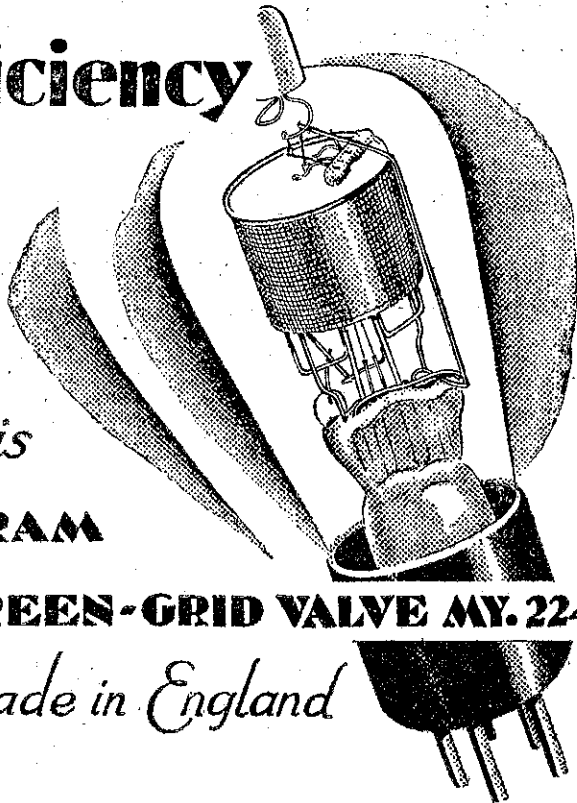


Osram... noiseless efficiency



This

OSRAM

SCREEN-GRID VALVE MY.224

is made in England

If your radio incorporates the screen-grid principle you will find that its working will be far more efficient if you substitute an Osram MY. 224 for your present screen-grid valve. The new Osram series of 2.5 volt valves is definitely non-microphonic—the only valves that are truly insensitive to vibration or shocks.

You can test Osram '2.5' superiority at your Radio Dealer's. Ask to switch on any set, tune out all stations and tap the 224 or 227 detector. If it is microphonic the speaker will emit a pinging noise, indicative of imperfect reception. If the microphonic valves are replaced by Osram 2.5s, tapping will result in silence.

Osram
2.5 *ac* **Valves**

Made in England

Advertisement of the
BRITISH GENERAL ELECTRIC CO. LTD.

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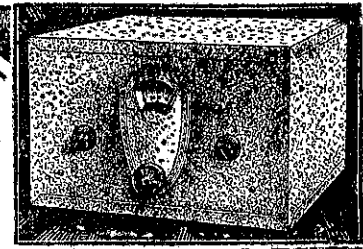
Ask your dealer also to show you the full range of Osram 2.5 volt valves—MY.224, MY.227, MX.245 and MX.280.

Add Short Wave Reception to your Entertainment

In a few moments this All-Electric Short-Wave Converter can be connected to your Broadcast Receiver—and you can enjoy the added entertainment that short-wave stations provide.

The Silver-Marshall 738 is a Self-contained All-Electric-operated Converter which makes a Powerful Short-Wave Super-heterodyne out of any Broadcast Receiver.

Simplified single dial, tuning covering 18 to 206 metres.



The SILVER MARSHALL 738 Converter

SILVER-MARSHALL RADIO SETS and RADIO PARTS

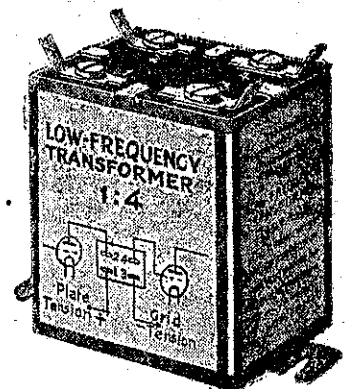
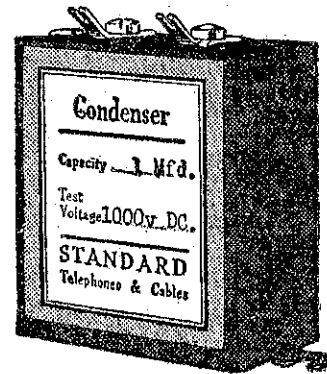
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RECORD SALES

Thousands were sold in June, and July sales to date represent a 100% increase. Orders already received for August deliveries indicate a further 100% increase.

The reason for these record sales is that Standard Condensers and Standard Audio Transformers are giving absolute satisfaction. They have proved themselves in service all over the World.

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