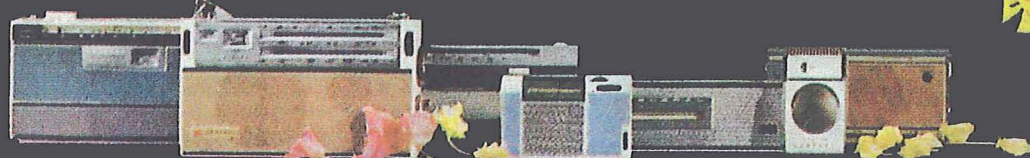
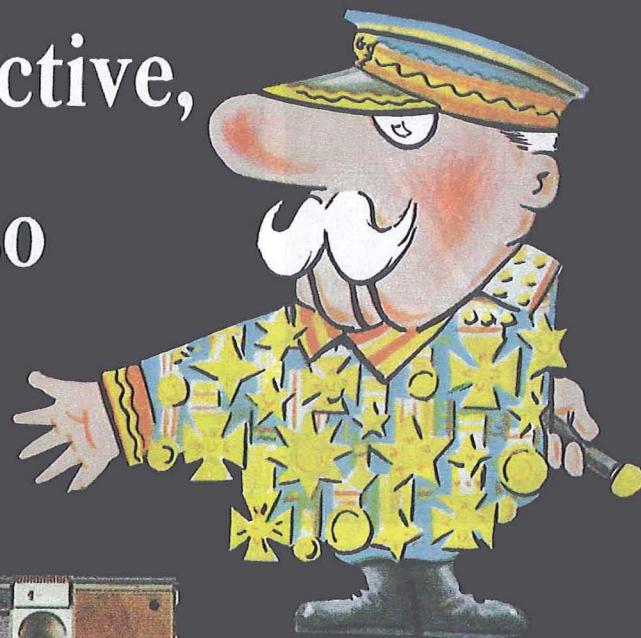
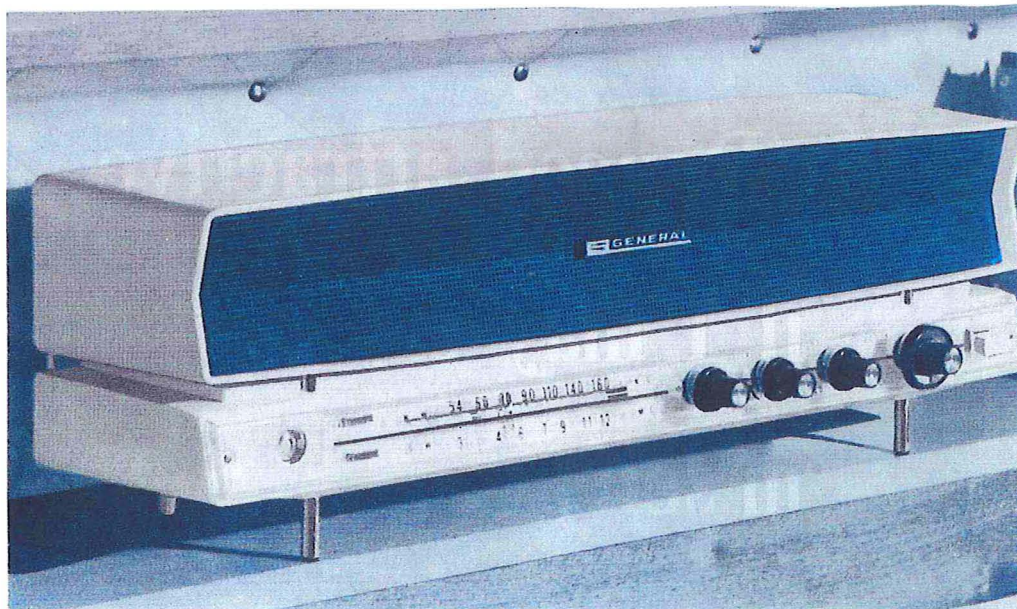
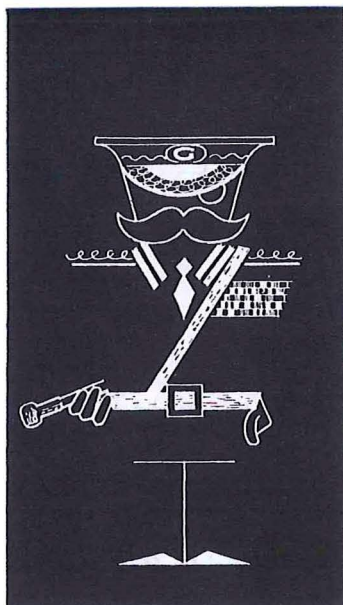


“Deuced attractive,
if I may say so
m’self, . . .

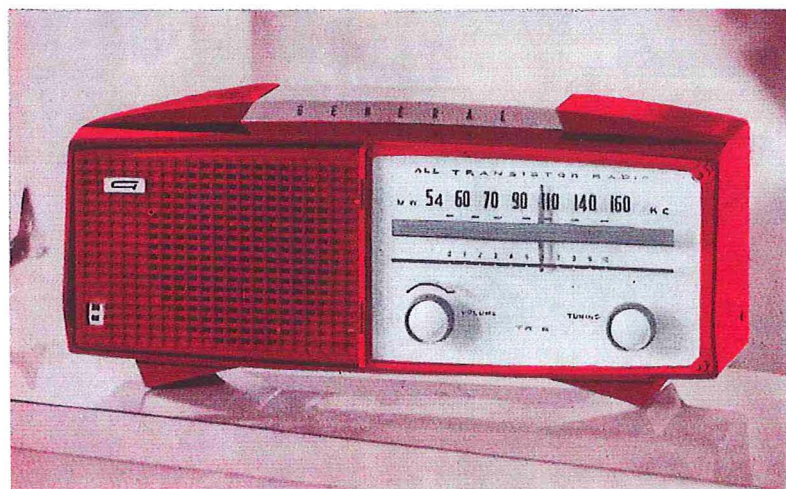


. . . your new radio by GENERAL”



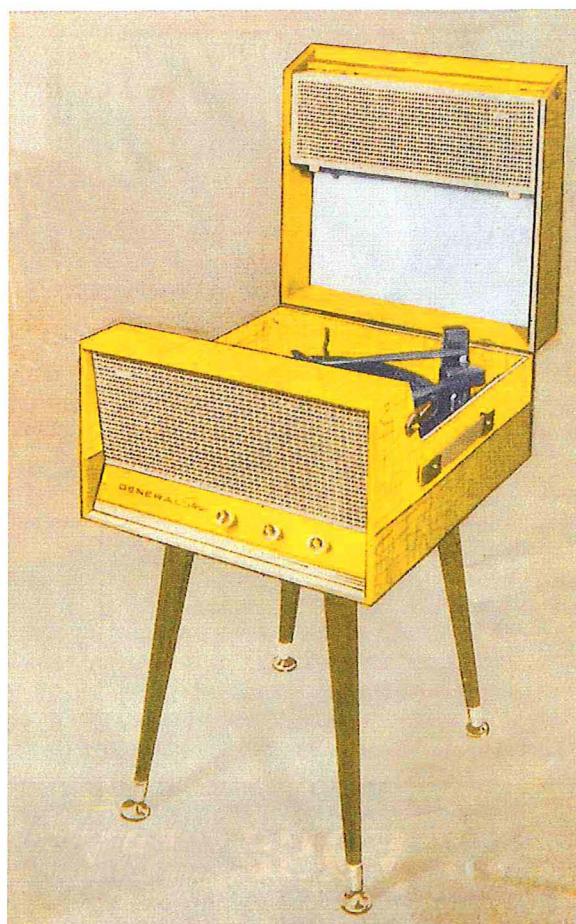
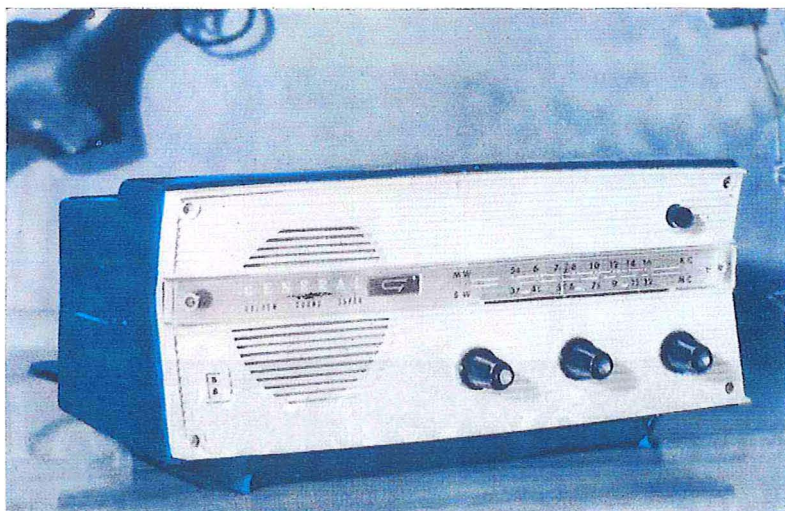
GENERAL "CROMWELL" — The lord of any manor. A powerful set with five valves plus two diodes to make 9-valve performance. A combination of push-pull output stage and twin elliptical speakers give brilliant hi-fidelity on broadcast and shortwave bands. With variable tone control, magic eye tuning and 'gram connection. In gleaming Ivory with Blue fascia . . . £39/19/6.

GENERAL WAVELL (below) — 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 "WELLINGTON" — On the beach or in the bedroom, at the cricket or in the kitchen . . . take your pick. Use it anywhere! Six transistors and 2 germanium diodes mean the set can be switched on indoors or outdoors . . . on batteries or mains power. Either way you get top-class performance and excellent tone. With ferrite rod aerial, plus external aerial connection; earphone socket. In Flame, Aqua, Squadron Blue or Cloud Grey . . . £22.10.0.

GENERAL "SHERMAN" — Dominating design — and performance — presented in an ultra-modern style. Five multi-function valves take performance to a full 7-valve level on broadcast and shortwave. Record-player connection for party listening and earphone socket for the ultimate in intimate entertainment. In Flame, Aqua, Squadron Blue or Cloud Grey . . . £19.19.0.





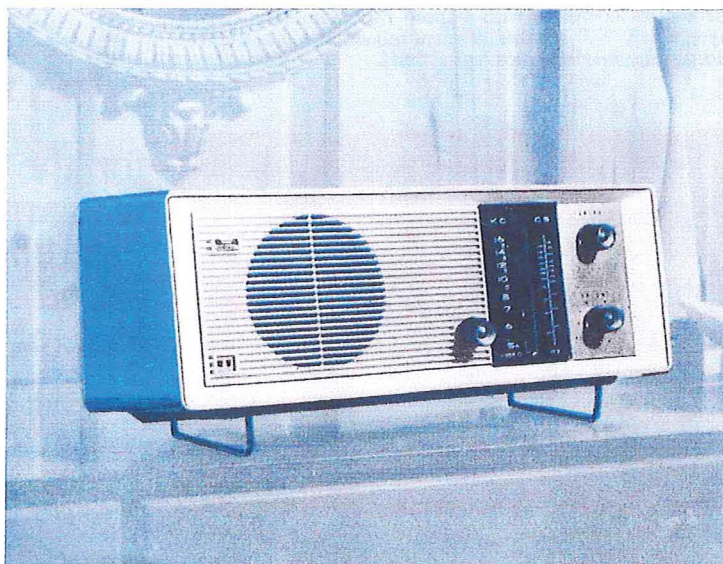
GENERAL "GRANT" — The persuasive portable at a popular price. The radio with all the features: Power-packed 8-transistors plus 3 diodes; dual wave reception; two extension speaker or earphone connections; wide dial complete with meter type tuning; battery charge indicator; ferrite rod, plus telescope whip aerial. Finished in sparkling Gold, Blue and Ivory. All this for . . . £32/10/-.

GENERAL CLIVE (not illustrated) — Powerful 9-transistor, three-band portable. For release September, 1963.

GENERAL "GORDON" (Right) — An introduction to a sound sensation. Twin elliptical speakers and 7-valve performance from 5 multi-function valves provide lo-price hi-fidelity on broadcast and shortwave. Continuously variable tone control; record-player connection; built-in plane aerial. In two-tone Coffee/Cloud Grey . . . £29/19/6.

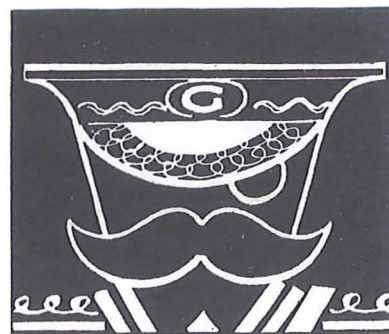


GENERAL "KITCHENER" (Below) — Ideal for your bedroom or kitchen is this attractive 5-valve radio with the pulling power of a full "six-valver". With its variety of pleasant fashion colours the set will blend perfectly with the decor of your home. Available in Flame, Aqua, Squadron Blue or Cloud Grey, trimmed in white. . . . £16/16/-.



GENERAL "LA FAYETTE" — C'est fantastique . . . full 7-valve performance with twin hi-tonal speakers to give better listening. Wide dial and magic eye make for easy tuning on broadcast and shortwave. Built-in aerial saves time and trouble; 'gram connection; earphone socket . . . Available in Flame, Aqua, Squadron Blue or Cloud Grey . . . £34/19/6.





GENERAL 'HAMILTON' (left) — 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.



GENERAL 'PERSHING' (above) — 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 "LEE" (right) — A thoughtfully-designed radiogram ideal for apartments or homes where space is at a premium. A powerful 5-valve radio complete with separate tone control combines with 4-speed BSR automatic record player; rich 8" X 3" speaker; efficient rod aerial. Complete with space-saving metal-ferruled legs . . . £41.

GENERAL

for the first time, a radio that truly is in harmony with your home blending visual glamour with exciting sound making every earlier radio look obsolete.

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