

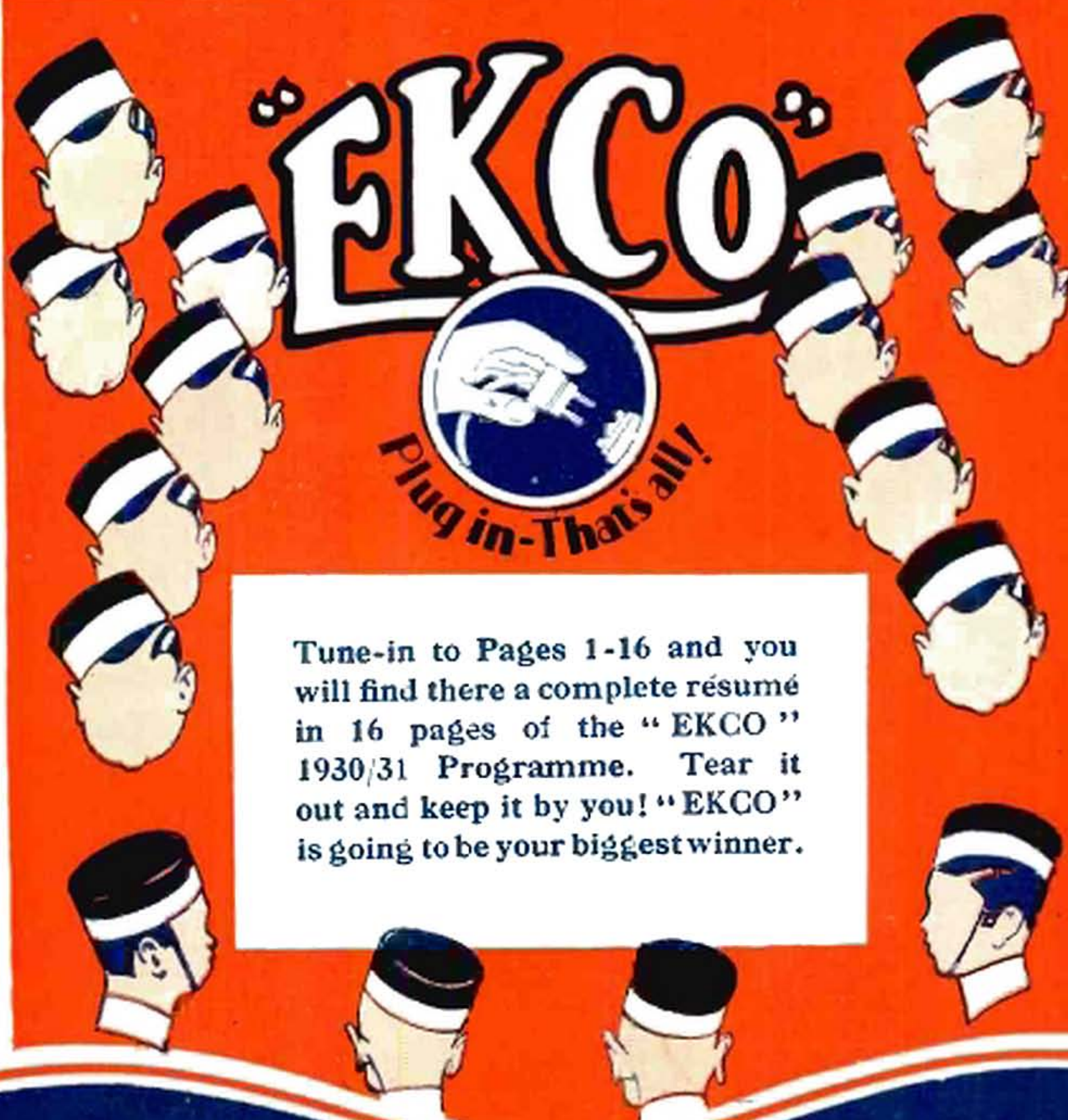
# *The* **WIRELESS & GRAMOPHONE TRADER**

*incorporating* "The WIRELESS and ALLIED TRADES REVIEW" "The RADIO  
TRADE JOURNAL" and "The WIRELESS DEALER"

VOL. XXIII. (NEW SERIES) No. 312.

August 9th, 1930.

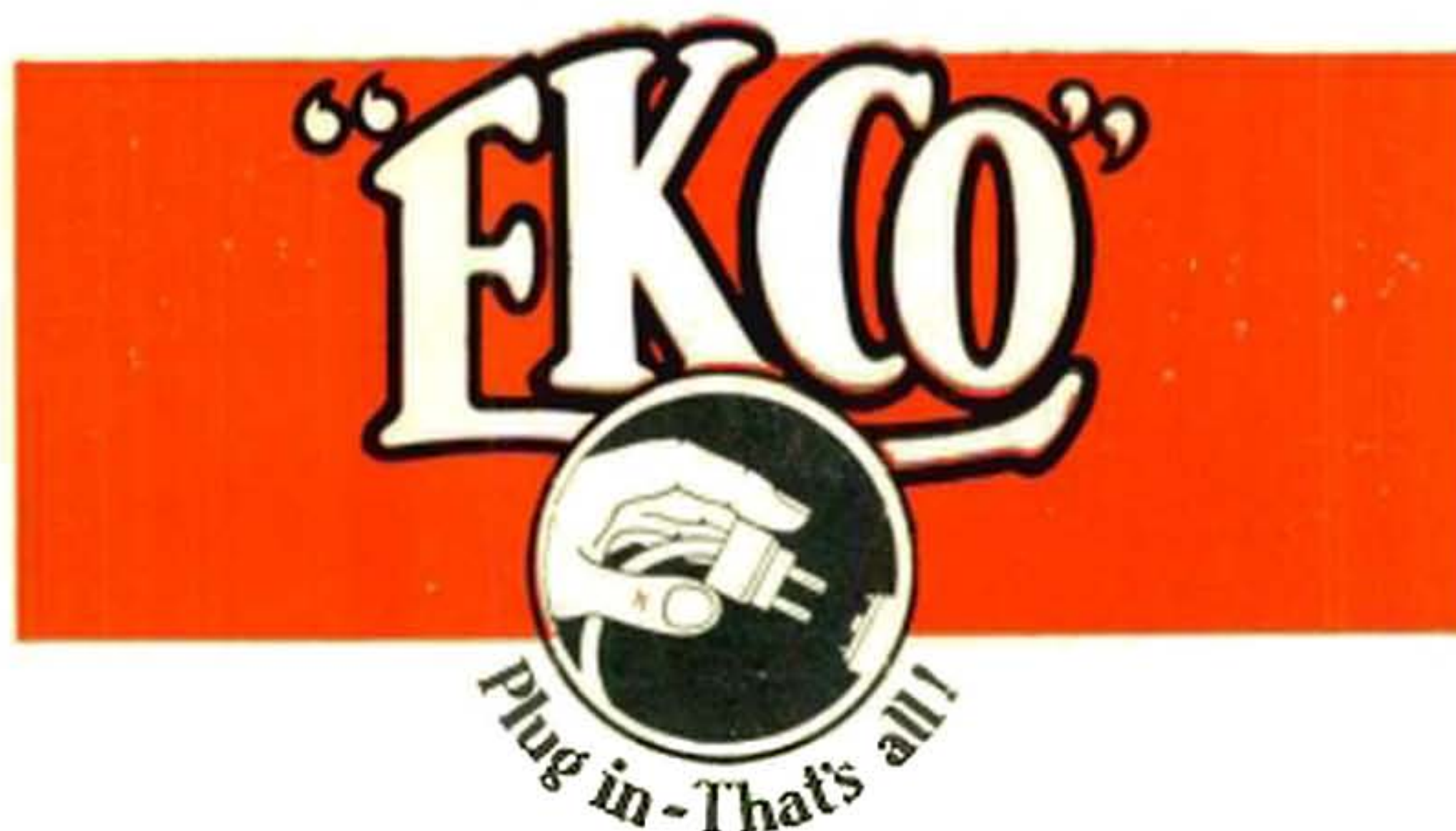
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Tune-in to Pages 1-16 and you  
will find there a complete résumé  
in 16 pages of the "EKCO"  
1930/31 Programme. Tear it  
out and keep it by you! "EKCO"  
is going to be your biggest winner.

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**16 PAGES** being the complete résumé of the "EKCO" 1930/31 Programme. Tear it out and keep it by you!

"EKCO" is going to be your biggest winner.

#### EKCO 1930 31 PROGRAMME AND POLICY

Keeping ahead in radio—foreseeing next season's demand and meeting it before competitors ready to give your customers the best in radio reception for years to come—definitely the radio of to-day and the future—that's "EKCO," the foremost name in British Electric Radio, pioneers of the "ALL-ELECTRIC" Unit and *specialists* all the time.

#### THE "EKCO" 1930/31 FULL RANGE

- |   |   |
|---|---|
| 1. ALL-ELECTRIC SETS.   | 6. ALL-POWER UNIT—Specially designed for manufacturers. |
| 2. LOUD-SPEAKERS — Moving-Coil and Cone.                          | 7. L.T. UNIT.   |
| 3. ALL-POWER UNITS.   | 8. RECTIFIER UNIT.                                      |
| 4. H.T. UNITS.  | 9. TRICKLE CHARGER.                                     |
| 5. COMBINED H.T. UNIT & L.T. CHARGER, & H.T. UNITS FOR PORTABLES. | 10. ISOLATING TRANSFORMER.                              |

#### ASTOUNDING NEW SET FEATURES

The new "EKCO" Sets are beyond your most sanguine expectations. They incorporate two entirely original and exclusive features:—

1. Bakelite cases of a rare and choice design in three colourings which match harmoniously with almost every furnishing scheme. These colourings are dark jade, dark mahogany and medium oak.
2. Loud-speakers which are completely matched with the Sets in colourings, cabinet design and proportions, and performance.

Sets and Loud-speakers, therefore, form one harmonious whole, a unique selling feature that is assured of wide popularity.

A big forceful Advertising Campaign starts in September and continues persistently throughout the year. Remember "EKCO" is one of the few radio firms to back your stocks during every month of the twelve with National Advertising. "EKCO" will continue to do so. Back this Advertising Campaign by making showmanship an integral part of salesmanship. You can do this by displaying a varying range of the new 1930/31 "EKCO" Sales-Aids shown in this supplement.

#### NEW AND BIGGER DISCOUNTS

**RETAIL TRADE DISCOUNT ON "EKCO-ELECTRIC" SETS AND LOUD-SPEAKERS IS NOW 33½%.**  
ON UNITS IT REMAINS AS HERETOFORE AT 30%.

#### EVEN BETTER DEFERRED PAYMENT TERMS

Deferred Payment Terms in respect of "EKCO-ELECTRIC" Sets and combinations of Sets and Loud-speakers are now extended to a period of **TWO YEARS INSTEAD OF ONE YEAR.**

On all other "EKCO-ELECTRIC" products it remains the same as before—one year. Tune in to "EKCO"! Electrify your sales with "EKCO-ELECTRIC" sellers! Meet the overwhelming demand for electric radio with the most advanced technique in electric radio—"EKCO"!





**FLOOR SPACE**

Sq Feet	Year
80,000	1929-30
40,000	1928-29
10,000	1927-28
5,000	1926-27
1,500	1925-26

## "EKCO" PROGRESS

"ALL-ELECTRIC RADIO" is now the most important branch of the Radio Industry. "EKCO," Pioneers and recognised Specialists in "All-Electric" Radio in this country, have maintained their lead as the most enterprising, progressive and successful of British Manufacturers. In face of the recent invasion by foreign radio manufacturers, this brief history of the All-British "All-Electric" "EKCO" Company makes good reading.

**TURNOVER FIGURES.** The increase in our turnover year after year is indeed truly amazing and justifies our confident expectation that our 1930/31 slogan of "From £500 to £500,000 in Five Years" is erring on the conservative side.

Turnover for year 1928/29 was 2.4 times that of year 1927/28.

Turnover for year 1929/30 was 3.28 times that of year 1928/29.

During the present year this rate of increase is being maintained, and these facts, coupled with the large factory area referred to below, justify our claim of being the largest independent British Radio Firm in the country.

**FACTORY FIGURES.** Extraordinary turnover increases as those stated demand extraordinary factory expansion. It is not surprising, therefore, that the new "EKCO" factory is, to the best of our knowledge, the largest British Radio Factory in the country. Accommodation has increased within five years from a floor space of 150 square feet to 80,000 square feet, with an additional nine acres available for extensions.

**FACTORY DETAILS.** With a floor space of two acres on one floor, we claim our factory to be the most up-to-date in the whole country for the mass production of quality radio at popular prices. It is equipped with the most modern plant and machinery. The layout has on the one side the raw material store; on the other side, the finished store, via the manufacturing, coil winding, assembly and testing departments. The organisation assures that high degree of efficiency so essential to prompt delivery and rush service during the peak period.

**TRADING POLICY.** Distribution through the recognised trade channel of Wholesalers and Retailers, with strict adherence to our standard trade discounts, has proved wonderfully successful. Adherence to the reasonable rates of discounts allowed has been most effective in reducing the evil of price-cutting to a minimum.



New Factory in course of erection.





## & POLICY 1930-31

We recognised from the beginning that the manufacturer must create the public demand and we have, therefore, planned our campaigns accordingly. In this we have been particularly successful by using all possible channels of publicity, including national, provincial and Radio Press advertising, dealers' aids in the form of window displays, posters, showcards and attractive literature, both in and out of season.

**"EKCO" ALL-ELECTRIC RADIO PRODUCTS.** These comprise Receivers with Loud-speakers to match, and Power Supply Units—wonderfully efficient and trouble-free instruments, operated year in year out without attention by the mere touch of the electric light or power switch, assuring continuous smooth reception, increased volume, constant voltage at really negligible running costs, and the absence of batteries and accumulators with their attendant worries and continual expense.

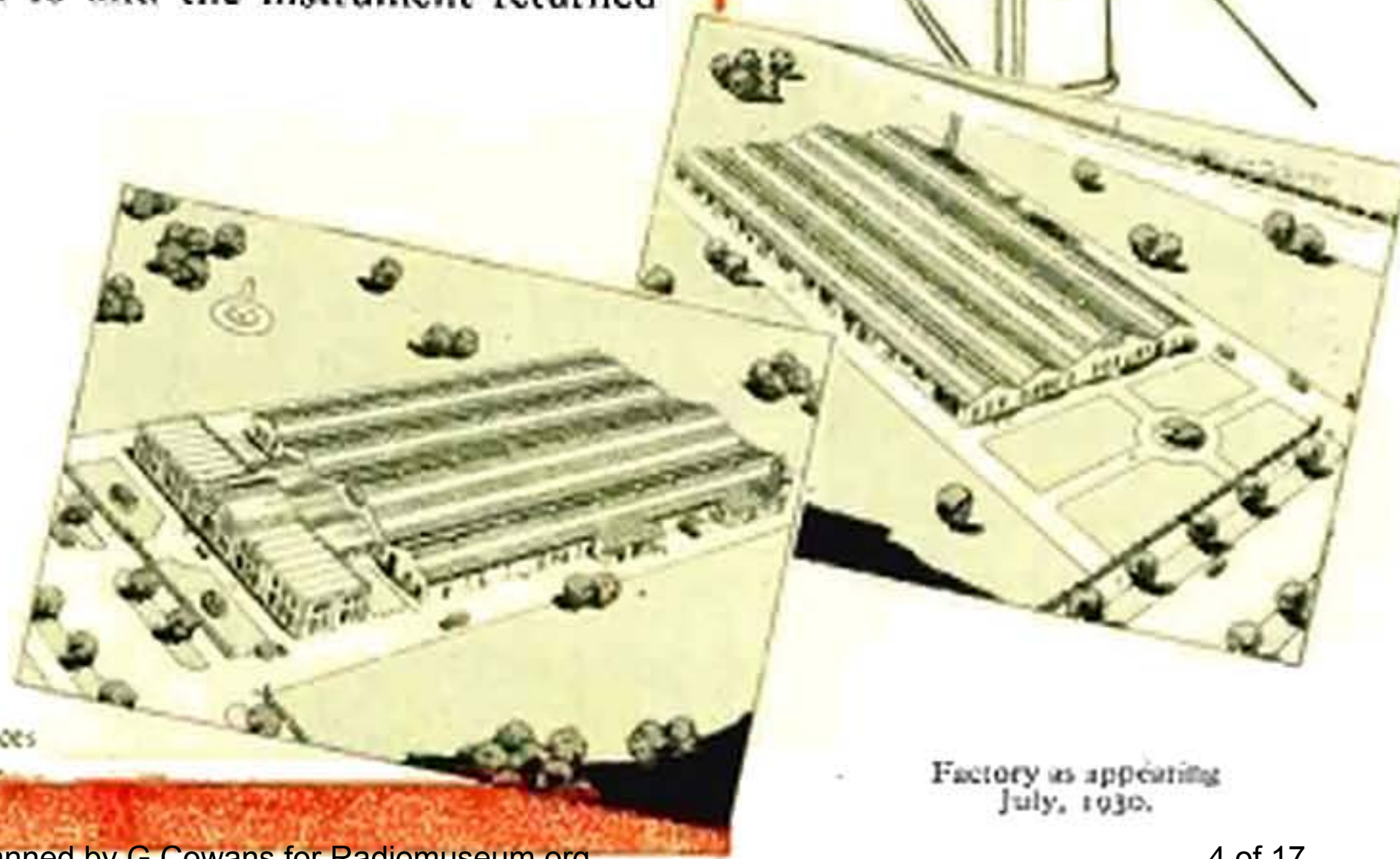
We specialise in the application of Electric Power to Radio. Thus, the three factors of Research, Production and Output are concentrated in one direction only, ensuring that every "EKCO" instrument, is built both up to a standard and down to a price.

**CONSTRUCTION.** The manufacture of All-Electric Radio Apparatus is essentially the work of Specialists and, as the Pioneers in this branch of the Radio Industry in this country, our experience enables us to incorporate in "EKCO" instruments components which are unsurpassed for correct design, reliability and efficiency.

**GUARANTEE.** All "EKCO" Products are fully guaranteed against defects arising out of faulty manufacture for a period of twelve months from the date of purchase and will be repaired or, at our option, replaced should they break down under fair wear and tear within that period; provided the instrument has not been tampered with or opened in any way, the instructions sent with each instrument strictly adhered to and the instrument returned to our Works carriage paid.

This Guarantee does not apply to faulty valves, as these should be sent to the Manufacturers for their report.

Absolute safety is assured as all our products conform to the latest I.E.E. Rules and Recommendations.



Factory with Offices  
added, 1931.

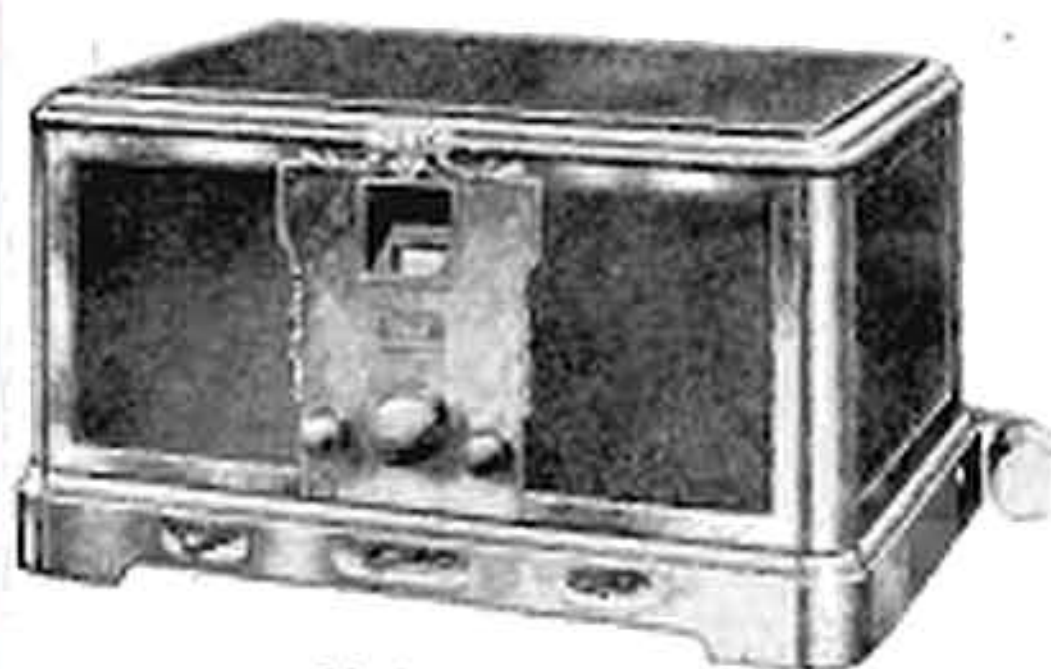
Factory as appearing  
July, 1930.



## "EKCO-ELECTRIC" RADIO RECEIVERS

Owing to the very exceptional and outstanding merits of these new receivers, their excellent performance all over the country, and the general expression of admiration made in regard to them during the recent tour of our Managing Director and Sales Manager, we have decided to concentrate all our efforts upon them.

Both receivers are housed in beautiful moulded tenacet bakelite cabinets of exquisite design which are available in three tones, viz., Dark Jade, Dark Mahogany, and Medium Oak.



Model 313.

Run entirely from electric supply. Simple to control. Pure reproduction, immense volume. Lifelike selectivity. Purity of reproduction is ensured by the "EKCO" Low Frequency Transformer, which has a high permeability nickel alloy core.

Westinghouse Patent Metal Rectification (under licence) is incorporated.

"EKCO-ELECTRIC" Receivers supplied for use on the following mains voltages:—

D.C. 200-250. A.C. (a) 200-250, 40-100 cycles.  
(b) 100-120, 40-100 cycles.

### MODEL 313

Three valves. Screened Grid, Detector and Power Pentode.

#### Outstanding Features.

No aerial necessary. Single knob tuning control. Output impedance adjustable to match loud-speaker. Compensator for range and selectivity. An exceptional degree of selectivity can be achieved and varied at will. Sockets for connecting Moving Coil Loud-Speaker. Tuning dial calibrated in wavelengths. Sockets for Gramophone Pick-Up.

### WAVELENGTHS

- (1) 200-550 metres.
- (2) 850-1,900 metres.

Single switch changes from high to low wavelength. Weight 20 lbs. Price D.C. or A.C. £22 . 10 . 0. (For 25 cycle A.C. Mains £25 . 0 . 0.)

### MODEL 312

Two Valves. Detector and Pentode.

#### Outstanding Features

Indoor aerial may be used. An exceptional degree of selectivity can be achieved and varied at will. Sockets for Gramophone Pick-Up. Single knob tuning control.

### WAVELENGTHS

- (1) 200-550 metres.
- (2) 1,000-1,900 metres.

Single switch changes from high to low wavelength. Weight 15 lbs. Price D.C. or A.C. £14 . 10 . 0. (For 25 cycle A.C. Mains £16 . 0 . 0.)



Model 312.





## "EKCO" LOUD-SPEAKERS.

The models described are housed in handsome moulded tenacit bakelite cabinets in shades of dark jade, dark mahogany and medium oak to match receiver models 312 and 313, making a harmonious combination. Speaker rests on top of model 313, model 312 fitting on top of Loud-speaker.

### "EKCONE" MODEL L.S.1 CONE LOUD-SPEAKER.

An excellent Cone Speaker employing balanced armature movement. Specially designed for use with 312 Receiver, but can be used equally successfully with Model 313. The quality of reproduction is the best that can be obtained with any Loud-speaker other than a Moving Coil.



Price £4 . 10 . 0

### "EKCOIL" MODEL L.S.2 MOVING-COIL LOUD-SPEAKER.



This Loud-speaker incorporates a Moving-Coil action of the very latest type. Designed to give the finest reproduction with Receivers 313 and 312. The current for the field magnet is supplied from the electric mains. The correct input transformer is built into the Loud-speaker, and the impedance can be adjusted to suit different conditions and different output valves by means of alternative sockets. Faithful reproduction is given over

the whole musical scale. Speech is clear and free from "boom." This Loud-speaker handles ample volume for home use.

Price D.C. £8 . 12 . 6

A.C. £11 . 0 . 0

(The A.C. model can be supplied for use on 25 cycle mains without extra charge.)





# "ECKO" ALL-POWER SUPPLY UNITS



A.C. CPr.  
Size 9 x 5 x 3 1/2

Comprising Models CPr and C2A for A.C. Mains and Model C2B for D.C. Mains. Eliminate all batteries and accumulators by providing the complete H.T., L.T. and G.B. supply for Radio Sets. Simple to install as an H.T. Unit. No alteration necessary to existing wiring of the Receiver and no valves or lamps employed. Westinghouse Rectification is incorporated under licence for A.C. Models, both for H.T. and L.T.

## Combined H.T. and L.T. Charger for A.C. Mains

Eliminates H.T. Batteries and keeps L.T. Accumulator fully charged—fits into any type of Portable and for use with all types of Receivers up to 5 valves consuming up to 20 m/a.

## H.T. Output Tappings

S.G. 60-80 volts for Screen of Screened Grid Valves. 0-120 volts variable between 0 and 120 volts and any current from 1-6 m/a. approx. supplying exact voltage required for Detector Valve.

120/150 volts. Output from this tapping can be reduced to 100 volts by special plug and two sockets, thus making it suitable for sets not requiring more than 100 volts.

Made for A.C. Mains voltages: (a) 200-250V. 40-100 cycles.  
(b) 100-120V. 40-100 cycles

Price £6 . 0 . 0



A.C. C2A.  
Size 11 1/2 x 9 1/2 x 5 1/2

## A.C. Model C2A provides

- (a) H.T., 3 tapings of.  
S.G. for H.T. supply to S.G. Valves.  
60 and 120/150 V.  
Output 20 m/a.
- (b) L.T. 2-6 volts from .2 amp. min. to .5 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed .5 amp.
- (c) G.B., 5 tapings up to 12 volts.

Price £10 . 17 . 6



D.C. C2B.  
Size 11 1/2 x 9 1/2 x 5 1/2

## D.C. Model C2B provides

- (a) H.T., 4 voltage tapings of.  
S.G. for H.T. supply to S.G. Valves.  
60, 120/150, 170 V.  
Output 25 m/a.
- (b) 2-6 volts from .2 amp. min. to .4 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed .4 amps.
- (c) G.B., 5 tapings up to 12 volts.

Price £6 . 17 . 6





# ALL-POWER UNITS.

**"Build-in" All-Power Unit.** Model ACV for A.C. Valves. Specially designed to appeal to Manufacturers and to Home Constructors. The Manufacturer and Home Constructor is provided with a compact unit, which when built in as a component part of the set makes it All-Electric. The "Power" section is kept apart from the receiver circuit, ensuring ease and simplicity of assembly.

## Specification

Output L.T. (Raw A.C.).

4 volts at from 2-4 amp. for ind rectly heated valves.

6 volts at .25 to 1 amp. for directly heated valves.

H.T. (smoothed).

150 volts at 30 milliamperes.

80 volts for S.G. Valves at .1 to 1.5 m/a.

G.B. 1½, 3, 6, 9, and 15 volts.

Westinghouse Rectification is utilised on the voltage doubling principle. Lugs are fitted to the case so that it can be secured to the Receiver. Soldering tags are affixed to bakelite panels for making connections. Although L.T. windings are connected to common centre tapping, facilities are provided for using a potentiometer if necessary. **Price £6. 0. 0.**



ACV.  
Size 9" x 7" x 4½"



Control Unit.  
Size 4½" x 2½" x 2½"

**Control Unit.** A standard auxiliary to the model ACV and embodies all resistances and condensers to give two lower values of H.T. and G.B. Consequently by the use of both units the set need not include anything but the ordinary receiver components. **Price £1. 5. 0**

## All-Power Unit A.C. Model G1A provides

- (a) H.T. 4 voltage tapings of.  
S.G. for H.T. supply to S.G. Valves.  
0-120 variable. 120/150 and Power.  
Output 60 m/a.
- (b) L.T. 2-6 volts from .3 amp. min. to 1 amp. max.,  
being suitable for any combination of valves of the  
same filament voltage, provided that the sum total  
of current consumed by the filaments does not exceed  
1 amp.
- (c) G.B. 7 tapings up to 21 volts. **Price £17. 15. 0.**



A.C. G1A.  
Size 12½" x 12" x 5½"





# H.T. UNITS.



2F.10 D.C.  
Size 5½ × 3½ × 2½



2A.10 A.C.  
Size 7½ × 6½ × 4½



3F.20 A.C.  
Size 7½ × 6½ × 4½



3F.20 D.C.  
Size 5½ × 3½ × 2½



1V.20 D.C.  
Size 7½ × 3½ × 3½

## Ten Milliampere Range.

Suitable for 1-3 valve sets or those requiring not more than 10 milliamperes.

### Model 2F.10 D.C. and Model 2A.10 A.C.

2 voltage tapings:

60 volts at 2 m/a. approx.

120 volts at 8 m/a. approx.

*Note.*—If the 60-volt tapping is not used, 120 volts at 10 m/a. can be obtained from 120 tapping.

Price, D.C. .. .. . £1 . 9 . 6

Price, A.C. .. .. . £3 . 10 . 0

## Twenty Milliampere Range

Suitable for 1-5 valve sets or those requiring not more than 20 milliamperes.

### Models 3F.20 D.C. and 3F.20 A.C.

3 voltage tapings:

S.G. 60-80 volts for screen of S.G. Valves.

60; 60 volts at approx. 3 m/a.

120/150; 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

*Note.*—If the 60-volt tapping is not used, then 120 volts at 18/19 m/a. or 150 volts at 12 m/a. can be obtained from the 120/150 tapping.

Price, D.C. .. .. . £1 . 17 . 6

Price, A.C. .. .. . £3 . 19 . 6

## Twenty Milliampere Range

D.C. Model 1V.20. Recommended for use with all Portable Sets.

3 voltage tapings.

S.G. 60-80 volts for screen of S.G. Valves.

0-120: Variable between 0 and 120 volts at any current from 1-6 m/a. approx.

120/150: 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

Price .. .. . £2 . 10 . 0





## H.T. UNITS.

**A.C. Model IV.20.** Recommended for Portable Sets and all receivers requiring not more than 20 m/a.

3 voltage tapings.

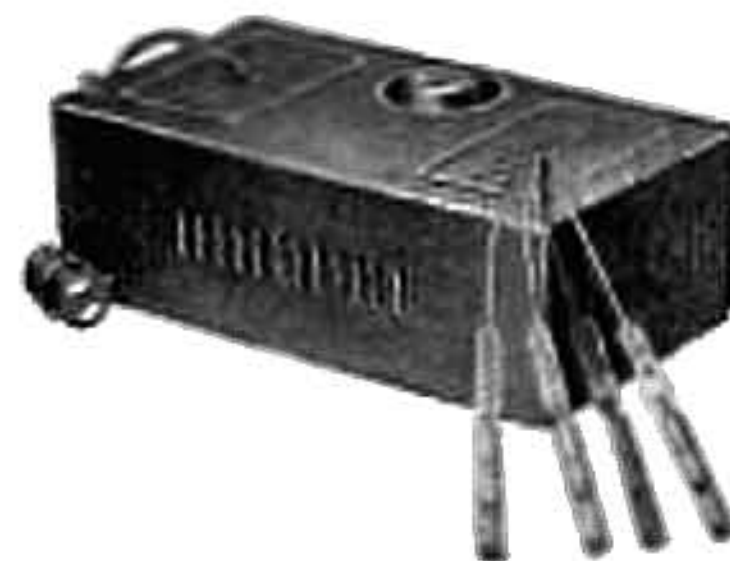
S.G. 60-80 volts for screen of S.C. Valves.

0-120: Variable between 0-120 volts at current from 1 to 6 m/a. approx.

120/150: 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

By special plug and two sockets the output from this tapping can be reduced to 100 volts.

Price £4. 12. 6



IV.20 A.C.  
Size 9" x 5" x 3" 6"

### Thirty Milliampere Range

Suitable for multi-valve sets, or those not requiring more than 30 milliamperes.

**Model IV.30 D.C. and IV.30 A.C.**

4 voltage tapings.

S.G. 60-80 volts for screen of S.G. Valve.

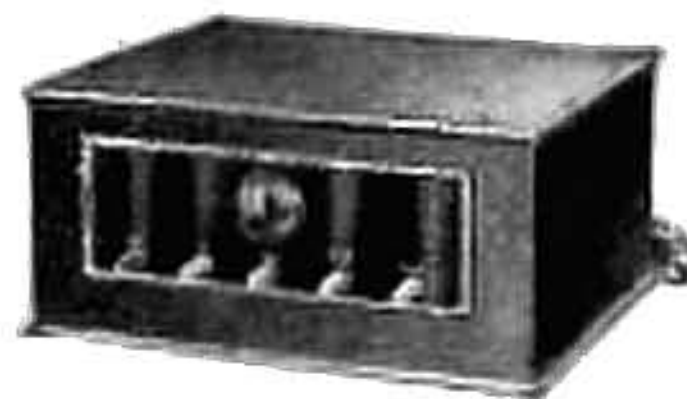
0-120: Variable between 0-120 volts at any current from 1-6 m/a. approx.

120-150: 120 volts at 5½ m/a. or up to 150 volts at 2½ m/a.

150-170: 150 volts at 25 m/a. or up to 170 volts at 20 m/a.

Total output of Unit - 30 m/a. at 150 volts.  
25 m/a. at 170 volts.

Model IV.30 D.C. £2. 19. 6    IV.30 A.C. £5. 15. 0



IV.30 A.C.  
Size 11½" x 8" x 4"



IV.30 D.C.  
Size 7½" x 6½" x 4"

### Sixty Milliampere Range

**Model 4T.60 D.C. and 4A.60 A.C.**

4 voltage tapings.

S.G. 60-80 volts for screen of S.G. Valves.

0-120: Variable between 0-120 volts at any current from 1-14 m/a. approx.

120-150: 120 volts at 16 m/a. up to 150 volts at 11 m/a.

Power - 200 volts at 25 m/a. or up to  
175 volts at 31 m/a. or up to  
150 volts at 50 m/a.

Model 4T.60 D.C. £3. 15. 0    Model 4A.60 A.C. £8. 10. 0



4T.60 D.C.  
Size 9½" x 5½" x 4"



4A.60 A.C.  
Size 11½" x 9½" x 5½"





## OTHER UNITS.

### Trickle Charger.

**MODEL T.500 A.C.** Charges 2, 4 or 6 volt accumulators at  $\frac{1}{2}$  amp. continuously from A.C. Mains and may be utilised for exciting the field of moving-coil Loud-speakers (6v.  $\cdot 5$  amp. type) direct from A.C. Mains without use of an accumulator of any description.

Charging cost approximates to 80 hours for 6d. with electricity at 6d. per unit. It is self-contained and includes a sturdy step-down transformer with highly insulated windings. State mains voltage when ordering.

**Price £2 . 12 . 6**



T.500  
Size  $7\frac{1}{2} \times 4\frac{1}{2} \times 4\frac{1}{2}$ .

### Rectifier Unit

**Model RA.20.** Enables D.C. High Tension Units of an output up to 20 m/a to be used on A.C. Mains. This unit therefore prevents a D.C. unit becoming useless when a D.C. supply is changed to A.C., or when an owner of a D.C. unit removes to an A.C. district.

**Price £3 . 10 . 6**

Rectifier Units with an output of more than 20 m/a supplied specially to order.



RA.20.  
Size  $7\frac{1}{2} \times 6\frac{1}{2} \times 4\frac{1}{2}$





## OTHER UNITS



MODEL L.T. A.C.  
Size 11 1/2 x 4 1/2

### L.T. Unit for A.C. Mains

Model L.T.1 A.C. Provides L.T. current only from A.C. Mains for 2, 4 to 6 volt valves up to 1 amp. No alteration necessary to Receivers.

This Unit is also most suitable for use in conjunction with an A.C. H.T. Unit as a socket is provided, into which can be plugged the adaptor of an H.T. Unit. A switch is fitted on this L.T. Unit, which then controls both the H.T. and L.T. supply.

Provides 2-6 volts from 1/3 amp. min. to 1 amp. max. Suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed 1 amp.

Price £8 . 15 . 0

### Isolating Transformer

Model I.Tr. A double-wound transformer of 1:1 ratio for isolating the Loud-speaker or telephones from a receiver where a Power Supply Unit is used.

This component, connected between the output terminals of the Receivers and the Loud-speaker or 'phones, prevents any possibility of receiving a shock from the Loud-speaker, 'phones or wires connecting them.



MODEL I.Tr.  
Size 10 1/2 x 11 1/2

Price 15/-





# SALES AIDS



8

Reflections  
in Harmony



7



9

Plug in —  
That's all!

ON EASY  
PAYMENTS  
**EKCO**  
RADIO  
POWER SUPPLY

6



10



2

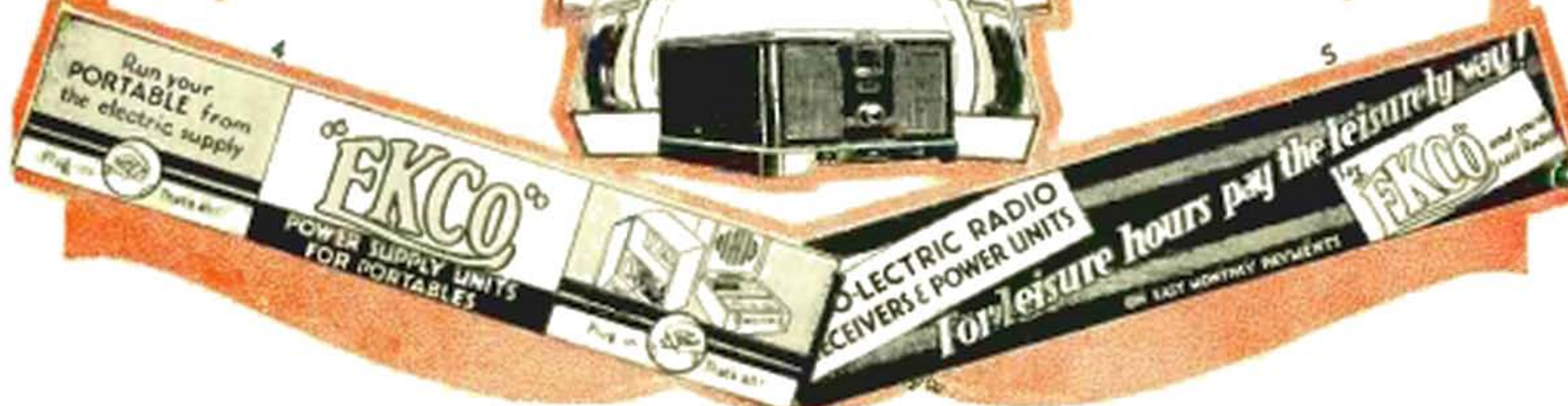
**EKCO**  
EKO-ELECTRIC RADIO RECEIVERS  
AND POWER SUPPLY UNITS



3



ALL-ELECTRIC  
RADIO



4

5

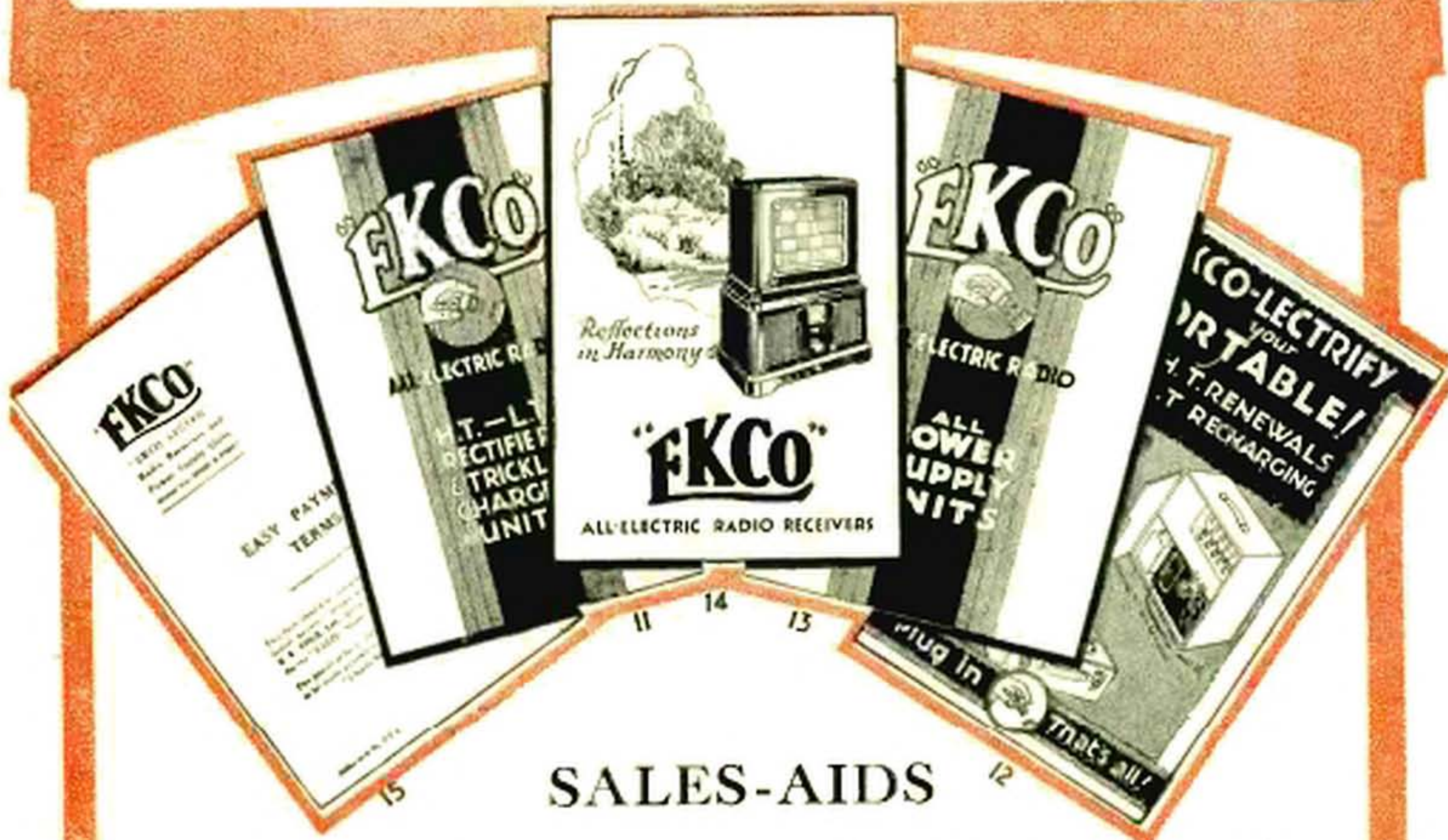
**EKCO**  
POWER SUPPLY UNITS  
FOR PORTABLES

EKO-ELECTRIC RADIO  
RECEIVERS & POWER UNITS

For leisure hours pay the leisurely way!  
ON EASY MONTHLY PAYMENTS



# LITERATURE.



## SALES-AIDS

Your shop window is of vital importance in creating sales. At a recent Publicity Convention the proprietor of a chain of retail stores stated that a well-dressed, attractive window added 20 per cent. to his turnover. One certain way to make your window bring this extra 20 per cent. is to display the 1930/31 range of "EKCO" Sales-Aids. Its keynote is "Brighter and Better Windows."

Sales-Aids, as numbered on the opposite page, are as follows:-

**No. 2. Crown Bill**, 20 in. by 15 in., strong simple colouring, under the headline of "You know this man of . . ." We overprint the name of the town in which your shop is situated and an unsolicited testimonial received from a local "Ekco" Set owner. A very forceful sales-aid that brings splendid results.

**No. 3. Double Crown Bill**, 30 in. by 20 in., picturing "Ekco" Products with full details as to prices, etc. In the background is shown the new "Ekco" factory. A compelling bill that is in great demand.

**No. 4. Streamer**, 35 in. by 7½ in., in green and black, on "Ekco" Portable Units. An unusual and very modern design giving all particulars.

**No. 5. Streamer**, 35 in. by 7½ in., indicating that "Ekco" Products are available on Easy Payments, under the intriguing headline of "For leisure hours pay the leisurely way."

**No. 6. Name Card**, 9 in. by 6 in., neat, compelling and telling what the name "Ekco" stands for.

**No. 7. Price Card**, 6 in. by 6 in., designed to match harmoniously with "Ekco" Products and Window Displays. A symmetrical card which will appeal to every Dealer.

**Nos. 8 & 9. Matched Showcards**, 28 in. high by 7 in. No. 8 is on Sets and No. 9 on Units. A new idea in showcard presentation. Unusual in shape. Rich in colourings with an atmosphere of genuine quality.

**No. 10. Cut-out**, 28 in. wide by 24 in., on Sets. A dominant Cut-out, in bright colourings. Designed especially to enable the small Dealer to build up regular returns on "Ekco" Sets.

"Ekco" literature, as shown above, is standard in design and shape, 5½ in. by 3½ in. In all there are five Folders, three on Units, H.T. (No. 11), Portable (No. 12), All-Power (No. 13). These are produced in two colours, green and black. One on Sets (No. 14). This is beautifully printed in three colour half-tone showing the harmonious colourings of the "Ekco" Sets. Every Folder has on its back page a cross-reference to other "Ekco" Products so that the reader is at all times acquainted with the full range. Also on the back page is ample room for the overprinting of your name, address and telephone number. See that you write to the Publicity Department for a full range of these unrivalled Sales-Aids and literature!





## WINDOW DISPLAY.

Strong! Striking! Selling! This window display is both unique and original. Easily and quickly fitted in twenty minutes. Adaptable to any size or shaped window in a number of different ways. Its colourings of orange, black and silver are designed in perfect harmony and create an impression of good taste and good goods.

You will readily see how easy it is to arrange different displays.

The measurements of the boxes are as follows :—

Tall centre box, 46 in. high, 11½ in. wide and 11½ in. deep.

Larger side box (in orange), 23 in. high by 23 in. wide by 11½ in. deep.

Smaller side box (silver), 11½ in. by 11½ in. by 11½ in.

Therefore, adapting a minimum size display with three pieces only, height would be 46 in. and maximum width not more than 38 in. A full size display of the five boxes could be arranged in a maximum width of 81 in. and the same height of 46 in.

As the display is yours to keep, and as the boxes are readily collapsible and take up very little storage place, you can feature another display at a later date. Full instructions are given with each display.

Above are shown alternative Window Displays. Reading from top to bottom these measure :

3 pieces.  
Height 46 in.  
Width 58 in.  
Depth 18 in.

3 pieces.  
Height 46 in.  
Width 52 in.  
Depth 40 in.

4 pieces.  
Height 46 in.  
Width 46 in.  
Depth 22 in.

The Main Display is comprised of 5 pieces. Height 46 in., Width 62 in., Depth 33 in. Note the total effect and the impression of quality that it gives to your window.





# PRESS AND PUBLIC OPINIONS

## Press

### Sunday Graphic.

"All-Electric Set that does away with worry. . . . Tuning made easy. . . . selectivity very good."

### Daily Express.

"Station-finding made easy. . . . Numerous stations brought in without difficulty and without a shadow of interference."

### Wireless Magazine.

"We consider this set an excellent example of an all-electric set giving all the advantages of mains working without undue expense."

### Daily News.

"Tuning is simplicity itself."

### The Music Dealer.

"Excellent value for money."

### Newcastle Evening World.

"Marvellous capabilities. . . . the most compact all-mains set I have had."

### Bristol Evening Times.

"All-round excellence. . . . Purity leaves nothing to be desired. I recommend this set to those who are seeking an all-mains receiver."

### Western Mail.

"Knife-like selectivity, clarity of tone and powerful volume."

### Amateur Wireless.

"As a value-for-money this all-electric set is a great credit to the maker."

### People.

"Extremely simple to operate. I can honestly recommend it."

### Phono Record.

"Messrs. E. K. Cole, Ltd., are to be congratulated on their All-Power Units."

### Music Seller.

IV.20 A.C. "Silent output—neat and compact, and works well."

### Wireless Magazine.

T.500. "This Trickle Charger gave very good results."

G2A. D.C. "Absolutely hum-free. . . . It can be thoroughly recommended."

### Reynolds.

IV.20 A.C. "Gives pure, direct current very smoothly—I can find no fault in this model."

### Broadcaster.

G1A. A.C. "Smoothing is excellent—an excellent little production."

### Birmingham Mail.

CP1. A.C. "Very neat and compact—easy to slip into a portable—very satisfactory performance—reception smooth without hum."

### Manchester Evening Chronicle.

IV.20 A.C. "Smooth and steady control—no trace of 'motor-boating'—total absence of hum—output steady and constant—quality of reproduction excellent."

## Public

### F. W. F. (N.3).

"I am extremely pleased with this Set. . . . The results are amazing."

### C. F. B. H. (S.E.9).

"I am more than satisfied with its performance. . . . I shall not hesitate to recommend it to my friends."

### H. B. (Stockport).

"What a good Set you have produced! My sister, after only five minutes' instruction, brought in 18 stations clearly."

### L. V. B. (Birmingham).

"We have had splendid reception, although we have had no previous experience of loud-speaker sets."

### H. L. M. (Hull).

"The results far surpass my expectations. . . . I shall recommend the 'EKCO' wherever possible. . . . It is a source of much pleasure in my home."

### J. C. N. (Portsmouth).

"I must write to tell you how pleased I am with my Set. It is a great pleasure to listen to. . . . I find no difficulty in receiving any station I wish to hear. . . ."

### W. D. M. (Parkstone).

"I am delighted with my Set. The interest you take in satisfying your customers is very satisfactory. . . . We think the 'EKCO' is marvellous."

### A. G. (N.2).

"I am very pleased with the S.G.P.3 Receiver. With no aerial, no earth and no reaction, the two Brookman's Park transmissions can be received with great purity."

### G. H. (Chopwell, Co. Durham).

"I have enjoyed great satisfaction from your H.T. Unit. Volume and range have increased. . . . absolute purity of reception. I have recommended your Unit to my friends."

### E. J. W. (Leeds).

"I feel I must congratulate you on your excellent H.T. Unit."

### H. G. (Bristol).

"May I offer my congratulations for such a highly satisfactory Unit?"

### W. B. (Portsmouth).

"I am very pleased with the results. . . . I have no mains hum whatever, and get absolutely good reception."

### A. B. (Hyde).

"The Unit is perfectly silent and safe in working. . . . I am perfectly satisfied with it."

### C. H. P. (Southey, Sheffield).

"The difference the Unit has made is wonderful. I defy anyone to hear the faintest whisper of hum. . . . I am recommending it to all my friends."





# SUMMARY OF "EKCO" PRODUCTS

## WITH PARTICULARS OF DEFERRED PAYMENTS

ONE YEAR.

TWO YEARS.

"EKCO" Device Model No.	Cash Price	Initial Payment	And 11 Monthly Payments of	Initial Payment	And 23 Monthly Payments of
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
<b>"ELECTRIC" RECEIVER.</b>					
312	14 10 0	1 5 6	1 6 4	2 3 6	0 12 7
313	22 10 0	1 19 6	2 0 11	1 7 6	0 19 7
<b>LOUD-SPEAKERS.</b>					
LS.1 "Ekco"	4 10 0	0 8 0	0 8 2		
LS.2 D.C. "Ekcoil."	8 12 6	0 15 0	0 15 8		
LS.2 A.C. "Ekcoil."	11 0 0	0 19 3	1 0 0		
<b>RECEIVERS AND LOUD-SPEAKERS.</b>					
"Ekco" 312 & LS.1	19 0 0	1 13 3	1 14 7	2 17 0	0 16 6
312 & LS.2 D.C.	23 2 6	2 0 6	2 2 1	3 9 6	1 0 1
312 & LS.2 A.C.	25 10 0	2 4 9	2 6 4	3 16 6	1 2 2
"Ekco" 313 & LS.1	27 0 0	2 7 3	2 9 1	4 1 0	1 3 6
313 & LS.2 D.C.	31 2 6	2 18 6	2 16 7	4 13 6	1 7 1
313 & LS.2 A.C.	33 10 0	2 18 9	3 0 11	5 0 6	1 9 2
<b>H.T. UNITS.</b>					
2F.10 D.C.	1 9 6				
2A.10 A.C.	3 10 0	0 6 3	0 6 1		
3F.20 D.C.	1 17 6				
3F.20 A.C.	1 19 6	0 7 0	0 7 4		
1V.20 D.C. } Portable	2 10 0	0 6 0	0 4 7		
1V.20 A.C. }	4 12 6	0 8 0	0 8 5		
1V.30 D.C.	2 19 6	0 6 0	0 5 1		
1V.30 A.C.	5 15 0	0 10 0	0 10 6		
4F.60 D.C.	3 15 0	0 6 6	0 6 10		
4A.60 A.C.	8 10 0	0 15 0	0 15 6		
<b>ALL-POWER UNITS.</b>					
C1.A A.C.	17 15 0	1 11 0	1 12 4		
C2.B D.C.	6 17 6	0 12 0	0 12 6		
C2.A A.C.	10 17 6	0 19 0	0 19 9		
A.C.V. "Build In"	6 0 0	0 10 6	0 10 11		
Control Unit	1 5 0				
A.C.V. "Build In"—with					
Control Unit	7 5 0	0 12 9	0 13 2		
CP.1 Portable	6 0 0	0 10 6	0 10 13		
<b>L.T. UNIT</b>					
LT.1 A.C.	8 15 0	0 15 4	0 15 10		
<b>RECTIFIER UNIT.</b>					
RA.20	3 10 6	0 6 3	0 6 5		
<b>TRICKLE CHARGER.</b>					
T.500	2 12 6	0 6 0	0 4 9		
<b>ISOLATING TRANSFORMER.</b>					
I/T	0 15 0				

