

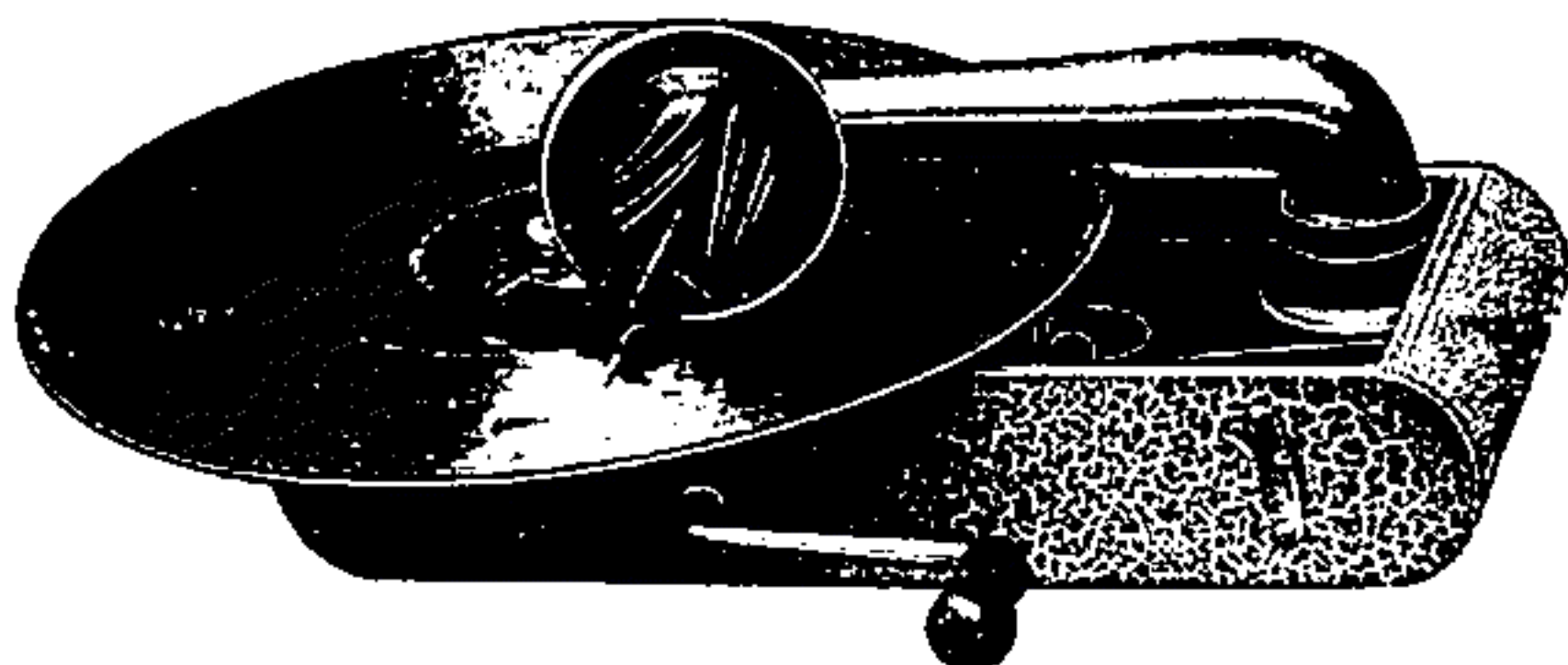
"EXCELDA"

THE WORLD'S SMALLEST PORTABLE PHONOGRAPH

MADE BY

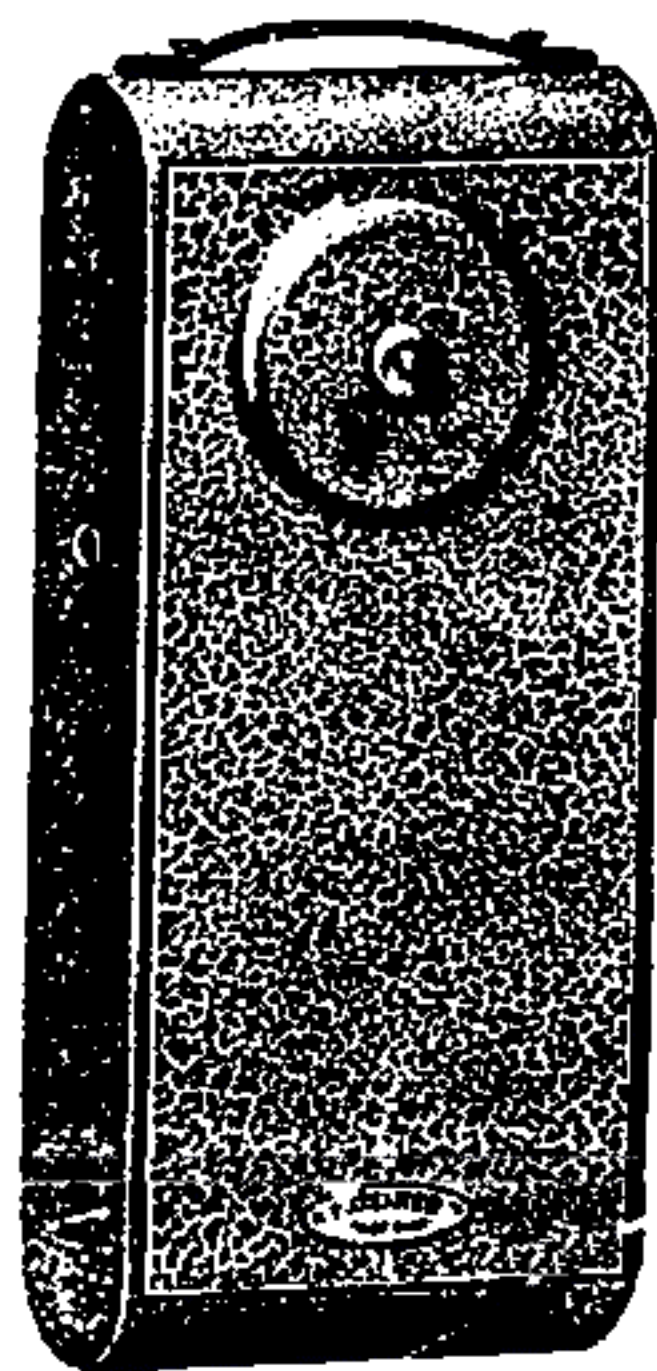
THORENS

OF SWITZERLAND

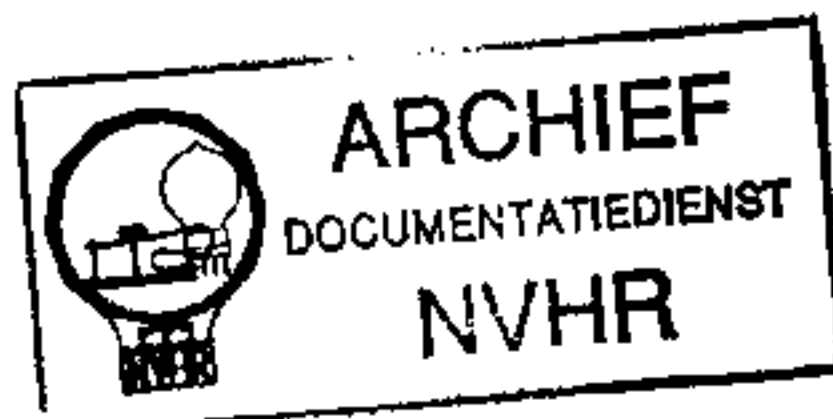


The "EXCELDA"

is only 11" x 4 ³/₄" x 2 ¹/₂". When closed it looks like a folding camera and is just as easy to carry. Small and compact, yet it plays phonograph records with the same fine tone quality and volume of a much larger instrument. Equipped with the world-famous Thorens phonograph motor. Ideal for picnics, garden parties or motor trips.



Ned. Ver. v. Historie v/d Radio



295-FIFTH. AVE., NEW YORK 15, N.Y.

INSTRUCTIONS FOR USING THE THORENS "EXCELDA" PHONOGRAPH N° 55

A. Fitting.

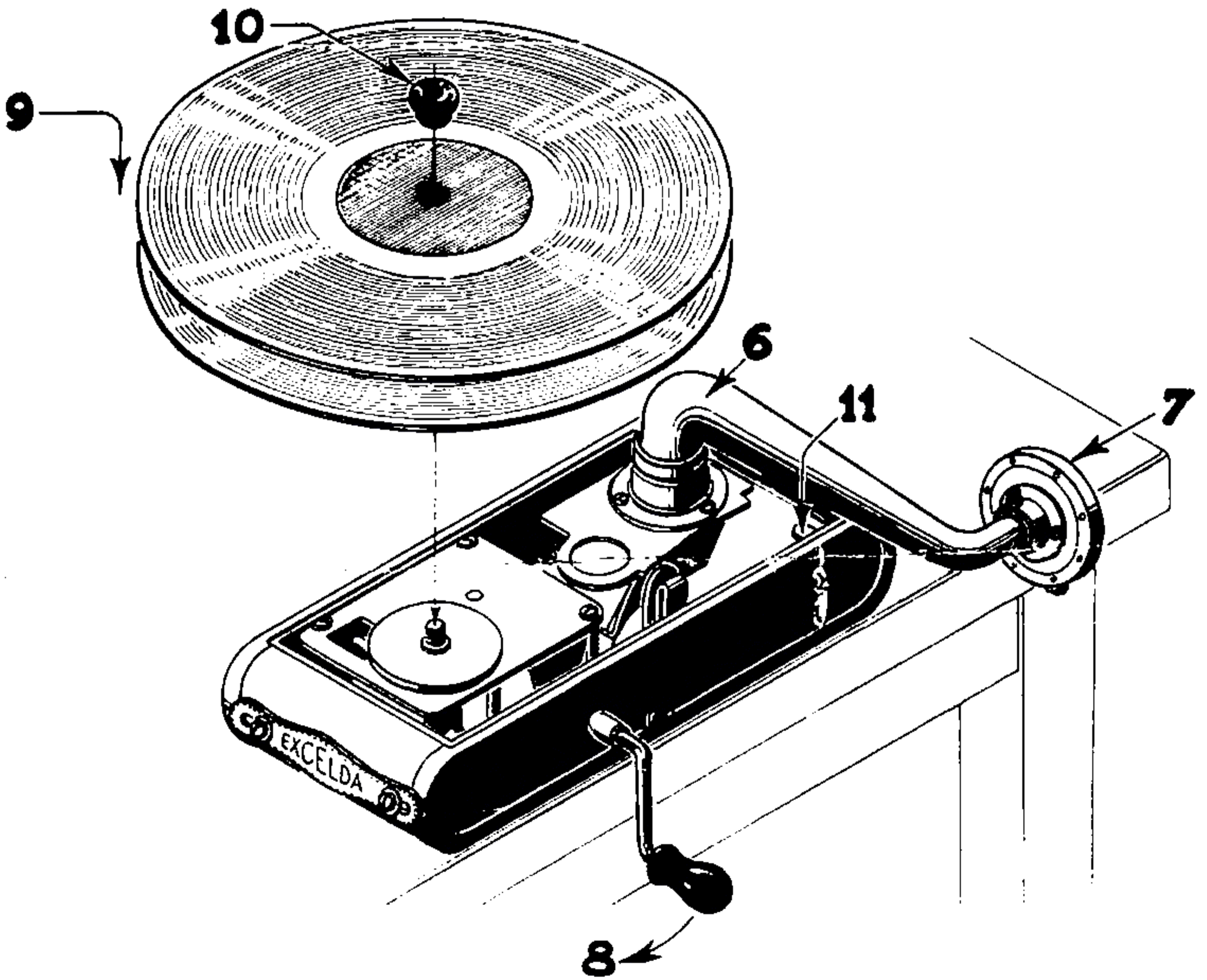
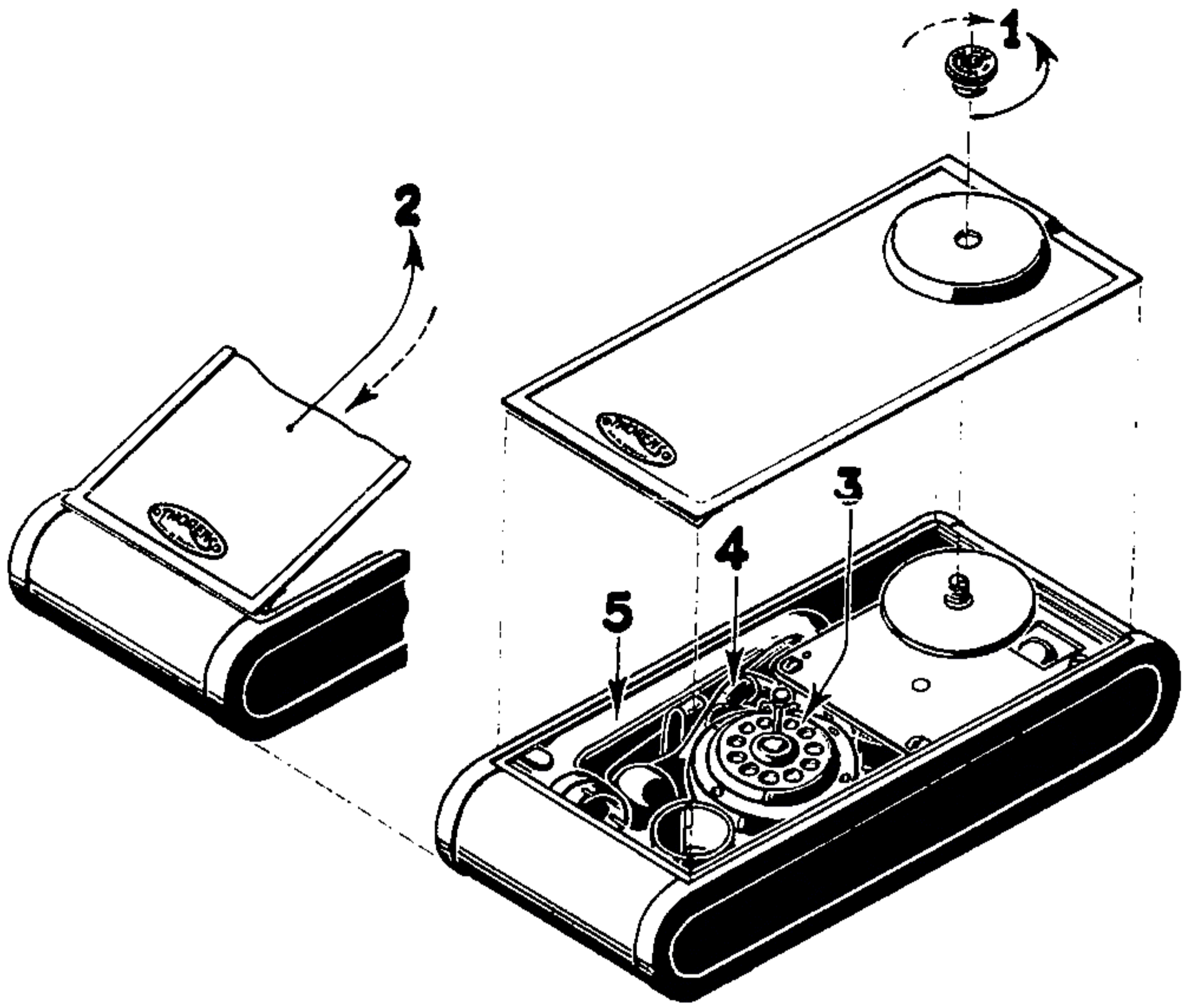
1. Unscrew cover screw.
2. Take off cover.
3. Take out soundbox.
4. Take out winding handle.
5. Take out tonearm.
6. Place tonearm into tonearm holder.
7. Fit soundbox on tonearm (It has a special device which makes it only possible to fit right-angled)
8. Place winding handle and wind up the motor.
9. Place two records of 10" or 12" on turntable (the under record acting as a regulator improves the audition).
10. Fasten records on turntable by screwing on cover screw.
11. Start and speed regulation by pressing on regulator lever
Stop by raising the lever.
12. Do not overwind the motor.
13. The reproducer is the most sensitive part of the phonograph.
Handle it gently — do not let it drop on the record.
14. This phonograph was played and carefully tested before it left the factory and is free from all defects in material and workmanship.

B. Changing of records and winding.

Proceed inversely from N° 11 to 8 and then again from N° 9 to 11.

C. Folding.

Proceed inversely from N° 11 to 1.



Le Gramophone „EXCELDA“

n'est pas un jouet, mais un véritable gramophone muni d'un moteur à vis sans fin THORENS.

Il est muni aussi d'un bras ingénieux et d'un diaphragme de qualité.

Une fois remonté, il joue tous les disques de 25 cm., ainsi que les disques de 30 cm. d'enregistrement normal.

Quand le bras est en place avec le diaphragme, le gramophone est prêt à jouer.

Grâce à un dispositif spécial, le diaphragme „EXCELDA“ ne peut être fixé au bras acoustique que dans la position correcte du jeu.

Très léger et facilement transportable, le Gramophone „EXCELDA“ est l'appareil portatif par excellence.

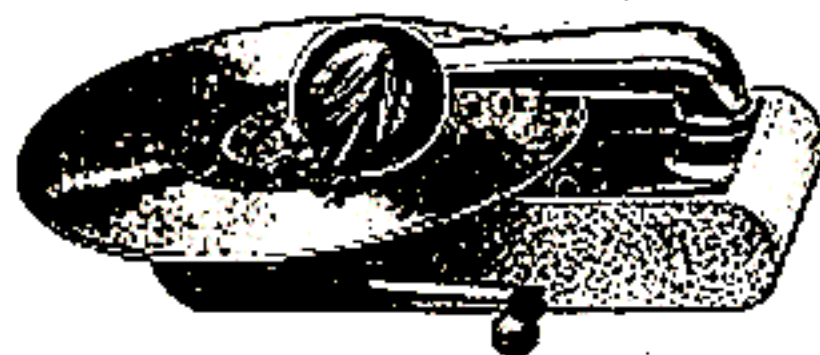
FABRICATION SUISSE

„EXCELDA“ Gramophone

Not a toy, but a genuine gramophone, fitted with the best THORENS worm-gear motor.

Has an ingenious Tonearm and Soundbox of unquestionable quality.

Plays all Needle Records, 10" and average 12" with one winding.



SIMPLICITY ITSELF: When Tonearm fitted with Soundbox is in position, the gramophone is ready to play.

„EXCELDA“ Soundbox has a special device which makes it only possible to fit at the right angle.

Just the last word in Portables and will be readily welcomed by Tourists, Motorists, Garden and Picnic Parties, etc., etc., as „EXCELDA“ Gramophone is not only the lightest Portable Gramophone, but the most Portable of Portables.

SWISS MADE

Der Sprechapparat „EXCELDA“

ist kein Spielzeug, sondern ein vollwertiger Sprechapparat, mit einem guten THORENS-Laufwerk mit Schnecken spindletrieb, sowie einem sinnreich konstruierten Tonarm und einer Schalldose bester Qualität versehen. Er spielt jede 25 Cm.-Platte, sowie durchschnittlich alle 30 Cm. Platten normalen Umfanges nach einmaligem Aufzug.

EINFACHSTE HANDHABUNG: Nach dem Einsetzen des Tonarmes und der Schalldose ist der Apparat spielfertig.

Der Anschluss der Schalldose „EXCELDA“ ist derart hergestellt, das letztere unbedingt in die richtige Lage kommt.

Infolge seiner handlichen Form und seines geringen Gewichtes ist der SPRECHAPPARAT „EXCELDA“ der beliebteste kleine Reise-Apparat.

SCHWEIZER FABRIKAT