NOTE UPLIFT.—This remarkable feature is included as in the Arcadia Receiver. Intruding harmonics and noises are eliminated on the radio frequency side and the higher musical frequencies are specially amplified so that bass and treble are properly balanced. The final reproduction is very *nearly* perfect. The GLORIA is the best FERRANTI Receiver: the ultimate choice of the connoisseur.

For use on 200/250 volts 40/100 cycles A.C. only.



# THE FERRANTI ARCADIAGRAM

A superb Radiogramophone incorporating all the features of the **ARCADIA** Consolette. In its cabinet of outstanding modern design in Walnut with chromium fittings, this Model represents the highest development of the moderately priced reliable instrument. A high grade electric Gramophone Motor and Pickup are fitted, in addition to a combined Tone Control and Scratch Filter. A combined Radio and Gramophone Volume Control and ON-OFF switch is provided. The Controls are on an inclined panel, giving clear vision and ease of manipulation. The Speaker is mounted internally in an inclined manner to give the best acoustic performance.

For use on 200/250 volts 40/100 cycles A.C. only. Dimensions: 36'' high  $\times$   $18\frac{1}{2}''$  wide  $\times$   $15\frac{1}{2}''$  deep.

Weight: 90 lbs. nett; 130 lbs. gross.

Or on Deferred Terms: 70/- deposit and 12 monthly payments of 51/4.

A new high standard of entertainment in the home.



# THE FERRANTI AC/DC UNIVERSAL

The UNIVERSAL AC/DC Receiver is an entirely new and remarkable development, being designed to operate equally well on either A.C. or D.C. Mains.

It has the fine performance associated with all FERRANTI Sets, being a 4-Valve Superheterodyne of advanced design, and at last enables those on D.C. electric supplies to have high-grade Radio, with the assurance that if their supply is changed over to A.C., the Receiver will work equally well without any modification. It follows also that the UNIVERSAL AC/DC Receiver is entirely suitable for use on A.C. supplies below 40 cycles, on which other models will not work.

Dimensions:  $19\frac{1}{2}''$  high  $\times$   $14\frac{1}{2}''$  wide  $\times$   $9\frac{1}{8}''$  deep. Weight: 32 lbs. nett; 40 lbs. gross.

GNS. Or on Deferred Terms: 34/- deposit and 12 monthly payments of 23/10,

# FERRANTI UNIVERSAL AC/DC CONSOLETTE

### CIRCUIT.

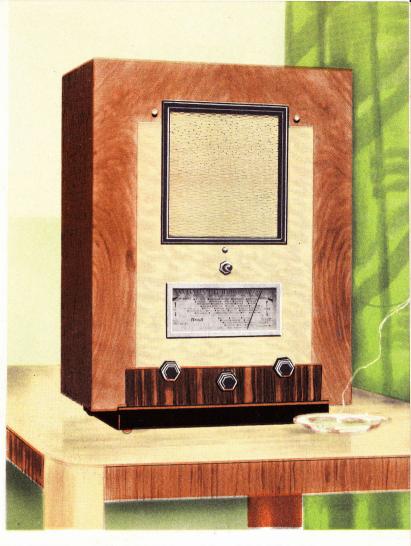
A patented FERRANTI circuit is employed, using four valves and a barretter, the last being a special device enabling the Set to adjust itself automatically to mains voltage variations and to different supply voltages.

The FERRANTI Valves used are:—RS ½-wave Rectifier, VHTS Heptode, VPTS H.F. Pentode, PTSD Double Diode Output Pentode. The VHTS and PTSD are each in effect double valves, and in conjunction with the special circuit used make the sensitivity of this Receiver similar to that of the 5-Valve Arcadia Model.

### GENERAL.

- (1) High Grade Reproduction.
- (2) Powerful Output, approximately 2½ watts.
- (3) Modern Cabinet in Walnut with chromium fittings and front inlaid in Quilted Maple. Enclosed back.
- \*(4) Unique Illuminated Dial giving Station Names and Wavelengths.
- (5) Local-Distance Switch.
- (6) One Knob Tuning.
- (7) Electric Tuning.
- (8) Full Delayed Automatic Volume Control.
- (9) Combined Manual Volume Control and On-Off Switch.
- (10) Tone Control continuously variable.
- (11) FERRANTI Valves.
- (12) FERRANTI Moving Coil Speaker.
- (13) Provision for separate Speaker.
- (14) Cut-out Switch for Internal Speaker.
- (15) Mains Aerial.
- (16) \* Resilient Chassis Mounting.
- (17) 9-kilocycle Station Separation.
- \*The **Tuning Dial**; a larger illustration of which is shewn on page 15, is of utmost simplicity and extraordinarily attractive, enabling the whole operation of the Set to be seen at a glance.
  - It shews:—(a) Station Names and Wavelengths.
    - (b) Special marking of British Stations.
    - (c) Whether on Medium or Long Waves.
    - (d) Whether Set is tuned correctly, by indicator.
    - (e) Position of Tone Control.
    - (f) Whether Set is On or Off.
    - (g) Position of Volume Control.

Every FERRANTI Receiver is tested continuously for 6 hours before despatch from the factory, thus ensuring the utmost freedom from defects.



## THE FERRANTI BATTERY CONSOLETTE

The FERRANTI BATTERY Consolette is a highly selective 5-Valve Superheterodyne Receiver giving reproduction and volume comparable with that of many Mains Sets. It incorporates in a modified form the well-known FERRANTI Lancastria all-steel chassis, which in other FERRANTI Sets has resulted in their being the most reliable Receivers available. The new FERRANTI Battery Heptode is included and enables Full A.V.C. to be provided. Large, long life H.T. and L.T. Batteries are supplied, giving the minimum of trouble in replacements and charging. Designed for use with an outdoor or good inside aerial and with the simplest of controls, this Receiver is intended for those who require the best Radio but have no A.C. mains available.

Dimensions: 18" high  $\times$  14" wide  $\times$  9  $_{16}^{8}$ " deep. Weight (including Batteries): 45 lbs. nett; 53 lbs. gross.

- High Grade Reproduction.
- Powerful Output, 2 watts.

  Modern Cabinet in Walnut with chromium fittings and front inlaid in Quilted Maple. Enclosed back.
- Unique Illuminated Dial giving Station Names and Wavelengths.
- (5) One Knob Tuning.
- (6) Electric Tuning.

- (7) Full Delayed Automatic Volume Control. (8) Combined Manual Volume Control and
- On-Off Switch. Tone Control continuously variable. FERRANTI Valves. FERRANTI Moving Coil Speaker.
- (10)
- Gramophone Pick-up Sockets.
- Resilient Chassis Mounting.
- 9-kilocycle Station Separation.

\*See page 15.

Or on Deferred Terms: 35/- deposit GNS. and 12 monthly payments of 25/8.



# Ferranti Battery Portable Consolette

The FERRANTI Battery **PORTABLE** Consolette is a high-grade self-contained Transportable Superheterodyne Receiver employing a 6-Valve circuit. Its performance and specification are very similar to those of the BATTERY Consolette. A ball-bearing turntable is fitted, enabling advantage to be taken of the directional frame aerial within the Set. An external aerial may be used if desired, but being entirely self-contained and having non-spillable batteries, this Receiver may be taken anywhere and used with equal facility.

Dimensions:  $19\frac{1}{2}$  high  $\times$   $13\frac{1}{4}$  wide  $\times$   $9\frac{1}{4}$  deep.

Weight (including Batteries): 48 lbs. nett; 56 lbs. gross.

Or on Deferred Terms: 36/- deposit and 12 monthly payments of 27/6.



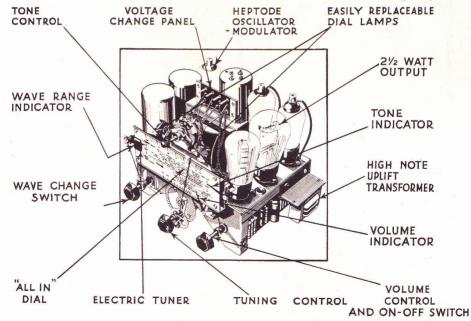
### "ALL-IN" VISIBLE CONTROL DIAL

Shews you everything you want to know at a glance.

- (a) Station Names and Wavelengths. (b) British Stations specially marked.
- (c) Whether on Medium or Long Waves.
- (d) Whether Set is tuned correctly, by indicator.
- (e) Position of Tone Control.
- (f) Whether Set is On or Off.
- (g) Position of Volume Control.

No need to wonder what's happening as you turn the controls, you can see for yourself on the dial.

The **Daily Telegraph** Radio Correspondent writes of the FERRANTI "All-in" dial: "It is the car instrument board applied to radio. I had imagined that sound alone was sufficient guide to the working of a set, but in practice found myself instantly subservient to this new idea of watching the pointers."



### **CHASSIS**

The all steel Chassis is a triumph of Radio engineering construction. Built from the raw material in all its parts and precision assembled throughout in the FERRANTI factory at Hollinwood, Lancs., it is one of the finest pieces of Radio mechanism ever devised. Remember! on the goodness of chassis lies the performance of the Set.



# FERRANTI RECEIVER STAND

This Stand has been designed specially for use with LANCASTRIA, ARCADIA, and UNIVERSAL AC/DC Receivers. It is rigidly constructed in Solid Walnut and Maple, and apart from its convenience gives an added note of distinction to these already outstanding Sets.

Dimensions:  $29\frac{3}{4}$  high  $\times$   $13\frac{1}{4}$  wide  $\times$   $9\frac{1}{2}$  deep.

Weight: 8 lbs. nett; 10 lbs. gross.

PRICE 39/6

### PROVISION FOR ADDITIONAL LOUD SPEAKER.

An external low-resistance speaker (preferably FERRANTI, to ensure correct matching) may be used with any of the Lancastria, Arcadia, or Gloria Sets by connecting it to the terminals on the speaker in the set. Suitable FERRANTI Speakers are described on the next page. If the additional loud speaker is of another make and is of the high-resistance type (1,000/2,000 ohms), or of the moving coil type with built-in output transformer, a FERRANTI type OPM6 Transformer (price 22/6) must be employed. The terminals thereon marked "Speaker Ratio 22.5/1" should be connected to the extra Speaker terminals on the set, and the terminals marked "Receiver." on the OPM6 should be connected to the Extension Speaker.

### LOW RUNNING COST.

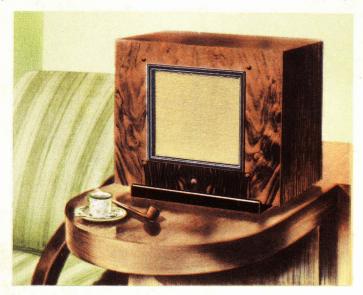
The Consumption of the LANCASTRIA Consolette is only 50 watts, so that if it is used, say, five hours a day, it will consume in a week only 1\frac{3}{4} units. At 1d. a unit that means less than 1\frac{3}{4}d. a week—1/11 a quarter. The ARCADIA consumes slightly more—60 watts—the UNIVERSAL AC/DC 70 watts, and the GLORIA 75 watts.

The ARCADIAGRAM consumes 70 watts.

### SUITABLE SUPPLIES.

All the foregoing FERRANTI Superheterodyne Receivers, except the Universal Model, are designed for use only on alternating current (A.C.) electricity supply mains having pressures from 200/250 volts, 40/100 cycles (or ~), with the exception of the Electric Clock Model, which is suitable for use only on 50 cycle supplies having time-controlled frequency. All these Receivers may, however, be operated on 100/125 volt supplies by the use of a FERRANTI Transformer, type P11A, supplied for 42/6 extra. THEY MUST NOT BE USED ON DIRECT CURRENT (D.C.) MAINS, AND WILL BE DAMAGED IF CONNECTED TO THEM. The UNIVERSAL AC/DC Model is suitable for use on 200/250 volt supplies, any frequency, and also on D.C. without any modification or changing of connections.

# FERRANTI EXTENSION SPEAKERS



### FERRANTI SPEAKER, TYPE M 5.

In Walnut Cabinet - 62/6

Dimensions:

 $11\frac{1}{8}$ " high  $\times$   $15\frac{3}{4}$ " wide  $\times$   $7\frac{1}{2}$ " deep.

Many people like to have a Speaker in another room or in the kitchen, and the FERRANTI Speakers here illustrated have been designed specially for the purpose. They are both of the Permanent Magnet Moving Coil type designed to give first-rate reproduction.

Either of these Speakers may be connected directly to FERRANTI Receivers, no adaptors or fitments of any kind being required.

With FERRANTI Speakers, one FERRANTI Set will provide Radio all over the home.



### FERRANTI SPEAKER, TYPE M 6.

In Walnut Cabinet - 47/6

Dimensions:

 $7\frac{3}{4}$ " high  $\times$  10" wide  $\times$   $4\frac{1}{4}$ " deep.

### HIRE PURCHASE.

If preferred, any of these Receivers may be purchased out of income on easy terms either direct or through any approved dealer. The terms are indicated beneath the illustrations of the respective models, and an Agreement Form may be obtained from your dealer, or will be sent on request. Larger deposits and smaller instalments or payments over shorter periods than above indicated can be arranged if desired.

### GUARANTEE.

All FERRANTI Receivers and Radiograms are fully tested and are guaranteed to be in perfect condition when despatched from our Works. They are further conditionally guaranteed against defects in workmanship and materials for a period of 12 calendar months from the date of supply, with the exception of Valves, which are sold under the same conditions as Electric Lamps, and are not, therefore, guaranteed.

### HISTORICAL NOTE.

The FERRANTI Company was founded by the late S. Z. de Ferranti, F.R.S., D.Sc., at the age of 18, in 1882, in Charterhouse Square, London. As General and Electrical Engineers, the Company carried out many pioneer electrical installations in all parts of the world, making and supplying Steam Engines, Electric Generators, Cables, Switchgear, and Electricity Meters, in the days when such things were in their infancy. In 1895 the Works were moved to Hollinwood, Lancashire (between Manchester and Oldham), where they continue to expand and progress, including in their manufactures some of the largest transformers in the world, supplied to the British National Grid Scheme; and, at the other extreme, the world-famous Transformers that made the name FERRANTI famous in Radio over ten years ago. The Works cover 14 acres, and an average of 4,800 persons are in constant employment under the best factory conditions (6,100 at the time of going to press).

This Note is included to remind you of the desirability of buying your Set from a firm with a serious and permanent stake in the industry, which in itself is a guarantee of the excellence of the products.

Obtainable through all high-class Radio Dealers.

### FERRANTI RADIO RECEIVERS.

# SYNCHRONOUS ELECTRIC CLOCKS

Right Time for a Life Time.

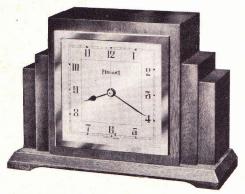


No. 6. Electric Alarm Clock. 25/-3" dial.

In Walnut, Mahogany, or Blue Enamel Bakelite Case.



No. 5.  $3\frac{1}{2}'' \text{ dial.}$  In Walnut or Mahogany Bakelite Case.



No. 54. Solid Walnut.  $3\frac{1}{2}$  dial.



No. 87. Solid Walnut.

95/-

Canadian Factory:
FERRANTI ELECTRIC
LIMITED,

Mount Dennis, Toronto 9, Ontario, Canada. Head Office and Works :

57/6

FERRANTI LTD., HOLLINWOOD, LANCASHIRE.

Telephone: Failsworth 2000. Telegrams: "Ferranti, Hollinwood."

Interconnected by Teleprinter with Office and Depot:

BUSH HOUSE, ALDWYCH, LONDON, W.C.2.
Telephone: Temple Bar 9325-9326. Telegrams: "Ferranti, Bush, London."

Office and Depot: FERRANTI INC., 130, West 42nd Street, New York, N.Y.