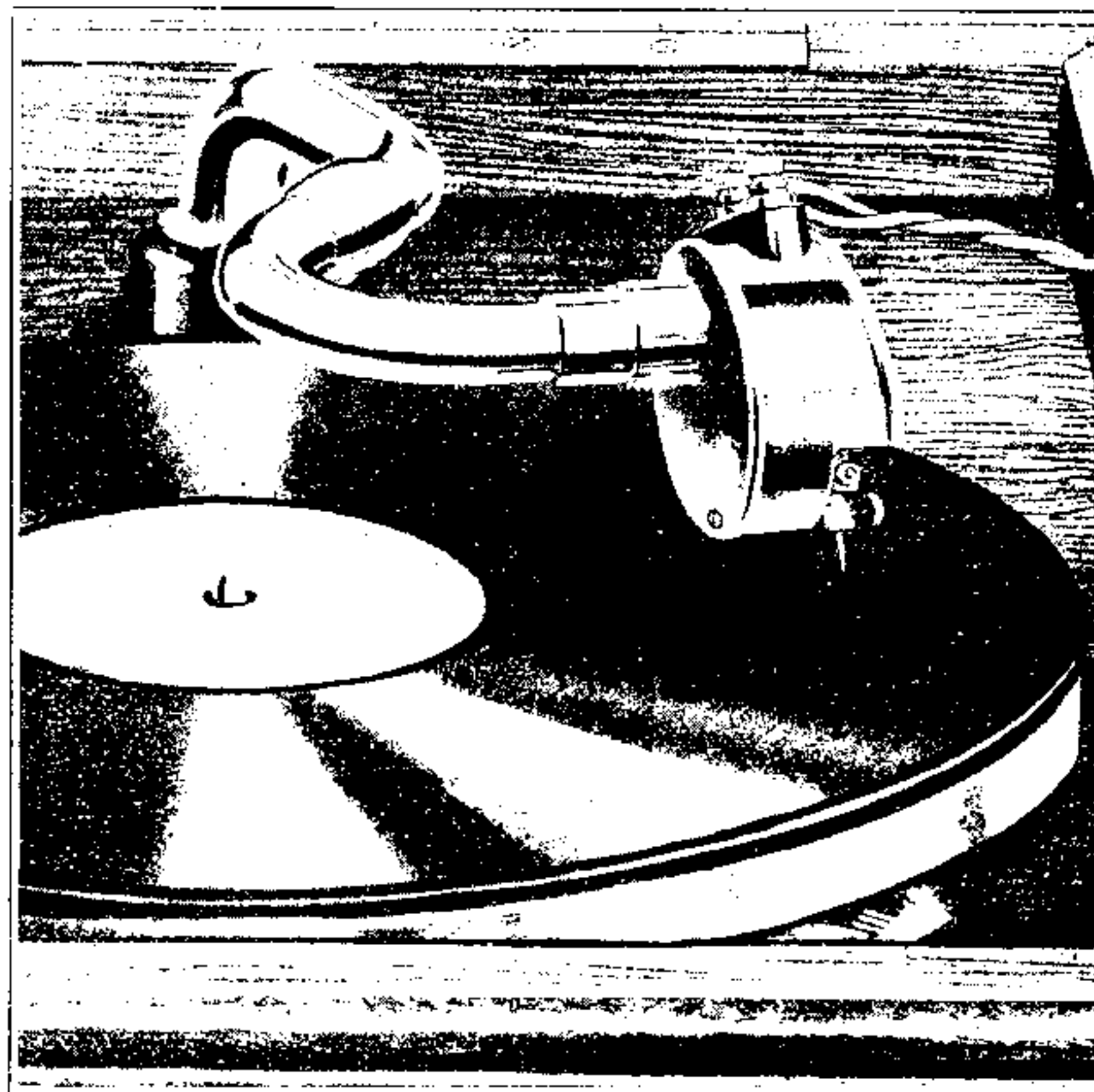


How the "Brown" Electrical Pick-up will increase your loud speaker sales

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EVERY radio dealer knows what a trouble it has always been to demonstrate a loud speaker to a prospect out of broadcasting hours. Many a sale has been lost because the instrument was unable to prove its worth and the customer said, "I'll call again."

With the coming of the "Brown" Electrical Pick-up this obstacle is for ever overcome. No longer need you miss sales, because you can demonstrate at any time of the day. You can be absolutely independent of broadcasting altogether.

For instance a customer calls at eleven in the morning when no broadcasting is on—it makes no difference to you—you can easily demonstrate by linking up the loud speaker to a gramophone. He may have a liking for bands and may happen to call during the "Children's Hour." This is no hindrance—you simply play him a band gramophone record.

The "Brown" Electrical Pick-up is an electro-mechanical device by means of which the vibrations set up by a gramophone record are converted into electrical impulses, which after amplification can operate a loud speaker.

The Pick-up is used in place of the sound box on the tone arm of the gramophone, and is connected by flexible wire to a low frequency amplifier. For best results this should have two or more stages of low frequency amplification, and one or two power valves in the last stages. Suitable circuit diagram will be forwarded on application. Alternatively, existing wireless sets having at least two L.F. amplifying valves may be used. In such case the Pick-up is connected to the grid of the detector valve and the L.T. negative or grid bias.

With a high-class loud speaker, the rendering of the recorded music is of the highest quality and decidedly superior to the direct-acting gramophone.