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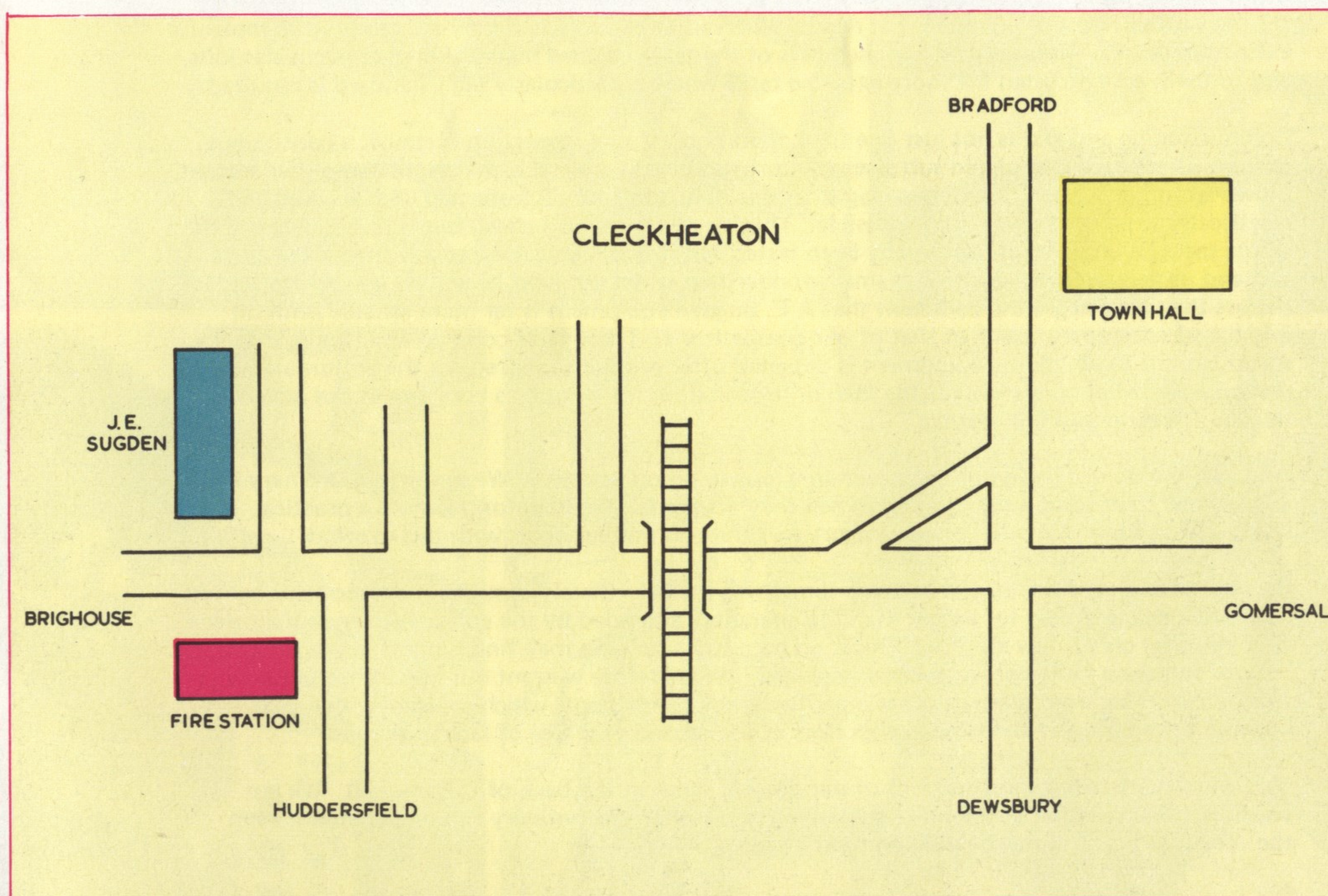
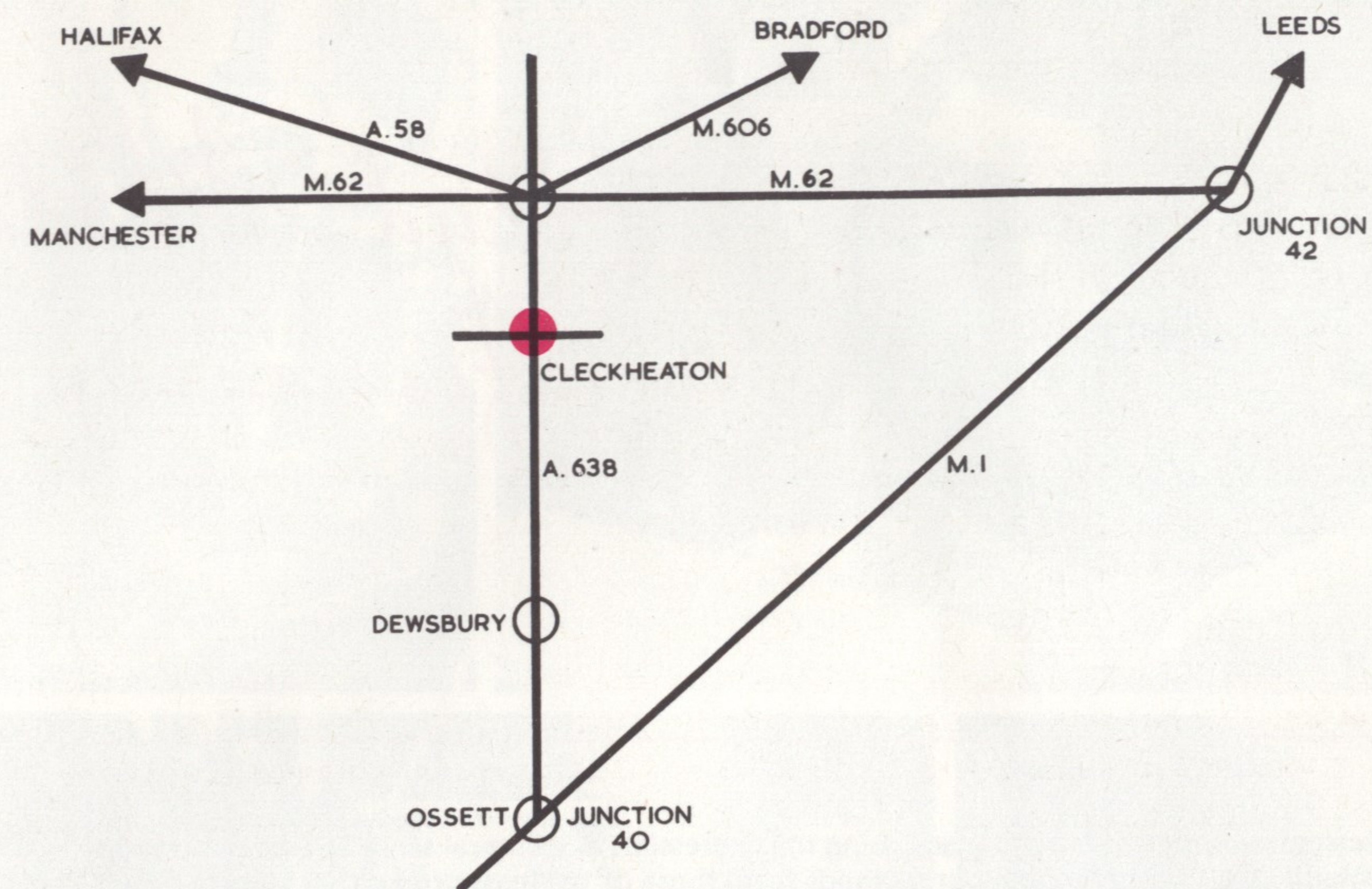
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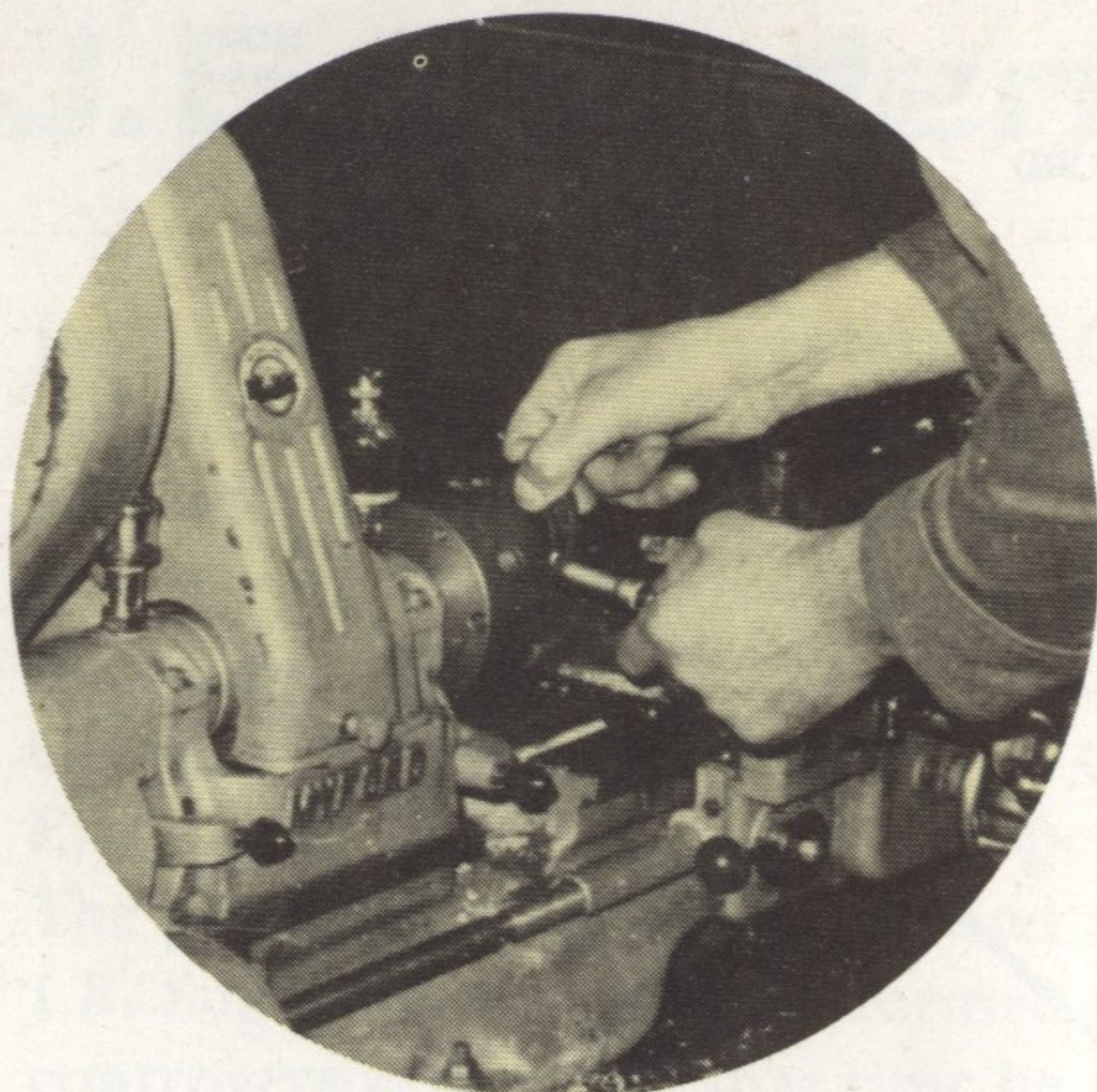




J.E. Sugden & Co. Ltd

James Edward Sugden was born in Cleckheaton and brought up there except for a short stay on the west coast during the second World War. He completed his education with E.M.I. Electronics in London obtaining his degree and City and Guilds certificates and became project engineer for Studio Sound with the E.M.I. broadcast equipment division. After leaving E.M.I. he spent a short time with Granada T.V. and then in 1960, in collaboration with others, formed Research Electronics Ltd. This Company specialised in small batch scientific instrumentation. The passion for high quality sound reproduction could not be forgotten and in 1967 J.E. Sugden & Co. was also formed to market JES's somewhat specialised and controversial hi-fi. At that time he was the only one making pure class A transistor power amplifiers in contrast with the rest of the industry who were using class B circuits with attendant high cross over distortion. It is only the recent availability of complementary power devices which has permitted the Sugden designs to revert to less unconventional methods. The absence of listening fatigue and JES's insistence on low volume manufacture of high quality specialist hand made products caused the amplifier section to grow to such an extent that what had been a side line to the instrument business became an equal partner. At the start of 1972 the associated companies moved into their new premises in Carr Street and said goodbye to the old building in Bradford Road which had housed them so well since the early days. The new factory is a thoroughly modernised old West Riding mill which is now sprouting completed extensions at the rear with others at the front nearing completion, as can be seen in the close foreground of the picture below. The main products at present are a standard range of amplifiers and tuners for discerning enthusiasts, audio test equipment and scientific instrumentation. The emphasis is on products built to an above average standard, a good proportion of which are exported throughout the world.





Hand Made Craftsmanship

Most electronic equipment is hand made using the expression in its literal sense but we use it more in an aesthetic one to differentiate our methods from those of the mass production factory. Too much equipment is made on production lines where one person has the soul destroying job of machining the same part, day in day out, or placing the same value resistor in the same place in chassis after chassis after chassis. Is it any wonder that engineering products—mechanical or electrical—made in this manner are full of human error? The J. E. Sugden method is to entrust the whole of the construction of one amplifier or one instrument to one girl, with the result that she has a personal pride and interest in what she has made. Such personal involvement just can not obtain in a mass production assembly line.

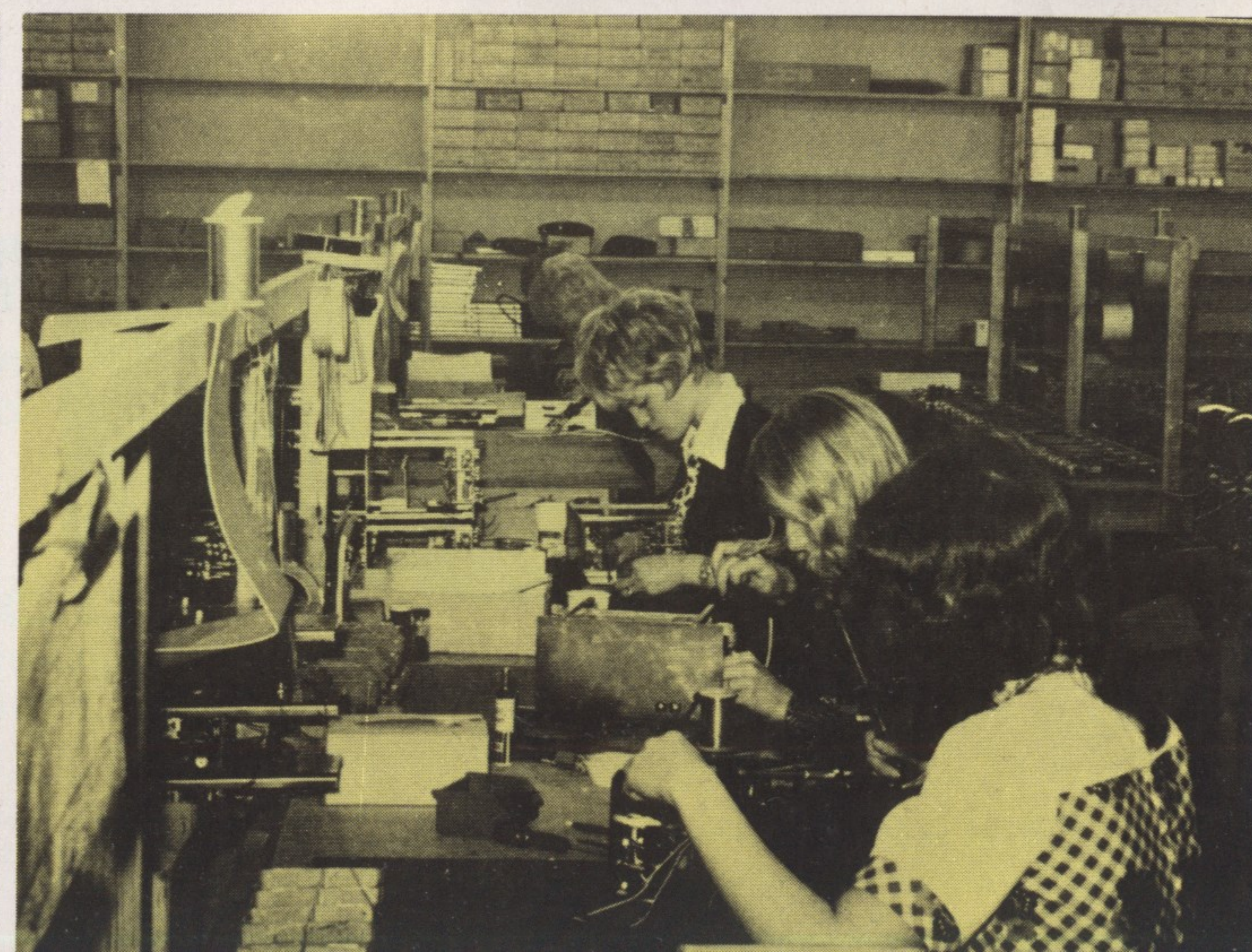
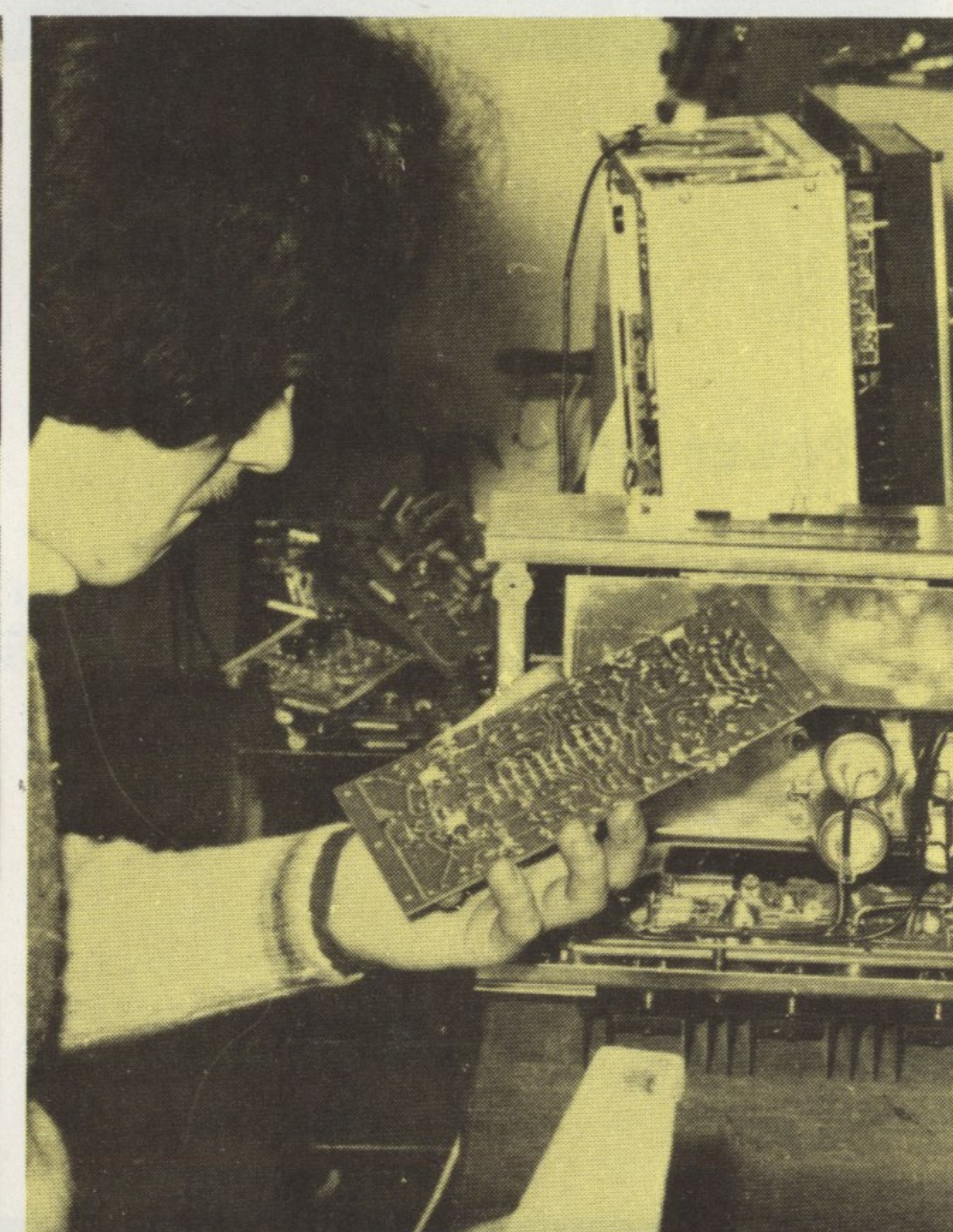
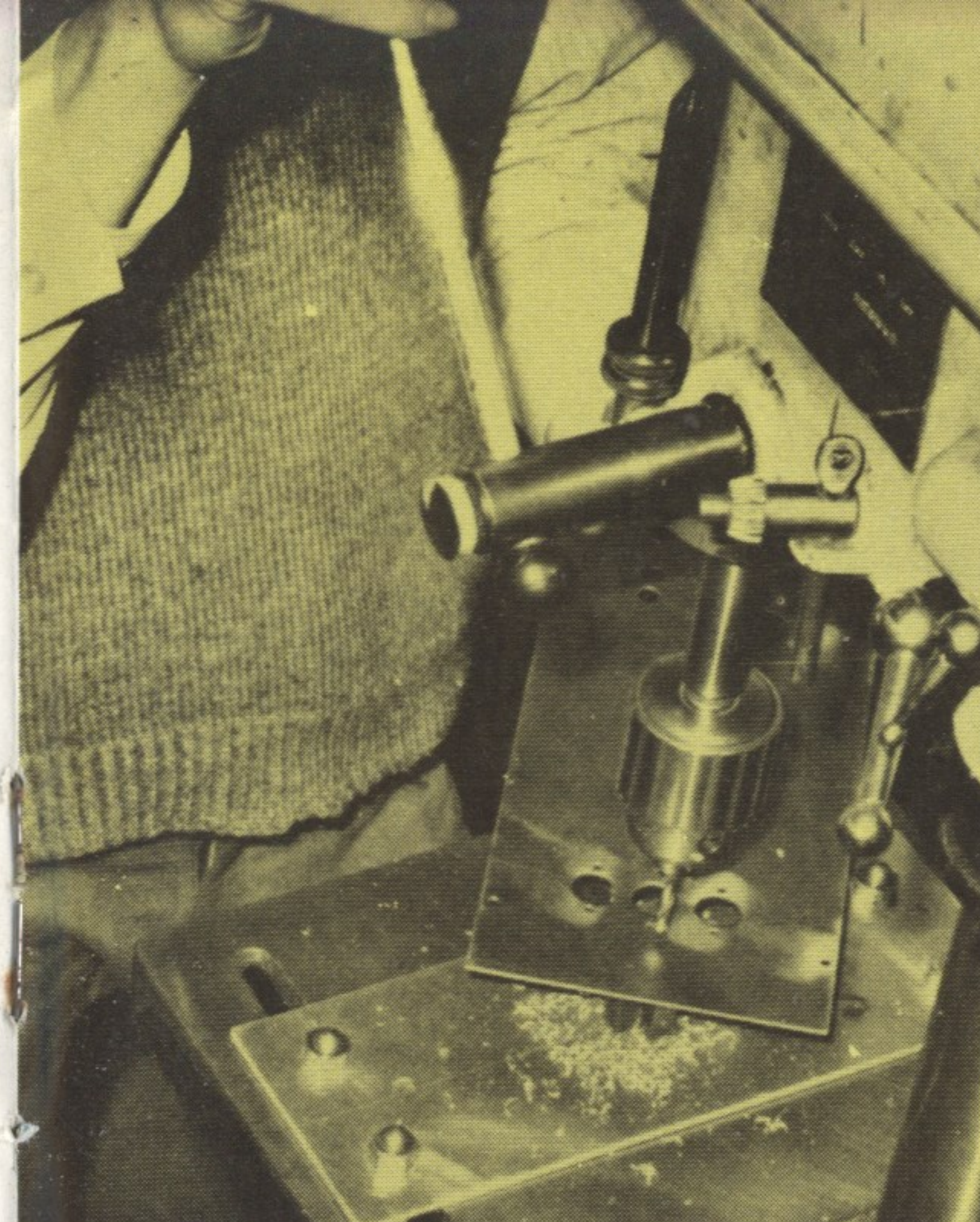
The machine shop obviously cannot operate this way but as a general rule no one man has to manufacture just one part. All the machinists and fitters work as a team producing sets of parts for the various items of equipment at regular intervals or as and when they are required to replenish exhausted stocks. Naturally certain members of the team become highly skilled at particular jobs. and to them are entrusted the more exacting tasks where a particularly high standard is required.

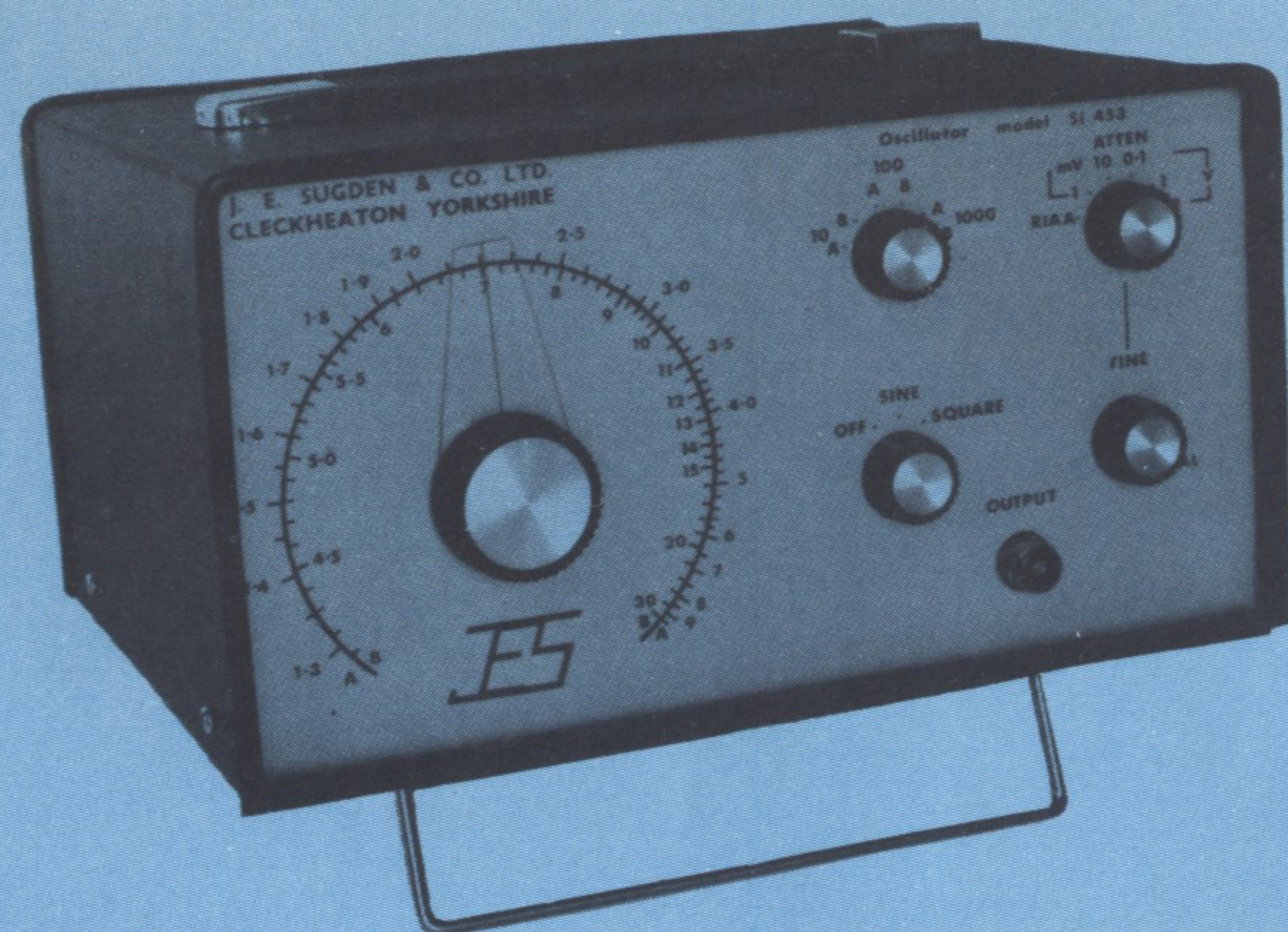
Commissioning and test is not just one final operation. Visual inspection is almost a continuous process where each completed sub assembly, printed circuit card, sub chassis, pre-amplifier section, power amplifier section, instrument tag strip assembly, etc., etc., is inspected and checked and electrically tested wherever this is possible. Thus by the time final check out is reached nearly the whole piece of equipment has already been tested but it is still subjected to a further exhaustive test and inspection procedure. It is small wonder that when our sales personnel are talking to dealers they always get the comment that J. E. Sugden equipment is far more reliable both on initial and subsequent use than that of our competitor's. These facts coupled with the stringent specifications to which the equipment is designed offer products tailored for the enthusiast who really knows what he wants—for the man or organisation for whom, to coin one of our advertising slogans, "second best will not do".

And yet—we do not design or construct on a money no object basis. We know that ordinary men and women have to buy the products when they are made. We therefore prepare a practical specification for a particular price category and then do our very best with this in mind.

Because of our method, our warranty is something special. Clearly, bought in components cannot normally be guaranteed for longer than the guarantee extended by the component manufacturer—in some cases only a few months. This is no help to a user who may find himself paying several pounds to have a faulty penny resistor replaced. We therefore warrant our own constructional workmanship for ever, warrant other manufacturer's components which we use for one year and promise to replace any defective component in the second year free of labour charges.

You will find detailed specifications of our present range at the back of this booklet. We are confident that whether you require something better than the ordinary run of the mill or even the very best you will not be disappointed in our products.



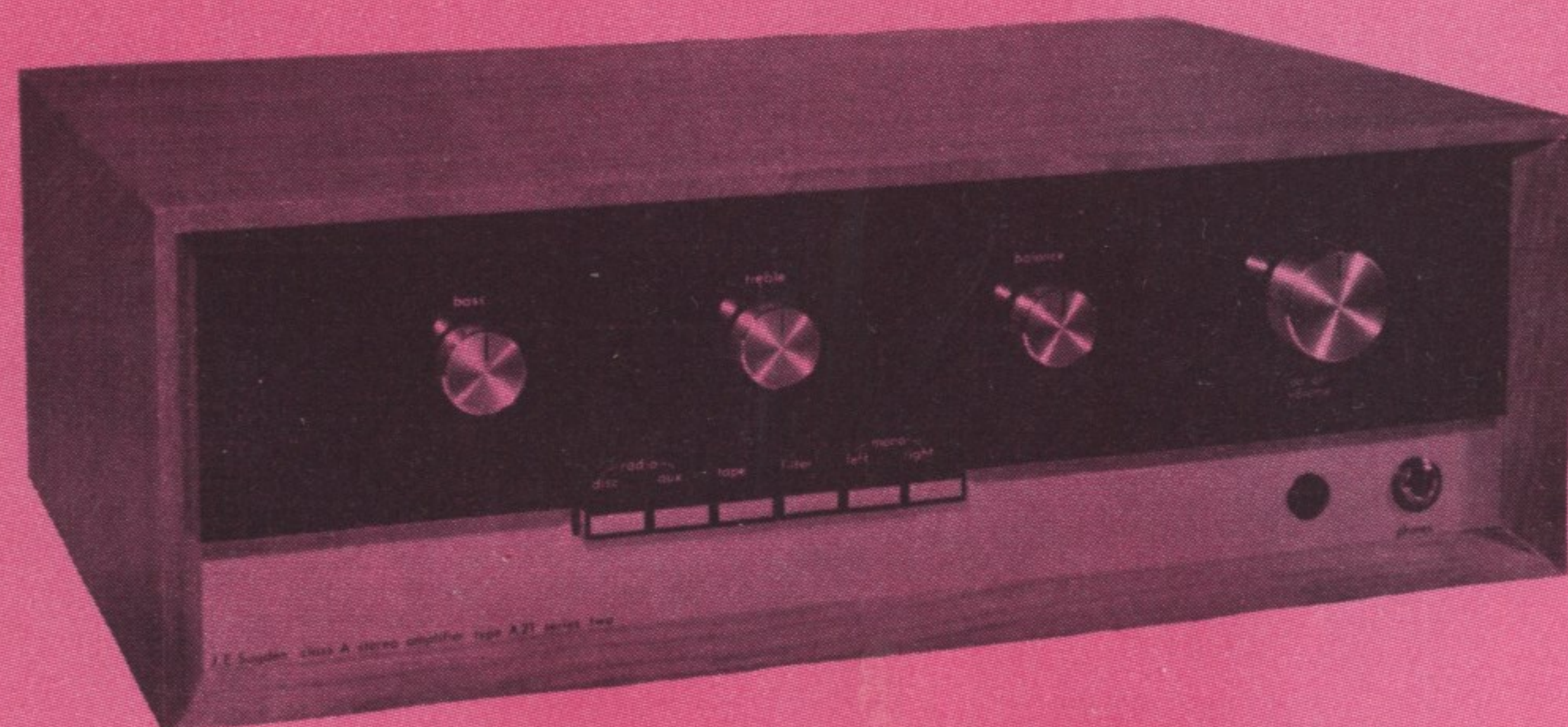
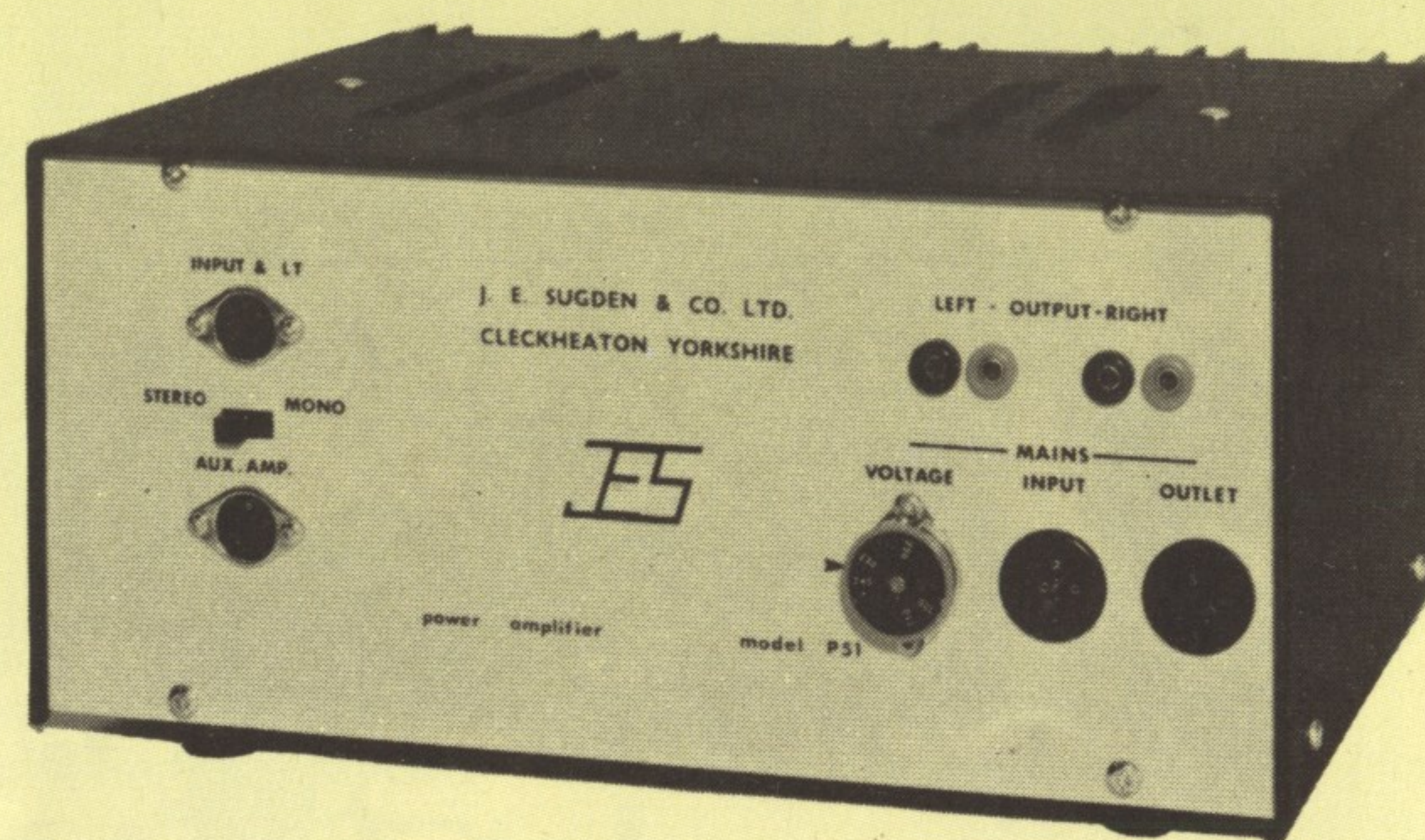


Oscillator Si453

Low distortion oscillator obviously designed with engineers in mind. Note the twin overlapping scales to prevent "end cramping" and the RIAA output.

Power Amplifier P51

Trend and Pacesetter 1972.
50 Watts (RMS) per channel or two can be used each as "mono" amplifiers to develop 100 Watts per channel.



The Legendary A21

Now used by many as a standard of comparison.



J. E. SUGDEN & CO. LTD

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