

STANDARD on your Receiver is a guarantee that the product has behind it the technical skill and experience of the organisation that supplied the radio transmitters and receivers operating in the B.P.O. wireless stations at Rugby and Baldock ; broadcasting stations for all parts of the world, including the Empire Broadcaster for the B.B.C. ; and transmitters and receivers used for ship-shore telephony on such famous liners as the S.S. "Majestic" and "Berengaria."

Standard Radio, therefore, carries a reputation second to none in the industry, and has long been known to radio engineers of all nationalities.

And now that name, hitherto applied only to some of the largest and most outstanding radio equipments in the world, stands also for receiving sets offered at a price within the reach of everybody's pocket.

***Standard Telephones
and Cables Limited***

Radio Merchandise Department

**St. Chad's Place, 364 Gray's Inn Road
London, W.C.1 Telephone: Terminus 6255**



SETTING
A
NEW

Standard

2-VALVE SETS WITH A WORLD FAMOUS NAME



Type S.328

2-Valve Battery-Operated Receiver with built-in speaker, automatic grid bias, and alternative aerial terminal for additional selectivity, complete with valves and batteries, in an oak cabinet.

List Price, £5.0.0, Royalty Net, or £1 deposit and 10 monthly payments of 9/3



Type S.322

2-Valve A.C. Mains Receiver, 100 250 volts, 40-60 cycles, with mains-energised, moving-coil loudspeaker, detector and pentode valves, illuminated slow-motion tuning dial, 3 selectivity tappings, and pick-up terminals, housed in a walnut cabinet. In addition to the medium and long wave-lengths, the set will cover the 25-70 metre band by using a special plug-in coil, supplied separately.

List Price, £9.10.0, Royalty Net, or £1.8.6 deposit and 11 monthly payments of 16/6
Short-wave coil, List Price, 6/6 extra



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