

# KNOWING HOW



This fuss about records...

Higher than ever before! A new altitude. A brand new record. And yet the figures for the record scarcely mean anything. It is the experience which is sought. Experience gained by the men who prepare, who watch—the men who first insist on Learning How before they boast of Knowing How. And it is through "record-breaking" Experience that Mullard valves are still the Master valves. Because, each new season brings new Mullard developments, new Mullard advancement, consistent Mullard performance. And now, today, three million aeriads lead down to Mullard Master Valves. And three million aeriads can't be wrong.

**Mullard**  
**THE MASTER VALVE**

The Mullard Wireless Service Co., Ltd., Mullard

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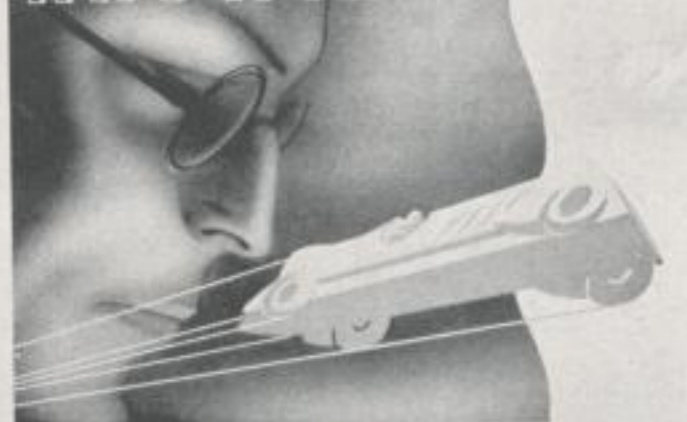
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