

The  
**EDDYSTONE** '710' Receiver

F.C. (B.W.I.).—“ I am the proud possessor of one of your Eddystone “All World Six” Radio Receivers, which I have had in use for just over two years, and it has given me complete satisfaction.”

E.B.W. (Burma).—“ I am very pleased with the receiver and am getting good reception of overseas stations—London, Australia, India, Ceylon, Bangkok, and many others that I have not as yet identified.”

J.J.M. (N. Guinea).—“ We have received a letter from one of our very satisfied clients in Bougainville, New Guinea, who took possession of a Model “710” Eddystone Receiver about nine months ago. He states he is entirely pleased with the results given by this Eddystone receiver.”

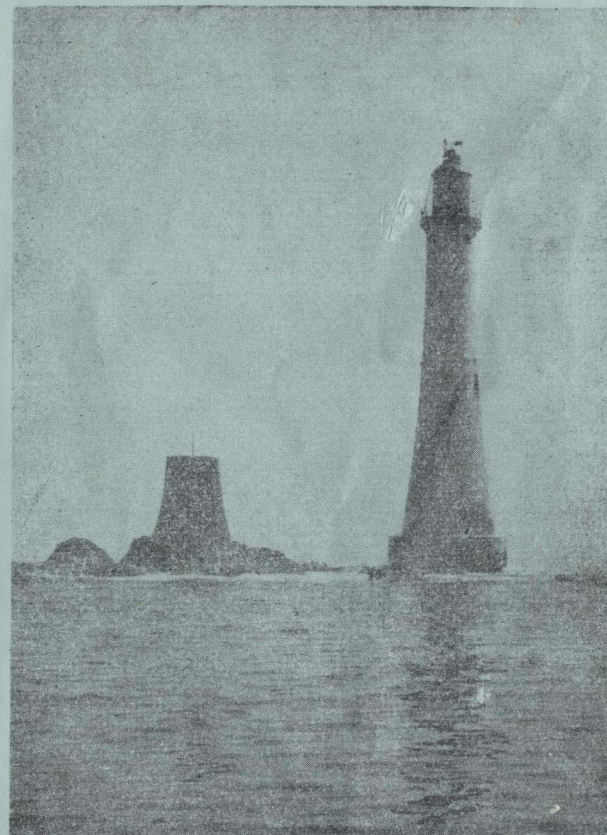
P.D.J. (Canada).—“ The set gives most excellent service—better than any set in this neighbourhood.”

J.R.W. (Colombia).—“ I may mention in passing that after trying several well known makes of American short wave receivers it is a joy to operate a receiver of the quality of the Eddystone. The precision performance and build do not surprise me but they have been a revelation to the Colombians . . . One dealer told me he had never seen a more perfect radio.”

Technical specifications of any of the current Receivers  
can be had on application to the sole manufacturers :-



**STRATTON & CO. LTD.**  
WEST HEATH, BIRMINGHAM 31



The Eddystone Lighthouse - Symbol of Reliability  
Aptly used as our Trade Mark

What users think  
of  
**EDDYSTONE**  
RADIO RECEIVERS

All EDDYSTONE receivers embody twenty-five years of specialised experience in the design, development and production of high performance radio equipment. Those who build our sets take a Craftsman's pride in ensuring that we turn out a thoroughly sound product, exemplifying all that is best in British workmanship.

We have often been told—and with some truth—that we are too modest in our advertising and in the claims made for Eddystone receivers. Be that as it may, we prefer to keep to facts. There is one fundamental claim we do make, however. Compare Eddystone receivers with similar models produced anywhere in the world and you will find nothing to approach them, at or near the price level, for performance, fine workmanship and durability.

We have found that ownership of an Eddystone receiver is often accompanied by a sense of pride which urges the user to put into words the pleasure being derived from the set. Extracts from the numerous testimonials held in our files are reproduced in the following pages.

## RECENT Testimonials to **EDDYSTONE** RECEIVERS manufactured in Pre-War Years

### " ALL WORLD EIGHT "

G.H.—"The set was purchased in October 1938 and taken to Nigeria where it has remained in constant use up to March 1951 without a breakdown of a single part (excluding valves).

"The set, as you will appreciate from the exterior condition, has not had an easy life. For the first four years it remained in a very dry climate with temperature up to 108°F during the hot weather and thereafter it has been in a very moist climate ranging between 80° and 90°F with humidity frequently reaching 100%. Periodically, it has remained stored for from four to six months while I have been on leave, but has never failed to function on my return."

0988/L.—"My set has travelled thousands of miles all over Nigeria and the Cameroons, and has been much admired for its excellence and strength in standing up to the adverse conditions out here."

### " ALL WORLD FOUR "

R.C.H.P.—"This set is, as you are no doubt aware, about 20 years old, but I do not wish to scrap it as it has given until very recently such excellent service and results, being in fact superior to several modern mains sets."

F.M.C.—"I have been a user of the Eddystone "All World Four" and "Eight" for many years and they have given me more satisfaction than any of the other makes I have used in 24 years.

"The last I had, an Eddystone 8, was carried all about for 12 months in the jungle on Guadalcanal when the Japs had a small party of us driven into the jungle and we could not get out until December 1942. The set gave wonderful service all the time."

### " KILODYNE FOUR "

J.G.W.—"I purchased a Kit of your Kilodyne 4 battery set in 1935 and wish to express my satisfaction with the wonderful service it has given me. With the exception of a few months during the War Years the Receiver has been in daily use and never any failure."

## QUALITY stands the test of time

## Testimonials to the current

# EDDYSTONE 680 X (& 680) Receivers

G.M.—“ I would like as a most satisfied user of an Eddystone “ 680X ” Receiver to compliment you on the production of such a superb instrument.

“ As a telephony listener on all bands, I have been very impressed by this receiver’s signal-to-noise ratio, its selectivity and sensitivity, which have enabled me to read signals in poor conditions with an ease which I can scarcely credit.

“ The crystal filter and noise limiter are outstanding features and are markedly superior to anything else I have encountered in this connection. They have certainly filled a long felt want as far as I am concerned.

“ As to the general performance of the “ 680X ”, it is beyond reproach, I could not wish for better. It has been more than adequate in every respect on every band. The polychromatic finish, inside and out is a most worth while improvement over the normal black crackle for two reasons, first it looks better and second it does not hold dust which can quite simply be wiped off.

“ I have purchased receivers before; this time I consider I have invested in one. Congratulations on a production you ought not to be so modest about.”

R.N.—“ We informed you of the despatch of one of your Receivers Model “ 680 ” for a scientific mission to the Belgian Congo. We are pleased to advise you that the mission has returned to Europe. In spite of the extremely unfavourable climatic conditions and a disastrous flood during the stormy season on the Equator the receiver has not undergone damage and its performance is still excellent.

“ The “ Telecommunications ” Service of the Belgian Congo has much appreciated the qualities of this Receiver and their attention is especially fastened on the new “ 680X ”.

R.B.—“ I am glad to advise you that the “ 680 ” Receiver purchased last February is working well and has aroused the admiration of many local people particularly as regards the excellent signal-to-noise ratio and selectivity.”

F.H.P.C.—“ I must express my appreciation of the Eddystone “ 680 ” Receiver and what pleasure I have in using it. It has certainly given me all that I could require of a Communications type Receiver and I am particularly pleased to see such a fine example of British workmanship.”

L.G.K.—“ I am quite satisfied, after much experience in the use of many popular American receivers, and recently with the Eddystone “ 750 ”, and now Model “ 680 ” that there are no fears that British receivers are as good as any.

“ In view of the fact that I am totally sightless my reactions to signal-to-noise are generally very acute I am quite honest when I say that both “ 750 ” and “ 680 ” Models deserve much praise in the way they accomplish this.

“ I congratulate you on your every encouraging efforts in producing a British receiver of such excellent quality.”

## The

# EDDYSTONE “ 750 ” Receiver

Dr. F.H.—“ This Receiver is one of the best on the world market today and I like it much better than the world famous ———— because of the complete absence of images on any amateur band up to 10 metres. You certainly know that the B.B.C. transmits on 15 Mc/s with very powerful transmitters, which are heard in this country with signal strengths of 35 to 45 db over 59. An image ratio of 50 db like on the ———— or any other similar receiver with an intermediate frequency of 450 kc/s and up to two RF-stages therefore is not sufficient to give image free reception on 14 Mc/s; however the “ 750 ” does!

“ I had to tell you why I like the “ 750 ” so much, not only because it might be of interest to you professionally but also because I am so proud about it, that I have to say it from time to time ! Many of my friends are envious, because they already own American ones.”

L.A.R.—“ I recently had the opportunity to see and operate your Eddystone Model “ 750 ” and was extremely impressed by the performance and construction. By and large I feel that it is the best amateur receiver in its price class obtainable in this country.”

L.J.A. (New York).—“ During a recent visit to England, I purchased an Eddystone Model “ 750 ” Radio Receiver and I have meant to write you for some time now to let you know that it has performed very satisfactorily since using it as an amateur receiver at my present location.

“ You are to be highly commended for the smooth, easy tuning mechanism and the beautiful workmanship throughout. Many visiting “ Hams ” have heaped praise upon it and have asked where they might procure one also. The continuously variable selectivity control and its unusual signal-to-noise ratio has provoked many compliments from them.”

W.H.R.—“ The “ 750 ” Receiver, fitted in London on this vessel last April, has been well tested on the voyage from London to Calcutta and has been very satisfactory.

“ Conditions were generally poor with the south-west monsoon at its strongest with very humid weather.

“ A whip type of aerial was used, with a straight-forward co-axial lead-in of considerable length giving a certain amount of signal-strength loss. Signals generally have been comparatively very good and the signal-to-noise ratio was better than any type of receiver previously handled.

“ The tuning system is exceptionally good with absolutely no “ back-lash ” and the band-spread is efficient and adequate. Once a station has been found and logged it is no trouble to find it again.

“ The controls are good, giving considerable flexibility in use.”

# The EDDYSTONE '740' Receiver

L.C.M.—“The receiver more than fulfills the requirements I laid down in my original letter to you about selectivity etc., in fact I am amazed at its performance and the fine craftsmanship in its construction.

I must say, gentleman, that after comparing the inside of your “740” receiver with all other radio sets I have seen, it is a great pleasure to own the “Rolls Royce” of sets”.

L.C.B.—“I am very pleased indeed with the results I am getting, and must congratulate you on such a fine performance at so low a price. It is certainly all you claim it to be.”

V.P.N.—“I recently purchased an Eddystone Model “740” Receiver. The performance is well up to standard and the set is a real station getter. I am well satisfied with the equipment.”

R.A.P.—“I would like to say that although I was only able to operate the “740” for a week before removing, and only on a makeshift indoor aerial, its performance has exceeded my expectations. When I am finally settled I am looking forward to some interesting DX, of which I can see the receiver is really capable.”

G.C.—“After having used one of your “740” receivers for just over a year, I feel like writing to tell you of the real pleasure I have had operating this fine receiver. I’ve used a few Service receivers during the War and visited amateur stations since then, but find the “740” equal or better than most.”

G.W.J.B.—“Allow me to add my appreciation of the performance of your “740” receiver—it is giving excellent service in what is one of the few amateur stations in the Antarctic regions.”

# The EDDYSTONE '670' Receiver

H.B.—“I am in possession of one of your Marine Receivers and wish to express my satisfaction with its performance. I have heard and seen many Receivers but for seafarers I cannot think of a more suitable model than the Eddystone “670” Receiver.”

C.J.W.—“I am now listening on my “670” receiver to the B.B.C. on 17.65 Mc/s to Rex Alston giving a commentary of the lawn tennis from Wimbledon, and I guarantee the reception is as perfect as you may receive the signal on the Home Service in the United Kingdom. I saw quite a number of Communications Receivers in several radio shops in Boston, I was having quite a long conversation with one salesman and he said if it was his choice he would take the Eddystone in preference to any American receiver.”

F.S.—“I have nothing but good to say of the set. While I may not get the spectacular results which some possessors boast of, I am quite satisfied with the results I have obtained to date. I can get the Home Service out here quite clearly (Bahrein) which is, I suppose, about 3,000 miles from London, and the tone is excellent.”

M.W.—“A year ago I bought one of your fine Eddystone “670” Marine Receivers. It is a really first class radio and we have nothing to touch it on this side.”

M.D.M.—“I can state that your “670” is a jewel and works perfectly under all conditions and gives the highest satisfaction.”

F.H.W.—“As you know I have a Marine Receiver. Incidentally I haven’t heard another set out here to touch its performance—clarity is exceptional and range remarkable.”

F.L.I.S.—“I have an Eddystone Marine Receiver which I bought in Singapore, three years ago. The set is the best radio receiver I ever saw on board ship, even the wireless operators on various ships were jealous of it.”

## EDDYSTONE

---

PUTS PERFECTION INTO PERFORMANCE

---