

Bring the Loud Speaker to the Masses!

The Set for which there is a field of over 20,000,000 prospective customers

FOR a long time there has been a distinct need in the wireless industry for a receiver which would appeal to that enormous untapped market of people who have not a mechanical turn of mind and who would appreciate a wireless receiver for which no skill is required in operation, and which was inexpensive in upkeep costs. Perhaps the greatest achievement of the many which can be credited to the successful firm of S. G. Brown Ltd., is the filling of this need. In the new "Brown" Ideal Wireless Set, which was placed on the market in the early part of this month, there is, as every dealer knows, a Set so simple in operation that a child can work it, and so economical to run that good loud speaker results are now within the reach of everyone.

This new "Brown" instrument is a complete wireless set that works a loud speaker without a single valve or accumulator. It employs nothing that can possibly wear out; therefore, there is nothing to replace. It can be used with an indoor or outdoor aerial. With the latter it gives extremely clear and loud results on the speaker within 15 miles of a broadcasting station, while from Daventry, double that radius is obtained. With an indoor aerial very good loud speaker results are obtainable within seven miles of a broadcasting station, and double that from Daventry.

The complete equipment, which sells to the public at £12 10s. 0d., includes a 20 in. "Brown" Loud Speaker, specially wound, with a combined amplifier and crystal receiver. In addition, a $\frac{1}{2}$ -volt battery (the only item which ever needs

replacing) is included in the richly polished wooden case.

We have also placed on the market another model retailing at £15 and specially constructed for use with a frame aerial. Good loud speaker results will be obtained within a distance of three miles from a B.B.C. Station.

Consider now the sales possibilities of this latest "Brown" invention. A complete wireless set which is actually simpler to operate even than a gramophone—so easy in fact that a child can turn it on or off and adjust signals on the loud speaker. This

means that there is no one, provided they live within the necessary radius of a broadcasting station, to whom loud speaker results are now denied.

Unfortunately there are "blind spots" for wireless reception in some districts, which are impossible to specify, but where a crystal set will not operate, and where, consequently, the Ideal Wireless Set will be useless.

Anyone who can afford the initial outlay of £12 10s. 0d., can—almost without instruction—get

good loud speaker results with this new Set, even if they have never seen a wireless set before! How many such people are there in your district?

Look at the map shown on the next page. Here we have indicated the centres throughout the country in which the "Brown" Ideal Wireless Set will operate successfully. The larger circle in the Midlands, of course, represents the Daventry area; while the medium-sized circles are indicative of the 15 miles radius of the main broadcasting stations. The smaller circles represent the seven



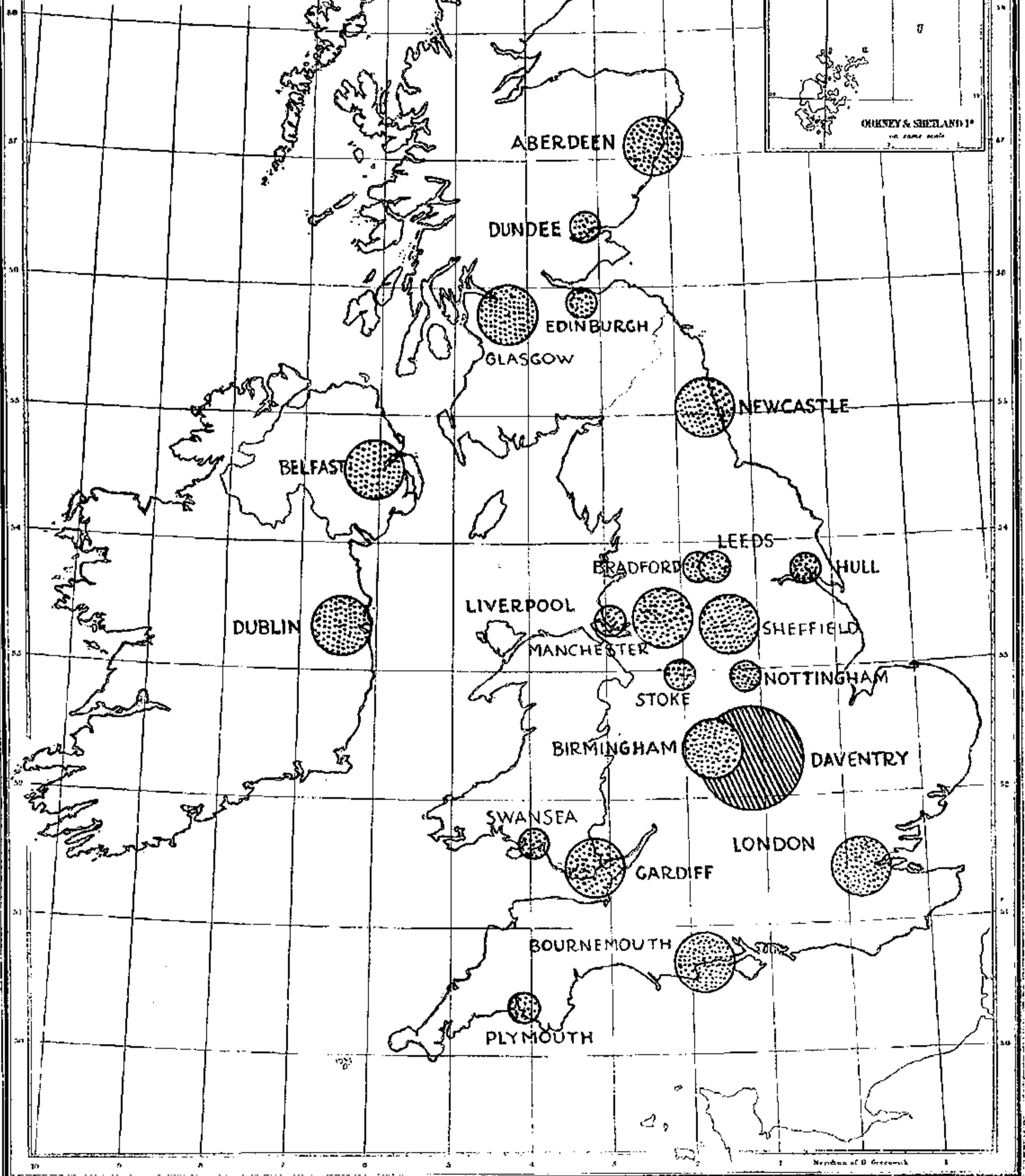
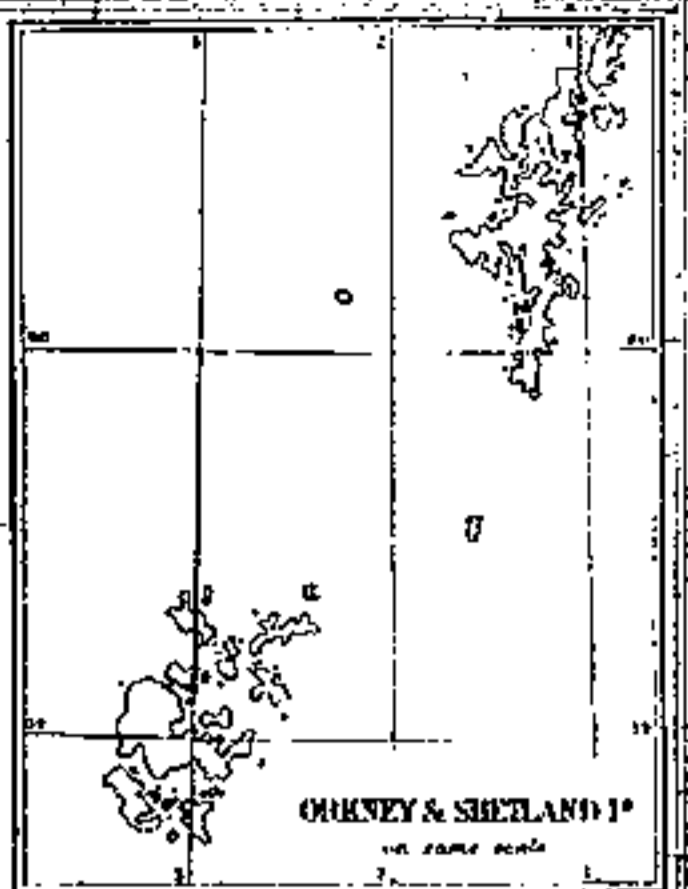
The new "Brown" Ideal Wireless Set

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Projection: Conical with two Standard Parallels



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