

The Receiver with the TWELVE BIG POINTS

1. Its super-sensitive built-in **ULTRA** Moving-Coil is perfectly matched to the pentode valve giving tone and volume of wonderful depth and quality.
2. Ultra Blue Fox is chassis-built.
3. Mains Aerial makes it only necessary to connect Blue Fox to the mains and earth to receive National and Regional stations.
4. Reception of Continental Programmes under favourable conditions.
5. Provision for Extra Speaker.
6. Slow motion illuminated single control tuning.
7. Air-spaced tuning condenser gives greater selectivity range and power.
8. Three selectivity Aerial Tappings.
9. Gramophone Pick-Up Terminals.
10. Compact and completely self-contained in a handsome Walnut Polished Cabinet.
11. Refinement of details ensures complete enjoyment both in operation and performance.
12. British built by a firm experienced in Radio Manufacture since 1920.

7/12/CM

Manufactured by
ULTRA ELECTRIC LTD. Erskine Rd, Chalk Farm, London, N.W.3

ULTRA

BLUE FOX

MOVING-COIL ALL-ELECTRIC RECEIVER

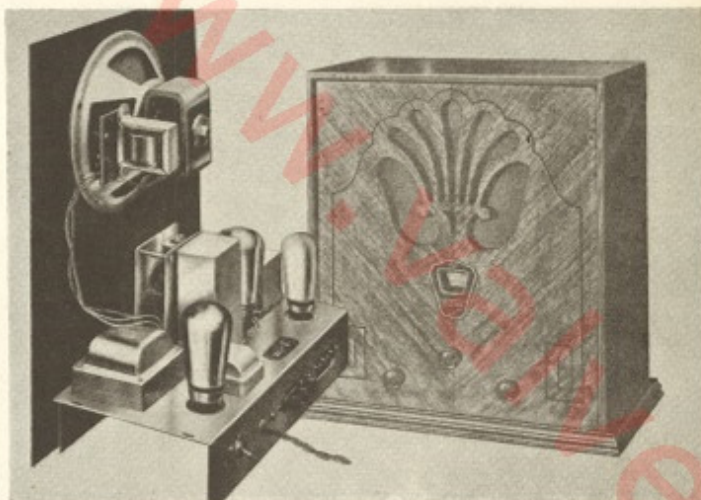
CHASSIS BUILT

AC MADE

BRITISH MADE

Radio's Richest Voice

The Economy Set with the Quality Voice



2 Valves • All Electric

The finest two-valve all-electric Set ever designed ; unquestionably, the most economical and the most attractive. In Ultra BLUE FOX the very latest scientific and technical developments are combined to give Tone Perfection and the keen selectivity required by modern broadcasting. Built for the reception of National and Regional Programmes anywhere in the country, under favourable conditions BLUE FOX will reach out to the Continent and bring in a large number of the principal transmissions with clarity and volume—giving true alternative programme choice. Wonderful purity of tone and glorious volume is assured by the matched built-in super-sensitive Ultra Speaker both on Radio and on Gramophone. Absolute simplicity of operation, complete freedom from trouble and negligible running costs make the Ultra BLUE FOX the Quality Set that is ideal for the modern home. And you can buy it for less than £1 per month if you so desire.



**CHASSIS BUILT • MAINS AERIAL
MOVING-COIL SPEAKER • A.C.
or D.C. MAINS • SUPERB CABINET**

A 2-valve chassis-built receiver for A.C. or D.C. Mains. Equipped with matched built-in Ultra Moving-Coil Speaker, detector and pentode valves giving enormous power, air-spaced tuning condenser with illuminated slow motion control, three selectivity tappings, mains-aerial, on-off mains switch, provision for connecting extra speaker, pick-up terminals, long-short wave switch and a convenient length of flex with adaptor to plug into the mains. Housed in a magnificent two-tone walnut polished Cabinet. Size 17 x 16 x 9 ins.

FOR A.C. 100/120 volts and
200/250 volts. 40/100 cycles,
FOR D.C. 200/250 volts.

£10/10/0

or 12 monthly
payments of **19/6**

Including Royalties