

RER

DOMESTIC APPLIANCES

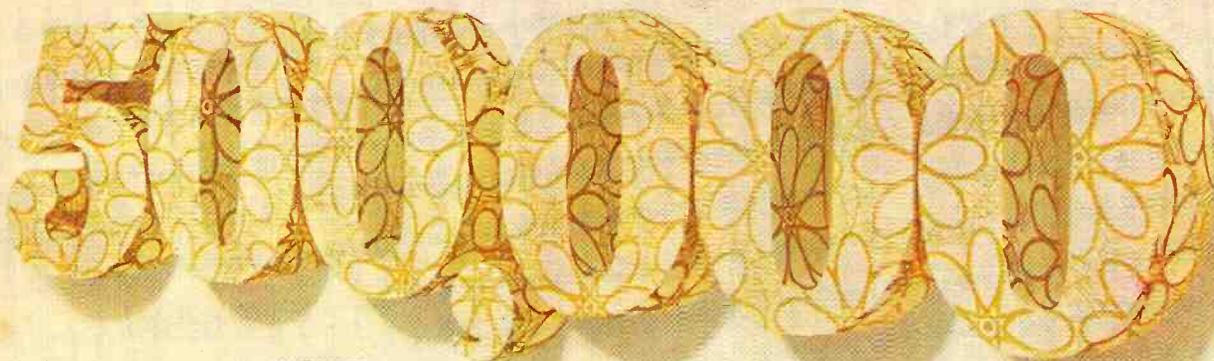
LIGHTING

RADIO · TV · AUDIO

FEBRUARY 1968

● E.D.A. EXHIBITION

THE LEADING TRADE MONTHLY



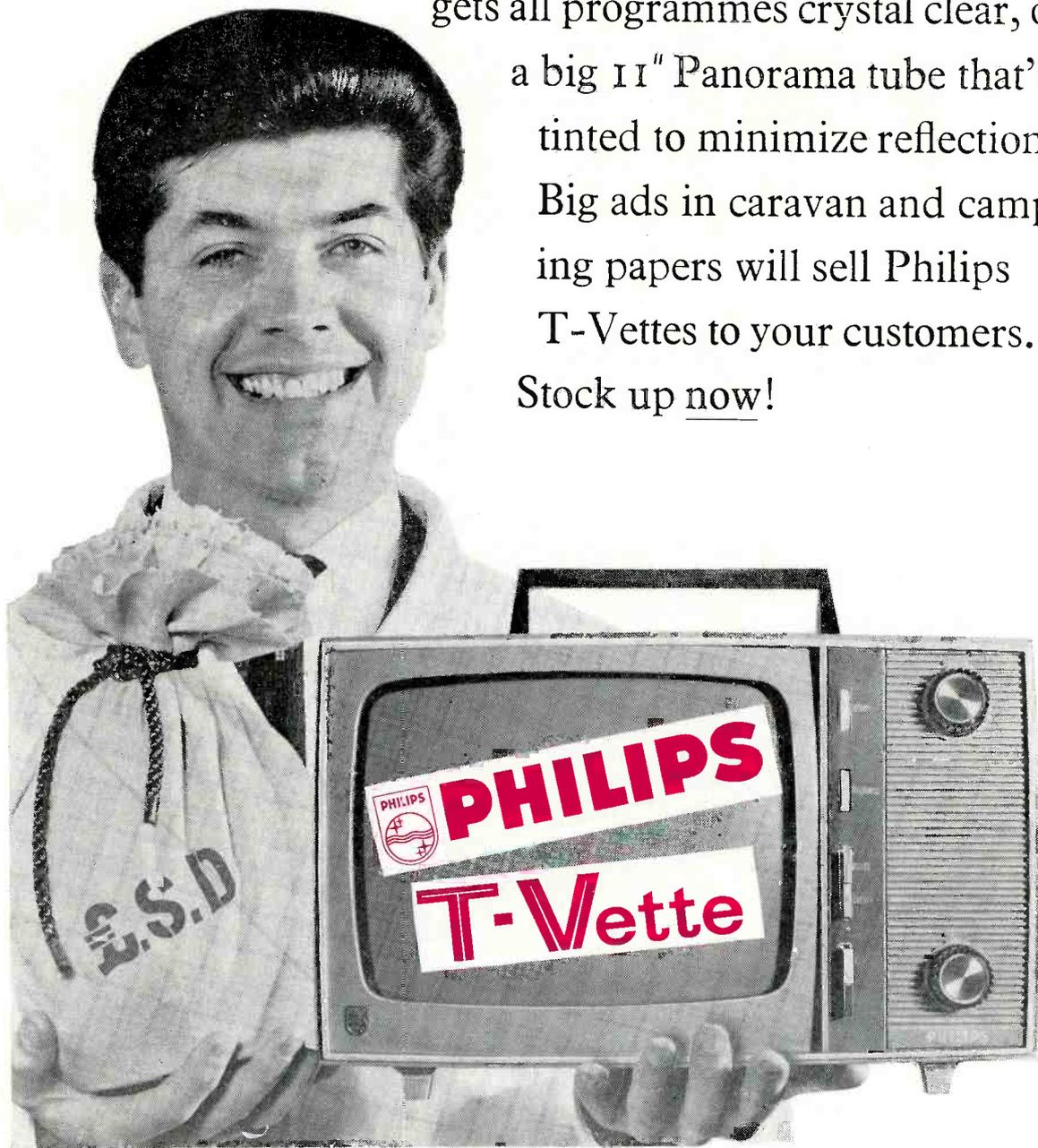
Congratulations!

You've just sold our half millionth storage radiator. Come and see us on Stand B24 at the E.D.A. Exhibition in Brighton and we'll tell you about our plans to help you sell the next half million. We'd like your ideas too!

Heatstore

**Now's the time to make money
out of selling Philips T-Vettes
for outdoor viewing.**

The only battery/mains portable TV that gets all programmes crystal clear, on a big 11" Panorama tube that's tinted to minimize reflections. Big ads in caravan and camping papers will sell Philips T-Vettes to your customers. Stock up now!



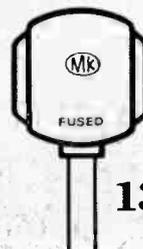
One tiny reason why MK products never lose a friend

Every aspect of the design of MK electric wiring accessories is examined from the contractor's viewpoint. Take the widely-popular MK 13 amp. fused plug for example. The clamping nut illustrated has a captive rotating washer to ensure a sound electrical connection. Just a little thing - but a constant reminder that when it comes to quality and purpose, MK is right there . . . always!

MK . . . makes every component in the finished product from the raw material . . . 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.



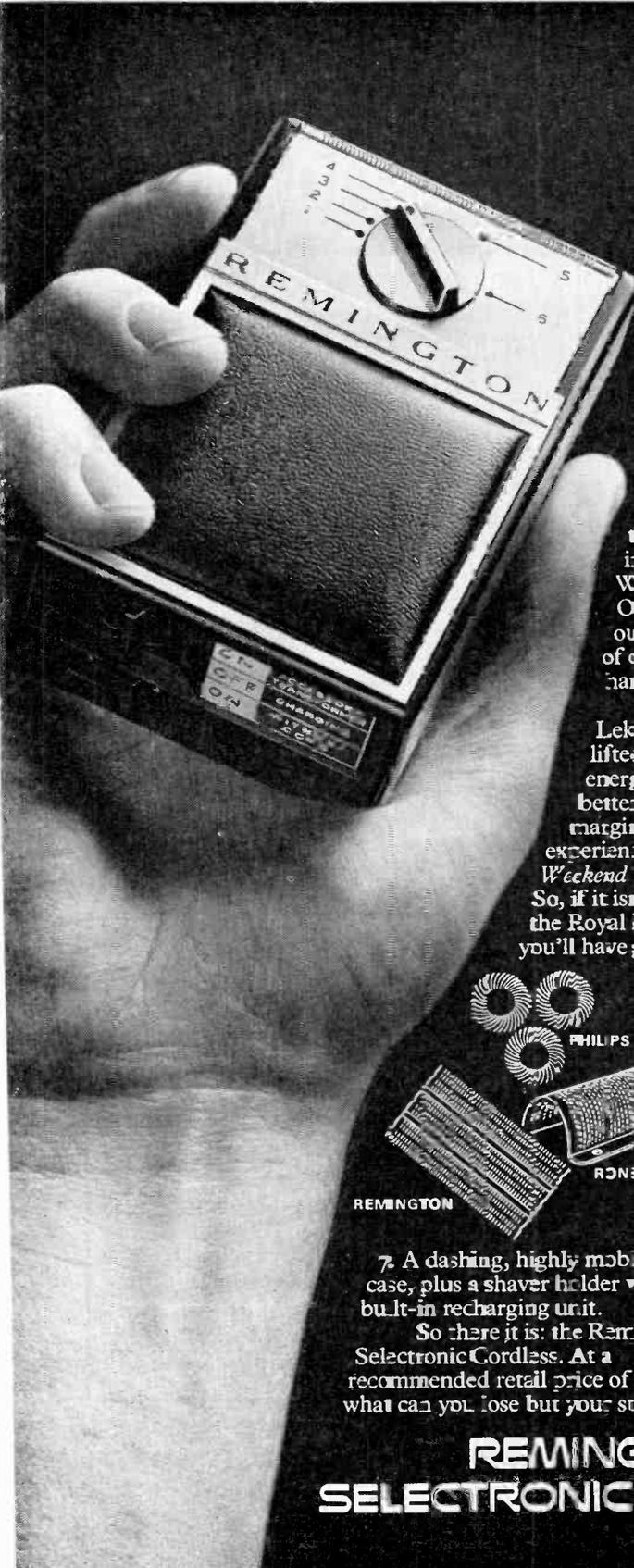
MK ELECTRIC LIMITED
EDMONTON, LONDON N.9.
TEL: 01-807 5151



13 amp plugs

MK 412

April 19th
Independence
Day
for the
Dial Shaver



Ring the date. In gold.

Open your ledger. At profit.

Prime your pen. With bold black ink.

Because April 19th is the day we launch the cordless Dial Shaver. With a whole page in the *Daily Express*. No less.

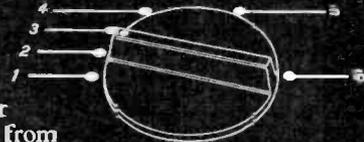
We call it the Remington Selectronic Cordless.

Our new shaver has all the goodies from our successful Selectric 300. Plus the inherent mobility of our Lektronic. On the Selectric side, there's the handsome black case and the very special dial.

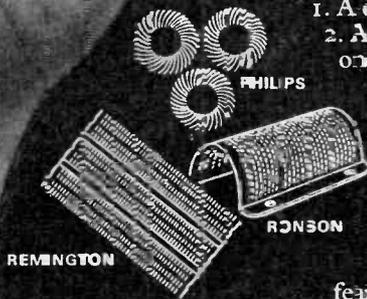
From the Lektronic, we've lifted the built-in energy cells (only better). And the fatter margin of profit. And, from

experience, we've chosen the *Daily Express*, *Weekend Telegraph* and *Reader's Digest* to launch it in

So, if it isn't the biggest money-maker this side of the Royal Mint, we'll grow a beard. Here's what you'll have going for you:

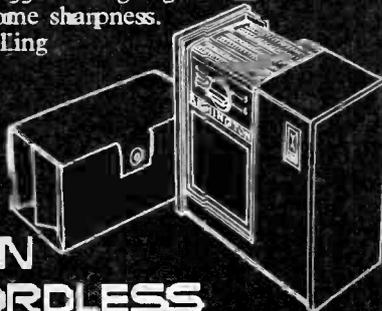


1. A clear ten days between visits to the plug.
2. A six-position dial. Four for comfort, one for sideboard trimming. And one for the fastest cleaning ever.
3. The most powerful motor in any shaver.
4. The thinnest shaving head yet devised by Remington.
5. Bigger shaving area for a faster shave. Just compare cuts with our Ronson and Philips competitors.
6. 336 cutting edges—honed to a fearsome sharpness.



7. A dashing, highly mobile traveling case, plus a shaver holder with built-in recharging unit.

So there it is: the Remington Selectronic Cordless. At a recommended retail price of 15 gns., what can you lose but your stock?



REMINGTON SELECTRONIC CORDLESS

LABGEAR PATTERN GENERATOR

SIMPLIFIES COLOUR RECEIVER INSTALLATION

Specially designed for the P.A.L. system

**TRANSISTORISED—
BATTERY OPERATED—
PORTABLE**

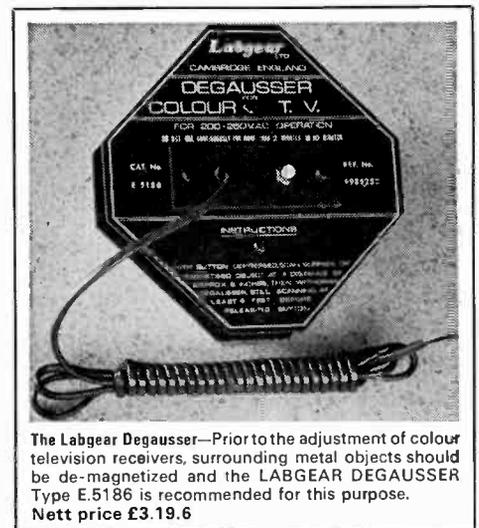
No hum—No valves—No warm up. Just rock-steady patterns for ultra quick convergence adjustment. A 'must' for colour.



Patent applied for

- 4 Patterns: cross-hatch; dots; grey scale; blank raster.
- For 625 and 405 line systems.
- Compensation for mains frequency variation to receiver.
- Covers VHF Channels 6-13, UHF Channels 21-68.
- Size 10½ ins. x 8¾ ins. x 6⅛ ins. Weight 9 lbs. (including batteries and co-axial leads). Uses six HP2 batteries.
- Mains operated power unit available as optional extra.
- Width of vertical lines adjustable from front panel control.

Obtainable from the sole manufacturers Labgear Ltd. of Cambridge, or from Radio and Television Services Ltd., Gloucester Street, Cambridge and leading wholesalers.



Labgear

LABGEAR LIMITED
CROMWELL RD • CAMBRIDGE • ENGLAND
Telephone: 47301 (4 lines) STD OCA3
Telex: 81105 LAB.
Telegrams: Labgear • Cambridge

RER

RADIO & ELECTRICAL RETAILING

Vol. XXIII No. 2

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NEXT MONTH

PREVIEW A.P.A.E. EXHIBITION
 REFRIGERATOR SURVEY

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



The **ENGLISH ELECTRIC** 1968 ▲ range includes seven refrigerators, one combined refrigerator-deep freeze and a deep freeze cabinet.

The Slimline Thirty model 7518 3-2cu ft unit at £39 9s. 11d.; the Forty model 7519 4-1cu ft unit at £46 19s. 5d. (above); the Fifty model 7520 5-1cu ft unit at £55 10s. 2d. and the Sixty Five model 7521 6-7cu ft unit at £66 3s. 8d., all feature new appearance design with brushed aluminium trim framed in chromium-plated steel. All five, together with the Slimline 30 Woodgrain model 7517 at £45 18s. 1d., feature push-button defrost with automatic reset and 2-star frozen food compartment. The Slimline High Speed 77 7-8cu ft model 7110H at £87 10s. 8d. will accommodate 27lb. of quick frozen food; and the Slimline High Speed 94 9-3cu ft model 7111H at £98 4s. 2d. holds 32lb. of frozen food. The Slimline Fresh and Freeze model 7508 at £89 13s. 5d. has 4-1cu ft refrigerator capacity and 1-4cu ft deep freeze compartment to take up to 50lb of frozen food. The Deep Freeze Cabinet model 7200 4-05cu ft capacity will take up to 124lb of frozen food and costs £53 7s. 6d. **E91**

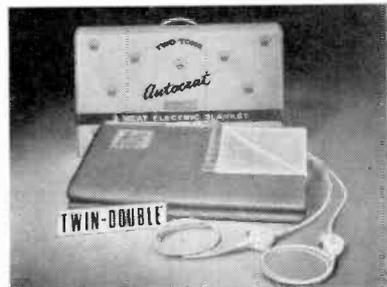
AMPEX announce that the newly introduced 753 tape recorder will now retail at 91gn. instead of the pre-evaluation price of 79gn. The teak and plexiglass case remains unchanged at 6gn. **E92**

MILLIWATT announce a new electric ▶ under-blanket, the Autocrat de luxe 'Twin Double' 3-heat model with dual control, measuring 60x48in, at £8 2s. 9d. In two-tone (pink/blue) blanketing, satin trimmed. 230/240V a.c. 120W. **E93**

PHILCO's 1968 range of Starfrost refrigerators includes the model FTR5E 5-4cu ft table top with 2-star freezer (below) at 34½gn. which replaces the Galaxie; the model FAP6D Slim 6 at 47½gn; the model FA7C 7-25 at 57gn.; model FA10C 10-25 at 85gn.; and the model FB11C 2-door 11 de-luxe at 125gn. All prices include p.t. and service fee. **E94**



The new model 3208 automatic ▲ washing machine from **HOOVER** will retail at 99gn. It incorporates six washing programmes, a special treatments programme and both long and short spin programmes. Wash temperatures are 40°, 48°, 60° and 90°C. The washing programmes comply with the HLCC recommendations. **E95**



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

**14th International Electrical Engineers (ASEE) Exhibition, Earls Court —
March 27th to April 3rd. Visit our stand number 005 in the Gallery.**

For better air conditions

Vent-Axia
Unit Ventilation

Registered trade mark

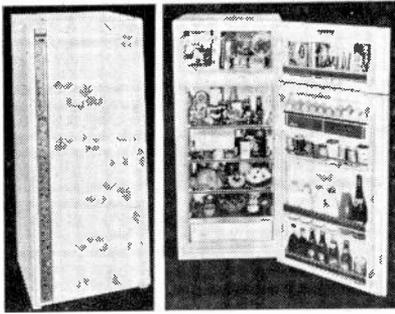


A Hall-Thermotank Group Company

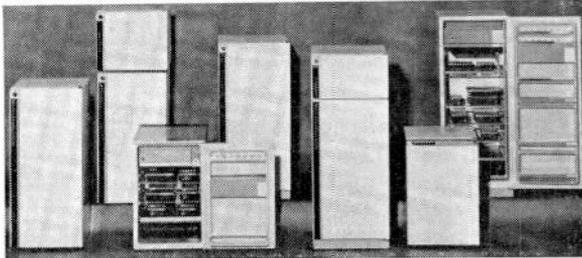
Details of service facilities from these Vent-Axia branches:

London SW1 60 Rochester Row (Victoria 2244)
Manchester 2 18 Lloyd Street (Blackfriars 0634) • **Glasgow C2** 135 Bath Street (City 7167)
Birmingham 1 Lee Bank House, Holloway Head (Midland 4595) • **Leeds 10** 49 Hunslet Lane,
(Leeds 22985) • **Newcastle-upon-Tyne 2** 42 Jesmond Road (Newcastle 813391)
Bristol 1 Brunel House, St. George's Road (Bristol 27567)

RECENT RELEASES



For further details about products mentioned on these pages use the prepaid enquiry form on page 87 quoting reference number.



New from **KELVINATOR**—three refrigerators, two refrigerator-freezers, and two domestic deep freezers.

The 4cu ft model K44D costs £45 3s., the 5.1cu ft model K55DD (far left) costs £56 14s. and the 9.3cu ft model K99DD £93 9s. Each has 2-star freezer compartment, and the last two incorporate automatic defrost. Model KR104 has 7.7cu ft capacity, with 1.5cu ft deep freezer. Price £119. The KR107 (left) has 11cu ft capacity, deep freezer storage 2.1cu ft. Price £159. Both have 3-star rating and automatic defrost. The vertical model KVF4D 4cu ft freezer at £59 17s. will take 140lb of frozen food. The 10cu ft chest type model KCF300 includes a fast freeze area to -22°F and will hold up to 350lb of food.

Price £103 11s. 3d. **E98**



METWAY ELECTRICAL have introduced a new range of KC kettle elements, made to the new British Standard. The pattern element incorporates the cycling type thermostatic cut out control and the Otter unit is used. The items are available separately and also in kit form in the KC pack which includes the KV element 2750W with BS 3-pin connection, the 3-pin BSS connector fitted with flex lead, black insulated connector shroud or collar, and rubber and fibre washers. This pack retails at 42s. complete. The KC pack is available in two patterns for kettles with $1\frac{3}{8}$ in. entry hole and $1\frac{1}{8}$ in. entry hole. **E101**

C. AERIALS are now producing a range of stacked arrays for vertical and horizontal transmissions, especially for use on colour installations where a strong and stable signal is vital. A bar type reflector is now standard fitting instead of the original mesh grid, reducing aerial weight, and wind resistance and allowing easier orientation when fitting to an existing mast. The C510 11 element aerial costs 25s. and the C514 14 element 30s. each nett trade. Vertical stacking kit, with junction box, leads and mounting bar—25s. each.; horizontal stacking kit with junction box and leads—15s. **E96**

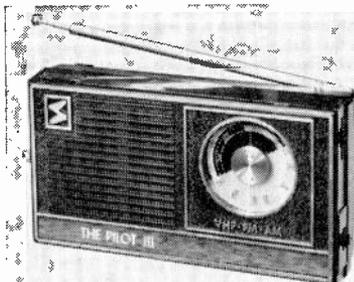
Principal innovation in the new range of 1968 refrigerators launched by **HOOVER** is the 8.7cu ft model 6008 with 3 star freezer of 1.6cu ft capacity and separate door, price 97gn. There are seven new refrigerators, retaining the 1967 design but many with increased capacity. The 4.6cu ft model 6012D costs 39½gn., the 5.6cu ft model 6022 costs 49gn., the 6.1cu ft model 6032 57gn., the 7.2cu ft model 6042 67gn. Models 6051 and 6061 at 77gn. and 90gn. continue unchanged. All the above have 2-star freezer compartment. The 6006 is unchanged from the 1967 range. **E99**

DIMPLEX have introduced three wrought iron trays complete with plate glass shelves for their DSR 20, 30 and 375 storage radiators. The WIT 20 for DSR 20 costs £4 6s. 10d., the WIT 30 for the DSR 30 £4 12s. 4d. and the WIT 375 for the DSR 375 £4 17s. 9d. **E102**

IN BRIEF

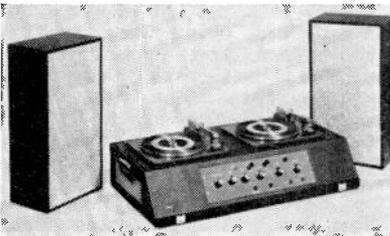
ENGLISH ELECTRIC announce production has ceased on the Rapide 46 cooker model 2046 and on the Liberator Tumble-Wash washing machine, model 4022. **E103**

PHILIPS are now supplying two new type polycarbonate starter switches—the K3001 P and K3002 P. The moulding is claimed to be unbreakable, impossible to dent and, very difficult to squash. Being non-metallic, they are inherently safe and present no earthing problems. The K3001 P for one lamp on 240V, ranging from five-foot 80W to 21in 13W and circular lamps; the K3002 P for one lamp, or two in series, on 240W, from two foot, 40W to 6in, 4 W and circular 22W. Retail price 2s. 9d. each (no PT), supplied in cartons of 25. **E104**



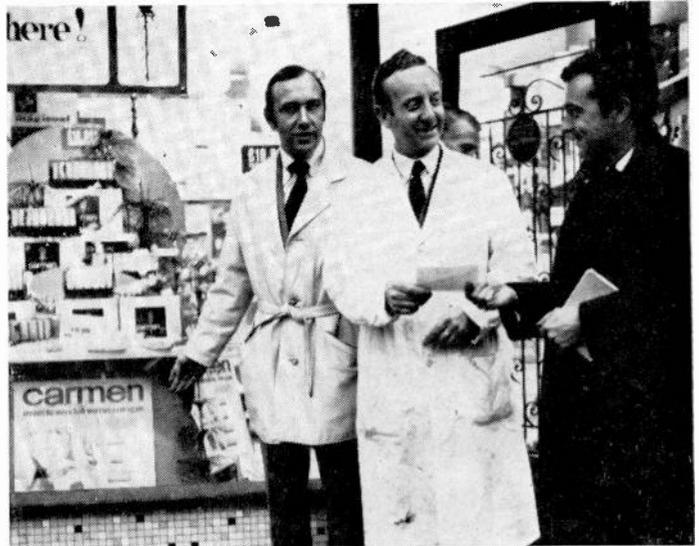
The pilot 3 aircraft band receiver introduced by **H. O. THOMAS** is completely portable, measuring only $6 \times 1\frac{1}{2} \times 3\frac{1}{2}$ in. It will receive normal broadcasts on am/fm wavebands and pilot-to-control tower messages on the special vhf band of 108-130 Mc/s. The price of 13gn. includes leather case, battery and ear piece. **E97**

The **RUSH D.J.** portable high fidelity discotheque equipment is a suitcase size twin turntable record playing console, complete with its own 30W solid state amplifier and control unit. It incorporates a pre-fade listen switch for left and right hand channels feeding headphones for cueing in each disc, separate volume controls for left and right hand grams, separate bass and treble Controls for gram channels. In a leatherette covered case $12 \times 19 \times 36$ in wide, and weighing approx. 40lb., marketed by Keith Pittman. **E100**



BVC ENGINEERING announce a new lightweight scrubber, model K50 weighing 60lb. It is fitted with 5in nylon wheels, and the rotation of the 14in brush provides the motive power. To ensure silence in use, the powerful induction motor has been fitted with a totally enclosed helical-gear drive. **E105**

Bob Piercy, one time president of RTRA, was the winner of a recent window display contest organised by Carmen Curlers. He is here seen receiving his prize in front of the winning display



THE NIGHT SHIFT

THE TIME will have to come when shop hours will have to be changed. This is something I have been mentioning on and off for years, and there is nothing original about it. Obviously it is absurd that shops should be open just when most people are unable to shop, because they are at work.

In the USA late evening opening is commonplace and, indeed, you can make purchases at three o'clock in the morning.

Shift working is common in industry; there is no valid reason why it should not become even more common in the retail trade. If anything, it is easier for the retail trade, because the extra hours needed amount only to half-time working, say from 5.30 p.m. to 9.30 p.m. There should be no lack of workers perfectly willing to do this. It would suit many people who would like a part-time job but for one reason or another are unable to undertake one during the day.

Apart from women who are housewives, there are many men who wish to add a second, part-time job, to their main day-time occupation. Pubs, restaurants and hotels have relied on such people for many years. Similarly there are girls who have, say, an office job during the day and supplement it by becoming barmaids in the evenings.

DELIVERIES

While parliamentarians and others dicker about fiddling little alterations to the present shop opening hours, however, it looks as though the real breach is being made in quite a different way.

It concerns the delivery of goods to shops, and possibly it may come as no surprise to you that Barbara Castle has had a hand in it.

A new, 'out of hours' delivery scheme is scheduled to start, mainly in the greater London area, from the beginning of 1968. This plan has been set up by the Freight Group through the Transport Co-ordinating Council, the chairwoman of which is Mrs B.C.

CROXLEY'S COLUMN

Judging by the transport problems, and especially the delivery problems we all see daily, the pressing need for some such scheme is apparent. Our overloaded roads may continue to accommodate cars and buses for some little time to come, given enough multi-storey car parks and discouragement in the form of ever more irksome parking restrictions, but when we consider lorries and vans as well, which have continually to stop to load and unload, it is obvious that it is becoming no longer practical. Hence the new scheme, which, if it works successfully, may set the pattern for the whole country.

According to a statement from the National Economic Development Office, 'Support for the scheme from manufacturers and retailers has been encouraging'. It will concern itself with deliveries by some 30 manufacturers to nearly 120 shops belonging to a dozen of the big retail grocery chains.

THE SYSTEM

Under the scheme the retail outlet will have to accept late deliveries on one night only of the week, between 6 and 10 p.m., never on Fridays, because that is the shops' busy day, when many stay open late to receive customers, not deliveries.

Deliveries have been divided into two kinds, large orders and small orders. Vehicles handling large orders will follow a given route, and it is hoped this will reduce both queuing and slack periods in the store to a minimum.

Vehicles carrying smaller orders will not follow any definite route, but it is hoped that the stores will accept loads from them at any time, even simul-

taneously with a delivery of a large order. To facilitate this, drivers of vehicles carrying small orders will take them into the store themselves, although the store will obviously have to check them and issue a receipt.

This might seem a fairly complicated exercise in logistics. The GLC appear to think so too, because they plan to open what is described as a 'tactical communications centre'. This apparently, however, is only to receive and pass on information about anything that goes wrong, such as breakdowns of vehicles, absent drivers, closed stores and so forth.

The Metropolitan Police, who are very much in favour of the scheme, 'hope to be able to keep the organisers of the scheme advised of any major traffic delays or diversions once the scheme is under way'.

Do you think such a scheme might need the benefit of a computer? Go to the top of the class. A computer will carry out a comprehensive evaluation of costs and (unexplained) operational factors.

To give the computer something to work on, those who take part in the scheme will be expected to keep detailed records—which perhaps one might describe as an additional operating factor from their point of view.

THE FUTURE

The organisers of the scheme note that their success or failure will depend on the people participating. Adequate

compensation of one kind or another is needed for those on the retail side and on the delivering side.

It is interesting that extended leisure time rather than greater financial reward is suggested in the case of the drivers, in the shape of 'an attractive long weekend'.

The organisers have every confidence in their scheme. As soon as it is working they plan to extend it to other businesses and, although not mentioned yet, the turn of the electrical and radio business will no doubt come. It is similarly proposed to extend the scheme geographically, and it is stated that plans are well advanced for an evening delivery scheme to warehouses in the Manchester-Liverpool area.

There seems no reason why this should not come about. On the good side, as well as relieving daytime congestion, it will be the beginning of overall planning of vehicle deliveries. In the long run, if shops also stay open in the evening hours, evening deliveries will be less of an advantage; but by that time perhaps midnight-to-dawn deliveries will be recommended.

WELCOME COLOUR

PERHAPS to everyone's surprise even the intellectual critics appear to be welcoming the coming of colour to television. One reason this may appear surprising is that the intellectual standpoint when colour came to the cinema and for long after tended to be that black and white remained superior.

Acceptance is probably in part due simply to the good standards of British colour, as compared with the American use of it (and here I mean the efforts of set and costume designers and directors, rather than technical standards). It may also be significant that British colour started on BBC2, which has always been favoured by the intellectuals.

Whatever the reasons, however, this makes the reception given to colour television pretty universally favourable. Naturally enough, independent television is itching to join in and lobbying hard. The ITV report recently produced has plenty to say about colour, for instance.

A survey carried out in the USA after the coming of colour there solemnly pointed out that the main common factor among people buying colour sets in the early days was that they were richer. It was also considered in the States that on the one hand the public needed to know that there would be a large volume of colour programmes before they would buy sets in any numbers, and on the other hand that pro-

gramme companies needed to know that large numbers of people had colour sets before they would feel it worthwhile to provide many colour programmes.

Apart from technical problems in colour transmissions, this vicious circle greatly hindered the development of colour in America. In Britain, all encouragement should be given to independent television if it is willing to provide the programmes.

Sales of sets will surely follow with greatly increasing rapidity, to the benefit of the whole industry.

BETTER ADVERTISING

1967 saw a general improvement in standards of advertising, although not in all advertisements, and it was less apparent in radio and electrical advertising than one would have liked.

The main characteristics of the improvement continued to be a trend towards greater realism and towards addressing the reader as if she or he were actually a human being. In a number of advertisements, the public were credited as having some intelligence.

Where puns were used, they were often used with some degree of wit. Headings mostly became longer and, with greater length, possessed more interest and had greater meaning.

The text of advertisements did not always repeat copywriters' jargon. This is the stuff that good copywriters never want to write but their clients demand. It is liberally sprinkled with superlatives, puffs, vague claims and self praise. These are the things, of course, which make the public turn away from advertisements and create dislike for advertising generally.

Of them all, self praise is probably the worst vice in advertising. What are

legally known as puffs—exaggerated claims which are generally obvious nonsense—are the next worst sin.

Manufacturers are still—and perhaps always will be—obsessed by the idea that the task of any advertisement is to describe their product as best. Apart from the illogic of this it almost never works.

One advertisement however makes brilliant use of the 'best' claim. This is because there is some basis for the product being the best, and because the advertisement has something to say.

It is an advertisement from Miele. The heading says: 'Special advertisement for rich people who think Miele only make the world's best dishwasher.' Under the picture, which shows a trio of other products, are three subheadings: 'Miele also make the world's best full-size sit-down rotary ironer £119', 'Miele also make the world's best fully automatic washing machine £179', and 'Miele also make the world's best fully automatic tumble dryer £109'.

The inclusion of the high prices does a great deal to make the 'best' claim credible. Those responsible for the advertisement were wise to forget the so-called rule of not mentioning price if it is high. The products, after all, will only sell to those who can afford such prices anyway.

Another good advertisement was headed '16 boring jobs no woman should be asked to do'. It is an interesting point whether the headline should have stopped there, leading the reader into the copy which, with small illustrations, filled the page. In fact, the end of the heading virtually said it all with the phrase, 'Kenwood does the lot!'

Certainly this is an excellent example of an interesting, dramatic presentation of the benefits obtainable from a product.

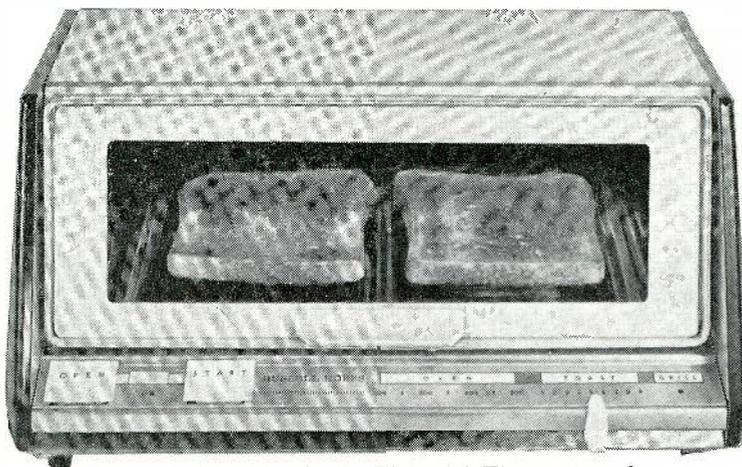
Finally, let us pick out for praise the KB advertisement headed: 'If you think this looks different, you should see it switched on!' Agreed that the advertiser had something new and worthwhile to say, with the introduction of the black screen telly. Even so, we think this was an outstandingly good way of saying it



Mrs. K. Cunningham, (left) was the winner of the colour TV set offered at the recent Mullard Colour Fair. Seen here with her are (left to right) D. Scott, Rank Bush Murphy, K. O. Rees, Mullard and Joan Bakewell, BBC, who made the presentation.

'STAR OF THE 1967 EDA SHOW'

—*Financial Times*



Sheila Black, writing in the *Financial Times*, says of the 1967 EDA show, "The star is probably Russell Hobbs' (of Tube Investments) grill-oven-toaster combined".



It's the new RUSSELL HOBBS Automatic Toaster Oven

THIS toaster's the ambitious one! For it's a portable oven and grill too! Two elements, automatic toasting for any degree of browning. Toast in—set slider control. Toast done—the see-through door flips open, and out slides the toast automatically.

Perfect! Grills anything from chops to Welsh rarebit.

Great for mealtimes—parties too!

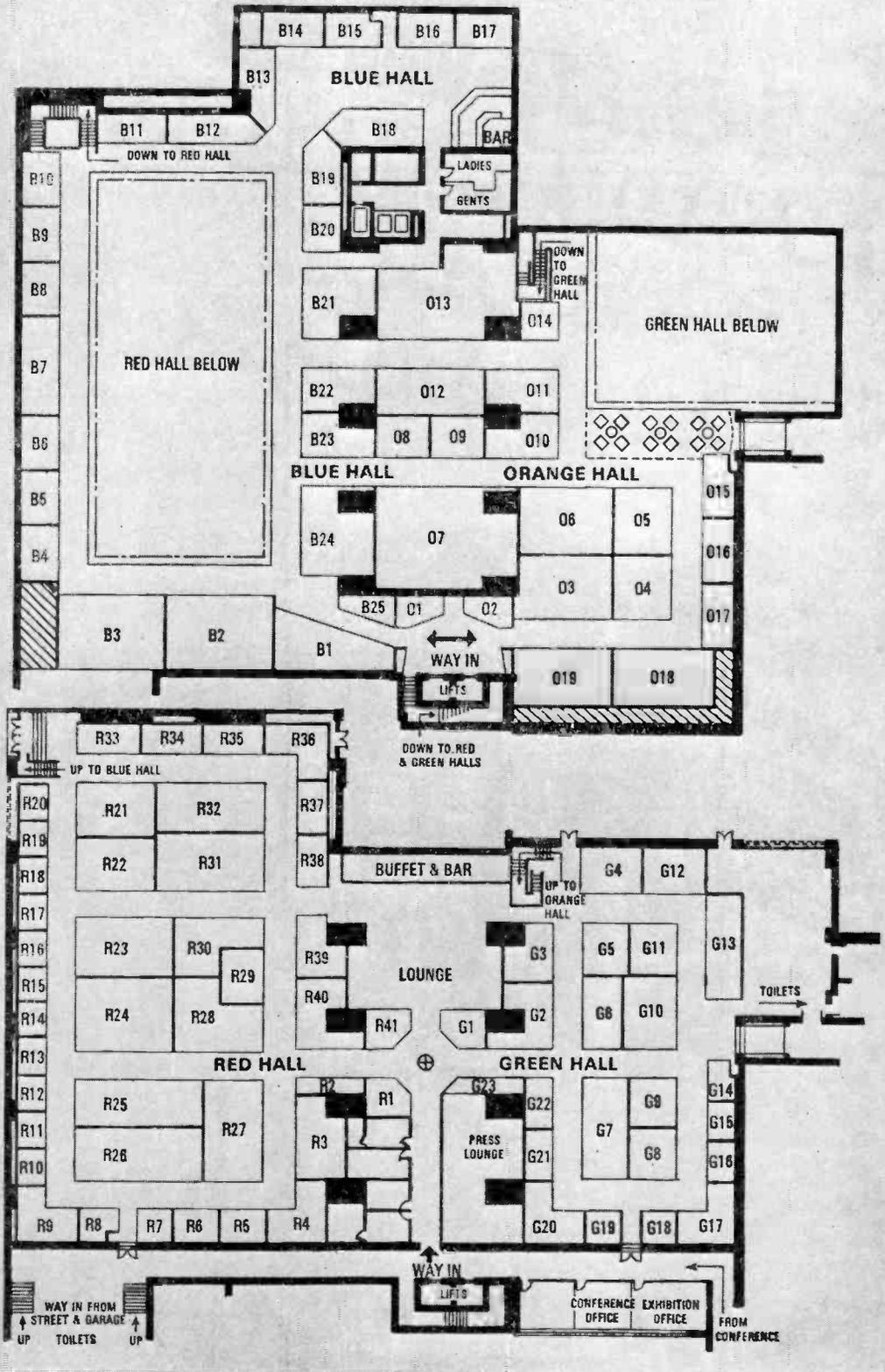
Customers are demanding more than just toasters these days. Sell the Toaster Oven to them and you'll be selling them a grill and oven at the same time. For the Russell Hobbs Automatic Toaster Oven likes making a meal of things. And will make your sales a feast!

RUSSELL HOBBS LTD., WHARF ESTATE, EALING ROAD, ALPERTON, MIDDLESEX

RUSSELL HOBBS 

Tube Investments Ltd. an advanced engineering group

Brighton 13-15 February 1968
EDDEX 68



METROPOLE EXHIBITION HALLS

BIGGEST-EVER TV ADVERTISING CAMPAIGN FOR LAMPS!



NATIONAL!
ALL-STATION!
WEEK-IN!
WEEK-OUT!

FEATURING PHILIPS SUPERLUX

NOW!
35%
more useful
light!



Now's the time to stock-up on Philips lamps.

The biggest-ever TV advertising campaign for lamps hits screens on 7th October 1967 and runs right through to March '68. At least 80% of your customers will get the message regularly for six months! There's never been a lamp campaign like it—two years of testing prove it *sells*—sells all of Philips bright ideas in lamps. Display and profit!



FREE

This super-selling Home Lamp Pack is *free* when you order the contents: 76 Superlux and 74 K-Mushroom lamps, the fastest-selling lines, in a carefully balanced selection of 40W (K-Mushroom only), 60W, 100W and 150W ratings. Also **FREE!** 3 Superlux lamps for demonstration (worth 9/2½d) with every Home Lamp Pack. Order Home Lamp Pack and display material now.



PHILIPS LAMPS

Philips Electrical Ltd., Lighting Division,
Century House, Shaftesbury Avenue, London W.C.2.

THE NINTH EDA CONFERENCE AND EXHIBITION

THE CONFERENCE this year is divided into two halves—Appliance Merchandising and Load Building. There are 108 stands at the Exhibition—a record number and 15 more than last year at Harrogate.

In the following pages will be found brief details of the exhibits to be seen, in so far as the information is available to us as we go to press.

CONFERENCE PROGRAMME

Monday, February 12:

20.00-22.00 Conference Rendezvous in Exhibition

Tuesday, February 13:

APPLIANCE MERCHANDISING

09.00 Opening Ceremony—N. F. Marsh (Electricity Council)
09.30 Cookers—A. Ellison (NEEB)
10.15 Washing Machines—R. J. Church (MEB)
11.30 Refrigerators—F. Holland (NWEB)
1400 Storage Radiators—G. A. Farthing (YEB)
14.45 Direct Acting Space Heaters—H. W. Thompson (SSEB)
16.00 Small Appliances—L. Phillips (EEB)
17.00 The Total Marketing Plan—R. F. Richardson (NWEB)

Wednesday, February 14:

09.30 A Board's Merchandising Operation—R. E. Gleadow and M. S. Barnett (SEEB)
12.00 Summary of the Session—I. M. MacKay (SEEB)
LOAD BUILDING
16.30 Building and Space Standards for Occupation—R. B. Partington (Electricity Council)
Environmental Engineering—H. G. Mitchell (EC)
Lighting—A. Wilcock (BLC)
18.15 Summary of the Session—P. H. Woodward (LEB)

Thursday, February 15:

09.30 Local Authority Developments—R. Piper (SEB)
10.45 Private Developments—B. H. Weston (SWEB)
12.00 Summary of the Session—A. O. Johnson (SWEB)
14.00 Electricity in the Rehabilitation of Existing Housing—L. Shepherd (LEB)
15.45 Summary of the Session—C. J. George (NWEB)

EXHIBITION OPENING HOURS:

February 12: 14.00-18.00 Delegates only
February 13 and 14: 11.00-20.00 Delegates and trade
February 15: 11.00-17.00 Delegates and trade

EXHIBITORS AND STAND NUMBERS

IN THE LIST OF STAND NUMBERS THE PREFIX R DENOTES A STAND IN THE RED HALL, G IN THE GREEN HALL, B IN THE BLUE HALL AND O IN THE ORANGE HALL. FOR LOCATIONS OF STANDS SEE THE PLAN ON PREVIOUS PAGE.

Activair Ltd.	R7	Engelhard Hanovia Lamps	B5	Power-Letric Ltd.	B17
Advance Domestic Appliances Ltd.	G4	English Electric Co. Ltd.	B2	Process Control Gear Ltd.	R17
AEG (Great Britain) Ltd.	O12	Envi-Warm Ltd.	G11	Proctor Silex Ltd.	B10
A.E.I. Ltd.	B21	Falks Ltd.	G3	Raystor Ltd.	R37
Aerialite Ltd.	R35	Fibreglass Ltd.	B4	Revo Domestic Appliances Ltd.	R40
Air Flo Heating Supplies Ltd.	R19	Fisher-Bendix Ltd.	R29	Rima Electric Co. Ltd.	G5
Airflow Housewares Ltd.	O16	Frigidaire Division of General Motors Ltd.	O19	Rosaire Ltd.	R13
Andrews Housewares Manufactures Ltd.	G21	H. Frost Ltd.	R31	Rowen Industries (GB) Ltd.	R1
Baker Electric Co. Ltd.	B18	GEC (Domestic Equipment) Ltd.	G7	Sadia Water Heaters Ltd.	G20
Balmer Engineering Ltd.	R39	Goblin Domestic Appliances Ltd.	B6	Salford Electrical Instruments Ltd.	G16
Belling & Co. Ltd.	R28	Grimwood Heating Elements Ltd.	G9	Saltire Electric Ltd.	O14
Berry Magicoal Ltd.	B1	Hall & Pickles Ltd.	G12	Sangamo Weston Ltd.	R4
Best Products Ltd.	B12	Heatrae Ltd.	O17	Santon Ltd.	R21
British Driver-Harris Co. Ltd.	B9	Heatstore Ltd.	B24	Satchwell Appliance Controls Ltd.	G6
British Electrical Manufacturing Co.	R2	Hettich (GB) Ltd.	R18	Selex Electric Co. (Kirkby) Ltd.	R11
Bruno Electrical Ltd.	B25	Honeywell Controls Ltd.	B15	Servis Domestic Appliances	G2
Brush Electrical Engineering Co. Ltd.	O6	Hoover Ltd.	O18	Simplex Electric Co. Ltd.	O7
Bulpitt & Sons Ltd.	G8	Hotpoint Ltd.	O3	Smiths Industries Ltd.	B19
Capri Electrical Developments Ltd.	R16	Husqvarna Heatpak Ltd.	G19	R. S. Stokvis & Sons Ltd.	G13
Carmen Curler Co. Ltd.	R6	HVE/Thermoduct Ltd.	B20	Sunbeam Electric Ltd.	B13
Carr Fastener Co. Ltd.	R34	Jackson Cookers—Division of		Teddington Autocontrols Ltd.	R41
Chamberlain & Hookham Ltd.	R33	Radiation Ltd.	R31	Test-O-Therm Ltd.	G17
E. Chidlow & Co. Ltd.	O11	N. C. Joseph & Co. Ltd.	B9	Texas Instruments Ltd.	G18
Colston Appliances Ltd.	G10	Kangol Controls Ltd.	O15	Thermair Domestic Appliances Ltd.	O10
Controlled Heating Units (London) Ltd.	G15	Kenwood Manufacturing (Woking) Ltd.	R22	Thermadore (GB) Ltd.	R3
Crater Controls Ltd.	R8	Lennox Heating Co. Ltd.	G23	Thermor Electrical Appliances Ltd.	R15
A. R. Crofts & Sons Ltd.	R14	Madaren Controls Ltd.	R20	Thermoset Appliances Ltd.	G1
Diamond H Controls Ltd.	B23	Metway Electrical Industries Ltd.	G14	Timeward Electric Ltd.	O8
Dimplex Ltd.	R23	Miele Co. Ltd.	B3	Tricity Cookers Ltd.	R32
Dreamland Electrical Appliances Ltd.	R30	Moffat Domestic Appliances Ltd.	R36	Tyrad Ltd.	B7
Alexander Dunn Ltd.	R5	Monogram Electrical Housewares Ltd.	O5	United Carr Ltd.	B11
Ekco-Hawkins Ltd.	R27	Monogram Electric Co. Ltd.	B16	Van Den Bosch Ltd.	R12
Electrical Association for Women	O1	Morphy Richards Ltd.	R26	Venner Ltd.	R10
Electrical & Electronic Industries		Multitherm Ltd.	B14	Ward Brooke & Co. Ltd. (Norvic Division)	B8
Benevolent Association	O2	Otter Controls Ltd.	B22	Thos. K. Webster (UK) Ltd.	G22
Electrical Industries of Ireland Ltd.	R25	Parkinson Cowan Heating Ltd.	R38	Whitecroft-Scovill Ltd.	O4
Electrolux Ltd.	R24	Philips Electrical Ltd.	O13	Henry Wiggin & Co. Ltd.	R9

edaEX 68 — stand by stand

ACTIVAIR . . . Examples of all the possible variations of electrically operated warm air heaters designed and manufactured by the company are on show. Included is the compact ADE.15KW direct element on-peak model with the Cascade Action operation; the robust ACE 20kW direct element commercial fan heater, and two Electricaire units, the ATS. 8KW and ATS. 30KW. A range of nine Electricaire units is to be seen, from 8 to 30kW ratings. All feature economic utilisation of bleed heat into the ductwork instead of into the cupboard.

AEG (GB) . . . The AEG Favorit is a new front loading dishwasher which features five programmes operated from a single switch. It has a load capacity of 12 place settings, a built-in water softener, and can be built into kitchen fittings. Also to be seen will be the established range of automatic dishwashers.

AERIALITE . . . The Popular de Luxe clothes drying cabinet, with versions for Electricity boards and mail order houses; the Aerovector convector heater/clothes dryer with optional canopy; the latest version of the airing cupboard heater/clothes dryer for building in; the Weekender 3kW tangential fan heater with thermostatic control and 48hr delay switch; a range of 1- to 3kW hotel room heaters with time limiting device.

AIRFLOW-HOUSEWARES . . . Introduce the Speed-Dri, a 2kW turbo-fan unit which dries a full load of wet washing in 1½ hr. It has an inbuilt thermostat. Price: £9 19s. or £12 19s. with rack and coverlet. Also new is the Speed-Grill, a 2kW unit which will grill and boil at the same time. Only 14in square, it is priced at £9 19s. The recently launched Speed-board ironing board is on view. Also to be seen are new 2kW and 3kW heaters selling at £8 10s. and £10 10s., in addition to heaters made for various Boards.

ANDREWS HOUSEWARE MFRS . . . On show is a selection from the wide range of Moulinex kitchen appliances. These include the Major and Minor beaters and the Robot Marinette universal mixer; the Junior and Senior Grinders and the Automatic grinder; mincers include the H.V., the Jeannette mincer/grater and the Moulinette; the mains operated knife and the newly introduced multiple slicer with 8 blades; the Rotissoire grill-spit roaster which can be used either horizontally or vertically and the larger Rotissoire No. 2 which will cook two chickens at once; vacuum cleaners include the 12V car cleaner, the Petivac and the Minor—all stick types, and the 350 cylinder cleaner.

BACKER ELECTRIC . . . Showing a full range of heater components for domestic appliances including new 6in and 7in boiling plates for cookers released since the last exhibition, an extension to the range of kettle elements and accessories, and a new range of immersion heaters.

BALMFORTH ENGINEERING . . . Starstor Slimline storage radiators in a choice of colours or in teak finish are only 7½in. deep, as are the lowline Aristocrat series. All are available in 2½- or 3kW ratings. Starstor Major 8 Electricaire units are available in ratings of 6kW, 7kW, 8kW or 9kW. The price of £130 includes the plenum.

BELLING & CO. . . . The full range of Compact and Classic cookers. In particular the top selling Compact Three and the new luxury Compact Super Four are featured. The Tempo

furniture unit is to be seen together with the more elaborate Focus and Nova versions. The Belling Electricaire unit is to be seen with the range of Bahama built-in or free standing storage radiators.

BERRY MAGICOAL . . . Storage radiators, both Board branded and under their own mark, alongside a full range of popular fires, some in Homestyle surrounds. On show for the first time is a new 3kW radiant/convector with natural wood/polished metal finish. Also brand new is a radiant convector version of the latest Mirage Living Flame fire.

BRUNO ELECTRICAL . . . A comprehensive range of space heaters includes portables such as the low priced Coronet, Bristol, Imp, and Zenith; coal effect units such as the 2 or 3kW Herald, the wood grain effect Executive and the furniture styled Senator and Viscount, the latter being available with time switch; the Carlile is a thermostatically controlled slim convector rated at 2kW; infra red wall heaters are available in ¾ or 1kW ratings.

BRUSH ELECTRICAL ENGINEERING . . . The full range of Kenton storage heaters, which are unique in their use of water as the storage medium. The 2kW Lowstor is designed for placing under a window, the Cornerstor will fit into any right angled corner, the Wallstor is tall and narrow. All are available in real teak, mahogany or rosewood. New models to be seen incorporate a fold-away towel rail and clothes airer attachment.

BULPITT & SONS . . . New products include: Swan Sovereign Top Speed electric kettle in stainless steel, 3kW, 3½pt priced at £6 14s. 6d.; a new range of Swan holloware for use on electric boiling rings; a de Luxe version of the Swan-maid dishwasher, featuring stainless steel interior, nylon coated baskets, and automatic rinse aid injector.

CARMEN CURLER . . . The stand embodies a new display principle which is eye-catching and effective for the four models of hair curlers.

CARR FASTENER . . . Demonstrations of a self cleaning oven. A very high temperature created within the oven burns off all the accumulated waste products. The resultant smoke passes through a heated catalyst which oxidises the smoke into carbon dioxide and water. Any residue in the form of a light ash can be wiped off with a damp cloth.

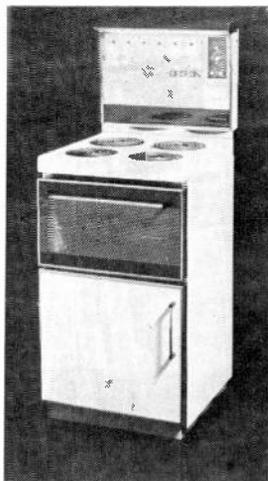
CHAMBERLAIN AND HOOKHAM . . . A wide range of automatic oven timers and a new refrigerator defrost timer. Also sequence cam timers, Rotisserie units, small gear units, water valves and pressure switches.

E. CHIDLOW . . . A selection from a wide range of storage radiators. New models feature easy assembly on site, attractive appearance and low price. Models are: 671, 3kW at £22 10s.; 672, 1½kW at £18 10s.; 675, 2½kW at £20 10s., and 678, 2½kW, combined radiator and seat unit at £34 15s. plus tax. Wood grain finish is available. The current range includes 1¾kW to 3kW units from £21 10s. to £24 10s.

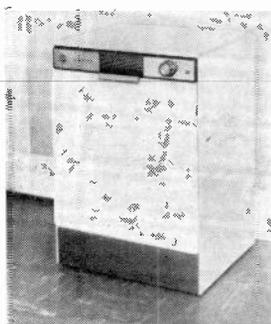
COLSTON APPLIANCES . . . The established range of dishwashers including the Classic, the Aristocrat and the Turbo-Jet and the range of washing machines and spin dryers. Prototypes of a new range of twin-tub washers are being



◀ Stokvis fully automatic washing machine

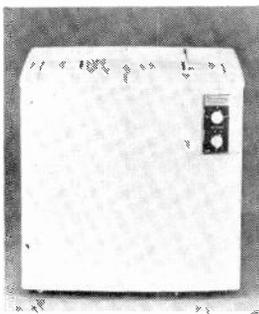


▶ Creda Consort cooker



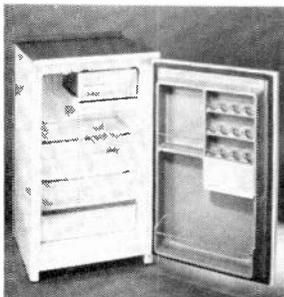
◀ Hoover Auto-Jet dishwasher

▶ Fisher Bendix LS washing machine



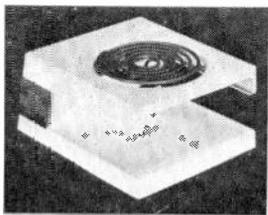
◀ Frigidaire MasterTwin twin tub

▶ Servis All Fabric automatic washer



◀ Hotpoint Iced Diamond 40

▶ Selex Minicook



shown, but at the time we go to press no details are available.

CONTROLLED HEATING UNITS (LONDON) . . . A comprehensive range of tubular sheathed heating elements for kettles, irons, washing machines, dishwashers, cookers and grills, catering equipment, oil-filled radiators, water heaters, etc. New are kettle elements with Rubicon cycling-type protective cut-outs developed as an integral part of the design; washing machine elements fitted with miniature Rubicon cut-outs, and immersion heaters for mounting in tanks with outside access only. The associated Thermostatic Controls Company is showing a range of thermostats for use in irons, heating platens, oil-filled radiators, and washing machines. Pressure switches for water level control are also on show.

CRATER CONTROLS . . . Fully automatic blanket controllers which monitor bed and room ambient temperatures and incorporate a fail-safe protection against accidental damage. Ten other new bedside blanket controllers are being shown, including single-, two- or three-heat, combination controller and bedside lamp, a 'his and hers' multi switch and energy regulator types. Designed primarily for industrial usage but with domestic applications is a range of multi-adjustable cam timers with over 420 timings and operating from 1 r.p.m. to one revolution in 168 hours. Other controls on show include the established SS series synchronous motor operated timers, T series spring driven timers, E and C series rotary switches, rocker, pullcord and slide switches and a new range of neon indicator lamp assemblies.

DIMPLEX . . . Prominently featured is the new model FEF 225 fuel effect fire which has an adjustable height canopy enabling it to fit almost any fire opening. It is 2½kW with three heats, and is available in three colours at £21 12s. 5d. The latest range of storage radiators, in 2-, 3- and 3½kW ratings is available in a choice of finishes. The newly announced shelves for use with these radiators can be seen. New also is the fan-heater/light unit with thermostatically controlled 2kW element. Infra red heaters extend from the portable model IRF225 to the large furniture unit model HFU56/A with fuel effect. The well known range of oil-filled radiators and towel rails is on display. Finally there are the two models of convector heaters rated at 300- and 500W.

DREAMLAND ELECTRICAL APPLIANCES . . . Dreamland enter the overblanket market on a major scale in 1968 with a range of blankets incorporating the exclusive Dreamatic electronic control system. Double-bed size models are fitted with two control units. Heading the underblanket range is a new model, details of which are available at the exhibition. A further model incorporates new materials to provide luxurious comfort and greater sales appeal.

ALEXANDER DUNN . . . Extensions to the range of electric central heating equipment include the Airdun Hydrostar, which combines normal Electricaire facilities with the provision of domestic hot water, and the Airdun Electricaire Minor controlled output storage heater. The Hydrostar, mounted on plenum chamber, is available in ratings from 4kW to 9kW. The Minor uses cast iron as the storage medium and is available in 1.5kW or 3kW models. Also to be seen, in model form, are representative Electricaire units with ratings from 5kW to 100kW.

ELECTRICAL INDUSTRIES OF IRELAND . . . The Floorsaver is a new range of storage radiators. Current models to be seen include Lowline convectors in 2-6ft lengths; Slimline skirting heaters from 2-8ft lengths; Portable and wall mounting convectors; Wall mounting oil filled radiators in 1½kW and 1kW loadings; the Vienna portable radiant fire; 750W and 1½kW wall mounting infra red heaters. Small appliances include: a dry iron; a steam iron; a steam and spray iron; Slimline and Toast Maid pop-up toasters; a range of table top cookers.

more on page 57



The coffee lover's coffee pot...

The Russell Hobbs ceramic automatic coffee pot. The coffee lover's coffee pot *and* the profit lover's coffee pot. Brews perfect coffee every time with the minimum of fuss. Your customers love it, that's why they're buying so many.

dressed for dinner

New stainless steel Russell Hobbs automatic electric percolator. Elegant. The same perfect coffee and the same reliable operation that makes your customers ask for a Russell Hobbs. But taller, slimmer. And with a certain something that catches the roving eye of the younger coffee snobs.

Lots of half page advertisements in the Sunday Times, Observer and Weekend Telegraph colour magazines—get to the heart (and pocket) of the coffee snob set. Many will want the more traditional look of the ceramic model, but many will go for the sleek modern lines of the new stainless steel model. Display them both. You might well double your profit.



Russell Hobbs

RUSSELL HOBBS 

WHARF ESTATE, EALING ROAD, ALPERTON, WEMBLEY, MIDDLESEX.

Tube Investments Ltd. an advanced engineering group

ELECTROLUX . . . New is the Electrolux 51 worktop-height 5.1cu ft, two star refrigerator with extra flexible storage arrangements. Also new is the Electrolux 74, 7cu ft, two star model. Prices are 49gn and 65gn respectively. New home freezers are the model 47 upright, 4.7cu ft capacity holding 165lb of food (63gn) and the 8.3cu ft model 80 with 290lb capacity at 113gn. The new Automatic 100 cleaner replaces the Automatic 90. It has all the features of the older model plus a new thumb-operated suction control, a special clip on the hose handle to hold the dual action dusting tool and a new colour scheme. Price: £35 14s. 11d. Other exhibits include the 2kW GU.22 and the 3kW GU.30 storage radiators and the OF range of radiators. There is also a full line-up of the current range of refrigerators, freezers and cleaners.

ENGELHARD HANOVIA LAMPS . . . New items—The Turboflo Tot 221, a furniture effect fan heater with 1kW and 2kW heats. Price: £8 19s. 10d. The Turboflo 367 'transistorised' styled three-heat fan heater in two-tone grey at £11 7s. 9d.

ENGLISH ELECTRIC . . . A new dual purpose home laundry appliance, and a prototype and special display showing the lines on which their cooker development is now taking place. Current models of cookers, refrigerators and home laundry equipment include the recently announced Rapide 51 and 54 cookers and the Slimline 30, 40, 50 and 65 refrigerators.

FALKS . . . The central display features two Electricaire units, with a new design of high efficiency fan. Also to be seen is the Storawarm fan heater range, in 2-, 3-, 4- and 5kW models, compact and with automatic control. Also a range of wall mounted and free standing convector and radiant heaters. Lighting is represented by the recently introduced Parabalite recessed fluorescent fitting designed for high intensity downward lighting without glare.

FIBREGLASS . . . The exhibit features the concept of the Economic Thickness of Insulation (ETI), which is defined as the thickness which provides maximum comfort for minimum all-in cost. The reasoning behind ETI is explained by diagrams and special instructional charts. Other displays show the varied contributions made by the company to the efficiency and safety of a wide range of electrical appliances.

FISHER-BENDIX . . . Principal exhibits are the LT automatic washer-dryer and the LS automatic washer. Both machines now have stainless steel cylinders in place of the vitreous enamel of earlier years. Also on display is the de luxe clothes dryer which will take up to 6lb of clothes.

FRIGIDAIRE . . . The 1968 range of refrigerators includes the Sheerlook 650, 3.8cu ft capacity, the Sheerlook 830 4.6cu ft, and the Sheerlook 1100, 6.2cu ft models, all with two star rating. Defrosting on the smaller models is by turning the control knob to Defrost, the 1100 has push-button defrost. A pump model spin dryer, which provides rinsing as well as drying, is included in the range of three spin dryers on show. The deluxe model has a timer. All spin at 2,850 r.p.m. The Jetamatic automatic washer, introduced in the autumn of 1966, is on show, as is the twin-tub Mastertwin washer.

H. FROST . . . Pride of place is given to the latest addition to the Sunhouse range of electric fires, the Imperial 397, a 2kW model with its own wood bookcase surround. New fires added since last year are the model 395, a 3kW fire in a teak finished surround and the 393, also 3kW, with teak finished frame. Also the Sovereign 560, a 2kW thermostatically controlled convector, the 2½kW Regal 390 and the Regent 352A, 2kW fires both framed in teak. Also to be seen are four fireplace surrounds—the Gainsborough and Chatsworth, with bookshelves, and the plain Windsor and Woburn, all in burmese teak. Completing the display are the flame-effect fires Vistaflame 373, in afrormosia, the Royal de luxe 383, in

stand edaEX68 - by stand

continued

teak, the Vistarama, two Slimline Beam heaters, the Warm-o-lite light/heat unit and the B5100 1kW convector.

GEC (DOMESTIC EQUIPMENT) . . . The Superspeed Firelighter; three models of Lullaby overblankets; two Lullaby underblankets; Tropicana wall mounted fan-heaters, in 2- and 3kW models, with or without thermostats and timers; storage fan heater DA3809 rated at 3kW; Slimline Nightstor storage heaters in 1½, 2½ or 3kW models; the Coldspace range of refrigerators in sizes from 3.3- to 7cu ft, including luxury versions with automatic hot gas power defrosting; the DA4801 de luxe and the newer DA4803 automatic washing machines; Superspeed dry irons; a range of cookers including DA2521A Carlton de luxe, DA2624A Mayfair, DA2704 Cavalcade two oven model, DA2618 Hilton and the DA2615 Haute Cuisine; the GEC-Cannon radiant heat Foldaway Rotisserie; cooker hood.

GOBLIN (BVC) . . . Centre piece of the display is the high efficiency 102 upright cleaner launched at last year's EDA show. Also to be seen is the full range of cylinder cleaners. There will be a continuous service of cups of tea made by Goblin Teasmades, of which there are four models—the Queen Anne gift set, the De Luxe and the economy priced D.31 and D.32 models. The company make the point that their prices are virtually the same this year as they were last.

HALL & PICKLES . . . The display centres around spools and Pail-Paks of nickel-chrome and Kanthal wires. Other products include Superfine enamelled wires, Kanthal Super elements, and in particular, thermostatic Bi-metal well known for its high quality and performance. Recent improvements in the properties of Nicralloy A and B grades have made possible the lifting of the maximum operating temperature to 1,200°C and 1,125°C respectively.

HEATRAE . . . Featured items include: Lidomat under-basin type water heater with the new range of tap fittings which were first shown at the Building Exhibition; the new Lidomat shower system fitted to proprietary cabinets; Lido Express electric water heaters in 1.5-, 2.2-, and 3gal sizes; 12gal F.B. cistern type electric water heaters; 40- and 50gal off-peak water heaters; 20gal Speedy-Twin dual element water heaters, and 20- and 30gal water heaters.

HONEYWELL CONTROLS . . . On show for the first time is a restyled core thermostat, model T485, designed for Electricaire systems. A two section display emphasises the superior operating characteristics of the Honeywell system. Also to be seen are an electric heating relay, R481, and an electric heating control which will provide manual control of up to five zones when used with any low voltage thermostat and the R481 relay. Electronic air cleaners are represented by the newest model, the F46, designed for shops, restaurants, central and portable duties. Also featured on the stand is the range of low and mains voltage room thermostats, including model T498, a mains voltage type for loads up to 5½kW.

HOOVER . . . A complete Hoover kitchen is on show. It features the Four Plus cooker, the Auto-Jet dishwasher, the Tumble dryer and the Keymatic de Luxe washing machine in a setting of Wrighton kitchen units.

more on page 61

MONOGRAM STAND FOR A BRIGHTER BRIGHTON †

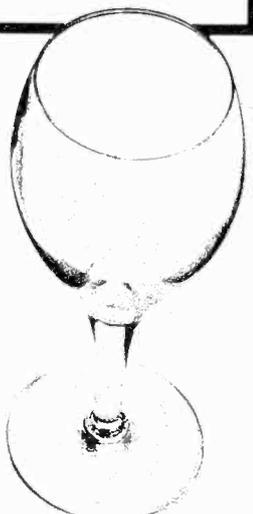
Coming to the EDA Exhibition? Then make straight for Monogram Housewares on †05 - it's the most plugged-in stand at the show. You'll get a very warm welcome, and see a bright new range of fast-selling appliances.

And that's just the start: Monogram are giving away a Magnum of Moët and Chandon Vintage Champagne free every day of the show! Just enter the simple competition (right) and bring your coupon to stand 05. The winner's name will be announced at 4.00 p.m. each day. You could well be in for a bubbling good Brighton!



MAGNUM OF VINTAGE CHAMPAGNE MUST BE WON EVERY DAY! ANSWER THESE SIMPLE QUESTIONS

 <p>1. Monogram's Lightweight International Steam and Dry Travel Iron weighs only A) 2½ lbs? B) Less than 2lbs?</p>	 <p>2. 10-cup Coffee Percolator. A) Has a control for mild, medium and strong brews? B) Adds its own milk and sugar?</p>	 <p>3. Monogram's Ceramic Percolators are made in A) 3 colours? B) 4 colours?</p>	 <p>4. This new Griller Toaster comes under a special category which makes it exempt from purchase tax. True or False?</p>
 <p>5. This fast-selling 3-pint Kettle by Monogram A) Boils without steam? B) Has no steam vent in lid?</p>	 <p>6. The Vanity Hairdryer has a spot curling attachment and luxury carrying case. A) As optional extras? B) Included in basic price?</p>	 <p>7. Recommended retail prices for Monogram's Decorator Clocks start at A) £7. 10. 0d? B) 13 gns? C) Are made to special order?</p>	 <p>8. Monogram have specifically designed this Cordless Electric Slicing Knife to recharge itself on cheap, off-peak electricity. True or False?</p>



MONO  GRAM*
Progress Is Our Most Important Product

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

Bring this coupon to Stand 05

Yes I'd like to win a free magnum of vintage champagne.
(Tick the answer you select from the questions above.)

1. A B 2. A B
3. A B 4. True False
5. A B 6. A B
7. A B C 8. True False

Name
Company

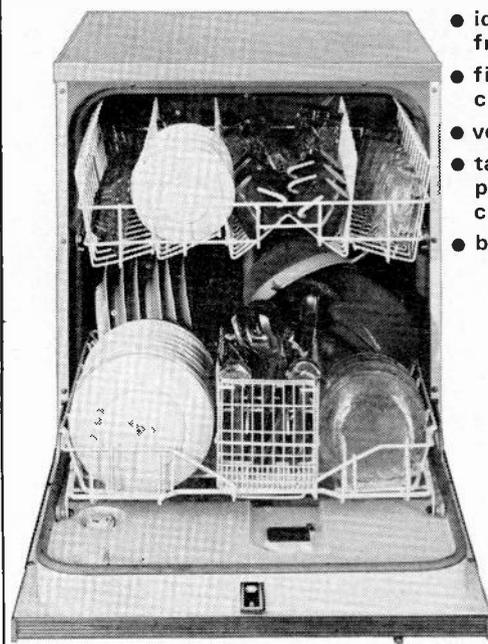
MONOGRAM ELECTRIC HOUSEWARES LTD.
GATWICK ROAD, CRAWLEY, SUSSEX.
(In the event of a tie a further competition will be organised.)

SEE AEG AT THE EDA

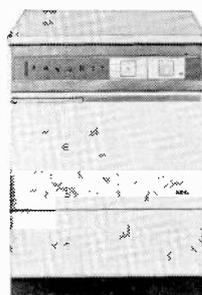
At the Exhibition see the full range of AEG quality domestic appliances

ON SHOW FOR THE FIRST TIME!!!

New Front loading Favorit Dishwasher



- ideal as a built-in or a free-standing unit,
- five programmes to choose from
- very attractively styled
- takes twelve complete place settings *plus* cutlery, pans, etc.
- built-in water softener



LAVAMATIC

The finest automatic washing machine made. 14 completely automatic programmes.

LAVALUX SUPER

Today's most sought-after twin-tub. Three rugged motors. Famous auto rinsing.

TURNETTE

How can a machine so compact do such a big washing job? Fits under a table or work surface to go in any kitchen.

TURNAMAT SL

A great step forward in washing machines. Includes a powerful high speed spin drier. 13 automatic programmes.

FAVORIT R DISHWASHER

Top loading. Three-programme operation. Built-in water softener.

The silent spin driers

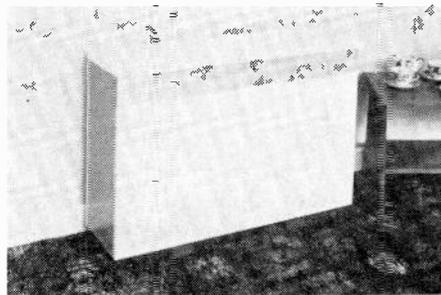
Four superb high-speed models. No vibration, no noise.

Plus full range of small electrical appliances.

AEG

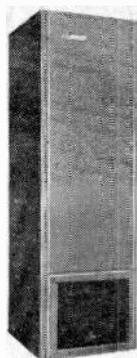
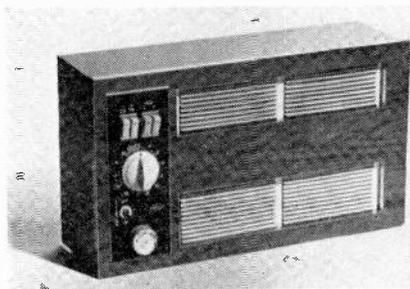
PERFECTION IN YOUR HOME

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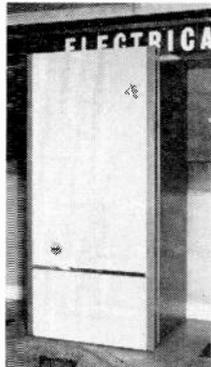


Chidlow storage radiator

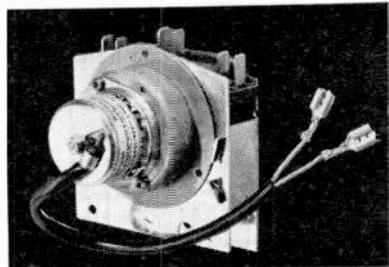
Aerialite Weekender



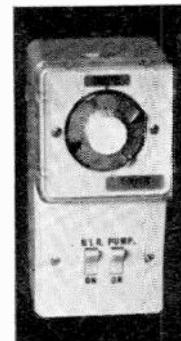
Activair Electricaire model ATS 8kW



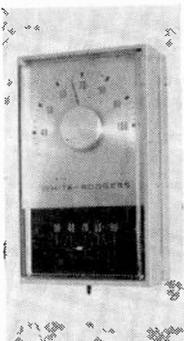
Multitherm Electricaire unit



Chamberlain & Hookham automatic defrost timer



Kangol Timac IV/2SW



White-Rodgers Astro-stat—Process Control Gear

stand by stand edaEX68-

continued

HOTPOINT . . . Showing the C.o.I.D. design award winning Iced Diamond refrigerators models 105 and 85. Models 40, 50 and 65 have restyled exteriors, all except model 40 have three star freezers with push button defrost. A sectioned model of the Iced Diamond 50 is on view. Home laundry units include the new model 1012 pump-emptying spin dryer which operates at 3,050 r.p.m., with automatic timer. The latest Automatic and Supermatic washers are on show alongside the established Countess and Empress, the very popular wringer models. Portable appliances include the Light and Easy cleaner, the Mastercleaner cylinder model, Hi-Speed kettles, Slumberglo overblankets, space heaters and table ironer.

HVE-THERMODUCT . . . Highlight of the display is a new HVE ceiling heating system, a panel of which is shown on a motivated display. Another new feature is a range of domestic anti-freeze heating cables. Also to be seen are the EPDL6 6kW and EDP(M)9 9kW Electricaire units. Wall displays show the patented Thermoduct underfloor heating systems, both Coretube and PCU.

KANGOL CONTROLS . . . A full range of Timac automatic time switches and gear motor units. Timac III is a 20A, d.p. switch for immersion heaters. Timac IV is a 30A s.p. switch for use as master control of central heating systems. Timac IV/2SW is a central heating controller with a combination of manual and automatic control. Timac VI is a miniature switch for industrial use.

KENWOOD . . . A big display of dishwashers, including five models is on demonstration. The rotary ironer is being shown on a foldaway, portable stand, and with plastic cover. New to the heating market is the Kenwood electric humidifier with controllable output. Launched last Christmas, the cordless slicing knife is the first such British product. The display is completed by the established range of food preparation and other kitchen equipment.

METWAY ELECTRICAL INDUSTRIES . . . A range of replacement elements, immersion kettle elements, fires, kettles and boiling rings. A new range of KC kettle elements is on show for the first time. The control is of the cycling pattern incorporating the Otter thermostat.

MIELE . . . The range comprises the G50 12-place setting dishwasher designed for building in and the smaller 8-place model G25 which can be accommodated on a table top. There are two front loading fully automatic washing machines, models 421 de luxe and 416, and the top loading smaller model 400, as well as the twin-tub model 402. A new rotary ironer model B600 is similar to the established model B850 but smaller and convertible to a table top model. Clothes dryers include the automatic tumble dryer model 450, styled to match the washers, and the range of cylindrical spin dryers with capacities from 7 to 13lb. Completing the display are the hand operated vacuum cleaner, the cylinder type 1600S and the carpet beater accessory.

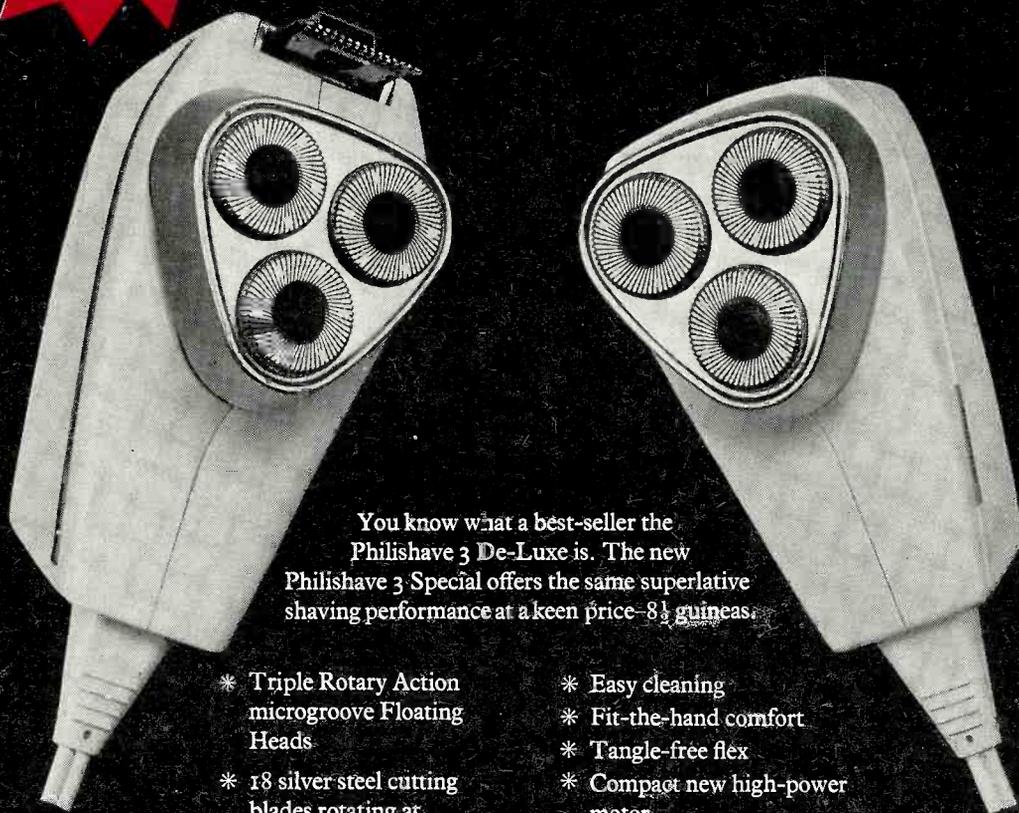
MOFFAT DOMESTIC APPLIANCES . . . As well as the well known models 95 and 110 there is the new model 150 cooker, described as the most luxurious Moffat cooker yet.



Big news from the market leaders

NEW

**The Philishave-3 Special
at only 8½ gns**



You know what a best-seller the Philishave 3 De-Luxe is. The new Philishave 3 Special offers the same superlative shaving performance at a keen price—8½ guineas.

- * Triple Rotary Action microgroove Floating Heads
- * 18 silver steel cutting blades rotating at 5,000 r.p.m.
- * World-wide voltages
- * Easy cleaning
- * Fit-the-hand comfort
- * Tangle-free flex
- * Compact new high-power motor
- * Handsome travelling case
- * B.E.A.B. approved

Naturally the Philishave 3 De-Luxe, with glide-away hair trimmer and on/off switch, continues to lead the world's best-selling shaver range at ten guineas.

Release date February 8th

**Big National Press Campaign breaks Mid-March,
So get your orders in early!**

See it at E.D.A.

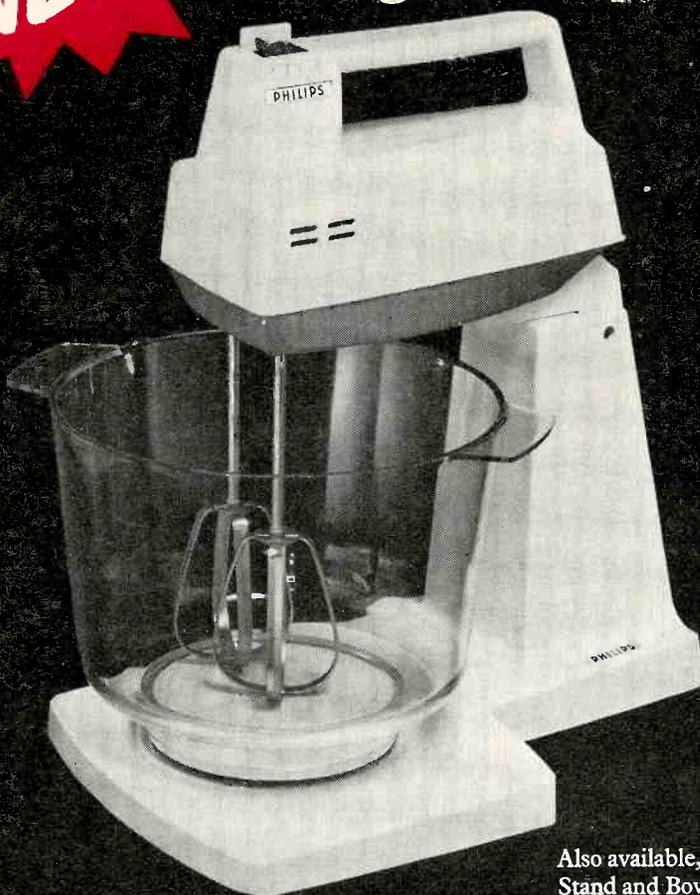
PHILISHAVE-3 for a closer, faster, smoother shave



Big news from the market leaders

NEW

Philips Mixer, Bowl & Stand for 8½ gns complete



Here's what you've been waiting for! A top-quality, competitively-priced product with the kind of appeal that made Philips brand leader in the hand mixer market.

- * Transparent 4½ pint capacity bowl
- * Full rotating action
- * Easy to use, with fingertip controls
- * Easily adaptable for use with other HM 3060 accessories
- * Attractive design
- * B.E.A.B. approved.

Also available,
Stand and Bowl £3.5.0d.

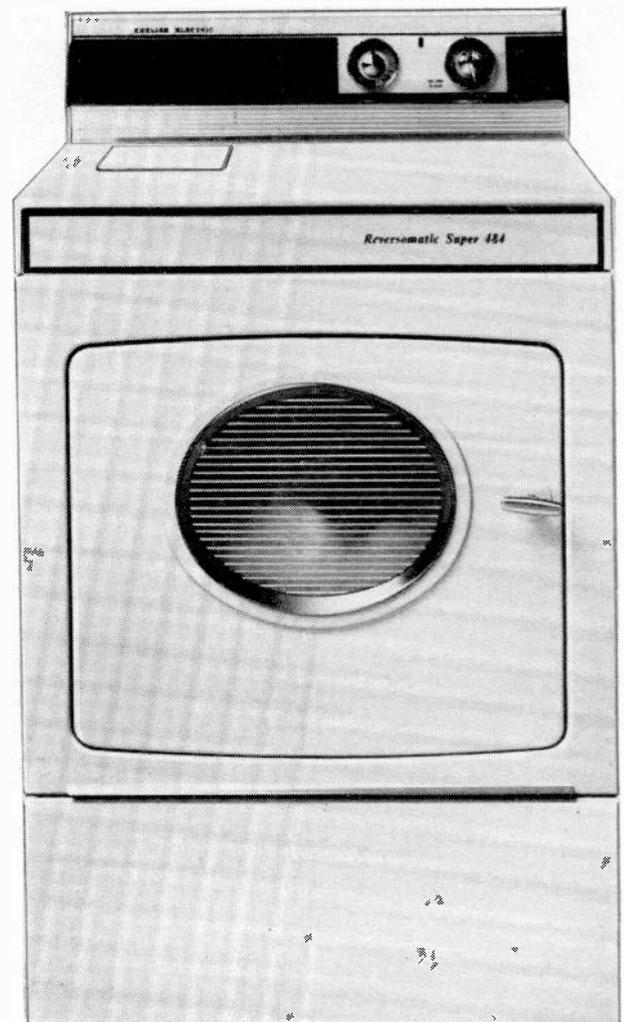
Release date Mid-March

**Big National Press Campaign breaks Mid-March,
So get your orders in early!**

See it at E.D.A.

Better electric things are PHILIPS

If you know a woman with show her our



more work than patience, Reversomatics.

They're designed not only to do a bang up job of the washing - but to get rid of all those small frustrations that beset every household chore, however easy it's been made.

For instance, our Reversomatic is ridiculously simple to work. You don't have to have done a computer course.

And it fills from both hot and cold taps. So there's no waiting about for water to heat in the washer.

For people with small kitchens there's the De Luxe 474. Fits snugly under the worktop and stays there.

Because everything goes in through the front.

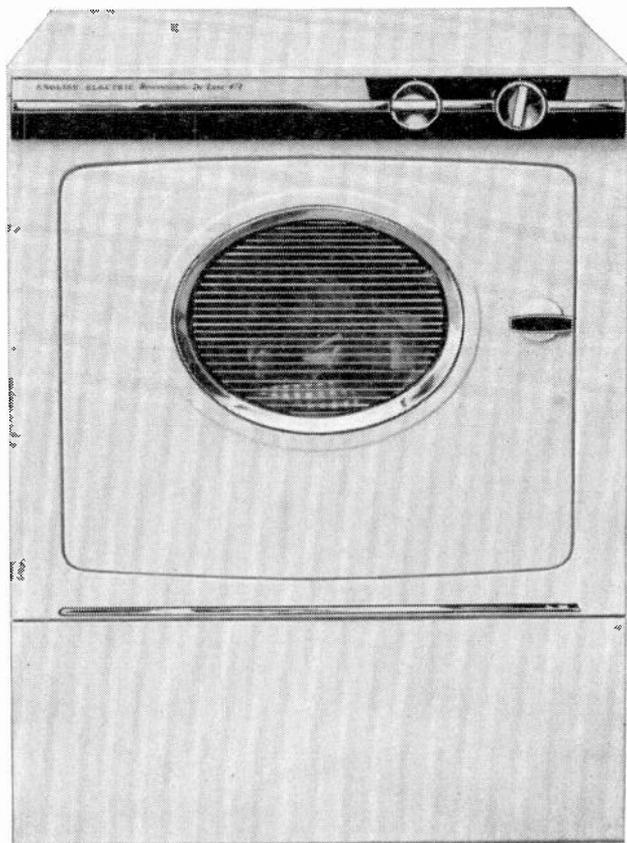
Also it can be stopped in mid-wash for adding clothes.

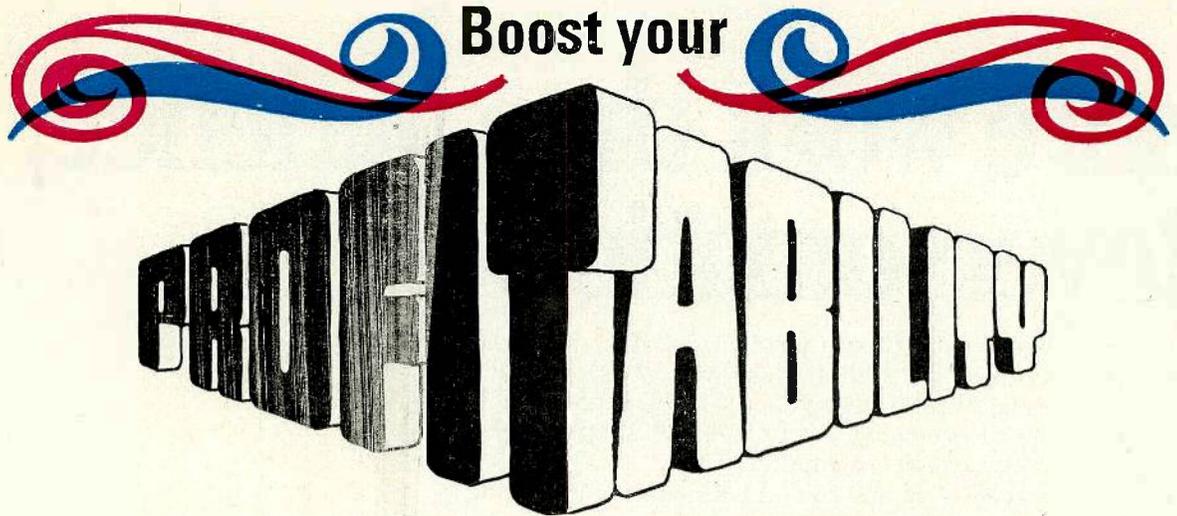
Easier, less frustrating. Quicker - and therefore cheaper.

And quite a bit quieter

All it takes to sell one - is a trial. Over to you.

EE ENGLISH ELECTRIC





with the Mullard
TUBE EQUIVALENT SERVICE
21 Mullard tubes
 replace
125 other types

This adaptability means streamlined stocks, with fewer types—less space and less cash tied up!

There's a new tube equivalent service wallchart to speed up selection. Send for one NOW! or ask your Wholesaler. And don't forget Profitability Point 8—the Mullard mix for better tube prices.

Buy three tubes or more—mixed or same type—to get the best product at the best price.

You could save yourself up to £2

Remember

it pays to ask for **Mullard** by name



edaEX68-

stand by stand

continued

It features double ovens, one with self-basting rotisserie, eye level control panel, four high speed radiant plates and large timed warming drawer.

MONOGRAM ELECTRIC HOUSEWARES . . . Particular emphasis on the range of Decorator clocks with Diehl battery operated movements. Six models, each having a separate theme and with a brief history of its theme on the back. Other small appliances include the mains operated slicing knife model EKG10 and the rechargeable battery operated model EKG5; the Open toaster, the Lightweight portable mixer, the Vanity hairdryer in white leather carrying case; a range of kettles including the model GK10 with Simmer-Matic feature; a range of coloured ceramic and a range of chrome coffee percolators, some with strength indicators and visual indication of contents. Finally there is the well known range of over- and under blankets.

MONOGRAM ELECTRIC (MAJOR APPLIANCES) . . . On show are four new refrigerators, two new dishwashers bringing the line up to four models, both free-standing and built-in, and two new washing machines.

MORPHY RICHARDS . . . Three versions of a new Caribbean 2kW fan heater are to be seen. The standard model has two heat settings, the De Luxe model has three heat and two cold air settings. The third model is the De Luxe with thermostat. Other new products are an overblanket, a chimes kit and a pump spin dryer. Also to be seen is the range of current products.

MULTITHERM . . . Part of the L range of Electricaire heaters first seen at last year's EDA show, but with additional items, namely heaters suitable for operation on an eight hour charge only. There is a new model L20 heater, but at this time no details are available to us.

OTTER CONTROLS . . . Introducing the Singlestat, a unique immersion heater thermostat, complementary to last year's Dualstat. It is designed for fitting as an intergal part of an immersion heater without the usual terminals, etc. Emphasis of the display is on working units which are shown protecting motors, elements, fan heaters, etc.

PARKINSON COWAN HEATING . . . 'Central Heating the ConStor way' is the theme of the display. The Constor Sto-Away, 6kW heater is presented in its Electricaire form as a built-in unit. The ConStor C-Plan is also featured. It comprises a ConStor 3000 for the living room, plus two ordinary storage radiators for siting elsewhere in the house. It can be installed complete for £120.

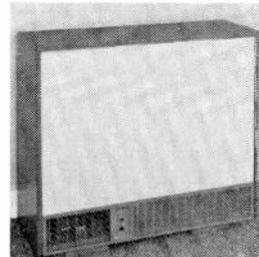
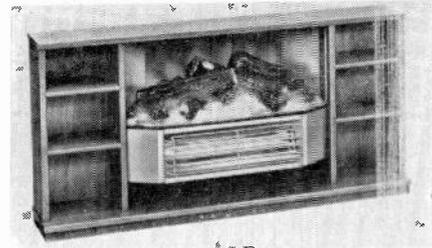
PHILIPS ELECTRICAL . . . The 1968 range of refrigerators and the recently introduced Automatic washing machine are featured. Working demonstrations of the Microwave ovens are being mounted. The Philishave-3 highlights the Philishave display. Also to be seen are the new hair dryer range, a trio of fan heaters, electric blankets, irons and health lamps. The knife sharpener and the food mixer with its new attachments are being demonstrated.

POWER-LECTRIC . . . Emphasis is on the model H8 moderately priced cooker hood. Also to be seen are two fan heaters of 2- and 3kW loading, 1.5-, 2- and 3kW radiant wall heaters, and the Zephyr personal desk fan.

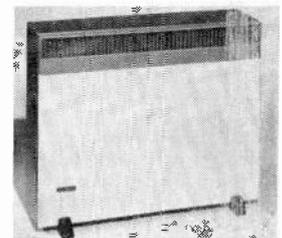
Dreamland overblanket with Dreamatic control.



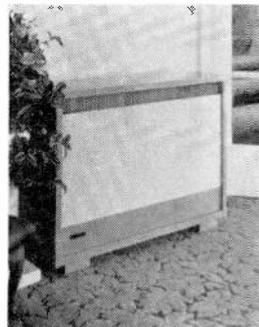
Bruno Senator fireplace



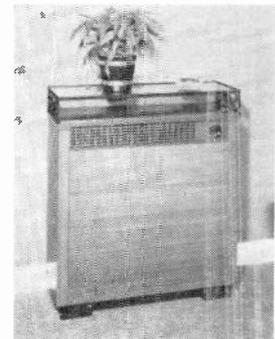
Thermodare storage radiator



Tyrad storage radiator

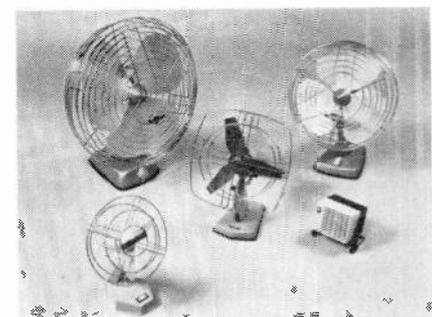


Raystor Slim-Line storage radiator



Dimplex storage radiator

Thermair range of table fans



edaEx68- stand by stand

continued

PROCESS CONTROL GEAR . . . New items include the range of Astrostat room thermostats in attractive modern styling and the Comfort gauge with dials to show room temperature and relative humidity. Also on show are room thermostats for domestic or heavy duty, industrial rod type thermostats for air or liquid, and Pace disc thermostats designed for the low cost appliance market.

PROCTOR-SILEX . . . A range of kitchen appliances including two- and four-slice toasters, a spray/steam/dry iron and an automatic coffee percolator with clear glass bowl.

RAYSTOR . . . A new storage radiator model 667/300C uses a novel canister packaging for the storage bricks. The established range of Slimline, Lo-Line, Ultra-Slim and Super-Slim storage radiators are on show. The Glo-Line 3kW storage radiator has the looks of a modern stone-faced fireplace and additionally a log or coal effect 3kW inset fire.

REVO DOMESTIC APPLIANCES . . . A new cooker and a new space heater. A selection of heating and cooking appliances representative of the company's full range include an Electricaire unit, built-in and with ducting.

RIMA ELECTRIC . . . On show for the first time is a new 24in popular model cooker hood to sell at the competitive price of 19gn. There is a new and improved version of the non-collapsible salon hairdryer, now fitted with an automatic variable heat control. Model 755F is an improved version of the recently introduced foldaway salon hairdryer, incorporating the automatic heat control and now fitted with a deluxe foldaway floor stand. A table version is also available. New also is the model 337(a) High Light incorporating a 750W infra red heater and a 100W lamp. The type 400 fan heater, with two heat settings, is added to the range. It is priced at 6gn. First of a new range of electric hair curling tongs is model 740 in a modern style display carton. The range of oil-filled radiators has been redesigned and improved, as well as reduced in price. All the radiators have a 3 year guarantee for the heating element.

ROWEN INDUSTRIES (GB) . . . Slimline, 1½-, 2½ and 3kW controlled input storage radiators available in a range of stove enamelled and woodgrain finishes. Airflow, 3kW fan assisted storage radiators as supplied to local authorities. 6/8kW Electricaire ducted warm air units.

SALTIRE ELECTRIC . . . On display for the first time is the Infra red + Fluorescent ceiling mounted heat/light fitting. Rectangular in style it uses two warm white tubes behind opal diffusers on either side of a 750W infra red element. It has a four-position pull switch and neon pilot light. Price is £10 19s. 6d.

SANGAMO WESTON . . . Examples from the wide range of time switches form the main part of the display. Included are domestic models as well as more sophisticated units with a multiplicity of operations. Control systems for thermal storage heating systems are to be seen. There are examples from the range of wattour meters, both credit and prepayment types. Instruments include the Weston Clipper, an a.c. clip-on volt/ammeter, and the pocket Photometer.

SANTON . . . A number of new heaters are on show. The Imp instantaneous water heater and the ESU shower unit are to be seen in operation. Also on view is the new Dual immer-

sion heater. Another new introduction is the Sinkmaster water heater for fitting in the base of a kitchen sink or in a bedroom cabinet. The unit has a 3gal capacity and 3kW loading. New also is a contactor control unit for non-inductive heating loads up to 54kW, 3 phase.

SATCHWELL APPLIANCE CONTROLS . . . A new dual purpose thermostat which controls at normal cooking temperatures as well as high oven cleaning temperatures. Various types of room thermostats suitable for all methods of electric heating. Off-peak heater controls include the 588 integrating controller with weather sensitive detector Remote-phial thermostats for cooker ovens, boilers and washing machines. Energy regulators, include a model for controlling double circuit elements. A selection of VK water thermostats. Another feature shows a range of Stemco appliance controls for providing accurate temperature control or overheat protection for domestic appliances.

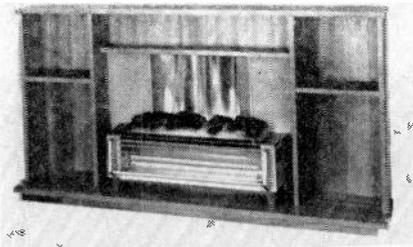
SELEX ELECTRIC CO. (KIRKBY) . . . New for the show is the Minicook, a table-top cooker comprising a dual purpose grill/boiling ring of 1,800W with grill pan. Price is £7 15s. Also to be seen are the well known Infralux Mk I and Mk II models of heat and light bathroom fittings. Also heater elements of various kinds, immersion heaters and radiant boiling plates for cookers. New is the Selex Electricaire unit.

SERVIS DOMESTIC APPLIANCES . . . The current range of home laundry equipment includes the Supertwin 3 twin-tub washer; the All-fabric Automatic with choice of wash plan, time, temperature and spin time; the Compact washer measuring only 19½ by 20½in is a wringer type; the Superheat a larger version of the Compact; the pump emptying Rinspin and the gravity drained Supa Spin; the heated Supa-Dry tumble dryer.

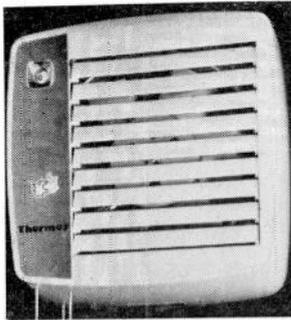
SIMPLEX ELECTRIC . . . A representative range of Creda products includes cookers, spin dryers, space heaters and the Comfortaire ducted warm air heaters and storage radiators. Russell Hobbs are showing their established line of ceramic bodied coffee pots as well as the recently introduced steel and Wedgewood/Russell Hobbs coffee pots. Also on show are electric kettles and the Toaster oven.

SMITHS INDUSTRIES . . . Seen for the first time is the QTS range of matchbox-size time switches for domestic appliances such as washers, spin dryers, blankets, etc. Three models of a Centroller for central heating systems are to be seen. Mk. 1. is designed for programming immersion heaters and simple central heating systems, and is the lowest priced timer on the market. Mk. 2 is fitted with a switch for automatic programme control or for continuous use of central heating systems as suitable for Mk. 1. Mk. 3 is a low priced programmer with an added on/off pump control. Also making their debut are the new oven preset clocks for electric cookers. The successful Top Time range of clocks has been available since last autumn, and now numbers 25 different models varying in price from £1 5s. 6d. to £14 15s. Included are 30hr alarms, kitchen wall clocks, lounge wall clocks, children's clocks, mantel clocks and timers. Following this range are the Deancross and Maritime wall clocks, and the Bridport, Berwick, Chalfont and Banbury mantel clocks, which should be generally available at exhibition time.

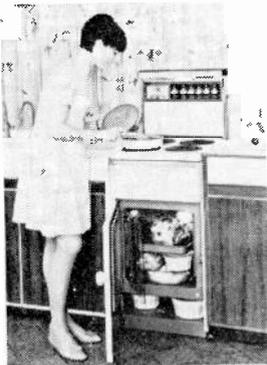
R. S. STOKVIS & SONS . . . Two new spin dryers are models C280 and C281. The latter incorporates continuous flow rinsing. C280 works on the gravity drain principle and has a 0-4min. timer. Prices are £29 17s. for model C281 and £25 11s. 6d. for model C280. A new front loading automatic washing machine has 10 programmes including a pre-wash intended for the use with bio-chemical washing agents. Price: approximately £115. The established range which is on show includes the Turbonex drum-shaped spin dryer, the Ecomatic washing machine which has no drying programme, the model CM37 twin-tub washer, and the comprehensive range of refrigerators from 2-3- to 9-5cu ft capacity. Latest refrigerator is the slim line model 700 (7cu ft) with a 20lb capacity freezer.



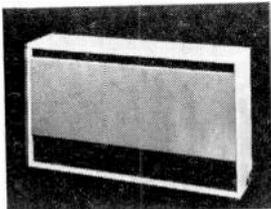
Sunhouse Imperial 397



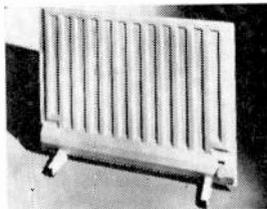
Thermor fan



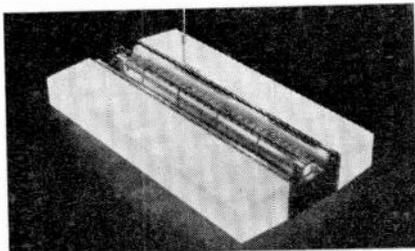
Belling Compact Super Four



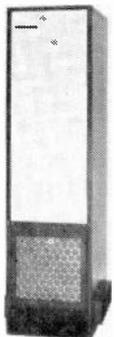
GEC DA.3815 Slimline Nightstor



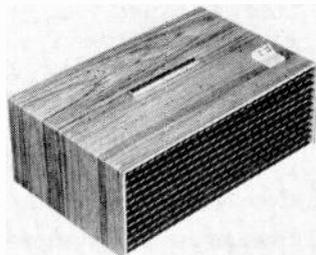
Rima oil filled radiator



Saltire Infra-red and fluorescent unit



Balmforth Starstor Major 8 Electricaire



Engelhard Hanovia Turboflo Tot

Deep freezers include the 2cu ft model LT55 and range up to 13cu ft capacity.

SUNBEAM ELECTRIC . . . Latest additions to Sunbeam's mobile cooking appliances include the Deep-Fry cooker now available with rice and vegetable basket and vegetable divider; the Gourmet Frypan with egg-poacher attachment, and the Buffet Frypan. Other star exhibits include the range of Spray/steam irons, top model of which is the GSS3. To be seen for the first time is a steam only iron, model GS23. Also on show is an attractive series of dry irons.

TEST-O-THERM . . . The low voltage electric blanket introduced at last year's EDA exhibition. A specially developed heating element for use in clothing manufacture is seen in use in an anorak. A mattress for livestock and animals is available in 4x3ft sections of lightweight green fibre glass with built-in electronic thermostat infra-kinetic heating pad which is fire, shock and vermin proof. A portable, lowvoltage, heating tray for the horticultural market. Space heaters for the home incorporating the infra-kinetic heating element enclosed in silicone bonded mica, and in teak or rosewood-cabinets.

THERMAIR DOMESTIC APPLIANCES . . . New appliances promised, but of which details are not available as we go to press, include a focal point fire, an infra red heater and an extended range of storage radiators. Also on show is the Trinity range of 3kW, 2½kW and 1½kW storage radiators now priced at £27 10s., £24 12s. 6d. and £20 7s. 6d. respectively. Added to their comprehensive range of table and desk fans is the Minilux executive-type fan. The range extends up to a 16in model. There are four models of the Heat 'n' Lite heat/light units. The BEAB approved Astra and Apollo spin dryers are now joined by a larger version known as Hercules. The automatic stainless steel coffee percolator which was released just before Christmas is on show.

THERMODARE (GB) . . . The DC range of storage radiators now includes a fan assisted model and shelf accessories. New features include canister construction with front loading. Also on display are the 8/52 Electricaire unit and the solid embedded and rewirable floor warming systems.

THERMOR ELECTRICAL APPLIANCES . . . On show for the first item are two new extractor fans. The Multivane shutter fan is available in two versions, both with 7½in blades. The Standard model is for extract only, and the motor switches on and off by cords which open and close the shutter. The Reversible version has two speeds of extract and intake and an off position. It has an indicator showing the direction and speed of the air flow. Also on show are the Kleenair range of window fans, the Extractair canopy, and the Drylox hood type hairdryer.

TRICITY COOKERS . . . A brand new cooker, the Contessa, a compact 18in wide model with eye-level control panel highlights the display of ten models. New to the Tricity refrigerator line are the Polarfrost 5 and 6-8. Unique features of these models are the new method of defrosting and the 'plan-it-yourself' door storage.

TYRAD . . . Main feature is the company's TY and D ranges of storage radiators. The latter models are being continued for the fourth season. The TY range is now increased by the addition of teak finished models. As from April 1st all models will carry a three year guarantee.

more on page 70

For stand locations see plan on page 51

edaEX68-**stand
by stand**

continued

UNITED-CARR . . . From the F.T. range of fasteners are to be seen door and warming drawer catches, stay arms, remote control mechanisms and special purpose fasteners for holding pipes, cables, knobs, glass and rubber. Also decorative beadings and surrounds from the Industrial Sections division. To be seen for the first time is an all-plastic turnbuckle, an inexpensive mains lead clamp, and plastic cable clips and straps with integral attachments. A selection of cold rolled section forms in ferrous and non-ferrous metals.

VAN DEN BOSCH . . . Of particular interest is the new Emerson-Rittenhouse intercommunication/radio system which provides intercommunication between rooms, monitoring facilities for any room, door answering, plus piped radio or record reproduction. All units are transistorised and there is a handsomely styled master control unit.

VENNER . . . The recently introduced Venneron, claimed to be the most flexible 15A time switch on the UK market, is designed principally for home central heating systems. For use with Electricaire systems are the EC/1, EC/2 and EC/S controllers. The EC/2 permits the choice of normal or boost running whether automatically or manually controlled. The 30A Vennerette domestic time switch is shown in standard and selective versions. The Ven-O-Set is seen in lamp and plug forms. Completing the display are the 13A Autopoint portable and 40A and 75A models of the selective ERD2BPS weekly programmer for off-peak radiators, and the PS7 seven day switch.

WARD BROOKE . . . Norvic Electric Blanket division are showing their full 1968 range of underblankets and pads. Emphasis is on the quilted foam models, which include both low priced standard and de luxe versions. The popular Corona de luxe with detachable cover is continued. A new single heat thermostatically controlled heating pad is introduced. It has a detachable rayon cover and an illuminated switch control. Preliminary information is available on a new low voltage all-night blanket and a new super de luxe overblanket range. Other products on show include terminal blocks and various recording instruments and temperature gauges.

THOS. K. WEBSTER (U.K.) . . . New is the WBD 500 opposed blade balancing damper which is claimed to eliminate difficulties in balancing warm air systems with conventional single blade sheetmetal dampers in stub ducts. Prices are 10s., 12s. or 15s. according to size. Another new product is the Webco WR 300 multishutter register, an improved version of an earlier model, using a spring loaded bushing in nylon to provide smoother action. Prices range from 18s. 3d. to £1 6s. 6d.

LATE ENTRY

EKCO/HAWKINS . . . A completely new unit heater in 3- or 9kW ratings with hand adjusted vanes. A new 2kW fan heater with two heat settings and fan control. A new 1kW wall mounted Firestreak infra red heater. A new range of electric blankets. A new floor standing Thermovent convector model SRW for commercial/industrial heating. A restyled KD2, with an alternative version, RKC25, incorporating a 1kW radiant element. New Sussex portable convectors. Also to be seen is the range of wall mounted convectors, as well as a variety of radiant fires. New is a larger Heat Tray in the Hostess series. A new range of kettles and an attractive Turn-Easy toaster are shown. Also the Tecal and Tiffeematic teamakers, and the Hi-Dry clothes dryers.

ADD TO THE LIST . . .

The following addition should be made to the list of manufacturers and stands shown on page 53:

Thermolon Ltd. G14A

The following alteration should be made to the same list:

Delete:

Capri Electrical Developments Ltd. R11

Add:

Selex Electricaire Ltd. R11

TRAVEL BY DREAMLAND

As a service to visitors to the show, Dreamland is providing a free bus service by boldly marked special Southdown Motor Services coaches. They will meet the principal trains and will operate during exhibition hours on Tuesday, Wednesday and Thursday, 13th-15th February, to and from Brighton railway station (adjacent to No 7 Platform) and the Metropole Hotel. Weather and traffic conditions permitting, a quick turnround of the service will ensure that there will be only a few minutes wait at the station whatever the time at which trains arrive.

For the journey from the station to the exhibition, Dreamland tickets issued to visitors or official EDA trade tickets can be used. Tickets for the return journey will be supplied by Miss Dreamland on the exhibition stand. Miss Dreamland 1968 will be found at the Metropole Hotel demonstrating the company's new products, details of which appear in this feature.

ARTS MENAGERS 1968

The 37th Paris International Arts of Home Making Exhibition will be held from March 2nd to 17th in the Palais de la Defense (Centre National des Industries at des Techniques).

The exhibition will occupy all five floors and there will be 1,350 exhibitors, including twenty from Britain. The first three days, March 2-4 are reserved for trade visitors.

The 1967 exhibition attracted some 58,600 trade buyers including 1,900 from outside France. Over 1,200,000 members of the public passed through the turnstiles. As in previous years there will be a two-day symposium held concurrently with the exhibition. The subjects to be dealt with this year are: The profitability of after-sales service; Freezing and preservation of food in a rural environment; and Domestic equipment and the Common Market. The discussion on the latter subject will be in the form of a round-table conference between important trade representatives from member countries and the chair will be taken by a senior member of the Commission of the European Communities.

**AMENDMENT TO PHILIPS
ADVERTISEMENT, PAGES 62-3**

PHILSHAVE release should read February 28.
FOOD MIXER should read advertising breaks April 1.

Osram makes life sunnier with BEA Silver Wing Holiday Awards

FLY TO THE CONTINENT IN 1968 WITH OSRAM HOLIDAY VOUCHERS

Take to the sun and save—courtesy of Osram. Laze on the beaches of Majorca, Greece, Italy, Malta, Southern Spain. Visit Switzerland or go north to Norway. These countries, and many more, have been selected from the 1968 BEA Silver Wing Air Holidays brochure. They are already top value holidays—and now Osram are offering them to you at even greater value with a super Holiday Voucher scheme!

...Or go for the Osram Lamp Awards Scheme!

Already very popular with Osram stockists, the 1968 Lamp Awards scheme contains lots of exciting new items, as an alternative to the holidays.

You qualify for either scheme with your orders for Osram tubes and domestic, photographic or vehicle lamps during the January to March 1968 period. Your Osram rep. has all the details. Make sure you see him — he'll be in soon!

It pays to see it's Osram-GEC

Osram (S&C) Limited, P.O. Box 17, East Lane, Wembley, Middlesex



THE QUEEN'S AWARD
TO INDUSTRY 1964

Rules of the Road: 7

The effects of the Ministry of Transport's White Paper, which proposes rational and integration of freight transport could be so far reaching for all users of road transport that we have asked

our TRANSPORT CORRESPONDENT
to deal with its
provisions as far as they are likely to affect RER readers.

ROAD VERSUS RAIL

AMONG THE MANY PROPOSALS in the White Paper, one of particular importance to RER readers concerns vehicle licensing. It has been vigorously attacked by the T.R.T.A. as a system 'seeking to subjugate all other transport interests to those of the railways'.

According to the T.R.T.A. president, 'nothing could do greater damage to transport efficiency than a bad licensing system, and that is what we have got in the Ministry's quantity licensing proposals for medium and heavy goods vehicles'.

The White Paper, under the heading 'quantity licensing on economic basis' proposes to limit quantitative control over road haulage to all goods vehicles of more than 16 tons gross weight engaged in hauls of over 100 miles, or carrying certain specified bulk materials over both short and long distances.

Applications for 'quantity' will have to be made to one of the independent licensing authorities to be set up, and will be open to objection only by the Freightliner Company of the N.F.C. or British Railways. The sole basis for objection will be that rail (or the combined road/rail service of the N.F.C.) could provide an overall service as satisfactory as that of the applicant. The test of the new system will be on an economic basis.

The Ministry maintains that the intention of the licensing system is to promote rail traffic where this can be done without detriment to the consignor, and not simply to divert traffic from road to rail. The belief is that, in the long run, rail will secure its proper share of the available traffic by improvements in the type and efficiency of the services it can offer.

The new proposals are based on the principle that licences will only be withheld when rail is overall as satisfactory as road and are intended 'to have value in encouraging some consignors to make a conscious comparison between the actual costs to them of rail and road trunk haul'.

Licensing will not be brought into force until the M.o.T. is satisfied that the freightlines service has developed sufficiently to be a suitable alternative

to long distance road haulage, but the assumption is clear that, however long it may take to achieve, rail haulage is seen without question as the better solution.

Many people in professional road transport do not necessarily see freightliners as an alternative even 'if' they develop well. They are concerned with the freedom of decision and with methods of road transport which they see as already highly developed.

DRIVERS' HOURS

In the interests of safety major changes are proposed to the permissible length of a driver's day. The working day will be reduced from the present 14 to 11 hours, with no more than 9 hours actually at the wheel. The Minister will have power to allow some extension of the working day, although not the hours of actual work, in essential cases.

INTEGRATION

Another proposal of the White Paper is the establishment of a Freight Integration Council directly responsible to the Minister, which will review and co-ordinate progress on freight integration, seeking to find generally acceptable solutions in cases where the B.R.B. and N.F.C. have failed to reach agreement voluntarily. It is essential that road transport interests should be properly represented on the Council.

CARRIER LICENSING

Radical changes proposed in the system of A, B and C licensing include complete exemption from any form of carrier licensing of goods vehicles not exceeding 30cwt unladen weight. This will affect some 900,000 vehicles.

Concentrating on the 600,000 heavier vehicles, 'quality licensing' will provide stronger powers to deal with the use of unsafe vehicles. A transport manager's licence will be introduced for the person who will be personally responsible for the safe day-to-day operation and maintenance of the vehicles. Eventually such licences will be administered by a separate organisation from within the industry.

TRACK COSTS

The use of heavier lorries on the roads means higher constructional costs and maintenance for roads and so there is a proposal for a 'track cost' on heavy lorries. All vehicles over 3 tons unladen weight will pay this charge over and above the normal excise duty.

Such charges have been the subject of much controversy. They are a method of extra taxation originally suggested by Dr Beeching, and countered at that time by sound economic arguments put forward by the road goods transport organisations.

The extra charges suggested rise from £50 to some £190 per year, according to the size of the vehicle. Special charges for abnormally heavy loads are suggested as varying from 1s. to £15 per mile.

NOT ACCEPTED

The White Paper's arguments in support of its unpopular proposals are based 'on the need for greater efficiency and productivity in transportation', and it adds, 'with technical development and advancement in transport vigorously pursued, it is essential that transport workers should have a much closer association with management'.

The T.R.T.A. does not accept the theory that half the trade does not know what they are doing, or getting, when it comes to taking decisions about transport. It believes that the Minister began by settling what the railways were to do, rather than what was best for the nation's transport as a whole. Transport, says the T.R.T.A., only exists to serve the needs of trade and industry—the Government seems to believe that trade and industry exist to serve the railways!

The T.R.T.A. is convinced that one of the certain results of the proposals can only be increased transport costs. They foresee onerous and time consuming procedures concerned with the obtaining of licenses, delays and loss of flexibility, the creation of uneconomic usage of light vehicles as a means of avoiding the need for new licenses, and inefficiency resulting from wrong or disputed decisions by the licensing authorities.

SORRY WRONG NUMBER!

The Post Office ask us to point out that an error appeared in their advertisement on page 4 of the January issue.

It was stated that dealers are required under the provisions of Part I of the Wireless Telegraphy Act, 1967, to notify the names and addresses of all those who purchase or rent a radio or TV set.

There is no requirement to report sales of radio sets—the Act only refers to television receivers.

The Post Office regrets any inconvenience which the error may have caused.

Invest 20 minutes.

Sure you know that Fidelity tape recorders are reliable enough, well-known enough, saleable enough, to go straight on and off your shelves. But with this new one, try spending twenty minutes handling it, putting it through its paces.

That will convince you that, with an extra word from you about its extra features, this new British tape recorder is going to sell and sell and sell.

Fully transistorised. 3 Speeds. 4 tracks. Spools up to 7". A 'parallel' track facility permits listening to an already recorded track whilst recording on the 'parallel' track and both tracks can be

coupled for playback. The monitor output is switchable to either track.

Separate inputs, with gain controls, for microphone and radio or gramophone permit 'mixing'. The FIDELITY 'STUDIO' has a recording level meter, separate bass and treble controls, and provision for external speaker. It can be used, with the aid of a simple external amplifier, to play back pre-recorded stereo tapes. Wooden cabinet with padded black leathercloth sides and aluminium trim.



Size: $13\frac{3}{4}'' \times 16\frac{1}{4}'' \times 7''$
Weight: 21 lb. Mains: 200/250 V.A.C

FIDELITY STUDIO 35 GNS

inc. microphone, earphone,
jack lead tape and take-up spool.



FIDELITY RADIO LTD., LONDON, W.11. PARK 0131
TAPE RECORDERS, TRANSISTOR RADIOS, RECORD PLAYERS, RADIOGRAMS.

What's '32/34' mean... in the world of brilliant tape-recording?

It's code for the price of the Elizabethan LZ 32 and 34—tried and tested 2- and 4-track recorders which haven't stopped selling since we put them on the market.

Reproducing sound with a quality never usually heard save from recorders up to three times the price, you can sell the 2-track LZ 32 for as little as 32 gns, the 4-track LZ 34 for only 34 gns. (Hence the '32/34'—really meaningful figures in the world of brilliant 3-speed recording.)

If you're looking for a 3-speed, 2- OR 4-track — 7" Spool — tape-recorder which is first-class, both in design, performance and reliability and yet sells at a price within the reach of all—you needn't look further than Elizabethan. That's really sound sales policy!



The sound alone tells you it's

elizabethan

Elizabethan Electronics Ltd., Crow Lane, Romford, Essex

Ref. Ad. No. 359

bright light



New and exciting developments by Knightshades. New ranges that will sell fast. New appointment of an eminent designer whose first range will be announced soon. Consumer advertising to ensure that your Knightshades stock will sell first! **Get in with Knightshades...** send now for leaflets on the new ranges.

knightshades ltd

Send me by return leaflet 88 Crystal Fittings and leaflet 89 Scandinavian Pendants.

Name _____

Firm _____

Address _____

R1 _____

To Knightshades Limited, Silverhill Works, Theaklen Drive St. Leonards-on-Sea, Sussex. Telephone Hastings 7620/1

Ref. Ad. No. 360

Philip Hickson

TALKING ABOUT...

SELLING B & W SETS

I GET THE IMPRESSION that in the present time of maximum publicity for colour TV there is a feeling amongst the public that since they are not able to afford a colour set at the moment, they should also try to make do with their existing b & w set until such time as they can splash out on colour.

However, sales of b & w sets must be kept going at as high a level as possible for a long time yet, as it will be many years before colour sets become universal.

What is the appeal of having a new mono set—apart from the fact that the existing one may be on its last legs?

The public tend to think that one set is much like another, and so the incentive to buy must be stimulated by offering new benefits, as well as new features. These features may be better styling, easier control, greater sensitivity, better sound, etc. Good in themselves, these points are not direct incentives to stimulate the desire for a new set.

So I applaud the efforts of two manufacturers who have introduced real benefits to their b & w lines which should make it easier for dealers to sell their sets.

COLOURFUL B & W

Murphy have brought colour to black and white sets in a big way. They have produced a range of sets which can be used as an integral part of the home furnishing scheme, with cabinets finished in exotically named Outrageous Orange, Dramatic Black, Revolution Red, Serene Green, Smooth Blue and Quite White.

Don't let your customers be frightened off by these names—they are decorator colours selected after consultation with leading textile manufacturers and the British Colour Council.

A Murphy coloured set can be made the focal point of a room and can harmonise or complement other furnishing colours.

Why not try a combined display with local furnishing and decorating firms with the theme—If you are redecorating or refurbishing why not bring in the TV set as the focal point of the colour scheme? It only needs some good window displays with furnishing materials, wall finishes, and so on, to accentuate the striking new appeal of these Murphy sets.

Whilst the colour of their cabinets may be the most obvious new asset, the Murphy sets also include larger than usual loudspeakers bringing them nearer to the hi-fi class, and you will know all about the black level corrector, I am sure.

SEE IT OFF

S.T.C. have come up with some good selling points in their new KB range. One of these is the Oroglas screen which covers the whole face of the set and gives a completely new look to a somnolent TV and eliminates the blank 'cyclops eye' when the set is not operating.

The Oroglas tends to give a 3D effect to the picture and greater depth to the contrast. It also reduces by half window and lighting reflections.

So there are three new selling benefits on these KB sets: an improved furnishing appearance, a photographic quality

picture and reduced ambient reflection.

Another benefit claimed by S.T.C. is that these sets are hand-wired. It is claimed that hand-wired chassis are more reliable and more robust than printed circuits. I am not too sure about that myself—printed circuits have certainly reached a state of reliability and strength that is first class. Perhaps the advantage of hand-wired circuits is that components are easier to change if they break down.

EXPLOIT THEM

Here then are two manufacturers who have made a worthwhile effort to keep b & w sales going by offering real customer benefits which with a little imaginative exploitation should enable dealers to get customers truly interested in wanting to buy a new mono set NOW.

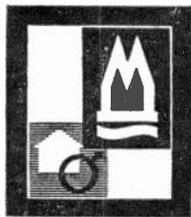
It is up to all of us to take every advantage of these unique features and make a real drive for more black and white sales in 1968.

And talking about imaginative displays, those of you who have the opportunity may find a visit to the Royal Garden Hotel, Kensington, and the Royal Lancaster Hotel, in London, during the week of February 19 to 22 a worthwhile effort.

This is the period of the International Display Market Week.

Any dealer, Display man or Sales Manager should find there plenty of ideas for display and promotion which can easily be adapted for our trades.

The display at the Royal Lancaster Hotel is specifically devoted to shop equipment.



SEE US AT...
COLOGNE
INTERNATIONAL
HOUSEHOLD GOODS
& HARDWARE FAIR
February 15 to 18

RER will be represented on the stands reserved for the international trade press in Halls 2 and 13

1968 INTERNATIONAL PUBLIC ADDRESS EXHIBITION

The 1968 Exhibition of the Association of Public Address Engineers will take place at the King's Head Hotel, Harrow on the Hill, from March 12th to 14th inclusive.

The theme of the show will be Outdoor P.A.

RER WILL BE THERE

Tickets of admission may be obtained from RER. Please enclose a stamped addressed envelope with your request.

literature RECEIVED

E76 WITH British industry now deeply involved in the planning stages of the metric changeover, BSI is constantly facing the question: What is the latest position regarding the preparation of metric standards? The question is now answered by the publication of *PD6286: Metric standards published and in progress*. Section 1 lists more than 800 standards already written in metric units, classified by industries. Section 2 lists some 250 standards dealing with glossaries, colour codes, etc. Sections 3 and 4 give details of 500 standards now being revised or awaiting revision.

E77 A BROADSHEET from Grundig illustrates and describes, with prices, all the accessories to be supplied for Grundig equipment by the newly formed Accessory Division of the company.

E78 THE DESIGNER ENTRE paperback series is extended by the issue of *Sound and vision*, written by P. E. M. Sharp, a chartered engineer with wide experience in the electronics industry. The book offers guidance on the selection of radio, TV, record players, and tape recorders which may be of assistance to the absolute beginner, but there is little in the book which should not already be second nature to the average dealer.

E79 A TWO-PAGE LEAFLET on sound control and associated systems has been published by Rank Audio Visual. It explains the usage of the Rank sound control systems designed for use in schools, public halls, clubs, hotels, etc.

E80 ITV 1968, the new edition of the annual handbook of Independent Television, is now available at 7s. 6d. Its 224 pages with over 200 illustrations cover every aspect of the operation from programmes and advertisements to policy and engineering matters. A useful section describes the arrangements for duplication of the present v.h.f. service on 625-line u.h.f. and the introduction of colour to the ITV schedule.

E81 BEAB has issued the first special investigation test schedule under the recently introduced procedure for acceptance of new designs or constructions of apparatus. Test Schedule No. 1 is entitled *Electrically Controlled Electric Blankets*.

E82 TWO MORE STEPS in the change to the metric system are taken with the publication of *BS3643: Part 3: 1967—ISO metric screw threads. Limits and tolerances for fine pitch threads (constant pitch series)* and *BS4219: 1967—Specification for slotted grub screws: metric series*.

E83 THE COMPREHENSIVE RANGE of electrical tapes produced by Sellotape Products is described and illustrated in a new 16-page booklet *Electrical Taping*.

E84 SASCO (Stewart Aeronautical Supply Company) is now issuing a Supplementary Catalogue twice a year to keep their customers up-to-date. The new presentation also includes Sasco News.

E85 THE THIRTEENTH EDITION of *Commercial Television Year Book and Directory, 1968* is now available. In more than 350 pages it provides a comprehensive guide and directory to the independent television industry for all engaged in television or selling. Included in the directory section are details of all the production companies, lists of advertising agents, details of artistes, professional and trade organisations, TV equipment manufacturers and suppliers, etc.

E86 INCLUDED in the latest 36-page colour illustrated catalogue from Daystrom are full details of the new

Heathkit transistor portable stereo tape recorder, model STR-1, and the transistorised 12+12W stereo amplifier model TSA-12.

E87 A NEW CATALOGUE is now available from Falks covering a completely new range of Cobra popular priced domestic lighting fittings. In all 46 fittings are listed, including single and multi-light pendants, ceiling fixtures, wall lights and table lamps. Known as *Catalogue No. 845* it replaces the previous Cobra publication.

E88 COSMOCORD have just issued a booklet of some 17 pages describing, illustrating and pricing replacement styli they can supply to fit any model from about 15 brands of cartridge. A broadsheet gives brief details of replacement styli for the most popular types of cartridges.

E89 NEW ITEMS INTRODUCED in the Jan/Mar., 1968 issue of Radiospares catalogue include: a range of high voltage disc ceramics for TV line time base applications; a range of sub-miniature (less than 1 cu. in) mains transformers for transistor power supply circuits; a new meter, MR24S-VOLT, 100 μ A f.s.d. with 3% accuracy; a range of Continental miniature plug-in relays interchangeable with similar British or Continental units; Hyvolt electrolytics, a superior quality replacement for the previous Hygrade range.

E90 —WORLD RADIO TV HANDBOOK 1968: 22nd EDITION

THE WORLD RADIO TV HANDBOOK is designed to help the international radio listener obtain maximum enjoyment from his receiver.

The first section of the Handbook contains instructive articles relating to broadcasting, information regarding broadcasting and television organisations, and popular technical articles and tables of practical value to listeners.

The main section of the book (pages 94-264) contains detailed information, by country, of the radio stations and broadcasting organisations of every country in the world, including names and titles of leading officials, lists of broadcasting stations in each country including frequencies, wavelengths, transmitter power, call signs and station names. Programme information is also listed, including times, frequencies and beam areas of the broadcasts in each language.

The book provides the listener with a quick, clear and easy-to-use tool to enable him to avoid the many pitfalls which beset the listener when trying to tune in and identify radio or TV stations in any part of the world.

THE WORLD RADIO TV HANDBOOK is distributed exclusively by Fountain Press. Price is 42s plus 2s 6d postage. Discounts are available to dealers for bulk orders.

The first model made by Fidelity Radio—the one shown is still working after 21 years.

FIDELITY SUCCESS STORY

From One Man Business
to Internationally Known Company



AS WE MENTIONED in our December last issue, the close of 1967 saw also the completion of 21 years in business by Fidelity Radio.

To find out the story of how it grew from a one man business to an internationally known company with markets all over the world, we talked to managing director Jack Dickman, the founder of Fidelity.

'When I started in 1946 the difficulty was to obtain the components, not to sell my sets. I used to make 12 at a time on a long table, taking about a day and a half over them. I called it model 2546—2 for the wavebands, 5 for the valves and 46 for the year. I would then bundle the whole lot into a taxi and sell them around the local dealers of north London.'

'To get my components I would frequently travel all over the country to wheedle them out of suppliers. The relations I established then have resulted in many of those original suppliers still doing business with us today.'

The business soon outgrew the one man effort and the infant company took over a 5,000sq ft factory in Shepherds Bush where 30 models 2546 per week were produced. In less than two years some 10,000 sets had been sold, and said Mr. Dickman, 'I've found a lot of them still in use today.'

In 1948 A. Rider, the company's chief engineer developed a 9in and a

12in TV set, and several hundreds were made and sold. However it was soon apparent that TV production demanded resources not available at that time to Fidelity. Production facilities were therefore switched to radiograms—the beginning of a series of models.

In the mid fifties the company saw the growing demand for inexpensive record players, and realised that this market was a natural one for them.

The first player was produced in 1956 and in a year some 38,000 units were made. Although this figure has been greatly exceeded by subsequent Fidelity record players it is an achievement which Mr. Dickman still looks back on with considerable satisfaction.

As well as having the right merchandise at the right time, Fidelity's expansion was also accelerated by a new policy of distribution through wholesalers. This was adopted on the advice of Arthur Banford, now the company's sales director, who had just joined them.

Not only did the new marketing policy boost the sales of players, but the whole product range was in much greater demand, and the Fidelity sales area, previously confined to the south, expanded rapidly to cover the entire country.

In 1958 Mr. Banford initiated the introduction of the highly successful Argyll tape recorder, the first tape recorder in the UK to sell at under £30, and the forerunner of a whole series of popular Fidelity tape recorders.

Two years later came the company's first transistor radio—the Ayr.

During the years various small neighbouring factories had been taken over to cope with increasing production, until three years ago Fidelity moved into its present 65,000sq ft factory close by the original premises.

Many factors have contributed to the firm's success, not least of which is constant research and development and insistence on a high standard of quality control. Flexibility in production has also contributed. A change-over from manufacture of one model to another can be made with a minimum loss of time in order to meet a particular market or demand.

Fidelity certainly take quality control very seriously—over one quarter of the entire staff is engaged in test or inspection. Tests are made on incoming components, on sub assemblies and at a number of points along the final assembly lines. In addition random sets are taken from the production lines and submitted to exhaustive inspection and tests.

A team of research and development engineers is continually striving to improve the existing product and to translate into product terms market trends forecast by Fidelity sales staff.

With the backing of a sound commercial philosophy application of these high engineering standards has created for Fidelity a continually growing reputation throughout the world.

'Maybe the next 21 years will show even more spectacular growth,' said Mr. Dickman modestly.



Jack Dickman seen in familiar role giving away cash and champagne prizes at last year's Fidelity Fair.



Arthur Banford (left) watches the signing of a recent order for Cyprus. Looking on is T. Carralero, export manager.

edaEX68-

stand by stand

MORE LATE ENTRIES

ELECTRICAL DIVISION OF RADIATION . . . Principal emphasis is on the latest Parnall tumbler dryer—the compact Auto-Dry tumbler dryer, model TD 67. It is front loading and measures only 26½ in high by 19½ by 19 in. It has low or high heat selection and a time switch. An air extractor is available as an optional extra. BEAB approved. Price is expected to be about £40.

HENRY WIGGIN . . . Tests which the company has conducted to determine operating temperatures in a block storage heater are reproduced on the stand. Visitors are able to take temperature readings at five points within a heater on load. Also on show are the company's Brightray electrical-resistance alloys as used in storage radiators and other kinds of domestic heaters. Also Incoloy alloy 800 and Inconel alloy 600, standard sheathing materials for the sheathing of tubular elements for radiant hot plates, grills, ovens, kettles, washing machines and water heating equipment.

MACLAREN CONTROLS . . . Two new water heater thermostats are on show. Type WH immersion heater thermostat replaces the type MB. Available in three standard lengths and with temperature range of 90-180°F. There are variations in mounting details and in temperature range for industrial applications. Type WE supersedes type WA immersion heater thermostat. It is designed for water heaters of the circular type. Temperature range is 120-180°F.

HOW YOU CAN

HELP BRITAIN

A Message from Sir Hugh Weeks, Chairman, Distributive Trades EDC Devaluation makes British made goods more competitive in export markets with local production; and in our home markets with imported goods. This is indeed why devaluation, unwelcome though it may be, can provide a solution

to our long standing Balance of Payments deficits.

The Economic Development Committee for the Distributive Trades discussed at a recent meeting what contribution British traders can make.

It was reported that foreign suppliers, in some cases with the impending Kennedy round tariff reductions in mind, were already off setting the cost effect in order to maintain their growing share of the British market. This is a challenge to British manufacturers to offer goods of at least equal performance, design and value.

But British traders also have a responsibility. It is, firstly, to help and encourage British manufacturers to meet the specifications which will compete. Secondly, it is to be prepared to buy such goods and stimulate their sale to their customers.

And in particular during the coming year the Committee hopes that all Buyers, both retail and wholesale, will make special efforts to be sure that no satisfactory British made alternative is available before committing themselves to the purchase of imported goods.

We hope that the outcome will be that people will be buying British because it is the best value; not just because it is British.

The co-operative efforts of traders and manufacturers could make a substantial contribution to solving the problems of the difficult year ahead.

Set your sales humming with

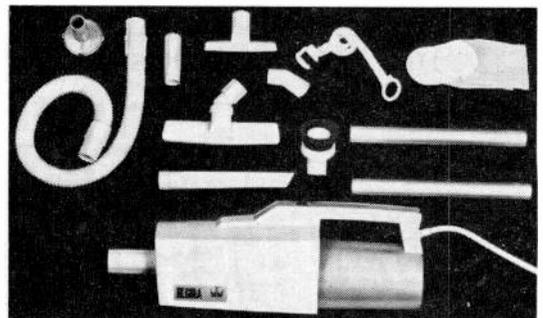
REGINA®

Regina — Britain's most competitively priced range of vacuum cleaners. A sagging pound can't stop the Regina boom! So stock up now, and start picking up the profits.

◀ **REGINA ELEKTRIKBROOM** The light, power-packed electric cleaner that housewives can use as easily as a broom. That tackles any floor surface at the twist of a dial . . . cleans right into corners . . . hangs up complete, ready for immediate use. Complete with all-purpose nozzle, snap-out Dust Cup and quick-release cable hook. **Only £15.19.9. (inc. P.T.)**

REGINA POWERFLITE ▶ The most powerful small cleaner made, with the suction power of cylinder models at over twice the price. In smart, unbreakable plastic, with full range of accessories and extension tubes in fitted case. **Only £12.6.4. (inc. P.T.)**

 **REGINA—the queen of cleaners**



Regina Electric
Products Ltd.,
North Acton Road,
Harlesden,
London N.W.10,
Tel 01-965 6971





SEE YOU THERE

One of the eagerly awaited moments which heralds the New Year is the distribution of surplus calendars. The pin-ups are carefully retained by the admin. and exec. types for no other reason than that they would be as distracting below stairs as test card F might be if the young lady were ten years older. We are left with the remainder, comprising scenic views, large type plains, and desk diaries. I am lucky this year to have bagged one of the latter which gives all the 'goings on' for the trade throughout the year. It makes very mouth-watering reading. For instance later on this month there is R.I.G.S. Ball at the Dorchester, there is the Hanover Fair on the 27th April, Hi-Fi '68 at Dusseldorf on August 30th. The period August 25th to 30th is loosely noted as 'Period in which Radio Show or Shows is usually held', though I can tell you that as most of the Groups have already booked hotel suites the chances of a united single show are once again nil. Realising that the management frequently inspects these bountiful gifts to see that full and proper use is being made of them I have written 'Counter Talk would like to represent firm here' against all the best functions. You never know, there might be some complimentary tickets passed down because they hadn't got pin-ups on them!

DEVALUATION

It doesn't look as though the amount of imported raw materials in the goods on our shelves will substantially affect their price since devaluation, but I am willing to allow any economist amongst you to prove me wrong. In fact what with the breathalyser, increased h.p. on cars, and better programmes on BBC2, I shouldn't wonder that we will be short of TV sets for a little while longer.

Those among you who import for a living must, however, be despairing a little as trade from abroad is back with

an import surcharge of a very substantial and permanent kind. At the lower end of the scale the small pocket radios were committing their own suicide anyway, but we have quite an enthusiastic clientele for high quality imported audio equipment who will not be at all pleased about devaluation. Personally I am a bit dim when it comes to international trade, not being able to see where the giving of 15% discount to all our customers is going to help you make a fortune. If we in this shop (for example) had slashed all our prices by 15% our profit would be down from 30% to 15% approx. Therefore to make the same amount of profit we would need to double our turnover. If this holds good for our firm why doesn't it apply on a national basis to our balance of payments? Apparently I am not the only dim-wit in this respect. Whilst I was out two people came in to ask if the appliance that they had bought just before devaluation could be taken back or the agreement re-negotiated to take advantage of the new exchange rate. You don't see what this has got to do with . . . ? Welcome to the club.

UNDER WAY

Now that the full colour service has been going at full steam on BBC2 for a couple of months we decided to take stock of proceedings so far. Deliveries of sets have surprised us—though perhaps we were lucky inasmuch as one order turned up twice so we sold both before the makers found out. We have cleared the backlog of prospects who would take the first set offered just to be the first with colour in Lower Uppingford, and the list now consists of the selective who insist upon a Brand X without doors, or a teak cabinet but not too wild. I expect some of them will have a long wait.

Reliability and picture quality have been variable. Most sets have worked well on receipt but given trouble after a week or two in use. Finding the fault has given our engineers less trouble than finding suitable bits on the shelf to put it right. As regards initial adjustments the backroom boys only complain about impurity which appears not so easy to rectify as the manuals and training schools make out. The receivers are not as bulky or as heavy as we expected them to be. Demonstration in the showroom has been a bit dodgy. Even with the help of dull winter days and carefully dimmed showroom lighting, we weren't happy at all with the results. Fortunately our sets never stayed on demonstration for long. Once we were satisfied that they would run without any trouble or twiddling they soon found their rightful owner.

Top marks all the way, however, go to the BBC, who have provided a test card and film programme of such high quality that I doubt if any other radio engineers in the world have access to such a useful and reliable service. Particularly useful is the new period of

transmitter information. One small point, we notice that as a footnote to their published details of test card F the BBC have produced a paper on television test card history which should be interesting reading if I ever get time. I would also look forward with interest to reading a short history of test card sound. The mixed selection of musical items has been with us since Holme Moss opened in one form or another and I feel that it is high time it was brought up to date. Naturally there is every justification for the selection of varied types of music which will test all facets of the sound chain, and for the constant repetition of a limited repertoire to keep the copyright costs down. I don't mind this at all, my own objection being to the character of the music, which is about the same on BBC1 as it is on BBC2. More especially the regrettable habit of poaching tunes one from another can be irritating. This may sound petty but to engineers working on a system switch fault it is disturbing to hear BBC1's test music coming from the loudspeaker when you think you ought to be switched to BBC2. Whilst on the subject of test cards a recent dealer meeting in this part of the world raised the subject of the sudden disappearance of these test cards in the middle of setting up a receiver. Somebody suggested that the cue spot, radiated during programme ends in the top left hand corner could also be utilised without much further expense to give field engineers a 50 second warning that the test card is about to vanish, and I think that if this is at all practical it would be a good idea.

Still I have digressed from colour TV I seem to remember writing a little while back that our man with the 9in Bush was due to put in an appearance and ask about BBC2—I was quite right. He came in the very next day, not just asking for BBC2 but to have his set converted to colour as well. 'A friend tells me' he said confidentially, 'that all I need is a converter that drops down in front of the screen'. My colleagues all vanished to have a good giggle leaving me to explain that there wouldn't be room for this converter and his grey glass filter, and his oil filled magnifier. This explanation seemed to satisfy him better than the truth, which I suppose is a hazard of our trade.

MONEY WELL SPENT

This year's prize under the above heading surely goes to the National Coal Board, who have been inserting huge half page ads. in the national Sunday papers with the message 'Every ton of coal we use helps our balance of payments' or 'Only coal can produce electricity at .5d. per unit'. Since this amounts to spending our money to tell Douglas Jay and the C.E.G.B. how to run their own rackets, and that we shan't have an opportunity to do anything about it until the next election, I do wish they would give up. At this time of year bikini girls on travel advertisements would be much more acceptable.

by a
Provincial Dealer

PEOPLE IN THE PICTURE

Dreamland's sales force structure has been revised to give more intensive coverage of wholesale outlets. Sales manager **MICHAEL HARDING** assumes control of both home and export sales. **D. TIZARD**, formerly sales office manager, becomes marketing manager, and is succeeded by **P. ARGENT**. **G. DRISCOLL**, former Scottish representative, becomes London area manager. **A. PEPALL** becomes area manager for W. Midlands and N.W. England. **G. GILLETT**, area manager for E. Midlands, E. Anglia and Yorkshire will be assisted by **J. WOOD**, recently with Simplex, **I. BARR**, from Engelhard Hanovia, assumes responsibility for Scottish sales, assisted by **R. HUNTER TOWNER**.



The Dreamland sales force. Back row, left to right J. Wood, R. Hunter Towner M. Harding, A. Pepall, G. Driscoll. Front row: D. Tizard, G. Gillett, P. Argent, W. Gardner, I. Barr.

G. J. HUGHES has been invited to accept the appointment of deputy director of the EDA division of the Electricity Council. Since 1964 he has been deputy commercial adviser to the Council.

The board of the Gresham Lion group has been strengthened by the addition of two new directors, **J. W. CLEMENT** and **J. G. LEECH**. At the same time **T. GREENWOOD** is appointed secretary of the group.

W. K. TATE, chairman of Glover and Main, has been appointed to the board of Metal Industries (Thorn Group).

New HMV representative for W. Lancashire and the Isle of Man is **F. McNAMARA**, formerly with Hathaways of Liverpool. He replaces **J. SHIELDS**, who moves to E. Lancashire, taking over from **G. P. HUMPHRY** who joins the staff of the BRC depot in Manchester.

E. SHAW has joined BRC as Ultra representative for the west of England.

JOHN GODDARD, a director of Ronson Products since 1946, has been appointed deputy managing director. The following have also been appointed executive directors, each with specialist responsibilities: **I. K. BROOK**, administrative services; **R. A. FORREST**, electrical division; and **G. A. LOWRIE**, marketing, flame division.

R. COOK has been appointed commercial manager, industrial motors and lighting sales department of Crompton Parkinson. Mr. Cook joined the company in 1940, and since 1966 has been branch sales supervisor.

A. K. EDWARDS, until now group marketing manager for Thorn Electrical Industries, has been appointed to the board of Brookhirst Igranic (Thorn Group) as director of the new international division.

The Hon. **DAVID SMITH**, chairman of W. H. Smith, has accepted the invitation to succeed the late **LORD FRASER** as president of the Retail Trades Education Council for a term of three years.

D. IRELAND, manager of Electrolux's South Wales division since it began operating in 1960, has been appointed cleaner products manager for the company. He is succeeded by **P. BATES**, until now area manager, board liaison.

P. BERNER has been appointed manager of Fidelity Radio's service department. He joined the company in 1962.

J. A. SKIDMORE has been appointed technical sales manager of the connector division of N.S.F. Ltd. He is located at the company's London office.

Carmen Curler announce the following appointments: Northern region area manager, **J. RIST**, who was for 15 years with Wilkins & Mitchell; Midlands and eastern region area manager, **R.**

MILLEGE, formerly with Morphy Richards; Wales and southern region area manager, **J. WATERMAN**, for the past few years with Monogram. London, the home counties and the south eastern region will continue to be served by **BOOLEY REDFARN**, area manager for the past two years.

To strengthen their marketing operations, Crompton Parkinson have appointed eight regional sales managers to control sales of motors, lamps, lighting fittings and cable to industrial customers Based on the company's main London and provincial centres, they are: South eastern (Brixton)—**L. E. HOOPER**; Eastern (Edmonton)—**G. I. WATT**; S. Wales and south western (Cardiff)—**R. J. W. COPP**; Midlands (Birmingham)—**A. E. T. HOWARD**; N. western (Manchester)—**A. J. WALDER**; Yorkshire and Humberside (Leeds)—**J. M. ELLIS**; Northern (Gateshead)—**R. P. FLETCHER**; Scottish (Glasgow)—**E. W. MacGRAIN**.

Sir **HUMPHREY TREVELYAN** has been appointed international executive director of English Electric. He has been a director of the company since January, 1966. Sir Humphrey was made a life peer in the New Year Honours list.

OBITUARY

We regret to announce the sudden death on December 21st of **J. C. O'REGAN**, managing director of Radio Rentaset. Mr. O'Regan joined the group in 1935 as an engineer. He was 58 and leaves a widow and two sons.

BLI BECOMES A TRADING COMPANY

On April 1st, 1968, the three sales companies of BLI — Atlas Lighting, AEI Lamp & Lighting (Mazda) and Ekco Lighting — become sales divisions of British Lighting Industries.

This is a further step in the process of integration which started with the reorganisation of the laboratories and factories in 1964, and was followed by the combining of the marketing, design and administration functions in April, 1967.

Trading Policy

The move will not affect the trade who will still be called upon by their Atlas, Ekco or Mazda representatives as hitherto.

On the other hand, the sales engineers calling on architects, consulting engineers and other specialist users will be

combined into a single BLI technical sales force, to ensure a comprehensive technical service with the minimum wastage of time for the professional client and BLI alike. Each sales engineer will be able to offer Atlas, Ekco and Mazda products.

Similarly the separate regional lighting engineering offices of the three companies will be merged into BLI lighting engineering departments.

Management Structure

The reorganisation will lead to simplification and strengthening of the management structure. In place of the 21 regional managers controlling a similar number of Atlas, Ekco and Mazda regional offices and depots, there will be nine regional managers with overall responsibility for all Atlas, Ekco

and Mazda sales and lighting activities in their particular area.

Under each regional manager there will be a number of field sales managers, some responsible for the trade representatives and others for the technical sales engineers.

Personnel Policy

Future BLI managers and field sales managers will be appointed from within the present personnel. There will be a reorganisation of functions between sales engineers and lighting engineers, but all trade representatives will continue unchanged.

The reorganisation will eliminate duplication of effort within BLI, whilst giving customers a wide choice of products.

BLI which was previously jointly owned by Thorn Electrical Industries and AEI, is now a fully-owned subsidiary of TEI.

STC ENTER CCTV FIELD

Backed by its established capability in telecommunications engineering, Standard Telephones and Cables is now marketing closed circuit television equipment in the form of a 'total system' service.

The company's entry into the CCTV market is based on the philosophy of backing up the provision of basic CCTV components — cameras, monitors, etc. — with expert know-how in transmission, cabling and allied techniques in order to install a truly viable system.

The Test Apparatus and Special Systems Division at Newport (Mon.), who are marketing the equipment will draw from other STC divisions expert knowledge to produce CCTV systems of any scope and complexity. In many cases it expects to offer CCTV as part of a wider integrated communications system.

Such a system has already been ordered by British Rail for installation at Euston station.

Selected pieces of the equipment are at present on view at the Teamwork Exhibition at the CoID Design Centre, in the Haymarket, London.

It is of interest to note that the Deep Scene feature of the latest STC domestic TV receivers — the Orogas front panel — has been employed on the monitors of the CCTV range.

Particular attention has been paid to the visual and ergonomic design of the cameras and monitors, which was carried out by David Carter Associates, winners of a Duke of Edinburgh Design Award in 1967.

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AID TO MODERN BUYING E64

TECHNICAL INDEXES LTD produce a comprehensive and completely up-to-date system of specialised trade catalogues which prospective buyers can have to hand at the precise moment of their purchasing need. At present there are three services: (1) chemical engineering index; (2) electronic engineering index and (3) engineering components / materials index. A production engineering index is currently being prepared.

KB/RGD UNITED SALES FORCE E65

AS FROM January 1st the sales forces of KB and RGD have been amalgamated. Now all the company's representatives will be able to deal with either KB or RGD problems and this it is expected will bring greater efficiency to the sales effort. Dealers will now be able to include KB and RGD merchandise in their orders to make up their quantities discounts. RGD products will still be exclusive to the independent retailer. J. A. Paget-Brown will be national sales manager assisted by the following regional sales managers: A. Porter (Scotland), S. Powell (North), F. E. Catchpole (Midlands), A. E. King (London), and J. F. Turnbull (South).

RAYCHEM IN MIDLANDS E66

RAYCHEM, makers of plastic tubing and mouldings, has opened an office at 16 Bore Street, Lichfield, Staffs (Tel: Lichfield 51234).

ELECTRO-HEAT CONGRESS E67

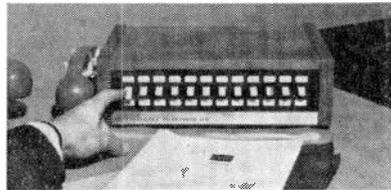
SOME 800 delegates, many from overseas, are expected to attend the 6th International Congress on Electro-heat (UIE) at the Metropole Hotel, Brighton from May 13-18 next. The congress is being held in Britain for the first time. Over 100 papers in seven classifications will be presented.

S. G. BROWN JOINS HAWKER SIDDELEY E68

AS FROM January 1st S. G. Brown of Watford has become a subsidiary of Hawker Siddeley. Existing marketing arrangements for Brown products will not be effected by the merger.

60 SLAVES

THE NEW AT 6000 loudspeaking master unit from Associated Telephones can be connected to three main systems. For general office intercom it can be linked with up to 15 substations to provide full intercommunication and conference faci-



lities. The second system is designed for noisier sites and the master unit is linked direct to a loudspeaker slave, calls being signalled by an amplified buzzer. The third system is a low cost direct system suitable for offices, hotels, etc. The equipment is transistorised, operates from mains or batteries and is available for outright purchase, hire purchase or rental.

WIRELESS INTERCOM E70

NATIONAL RADIO have brought out a new loudspeaking intercom system which requires no interconnecting cables and



can be carried around in office or home to provide two-way conversation. Alternatively the units can be wall or table mounted. The retail price is 24gn. per set of two instruments.

USE THE PRE-PAID FORM ON PAGE 87 TO OBTAIN FURTHER DETAILS OF ANY OF THE ABOVE ITEMS, QUOTING THE REFERENCE NO.

E69

FREEZER AEROSOL E71

RADIOSPARES have introduced to their range a Freezer Aerosol. This specially formulated preparation can reduce the temperature of small components to -50°C and will find many applications where thermally sensitive items are concerned. It can be used to assist in the location of intermittent faults such as instability and drift in radio or television sets. It can be used for cooling semi-conductor devices to prevent damage during soldering, or for locating dry soldered joints. It is harmless on all common plastics.

PROTECTING PRESENTATIONS E72

MYLAR POLYESTER FILM, two thousandths of an inch thick, has been chosen by Multiservice Bookbindings for their Multi-Vision display portfolio. The portfolio is designed for use at meetings or presentations and can be stood on a table to provide a focal point.

INSTRUMENTS FOR HIRE E73

A WIDE RANGE of Marconi Instruments is now available on hire following the agreement reached between Marconi Instruments and Labhire Ltd. Included are: oscilloscopes, frequency counters, v.h.f. and u.h.f. signal generators, bridges, etc. As new instruments become available they will be added to the catalogue.

FIRE PROTECTION CONFERENCE E74

JOHN DAVIES, director-general of CBI, will open the third National Fire Protection Conference organised by the Fire Protection Association. It will be held at the Connaught Rooms, London, from February 22 to 23. The first day will be devoted to discussions on 'Communicating the facts about fire'. The second day will deal with 'Fire control techniques'.

FACE TO FACE IN SEMINAR E75

FOLLOWING our note about the training programmes devised by Training Techniques (Ref. E35, January, 1968) we are now informed that the first full day seminar in connection with these courses will be held at the Waldorf Hotel, London, on February 21st.

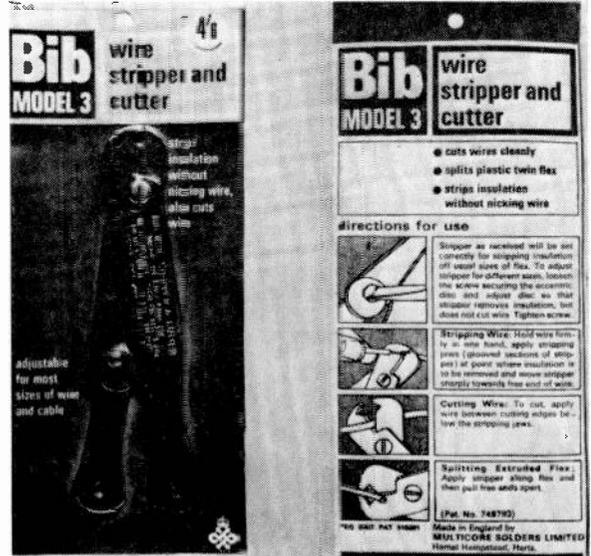
TO HELP YOUR SALES

manufacturers' advertising & sales promotion plans

HAPPY NEW YEAR WITH COLSTON

COLSTON expect to see sales of dish-washers continue to climb week by week during 1968, following the exceptional business they achieved during the recent Christmas period. Continuous large scale advertising in the national press and women's journals is helping to stimulate the demand. Colston representatives are always willing to help with home demonstrations, but with increasing business it is up to the dealer to make sure that his own staff is competent to carry out convincing demonstrations. To make these easier each Colston dishwasher is now fitted with a temporary tap adaptor which is changed for a permanent fitting by the Colston service engineer when he installs the machine finally. This latter service is included in the purchase price of the dishwasher and ensures that every customer virtually has a second home demonstration.

The well known Bib model 3 wire stripper is now supplied skin-packed on an attractive card suitable for peg board display. Full instructions for its use are shown on the reverse side.



HOOVER SALE OR RETURN OFFER

HOOVER are offering their dealers a sale or return agreement for all goods despatched from Hoover since the beginning of the year and invoiced at the week ending January 5th, the arrangement to be effective on the date of receipt by Hoover of the signed agreement. The agreement will continue until the date on which a change takes place in the amount of purchase tax or until Budget day, 1968, whichever is the earlier.

RIMA DEALER AID

RIMA ELECTRIC are making available to their dealers an attractive, contemporary display stand. It comes complete with eight Rima appliances, and is supplied direct from the company but invoiced through the dealer's own wholesaler. It is offered on the special terms of 44½% profit and a purchase tax paid free model 404 fan heater comes with it.

A new Crompton firelamp dispenser which will enable a customer to choose the correct replacement lamp for a specific make of fire with ease. The pack is supplied complete with 25 lamps in five different types.



HOLIDAYS WITH OSRAM

A NEW PROMOTION 'Make life sunnier with Osram-GEC' offers European holidays to retailers in return for redeemable vouchers supplied against bulk orders for Osram lamps. The vouchers can alternatively be used for the purchase of a wide selection of consumer goods.

CLASSIFIED ADVERTISEMENTS

Rates: 1/- per word (minimum 12 words) per insertion. Box Number 2/6 extra. Series rates on application. Copy and remittance should be sent to Classified Advertisement Manager, RADIO and ELECTRICAL RETAILING, 46 Chancery Lane, W.C.2, before the 10th of each month preceding publication. Classified advertisements must be prepaid.

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ALUMINIUM extension and roof ladders for serial riggers, finest obtainable. — Illustrated catalogue from Lyte Industries Ltd. (Dept. R.E.) Rogerstone, Newport, Mon. Tel. Newport 58351.

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COMPONENTS galore, CRT's valves, transistors, tools, Electro-lube, all your service requirements at Willow Vale, "The Service Wholesalers", 69 Station Road, Hanwell, London, W.7. Free catalogue.

KARDEX Roneo-Dex, Shannovue. etc., as new. J. H. Weston Co., 9 Mountfield Road, London, W.5.

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E700 E701 E704 E707 E708 E709. All at 30s. each.

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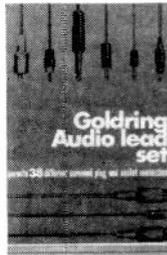
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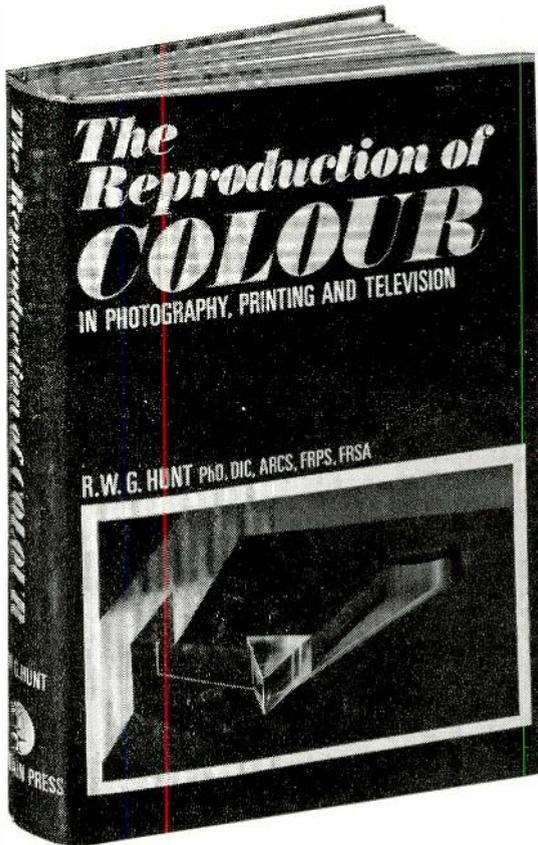
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