

# Turn the Cinemas into Customers

Immense possibilities in an easily reached market

*First details of interesting new "Brown" product*

**I**N our July number we gave details of the "Brown" Cinema Mains Unit, which has met with considerable success. After further experiment, based upon the opinions of many well-known people in the entertainment world, we have produced a new model which, we are confident, will have a very much wider appeal than the older type.

This new "Brown" production will be known as the "Electrogram." It has been designed to meet the demand for perfect gramophone record reproduction, with volume sufficient for restaurants, cinemas, dance halls, cafés and large private houses where an ordinary gramophone is inadequate.

The Electrogram should have a strong appeal to

the Cinema Proprietor. One of the biggest expenses he has to face is that of an orchestra. The public has tired of the monotony of a solitary piano. Even in small cinemas an orchestra of some kind is demanded. This demand must be met or audiences soon diminish. The Cinema Proprietor is therefore forced to provide the best he can in the way of orchestral accompaniment to the films, or face a rapid fall in his takings. To the problem of providing orchestral music at a minimum cost, the Electrogram offers a complete solution.

## Electrically-driven records that "fade" in and out

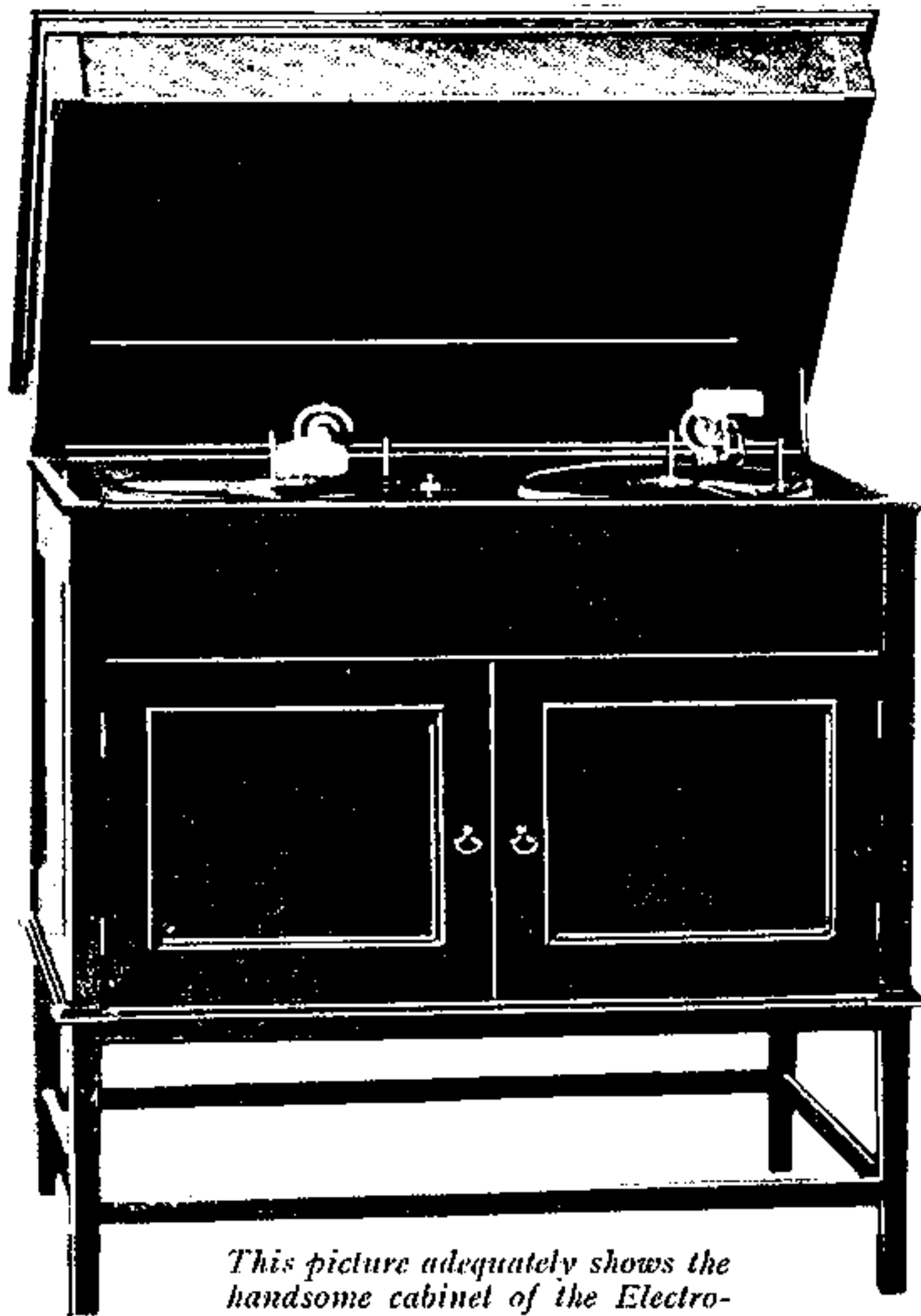
The Electrogram is housed in a french polished oak cabinet of substantial design. Two cupboards are provided for the storage of records in the lower part of the cabinet. Inside the lid are the two turn-tables, which are electrically-driven, direct from the mains. Each is provided with a switch which automatically cuts off the power supply when a record is finished.

An additional refinement is the "fade over switch." This is of particular value in cinema work. The records are selected to suit the various scenes in the film, just as an orchestral leader would arrange the accompaniment. As the scenes change, one record is "faded out" as the other is "faded in," so giving an almost imperceptible change. A volume control is provided by means of which the output can be varied to suit the size of the hall in which the instrument is used.

## Saves wear of records

The tone arms are of special design and have a very free movement on pivots in the necessary directions. The short tube near the pick-up being arranged so that a considerable proportion of the weight of the pick-up itself is balanced out, thus saving considerably the wear on the records.

The pick-ups employed are of an entirely new type and embody the results of many months research. They give extraordinarily pure reproduction with, literally, enormous volume. The amplifier works direct from the mains, both H.T. and L.T. current demands being met by a special A.C. Unit (a D.C. Unit is now in the experimental stage).



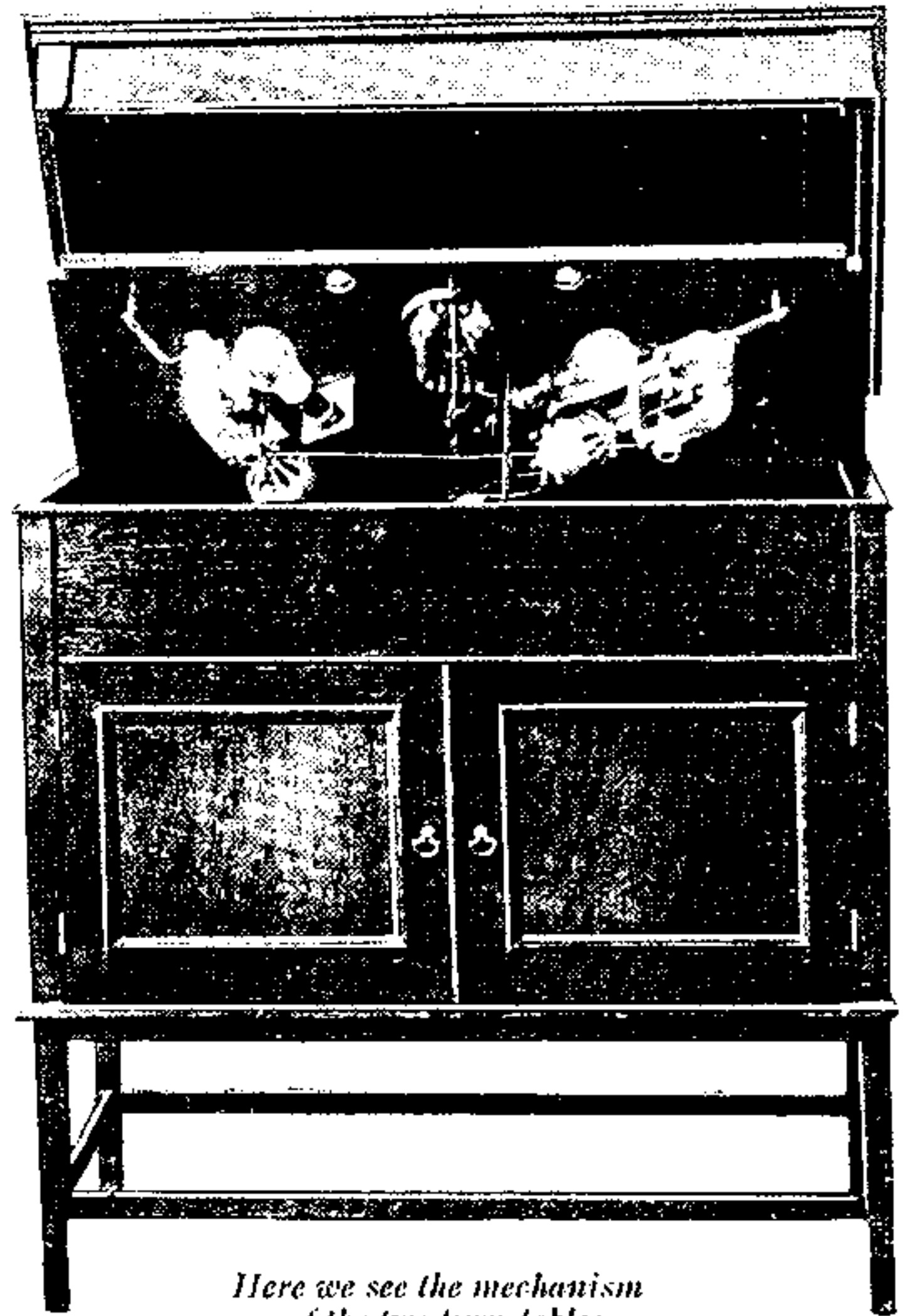
*This picture adequately shows the handsome cabinet of the Electrogram. Note the two turn-tables*

The Electrogram is supplied complete with a super cone Moving Coil Loud Speaker, suitable for hanging from the roof of a building. Alternative equipment provides two Cubist electrically-energized Moving Coil Speakers. In either case, the moving coil pots are energized direct from the mains, being arranged as smoothing chokes in the amplifier circuit.

## A big market for the Electrogram

The "Brown" Electrogram is priced at £175 and deferred terms can be arranged. Production is proceeding apace. There is an enormous field for this new "Brown" product; already a considerable number have been sold. In every part of the country there are cinemas, dance halls, restaurants, etc., in which this Electrogram would prove an enormous asset. For a very modest expenditure it is possible to reproduce the world's finest music, both classical and popular, as played by the leading orchestras and instrumentalists. Think how very much more attractive this would be than the fiddle, 'cello and piano, which more often than not furnish the musical part of the programme in the smaller cinemas and restaurants. In dance hall work the Electrogram has a wide appeal, for it affords a ready means of providing the most up-to-date dance music, played by world-famous dance bands.

With the Electrogram, Repeater Systems can readily be arranged: these permit the relaying of

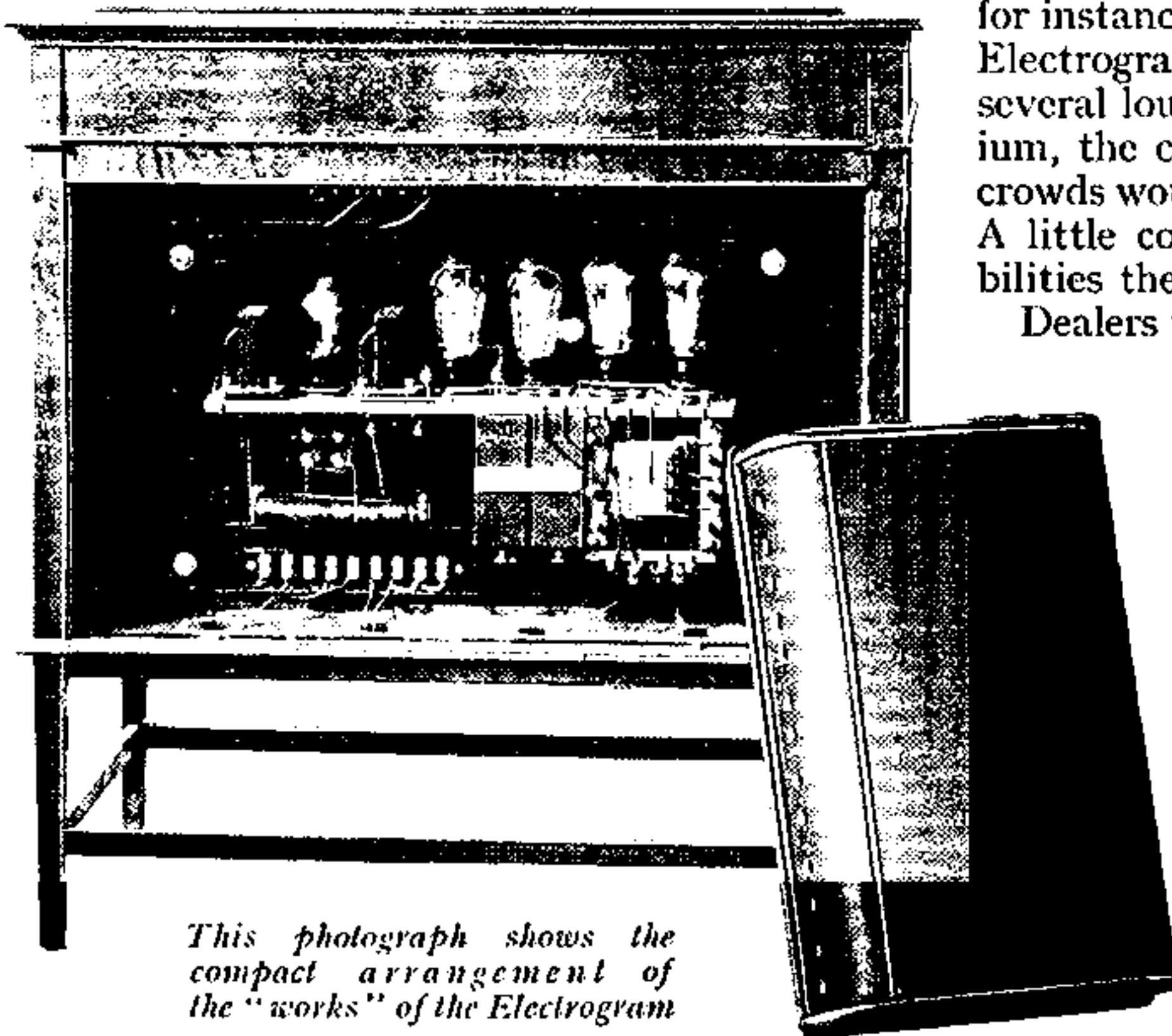


*Here we see the mechanism of the two turn-tables*

the music to all parts of a building. In a cinema, for instance, it is a very simple matter to instal the Electrogram at any desired point and relay to several loud speakers situated, say, in the auditorium, the café and in the foyer, where the waiting crowds would greatly appreciate the entertainment. A little consideration will show what wide possibilities there are in the Electrogram.

Dealers who secure enquiries for this new instrument will receive our most enthusiastic backing, and we shall be glad to arrange demonstrations in any part of the country.

From the reproduction point of view the Electrogram is startling. It is almost impossible to detect the difference between the real thing and the music produced by this new instrument. Perhaps the most graphic way to describe its perfect tone is to say that its reproduction is typical of "Brown." Could one say more?



*This photograph shows the compact arrangement of the "works" of the Electrogram*