

*The* **WIRELESS**  
**& GRAMOPHONE**  
**TRADER**

*Incorporating* "The WIRELESS and ALLIED TRADES REVIEW" "The RADIO  
TRADE JOURNAL" and "The WIRELESS DEALER"

VOL. XXII. (NEW SERIES) No. 306.

June 28th, 1930.

8/- PER ANNUM, POST FREE.  
SINGLE COPIES 1/- EACH.



**FOR**

**MAINS RADIO**

*Regent Radio Supply Company, 21, Bartlett's Buildings, Holborn Circus, London, E.C.4.*

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**SUPER DETECTOR  
S.D.2.** 7/-

**SUPER  
DETECTOR  
S.N.4 for A.C.  
Mains Sets 10/6**

Tell your customers  
about Triotron  
valves. Sell them  
Triotron valves and  
watch your sales grow

# THE FACE OF VALVES

**N**O valve in the world is more efficient than Triotron; no valve is so economical on current (many use twice as much); no valve gives so much service for so low a price.

The real test for a valve is long distance reception. Of the many amateurs who ask your expert advice as to how to improve their sets in this respect, 90% need assistance in choosing the right type of valve. Don't quote advertising slogans to them. Instead tell them to try a Triotron S.D.2. in the detector stage.

**TRIOTRON S.D.2. SLOPE 1.7 mA/V  
MAG. FACTOR 21.**

By doing so you recommend them the finest detector valve made in Europe. We say "made in Europe" deliberately because up to now no factory, either on the Continent or in Great Britain, has been able to manufacture a valve exactly equivalent. The supreme quality of the Triotron filament makes it possible to bring out extraordinary characteristics, without sacrificing economy of current.

# TRIOTRON

**DARK EMITTER & A.C. VALVES**

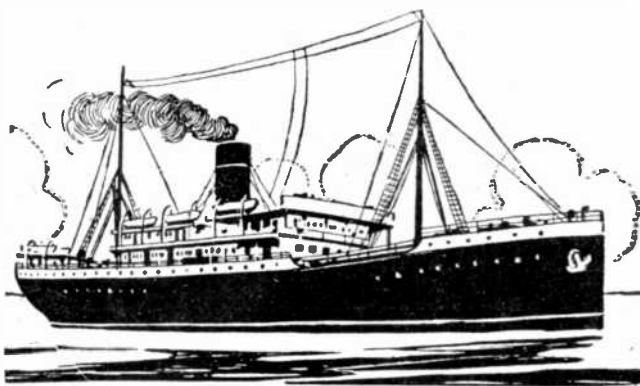
*Southern Main Distributors*  
**ELECTRIC LAMP  
SERVICE CO., LTD.,**  
39-41, Parker Street, Kingsway,  
London W.C.2.  
\*Phone: Holborn 6634, 6635, 0070.  
\*Grams: Eleclampo, Westcent, London.

*Main Distributors for Northern Ireland:* Messrs. Sloan & Company, 7, Corporation Street, Belfast. Telephone: Belfast 3020.

**TRIOTRON RADIO CO., LTD.,**  
91, Gt. Russell Street, London,  
\*Phone: Museum 1908. W.C.1.  
\*Grams: Radiumited, Westcent, London  
(Technical & Overseas enquiries should  
be sent exclusively to the above  
address.)

*Main Distributors for Irish Free State:* The Briscoe Importing Co., Ltd., 9 Aston's Quay, Dublin. Telephone: Dublin 1351.

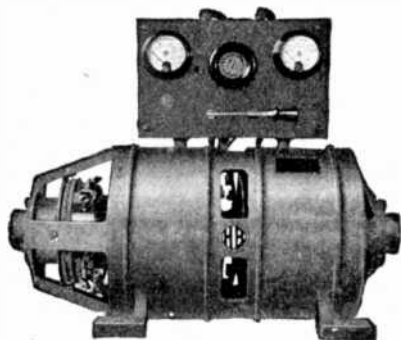
*Northern Main Distributors*  
**CHORLTON METAL CO. LTD.,**  
18, Amber Street, Shudehill,  
Manchester.  
\*Phone: Manchester Blackfriars 7637  
(Pte. Br. Ex.)  
\*Grams: Chorimet, Manchester.



*Don't Wait for your Ship to come in*

INSTALL A BATTERY CHARGING PLANT  
ON HIRE PURCHASE AND  
MAKE PROFITS TO-DAY

*This is how it can be done :*



From the many types of Charging Plant supplied by us we choose as an example the Hobart C.P. Charger for A.C. Mains. This is illustrated here. It is a compact and reliable plant and is capable of producing the following result :

2-Volt cells handled per day : 100. Cost of charging for 10 hours at 3d. per unit = 2/6. Income at 6d. per cell = £2 10 0.

An exceptional but not unusual profit.

Price **£77 - 9 - 2** nett trade  
or £19 - 17 - 3 down and six monthly instalments  
of £9 - 18 - 7.

*We Specialise in Battery Charging Plant and invite enquiries.*

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## EXCLUSIVE TO MANUFACTURERS

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# CAMCO CABINETS

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1930-1931 SEASON

*will be held at*

24 HATTON GARDEN  
HOLBORN CIRCUS  
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*from*

**JUNE 27 — JULY 5**

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An entirely New range of Loud-  
speaker, Pedestal and Radio-  
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Open 9.30—6.0.      Saturday 9.30—12.30

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**YOU WILL SAVE MONEY TOO—  
IF YOU ORDER NOW**

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24, HATTON GARDEN, LONDON, E.C.1      ::      ::      'Phone: Holborn 8202  
*Factory: Camco Works, South Croydon.*

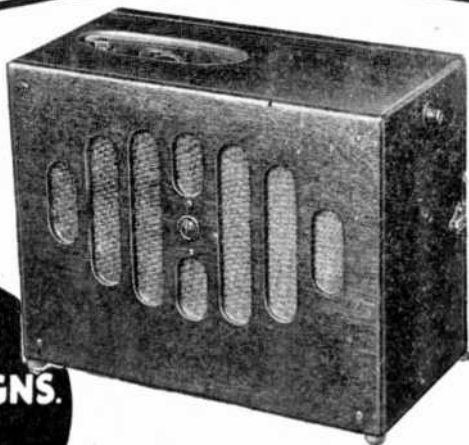
# THE BIGGEST RADIO SUCCESS OF THE TIMES!

# "NATIONAL"

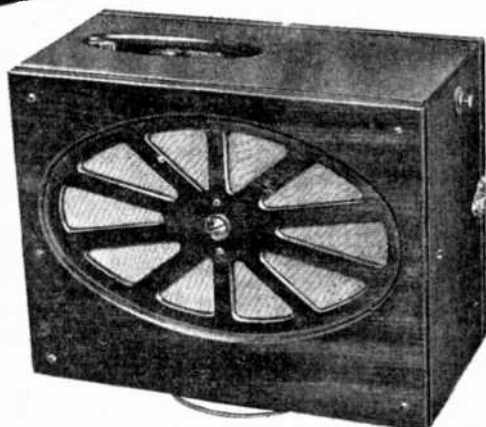
BIG PRICE REDUCTIONS  
CREATE RECORD DEMAND  
FOR THESE FAMOUS

**5 VALVE  
PORTABLES**

**12** GNS.  
OAK



# "SYMPHONY"



**13** GNS.  
MAHOGANY

GO-ahead traders are doing big business in these famous sets since the sensational price reductions were announced. Get your share of this trade and participate in the BIG PROFITS our generous terms allow you.

THE HIGHEST STANDARD OF QUALITY IN RADIO.

THE RIGHT SETS  
AT THE RIGHT PRICE  
BACKED BY THE RIGHT  
SALES AND SERVICE  
ORGANISATION.

WRITE TO-DAY for full particulars of generous

trade terms, service, etc.

**The BRITISH RADIOPHONE LTD.**

ALDWYCH HOUSE — ALDWYCH — LONDON — W.C.2

Telephone : Holborn 6744.



# ITS REPUTATION SELLS IT

But to make assurance doubly sure, Philips are now launching an extensive National Advertising campaign, in the determination to force up Summer Sales. The 3-valve All-Electric Receiver type 2514—the set that made radio history—satisfies everywhere and is still the biggest profit maker.

Complete, ready for use, **£23 - 0 - 0**  
or on HIRE PURCHASE TERMS,  
twelve monthly payments of £2.

Sell a PHILIPS LOUD-SPEAKER (type 2007), Price £5 5s., with this receiver to make the ideal radio combination.

You make practically the same profit immediately from a Hire Purchase Sale as from a Cash Order.

Also Type 2511  
(4-Valve)  
Price **£37 10s.**

Type 2515 (2-Valve)  
Price **£12 10s.**

Type 2524 (3-Valve all-  
electric for D.C. Mains)  
Price **£23**

or on Hire Purchase Terms.

# PHILIPS ALL ELECTRIC RADIO RECEIVERS

*Made by the manufacturers of the famous Philips Argenta electric lamps, commercial and industrial fittings, and neon signs.*

PHILIPS LAMPS LTD., PHILIPS HOUSE, 145, CHARING CROSS ROAD, LONDON, W.C.2

# GRAMOPHONES AND RADIO ALL ON ONE ACCOUNT

Many friends tell us . . .

that they consider it one of the greatest virtues of 'Poly' Service that it offers gramophones and radio goods all on one account. "So much easier"—"better in every way" they say.

Have you considered the great advantages 'Poly' Service offers you? Speed—for which our name is famous. Complete delivery—not merely half your order executed—and gramophones and radio goods all on one account.

May we send you our 300 page illustrated catalogue? You will see from it that we handle everything that matters in gramophones and radio.

DULCETTO - POLYPHON LIMITED,  
LONDON: 2-3 Newman Street, W.1.  
MANCHESTER: 31 Quay Street.  
GLASGOW: 27 Jamaica Street.

## ANNOUNCEMENT

The new season's range of Dulcetto Gramophones and Electric Amplifiers will shortly be ready, and the next issue of the "Wireless Trader" will contain advance trade information. Be sure to see it—and to ask our representative when he calls to let you examine the actual instruments.

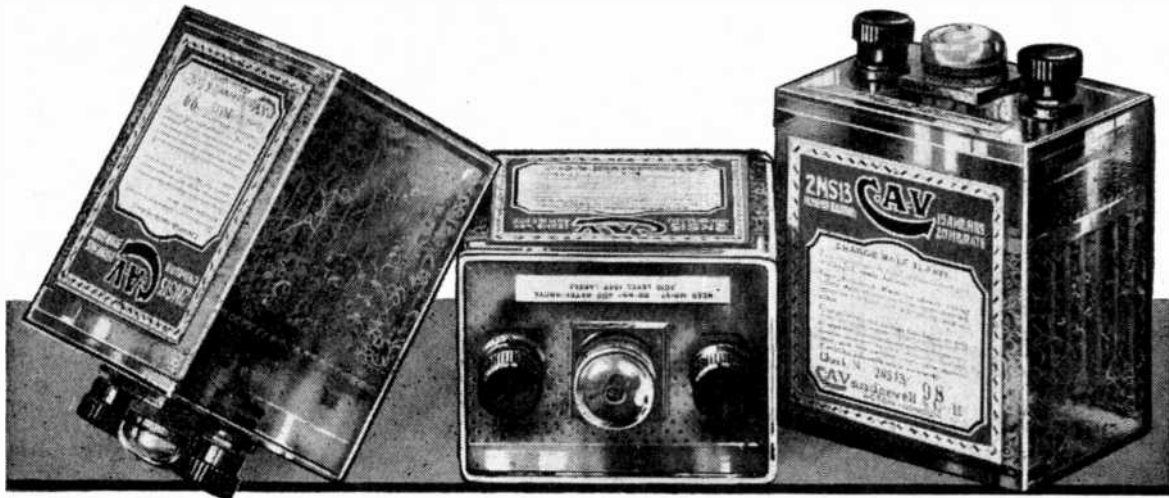
We are also the largest wholesale distributors in Britain for COLUMBIA, PARLOPHONE, ZONOPHONE, REGAL, EDISON BELL, WINNER and RADIO Records and Accessories.

And can supply EVERY RADIO SET, VALVE, BATTERY, COMPONENT, ETC., that matters.



# DULCETTO POLYPHON LTD

# ALL POSITION NON-SPILLABLE



## THE PERFECT BATTERY FOR ALL PORTABLES

It is only natural that the C.A.V. Jelly Acid Battery should have its imitators. It is a compliment that reflects the marvellous success of a battery already standardised in many popular portable sets, and which is invariably recommended in the constructional articles of the Wireless Press.

The preparation of the special C.A.V. Jelly Acid remains the secret of our chemists, however, and is not to be found in any other battery.

Its use in conjunction with the special container provides a battery which is the lightest and most compact obtainable. It gives maximum capacity in any position, and is absolutely unspillable.

It is the Battery for every portable set.

Supplies of special C.A.V. folders dealing with the Non-Spillable Battery and H.T. Accumulator will gladly be forwarded upon request to Dept. G.4.

**CAVandervell & Co. Ltd.**  
ACTON, LONDON, W. 3.



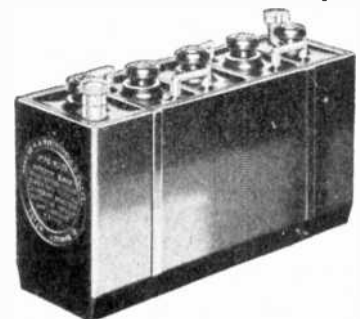
We shall be glad to send you particulars of the C.A.V. H.T. Accumulators supplied in 10-volt units or 30-volt groups of 2,500, 5,000 and 10,000 milliamp hours capacity. This entirely new and original H.T. is suitable for all classes of Receivers.

Buy at



THE SIGN OF GOOD SERVICE

The C.A.V. H.T. Accumulator.  
Built like a Car Battery



## The Original Jelly Acid Battery



# THE PORTABLE OF THE SEASON

The NEW

# Geisha

No. 3.

**OUTSTANDING IN:—**  
TONE  
VOLUME  
APPEARANCE  
NEW IDEAS.

CABINET IN BLUE OR BLACK WITH  
GILT EDGING IN EACH CASE.

PATENT STARTING AND  
STOPPING MOVEMENT.

CARRIES EIGHT 10" RE-  
CORDS IN DETACHABLE  
ALBUM.

PATENT SELF-CLOSING  
NEEDLE CUP.



RETAIL PRICE . . . . .

## £3/10/-

*Subject to usual Trade Discount.*

*Measurements—*  
HEIGHT 7 ins.  
LENGTH 16½ ins.  
WIDTH 12 ins.

**THERE'S BIG BUSINESS IN THE "GEISHA." A SAMPLE WILL CONVINCE YOU.  
SEND YOUR ORDER NOW.**

Manufacturers—C. GILBERT & Co. Ltd., Arundel St., Sheffield, and at South St., Hull.



# The Radio you've waited for

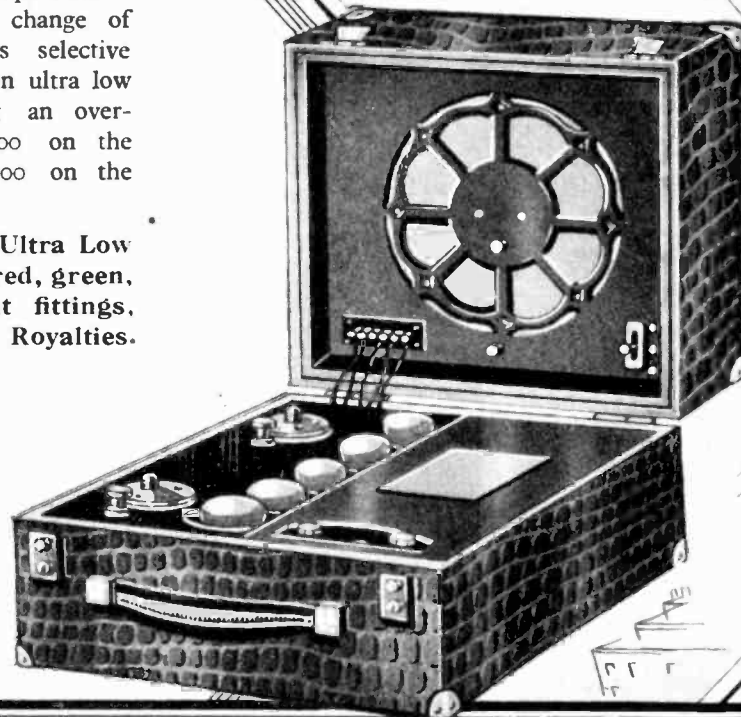
## The new PICNIC FIVE VALVE PORTABLE

The Edison Bell new Picnic Five is the same size as the previous model, but designed to meet the requirements occasioned by the change of wavelengths. It is selective and is fitted with an ultra low wave switch, giving an overall range of 190-500 on the Low and 1,000-2,000 on the High.

The Set with the Ultra Low Wave Switch, in red, green, and blue, all gilt fittings. £17 17s. including Royalties.

A waterproof cover to protect the set when travelling can be supplied for 10/6 extra.

Send for  
Special Folder.



# EDISON BELL

## RADIO

# THE TONIC FOR SUMMER SALES ... BROWNIE DEFERRED PAYMENTS

★ Real value always sells—whatever the season. That is why the real value which the Brownie deferred payments system enables you to offer your customers is such an unfailing summer sales tonic. And that is why dealers all over the country are displaying, demonstrating, and **SELLING** these Brownie sets. Are you getting your share of this big summer business? ★



## BROWNIE 2 VALVER

The low price set with the nation-wide reputation for efficiency. Absolutely complete—absolutely fool-proof. Cash price, including royalty, 2 Cossor New Process Valves, long life batteries, and full 10" cone speaker, ready for listening in, only £6 10 0.



## BROWNIE DOMINION 3

An amazing three-valver that simply bristles with selling points. Contained in a solid mahogany Cabinet, complete with 3 Cossor New Process Valves, built-in long life batteries and bakelite protected components. Cash price, complete with full 10" cone speaker, and including royalty, £10 15 0.



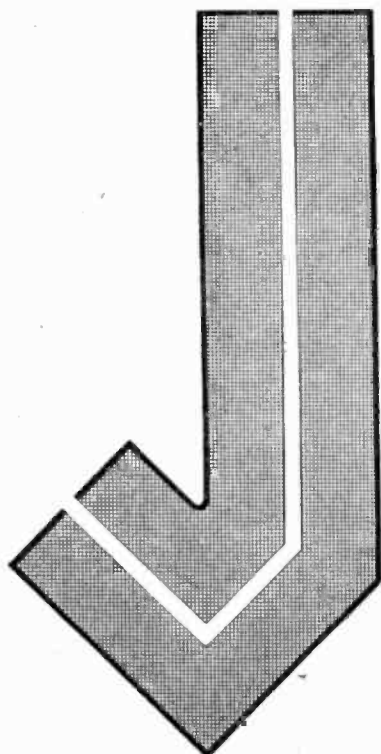
## BROWNIE DOMINION CONSOLE

Completely self-contained in a large, handsome, solid mahogany cabinet. Its cash price, including royalty, 3 Cossor New Process Valves, long life batteries, 4-pole balanced armature speaker and best quality components, all built in, is only £12 12. Without valves and batteries (including royalty) £9 15.

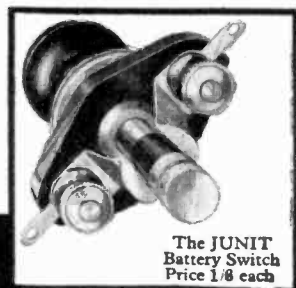
# BROWNIE

Send for striking window bill in colours to:

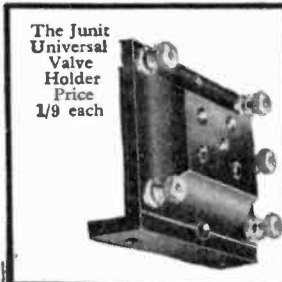
**BROWNIE WIRELESS CO. (G.B.) Ltd., Nelson Street Works, LONDON, N.W.1**



# JUNIT



The JUNIT Battery Switch  
Price 1/8 each



The Junit Universal Valve Holder  
Price 1/9 each

**RADIO FOR THE MILLION**

**THE MULLARD ORGOLA MASTER 3**  
The following Junit Components have been specified for this set:  
2 5-Pin Valve Holders.  
3 Switches  
2 Terminal Mounts

- 1 5-Pin Valve Holder and 1 Black knob Switch specified for THE MULLARD MASTER S.G. H.F. UNIT
- 2 Terminal Mounts,
- 2 Switches and
- 1 5-Pin Valve Holder specified for THE MULLARD MASTER 2



The Junit Terminal Mount  
Price 8d. each

**RADIO FOR THE MILLION**

## JUNIT MANUFACTURING COMPANY, LTD.,

2, RAVENSCOURT SQUARE, LONDON, W.6

Telephone: RIVERSIDE 0274

M.C.3

2 5-Pin Valve Holders specified for THE MULLARD A.C. MASTER 3 CONVERSION

1 5-Pin Valve Holder specified for THE ORGOLA HIGH POWER H.T. SUPPLY UNIT

LONG RANGE

Two Strong Selling Sets

SELECTIVE

# POPULAR

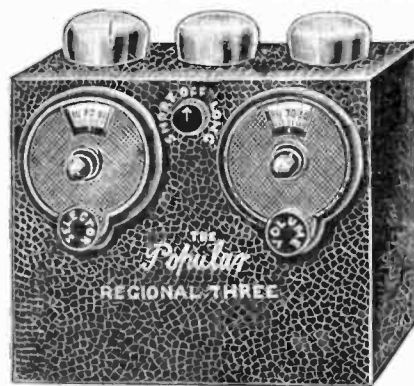
## CABINET THREE



£5 : 15 : 6 (subject)

This set incorporates a unique device to sharpen tuning to any degree of selectivity. The Cabinet is designed to hold all the necessary batteries.

## REGIONAL THREE



4 GUINEAS (subject)

FIXED  
RETAIL  
PRICES  
INCLUDING  
VALVES  
FREE FROM  
ROYALTIES

Completely screened. Cuts out Regional Stations as required, and brings in ALL EUROPE. Size only 7 x 6 x 3 in. Supplied in three finishes, Bronze, Gilt and Black. A unique proposition every Dealer should stock.

**FULLY GUARANTEED FOR ONE YEAR**

Write for Details and Other Price Lists

**THE DANIPAD RUBBER Co., Ltd.,**  
5 & 7, Market Street, Finsbury, London, E.C.2

Telephones: Bishopsgate 7322 & 7323

EFFICIENT

LOW PRICE

# 66R BLUE SPOT'S MASTERPIECE



Improved receivers and valves have necessitated the production of a new and better loud-speaker unit capable of handling enormous outputs without in any way detracting from the Blue Spot standard of reproduction.

The new Blue Spot Power Unit type 66R. will handle enormous outputs without distortion or rattle, and in this respect the advantage of the patented adjustment obtainable only in Blue Spot products is appreciated more than ever. The powerful electric energies acting upon the anchor, energies that, converted into acoustic frequencies, cause at the bass notes even a sensible vibration of the furniture and the floor, would wear out by friction any link or weak construction of the part supporting the anchor. The patented adjustment of the Blue Spot Unit will never wear out, but will work with just the same exact precision as on its first day.

This is one of the advantages that guarantee you the wonderful brilliance and volume of this Blue Spot Unit. The 66R. Unit stands a triumphant tribute to the painstaking care and ingenuity of the Blue Spot designers.

- Blue Spot Power Unit Type 66R. . . . . 35/-
- Blue Spot Major Chassis Type 37R. . . . . 15/-
- Blue Spot Special Chassis Type 31R. . . . . 10/6
- Permissible D.C. Current . . . . . 50 m/a
- D.C. Resistance . . . . . 500 ohms

**F. A. HUGHES & CO., LIMITED,**  
204-6 Great Portland Street, London, W.1  
'Phone: Museum 8630 (4 lines).

*Distributors for Northern England, Scotland and North Wales: H. C. RAWSON (Sheffield and London), Ltd., 100, London Road, Sheffield. (Phone: Sheffield 26006), and 22, St. Mary's Parsonage, Manchester. ('Phone: Manchester City 3329.)*

# AN UP-TO-DATE BATTERY SERVICE STATION

using equipment which gives the CORRECT charging rate to every class of cell.

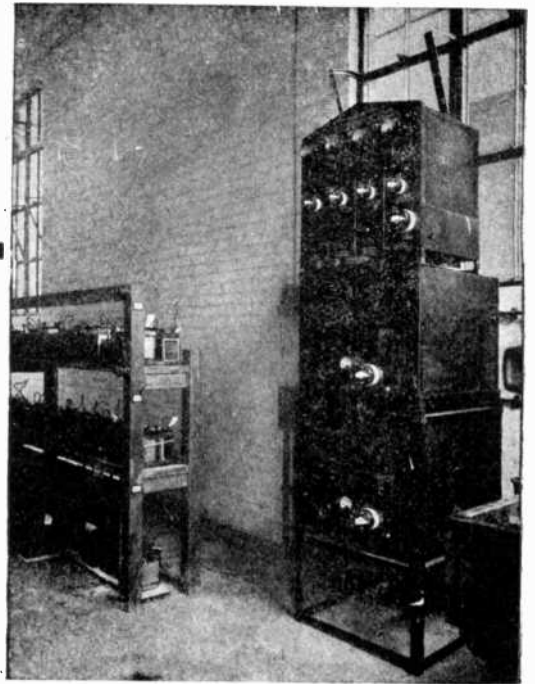
The illustration shows the battery charging equipment at the Electricity Department of the County Borough of West Ham, reproduced by courtesy of the Engineer and Manager.



## METAL RECTIFIERS

are in service, including one of the popular 4-circuit sets, style R.G.C.1.

SEND FOR LEAFLET S.F.11E5.



The Westinghouse Brake & Saxby Signal Co., Ltd. - - 82 York Road, London, N.1



# PRECISION CONDENSERS

## FOR SELECTIVITY








**PRECISION INSTRUMENTS**

The public are insisting on Precision Condensers to-day—they know that precision is essential if they are to overcome existing selectivity problems and effectively separate the new regional stations. That is why J.B. Condensers maintain their popularity and keep on selling during the Summer months. You need never be afraid to keep up your stocks of J.B. Condensers, they are always being specified for well-known Circuits.

Here are the J.B. Precision Instruments which Mullard specify in the new "Radio for the Million":

Three—.0005 Universal Log Condensers, each 9/6

One—.0003 Universal Log Condenser 9/-

Four—4" Bakelite Dials each 1/6

<b>J.B. JUNIOR LOG CONDENSER</b>	
.0005.....7/-	.0003.....8/9
.00025.....6/8	.00015.....6/8



“ BRIGADE . . . . . give me Brigade. Quick for the love of . . . . hallo, hallo, IS THAT BRIGADE? Section Five here. We’re trapped . . . . can’t get through . . . . no, no, at once . . . . hallo, Brigade . . . . Brigade . . . . B.r.i.g.a . . . .” Then silence. Sudden, ominous silence. Your mouth is dry. Your teeth clenched. You are living it over again, those four dark years. Then you realise they were twelve years ago. You are home now. By your fireside. In your armchair. The realism of your Pye Portable has made the War Play so vivid that it has bridged the years in your memory.’



One of the present series of Pye advertisements depicting the tense realism with which the programmes are reproduced by Pye Radio. Are you taking full advantage of the sales created by these striking and original advertisements? The public expect to see and hear Pye Receivers at your shop. Make a good display in your window this week-end.



276

**PYE RADIO — MADE IN CAMBRIDGE**  
 PYE RADIO LTD., Sales Organisation, Paris House, Oxford Circus, London, W.1



**TAKE NO MORE RISKS—SPECIFY "NEDAP" COMPONENTS**





TRADE MARK

**NEDAP**



**HIGH RESISTANCE**  
From 2,000-500,000 ohms.  
2 Terminals Retail 5/6 each  
3 do. Retail 6/- each



**VOLUME CONTROL**  
Plug Type or fitted 4 terminals.  
Retail Price 7/- each

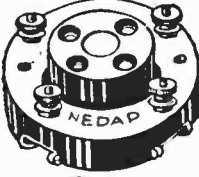


**4-PIN VALVE HOLDER**  
Retail Price 1/- each  
Do. without Insulated Pins  
Retail Price 8½d. each

**NEDAP**



**SWITCH (2-pole change-over)**  
Anti-capacity guaranteed. Practical mounting with large terminals.  
Retail Price 5/- each  
Made also in 3, 4 and 5 pole, etc.



**ANTI-MICROPHONIC VALVE HOLDER**  
Special Phosphor Bronze Nickelled Springs.  
Retail Price 1/3 each




**5-PIN VALVE HOLDER**  
Retail Price 10d. each  
Do. with Insulated Pins.  
Retail Price 1/3 each

ALL ARTICLES FIRST-CLASS BAKELITE AND FULLY GUARANTEED.  
MANUFACTURER:  
**NEDERLANDSCHE APPARATENFABRIEK "NAFA"**  
1e SCHINKELSTRAAT 30, AMSTERDAM.

ONLY WHOLESALE AND MANUFACTURERS SUPPLIED.  
For trade discount and particulars apply Sole Agent for the United Kingdom:  
**E. ENDERLEIN** 16 CHARTERHOUSE STREET, LONDON, E.C.1

**THE**



**PORTABLE**

Five valve, self-contained Portable, complete with Royalties and all equipment at the new reduced price:

**£19-19-0**

**L. E. S.**

**DISTRIBUTORS LTD.**

9 ST. MARTIN'S STREET, LEICESTER SQUARE, LONDON, W.C.2  
Telephone: Regent 7545. Telegrams: "Electomar, Westrand, London."

**for delivery  
ex stock**

**Order Now  
and get  
immediate  
delivery!**





# Manufacturers



**Magnavox  
Dynamic  
Speaker.**

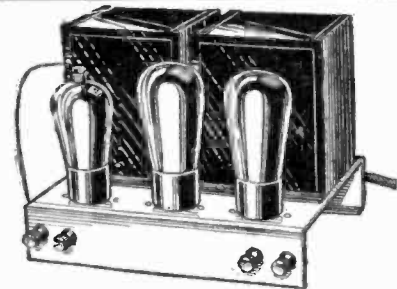
who are not familiar with the complete range of Rothermel parts should immediately write for a copy of our 68 page 1930 catalogue and supplementary sheets. Rothermel parts are used as a standard by the country's foremost manufacturers of radio sets.

- Magnavox Dynamic Speakers — Centralab Volume Controls (Standard and manufacturers' types).
- Centralab Faders and Constant Input Resistances.
- Centralab Power Rheostats and Potentiometers.
- Electrad Royalty Resistances (Standard and manufacturers' types).
- Electrad Truvolt Fixed Resistances.
- Electrad Truvolt Variable Resistances.
- Electrad Loftin White Direct Coupled Amplifiers.
- Frost Rheostats, Switches, Jacks, High Resistances.
- Kester Solder.
- Webster Pick-ups.
- Orotone Automatic Non-Set Stop Tone Arms.
- Green and Blue Flyer Induction Motors.
- Mershon Electrolytic Condensers.
- Aerovox Fixed Condensers.
- Janette Rotary Converters.
- A. C. Power Amplifiers.
- Thordarson Transformers, Chokes and Power Compacts, Etc., Etc.

*If it's a quality product — Rothermel's have it.*

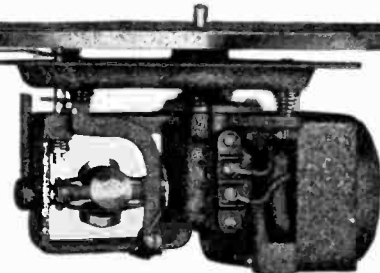
*Write us for full details to-day.*

## Two New Items of Outstanding Interest



**ELECTRAD LOFTIN WHITE  
DIRECT COUPLED AMPLIFIER**

110 or 220 v. A.C., complete with valves £12 : 5 : 0



**GREEN FLYER INDUCTION MOTOR**

110 or 220 v., 10" Turntable, £3 : 15 : 0  
110 or 220 v., 12" Turntable, £3 : 18 : 6

## IMPORTANT.

Our new 1931 Catalogue and Handbook will be ready shortly. Mail this Coupon to ensure that you receive a copy. Please send me a copy of your Handbook entitled "Auditorium. Talking Picture, Public Address and Radio Equipment."

NAME .....

ADDRESS .....

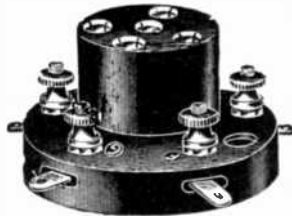
# The Rothermel Corporation Ltd.

## 24, Maddox St., London, W.1.

Phone : Mayfair 0578/9.

CONTINENTAL SALES OFFICE :—27, Quai du Commerce, Brussels, Belgium.

The experience of over ten years successful business is behind all



Valve Holder for A.C. or 3-electrode valves

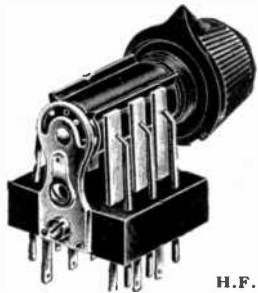
# WEARITE COMPONENTS

and this is at your service, Mr. Manufacturer and Merchant.

Below are illustrations of some of our lines.



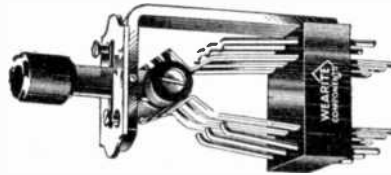
Rheostat Potentiometer or Volume Control.



Miniature type A.C. Switches can now be supplied

Wearite Anti-capacity Switches, 1 to 6 way as used in most popular sets.

Can be supplied lever controlled or ganged.



- H.F. By-pass Unit . . . . . 4 6
- Standard 6x6x6 1/2 Screening Box in heavy gauge aluminium, grey finish 6/6, polished . . . . . 7 6
- Special Mains Transformer for "Orgola" H.T. Supply Unit . . . . . 30 -

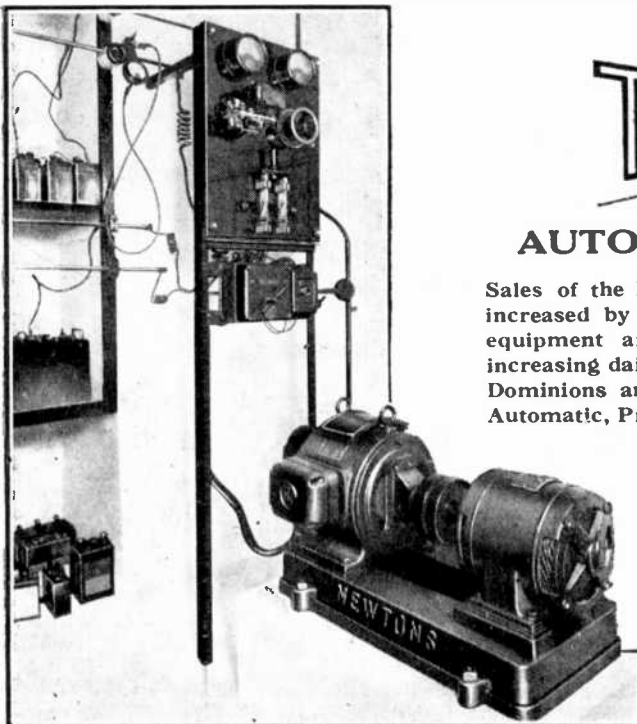


3-point Wave-change Switch

Write for free illustrated lists.

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## SALES DOUBLED IN SIX MONTHS



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## AUTOMATIC BATTERY CHARGING

Sales of the Newton 8 Hour Taper System of Battery Charging have increased by over 100% in six months. Orders for this all British equipment are now being received from the Continent, and are increasing daily from all parts of the British Isles. Enquiries from the Dominions and abroad indicate the widespread interest taken in this Automatic, Profitable and Rapid Method of Charging.

★ You can obtain complete details of this equipment without obligation, by returning the coupon, which will also bring you our technical booklet, "Notes on Battery Charging."

**CUT THIS OUT**  
Please send me details of Automatic and Profitable Battery Charging by the Newton 8 Hour Taper System.

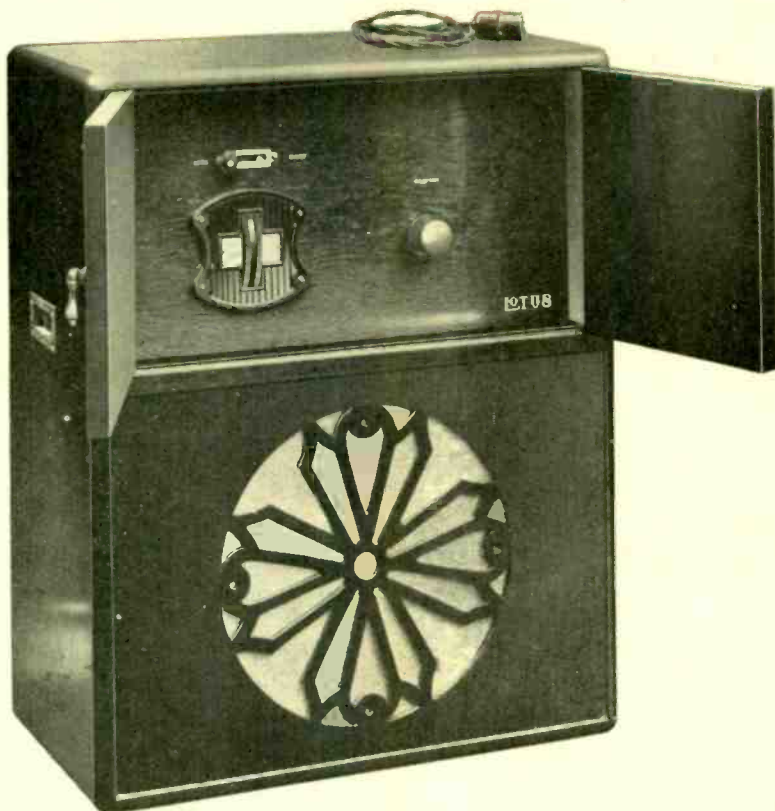
Name .....

Address .....

C.28.6

NEWTONS of TAUNTON, 6, Grape Street, Shaftesbury Ave., London, W.C.2

# STOCK THE LOTUS ALL MAINS TRANSPORTABLE AND MAKE SALES CERTAIN!



*All Electric!*

*No Batteries!*

*3 Valves Only!*

All Electric, instead of Battery operated, employing only three valves instead of the usual four or five, without loss of strength or clarity of reception, the Lotus S.G.P. All Mains Transportable Receiver stands alone in its class.

Entirely self-contained—needs no aerial or earth wires—loud speaker included in cabinet—mounted on turntable for directional reception—running costs approximately 4/- per annum. Write for full particulars of this latest Lotus profit-maker.

Prices :

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## Blazing a Trail in Radio

The Marconiphone Company has inaugurated a new department assisting dealers in organising local sales-building schemes. Department is at the service of all Marconiphone dealers who for business, but who desire to go out, in the spirit of modern create demand. This Sales Development department, working with our Publicity department, will be pleased to offer ideas and assistance to dealers to our mutual benefit.



Write now to: Sales Development Dept., The Marconiphone Co. Ltd., Radio House

# Develop your Marconiphone Sales

*G. Marconi*

**FIRST & FOREMOST**

# hphone's Development

! for the special purpose of  
 This Sales Development  
 who are not content to wait  
 for marketing methods and  
 working in close co-operation  
 as printed matter, and other

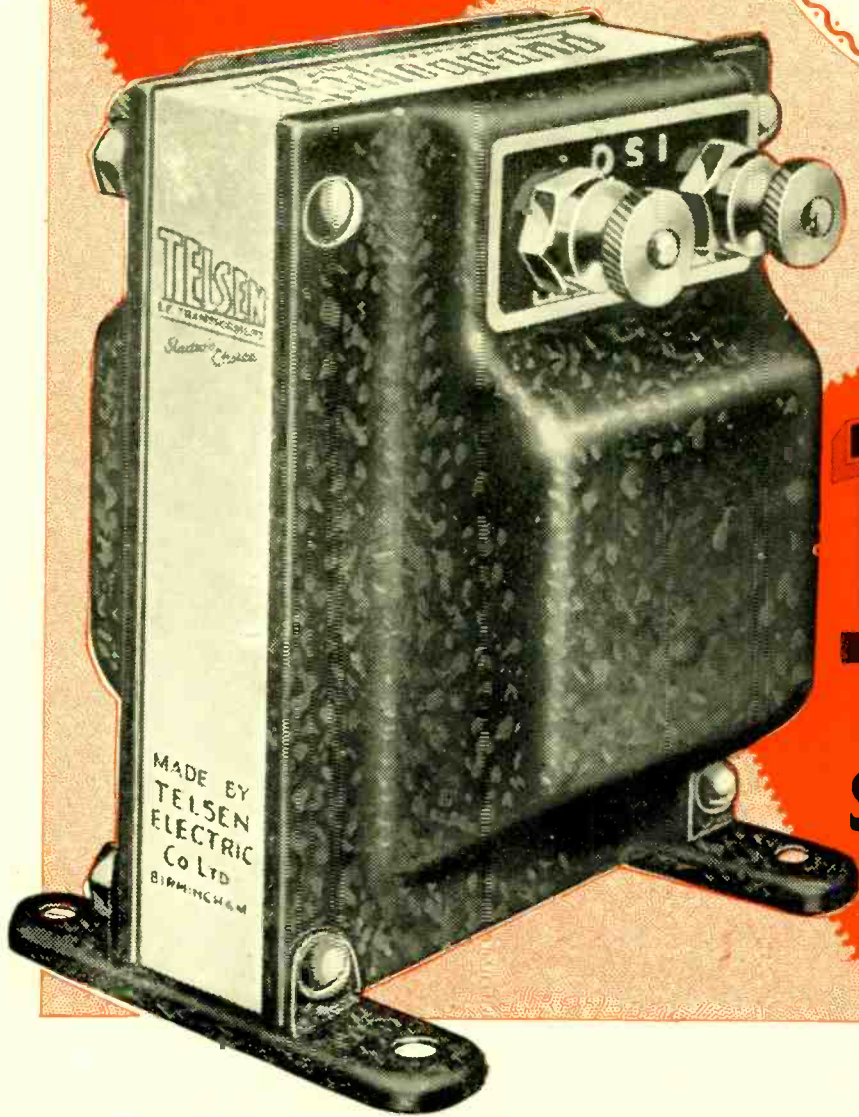
House, 210 Tottenham Ct. Rd., London, W.1.



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**TALK  
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TRANSFORMERS  
and MAKE  
MONEY**

Talk about the quality of reproduction . . . talk about the amplification . . . talk about the enormous public demand . . . about the prices — and sales are made! Telsen Transformers are being specified in most of the modern circuits to-day. Their popularity has been gained by merit alone—  
—Talk "Telsen" and ready sales are assured . . . . . with handsome profits.



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and SELL  
SATISFACTION**

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BIRMINGHAM**



# The CLOUDS PASS BY

It was with regret that we were compelled, some weeks ago, to inform our trade friends that we could not deliver Pertrix Batteries quickly enough. Happily the clouds have now passed by—production is well ahead and all is bright again. Your customers want the battery with **NO SAL-AMMONIAC**—the battery with 60% longer life, so send us your orders—you can rest assured that you will get prompt delivery.

*We invite enquiries for trade terms. Every Pertrix dealer who wishes can have a display box containing showcards, leaflets and display material, for his own use in dressing his window and counters.*

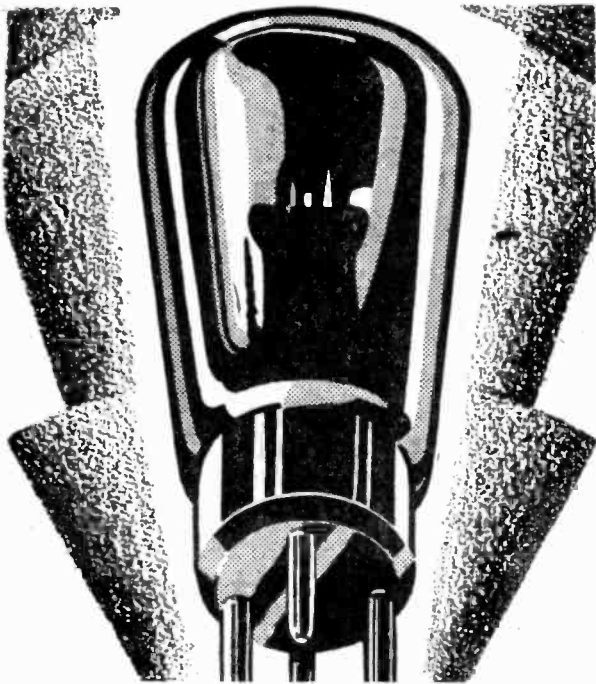
## What a life!

# PERTRIX

PATENT  
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Their pre-eminent performance, however, has taken the public by storm. This, coupled with their generous margin of profit, captured the confidence of the trade. Hundreds of dealers to-day are finding Vatea Valves their most profitable line.

2 & 4 VOLTS

H.F. AND DETECTOR - 6/-  
SUPER POWER - - - 7/6

Power 7/-; Screened Grid 16/-; Pentode 16/-; also complete range of Indirectly Heated A.C. Mains Valves.

There is **BIG** business for you in

# VATEA

THE NEW  
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District Representatives wanted — applications invited.

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By  
**DOCTOR DUCON**

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The only remedy is to use Toroids throughout. This renders screening unnecessary by reason of the fact that the field of the coil is enclosed within the coil itself, thus increasing efficiency and simplifying construction to a large degree.

*Dubilier Toroids*  
are made for all  
wave bands from  
22.5 to 2,000  
metres. Prices  
from  
10/6 to 15/-



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CONDENSER CO. (1925) Ltd.

DUCON (WORKS, VICTORIA ROAD, N. ACTON, LONDON, W.3)





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**4-VALVE SCREENED GRID RECEIVER.**

SINGLE TUNING CONTROL  
—COMPLETELY GANGED  
CIRCUITS CALIBRATED IN  
WAVE LENGTHS.  
Fitted in Walnut Cabinet; weight  
32 lbs.  
2-volt 23 A.H. unspillable Accumu-  
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Excellent loudspeaker reproduction,  
giving very enjoyable music and  
particularly clear speech.  
Range and selectivity equal to, if not  
better than, any other portable set  
on the market.

PRICE **17 GUINEAS**  
including valves, batteries, turntable  
and Royalties.

# MURPHY RADIO LTD

WELWYN GARDEN CITY, HERTS

**C O U P O N**

Murphy Radio, Ltd., Welwyn Garden City, Herts

**MURPHY RADIO PORTABLE**

Please send Particulars and Trade Terms.  
Please send a Representative.

NAME  
ADDRESS

W.T. June 28

# We sat at the gates—

of Brookman's Park testing the finished job—this first Screened Grid 4-Valve Portable.

We had a good run round the continental stations with the National and Regional aerials going good and strong about a hundred yards away.

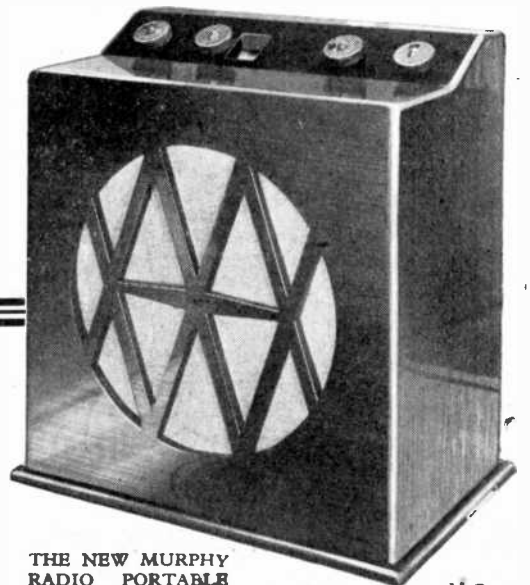
And do you know—there wasn't the slightest trace of interference.

Now selectivity is one thing, weight another, and H.T. battery consumption another, but these with scores of other points which are going to influence the public in buying a set, have all been carefully considered in every Murphy Radio Set.

Send the coupon and we shall be glad to demonstrate a set to you at any time suitable to you.

*Frank Murphy*

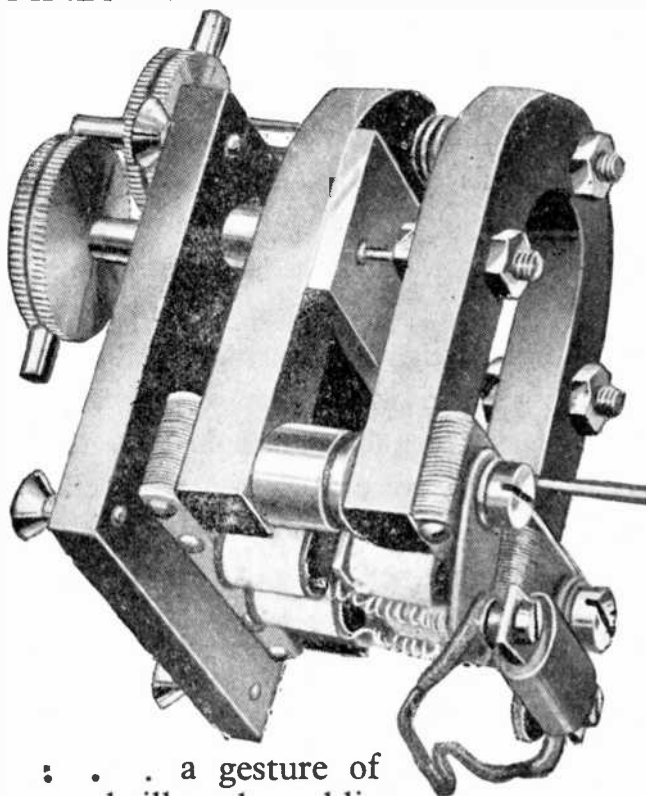
B.Sc., A.M.I.E.E., A.I. Rad. E.,  
Chartered Elect. Engineer.



THE NEW MURPHY  
RADIO PORTABLE

M.C. 103

**SENSATIONAL  
PRICE  
REDUCTION  
OF THE  
FINEST UNIT ON THE MARKET**



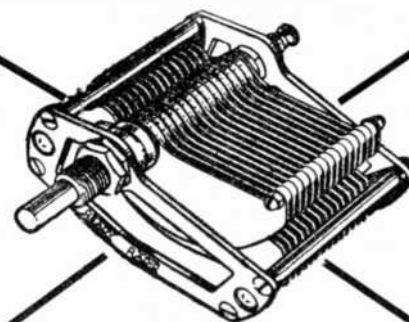
... a gesture of goodwill to the public that will result in largely increased sales . . . . .

**NOW  
30/-**  
Former Price 36/-

**AND  
PROFIT FOR YOU**

**WATES  
STAR  
LOUD SPEAKER UNIT**

Write for full trade details or 'phone Tem. Bar 6195-6.  
THE STANDARD BATTERY CO. (Dept. W.T.),  
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**SETMAKERS  
RETAILERS  
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**A VARIABLE  
CONDENSER**

**AT 4/6 .0003  
.0005**  
Made at London Bridge, England.

**POPULAR WIRELESS SAYS:**  
*The Ready Radio people are now manufacturing a Logarithmic condenser which retails at 4/6 in either .0003 or .0005 mfd. maximum capacity. This will be good news for all constructors, and not only those whose pockets are lean, for the Ready Radio variable is cheap only as regards price.*

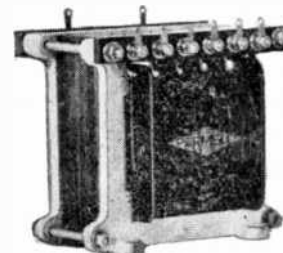
*Finally, the movement is consistently smooth. Altogether it is a distinctly commendable proposition.*

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Telephone: HOP 5555. (Private Exchange)

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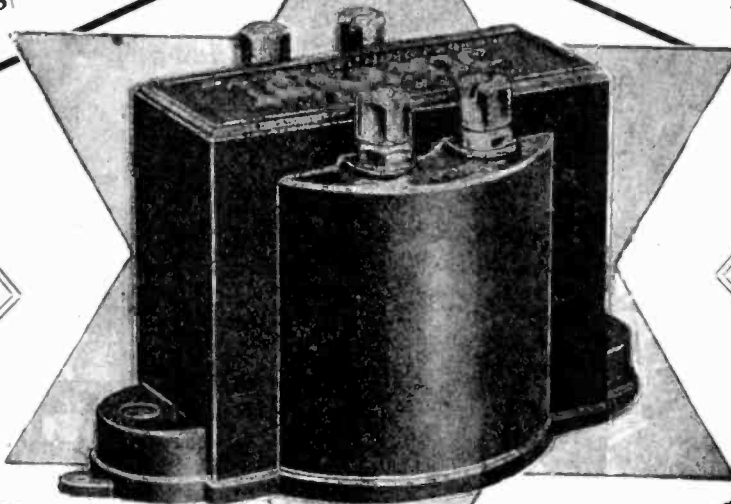


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KNOB AND DIAL**  
Midget Size, 3/4"  
Price 6/-



**IGRANIC SHORT-WAVE  
H.F. CHOKE**  
An essential component for your short-wave receiver. Designed for use over a wavelength range of 10-80 metres.  
Price 2/-

Price  
**17/6**



Type "J"

L.F. Transformer

Price  
**17/6**



**IGRANIC WIRE-WOUND  
RESISTOR**  
Shielded to prevent interaction. Silent in operation and constant in value. From 25,000 ohms. From 2/9 to 7/6 each. Holder for above 1/6



**IGRANIC SPRINGMORE  
WAND-R PLUG**  
Fits all sockets and stays where it's put.  
Price 3d. each.

May we send you particulars?  
Send your request to Dept. T.151.



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Quality Unrivalled.  
Record Life in Use.  
Longest Guarantee.

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Factors Enquiries Invited.  
Reduction in Price.*

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TERMINALS, SCREWS,  
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Departments:—Wireless Brass Parts, Copper Wire, etc.  
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for every radio dealer to consider. We are prepared to help the trade in general to meet the undoubted demand for cheaper radio, and have pleasure in offering you our Rexine 5-valve portable with Mullard Valves, 6-60 or Celestion Speaker, and all British Components at a price which will satisfy such demands. Our prices include having your own name engraved on panels and a full year's guarantee. Get our prices and be prepared.

**ACOUSTOPHONE LTD., 161 VAUXHALL BRIDGE RD., LONDON, S.W.1**

*Also manufacturers of a Screen Grid Four and a Radio-Gramophone.*

# IMPORTANT NOTICE

by

THE MULLARD WIRELESS SERVICE CO., LTD.

and

THE MULLARD RADIO VALVE COMPANY, LTD.

THE MULLARD RADIO VALVE COMPANY, LIMITED, of Nightingale Works, Balham, S.W. 12, own or are licensed under, amongst others, the undermentioned

Nos.		British Letters Patent									
17580/15	170953	194637	209730	225166	241996	251971	271144	287958	321553		
148314	170954	196231	210679	225541	245145	259565	273970	289417	323424		
151611	170955	196308	211825	227407	245146	260230	274233	295343	324846		
158509	171378	196688	213605	229622	245147	262079	280164	298791	326296		
158510	177270	198322	216207	231861	246463	263089	280851	300403	320334		
158720	180090	198950	216585	232201	247167	264258	282712	308448			
162367	180991	201576	216896	233299	250343	267279	283941	308449			
170072	180137	202941	217519	233653	250912	269341	285799	315295			
170096	192342	205784	219019	234576	250928	269657	286970	315785			
170634	192673	206137	221231	236692	251582	270488	286999	318785			

## WARNING

Anyone infringing the above-mentioned Letters Patent will render themselves liable to be proceeded against.

As a result of the LEGAL PROCEEDINGS taken by The Mullard Radio Valve Company, Limited, against certain dealers for importing and/or selling TUNGSRAM and DARIO Radio Valves

### PERPETUAL INJUNCTIONS

have been granted by the High Court of Justice against.

Mr. LOUIS KREMNER, of Manchester, under Letters Patent Nos. 245146, 245147, 283941, 287958,\* and

Mr. JOHN BRAHAM, of London, under Letters Patent Nos. 209730, 229622, 245146, 245147, 283941, 287958\* of The Mullard Radio Valve Company, Limited.

Orders have also been made for delivery up or destruction upon oath of all infringing valves and for payment of

### DAMAGES AND COSTS

**Mullard**  
THE · MASTER · VALVE

# HOW TO MAKE BIG PROFITS ON ELIMINATOR SALES!



**30% + 10%**

**OUTPUT 20<sup>m</sup>/A**  
**INCREASED TO**  
**AT SAME RETAIL PRICES**

This increased [output is] a feature which will make Lissen Eliminators appeal to more people. The output is sufficient to cater for practically 90% of the valve sets in use. Think of the simplification of stock—the quick turnover—the constant stream of sales. Push Lissen Eliminators—they're worth stocking and worth selling, also they carry the generous Lissen discount of 30% and 10%.

There is big advertising behind the sales of Lissen Eliminators—advertising that makes Lissen the easiest popular-priced eliminator for you to sell.

Remember this when arranging stock for the season—you need a *smaller* stock of Lissen to meet an assured *bigger* demand—and *there are always enquiries from our advertising* which no other eliminator will satisfy—and we hand these enquiries over to dealers we know are stocking.

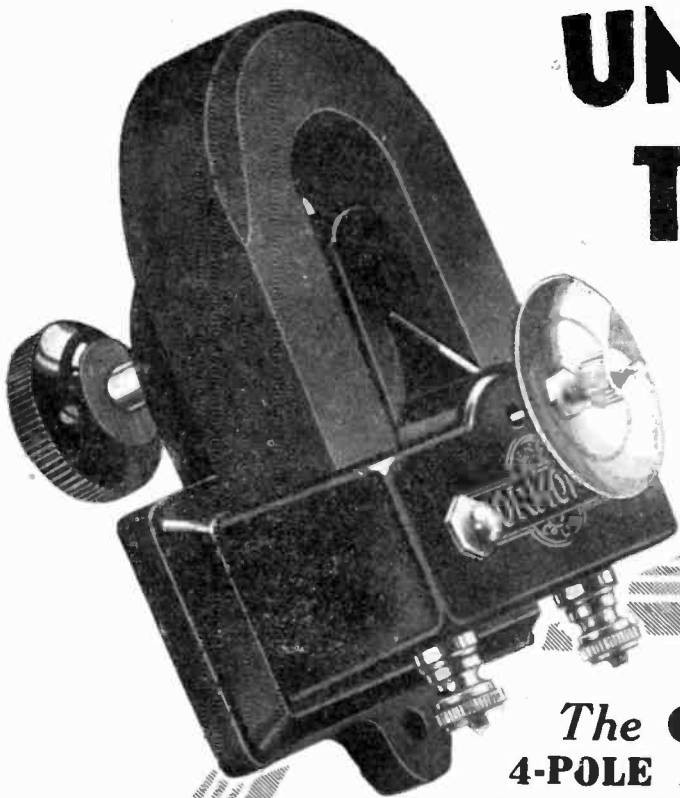
A.C.  
**60%**  
 Model A

D.C.  
**27/6**  
 Model A

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**ELIMINATORS PLUS BIG ADVERTISING THAT CREATES DEMAND**

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Since its introduction has steadily built an enviable reputation for itself by virtue of combining high quality and performance with an extraordinary low price.

Sensitive to a degree, this Ormond Unit reproduces every inflection, from low notes to high, with a faithfulness and volume which are a delight to listen to.

Its large cobalt magnet and beautifully polished Bakelite cover of Walnut colour which encases all working parts give immediate evidence of the care taken in both its design and manufacture.

The fact that it is an Ormond production proves its value and guarantees its performance.

*For  
PUNCH  
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& PURITY  
!*

*Price*

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*The only weekly Trade Journal circulating to Bona-Fide Wireless & Gramophone Traders.*

## EDITORIAL VIEWS.

### Trade Journals—Good and——.

ON a later page in this issue we print extracts from a speech delivered by Mr. C. Pinkham to the Industrial Press Section of the Sixth Annual Advertising Convention just concluded at Hastings. The title of the speech was "The Service I Expect from a Trade Journal." Mr. Pinkham is the Manager of the publicity organisation of the General Electric Co., Ltd., and he therefore speaks with the authority of one who knows what he wants, and whose utterances should be seriously considered by those responsible for the conduct of a trade journal.

It must be remembered, of course, that this speech was delivered to advertising men by one who was expressing his views as an advertiser, and it might be thought that these views would be of only slight interest to the ordinary reader of trade journals. We think that on reading our extracts, however, it will be agreed (and we say it in all sincerity) that Mr. Pinkham expressed opinions which show him to have sound and unbiassed views as to the relationship between the editorial and advertising sides of a trade journal.

It is true enough that trade journals could not be conducted on the useful lines which characterise the majority of them to-day if they were not assured of an adequate advertisement revenue, but it is equally true that the reason for their inception and existence lies in, and is justified by, their editorial contents. A paper with a dull, "puff"-giving editorial section, with no stimulating views of its own, and no power to express them or to influence the trade by them, is of no benefit to anyone.

With most of Mr. Pinkham's speech, so far as it deals with editorial policy, we thoroughly agree. It is essential, if the readers are to have confidence in, and respect for, a journal, that the contents should be prepared without bias and not be influenced by any interest save the good of the whole trade which it seeks to serve.

The provision of an adequate and efficient staff to write most of the paper is also desirable, but we do not agree that the whole of the editorial matter should necessarily be written by the staff of the paper. This is an age of specialists, and there are times when specialised contributions are desirable if the interest and utility of the editorial contents are to be maintained.

Mr. Pinkham is evidently no lover of special issues, but we wonder whether his views, as an advertiser, coincide with those of the reader of the paper. In the case of our own "specials," we always set out

to include within the covers of one issue a comprehensive survey of the field to which the issue is devoted, be it a show report or a review of a particular class of goods. By focussing the attention of readers on certain aspects of the industry, such issues give a decided filip to business. Our desire is that the issues in question should be preserved by the reader for reference purposes, and the editorial matter is written with the idea of giving him a comprehensive buying guide, together with information concerning the particular class of goods dealt with, both from technical and sales points of view. It is less than fair, we think, to say that an issue of this type, which is of definite value to its readers, savours of an "advertising ramp."

Nothing in this world is perfect, and we should not think of claiming perfection for this journal, but we leave our readers to peruse Mr. Pinkham's article and then to judge for themselves whether we fall short of his, and their own, conception of a good trade journal.

### Modern Receiving Valves.

THOSE who have troubled to consider the question will agree that the improvements in thermionic receiving valves during the last seven years have been phenomenal. They are probably only rivalled by the changes that have taken place during the same period in connection with loud-speakers.

Looking up old records, we find that in 1923 valves produced by the best firms were characterised as good if they revealed, on test, mutual conductances (or "goodness" factors) of a quarter of a milliampere per volt. Compare this with certain modern British 2-volt power valves with a mutual conductance of over 3 milliamperes per volt, and it will be seen that the efficiency, judged on the standard of mutual conductance, has been multiplied over twelve times.

The 2-volt battery type of valve has received much attention from the British manufacturer, probably owing to its almost universal use in portable receivers, which are peculiar to our market.

Britain, too, has led in the marketing of special valves such as the screened grid and pentode types, while British A.C. valves are considerably in advance of their American prototypes.

Coupled with the increases in electrical efficiency, there have been improvements in mechanical strength, in length of life and in consistency of characteristics.

On all scores, the modern thermionic receiving valve is indeed a triumph, and contributes in no small way to present day receiver performance and efficiency.

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2s/- Post free. 10/-

Published Every Saturday.

# Trade News

## The Committee on Shop Assistants' Hours Evidence by the Assistants' Trade Unions.

**R**EPRESENTATIVES of the shop assistants unions attended before the Select Committee on Shop Assistants' Hours, at the House of Commons on Wednesday last week, with Mr. Charles Buxton, M.P., in the chair, and Mr. J. R. Leslie, general secretary of the National Amalgamated Union of Shop Assistants, Warehousemen and Clerks, gave evidence that long hours of work in the distributive trades were the root cause of illness.

In efforts to obtain local closing orders, or to retain voluntary arrangements for earlier closing hours, the Union had had the support of the general public as well as other prominent citizens. The poorer classes did not desire later closing hours, and it had never been claimed that the well-to-do classes desired to shop late.

It was well known that many firms carried out a policy of systematic unpaid overtime, which meant understaffing at a time when unemployment was rife in the distributive trades. He considered there would be no need to employ additional inspectors to see that a 48-hour week was observed, as the inspectors already had to inquire into other matters as to assistants under 18 years of age.

Mr. J. Jagger, J.P., general president of the National Union of Distributive and Allied Workers, said that there should be a provision that no employee should work more than 48 hours a week or more than nine hours per day. There was no doubt about the practicability of limiting the hours during which business could be carried on, as trade union organisation and voluntary action of the best type of employers had between them proved this beyond any possible doubt.

He had had people observing shops, and gave the times when the shops closed, and the times when the assistants left, which in some cases were 1½ hours later. There should also be legislation to prevent the employment of children of school age in any capacity whatever.

He considered it would be very desirable to limit overtime to 60 hours per annum, and not more than 20 hours per month, which would be sufficient for sales and Christmas trade, and so on.

They found that small shops were the leaders of long hours, and the larger shops followed. The Co-operative Societies, whose members consisted of the general public, ignored the alleged demand for later shopping hours, which he submitted did not exist.

The committee then adjourned.

### Radio Set for Amy.

Miss Amy Johnson, on her return to Hull, is to be presented with a Marconiphone portable Model No. 55, by Doughty's, Ltd., in conjunction with the Marconiphone Co., Ltd., in recognition of her solo flight to Australia.

## MESSAGES FROM THE "SOUTHERN CROSS."

### Polar Condensers Help in Reception.

From the morning the "Southern Cross" left the coast of Ireland to the time it reached Cape Race, Newfoundland, Mr. A. W. Alliston, of the Radio Society of Great Britain, and Mr. J. D. Dobie, of Wingrove & Rogers, Ltd., listened to the aeroplane's report on its progress on a 3-valve screened-grid set at Tadworth, Surrey, on the 33-metre transmission.

The set, which was of Mr. Alliston's own construction, incorporated four Polar condensers, one a new special short-wave model, details of which we hope to give next week.

Incidentally, it is interesting to note that the signals were received without a break, and Mr. Dobie adds that as the machine neared Cape Race, the speech could be heard distinctly with the phones laid on the table.

## YAGERPHONE'S TRADE SHOW.

### Exhibitions in the Provinces.

Yagerphone, Ltd., 28, Charlotte Street, London, E.C.2, are arranging annual showrooms in numerous towns to introduce to the trade their products for the coming season.

Besides gramophones, new radio-gramophones, electric gramophones and portable radio sets will be shown at the Frascati Restaurant, London (July 7th-11th); Midland Hotel, Birmingham (July 14th-18th); Stork Hotel, Liverpool (July 21st-25th); Crown Hotel, Southampton (July 28th-August 1st); Metropole Hotel, Brighton (August 11th-15th); Park Hotel, Cardiff (August 18th-22nd); Grand Hotel, Manchester (August 25th-29th); St. Enoch's Hotel, Glasgow (September 1st-5th); Royal Hotel, Plymouth (September 8th-12th); Sythes Showroom, Belfast (September 15th-19th); Victory Hotel, Leeds (September 22nd-25th), and Grand Hotel, Bristol (September 29th-October 3rd).

### Manufacturer's Sports Meetings.

Philips Lamps, Ltd., held their annual sports meeting at Rosehill Sports Ground, Sutton, last Wednesday.

A large number of successful events was followed by dancing, while numerous side-shows added to the gaiety of the occasion.

\* \* \*

Belling & Lee, Ltd., together with the associated companies, Belling & Co., M. K. Electric, Ltd., Ro-Gat Tool Co., Ltd., Wootton & Co., Ltd., Concrete Utilities, Ltd., and Insulators, Ltd., held their annual sports on June 21st. There was a large attendance of the public, who viewed many events both serious and amusing.

### Relay Service in Chelmsford?

Dealers in the area affected will be particularly interested in the news that a Mr. A. Wallis has asked the Colchester City Council for permission to erect wires in connection with a wireless relay exchange for the city.

The Council has deferred the matter for three months.



A photograph of the delegates—and their wives—

# The Scottish Radio Exhibition

## To be Held at Edinburgh in November.

**T**RADERS in Scotland generally and in Edinburgh in particular are anticipating with much satisfaction the first Scottish radio exhibition to be held in the Waverley Market, Edinburgh, from November 12th to 22nd. The entire radio trade in Scotland is heartily supporting the venture, and even at this early date its success is practically assured. Stands are being rapidly taken up by wireless firms throughout the country. These are being allotted in order of application. Mr. Bentley, the organiser, has informed a correspondent that several firms appear to be adopting the policy of "shilly-shally" as regards applying for stands, and while they are delaying, the best positions are being secured by others.

There is no doubt as to the public demand for such an exhibition. The number of people interested in wireless and wishing to see the very latest is increasing, year by year and as a visit to Olympia is only possible for the privileged few, crowds are sure to flock to an exhibition worthy of the name held in Scotland. Also as the exhibition is to be held immediately after the Olympia show all the next winter's goods will be on view.

Visitors will be able to try out new receivers and loud-speakers in the sound-proof hall which will be available for the use of exhibitors at pre-arranged times. The stipulation is made that all demonstrations must be made in this sound-proof hall, where both D.C. and A.C. current will be available.

The stands will be of uniform size, firms being allowed to carry out their own decorative and colour schemes. Of course, firms may take more than one stand, if available. Mr. Bentley is determined that it will be an all-wireless exhibition, and that nothing will be shown which is not directly connected with the radio industry.

### THE WAR ON "NOISE."

The authorities at Bethnal Green, London, E., have passed a by-law enabling action to be taken against people operating gramophones and loud-speakers to the annoyance of others.

At a recent meeting of the Hackney and Stoke Newington Chamber of Commerce it was stated that a complaint had been lodged against a trader regarding the loud-speakers on his premises.

After a friendly talk the trader agreed to modify the volume, but if the nuisance were not abated, a prosecution might follow.

Mr. Walter Allen said the Town Clerk of Hackney had said the same thing. If a complaint were made in Hackney and the trader persisted in causing a nuisance the town clerk was prepared to take action.

It was reported to the Woking Urban

Council on June 10th that the Surrey County Council had forwarded a by-law prohibiting in any public place, shop, or business premises, the operation of any wireless loud-speaker or gramophone, in such a manner as to cause disturbance to people nearby.

Mr. Dalgleish asked if the by-law covered a private house, because he had heard of complaints where wireless loud-speakers in private houses had been interfering with the comfort of neighbours. The clerk replied that the by-law would cover almost anything.

### The Proms, 1930.

**T**HERE'S more than a bare item of news for London music lovers in the B.B.C. announcement that the Promenade Concerts are to be continued this year at the Queen's Hall, with Sir Henry Wood as conductor.

**There's an opportunity for every trader in the country to increase his goodwill and his sales.**

The Proms. are popular—not high-brow—entertainment, and the broadcasting of several of them last year whetted the appetite of thousands of people all over the country—people who had long wanted to hear these world-famous concerts, but who hitherto had been unable to do so.

The B.B.C. will again broadcast many of the nightly performances between August 6th and October 4th, and the trader who uses their widespread appeal will find that they

*Will Stimulate Sales.*

### THE B.I.F., 1931.

#### More Space than Ever.

The Department of Overseas Trade announces that the British Industries Fair, 1931, will open in London and Birmingham as usual on the third Monday in February (the 10th) and will close on Friday, February 27th.

In a letter being circulated to manufacturers, it is announced that the fair will be held in Olympia as usual, with the addition of the entire Empire Hall.

Over 300,000 sq. ft. of space are available, but no guarantee can be given that space will be available if applications are received later than July 31st.

Next year the fair in London will open and close half an hour earlier than in previous years. That is to say the hours will be 9.30 a.m. to 7.30 p.m., and the public, instead of being admitted from 4 p.m. to 8 p.m., will be admitted only from 4.30 p.m. to 7.30 p.m., and from 1 p.m. to 7.30 p.m. on Saturday, February 21st.

The Government have granted £25,000 for advertising purposes.

### Marconiphone Training Scheme Syllabus.

Dealers who are taking advantage of the Marconiphone training scheme should apply for a brochure now being issued by the company. This gives full details of the scheme, including the dates when the various series of courses commence.

"Travelling and accommodation facilities" forms another section, and finally there are particulars of the train and bus services to Dagenham, and a plan indicating the site of works.

### A Staff Holiday.

The staff of Griffins, 51, Tudor Road, Leicester, and branches, recently enjoyed a trip to Liverpool, where, in conjunction with arrangements made by a local newspaper, they were conducted over the steamship "Arabic." Later they visited New Brighton.

### Proposed Cardiff Radio Society.

Traders in the Cardiff district will be interested to learn that Mr. S. Fisher Parrish (Regent Radio Supply Co.), "Kirriemuir," Newport Road, Rumney, Cardiff, is forming a local radio and television society.

Meetings will commence at the end of August at the headquarters of the local Y.M.C.A., and further details are obtainable from Mr. Parrish



at the Exide Convention held recently in Edinburgh.

## London Dealer's Publicity Campaign. Mullards Assist in Shopping Week Display.

ON the occasion of the recent Battersea Shopping Week, Munts' Wireless Service (the radio department of Arding & Hobbs, Ltd.), Clapham Junction, London, S.W.11, enlisted the aid of the Mullard Wireless Service Co., Ltd., to inaugurate a special campaign to push the sales of the Mullard "Orgola" receiver; and every part of the plan—window display, demonstrations, press publicity and the distribution of literature—was linked up with this popular set.

Before the Week commenced the Mullard P.A. Van toured the district, stopping at the principal public places to give musical programmes and announcements regarding the Shopping Week and the "Orgola." The van also did similar good work during the Week itself.

Publicity was also obtained by announcements in eight local papers and also in the Shopping Week Souvenir Booklet.

The window display was centred round the old gentleman whose portrait appears on the front cover of *Radio for the Million*, while a young lad was busily engaged in constructing an "Orgola" receiver. The display attracted large crowds, and considerable amusement was caused when the old gentleman came to life at intervals and stretched his legs!

Within the showrooms, continuous demonstrations of various Mullard products were given; and in order to attract the public to the wireless section seven Mullard girls paraded the various departments of Arding & Hobbs, Ltd., distributing appropriate advertising literature.

Flags and balloons bearing the Mullard slogans were given to children, and paper carriers emblazoned with the words "Radio for the Million" were also available.

Actual sales of kits of parts and also of copies of *Radio for the Million* indicate the complete success of the campaign, and Munts' Wireless Service state that enquiries are still coming in in considerable quantities.

### Nelson Considers "Wired Wireless."

Nelson Town Council recently decided that enquiries be made from other authorities with respect to the establishment of wireless relay services.

### CONGRATULATIONS!

WE hear that Mr. H. Mitchell, the advertising manager of Messrs. Kolster-Brandes, has become the proud father of a daughter.

### A K-B APPOINTMENT.

We learn that Mr. S. J. Williams is in charge of the "Dual" gramophone motors section of Kolster-Brandes, Ltd., who now manufacture and market these motors.

All enquiries and orders should, of course, be sent to the London showrooms at 163-165, Great Portland Street, London, W.1.



Mr. S. J.  
Williams

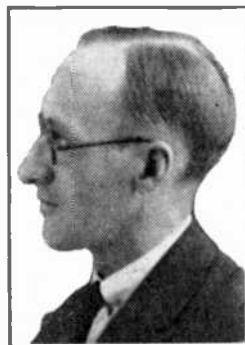


A photograph of the effective window display staged by Munts' Wireless Service, in conjunction with the Mullard Wireless Service Co., Ltd. Details are given in the adjoining column.

## PERSONALIA.

### MR. MORGAN'S WEDDING.

THE marriage has taken place at Argyle Chapel, Swansea, of Mr. Herbert T. Morgan, hon. secretary of the S. Wales branch of the W.R.A.,



Mr. H. T.  
Morgan

who is in business with his father, Mr. Dan Morgan, a pioneer cycle and wireless trader, of 218, Oxford, Swansea, to Miss Renee Radford.

Friends of Mr. Morgan will be glad to know that he has recovered from the street accident reported in THE TRADER of June 7th, and he is now spending the honeymoon in the South of England.

### PONTERFRACT TRADER'S MARRIAGE.

A travelling correspondent writes: Congratulations are due to Mr. Sydney Husband, of 2, Ropergate, Pontefract, on his marriage recently.

Business on the gramophone side, he tells me, is quite good, but wireless is rather slow at present, this being due to the short-time still being worked at the collieries.

Mr. Husband was recently showing all-mains sets at the Pontefract electrical supply exhibition, and still has them at the showrooms, in order to demonstrate the possibilities of all-electric radio.



Mr. W. A. Bartlett, a director of Kolster-Brandes, Ltd., who has now taken complete charge of the sales and marketing of K-B products.

Mr. C. Pinkham on

# THE SERVICE I EXPECT FROM A TRADE JOURNAL.

**T**HE article below consists of extracts from a speech delivered by Mr. C. Pinkham, Manager of the publicity organisation of the General Electric Co., Ltd., at the Sixth Annual Advertising Convention at Hastings. Mr. Pinkham, of course, dealt largely with the technicalities of



advertising in trade papers, and this part of his speech has been omitted. He did, however, deal to some extent with the editorial side of trade journals, and his remarks on this subject are briefly given below. Comments on some of the points he raised will be found in a leading article this week.

**A**FTER some introductory remarks and a few words on the circulation of a trade paper, as it affects the advertiser, Mr. Pinkham went on to deal with the editorial content.

After all, he said, the value of a paper to us, as advertisers, depends eventually on the appeal of the editorial matter. We are, therefore, I think, justly entitled to expect that the live wires on the staff of the paper should not be confined to the Advertising Manager and his satellites, but that the editorial side should be equally bright. It is just as essential that a trade journal should be conducted with a view to stimulating a live interest in its readers as it is for any other type of periodical.

### Independent Editorial Outlook.

The editorial outlook should be bold and independent, and should not be swayed by the advertising, and I cannot deprecate too strongly the practice which one frequently encounters of the holding out of editorial space as a bait to the prospective advertiser. Editorially, a journal should be observant of every development and movement within the industry with which it is connected, and should endeavour so to present these phases to its readers that they will stop and read about them.

There is one direction in which I think the editorial pages of trade papers can do a very good work in all industries where there is a retail trade.

Sir Ernest Benn referred to it in his speech at the Imperial Press Conference early this month, when he said, "The retailer must be taught to pull his weight and do his share as an advertiser. That is the next big job in the advertising field. The retailer takes one-third of the gross profits of the whole of our industrial output, but he still expects the manufacturer to find his market for him." Everyone on the manufacturing side is only too painfully aware of the truth of Sir Ernest's remarks, and the more those trade journals which reach the retailer educate him up to a proper understanding of his responsibilities in this direction, the better it will be not only for the manufacturer, but also for the retailer, as well as for the industry in general.

Again, each journal should undoubtedly carry sufficient capable journalists to write, themselves, the whole of the editorial matter. In the general body of editorial matter, I do not think any of us desire, or that any of us are better off for having, "puff" publicity. I send to many technical journals endless quantities of "write-ups" on our material and our installations. That is not to say that I am overjoyed when I see notices concerning any particular item in five or six or more journals all phrased in identically the same words as those which emanated from my department. I think we are entitled to expect that there should be, on the staff of the paper, sufficient journalists of ability to take the material which we send them,

and, if it is of sufficient interest to warrant publication, to re-write it in a manner possessing some individuality.

There is another point with regard to editorial content which I would like to urge, and that is that advertisers should receive advance information of forthcoming editorial matter. If this were done, it would be a service of considerable use to the advertiser in enabling him to bring his advertisements into line with the editorial content where he so desired it. . . .

### Special Issues.

This thought brings to my mind the question of special issues, a matter which concerns very closely both the editorial and advertisement sides of the business. In every industry there are important events held in the course of the year that have a large national interest, and which undoubtedly have very beneficial results upon the industry. I have in mind such events as the Motor Show for the motor industry, the Wireless Show for the wireless industry, and so on. Such important annual events as these I believe justify special issues, and, generally speaking, the numbers published specially for these occasions reach a high standard and do quite a lot of good. . . .

On this question of special issues, however, there is another side of the picture. There are a number of events held in the course of the year (sometimes invented and fostered by the journals) which do not assume national importance. Advertising managers, especially, know of them. There are the Forecast and Retrospect issues, the Jubilee number, the Centenary number, the Spring, Summer, Autumn and Winter numbers, the Export number, the special numbers alleging to appeal to special classes of buyers, the Empire and Dominion numbers, and goodness knows how many more. Such issues as these should never be raised to the dignity of being called "special." If the contents are assumed to be of particular interest to readers, their proper place is in the ordinary issues. . . . In the best interest of trade publications I do not consider the incidence of frequent special issues healthy. I expect, and like to see, editorial stunts, if only to show that the journal is alive and up-to-date, but I do not expect to be asked to adjust my appropriation to support an obvious *advertising stunt* which, by no stretch of imagination can be considered a special issue either by the reader or the advertiser.

\* \* \*

Mr. Pinkham during the remainder of his speech dealt solely with the technicalities of advertising, which would not interest the main body of our readers. We think it will be agreed that the views printed above, coming from one who has had a wide experience of trade papers, are of considerable interest, and our comments on them will be found in a leading article in this issue.

# PROVINCIAL TRADE NOTES

## Altrincham Believes in Service.

THE Altrincham Wireless Depot at 41, Oxford Road, Altrincham, is run by Mr. Hawkesford, chairman of the Manchester Branch W.R.A., with Mrs. Hawkesford as a very able "second in command." Having specialised in K-B. sets, Mr. Hawkesford finds these ready sellers, and says it is fair that a dealer should support any firm who stand by the trader featuring their products. Mr. Hawkesford considers the "Truvox" the best line he has seen in radio-gramophones. He runs a Fuller battery agency also. Service work ranks high in the activities of this firm. Incidentally, the same trader told me that instead of buying thousands of gramophone records for stock, as in the days not so long ago, he pursues the more cautious policy adopted by many other dealers of ascertaining users' needs first and then buying judiciously. It does not necessarily mean fewer sales, but less dead stock left on hand.

Effective window displays are always to be seen at the premises of Ernest Wood, Ltd., Station Buildings, Stamford New Road, Altrincham. The firm run a special repair service with an expert service man, who, carrying a range of accessories with him, can deal with most jobs on the spot. Among receivers the Marconiphone Model 55 and portable have done well, and McMichael portables are having a good run too.

Repair work is reported to be abnormally heavy by Messrs. W. H. Lambert, Hale Road Bridge, Altrincham. One 3-valve set I saw contained three worn-out components, as well as being of ancient design. The obsolete nature of the outfit was explained to the customer, and a modern 5-valve demonstrated by comparison. Result: an order for one of the latter. Portables, notably the Marconiphone, have sold well, and loud-speakers of various makes are in request.

Mr. Giles is the proprietor of the old business well known as Harry Brown's, in Cross Street, Altrincham. Portables are having a run, especially McMichael and K.B.; Lissen goods enjoy wide popularity, the 8-guinea transportable being quite a favourite, but except for transformers and valves, the accessories trade has dropped off here, as elsewhere. Mains units are a brisk line, while among H.T. batteries, Lissen, Pertrix and Ever-Ready are the leaders. Sales have already started with K.B. radio-gramophones, and next winter is expected to bring a boom in this connection.

## "Ekco" and Pertrix at Bath.

WHILE trade generally at Bath has slackened off during the past month there is a steady sale of replacements in the way of batteries. Messrs. Hargrove Stanley, of Gay Street, inform me that there has been a noticeable demand of late for Pertrix batteries, and it is difficult, in fact, to cope with the requirements. National advertising has

stimulated sales, and customers insist on buying these batteries. Another excellent line just now is the "Ekco" mains unit for portable sets.

Lambert & Sons, Broad Street, are making a fine display of Kolster-Brandes sets, with an attractive window show. The hire purchase terms available are especially boomed. Maxim's, also of Broad Street, are showing the Marconiphone portables, and a range of "Exide" accumulators. There are several other Marconiphone displays in the town, notably at Milsom & Sons, and at Duck, Son & Pinker, Ltd., the piano and music firms, where, incidentally, gramophones and records constitute a large proportion of the sales.

## Colchester Dealers Await Civic Week.

BUSINESS has been very brisk in North Essex during the past few weeks. Dealers are very hopeful in regard to the immediate future, in view of the Civic and Empire Week which is to be opened by Mr. J. H. Thomas on July 4th, and is to last until July 10th. In this the wireless trade should stand out prominently. For some time past, in spite of slow trade, dealers have made particularly attractive window displays, and a little further effort should result in their being well placed in the window-dressing competition.

Regarding trade at the present time, portables are the bright spot, and accessories are yielding a good running trade. Moderately-priced portable models are constantly being dealt with and demonstrations given. The trade locally is being helped by a series of weekly notes in the Press by the Colchester Radio Society.

The gramophone section of the trade is doing well, both in the sale of records and machines.

## Darlington Portable Push.

FROM one Darlington wireless trader I learn that, although trade is not brisk, dealers generally in the town are by no means despondent. Other inquiries revealed that trade is as good as can be expected for this period of the year. The summer weather has resulted in a drop in the sale of many lines but, on the other hand, it has undoubtedly been responsible for a return to favour of portables.

Reeves Brothers, the well-known Bondgate dealers, tell me that Pye and Kolster-Brandes portables are selling quite satisfactorily, but the demand is not in any way substantial. The Northern Radio Supplies, Ltd., in Skinnergate, are displaying K-B and Burndept sets and E. H. Glover, also of Skinnergate, are boosting the Pye portable.

The demand for speakers is good, especially at Reeves Bros., who are selling Brown models. They are also giving considerable window space to Ferranti A.C. sets on hire purchase terms.

## Derby Criticism of Modern Sets.

I UNDERSTAND that breakdowns in some types of all-mains receivers are giving cause for some uneasiness in this locality. The trouble appears to be that the sets are often not able to stand up to the variations in mains voltage. Generally speaking, the voltage is constant, but by tests it has been found that there are times when the supply may vary as much as plus or minus 10 V and it is thought that some correcting device in the receiver itself would be of help.

In some circles portables are in for a large share of criticism, not necessarily of a favourable nature. One dealer went so far as to say that there is a lot of bad workmanship in some types. For instance stiff wire is often used instead of flex at movable joints, while poor connections due to bad soldering are often found.

J. & C. for Wireless, Ltd., of Green Lane, have adopted the suggestion recently given in THE TRADER of sending out circular letters to possible clients. The letter is followed by a visit from a sales representative of the firm. The great feature of the scheme is the facility offered to the likely customer of being able to test a receiver at his own home. All this entails an extra stock of receivers, but the plan so far has been extremely successful.

## Glasgow Trade Changes.

GLASGOW wireless trade is still far from brisk. The sale of portables has been slightly better, I am told, and the fine weather has given some encouragement to the public, although this form of outdoor entertainment does not appeal to the same extent as it does in the South. Gramophone dealers are enjoying a fairly steady trade in records.

Since Consulting & Radio Service, Ltd., took over Messrs. Low's premises in Hope Street a gramophone department has been added, with some fine new audition rooms.

Youngs, of Stockwell Street, are at present carrying out alterations to their warehouse. Their window show is now very extensive, and is well laid out with wireless and gramophone goods.

Mr. A. Malcolm, of Shettleston, has opened a branch shop at 774, London Road, where he carries an excellent stock of wireless sets and gramophones.

The G.E.C. held their annual excursion recently, and all departments in Waterloo Street were represented at an enjoyable day's outing.

## Manchester Wants a Television Transmitter.

FIRST in Wireless; Now First in Television"—such was the slogan over Mr. W. Ingram's depot, at 313, Hyde Road, Ardwick, Manchester.

# 5 SOUND REASONS

WHY YOU SHOULD CONCENTRATE ON THE

## Amplion two screen-grid PORTABLE RECEIVER

- 1 The design, lay out, and workmanship of the set leave nothing to be desired.
- 2 The Performance for so compact a receiver is astounding both in quality and power.
- 3 The discount is generous—and what is more, when you sell by the attractive deferred terms, no accommodation fee is deducted from your profits.
- 4 You can sell this receiver confident in the knowledge that it will fulfil the claims made for it.
- 5 The name of Amplion carries the good-will of hundreds of thousands of Broadcast Listeners.

# AMPLION

# OUT OF THE ORDINARY

See the "Wireless Trader," May 31, page 236.

**Q** Directly you switch on the Amplion Two Screen-Grid Portable Receiver, you will indeed realise that it is "something out of the ordinary" in the field of Portables.

**Q** The reputation of Amplion has been built up on the confidence of thousands of customers in the quality and performance of their products, and no less on the service behind those products.

**Q** By selling the Amplion Portable—you will retain the confidence of old customers, and most certainly gain that of new ones.

Each set sold, means new business coming to you, your customers are bound to speak highly of its performance.

Stock and sell the

**AMPLION TWO SCREEN - GRID  
PORTABLE RECEIVER.**

**AMPLION**



**£24'15**

COMPLETE WITH  
ACCESSORIES AND  
ROYALTIES PAID  
OR ON  
DEFERRED TERMS

(See Overleaf)



NOTE.—The large and immediate demand which has arisen for this set has resulted in deliveries being slightly delayed, but every effort is being made to increase production in order to enable delivery to be made by return.

*The new*

**AMPLION TWO SCREEN-GRID**

**portable receiver**

SELL THE

# AMPLION

TWO SCREEN-GRID PORTABLE RECEIVER

BY THE AMPLION

**DEFERRED  
PAYMENT  
SCHEME**

**DEPOSIT**

**£3 - 14 - 3**

**12 MONTHLY PAYMENTS . . . .**

**£1 - 16 - 10**

You receive your full discount (33 $\frac{1}{3}$ %). No accommodation fee is charged.

WRITE FOR DEFERRED PAYMENT FORMS.

GRAHAM AMPLION, LTD., *Sales Offices and Demonstration Rooms:*  
26, Savile Row, W.1. Works: SLOUGH.

Mr. Ingram said to me, "I have made up one of my own television sets and get quite good results, in spite of our distance from Brookman's Park. With a transmitter in Manchester or some other good Northern centre, however, television would develop fast. With regard to trade in general, 3-valve sets are the most popular in this neighbourhood. Components have still a big sale, and together with cone units are popular for the amateur builder. Amplion cone speakers are favourites, as are 'Ekco' mains units." Mr. Ingram was interested in radio long before the advent of broadcasting.

At the Mullard Service Depot, 23, Victoria Buildings, Deansgate, the latest issue of *Radio for the Million* is selling in large numbers. Rectifying valves are in great demand too. The "Master 2" is selling extremely well in the Manchester district. Special window displays are supplied for dealers and Mr. Y. W. P. Evans, manager, is ready to give every assistance to interested traders. Trade depression in the North appears to have no effect on Mullard activities. Speakers continue to sell well, the branch demonstrators are always busy, and the call for literature augurs well for future sales.

Great success in combining wireless and gramophone sales has been achieved by Mr. W. Nightingale, of 436, Wilbraham Road, Chorlton-cum-Hardy. Prominent among the good sellers here are H.M.V. and Columbia machines and records, while Decca and "Broadcast" discs are also popular. In the radio field Philips and Marconiphone sets are reliable lines, together with good class portables. Mr. Nightingale is not a believer in part exchange, although, he tells me, he could

dispose of many radio-gramophones by taking existing expensive sets in part exchange.

### More Portsmouth Trade Troubles.

THERE are two forms of price-cutting — direct and indirect. Through the activities of the Portsmouth and District Wireless Traders' Association, direct price-cutting of wireless goods sold under limited licence has been checked to a considerable extent in Portsmouth, but the same problem is now being presented in a form which is more difficult to deal with. Valves must not be sold under list prices, but this is the kind of notice now to be seen in certain windows: "We purchase old, burnt-out valves, one for each new one you buy," and the public are informed that from 6d. to 1s. 6d. will be paid for the useless valve, according to the type of new valve purchased. This is not actual infringement of the limited licence, but it is price-cutting all the same.

Purchasers are also advised to keep their receipts and are allowed an additional 'two-shillings' worth of goods for each £1 spent—which is worse from the price-observing trader's point of view than the Co-Operative Society's dividend on wireless sales of 1s. 2d. in the £. Allied to both these schemes is the announcement that any component, obsolete or otherwise, will be accepted in part payment for new goods. This is, perhaps, an indication of the level to which the component trade has sunk rather than a reflection upon the standard of the wireless trade as a whole, for the advent of the

radio-gramophone and the all-electric receiver has taken considerable trade from the price-cutters. Many dealers to-day are concentrating almost entirely on sets and service, and are consequently able to hold their own.

"The only way to deal with this kind of thing is for all the big manufacturers to adopt the same policy as the Marconiphone Company," said a local Marconiphone registered dealer. "You could be sure then that wireless goods would be kept in the right hands."

Service is proving a good stand-by to a number of traders who are finding sales a little slack during the summer period, while the decision of the Portsmouth magistrates to allow wireless in licensed houses has resulted in many installations. Unfortunately, through a misunderstanding, some sales are being hung up. In several instances, the licensees contemplated purchasing radio-gramophones, and a few had actually been put in, but it now appears that the intention of the justices in granting the application made on behalf of the licensed trade for music licences was that these should apply to wireless music only. It is understood that a further application to cover gramophone music will probably be made.

The new issue of *Radio for the Million* has been well received. Several traders have stated that the guidance given for the conversion of a "Master Three" into an "Orgola Master Three" at an outlay of only two guineas, plus the cost of the screened grid valve, has appealed more to their customers than the plans of an entirely new receiver, and satisfactory sales are resulting. All Mullard goods go well here.

## MORE SPACE AT THE SHOW

WE learn from the Radio Manufacturers' Association that considerable extra space has been secured for the 1930 National Radio Exhibition by taking over the first floor of the newly built Empire Hall, this being on the same level as the New Hall gallery. The plan reproduced on this page illustrates the relative positions of the two halls in question, and supplements the two earlier diagrams of the New Hall ground floor and gallery stands which were given on page 195 of our issue of May 24th.

It will be seen that stands 266 to 276 in the New Hall gallery have been re-disposed in order to provide room for the three gangways into the other hall.

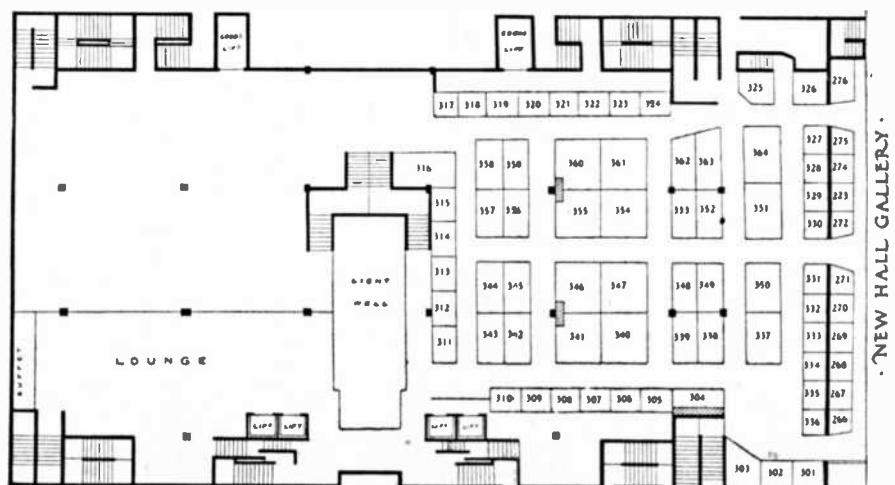
The additional space has been employed to provide 64 new stands, a buffet and a lounge. Apart from this, the remaining space shown in the plan of the Empire Hall is also at the disposal of the R.M.A., but the manner in which it will be employed has not yet been fully decided.

Further applications for space will be dealt with in strict rotation and should be sent immediately to the Secretary of the R.M.A. at Astor House, Aldwych, London, W.C.2.

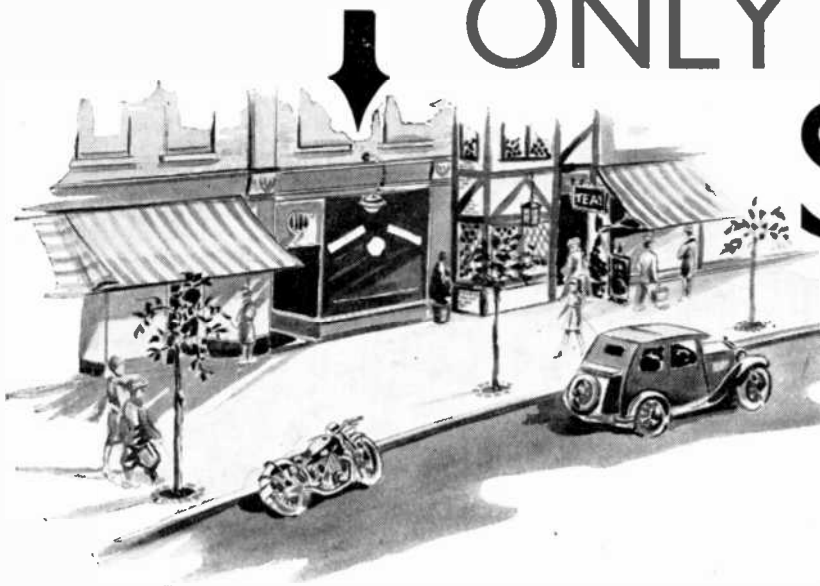
We may remind readers that the Show is being held this year from September 19th to 27th.

*THE acquisition by the R.M.A of the first floor of the new Empire Hall at Olympia means that considerable additional space will be available at this year's Radio Exhibition. This space will be used to provide sixty-four extra stands as well as a much-needed lounge.*

### • EMPIRE HALL — 1st. FLOOR •



# IS YOURS THE ONLY DULL SPOT?



*A Danger which Traders Overlook: Maintaining the Atmosphere of the Season and the Surroundings.*

By "S.A.P."

A TRADER who has been established in radio for a considerable time, and who is one of the few to admit that he has profited thereby, was heard the other day discoursing enthusiastically about the new shop premises he has just acquired—to signalise his past success, and, it must be assumed, to lay the foundation of still better achievements.

### *Was it all Advantage?*

One of his causes of self-congratulation was the fact that his new shop was one of a fresh row that has just been built in the main thoroughfare of the locality—"right in the shopping centre," as he himself put it—whereas his former premises were isolated, although in the heart of a populous residential quarter.

Now, at first glance, it would seem that Mr. Trader had unquestionably improved his chance of success in a most satisfying manner. Where all the best shops are located, it may reasonably be argued, there will all the people come to spend their money. That is absolutely true. But who will get the money when the people arrive? It is by no means certain that every shop in the group will get the same proportion of the aggregate sum spent each week, just because they *are* in a group. The chances of them all are certainly improved by virtue of that fact, simply because the public will invariably do their shopping in the most convenient way—and that is usually in the place where they can get all they need at one time. That, for instance, is one of the basic reasons for the success of the huge department stores. A store like Selfridge's or Harrod's is only able occasionally to give the public better value for money than the private trader, but the public are attracted to such places by the fact that they can satisfy a whole variety of requirements at one time and in one place. It may take longer than going to four or five more or less widely separated local shops, and it may

in the long run be no cheaper, but it *is* more convenient, and that is a deciding factor with very many people.

### *The "Shopping Centre."*

In the same way the centralised group of shops in a town or suburb has a strong appeal to the buying public, and to that extent our radio trade friend has secured a valuable advantage. But he, and others in a similar position, cannot afford to overlook the fact that the self-same circumstance must always have a more than negligible element of disadvantage.

This lies, of course, in the fact that he will have to meet an entirely new form of competition. His earlier efforts, as a specialised trader located in his own quiet backwater, were helped by the fact that he not only secured his measure of regular trade, just through being "on the spot," but his sales efforts, strengthened by the absence of counter-attraction, were also successful in attracting a useful volume of passing custom. In such circumstances, for example, a mediocre window-display, while not to be condoned, or too easily regarded as "good enough," might probably stand a good chance of attracting attention and buyers.

But in the heart of a shopping centre conditions are entirely different. The modern tendency is for better displays and stronger appeals in every field. Even the necessity trades—clothes, boots and shoes, right down to groceries, in fact—all employ to-day a measure of compelling presentation which, if considered at all, was thought to be unnecessary a few years ago.

And it is not unjust to suggest that in this highly competitive sphere, the average radio dealer, on the trade's past showing, must exert unusual energy to do more than just meet the requirements of those who definitely set out to do business with him. And if he is to do no more than that, the additional expense of centralised and up-to-date premises is clearly wasted.

All of this is not to suggest that our dealer friend was guilty of an error of judgment in seeking a "place in the sun," but rather that he will have to work very much harder to capitalise the undoubtedly greater opportunities which the place provides.

### *The Thing to be Avoided.*

The clear danger is that of being over-shadowed by brighter displays and more inviting appeals to the buying public's senses. The danger is undoubtedly a real one, often resulting in a single shop becoming the one dull spot in a row of pleasing fronts, appearing by contrast as though it were neglected—and accordingly being neglected by the people with the money to spend. In such circumstances, there is absolutely no doubt, the unenterprising "stocky" sort of show, still too often presented in the radio trade, would have the worst possible effect. Surrounded by striking and colourful attractions it would just be disregarded—and, surely, would deserve no better fate.

Here, then, is the immediate task before the dealer who is out to meet intensified competition from other trades. He must make his appeals to the eye of the man in the street as strong as those of his neighbours—a task which is, if anything, more difficult in summer than at other times.

Practically all merchandise, but particularly clothing, which has its special appeal during the summer months is necessarily bright both in appearance and in its associations in the public mind. This is a fact which every radio dealer must keep before him, while for those who are situated in popular holiday or week-end resorts its importance and effect are still greater. Even so, every trader must live up to the atmosphere which surrounds him, and make his appeal to the public in the only visual terms which at this time of the year they understand.

The job is, however, by no means an impossible one, provided that the trader realises first of all that the goods he is selling have inherent disabilities in their far from "bright" appearance, and that only his own keenness and ingenuity will enable him to avoid the damaging "dull spot" effect.

First of all, as a practical suggestion, the front of the shop itself could probably do with a "spring-clean." A few pounds of paint, some enthusiasm and a little

energy would surely improve the appearance of the dullest shop. A tasteful shade of green, in keeping with the note of the season, would make an excellent first impression on the casual passer-by.

### *The Window Display.*

Then, with all the old window-bills removed, give the window a new inside dressing of some soft shades of distemper, and build a tastefully sparse display with brightly-coloured accessories—green, yellow and light blue crepe paper, a "summer" background and a decorative suggestion of cool comfort, and finally a radio set as the inspiring motif.

While in the entrance, a little floral decoration, leading invitingly to a shady interior, with the counter and shelves freed from winter's lumber of assorted goods. Use comfortable chairs—preferably of the wicker variety, which in themselves suggest ease and coolness—in place of the old uninviting wooden ones. Brighten up the demonstration room with colourful hangings and furniture-coverings, and see that the personnel of the establishment presents a fresh though business-like appearance.

All these are points which the handy man, using a fair amount of ingenuity, but only a little money, can achieve for himself, and they will do wonders in lifting the whole atmosphere of the business out of the rut and into a class more in keeping with the season and the surroundings. They will double the effect, for example of the well-written "summer appeal" advertisement (already widely in use by many retailers), and will go far to carrying its initial favourable impression right up to buying point.

Then, so much achieved, what of the general advantages? Just this: the shopping centre, as a centre, attracts plenty of people, whatever the season, and some of them have money for other than necessities. After the latter are bought, and while the "buying mood" is still at work, there is an opening for the real opportunist among the non-essential trades to draw in some additional turnover.

These openings occur every day in the shopping centre, and while the premises which are the "dull spot" of the place are passed by, the invitation of the attractive shop is found to do its work and justify the effort involved.

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## Battery Charging.

IT has often been suggested that standard prices for recharging accumulators should be adopted all over the country. In theory the idea is excellent, but in reality it is not possible. Thus, the Chloride Electrical Storage Co., Ltd., in a recent communication to one of the electrical papers, points out that there are approximately 600 "Exide" service stations in Great Britain, which, between them, charge a large proportion of the accumulators in use in this country. Although electricity does not constitute the most costly item of battery recharging, it is obvious that in a district where, say, 6d. per unit has to be paid, the owner of the battery must pay a higher price than in areas where electricity costs but ½d. per unit.

The Chloride Co. point out that the chief factors which control recharging prices in any given district are (a) the number of cells handled per day by the individual charging firm; (b) the overhead costs incurred in so doing; and

(c) local competition. A well-organised battery service station in a large town, with many hundreds of cells coming in daily, can naturally charge them at a price far below that which would have to be fixed by a small provincial trader charging half a dozen batteries per day, although both might do the job equally well. An attendant has to be in charge of the battery room, irrespective of the volume of charging being done; and rent, rates and taxes have to be paid by both large and small, so a moment's reflection should make it clear why one owner has to pay only 6d. for having a 2 V 30 A.H. battery recharged, whereas a less fortunate listener in another place has to pay twice that sum.

Further, the Chloride Co. draw attention to the fact that simply passing a current through a cell is not their idea of recharging; a proper "recharge" should include testing, topping-up with distilled water, cleaning and vaselineing the terminals, and washing away all traces of acid.

# CORRESPONDENCE

The Editor is pleased to receive communications on matters of interest to the Trade. Letters intended for insertion must be accompanied by the name and address of the writer as a guarantee of good faith. No responsibility is taken by the Editor for opinions expressed by correspondents.

## “Manufacturers’ Production Policies Criticised.”

To the Editor.

SIR,—I read with interest the letter in the Correspondence columns of your issue of June 14th from Mr. N. H. Stainer, of Sawbridgeworth, under the above heading.

It may be of interest to Mr. Stainer and your readers who are not fully acquainted with the manufacturing side of the radio industry to know that additional employees, or purchase of raw materials and components, are of little use to manufacturers once their production programme of a particular model is actually under way.

It is not practicable to wait until every component is in stock before commencing production, and where it is necessary to place orders outside the works for raw material, components, etc., as in the case of the Burndept Universal Five, employing the unique feature of a three wave band, such contracts have to be made weeks before production commences.

If such raw materials or components contracted for are not delivered to time, the manufacturer is forced into the position of not being able to deliver his sets against orders received.

I venture to think that Mr. Stainer, therefore, will agree that employing additional labour, purchasing additional raw materials or components would not relieve the manufacturer in any way.

LONDON, S.E.3.

H. W. HIGGS (Secretary),  
BURNDPT WIRELESS (1928), LTD.

## A Question of Advertising Ethics.

To the Editor.

SIR,—We notice that an advertisement has recently appeared, under the name of Raymond’s, in a well-known radio journal, and in it there was the following statement:

“We are still the cheapest firm for kits of parts. Send us your enquiries, please, for keen quotations. Delivery immediately. From stock of . . . .” (Then follow the names of nearly twenty of the leading manufacturers.)

There is, of course, no evidence here that price-cutting is engaged in, either with the products of the manufacturers named, or outside the scope of these firms. At the same time, in my opinion, the announcement is calculated to lead the public into believing that prices cheaper than those advertised by the manufacturers can be obtained. I think manufacturers in their own interests should endeavour to prevent advertisements of this nature appearing, since, even if no price-cutting is actually done, the effect on the public is not a happy one.

LONDON, E.C.1.

J. C. N. EASTICK,  
J. J. EASTICK & SONS.

## The Marconiphone Scheme.

To the Editor.

SIR,—When the Marconiphone Co. launched their scheme in the May 31st issue of THE WIRELESS AND GRAMOPHONE TRADER as “A lead in safeguarding the interests of wireless dealers,” they were, in our opinion, too late, for the extension that has been permitted to the trading field in our industry incorporating as it does to-day music and gramophone dealers, etc., etc., etc., reduces considerably the value of the offer this scheme puts forward.

In our view, such a scheme which merely calls for an undertaking by those permitted to market the apparatus

not to sell the same under a list price, does not in any way guarantee that the trade will be done through legitimate wireless traders, and we should not be surprised if the bulk of these agreements will be entered into with gramophone and music dealers, motor engineers, photographic agencies and general traders, all of whom should not be entitled to trade in these materials, any more than a wireless dealer should be able to enter into agreements to sell motor-cars.

As the matter stands, those who have been in the wireless trade from the first are at present placed in the position of having stocks of goods, much of which has been superseded. If they obtained the bulk of the trade in modern apparatus, they would be compensated for any loss on the obsolete instruments, etc., but the introduction of the new distribution channel merely means that the music dealer now places orders for stocks of new apparatus, and consequently takes the bulk of the trade, leaving the wireless dealer struggling for an existence with a large stock of unsaleable goods.

Huddersfield.

“A LEADING RADIO HOUSE.”

[Note.—Those who have studied the details of the Marconiphone scheme which have been published in our columns, will know that one of the important clauses in the dealer’s agreement requires him to maintain an established place of business, hold an adequate stock and be proficient in “after sales service.” Surely this guarantees that the trade will be done through legitimate channels, and that Marconiphone apparatus will only be handled by the right class of dealer.

With regard to the last paragraph, the man who has handled wireless apparatus from the beginning in an efficient manner must obviously be in the better position “to obtain the bulk of the trade in modern apparatus.”

As will be seen from our report of the June W.R.A. Council meeting on page 352, this body heartily endorsed the Marconiphone scheme.—EDITOR.]

## An Appeal from the W.R.A. Council.

SIR,—We are desired by our Council to convey their thanks to all those retailers who have replied to the Association’s recent circular on the matter of price-cutting, either by sending in postcards or forms of application, or both.

Since the Anti-price-cutting Campaign started the response has been such as to indicate that the Association has a great proportion of the retail trade behind it. The gratifying extent to which responsible retailers are identifying themselves with the W.R.A. points unmistakably to the crystallisation in organised form of all that is best in the retail trade and to the steady dissipation of the less desirable elements.

It is moreover proof of the high reputation which the Association has established, and of the powerful influence it now exerts. This is still further evidenced in the co-operation extended to it by manufacturers, factors, their respective organisations, and by the excellent relationship which it enjoys with all other authoritative bodies and interests with which it comes in contact.

Another almost equally gratifying matter is that the opposition which the W.R.A. had to face in the early stages of its existence, in common with all new organisations, has been reduced to a point that is to all intents and purposes negligible.

Two recent instances are the attendance of the Marconiphone Co’s Sales Manager at the last meeting of the

Council to explain their new distributing scheme, and the recent request from the Irish Free State for particulars of the Association's scheme for the formation of branches. In the latter connection it may be mentioned that the Free State organisers have agreed to branch formation rather than the affiliation of a separate association.

Auspicious, however, as are all the omens inside the trade, a serious menace has become apparent from without. A Committee has been appointed by the Board of Trade to consider the question of price-maintenance. What that implies needs no perspicacity to guess, and lest there may be any to whom this movement causes no concern, it may be mentioned that in America we believe it is illegal for manufacturers to fix retail prices.

The moral to be drawn is simple: the trade must resist the introduction of such conditions into this country with all the forces at its command. The W.R.A. has already submitted its view in the form of a Memorandum and has asked for permission for a representative to give oral evidence. The weight which its representations will carry will be in direct proportion to its membership.

The enrolments on the W.R.A. Register, apart from affiliated associations, are well into the second thousand. Our Council now appeal to all retailers to apply for admission to the W.R.A. without delay, so that it may speak with the solid backing and overwhelming majority of the retail trade.

THE WIRELESS RETAILERS' ASSOCIATION.

LONDON, E.C.2. CLIFFORD & CLIFFORD, Secretaries.

### Easticks Have Already Done It.

To the Editor.

SIR,—We were particularly interested in the leading article: "A Suggestion for Manufacturers" in your issue of June 14th.

We have organised visits of groups of traders, each group drawn if possible from the same locality, to various works.

Two visits were to the C.A.V. works under the guidance of Mr. Gregory and Mr. Lillico, to whom the thanks of our customers and ourselves are due for a most interesting inspection of a factory that was much larger than most of us anticipated.

Another was to the Osram valve works, kindly arranged by Mr. Donnisthorpe and Mr. Marriott. On that occasion traders were so interested that it was difficult to get them to pass on from one process to the next, and one left with the impression that there is very much more in valve making than the fixing of pieces of metal in a vacuated glass bulb. This visit in particular was a truly informative one and as instructive as it was interesting.

Lastly, a visit to the works of the Baird Television Development Co., Ltd., may be recalled. This was instrumental in dispelling some doubts, and additional interest was created by members of the group being televised.

Other visits are being arranged, and we suggest that other factors copy the idea, as apart from the interest and educational aspects of such gatherings of traders from the same area, they will do much good and help in no small way to put the trade on a better footing.

LONDON, E.C.1.

J. C. N. EASTICK,  
J. J. EASTICK & SONS.

### How to Combat Price-Cutting.

To the Editor.

SIR,—During the last few months there has been a good deal of talk in your valued journal on the subject of price-cutting.

Quite recently we were visited by the representative of a firm very well known in London—one of the most flagrant price-cutters in the business—who offered us B.R.V.M.A. valves at 33½ per cent. discount, and two other lines at 40 per cent. and 2½ per cent. respectively. They also

offered to supply at advantageous prices any proprietary line we required.

We immediately placed the facts before the B.R.V.M.A., the R.M.A. and the R.W.F., and we feel sure that if retailers and factors throughout the country, who get these prices offered them, would immediately communicate with the various associations, it would not be long before the evil was stamped out.

We, as legitimate wholesalers, recognised by all the leading manufacturers, stick rigidly to the terms of our contract, but how difficult it is for bona-fide traders to maintain business while this flagrant price-cutting continues!

HENDERSON'S WIRELESS & ELECTRICAL SERVICE,  
BRIGHTON. D. G. E. BARRIE.



Here is a reproduction of a photograph that appeared in a recent issue of "The Bulletin and Scots Pictorial," showing competitors in the national angling championship on Loch Leven listening in on a Pye portable. Although published merely as an item of news, it must have proved valuable publicity for local dealers who feature Pye products.

### Unsatisfactory Programmes.

To the Editor.

SIR,—Cannot something be done about the programme question? I am in constant touch with a large number of dealers in this country, and I find that practically all of them are of the opinion that sales are seriously curtailed by the unpopular programmes at present broadcast. There is little doubt that their complaints have ample justification; the B.B.C. are concentrating too much upon a policy of education, and until working people can be provided with entertainment after a day of toil, radio will not appeal to the masses.

Let us bring the subject nearer home; how many of us in the trade have the patience to listen to a full evening's programme, not to mention the mournful dirge with which we are presented every Sunday? Yet we are asking the general public to spend hard-earned savings on the reception of programmes to which, in all probability, we ourselves rarely listen.

As an example, take the evening programme of June 14th, a Saturday, the one evening in the week when we look for a little relaxation. The excerpt from "Hiawatha" was broadcast from all stations. I do not profess to be a musical critic, but I do state emphatically that such programmes, especially without an alternative, and on a Saturday evening, are of no use to the average listener.

Can we not start a petition for "Brighter Broadcasts"? We should endeavour to make the B.B.C. realise that entertainment must come before education, if radio is to become popular with the general public, on whom we are all dependent, even the B.B.C. themselves.

FRANK RIDDIOUGH & SON.  
WILLIAM E. SYKES, A.M.I.R.E.,  
BRADFORD.

## The Week's Court Cases.

### Mullard's Granted Injunctions Against Two Traders.

**I**N the Chancery Division on Friday last week, Mr. Justice Eve had before him a motion by the Mullard Radio Valve Co., Ltd., to restrain L. Kremner from infringing certain patents relating to wireless valves of the dull emitter type.

Mr. Corsellis, for the plaintiffs, said the defendant had agreed to treat the motion as the trial of the action; to consent to a perpetual injunction; to deliver up all infringing valves and to pay £5 agreed damages and an agreed sum for costs.

Mr. P. Bevan, for the defendant, assented and said his client had already given up all infringing articles.

His lordship then made an order in the terms agreed between the parties.

Mr. Corsellis said that in a similar motion by the same plaintiffs against J. Braham, the defendant had also agreed to a perpetual injunction, delivery up of infringing articles, and to pay £5 as damages and 25 guineas towards costs.

Mr. Moses, for defendant, assented and his lordship granted an order in the terms arranged.

*[We are informed by the Mullard Wireless Service Co., Ltd., that the actual infringement in these cases was that the traders concerned were dealing in valves stated to be infringing Mullard patents.—EDITOR.]*

### APPLICATION FOR EXTENSION OF PERIOD OF PATENT GRANTED.

**M**R. JUSTICE LUXMOORE in the Chancery Division on Tuesday of this week, dealt with an application by Standard Telephones & Cables, Ltd., of Columbia House, Aldwych, London, W.C., formerly called the Western Electric Co., Ltd., for an extension of the term of a patent granted to the Western Electric Co., assignees of Edwin Henry Colpitts, for an invention of "improvements relating to signalling by high frequency currents as in wireless telephony." The applicants based their claim on the fact that by reason of the war they had suffered loss or damage.

His lordship, giving his decision, said the invention was protected by letters patent in the U.S.A. dated May 18th, 1914, the date on which application for the letters patent was made in that country. It was a convention patent and therefore under the statutory provisions the date of the patent was the date of application for the patent in the foreign State in which protection had already been obtained.

That date was May, 1914. The applicant company did not, in fact, apply for letters patent in respect of the invention covered by the American patent till March, 1920, and the question arose whether an applicant who had not applied for a patent until after the war could be said to fall within the description "patentee as such" contained in sub-section 6 or section 18 of the Consolidated Act.

If the true construction of that was that the loss or damage to be suffered by reason of the war, must be suffered by the person who was the owner of the particular patent at the time the loss or damage was suffered he would have to decide this matter against the applicants. But he thought that would be to put too narrow a construction upon the sub-section. His view was that the term "patentee as such" covered not only those persons who were owners of letters patent actually granted either before or during the war, but all those persons entitled to apply for the grant of letters which, when granted, would be of a date antecedent to the date of the actual application, such date being either before or during the war period. The applicant company were entitled to make application when the war broke out and the evidence satisfied him that almost directly after the outbreak of war they started to manufacture munitions and were a controlled establishment till November, 1919.

He would extend the patent for a period of four and a half years from March 17th, 1930, and he made an order accordingly.

### PILFERING AT THE LISSEN WORKS.

**A**T Richmond police court this week, before the Mayor and other magistrates, Cyril Sheppard, 21, of Putney, and John George Garrod, 20, of Thorpe, Surrey, both wireless testers in the employ of Lissen, Ltd., Richmond, were charged with stealing, on June 12th, a 2-valve wireless set and other goods,

to the value of £12 2s. 6d.; and Garrod was further charged with stealing goods worth £2 18s. They pleaded guilty.

A detective, who had been keeping watch on Lissen's factory at night, arrested the two young men as they were leaving the premises at 11.30 p.m. One had a parcel.

When the goods were inspected at the police station it was found that the paper parcel contained a 2-valve wireless set, and very cunningly concealed in this were several wireless accessories. The detective told them that he proposed going to their homes to see if they had any other stolen goods. "There is nothing in my house," said Sheppard, "I had a clear-out a week ago." Garrod said, "I have a valve, a pick-up, and there may be one or two other things." These were found at Garrod's home, and also there were one or two articles, some of them in use in a set.

A police officer told the bench that he had made these investigations after certain complaints had been received by the police. He said that the theft took place after the night watchman had passed the room where Sheppard and Garrod were working—they were doing late duty. Mr. Wand, a supervisor at the factory, said that he was with the detectives at the time of the arrests. He corroborated the evidence given by the police officer, and said that these men, doing late duty, had to be left alone for some time. They knew the times for the passing of the night watchman and could do this sort of thing without being stopped. Each of the accused was fined £10, and Garrod an extra £5 on the second charge.

### ALLEGED FRAUDS BY SALESMAN.

**A**T the Reading Borough Police Court recently G. Lewis Hartnup, of 7, Park Crescent, Reading, pleaded not guilty to charges of (1) stealing £12, belonging to Mrs. Sarah Elizabeth Warren, of 44, South Street, Caversham; (2) obtaining £2 from Ernest Wm. Dillely, of Truphonic House, London S.E.15, by means of a forged hire-purchase agreement, with intent to defraud; and (3) attempting to obtain £10 from Ernest Wm. Dillely by means of a hire-purchase agreement.

Mr. J. A. Crompton, the deputy town clerk, prosecuting, said that accused called at Mrs. Warren's shop and told her he was a representative of the Choralian Radio Co. Mrs. Warren agreed to buy a set on the hire-purchase system and paid a deposit. That transaction was quite in order. Five weeks later the wireless set went wrong, and accused said he would get the set exchanged. Mrs. Warren agreed to have another set, which, she was told would cost £15 15s. if ready cash was paid. She paid £2 and told accused she would settle the balance when the new set arrived. She paid the £10 and accused wrote on a slip "official receipt to follow."

It was alleged that accused only had authority to sell wireless sets on the hire-purchase system and not on cash terms.

The second and third charges were connected with wireless set transactions. Accused endeavoured to obtain from Mr. Dillely, secretary of Truphonic Radio Co., commission which he said was due on three orders purported to be signed by purchasers of wireless sets. Accused endeavoured to obtain £12, but Mr. Dillely told him it was not usual to pay commission until the transaction was completed. Accused managed to borrow £2 from Mr. Dillely on account of the £12. It was subsequently found that they were bogus orders. Nine days later accused went to see Mr. Dillely and endeavoured to obtain the balance of the commission which he alleged was due. Accused pleaded not guilty.

Hartnup was committed for trial at the Quarter Sessions, bail being allowed.

### SWINDON FIRM DEFRAUDED.

**A**T Wootton Bassett recently, a labourer named Frederick George Plumb, residing near Dorchester, was charged with stealing a wireless set, value £17 17s., the property of The Magnet Wireless Store, Gordon Road, Swindon. Accused pleaded guilty, and the manager of the business, Mr. Pope, stated that on March 10th defendant purchased a 2-valve wireless set on the hire-purchase system for £6 10s., signing an agreement, and paying a deposit of 16s. 6d. As this particular set was not in stock at the time, witness lent defendant a portable set, value 17 guineas, but he failed to return it. Other evidence showed that defendant had later sold the set at an auction sale at a farm, where it was purchased for £4. Accused was sentenced to 28 days' imprisonment.



# Early News of Lines to sell, every week from HOUGHTONS



This is a recent RADIO NEWS issue. Notice that it tells you of something exceptionally good. Become a Houghton customer.

Not a week goes by but Houghtons customers receive news of lines to sell.

HOUGHTONS RADIO NEWS sees that they are kept acquainted with profit-makers. And that they are told of them *early*.

This is one of the features of Houghtons Service for the Radio Dealer. For full information write *now* to Service Dept., 88-89, High Holborn, W.C.1

*Note the New Address of our LEEDS Depot:  
7, PARK PLACE  
With extended FREE delivery.*

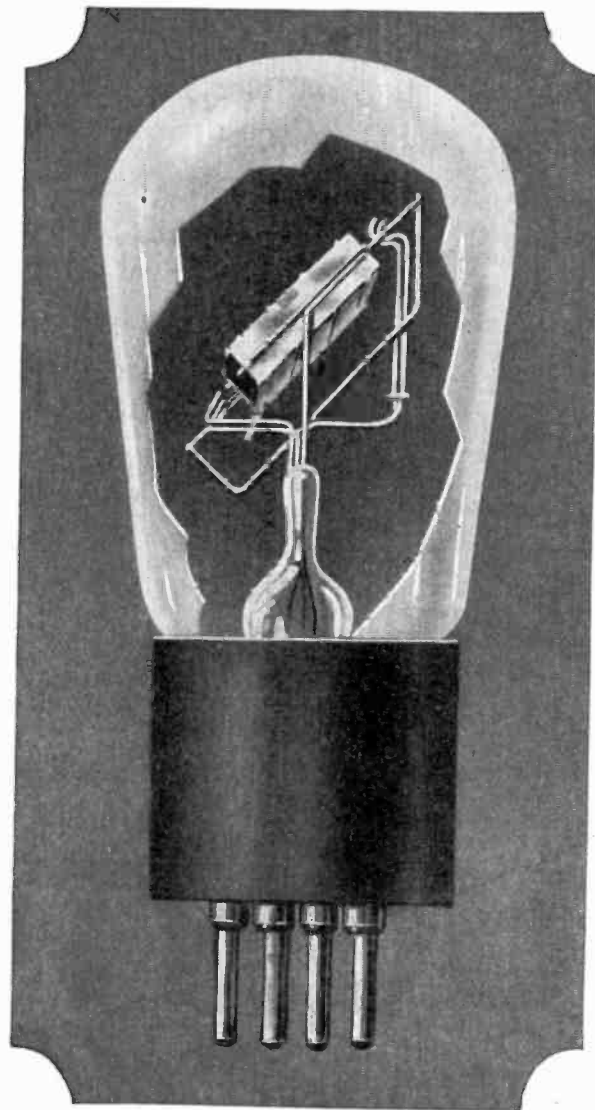
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(ENSIGN, LIMITED)  
HIGH HOLBORN • LONDON • W.C.1  
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# TRIOTRON VALVES

BRITISH PATENT No. 291775



# WARNING

BRITISH PATENT No. 291775

## TRIOTRON VALVES

**T**HIS patent covers important features in the construction of modern electrodes. Legal proceedings will be taken against persons or firms dealing in valves which are an infringement of the above patent.

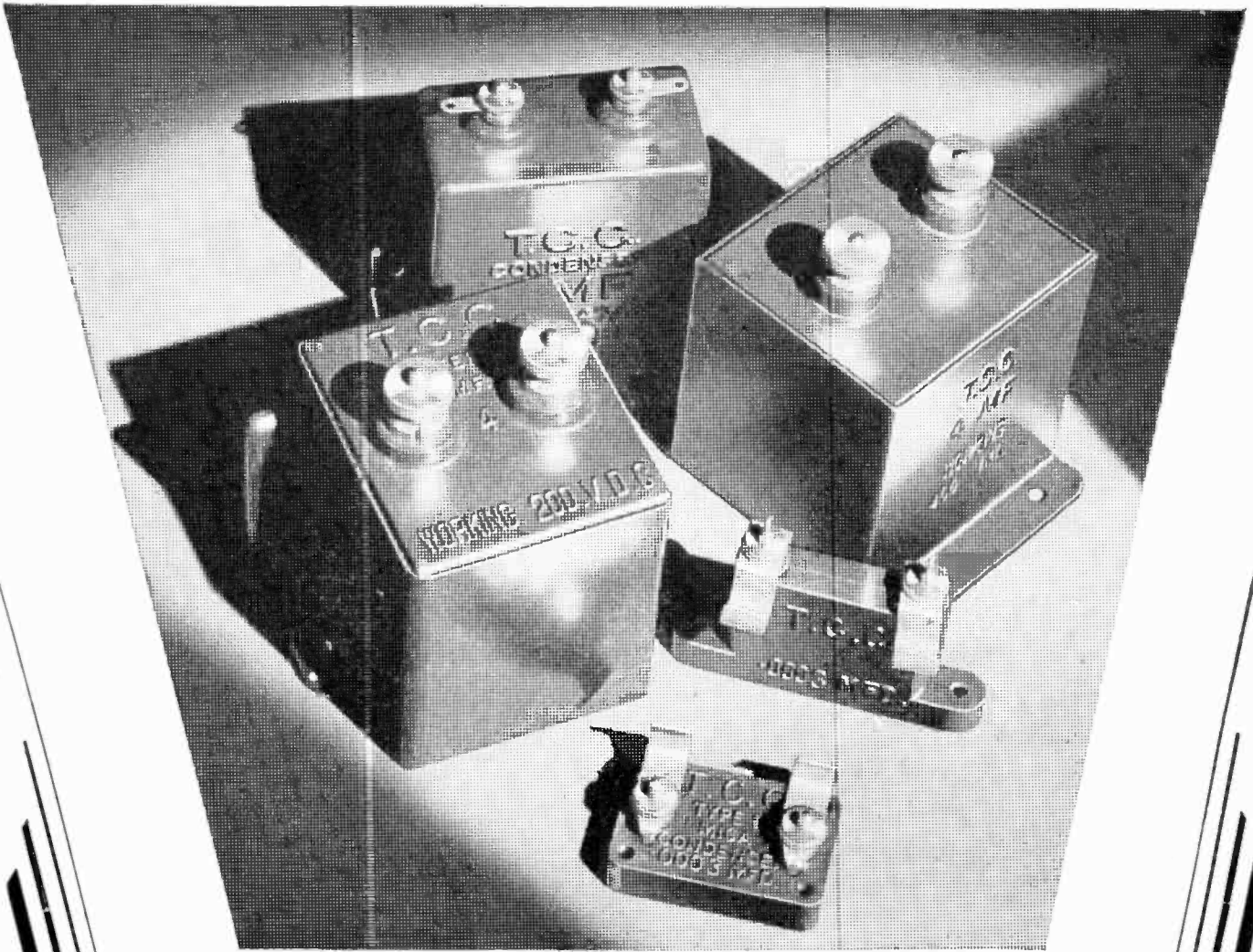
### **WE REITERATE OUR WARNING**

that when purchasing valves other than Standard British Valves or Triotron Valves dealers should take full precautions and satisfy themselves that they are in fact purchasing valves which do not infringe the above patent.

**TRIOTRON RADIO COMPANY, LTD.**

**91 GT. RUSSELL STREET,**

**LONDON, W.C.1**



# T.C.C. might . . .

. . . well stand for . . . "They—  
Command—Confidence,"  
—it is the initials of the  
Telegraph Condenser Co.,  
who have been making  
condensers—solely condensers—  
for a quarter  
of a century.

A condenser of proved  
merit—of absolute reli-  
ability. Stock T.C.C. "the  
condenser in the green  
case"—and, remember,  
it is a condenser with  
a guarantee.

TELEGRAPH CONDENSER CO., LTD.  
WALES FARM ROAD, N. ACTON.

**TCC**  
CONDENSERS

# NEW

## A "Novotone" for Demonstrations.

Gambrell Radio, Ltd., of 6, Buckingham Street, London, W.C.2, have just introduced a "Novotone" tone compensator specially adapted for demonstration purposes. It takes the form of a standard "Novotone" tone compensator mounted on a sub-baseboard together with a change-over switch and a scratch filter, which enables the brilliancy of the reproduction to be varied at will. The switch allows the "Novotone" to be placed in and out of circuit while the gramophone record is being played, thus enabling a convincing demonstration to be given.

A special offer to traders is being made by Gambrell Radio. They will supply one demonstration model of the "Novotone," complete with base, switch and scratch filter, to every *bona fide* trader at the special net price of £3 10s., as compared with the retail price of £5. Polders and printed application cards setting out the terms of this offer are in course of preparation, and will shortly be available from Gambrell Radio.

## Improved Aeonic Portable.

Aeonic Radio, Ltd., of Aeonic Works, Horley, Surrey, have recently introduced a new and improved model of the "Aeonic" standard 5-valve suitcase portable. It is contained in a real hide-covered case, and is obtainable for mains or battery working. The price of this set, complete with batteries, is £16 16s., while if the mains attachment is included in the specification the price is 22 guineas.

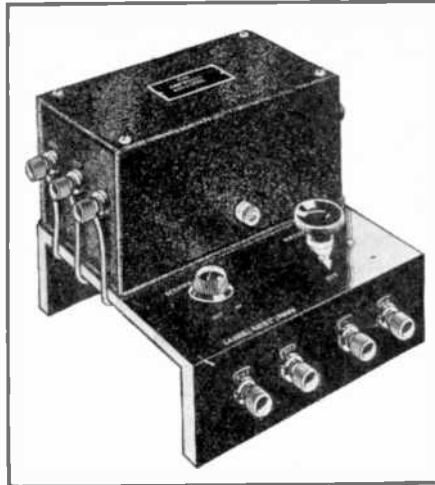
## H.P. Terms for Pye Mains Units.

We are informed by Pye Radio, Ltd., of Paris House, Oxford Circus, London, W.1, that their portable H.T. mains unit is now available on hire-purchase terms. This model is for use with A.C. mains only, and is specially designed for use with the No. 25/C Pye portable. It incorporates a Westinghouse metal rectifier, a special smoothing circuit, and a decoupling device to prevent motor-boating. The maximum output voltage is stated to be over 120 V, and a separate variable tapping is provided for the detector.

Two types are made, for use with 200-250 V and 100-110 V supplies respectively, both being priced at £5. The H.P. terms are £1 down and 11 monthly payments of 8s.

The Pye heavy duty mains units for use with the No. 460 receiver also come under the scope of this scheme. The D.C. model (No. 933) is available for £1 down, and 11 payments of 9s., and the A.C. model (No. 934) for an initial sum of 30s. and eleven payments of 12s. The respective cash prices are £5 10s., and £7 10s.

Both models, and also the Pye L.T. charger, are described in a new folder (No. W.A.30/3) which sets out the advantages of making use of the supply mains for radio purposes.



Gambrell's demonstration "Novotone."

## Lamplugh Introduce Inductor Speaker.

An entirely new Lamplugh product in the form of the "Silver Ghost" Inductor dynamic speaker is announced by S. A. Lamplugh, Ltd., of King's Road, Tyseley, Birmingham.

It is built on the well-known Farrand "Inductor" principle of construction, and therefore possesses neither field nor moving coil, the required magnetic field being provided by means of a permanent magnet. The moving coil is superseded by an iron armature which moves in a plane parallel to the pole pieces. The maker's most important claims are that the "Inductor" gives results equal to the best moving coil instrument, but at a much lower cost. The "Inductor" is also decidedly lighter in weight and naturally does not require a rectifier or transformer for mains operation.

The "Silver Ghost" is at present in course of production and supplies will be available at the end of July. The chassis lists at £3 10s. and the cabinet model at £6 10s. retail.

## A Test-Set for Servicemen.

From the Six-Sixty Radio Co., Ltd., of 17-18 Rathbone Place, Oxford Street, London, W.1, we have received par-



The Six-Sixty test set.

# LINES

ticulars of a valve and set tester which they have recently produced. It is housed in a light mahogany cabinet equipped with rubber "feet" at the back and bottom, and a leather carrying handle at the front. This measures, when closed, 11 ins. by 9 ins. by 7 ins. The panel is mounted at an angle, as can be seen from our illustration, which shows the tester in its working position.

Battery terminals are mounted at the back of the panel and a 5-pin valve-holder is recessed in the back of the cabinet, for connection, by means of the plugs and flex provided, to any valve-holder in a set being tested. A key switch changes over from the external batteries to the receiver.

A 4-pin valve-holder for D.C. valves, and a 5-pin holder for A.C. and 5-pin pentode valves are mounted one on each side of the two-range moving coil milliammeter, and a switch is provided for changing the connections of the 5-pin holder.

Another meter, a 2-range moving-iron voltmeter, reads H.T., L.T., and G.B. voltages, upon the appropriate operation of a rocking switch. Then, for filament current, there is an ammeter, with a scale graduated up to 1A. Owing to the possible use of A.C. as well as D.C. valves, the latter meter also has to be of the moving iron type.

In the lid of the cabinet there are valve "grips" which hold valves as tested, or carry replacements, together with sockets which hold the plugs provided for connecting purposes.

The makers claim that this instrument will test all D.C. and A.C. valves, set batteries and eliminators for output voltage, current, and performance, on a counter or in a customer's house. They also state that the tester is guaranteed accurate to within 5 per cent.

The price is £8 13s. 6d. retail, and a canvas carrying cover costs 10s.

## New Ferranti Fixed Condensers.

Two new fixed paper condensers have recently been introduced by Ferranti Ltd. of Hollinwood, Lancashire. The first of these, Type C.5, has a rated capacity, of 2 $\mu$ F, and is designed for working with 500 V A.C. or with 750 V D.C. It is tested at 1,500 V D.C., and its insulation resistance is stated to be not less than 200 MO. Price 7s.

Type C.6 has a capacity of 4 $\mu$ F, and is designed for 350 V A.C. or 500 V D.C. working. Its D.C. test voltage is, as in the case of the C.5, three times the A.C. working voltage, and the insulation resistance is not less than 100 MO. The price is 7s. 6d., and special quotations for both condensers can be made to manufacturers. The above condensers comply with the requirements of the British Engineering Standards Specification, and also with the recommendations of the I.E.E.

# "TRADER" TEST REPORTS

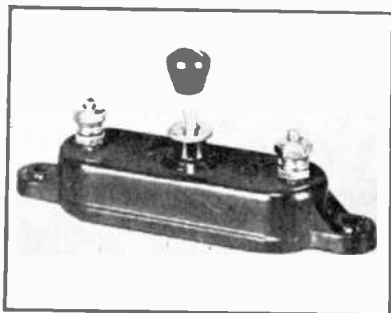
Conducted by our  
Technical Department.

*Manufacturers are invited to submit  
apparatus for test under this heading.*

**Wingrove & Rogers, Ltd.,** Arundel Chambers, 188/9,  
Strand, London, W.C.2.

## "Polar" Pre-set Condenser.

**DESCRIPTION AND PRICE.**—This is the latest "Polar" product, and is made in two types, one with a maximum capacity of  $\cdot 001 \mu\text{F}$  and the other with a  $\cdot 0003 \mu\text{F}$  maximum.



Here is the "Polar" pre-set condenser, available in two maximum capacities, at 2s.

The body of the condenser is formed of a hollow brown bakelite moulding, with parallel sides and rounded ends, and drilled lugs project at each end for fixing purposes. The slotted control knob is fitted to a screwed spindle which works through the centre of a projection on the top of the body, and a knurled lock-nut is provided.

Internally, there are three plates of a springy metal like phosphor bronze, each of which has a lug at one end. The plates are interleaved with sheets of mica, and screws clamp them, by means of the lugs, to a piece of bakelite shaped to fit the bottom of the hollow moulding. These screws are extended upward through the top of the case, one at each end, and have nuts and small terminal taps fitted to them. The control spindle bears on a circular brass disc, which prevents damage to the top plate. When the control spindle is screwed right out, the plates are separated to their full extent, and the capacity of the condenser is at its minimum. Price 2s. retail.

**TEST RESULTS.**—Our sample was rated to have a maximum of  $\cdot 0003 \mu\text{F}$ , and on test it was found to be  $\cdot 00049 \mu\text{F}$ , a good deal higher, but this does not matter with this type of component. As a matter of fact, the maximum is a little indefinite, as unless the component is firmly screwed to a baseboard, the pressure is inclined to bulge out the base somewhat. With the knob half a turn unscrewed, the capacity was  $\cdot 000415 \mu\text{F}$ ; with one turn,  $\cdot 000275 \mu\text{F}$ ;  $1\frac{1}{2}$  turns,  $\cdot 00186 \mu\text{F}$ ; 2 turns,  $\cdot 000116 \mu\text{F}$ ;  $2\frac{1}{2}$  turns,  $\cdot 000079 \mu\text{F}$ ; while with the knob fully unscrewed the minimum capacity was  $30 \mu\mu\text{F}$ . The condenser thus gives a good range of capacities, and has a low minimum, which is a good point. The efficiency is well up to the standard for this type of component. The condenser is nicely made and is good value at the price.

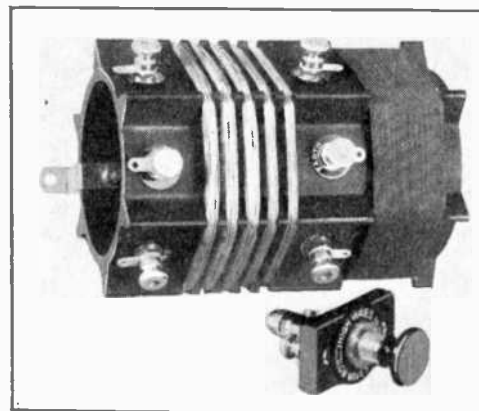
**S. W. Scott & Co.,** Lothian Road, London, S.W.9.  
"Little Wonder" Dual Range Coil.

**DESCRIPTION AND PRICE.**—The original "Little Wonder" coil was introduced some time ago and was of the vertically mounting type, with the terminals ranged round the circumference of the former at the bottom. The latest

model, which we have received for test, has been altered somewhat. A ribbed ebonite former, 4 ins. long and 3 ins. in diameter, is employed and is fitted with metal brackets for mounting it in a horizontal position on the baseboard. The single layer medium wave coil is located in a wide slot at one end of the former, and towards the opposite end the reaction and long wave coils are pile wound in five narrow slots. There are again six terminals, but in this case they are arranged three either side of the long wave winding, round the top of the former. Two of these, marked "Switch" and "Earth" respectively, are connected to a push-pull shorting switch which is supplied with the coil for wave-changing purposes. Only one terminal is marked "Reaction," this being for connection to the fixed vanes of the reaction condenser, while the other end of the reaction winding is connected inside the coil to the earth terminal. The aerial terminal is connected to an aperiodic tapping at the centre of the medium wave coil and the makers recommend the use of a  $\cdot 0001 \mu\text{F}$  condenser in series. Other recommendations are, for tuning, a  $\cdot 0005 \mu\text{F}$  variable condenser and for reaction a  $\cdot 0003 \mu\text{F}$  condenser.

The two ranges of this coil (with a  $\cdot 0005 \mu\text{F}$  tuning condenser) are 200 to 600 and 1,000 to 2,000 metres. Price, with switch and instructions for fitting, 10s. 6d.

**TEST RESULTS.**—The coil was built into a simple 2-valve receiver and tested 11 miles from Brookman's Park, using an aerial inside the roof. The tuning ranges, using a  $\cdot 0005 \mu\text{F}$  variable condenser were found to be adequate, the coil tuning well below the London National station and well above 5 GB on the short waves, and below Hilversum and above Huizen (1,850 metres) on the long waves. For adequate selectivity it was found advisable to follow the makers' recommendation and use a fixed condenser of about  $\cdot 0001 \mu\text{F}$  in series with the aerial lead. It was then possible to separate the two Brookman's Park stations quite easily, with a clear space between them. On the long waves, this series condenser was hardly necessary, and as it cut down the signal strength it was found best to do without it. The London Regional



The latest version of the "Little Wonder" dual range coil.

transmitter was found to come through at the lower end of the long-wave band, as is sometimes the case, particularly when the coil is not screened.

The reaction control was satisfactory providing a suitable detector valve was used, and on the whole the coil can be recommended as a good dual wave aerial tuner of its type.

**McLeod & McLeod, 329, High Holborn, London, W.C.1.  
Coloured Rubber-Covered Flexible Cords.**

**DESCRIPTION AND PRICES.**—A new range of rubber-covered flexible cords for all purposes is being introduced for the forthcoming radio season by the above firm. The cords are made up of 14/32 flex, covered with coloured rubber, and the various lengths required to make up an assembly are twisted together. We have a set of samples containing a headphone, a loud-speaker and a battery cord. The 'phone cord is about 6 ft. in length and is fitted with pin tags at one end, while the ends for connection to the 'phones have soldered loops. At the point of branching the wires are held in position by bindings of doped cotton. The speaker lead is also 6 ft. in length and consists of two flexes, twisted together, terminating at one end in spade tags and at the other end in pin tags.

In the battery cord the H.T. leads are 3 ft. long and the L.T. leads 6 ft. At the set end they are equipped with spade tags, while at the battery end the H.T. wires have wander plugs, and the L.T. wires spade ends.

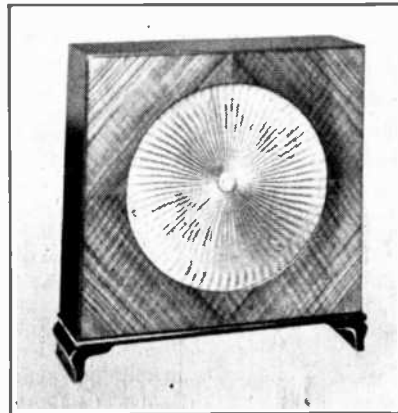
We found that the insulation resistances of these cords are of a high order. Also, they are very flexible and the rubber showed no signs of cracking on being bent sharply.

At present the rubber coverings are available in nine different colours, which will not fade, and prices are obtainable on application to the makers. The firm are anxious to manufacture these cords in large quantities to manufacturers' specifications.

**Loewe Radio Co., Ltd., 4, Fountayne Rd., London, N.15.  
Loewe Cabinet Speaker, Type E.B.85.**

**DESCRIPTION AND PRICE.**—This speaker is contained in an oak cabinet, measuring 15 ins. by 14½ ins. by 4½ ins., standing on two wood mouldings with a polished black finish. The front of the speaker has a veneer of Caucasian walnut, highly polished, and the aperture, about 10½ ins. in diameter, is fitted with an artistic radially pleated silk screen. At the back of the cabinet there is a sheet of three-ply wood in which five large holes are cut, and backed with brown fabric.

Internally, the diaphragm-unit assembly is mounted on a separate wooden chassis. The cone diaphragm, 12 ins. in diameter, is suspended on a ring of thin leather. This is glued to a three-ply board mounted about 1 in. away from the front of the cabinet. The unit, of the four-pole balanced armature type, is mounted in the mouth of the cone at the front of the cabinet, and its adjusting spindle extends towards the back, through a hole in the material of the



This shows the unusual but attractive appearance of the Loewe cabinet cone speaker, which uses the new unit.

cone, terminating in a large black knob. A 3 ft. length of flex with plugs at the ends is provided.

The price of the speaker is 42s., and the unit, which is sold separately, retails at 12s., or with chassis, 16s. 6d.

**TEST RESULTS.**—On test the sensitivity of the speaker compared well with that of our large standard cabinet cone, though it was not quite so good. By making use of the adjusting knob, the speaker could be made to handle a large volume, though the case then vibrated considerably.

The tone of the speaker was found to be rather hollow, and it sounded as though there were a

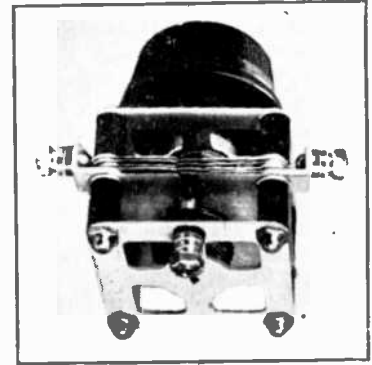
resonance in the middle-upper register, giving a colouration to the reproduction. The extreme high frequencies were rather lacking, thereby reducing the crispness of reproduction. The bass was up to the average for this type of speaker. On the whole the tone was rounded and somewhat hollow, but it would probably be satisfactory to many people, bearing in mind the low price. It would appear that the cabinet affects the tone rather adversely, and this, with modifications, might be improved. The appearance of the speaker is novel and quite tasteful in a continental style.

**Burre-Jones & Co., Ltd., "Magnum House," 296,  
Borough High Street, London, S.E.1.  
Magnum Differential Condenser.**

**DESCRIPTION AND PRICE.**—This differential condenser is of new design, and is supplied in three capacities—0001, 0002 and 0003  $\mu\text{F}$ —our sample being a 0002  $\mu\text{F}$  model. The two square end plates are of aluminium, and are held apart by four screws, one at each corner. Each of these screws has two ebonite bushes mounted on it, and between these the fixed plates of the condenser are clamped. There are, of course, two sets of fixed plates mounted on opposite sides, with a gap of about  $\frac{1}{16}$  ins. between the inner ends of each. These plates are of thin brass.

The condenser is of the one hole fixing type, and, as is usual, the operating spindle rotates in a hole in the bush. An interesting point about the spindle is that it is of fibre, this, of course, obviating insulating bushes, and tending to do away with hand capacity effects. The moving plates are semi-circular in shape, and rotate between the fixed plates through 180 degs. Thin sheets of paxolin form the dielectric of the condenser. Two terminals are provided for connection to the fixed plates, and a pigtail connection from the moving vanes is taken to a single terminal mounted on an insulating bush on the rear end-plate. The "Magnum" differential condenser, in all capacities, sells at 6s.

**TEST RESULTS.**—On test we found that the maximum capacities of each side were 000173 and 000195. The corresponding minimum capacities were 6 and 9  $\mu\mu\text{F}$ . Thus it is seen that one half is appreciably higher than the other in capacity, though whether this would matter in normal use is open to question. The first samples we tested had a rather thin dielectric which punctured with a 500 V D.C. test, but on pointing this out to the makers they fitted a thicker gauge of paxolin sheet and the condenser now withstands 500 V D.C. easily, the insulation resistance being of a satisfactory order. Apart from the slight discrepancy in capacity of the two sides and the possibility of eventual wear in the pointed end bearing of the fibre spindle, the condenser is satisfactory.



The "Magnum" differential condenser, reported upon below.

# THE SELLING SIDE

## Photographs Help Summer Displays.

**S**UITABLE photographs can provide substantial aid to the wireless trader in staging sales-making summer displays.

A recurring problem in designing such windows is that of suggesting attractive uses of the goods. Nothing does more to arouse interest and "buying desire" than a glimpse of a set being employed in pleasurable circumstances. Painted backgrounds, tableaux, and so on, afford much assistance in introducing this note, but attractive photographs are an inexpensive alternative that is well worth consideration.

From various channels—such as the photographic agencies, set manufacturers, and so on—the trader can obtain many appropriate photographs showing receivers being used under summer-like conditions. Even a generous enlargement from such negatives, well-finished, and sepia-toned, is not unduly expensive, and a single picture can be made the basis of a good display.

Presentation demands attention if the best results are to be secured. Something more is required than merely placing a few prints in the window. It is in this respect that most display men fail to realise the full possibilities of photographic display aids.

One effective method of presentation is to use a suitable photograph in conjunction with a cut-out screen. The value of the screen is that it "sets off" the photograph, and the two provide a centre of interest, whereas the photograph itself would tend to become lost in the display as a whole.

The sketch on this page illustrates a method of putting this idea into operation. The screen can be pre-

pared from stout card, wall board, three-ply, or similar materials, and the simplicity of the outline will enable the average trader to undertake the work himself. The surface of the screen may be given an attractive tone by pasting paper of a suitable tint on the surface, or by finishing in oil colours. The colour selected for the screen will depend upon the type of photograph, white or grey being preferable for a black and white picture, and buff or brown for a sepia-toned photograph.

Photographs can be toned in a very wide range of colours, and by selecting a suitable tint, such as blue for a seaside scene, green for a picnic, and so on, still further variety may be introduced.

Used as the centre-piece to a small display of sets such a screen will do a great deal to attract attention and then to stimulate interest in the goods.

Another effective method of making use of photographs is to employ mounts of a generous size, and to distribute several pictures throughout the display. It is not difficult to get away from hackneyed arrangements if a little thought is given to the window, and one suggestion along these lines is submitted for trader's consideration.

In this instance, oval mounts are used, and they should be some eighteen inches in length. These mounts should carry three photographs, each giving a glimpse of a pleasant outdoor scene in which wireless plays a part. A fourth mount is adapted as a talking-point card, lending added strength to the lay-out.

It will be seen that the position of these mounts, in relation to the sets, helps to build up an attractive, well-knit display, in which each unit receives an appropriate share of attention.

## Shop Uses of Metal Papers.

**M**ETAL papers are coming into very wide use for display purposes of all kinds, and the trader who recognises the value of novel treatment in his window or interior shows may well find the material of interest.

The papers are supplied in a wide variety of different shades—gold, silver, bronze, green, blue, cerise, and so on—and with plain or embossed surfaces. Prices range from 15s. to 17s. 6d. for rolls rather more than 50 yards in length.

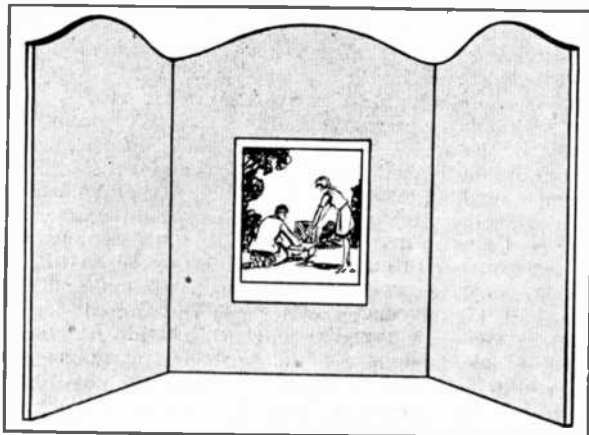
Many of the decorative possibilities of such papers will suggest themselves at once. They can to some extent be used as an alternative to crepe papers for backgrounds, for spreading in the bed of the window, and for covering shelves, although owing to their brilliant surface they demand careful handling if a wide expanse is to be visible.

Traders who occasionally experiment with modernist or futurist displays will find the papers particularly valuable, as they harmonise well with the advanced note of such windows. Quite a number of the cubist and cylindrical display stands that one sees in modern windows originate in nothing more ambitious than empty packing cases or containers, with a covering of metal papers, and this is an idea worth following out. Neatly made wooden or cardboard boxes, measuring up to 18 inches square, are the most useful for the work, and when neatly covered with metal papers of suitable shades they provide admirable supports for receivers and large accessories. In this way a complete set of stands, exactly similar in colour and treatment, can be improvised for special displays, and the effect is more than usually attractive.

If a supply of cylindrical containers can be obtained, they can be used in the same way. This type of display stand strikes a still more unusual note.

Another use of metal papers is in preparing special display accessories, such as cut-out arrows. If it is desired to direct attention to one feature of the display, a bold arrow can be cut from stout card, covered with metal paper, and suspended so that the tip clearly indicates the goods in question. The embossed papers are particularly useful in this case, as they catch and reflect the rays of light when the window is illuminated, and thus prove an almost infallible "attention-arrester."

Metal papers have, of course, still



This sketch illustrates the way in which a simple screen can be used in displays to give prominence to a quite small photograph. The screen can be made of wood or stiff cardboard.





further value in building up more ambitious display accessories, such as shields, medals, and so on. By employing large circular pieces of card as bases, and covering them with silver and bronze papers, a suggestion of coins can be obtained, and a "dodge" of this kind helps greatly to focus attention on a "money-saving window," or on any display in which the price of a certain line is a big selling point.

It is by ingenuity of this kind that some of the most successful window-dressing efforts are evolved.

**An "Aerial-Renovation" Campaign.**

**A**N idea for stimulating business that might well be considered just now is that of running a "Look to your Aerial" campaign.

The basis of the idea, of course, is that the outdoor aerial needs a periodic overhaul, to avoid sudden breakages, loss of efficiency, and the like. From the listener's point of view, the summer is the best time to give the aerial this attention, both because his set may not be so constantly employed as it is during the winter, and because weather conditions make the work more pleasant. The summer is the best time for the trader to run a small "push" of this kind.

In persuading listeners to give their installations this attention, window displays, combined with the distribution of leaflets or folders, could be used. The campaign could be designed around a slogan such as "Look to your Aerial!"

During the special period the display should be dressed with a range of suitable accessories—aerial wire, insulators, and so forth. In the centre, the trader might arrange a small scale model of a typical outdoor aerial, with cards attached at various points showing common faults. The point of the display would be driven home on a card, worded somewhat as follows:—

**LOOK TO YOUR AERIAL!**  
*Now is the best time to give your aerial its annual overhaul.*  
**Attention NOW!** will  
**PREVENT POSSIBLE TROUBLE LATER**  
 and  
**IMPROVE RECEPTION.**

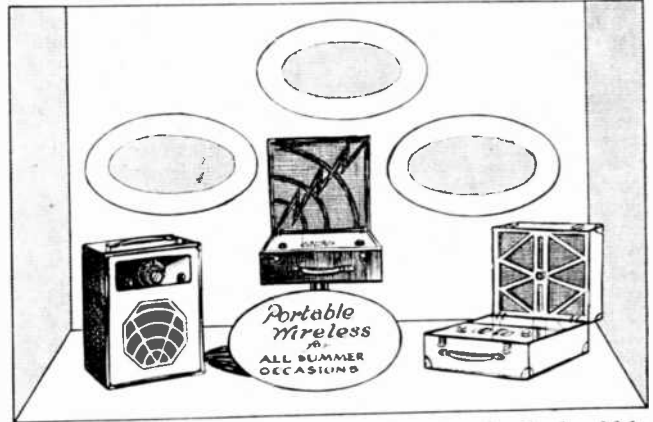
Much the same arguments could be employed on a leaflet or folder, with additional "copy" emphasising that the advertiser holds complete stocks of the accessories that are likely to be required; and, perhaps, with an illustration and brief description of popular lines.

In some cases, newspaper advertising might be employed to good effect, or the campaign could be given added impetus by the judicious distribution of sales letters.

**Bulletin Boards for Local Advertising.**

**O**UTDOOR advertising often proves of distinct value to traders, but many retailers neglect it owing to a mistaken idea that this kind of publicity inevitably means posters. Poster advertising,

A compact portable display, as described on the preceding page, in which sales value is introduced by means of photographs in oval mounts.



while economic for big firms, who employ thousands of posters, and can therefore afford to spend adequate sums on good designs and printing, is not so sound a proposition for the retailer, who is confined to hoardings within a radius of a few miles.

Effective outdoor advertising can be undertaken, however, without the necessity for using posters, with their substantial preliminary expenses. One of the best methods is by the use of "bulletin boards," as they are known among signwriters—painted signs, erected in commanding positions, which serve the same purpose as posters, except that they are produced singly, and not in thousands.

Bulletin boards show no evidence of reduced popularity. They are probably even more popular among retailers now-a-days than at any previous time. The standard of lettering and design has improved generally within recent years, and many of the boards undoubtedly produce business for the firms responsible.

The wireless trader desirous of keeping his name and service prominently before the local public might well consider the use of such boards. The best positions—assuming that they are obtainable—are those that can be seen from places where crowds of people habitually gather. A sign fronting a railway station, a theatre or cinema, or the entrance to the public park, will inevitably be seen many times by a large proportion of the population, and if it is attractively designed, and carries a good sales message, it will benefit the business.

Other good positions—although less valuable than those mentioned—are

hoardings in busy shopping streets, by the side of railway lines on the outskirts of the town, and fronting on the main roads into the town.

As the cost of a bulletin board varies with the quality and elaboration of the design, there is usually a tendency to lower the standard of the

work to an unwise level. It should be remembered that one is paying for the exhibition of the board all the year round, so that a policy that reduces the effectiveness of the advertisement in order to save a pound or two at first is essentially unsound.

There is no reason why the board should be highly elaborate. Some of the most effective efforts carry only a few words, such as "Blanks for Wireless—Sales and Service," and they get results because they are seen from long distances, are easily read, and, in spite of their simplicity, are carried out with skill, so that the general impression conveyed is one favourable to the business.

On the other hand, a good signwriter will obtain some striking pictorial results, and a sales-making board might carry a well-painted picture of a picnic scene, with such wording as "Take your wireless with you," or of an indoor wireless scene, with similarly appropriate wording. As a rule, however, efforts of this type represent a waste of money unless the signwriter is competent to handle figure work. An amateurish attempt does more harm than good, but in most towns a competent signwriter is usually to be found if required.

Little of value can be said with regard to the cost of this method of advertising. The prices asked for sites vary almost illimitably, and are often a matter of negotiation with the owner. A comparatively small, simple board could probably be obtained for a pound or so, while larger and more elaborate bulletins will cost ten pounds and upwards. However, in most cases, a small board will prove to be quite effective.

## WITH THE TRADE ASSOCIATIONS.

**T**HIS week we report the June meeting of the W.R.A. National Council, the last gathering of the Birmingham Branch, the joint outing of the Stockport and Liverpool Branches, and the Twelfth Annual General Meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers.

### W.R.A. National Council.

**W**E have received a report of the June meeting of the National Council of the W.R.A., which was held on June 18th, at 2.30 p.m., at 170, Finsbury Pavement, London, E.C.2, Mr. A. E. Betambeau occupying the chair.

The report continues: The minutes of the last meeting having been circulated, were taken as read, and duly confirmed. Next several items of correspondence regarding trading irregularities were considered and dealt with.

With reference to the "Committee on Restraint of Trade" appointed by the Board of Trade, the National Secretaries reported that the Memorandum prepared from the replies received from W.R.A. Council members and branches, had been sent to the secretary of the committee. It remained for the Council to nominate a delegate to appear before the committee, which would be considered at the next meeting.

Dealing with the arrangements for the Radio Exhibition, the council were gratified to know that a stand at the Exhibition had already been allotted to the W.R.A. without ballot. This exceptionally friendly gesture by the Exhibition authorities was received with great satisfaction by the Council. Attention was in this connection focussed upon the desirability of holding a conference at the Exhibition between manufacturers, wholesalers and dealers, one result of which would be to secure special travelling facilities for the members of the associations concerned.

The forthcoming Manchester exhibition was also fully discussed, and it was finally resolved that the branches of the W.R.A. in Liverpool, Manchester, Stockport and Preston should be written to immediately enquiring whether they could make arrangements to run an Association stand at the Manchester show.

Mr. Shearman Dyer reported, as regards the Post-Card Scheme, that Flinders, Ltd., of Colchester, now proposed to send in *en bloc* the postcard signatures against price-cutting they had obtained, which amounted to several hundreds. Further developments were also described by Mr. Dyer.

The election of ten members for the newly constituted Thanet branch, all of which were elected, was the next item, followed by "Finance."

#### The Marconiphone Distribution Policy.

At this juncture Mr. Williams and Mr. H. J. Dyer, of the Marconiphone Co., were welcomed by the Council. Mr. Williams stated he was pleased to have the opportunity of explaining his company's distribution scheme, which included the prevention of price-cutting, "dabbling" and other trade irregularities. As the members present knew, the retail trade had been circularised with details of their organisation and he was glad to say that the response was entirely satisfactory.

In answer to an enquiry he stated that failure to comply with the conditions laid down under their trading policy would result in the cessation of supplies. Their list of factors had been materially reduced, and for the time being stood at about 50. In the future additional names might be added but the principle was to cover the country without redundancy of wholesalers. In the matter of retail appointments, there was no suggestion of an agency scheme being instituted. Dealers were accepted subject to their bona fides as traders, and adhering to the terms of price-maintenance of his firm's products. In the event of a violation of the agreement made between the individual trader and the Marconiphone Co., supplies would be stopped, the same method being applied to wholesalers who were under agreement to supply only the Marconiphone Co.'s registered dealers.

The Council were gratified to hear that no question of a definite stock of Marconiphone products was involved and that agreements were to be issued during the next two or three weeks, and that each case was to be decided upon its own merits.

The Council expressed its unqualified approval of the scheme and it was agreed that the W.R.A. should support the Marconiphone Co.'s distribution policy.

#### The Proposed County Executives.

The next item on the Agenda referred to branch organisation. The secretaries reported that the resolution of the previous

meeting had been circulated to the branch secretaries as agreed, and the replies received to the question of organising a County Executive in all those counties that had more than one branch were considered. The Council hoped that the branches which had not yet communicated their views would make their wishes known at the earliest opportunity. It was decided after a very full discussion, to call a special meeting of the Council to deal with branch organisation alone, and it was agreed that the members of the Council and branch secretaries should be notified. It was further agreed that a subsequent meeting might be held in a suitable provincial city to give those who lived in the North an opportunity to attend. The first meeting was arranged for July 9th, at 2.30 p.m., at the Head Offices.

The practice of retailing radio goods at the Annual Exhibition was then reviewed. The opinion held was that this practice was harmful to dealers generally, and it was resolved that the R.M.A. should be written to, expressing the hope that the big stores should not be permitted to retail inside the Exhibition.

Attention was drawn to a letter of the R.W.F. relating to methods of the British Charities Association, who supplied radio goods, some at reduced prices, to assist charities. The Council entirely endorsed the view of the R.W.F. that the principle of selling at what amounted to cut prices could not be countenanced since the procedure led to the impoverishment of commerce generally. A strong letter of protest had already been sent by the National Secretaries to the B.C.A., to which no reply had been received, and it was decided that the matter should be pressed to a conclusion.

It was then stated that, in response to a request of a large firm, full details of the procedure for forming branches had been despatched to the Irish Free State, and active preparations for the formation of a branch in Dublin were already in progress.

Mr. Aston drew attention to a letter purporting to offer valves to a member of the Association at 45 per cent. off list price. It was decided to take this case up direct with the manufacturers in question.

Mr. Aston also raised the question of burglaries on radio shops, and its effect upon insurance premiums. It was resolved to take action in view of the considerable difficulty that was being experienced in renewing insurances owing to the large number of burglaries now taking place in the radio trade.

Several items of correspondence were dealt with, including letters from Kolster-Brandes and the R.W.F., all of which required the attention of the Council.

In conclusion the report states: The chairman reported a case of considerable interest to dealers, where a dealer had been charged for an article found to be defective, and in which the Executive had actively intervened.

### Birmingham Branch, W.R.A.

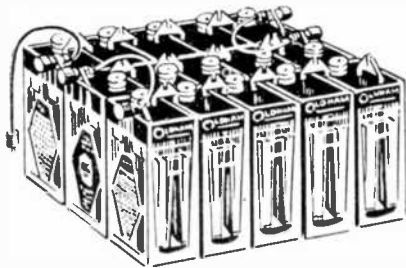
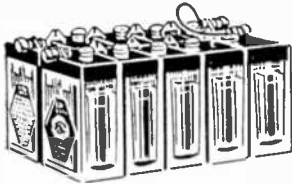
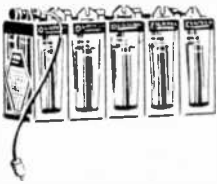
**T**HE monthly meeting of the Birmingham branch of the W.R.A. was held at the Whitehorse Hotel last week, Mr. S. Dagnall being in the chair in the absence of Mr. Wellings.

The Bournville Works Council Secretary, in reply to a communication on the subject of discounts offered to various clubs, stated that his committee had investigated the statements made, and pointed out that the radio societies existed mainly for the purpose of experimenting. It was certainly not true to say that their objects were simply to obtain radio supplies at discounts, and "whatever supplies the society obtains it does so in accordance with the established practice of the wireless trade."

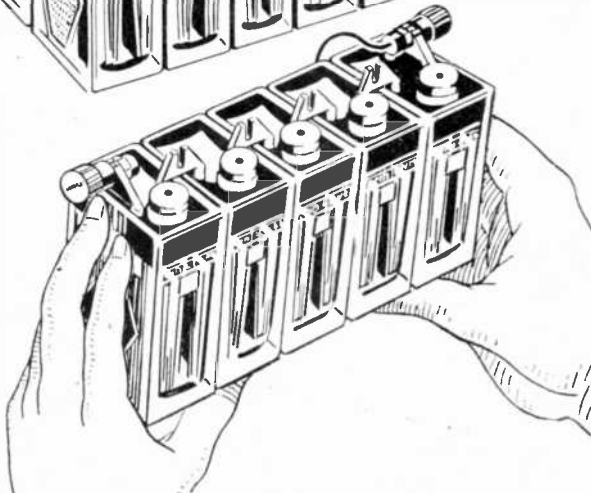
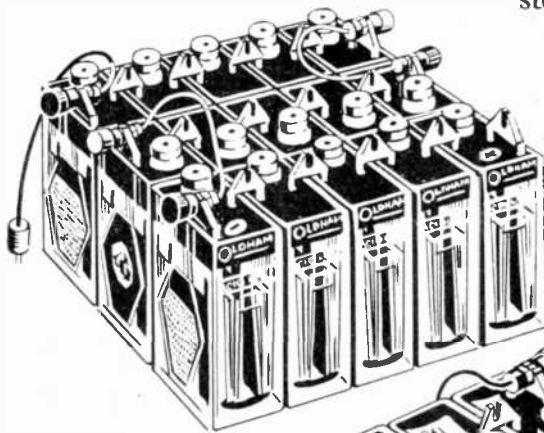
Mr. Kendall observed that no mention was made as to the discounts the members obtained in buying complete sets, which was the whole point affecting them as radio dealers. The secretary added that it was difficult to produce documentary proof of dealers who supplied these clubs at discounts, although in some cases they were well aware who supplied the goods. Mr. A. G. Wright pointed out that as they coped with one offender others sprang up. The chairman, who mentioned that Mr. Wellings had the matter in hand, said that no doubt if they could definitely ascertain who supplied the goods they could do something more effective. Mr. Sweeney said that dealers should seriously consider whether they should refuse to handle lines of

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manufacturers whose goods were traded to clubs at big discounts, and Mr. Spain recalled that the rules of the B.R.V.M.A. prohibited the supply of valves to traders dealing with clubs in this manner.

Mr. Spain then drew attention to the new policy of the Marconiphone Co., which, he said, should help them. The chairman observed that Kolster-Brandes had also "put their foot down." The secretary said it was obviously sound to support the firms who considered the trader, and incidentally he suggested that the branch ought to be consulted in the appointment of agents.

A member alleged that any dealer could obtain Kolster-Brandes goods, but the secretary said supplies were stopped if the dealer cut prices, and he had not yet come across such a trader who supplied these sets to radio clubs at discounts.

#### Reply from the Dunlop Rubber Co., Ltd.

In a long communication from the Dunlop Rubber Co., the general sales manager said that the wireless club at Fort Dunlop was not in any way influenced by the company's management, and he also stated: "I am told that individual members of the club are able to purchase material at what are supposed to be preferential terms, and I am further informed that such terms are freely forthcoming for all and sundry. This is not the result of any action taken by the Dunlop Wireless Club as an organisation in negotiation with retailers."

The writer proceeded to mention Dunlop's own selling policy as embracing the principle of price maintenance, but at the same time he declared that the branch resolution constituted an injustice to the company.

The wisdom of writing to the company was questioned by a member in view of their attitude. In reply the chairman said wireless goods were obtained through the social organisation of the works, and therefore it had a certain status derived from the company. He considered that if stuff was dealt with at employees' private houses, then they should be rated as business premises.

A number of replies from manufacturers was received in relation to a complaint of alleged price-cutting by Lozell's stores. They were regarded as satisfactory, either promising to attend to the matter forthwith or asking for further details in order to take the necessary action.

A letter was also received from the Secretary of the Birmingham Retailers' Association in which reference was made to their efforts to rouse public interest on the question of trading among Corporation employees, and an intimation given that any co-operation towards stopping this practice was welcomed.

As regards cases of price-cutting, the chairman and Mr. Spain pointed out that it was essential that the class of goods, the prices marked and the manufacturer should be notified by members so that they could take up these complaints successfully. Mr. Kendall then moved that the branch tender its thanks to the firms who were taking steps to stop these irregularities, which was agreed to. In this connection reference was made to a new store in central Birmingham and to advertisements issued by these stores announcing cut prices. Another trader on a large scale was then mentioned as a price-cutter, and a member suggested that a certain agency which he held ought to be cancelled, but it was questioned whether a manufacturer would take action unless the prices of his own goods were cut. The secretary said the advertisements of cutters generally mentioned "proprietary brands excepted."

#### The Government Inquiry on Price Maintenance.

The chairman commented on the proposed Parliamentary measure adverse to price maintenance as likely to affect their position if passed. The secretary said that the W.R.A. Council was, of course, standing up for price maintenance. The opinion was expressed that the Bill would not go through, and Mr. A. G. Wright emphasised that co-operative buying would be advantageous to them. The secretary agreed that they could make useful progress if this came about, especially in the suburbs. Mr. F. Wright enquired if any manufacturer had taken a price-cutter to court, and it was stated that as far as was known, no manufacturer had done so. The view was taken that as the cutter paid the same price for goods as the reputable dealer, some manufacturers naturally did not worry so long as he could secure a market for his output.

Replying to a question, the secretary said he understood the Postcard Voting Scheme was going well, and the chairman said they would probably receive further cards so that members could secure the support of more traders.

Complaint was made of trading operations by a postal employee

at Harborne, and it was resolved to call the attention of the Postmaster at Birmingham G.P.O. to the practice.

A printed leaflet was produced bearing the name of a local firm, supplying "genuine home constructors with wireless goods, accessories and components of every description, and make at least 25 per cent. discount off usual prices." Due notice was taken of the advertisement preparatory to suitable action, it being mentioned that the leaflet had been sent to a private house. Valves were also stated to be quoted at 20 per cent. off.

A question was raised by the chairman with a view to securing a more uniform practice regarding battery service, and after considerable debate, it was eventually decided to invite manufacturers to withdraw the words "Dry Charge" from certain advertisements.

In connection with portable sets, the secretary asked for the opinion of members as to whether makers ought not to supply them without dry batteries. These sets did not sell every day, he remarked, and there was always the risk of finding the battery run down when one came to give a demonstration. It was then decided to draw the attention of headquarters to the matter and asking that the manufacturers be communicated with.

Mr. A. G. Wright enquired about the co-operative advertising scheme which had been suggested. The chairman replied that the cost would be £159 for a three months' campaign lasting from October to Christmas, and the sign would be part of the scheme and available for those who took part in it.

Headquarters had forwarded a letter stating that the Buckinghamshire branch suggested (and it was endorsed by the National Council) that branches within a county might amalgamate and form a County Executive consisting of representatives from the branches with its own officers. The secretary said one council delegate was allowed for 20 members, which worked satisfactorily, so far as they were concerned, because it was not always possible for both their delegates to attend in London. The chairman thought the county division was too small or complicated, and suggested that the areas should be mapped out. For instance, round Birmingham were three counties, and he believed the nearest branch was Manchester, with others, of course, in Yorkshire. A paid canvasser had, he replied to Mr. Sweeney, been suggested by the W.R.A. The general opinion was that areas should replace county divisions.

### Manchester and Liverpool Branches, W.R.A., Joint Meeting.

LAST week the Stockport branch of the W.R.A. took advantage of the local tradesman's holiday to arrange a joint outing with the Liverpool branch. They took an excursion train to Liverpool, then the boat along the North Wales coast to Menai Bridge, visited Anglesey Island, and then returned to Liverpool. Here they had a joint meeting with the local branch. The visitors were headed by Mr. J. W. Heaps, their Chairman, with Mr. Norcross, Hon. Secretary, while the Liverpool members attended in rather small numbers, their Hon. Secretary, Mr. Webster, presiding over the meeting.

Mr. Webster gave a cordial welcome to the visitors, and spoke

The attractive show-cards produced by McMichael are already well known to the trade. The latest example — shown here — maintains the high standard to be expected, and it is particularly well coloured.



of the value of branches meeting together when possible, so as to exchange views with an idea of securing uniformity of action on trade matters.

A discussion then ensued on the W.R.A. generally, its possible growth, and the methods of propaganda pursued at Headquarters. There was a feeling that more live and practical action should emanate from H.Q., and it was advocated that there ought to be full-time paid canvassers, who should be deputed to get the W.R.A. 100 per cent. strong in the retail trade. Otherwise, it was felt, if progress was not made during the next six months the Association would cease to justify its existence.

Eventually the following resolution was proposed by Mr.

Webster and seconded by Mr. Mallard (Stockport):—"That the present propaganda is not satisfactory, nor conducive to the development of an association of the status that the Wireless Retailers' Association should have, and that something should be done in the way of canvassing retailers over the whole country."

This was agreed to, as was another motion suggested by Mr. Heaps: "That a delegate be elected from each Lancashire branch to form a county Executive, with a view to co-operation between the branches in the county; the Stockport Hon. Secretary to write accordingly to the Preston and Manchester branches."

## Annual General Meeting of the A.G.M.I.M.

### *REPORT of the meeting, and a round-table conference of Gramophone manufacturers, factors and dealers which followed.*

ON Wednesday last, June 25th, the twelfth annual general meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was held at the offices of the Federation of British Music Industries in Great Portland Street, London, W.1.



Mr. A. E. Liedtke,  
of the Columbia  
Gramophone Co.,  
Ltd., the newly  
elected President of  
the A.G.M.I.M.

In the unavoidable absence of the President, Mr. C. E. Boosey (Boosey & Co., Ltd.), who had sent his apologies, the chair was taken by Mr. H. M. Lemoine (Edison Bell), the immediate past president.

After the minutes of the last annual general meeting, and the report and statement of accounts had been adopted, a vote of thanks was accorded to the retiring president, officers and committee.

The meeting then proceeded to the election of officers for the ensuing year, and Mr. A. E. Liedtke (Columbia) was unanimously elected president, with Mr. Geoffrey Hawkes (Hawkes & Son (London), Ltd.) as Vice-President. Mr. W. B. Beare

(Beare & Son) and Mr. C. E. Timms continue as hon. treasurer and secretary respectively.

Mr. Liedtke then took the chair, and made a short speech of thanks, stating that he was sure that, with the aid of its secretary, the association would continue along the friendly channels which had characterised it in the past.

Following the annual general meeting a conference, under the chairmanship of Mr. P. Brasted, President of the F.B.M.I., took place between the A.G.M.I.M. and representatives of the Gramophone Dealers' Association and the Music Trades' Association. This was the result of the joint meeting of gramophone manufacturers, factors and dealers held at the Convention at Blackpool last month, when it was decided to convene this meeting in London.

The crux of the matter was that the G.D.A. and M.T.A. had put forward a proposal that there should be some arrangement whereby the granting of dealerships might be restricted, and that the distributors in each district should have some say in the opening of new accounts.

The proposals suggested, amongst other things, that dealers and factors in each district should compile registers of reputable dealers in gramophone goods, and that they should form district committees which could act with the manufacturers in an advisory capacity.

Shortly after the conference opened, the secretary of the A.G.M.I.M. read a statement from his Association, seriously criticising the proposals which had been put forward. In their opinion, these proposals had been drawn up in a one-sided form.

Then followed a lively discussion, during which many controversial aspects of the situation were thrashed out, but no very definite results were achieved.

Finally, a proposal was put forward that a sub-committee be formed, of not less than five dealers and five factors, to consider the possibility of mutual agreement in regard to dealerships as between maker, factor and dealer. This proposal was unanimously carried, and the conference then terminated, after passing a hearty vote of thanks to Mr. Brasted for his services as Chairman.

## BOOK REVIEWS.

**The Wireless Listener's Guide Book**, by Percy W. Harris, published jointly by Macmillan & Co., Ltd., St. Martin's Street, London, W.C.2, and Eyre & Spottiswoode (Publishers), Ltd., 6, Great New Street, E.C.4. Price 6d. (stiff paper cover).

This little book, which is No. 4 of Macmillan's Sixpenny Self-Help Library, is intended for all who own—or wish to own—a wireless set, and is written throughout in clear and non-technical language. In the first of the eleven chapters the functions of the transmitting station, receiving set and aerial are explained and the next two sections deal respectively with receiving conditions and maintenance of sets. Special chapters on valves and loud-speakers are also included, each of which contains clear and precise information as to principles and operation. Next there is a very helpful chapter entitled "Fault Finding Made Easy," which is probably one of the most useful in the book. Television, still pictures, and short wave reception are dealt with, and the author finishes with a few pages dealing

with the main lines of future progress. This book can well be recommended to the wireless beginner and the non-technical listener. There are no illustrations.

**Seeing by Wireless (Television)**, by Ralph Stranger, published by George Newnes, Ltd., Southampton Street, Strand, London, W.C.2. Price 1s. (paper covers).

This is No. 7 of the series entitled "Ralph Stranger's Wireless Library for the Man in the Street," and contains 63 pages which are liberally interspersed with line drawings and half-tone plates. The author explains in simple non-technical language the whole theory of television, beginning with chapters on the nature of light and the human eye, and then working onwards to the nature of electric currents.

Selenium and photo-electric cells are next explained, and another chapter deals with the Baird system of television, while a very brief chapter mentions some other television systems. Finally, there is a chapter entitled "The Future of Television." An interesting little book.

# T H E M E



# S O N G S

*This week we review an important new musical film, and also give brief details of pictures to be generally released during July.*

**"Swing High."**

**Starring Helen Twelvetrees and Fred Scott.**

**T**HIS P.D.C. musical and all-talking circus romance is stated to have cost the producers a million dollars. Among those taking part in this remarkable show are sixteen stars, 3,000 extras, three bands, 45 clowns and twelve trapeze artists; 200 horses and many other appropriate circus animals.

The story is of the popular type embracing comedy, thrills, intrigue, songs and, of course, a love interest, which are combined together in a pleasant—but rather impossible—whole.

Besides the number "With My Guitar and You," which is quite good, there are several other songs ably rendered by Fred Scott and the other artists. These include "Happiness Over the Hill," "It Must be Love," and a comedy number with a good rhythm entitled "Could I Grow on You?"

By far the best number, however, is "Shoo the Hoodoo Away," sung in the first place by Stepin Fetchit, the negro who made a considerable hit in "The Movietone Follies of 1929." This song is full of "go," and is sung by the circus hands as they work and also round the camp fire at night. Even the animals get the rhythm and there is an amusing shot of a camel swaying in time to the tune!

The chief stars of "Swing High," Helen Twelvetrees and Fred Scott, will be remembered for their work in another recent P.D.C. film, "The Grand Parade," in which three current numbers are featured, "Molly," "Alone in the Rain" and "Moanin' for You."

**General Releases.**

**B**ELOW we give a list of some of the more important musical "talkies" which are to be generally released during July. A chat with the manager will enable the dealer to discover when they are coming to the local cinema.

Usually it will be found that the cinema manager will be pleased to assist traders in every way to stage a suitable "tie-up" display of records of the featured songs, and this will, of course, react to the benefit of all concerned.

**"The Delightful Rogue."**—This film, starring Rod La Roque, is an Ideal production. It includes one number entitled "Gay Love," which has been recorded by H.M.V.

**"Paris."**—Five numbers are featured in this First-National Picture, starring Jack Buchanan and Irene Bordoni.

They are: "Somebody Mighty Like You," "I Wonder what is Really on His

Mind," "Miss Wonderful," "Don't Look at Me that Way," and "My Lover."

Most of these numbers are quite tuneful, "Miss Wonderful" and "Somebody Mighty Like You" being the best-known as yet. The general release of the film should cause a renewed demand for records of the numbers, which have been issued by most companies.

**"Tanned Legs."**—A piquant, musical comedy with a rather unconvincing and complicated story, which will have considerable box-office appeal.

"With You—With Me" is featured in the production, and is well sung and perfectly recorded.

The other numbers are "Come On In" in 2/4 time, and "You're Responsible," and, although not so good as "With You—With Me" they should be quite well received.

**"Is Everybody Happy?"**—The fact that Ted Lewis and his band, who are featured in this film, have recently visited this country and broadcast from the Kit Kat restaurant may cause many dance "fans" to go and see this film.

The numbers which have been recorded are: "I'm the Medicine Man for the Blues" (Columbia and Decca) "Wouldn't it be Wonderful?" (Columbia, Decca and Broadcast), and "In the Land of Jazz" (Columbia).

**"Jazz Heaven."**—Oscar Levant and Sidney Clare, who were responsible for the music of "Street Girl" are the com-

posers of "Someone," the song round which the story of this film is woven.

John Mack Brown and Sally O'Neil are the stars of this film, and one of the features of the picture is a scene shot in a broadcasting studio.

**"The Vagabond Lover."**—Rudy Vallee, "America's Broadcast Idol," appears in this film with his famous orchestra, the Connecticut Yankees.

This picture is undoubtedly the most important release of the month from the point of view of the gramophone dealer, as it features "A Little Kiss Each Morning," "I'll be Reminded of You," "I Love You, Believe Me," and "The Vagabond Lover."

Dealers who might consider that these numbers are now out of date should recall the parallel case of "Gold Diggers of Broadway."

The numbers "Tip-toe Through the Tulips," "I'm Painting the Clouds with Sunshine," and so on, enjoyed a phenomenal sale during the London run of the film. Then, during the time before the film was generally released, the sales of records dropped, only to rise again when the picture was shown throughout the country.

"The Vagabond Lover" will probably repeat the success of "Gold Diggers of Broadway" in this respect.

Besides the musical numbers, the story will also appeal to the film-going public, and the stars, in addition to Rudy Valee, include Marie Dressler and Sally Blane.

**Talkie Topics.**

Two further names have just been added to the growing list of well-known film stars who themselves record for the Gramophone Company. The July "His Master's Voice" supplement includes contributions from Betty Balfour and John Boles, the first-named singing "We're Uncomfortable" and "Back to Gay Paree," which are featured in her first talkie, "The Brat," which was reviewed last week. The record is B 3451.

John Boles has recorded "It Happened in Monterey" and "Song of the Dawn," the two big numbers which he sings in Paul Whiteman's film "The King of Jazz." Since its recent trade show in London, this production has received almost unanimous praise from the critics and there is no doubt that it will be a big success when shown. The musical numbers, the titles of which were given in the review last week, are already being extensively recorded and bid fair to go over really well.



Here is Rudy Vallee in "The Vagabond Lover," the big musical talkie to be generally released next month.

# LATEST RECORD REVIEWS

*This week we review the complete July issue of Decca records.*

*Dance numbers having vocal refrains are marked with an asterisk (\*)*

**The Decca Record Co., Ltd.,**  
1-3, Brixton Road, London, S.W.9.

## DECCA

12 IN., MAGENTA LABEL, 4S. 6D.

**T 128.**—Valse Nos. 1 and 2 (Op. 64) (Chopin) and Liebestraume, No. 3 (Liszt), by Janine Weill, pianoforte.

The first valse in D flat (the popular "Dog" valse) is hardly taken quick enough to sound effective. The material is so slight that a slowing down of tempo induces a laboured effect. The second, in C sharp minor, is more satisfactory. On the reverse the well-known "Liebestraume" is adequately managed.

Unfortunately the recording is apt to be twangy, and this is very noticeable in the treble chords in the Liszt piece.

10 IN., MAGENTA LABEL, 3S.

**M 144.**—Nigun (Improvisation), Parts 1 and 2 (from "Baal Shem"—Bloch), by Leon Zighera, violin, with piano accompaniment.

This is a rather unusual recording. In common with most improvisations, the music lacks form, and in character it consists of impassioned utterances. The playing is very good and exhibits some excellent violin tone. Leslie Heward plays the somewhat scanty accompaniment. A good record for those interested in violin music.

12 IN., BLACK LABEL, 3S. 6D.

**K 517-8.**—Welsh Rhapsody, Parts 1 to 3 (German) and Pavane (German), by The Hastings Municipal Orchestra, under Basil Cameron.

Edward German's Welsh Rhapsody, consisting of a skilfully woven array of Welsh tunes is capably managed by the Hastings Orchestra, under Cameron. For those whose taste lies in the direction of music which does not demand much thinking, these discs should be ideal. The Pavane (a slow stately dance) is likewise well managed. The recording is in the main very good, but there is a little more surface hiss than is pleasant, especially towards the centre of the discs.

**K 519.**—Kol Nidrei (Braslavsky) and La Dor va Dor (Naumbourg, arr. Finkel), by Max Feder, Hebrew Kantor, with instrumental accompaniment.

Neither of these tunes is calculated to inspire gaiety, but the disc will have a sale in certain quarters. The singer has a not unpleasant tenor voice and sings, we imagine, in Hebrew.

The recording is clear, both of voice and instrumental accompaniment.

**K 520.**—"The Vagabond King," Vocal Gems (Friml), Parts 1 and 2, by Olive Groves, soprano, and Peter Flynn, tenor, with orchestra.

The music of "The Vagabond King" has achieved great popularity, containing, as it does, a number of very tuneful and attractive songs. Here we have a good selection, including the popular duet

"Only a Rose." Olive Groves is a well-known contributor to the wireless musical comedy programmes, while Peter Flynn appeared in the mid-June Decca bulletin as a singer of this type of song. He is a little weak in some of the pieces on this disc, but the general effect of the disc is good. The recording towards the end of the second side is just a little backward and woolly.

**K 521-2.**—Les Femmes de bonne Humeur, Parts 1 to 3 (Scarlati-Tommasini), and Puck's Minuet (Howells), by a Symphony Orchestra, conducted by Julian Clifford.

Scarlati's "Good Humoured Ladies" contains much of the charm of the eighteenth century, and the music, as arranged by Tommasini, makes good hearing. It is well played by an unnamed orchestra conducted by Julian Clifford.

Howells' piece is delightful, and exhibits charming music, which is free from a certain banality that the title suggests. Recording is good in the main, with firm bass.

10 IN., BLUE LABEL, 2S.

**F 1790.**—O Shallow Brown (arr. Terry) and A-Roving (arr. Terry), by Dale Smith, baritone, and the Westminster Singers, with piano.

An excellent disc of two sea shanties, of which the second is very well known, and has a nice swing to it. The first is more sober, but none the less attractive. Dale Smith gives fine renderings of these songs, and is ably backed by the Westminster singers. Recording excellent.

**F 1791.**—Deep River and Were You There, by Roy Henderson, baritone, with orchestra.

Two well-known negro spirituals, feelingly sung by Roy Henderson, who, while not on a par with say, Paul Robeson, nevertheless has a fine voice, well adapted to this type of song. The string orchestra provides an excellent accompaniment, and as the recording is of a high standard, the disc can be thoroughly recommended.

**F 1792.**—Oh! Lover True and Ashes of Dreams, by Olive Groves, soprano, with orchestra.

Two attractive pieces from the film "Just for a Song," nicely sung by this wireless favourite, with a good orchestral accompaniment. There is nothing particularly outstanding about the disc, however. Recording good.

**F 1793.**—Song of the Vagabonds and Only a Rose, by Peter Flynn, tenor, with orchestra.

Two of the outstanding songs from the talkie version of "The Vagabond King," which also appeared in the musical play. The singing is quite good, but there is a lack of clarity in the recording of the second side, while our pressing was a slight "swinger."

**F 1794.**—Serenade (Drigo) and Träumerei (Schumann), by The Selecta Plectrum Orchestra.

This orchestra is stated to be one of the best Italian mandoline bands, but the record does not do it justice. The recording of our pressing is woolly, and there is not much volume. Admittedly, a band such as this is rather difficult to record well, but this disc is disappointing.

**F 1795.**—By the Waters of Minnetonka (Lieurance) and In the Still of the Night, by Patricia Rossborough, syncopated pianiste.

Here we have a novel syncopated arrangement of the well-known song "By the Waters of Minnetonka," coupled with a popular dance number, both played in a sparkling style by Pat Rossborough. The tone of the disc is excellent, and it can be recommended to those who like this type of record.

**F 1796.**—There's Something About You that's Different and Molly, by Bert and Bob, vocal duets with piano.

Two sound film numbers, from "Song of Soho" and "The Grand Parade" respectively. There is something rather incongruous about the first, in which one of the singers takes the lady's part. Otherwise, the disc is quite good of its type. Recording satisfactory.

**F 1797.**—Behind the Scenes at the B.B.C. and We've Heard Him on the Wireless, by Stainless Stephen, comedian, with piano.

Stainless Stephen, the popular wireless



As described on page 357, an Edison Bell portable and Winner records were part of the equipment on this car, belonging to the Court Treatt Cape-to-Cairo expedition.



comedian, here sings two amusing songs, the first about quite impossible happenings at Savoy Hill, and the second about the effects of his broadcasting efforts. They are sung in his usual style, and there is no patter. Recording quite clear (his words are always fairly difficult to make out).

**F 1798.**—**Jack and Jill (F.T.\*)** and **There's Something About You that's Different (F.T.\*)**, by Jay Whidden and his Band. The first is from "Just for a Song" and the second from the "Song of Soho." Both are rather attractive, the second being already quite well known. The numbers are here played in a bright style with plenty of "pep," but the recording is rather heavy, and there is some echo, resulting in a certain "jumbling" in the tone. Fair.

**F 1799.**—**A Cottage for Sale (F.T.\*)** and **Figaro (F.T.\*)**.

**F 1800.**—**The Wedding in the Ark (F.T.\*)** and **By the Bend of the River (Slow F.T.\*)**.

**F 1802.**—**What Can I Do? (F.T.\*)** and **Amy (F.T.\*)**.

**F 1803.**—**A Bench in the Park (F.T.\*)** and **Song of the Dawn (F.T.\*)**, all by The Rhythm Maniacs.

The Rhythm Maniacs are responsible for eight good foxtrots in the present bulletin, and most of them are likely to be good sellers. The first two, on F 1799, are excellent numbers, and this disc should be stocked. The first side of F 1800 has rather amusing words, but the disc will sell mainly for the second side, containing a popular number in moderate tempo. F 1802 is bound to be a good seller on account of "Amy," the foxtrot

written in honour of Amy Johnson which is here brightly played. Towards the end, the countries over which she passed are mentioned, the orchestra playing snatches of appropriate music. Finally, F 1803 must be stocked for the two hits from "The King of Jazz" it contains.

All numbers are nicely played with a good melodious treatment, and with sufficient solo work to make them interesting. Recording is in all cases good.

**F 1801.**—**Copacabana (T.)** and **Magnate (T.)**, by the Orquesta Tipica Argentina Pizarro.

Another record by the tango band of the Savoy Hotel. Both numbers are tangos, and are excellently played, the accordion and piano being prominent. There are no refrains. Recording excellent. A good disc for tango dancing.

## GRAMOPHONE NOTES AND NEWS.

### Mayfair Electric Gramophones Meeting.

**P**RESIDING at the meeting last week of Mayfair Electric Gramophones, Ltd., Mr. H. H. F. Hyndman (chairman of the company), said at the time of the formation the company acquired certain patents and a machine which was the best of its type and could be manufactured at a price which would defy competition. The original directors, all of whom had now resigned, entered into a contract with a certain company, manufacturers of records, to purchase a minimum quantity of gramophones per year.

Had this contract been carried out as intended his company would have been in a satisfactory position. The other concern, it was alleged had not carried out the contract with their company, and an action was now pending which should come to hearing shortly.

The company's position was extremely delicate at present as they were not in a position to manufacture and sell machines themselves, according to the terms of their contract. There were, in his opinion, two courses open—one was to wind up and lose practically everything, the other was to try to make the best of the position. They had decided not to throw up the sponge, as so many other companies had done.

They had obtained an option for the sole British rights of a well-known primary battery which had proved the best for telegraphs, telephone, etc. If the directors exercised this option they would not have to pay any cash, but would purchase the business by allotting a block of shares as fully paid.

The chairman said that he thought the number of gramophones sold before the above-mentioned contract was formed was very small.

After further discussion the report was adopted and the directors were re-elected.

### WINNER RECORDS IN AFRICA.

#### Edison Bell Portable Taken.

"Stark Nature," a Pro Patria "talkie," contrasting life in a London night club with that in the heart of Africa, was filmed by Major and Mrs. Court Treatt during their memorable Cape-to-Cairo motor expedition.

To cheer up the party an Edison Bell portable gramophone and Winner records were taken, which were the only source of entertainment. As a souvenir of the occasion, Major and Mrs. Court Treatt presented the model to the manufacturers at the conclusion of their arduous pioneer journey. See photo on p. 356.

### Columbia Irish Song Contest.

As a sequel to the musical competitions held in Belfast last September and promoted by the Columbia Graphophone Co., Ltd., in association with Smyth & Co., the well-known Belfast gramophone dealers, ten of the 167 entrants were deemed good enough to go to the Columbia Company's London studio for further tests.

The principal prize-winner has been now announced as Mr. David M'Alpine, and he has furnished splendid records of the following songs: "Master M'Grath," "Come Back Paddy Reilly to Bally-jamesduff," "The Garden Where the Praties Grow," "Paddy M'Ginty's Goat," and "Phil the Fluther's Ball" together with the more serious "The Harp that Once Through Tara's Halls."

The first of these records will be released next month, and the others in August and September. Messrs. Smyth & Co. are booking orders by the score daily. They should find a good sale in Ireland, and Smyth & Co., are well pleased with the advance demand.

### Decca's First Annual General Meeting.

**F**OLLOWING the recent issue of the first accounts of the Decca Record Co., Ltd.—reported in these columns last week—the first annual general meeting of the company was held on Monday at Winchester House, Old Broad Street, London.

In his speech the chairman stated that the Decca Record Co. was formed to purchase a modern record factory, and to acquire the shares of the Decca Gramophone Co., of which the Record Company hold 369,790 out of the 370,000 shares in the Decca Gramophone Co. When the company obtained possession of the factory there was no reason to suppose the estimates provided by Mr. Balfour would not be reached before the end of the first year's trading. At the statutory meeting at the end of May, announced the chairman, Mr. Balfour stated that he adhered to his estimate, and the board had naturally to rely on his judgment.

Shortly after, however, the board had reason to entertain the gravest misgivings as to the probability of the sales of records coming up to expectations. It was decided to set up a committee to make an independent investigation into the company's affairs.

A few weeks afterwards several alterations in the personnel of the company were made—the result of these changes being to put effective management of the company into the hands of the officials of the Decca Gramophone Co., who immediately deleted many of the earlier records from the catalogue, altered the process of manufacture and instituted economies in the running costs of the factory. New directors were appointed, and the board set up a Works Committee, whose efforts resulted in improved production and rapidly increasing record sales.

Continuing, the chairman drew attention to the company's assets, amounting to £163,451, against liabilities of £12,685. With reference to the gramophone side, the turnover was the largest in the history of the business, and all instruments had sold well.

The report and accounts were unanimously adopted.

# COMMERCIAL INFORMATION

## GAZETTE.

**Aeonic Radio Ltd.** An extraordinary general meeting was held on June 16th, at Aeonic Works, Horley, Surrey. It was resolved that it is expedient that the company should be reconstructed, that it therefore be wound up voluntarily, and that Oscar Berry, F.C.A., F.S.S., of 1, Queen Victoria Street, London, E.C.4, be appointed liquidator; that a committee of inspection consisting of three shareholders be appointed to act with the liquidator. That the liquidator be authorised to consent to the registration of a new company known as Electrical & Radio Products, Ltd., or such other name available for registration, with a nominal capital divided into 2s. 6d. shares, all of one class, and with a Memorandum and Articles of Association; that a draft agreement to be made between the company and the liquidator, and the new company, be approved, subject to any necessary modifications; that the liquidator, subject to the consent of the committee of inspection, be authorised to enter into an agreement with the new company (when incorporated) in the terms of the draft, and to carry the same into effect.

**Electramonic Co., Ltd.** Creditors of this company, which is being voluntarily wound up, must send their names, addresses and descriptions (and the names and addresses of their solicitors, if any) together with particulars of their debts or claims, to George E. Seaman, 1, Budge Row, London, E.C.4., liquidator, and if so required, shall prove their debts or claims as directed by the liquidator, otherwise they will be excluded from the benefit of any distribution that may be made before such debts are proved.

**Associated Service Co., Ltd.** Petition for winding up was presented to the High Court of Justice on June 14th, by Piccadilly Records, Ltd., of Metropole House, Finsbury Square, London, E.C. It will be heard at the Royal Courts of Justice, Strand, London, on June 30th, and those desiring to appear must give notice not later than 1 p.m. to-day (June 28th) to Herbert Oppenheimer Nathan & Vandyke, 1, Finsbury Square, London, E.C.2., solicitors for the petitioners.

**Gatesboro' Gramophones, Ltd.** Meeting of creditors will be held at 11 a.m., July 7th, at the offices of the company, 55, Curtain Road, London, E.C.2 (entrance in Gatesboro' Street).

**Leo Taylor, Ltd.** At an extraordinary general meeting held on June 12th, at the office of Mr. William Latham, C.A., Union Bank Chambers, Lytham, Lancs., it was resolved that the company cannot, by reason of its liabilities continue business, and that it be wound up accordingly, and that Mr. William Latham (aforementioned) be appointed liquidator. At a meeting of creditors held on June 12th, at the office of Mr. William Latham, 27, Birley Street, Blackpool, the appointment of Mr. Latham as liquidator was duly confirmed.

**Basson Electrical Co., Ltd.** Meeting of creditors was held on June 25th, at the offices of Lawson, Coppock & Hart, 18, Tib Lane, Cross Street, Manchester.

**Worldcho Records, Ltd.** Creditors must send, on or before July 31st, their names and addresses (and those of their solicitors, if any), together with details of their debts or claims, to Bernard Collett, C.A., one of the joint liquidators, 46, Basinghall Street, London, E.C.2. If so required they must prove their debts or claims, otherwise they will be excluded from the benefit of any distribution that may be made before such debts are proved.

## Receiving Orders, Adjudications, First Meetings and Public Examinations.

**Stringfellow, Harry V.,** 69 Brackley Street, Farnworth, nr. Bolton, Lancs., gramophone dealer, etc. Court: Bolton. Date of petition and order: June 14th. Debtor's petition. First meeting was held yesterday, at the Court House, Mawdsley Street, Bolton. Public examination: 10.45 a.m., September 9th, same place.

**Kershaw, Selwyn,** Broad Lane, West Derby, Liverpool, and **Orman, Harold,** 4, Daulby Street, Liverpool, lately trading as **S. Kershaw & Co.,** at those addresses, radio engineers, etc. Court: Liverpool. Date of petition: May 23rd. Date of order: June 16th., creditors' petition. First meeting was held yesterday at the Official Receiver's offices, Government Buildings, Victoria Street, Liverpool. Public examination: 10 a.m., July 15th, at the Court House, Government Buildings, Victoria Street, Liverpool. Date of order for summary administration: June 18th.

## First Meetings and Public Examinations.

**Anderson, Cyril M.,** 1556, Stratford Road, Hall Green, Birmingham, trading there as the **Robin Hood Electrical Co.,** electrical contractor, etc. Court: Birmingham. First meeting: 11 a.m., July 2nd, at the Official Receiver's office, 191, Corporation Street, Birmingham. Public examination: 2.30 p.m., July 16th, at the Court House, Corporation Street, Birmingham. Date of order for summary administration: June 18th.

**Blackmore, Glanville,** 8, Granville Street, Market Harborough, Leicestershire, trading at 62, Coventry Road, Market Harborough, wireless engineer. Court: Leicester. First meeting was held yesterday at the Official Receiver's office, 1, Berridge Street, Leicester. Public examination: 11 a.m., July 4th, at the Castle, Leicester. Date of order for summary administration: June 16th.

**Turner, Harry,** 20 Battersea Rise, London, S.W., trading at that address, radio contractor, etc. Court: Wandsworth. First meeting: 11.30 a.m., June 30th., at 29, Russell Square, London, W.C.1. Public examination: 12 noon, July 10th, at the Court House, Wandsworth.

## First Meetings.

**Dominion Gramophone Records, Ltd.,** Liverpool House, 15-17, Eldon Street, London. Court: High Court of Justice. Creditors: 11 a.m., July 1st, at the Grand Venetian Room, Holborn Restaurant, High Holborn, London, W.C. Contributories: 12 noon, same day and place.

## Deed of Arrangement.

**Hutton, Lawford Carr,** 56, Lewes Road, London, N.12, trading as **Sports & Radio Stores,** 21, Queen's Parade, London, N.11, wireless dealer, etc. Creditors who have not already done so must send their names and addresses, and particulars of their debts or claims, to Charles Latham, 78, New Oxford Street, London, W.C.1, trustee, otherwise they will be excluded from the benefit of the dividend proposed to be declared.

## Appointment of Liquidator.

**British Phototone, Ltd.,** Dorland House, 14-16, Regent Street, London, S.W. Court: High Court of Justice. Liquidator: C. E. Smedley (with a committee of inspection), Bush Lane House, Bush Lane, Cannon Street, London, E.C.4. Date of appointment: June 11th.

## Appointment of Trustee.

**Dennis, Thos. H.,** 178, Denman Street, and trading at 176, 178, 195, Denman Street, Nottingham, electrician, etc. Court: Nottingham. Trustee: David C. N. Duncan, I.A., 8, St. Peter's Churchwalk, Nottingham. Date of appointment: June 19th.

## Release of Trustee.

**Sprague, Frederick C.,** of and lately trading at 44, Victoria Avenue, Mumbles, Swansea, electrician, etc. Court: Swansea. Trustee: Henry Rees, Government Buildings, St. Mary's Street, Swansea, Official Receiver. Date of release: June 2nd.

## Dividends.

**Read, Roland A.,** 9, The Pavement, Middle Lane, London, N.8, electrical engineer, etc. Court: High Court of Justice. First and final dividend of 9d. in the £ payable any day (except Saturday) between 11 a.m. and 2 p.m., at Bankruptcy Buildings, Carey Street, London, W.C.2.

**Leach, John T.,** 1, Altar Villas, Riddlesden, nr. Keighley, Yorks., trading as **Leach & Son,** 49 & 51, Cavendish Street, Keighley, gramophone dealer, etc. Court: Bradford. First and final dividend of 5d. in the £ was paid on June 26th, at the Official Receiver's office, 12, Duke Street, Bradford.

## Dissolutions of Partnerships.

**Nicholls, Sydney, and Gillam, William T.,** trading as the **E. W. G. S. Company,** 151, Marlowes, Hemel Hempsted, Herts., wireless dealers, etc. Dissolved: May 24th. Debts: Sydney Nicholls, who continues the business.

**Dando, David J., Dando, Henry, and Dando, Frederick H.,** trading as **Dando Bros.,** 20a, Hurst Street, and 157a, Bromsgrove Street, Birmingham, gramophone dealers and repairers, etc. Dissolved

June 12th, David J. Dando retiring. Debts: Henry Dando and Frederick H. Dando, who continue the business at 157a, Bromsgrove Street only.

### Receiverships (Appointment or Release).

**Alfred H. Hughes & Co., Ltd.** K. Peterson, C.A., of Revenue Chambers, 4, Howard Street, Sheffield, was appointed receiver and/or manager, on June 11th, 1930, under powers contained in debenture dated June 26th, 1929.

**Harmony, Ltd.** A. G. Cox of 7, Duke Street, Adelphi, W.C.2, ceased to act as receiver on June 16th, 1930.

### Mortgages and Charges.

**Clark & Moir, Ltd.** Issue on June 6th, 1930, of £1,500 debentures, part of a series already registered.

**Duophone (Foreign) Ltd.** Issue on June 2nd, 1930, of £500 debentures, part of a series already registered.

**British Ideal Patents, Ltd.** Deposit on May 30th, 1930, of deeds of land fronting to Green Street, Ponders End, Middlesex, to secure all moneys due or to become due from the company to Barclays Bank, Ltd.

### Satisfaction.

*Note: Where the amount "originally secured" is stated, that is not necessarily the amount outstanding at the date of the satisfactions recorded below. There may have been previous partial satisfactions, registered or unregistered. The registration of Satisfactions is not compulsory.*

**Orchorsol Gramophones Ltd.** Old company. Satisfaction to the extent of £1,500 on June 6th, 1930, of a series of debentures authorised by resolution dated March 10th, 1930, and registered March 29th, 1930. (According to the register of mortgages, the series of debentures registered March 29th, 1930, originally secured £1,500.)

### County Court Judgments.

*The following returns have been received from the Registry of County Court Judgments, Treasury, Whitehall, which purports to contain lists of judgments entered up in the respective County Courts of England and Wales, but no distinction is made on the register between actions for debts or damages or properly disputed cases; neither is it known which of the judgments remain unpaid at the present time; and it is probable that a large proportion of them have been settled between the parties or paid. It may also be observed that some of the judgments registered are against defendants in a representative capacity. The name given is that of the defendants; the amount is that for which judgment was given, and the date is that on which it was given.*

**Lampard, S. F.,** 21, North Street, Horsham, Sussex, wireless dealer. Court: Ashford. £35 8s. 11d. May 27th.

**The Venus Radiophone Co.,** Beast Market, Huddersfield, wireless dealers. Court: Southwark. £57 4s. 3d. May 26th.

**Chorlton Radio & Cycle Co., Ltd.,** R/O, 4, John Dalton Street, Manchester, wireless dealers. Court: Marylebone. £15 9s. 3d. May 26th.

**Midland Electric & Wireless Co.,** 133, Sultan Road, Erdington, Birmingham, wireless dealers. Court: Romford & Ilford. £10 16s. 3d. May 13th.

**Vine, R.,** The Square, Storrington, Sussex, wireless dealer. Court: Westminster. £20 11s. 4d. May 10th.

**Summers, E.,** The Parade, Perranporth, Cornwall, wireless dealer and electrical engineer. Court: Westminster. £21 0s. 8d. May 19th.

**Clarke, F. J.,** 1A, Wyatt Park Road, Streatham Hill, S.W., wireless dealer.

Court: Westminster. £13 15s. 8d. May 19th.

**Chalice, A. G.,** Exminster Garage, Exminster, Devon, wireless dealer. Court: Westminster. £13 1s. 5d. May 10th 1930.

**Berkeley Studio, Ltd.,** 9, Ross Parade, Wallington, Surrey, wireless dealers. Court: Westminster. £16 7s. 4d. May 19th.

**Barchou, S. G.,** 4, High Road, Willesden Green, London, N.W.10, wireless dealer. Court: Westminster. £19 2s. 4d. May 19th.

**Brackenbury, P. S.,** 35, South End Road, Hampstead, wireless dealer. Court: Clerkenwell. £19 6s. 10d. May 1st.

**Samuels, J.,** 137, Green Street, Bethnal Green, E. wireless manufacturer. Court: Clerkenwell. £20 12s. 11d. May 7th.

**Barchou, S. G.** (sued as **L. C. Barchou**), The Ideal Stores, 4, High Road, Willesden Green, London, N.W.10, wireless dealer. Court: Clerkenwell. £15 17s. 9d. May 8th.

**The Console Radio Co.,** Midland Bank Chambers, 165, High Road, Kilburn, N.W., wireless set manufacturers. Court: Clerkenwell. £18 10s. May 9th.

**Edwards, G. J.,** 236, Central Market, Cardiff, Glam., wireless dealer. Court: Clerkenwell. £31 1s. 3d. May 12th.

**Filby, T. C.,** 79D, Holland Road, London, W.14, wireless dealer. Court: West London (Brompton). £10 0s. 7d. May 26th.

### Bankruptcies.

**Stanley Frederick Cooper, Ernest Willis, and Royal Fisher,** trading in co-partnership as **The Merrington Gramophone Co.,** Harmony Works, Stringes Lane, Willenhall, Staffs, gramophone manufacturers, etc.

The public examination in this matter was held on June 18th, at the County Court, Queen Street, Wolverhampton. The debtor, Stanley Frederick Cooper, stated that he and the debtor, Royal Fisher, commenced business in April, 1929, at Harmony Works, as the Merrington Gramophone Co., with a joint capital of £70. The debtor, Ernest Willis, joined them in September last, and brought £50 into the business, which enabled the firm to obtain an order for 200 gramophones. They had no practical knowledge of the gramophone business. They purchased the parts, bought the cabinets ready made, and assembled the gramophones. When they desired to purchase more cabinets they found they could not do so at the price previously quoted. They eventually decided to manufacture a radio-gramophone, but were not able to sell it. Eventually the debtors found themselves in such difficulties that they decided to file their petition. It was reported that the gross liabilities were £471. The examination was adjourned.

**Edward Doudney,** wireless wholesale and retail salesman, 93, East Street, Chichester, and 40, South Street, Chichester, Sussex.

The adjourned public examination of this debtor was held on June 18th at the Court House, Church Street, Brighton, when the debtor was questioned regarding a certain will. The public examination was concluded.

## BUSINESS ITEMS.

### A NOTICE.

We very much regret that an error occurred in our Commercial Information columns in our issue of June 14th. The report upon the affairs of Mr. Herbert W. Smith, trading as the Broadmead Wireless Co., at Bristol, was inadvertently inserted under the heading of "Bankruptcies," whereas it should have appeared as a Private Arrangement.

We should like to make it perfectly clear that the question of bankruptcy has not arisen in the affairs of Mr. Smith.

### Ferranti H.T. Unit Chart.

We have received a copy of a new chart just issued by Ferranti, Ltd., Hollinwood, Lancs., covering the construction of a supply unit for use with the majority of receivers on A.C. mains, the maximum output being 100 mA at 200 V. It can be used on 200-250 V, 40/100 cycle mains.

### More out-of-date Mailing Lists.

A correspondent informs us that R. Kelley & Co., who moved to larger premises at 80, High Street, Mexborough, in December last, are still receiving correspondence addressed to their old shop at the Arcade. Manufacturers and factors are asked to note the correction.

### Of Interest to Manufacturers.

It is an unfortunate fact, but none the less true, that a large amount of manufacturing plant is yearly imported by this country, especially from Germany and America. Component and set makers will therefore learn with interest that the well-known British tool manufacturing concern of Lehmann, Archer & Co., Ltd., of 5, Farringdon Road, London, E.C., have now been able to produce a ground thread precision tap, with "machine relieved" threads, competing in price and quality with any foreign make.

It is stated that the Lehmann, Archer ground threads are more free cutting, and, with a consequently longer life, will prove to be a distinctly economic proposition.

Any bona-fide manufacturing or engineering house can obtain price lists dealing with the firm's taps and dies on application to the address mentioned above.

### A Selectors Note.

We are advised by Selectors, Ltd., that Mr. G. W. Hitchings has resigned his position as their London manager.

### N. & K. Distribution.

In order to clear up any misunderstanding in the trade regarding the agents for N. & K. products, Messrs. A. Brodersen, of 228, Goswell Road, London, E.C.1, have asked us to announce that they are sole distributors of these lines. They also have the sole selling rights for the N. & K. Farrand inductor dynamic speaker, recently tested by us.

### A Mullard Components List.

All Mullard accessories and "Pure Music" speakers are described in a new leaflet just issued by the Mullard Wireless Service Co., Ltd., of Charing Cross Road, London, W.C.2. A wide range of resistances and condensers is listed, as well as such popular lines as the "Permacore"

(Continued on page 360.)

**Business Items.**

*(Continued from page 359)*

L.F. transformer, and the A.C. filament transformer, to name but two. Prices in Great Britain and in the Irish Free State are given, and traders can obtain copies of the leaflet in quantity if they so desire.

**New Premises.**

Mr. Renshaw, electrical and wireless engineer, we hear, has opened premises in Bolton Road, Blackburn.

Dodds & Atkinson, Ltd., have just opened electrical and radio premises at James Street, Harrogate, and also at Pateley Bridge, nr. Harrogate. Mr. Atkinson has for some years been interested in the firm of R. J. Atkinson, Ltd., of Leeds Road, Harrogate, which is still being kept on, but will eventually be merged into Dodds & Atkinson.

W. G. Padgett & Sons, plumbers and electricians, are moving on July 1st from 89, Great Thornton Street, to St. Stephen's Square, Hull.

A correspondent informs us that the Wholesale Battery Co., who have an extensive department for radio goods, have transferred their business to larger premises in Manchester Square, Luton, Beds.

A correspondent informs us that Worth & Son, King Street, Truro, who have in connection with their musical business a wireless department, are about to have their premises altered and improved in order to cope with increasing trade.

A travelling correspondent writes: Wills Bros., have just taken over the premises at 69, Micklegate, York, which were formerly occupied by Mr. C. Shepherd. They are trading here solely as radio engineers, and all correspondence in connection with wireless should be sent to the above address.

It is Messrs. Wills' intention to concentrate on wireless goods of the best class only.

We are informed that Mr. William Peel has opened premises at 7, The Arcade, Long Wyre Street, Colchester, for the sale of wireless goods and gramophones.

Larger premises have been acquired, we hear, by Mr. G. C. Gowan, radio and electrical engineer, of Aylesbury, who has removed his business from 46, Cambridge Street, to 35, Cambridge Street.

**A Barnstaple Amalgamation.**

A correspondent informs us that Mr. Ray Furse, radio and electrical engineer, of Holland Street, Barnstaple,

has joined in partnership as from May 5th, with Mr. Hubert Cork, owing to the expansion of his business. The name of the firm will in future be Furse & Cork.

**Eltham Shop Changes Hands.**

The Eltham Radio Service, 71, High Street, Eltham, London, S.E.9, recently changed hands, and its present proprietor is Mr. Arthur Dunton.

**Montague Radio Move.**

As the result of a large increase in business the Montague Radio Inventions & Development Co., Ltd., manufacturers of "Beethoven" portables, have secured larger works, service departments, offices, and showrooms all under one roof at Beethoven Works, Great College Street, Camden Town, London, N.W.1.

As from to-day, June 28th, all communications and goods should be sent to the new premises.

**Showcards, Please!**

Having opened a branch showroom at 23, Market Place, Romsey, Hants, the Bond Electric Co., whose main premises are in Southampton, are anxious to receive catalogues, etc.

A new electrical and wireless business has just been commenced at Redcar, Yorks, by Mr. Ernest V. Firth, at 2, Park Avenue, where he would like to receive catalogues and showcards.



The outside selling staff of E. K. Cole, Ltd., has recently been re-organised, and new territories have in many cases been allotted. Here are photographs of the entire staff of representatives, giving the areas they now cover. Mr. D. Hart, Sales Manager (left), and Mr. Barry Kay, Assistant Sales Manager, are in the centre. Reading from left to right (top row) are Messrs. R. H. E. Jones (N. & E. London), M. J. Golightly (N.W. & W. London), V. P. Cole (S. London), E. E. Scrivener (S.E. Counties), T. M. Davies (S.W. Counties), F. Jeffery (E. Anglia). Second row: (left) Messrs. J. Martin (Cheshire) and A. R. Barnett (E. Midlands); (right) W. Tarley (W. Midlands) and R. S. Lamb (S. Wales). Bottom row: Messrs. G. C. Wright (S. Wales), G. Ashton (Lancs.), C. B. Kay (N. Yorks.), A. Collings (S. Yorks.), W. O. Rochester (N. Counties) and F. Anderson (Scotland).

# THE LATEST MULLARD 6 VOLT POWER VALVE



EVERY 6 VOLT  
VALVE USER  
WILL HAVE  
HIS EYE  
ON THIS ONE

# Mullard

**THE MASTER VALVE**

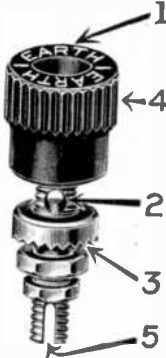
PRICE  
15/-

*Advt. The Mullard Wireless Service Co., Ltd., Mullard House, Charing Cross Rd., London, W.C.2*

## Universal Terminal

### SPECIAL FEATURES

- (1) Hole for use of Banana Plug.
- (2) Provision for (a) PIN or WANDER PLUG, (b) WIRE, (c) SPADE TERMINAL.
- (3) CUTTING TEETH carefully made, giving perfect SERRATION on panel.
- (4) ENGRAVED Knurled Insulating Knob, Non-Detachable.
- (5) Non-Soldering Device.
- (6) Metal parts highly N.P.



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H.T. +	Packed in ATTRACTIVE boxes containing 1 gross assorted (30 Markings in all)	L.T. -
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H.T.2 +	RETAIL AT 4 D. each.	H.T. -
H.T.3 +		GRID -
H.T.4 +		GRID 1 -
GRID +		GRID 2 -
AERIAL +		GRID 3 -
AERIAL 1 +		PHONES -
AERIAL 2 +		PICK-UP -
PHONES +		INPUT -
INPUT +		OUTPUT -
OUTPUT +		MAINS -
MAINS +	EARTH -	
L.S. + L.T. +		

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ALL ADVERTISEMENTS MUST BE PREPAID.

### DEPOSIT SYSTEM.

To facilitate business between advertisers and unknown or distant readers, we have a "Deposit Department." The buyer sends us the money, and we advise both parties of its receipt. The seller then sends the goods carriage paid to the buyer, who must within three days of receiving them either accept them or return them carriage paid. If he accepts them we forward his money to the seller; if he rejects them we return his money when advised by the seller that the goods have come to hand. We cannot, however, accept any liability in a dispute. Our charges payable by the buyer for this service are:—

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And thereafter 6d. for every £5 or part thereof.

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LONDON representation. Agent with town office and wide connection amongst leading wireless manufacturers would like to hear from company wishing to market a high grade speciality.—Letters in confidence to Loudspeaker, c/o Deacons, Fenchurch Avenue, E.C.3. (101)

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## The Basis of Successful Trading.

AN efficient weekly trade journal is one of the strongest foundations of every successful wireless business. Trade news—while it is fresh and can be acted upon to advantage; technical development, keeping you up-to-the-minute in your knowledge of the theoretical, constructional and experimental sides of the Industry: sales promotion schemes; shop and window display; the most saleable stocking lines; these are items with which every enterprising trader must keep in constant touch.

"The Wireless and Gramophone Trader" reflects all essential trade information. It has obtained the confidence and support of both readers and advertisers. Readers realise that no stone is left unturned to forward their interests by providing all necessary news and information; that "The Wireless and Gramophone Trader" is independent and unfettered in the expression of its views; and that full support is given by it to measures affecting the well-being of the industry. Naturally this reader confidence is reflected in the advertisement pages of "The Wireless and Gramophone Trader." Manufacturers and factors realise that advertisements are not only read but justify their cost by creating orders and repeat orders from the 6,300 readers of the journal. That is why so many prominent firms are regularly represented in its pages. If you are contemplating selling your goods through the trade, you should get into touch with the Advertisement Manager, "The Wireless and Gramophone Trader," St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4.

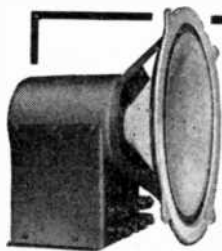
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**SALE! SALE! SALE!**

Contents of Works of Celebritone Limited, including Convertors, Accumulators, Wireless Gramophones complete, Cabinets, Garrard Gramophone Motors, Universal Electric Gramophone Motors and spare parts of all descriptions.

COME EARLY to SECURE BARGAINS! Celebritone Works, Chase Estate, Park Royal Road, Willesden, N.W.

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**MISCELLANEOUS.**

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**F**ORTY lines and every one a seller. Send for lists now and keep busy.—A. J. Hewitt, 21, South Street, Greenwich, S.E.10. (H4)

**F**LEXIBLES.—Radio, R.B. (two types), cotton braided; rubber covered. Lighting, heavy quality. Maroon cotton braided. Tapes—Pure Rubber; black adhesive. Keen prices and samples from A. J. Andrews, 9, Charterhouse Street, London, E.C.1. (A)

**F**OR Sale.—Davenset station charger, 200/50. Perfect condition, just fitted new rectifiers. Installing larger plant. Particulars pleasure. £18.—Norton & Shapley, Radio House, Lucius Street, Torquay. (102)

**C**OILS, wound to specification in any quantities, cheaply.—Charles G. Chalkley, 6, Grove Street, Wellingborough. (C2)

**F**OR Sale.—Brown, power loud-speaker type P, complete with tripod (list £65), £32 or nearest. Perfect condition.—Wye Radio, High Wycombe. (106)

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**EAST LONDON RUBBER CO.**

*The Promptest Factors*

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 Telegrams: "Akorene, Phone London."

Manufacturers of

**METAL CABINETS  
 METAL CHASSIS  
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All Classes of Stove enamelling  
 TRADE ENQUIRIES INVITED

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**P**ATENTS obtained, trade marks and designs registered at home and abroad. Gee & Co., patent and trade mark agents, trade mark advisers to THE WIRELESS TRADER, H. T. P. Gee, Member Radio Society, Great Britain, A.M.Inst. Radio Engineers, 52-54, Chancery Lane, Holborn, W.C.2. Telephone: Holborn 1525.

**K**ING'S Patent Agency, Ltd., 140A, Queen Victoria Street, E.C.4. Free advice and handbook on Patenting Inventions and Registering Trade Marks Designs. (S1)

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**R**ADIO. Experienced Salesman required with ability to take control. Applicants must be single, have sound technical knowledge and be willing to travel abroad.—Apply by letter stating age, experience, and salary required, to Export Manager, Mullard Wireless Service Co., Ltd., Mullard House, Charing Cross Road, W.C.2. (101)

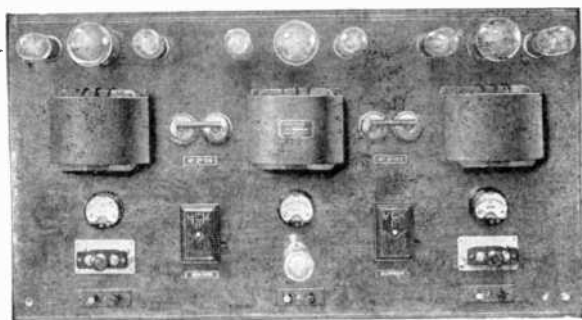
**A** PUBLIC company requires sales manager. Only one with first-class experience in the radio industry and the highest credentials, need apply.—Box No. 1207, WIRELESS TRADER Office. (105)

**SITUATION WANTED.**

**R**ADIO and Music. Young man, 29, married, requires good position. Four years experience in own business; good radio man in all branches; pianist and good knowledge of all types of music; experienced in public address work. London or home counties preferred.—Write Box No. 1205, WIRELESS TRADER Office. (103)

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 Price £25 net.  
 Max. D.C. Output 75 volts at 6 amperes

**DAVENSET**  
**COMMERCIAL ACCUMULATOR CHARGERS AND RECTIFIERS FOR A.C. MAINS ARE THE PRESENT DAY EQUIPMENTS**

- BECAUSE THEY ARE
1. HIGHLY EFFICIENT.
  2. SIMPLE TO OPERATE.
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 Write for your copy of Test-Report & Illustrated Leaflet to  
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**NSF CONDENSERS**  
 EXCEPTIONAL QUANTITY TERMS TO MANUFACTURERS  
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Big Profits Quickly on  
**56 fotos 76**  
 GENERAL PURPOSE CONCERT VALVE SUPER POWER  
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**EXTENSION UNIT**  
 The best extension unit for every type of balanced armatures. Post price 1/-. Special price for large quantities.  
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**NEW CONDENSERS** by Polar  
**NEW BUSINESS** for You.  
 Write now for details.  
**WINGROVE & ROGERS Ltd.**  
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Send Your Orders to :—  
**T. FIELDING & Co. Ltd**  
 The EAST ANGLIAN RADIO FACTORS  
 King St., GT. YARMOUTH  
 Factors of all the best known makes of Radio Components

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 STRICTLY TO B.E.S.A. STANDARD  
 3/8 INCH MACHINE — PRODUCTS OF EXCELLENCE  
  
**M.C.L. & REPETITION LTD**  
 TELEGRAMS: "WARTYTERO" LANGLEYWORKS  
 POOL LANE, LANGLEY, BIRMINGHAM.  
 TELEPHONE: BLACKHEATH 1115 (2 LINES)

**WANTED.**

**CASH register.** Only "National" model considered. Send full details of age, condition and price, etc., to Box: No. U.902, Willings, 86, Strand, W.C.2.

**MANUFACTURERS' discontinued stocks wanted.** Any quantities.—Box No. 947, WIRELESS TRADER Office. (C9)

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 AND OTHER WIRELESS ACCESSORIES  
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 FOR QUICK SELLING  
 Fast and Slow Motion—"ASTRA"  
 Send for Lists  
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**EXACT TUNERS**  
 THOUSANDS IN USE  
 STOCKED BY ALL THE LEADING FACTORS  
**THE EXACT MANUFACTURING CO.**  
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**EPOCH MOVING COIL SPEAKERS**  
 Write for new booklet—10 models  
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 "STANDARD" PUSH-PULL INDICATING SWITCH  
 ADAPTABLE DOUBLE DIAL READINGS. ON and OFF-LONG and SHORT WAVE  
 ROBUST CONSTRUCTION  
 LISTS FROM MAKERS  
**THE GRIPSO COY.**  
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Retails at **6d.** The "SOPRANIST" ACCUMULATOR TESTER  
 Tests all kinds of Lead-Sulphuric Acid Batteries.  
 Efficient, Simple, Handy  
 Sole Dis.:  
**S. KALISKY (Aldgate) LD.**  
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 and  
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**FAULT FINDING MADE EASY**  
 This Testset is fitted with an adaptor enabling each stage in a set to be tested without disturbing any connection.  
 The Moving Coil dead-beat instrument has a resistance of 100,000 ohms, and the following readings are available.  
 0-500 m. Volts. 0-5 m. a. Resistances from 20  
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 0-500 Volts. 0.500 m. a. Characteristics.  
 0-1 amp. No external shunts.  
 Price 24 15s. 0d., subject.  
**STEP-BY-STEP WIRELESS**  
 A complete course of instructions for Wireless Engineers, embracing theory and practical design in a form easily understood by the ordinary trader.  
 Send P.O. 1/ for 1st four weeks.  
**Clifford Pressland, A.M.I.E.E., Hampton-on-Thames**





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**TAKE NOTICE** that we the undersigned, **The Chorlton Metal Co., Ltd.**, carrying on business as **Wholesale Radio Manufacturers and Merchants**, are not associated, nor have we had any connection whatsoever, with any retailer of **Wireless Goods**, and **TAKE FURTHER NOTICE** that any person, Firm or Company, alleging anything to the contrary will be immediately proceeded against, should the fact of such allegation come to our notice.

**CHORLTON METAL COMPANY, LIMITED,**  
**"MILLGATE" HOUSE, 18 AMBER ST., SHUDEHILL, MANCHESTER.**  
 Telephone No. : Blackfriars 7637. Telegrams : "CHORLMET."

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IF you desire further particulars of several items advertised in this issue, place a tick against the names of the advertisers in the index above and overleaf, and forward the page to the "Trader Information Bureau," St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4, who will see that your request is forwarded.

W.T. 28/6/30

→ Sign here

Address

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# TANNOY Mains Units

MAKE ANY SET "ALL ELECTRIC"

Tannoy Mains Units are available for all voltages A.C. or D.C.

A UNIT FOR EVERY KIND OF SET  
 THE NEW TANNOY PORTABLE MODEL P.2 . . . takes the place of the present H.T. Battery in PORTABLE, transportable or practically any Radio receiver. For voltages from 200/250 A.C.  
 Price £3. 15. 0 Complete.

THE NEW TANNOY TRICKLE CHARGER, L.W. . . . small very efficient charger incorporating Westinghouse rectifier for 2, 4, or 6 volts at .5 amp.  
 Price £1. 19. 6 Complete.

Tannoy Products, 1-7 Dalston St., S.E.27

## TONEX TONATUNA

Radiates Profits



**RETAIL PRICE:**  
**21/-**

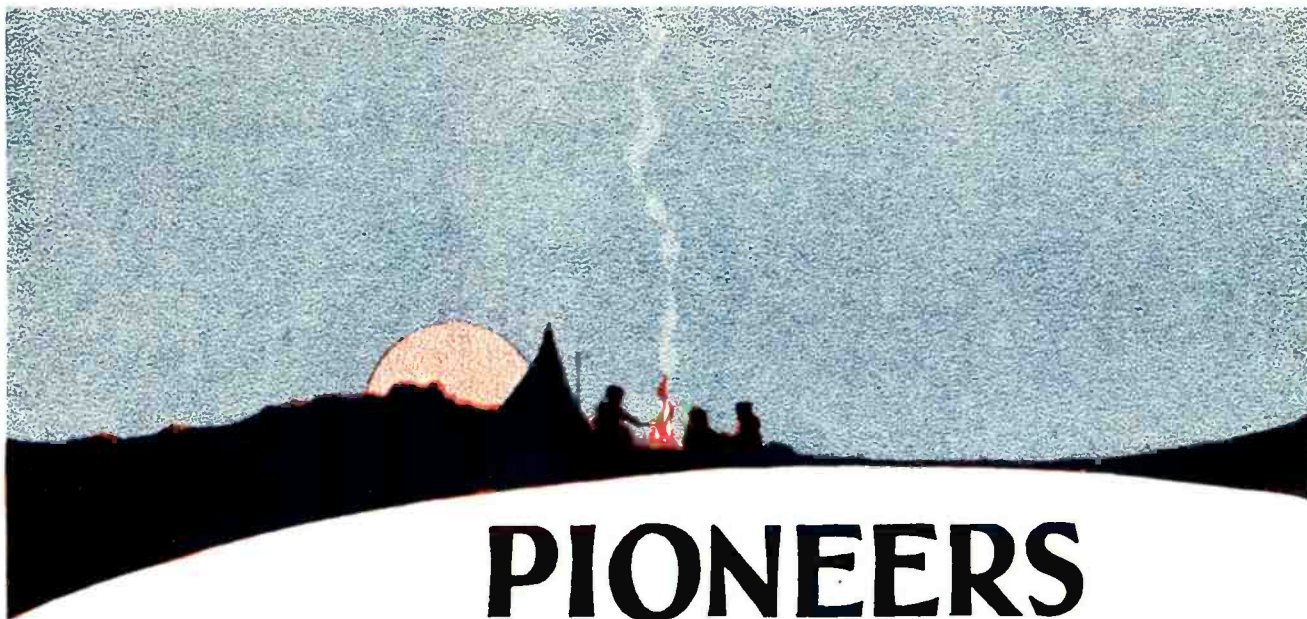
There's good profit in this line for you. The "Tonatuna" is a tried favourite and gets sales by recommendation.

The Aerial Coil, wound with blue silk-covered copper wire upon a 16-rib moulded Bakelite former, gives an air-spaced, yet almost cylindrical coil. Reaction is controlled by a 4-in. Ormond dial and is sweet and accurate.

A switch in centre of knob changes from long to short waves. One hole fixing.

\*Phone: 1368.

**THE TONEX CO.,**  
Walker St., Blackpool, Lancs.



# PIONEERS

Far ahead of all others, ever reaching out into the unknown, discovering new worlds and bestowing new benefits on mankind.

So in radio McMichael are the pioneers. Constant research ensures constant improvement, making

the McMichael receiver always easily first whatever its class.

The McMichael 1930 Super Range Portable Four is worthy of its origin, giving exceptional loud-speaker receptions of a far more than usual number of stations.

Here are a few of the many features which make the McMichael 1930 Super Range Portable Four outstanding :

Screened Grid Amplification.  
Single Dial Control.  
Easy Control of Volume.  
Lowest possible upkeep cost.

Superlative Tonal Quality.  
Wide Range.  
High Selectivity.  
Fitted in handsome Suitcase with patent locking clips.

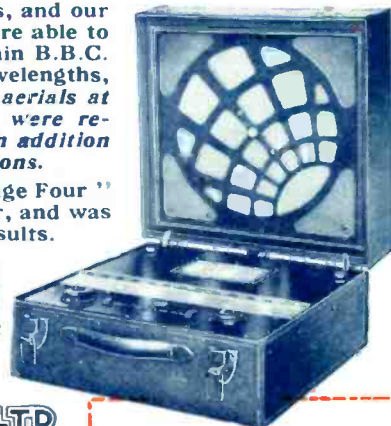
A reliable selling proposition which will add to your reputation as a retailer and one which will prove a source of exceptional profit.

## The McMICHAEL 1930 SUPER RANGE PORTABLE FOUR

Owing to the high degree of selectivity in this, and our other Screened Grid Portable Receivers, we are able to guarantee complete selectivity between all main B.B.C. stations under the new scheme of wavelengths, as proved by an actual test under the twin aerials at Brookman's Park, when both programmes were received separately without interference, and in addition a number of other British and Foreign stations.

This test was made on a standard "Super Range Four" receiver, under an independent Press observer, and was repeated at half-mile intervals with similar results.

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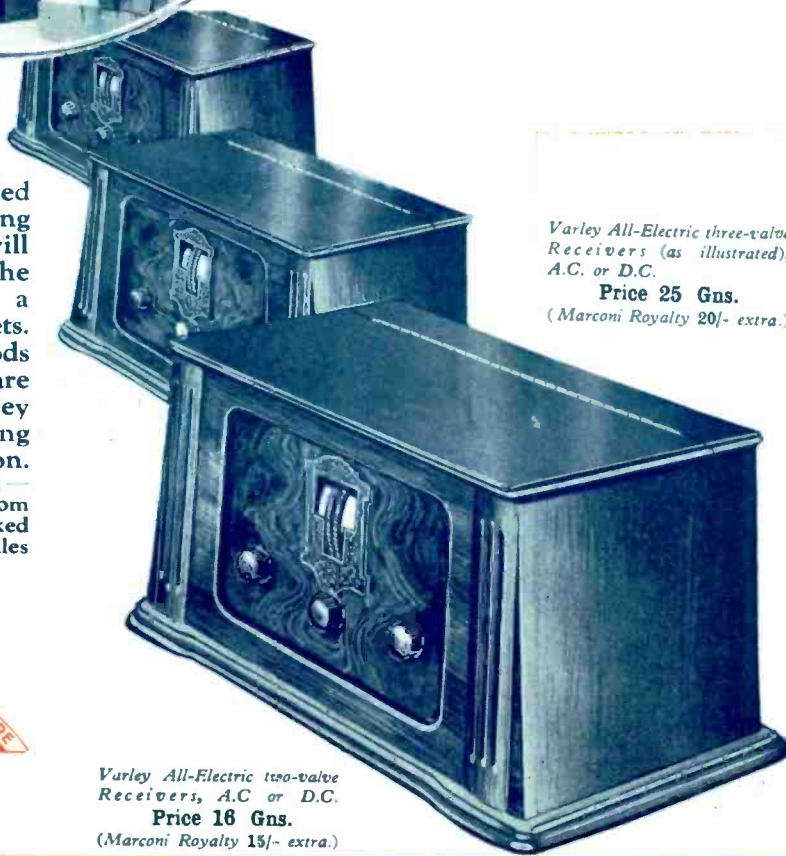
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