



SENIOR DE LUXE PICK-UP AND TONE-ARM

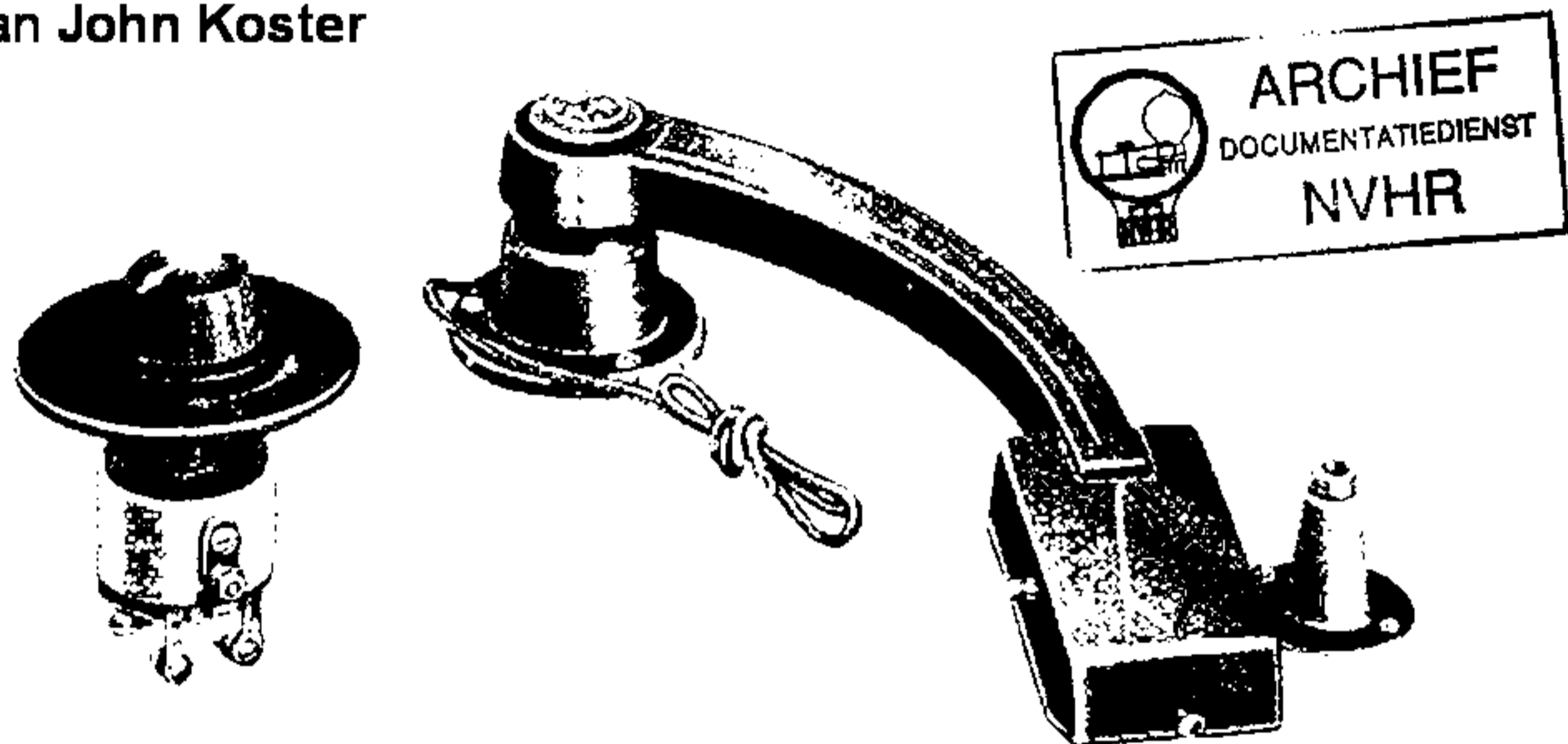
AND VOLUME CONTROL.

1932-33 MODEL.

Patents Pending.

Ned. Ver. v. Historie v/d Ra

Met dank aan John Koster



REFERENCE No. 10.

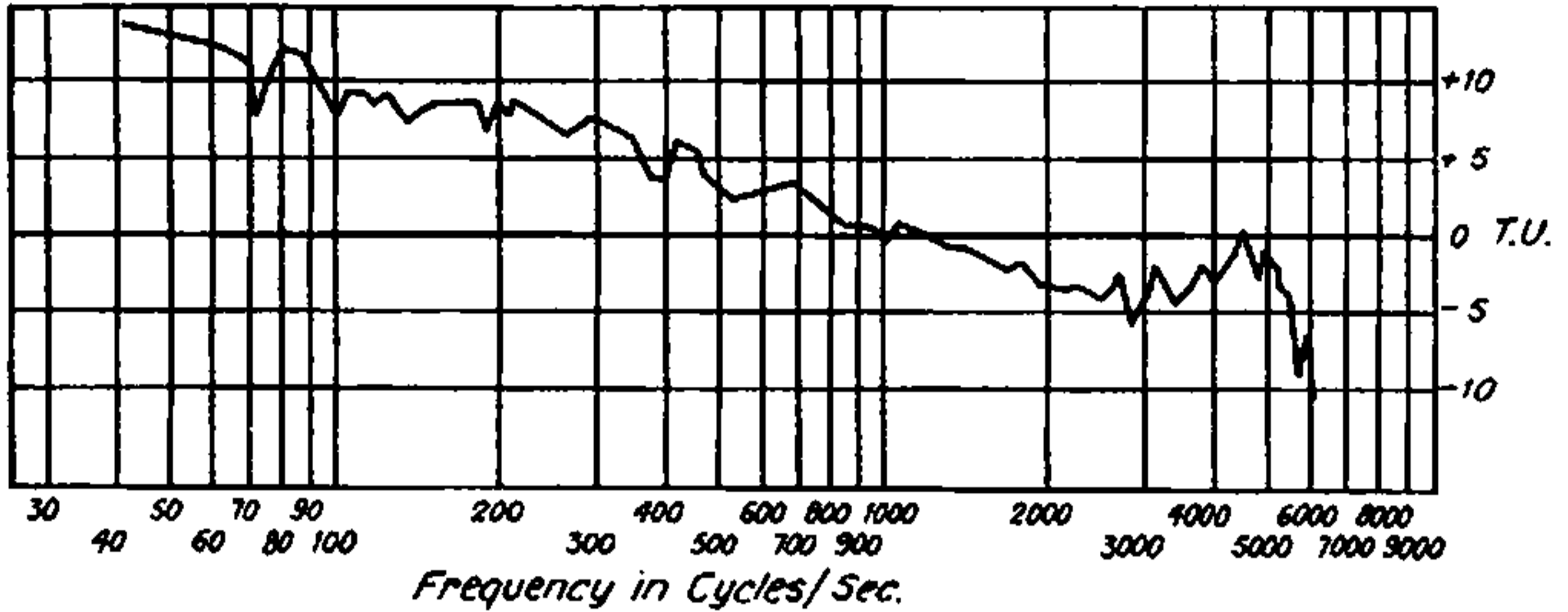
Minimum voltage output	0.9 volts.
Impedance at 4500 cycles	40,000 ohms.
Maximum tracking deviation	3°.
Value of volume control resistance	20,000 ohms.

EXTREMELY sensitive and thoroughly reliable, the B.T.H. Senior de Luxe Pick-up and Tone-Arm reaches a standard of excellence which will not be surpassed for a considerable time. It has a powerful magnetic system and, as will be seen from the response characteristic overleaf, it is highly sensitive over a frequency range of from 40 to 6000 cycles. Used with an H.M.V. full-toned needle on a 993 cycle record, the output is approximately 1 volt.

[SEE OVER]

THE BRITISH THOMSON-HOUSTON CO., LTD.,
EDITION A. RUGBY, ENGLAND,

Excessive record wear is reduced to an absolute minimum by the use of this instrument, as it gives 97% perfect tracking, has an efficiently damped armature, and almost negligible friction in the tone-arm swivel.



Average characteristic of B.T.H. Senior de Luxe Pick-up with volume control.

The 20,000 ohm volume control, provided as a separate unit to facilitate mounting in any position and to any thickness of motor board, is exactly matched to the pick-up, and consequently ensures the very highest operating efficiency. This volume control also possesses novel features in that the contact plate makes both a rolling and a rubbing contact in order to ensure cleanliness of the contact area between the plate and the wire element. It maintains perfect contact, has a smooth, silent operation and since friction is eliminated there is no likelihood of the resistance increasing.

The entire design is carried out in pressed metal finished in Florentine bronze, and presents a very pleasing change from the conventional contours. A swivel point in the head of the pick-up enables it to be swung back through an angle of over 90° and so facilitates the rapid changing of needles.

For best reproduction and wearing properties H.M.V. full-toned needles are recommended.

The Code Word for this Leaflet is "ZAVTE." When ordering by cable or telegram please quote the code word, preceded by the quantity and followed by the reference number.