



The fair of the air

1959

NATIONAL

radio
show

souvenir catalogue 2/-

PAM (RADIO & TELEVISION) LTD.

295, REGENT STREET, LONDON, W.1

PAM, the pioneers in Great Britain of the Transistorised Radio and printed circuit television, now present another great feature—

POLAROID SCREEN TELEVISION.

The PAM POLAROID filter offers the complete elimination of reflected light, resulting in more restful and enjoyable viewing over long periods—with a greatly improved tonal quality in the picture.

As POLAROID viewing is not affected by light, one can now view television with all the room lights on, enabling others to read or knit, and still obtain a perfect picture, and for daylight viewing there is now no need to darken the room to obtain good picture definition.

This year the entire television range incorporates the latest 110° tubes. The cabinet presentations are right up to the minute in their design, slim, graceful and modern warm Walnut veneers with a “polyester” finish, will make them not only the centre of attraction in your home, but also completely resistant to scratching and marking.

Apart from Television, a complete range of Radio, Stereophonic Sound Equipment and Car Radios will be on view. Brief details of the models are listed hereunder.

RADIO PORTABLES

Model 111.—Gayplay Pocket Transistor Portable. Size 2 in. × 3½ in. × 6½ in.—weighing 22 oz. Fully Transistorised printed circuit chassis—presented in a cream-coloured real leather case.

Model TB59.—A new fully Transistorised, printed circuit portable radio, two waveband reception, push-button wavechange, car aerial socket. Available in two colour finishes with contrasting silver trimmings. Powered by one small 6-volt battery.

TABLE RADIO MODELS

Model TR27.—Four-valve, two waveband, V.H.F. receiver. Highly polished dark wood cabinet contrasting beige “Rexine” fascia.

Model TR26.—Small A.C./D.C. mains, two waveband table model receiver, new leaf green “Rexine” and white polka dot presentation.

Model 365.—A fully Transistorised printed circuit, battery powered table radio. Polished wood cabinet with contrasting fascia.

Model TR30.—A luxury three speaker, four waveband, seven valve, V.H.F. Radio, built-in aerial, magic eye tuning, two indicated tone controls, press-button wave change.

CAR RADIO

Model C.R.10.—Two waveband, four valve, transistor output stage operating from 12-volt D.C. supply. Presented in gunmetal grey and black knobs. Will fit all makes of car.

Model C.R.20.—Two waveband, press-button station selector, four valve transistor output stage. Smart grey and ivory presentation. Will fit all makes of car.

STEREOPHONIC SOUND EQUIPMENT

Model R.G.627.—Contemporary styled, two waveband, V.H.F. radio with four-speed auto-changer for monaural or stereophonic record reproduction.

Model 100.—Stereophonic record player designed as a coffee table with two external speakers. Gives excellent reproduction of both stereo and monaural records.

Model S.P.63.—Portable Stereophonic record player. Four-speed auto-changer, removable extension speaker. Presented in two-colour combinations.

TELEVISION

Model 600S.—17-in. Polaroid screen, printed circuit television Walnut veneered “polyester” finished cabinet, standard reception areas.

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SEE TELEVISION'S GREATEST ACHIEVEMENT

Pam

POLAROID SCREEN

T.V.

STAND NO. 3.

Pam

(RADIO & TELEVISION) LTD., 295, REGENT STREET, W.1.
Telephone: LANGham 7246-7-8

Polaroid is the registered trade mark of Polaroid Corporation, Cambridge, Mass., U.S.A.
Polarisers U.K. Ltd. are the registered users in Great Britain.

PAM—continued

Model 600F.—Fringe model of above.

Model 606S.—17-in. Polaroid screen, printed circuit, "Lowboy" styled Walnut veneered cabinet. Standard reception areas.

Model 606F.—Fringe model of above.

Model 680S.—17-in. Polaroid screen, printed circuit Consolette, standard reception areas.

Model 680F.—Fringe model of above.

Model 666.—Luxury 21-in. Polaroid screen, printed circuit television for use in all areas.

PERDIO

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PERDIO LTD.

DUNSTAN HOUSE, 14, ST. CROSS STREET, LONDON, E.C.1

During the past twelve months Perdio have continued to spend considerable sums on the application of transistors in the domestic field. Some of the fruits of this work can be seen on their Stand.

This year the Company has been working on the production of radios with improved quality of reproduction. Their *Continental* model was the first model to use "Power Transistors" which allow increased output and improved quality. This model also offers an extra large (8 in. x 5 in.) loudspeaker and bass lift. It is considered that these innovations will eventually set a new pattern in portable receivers—portable sets giving table model performance.

Another feature of the new Perdio range is the use of increasing numbers of transistors in each set. Until last year's Exhibition, when the Perdio *Super 7* was introduced, no transistor receiver had been made in the United Kingdom containing more than six transistors and many models contained only four or five. It will be noted that the latest models have at least seven transistors, although their price tends to be no more than that of six-transistor models. Experience, particularly in the export field and also in certain "fringe" areas in the U.K., has shown that the extra sensitivity obtainable from an extra stage, coupled with the extra quality from increased negative feedback, are well worth while.

A further innovation, which is becoming more and more popular, is the use of transistor receivers as "part-time" car radios. Perdio offer special clip-on brackets for use with their pocket size receivers. In addition, most models are fitted with aerial sockets (other models can have this added). This type of receiver is less effective with a normal type car aerial since the usual "screened" lead presents too much capacity. Perdio have developed a special type of car aerial for use with their receivers to get over this problem. The larger sets use standard car aerials.

The increase of the Perdio range of sets to cover all types of transistor receivers, and the increased demand for the individual models, have enabled the Company to increase their production no less than five-fold in the past year.

GROUND FLOOR STANDS

The letters prefixing or suffixing the numbers of the Exhibitors' Stands as shown above refer to the lettered Avenue by which the Stand is most easily reached from the Warwick Road Entrance.

The Avenues are clearly marked on the Plan on pages 6 and 7.