

BELL INTRODUCES YOUR



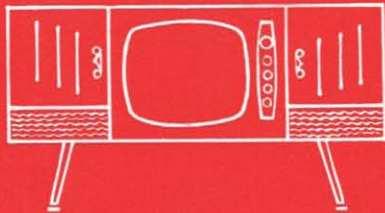
BELL TV

GENERAL RADIO



PRESENTING YOUR

BELL TV



A great deal of specialized care has gone into the manufacture of your Bell Tv. With normal care on your part, this set should give you many years of trouble-free, constantly fine viewing pleasure. When in use, the set should be placed 4in. or 5in. away from the wall to allow ample escape for heat generated — a phenomenon common to all Tv. sets. The best viewing distance is a matter of personal preference, but we suggest 10ft. to 12ft.

OPERATING INSTRUCTIONS FOR

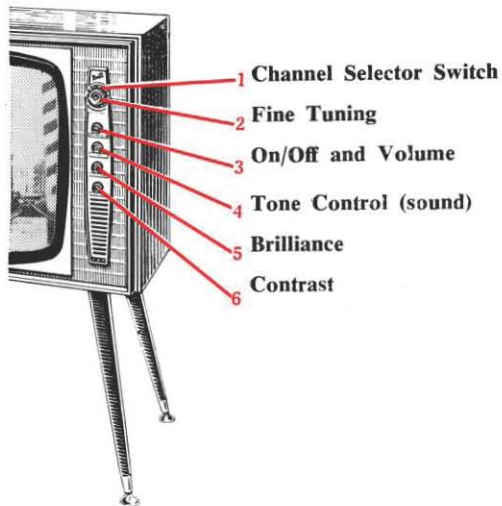
The controls on your receiver are in two groups: (1) Those on the front, which you will use occasionally. (2) The "vertical hold" control on the back, which you will use seldom, if ever. We suggest this order of manipulation for a start:

- 1: Pull out the ON/OFF Volume Switch. Do not be impatient if you get the sound before the picture; the video tubes take longer to warm up. Usually, you will need to make no further adjustment, but if you do, the next step is:
- 2: Adjust the sound to the desired level by turning the Volume control.
- 3: Turn Brilliance and Contrast controls right off—that is, as far as they will go in an anti-clockwise direction.
- 4: Adjust Brilliance control until picture is only just visible.

(continued overleaf)



23 - INCH MODELS



5: Turn contrast control to required viewing level.

6: Adjust tone control (sound) to desired balance.

7: Adjust fine tuning control for best picture (push and rotate) and readjust brightness control.

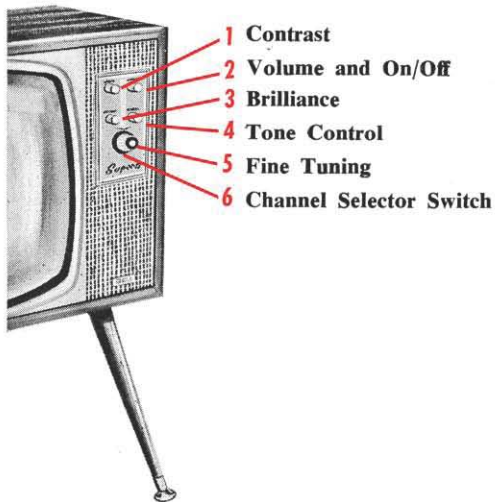
If the quality of your picture keeps varying during an evening's viewing, it may be caused by imperfect material being transmitted—e.g., a film that is not “contrasty” enough. A little viewing experience will tell you when this is so, and save you the trouble of unnecessary adjustments.

Should your picture appear to “flip over backwards”, or to divide itself across the middle, this can easily be corrected by adjusting the vertical hold control at the rear.

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19 - INCH MODELS



IMPORTANT

Do not switch off your set and immediately switch on again; you may damage the delicate components. Wait for at least two minutes.

Do not remove the back cover from your set; apart from the dangers of meddling with high voltages, fiddling with the interior controls may require a costly realignment.

Before calling in your serviceman to attend to an apparent fault, check that (1) the aerial socket is firmly pushed into the back of the set, (2) the antenna itself has not moved in a high wind, (3) the fault is not merely a temporary one caused by low power-supply voltage, interference from machinery, passing cars or aircraft, etc.



INTERFERENCE DUE TO WEAK SIGNAL

If you live a long way from the transmitter, the signal sent out may not be strong enough to overcome all the interference between the station and your antenna. A high intervening obstruction can cause a similar problem. The result is a speckled, or blurry effect called "SNOW". Adjustment or enlargement of your antenna may help—ask your serviceman's advice.

IGNITION INTERFERENCE

This can be caused by passing traffic, electrical appliances, electric signs and so on, and appears on the screen as small dots fitting across in lines. If the cause is outside your home, a strengthened antenna may help. Ask your serviceman's advice.

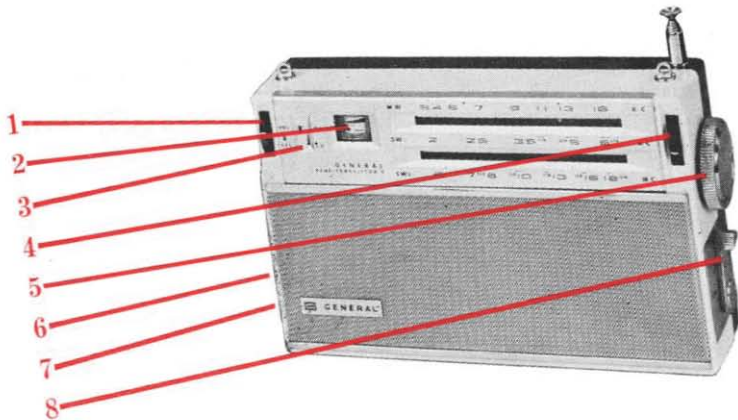




PRESENTING YOUR

GENERAL RADIO

A great deal of specialised care has gone into the manufacture of your GENERAL radio to assure you of many years of trouble-free consistent listening pleasure. All that is required from you in the way of attention is an occasional wipe with a soft cloth, and replacement of the batteries where necessary. We trust that you and your family will obtain many hours of enjoyment from your GENERAL.

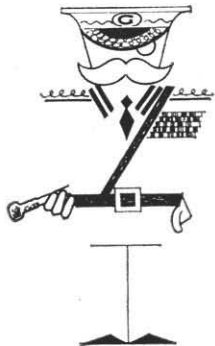


1: On/off and volume control; 2: Tuning and battery charge meter; 3: Tone control; 4: Fine tuning control; 5: Main tuning control; 6: Coin slot; 7: Socket for extension aerial (rear of case); 8: Band selector



PRESENTING YOUR
**GENERAL
"CLIVE"**
PERSONAL PORTABLE

£32/10/-



Operating Instructions for "CLIVE"

This three-band personal portable employs 9 transistors, 1 thermistor and 1 diode to produce probably the most powerful performance ever in a radio of its size. In addition to twin speakers, it has several other refinements to enhance your listening pleasure. Some of those with which you may not be familiar are:—

FINE TUNING CONTROL (see diagram) is for use particularly on shortwave, where station frequencies can be very close and tuning often difficult.

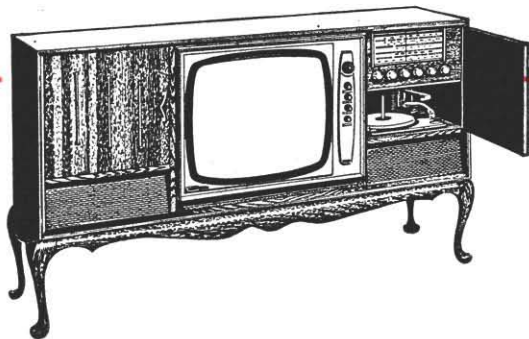
BAND SELECTOR SWITCH (see diagram) gives a choice of three bands, viz ● Broadcast ● Shortwave 1 (2MC to 6MC) ● Shortwave 2 (6MC to 18MC).

TUNING/BATTERY METER (see diagram) serves two purposes, viz ● it shows when tuning is spot on and ● it provides a reading of battery strength. For the latter purpose, turn the main tuning control well OFF-station.

The batteries used are Eveready 935s. Instructions for changing are inside the cabinet.

Once you've seen it, you'll agree

THERE'S NOTHING AS CLEAR AS A



BELL "Bellavista" 23"

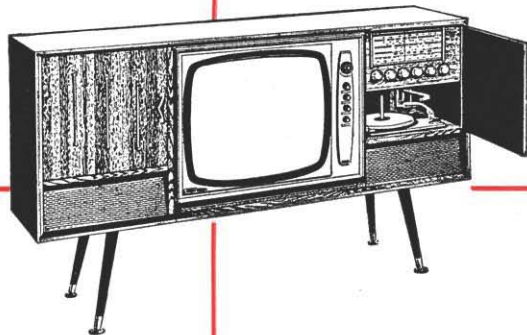
Television's most distinguished set — a complete home entertainment centre in one magnificent cabinet. Combines Bell's superb extra-width picture with 7-valve world-wave radio, BSR automatic record player and three elliptical stereophonic speakers for the zenith of luxury viewing and listening. Long, low styling follows the newest decorating trends, yet has a dignity and refinement to satisfy the most fastidious tastes.

£305

BELL "Bellavista" 23"

Bell's superb 23 inch, high-definition television receiver combines with 7-valve world wave radio, BSR automatic record player and three elliptical stereophonic speakers to bring you the zenith of luxury looking and listening. In Walnut or Mahogany (light or dark), for . . .

£295



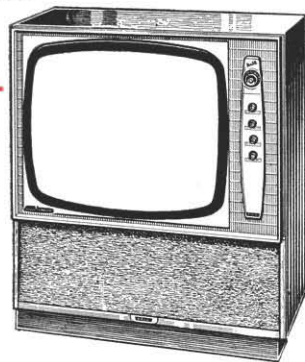
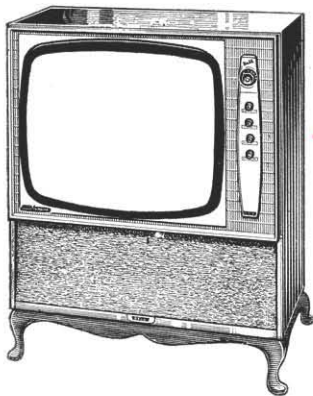
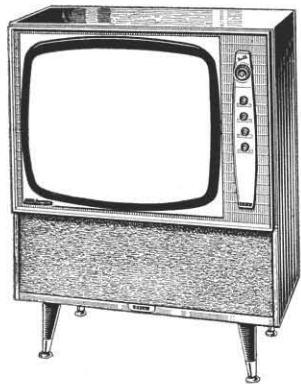
BELL "Belcourt" 23"

Left to right:

Swedish legs **£165**

Cabriole legs **£179/10**

Castors **£169/10**

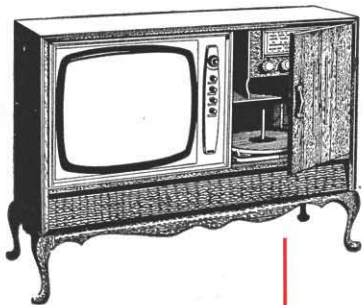


Take a Continental-style picture panel, a highly-polished walnut or mahogany cabinet, a choice of three leg designs — and the result is a Tv. set that exactly fits the decor of your home. High-quality tube gives extra-wide vision because of neatly-designed mask which frames, but does not overlap, the screen. Crystal-clear picture and sharp sound reproduction make performance as outstanding as styling.

BELL "Belgravian" 23"

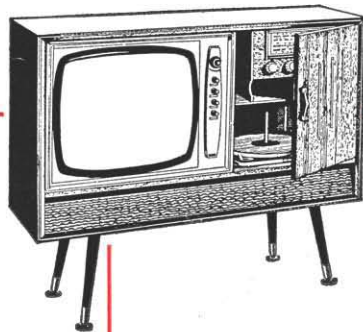
Cabriole
legs

£290



Swedish
legs

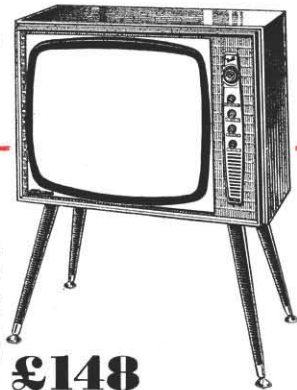
£280



Has all the main features of Bellavista, plus compact styling to suit the home where space is a problem. This home entertainment centre includes 23in high-definition Tv., 7-valve world-wave radio, BSR automatic record player and three elliptical stereophonic speakers for rich sound reproduction. Tastefully-designed picture panel contrasts with glowing mahogany or walnut for styling that's supremely elegant.

BELL "Bellini" 23"

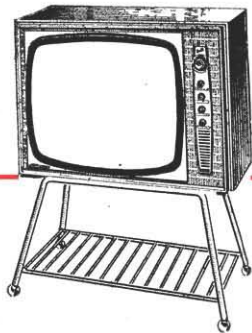
Never before a Tv. set of such classical elegance at such a popular price! New "Bellini" has tasteful Continental-style facia backed by a highly-polished walnut or mahogany cabinet. High-quality tube gives extra-wide vision because of neatly-designed mask which frames, but does not overlap, the screen. Performance, even in fringe areas, is first-class—a crystal-clear picture and rich sound always.



£148

BELL "Bellini" on Trolley

All the performance and beauty of "Bellini" coupled with the convenience of an attractive Bell Tv. trolley. Rolls your Tv. to best viewing spot, or even from room to room. Tray makes handy magazine rack or snack table. In black wrought iron with gold or grey ball castors.

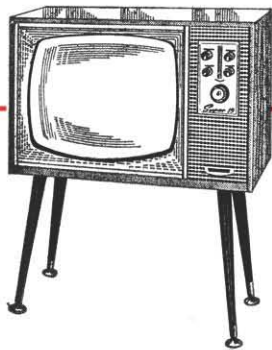


Without legs:

£145/10

plus £7/14/- for trolley

BELL "Belinda" 19"



£128-2-0

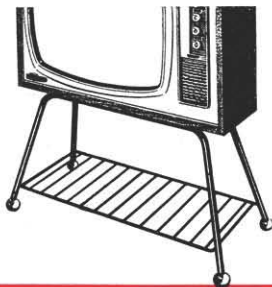


Swedish legs,



£3/17/6 extra.

Compact, reasonably-priced, with the sharpest picture on the market — that's this new beauty by Bell. Precision manufacturing and superior components ensure top-class performance all round. Neatly - designed mahogany cabinet looks well anywhere. The best value in Tv. today!



BELL Tv Trolley

Attractively - designed Tv. trolley, a boon where space is at a premium, rolls your Tv. to best viewing spot— saves rearranging heavy chairs. Tray is handy for magazines, spare cushions or snacks. In black wrought iron with gold and grey ball castors.

£7/14

BELL Indoor Antenna

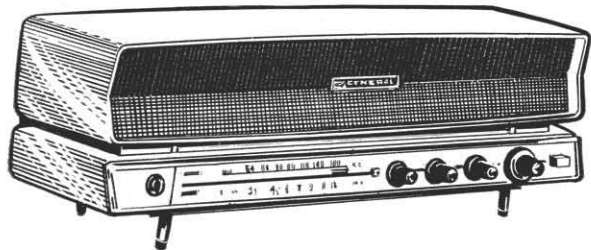
New Zealand's most efficient indoor Tv. aerial. Adjustable chromed arms extend to 3ft 6in for peak reception. Base is of heavy cast metal, with non-scratch sole-pad.

Only £4



There's new room-flattering elegance in

GENERAL **Hi-Fashion Radios**

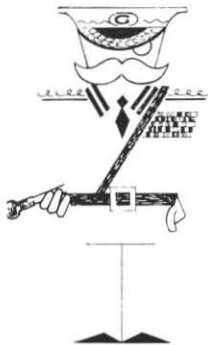


£39/19/6

GENERAL "CROMWELL"



As contemporary as Brubeck! And just as smooth to listen to. Powerful **push-pull output stage** and 8-valve performance combine with **twin elliptical speakers** to give hi-fi reception on broadcast and **shortwave** bands. With variable tone control, magic eye tuning and 'gram connection. In gleaming Ivory . . .



GENERAL

**GENERAL
"GORDON"**

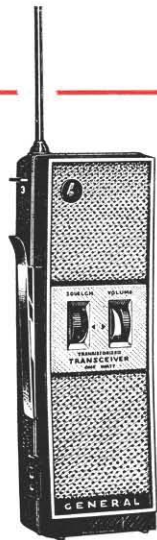
Sounds as sweet as it looks. **Twin elliptical speakers** for rich, high-fidelity tone. Lively 7- valve performance on broadcast **and shortwave** from five multi-function valves. Continuously variable tone control; record-player connection; earphone socket for personal listening; built-in plane aerial. In two-tone coffee/Cloud Grey

There's new room-flattering elegance in

HI-FASHION RADIOS



£29/19/6

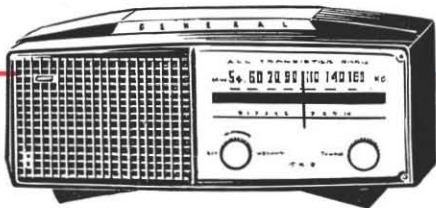


GENERAL "WALKIE TALKIE"

A revolutionary advance in communications! With its powerful performance, the new Transceiver provides a reliable, low-cost means of "keeping in touch." Valuable features include effective squelch control to eliminate interference, earphone, plug for use off external power, e.g. car battery, telescopic antenna, simple controls. Applications include many industrial uses, also ship berthing, farming, sports events, boating and fishing, hunting and many others. Battery operated.

available from August 1964

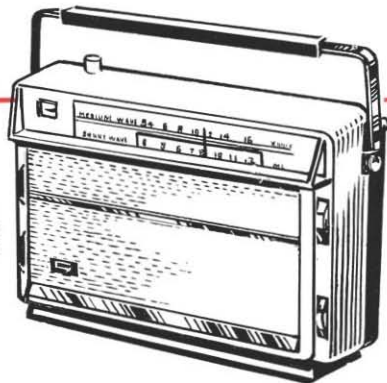




GENERAL "WELLINGTON"

The most versatile mantel radio on the market. 6 transistors and 2 germanium diodes give extra-powerful performance. And you can use batteries **OR** mains power. With ferrite rod aerial, plus external aerial connection; earphone socket. In Flame, Aqua, Squadron Blue or Cloud Grey . . .

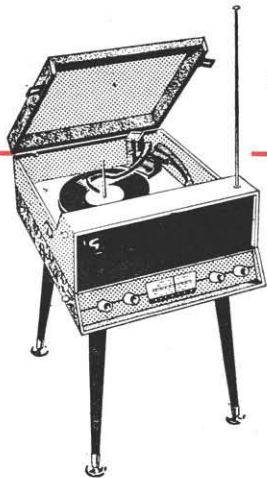
£22/10/-



GENERAL "GRANT"

Never before a portable with all these features for such a low price: Powerful 8-transistor + 3-diode, **dual wave** reception; record-player connection; **two** extension speaker or earphone connections; wide, easily-read dial backed by meter-type tuning; battery charge indicator; ferrite rod, **plus** telescope whip aerial. Topped off by a sparkling gold, blue and ivory finish . . . for only . . .

£32/10/-



GENERAL "LEE"

The ideal radiogram for the smaller room, flat etc. 4-speed BSR automatic record-player; powerful 5-valve broadcast radio with separate tone control; rich 8" x 3" speaker; high-efficiency rod aerial. Complete with modern metal-ferruled legs for just . . .

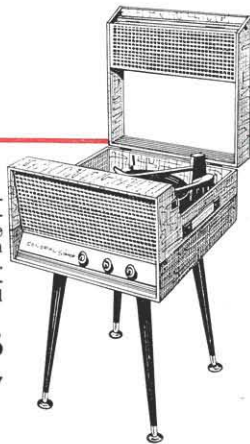
£41/-/-

GENERAL "WAVELL"

The handiest, most compact stereophonic record-player ever! Detachable speaker unit in lid can be moved up to 10ft on its extension cord to give true stereo effect. Twin 4in speakers and 6-valve performance give ample power and rich, mellow tone. Only . . .

£33/17/6

With gold-ferruled legs - - £37

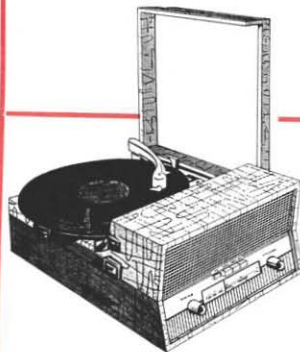




GENERAL "KITCHENER"

Ideal for your bedroom or kitchen is this attractive 5-valve radio with the pulling power of a full "six-valver". With its variety of pleasant fashion colours the set will blend perfectly with the interior decor of your home. Earphone socket and fully-variable tone control. Available in Flame, Aqua, Squadron Blue or Cloud Grey, trimmed in white.

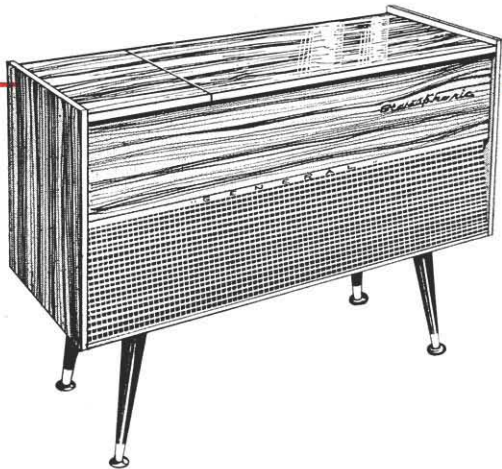
£16/16/-



GENERAL "PERSHING"

At last, a 4-speed transistor radiogram which works on either battery or mains power! Seven transistors plus 2 diodes for powerful performance; 8in x 3in speaker for faithful tone reproduction; push-button on-off, radio and 'gram controls for easy operation. Beautifully finished, too . . .

£33/17/6



GENERAL "HAMILTON"

The most compactly powerful cabinet stereogram ever! Compact cabinet houses twin 9in x 6in elliptical speakers; 4-speed automatic record player; wide, easily read dial scale; dual-wave radio with full 11-valve performance — and even record storage space. Mahogany finish to grace any living room

£69/19/6

YOUR GUARANTEE OF QUALITY

MANUFACTURER'S WARRANTY

Bell Radio-Television Corporation Ltd. guarantees to replace or repair within 90 days from the date of sale to the customer or maximum of six months from the date of original shipment from the factory any component which in the opinion of the Company is faulty or below standard through construction or material. Failure to observe the undernoted conditions renders the warranty null and void.

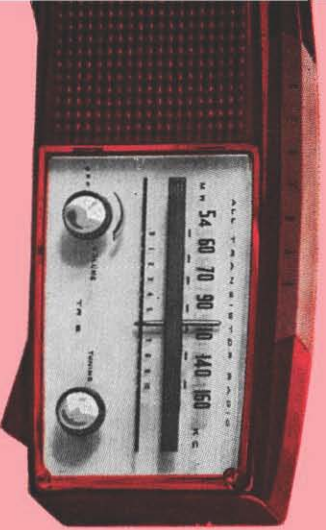
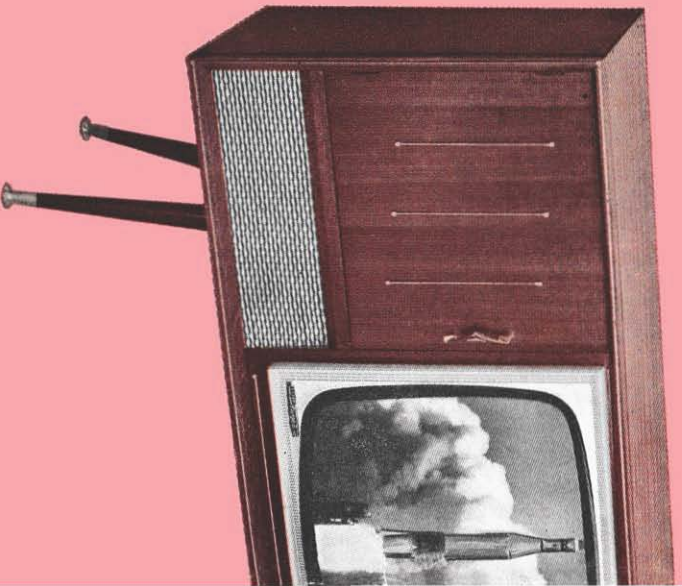
- (a) The equipment must have been purchased at the full list price from a Bell Dealer.
- (b) This warranty does not extend to any faults arising from misuse, neglect, accident, tampering with or unauthorised modification of the equipment or any attempt.
- (c) The Bell Radio-Television Corporation Ltd. does not accept liability for any consequential loss or injury arising from any of their products.

The warranty covers the replacement of parts only. Claims under this warranty must in the first case be made to the Bell dealer from whom you purchased the receiver. The Dealer is entitled to make a charge for labour and collection and delivery of the receiver. Should the Dealer decide to return the equipment to Bell Radio-Television Corporation Ltd., please note that the guarantee covers replacement of parts only. A charge will be made to cover the cost of handling, labour, packing and carriage. No responsibility can be taken for damage in transit. If an estimate of the cost is required before repairs are commenced, this should be made quite clear to the Dealer before repairs are commenced.

A detailed description of the symptoms noted is of considerable help in ensuring that the equipment is serviced satisfactorily. All correspondence must quote the Serial Number of the equipment. All equipment returned for Service **MUST** be sent carriage paid.



BELL RADIO-TELEVISION CORPORATION LTD
AUCKLAND WELLINGTON CHRISTCHURCH DUNEDIN



**BELL
RADIO - TELEVISION
CORPORATION LTD.**
AUCKLAND, WELLINGTON, CHRISTCHURCH,
DUNEDIN