

# G.E.C.

## TELEVISION

For the dealer in the service area television is an indispensable stock item; not only as a fresh sales factor with a market appeal of its own, but by reason of the widespread public interest it draws to his general activities.

Obviously radio has not been reached in two years. Television is not only a screen but an art, and there can be no living art that does not yield room for improvement. What matters is that television has reached the stage where it offers the public authentic value for real entertainment . . . and the public is buying.

The G.E.C. takes pride in the continual contribution it has made to television's commercial progress, and G.E.C. Radio Dealers in the television area need little reassurance that the wholehearted support that they give to our radio products can be as confidently given to G.E.C. Television.

To dealers who are at present outside the service area, we only say that on the day when they are able to take their share in this rich market, they will find G.E.C. Television still in the forefront of progress.

## VISION UNIT

Catalogue No. B.T.8090

Among the wide range of television receivers in the G.E.C. programme, the Vision Unit deserves your special attention as the least expensive method by which listeners who already possess radio sets can enjoy the television service. Anywhere within the service area where A.C. mains are available, it will work with any efficient radio receiver giving a clear black and white picture of excellent definition, large enough for all the family to watch. The radio does not require to be of any special type or manufacture, and it is unnecessary for it to be an all-wave model, since an impedance conversion system in the Vision Unit itself allows the sound to be tuned in as the radio receiver as an ordinary medium waveband station. A single wire connects the Vision Unit to the radio and the operating controls are as simple as can be.

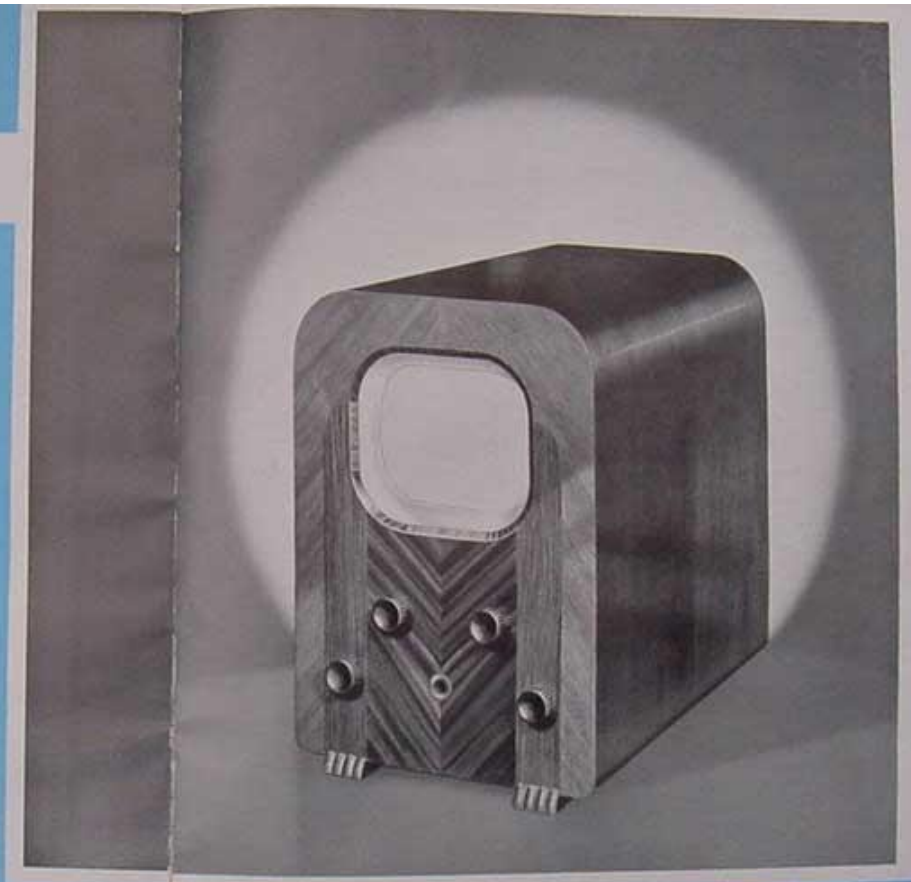
A 5" OGRAN cathode ray tube is employed giving a picture size of 7½" x 5½".

Mains: 220-230v. 45-100 cycles A.C.

Consumption: 180 watts

Dimensions: 17" High, 12½" Wide, 20½" Deep.

The right to copy the technical details is reserved by The General Electric Co., Ltd.



12, 18 or 24 months  
Hire Purchase

Cat. No. B.T.8090  
Already Released

**30** GNS.

Courtesy of Dave Newman