

# G.E.C. at the Radio Show



Fig. 1.—The 14-inch table model television set.

At the 1953 Radio Show, held at Earls Court from the 2nd—12th September, The General Electric Company Limited were showing several new models for both sound and vision reception.

On view were three different forms of the latest television receiver designed by the Company which employs a 14-inch screen two versions of this receiver are illustrated. Fig. 1 shows the

table receiver, which is contained in a cabinet styled to give picture frame emphasis to the screen. The maximum picture area on the wide angle flat screen makes for comfortable family viewing.

Fig. 2 shows the receiver in console form with full length folding doors. There is another version available, the BRT5444, a console model without folding doors.

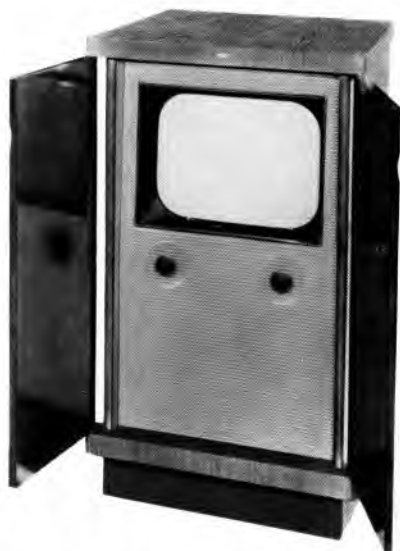


Fig. 2.—The 14-inch television console with full-length folding doors.

For those who want an even bigger picture than can be provided by the 14-inch receiver, the Company are offering a new 16-inch console receiver, BT6542, which gives a wide viewing angle and a picture that is excellent for daylight viewing.

In the field of sound radio, in addition to the existing range of receivers, there is now a new popular priced transportable receiver (Fig. 3). The receiver has its own self-contained aerial which makes it eminently suitable for a general purpose household receiver as it can be taken from room to room as the need arises.

With the advent of long playing records, the Company have designed their radiograms to suit either the standard 78 r.p.m. or the long playing

records of either 33.1/13 or 45 r.p.m. In addition to the two existing designs of auto radiograms, the Company are marketing a new model in contemporary style cabinet (Fig. 4.) The radio receiver uses five valves and covers three wave bands with a built in frame aerial. Record storage space is provided and a three speed automatic record changer is employed.

Amongst the miscellaneous exhibits were a television receiver using a 12-inch, 90° scanning angle tube which greatly reduces the size of the receiver

Present and possible future uses of the G.E.C. transistor were featured in the Germanium exhibit. The GET1 point contact transistor was shown used in a bedside broadcast receiver as well as in several novelty exhibits.



Fig. 3.—The three-waveband transportable radio receiver.



Fig. 4.—The three-waveband, three-speed radio-gram in contemporary style of cabinet.