

The 2 volt accumulator

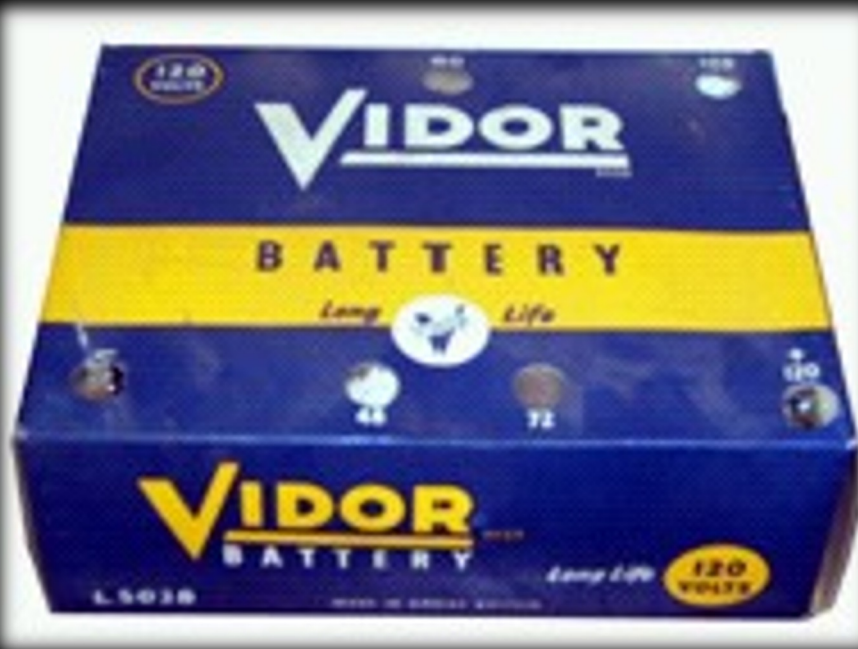


www.museumoftechnology.org.uk

A little anecdote about
charging accumulators....

....or a cautionary tale
about why you should
always read the
instructions first !

The High Tension battery



Designed for use with valve radios.
Used in conjunction with a rechargeable 2 volt accumulator

A massive battery about 7" along the long edge, giving 48V, 60V, 72V, 108V and 120V at various tapping points.

Potentially lethal! Connections made using "banana" plugs

The Portable filament supply battery 1.5 volt



Designed for use with the newer generation of subminiature glass-based valves used in portable radios.

These valves consume much less power so no need for a hefty 2 volt lead-acid accumulator

But this a dry battery and cannot be recharged

The demise of British manufacturing

A Cautionary Tale about Ever Ready

Ever Ready's cheap and cheerful radio The Saucepan Special



Ever Ready's complementary products



A vintage advertisement for Ever Ready electric cycle lamps. The background is dark with a silhouette of a cyclist on the left. A large white question mark is positioned above the cyclist. The headline 'DO YOU RIDE BEHIND AN' is written in large, bold, white letters, slanted upwards. Below the headline, two models of cycle lamps are shown: a larger, cylindrical 'LONG LIFE' model on the left and a smaller, rectangular 'UNIT CELL' model on the right. A red arrow points from the bottom right towards the 'LONG LIFE' lamp. In the center, a block of text describes the benefits of electric lamps over oil lamps. Below this, the prices for each model are listed. At the bottom, the brand name 'EVER READY' is prominently displayed in a large, stylized font, with 'ELECTRIC CYCLE LAMP' written underneath it in a smaller, outlined font.

DO YOU
RIDE BEHIND AN

The days of the odorous inefficient oil lamp have passed, and to-day there is nothing to equal an 'EVER READY' —the last word in Cycle lighting equipment.

No. 2036. The LONG LIFE model. Complete with long life battery giving 12 hours light **3/6**

No. 2126. The UNIT CELL model. Complete with 2 unit cells, giving 8-10 hours light .. **5/-**

EVER READY Reg
ELECTRIC CYCLE LAMP

My very first cycle lamp

Ever Ready's complementary products



Remember these?

**EQUIP YOUR CYCLE
WITH THIS POWERFUL
ELECTRIC HEADLIGHT**
Running costs only $\frac{1}{2}$ ^d. an hour!



This is the EVER READY 'Long Life' Cycle Lamp, strongly made with steel black finish and silver reflector. Price 3/-. The Batteries are made in England. Your dealer will give you an estimate of the range of your lamp to suit all requirements.

Night riding can now be both safe and enjoyable. Just press a switch and a brilliant beam of white light from the EVER READY 'Long Life' Cycle Lamp picks out the road ahead and diminishes the glare of oncoming headlights. This steady flood of light is always at your command on the darkest night and the most difficult road.

RELIABLE AND ECONOMICAL

That's better than the old-fashioned feeble forms of lighting, isn't it? Better and no more expensive. The EVER READY 'Long Life' Cycle Lamp costs no more than 1d. an hour to run. And the fact that it is made by the Ever Ready Company is your guarantee of reliability.

PRICES NOW FROM 3/-

The EVER READY 'Long Life' Cycle Lamp is beautifully made and simple to operate. In all weathers it gives the same reliable service. And it costs only 3/-!



ASK YOUR DEALER

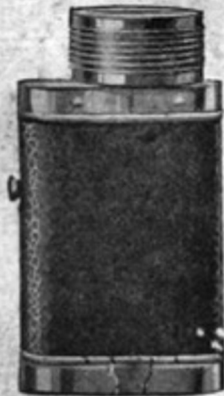
Cycle dealers, ironmongers and hardware stores all over the country stock the EVER READY 'Long Life' Cycle Lamp. Ask your local dealer to show you one. And don't forget to put a spare battery in your tool kit.

**BRITISH MADE CYCLE
LAMPS & BATTERIES**

READY

THE EVER READY CO. (Gt. Britain) LTD., HERCULES PLACE, HOLLOWAY, N.7

EVER READY—EVER READY



EVER READY No. 2000.

Spotlight, Pocket Lamp, Leather-covered or Nickel-plated all over. Price 3/6. Postage 4d. Refills 7½d.



WINNER H.T. BATTERIES.
60v. 3/6; 60v. 6/6; 99v. 9/6; 108v. 10/6;
120v. 11/6. Postage 9d.



EVER READY No. 1817. For Waistcoat Pocket. Price 3/-. Postage 4d. Refills 9d.



EVER READY No. 155. Standard model. Price 2/3. Postage 4d. Refills 7½d.

EVER READY PORTABLE BELL SETS. No. 155. Price 10/6.

Write for
**EVER READY
[LISTS]**

A. MUNDAY, LTD. 59, WATLING STREET, LONDON :: E.C.4

Telephone: City 2972. And at

45, 49, 51, EASTCHEAP, LONDON, E.C.3. Telephone: Royal 4632.

Here's the cycle lamp

And here's my very first handlamp
with a bullseye lens on the front