

GUARANTEED RADIO



LOTUS Radio Receivers and Components are British made in one of the best-equipped radio factories in the world. Designed by the foremost designers of the day, they combine superlative workmanship with exceedingly modest prices, the result of intensive production and unparalleled manufacturing resources.

HIRE PURCHASE.

Realising that for many people desiring a "Lotus" Receiver, it is much more convenient for them to pay out of income, instead of breaking into their capital—Lotus Radio Limited have made arrangements whereby the Lotus Portable Receiver may be obtained by paying 23/8 down, and eleven monthly payments of 23/8 each.

The transaction is absolutely private, and is carried out without fuss or bother. Thousands of Lotus Sets are purchased by this method every year. Your dealer will be pleased to give you further particulars.

LOTUS
RADIO RECEIVERS
AND COMPONENTS

Nearest Agent :



WHEREVER YOU GO

**TAKE
RADIO!**

LOTUS
PORTABLE

NO AERIAL

As Simple as a Gramophone

Perhaps you already have a wireless set installed in your home, with a reception limited to one or two rooms. Think of the possibilities of alternative programmes in adjacent rooms. Just imagine the delights of taking your own wireless wherever you go; from floor to floor, house to house, and town to country. The endless entertainment of the ether at your fingertips on river, shore and sea.

Because it needs neither Aerial nor Earth, the **Lotus Portable** is as ideal for flats and town houses as for the traveller. Tuning is only a matter of setting the dial to the wavelength of the broadcast required, as simple as working a gramophone.

True-toned, powerful and entirely self-contained, the **Lotus Portable** is an amazingly efficient set. It brings you a wealth of programmes not only from England but from the Continent as well.

This superb performance is a tribute to **Lotus** design and manufacture. Meticulous matching of Components, Valves, and Speaker gives that unmistakable purity of tone for which **Lotus** Sets are justly famed. Rigorous inspection and tests at every stage of assembly ensure the reliability that **Lotus** guarantee.

All good dealers have one ready for immediate use. Ask for a demonstration to-day. See, hear and test it for yourself.

Compare the **Lotus Portable** with others even at considerably higher prices. **Lotus** will give you unlimited entertainment wherever you may go.



LOTUS

PORTABLE S.G. 4

12 GNS. or 23/8

CASH

.. READY FOR ..
IMMEDIATE USE

Down and 11 monthly
payments of 23/8 each

NO EARTH

Ready for immediate use

TEST REPORT

SENSITIVITY.—During extensive tests in all parts of England, numerous stations were received at full strength after dark.

SELECTIVITY.—Regional and National programmes easily separated within one mile of transmitter.

SUPERB TONE.—The Celestion Balanced Armature Loudspeaker reproduces every note and tone with faithful accuracy, and reproduction is far in advance of other portable receivers.

EFFICIENT CIRCUIT.—4 B.V.A. Valves—Screen-Grid, Detector, Amplifier, and Power. **Lotus** high-efficiency components. Accurately matched throughout.

SIMPLE CONTROLS.—Thumb operated tuning control with scale graduated direct in wavelength METRES. Combined wave-change and on-off switch. Reaction-Volume Control. Selectivity Control for external aerial only.

ROBUST CONSTRUCTION.—Built to withstand the repeated vibration and shocks of travelling conditions by rail, road, sea and air.

HANDSOME CASE.—Hard-wearing and attractively finished in first quality grained Rexine.

12 MONTHS GUARANTEE.—All “**Lotus**” Receivers are fully covered against any manufacturing defects by the guarantee given with each Receiver.

ALL-BRITISH.—Built entirely of British material by British labour in one of the finest-equipped factories in the world.

READY FOR USE.—Supplied complete with Exide Unspillable Accumulator, Drydex Power Batteries, and ready for immediate use.

*A set you can use in
any room - at any time*

SG 4. PORTABLE

LOTUS

The



LEADERSHIP.

LOTUS RADIO LTD.
MILL LANE, LIVERPOOL.

*Phone : Old Swan 1493, 1494, 1495 & 1496.

Telegrams : "Loradcoil, Liverpool."

SPECIFICATION



Speaker.—The Celestion Balanced Armature Loudspeaker reproduces every note and tone with faithful accuracy, and reproduction is far in advance of other portable receivers.

Circuit.—4 B.V.A. Valves—Screen-Grid, Detector, L.F. Amplifier and Power Valve. LOTUS high-efficiency components. Accurately matched throughout.

Controls.—Thumb operated tuning control with scale graduated direct in wavelength METRES. Combined wave-change and on-off switch. Reaction - Volume Control. Selectivity Control for external aerial only.

Handsome Case.—Hard-wearing and attractively finished in first quality grained Rexine.

Selectivity.—Regional and National programmes easily separated within one mile of transmitter.

Sensitivity.—During extensive tests in all parts of England numerous stations were received at full strength after dark.

12 Months' Guarantee.—All "LOTUS" Receivers are fully covered against any manufacturing defects by the guarantee given with each Receiver.

All-British.—Built entirely of British material by British labour in one of the finest equipped factories in the world.

Ready for Use.—Supplied complete with Exide Unspillable Accumulator, Drydex Power Batteries, and ready for immediate use.

Amazing tone unaffected by varying conditions.

UPSTAIRS AND DOWNSTAIRS

Indoors or outdoors—in fact anywhere at any time. Just think what that means—you have your Radio where you want it when you want it. No earth—no aerial—no bother—simply set the dial to desired programme (Home or Continental), switch on—and listen in and there's where the real joy lies. Not until you hear the brilliancy of TONE—the purity and clarity of reproduction and the undistorted volume obtainable will you realise what a tremendous achievement the LOTUS PORTABLE really is.

Meticulous matching of components and valves and the incorporation of the world famous CELESTION Loudspeaker combine to produce a superb performance, in which every note . . . every tone in the whole musical scale is faithfully reproduced. No words can describe the unending pleasure a LOTUS Portable gives, and those who live in flats will particularly appreciate the LOTUS because it gives them what hitherto very few flat dwellers have been able to obtain—their favourite broadcast programmes perfectly reproduced—WITHOUT INTERFERENCE OR DISTORTION. Call at your nearest dealers TODAY and HEAR for YOURSELF.

The LOTUS

IT'S EASY
TO BUY A
LOTUS.

SG 4 PORTABLE

12 gns

INCLUDING ROYALTY

Realising that for many people desiring a "LOTUS" Receiver, it is much more convenient for them to pay out of income rather than breaking into their capital—LOTUS RADIO LIMITED have made arrangements whereby the LOTUS PORTABLE RECEIVER may be obtained by paying 23/8 down, and eleven monthly payments of 23/8 each. The transaction is absolutely private, and is carried out without fuss or bother. Thousands of LOTUS Sets are purchased by this method every year. Your dealer will be pleased to give you further particulars.



No longer is a Flat a bar to perfect wireless entertainment—the LOTUS Portable affords a range of programmes—a realistic reproduction—a tonal purity and a volume previously associated only with expensive all mains sets. If you live in a flat you'll welcome the LOTUS—hear one today.



LEADERSHIP.