



**MAKING 1935 A
RECORD RADIO
YEAR**



DEALER SALES MANUAL





THE 1935 BANDMASTER RANGE

A SERIES of 11 sets is offered, each one supreme in its class, possessing features and appeal which hitherto have not been thought possible at these list prices.

Every new feature developed throughout the world has been thoroughly examined and where suited to our local conditions has been incorporated. Cabinets, the best we can procure in Australia have been built to house these quality sets.

A detailed description of each receiver is given overleaf—compare them feature for feature, price for price. We know that you will be as enthusiastic as we.

All receivers except the "Maritana" models cover from 550 to 1,500 Kilocycles. The "Maritana" series tune over the following wave bands:

18,000 to 7,000 K.C. or 16.5 to 42 Metres.
8,500 to 3,000 K.C. or 35 to 100 Metres.
1,550 to 545 K.C. or 195 to 555 Metres.

If desired A.C. receivers for use on 40 cycle current may be supplied.





PUBLICITY

AS usual the A.G.E. radio dealer has a wealth of publicity to make the selling job as easy as possible. Large and attractive advertisements are appearing and will continue to appear, throughout the principal newspapers and magazines of Australia. A complete service of stereos and mats is available, free of charge, to dealers wishing to advertise in their local media. Cinema slides lettered with the dealer's name and address are also available for the asking.

In 1934 A.G.E. issued a large and comprehensive folder for distribution to the public concerning their complete range of receivers. This year a series of six leaflets have been produced, each dealing with one of the six cabinets in the "Bandmaster" range. All of these leaflets possess a strong "family resemblance" and are particularly well laid out and illustrated.

Display material has not been forgotten and two pieces are available at the moment. One is a large four colour window streamer measuring some 40 inches by 13 inches and the other a splendid example of modern litho offset printing, a 14 inch by 9 inch six colour showcard suitable for either the window or interior of the store.





1935

... and radio sales

It cannot be too strongly emphasised that the new A.G.E. "Bandmaster" series has been designed for a specific purpose and to meet peculiar circumstances.

Radio sales in 1934, due to unusual happenings and conditions, have created a tendency to believe that 1935 must show a decided drop in the sales curve. A.G.E. is convinced that this need not be so, provided the following conditions are observed:

1. The offering of receivers sufficiently advanced in design and sufficiently attractive in appearance to constitute an outstanding **inducement**.
2. Full capitalisation of the increasing vogue for Short-wave and higher fidelity reception.
3. Concentration on the re-selling of present owners of receivers.
4. The September 1st wavelength change is not allowed to influence the public to "hold off" till after that date.

It will be seen that success in 1935 will depend upon a combination of inducement with keen salesmanship.

Inducement is provided by A.G.E. in

the form of receivers which are a definite advance on any receivers ever seen on the Australian market. From every standpoint—design, appearance, cabinets, performance, Short-wave efficiency, etc.—the "Bandmaster" is far and away ahead. Even the matter of the dial — rendered important by the impending change in wavelengths—has been handled in a manner which gives the A.G.E. dealer a truly tremendous advantage.

From the point of view of salesmanship, you have a range of receivers which are the most attractive and arresting you have ever displayed—receivers which make people pause in their stride. You have a range which covers every place, purse and purpose, backed by an advertising campaign of particular strength. You are offered sales-aids and co-operative publicity service — display material and sales helps of high quality and effectiveness.

1934 proved how rich is your potential market.

1935 CAN BE ANOTHER RECORD YEAR IN RADIO!





CONFIDENCE

based on the strictest test

FOR the last six months A.G.E. engineers have been testing and re-testing every detail of the A.G.E. "Bandmaster" Receivers. Their whole object has been to ensure that in no matter what part of Australia these Receivers are sold, they will give flawless, trouble-free and service-free performance. We are now in a position to express absolute and complete confidence in each and all of the sets comprising the "Bandmaster" range. Chassis have been sent to different country centres; comparisons have been made with other sets and every possible step taken to ensure the supremacy of this product.

We call your attention this year to the introduction of new high-fidelity features which enable an even more faithful reproduction of broadcast programmes. Our engineers have developed a range of special high-fidelity speakers to work in conjunction with the high-fidelity radio systems. Every set in the "Bandmaster" range embodies this type of speaker.

Far-seeing and experienced retailers are realising that Short-wave reception, once the pastime of the radio experimenter rather than the average listener, is now becoming a regular and recognised means of entertainment, and one which members of the general public are demanding with increasing insistence. The remarkable reception of the description of the Duke of Kent's marriage ceremony, as well as of other outstanding overseas broadcasts, has given a great impetus to Short-wave reception, and there can be no doubt that the steadily mounting interest in International affairs, coupled with the somewhat sensational developments of contemporary happenings in Europe and elsewhere, opens up a profitable avenue for the enterprising retailer who pushes Short-wave receivers. Three outstanding all-wave models are included in the "Bandmaster" series.

At the time of printing A.G.E. lists 11 models; each designed to dominate its particular price class. Prices range

from £15/15/- to £44/2/-. At the present moment a twelfth receiver, a particularly fine six valve Auto Radio—is undergoing its final tests. It will be available in a few weeks time.

Full descriptions of the Cabinets of the "Bandmaster" Receivers are given elsewhere in this publication, but it is sufficient, at this juncture, to point out that they excel even the high standard previously attained by A.G.E. We have no hesitation in saying that these Cabinets are genuine triumphs of the Cabinet-maker's art and that our pride in them is justifiable from every point of view. The Cabinets are of essentially modern design; hand rubbed to a beautiful high lustre finish, which reveals to perfection the selected Australian veneers used.

In the "Bandmaster" series you have a range which you can feature, display and recommend with even greater confidence than ever before. **Experience has shown that the trouble-free claims made by A.G.E. in connection with its 1934 series have been more than justified.**

Less than 1% of the 1934 receivers required service. This year that claim is reiterated with even greater emphasis. "Bandmaster" Receivers are as trouble-free as it is possible to make them.





FINANCE

Below we set out the attractive terms we offer to our Distributors and Agents enabling them to not only take advantage of the definitely improved trading conditions, but also to meet the ever present keen competition of competitors.

As you are aware, during the past season, this Company has financed the whole of its Hire Purchase transactions. We propose to continue this service in the present season as experience proves **WE ARE ABLE TO LOWER CONSIDERABLY THE USUAL FINANCE CHARGES.** Also the rela-

tions between the Company and the Hirer are closer and consideration can be given to special circumstances where necessary. Overseas experience in long term selling of radio which is subject to radical model changes is not regarded as sound business, so in the interest of all concerned the terms of payment will not be extended beyond 12 months, with a minimum deposit of 20%. We feel sure the above decision will result in better business.

The following sets out the particulars of our offer:—

1.

DISCOUNT COMMISSION.

- (a) **Cash Sales:** Immediately payment is received by us.
- (b) **Current Account Sales:** When billed to an account and paid for, account credit will be passed.
- (c) **Term Sales:** 60% of Discount Commission or amount of deposit whichever is the lesser—

This is payable as follows:

payable on receipt of Agreement and Deposit. Balance of Commission after receipt of six monthly instalments.

(It should be noticed the 60% Commission is refundable should the customer fail to carry out his contract and the set is repossessed within three months of date of agreement).

2.

HIRE PURCHASE AGREEMENTS.

A supply of Agreements will be sent you in due course and the following notes in connection with the completion of these are given for information.

- (a) Proposal form must be completed in all particulars.
- (b) Signature must be witnessed in the space provided.
- (c) Agreements completed in duplicate.

- (d) Completed Agreements, in duplicate, to be forwarded to this Office, together with cheque covering the deposit as soon as possible.

We hold ourselves at your disposal and will supply any further information or advice that may be required in order to help you with your transaction.





TRAVELLERS' HELP

COUNTRY.

Our regular travellers will have with them a sample Model No. 455E new "Duette" for demonstration. Their services are available to help you close sales at any time.

CITY.

Our regular travellers are available, and will afford every assistance.

SERVICE:

Owing to special precautions and rigorous testing, it is confidently anticipated that the servicing on all 1935 A.G.E. models will be at a minimum.

PACKING (FOR COUNTRY SHIPMENT).

The sets will be particularly well packed. As in the past all "Clarion" models will be packed in a special cardboard carton, thus reducing freight charges—this method has very successfully been tried out over the last 24 months.

VALVES.

All valves, before leaving our Stores, are tested, and we take no responsibility for valves once they leave our possession.

A.G.E. Receivers are designed for operation with **Radiotrons** only. Therefore, use and recommend no other. Remember Radiotrons make good sets better.

CLAIMS ON VALVES.

Valve claims must be supported by the actual valves which should be handed

to the traveller concerned, or returned to us accompanied by our invoice number, otherwise such cannot be recognised.

VALVES OTHER THAN RADIOTRONS.

We cannot accept any responsibility for valves of outside make bought in for customers' requirements unless and until we obtain credit from the agent who supplied us. Claims must be supported by our bill numbers and dates.

DISTRIBUTORSHIPS.

If acknowledgment of this 1935 Sales Plan is not made within ten days from date, we will assume that you are not interested in this distributorship of A.G.E. Radio Sets and no acknowledgment automatically cancels this and any other prior arrangement for distributing our Radio Sets.

We reserve the right to cancel this arrangement with any dealer by giving thirty days' notice in writing.

RETURNS.

We have gone to considerable expense in packing A.G.E. Radio Sets so as to ensure your customer receiving his Radio in first-class condition. Should you have occasion to return an A.G.E. Set, please pack it as carefully as originally despatched to you, so therefore retain the cartons or packing cases until you sell the set.

YOU WILL BE CHARGED FOR ALL RE-CONDITIONING THAT MAY BE NECESSARY DUE TO FAULTY PACKING.





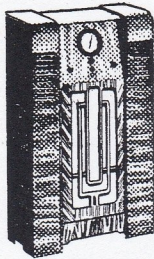
DEALERS HIRE PURCHASE TERMS

FOR DEMONSTRATION SET ONLY

	Cash Price	H.P. Price	Deposit	Monthly Payments	List Less
455E Duette	£10 10 0	£11 11 0	£2 2 0	9 @ £1 1 0	33½%
545B Mozart	14 11 1	15 14 1	3 0 1	12 @ 1 1 2	30 & 10%
855E Clarion	14 0 0	15 2 0	2 16 0	12 @ 1 0 6	33½%
245B Clarion	16 7 7	17 13 7	3 7 7	12 @ 1 3 10	40%
445D Clarion	14 11 1	15 14 1	3 0 1	12 @ 1 1 2	30 & 10%
955E Grenadier	16 7 7	17 13 7	3 7 7	12 @ 1 3 10	40%
355B Grenadier	20 15 10	22 8 10	4 5 10	12 @ 1 10 3	40%
155U Grenadier	17 12 10	19 0 10	3 12 10	12 @ 1 5 8	40%
755B Maritana	24 11 5	26 10 5	5 1 5	12 @ 1 15 9	40%
465E Maritana	23 6 3	25 3 3	4 16 3	12 @ 1 13 11	40%
475E Maritana	26 9 2	28 11 2	5 9 2	12 @ 1 18 6	40%
565B Coldstream	21 8 5	23 2 5	4 8 5	12 @ 1 11 2	40%



INTRODUCING THE
BANDMASTER
 SERIES



THE BANDMASTER
 "GRENADIER"

A de-luxe 5-valve receiver using a special reflex super-heterodyne circuit.

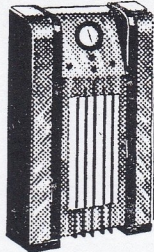
A.C. Model 26 Gns.
 Battery Model 33 Gns.



THE BANDMASTER
 "CLARION"

A receiver that brings "Bandmaster" radio within everyone's reach.
 5-valve A.C. Model 20 Gns.
 4-valve D.C. Model 24 Gns.
 4-valve Battery Model 26 Gns.

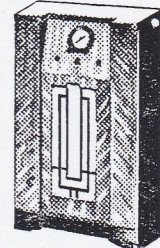
A RADICALLY
 NEW RANGE OF
 RADIO RECEIVERS



THE BANDMASTER
 "COLDSTREAM"

An outstanding 6-valve battery receiver designed to give perfect reception in "Out-back" areas.

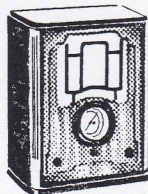
34 Gns.



THE BANDMASTER
 "MARITANA"

This all-wave radio receives Overseas as well as local stations.

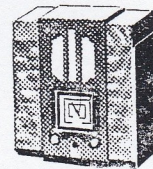
6-valve A.C. Model 37 Gns.
 5-valve Battery Model 39 Gns.
 7-valve A.C. Model 42 Gns.



THE BANDMASTER
 "MOZART"

A radically new 4-valve battery receiver of the table type.

22 Gns.



THE BANDMASTER
 "DUETTE"

An ingenious 5-valve "midget" receiver with astonishing range, power and fidelity of reproduction.

15 Gns.

THE pioneers of every notable advance in the science of radio reception for the home, announce the outstanding result of concentrated research by their engineers . . . the A.G.E. "Bandmaster".

The "Bandmaster" series of receivers is not merely a range of new models depending on superficial changes for their appeal. A.G.E. introduces—not "new models" of orthodox receivers—but an entirely new form of radio—radio made micro-sensitive; radio under perfect control; radio with high fidelity qualities raised to the last degree—AMAZING radio!

The "Bandmaster" series naturally features cabinets of remarkable beauty and artistry—the finest cabinets that Australia can produce. When you examine these cabinets, look at the dial. It is correct for present wave lengths yet, on September 1st a few moments' work removes it revealing a dial, permanently and accurately in place, showing the new station positions.

Hear one of these remarkable instruments at your nearest A.G.E. dealer.



BANDMASTER
 MICRO · SENSITIVE
 RADIO



ADVERTISEMENT OF ASSOCIATED GENERAL ELECTRIC INDUSTRIES LTD. . . . Melbourne, Sydney, Brisbane, Adelaide, Hobart R71

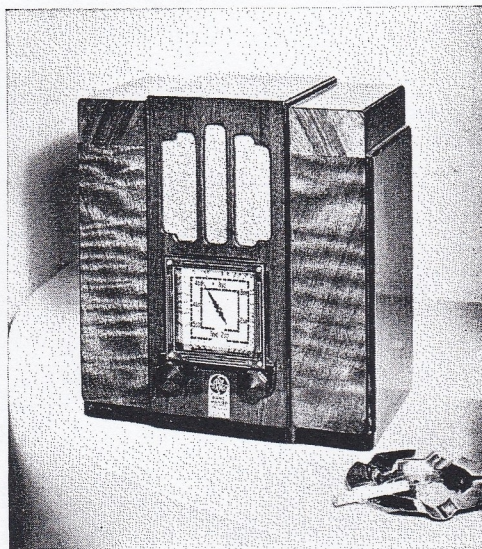
A Typical A. G. E. "Bandmaster" Advertisement



THE
BANDMASTER
"DUETTE"

CABINET:

This cabinet never fails to win immediate approval. As the "Duette" is designed to be **the** radio in flat or small home or No. 2 receiver in the larger household, its design is delightfully simple and blends with any furnishing scheme. The timbers are selected Australian veneers, hand rubbed by a special process to a particularly high gloss. Size: 10 $\frac{1}{4}$ " x 10 $\frac{1}{2}$ " x 6 $\frac{1}{4}$ ". Model No. 455E.



CIRCUIT:

Reflex Superheterodyne.

CONTROLS:

Station Selector.
 Volume Control.
 Sensitivity reducing switch at back of chassis.

POWER SUPPLY:

200/260 V. AC. 50/60 cycle.

VALVES:

Radiotron 6D6 R.F. Amplifier.
 " 6A7 Detector-Oscillator.
 " 6B7 I.F. / A.F. Amplifier /
 Detector / A.V.C.
 " 42 Power Output Pentode
 " 80 Rectifier.

SPEAKER:

5-inch.

AVERAGE PERFORMANCE:

Power Consumption 50 watts
 Sensitivity 5 microvolts
 Selectivity 45 K.C.
 Output 2 watts

PRICE:

Cash Price £15 15 0
 Hire Purchase Price £16 19 0
 Deposit 3 3 0
 12 equal monthly payments of 1 3 0





**THE
BANDMASTER
"MOZART"**

(Model No. 545B)

CABINET:

A table cabinet of distinctive and original design. Selected Queensland Walnut Veneers are used on front panel. The whole is finished in rich Walnut colour with first grade lacquer, hand rubbed to a high gloss. Size: 20 $\frac{1}{8}$ " x 15" x 13".

CIRCUIT:

Superheterodyne.

CONTROLS:

Station Selector.
Volume Control.
Battery Switch.

POWER SUPPLY:

Batteries.

VALVES:

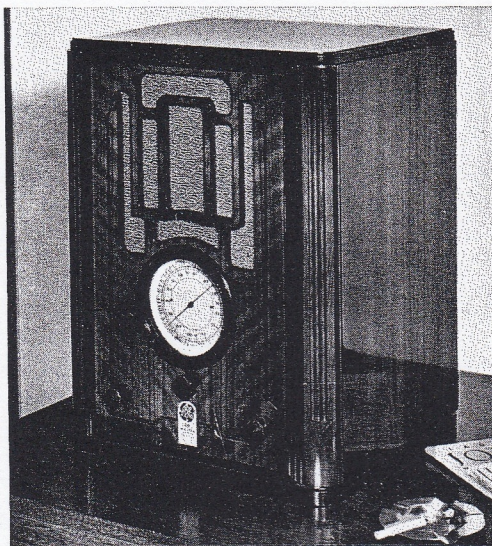
Radiotron 1A6 Detector-Oscillator.
" 34 I.F. Amplifier.
" 32 Detector.
" 33 Power Output Pentode.

BATTERIES:

A.—1-2V. Accumulator 100 amp. hr. (.44 amps. consumption).
B.—2-60V. Heavy Duty (12/14 m.a. consumption).
C.—2-4 $\frac{1}{2}$ V. Bias.

SPEAKER:

8-inch Improved frequency range permanent magnet.



AVERAGE PERFORMANCE:

Sensitivity, 30 microvolts
Selectivity, 40 K.C. Bandwidth at 1000 Times up.
Output, 300 milliwatts.

SPECIAL FEATURES:

"B" and "C" Batteries located in cabinet.
120 Volt "B" Batteries.
Economical in first cost and operation.

PRICE:

Cash Price	£23 2 0
Hire Purchase Price	£24 19 0
Deposit	4 12 0
12 equal monthly payments of	1 13 11

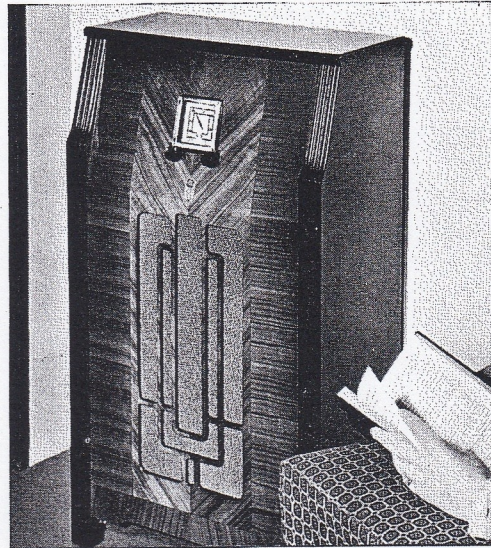


THE BANDMASTER "CLARION"



CABINET:

A cabinet of good proportions of a new and well balanced design, featuring the sloping instrument panel. Soundly constructed throughout of heavy laminated material, tongued and glued together and well glue-blocked. Coloured a rich walnut shade, slightly highlighted and hand rubbed to obtain a permanent, lustrous, perfectly smooth surface. Size: 37½" x 21" x 11¾".



CIRCUIT:

Reflex Superheterodyne.

CONTROLS:

Station Selector.
Volume Control.
Sensitivity Reducing Switch at back of chassis.

**A.C. Model
(No. 855E)**

**D.C. Model
(No. 445D)**

**Battery Model
(No. 245B)**

POWER SUPPLY:	200/260 V. AC 50/60 cycle.	190/260 V. DC	Batteries
VALVES:	5 Radiotrons: 6D6 R.F. Amplifier 6A7 Detector-Oscillator 6B7 I.F./A.F. Amplifier/Detector 42 Power Output Pentode 80 Rectifier	4 Radiotrons: 6D6 R.F. Amplifier 6A7 Detector-Oscillator 6B7 I.F./A.F. Amplifier/Detector/A.V.C. 43 Power Output Pentode	4 Radiotrons: 34 R.F. Amplifier 1A6 1st Detector/Oscillator 6B7 I.F./A.F. Amplifier/Second Detector/A.V.C. 38 Power Output Pentode
SPEAKER:	8-inch Improved Frequency	8-inch	8-inch Improved Frequency, Permanent Magnet.
AVERAGE PERFORMANCE:			
Power Consumption	50 watts	10 microvolts	15 microvolts
Sensitivity	5 microvolts	45 K.C.	45 K.C.
Selectivity	45 K.C.	1 watt	300 milliwatts.
Output	2 watts	NIL	1—6V. Accumulator 100 amp. hr. .87 amps. with dial lamp; .72 amps. without dial lamp.
BATTERIES:			3—45V. Superdyne 17 m.a.
A.	NIL	NIL	
B.			
PRICE:			
Cash Price	£21 0 0	£23 2 0	£27 6 0
Hire Purchase Price	£22 13 0	£24 19 0	£29 10 0
Deposit	4 4 0	4 12 0	5 9 0
12 equal monthly payments of	1 10 9	1 13 11	2 0 1

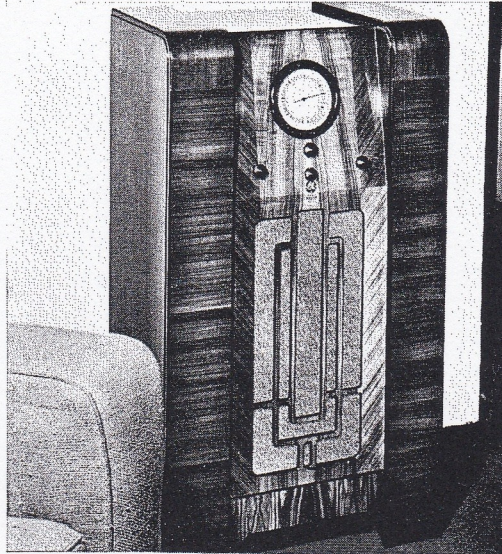


THE
BANDMASTER
"GRENADIER"



CABINET:

This model is delightfully proportioned and expresses the latest tendencies in modern furniture design. Like all "Bandmaster" consoles the "Grenadier" features the new sloping instrument panel. Selected veneers are used on all front panels, the centre panel being richly patterned Queensland Walnut figured veneer. Size: 39" x 22" x 15".



CIRCUIT:

Reflex Superheterodyne.

CONTROLS:

Station Selector.
Volume Control.
Tone Control.

Noise Suppressor Control (Model No. 955E only). 3-Position battery switch (Model No. 355B only).

A.C. Model
(No. 955E)

Battery Model
(No. 355B)

POWER SUPPLY:	200/260V. AC 50/60 cycle	Batteries
VALVES:	5 Radiotrons: 6D6 R.F. Amplifier 6A7 Detector-Oscillator 6B7 I.F./A.F. Amplifier/ Detector A.V.C. 42 Power Output Pentode 80 Rectifier	5 Radiotrons: 34 R.F. Amplifier 1A6 Detector-Oscillator 34 I.F. Amplifier 6B7 A.F. Amplifier/Detec- tor/A.V.C. 38 Power Output Pentode
SPEAKER:	10-inch Extended Frequency Range (high fidelity)	8-inch Improved Frequency Range, Permanent Magnet
AVERAGE PERFORMANCE:		
Power Consumption	50 watts	8 microvolts
Sensitivity	5 microvolts	Band width 16 27 40
Selectivity	32 K.C.	Times up K.C. 10 100 1000
Output	2 watts	300 milliwatts
BATTERIES:		
A.	Nil	1-6V. Accumulator 100 amp. hrs. (.78 amps. without dial lamp, 1.08 amps. with dial lamp).
B.	Nil	3-45V. Superdyne (15/20 m.a. consumption)
PRICE:		
Cash	£27 6 0	£34 13 0
Hire Purchase	£29 10 0	£37 3 0
Deposit	£5 9 0	£6 18 0
12 equal monthly payments of	£2 0 1	£2 10 5

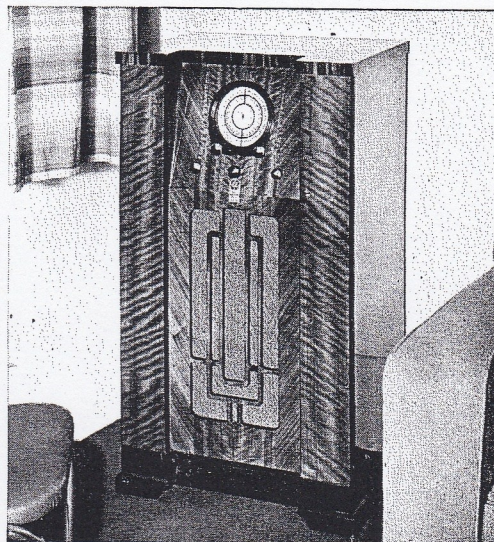


THE BANDMASTER "MARITANA"



CABINET:

The "Maritana" cabinet is of original and distinctive design featuring a new sloping instrument panel and a speaker grille of exclusive pattern. Selected veneers are used throughout and these consist of Queensland Walnut, mottled figured veneer, used on side panels and top panel, ribbed figured Walnut, and special patterned design on centre panel. The base is of ribbed Walnut and the edge of the top panel is faced with Macassar Ebony. Size: 39½" x 23¼" x 16".



CIRCUIT: All-wave Superheterodyne.

CONTROLS:

- Station Selector.
- Volume Control.
- Tone Control.
- Range Switch.

Noise Suppression Control (Models No. 465E and 475E only).

Battery Switch (3 positions) — (Model No. 755B only).

**A.C. Model
(No. 465E)**

**A.C. Model
(No. 475E)**

**Battery Model
(No. 755B)**

POWER SUPPLY:	200/260 V. A.C. 50/60 cycles.	200/260 V. A.C. 50/60 cycle.	Batteries.
VALVES:	6 Radiotrons: 6D6 R.F. Amplifier 6A7 Detector Oscillator 6D6 I.F. Amplifier 6B7 A.F. Amplifier / Detector / A.V.C. 42 Power Output Pentode 80 Rectifier.	7 Radiotrons: 6D6 1st R.F. Amplifier 6D6 2nd R.F. Amplifier 6A7 Detector-Oscillator 6D6 I.F. Amplifier 6B7 A.F. Amplifier / Detector / A.V.C. 42 Power Output Pentode 80 Rectifier.	5 Radiotrons: 6A7 Detector-Oscillator 34 1st I.F. Amplifier 34 2nd I.F. Amplifier 6B7 A.F. Amplifier - Detector / A.V.C. 38 Power Output Pentode.
SPEAKER:	10-inch Extended Frequency range (high fidelity).	10-inch Extended Frequency range (high fidelity).	10-inch Improved Frequency Range, Permanent Magnet.
AVERAGE PERFORMANCE:			
Power Consumption	80 watts	80 watts	
Sensitivity	5 microvolts	2 microvolts	5 microvolts
Selectivity	30 K.C.	30 K.C.	30 K.C.
Output	3 watts	3 watté	300 milliwatts.
BATTERIES:			
A.	NIL	NIL	1—6V. Accumulator 120 amp. hr. (1.02) amps without lamp 1.17 amps with lamp).
B.	NIL	NIL	3—45V. Superdyne (15/20 m.a. consumption).
PRICE:			
Cash Price	£38 17 0	£44 2 0	£40 19 0
Hire Purchase Price	£41 13 0	£47 6 0	£43 18 0
Deposit	7 15 0	8 16 0	8 4 0
12 equal monthly payments of	2 16 6	3 4 2	2 19 6



INTRODUCING

BAND  **MASTER**
MICRO · SENSITIVE
RADIO

