

as easy
as
putting
on a
record!



THE REVOLUTIONARY

Gramdeck

GRAMOPHONE TAPE RECORDER

NOW

every gramophone owner can have a superb
tape recorder with . . .

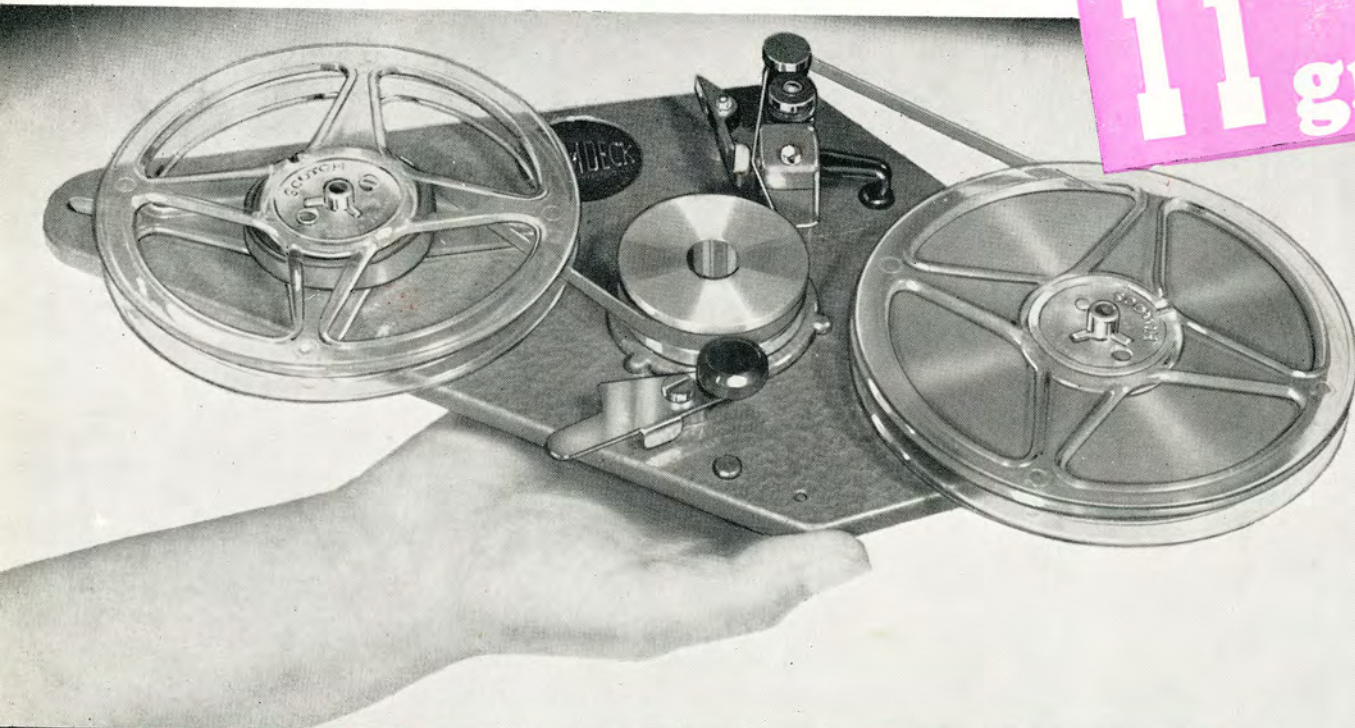
AMAZING Gramdeck

FOR ONLY

11

COMPLETE WITH
CONTROL UNIT AND
600 ft.
SPOOL OF
TAPE!

gns.



THE GRAMDECK CONTROL UNIT

The Pre-amplifier/Control Unit, using transistors and printed circuit, contains electronic components of the highest quality. The case is attractively styled and there is one simple switch.

TURN A TURNTABLE INTO A TAPE RECORDER

SLIP IT ON YOUR GRAMOPHONE AND . . .

You have a first-class Tape Recorder

. . . lift it off and you are ready to play records again!

★ GRAMDECK GIVES AN OUTSTANDING QUALITY OF RECORDING AND AMAZING TRUE-TO-LIFE REPRODUCTION

GRAMDECK is something completely new and revolutionary in tape recorders. It is an ingenious invention that **turns your gramophone into a tape recorder and back into a gramophone at will!**

Slip the Gramdeck onto your turntable and you have the finest tape recorder you have ever heard. Lift it off and your gramophone is ready to play records again, so that you have the pleasure of tape or disc recordings at your finger-tips—in ONE instrument.

The Press has praised Gramdeck generously. *The Tape Recorder* said:

"It is ingenious. It is in fact one of those rare inventions which make one exclaim: 'Why on earth did no one ever think of it before!'"



The cleverness of the Gramdeck is in its simplicity. With no valves or motors to go wrong, it slips onto the turntable of your gramophone as easily as a record. The turntable drives the tape spools and the loudspeakers in the gramophone provide sound reproduction through the ingenious Gramdeck giving you a quality of reproduction that must be heard to be believed.

An expert, writing a Test Report in *The Gramophone Record Review*, said:

"I have had one of these units under test for several months . . . I have nothing but praise for it . . . this very inexpensive mechanism can be thoroughly commended."

PATENTS GRANTED OR PENDING:

Great Britain, Canada, Australia, New Zealand, South Africa, Eire, India, Pakistan, France, Germany, U.S.A., etc.

*as easy as
putting on
a record!*



Gramdeck

was invented as an essential piece of recording apparatus for what is now the Royal Radar Establishment, and Government permission had to be obtained before it could be patented and released to the general public. Gramdeck is protected by Patents, granted or pending, throughout the world. It uses standard tapes — has an erase-head for wiping out your recordings and using the tapes as many times as you like. You can record anything . . . music . . . speech . . . radio . . . the voices of your family—and faithfully reproduce them with a wonderful depth and breadth of tone.

Because of the outstanding quality of reproduction, its simplicity, convenience, and low price (made possible by Gramdeck cleverly employing the equipment in your own gramophone), it is believed that Gramdeck will become the universal method of home tape-entertainment.

Gramdeck is supplied direct from Andrew Merryfield Ltd. Orders are accepted in strict rotation and every Gramdeck is fully guaranteed.

★ FIRST PRIZE IN THE BRITISH AMATEUR TAPE RECORDING CONTEST OF 1960 — WINNING TAPE MADE WITH GRAMDECK EQUIPMENT

In the nation-wide contest, sponsored by *Tape Recording and Hi-Fi Magazine*, with a record number of entries, a panel of expert judges awarded 1st Prize to Mr. D. J. Garrett who used GRAMDECK equipment to make his prize-winning tape.



GRAMDECK IS SO EASY TO USE AND WORKS ON ALMOST ANY GRAMOPHONE

... and, of course, *no circuit alterations of any kind* are needed to your existing equipment.

When you have made a recording, you can at once play it back through your radio set by plugging the Gramdeck lead into the Gram Pick Up socket of your radio.

Or, by plugging the Gramdeck lead into the Pick Up socket of your gramophone or radiogram, you can play back the recording through your gramophone or radiogram. If you have no Pick Up socket on your gramophone, a local radio man can easily fit one at a trifling cost ... or we will, at your request, send one of our engineers to your house to do it for you quite free of charge. It is a very simple job ... and once this socket is fitted, your gramophone and Gramdeck together make a wonderful combined record-player and tape recorder, giving you the best of both worlds ... your records whenever you want to play them or all the pleasure of a really high-quality tape recorder!

SWITCH IT TO 'PLAY'..

*and suddenly you hear
your own voice . . . !*

as clear and true-to-life as a radio announcer

Make microphone recordings of music, voices . . . anything you like . . . or record direct from radio . . .

WITH GRAMDECK, it takes only seconds to turn your gramophone into a first-class tape recorder! Slip the Gramdeck onto the turntable, set the switch on the Control Unit to **RECORD** . . . start the gramophone . . . and you are recording speech, music — anything you like. To play back, simply plug the Gramdeck lead into the pick-up socket of your gramophone or radio, set the Control Unit switch to **PLAY** . . . and you are hearing a perfect reproduction of what you have recorded.

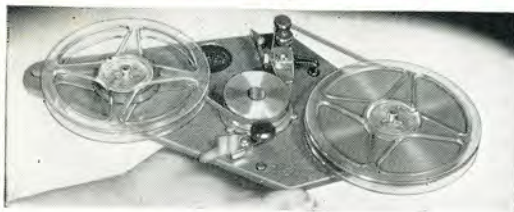
Talk, sing, or play music into your microphone and every sound is faithfully recorded—even the tick of your watch if you want it. Hold your microphone in front of your radio or TV set and the sound is on your tape for your future private entertainment. If you have extension loudspeaker sockets on your radio, the GRAMDECK enables you to record "direct-from-radio" without using a microphone at all. (We explain this and many other ways of enjoying GRAMDECK in our simple Instruction Booklet which is sent out with every GRAMDECK.)

You can have endless fun with a good tape-recorder and GRAMDECK provides a quality of recording that is equal to and in many cases better than the results you would expect from even the most expensive tape recorders. The fact that an *independent panel of expert judges awarded First Prize to a tape made on GRAMDECK equipment, in the 1960 British Amateur Tape*

Recording Contest is yet further proof that GRAMDECK quality is really outstanding, especially when you remember that many of the entries were made on the most expensive equipment available.

Because it uses your existing loudspeakers which are so much better than the speakers in a normal tape recorder, Gramdeck reproduction is as excellent as the reproduction you already enjoy from your radio or record-player. No circuit modifications of any kind have to be made to your gramophone or radio set so that *the Gramdeck does not affect the normal working of your set in any way whatsoever*. Of course, you must have a pick-up socket on either your radio or gramophone and, if there is not one, your local radio engineer can easily fit one for you for a few shillings, or we will do it for you free of charge if you live anywhere on the mainland of England, Wales or Scotland.

*This is the amazing
GRAMDECK!*



THE GRAMDECK consists of two self-contained units—the Tape-deck which is placed on the turntable of any record player and a very neat and compact Control Unit (Pre-Amplifier) with a selector-switch for recording or playing back.

The DECK slips on to a turntable (just like a record), the turntable turns the reels and, in a moment, you have the perfect tape-recorder—simple, ingenious, and as reliable as your gramophone. The deck carries a sound-head, a permanent-magnet erase-head, for wiping your tapes as often as you like and, both turntable-motor and hand re-wind.

The very neat CONTROL UNIT (PRE-AMPLIFIER), measuring only 4" x 7" x 3½", has a control knob with various positions, i.e., Direct-from-Radio Recording, Microphone Recording, Playback, and "Off." The Control Unit is completely self-contained, uses transistors, and is powered from its own internal standard portable radio type battery the drain on which is so negligible that it may be used for over 600 hours without replacement. (Cost of replacement is less than four shillings!)

*as easy as
putting on
a record!*



GRAMDECK IS PRECISION MADE

by the organisation that makes Radar runs for the famous Viscounts and Britannias

Because Gramdeck is an entirely *new* invention enabling you to add tape recording and playing facilities to equipment you already possess, this beautifully made high-precision instrument can be offered to you at a most moderate cost

GRAMDECK is manufactured by a world-famous firm of Electronic and Radar Engineers and every Gramdeck is individually inspected and tested. This firm also manufactures Automatic Voltage Regulators and Automatic Frequency Controllers, which have uses in, for example, submarines, aircraft-carriers, steel mills, etc.

AFTER-SALES SERVICE

Every Gramdeck carries with it a 12-month Maker's Guarantee from the date of purchase, but the Gramdeck is so sturdily built and precision-engineered that, if reasonable care is taken of it, you can look forward to years of first-class entertainment with it. There is a complete after-sales service should you at any time require spares, replacements or repairs.

ENTHUSIASTIC PRAISE FROM THE PRESS

"The Gramdeck was tested with various types of record reproducers . . . and very satisfying results were obtained in all cases . . . the quality of the reproduction was excellent and real hi-fi results were obtained . . . the equipment represents very good value indeed."

Radio and T/V Retailers' Review.

"The Gramdeck is something completely new. It is ingenious. It is simple. It is, in fact, one of those rare inventions which make one exclaim: 'Why on earth did no one think of it before!'"

The Tape Recorder.

"A robust, carefully designed instrument and we consider it excellent value for money. Better than many so-called hi-fi recorders . . ."

Amateur Cine World.

"Particularly ingenious and robust . . ."
British Sound Recording Association Journal.

"I have had one of these units under test for several months . . . I have nothing but praise for it . . . this very inexpensive mechanism can be thoroughly commended."

Gramophone Record Review.

"Enables the disc enthusiast to have the best of both worlds . . . advantages are quite significant . . . can be mounted and dismounted on the turntable as easily as a record."

Engineering.

"Much to commend . . . can be used out of doors as a self-contained recorder, or to record from the radio or any other source."

Tape Recording.

"A brilliant invention — the Gramdeck converts any gramophone into a really efficient tape recorder."

Woman's Own.

"Makes tape recording possible at a very low price; designed by an ex-Government electronics engineer and being produced by a firm that has specialised in radar and guided weapon equipment. Recordings played back with perfect clarity . . ."

Yorkshire Evening News.

"Has thrown down the gauntlet to Continental tape recorder makers. Gramdeck provides the same recording and playback quality as many high-priced tape-recorders at less than a fifth the cost. Can be used as easily as putting on a record."

Radio Review.

"A very sound idea—an invention that converts any record player into a tape recorder. Small, neat, and lightweight . . . can be slipped onto the turntable as easily as putting on a record."

Scottish Daily Record.

"A challenge to Continental tape recorder firms."

Daily Express.

Do not confuse Gramdeck with cheap Tape Recorders — Gramdeck has been designed to give you HIGH QUALITY musical reproduction.

Turns a Turntable into a Tape Recorder



With the magic of Gramdeck, the entire fascinating world of sound is yours to capture and hold for as long as you wish. The happy moments of yesterday, the voices you love . . . music . . . all yours to treasure and re-live with the faithful, versatile and sturdy Gramdeck. And all this at an astonishingly low cost.

Record Your Children's Voices. A tape recorder is the modern snapshot camera in sound. Hear your children grow up — have an album of Gramdeck tape recordings that last indefinitely and can be played again and again.

Your Favourite Radio Items. You have an appointment? No need to miss that programme you wanted to hear. Any friend or member of the family can record it for you with Gramdeck and you can privately listen to it any time that suits you and then erase it so that the tape may be used again.

Build Your Own Musical Programmes. Classical music, jazz, dance music, 'pop' music, any kind of entertainment in sound can be captured by Gramdeck to build into your own personal programme.

Entertain Your Friends at Parties. It's so easy to amuse and surprise your guests by recording background talk with Gramdeck. Let them hear

their "party-pieces" and impromptu acting — or prepare, in advance, a fake "radio programme" with amusing "commercials." The Gramdeck is great fun and can "make" a party.

Rehearse Plays, Speeches or Practise Music. Gramdeck high fidelity gives exact reproduction of voice characteristics. It is a wonderful asset for both amateur and professional actors. Or you can sing or play to the accompaniment of famous orchestras and record the effect for others to hear. The possibilities are endless . . .

Send Spoken Letters. Meaning and moods can all be conveyed by your voice so much more easily than the written word. "Spoken letters" give a sense of your actual presence to friends or relations who may be thousands of miles away. Here's a way to "visit" them — by Air Mail.

Outdoor Sounds. An exclusive feature of the Gramdeck! Even with an old spring-wound gramophone, you can record outdoors and bring home the sound of birds, the sea, the scream of racing

cars; the fun at a picnic. Every happy moment can be conveyed in sound to make the summer last all the year round.

Tape Your Favourite Record. Those privately-recorded discs of your friends that you always enjoy can be put on tape. Simply hold the microphone in front of the loudspeaker and Gramdeck will capture the sound.

Sound for Home Movies and Colour Slides. Record outdoors or indoors . . . add music and effects . . . prepare a commentary for your colour transparencies with the actual sounds you heard when you took the pictures. Gramdeck has been tested and warmly praised by "Amateur Cine World."

. . . and there are dozens of other ways you can have fun with Gramdeck. You can collect folk-tunes, or the sound of bells. You can achieve special effects for dramatic productions, learn languages, record sermons, and re-capture happy moments at birthday parties.

So many ways to



PARTIES



PLAYS AND SPEECHES



SPOKEN LETTERS



HOLIDAY RECORDINGS

enjoy your **G**ramdeck

Delighted users praise the superb Gramdeck . . .

Although we have never solicited them, we receive countless letters from Gramdeck users, telling us how pleased and surprised they are by the wonderful performance they get from Gramdeck. You, too, will be delighted.

"I recently purchased a Gramdeck Tape Recorder . . . I am more than delighted with its superb reproduction." —J. W.

"Ingenious and well thought out. Thank you for this wonderful instrument — and at such a low price!" —R. G.

"Lives up to the good name it has been given by the people 'who know.' I am very pleased with it. I am a Technical Officer and am interested in the technicalities of the Gramdeck." —J. N.

"I am pleased to say I am very satisfied with the unit. I use it with my Hi-Fi amplifier to record radio programmes and play back. The result is amazing as the playback has all the Hi-Fi effects and the tone is far better than the tape recorder I had some time ago." —B. G.

"We are playing back through a console record-player and can distinguish no difference between that and either radio programme or record as originally heard. A superlative instrument. It beats a friend's tape recorder easily." —E. P.

"I was truly amazed — and still am by the performance. As I have a good record-player, I get — as you say — identical reproduction, much better than that of any tape recorder I have heard." —B. R.

"A wonderful machine — worth its weight in gold. So easy to fit. Once again, many thanks." —M. W.

"In all respects it lives up to the claims which you make for it. At 78 r.p.m. I made first-class recordings of orchestral music; at 45 r.p.m., it recorded jazz and pop music excellently; and, at the slower speeds, it still retains its high quality of speech reproduction." —R. W.

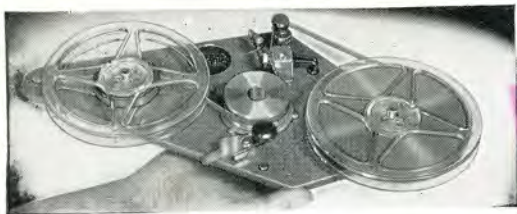


RECORD THE BELLS



CINE FILMS

That Owns a Gramophone or a Radiogram !



Question

Answer

ALL ABOUT THE AMAZING NEW GRAMDECK *Here are the facts you want to know*

IF I CAN AFFORD A GOOD CONVENTIONAL TAPE RECORDER, WHY SHOULD I CHOOSE A GRAMDECK?

Because you get **BETTER** results at far less cost. When you buy an ordinary tape recorder, you are buying *all over again* items which you already possess in your gramophone or record-player — motor, speaker, valves, transformer, amplifier, etc. These items, with many other delicate components have to be put into the relatively confined space of an ordinary tape recorder, so they are small and not as robust as the components of your record-player.

Remember also that Gramdeck has a facility found on only a few of the most expensive tape recorders — you can record music or background sounds and, without erasing the recording you have already made, you can superimpose any voice on top of it, simply by threading the tape a slightly different way.

YOU SAY I SHALL GET BETTER REPRODUCTION WITH GRAMDECK. WHY?

A conventional tape recorder has a small speaker and not much room for a first-class amplifying unit such as you have on your radio, gramophone, etc. The speaker you possess now, for instance, is probably some 9" across, whereas in the standard tape recorder it is only about 4". *Gramdeck gives you precisely the tone-quality and fidelity you now enjoy from your record-player, or radio. IT USES THE VOICE OF YOUR OWN INSTRUMENT.*

HOW RELIABLE IS THE GRAMDECK?

There's hardly anything of any consequence that can go wrong with it. Gramdeck has no valves, no electric motors. Even the Control Unit has a *printed* circuit and uses transistors. Gramdeck is as reliable as your gramophone.

DO I HAVE ANY EXPENSES AFTER I HAVE BOUGHT MY GRAMDECK?

For all the fun of microphone recording in addition to recording direct from radio, you need a suitable microphone (we supply an excellent one at a very moderate cost). You will also need a reel of any standard tape. The tape can be used again and again by using the built-in Gramdeck erase-head which quickly erases the recording, giving you virtually a "new" tape whenever you want it.

WILL IT FIT MY RECORD PLAYER?

It will fit practically *any* record player, large or small. Loaded with 5" reels, the Gramdeck is 13½" long and just under 6" at its widest point. It can be fitted diagonally, if necessary.

WILL IT FIT ON ANY SPINDLE?

We have not yet found any spindle—long or short — on which it will not fit. Nor is there any difficulty with the type of automatic-change spindle that has a slight "kink" in it. In the latter case, you joggle the deck slightly and it slips on quite easily.

IS THERE ENOUGH TORQUE (TURNING-POWER) ON MY TURNTABLE MOTOR?

Unless it is worn out or *very* old, there is power to spare. The torque or turning-power needed to drive the Gramdeck reels (measured in gram-centimetres) is 120 to 160. Most record-players comfortably provide 253 to 300 gram-centimetres torque, with no more than 1% speed change. You therefore have nothing to worry about in this respect.

WHAT SIZE SPOOLS DOES THE GRAMDECK TAKE?

Any size up to 5½ inches. We supply 5" spools.

DETAILS FOR THE TECHNICAL MAN

CONTROL-UNIT (PRE-AMPLIFIER)

Output voltage from CCIR test tape, or average programme level, 0.25 volts rms.

Noise: Better than 3 mV rms.

Response: Playing EMI or CCIR test tape ± 3 dB from 60 to 10,000 c/s. Record/Replay, same as above.

TAPE TABLE

Output at peak recording level 4 mV rms.

Impedance: 700 ohm at 1 Kc/s.

Inductance: Nominally 120mH.

Gap vertical: Nominal width 0.00025".

Top-track recording.

Wow and Flutter (from tape table only) better than 0.15% rms, measuring all components from 0—300 c/s. With transcription turntables better than 0.2%. With commercial gramophones or changers, better than 0.3%.

HAS THE GRAMDECK A TWIN-TRACK RECORDING-HEAD?

Yes. It uses the top half of the tape and, when you have completed one track, you can turn it over and use the other track. The tape tracks from left to right in accordance with international practice.

FOR HOW LONG WILL A 5" SPOOL PLAY OR RECORD?

THIS IS THE TOTAL RECORDING AND PLAYING TIMES OF 5" REELS

Turntable Speed in R.P.M.	78 R.F.M.	45 R.P.M.	33½ R.P.M.	16½ R.P.M.
Standard Tape	30 mins.	52 mins.	70 mins.	140 mins.
Long Play Tape	45 mins.	78 mins.	105 mins.	210 mins.
Double Play Tape	60 mins.	104 mins.	140 mins.	280 mins.

For time on each track, halve the above figures.

WHAT ARE THE TAPE SPEEDS?

If you set the turntable speed at 78 r.p.m., you get the international high-quality tape speed of $7\frac{1}{2}$ inches per sec. At 45 r.p.m., you get 4.33 inches per sec.; at $33\frac{1}{2}$ r.p.m., you get 3.20 inches per sec.; and at $16\frac{1}{2}$ r.p.m., you get 1.60 inches per sec.

WHAT TAPE SPEEDS SHOULD I USE?

If you are a connoisseur and wish to record (for example) a symphony orchestra, you will choose 78 r.p.m., giving a tape speed of $7\frac{1}{2}$ inches per second. But at 45 r.p.m., most people can hardly tell any difference, for the quality is excellent. You can record and play music at $33\frac{1}{2}$ r.p.m. with quite good results and — for speech only or a play — $16\frac{1}{2}$ r.p.m. will do everything you require.

I HAVE SOME TAPES RECORDED AT $3\frac{3}{4}$ " PER SEC. CAN I PLAY THEM ON THE GRAMDECK?

Yes, at 45 r.p.m., giving you a tape speed of 4.33 as compared with the original recording speed of 3.75. The effect is to speed music up a little and slightly to raise the tone of a voice, but the result is quite acceptable, particularly for speech recordings.

HOW LONG DOES IT TAKE TO REWIND THE TAPE?

You set the turntable speed to 78 r.p.m., thread the tape for rewinding as shown in our instruction-booklet, and a full 5" reel of standard tape automatically rewinds in approx. $4\frac{1}{2}$ minutes. This rapid but not ridiculously fast speed is kind to your tapes. There is also a hand-rewind. The rewind speed is in no way governed by the playing speed.

IS THERE AN AUTOMATIC ERASE?

Yes. You do not have to erase a tape before recording on it again. The Gramdeck does it for you, wiping off the old recording at the same time as you make the new recording. The tape can therefore be used again and again.

CAN I ERASE A RECORDING WITHOUT MAKING A NEW RECORDING?

Yes. You thread the tape for recording, start the turntable, and leave the Control Unit switch at "OFF." This will erase any recording.

CAN I SUPERIMPOSE ONE RECORDING OVER ANOTHER?

Yes, by threading the tape as shown in the instruction booklet, you can superimpose your voice or any other sound on the recording that has already been made. You could, for example, record some music, and then record your own voice over it. This is specially useful for amateur movie makers.

DO YOU SEND AN INSTRUCTION BOOKLET?

Yes — a fully illustrated 12-page booklet that tells you everything you want to know and shows you, in a series of close-up photographs, how to record, how to play back, how to erase tapes, how to rewind, how to thread the tape, how to superimpose, etc.

IS THE GRAMDECK EASY TO FIT?

Yes, there is no installation in the normal sense of the term. All you have to do is to stick or screw (with one screw!) to any convenient place on the motorboard, a small plastic locating-pillar which we provide. Then you simply slip the Gramdeck onto your turntable and you are ready to record. To play back the recording, you plug the Pick Up lead (already attached to the Gramdeck Control Unit) straight into the gramophone Pick Up socket of your gramophone or radio. If your gramophone or radio has no Pick Up socket your local man can easily fix one for you right away, at a very low cost, as no circuit alterations of any kind are required, or we will send an engineer to your home to do it for you free of charge if you live on the mainland of England, Wales or Scotland.

WILL THE GRAMDECK RECORD DIRECT FROM RADIO?

Yes — and you don't need a microphone for this. You simply plug the lead from the Gramdeck Control Unit into the extension-loudspeaker sockets of your radio and the results are perfect.

CAN I USE ANY MICROPHONE?

Provided it is a line impedance microphone (600 ohms) — yes. But we do most strongly recommend the excellent Lustraphone Moving Coil Microphone which we have specially selected for use with the Gramdeck and which we exclusively supply.

HOW CAN I SATISFY MYSELF THAT GRAMDECK SOUND QUALITY REALLY IS BETTER THAN THAT OF ORDINARY TAPE RECORDERS?

If you live in or near London, call at our Demonstration Office at 29-31, Wrights Lane, Kensington, W.8 (adjoining Pontings at Kensington High Street Underground Station). You can SEE how easily Gramdeck works and you can HEAR it. Record your own voice. Ask us to play you some music. You will be under no obligation, but you will be delighted and astonished. Better still, order Gramdeck and hear it in your own home under our Seven Days' Approval scheme.

"When I first saw the claims made for it by the makers I was frankly sceptical: to get such quality for a small outlay seemed unlikely. Since then, I have been able to make quite exhaustive tests upon two Gramdecks and the results have been better than those obtainable from many tape recorders in the £50-£60 price range.

—A TEST REPORT from
"AMATUER STAGE"



TURNING A TURNTABLE INTO A TAPE RECORDER

"LIFELIKE REALISM . . .

***I unhesitatingly recommend
the Gramdeck"***

A report from TED HEATH

"I first heard the Gramdeck on a standard commercial gramophone and I was astonished at the quite remarkable quality of reproduction — a depth and breadth of tone far better than anything I have heard for a long time.

To anyone who would like to enjoy the pleasure of a first-class tape recorder at a very low cost, I unhesitatingly recommend the Gramdeck.

The Gramdeck is a real investment that can bring endless new joys even to the most discriminating music lover."

**TWO FAMOUS
MUSICIANS confirm
the excellence of
the
GRAMDECK**

"I was surprised and delighted by the quality of the reproduction"

A report from MAX JAFFA

"If you are a gramophone owner and if you want tape recorded music to sound like the composer meant it to sound, take my advice — beg, borrow or buy a Gramdeck.

Gramdeck gives you the best of both worlds . . . the pleasure of your gramophone and all the facilities of a first-class tape recorder — at a cost that would have been impossible before the advent of this quite remarkable British invention."

GRAMDECK IS BEING SUPPLIED TO TELEVISION AND FILM COMPANIES, DRAMA SCHOOLS, etc.

Gramdeck has been ordered by and supplied to ABC Television, several film companies, and various drama and speech-training schools.

These organisations have been quick to recognise the many advantages and low cost of the precision-built Gramdeck which gives them the high-quality professional standard of reproduction they require, combined with compactness, sturdiness and reliability.



AS EASY AS PUTTING ON A RECORD

... and this is where your

Gramdeck

at the home of a famous Electronics



A WORD FROM THE INVENTOR:

"When I made the first prototype of the Gramdeck, it was all very 'hush-hush' and I certainly didn't envisage that it would ever become available to the general public. But I am glad it has ... and it gives me a great deal of pleasure to read so many letters of praise from delighted Gramdeck owners. I value these letters more highly than even the most enthusiastic Test Reports."—A. Tutchings.

TWELVE

Gramdeck is sturdy, compact, and beautifully engineered. When you handle it ... when you hear the excellent true-to-life reproduction ... you will at once appreciate that it could be made only by an organisation accustomed to working to very high standards of precision — an organisation that insists on careful inspection at every stage of production. The modern factory at Stevenage, where your Gramdeck is made, produces a wide range of electronic equipment—used for submarine control-gear, radar installations and industrial automation. The same organisation provides a complete after-sales service for your Gramdeck, which is guaranteed for 12 months.

PRECISION-MADE BY THE FIRM THAT DESIGNS AND MANUFAC

is made . .

organisation

Gramdeck was invented by Mr. A. Tutchings, M.B.K.S., M.B.S.R.A., the well-known electronic engineer and consultant, originally as an essential piece of recording apparatus for what is now the Royal Radar Establishment. Government permission had to be granted before the Gramdeck could be patented and released to the general public.

Made by the firm that designs and manufactures radar runs for the famous Viscounts and Britannias, the amazing Gramdeck achieves a standard of high-quality precision engineering that ensures long and reliable service . . . a standard that has been described by the Test Department of a famous American store as "good enough for a defense project." Only first-grade components are used and every Gramdeck is individually tested before it leaves the factory.



DR. G. V. G. LUSHER, Ph.D.

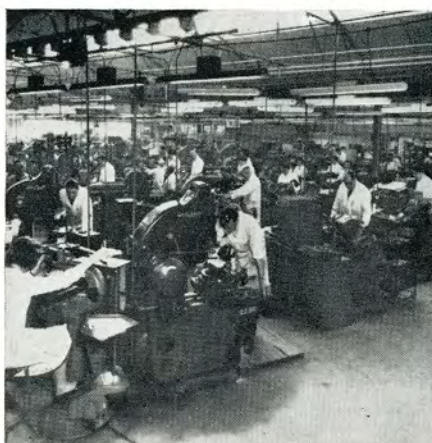
A brilliant electronics engineer who designed the highly original printed circuit for the transistorized Gramdeck Control Unit. As a result of his work, the Control Unit (which is supplied with every Gramdeck) is highly efficient, simplicity itself to use and takes up very little space.



These pictures give you a glimpse of the finely-equipped factory at Stevenage where Gramdeck is made.



Carefully trained and skilled operatives assemble the Gramdeck in one of the country's most modern factories.



Inspection at all stages of manufacture is rigorously carried out to ensure that every Gramdeck will pass a most exacting Working Test.



The final Working Test ensures that every Gramdeck leaves the factory in perfect condition — ready to record and reproduce.



They all grow up . . .

But yesterday need not be gone for ever

Hardly seems possible . . . such a *short* time ago she was a spritely two-foot-nothing, with the bluest eyes you ever saw and a funny little lisping voice. Now . . . she's blossomed into an attractive young woman — and Dad's getting ready to foot the bill for the most wonderful wedding reception ever! Pity they grow up so fast . . . why, it seems only yesterday she was doing her party-piece — Little Miss Muffet, sat on a . . . wish we'd made a tape-recording . . .

Better than a photograph — Gramdeck gives you an album of their actual voices!

Yes, but a tape recorder used to be expensive. *Good* tape recorders still are expensive. Except Gramdeck.

Wonderful Gramdeck gives the gramophone owner everything provided by a really first-class tape recorder — full recording facilities and superb reproduction . . . all at a mere fraction of the usual cost. Gramophone owners everywhere are discovering Gramdeck . . . read what just a few of them have to say about this fine British invention . . .

BY EVERY POST, DELIGHTED GRAMDECK OWNERS SEND IN "THANK YOU" LETTERS

"Received my Gramdeck safely . . . am absolutely delighted with its performance. I have recorded everything — from the noise of 2,000 turkeys to the song of a robin, including a wide range of music and a 90-minute play." — **R. H. G., Maidstone.**

"We are delighted with the Gramdeck and with the results when we were able to record the Promenade Concert on Saturday." — **D. A., Esher.**

"I am in a position to compare some of the orchestral works against top price L.P. records and can say without hesitation that the Gramdeck quality (recorded from the F.M. channel) is noticeably superior." — **E. B., S. Harrow.**

"I wish to record my pleasure and gratitude at the speed with which my order was dispatched. It arrived as requested and I was able to record at my brother's wedding, 30 hours later. It went without a moment's doubt and everyone is delighted with it." — **R. B., Leatherhead.**

"Having heard several expensive tape recorders working, I have come to the conclusion that none of them can reproduce sound so

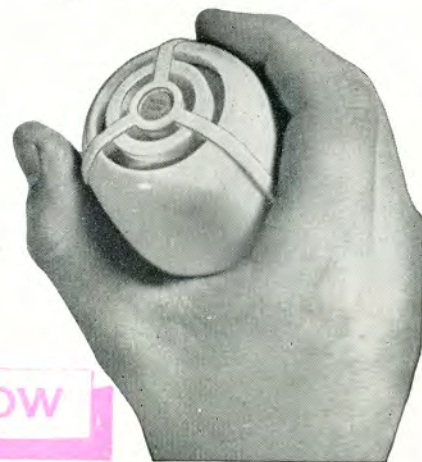
faithfully as the Gramdeck. I am very satisfied with its performance." — **G. C., Croydon.**

"Gramdeck is all you claim for it and more — much more. If all who buy it get as much pleasure from it as I, they will be delighted." — **T. G., Carlisle.**

"My Gramdeck equipment continues to give excellent service, and never ceases to amaze me by its versatility and marvellous tone. In my opinion it is fully equal or superior to a standard tape recorder costing five times as much, so thank you once again for excellent value for money." — **D. B. Cranbrook.**

"I would like to say how very pleased I am with the results obtained with the Gramdeck. It does all you claim for it and I was truly amazed — and still am — by the performance. I have a good radiogram and I get — as you say — identical reproduction . . . much better than that of any tape recorder I have heard. Several of my friends have expressed wonder and your brochure has gone through many hands lately!" — **T. R., Birkenhead.**

"The result is amazing, as the playback has all the 'Hi-Fi' effects and the tone is far better than the tape recorder which I heard some time ago." — **R. B., London, N.10.**



LET GRAMDECK CAPTURE TODAY...FOR TOMORROW

THE PRICE OF GRAMDECK EQUIPMENT

NO EXTRA CHARGE FOR PACKING AND CARRIAGE WITHIN THE UNITED KINGDOM

COMPLETE GRAMDECK OUTFIT

(Deck, Control Unit, Lustraphone Microphone and Tape)

(Order Outfit No. 701/2/3/4)

The complete outfit consists of the following:—

Gramdeck with 5" take-up spool and accessories.

Control Unit (Pre-Amplifier), transistorised and with printed circuit reliability.

Lustraphone Moving Coil Microphone with 9 ft. of twin-screen cable and co-axial plug.

600 ft. Spool of Tape for double-track playing.

The outfit is attractively packed and includes fully illustrated Instruction Book, Guarantee, etc.

16/10d. with order and 18 fortnightly sums of 16/10d. Special Cash price: £15

GRAMDECK, CONTROL UNIT and 600' SPOOL OF TAPE

(Order Outfit No. 701/2/4)

This outfit is complete and suitable for recording direct-from-radio.

13/- with order and 18 fortnightly sums of 13/-d. Special Cash price: £11 11s.

ADDITIONAL TAPES

(If required separately, order Outfit No. 704)

The Gramdeck takes 5" spools of any make of standard, long-play, or double-play tape. We can supply 5" spools of standard tape for double-track playing at 21/- cash per spool. Playing times are given on page 9.

HOW TO ORDER

Choose the equipment you require and complete the order form. (If you mislay the order form or have not received one, write out your order on a plain sheet of paper, with name and address in BLOCK letters, and add your usual signature.) Send our order, together with the necessary remittance, to cover the cash price or first payment to **ANDREW MERRYFIELD LTD.** Money orders, cheques and postal orders should be "crossed" and made payable to Andrew Merryfield Ltd. You are advised to send bank-notes and silver by registered letter. There is no additional charge for packing and delivery within the U.K.

GRAMDECK and CONTROL UNIT

(Order Outfit No. 701/2)

11/10 with order and 18 fortnightly sums of 11/10d. Special Cash price: £10 10s.

This is the basic outfit which does not include Microphone or Tape.

LUSTRAPHONE MOVING-COIL MICROPHONE

(If required separately, order Outfit No. 703)

This sensitive, high-quality moving-coil microphone, complete with 9 ft. of twin-screen cable and co-axial plug, has been specially selected by our technical experts for use with the Gramdeck. It can be supplied separately (without Gramdeck equipment) for £3 9s. 0d. cash with order.

EASY PAYMENT PLAN

If you wish to pay by instalments, you simply send the first payment with your order. We do not ask for references . . . there is no fuss or bother at all and, of course, everything is treated in the strictest confidence. This means that, for a very modest outlay and relatively small fortnightly sums, a whole new world of satisfying and fascinating entertainment is brought to you and your family through the magic of Gramdeck. Deferred terms apply to U.K. only. Residents outside U.K. should send order form with full cash price and we will advise carriage charge.



As soon as your order is received, it will be acknowledged, and your Gramdeck equipment will be dispatched at the earliest possible moment.



This is the beautifully styled Lustraphone Moving Coil Microphone — a sensitive and efficient instrument specially selected to get the finest possible results from the Gramdeck Gramophone Tape Recorder.

Gramdeck

GRAMOPHONE TAPE RECORDER

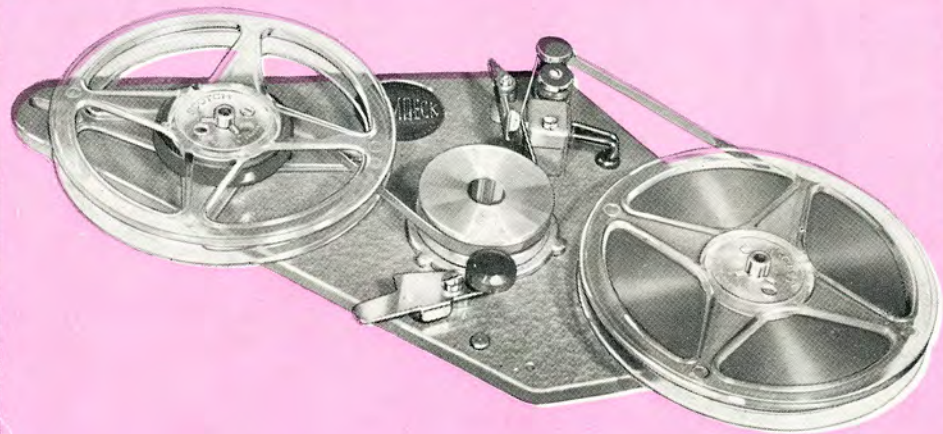
Guarantee

We hereby guarantee the workmanship and high quality of Gramdeck and certify that every unit is fully inspected and tested before it leaves the factory. If you are not in every way delighted with it, return it to us within seven days in good condition and we will immediately refund any money you have paid.

**ANDREW MERRYFIELD
of KENSINGTON
LTD.**



all round entertainment **THE Gramdeck** *WAY*



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