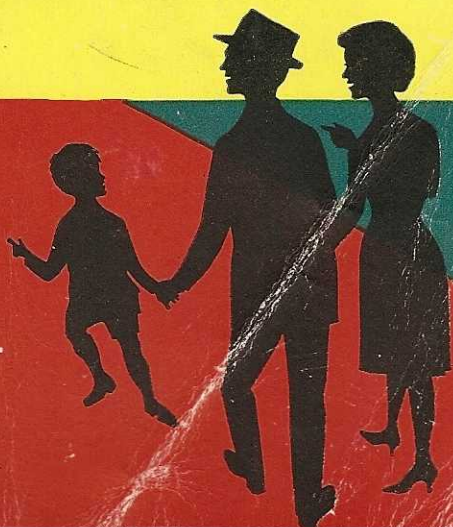


1961 National

RADIO SHOW



Souvenir
Catalogue 2/-



L/80

Patron:
HER MAJESTY THE QUEEN



THE TWENTY-EIGHTH NATIONAL
RADIO AND TELEVISION EXHIBITION

THE
RADIO SHOW
1961

Earls Court, London

August 23rd to September 2nd



Organised by
RADIO INDUSTRY EXHIBITIONS LIMITED
on behalf of

THE BRITISH RADIO EQUIPMENT MANUFACTURERS' ASSOCIATION

VISIT

Pam

STAND

NO 21

AND DEMONSTRATION ROOM NO

X13

SEE THE FULL RANGE OF

PAMORAMA

TV
TRANSISTOR RADIOS
STEREO RADIOGRAMS
STEREO PLAYERS
CAR RADIOS

Demonstration
Room X3

PAM

E 21

PAM (RADIO & TELEVISION) LTD.
295 REGENT STREET, LONDON, W.1

In the course of the last few years this company has established and built a first class reputation for design, performance, and the reliability of its products, that has made the PAM trade mark one of the most distinguished in both the Radio and Television fields.

The equipment is made to standards far above average, and caters for the more discriminating and discerning buyer.

This young enterprising company was the originator and pioneer in Great Britain of the fully transistorised portable radio, printed circuit television, and the use of a Polaroid filter into the television screen.

A complete range of products, both in Radio, Stereophonic Sound Equipment and Television are on view on Stand No. 21.

All models on show can be converted to 625 line transmission if required. Brief details of the models on view this year listed hereunder:—

RADIO

Model 222. Pocket size transistor radio.

Fully transistorised printed circuit chassis—presented in a cabinet of cream with Royal Blue.

Model TB.60. A handbag size transistor radio.

Printed circuit chassis—presented in a cream “Rexine” covered cabinet with Royal Blue suedette contrast.

“The Courier” *Model TB.81.*

A new eight transistor four waveband luxury portable radio, finished in tan coloured pigskin grained “Rexine” with gilt trim and fittings.

Model TB.77. A luxury, fully transistorised, table radio—covering four wavebands, press button wavechange, internal aerial, tone control and power transistor—in a high gloss walnut veneered cabinet.

CAR RADIO

Model CR.40. Two waveband, four valve transistor output stage—operating from a 12 volt D.C. supply. Presented in gun metal Grey and Black and chrome knobs. Will fit all makes of car.

Model CR.20. Two waveband press button station selector, four valve transistor output stage. Smart Ivory and Grey presentation.

STEREOPHONIC SOUND EQUIPMENT

Model RG.630. Contemporary styled, two waveband V.H.F. radio with four speed autochanger for monaural or stereo record reproduction. Speakers fixed into wide swing doors for better stereo reproduction.

Model Sp.63. Portable stereo record player, four speed autochanger, removable extension speaker. Presented in two colour combinations.

TELEVISION

Model 119A. 19 in. screen, press button channel change, remote control unit—“Lowboy” styled walnut veneered cabinet.

Model L119A. Luxury version of above, with extra high powered performance chassis.

Model 120. 19 in. screen, press button automatic tuning, remote control, sliding tambour doors in a polyester polished walnut veneered cabinet.

Model L120A. Luxury version of above, with extra high powered performance chassis.

Model 123A. 23 in. screen automatic press button tuning—remote control. “Lowboy” styled walnut veneered cabinet.

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Model L123A. Luxury version of above, with extra high powered performance chassis.

Prince Regent—Model 1000A. 23 in. automatic press button tuning—remote control. Hand rubbed craftsman built period cabinet in selected matched mahogany veneers.

Model L1000A. Luxury version of above, with extra high powered performance chassis.

PERDIO

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PERDIO LTD.

PERDIO HOUSE, BONHILL STREET, LONDON, E.C.2

The Perdio exhibit offers a complete range of transistorised portable radio receivers. Since Perdio products first reached the market four years ago, the company has specialised in transistor portables to the virtual exclusion of all else. If specialisation pays, then Perdio are on the right lines.

In particular, they have specialised in pocket-sized receivers. There are tiny pocket sets ranging from 11½ guineas. Such receivers although not giving "hi-fi" musical quality, which can only be obtained from larger sets, are remarkably useful nevertheless. They can be carried anywhere and receive local stations nearly anywhere. For the ordinary person who just wishes to hear the news, the sport, and perhaps a little music, they are very often the ideal answer. If used with an earphone, the quality of the music can be enormously improved and the number of stations received is increased using this accessory, because it is more efficient than the very small loudspeaker in the set, a fact which is not always realised.

Next in size in the Perdio range are the *Piccadilly* and *Park Lane* receivers. These sets are undoubtedly Perdio's largest sellers and offer perhaps the best compromise between size and musical quality. Amazingly good reproduction is offered in these sets considering the fact that they only use 3 in. loudspeakers. This is achieved partly by highly advanced circuitry and also by very careful cabinet design to give the best possible acoustics within the limited space available.

In the larger sets, Perdio offer a low price 7 transistor set of exceptional value at only £13 19s. 6d. At the other end of the scale, they offer a top quality A.M./F.M. receiver, which is being sold in many countries, and also a multiwave set which covers not only the ordinary broadcast band, but full long wave (which includes the new North American long wave weatherband) and also 3 short wavebands, which between them cover all short wave frequencies between 1.6 and 27 megacycles. This coverage includes virtually every short waveband normally required and in addition, the marine and trawler bands. Using 10 transistors, this set has attracted world-wide interest from yachtsmen, travellers and short wave enthusiasts, not to mention people in those countries who normally use short wave for their entertainment listening.

Perdio portables will soon be extended to include television portables. The transistors required to allow such a portable battery operated television set to be made are only now becoming available and are still very expensive, but visitors to the Perdio stand may see a truly portable television set on view. It is hoped that these receivers will reach the shops before Christmas. The great beauty of such a set is its true portability, not only is it light to carry, but being battery operated it can be used anywhere. The battery can be recharged off the mains, the set can run off a car battery or from the mains direct. How many of us have stayed at home so as not to miss some favourite programme on the television? With the new T.V. battery portables, this problem is solved.