

*The* **WIRELESS  
& GRAMOPHONE  
TRADER**

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

VOL. XXIII. (NEW SERIES) No. 314.

August 23rd, 1930.

8/- PER ANNUM PCST FREE  
SINGLE COPIES 1/- EACH

**Announcing**



**FULL DETAILS INSIDE**

**THE WORLD'S WONDER RADIO RECEIVERS**



# 'POLY'

## holds the nap hand!

If it's gramophones or if it's radio—better still if it's both—call on "Poly" Service.

"Poly" Service has distributing depots in London, Manchester and Glasgow, and can claim to offer you the fastest and most complete factor-service in the Kingdom.

Next time—call on "Poly" Service and enjoy the added advantage of having

*Gramophones and Radio all on one account!*

We hope for the pleasure of seeing you at Stand 24  
at the RADIO EXHIBITION at Olympia next month,  
or else at Manchester.

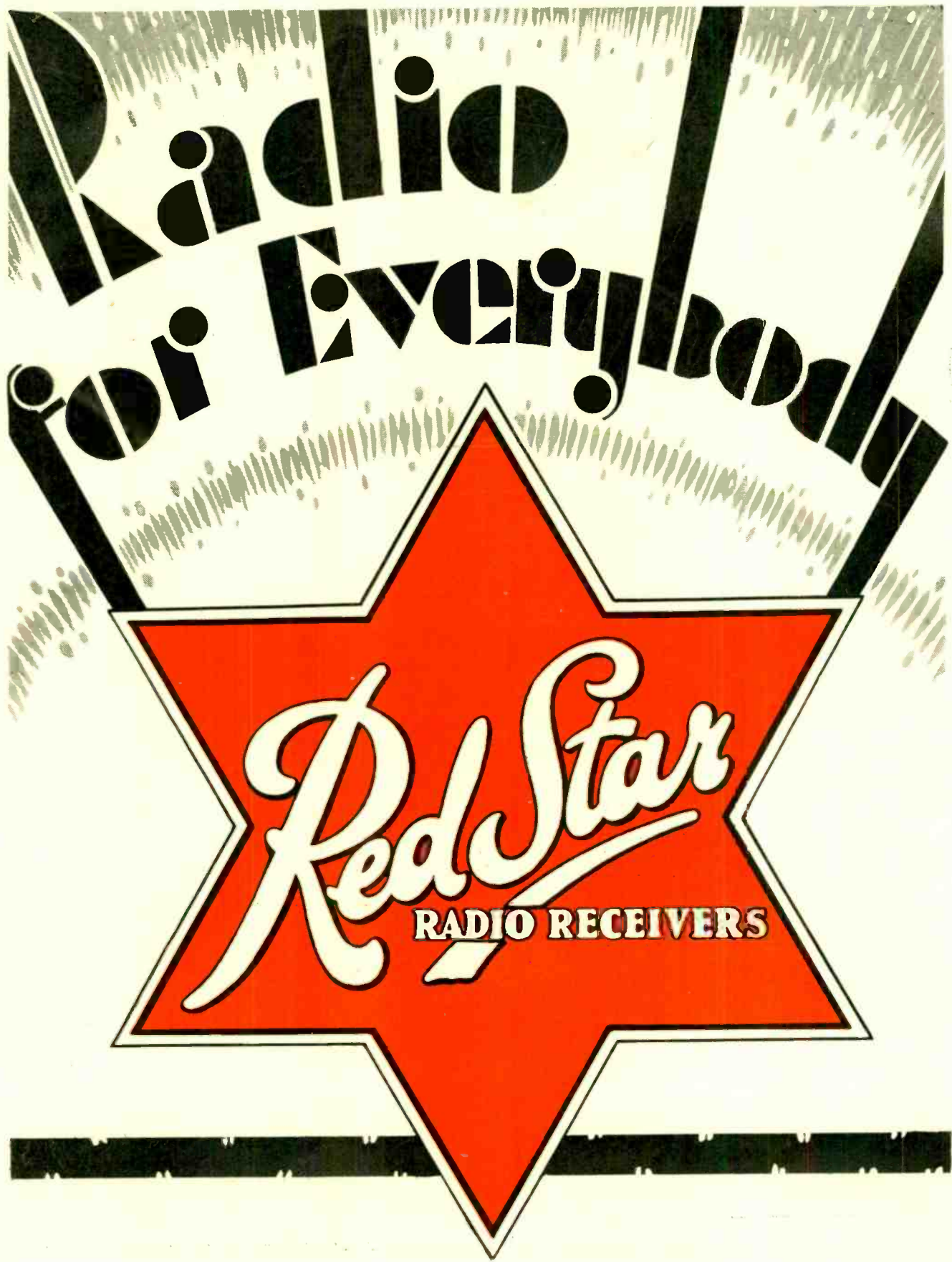
## DULCETTO - POLYPHON, LTD.

*(Factors and Manufacturers)*

London: 2/3, Newman Street, W.1.

Glasgow: 27, Jamaica Street.

Manchester: 31, Quay Street.



# Heralding "RED"

*The World's Wonder Radio*

*Starting off with a*

**FRONT PAGE  
DAILY MAIL**

## "RED STAR'S" SIX SCINTILLATING POINTS

- ★1 Entirely British and available at prices which enable *everyone* to possess a modern radio Receiver.
- ★2 Perfect performance in all districts is obtained with vario-screening, dual detection and twin-tap coupling.
- ★3 Supplied with clear illustrated instructions which makes the sets simple to use and trouble-free.
- ★4 Built with patented components of highest quality, including patent drum-drive Condensers.
- ★5 Single control for all wavelengths.
- ★6 Compact and handsome cabinet with space for batteries.

One of our greatest aims in the design and production of "RED STAR" Radio Receivers is to give back to the Radio trade that very enormous amount of business which is being done by many firms who deal direct with the public.

*Get in touch with your wholesaler at once to ensure early delivery.  
Write to us for Display Literature and Sales Promotion Matter.*

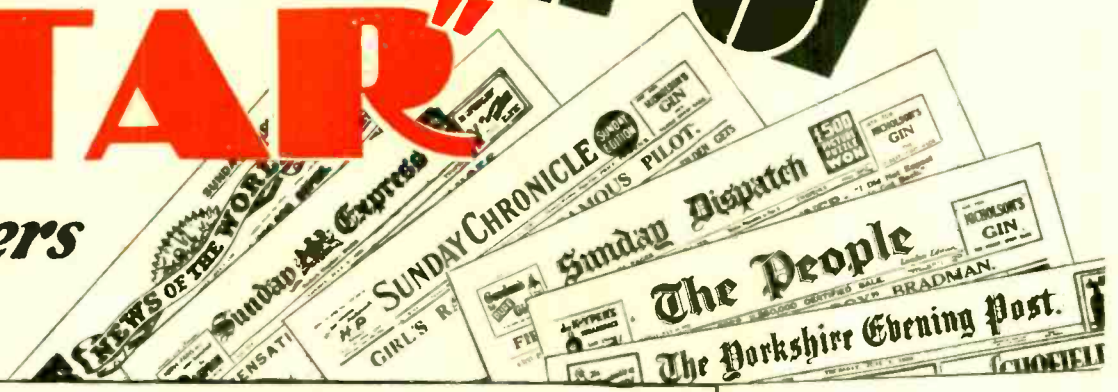


**IT'S ALL BRITISH**

# the dawn of

# STAR

## Receivers



**Daily Mail**  
FOR KING AND EMPIRE  
SAT AUGUST 23<sup>rd</sup> 1930

**Heralding the dawn of**  
**"RED STAR"**  
The World's Wonder Radio Receivers



**TWO VALVE SETS**  
**63**  
**THREE VALVE SETS 84**

**"RED STAR" SIX SCINTILLATING POINTS**

- ★ Superior design and construction of cabinet which makes it a most attractive radio receiver.
- ★ Excellent performance in all respects.
- ★ Equipped with superheterodyne circuit for maximum sensitivity and selectivity.
- ★ Tuning is simple and accurate.
- ★ Equipped with other standard features which make it a most complete and reliable radio receiver.
- ★ Built to a standard of excellence by the world's leading radio manufacturer.
- ★ Each set contains complete set of instructions, including a complete description of the receiver.
- ★ The remarkable stability and selectivity of the superheterodyne circuit is maintained by the use of the "RED STAR" variable tuning coil.
- ★ Each set is complete and ready to use at once.

**LOOK OUT FOR THE SHOPS DISPLAYING THE RED STAR**

**RED STAR**  
RADIO RECEIVERS

**IT'S ALL BRITISH!**



**FOLLOWED BY ADVERTISEMENTS IN ALL THE LEADING SUNDAY & EVENING NEWSPAPERS**



**" RED STAR " Radio Receivers, the greatest money-making proposition in the history of Radio!**

**" RED STAR " will show you the way to better business and bigger profits for the coming season. Just three alone of their many features will make this possible—first, their phenomenal prices, which place them within the reach of all ; secondly, the fact that they incorporate the famous range of " Telsen Components " ; and thirdly, because they will be introduced to the public through the medium of one of the greatest advertising campaigns ever attempted. Get in touch with us at once to ensure early delivery.**

# SEL-EZI

**WIRELESS SUPPLY CO., LTD.,  
6, GREEK STREET, LONDON, W.1**

*Stockists of " Red Star " Radio Receivers. Sole Agents and Distributors of Telsen Components for London and South East.*

**We are ready!**  
**for the**



It has been left to "RED STAR" to introduce the sensation of the year. "RED STAR" Radio Receivers will be the greatest thing in Radio this Season—Sets which, at their remarkably low prices, will enable everyone to possess a modern wireless receiver. Never in the history of Radio has such a thing been attempted before! The Public will be asking for "RED STAR" Radio Receivers—The World's Wonder Radio Receivers! Are you ready for this New Season's business? We are!  
 Write us immediately, to ensure early delivery.

**FLINDERS**

(WHOLESALE LIMITED)

East Stockwell Street, COLCHESTER, ESSEX.

*Stockists of "Red Star" Radio Receivers. Sole Agents and Distributors of Telsen Components for the Eastern Counties.*

**Depots:** St. Margaret Street, & Great Coleman Street, IPSWICH. Guildhall Chambers, Market Place, NORWICH. 92, Regent Street, CAMBRIDGE.

**MAKE FLINDERS THE DECIDING FACTOR**

**A WORLD FAMOUS**

**RANGE OF COMPONENTS  
INCREASED**

**NEW**

**TELSEN COMPONENTS !**

... And now, for the coming Season, we have introduced a new range of Components which bid fair to attain the same popularity as the already famous Telsen Transformers.

The name "TELSEN" stands for all that is best in Radio—components that are fully guaranteed and entirely British, and in the range which are illustrated upon the opposite page will be found full details and prices.

For this Season, all models of Telsen Transformers will be shrouded in Genuine Bakelite Mouldings and fitted with earth terminals, which, together with improvements in design of the windings and core, now makes them greater value for money than ever—and there is no increase in price !

The complete range of Telsen Components includes Valve Holders, H.F. Cores, Fixed (Mica) Condensers, and Variable Condensers, which, like the Transformers, are all in Genuine Bakelite Mouldings, in addition to which, several are made under Telsen Patents.

In view of the enormous advertising campaign which we are launching this Season, together with our new lines, and improvements in the already famous Telsen Transformers, the public will be asking for Telsen Components more than ever. . . . have you arranged for this increased business ? If not, get in touch with your wholesaler at once to ensure early delivery.

**INCORPORATED IN**



**TELSEN  
COMPONENTS**

*Advt. of Telsen Electric Co., Ltd., Birmingham.*



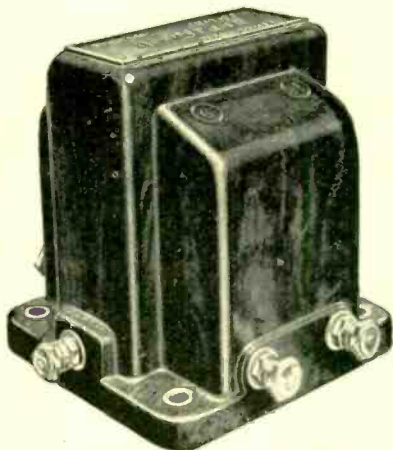
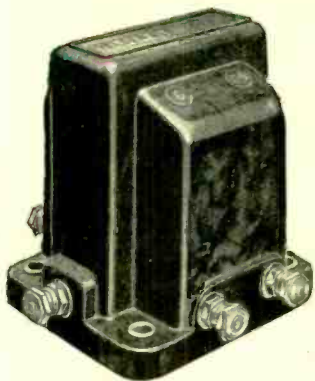
# TELSEN COMPONENTS

The "Go Ahead" Dealer who stocks this Season's new range of Telsen Components will reap a harvest of profit!

The public will be quick to realise that, in Telsen Components, they will get "full value for money." Every Component is the outcome of careful research in order to obtain the "Cream" of radio-component design. Telsen engineers set out to produce Components that could truly be called "Engineering jobs" and the result is—Components which are worthy in every way of the designation "Entirely British."

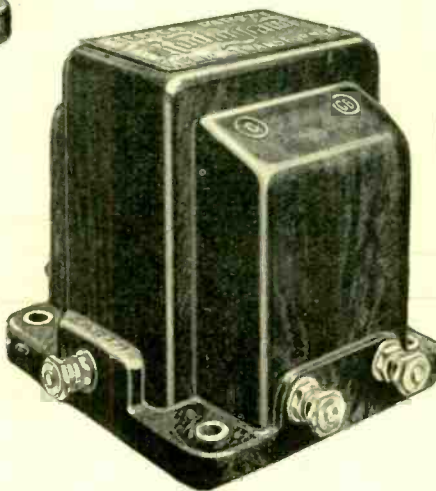
Dealers—there's going to be big business done in Telsen Components this Season. Get your stocks in NOW!

Telsen "Ace" Transformer, shrouded in Genuine Bakelite Mouldings with improvements in the Windings and Core, fitted with earth terminal. Ratios 5-1 and 3-1. Price 8/6.



Telsen "Radiogrand" Transformer shrouded in Genuine Bakelite Mouldings with improvements in the Windings and Core, fitted with earth terminal. Ratios 5-1 and 3-1. Price 12/6 each

Telsen (Mica) Condensers made in capacities up to .001 mfd. Prov. Pat. No. 20287/30, supplied complete with Patent Grid Leak Clips to facilitate series or parallel connection; can be mounted upright or flat, tested on 500 volts. Genuine Bakelite Mouldings. Price 1/- each



Telsen Valve Holders. Prov. Pat. No. 20286/30. An entirely new design in Valve Holders embodying patent metal spring contacts allowing the valve to be inserted or withdrawn with an easy sliding movement. Low capacity, Self-locating, and made in Genuine Bakelite Mouldings. Price 1/- each

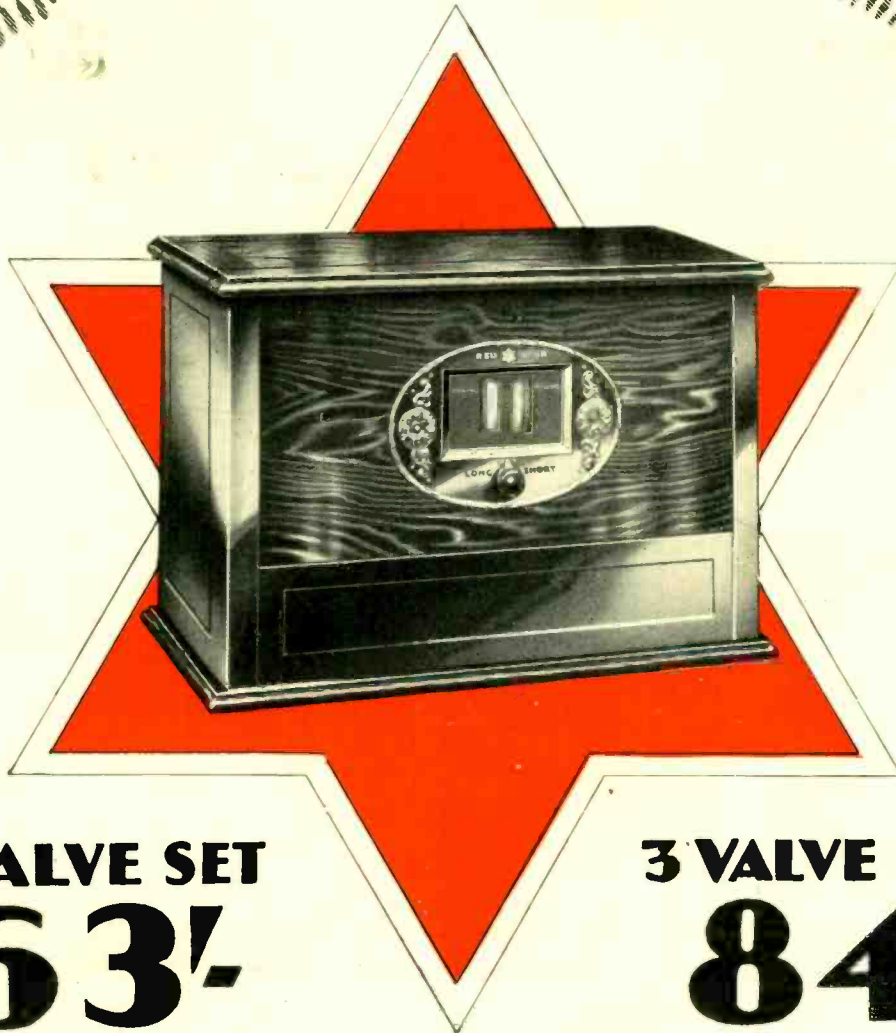


Telsen H.F. Chokes designed to cover the whole wave-band range from 18 to 4,000 metres, extremely low self-capacity. Inductance 150,000 microhenries; resistance 400 ohms. Price 2/6 each.

Telsen 7-1 Super Ratio "Radiogrand" Transformer shrouded in Genuine Bakelite Mouldings, with improvements in the Windings and Core, fitted with earth terminal. Price 17/6 each

# Red Star

## The World's Wonder Radio Receivers



**2 VALVE SET**  
**63/-**

**3 VALVE SET**  
**84/-**



## FAST SELLING



Tungsrham Barium Valves sell fast. Not only because of their quality; not only because of their low price; but because their quality rivals valves costing nearly twice as much. Tungsrham Barium Valves satisfy the public—and save them money. Stock them. Prices: L.F. 5/6, H.F. 5/6, R.C. 5/6, Power 7/3, Super Power, 8/-, A.C. Indirectly Heated H.F. and L.F., 9/6 each, A.C. Directly Heated Power, 8/6 each, A.C. Directly Heated H.F. and L.F., 8/-, Rectifying Valves. 10/- each, Tungsrham Photo-Electric Cells (3 types) Standard £2-10-0, Nava E. £2-17-6, Nava R. £2-17-6

# BARIUM VALVES

**TUNGSRAM ELECTRIC LAMP WORKS (Gt. Britain), LTD.**  
Radio Dept., 72, OXFORD ST., LONDON, W.1.

*Makers of the famous electric lamps*

*Factories in Austria, Czechoslovakia, Hungary, Italy and Poland*

Branches: BELFAST, BIRMINGHAM, BRISTOL, CARDIFF, GLASGOW, LEEDS, MANCHESTER, NEWCASTLE, NOTTINGHAM, SOUTHAMPTON.

# SELECTORS NEW

Selectors are pleased to announce a new selling policy which offers many advantages and safeguards to the trade. Become a Selector Agent NOW and gain the following advantages. Applications will be dealt with strictly in the order they are received.

## WE GIVE

- 1 Larger Discounts.
- 2 Appointment as Selector Agent.
- 3 Maintenance of Prices.
- 4 Co-operative Advertising.
- 5 Sales Letters.
- 6 Deferred Payments.
- 7 Advertising enquiries referred to Agent.
- 8 Free Training of Agent's Staff at our Factory for any period.
- 9 Indemnity against Price Reduction.
- 10 Window Displays.
- 11 A New Model at a Popular Price.

## YOU GAIN

- 1 Bigger Profits.
- 2 Increased Prestige.
- 3 Protection.
- 4 More Sales.
- 5 Lower Selling Costs.
- 6 Easier Sales.
- 7 Steady flow of live prospects.
- 8 More efficient salesmanship & high standard of service to customers.
- 9 Maintaining value of stock.
- 10 New customers from passers-by.
- 11 A real chance to prove the value of our new selling policy.

*N.B.—Under the Selector Scheme the dealer gets his full profit at once and takes no responsibility.*



**Selector**  
Quality Supreme

**Don't lose time—  
send to-day for  
full particulars**

SELECTORS LTD., 206 Bedford Avenue, Slough Trading Estate, Slough, Bucks.

Telephone—Slough 818.

Telegrams—"Selectors, Slough."

LONDON OFFICE—1 DOVER ST., W.1.

Telephone—Regent 4771.

# SELLING POLICY



## A "QUALITY" SET AT A POPULAR PRICE

### The new Selector "22"

Selectors have always been known as manufacturers of the highest quality wireless receivers in the country.

They will never relinquish that position. Quality will always remain their first and foremost consideration.

The Selector "22" model maintains in every way the highest standard of Selector quality.

To achieve its remarkably low retail price, the Selector "22" is contained in a well-made case of brown rexine and various refinements such as the capacity meter, the L.T. charging point, etc., which are included in the higher-priced models, have been omitted.

At 22 guineas your customers are getting all the essential quality of Selector performance plus a value for money which will be the talk of the trade.

### The Selector Range of Models

<b>THE ATTACHE "22"</b>	<i>Price 22 Gns.</i>
<i>Initial Payment £3.10.0. 12 monthly payments of £1.16.6</i>	
<b>THE ATTACHE "32"</b>	<i>Price 32 Gns.</i>
<i>Initial Payment £5.0.0 12 monthly payments of £2.12.6</i>	
<b>THE CABINET "32"</b>	<i>Price 32 Gns.</i>
<i>Initial Payment £5.0.0 12 monthly payments of £2.12.6</i>	
<b>THE ELECTRIC "42"</b>	<i>Price 42 Gns.</i>
<i>Initial payment £7.0.0. 12 monthly payments of £3.8.0</i>	
<b>THE ELECTRIC "55"</b>	<i>Price 55 Gns.</i>
<i>Initial payment £8.0.0. 12 monthly payments of £4.10.6</i>	

*Terms for the Selector-Vox Radio Gramophone on application.*

**Selector**  
Quality Supreme

**SELECTORS LTD., 206 Bedford Avenue, Slough Trading Estate, Slough, Bucks.**

Telephone—Slough 818.

Telegrams—"Selectors, Slough."

LONDON OFFICE—1 DOVER ST., S.W.1. Telephone—Regent 4771.

*An absolutely new production*

EVERYTHING



ELECTRICAL

*A sensational advance!*

THE NEW

**Osram**

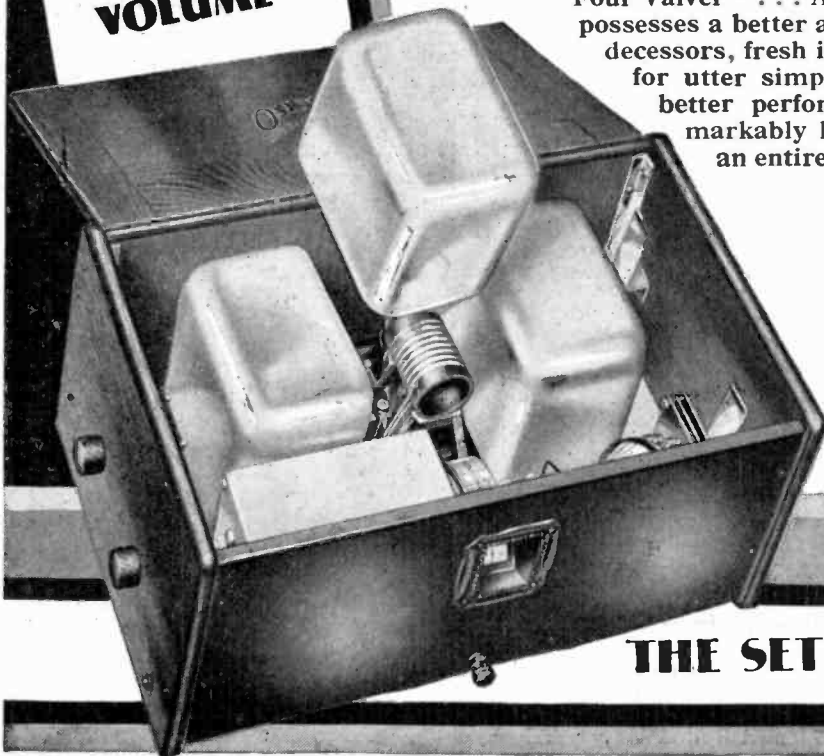
MUSIC **4** MAGNET

**NOW A "4 VALVER"**

**MANY MORE STATIONS  
MUCH MORE SELECTIVITY  
MUCH MORE VOLUME**

This is an event of the greatest interest to the radio world . . . A new "OSRAM MUSIC MAGNET." This year a "Four Valver" . . . An ENTIRELY NEW circuit. It possesses a better appearance than its famous predecessors, fresh ideas in construction which make for utter simplicity in assembly, an infinitely better performance, and is sold at the remarkably low price of £11 15 0. It creates an entirely new record in wireless value.

The "OSRAM MUSIC MAGNET 4" is the world's best circuit, with the best valves (OSRAM), the best components (GECOPHONE), and gives the best rendering of all that is broadcast. It is manufactured and guaranteed by the G.E.C. *If you have not received full particulars, please apply without delay.*



**THE SET THAT BRINGS THE**

*Advt of The General Electric Co. Ltd., Magnet House, Kingsway, London, W.C.2.*

# An amazing 4-valve circuit

## —Not a single difficulty in assembling

It has been found necessary to design an ENTIRELY NEW CIRCUIT to enable users to cut through the NATIONAL, REGIONAL and LOCAL stations. In this respect practical tests conducted in all parts of Great Britain and Ireland have proved without question that this assembly kit offers an almost unlimited choice of stations far and near, entirely free from interference. Users will find absolutely no difficulty in assembling the "OSRAM MUSIC MAGNET 4," although it is of advanced design, necessitated by the modern broadcasting conditions both in this country and on the Continent. Wherever they reside users can be sure of the utmost of radio enjoyment with this latest radio marvel.

### SPECIAL FEATURES

- 1** The two Screen Grid stages give extreme selectivity and sensitivity with an unrivalled range.
- 2** Enormous amplification with perfect stability is given by the complete shielding of H.F. Circuits.
- 3** Equal efficiency guaranteed on both wave length bands.
- 4** Change of wave length is effected by an external switch and the set need not therefore be opened.
- 5** Maximum ease in tuning with a single knob controlling triple gang condenser.
- 6** Assembly is the essence of simplicity.
- 7** Volume control is provided not only to act as such, but to procure extreme selectivity.

MADE  
IN  
ENGLAND

### HIRE PURCHASE

You can either sell the "OSRAM MUSIC MAGNET 4" for cash or on these attractive HIRE PURCHASE terms:

**£1 : 3 : 6 deposit**  
12 monthly payments of  
**18/6**

Full particulars on request

*Prices apply only in Great Britain and Northern Ireland*

**PRICE**  
**£11-15-0**  
**INCLUDING**  
**OSRAM VALVES**  
**GEOPHONE**  
**COMPONENTS**  
**AND POLISHED HEAVY**  
**OAK CONSTRUCTOR'S**  
**CABINET**

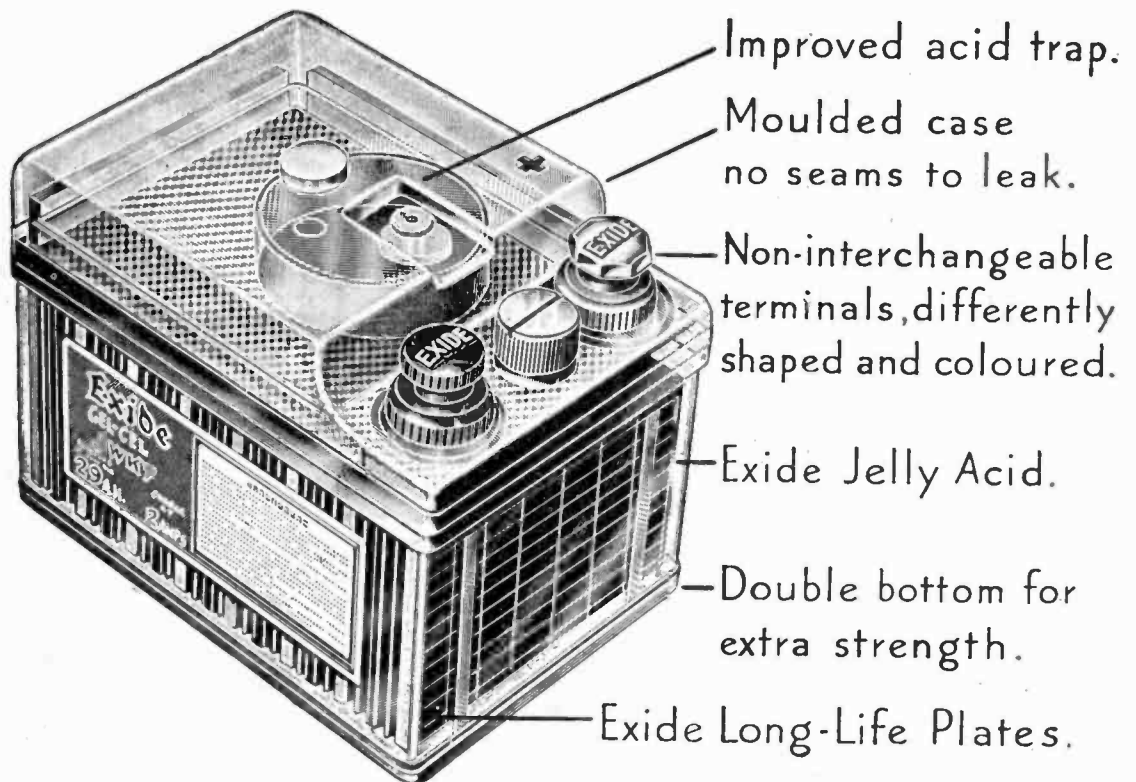


**CONTINENT TO THE BRITISH ISLES**

# Exide

## ANNOUNCE

# THE PERFECT JELLY





**ACID BATTERY**

**Exide**

**GEL-CEL**

REGISTERED

**—as efficient as a liquid acid battery**

The makers of the Exide Battery have never before offered a jelly acid battery. A remedy had first to be found for certain well-known defects of this type of battery. This has now been done. And here is the result—the Exide Gel-cel.

The Exide Gel-cel is the first jelly acid battery to compare in efficiency with the best free acid batteries. And yet it has all the freedom from spilling which jelly acid provides. As an additional safeguard, should there be any residual acid, Exide have even provided an improved acid trap and a case with a double bottom, moulded and seamless, that cannot leak. It is the strongest, most efficient battery for portables ever produced.

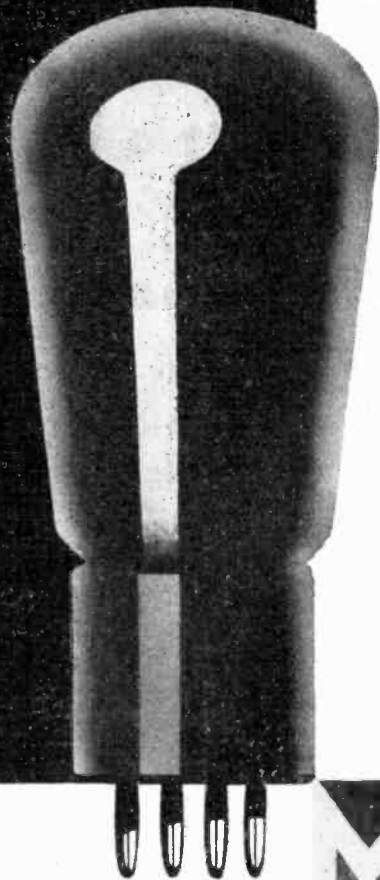
There will be a big demand for this battery. Be wise and see that you have adequate stocks of the Exide Gel-cel.

Obtainable from Exide Service Stations or your factor. Exide Service Stations give service on every make of battery. Exide Batteries, Clifton Junction, near Manchester. Branches at London, Manchester, Birmingham, Bristol and Glasgow

# 256A

## THE "PAPER"

# PERFORMANCE THAT IS PRACTICAL



PM 256A

A  
marvellous  
new  
Mullard  
6 volt  
Power Valve

Price 13/6

# MULLARD

# POWER VALVE

# HOW TO MAKE BIG PROFITS ON ELIMINATOR SALES!



**30% + 10%**

**OUTPUT 20<sup>m</sup>/<sub>A</sub>**  
**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.

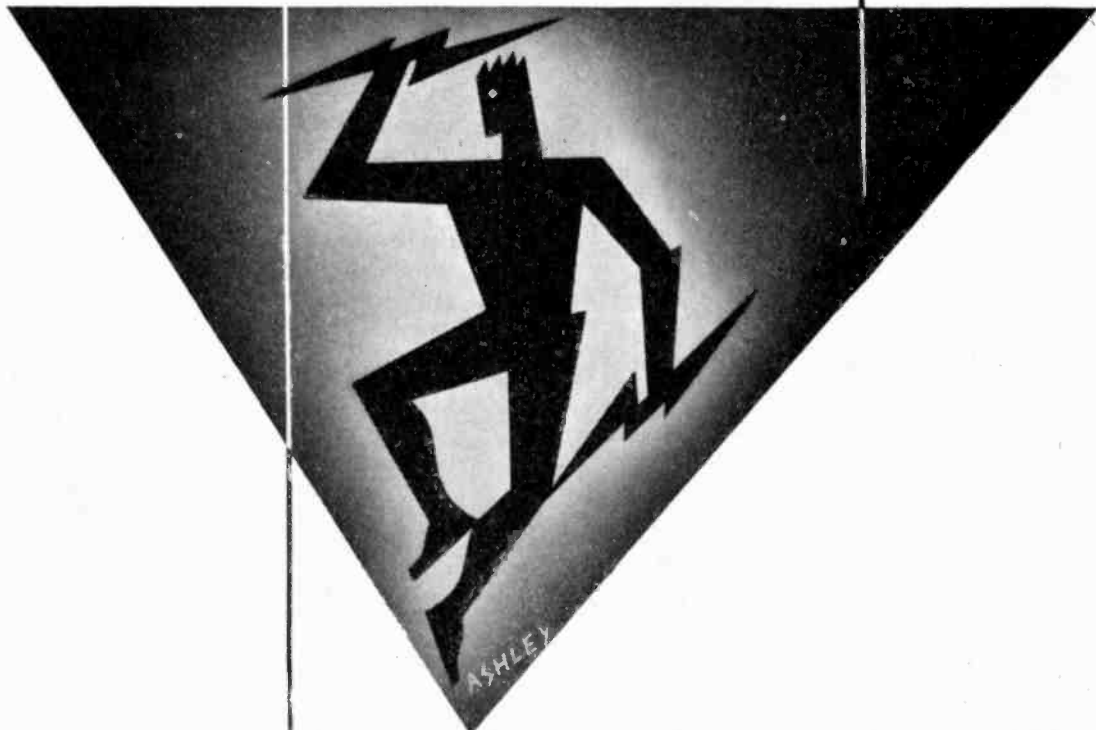
Remember this when arranging stock for the season—you need a *smaller* stock of Lissen to meet an assured *bigger* demand—and *there are always enquiries from our advertising* which no other eliminator will satisfy—and we hand these enquiries over to dealers we know are stocking.

# LISSEN

**ELIMINATORS PLUS BIG ADVERTISING THAT CREATES DEMAND**

**LISSEN LTD** Worplesdon Rd. Isleworth Middlesex

EXCLUSIVE SALES POINT  
ON FAMOUS RADIO  
ACCUMULATORS. HAVE YOU  
STUDIED THE  
**DAGENITE TELL-TALE ?**

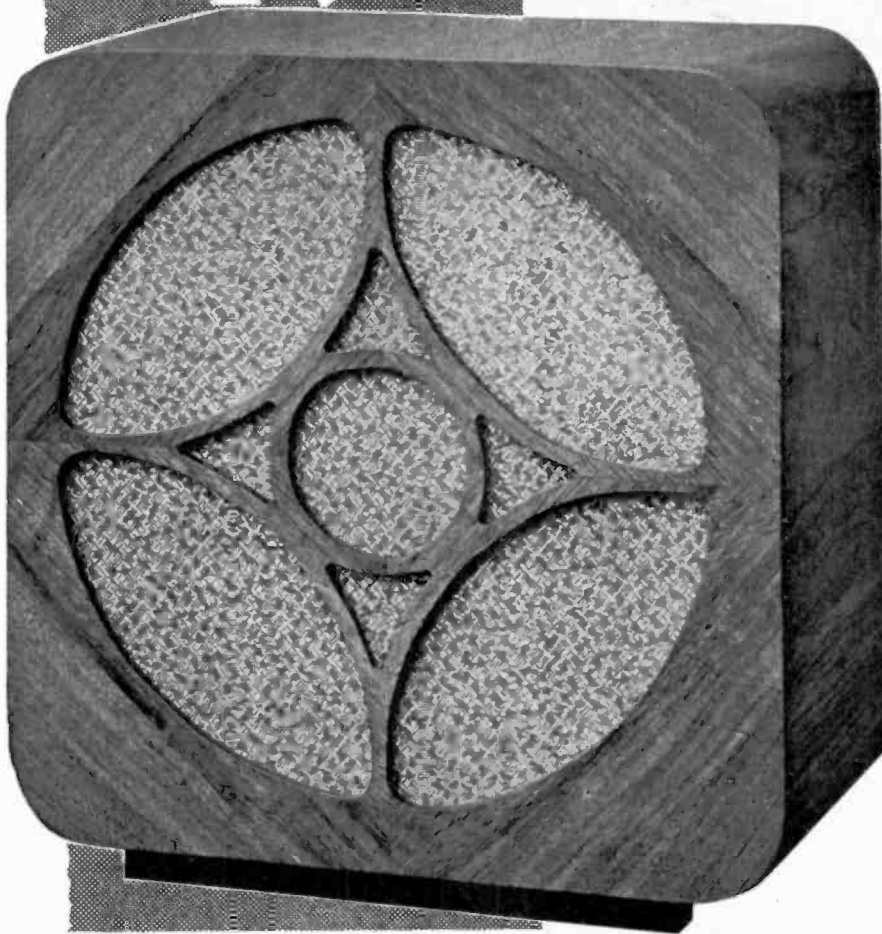


The patented Gravity Float device available on Dagenite radio accumulators, is the sole property of the National Accumulator Co. (amalgamating Peto & Radford and Hart). It keeps the customer contented and simplifies your service to him. Get full particulars. Are you stocking Dagenite? Full price lists, and trade terms on application, with free advertising and display material, from the National Accumulator Co. Ltd., amalgamating Peto & Radford and the Hart Accumulator Co. Ltd., 93 Great Portland Street, London, W.1. Branches: Glasgow, Manchester, Northampton.

**41  
K**

# ANOTHER BLUE SPOT SUCCESS!

41K is a new Speaker providing Blue Spot quality at a popular price. The driving unit is the famous Blue Spot 66K which reproduces with absolute fidelity and purity of tone. 41K is extremely striking in appearance, for the case is of modern design in walnut, and makes a charming addition to any room. At fifty shillings such a speaker is bound to be a first-rate seller. Be ready to give demonstrations to your customers.



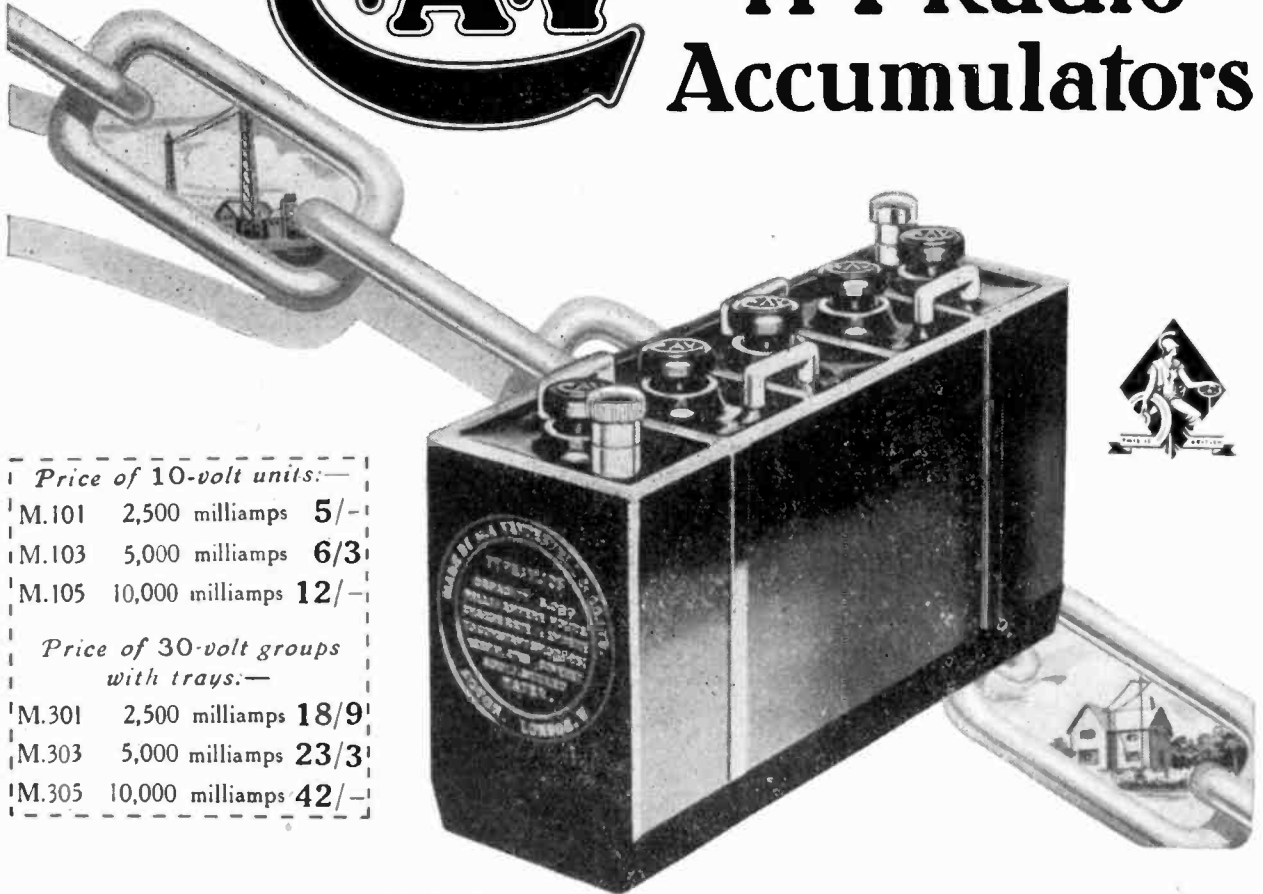
**50/-**

**F. A. HUGHES & CO., LIMITED, 204-6, Great Portland St., London, W.1**  
 Distributors for Northern England, Scotland and North Wales : H. C. RAWSON (Sheffield and London), LTD., 100, London Road, Sheffield. 22, St. Mary's Parsonage, Manchester.

# The Vital Link—

## C.A.V.

## H.T. Radio Accumulators



Price of 10-volt units:—		
M.101	2,500 milliamps	5/-
M.103	5,000 milliamps	6/3
M.105	10,000 milliamps	12/-
Price of 30-volt groups with trays:—		
M.301	2,500 milliamps	18/9
M.303	5,000 milliamps	23/3
M.305	10,000 milliamps	42/-

The inability of an H.T. Battery to provide smooth, unstinted current will mar the performance of the most perfect radio receiver.

No other form of H.T. current supply equals the C.A.V. H.T. Accumulator. The demands of the small set and the multi-valve set are satisfied with equal ease. Current is delivered smoothly, constantly, without a ripple or a crackle to disturb the perfection of the broadcast.

It costs a few pence for recharging three or four times a year, and because of its long life proves not only the most efficient, but also the cheapest form of H.T. current available.

Catalogue No. G.4. and Posters will be forwarded upon application.

**C.A.V. Vandervell & Co., Ltd.**  
ACTON, LONDON, W. 3.

# The Radio you've waited for

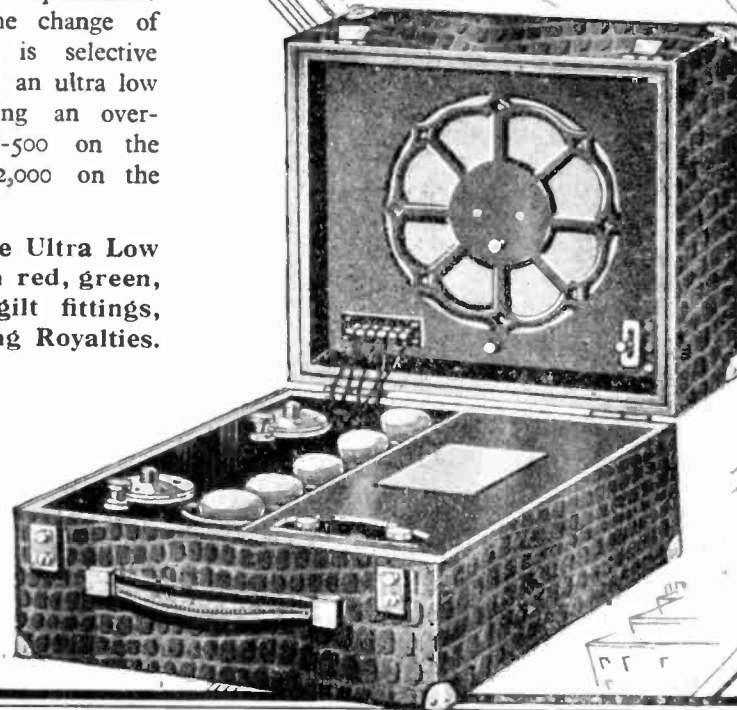
## The new **PICNIC FIVE VALVE PORTABLE**

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 wave-lengths. It is selective and is fitted with an ultra low wave switch, giving an over-all 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

## WIRELESS

# Another Amazing Mazda Valve!



The **P. 220A**  
**PRICE**  
**13'6**

**CHARACTERISTICS**

Filament volts	2.0
" amps	0.2
Max. H.T. volts	150
Amplification factor	6.5
Anode A.C. resistance (ohms)	1850
Mutual A.C. conductance (m $\mu$ V)	3.5

**Stocks are now available.**  
**Be prepared to meet the**  
**BIG DEMAND**

Never before have such fine characteristics been approached by a power valve consuming only 0.2 amps filament current.

With its impedance of only 1850 ohms it can accept a very large input and the remarkably high amplification factor of 6.5 gives a good stage gain. A high output may therefore be maintained together with remarkably fine quality.

# The AMAZING MAZDA RADIO VALVES



**THE EDISON SWAN ELECTRIC CO., LTD.**  
*Incorporating the Wiring Supplies, Lighting Engineering, Refrigeration and Radio Business of The British Thomson-Houston Co., Ltd.*  
Radio Division:  
1a Newman Street, Oxford Street, W.1  
Showrooms in all the Principal Towns

## EDISWAN

V.66



# Demonstrate! in their homes and gardens!

Slack time is demonstration time—demonstrate the "Madrigal" Transportable Receiver, and it is sold. No other set will get home and stay home so surely.

The "Madrigal" has individuality because it is built by craftsmen. No mass produced Receiver can give the effect of realism that is such a striking feature of the "Madrigal." Many who have heard the "Madrigal" believe they were listening to the actual orchestra. The illusion is pardonable.

Remember a Receiver may get every station under the sun, but the "Madrigal," in addition to exceptional selectivity, has the finest quality of tone that has ever been reached. It is difficult to believe there is room for improvement.



Patent No. 337566

The "Madrigal" requires—

NO AERIAL, FRAME AERIAL OR EARTH.  
It is

TRANSPORTABLE to any room or anywhere there is an electric light socket ;

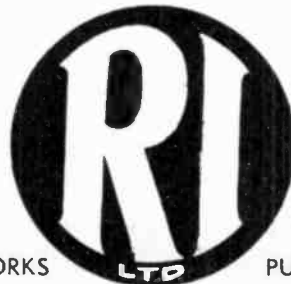
POSITIVELY TROUBLE PROOF ;

Housed in a BEAUTIFUL CABINET in Walnut or Mahogany ;

Available on the most ATTRACTIVE H.P. TERMS.

"Madrigal" All Mains Receiver only in Walnut or Mahogany, handsomely figured and polished. Price including all valves and royalties. **£30**  
For A.C. or D.C. Mains or deposit £4 and 12 monthly payments of £2-10-0

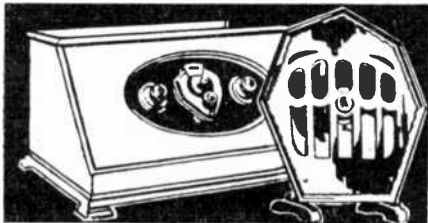
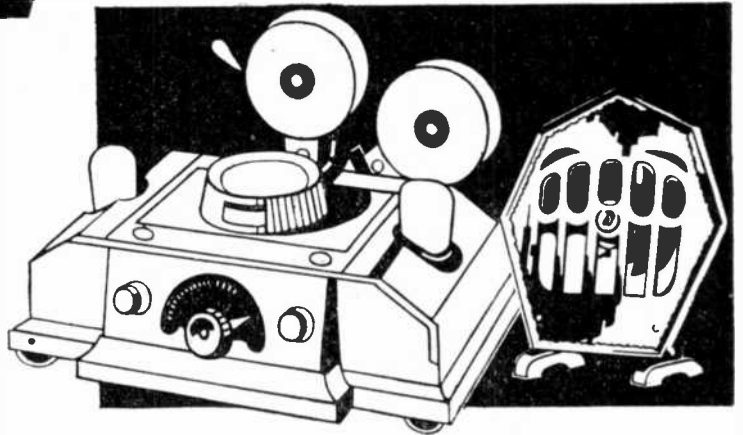
"Madrigal" All Mains Receiver and Coil Driven loud speaker complete in Walnut or Mahogany. **£45-15**  
For D.C. Mains or deposit £6-5-0 and 12 monthly payments of £3-15-0.  
For A.C. Mains £48-18-0 or deposit £7-4-0 & 12 monthly payments of £4-1-6



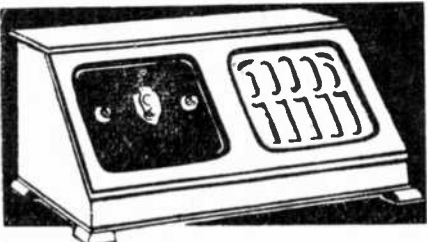
R.I. Ltd., MADRIGAL WORKS

PURLEY WAY, CROYDON

# BROWNIE sells easiest when selling is hardest



**BROWNIE DOMINION 3.** An amazing 3-valver that simply bristles with selling points. Cash price, including royalty, speaker and all accessories, ready for listening-in, only £10 15s. Deferred payments price only **19% DOWN**



**BROWNIE DOMINION CONSOLE** Completely self-contained, its cash price, including royalty, balanced armature speaker and all accessories, ready for listening-in, only £12 12s. Deferred payments price only **22% DOWN**

## BROWNIE VALUE IS PROOF AGAINST SEASONAL TRADE DEPRESSION

When business is slack, adjust your appeal to your customers' pockets and feature Brownie deferred payments. For Brownie sells easiest when selling is hardest . . . when every penny spent must buy full value. And the sheer value you can offer with Brownie is a bigger draw than any stunt—the best of all sales tonics. Dealers everywhere are backing Brownie in window and on counter—displaying, demonstrating and selling. Are you!

. . . . .

**BROWNIE 2-VALVER** (illustrated above). 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 10s. Deferred payments price only **11% DOWN**

# Display **BROWNIE**

Send for striking window bill in colours to: BROWNIE WIRELESS CO. (G.B.) LTD., NELSON STREET WORKS, LONDON, N.W.1

# NATURALLY WE WANT YOU TO KNOW

THAT is why we are telling you about Murphy Radio.

You know we have produced a really fine set at a reasonable price.

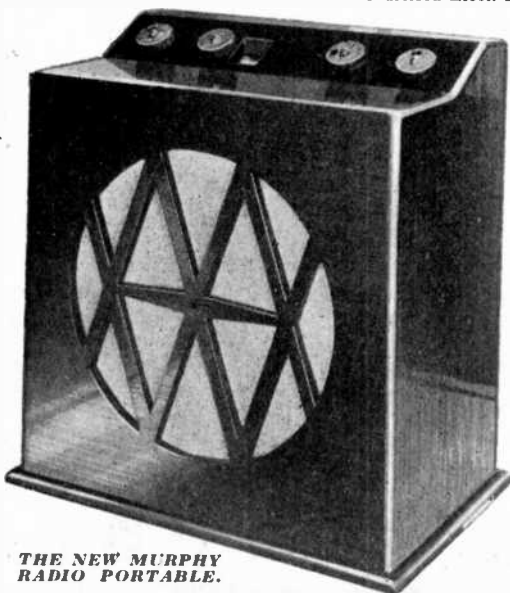
And now we want you to know we are building Murphy Radio as a solid concern, making consistent and dependable products.

We appreciate that this may be a slower road than others, but we propose to take it for the simple reason that we believe it is the only road that pays in the end.

If this is also your philosophy of business we shall be glad to have your coupon.

*Frank Murphy*

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



THE NEW MURPHY RADIO PORTABLE.

## 4-VALVE SCREENED GRID RECEIVER

SINGLE TUNING CONTROL.—  
Completely Ganged Circuits CALIBRATED IN WAVELENGTHS.  
Fitted in beautiful Walnut Cabinet; weight 32 lbs.  
No aerial or earth required.  
B.R.V.M.A. Valves.  
2-volt 23 A.H. unspillable Accumulator, mounted on acid-proof rack.  
108-volt H.T. Battery 12m/a rating.  
Average H.T. consumption 8-9m/a.  
Gramophone Jack.  
External Loudspeaker Jack.  
External aerial and earth sockets.  
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

### COUPON

Murphy Radio, Ltd., Welwyn Garden City, Herts

**MURPHY RADIO PORTABLE**

Please send Particulars and Trade Terms  
Please send a Representative

NAME

ADDRESS

.....  
Cross out line which does not apply. W.T. Aug. 23rd

**MAKING WIRELESS SIMPLE**



"Now then, son, off to bed."

"Oh please, dad, just a minute. I believe they've found the treasure."

*" . . . . We dig furiously and reveal the corner of an old chest. Angus is down on his knees scraping at the earth with his bare hands. Jim gets the corner of his spade under the lid. There is a rending crash as the hinges give way. We throw away our spades and strain and struggle till the lid is off. Guineas! Thousands and thousands of golden guineas. We plunge our hands into the glittering mass, running the coins through our fingers, shouting in our excitement."*

Your Pye Portable has made the adventure so realistic that you can almost feel the guineas trickling through your own fingers. But, though you have no share of the fortune, you feel amply consoled at being able to listen to entertainment which becomes so vividly alive, thanks to your Pye Portable.

Another of the fine series of "Pye" advertisements which have done so much towards maintaining sales right through the summer.

Pye Portable Sales are unaffected by Seasons or weather. It is more than a Portable—it sells on performance, tone, reliability and appearance, with its portability as an added attraction.

Concentrate on "Pye." It is the only Portable you need stock. It is the one receiver you can be sure of selling all the year round.

Delivered on the first of 12 monthly payments of 35/- (or £19 : 19 : 0 cash) absolutely complete.



**PYE RADIO — MADE IN CAMBRIDGE**

PYE RADIO LTD., Sales Organisation, Paris House, Oxford Circus, W.1

# Look to for

# CELESTION LEADERSHIP



Reg. design

**D.10.** The finest loudspeaker procurable at the price, having great sensitivity—and ability to handle real volume, giving clear and natural response. Size, 12" x 12" x 5 1/4".

Price:  
In Oak £3 : 0 : 0



Reg. design

**D.50.** A recently developed loudspeaker incorporating features enabling frequencies as low as 50 to be reproduced at moving-coil quality. Beautifully designed cabinet harmonising with any furniture scheme. Various resistances can be made for different outputs. Standard model having approx. resistance of 750 ohms. Size, 19 1/4" x 21" x 8 1/4".

Prices:  
In Oak £8 : 0 : 0  
Mahogany £8 : 8 : 0



Reg. design

**D.12.** A loudspeaker of remarkable qualities featuring outstanding sensitivity, together with ability to handle great power and even response over wide frequency range. First-class cabinet. Resistance, 2,000 ohms. Size, 14" x 14" x 5 1/4".

Prices:  
In Oak £5 : 0 : 0  
Mahogany £5 : 7 : 6



Reg. design

**Z.20.** An instrument without equal at its price. Incorporating well-designed electro-magnetic reed movement working in conjunction with special Celestion Reinforced Diaphragm. Remarkable results on high and low frequencies. Attractive cabinet. Popularly priced. Size, 10 1/4" x 17 1/4" x 8 1/4".

Prices:  
In Oak £7 : 15 : 0  
Mahogany £8 : 5 : 0

CELESTION QUALITY is often challenged but never equalled—sales are continually increasing—*direct evidence of public favour.* The new range of speakers will command even bigger sales than previous models—*maintaining and increasing Celestion Leadership.* Order your new stocks **now** and be ready for the huge public demand which this year's Radio Exhibition is sure to create.

## Two other popular models

**C.14.** Model de Luxe. Beautiful appearance. Covers a very wide range of frequencies. Incorporates special electro-magnetic system with a cobalt steel magnet, and employs larger diaphragm than the famous D.12 model. Resistance, 750 ohms. Size, 20 1/2" x 20 1/2" x 9 1/4".

Prices:  
In Oak £11 : 0 : 0  
Mahogany £11 : 7 : 6

**C.24.** The largest and first Celestion model, embodying everything desirable in a Cone Loudspeaker. Wonderful sensitivity and extraordinary ability to handle very great volume. Housed in really beautiful cabinet. Resistance, 750 ohms. Size, 29 1/2" x 44 1/2" x 12 1/4".

Prices:  
In Oak £20 : 0 : 0  
Mahogany £21 : 0 : 0

Come and see the  
wonderful new  
**CELESTION RANGE OF  
INSTRUMENTS at  
STAND No. 53  
RADIO EXHIBITION  
OLYMPIA**

# CELESTION

The Very Soul of Music  
LOUD-SPEAKERS

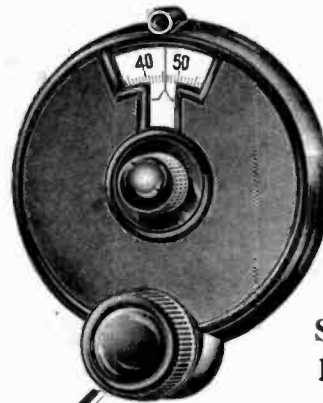
CELESTION LTD.  
KINGSTON-ON-THAMES.

# IGRANIC QUALITY COMPONENTS

## IGRANIC FILAMENT TRANSFORMER

Designed to supply current for heating the filament of A.C. valves of the indirectly heated cathode type. Five terminal positions are provided on the input side of the transformer to permit adjustment of the primary to suit mains voltages of 100-250 volts. The output of the secondary which is centre-tapped is 4 volts across the outer two terminals.

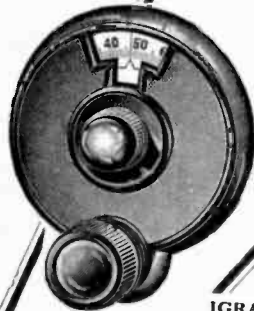
**Price - 29/6**



## IGRANIC SLOW MOTION KNOBS & DIALS

Similar in appearance to the famous Igranic "Indigraph" Vernier Knob and Dial, but considerably cheaper. Entirely free from backlash or slip. 180° turning movement. Definite stops provided. Supplied in dark brown finish only.

IGRANIC  
"MAJOR"  
3 1/2 in. dia.  
Ratio 6 to 1



IGRANIC  
"MINOR"  
2 1/2 in. dia.  
Ratio 4 to 1

**PRICES :** "MAJOR" 4/- each.  
"MINOR" 2/9 each.



IGRANIC RADIO COMPONENTS ARE MADE for modern circuits by modern methods in a thoroughly up-to-date factory. Designed and made by skilled engineers. May we send you a copy of our Catalogue No. T. 155?

# THAT SETTLES IT—

45 YEARS OF DRY BATTERY MAKING EXCLUSIVELY AND NOW AS ALWAYS CONSIDERED BY THE PUBLIC AND TRADE UNANIMOUSLY AS A STANDARD BY WHICH ALL OTHER MAKES ARE JUDGED.

Hellesen dry batteries at these new prices make the purchase of a cheap short-life battery a gross extravagance.

Code Word.	Volts.	Capacity.	Prices (New).
"Wiray"	9	Standard	1/9
"Wirin"	60		9/9
"Wirup"	99		16/-
"Wisol"	108		17/6
"Wisyp"	120	Double	19/6
"Porin"	60		16/6
"Porup"	99	Triple	27/6
"Kolin"	60		19/-
"Kolup"	99		32/-



... I heard the remark made by one shopkeeper to another, and it just expressed my own feelings. True I always have bought Helleesen H.T.'s and grids since the early days of wireless, because I used to use a Helleesen on my motor-cycle back in the year dot, about 1905 in fact, and it lasted for years. An official once told me that the firm has never made anything but dry batteries since 1885, so they ought to know their job. Of course, I've always grudged paying so much, although an admitted economy in the long run, hence my brotherly feeling towards the shopkeeper and his expressed intention about next season's battery sales. "That settles it..."

Also it's very noticeable how many set makers fit Helleesen batteries as standard. I don't suppose they paid the old higher prices for fun.



**Leaflets, showcards and display material free on request.**

**Write for them.**

A. H. HUNT, LTD., CROYDON, SURREY

# HUNTS

HELLESEN DRY BATTERIES,  
ELECTRICAL MEASURING INSTRUMENTS,  
POLYMET MICA AND PAPER CONDENSERS,  
HANDLAMPS TORCHES, ETC.

(M.C.2)

# Beethoven

## PORTABLES

The  
**BEETHOVEN**  
MINOR  
**10 gns.**  
subject



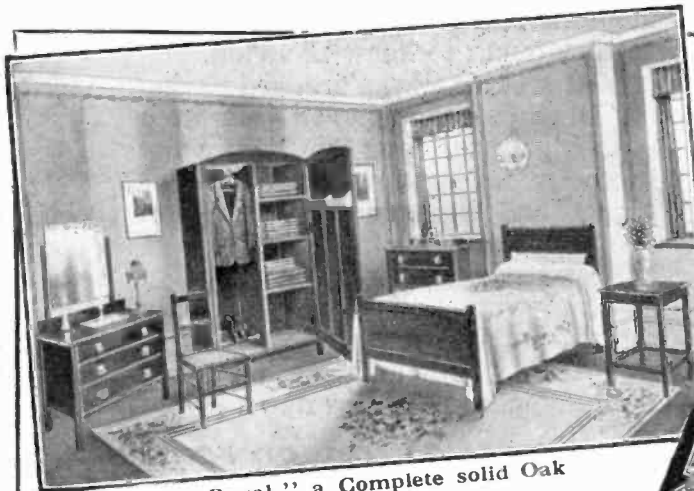
The Portables backed by reputable manufacture, speedy and reliable service and substantial discounts. All BEETHOVEN Portables—the Q.C.R. Attache Case, the Screen Grid Super Four and others—are essentially quality instruments, but at popular prices.

Sales for 1930 were 20 times greater than for the corresponding period of 1929. For 1930-31 they will be 20 times greater still.

Are you participating ?

WRITE for  
COMPLETE CATALOGUE

MONTAGUE RADIO INVENTIONS & DEVELOPMENTS CO., LTD.,  
BEETHOVEN WORKS, GT. COLLEGE ST., CAMDEN TOWN, N.W.1  
Telephone : NORTH 1867



The "Royal," a Complete solid Oak Bedroom Suite

Is constructed of splendid quality seasoned Oak and finished a warm shade of Dark Brown Oak (Fumed colour if desired) comprising a Fitted Wardrobe 3 ft. wide enclosed by an Oak panelled door. Dressing table 2 ft. wide with three roomy drawers surmounted by a Frameless adjustable toilet Mirror. Chest of Drawers, an excellent full panelled Bedstead to 2 ft. match fitted with a combination Spring Mattress 3 ft. or 2 ft. 6 in. wide. A strongly made Bedside table and Cane-seated Bedroom Chair. Complete for

**14 Gns. nett.**

Why not make this Catalogue your Silent Salesman. It costs you nothing. You can sell from its 617 full-sized illustrations and make some profit. Write for your copy to-day.



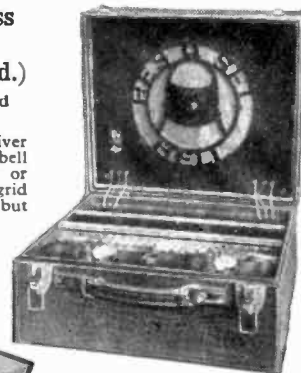
### YOU CAN SELL FURNITURE — NOW.

also Portable Wireless at a keen price.

The "Resselbell" (Regd.)

Four Valve Screened Grid Suitcase Portable.

Entirely self-contained Receiver incorporating popular Resselbell loud-speaker. Finest hide or leather cases. Screened grid models require finer tuning, but bring in more distant stations.



Circuit. The screened grid valve is choke coupled to a tuned grid detector, followed by two transformer coupled valves.

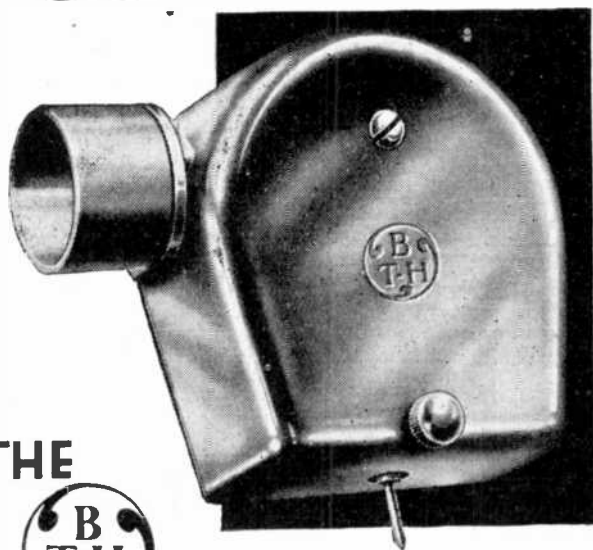
From £9 10s. od. nett.

The "Resselbell" (reg.) are popular and quick selling. They are well constructed and famed for their Tonal Purity, exceptional Range and great volume without distortion. The finest components have been incorporated in every model.

PORT OF LONDON CABINET WORKS, CUTLER STREET, LONDON, E.1



# 4 reasons why you should sell



THE

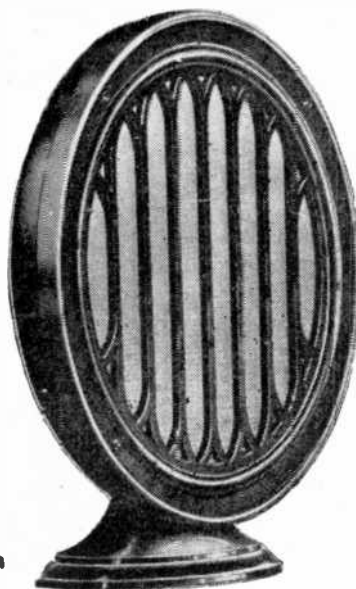


## PICK-UP and ADAPTORS

- 1 Its brilliant reproduction—one good selling point.
- 2 Negligible record wear—another selling point.
- 3 The resultant sale of gramophone records.
- 4 Four adaptors are supplied with each pick-up enabling it to be fitted to any make or type of gramophone.

PRICE 27/6 COMPLETE

# If your customers listen-in more



PRICE  
**£3**

If your customers listen-in more often it means more business for you. More valves and more batteries will be used and they will take a greater interest in their sets. Sell them B.T.H. Cones and they'll want to listen from the time the programmes start until Big Ben strikes midnight.

# B.T.H. CONE



THE EDISON SWAN ELECTRIC CO., LTD.,  
Radio Division,  
1a Newman Street, Oxford Street, W.1.  
Showrooms in all the Principal Towns.

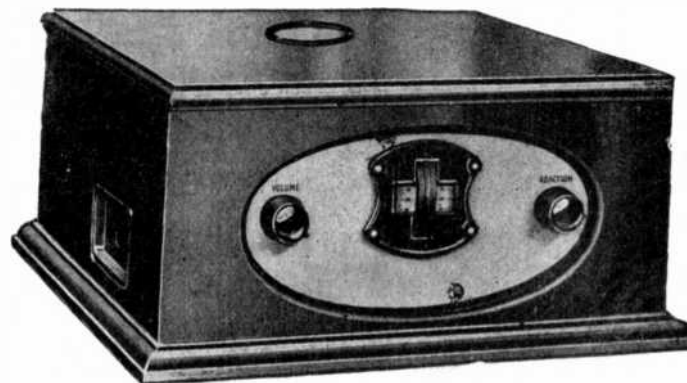
# EDISWAN

# LOTUS

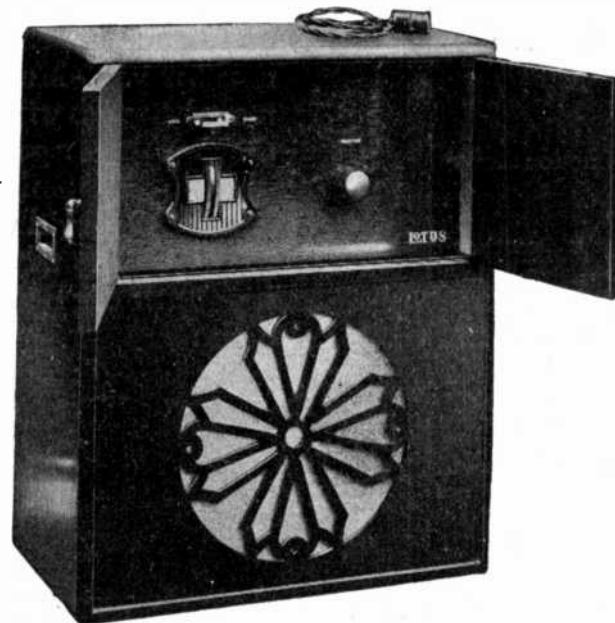
## THE TROUBLEFREE SETS FOR TROUBLEFREE SALES

Sets that are easy to work and easy to run, are likewise easy to sell. Lotus owners are always satisfied with their sets, consequently Lotus dealers always satisfy their customers.

Stock Lotus Sets — sell Lotus Sets — and earn big profits and your customers' goodwill.



The Lotus 3-valve S.G.P. All Electric Model employs a Screened Grid H.F. Amplifier, a High Efficiency Detector and a Pentode Power Amplifier. Retail Price in Oak or Mahogany, £21 cash, or 12 monthly instalments of £1.19.9.



The Lotus 3-valve S.G.P. All-Electric Transportable Model is entirely self-contained. It needs neither aerial nor earth, and is extremely inexpensive to run. Retail Price, in Oak, £25.4.0 cash, or 12 monthly instalments of £2.7.0. In Walnut or Mahogany, £26.5.0 cash, or 12 monthly instalments of £2.9.0.

Write for full details of other Lotus Sets and generous Trade Terms.

Garnett, Whiteley & Co., Ltd., Lotus Works, Mill Lane, Liverpool

London Depot: 183, Old Street, E.C.2  
Telephone: Clerkenwell 2580

Birmingham Depot: 34, Dale End  
Telephone: Central 0328

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

## EDITORIAL VIEWS.

### For the B.V.A. to Consider.

EVIDENCE of the trade's feelings toward the rebate system adopted by the B.V.A., as reflected by the heavy volume of correspondence on the subject which we have received, has now been offered to the Association for their consideration and comments. At the same time the attention of all those interested in the subject is drawn to the further selection of correspondence published elsewhere this week.

We think it is clearly established that the method of granting credits on valves in stock has fallen heavily on considerably more than the isolated cases possibly envisaged by the manufacturers. There also seems to be ground for thinking that their perfectly legitimate desire to avoid being exploited may have led them to veer rather too far in the opposite direction.

At the moment, however, we do not know what will be the Association's reception of and response to the material we have put before them, and in these circumstances we desire to say nothing that may even appear to prejudge the issue. For that reason the subject is being left exactly where it is until next week, when, we sincerely hope, we shall be able to convey the views of the B.V.A. to the trade. Naturally they will need to reflect an adequately fair attitude to the retail trader to secure our support.

### Traders and an Obligation.

THERE is evident need for a definite ruling to be applied by the Electricity Commissioners on the vexed question of the responsibility for the replacement of radio as well as other electrically-operated apparatus that becomes obsolete through changes in a mains supply system. At the present time some electricity undertakings are accepting the full liability in this direction, while others—and, we believe, the majority—are refusing to make any compensation whatever. If, however, a decision affecting every supply concern alike is eventually promulgated by the authorities, it cannot be expected for some time to come—and in the meanwhile we shall have crossed the border of the autumn season, and sales will be on the up-grade.

It is therefore essential that the trader should recognise his own

responsibility in this connection, and although we have covered the ground before, our news columns of late reveal ample justification for giving it renewed prominence.

Most people in the trade probably appreciate by now the means by which supply undertakings have so far been able (apparently legitimately) to avoid responsibility for financial loss in connection with radio apparatus. Mains units and receivers, of course, consume an almost negligible amount of power from the mains; they are, in fact, poor profit-bringers, and the supply companies are therefore not disposed to regard them kindly. As a result they interpret literally the condition (imposed almost universally) that no apparatus of any sort may be connected to the supply mains unless it has been specifically sanctioned by their own inspectors. In the cases of most domestic apparatus, which generally yields a considerable profit, this provision is waived, and as a result its existence is not often realised by the consumer.

Radio dealers, however, *must* realise its existence, and must acquaint every customer likely to be affected by it with its importance. In every case where he is asked to supply a D.C. unit or set, or an A.C. equipment of a voltage or periodicity other than that which eventually will be standardised (230 v 50 cycles), the trader should draw his customers' attention to the possibility of loss later on.

It may be in some cases that, if they are approached, supply undertakings will agree to the installation of the apparatus, in which case, of course, the customer would be protected. Alternatively, they might be prepared to assure the user that no change would be made for a year or two.

In the case of A.C. supplies, of course, there is the further fact that much of the current radio apparatus in this class is designed for use on a wide range of voltages, while, even where changes eventually have to be made, A.C. apparatus will, generally speaking, be much less costly to modify.

On the whole, therefore, with all these circumstances taken into consideration, we incline strongly to the opinion that the retailer must recognise his obligations to the public in this question. There is still the possibility that a favourable ruling will be given by the Commissioners, and in the meanwhile the trade will be able to set off the possible loss of a few sales by a very considerable gain in public esteem and goodwill.

#### 8th Year of Publication.

Editorial, Advertisement and Publishing Offices:—  
**ST. BRIDE'S HOUSE, SALISBURY SQ.,  
FLEET STREET, LONDON, E.C.4.**

#### Telephone Numbers—

CENTRAL 7713 (5 lines). CITY 4011 (4 lines).

#### Telegrams—

"WIRELESTRA," FLEET, LONDON.

#### Branch Offices:

BIRMINGHAM: Central House, New Street.	MANCHESTER: 260, Deansgate.
Telegrams: "Trapress, Birmingham."	Telegrams: "Motrader, Manchester."
Telephone: Central 4026 and 4027.	Telephone: City 8970 (4 lines).

#### Annual Subscription Rates:

United Kingdom, Canada and Newfoundland. All other Countries Abroad.

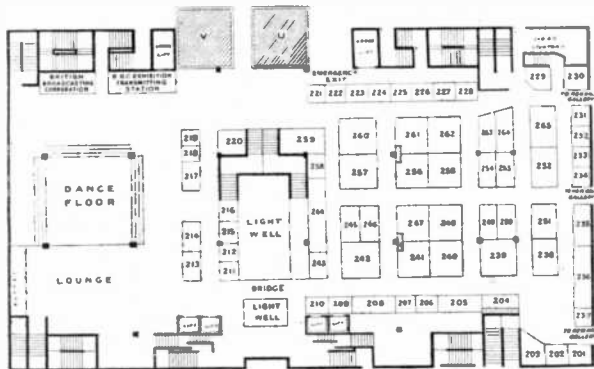
8/- Post free. 10/-

Published Every Saturday.

# Trade News

## This Year's Wonderful Olympia. EXCLUSIVE DETAILS OF SPECIAL SHOW PLANS. Revised Stand-Numbering System.

THE 1930 National Radio Exhibition is being described as the Celebration Exhibition, since it falls in the tenth year since Dame Nellie Melba's first historic broadcast from Marconi House. Special arrangements are being made to give this anniversary a significance in the public mind, and they will all have the effect of attracting more and more potential radio buyers to Olympia.



A plan of the first floor space in the Empire Hall, where ten additional stands and two demonstration rooms have been provided, besides a lounge and dance floor.

In addition to this the Show itself will command far wider attention and appreciation. From what we know already of the new season's market, the general standard of the actual goods exhibited will surpass, in performance, appearance and price-appeal, anything that we have seen in previous years.

Supporting the goods, moreover, there will be some very striking scenic and lighting effects. In a talk with the organisers we learned that the interest and enthusiasm shown by individual exhibitors is much greater than in the past, and as a result a wide variety of special display designs have already received the sanction of the R.M.A. On the lighting side similar improvements will be seen, and it is believed that many of the firms who can call upon the electrical resources of their own organisations will bring these to bear on their Olympia exhibits.

A point of particular interest on the decorative side is the fact that this year the R.M.A. are abandoning the fountain in the centre of the ground floor, and are replacing it by a wonderful pylon, 18 ft. high, constructed of translucent material, and containing a series of revolving mirrors and coloured lights, which will give an extraordinarily striking effect of colour movement and gradation.

### The Musical Side.

To revert to the "Celebration" aspect of the Show, a particularly happy idea has been hit upon by the organisers. The "B.B.C. transmitting station," indicated on the plan given above is in point of fact, a special amplifying transmitter, which the R.M.A. have commissioned the B.B.C. to install. This will be the last word in public address equipment, and will be contrasted, on the other B.B.C. site shown, with the original Marconi House transmitter used by Dame Melba in 1920.

The special amplifier will also be used as the exclusive medium for the music at the Show—both incidental and for dance purposes. The organisers rightly argue that the Show is devoted to re-

(Continued at top of column 3.)

(Continued from column 1.)

produced music, and why, therefore, should they have a band? Two of the greatest concerns in the gramophone field, who have unquestioned knowledge of the entertainment business, are collaborating to provide the entire musical fare of the Show.

### A Serious Problem.

Since the original plans were published, the organisers have entirely altered the stand-numbering system employed. It will be recalled that hitherto it has always been the practice to number each individual stand, so that an exhibitor with four adjoining sites had four numbers, often to the confusion both of exhibitors themselves and the public—to say nothing of the poor Press!

Now, however, each complete exhibit, irrespective of its size, carries a single number, and this has undoubtedly simplified matters considerably. Next week we shall publish the re-numbered plans and the complete list of exhibitors up to date. Meanwhile, it will be seen from the plan of the first floor space in the Empire Hall (given here) that ten additional sites and two more demonstration rooms have been introduced since the ballot. A bridge has been provided over the light well, and a lounge and dance-floor also introduced.

The Exhibition now totals 188 actual exhibitors, and therefore exceeds in numbers as well as size last year's event. The R.M.A. are faced with a stupendous task in the actual construction of the Exhibition, for there will be only forty-eight hours in which the whole job—including stand display—must be completed.

### An Appeal to Exhibitors.

The organisers have explained the position to us, and as a result we have no hesitation in voicing and emphasising their appeal to exhibitors to do everything possible to help the task towards completion within the scheduled time.

Another exhibition precedes our own in the National Hall (formerly the New Hall), and the R.M.A.'s tenancy of the building does not start until the morning of Wednesday, September 17th. The Show opens at 11.0 a.m. on Friday, the 19th, and in that brief interval the whole of it must be done.

Although it is yet too early to give a definite time, the organisers hope to admit exhibitors to the hall on the morning of Thursday, September 18th, and they will have an unbroken period until 11.0 a.m. on Friday in which to dress their stands. The hall will be specially open throughout the whole of Thursday night, in order to give exhibitors as much time as possible, and it is hoped that everyone will use this facility, since stand-display *definitely must be finished* before the opening hour.

To help matters still further, the organisers desire exhibitors to let them have full details of their constructional requirements at the very earliest moment.



The striking and artistic black and coloured show poster, to be issued almost immediately. Stereos embodying the same design, and intended for traders' and manufacturers' advertising, are also available at one shilling each, from the R.M.A., Astor House, Aldwych, London, W.C.2.

## Radio Association's Scheme to be Launched Next Saturday.

### PUBLICITY CAMPAIGNS IN HAND.

IT will be remembered that some months ago we gave details of the scheme of the Radio Association to co-operate with wireless dealers in giving free service to members of the Association. It was intended to compile a register of traders of good standing who would be agreeable to act as local representatives.

Each listening member of the Radio Association is notified of the name of his nearest trade representative, upon whom he will be permitted to make four free calls for service, though any actual replacements will be paid for by the member. The Association will pay to the dealer a flat rate of half-a-crown a year in respect of each member on that dealer's books. It is, of course, not likely that four calls a year would be required in every case, but in the event of more than four being made the member concerned pays 2s. 6d. to the dealer for every additional visit for service.

The Radio Association now inform us that they have appointed dealers as



A reproduction of the poster to be shown by dealer representatives of the Radio Association.

local representatives in more than three-quarters of the country, and are launching their national maintenance scheme in England and Wales on August 30th. Scotland and Ireland will be covered at a later date.

On the evening of August 29th Mr. Ronald F. Tiltman, the general secretary, whose name must be familiar to many of our readers, will describe the scheme in a broadcast talk. During the winter months an extensive newspaper publicity campaign will be carried out, while the Radio Association will be in evidence at the National Radio Exhibition.

For the retailer, also, has attractive literature been provided, including window bills and similar items. Incidentally, those dealers who wish to be enrolled, should get into touch with Mr. Tiltman at 22-23, Laurence Pountney Lane, London, E.C.4, as some parts of the country are not yet covered.

#### MANUFACTURERS, PLEASE NOTE!

Arrangements are now in hand for the annual Belgian Wireless Exhibition, which is to be held at the Parc du Cinquantenaire, Brussels, from October 18th to 27th next. Particulars from the Secretariat Générale, 59, Avenue Fonsny, Brussels.

### THE RIGHT ATTITUDE.

#### HOW TO MEET IMPUDENT REQUESTS FOR TRADE TERMS.

One of the most interesting communications in our mail this week was a letter from one of the largest manufacturing organisations in the country, who have during the past year entirely overhauled their distribution system with the sole end in view of keeping their goods within the hands of the established trade.

The letter reveals that this firm have just been approached in a "private and confidential" way by the Residential Hotels and Caterers' Association, who requested that our correspondents should include the members of the Association "on their list of wholesale purchasers."

Our friends replied by pointing out that they can only supply their goods on wholesale terms to those concerns who are re-selling them to the public, and even then only under certain conditions. We are glad to have the opportunity of recording these circumstances, since other manufacturers will undoubtedly receive similar requests—and the trade naturally will look to all of them to take the same attitude as that outlined here.

#### AN ANNUAL OUTING.

The employees of Mr. H. Featherstone, radio engineer, of London Road, Tunbridge Wells, had their annual outing on August 9th, when they journeyed by road to Margate. Luncheon and tea were provided at that town, and during the return journey a halt was made at Goudhurst, where musical entertainment was provided.

## PERSONALIA

### ANOTHER WEST COUNTRY WEDDING.

A WELL-KNOWN figure in West of England radio trade circles, Mr. Stanley F. Down, son of Mr. William George Down, of 62, Chelsea Park, Easton, Bristol, was married last Saturday to Miss Cissie Alice Hill, youngest daughter of Mrs. A. Hill, of 1, South Street, Burnham. The bridegroom is a representative of A. C. Cossor, Ltd., in the South-west.

Following a reception at Court's Corner House Café, Burnham, Mr. and Mrs. Down left for their honeymoon, which they are spending on a motor tour through Cornwall.

### A DISAPPOINTMENT.

Many people in the trade had learned with interest that Captain R. Gambier Parry, the popular B.B.C. liaison officer, was taking part in the running commentary on the R.A.C. International T.T. race taking place at Belfast to-day.

Unfortunately "G.P.'s" voice will not be heard, as his injured leg (a memento of an accident some time ago) will not permit him to make the journey. Mr. James Shaw, the well-known motorist is to take Captain Gambier Parry's place.

### MR. F. T. BENNETT.

Although not often in England, Mr. F. T. Bennett, of Guernsey, Channel Islands, is one of the best-known traders in the industry, and it will be learned with regret that he is at the moment in hospital in London, suffering from an acute form of appendicitis. It is, however, anticipated that he will be well on the way to convalescence in three or four weeks' time—just right for Olympia, in fact!

### OFF TO BERLIN.

Several well-known members of the trade are visiting Berlin this week, where the annual German radio exhibition is in progress.

Mr. F. Yeoman Robinson, chief engineer of the Mazda valve works; Mr. S. Wilding Cole, director of Kolster Brandes, Ltd.; and Mr. H. C. Mahoney, general manager of Edison Bell's radio activities, are among them—and we wish them all a good trip.

The simple life! This member of a colony on the Cotswold Hills, although he has sworn to lead a life as near to nature as possible, is a keen radio enthusiast. The home-made loud-speaker shown in the picture is constructed from plaster.



## Ferranti's H.P. Scheme.

### Sets and Accessories on Deferred Payments.

**FERRANTI, LTD.**, are the latest of the leading manufacturers to make available a large number of their products on hire purchase terms. In future, all Ferranti apparatus of a list value of £5 and over will be available under the firm's new H.P. scheme.

A hire purchase proposal form has been prepared, and copies are obtainable by all retailers. This proposal is filled up in the usual way by the intending purchaser, with particulars of age, occupation, employers, and so on, and is despatched to Ferranti's. There are spaces for the trader to insert any remarks he thinks fit, and for the proposer's signature.

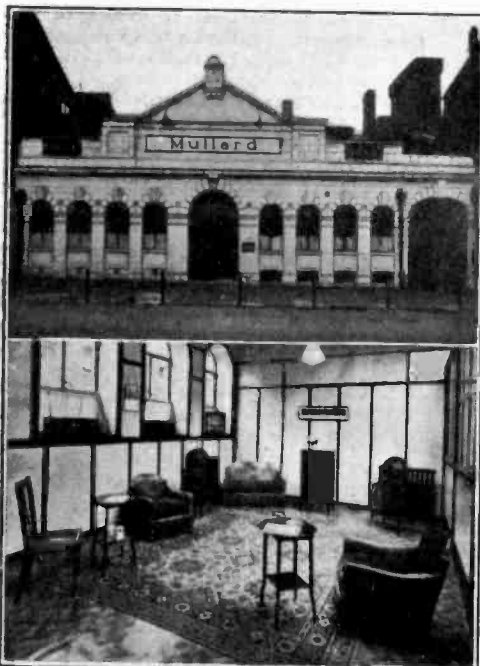
When the proposal has been approved by the manufacturers, an agreement form is sent by them to the purchaser, who takes it to his dealer with the specified deposit. The trader accepts the agreement form as an order, and delivers the required apparatus from stock, or within a few days.

The remaining twelve payments for the goods are then made by the purchaser once a month.

The number of lines that can be sold under the Ferranti H.P. scheme is quite considerable, and, of course, includes the various receivers turned out by the company.

For instance, the popular Model 31 A.C. mains set listing at £27, in oak, is sold on H.P. terms at a deposit of £3, followed by the usual twelve monthly payments, of £2 3s. 8d.

The table type magno-dynamic speaker, Model MT1, lists at £15 5s., but on H.P. it is delivered after a £2 deposit, followed by twelve payments of £1 4s. 5d. Among accessories, representative examples are afforded by the BEM1 high tension mains unit, which is priced at £16, but under H.P. terms sells at £2 deposit and twelve payments of 25s. 8d., and by the multi-range D.C. test set, which, with case and leads, lists at 11 guineas, and is sold on H.P. at a deposit of 30s. and twelve subsequent monthly payments of the sum of 18s. 7d.



Here are two views of the new Mullard premises in Leeds. See next column.

### MULLARD'S NEW PREMISES AT LEEDS.

Owing to a substantial increase in the business handled by their Leeds Depot, the Mullard Wireless Service Co., Ltd., have found it necessary to move into more spacious premises at 33, Park Place (telephone: Leeds 29771-2). We give on this page photos of the front of the new offices, and the demonstration room which, as will be seen, contains various "Orgola" receivers, including the "Orgola Senior" radio-gramophone, as well as specimens of each model of the Mullard "Pure Music" speakers, connected up ready for operation. Mr. A. E. Dovey has recently been appointed as manager at the new premises.

Large stocks of all Mullard valves and components are carried so that immediate deliveries of all standard lines can be given. A technical and sales staff is in attendance.

### ANOTHER McMICHAEL ACHIEVEMENT.

It will be recalled that we recently reported on the fact that their Majesties the King and Queen were obtaining considerable pleasure at Buckingham Palace from their new McMichael "Super Range" portable.

We now learn from Mr. C. G. Allen, the "M.H." London sales manager, that the King has recently purchased a second "Super Range" for use on board his yacht "Britannia," on which the King has recently spent some days at Cowes.

### MIDDLESBROUGH HOTEL'S "RADIO-GRAM."

At Middlesbrough Police Court on August 12th, application was made for permission for music to be reproduced by a radio-gramophone at the Princess Alice Hotel. This was the first application of its kind, and it was granted on condition that wireless only should be used, and that the B.B.C. programmes only should be utilised on Sundays. Speakers will be installed in the bar and club rooms.

### THE GOVERNMENT BUYS VALVES.

The only order for wireless material given out by Government departments during June last was one for valves placed by the Air Ministry with A. C. Cossor, Ltd., Highbury, N.

### HAMPTON WICK AND "NOISE."

The Hampton Wick Urban Council, it is learned, recently decided to apply to the Home Office for permission to adopt by-laws to deal with loud-speakers and gramophones. The Home Office has replied that such powers were only vested in County Councils and County boroughs. The Council has now asked the Middlesex County Council to take action in the matter.

### AMPLIFIERS FOR THE UNDERGROUND.

At the south end of Morden Underground Station, car sheds and sidings are provided for accommodating rolling stock used on the City Line, and a considerable amount of shunting and marshalling of trains takes place here. A shunter's cabin is provided near the exit end of the car sheds, and communication between the shunter and the motormen of various trains was until recently carried out by means of a megaphone.

This arrangement has now been superseded by the installation of an equipment of loud-speakers at four points operated by a microphone and amplifier in the shunter's cabin. There are switches for each set of speakers, so that the shunter can select the group of sidings to which he wishes to speak. The amplifier is a 3-stage unit with a 20 W output valve. The filaments of the valves are lighted from the A.C. supply at 220 volts 50 cycles. The loud-speakers, of the horn type, were supplied with the amplifier, by Graham Amplion, Ltd. The necessary D.C. voltage is obtained from the A.C. supply through a Westinghouse rectifier.

### A WESTMORLAND FIRE.

A correspondent informs us that a fire occurred recently at the premises of Mr. W. S. Lee, wireless dealer, Stramongate, Kendal. The outbreak is attributed to a short circuit in the battery charging plant, and considerable damage, we are told, was done to batteries and to some electrical apparatus.

### OLDFIELD BUYS A DUNHAM.

It is of interest to note that Mr. W. A. Oldfield, the well-known Australian cricketer, who has kept wicket in several Test Matches, has just purchased a Dunham S.G. 4-valve portable. Dunhams tell us that he did so after hearing one of their sets at a friend's home, and, being impressed by the "distant getting" qualities of the Dunham—for broadcasting stations are few and far between "down under"—he purchased one of the receivers for himself, for use in Australia.

### SELLING SETS IN THE STATES.

Shops handling wireless goods exclusively accounted for over one-third of the wireless sales in the United States during 1929, with an aggregate turnover of \$140,771,378 in wireless sets and accessories, according to statistics collected from 10,533 retail businesses, by the United States Department of Commerce. Music shops, however, had higher average wireless sales per unit than shops selling wireless goods exclusively—at \$38,043, as compared with \$25,976. Third on the list are furniture stores, followed by general stores.

# More Traders' Comments on the VALVE PRICE REDUCTIONS.

A WIDE DEMAND FOR BETTER TERMS.

## Dealers Suggest Three Months' Rebate Period.

**D**URING the last few days correspondence on the subject of valve price reductions has continued to arrive at our offices in quite as large a volume as in the previous week. The general trend of the opinions expressed in these letters bears out the idea given in our previous correspondence—that many traders have been severely hit by the B.V.A. arrangement.

In addition to complying with our request for information as to the number of valves affected by the reduction, the number on which rebate can be claimed, and, lastly, the approximate loss incurred, many of our correspondents have offered suggestions with regard to the rebate system. It would be impossible for us to publish all the letters, but we give below extensive extracts of those which reflect the general consensus of opinion.

Mr. H. Featherstone, A.M.I.E.E., of 22, London Road, Tunbridge Wells, says that his total loss is £9 12s. 6d. against a credit of £5 3s. 2d., making a nett loss of £4 9s. 4d. He continues: "This represents the profit on quite a considerable turnover in valves, and is undoubtedly a great hardship. One appreciates the difficulty in checking very large numbers of stocks, but would it not be possible for the B.V.A. to guarantee, in the event of price reductions, compensation to retailers who would agree to maintain their stocks above a certain minimum level? This would induce the retailer to maintain higher stocks.

If the stock level were fixed reasonably high, it would no doubt reduce stocks to be checked to a point where the manufacturers' travellers could deal with them."

A number of dealers are of the opinion that rebate should be given on purchases during three months before the price reduction announcement, instead of only two. Typical letters of this nature are given here:

*To the Editor.*

SIR,—My stock of valves on July 18th was 73, in addition to 17 in sets. I received a rebate on 49 of these, showing an approximate loss of £3. This is not serious, and I think that it can hardly be avoided.

There is no doubt that July is a very suitable month for announcing a price reduction, although, under the present scheme, it is the worst month from the dealer's point of view when the loss on stocks is considered.

An allowance on three months' purchases would, I think, cover most traders' stocks effectively. In fact, some dealers—especially those who are near to wholesalers and can purchase stocks just as they require them—would probably make a good profit in these circumstances.

There are losses with valves other than price reductions, and if the B.V.A. announced an increase in discount of 5 per cent., I think that most traders would accept the rebate on two months' stock, both in the present instance and in any further reductions.

*Frank Thomson (Crieff).*

*To the Editor.*

SIR,—We feel that we should like to bring before your notice the fact that we had 433 valves in stock at the time the reduction was announced. Out of these we can claim for only 47.

While we certainly agree that definite rules and regulations must be adhered to, we do feel that two months is not a suffi-

ciently long time for the rebate, especially as valves are not being sold in any quantities at this time of the year, but have, nevertheless, to be kept in stock. We consider that at this time of the year three months would hardly be excessive, although we still think that some scheme could be devised for allowing reduction on the total stock held at the time of the reduction announcement.

*G. W. Moore, Ltd. (Scarborough).*

A Newbury firm (L. Squire & Co.) also think that a longer period for which rebate can be claimed would help matters. They consider that a pre-advance to the trade that reductions would come into operation in three months would be beneficial. A further idea which they put forward is that prices should be reduced during the winter months when stocks are disposed of more quickly. Incidentally, the firm state that they have written to the B.V.A. pointing out the injustice of the present methods and inviting an inspection of their stock, but they have been unable to obtain a reply. Their letter continues:

"We find that we have well over 500 valves on our shelves, including those at a branch establishment. Of this number we can only claim rebate on 90, making an actual loss of £40.

"As we are not in the happy position of being able to draw on a factor's stock at a moment's notice, we are compelled to maintain large stocks throughout the year, like other traders in country districts.

"We have always preached the gospel of 'British is best,' and foreign valves have not figured on our shelves, nor are they to be found there at the present time. Even the lack of encouragement from the B.V.A. cannot shake our belief in the superiority of British goods, but we are only human where our pockets are concerned.

"Surely the problem of rebates cannot be so difficult. Other trades have had to face the situation at times, and speaking of those with which we are acquainted, we would say that they are usually successful.

"Fellow sufferers have a very powerful weapon, as indicated by Mr. Corke in his recent letter. They can force the makers to pay an extra 15 per cent. for distribution charges, and, judging by the efforts they have made in the past for direct trading to the dealer, this must eventually secure fairer treatment for all concerned."

### The Plight of Country Traders.

In the above letter it will be noticed that reference is made to the different conditions for country traders as compared with those whose premises are situated in large towns. This is also reflected in a letter from Mr. C. S. Cruttenden, of Herstmonceux, Sussex, who writes: "My stock of valves on July 18th was 54, of which 18 were bought in the previous two months, meaning a dead loss of £2 14s.

"I am only in a small way of business in the country, and, like the majority of traders, I bought very few valves in those two months as compared with the winter season.

"I consider that a rebate should be given on stocks held, and discount to agreement of at least 33½ per cent."

A considerable proportion of our correspondents make reference

to the alleged dishonesty of some traders. Most of them point out that it is very unfair to punish the whole retail trade for the misdemeanours of a minority.

The Derby dealers, Hulme & Son, are one of these correspondents. Their letter, which has other interesting suggestions, is published below :

*To the Editor.*

SIR,—We are pleased to note that you are taking up the matter of valve price reduction, and we hope some fairer method may be the outcome.

Like the E.L.M.A., the B.V.A. offer to allow for all valves purchased during the two quietest months in the year when sales are almost nil. When consideration is given to the large variety of valves that traders are compelled to stock, and that many of them are slow sellers, the loss must be enormous. Then the large amount of capital locked up in valves, in addition to the fragile nature of the goods, the return of defectives, and, lastly, the large amount of correspondence which is necessary before the credit is reluctantly sent, must be taken into account.

The B.V.A.'s only point seems to be the dishonesty of some traders, but are they justified in penalising all because of a few black sheep ?

We do not know what to suggest, but should think that a committee of traders and B.V.A. members would probably be the best means of arriving at some satisfactory solution to this very difficult problem.

*Hulme & Son (Derby).*

Messrs. Hulme seem to have been hit just as hard as many other of our correspondents. Their figures are : Total value of valves in stock £62 10s., for which credit to the value of £53 is allowed, making a loss of £9 10s.

A Plymouth trader has sent us a long and particularly interesting letter, in which he makes a number of suggestions.

*To the Editor.*

SIR,—Regarding your remarks with regard to the falsified returns sent in by some dealers in the past, I can quite believe that you have proof of the practice. Personally I think those responsible for this are the people who arrange the heavy reductions in the prices of valves, and the long time between these reductions. When traders send in dishonest returns, they are merely trying to get " their own back."

It must be obvious to many that the persons responsible for making such reductions at such a time and giving such a short period for rebate, who presumably gloat over the fact that the only loser is the retailer, must be vastly different from the people who plan and design the valves and the machines that make them.

If the former class cannot really think of any other method of making reductions, may I suggest to them through your columns that they should start—say—in September, to make a reduction in the selling prices of valves of 6d.—not 2s. 6d., which is the whole of the retailer's profit ? Then in each succeeding September they should arrange a similar small reduction. No rebate on such a small reduction would be asked for : no falsified returns would be sent in.

The reductions in valve prices in this country have been absolutely ridiculous, as will be realised by anyone who will consider the heavy drops and the long periods between reductions. The obvious and best course is small reductions and shorter periods. Full notice should also be given to the trade two months before any change comes into operation.

I consider that, in the present circumstances, the manufacturers should be compelled to give each *bona-fide* dealer full rebate on every valve in stock.

*J. O. Coleman (Plymouth).*

Mr. Coleman also complains that " ring " valve manufacturers only replace one valve when three have been burnt out owing to a faulty S.G. valve. In Mr. Coleman's opinion they should replace all of them.

### Further Facts and Figures.

Apart from all the letters offering hints and possible solutions, we have received a very large number that merely give figures, and add a few words by way of comment. It would be impossible to quote even a half of these. We can merely print excerpts from a selection which are representative of the majority.

*To the Editor.*

SIR,—We are glad to see that you are not, as we at first suspected, taking the side of the B.V.A. with regard to valve price reduction. This appears to be a much more serious affair than anyone would have suspected, and there was bound to be

an uproar. No more need be said than that which has already appeared in your previous issues.

We find we have 101 boxed valves, together with 41 valves in new receivers, making a total of 142. Only 9 of these are eligible for rebate, meaning an approximate loss of £16 14s.

*Jas. Telford & Sons (Langholm).*

SIR,—The number of valves in stock on July 18th affected by the price reduction amounted to 90. Rebate could be claimed on 16. This means an approximate loss of £5 18s. We are not, however, signing the B.V.A. agreement until we get a fair settlement.

*G. N. Atkinson Atkinson's Radio House,*

*Sunderland.*

SIR,— . . . Our stock of valves which were affected by the reduction numbered 263, and the amount of reduction was £26 18s., less 25 per cent., leaving a net figure of £20 3s. 6d. The number of valves bought during the previous two months was 43. The reduction on these valves was £4 9s., less 25 per cent., showing a net figure of £3 6s. 9d. Thus the actual dead net loss to us was £16 16s. 9d.

What an inducement for British houses to support British manufacturers !

*J. J. Hirst (Tutills, Ltd., Manchester).*

SIR,— . . . The number of valves we had in stock on July 18th which were affected by the price reduction was 118. We can claim rebate on 17, leaving 101 valves on which no rebate can be claimed.

We trust that you will be able to use your influence with the B.V.A., as from the letters published in THE TRADER this is apparently a very serious matter for many retailers besides ourselves.

*M. S. Kealey (Walker's Wireless, Newcastle-on-Tyne).*

A large Scottish firm (Spensers, Ltd., of Edinburgh) state that the total number of valves in stock on July 18th was 537, of which rebate could be claimed on 55. This means a loss of about £40. Their letter has several other interesting points :

" . . . The arrangements for giving rebates are most unsatisfactory. The number of valves purchased during the last two months do not amount to anything at all, and the only fair arrangement would be to give a rebate on all valves in stock. . . .

" Considering the profit on valves and the large number that the retailer has to stock, the arbitrary decision of the B.V.A. is most unreasonable and does not encourage dealers to carry a representative stock.

" In adhering to the B.V.A. agreement not to sell or stock any other make of valves the trader is making a very considerable concession, and it is only right that he should get *quid pro quo*. The present agreements are distinctly one-sided."

Of a rather different nature is a letter from V. Zeitlin & Sons, Ltd., the wholesalers. This is published below :

*To the Editor.*

SIR,—We would like to point out that the valve question becomes a serious matter for those who are prepared to carry large stocks of British valves, but who are unable to make favourable agreements with the B.V.A.

For some reason we have not been favoured with the B.V.A. factors' agreement, and we therefore find it necessary to purchase our products in the open market.

On the day of the reduction in prices of valves, we had in our stocks some £3,000 worth of B.V.A. products at cost price, and on these stocks we have now suffered a loss averaging 15 per cent.

It must be obvious to the manufacturers concerned that an injustice is being incurred, because it does not seriously matter where we purchased our goods. Providing they are the products of the B.V.A. manufacturers, we should be covered in respect of the reductions in price which are made without giving warning or even a little time to dispose of some of the stocks in the ordinary way of trade.

We trust that you will push the fight onward, and if nothing can be done with the reductions now in operation, then perhaps the position can be made clear, whereby traders will know whether to stock British valves without fear of being called upon to incur losses every now and again.

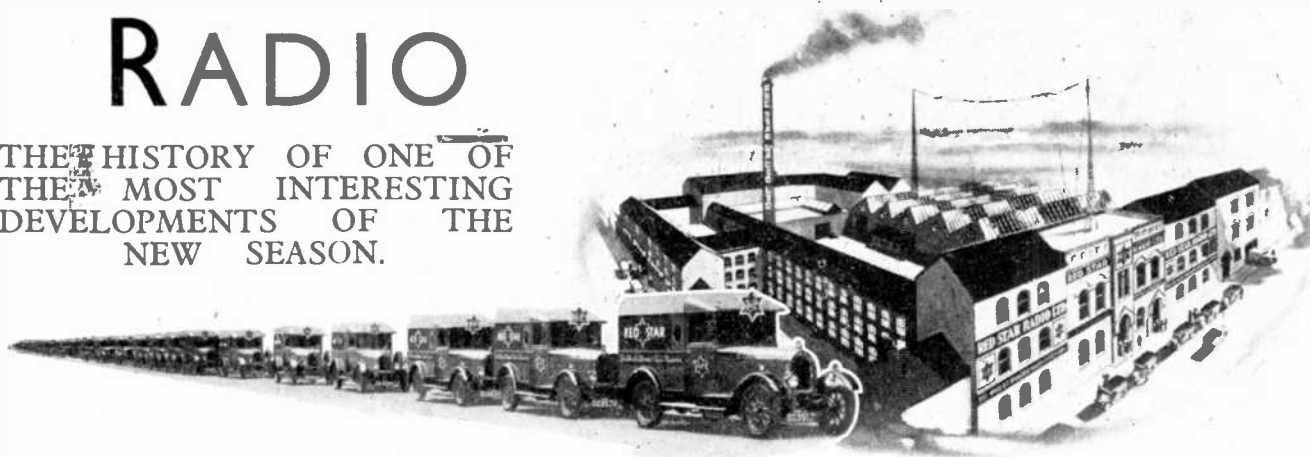
*W. Wolsey (V. Zeitlin & Sons, Ltd.)*

With the large amount of evidence that we have now collected from traders in every part of the country we feel that we have every justification in approaching the B.V.A. and placing the material before them. By the time this issue is in print, this will have been done, and we trust that next week we shall be able to publish that body's comments on the situation.



# RED STAR RADIO

THE HISTORY OF ONE OF  
THE MOST INTERESTING  
DEVELOPMENTS OF THE  
NEW SEASON.



IF—as we believe must be the case—the number of people who have made direct enquiries to us is any indication of the interest and curiosity aroused in the trade by the advance “mystery” publicity featuring the name “Red Star,” then the new company now coming into the market can look forward to a very successful first season.

The principle of “nameless” preliminary advertising is, of course, well known, and it has at various times been used by many of our greatest national advertisers. It has not often, however, been exploited in the radio industry—in fact, we can recall only one previous occasion when the method was used on anything like the same scale as the recent “Red Star” effort.

We ourselves have known of the “Red Star” plans for a considerable time—since early in the year, in fact—and have watched their development to the point of fruition with very great interest. It is for the trade now to judge the value to them of the merchandise, and the marketing schemes behind it, which these months of planning have produced.

## *The Basic Idea.*

Broadly speaking, “Red Star” radio, as it is now offered to the trade, is the result of an idea—namely, that by far the greatest proportion of the existing market for radio receivers lies among working-class people who can only be reached by a very keen price appeal. It was believed that the wane in popularity of the crystal set and the ordinary forms of home-construction left a very extensive field for a radio instrument which would provide, at the price of the ordinary home-built set, those qualities of appearance and performance which only skilled design and factory production can confer.

This, of course, is not a new conception, but we believe we are justified in saying that Red Star Radio, Ltd., are tackling the problem on a scale that has hitherto not been attempted in the radio industry. Many months have been devoted to translating into commercial form the project which we have outlined. Obviously the only means of achieving this end lay in developing a suitable design and

putting down a plant capable of real mass production, which would enable costs to be reduced to a minimum, so that the completed job could be offered to the public at a figure within the reach of almost anyone.

Actually two complete receivers are comprised in the first season's production—one a 2-valve and the other a 3-valve model—the retail prices being respectively £3 3s. and £4 4s. each, exclusive, of course, of valves, batteries and speaker. Before dealing with the sets themselves, which have several points of particular interest apart from their price, we may outline some of the special marketing plans that have been developed in connection with them.

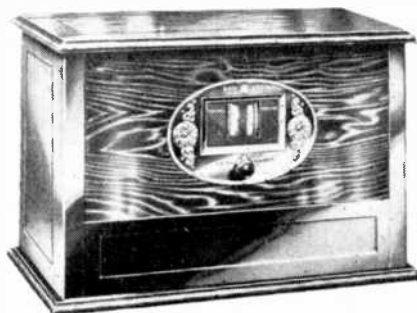
Firstly, in company with the trade appeal, there is to be an unusually intensive public campaign, starting with a full announcement on the front page of the *Daily Mail* next Friday, August 29th. This will be followed up by many more large-space appeals in the national weekly and daily press, and very considerable sums of money are to be spent in the opening weeks of the Autumn season to arouse the public interest in “Red Star” sets.

At the same time, a fleet of sixteen commercial vans, on the Morris 10-cwt. chassis, will be seen all over the country. These will be used by “Red Star” sales representatives, and their striking cream-and-red colour-scheme will undoubtedly help to keep the easily-remembered name before the public eye.

The “Red Star” exhibit at Olympia has been conceived on the same lines. No fewer than eight adjoining stands have been taken in the gallery to the National Hall (hitherto known as the New Hall), and it is intended to use this impressive space to supplement the interest created by the great press appeal to the public.

Special window transparencies are also being issued to the trade, and it is hoped that dealers everywhere will display them, and thus link up with the remainder of the campaign.

A point of particular importance to our readers is that Red Star Radio, Ltd., desire to carry out their entire distribution through the wholesale trade. Producing in huge numbers, they naturally require the easiest and speediest bulk outlet for their



The outward appearance of both the Red Star receivers is on the lines of the 3-valve model shown here. The top, bottom and front panel are of wood and the sides and front sub-panel of enamelled metal toning with the rest of the cabinet.

goods, and it is hoped that the trade will employ their normal wholesale channels for their supplies.

It is possible—although, we believe, not yet definitely settled—that special agency terms will be offered to traders who carry a number of sets regularly in stock, but here, again, supplies will have to be obtained through a recognised wholesaler.

### *The Sets Themselves.*

These, briefly, are the plans for putting over "Red Star" to the public, and production is already well in hand. A

large factory has been specially equipped for the task in Aston Road, Birmingham, and some idea of its extent will be gathered from the impression of it given on page 187.

The moving conveyor system is used throughout, and the manufacturing methods employed are designed to maintain a constant flow of receivers through the works. Batches of completed sets will leave the assembly shop every hour, and tremendous daily quantities are involved.

One other point of interest which has to be mentioned here lies in the fact that Red Star Radio, Ltd., although themselves new-comers to the

industry, are closely identified, through their Governing Director, Mr. A. W. Macnamara, with that old-established concern, the Telsen Electric Co., Ltd. Telsen components are, in point of fact, exclusively used in the construction of the "Red Star" sets.

Now for the sets themselves. They are, as have been said, 2- and 3-valve models, and they have the essential points of construction in common, so that it is unnecessary to deal with them separately. Both employ simple circuits with no H.F. stage, and transformer-coupling is used throughout, the 2-valve model incorporating the Telsen 7-1 ratio transformer. Both sets embody drum-drive condensers, and all controls are centralised on the front panel.

Screening is employed in both receivers, and this is applied in an entirely novel manner. Both sets include space for batteries, and the wooden base-board above this space, on which the components are mounted, carries a metal screen underneath. Similarly the polished wooden front panel is backed by metal, and the two sides of the cabinet are actually made of pressed metal. This leaves only the back and top to be enclosed, and a single piece of right-angled metal is supplied for this purpose. This slides into place over the components in specially-provided grooves, and it can be quickly and easily removed as the user desires.

The sets thus have a certain amount of screening permanently embodied, while the main screen can be employed or discarded by the purchaser according to the district in which the set is used. For example, those within close range of the twin high-power transmitters at Brookman's Park can use the complete screening to improve the selectivity by reducing direct pick-up, while those who live at a distance can simply slide out the detachable screening and thus gain in sensitivity.

With exactly the same end in view, two further simple adjustments are provided, these being the provision of "dual detection" and "twin-tap" coupling. In the former case a quick change-over can be effected from grid-leak to

anode-bend detection, the first-mentioned, of course, giving greater range and the latter better selectivity. A variation of the degree of aerial coupling can also be made in the same easy way.

### *Selling Points.*

It is stated that exhaustive tests have been carried out in various parts of the country with both receivers, and that even in the immediate vicinity of Brookman's Park they give, by virtue of the special provisions outlined, an adequate degree of selectivity, while, in other circumstances, they enable a wide variety of British and foreign stations to be received on both the long and short waves. It should also be mentioned that the controls are limited to the thumb-drive tuning and reaction condensers and the combined on-off and wave-change switch which are seen on the escutcheon plate in our illustration.

The current consumption is stated to be extremely low, but it has been borne in mind that many users may prefer to employ a mains-supply unit instead of batteries, and the space inside the cabinet has been designed to accommodate any normal unit. Moreover, it is pointed out in this connection that the permanent screening provided in the sets is of the utmost value in eliminating hum due to interference between the eliminator and the circuits of the receiver. It should also be mentioned that it is intended in any event for the L.T. accumulator to be employed outside the cabinet, in order to avoid possible troubles due to the acid fumes corroding the joints.

It may be felt that the alternative internal devices which the set provides will present some confusion to the non-technical user, who is, after all, the type of listener "Red Star" sets are mainly designed to interest. The actual modifications themselves, however, are so simple that the detailed directions to be sent out with each set will leave no room for misunderstanding, and we feel that Red Star Radio have well achieved their object in offering to the public an instrument which provides them with adequate performance and attractive appearance at a price well within the reach of the vast majority of people.

For the trader these are, of course, vitally important points. He has here two sets which should sell very readily indeed on these appeals alone, and from the specifications it would seem that the tests which we hope shortly to carry out on them should reveal a standard of performance adequate for all normal uses.

### **Some American Retail Statistics.**

THE Bureau of Foreign and Domestic Commerce in the United States has recently carried out a study of the retail wireless business in U.S.A., and among the points considered was that of the late closing of radio shops on Saturday, which was found to be quite general. Out of 41 shops, all but eight kept open on Saturday night until 9 o'clock or later, two, in fact, not closing till midnight. On other weekdays, 18 of the 41 shops reported closing regularly at 6.30, while the latest closing hour was 11 p.m.

It is interesting to note that of the 18 shops remaining open every week-day at least until 9 p.m., ten reported at least half their sales to be made in the evening. On Saturdays sales were spread a little more evenly over the day.

Out of 39 wireless dealers in the United States reporting to the Bureau of Foreign and Domestic Commerce regarding the most important factors influencing the sales of wireless sets, 21 indicated price as the most importance, while 12 others placed price in the second or third place. Tone quality and appearance were mentioned as first in importance by seven and five dealers respectively, 22 dealers naming each of these factors among the leading three. The "recommendation of a friend" stood next in importance, being reported by 16 dealers. Selectivity was reported by 12, distance ability by 7, and power by 4.



Mr. A. W. Macnamara,  
Governing Director of Red  
Star Radio, Ltd.

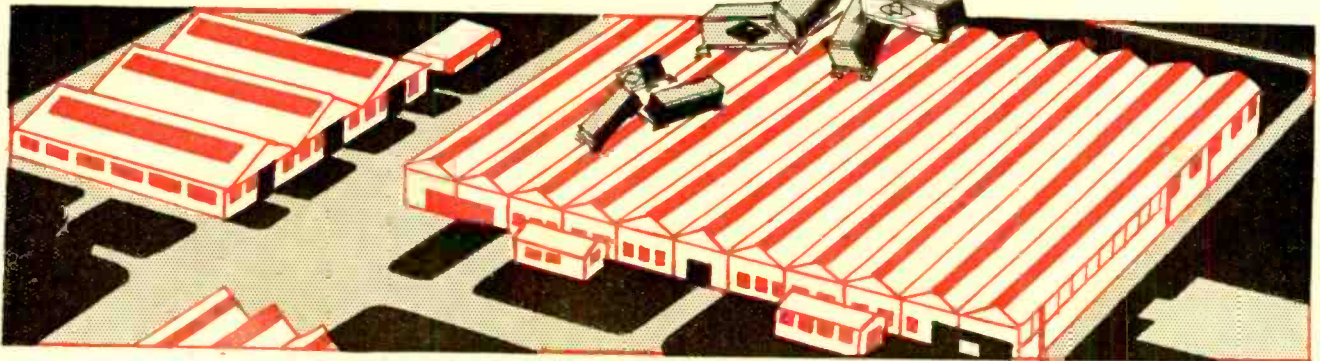
# AMPLION



**RELEASED  
AUG. 25<sup>TH</sup>**

7-3-  
10-8  
10-8  
10-8  
3-19-6

2-3-  
8-6  
13  
1-2  
6-6  
10-2  
8-6



# 3 valves are not necessary

Until quite recently a set with only two valves was considered of little or no use for anything more than the local station.

But of late, radio technique as a whole, and the design of Radio Sets generally, has improved in an amazing way.

To a similar degree the efficiency of the modern valve has advanced, while the enormous increase in the power and range of modern Broadcast Stations all tend to make the two valve set of recent design the equal in performance of the three and even four valve sets of a short time ago.

● ● ● ● In this, Amplion have once more proved themselves to the fore in progress and development.

Bear in mind that the crystal set user of to-day is the two valve set owner of to-morrow. Be the first dealer in your district to stock these sets, and thus you will not only secure new business, but by so doing you will increase your reputation for being progressive.

There is going to be a demand for these Amplion Two Valve All-Mains Receivers. Stock up now and be in a position to meet it.

# AMPLION

# AMPLION 2 VALVE ALL-MAINS RECEIVER

**£15**  
**INCLUDING**  
**VALVES**

ROYALTY  
15/-



# PROGRESS

# SOUND PARTNERSHIP

## AMPLION A.B.6 and TWO VALVE ALL-MAINS SET

Sound in their design and appearance—perfectly matched—and the result, SOUND which will satisfy the most critical listener.

Full volume, and with rich, true tone, the Amplion Two Valve All-Mains Set and the A.B.6 (Walnut), indeed make a splendid combination of Set and Speaker.

Even though only two valves are used, there is no question of being restricted to one or even two programmes; as after tests in various parts of England where conditions are known to be normal, a minimum of five stations was received at good loud speaker strength.

The speaker has itself aroused great enthusiasm in the trade by reason of its really fine tone and beautiful finish. Now, with the newest of Amplion Radio Sets, both at a most moderate price, they give a new interpretation of "Sound value for money."



**A.C.8** The man who desires a lower-priced speaker than the A.B.6 will find this Amplion Two-Guinea Cone a very admirable substitute. The reproduction is worthy of the name of Amplion, while the finish of the cabinet is, even at this low figure, at true Amplion Quality.

**A.B.41** These Speakers do the Amplion Two Valve Receiver and full justice, revealing its power of reproduction to the utmost, and displaying the fine all-round performance of which it is capable.

# AMPLION

## WITH THE TRADE ASSOCIATIONS.

# W.R.A. AND N.F.R.R. EXECUTIVE MEETINGS

### W.R.A. Council.

WE have received from the secretaries of the W.R.A. a report of a special meeting of the W.R.A. Council which was held last week at the Association's Headquarters, 70, Finsbury Pavement, London, E.C., to discuss further schemes for the improvement of trading conditions in the radio industry. Mr. H. Shearman Dyer occupied the chair until the arrival of Mr. A. E. Betambeau.

The secretaries reported that they had written to the exhibition organisers on the subject of retail sales at the annual exhibitions, the R.M.A.'s reply being that the exhibitors' contracts could not be altered this year. In view of the strong objection of members to the practice, it was decided to write again to the Association on the matter. It was also proposed by Mr. Woodbridge, seconded by Mr. Davis, and resolved, that the editors of the trade journals be asked not to allow the public to peruse their journals at the Exhibition, and that only dummy copies be exposed on the stands.

A further letter from the Stockport branch was read informing the Council that their secession was decided upon prior to the incidents of Mr. Carter's presence at the London meeting. It was decided to write to them again asking what advantage the Stockport branch hoped to derive by withdrawing from the national association, especially at a time when highly important developments in the organisation of the retail trade were to be expected.

On the arrival of Mr. Betambeau, the question of the Association's annual subscription was again discussed. Several members drew attention to the great importance of considering such a vital proposal in all its aspects and to the fact that the rules would have to be altered before any increase could be made. It was finally proposed by Mr. Woodbridge, seconded by Mr. Aston, and resolved, that when the next circular letter is sent to members they should be invited to express their individual opinions upon the question of raising the subscription from 21s. to two guineas per annum, and that if the majority concurred, an extraordinary general meeting be held as soon as possible to alter the rules in this connection.

#### The Official Organ.

Details of the official organ were next considered. Every effort, it was stated, was being made to publish the first issue during the course of the Exhibition, and the journal would be issued fortnightly throughout the season and monthly during the summer months. It was further being arranged that all members of the W.R.A. should receive regularly a free copy of the journal, which would be of some 50 pages in size.

The Post Card Register was next considered. Mr. Shearman Dyer reported that there were several applications from manufacturers for lists of those who had signed the declaration against price-cutting. It was decided that the list of names and addresses should be published as early as possible in the official organ.

Arrangements for the exhibitions were next considered, and it was decided that all members of the Council and branch secretaries should be written to asking for assistance in staffing the stand at Olympia.

Mr. Shearman Dyer submitted a draft manifesto for distribution at the exhibitions, and the Executive Committee were deputed to proceed with its publication.

The next item on the agenda was the Dealers' Register Scheme. The objects, general considerations and practical development of the scheme having been outlined by Mr. Dyer, the meeting fully discussed the project. The members present unanimously resolved that the broad principles of the proposal be forthwith adopted; that copies of the draft of the scheme be received by those present, and that a period of seven days be allowed for comments and suggestions to be sent to the Head Office, after which the Executive Committee would be empowered to proceed with the scheme as submitted.

#### The Valve Rebate Question.

This was followed by the important matter of the B.V.A. rebate system on valves. Letters from members of the W.R.A.

were duly read, from which it appeared that in certain cases definite hardship had been occasioned, and it was decided to recommend such members to represent the circumstances to the manufacturers concerned and, in the event of redress not being obtained, that they again refer the matter to Headquarters. It was proposed by Mr. Aston, seconded by Mr. Woodbridge, and resolved, that the B.V.A. be written to asking for an increase in discount to 33½ per cent. in view of the general opinion that the effect of the reduction in price would not be equalised by the increase in sales and that such an increased discount would promote the sale of British valves.

A letter from the Manchester branch was read to the meeting containing a resolution deploring the practice of certain manufacturers of disposing of obsolete stocks by selling them at greatly reduced prices to the large stores. Strong disapproval of this method of conducting business was expressed, and it was resolved that a letter to the R.M.A. be sent upon this subject.

The Council were gratified to receive a long letter from the Manchester branch containing a large number of constructive suggestions for the practical development of the Association. The suggestions relative to the official organ, the appointment of an organising secretary to cover provincial organisation, the extension of branch membership and practical steps by which members of the W.R.A. could be identified in the public's mind with conscientious retailing of radio goods. The letter was received with appreciation, and it was resolved that a detailed reply should be sent, stating that the suggestions in the letter would be acted upon as far as possible at the present time, and that those dependent upon subsequent extension of the resources of the Association would be dealt with as soon as practicable.

Finally, the report states: During the course of the meeting thirty-two new members were elected.

### N.F.R.R. Council.

A REPORT that we have received from the hon. organising secretary of the N.F.R.R. states that a meeting of the Council was held on August 17th, at the Head Office, with Mr. Smeeton-Wilkinson in the chair.

The report continues: The chairman in his opening remarks said that he considered the progress of the Federation since the last meeting had been highly satisfactory, and two new branches at Nottingham and Stoke-on-Trent had been opened. The branches now numbered eleven, and individual new members were coming in quickly, and at the present rate of progress he hoped soon to see the 1,000 mark reached.

The secretary then read correspondence from the branches, and also from members.

It was reported by Mr. Mallinson, secretary of the Burnley branch, that they were conducting an intensive campaign for members in the surrounding districts, and that he hoped to report the acquisition of many new members. Several communications were read from retailers in various towns expressing the desirability of branches in their own district, particularly from the northern areas.

The Exhibitions Committee reported progress of the arrangements which were being made for the forthcoming exhibitions at Olympia and Manchester.

It was reported that during a recent tour in the Midlands, a case was discovered of a wholesaler who was giving special discounts to all classes of people, without the slightest regard for the usual trading terms and conditions. This case was being taken up very strongly with wholesalers and manufacturers.

Much discussion took place respecting the manufacturers' "Stop List," and the general opinion was that it did not seem to be having the slightest effect, while on the other hand it seemed to be heralded as an excuse by the individual manufacturer for refusing to take any independent action. It was pointed out that the letter to the Radio Manufacturers Association regarding activities of their representative on the Executive Committee of the Fair Trading Congress still remained un-

(Continued on page 193)

# "TRADER" TEST REPORTS

Conducted by our  
Technical Department.

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

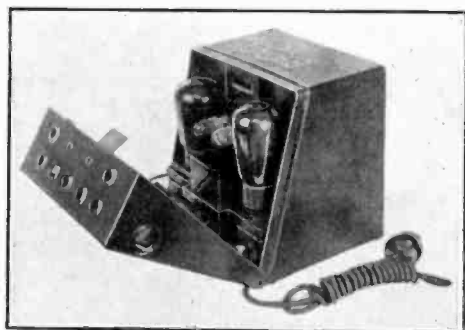
**Philips Lamps, Ltd.**, 145, Charing Cross Road, London, W.C.2.

## Philips 10 Watt Amplifiers.

**DESCRIPTION AND PRICE.**—These 10 W amplifiers are made in a range of four, of which three are designed for the reproduction of radio or gramophone records in small halls or restaurants, and one for reproduction in large buildings such as hotels and hospitals.

In the smaller class, the type 2754, of which we have a sample, utilises a single pentode valve, and is contained in an all-metal case, finished in blue and black enamel with an extremely good representation of fabric. As will be seen from the illustration, a section of the case is hinged at one edge, so that it can be opened outwards, thus exposing the valves and part of the interior.

The amplifier is, of course, for operation from A.C. mains, and for safety, the movable portion of the case is fitted with a tongue of metal which, when the case is closed, coincides with a socket, and switches on the mains supply.



One of the range of Philips 10 watt amplifiers for A.C. mains, employing a super-power pentode, and a valve rectifier for H.T. supply.

When the case is opened the circuit is broken, and the amplifier cannot be used.

All the mains equipment, with the exception of the valve rectifier, is situated behind a partition, which separates it from the valve compartment. The valve sockets are sunk in a platform of a moulded material similar to bakelite, above the loud-speaker grille, which is fretted with the usual moulding of the same material. The amplifying valve, a Mullard super-power pentode, type P.M.24B, is situated at the left-hand side, while the rectifier, a Philips 505 half-wave rectifying valve, is to the right. Between the valves, two small neon lamps are mounted horizontally in suitable sockets. These are visible through apertures in the case, and serve as overload indicators.

Another interesting feature in this amplifier is the volume controlling device which consists of a moulding in which four sockets are recessed. A specially constructed plug can be placed into any of these, and enables the volume to be controlled in four stages.

The 2754 amplifier is supplied with a 5 ft. 6 ins. mains lead with a standard 5 A two-pin plug, and speaker and input leads, both of which are about 6 ft. in length. The price is £18 retail.

**TEST RESULTS.**—The amplifiers can be used following an earlier receiver or amplifier, or directly after a pick-up. We

tested the 2754 after a pick-up having good characteristics and a moderate voltage output. The amplifier was run from 250 V A.C. mains, and the consumption was just about 30 W.

The amplifier was used to feed a moving-coil speaker, and the mains hum produced was extremely small, and not noticeable when reproducing music, even at a small volume.

Using the pick-up with no external volume control, an enormous volume was obtainable without valve overload. There was quite enough output for a small hall, or similar purposes. The 4-step volume control worked satisfactorily. This would normally be adjusted according to the number of speakers in use, the pick-up or preceding amplifier having a volume control of its own for adjusting the input to the 2754.

The tone was exceedingly good, and did not appear to suffer from emphasis of the high frequencies as is sometimes the case when pentodes are used.

The amplifier demonstrated most effectively the high amplification factor and large undistorted output obtainable from the 24B pentode. It is exceedingly well constructed, quite small in dimensions, and should prove very useful for the purpose for which it is designed. A very full instruction book is provided, showing, amongst other things, the method of connecting up numbers of speakers to the best advantage.

**Selectors, Ltd.**, 206, Bedford Avenue, Slough Trading Estate, Slough, Bucks.

## Selector "42" Receiver.

**DESCRIPTION AND PRICE.**—This set is a 4-valve A.C. mains transportable, and is fitted in a highly polished mahogany vertical type cabinet measuring about 20 ins. high, 10½ ins. deep and 19 ins. wide at the bottom, tapering to 18 ins. at the top. A turntable is fitted. In front, and the output and earth terminals are mounted on a vertical S design, are two hinged doors, which can be locked, and which enclose the sunk mahogany control panel. Inside these doors are two station logs, containing most of the usual British and Continental stations normally received, with accurate calibrations.

The controls comprise two slow-motion condensers for aerial and H.F. tuning, fitted with nickelled pointers, the scales being engraved on the panel. The volume control is a differential reaction condenser, while there is also a 3-way switch giving "off," "long" and "short" positions.

At the back of the set there is a hinged door, provided with a lock, which gives access to the inside. At the bottom right-hand side this door is cut away, and behind it is a panel containing the plug and sockets for the mains connection, sockets for an external aerial and earth connection if desired, and jacks for an external speaker and gramophone pick-up.

On opening the back, the small panel will be seen to contain in addition provision for adjusting the set for mains voltages of 110, 200, 220 or 240 V. Inside the cabinet there is a platform carrying the receiving valves,



with the components and wiring fixed to the platform, either above or below, while at the base of the set is the loud-speaker and rectifying and smoothing equipment, closed in by a 3-ply panel. A hole is cut in this to give access to the Mullard DW<sub>2</sub> rectifying valve for the H.T. supply, and also to enable the loud-speaker movement to be adjusted. The speaker, by the way, is an Amplion B.A.2 unit and chassis.

Mounted on the left of the horizontal platform is a screening box, with removable cover, containing the Mazda SG/AC screened grid H.F. valve and the Mullard 354 V detector and their associated wiring. Outside the box, towards the right of the platform, are Mullard 164 V and 104 V valves, in the first L.F. and output positions respectively. The circuit incorporates the tuned screened grid H.F. stage, grid leak detector, and two transformer coupled L.F. stages. The set, complete, sells at 42 guineas.

**TEST RESULTS.**—The set was tested 11 miles from Brookman's Park, without an external aerial or earth. The tone was rich and mellow, but not too rounded. The high frequencies were perhaps a little below normal, but on the other hand speech was clear. There was very little noticeable box resonance, and quite a good, clear bass response. The set would handle without distortion more volume than would be necessary for even a large room, while using an external moving-coil speaker quite enough volume for ordinary use was obtainable.

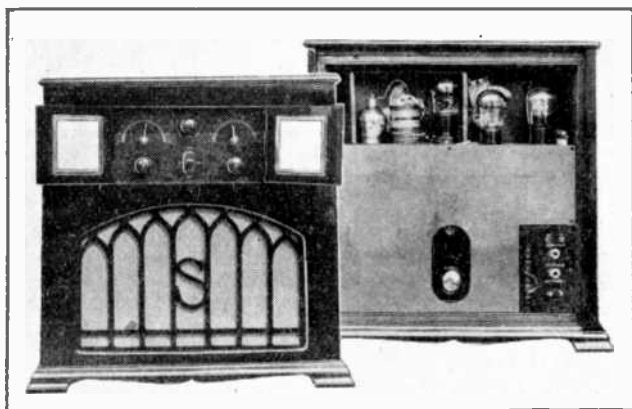
Tested with a gramophone pick-up giving an average output of 0.6 V, the amplifier did not overload, but there was not much margin of safety. An external volume control for the pick-up is therefore desirable. The tone was perfectly satisfactory when reproducing records.

On the radio side the sensitivity was very good for a set of this type. Thus Langenburg was received at faint loud-speaker strength during daylight, while during darkness a good crop of continental stations was obtainable. On the long waves all the usual stations came in at good loud-speaker strength during daylight.

The selectivity of the set was good, and on rotating the set to the position of minimum strength from Brookman's Park, each B.P. station only occupied about 10 degrees on the scale (100 degree scale). This is very good, and it enabled Toulouse to be received clear of the London Regional station during darkness. Also, on the long waves, Koenigswusterhausen was clear of 5XX and Radio Paris, a very good test.

The reaction control was smooth, though the setting was fairly critical for long distance reception. Tuning was greatly simplified by the calibration tables provided, which, incidentally, were quite accurate. The mains hum was negligible.

Altogether, this set can be thoroughly recommended.



The "Selector 42" A.C. mains transportable. On the right is a back view with the hinged door removed, and the cover taken off the screening box.

**Graham Amplion, Ltd.,** St. Andrew's Works, Slough, Bucks.

**Amplion Speaker, Type A.B.41.**

**DESCRIPTION AND PRICE.**—The A.B.41 speaker is a large cabinet cone model, similar in general construction to the



The Amplion A.B. 41 speaker, which, it will be seen, is housed in a cabinet similar to those used for the "Lion" range.

A.B.6, but with a much more powerful balanced armature unit.

It is available housed in oak or mahogany cabinets of the same type as those of the well-known "Lion" range. Our sample speaker has a cabinet identical with that of the "Lion" table cabinet model in polished oak, and measures 18½ ins. by 10 ins. by 19 ins. high. At the front there is an artistically fretted grille, backed by a plain woven fabric, while the back of the cabinet is closed by a sheet of brown cloth stretched over a frame.

Internally, the cone, 14 ins. across the mouth, is of the stiff black paper material familiar in Amplion speakers, and presses, at its periphery, on a ring of felt. The balanced armature unit, which appears to be similar in construction to the B.A.2, but larger, is mounted on a wide strip of metal, the two ends of which are bent round and attached to the front board. The adjusting screw of the unit projects at the back, just above the small moulded panel on which four input terminals are mounted. These terminals are provided with two connecting strips, which enable two different impedances to be obtained, so that the speaker can be used following either low or high A.C. resistance valves.

The retail price of the A.B.41 in oak is £5 15s., and in mahogany, £6 6s.

**TEST RESULTS.**—As it is very similar to the 14-in. "Lion" speaker in general size, our A.B.41 was compared with a "Lion" during the tests. The volume given was fully equal to that of the "Lion," which, of course, is rather above the average in sensitivity for a cone speaker. The tone of the A.B.41 differed from the "Lion" in that it was considerably deeper, the bass response being fairly pronounced, and not far short of a good moving-coil speaker, that is, one that is free from "thump" in the 50-100 cycle region.

In this respect the A.B.41 speaker was better than the "Lion," the bass being fairly clear, though we suspect that some resonance was present. On the other hand, the high frequencies were not so much in evidence as in the case of the "Lion," and the response was therefore not so crisp and brilliant, though it was not badly lacking in this respect. The A.B.41 was found to handle a very large input without distortion.

Thus it will be seen that those who like a good bass response and a fairly low tone will favour the A.B.41. Those, on the other hand, who favour crisp reproduction, with plenty of high frequencies, will choose the "Lion." The A.B.41 has the added advantage of adjustable impedance, and used directly following a 6-volt pentode it gave very good tone.

# PROVINCIAL TRADE NOTES

## Birmingham's Summer Trade.

**B**USINESS in Birmingham appears to be variable just now. The recent wet weather, though, has certainly resulted in a rise in the sales curve, whereas possibly it might otherwise have dropped.

There has been an interesting amalgamation in the city centre. The well-known trader, Mr. Gordon Baynton, has now joined up with the Midland Radio Service, Ltd., an establishment carrying on a high-class business in Corporation Street. The battery service set up by Mr. Baynton is being developed and should strengthen the firm's connection. Radio-gramophones are a speciality and several R.G.D. instruments have been sold. Portables have not been in active demand. The smaller type of A.C. mains set has been a satisfactory seller, though D.C. lines sell better since Birmingham is largely on direct current. Among A.C. lines R.I. receivers are popular, while among general lines Marconiphone instruments are favoured. The firm also do a considerable amount of Marconiphone P.A. work. I learned that the Celestion was still a sound line in cone speakers, and that the R.G.D. pick-up was in fair demand.

Colman & Co., in Dale End, state that business has been much better than last summer, H.P. undertakings having helped considerably. Portables and components have dropped off, though complete home sets are selling in large numbers. At the moment people are waiting for the new lines, and particularly for the latest "Music Magnet." The new Corsor, Messrs. Colman believe, will be a good seller. The little Danipad set is an active line, and the "Blue Spot" 66R loud-speaker is meeting with many enquiries. Units are preferred to complete speakers, I gathered. Among batteries the Pertrix is extremely popular. "We have not yet had a bad one," the manager said. The Ever-Ready "Winner" is a good second.

"Our summer trade has been about fair," said the manager of Beresford's Supply Co., Ltd., in Bull Street, remarking that the industrial depression naturally reacted on trade. Pointing to the new "Music Magnet" displayed to the public, he said many enquiries had been received, yet the old model was still a sound selling line. "Ekco," Philips, and K-B sets are all moving well.

Portables, especially the G.E.C. and Pye, have been selling satisfactorily. Radio-gramophones, Mr. Beresford told me, are making headway, and among pick-ups the Celestion Woodroffe is going very well. Recently the firm converted their basement into a large showroom with separate audition rooms.

Batteries and sets have been the staple business of late in some of the suburbs, or so I gathered from Mr. S. M. Spain's shops in Pershore Road and Stratford Road. Constructors are not buying much just now, but immediately before and after Bank Holiday quite a useful trade sprang up.

## A Pioneer Hereford Trader.

**M**R. A. KIRBY, of the Auto Electric Service Supply, Whitchurch, deservedly claims to be the pioneer of the wireless trade in Herefordshire. He started producing sets in 1921, and in the same year patented the "Kirbyphone" receiver, a set which became so popular that his name was soon a household word, where wireless was concerned, in the West of England and South Wales. As long as nine years ago he ran a P.A. service, and often supplied electrically reproduced gramophone music at Herefordshire garden parties and fêtes. Mr. Kirby has now opened the Auto Electric Service Supply, and is concentrating on his "Auto Llectric" receiver, which is finding great favour locally.

Mr. A. W. De Ath, the well-known Leominster trader, who addressed a gathering of traders and others at the conclusion of Leominster Trades Exhibition recently, said he did not think they could sum up the results of an exhibition of that kind on the lines of a profit and loss account, but the chief point to him was the spirit of fellowship and co-operation shown by the traders represented. He felt that he knew his fellow traders better than he had done before, and therein lay the value of such exhibitions.

C. F. King & Co., of Eign Street, Hereford, were remarkably busy with their Marconiphone public address outfit over August bank holiday, and at Peterchurch they relayed the broadcast of the arrival of Amy Johnson to thousands of holiday makers. Their outfit is transported in a saloon motor car, with two speakers fixed at the rear. Messrs. King's outfit has taken the place of the brass band at the head of carnivals and other processions in the district.

Trade in the city of Hereford itself is fairly brisk for the time of the year, but outlying towns find business on the slow side. In Hereford, Philips all-mains sets are still the principal sellers, while Pye portables rank a good second.

## New Lines in Hull.

**A** CONSIDERABLE improvement in business is apparent in Hull, probably due in some respects to the rainy weather. A notable increase in the sale of portables is reported, Pye and Marconiphone being the most popular, while the Amplion portable, on account of its range and selectivity, is attracting the attention of an increasing clientele who are willing to pay the price.

The Corsor "Empire Melody Maker" kit appears to have captured popular imagination, and good sales are being made. Deliveries of the "Music Magnet" are being anxiously awaited and orders are already in hand. The new "Blue Spot" speakers are now in evidence. It is regretted that there is a delay in the delivery of the 66R units, but it is understood this will be remedied very soon.

A very healthy turnover is being maintained in "Ekco" mains units,

Pertrix and Ever Ready H.T. batteries, and the new bakelite-cased Telsen transformers.

## Steady Trade in North Essex.

**T**RADE in the Colchester and North Essex area is fairly satisfactory considering the holiday season is in full swing. This is partly accounted for by the fact that on account of the poor weather wireless is regarded as the best form of entertainment. Traders are now giving consideration to questions of stock and to the best methods of boosting new season's lines. It has been observed that effective publicity in the early days of September proves to be very useful.

At the moment renovation of old sets is a profitable business, while a few sales of new receivers are being made. The gramophone section of the trade, it is expected, will show an improvement soon. The Columbia Graphophone Co., Ltd., in conjunction with Mann Bros., of High Street, Colchester, will give a gramophone and record recital in Colchester Town Hall on September 5th. This, by itself, should do much to maintain interest.

## Replacements and Overhauls in Portsmouth.

**P**ORTSMOUTH dealers have found the last few weeks their slackest time of the year. There have been, however, one or two interesting features about the month's trade. Southsea, for instance, has been fuller of visitors this August than ever before, while nearly fourteen thousand dockyardmen, for the first time, took a week's holiday all together, with pay. Money has therefore been circulating more freely. Thus, while comparatively few new sets have been sold, work on the overhaul of old ones has been considerable, and there has been quite a good trade in the renewal of batteries and valves.

It has been said in the past that very little of the money spent by visitors has found its way into the wireless shops. This, however, is not so evident this year. Mr. W. E. Harding, of Fawcett Road, Southsea, in addition to the re-servicing of customers' sets, has found that a good many visitors, for instance, have brought in portables for overhaul. Sometimes a jolt during a motor car journey has put the set out of action, or a valve has had to be replaced. Other Southsea traders have had the same experience of this class of extra business during the holiday season, and it has helped to alleviate the general slackness of trade. There is to be a big shopping festival during the first fortnight in September, and the more enterprising local wireless dealers are preparing to embark then upon a big sales campaign.

Mr. F. M. Seal, who added a wireless department to his business at Highland Road, Southsea, at the end of last year, has been quite satisfied with the progress made so far, and is looking forward to a good autumn season. "I think we have had our share of the trade," he said,

# The Same Power with Half the Voltage!

Marconi PX4 will dissipate 10 watts in its anode circuit at a high tension voltage of 200—as much power as valves of the LS5 class at 400 volts! Not only is this a boon to owners of A.C. receivers and eliminators, but it places all who have so far been limited by a D.C. supply on a level with the high voltage enthusiast. Undistorted reproduction of Radio or Records at full volume becomes possible without any additional batteries or voltage boosters. The long filament and exceptionally large anode—actually the largest used in any standard power valve—gives the low impedance of only 1,050 ohms.

Marconi PX4 is thus the ideal valve for matching to low impedance speakers, ensuring a full unforced bass response, at the same time it is exactly right in a push-pull circuit for the majority of standard moving coil and balanced armature speakers.

And it is ALL BRITISH.

In all A.C. circuits use Marconi PX4 with Marconi MS4 screen grid	In D.C. and battery circuits use Marconi PX4 with Marconi S410 screen grid
.. MH high magnification	.. H410 high magnification
.. MHL4 general purpose	.. HL410 general purpose
.. ML4 low frequency	.. L410 low frequency

CHARACTERISTICS

Amplification Factor	5.5	Impedance	1,050 ohms.
Fil. Volts	4.0	Fil. Current	0.6 amp.
Mutual Conductance	5.3		

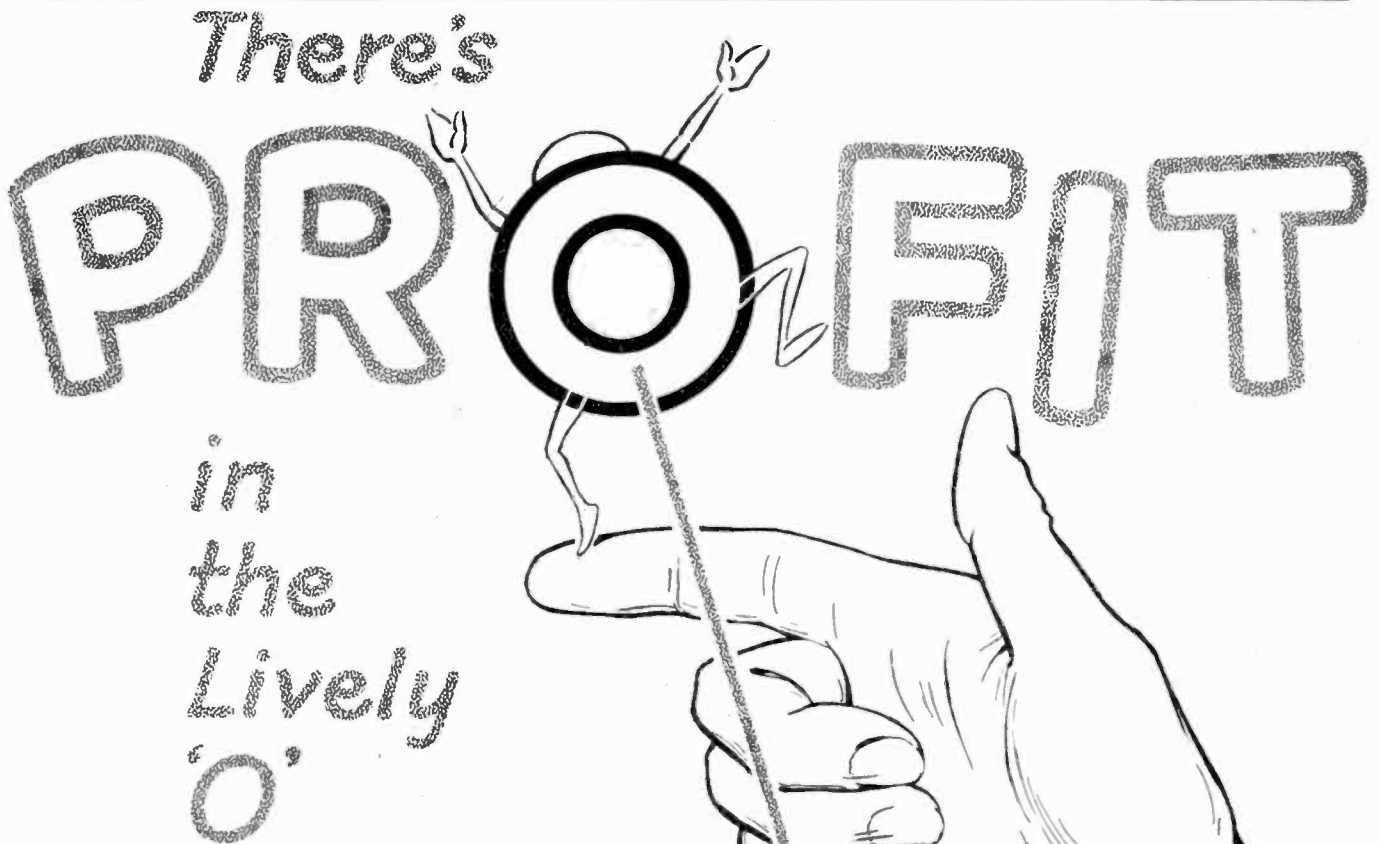
Price 22/6

## The Magnificent MARCONI PX4



The Marconiphone Company, Limited, Radio House, 210 Tottenham Court Road, W. 1

There's  
**PROFIT**  
 in  
 the  
 lively  
 'O'



Here's new life for your accumulator sales!—the new "Lively O" Accumulator. Produced after twelve months of research by Oldham & Son Ltd., based on scientific data supplied by their associated house, the USL Battery Corporation of America, the "Lively O" Accumulator represents a definite advance in design. A powerful national advertising campaign is going to put "Lively O" right at the head of the market—order now for the season's delivery.

**OLDHAM**  
 USL

## ACCUMULATORS

**Type 0.25** Including free carrier. Capacity, 25 amp. hours. For one and two valve Sets. **5/6**

**Type 0.50** Including free carrier. Capacity, 50 amp. hours. For three-valve Sets. **9/-**

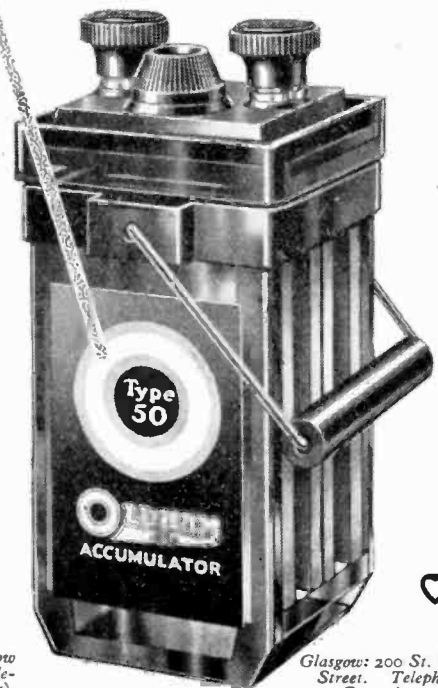
**Type 0.75** Including free carrier. Capacity, 75 amp. hours. For larger Sets. **12/6**

Oldham & Son, Ltd., Denton,  
 Manchester. Telephone: Denton  
 301 (4 lines).

London: Bush House, Aldwych,  
 W.C.2. Telephone: Temple  
 Bar 3039.

London Sales Service: 40, Wicklow  
 Street, King's Cross, W.C.1. Tele-  
 phone: Terminus 4446 (3 lines).

Glasgow: 200 St. Vincent  
 Street. Telephone:  
 Central 4015.



5569

"some weeks, of course, more than others. We have found the B.T.H. all-mains one of the best propositions so far. People also seem to like the 'Ediswan' transportable."

Mr. Ernest Wyatt, of Queen's Road, Portsmouth, very successfully carried out the microphone and loud-speaker installations in connection with the naval searchlight tattoo at Whale Island in celebration of the centenary of the Naval Gunnery School. Every word of the descriptive broadcast from the stands was clearly audible to all the spectators each night, and for an hour prior to the commencement of the tattoo a recital of H.M.V. records was given.

A matter which is creating a little soreness among other traders is the offer by a music firm of a year's service and accumulator charging free after the sale of a receiver. "The motor trade would not think of offering a year's free petrol after a car sale," one dealer commented, "and this is practically on the same lines." Probably the matter is one which the local wireless traders' association could usefully take up.

### *Promise of Mains Sales in South Wales.*

TRADE in complete sets is at its lowest ebb, and the public are apparently "sitting on the fence" until the manufacturers' new products appear in the shops. Traders are counter-acting this slacking off by giving publicity to their repair services and to components; this more with a view to keeping their names before the public rather than in the hope of present resultant large business. Battery recharging work has shown some falling off. Old stocks are being cleared by means of sales. House-to-house canvassing has been commenced by some

retailers, and good results are promised for the future. Dealers say that mains sets will certainly be the feature of autumn trade, and the number of enquiries on hand for these is most encouraging. Throughout the summer months mains sets and portables have sold well, and notwithstanding present slackness, the summer has yielded better results all round than for many summer seasons past. The increased willingness of traders to take old sets in part payment for new ones has undoubtedly helped, as have H.P. contracts.

Of present sales Philips lines are moving best. Pye has been a good seller both in mains and portables. The Cossor "Empire Melody Maker" is the feature of kit trade, and "Ekco" products give promise of good sales in the near future.

Mr. Piper, Nelson Street, Swansea, speaks well of the McMichael portables, of which he has sold several.

The music dealers in all centres of the area have lately given prominence to radio-gramophones, in which interest seems to be growing.

### *No Pessimism in Ulster.*

DESPITE the widespread financial depression generally, there is no pessimism among wireless dealers. Some admit of a struggle to keep down expenses, but the feeling is that things might be worse.

Mr. Marks, of Stevenson & Marks, Church Street, Belfast, says that business remains fairly steady, with a sufficient demand for components and valves to keep things moving. Good lines with Stevenson & Marks both at their Church Street and York Road shops are Dario, P.R. and Triotron valves, the Pertrix H.T. battery, and especially Ultra loud-speakers.

As usual, the window display with Wm. Dobbin & Co., North Street, is a centre of attraction. The firm are featuring the Cossor 1930 "Empire Melody Maker," ready made up, together with Kolster - Brandes sets, Ormond speakers, and "Ekco" units.

Mr. L. Scop, A.M.I.E.E., of Rosemary Street, tells me that his sales of the McMichael "Super Range" 4-valve portables this year have been very encouraging, and inquiries for the Philips all-electric receiver have been decidedly hopeful. The workshops are kept busy remodelling sets, and, though this is a holiday month, there is not the slackness that was evident a few years ago. A very good selling line is the Ultra speaker.

Messrs. Solomon & Peres, Berry Street, Belfast, have specialised considerably in public address equipment, and a big contract undertaken at the recent Lifeboat Carnival at the Royal Ulster Show Grounds was highly praised. They noted a recent promising revival in the demand for moving-coil speakers, and they disposed of half a dozen during one week recently.

The Burndept depot of R. & S. Scott, Queen's Arcade, Belfast, is always a bright spot in the Irish wireless trade. Mr. Robert Scott states that the turnover this summer is even better than last year, and especially in portables. Numerous orders for Burndept sets have come from the seaside districts.

Probably the first televisior exhibited in the Belfast trade is that featured in a window display by Mr. J. L. Donaghy, of B.N.B. Wireless, Ltd., Castle Street.

Inquiries are few as yet, and complaints are heard that the times of television transmissions are unsatisfactory. The new Cossor set is being well received, while a steady selling line with B.N.B. Wireless is the McMichael "Screened Dimic Three."

## WITH THE TRADE ASSOCIATIONS.

(Continued from page 189.)

answered, as had been the case with other communications. In view of these circumstances the secretary was directed to write direct to the chairman of the R.M.A. enquiring the present position.

The question of the window display emblem was raised, and after some discussion it was decided that the words "Reliability and Service" be added, and to prevent its mis-use that the emblem be endorsed on the back with a notice that it remains the property of the N.F.R.R. and is subject to collection in case of mis-use.

The report from Blackburn of a man stated to be normally and fully employed in the Income Tax Offices, Blackburn, who was building and selling radio sets with the Marconi licence tag affixed was discussed, and the Secretary reported that he had been in communication with the Marconi Co., who stated that they had no agreement with the person in question, and that they had promised to let him know the result of their investigation in the matter.

The Secretary reported that he had taken up very many reported cases of price-cutting, and was dealing with them in the usual way.

The resolution forwarded by the Woolwich branch respecting the rebate allowed on the reduction of valve prices was considered, and it was agreed that the arrangement was harsh and unreasonable, and undoubtedly called for redress. It was decided that all members who had sustained loss be asked to forward to Head Office particulars of their stocks and the amount of loss sustained to enable the N.F.R.R. to negotiate collectively with the B.V.A. on their behalf.

Reporting the complaint from Burnley of electrical inter-

ference, the Secretary said he had drafted a letter which the Burnley Branch Secretary had sent to the Rt. Hon. Arthur Henderson, M.P. for Burnley, and it was hoped that all retailers—and members particularly—would forward a letter on the same lines to their respective members of Parliament.

The letter points out that interference from electrical apparatus such as refrigerators, signs, motors, generators, talking picture installations, etc., was rapidly becoming a serious menace to broadcast reception. The Postmaster-General had stated that he was powerless to prevent this local interference. The nuisance was steadily becoming worse, and was having a deleterious effect on the radio retail trade, and it was thought that many offenders were wilfully allowing the interference to continue.

### **Unsatisfactory Programmes.**

The second matter referred to in the letter, and one which demanded urgent attention, was the unsatisfactory nature of the broadcast programmes, particularly on Sundays, which was filling the public and the trade alike with disgust.

The letter closes with the hope that something would be done in Parliament to remedy this state of affairs.

The action of the Stockport Radio Retailers' Association was discussed, and realising the position they are in as a minority, it was decided to write to the Secretary offering the assistance of the N.F.R.R. as a national body, impressing on them the fact that the Council, consisting as it does partly of northerners, were in perfect sympathy and agreement with the Stockport retailers.

The Editorial footnote to the report of the Burnley meeting in THE TRADER was discussed, and it was decided to inform the Editor that the Council will supply him with everything possible of general interest to his readers, providing it stands a reasonable chance of publication, and also to say that the Council only ask a "Fair field and no favour."

The meeting terminated with a vote of thanks to the chairman.

# THE SELLING SIDE

## The Possibilities of a Shop that is "Just off the High Street."

SCORES of traders occupy a position that is near to one of the main shopping streets of their town, but which is not actually in it. Practically every "High Street" has subsidiary thoroughfares branching off to right and left, and these streets are occupied by traders who, owing either to lack of resources or to lack of opportunity, cannot secure premises in the main road.

There is a very substantial difference between the two positions. A large number of those who throng the more important street never branch off unless on some definite errand. Nevertheless, the trader who, although he is not in the path of the main road crowds, is within sight of them, has a position full of possibilities. While he has not the advantage that thousands of people inevitably pass his windows, he has excellent opportunities of making a bid for their attention, and, by good publicity, persuading them to turn from their course.

Every trader who is in such a position should give consideration to this point. By enterprising and "live" methods, he can secure some of the advantages of a main street site.

In many cases one of the most effective means of catching the eye of the main-road shopper is by making greater use of the exterior of the premises for publicity purposes. Study of the shop-front will often show that signs can be so placed that they

command a large share of attention from considerable distances, and if the signs themselves are of an interest-arousing character good results should follow.

Signs erected at an angle with the shop-front are some of the most suitable for the side-street shop. They provide wide scope for striking treatment and can scarcely fail to be seen by persons passing the end of the street.

A good pattern of electric flashing sign is one alternative. It is eminently desirable that it should be of a novel type, however, for extensive use of electric signs is robbing many of them of their original value. The "halo" pattern of sign is well worth consideration; in this case the effect is obtained by reflected light, against which the lettering is silhouetted, and highly impressive results are possible.

In many cases it is preferable to avoid the use of permanent signs, and to employ painted signs which can be changed at fairly frequent intervals. By this means, topical sales messages can be used, and attention can be aroused by giving publicity to new lines, special demonstrations and so forth. A good signwriter can make such a sign extremely eye-catching, while still retaining dignity and good taste.

Either as an addition to hanging signs, or as an alternative to them, roof signs may be worth consideration.

Their value must be determined by the particular circumstances, but if it is possible to erect such a sign high up on the building, and the view from the main street is not obstructed by other roofs, the isolated position will often succeed in securing attention where the ordinary hanging sign will fail.

The owner of a side-street shop is not necessarily confined to the use of signs and posters on the building itself. A good deal can be done to attract attention by arranging for the exhibition of suitable advertising in the main street.

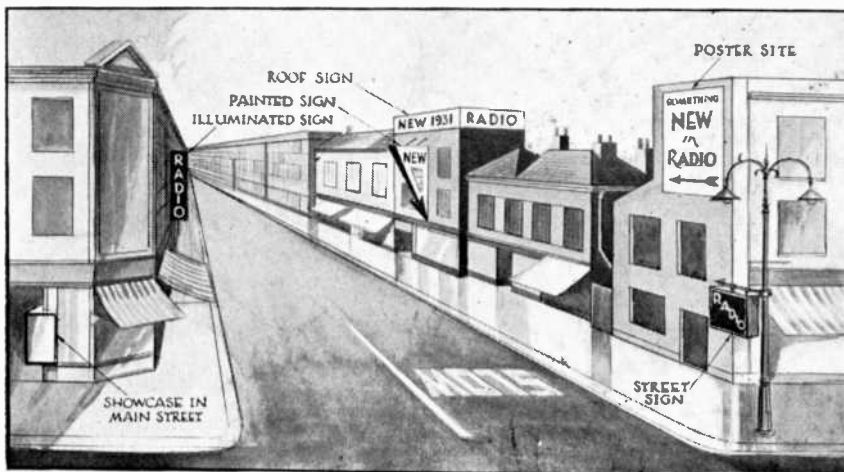
In many districts illuminated signs can now be erected on street lamps or tramway standards. The use of a bold sign of this description at the junction of the main street with that in which the trader is situated, may prove to be a sound plan. It will at least remind potential buyers of radio of the existence of the side-street trader.

Another method that can often be adopted is that of renting a poster site at the corner of the two streets. Any considerable expanse of blank wall in such a position is usually available to poster advertisers, and in most cases is in the hands of a firm of billposters. By arrangement, the use of the site for an extended period can usually be secured.

Used in the right way, a poster site of this kind is obviously of high value. By means of good quality hand-written posters, current sales developments can be kept constantly to the fore, and each poster can include some device, such as a broad arrow, indicating that the shop is only a few steps away.

Finally, it may be possible to arrange for the regular exhibition of a showcase in the main street. This can sometimes be done when the main street shops are divided by side entrances and staircases giving access to upper floors. Occupiers of the upper rooms often have the right to exhibit small showcases at the entrance, but if, for any reason, they do not desire to exercise it, use of the space can often be secured from a non-competitive retailer.

To get value from such a showcase, it should be as near as possible to the junction of the main and side roads, and should be kept smartly dressed with good-value lines. A card should always be exhibited, stating that the goods displayed are being sold at the shop round the corner, and giving simple directions for reaching it.



This sketch shows a few of the methods that can be used to give publicity to premises in a side street. Retailers who own shops in such circumstances will find that at least one of the signs depicted above can be used effectively in their own locality.

## A Circular Letter "Par Excellence."

**D**UE tribute has already been paid to the manner in which Mr. Paul Taylor, the Kettering dealer, has entered the gramophone field.

If any further evidence of the fact that he has "done it well" were needed, it would be amply afforded by the letter which Mr. Taylor is now despatching to a hundred or so of his customers. Presumably the correct phrase is *circular* letter, for the type-matter is duplicated and has been written to push sales.

But that is its only connection with the word "circular." The letter itself is written in a personal "chatty" manner, the duplicating is perfect, and in the same distinctive shade of brown as Paul Taylor's letters always are, while the notepaper—as will be seen from the facsimile reproduction on this page—is the essence of good taste and refinement.

The photograph shows that the address is printed in clear, bold lettering, and the firm's coat of arms and motto, "Faithful Service," appear on the left with the telephone number.

The letter commences right away with the personal touch: "Do you like receiving the monthly list of records I send to you? It's a real pleasure to me . . ." And so it continues.

After pointing out that many enthusiasts would also probably like to receive the gramophone record lists, Mr. Taylor asks his customers to send some names and addresses of friends who would appreciate a similar service.

The second page continues:—

I have sent a little pencil so that you can put the names down now, while you are thinking of them—and then pop the card in the nearest pillar box.

Now for a confession—do you know, I think it is an awful fag, having to fill in this sort of card myself, and I am a little shy about asking you to go to this trouble, but I have found gramophone enthusiasts such jolly people and always willing to help their friends that I am sure you will not mind doing this little job for me—and them.

There's another reason, too, but it's a secret at present. All I can tell you now is that there's going to be an interesting musical event in the early autumn, and that's why I want the names and addresses of your friends. I have your name down for this occasion and I will write to you again shortly and tell you more about it. By filling in the card now, you, your friends, and I, are going to have a very happy evening together in September—but more about that later on. Until I write you again,

I remain,

Yours sincerely,

PAUL TAYLOR.

P.S. Please keep the pencil. It will be useful to jot down the numbers of the

records you would like to hear when you come in next time.

Each letter, by the way, is personally signed.

The small "whist-drive" pencil which is included, must undoubtedly cause the recipients of the letter to fill in the names and addresses there and then.

Even the postcard enclosed for this purpose is out of the ordinary. The name "Paul Taylor" is "woven" round the familiar "His Master's Voice" trade mark, as will be seen in the photograph on this page.

Probably many of the record manufacturing companies consider that Mr. Taylor's demands for monthly lists are remarkable for a "small provincial town dealer," but we are sure that when that dealer uses such sales methods as these, his actual sales must be quite as remarkable.

Mr. Taylor has now given us some

## Hiring P.A. Equipment for Advertising.

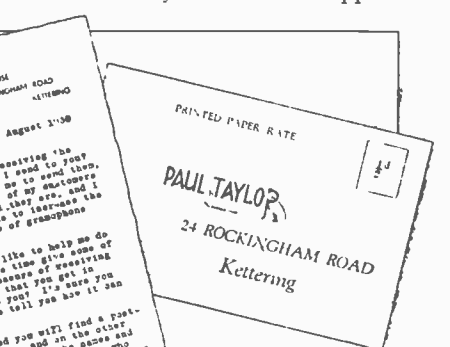
**A**T a recent Agricultural Show, a motor dealer and a wireless trader combined to put over a highly successful piece of publicity work.

A radio-gramophone and public address equipment were installed on the motor dealer's stand, and an attractive musical programme was used to draw the attention of visitors. At intervals the public address equipment was employed to amplify short talks on the outstanding features of the cars displayed, the service offered by the dealer, and so forth. The idea rapidly proved itself to be a first-class means of bringing people to the stand and of leaving a worth-while impression on their minds, and at the end of the show both the motor dealer and the wireless trader were of the opinion that this method of advertising was well worth developing.

Now that an increasing number of traders are taking a practical interest in P.A. equipment, this direction for extending its field of utility should be well worth bearing in mind. Local political meetings, and "functions" generally, can never keep the equipment fully employed, but there should be many local traders who will be

prepared to pay fair prices for the use of the equipment for advertising purposes.

Local exhibitions, fêtes, and shows provide many opportunities of this character, but they do not cover the whole of the possibilities. During carnivals, shopping weeks, and so forth the idea could be put up to a retailer who is proposing to enter the inevitable procession of decorated vehicles. A tastefully designed van, from which was "broadcast" a combined programme of music and "selling talk," should secure attention.



The above facsimile reproductions of Mr. Taylor's letter and postcard give a good idea of their excellent appearance.

mailing list has been doubled.

In conclusion, it would be almost redundant to offer Mr. Taylor our congratulations on his latest sales effort. We will let the photograph and description speak for themselves.

Again, the proposal should appeal to certain retailers who are planning special seasonal sales events in their shops or showrooms. The trader who is staging fashion parades, or who desires to open new premises or a new department with an appropriate flourish, affords a good example.

The enterprising wireless trader will be able to carry through the entire undertaking, from the preparation of an appropriate programme of gramophone records to the installation of the system, and the service should command a fee which will well repay him for his efforts.

# 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.

## A Reply to "An Open Letter to Wholesalers."

To the Editor.

SIR,—We have read with interest Mr. Shearman Dyer's open letter to wholesalers, and are entirely in agreement with the propositions put forward. We had, in fact, already commenced to put them into practice by forwarding to the W.R.A. a complete copy of our mailing list, inviting them to criticise it and make suggestions for its amendment. We were aware when we did this that the list was far from perfect, as it had been compiled through a period of years, during which the trade has, as we all know, undergone a considerable change.

The W.R.A. have already submitted criticisms on certain portions of the lists. We have investigated every case in which they have suggested a deletion, and have acted on their recommendation. Now we await their comments on the remainder of the list, and hope that before the end of this year it will have been completely revised. In the meantime, we are carrying out the process of revision on our own account, our travellers having instructions to call on every firm on the list as occasion presents itself, and to report on their status.

We would welcome the establishment of a radio dealers' register, as it would obviate the trouble of maintaining a mailing list at all.

MANCHESTER. HIRST, IBBETSON & TAYLOR, LTD.,  
JOHN HIRST.

## An Appeal to Stockport.

To the Editor.

SIR,—I notice that the Stockport Branch of the Wireless Retailers' Association has decided to secede from the national body, and I therefore hope that you will allow the Birmingham Branch a little space in which to put forward the case *against* such action.

What can the Stockport Branch do on their own that they cannot do as members of the W.R.A.? We in Birmingham feel that whatever we do locally is but a drop in the bucket compared with what headquarters are doing. We keep pegging away at local conditions as hard as we can, and we get things done bit by bit, but if every branch confined itself to that, very little would be done in a national sense. One day the retailers will wake up to find that the whole trade has been forced into some semblance of order, that the manufacturer will only supply approved wholesalers, that the wholesalers will only supply approved retailers, and that the retailer will get the turnover which he needs to make a decent livelihood on the amazingly small *nett* profit which he can make. When that day arrives, the happy state of affairs will have been brought about—firstly, by W.R.A. Headquarters, and those untiring workers Betambeau and Shearman-Dyer; secondly, by the support of the branches and individual members, with the trade papers behind them; thirdly, by the enlightened manufacturers who operate the Stop-List, knowing that unless the trade is so organised, the average retailer will, in self-defence, sell foreign goods which have to be bought direct from the importer, thus showing no profit to the British manufacturer, the British factor or the British workman.

Is it the time, now, when the W.R.A. are within sight of their goal, to secede? Men of Stockport, back them up!

BIRMINGHAM. J. WELLINGS,  
Chairman, Birmingham Branch W.R.A.

## Pertinent Comment from a Trader.

To the Editor.

SIR,—Your oft-repeated request for the opinions of readers on conditions in the trade cannot be ignored, so here goes.

WIRELESS RETAILERS' ASSOCIATION. Is it to be wondered that there is a lack of members? The valve rebate over which we have just been so badly let down should have been taken up the next morning, instead of which it was left to THE TRADER to do the practical thing as usual. I cannot imagine a single dealer who could possibly have purchased during the last two months anything like the stock of valves he holds at the date of the reduction. Every valve in stock should have been allowed for. How to check them is a matter for the B.R.V.M.A., but Mr. J. V. Morgan's idea of sending them to makers for rebate is one excellent method. Carriage both ways would be the only loss the retailer had to stand.

PRICE PROTECTION. Two years ago I wrote you suggesting that the matter of the garages obtaining trade terms be dealt with first. You have also published my challenge to the wholesalers, asking them to deny that any garage can obtain wireless goods for the asking, at trade price. Twice I have had portable sets brought to me to have the valves inserted; once by a garage man, and once by a corn merchant, both of whom told me they purchased their sets at trade price through a London factor. Neither had any wireless stock on his premises. Cannot we thrash out this point with factors and manufacturers, or is it that the manufacturers do not care a button where their products go as long as they sell them?

PROGRAMMES. I will not argue about the quality of the programmes because opinions vary so on the matter, but how can we dealers either service sets, or sell them, when for five or six hours of the working day there is no broadcast? Gramophone selections from either one of the three high-power stations would be satisfactory to fill in the silent hours so that we can work all day. Until this happens service to the public is bound to be expensive to them, because we have to pay service men a day's work to give a few hours' service only.

MANUFACTURERS' SERVICE. Manufacturers should be able to return a set or component within 48 hours, properly repaired and corrected. The manufacturer who did this would reap the immediate advantage of winning the dealer's confidence, and he would trade with that maker, knowing that he would be able to give the public a much better deal. As it is, sets returned under guarantee have been known to be kept so many weeks that the dealer gets sick of that maker's name, and would gladly stock the wares of the firms that backed their goods up with quick return repairs, even if he had to pay for some of them.

SITTINGBOURNE.

HORACE GRENSTED.

## A Provincial Dealer's Experience.

To the Editor.

SIR,—I feel that I must write and let you know the experience that I had just recently. A customer asked me if I would purchase his crystal set, as he had just bought a valve receiver. I told him that I was sorry that I could not oblige, and suggested that he should try the shop where he bought his new set.

He replied that he could not do this as he had bought it in London. He further told me that it was a well-known



Get ALL the  
 New Lines from  
**HOUGHTONS**

ONE ORDER  
 ONE ACCOUNT  
 ONE PAYMENT

SAVES TIME  
 SAVES TROUBLE  
 SAVES MONEY

---

Exceptional Demonstration Facilities for You and Your Customers.      Widespread FREE DELIVERY SERVICE.

---

**HOUGHTONS**

*The National Wholesalers*

[ENSIGN, LIMITED]

HIGH HOLBORN · LONDON · W.C.1  
 GLASGOW · MANCHESTER · LEEDS · NOTTINGHAM · SWANSEA · EXETER

STAND No. 10, NATIONAL RADIO EXHIBITION, OLYMPIA, September 19th to 27th.



We invite correspondence from Retailers and Wholesalers in the Wireless, Gramophone and Music Trades who are interested in the sale of exceptionally high quality Loud Speakers and Radio Gramophones.

For four years we have refrained from marketing any instruments which do not pass the exacting tests to which our Engineers subject them. During this period quality and perfect workmanship has built up Bel-Canto's good name in radio. We are continuing with the same policy with enlarged manufacturing facilities.

Our programme for the 1930/31 season including printed matter, Policy, Terms, and proofs of our future advertisements will be forwarded on application.

Early application is necessary to participate in an original scheme which will be carried out in co-operation with selected dealers.

*Bel-Canto*

Radio Ltd.

'REALISM IN RADIO'

Warple Way, Acton, W.3  
Telephone: Shepherds-Bush 1663  
Est'd 1926. and at Sluddersfield



**WATCH  
NEXT  
WEEKS**

**WIRELESS  
& GRAMOPHONE  
TRADER**

for  
an important  
announcement  
from

**DUBILIER**  
CONDENSER CO. (1925) Ltd.

We are exhibiting at  
THE NATIONAL RADIO  
EXHIBITION.  
OLYMPIA (New Hall)  
Sept. 19-27th. 1930

Ducon Works, Victoria Road,  
North Acton, London, W.3.

3-valve kit set, for which he paid 5 guineas, complete with valves and batteries. He added that he went to London, because local traders' prices (the correct ones) are too high.

I wonder if other traders have had an experience to equal this?

AYLESBURY.

L. P. HEDGES.

### Interference with Radio Reception.

To the Editor.

SIR,—The above subject has been one of much controversy, but I feel that the time has arrived when steps should be taken so that the matter may be dealt with on the same lines and under the same statute as other nuisances. At the moment the position is as set out in a letter before me from the Engineer-in-Chief of the G.P.O., which states: "I am directed by the Postmaster-General to say that he has no statutory powers under which he could compel the owner of electrical plant causing interference with wireless reception to remove the cause of the interference."

Now I do not profess any legal knowledge, but speaking as a layman, I must say this does seem to represent a remarkable state of affairs. I myself am particularly interested in the reception of foreign programmes, which, as far as I am aware, do not entail any expense on the part of our Post Office beyond the cost of issuing a licence, and yet, having received the licence fee, they admit they cannot take such steps to deal with interference as would enable me to receive that for which I have taken out a licence to receive. I am aware that a gun licence does not carry with it the provision of birds to shoot, but the two cases are not parallel. The matter could be argued under the heading of "causing a nuisance," because, should my neighbour install—say—a petrol electric plant, the exhaust from which caused annoyance, I could obtain an injunction to restrain him from continuing the annoyance. But in the case of a badly sparking commutator, for instance, which would interfere with reception, I am powerless to prevent it.

One could quote cases *ad lib.*, but my object in writing is not necessarily to start a controversy, but rather to interest those who can think out collectively or individually what steps may be taken to deal with the situation. Wireless reception has become part of our daily life and, sooner or later, there must be legislation to deal with such matters as this needless interference. I believe it would help in the meantime if those interested would take the matter up direct with whoever may be their member of Parliament. This would at least help by indicating the feeling of the listening public and prepare the ground for such time as the case may be mentioned in the House.

LONDON, W.C.2.

JAMES NELSON, M.I.E.E.,

INSTITUTE OF WIRELESS TECHNOLOGY.

### "The Ever Open Door."

To the Editor.

SIR,—You recently emphasized the desirability of manufacturers extending to traders an invitation to their works. We would say that we most emphatically endorse this view, and that so far as this firm is concerned, we at all times welcome visits from the trade.

During the run of the Radio Exhibition many traders will probably be in London, and would like to take the opportunity of visiting a radio factory. We would say that if such traders get into touch with us we shall be glad to make arrangements for their visit to our works as interesting and convenient as possible.

WELWYN GARDEN CITY.

MURPHY RADIO, LTD.  
FRANK MURPHY.

### Bad Reproduction Spoils Programmes.

To the Editor.

SIR,—Quality of reproduction has such an important bearing on the entertainment value of any broadcast item that I venture to state that the majority of listeners who are concerned in the B.B.C. programme controversy are not competent justly to offer criticism,

As a dealer who has serviced a large number of sets, and as one who knows their average capabilities, I am convinced that the owners of these sets can only really enjoy a particular item if they have heard it by other means than wireless, or if they are subconsciously inclined to like it before they have heard it.

The B.B.C. programmes can be improved, but I think the biggest improvement is first necessary in the means of reproducing the transmissions. When the faults at the listener's end have been remedied, much of the dissatisfaction will disappear.

A. WADE,

BURNLEY.

THE RADIO SERVICE CO.

### A Suggested Revision for our H.P. Forms.

To the Editor.

SIR,—As a dealer whose activities include the sale of pianos, may I suggest that the appropriate TRADER agreement forms for hire-purchase, which at present embrace a clause stating that the hiring must be for three months certain, should be amended so that the hire shall be for six months certain before the article can be returned in lieu of further payments?

In view of the fact that more and more radio dealers are handling very high priced goods, including, of course, high quality radio-gramophones, I feel that such an amendment would prove extremely popular.

LONDON, W.

A. LYNWOOD.

[NOTE.—The suggestion put forward in the above letter is interesting, and we have submitted it to our Publications Dept., who state that they are quite willing to provide forms with the suggested alterations if there seems to be a demand for them. We should therefore be glad to receive the views of readers on the matter.—EDITOR.]

### A Business Sold and Creditors' Claims.

THE owners of a business sell it as a going concern and duly inform all interested parties of the transfer. The new owners agree with the vendors to accept liability for all past debts contracted by the firm. Many, it would seem, believe that this act of notice and this agreement between the principals completely protect the seller if a creditor, unable to get his money from the buyer, demands it from the seller. The strictly legal position is, of course, as follows. A sale just on that basis is a deal between seller and buyer, and an agreement between those two for the buyer to discharge the debts is not necessarily binding upon the creditors. Those creditors still have right of action against the vendor.

A recent County Court case provides an instance. A creditor sued the former proprietor of a business. Defendant had sold it to his manager and had so notified his connections. But a creditor could not get payment of a past debt and so brought his action. Judgment was given for plaintiff. The question is always whether there has been "novation" of contract. A contract remains in being between the original parties unless and until the creditor undertakes to accept another person at its other end. In this instance the creditor had not done that and the original trader was therefore liable. Plaintiff expressed sympathy with defendant, but business is business and he wanted his money. The defendant may now try to get the cash from his former manager.

It is not only necessary to circulate a simple announcement of the sale. The notice should state expressly that the new owner is henceforth solely responsible for all obligations and debts of the business, including debts for goods already supplied.

A safeguard is to ask creditors so advised to acknowledge receipt of the notice. A signature will signify acceptance of the new man as debtor. It should be emphasised that failure to reply by a given date will be taken as meaning that the creditor assents.

# EXPORT FIGURES FOR THE HALF-YEAR.

Total Returns Show Increase Over 1929 Period Figures.

THE total figures for the exports of British radio goods (£551,391), together with the re-exports of imported merchandise (£146,393) are £697,784 for the first six months of the present year. In the corresponding period of 1929 the returns for British products were £610,357, and for re-exported goods £20,978, making a total of £631,335.

An examination of these figures indicates that the general depression of British trade has affected the radio industry to a certain extent. The exports of British goods have decreased by £58,966 as compared with the first half of 1929. However, when the re-export returns are taken into consideration (although it can hardly be regarded as satisfactory that foreign goods should have "saved the situation"), the total is £66,449 in excess of the figures for January-June, 1929.

## Europe Makes Larger Purchases.

From the figures it will be seen that practically every market has been retained, and in Europe especially many countries have made considerably larger purchases. Predominant among these may be mentioned Sweden, with purchases of £23,954, as compared with £10,627; Iceland £11,435 (previous figures £113)—in this case the important celebrations in connection with the millenary of the country's parliament may mean that the increase is merely temporary—Poland, Belgium, France, Portugal, Italy and Hungary all made substantially larger purchases of British goods. The chief countries whose figures are less than previously are the Netherlands, Germany and Austria.

In South America—a continent regarded by many authorities as Britain's future best customer outside the Empire—the latest figures can only be regarded as disappointing. As elsewhere, the markets are still absorbing British goods, but the figures in many cases are considerably lower than in the 1929 period.

## The Empire Market.

The British Empire market shows some rather remarkable changes. Unsettled conditions in India have probably been a supplementary cause in the lack of expansion there, coupled with the not-too-successful broadcast service. The recently-erected Australian tariff walls have caused a drop of more than £25,000 in her British radio imports. It is to be hoped that the country's vigorous measures of late are only temporary, and that Empire goods—at least—will be admitted at more reasonable tariffs.

South Africa has taken more than double her previous value of radio products, and most of the other African colonies and protectorates show increased purchases.

To sum up: taking into consideration the world-wide trade depression and decrease in general "purchasing power," the figures are really quite a healthy indication of our radio industry. This is partly due to the initiative of many manufacturers, who, to quote our sister journal, THE WIRELESS AND GRAMOPHONE EXPORT TRADER, "are tackling the job with a full realisation of the difficulties involved and a determination to meet competition from other producing nations in the best possible way."

## EXPORTS.

Country.	June, 1930		1930 Total 6 months ended June 30	1929 Total 6 months ended June 30	Country.	June, 1930		1930 Total 6 months ended June 30	1929 Total 6 months ended June 30
	Apparatus	Valves				Apparatus	Valves		
Russia .. .. .	—	—	1,219	1,733	Spain .. .. .	555	84	14,581	33,166
Latvia .. .. .	65	3	90	33	Spanish W. Africa ..	—	—	12	2
Finland .. .. .	204	9	2,681	1,606	Spanish N. African	—	—	31	—
Lithuania .. .. .	—	—	642	—	Ports .. .. .	—	—	351	49
Sweden .. .. .	1,411	598	23,954	10,627	Canary Islands .. ..	9	—	277	394
Estonia .. .. .	—	—	266	117	Azores .. .. .	—	—	46,970	18,731
Norway .. .. .	248	414	4,417	3,847	Italy .. .. .	11,126	3,075	10	81
Iceland .. .. .	1,760	58	11,435	113	Tripoli .. .. .	—	—	1,317	3,456
Denmark (inc. Faroe	—	—	4,189	4,215	Austria .. .. .	44	26	2,810	663
Isles) .. .. .	287	26	5,653	2,814	Hungary .. .. .	2	10	3,308	7,674
Poland .. .. .	677	506	2,419	8,585	Czecho-Slovakia .. ..	31	74	382	322
Germany .. .. .	237	5	65,720	79,222	Yugoslavia .. .. .	25	126	994	1,072
Netherlands .. .. .	7,652	360	13	—	Greece .. .. .	219	—	325	80
Sumatra .. .. .	—	—	49	20	Bulgaria .. .. .	—	—	21	40
Dutch Guiana .. .. .	—	—	1,365	499	Albania .. .. .	—	—	1,576	11,658
Java .. .. .	276	11	3	296	Roumania .. .. .	327	99	197	1,833
Other Dutch Posses-	—	—	430	2,880	Turkey (European) ..	—	—	21	93
sions .. .. .	—	—	23,270	20,589	Turkey (Asiatic) ..	—	—	9,103	6,994
Dutch W. India Isles ..	—	—	269	151	Egypt .. .. .	327	256	—	—
Belgium .. .. .	1,061	1,732	40,881	24,795	Other Native States ..	—	—	321	2,327
Belgian Congo .. .. .	—	20	36	—	Iraq .. .. .	11	2	19	—
France .. .. .	2,156	1,016	580	50	Morocco .. .. .	—	—	125	158
Tunis .. .. .	—	—	66	62	Persia .. .. .	19	—	41	—
Algeria .. .. .	—	—	173	—	Afghanistan .. .. .	—	41	3,980	2,637
French W. Africa .. .. .	—	—	—	287	Siam .. .. .	447	1	1,167	2,301
Syria .. .. .	4	—	—	—	China .. .. .	20	21	18,130	53,848
French Indo-China .. ..	—	—	4	—	Japan .. .. .	1,936	1,210	3,357	4,886
French W. India Isles ..	—	—	24	—	U.S.A. .. .. .	481	256	189	6
French Guiana .. .. .	—	24	6,552	3,902	Honduras .. .. .	—	—	10	—
Switzerland .. .. .	2,375	273	4,722	3,782	Phillipine Islands and	—	—	85	—
Portugal .. .. .	272	643	280	1,169	Guam .. .. .	3	—	—	—
Madeira .. .. .	—	—	262	885	Panama .. .. .	56	3	—	230
Portuguese W. Africa ..	39	—	311	—	St. Domingo .. .. .	—	—	2,622	3,992
Portuguese E. Africa ..	33	3	—	—	Colombia .. .. .	—	—	—	—

## EXPORTS.—Continued.

Country.	June, 1930		1930	1929	Country.	June, 1930		1930	1929
	Apparatus	Valves	Total 6 months ended June 30	Total 6 months ended June 30		Apparatus	Valves	Total 6 months ended June 30	Total 6 months ended June 30
Venezuela .. .. .	879	130	<b>1,593</b>	3,121	Aden and Dependencies	—	—	<b>87</b>	47
Mexico .. .. .	—	—	<b>1,239</b>	169	Seychelles .. .. .	—	—	<b>9</b>	—
Salvador .. .. .	—	—	<b>17</b>	—	Bombay, via Karachi	370	57	<b>7,354</b>	6,178
Peru .. .. .	—	—	<b>2,846</b>	5,282	Bombay, via other Ports	670	197	<b>4,701</b>	7,708
Chile .. .. .	—	—	<b>1,164</b>	12,046	Madras .. .. .	143	5	<b>695</b>	318
Brazil .. .. .	616	4	<b>3,267</b>	5,363	Bengal, Assam, Bihar and Orissa .. .. .	603	205	<b>4,909</b>	4,706
Ecuador .. .. .	—	—	<b>90</b>	4,064	Burmah .. .. .	8	—	<b>431</b>	644
Uruguay .. .. .	—	—	<b>16</b>	703	Straits Settlements	678	142	<b>4,177</b>	2,949
Bolivia .. .. .	—	—	<b>55</b>	3,699	Federated Malay States	122	—	<b>988</b>	740
Argentina .. .. .	130	348	<b>6,511</b>	31,291	Unfederated Malay States	—	—	<b>13</b>	—
<b>British Possessions.</b>					Ceylon and Dependencies	22	135	<b>2,262</b>	2,565
Irish Free State ..	1,414	702	<b>21,209</b>	26,201	North Borneo .. .. .	—	—	<b>31</b>	110
Channel Islands ..	1,195	98	<b>11,172</b>	11,589	Sarawak .. .. .	—	—	<b>8</b>	708
Gibraltar .. .. .	45	12	<b>450</b>	90	Hong Kong .. .. .	351	946	<b>5,637</b>	3,563
Malta and Gozo ..	270	129	<b>2,364</b>	549	Australia .. .. .	3,240	3,124	<b>64,637</b>	81,621
Cyprus .. .. .	91	4	<b>302</b>	81	New Zealand .. .. .	838	915	<b>9,909</b>	20,259
Gambia .. .. .	—	—	<b>20</b>	80	Fiji Islands .. .. .	—	10	<b>144</b>	107
Palestine .. .. .	112	—	<b>1,149</b>	5	Other British Pacific Is.	—	21	<b>21</b>	42
Gold Coast .. .. .	79	8	<b>566</b>	103	Canada .. .. .	3,481	198	<b>10,248</b>	8,574
Sierra Leone .. ..	29	—	<b>180</b>	221	Newfoundland and Labrador	14	4	<b>69</b>	14
Nigeria .. .. .	265	38	<b>981</b>	336	Bermudas .. .. .	15	—	<b>594</b>	96
St. Helena .. .. .	—	—	<b>30</b>	4	Bahamas .. .. .	—	—	<b>275</b>	63
Union of S. Africa ..	8,539	538	<b>53,458</b>	21,912	Jamaica and Dependencies	10	—	<b>134</b>	145
S.W. Africa Territory	—	5	<b>5</b>	230	Trinidad and Tobago	26	17	<b>333</b>	444
Rhodesia .. .. .	1	—	<b>1,570</b>	868	Other B.W. India Isles	72	19	<b>558</b>	238
Tanganyika Territory	—	—	<b>137</b>	135	British Honduras ..	—	—	<b>1,706</b>	24
Nyasaland Protectorate	—	—	<b>30</b>	233	British Guiana .. ..	104	—	<b>640</b>	536
Zanzibar and Pemba	21	—	<b>46</b>	1	Falkland Isles .. ..	—	36	<b>229</b>	295
Uganda .. .. .	—	—	—	32					
Kenya .. .. .	56	43	<b>1,895</b>	6,185					
Somaliland Protectorate	—	—	<b>29</b>	187					
Anglo-Egyptian Sudan	47	15	<b>440</b>	440					
Bechuanaland .. ..	—	—	—	9					
Mauritius and Dependencies	4	—	<b>116</b>	542					

## RE-EXPORTS.

Country.	June, 1930		1930	1929	Country.	June, 1930		1930	1929
	Apparatus	Valves	Total 6 months ended June 30	Total 6 months ended June 30		Apparatus	Valves	Total 6 months ended June 30	Total 6 months ended June 30
Russia .. .. .	—	—	—	2	Brazil .. .. .	10	—	<b>10</b>	—
Sweden .. .. .	—	—	<b>251</b>	8	Chile .. .. .	—	—	<b>96</b>	—
Norway .. .. .	983	19	<b>2,407</b>	65	Peru .. .. .	—	—	—	106
Denmark .. .. .	—	—	<b>18</b>	64	Honduras (not British)	—	—	<b>72</b>	—
Germany .. .. .	658	38	<b>4,620</b>	6,125	Argentine Republic ..	—	—	—	221
Poland .. .. .	90	—	<b>123</b>	—	Japan .. .. .	—	—	<b>58</b>	—
Netherlands .. ..	2,665	—	<b>118,227</b>	2,648	<b>British Possessions.</b>				
Belgium .. .. .	978	9	<b>6,515</b>	2,491	Irish Free State .. ..	379	4	<b>2,670</b>	907
France .. .. .	228	8	<b>3,883</b>	996	Channel Islands .. ..	160	13	<b>549</b>	271
Switzerland .. ..	112	—	<b>1,802</b>	455	Cyprus .. .. .	—	—	<b>8</b>	68
Spain .. .. .	54	14	<b>95</b>	209	Malta and Gozo .. ..	—	1	<b>11</b>	—
Portugal .. .. .	—	—	<b>7</b>	12	Anglo-Egyptian Sudan	—	—	<b>17</b>	—
Italy .. .. .	60	—	<b>403</b>	1,631	Nigeria .. .. .	6	—	<b>6</b>	—
Czecho-Slovakia ..	—	—	<b>78</b>	5	Tanganyika .. .. .	—	—	<b>1</b>	—
Serb-Croat-Slovene State	—	—	—	20	Union of S. Africa ..	30	3	<b>721</b>	210
Austria .. .. .	—	42	<b>80</b>	550	Kenya .. .. .	—	4	<b>9</b>	20
Hungary .. .. .	—	—	<b>20</b>	52	Uganda .. .. .	—	—	—	24
Iraq .. .. .	—	1	<b>10</b>	3	Straits Settlements	18	2	<b>28</b>	1
Siam .. .. .	13	—	<b>22</b>	—	Hong Kong .. .. .	13	—	<b>81</b>	—
Egypt .. .. .	—	—	<b>341</b>	32	Bombay .. .. .	—	—	<b>60</b>	41
Palestine .. .. .	—	—	<b>27</b>	—	Bengal .. .. .	—	—	<b>33</b>	88
Portuguese W. Africa	—	—	—	55	Ceylon .. .. .	—	—	<b>38</b>	42
Algeria .. .. .	—	—	—	2	Australia .. .. .	739	11	<b>1,060</b>	2,208
Morocco .. .. .	—	—	—	5	New Zealand .. .. .	115	—	<b>567</b>	152
Tunis .. .. .	—	—	<b>5</b>	—	British Guiana .. ..	—	—	<b>17</b>	—
Persia .. .. .	—	—	<b>12</b>	—	Canada .. .. .	—	—	<b>75</b>	3
U.S.A. .. .. .	150	3	<b>290</b>	1,092	Jamaica .. .. .	5	—	<b>14</b>	2
Uruguay .. .. .	—	—	—	94					

# LATEST RECORD REVIEWS

This week we review some of the mid-August. "His Master's Voice" records and the complete "Broadcast" supplement for September.

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

The Gramophone Co., Ltd., Hayes, Middlesex.

## HIS MASTER'S VOICE

10 IN., RED LABEL, 6S.

**DA 1104.**—**Humoresque** (Tchaikovsky-Kreisler) and **The Zephyr** (Mubay), by Erica Morini, violin with piano accompaniment.

Two pieces, light in character, are here happily combined on this disc. Erica Morini, who is a first-class violinist, contrives to put plenty of life into her playing, and the result makes excellent hearing. Her technique is remarkable. Recording is up to H.M.V.'s usual high standard and the disc is characterised by almost complete lack of surface noise.

**DA 1114.**—**Ideale** (**My Ideal**) and **Marechiaro** (both by Tosti), by Tito Schipa, tenor, with orchestra accompaniment.

Schipa, who is, of course, famous as an operatic singer, here gives us two simple airs by Tosti. Both are extremely tuneful and are sung with considerable artistry. The recording is excellent, both of the voice and accompanying orchestra.

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

**D 1840-2.**—**Carnaval Suite, Op. 9**, Parts 1 to 6 (Schumann), by London Symphony Orchestra, conducted by Sir Landon Ronald.

Schumann's Carnaval Suite, composed in 1834, consists of twenty short pieces of a light varied nature. The titles by which the pieces are now separately known were appended later by Schumann and many were inspired by his friendship with a certain Ernestine von Fricken. It is a point of interest that the last piece is a march in 3-4 time.

The work, originally written for piano, is here given in an orchestrated version as performed for the Russian Ballet.

The music is played extremely well by the L.S.O. under Sir Landon Ronald. Whether the orchestral arrangement has any advantages over the piano version is doubtful, but it makes pleasant hearing. The orchestra is well balanced and the general tone excellent. Recording is amazingly clear, especially of the wood wind, but a little more bass would have been welcome. The breaks, too, are not always well arranged.

10 IN., PLUM LABEL, 3S.

**B 3437.**—**Le Cygne** (Saint-Saëns) and **To a Wild Rose** (MacDowell, arr. Scott), by Reginald Goss-Custard, F.R.C.O., playing on the organ of Alexandra Palace, London.

These are two favourite organ solos of a light, tuneful nature. The first is from the suite "The Carnival of Animals" by Saint-Saëns. They are nicely played,

and are of such a nature as not to call for very much from the organ or the reproducing instrument. An enjoyable disc, with excellent tone.

**B 3477.**—**The Pretty Creature** (Lane Wilson) and **The Laird o' Cockpen** (Parry), by Stuart Robertson, bass-baritone, with piano.

An excellent vocal disc, with a good piano accompaniment. Lane Wilson's well-known song is rendered with plenty of life and expression. The second song, though perhaps not so well known, is equally good, though in a rather different style. The singer's diction is extraordinarily clear, and the recording is excellent from all points of view. This disc should be popular.

**B 5860.**—**Minnie the Mermaid (F.T.\*)** and **Telling it to the Daisies (F.T.\*)**, by Bernie Cummins and his New Yorker Hotel Orchestra.

"Minnie the Mermaid" is a new and amusing comedy number which is put over extremely well by the New Yorker Orchestra. The whole thing is taken at speed, with good solos by several of the instruments, and some smart harmonised singing. In their way, the words of this number are rather priceless, and it should reach popularity.

"Telling it to the Daisies," although different in style, also has a future. It is a tuneful effort, played in a steady, flowing manner. Excellent recording.

**The Vocalion Gramophone Co., Ltd.**, Hayes, Middlesex.

## BROADCAST TWELVE

10 IN., BLUE LABEL, 2S.

**5173-5.**—**Pianoforte Concerto No. 2 in G Minor**, Parts 1 to 6 (Saint-Saëns), by Reginald Paul (pianoforte) and the Metropolitan Symphony Orchestra.

Saint-Saëns' Second Pianoforte Concerto in G minor, Op. 22, was first performed in Paris in 1865, Rubinstein conducting, while the composer played the piano part. The work is divided into three movements, the first being dramatic in character, the opening theme being announced by solo piano. The second movement is essentially gay in character, containing a theme which might well have come from a Gilbert and Sullivan opera. The third movement is lively in nature and forms a suitable conclusion.

The concerto is excellently played by the orchestra and Reginald Paul, who is well known to concert goers, manages his difficult task in an extremely creditable manner.

The recording is pleasing. Natural piano tone has been secured with good bass and the orchestral tone is well up to standard. These three discs should have a splendid sale in certain quarters.

**5178.**—**The Driver of the 8.15 and Archie of the Royal Air Force** (both by Longstaffe), by Arthur Vivian (baritone), with orchestral accompaniment.

Both songs are well known by this time. The first is a good song but the second always appears weak to us. Arthur Vivian manages both very capably. His words are clear in the main, his voice pleasant, and the accompanying orchestra good. Recording up to standard.

**5177.**—**Good-Bye (Tosti)** and **O Dry Those Tears** (del Riego), by Betsy de la Ponte, mezzo-soprano, with orchestral accompaniment.

Both are well known, especially to the older generation. The singer has a pleasing voice and sings with charm and feeling, her words being fairly clear. She is accompanied by violin and piano. In spite of the label we cannot hear other instruments apart from these. Recording is clear and of good volume.

**5178.**—**Hear My Prayer**, Parts 1 and 2 (Mendelssohn), by Scout Teddy James, with choir and organ.

This version is good in the main and at the price represents good value. The record includes "O, For the Wings of a Dove," which fills the second side. The voice of the soloist is clear in the main but he is not always quite on the note. He is ably backed up by the choir and organ. Recording is very good save for a slight muzziness in places due to echo. A good disc.

**5179.**—**The Battle of Waterloo** (Eckersburg) and **Jungle Drums** (Ketelbey), by Band of H.M. Welsh Guards.

These pieces are in the nature of descriptive fantasias. The first is mainly composed of various effects. A fanfare of trumpets precedes the Marseillaise. Bagpipes are heard and the tune of "The Men of Harlech." The music quickens and concludes with "See the Conquering Hero Comes." The Ketelbey piece is not so outstanding but makes pleasing hearing; it is in the vein of "Eastern" music. The playing is good and recording very clear.

**5180.**—**Largo** (Handel) and **Elegie** (Massenet), by String Orchestra with Organ.

This record represents good value for those who do not already possess the tunes. The "Largo" is well managed by the strings and the organ of the Stoll Picture Theatre, the latter being made to imitate its ecclesiastical brothers. Massenet's piece is not perhaps so successful, but many will like the general effect.

The recording is full, with very little surface noise. A good disc.

10 IN. SUPER DANCE, 2S.

**2575.**—**Let Me Sing and I'm Happy (F.T.\*)** and **To My Mammy (F.T.\*)**.

**2576.**—**Sweeping the Clouds Away (F.T.\*)**

## A GREAT COUNTER ATTRACTION

Wherever the Detex "Straight Five" Portable is shown it demands attention. Those wise dealers who are featuring Detex on their counters and in their displays are reaping the benefit in vastly increased trade and in growing numbers of satisfied customers.

---

Remember recognised Stockists **ONLY** can obtain supplies of this "Best Seller."

*Liberal Trade Terms.*

---



# DETEX

**PORTABLE RADIO**

DETEX DISTRIBUTORS LTD  
66 Victoria St., London, S.W.1

## RETAIL

# 8 GNS.

*Complete and Ready for Use  
12 Months' Guarantee.*

# PHILIPS

## ALL-ELECTRIC RADIO



LOOK OUT  
FOR THE  
COMPLETE



*Philips Lamps Ltd., Radio Dept., Philips House,*



**PHILIPS**  
**ALL-ELECTRIC RADIO**



**PHILIPS**  
**PROGRAMME**  
**NEXT WEEK**



# The first of the Varley Components New

## 300 Henry Choke Now Available

Again Varley lead the way!

This 300 Henry Choke is the first L.F. Choke on the market suitable for choke feeding L.F. Transformers following power grid detectors. This is the first of a number of up-to-the-minute Varley components which will bring big business to the radio trade during the coming season.

Get in a stock of this L.F. Choke and look out for the other new Varley components.



CALL AT  
VARLEY  
STAND  
**No. 105**  
AT  
OLYMPIA

VARLEY  
300 HENRY L.F.  
CHOKE

300 Henries with no Direct Current.  
200 Henries when carrying 8 m/a, the normal anode current of a power detector.  
Remains inductive up to 800 cycles.  
D. C. Resistance 3,000 ohms.

Price 25/-

For  
RADIO

OLIVER PELL MANUFACTURE

# Varley

and *Any Time's the Time to Fall in Love* (F.T.\*).

**2577.**—*I'm on My Way to Heaven* (F.T.\*) and *All Alone Monday* (F.T.\*), all by Rod Rudy's Talkie Boys.

Although these numbers are taken in a fairly steady manner, the arrangements are good and there is always enough going on to keep up the interest. A solid and pronounced rhythm looks after the requirements of dancers. All the numbers are theme songs, the most promising sellers being the first two—from Al Jolson's latest show "Mammy"—and "All Alone Monday," which is sung in "The Cuckoos." Good recording.

**2578.**—*On the Sunny Side of the Street* (F.T.\*) and *Exactly Like You* (F.T.\*).

**2579.**—*Dancing with Tears in My Eyes* (W.\*) and *Cheer Up and Smile* (F.T.\*).

**2580.**—*A Bundle of Old Love Letters* (W.\*) and *Dreamy Carolina* (W.\*), all by Ted Summers' Dance Devils.

A further group of current dance numbers, played in a style generally similar to that adopted by the previous combination. The two foxtrots on 2578 are bright and should be promising sellers, as also is "Cheer Up and Smile." There is little to choose between the waltzes, but "A Bundle of Old Love Letters," from "What Price Melody" is the best known. Good recording.

## BROADCAST

8 IN., 1S. 3D.

**583.**—*My Old Dutch* and *The Future Mrs. 'Awkins*, by Billy Desmond, with instrumental accompaniment.

These are two of Albert Chevalier's popular old-time songs, and the disc should sell well on this account. Unfortunately, our sample was smashed on arrival, so we are unable to review the actual interpretation.

**584.**—*Cheery Song Memories*, Parts 1 and 2, by soloists, chorus and a dance band.

A selection of old songs such as "The Galloping Major," "Hitchy Koo," "Who Were You With Last Night," "O You Beautiful Doll," "All That I Ask is Love" and so on. They are nicely rendered and the reproduction is good except for the last few grooves of each side, where the clarity is not so good. The disc should appeal to many who remember the songs.

**585.**—*Happy Feet* ("King of Jazz") and *Songs that I Heard at Mother's Knee*, by Bob and Alf Pearson, with Bob at the piano.

Two very contrasted numbers, the first being the snappy hit from Paul Whiteman's sound film, and the second being a crooning, sentimental number. "Happy Feet" is particularly well sung in a very interesting fashion, but the second song does not appeal to us. The disc will sell for its first side. The reproduction is very good, with excellent piano tone.

**586.**—*When It's Springtime in the Rockies* and *Sittin' on a Rainbow* ("Call of the West"), by Mellow and Rich, duettists, with instrumental accompaniment.

Two popular dance numbers of the moment, the first a waltz, and the second a foxtrot. Both are well rendered, with a good dance band accompaniment, but unfortunately the volume is not very great.

**587.**—*On the Sunny Side of the Street* and *Exactly Like You*, by Patrick York, with instrumental accompaniment.

The first is a popular number from "The International Revue." Both songs are favourites with light vocalists at the moment, and Patrick York gives us good versions. The second song particularly appeals to us, with its "catchy" melody. Reproduction good on both sides.

**588.**—*Mine Dutch Baby* and *Little Dutch Girl*, by Tony Wood, yodelling with orchestra.

Two humorous yodelling songs rather above the average. The singer has a high pitched voice, and introduces a good deal of yodelling. The tone is good, and the disc will have a ready sale amongst those who like this type of vocal entertainment.

**589.**—*Sandy, the Solicitor*, Parts 1 and 2, by Sandy Powell, comedian and Mrs. 'Opkins.

Mr. Powell is here Sandy Suet, of Suet, Dripping & Suet, solicitors. Mrs. 'Opkins comes in with a tale of woe concerning her son 'Erbert and Flossie, and in the end Flossie turns out to be a dog. The dialogue is rather suggestive at times. Apart from this we have no adverse criticism to make. The words are clear.

**590.**—*The Post Horn Galop* (Koenig) and *Whistling Rufus* (Mills), by the Band of H.M. Life Guards.

Two good military band pieces, the first having a post-horn solo. The second is well-known, and contains some whistling by the band. Both are nicely played, and they form an attractive disc.

**591.**—*Sans Façon—March* and *Ninon—Waltz*, accordion solos by Emile Charlier.

Two well-played accordion pieces by Charlier. The pieces themselves are not outstanding, but they make quite a good disc. The tone is good.

**592.**—*Singing a Vagabond Song* (F.T.\*) and *I Feel You Near Me* (W.\*).

**593.**—*It Happened in Monterey* (W.\*) and *A Bench in the Park* (F.T.\*), all by Nat Lewis and his dance band.

A very sober and conventional pair of dance records which would be improved by the addition of more "pep." 593, containing two of the "King of Jazz" numbers, will be most in demand, and "A Bench in the Park" is easily the snappiest of the group. Good recording.

**594.**—*Happy Feet* (F.T.\*) and *I Like to do Things for You* (F.T.\*).

**595.**—*Leven Thirty Saturday Night* (F.T.\*) and *Cooking Breakfast for the One I Love* (F.T.\*).

**596.**—*Under a Texas Moon* (F.T.) and *A Cottage for Sale* (F.T.\*).

**597.**—*Lazy Louisiana Moon* (W.) and *I Don't Wanna Go Home* (F.T.\*), all by the Riverside Dance Band.

Plenty of life and rhythm and some good ideas are put into these records, and they are decidedly more enjoyable. 594, containing the other two big numbers from "The King of Jazz" is a good example, and is certain to be in good demand. The next four foxtrots, too, are all well to the front and should enjoy good sales. The final number is treated in comedy style, and includes some lusty-chorus work. Recording quite satisfactory.

## Gramophone Notes & News

### Home Recording.

We understand from the Cairns Morrison Co., Ltd., of 33, Percy Street, London, W.1., that they are shortly proposing to market an attachment which, when used in conjunction with an ordinary gramophone and a valve amplifier, will make it possible to carry out simple electrical recording in the home. The complete outfit will comprise a tracking device, stylus, and six double-sided blank records.

At present the Cairns Morrison Co. have a studio at their Percy Street address where inexpensive records of voice and instruments may be made—much on the same lines as a modern photographic studio. Six-inch double-sided discs may be made for 1s. 6d. and 10-inch for 6s.

### The Academy Ad. Sheet.

A publication that should certainly be obtained by retailers is the Academy Ad. Sheet for 1931. The Johnson Talking Machine Co. have produced half-tone blocks of all their machines and are willing to supply them free of charge to dealers for catalogue use or for local newspaper advertising.

This very useful scheme should do much to assist sales, and dealers are invited to make full use of it. Communications should be sent to the firm's offices at Clerkenwell Road, London, E.C.1.

### Parlophone Record Two Film "Hits."

German films always appear to "catch on" well, and achieve success on their merits, and not through blatant boosting, given to so many American films. The film "The Blue Angel," in which Emil Jannings adds further to his long list of successes, is no exception, and has been running for several weeks at the Regal, London. Two numbers from it have been recorded by Parlophone—a waltz "Falling in Love Again," and a fox-trot "Blonde Women." Both are original German recordings, and are played by Otto Fritz and his Syncopators, of Berlin. They are on R 723, a 10-in. dark blue label disc selling at 3s.

### Several New Itonia Gramophones.

Many of the new 1931 gramophones to be put on the market by Itonia Gramophones, Ltd., of City Road, London, E.C.1, incorporate a recently developed self-release and stop brake known as the "Motostat."

Four new portables will appear, known as the Model A, at 39s. 6d.; Model B, £2 9s. 6d.; Model C, £2 17s. 6d.; and Model D, at £3 7s. 6d. All except Model A incorporate a "Motostat."

In the field of pedestal machines, Model 106 is an addition, at 5½ guineas, in figured oak. In mahogany it is known as Model 107, and sells at 6 guineas.

Coming to larger console machines, we note the Model 108 at £5 19s. 6d.; the Model 109, £6 19s. 6d., oak; the Model 110 (a mahogany version of the Model 109), priced at £7 19s. 6d.; the Model 111, £8 8s.; Model 112, £9 9s.; Model 113, £10 10s. in oak, or £10 19s. 6d. in walnut, when it is known as the Model 114; Model 115, at 11 guineas; Model 116, at £12 18s.; and Model 117 (mahogany), 14 guineas, or 15 guineas (as Model 118) in walnut.

Philips  
Aim At  
Distinctive  
Radio.

News While It IS News—

# More New Plans

## New Philips Speakers, Sets and a Radio-Gramophone.

### STRIKING APPEARANCE OF NEW PRODUCTS.

**P**HILIPS LAMPS, LTD., have just announced several important additions to their present range of products. These will be ready for delivery on September 1st.

We have been privileged to publish these details of the Philips 1930/31 programme some days in advance of the date when the information is being released to the trade.



The three new loud-speakers. That in the centre is a permanent magnet moving-coil model at £8, while the other two are cone models; the one on the left is priced at £3 15s., and that on the right at £4 10s.

A high class radio-gramophone is one of the outstanding products for the coming season. The instrument, which is known as type 2811, is an all-A.C. mains model, and combines a Philips de-luxe 4-valve all-electric receiver and electric gramophone motor, the latter incorporating a combined automatic brake and mains switch. The radio set can be used with outside aerial if required, and it covers a wave-range of 200-600 and 800-2,000 metres.

There are separate volume controls for radio and gramophone, besides a tone-brilliance control. The moving-coil loud-speaker is stated to give excellent reproduction, and, as can be seen from the photograph, is situated practically in the centre of the cabinet. Price, in polished walnut or mahogany, £80.

A new 4-valve all-electric console receiver is the type 2601 for A.C. mains (40/100 cycles). It is fitted with a tapped mains transformer for voltages of 100/110 and 190/250, and tuning is effected by single knob control, while volume and tone brilliance controls are fitted on the compact panel under the pilot light. A moving-coil speaker is fitted, and the wavelength range is 200-600 and 800-2,000 metres. Price, complete, in cabinet of walnut-finished philite, £45.

A new compact table model is the 2531. This is a 3-valve receiver for A.C. mains, and it is fitted with a tapped mains transformer, permitting 100/110 V or 190/250 V mains of 40/100 cycles to be used. The circuit is of the S.G., detector and pentode type, and tuning is effected by two controls, together with reaction and volume and selectivity regulator, while the dials are illuminated by a

pilot light. The wave-range is 200-2,000 metres, and change from short to long waves is effected by a rotary switch. Provision is made for gramophone pick-up. The set, which is supplied in mottled philite case, retails complete at £23.

Type 2523 is a new 2-valve all-electric model, for D.C. mains of 200-240 V. Special detector and pentode valves are fitted, and tuning is effected by single dial with reaction and variable selectivity device. The wavelength range is 200-2,000 metres. Supplied in mottled philite case, with "on" and "off" switch, complete, £12 10s.

The remaining new lines are three loud-speakers. The first, type 2108, is a permanent magnet moving-coil speaker mounted behind a heptagonal philite cabinet baffle stand. It is specially suitable for use with the type 2511 4-valve receiver. Price, in walnut finish, £8.

For 3-valve receivers, a similar model with input transformer is known as type 2109. Price £8 10s.

Another new cone model is type 2024. It is contained in oak cabinet of striking design, the fret having the appearance of organ pipes. Price £4 10s.

Lastly is a handsome cabinet cone speaker in mahogany or walnut. This is known as type 315, and the price is £3 15s.

The existing Philips apparatus is being continued to run concurrently with the new lines dealt with here. In a number of cases, however, the prices are being reduced, and the details of these alterations, together with the arrangements which are being made to give the trade adequate credit on stocks will be announced next week. The trade is particularly asked not to approach Philips in the meanwhile, as full information is being sent out in a few days from now.

Arrangements are, of course, being made to grant distributors a credit in respect of goods already in stock.



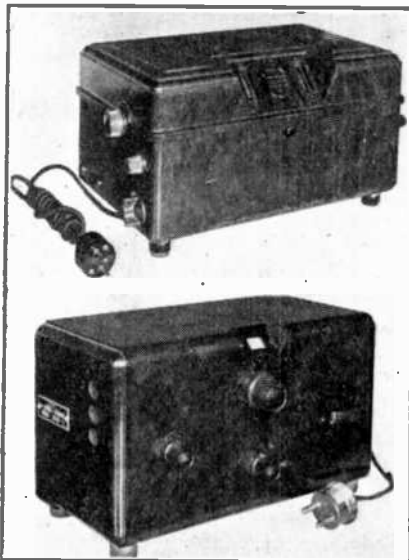
On the left is the new Philips radio-gramophone for A.C. mains. The right-hand photograph illustrates the all-electric 4-valve console receiver.

# and Productions.

Igranic  
Changes—  
— Further  
Halcyon  
Lines.

### New Colvern Products.

Several new Colvern products are announced for the 1930-31 season. Retailing at 17s. per pair, the type R2R coils are suitable for the "Orgola" type of circuit, and are supplied with inter-



These are the two new Philips table model receivers. The top photograph shows the 3-valve A.C. set at £23, and the lower one the 2-valve D.C. model at £12. 10s.

changeable and adjustable rotors to increase selectivity. Separate rotors are available at 1s. 9d. each.

Type TGSC is a coil with a fixed condenser and switch incorporated, and also a unique coupling device so that as many coils as required can be ganged together, and the wavelength altered with one knob. The retail price is 9s. 6d.

An aluminium screen, suitable for all types of coils, is another new product. This retails at 3s. 6d.

A complete range of "Colverstat" resistances is also available. They are marketed in all standard sizes: those between 1,000 Ω and 45,000 Ω retail at 2s. 6d., and those between 50,000 Ω and 100,000 Ω at 3s. 6d. Tapping points are 1s. extra.

Other new components include a variable wire-wound potentiometer, 50,000 Ω and 25,000 Ω, 5s. 6d.; two rotary switches (single hole fixing), the

single rotary type selling at 1s. 3d., and the dual type at 2s. 6d. Lastly may be mentioned the large range of 6-pin coil bases and formers, complete with terminals, at 2s. each.

### Igranic Changes and Additions.

The first new Igranic products to be announced are two slow-motion knobs and dials. The "Minor," having a reduction ratio of approximately 4:1, is 2½ ins. in diameter and sells at 2s. 9d., and the "Major" (reduction ratio of approximately 6:1), 3½ ins. diameter, is priced at 4s. Both are supplied in dark brown finish only.

The scale of the dial is of white celluloid, and is engraved 0-100. Definite stops at each end of 180 deg. are provided. Both these models are now available.

More than twenty of the existing small Igranic lines will be discontinued. None of these is very important, with the possible exceptions of the Phonovox pick-up de luxe model, the 3-valve two-stage combined amplifier and power unit, and the 3-valve resistance capacity amplifier.

Two alterations are also to be noted. The tapped triple honeycomb coils will be renamed, and the Igranic-Elkon metal rectifiers will be modified, and the prices will be altered. It also is probable that the prices of their pre-set condensers will be revised.

### Another New Bel-Canto Radio-Gramophone.

In addition to the all-mains radio-gramophone selling at £75, which we mentioned last week, Bel-Canto now state that they are bringing out a new and less expensive table model in time for the Radio Exhibition.

Full details have just been supplied to us, and it appears that many unique features will be incorporated. Among these may be mentioned the fact that the speaker is an entirely separate unit, and by means of a special long lead the set can remain near any convenient electric plug, while the speaker can be moved anywhere within a reasonable distance.

The circuit comprises one H.F., detector and power output. Indirectly heated valves are, of course, used.

An electric gramophone motor is incorporated, and the cabinet is available in oak. The price, including moving-coil speaker in cabinet, will be fixed at £50 retail.

The instrument is to be made for A.C. or D.C. mains.

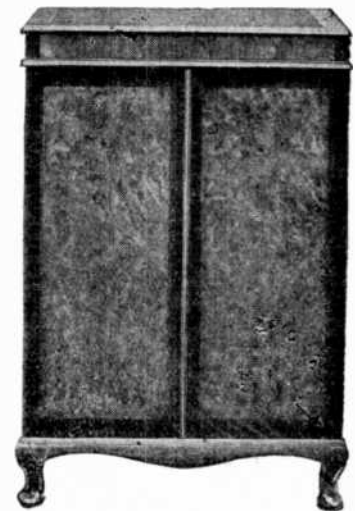
### Two Further Halcyon Products.

In addition to the all-mains table radio-gramophone selling at 55 guineas, and the all-mains 4-valve transportable at 40 guineas (fully equipped for A.C. or D.C. mains) and 42 guineas (with batteries and A.C. or D.C. units), Halcyon are now producing two further products.

The first is the "Grandola" radio-gramophone de luxe in solid figured walnut cabinet with illuminated figured walnut panel, moving-coil speaker, 12-in. turntable, and automatic stop. The circuit comprises screened-grid, detector, with four amplifying valves, the last stage employing two pentodes in parallel. A special method of amplification is stated to be used. A self-contained aerial is incorporated rotating from a control on the panel.

The instrument is available for A.C. or D.C., the mains units being constructed in removable sections. The price, complete, is 85 guineas. Hire-purchase terms are not yet arranged.

The second new Halcyon line is a super-screened 4-valve portable in brown crocodile hide case. An Air Chrome speaker is incorporated, and the price, complete, is 28 guineas, (hire-purchase terms: £4 down and 12 monthly payments of £2 7s. 6d.).



The new Halcyon "Grandola" radio-gramophone de luxe in walnut cabinet. The instrument is available for A.C. or D.C., and the retail price is 85 guineas.

## More New Plans and Productions.

(Continued from previous page)

### The Pied Piper—of Cambridge.

Pye's Great Publicity Scheme—and a New Set That is Different.

**I**N the very near future the trade will make the acquaintance of a new radio personality, the Pied Piper—not the old Piper of Hamelin, but a new and modern figure who will carry the message of Pye Radio to the trade and public throughout the country.

This is the central theme of a big new publicity scheme which Pye Radio are putting over this season in connection with a single new production on which they will concentrate almost the whole of their efforts, although the existing apparatus will be continued.

All the new Pye advertisements, show-cards and literature will feature illustrations showing the new and modern Piper charming his listeners with music from the Pye receiver, while behind will be the shadowy form of his original Hamelin counterpart. It is a really excellent idea, and should do Pye an immense amount of good at the Show and during the ensuing months.

Although, as we have already mentioned, the existing receivers will still be available, the main feature of the Pye programme will be a single entirely new receiver which marks a new style in radio. This set is a direct development of the portable, and while remaining entirely self-contained and readily movable, it is wonderfully improved in appearance. We've seen it, but you must take our word for it at the moment.

The new instrument will be available for batteries or A.C. or D.C. mains, and the prices will be very attractive. That's all at present, but look in the "New Lines" feature next week for illustrations, prices and full technical details.

With regard to deliveries, we are able to state that bulk supplies will commence during the first week in September, and full stocks will be available to the trade before Olympia.

It should be clearly understood that all contract orders placed before September 1st will take precedence over subsequent orders.

#### The Radiophone Programme.

In addition to the National and Symphony portables, which are, of course, their chief lines for the season, British Radiophone are also marketing a cabinet loud-speaker, a speaker unit, and a portable turntable.

The cabinet speaker incorporates a cone 11 ins. in diameter, and is specially doped to render it impervious to changes of atmosphere. The price, in oak or mahogany, is £1 9s. 6d.

The speaker unit, incorporated in the above model, is priced at 10s. 6d.

The ball bearing turntable is light and durable. Price 4s. 6d.

#### The Magnum Radio-Gramophone.

As we announced in our Autumn Buying feature last week, the chief Burne-Jones production for the coming season is an A.C. mains radio-gramophone.

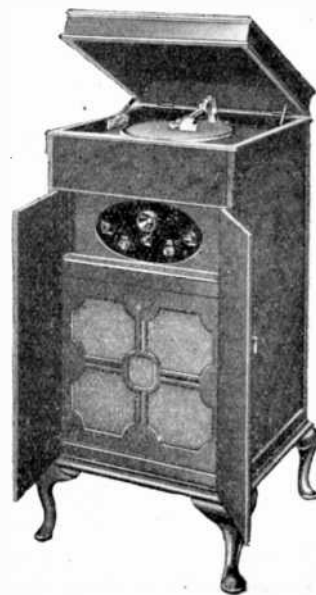
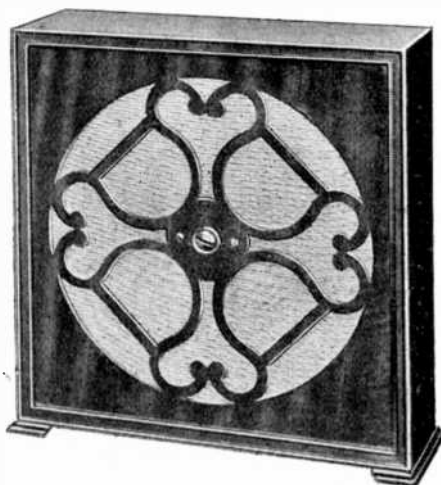
The illustration on this page gives some idea of the appearance of the instrument, which is a 3-valve S.G.P. model with 16 in. cone-speaker. An electric gramophone motor is incorporated, and the machine can be used on 100-120 V, or 200-250 V, 40/100 cycle mains. The price, complete, is £45.

#### A Novel Speaker Chassis.

Embodying a patent form of flexible wooden diaphragm, an interesting loud-speaker chassis has been placed on the market by Realistic Speakers, of 72, Penton Street, London, N.1. The diaphragm consists of strips of very thin three-ply wood firmly glued together. These strips are triangular in shape, and meet at their apexes in a small circle of wood, to which the drive unit—a four-pole balanced armature type—is attached. The edge of the diaphragm rests between two layers of felt.

In chassis form the price is 27s. 6d. A unit can be attached very easily, being secured by three bolts at the rear of the chassis. Complete speakers incorporating this novel form of diaphragm are also produced, a Standard model selling at £3 10s., and a Concert cabinet model at six guineas. The large Symphony Grand model is illustrated on this page.

We had an opportunity recently of hearing the latter speaker, and were very favourably impressed by its performance. Both in full orchestral numbers and in violin and piano solo pieces the reproduction struck us as being of a high standard.



Left: The Symphony Grand loud-speaker made by Realistic Speakers. Centre: The latest Radiophone product, a cabinet cone speaker selling at 29s. 6d. Right: The 3-valve Magnum radio-gramophone. All these products are described on this page.

# **DETEX**

## **PORTABLE RADIO**

# **AN APOLOGY**

We wish to apologise to our many trade friends for the inconvenience caused by the serious delay in delivery of the Detex "Straight Five" Portable.

It will be appreciated that an enormous and unexpected influx of business causes any organisation, however well run, to become over-taxed, and we wish to assure all our customers that we are working night and day in making every possible effort to bring deliveries up to date with the least possible delay.

As and from 1st September we hope delivery of all Detex Products will be within 7 to 10 days.

### **IMPORTANT ALTERATION IN DETEX TRADING POLICY**

As and from the 20th inst. discounts will be increased and accounts will be conducted only on a seven-day basis.

If you have not already received a letter from us giving details of this new and attractive scheme, write at once for particulars.

**WATCH NEXT WEEK'S ANNOUNCEMENT OF TWO NEW  
DETEX PRODUCTS**

**YOU WANT THE BEST SETS**  
— **DEMAND DETEX**

**DETEX LTD., 161 Vauxhall Bridge, Road, S.W.1**

Phone: Victoria 1303 (6 lines).

Grams: Detexacrys, Churton, London.



Be wise. Hold up that order. Fuller's, one of the oldest of all battery producing firms, have just begun production of an H.T. battery specially built and adapted for portables. A battery which will give service hitherto unknown. This new battery is giving

under test at the moment, an emission up to 20 milliamps. It has been so constructed that the life of the battery will be longer than any type at present known. Write for advance particulars which will be ready to post to you in a few days.

WAIT FOR  
**FULLER'S**  
 Sparta Batteries for Portables

FULLER ACCUMULATOR CO. (1926) LTD - CHADWELL HEATH - ESSEX



# COMMERCIAL INFORMATION

## GAZETTE.

In the London Gazette of August 15th notice is given that the names of the undermentioned companies have been struck off the Register, and such companies are thereby dissolved: British Wireless Supply Co. (1924), Ltd.; Radio Equipment Co., Ltd.; Radio, Phonograph & Electricals, Ltd.

**Jas. Shoolbred & Co., Ltd.** By an order of the High Court dated July 31st, Sir Wm. McLintock, G.B.E., C.V.O., of 71, Queen Street, London, chartered accountant, was appointed liquidator.

**Charles C. Briggs and John L. Smith**, trading as **Briggs & Smith**, 143, High Street, Wanstead, Essex, electrical engineers and gramophone dealers. Creditors who have not already sent in their claims, are required, before August 29th, to send full particulars to Wm. A. Osborne, Balfour House, Finsbury Pavement, London, E.C.2, the trustee, or they will be excluded from the dividend about to be declared.

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

**Smithers, Fred C.**, lately trading at 117, Ashdon Road, Saffron Walden, Essex, and now residing at the Ship Inn, Soham, Cambs., and employed by the Beds., Cambs. and Hants Electricity Committee as a wireman, electrical engineer, etc. Court: Cambridge. Date of petition and order: August 12th. Debtor's petition. First meeting: August 25th, at 10.30 a.m., at Official Receiver's office, Sidney Street, Cambridge. Public examination: October 1st, at 11 a.m., at the Guildhall, Cambridge.

**Walsh, Joseph M.**, 74, Blenheim Crescent, Ladbroke Grove, London, W., trading at 33, Villiers Street, London, W.C.2, electrical engineer, etc. Court: High Court of Justice. Date of petition and order: August 14th. Debtor's petition. First meeting: 11.30 a.m., August 27th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Public examination: 11 a.m., October 21st, same place.

## Receiving Order.

**Bradford, Oliver H.**, 2A, Hill Street, Griffithstown, Mon., wireless engineer, etc. Court: Newport, Mon. Date of petition: July 31st. Date of order: August 15th. Creditor's petition.

## Adjudication.

**Monk, William T.**, described in the receiving order as W. T. Monk (male), 9, Rosendale Road, Romford, Essex, electrical engineer, etc. Court: Chelmsford. Date of petition: June 4th. Date of order: August 15th.

## Appointment of Trustee.

**Kaplan, Harry A.**, sued as H. Kaplan (male), 89, Elgin Mansions, London, W.9, lately trading at 37, Lisle Street, London, W.C.2, wireless dealer. Court: High Court of Justice. Trustee: Samuel G. Crimes, C.A., Premier House, 150,

Southampton Row, London, W.C.1. Date of appointment: August 15th.

## Release of Trustees.

**Nichols, John T.**, Rye House, Highams Park, and lately trading at 4, Glebe Road, Kingsland Road, Dalston, London, E., wireless dealer. Court: High Court of Justice. Trustee: Philip M. Mordant, 115-117, Cannon Street, E.C.4, Chartered Accountant. Date of release: June 5th.

**Temple, Edward**, 77, Northcote Street, and **Burkett, Jane E.**, married woman, 21, Aston Street, both South Shields, trading together as **The Westoe Electrical Co.**, 105, Canterbury Street, South Shields, wireless dealers, etc. Court: Newcastle-upon-Tyne. Trustee: Alan J. Gray, 48, Pilgrim Street, Newcastle, accountant. Date of release: June 5th.

**Millward, Eric R.**, 31, Fair View, Braunton Road, Barnstaple, Devon, and trading as **West of England Radio**, 67, High Street, Barnstaple, wireless engineer. Court: Barnstaple. Trustee: Walter R. Cocks, Exeter Bank Chambers, Broadgate, Exeter, Official Receiver. Date of release: August 6th.

**Price, Frederick**, 9, Gold Street, Cardiff, and **Tarver, Charles R.**, 16, Forest Street, Cardiff, lately trading in co-partnership as **Fred Price, Tarver & Co.**, 15, Working Street, Cardiff. Court: Cardiff. Trustee: Ellis Owen, 34, Park Place, Cardiff, Official Receiver. Date of release: July 28th.

**Gateshill, Harry**, 113, Witham, Kingston-upon-Hull, Yorks., wireless engineer. Court: Kingston-upon-Hull. Trustee: Joseph E. D. Stickney, 37, Scale Lane, Hull, Official Receiver. Date of release: August 1st.

## Intended Dividends.

**Shaw, Harry W.**, 24, Chester Park Road, Fishponds, Bristol, gramophone dealer, etc. Court: Bristol. Last day for proofs: September 2nd. Trustee: Herbert Ashton, 26, Baldwin Street, Bristol, Official Receiver.

**Duophone Syndicate, Ltd.**, 18, Savile Row, London, W.1. Court: High Court of Justice. Last day for proofs: September 5th. Liquidator: George D. Pepys, senior official receiver and liquidator, 33, Carey Street, London, W.C.2.

## Receiverships—Release.

**Bowyer-Lowe Co., Ltd.** R. L. Marsh, F.C.A., of 73, Ethelburga House, 91/3, Bishopsgate, E.C.2, ceased to act as Receiver and Manager on July 14th, 1930.

**Aeonie Radio, Ltd.** C. J. G. Palmour, of 4B, Frederick's Place, E.C.2, ceased to act as Receiver and/or Manager on August 1st, 1930.

## Mortgages and Charges.

**Mortgage Radio Inventions & Development Co., Ltd.** Particulars filed of £600 debentures authorised July 23rd, 1930, charged on the company's undertaking and property, present and future, including uncalled capital, the whole amount being now issued.

**Hart Bros. Electrical Manufacturing Co., Ltd.** Particulars filed of £5,000 debentures authorised July 30th, 1930, charged on the company's undertaking and property, present and future, including uncalled capital, the amount of the present issue being £1,000.

**Peto-Scott Co., Ltd.** Particulars filed of £6,500 debentures authorised July 28th, 1930, charged on the company's undertaking and property, present and future, including uncalled capital (subject to £4,000 debentures of same date but previously registered), the whole amount being now issued.

**Universal Gramophone & Radio Co., Ltd.** Trust deed dated July 24th (supplemental to deed dated July 1st, 1930, securing £15,000 and premium of 10 per cent.), constituting a specific charge on the book debts specified in the deed dated July 24th, 1930. Trustee: C. O. Crisp, 17, Throgmorton Avenue, E.C.

## 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 defendant; the amount is that for which judgment was given, and the date is that on which it was given.*

**Sykes, G. H.**, 29, St. Clements, Oxford, wireless dealer. Court: Bath. £14 7s. 1d. July 19th.

**Winsey, F. C.**, 5, Fifth Avenue, Goole, wireless dealer. Court: Clerkenwell. £16 5s. July 2nd.

**Ellis, W.**, c/o Embro Cycle & Motor Co., Holderness Road, Hull, radio dealer. Court: Lambeth. £14 6s. 4d. July 2nd.

**Central Wireless Co., Ltd.**, R/O Mansion House Chambers, 11, Queen Victoria Street, E.C.4. Court: Southwark. £35 os. 6d. July 21st.

**Barnett's** (a firm), 29, Leyton Road, Stratford, E.15, wireless dealers. Court: Westminster. £11 18s. 9d. July 2nd.

**Melhuish, C. D.**, Maxwell Works, 21, Conewood Street, Highbury, N.5, manufacturer of wireless and electrical goods. Court: Clerkenwell. £16 14s. 10d. July 4th.

**Morgan, J. A.**, Radio Shop, Crickhowell, Brecon, dealer. Court: Shoreditch. £41 10s. 6d. July 14th.

**Rolls-Caydon Sales** (a firm), 77, Rochester Row, Westminster, S.W.1, portable wireless manufacturers. Court: Westminster. £15 17s. 8d. July 3rd.

**Hinxman, A. D.**, Wessex Road, Ringwood, radio engineer. Court: Eastbourne. £10 15s. July 18th.

**Matthewman, A. E.**, Londress Lane, Beverley, radio engineer. Court: Leeds. £20 9s. 6d. July 21st.

**Hook, Victor** (trading as **Hooks Battery Service**), Electric Light Yard, West Street, Bromley, wireless agent, etc. Court: Ashford. £43 16s. 10d. July 25th.

**Dando, M. E.**, Warminster Road,

Beckington, nr. Bath, radio engineer. Court: Clerkenwell. £11 os. 6d. July 9th.

**Andrews, D. C.**, Gwenlais Terrace, Gwendras, Swansea, radio dealer. Court: Clerkenwell. £11 11s. 6d. July 8th.

**Browning, T. E.**, 28, Pleydell Avenue, Stamford Brook, W., electrical contractor. Court: Clerkenwell. £19 6s. July 9th.

### Bankruptcies.

**British Brunswick, Ltd.**, 15/17 and 29, Cavendish Place, London.

Under a compulsory winding-up order made in October, 1929, against this company which carried on business at George Street, Hanover Square, and Cavendish Place, W., in gramophone records, musical instruments and wireless accessories of every kind, the report of Mr. E. T. A. Phillips, Official Receiver, has now been issued to the creditors and contributories. The accounts show total liabilities £172,906 (unsecured £125,769), assets, £31,006, and a deficiency of £344,700 with regard to contributories, the issued capital of £218,931 consisting of 1,000,000 ordinary shares of 1s. each and 168,931 preference shares of £1 each.

The company was incorporated as a private company on September 26th, 1926, and was converted into a public company a year later.

In October, 1927, the company obtained the control of Cliftophone, Ltd., who manufactured gramophones, by purchasing certain of its shares of a £12,000 debenture. In April, 1928, the Duophone & Unbreakable Record Co., Ltd., entered into an agreement with a view to close collaboration between them and the Brunswick Company, and the pooling of facilities of manufacture and sale, and for the purchase of certain of the company's plant, etc., by the Duophone Company.

On April 27th, 1928, the directors resolved to raise £75,000 by the issue of 750 7½ per cent. debentures, of £100 each. The bonds were issued at par to the Duophone Co. in May and December, 1928, for cash. On September 11th, 1929, Mr. E. S. Howard, C.A., was appointed receiver and manager on behalf of the debenture holders. He has carried on the business and has realised the bulk of the assets.

The failure of the company is attributed to its having commenced business on an ambitious scale with insufficient capital, to continual pressure by claimants and creditors, and the existence of exceedingly onerous royalty contracts. The company were continually harassed in their relations with the American company whose high rate of royalties rendered it difficult to make profits except by colossal production; to the investments of the company's funds in subsidiary and other companies, thereby diverting money which could have been more usefully employed for the company itself; and to the despatch to factors of large quantities of unordered goods, for which they refused to accept responsibility, and which resulted in substantial losses.

**Duophone (Foreign), Ltd.**, Hedges House, 153-155, Regent Street, London.

The statutory first meeting of the

creditors and shareholders of Duophone (Foreign), Ltd., Hedges House, Regent Street, W., was held on August 14th at Bankruptcy Buildings, Carey Street, London, W.C., a compulsory winding-up order having been made on July 14th, upon the petition of a creditor.

Mr. G. Digby Pepys, senior Official Receiver, reported that the company was promoted by the Duophone & Unbreakable Record Co., Ltd. (also in liquidation), and was registered on July 13th, 1928, with a nominal capital of £275,000, divided into 550,000 shares of 10s. each.

Under an agreement dated July 18th, 1928, the company acquired from the parent company all existing processes used in the manufacture of gramophone records, the benefit of all improvements thereto, patent rights, and the trade mark "Duophone." The consideration was agreed at £150,000, payable as to £75,000 in cash and the balance by the allotment of 150,000 10s. shares. In addition the company was to pay to the parent company a royalty of three-eighths of a penny on every gramophone record manufactured and sold by the company for ten years from December 21st, 1928, other than the records supplied by the parent company.

By another agreement, dated July 18th, 1928, the parent company undertook to supply a minimum of 3,500,000 and a maximum of 12,000,000 records per annum for ten years terminable by the company after the first five years, on a cost plus 10 per cent basis. In October, 1929, the company purchased the foreign rights for a "non-hydroscopical" record, the consideration being £12,500 in shares.

Two contracts were entered into with the French, British and Foreign Trust, Ltd., who agreed to pay certain preliminary expenses in connection with the registration of the company for £17,500, payable by instalments, and for the underwriting of the whole of the shares offered for an underwriting commission of 3 per cent., and an over-riding commission of 1 per cent. on the nominal amount of the shares payable in cash. A prospectus was issued by the company in July, 1928, offering for subscription 275,000 10s. shares at par. The Official Receiver was informed that the whole of the shares were subscribed for; consequently the underwriters were not called upon to take up shares. At the date of the winding-up order the total number of shares issued was 428,000 of which 977 were forfeited and not re-issued.

In May, 1930, Mr. Charles Latham, accountant, was appointed by a debenture-holder as Receiver and he took possession of the assets.

The failure of the company was attributed to disgraceful treatment received by the company at the hands of the parent company, and to lack of sufficient capital to enable the company to manufacture its own records. No statement of affairs had yet been lodged, but it appeared that at the date of the winding-up order, the assets were estimated to produce £12,653. They were charged to secured creditors to the extent of £10,736 and after discharging preferential claims of £418 there would be an estimated balance of £1,504 to meet the debenture claims of £1,270.

There appeared therefore to be no prospect of any surplus becoming available (after allowing for the costs of the liquidation), for the unsecured creditors whose claims were stated to amount to £12,243. In reply to a shareholder the Official Receiver said that when his investigations were concluded it would be his duty to report all the facts to the court, and if necessary further steps would be taken against the persons responsible for the failure.

The liquidation was left in the hands of the Official Receiver.

**Charles William Claridge Oliver**, 21, Netherlands Road, New Barnet, Herts, lately trading at 60, Newington Green, N., as **A. G. Browne & Co.**, at 10A, Manor Parade, Finchley, as the **Ideal Stores**, wireless and gramophone dealer.

The adjourned first meeting of the creditors under this failure was held on August 14th at Bankruptcy Buildings, Carey Street, London, W.C. The debtor filed his petition on July 23rd. A resolution was passed for Mr. C. Latham, Certified Accountant, 78, New Oxford Street, London, W.C., to act as trustee of the estate, the fidelity bond to be given by the trustee as recommended at £300.

**L. Richardson**, 205, Raiton Road, Herne Hill, London, electrical engineer, etc.

The receiving order in this case was made on July 31st at the London Bankruptcy Court, upon the petition of the Litanode Co., Ltd. The first meeting of creditors was held on August 14th, when it transpired that the liabilities amount to £200 against no assets. The debtor states that he began the business in June, 1929, but it never paid, the failure being attributed to trade depression and family illness. The case was left with the Official Receiver to be wound up in bankruptcy.

**Harry Aaron Kaplan**, sued as H. Kaplan, 89, Elgin Mansions, Elgin Avenue, W.9, 37, Lisle Street, Leicester Square, London, W.C., wireless dealer.

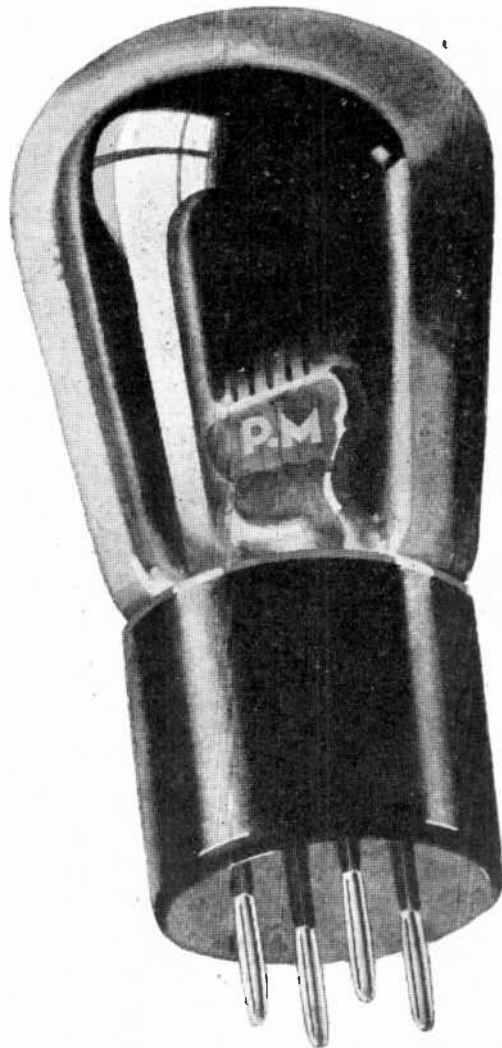
The statutory first meeting of the above debtor who was brought to the courts on July 29th on the petition of V. Zeitlin & Sons, S.W., wireless factors, was held on August 12th.

The Official Receiver reported that the debtor in preliminary examination had stated that in 1923 he commenced business as a wireless dealer with a capital of £30. He traded successfully for 12 months and then formed Kaplan, Ltd., to take over and carry on the business. Some months later he severed his connection with that company and formed the firm of Standard Accessories, Ltd., to carry on business as wireless factors. The company traded for about a year, and then, having no capital, was wound up voluntarily. He was then without regular occupation for over 12 months. About April, 1929, he entered into partnership with another person to trade as wireless dealers. He left the firm after some five months, and received £50 for his interest therein; with that capital he started as a wireless dealer at the above address, but owing to insufficient capital the business was not a success. He traded there in the style of The London Surplus Depot. At the

They sell quickest

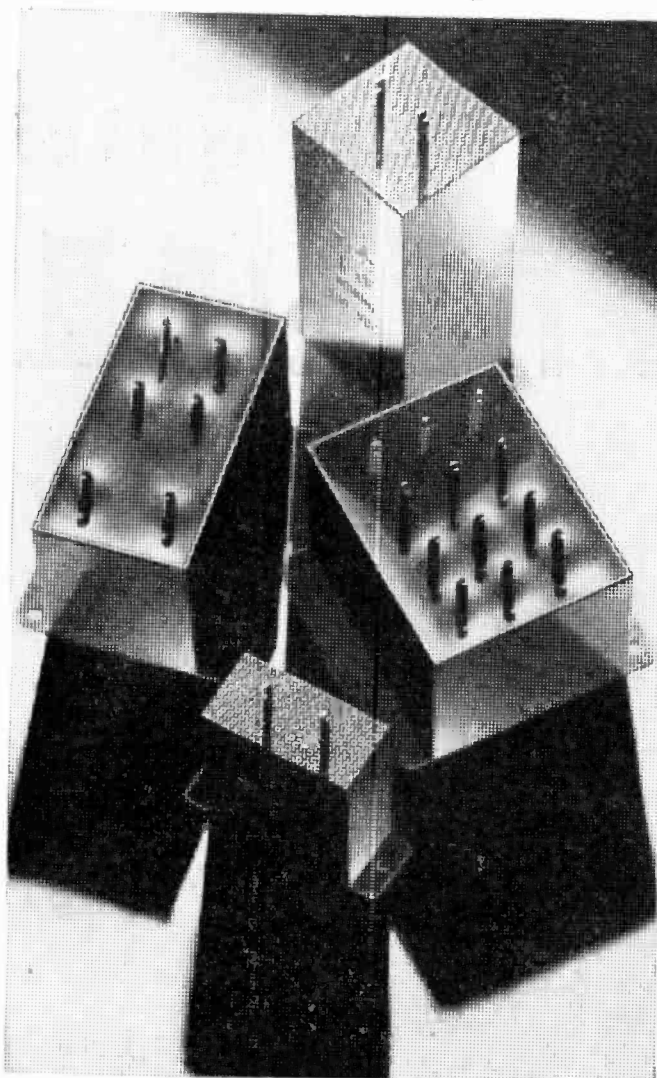
The **MULLARD**

**2** volt range  
for  
**3** valve receivers



			Total Price
P.M.1HF	P.M.1LF	P.M.2	27/6
or			
P.M.1HF	P.M.1LF	P.M.252	30/6
or			
P.M.12	P.M.2DX	P.M.252	42/-
or			
P.M.12	P.M.2DX	P.M.22	51/-

**Mullard**  
THE MASTER VALVE



# T.C.C. and set construction

Efficient production of sets demands the use of components of a high standard with unvarying quality. Competitive prices and delivery on time are also essentials which T.C.C. supply. Your specification must, therefore, commence "T.C.C. CONDENSERS."



ADVERTISEMENT OF THE TELEGRAPH CONDENSER CO., LTD., WALES FARM ROAD, N. ACTON

♡ 5516

end of January, 1930, he opened a branch shop at 58, Dean Street, Soho, but that proved a failure. In March, 1930, he formed the London Surplus Depot, Ltd., to take over and continue his business, nominal capital, £300. He was appointed a director at £10 a week, and as sale consideration received 201 shares of £1 each fully secured. The company took over his assets but not his liabilities. The company was not a success and went into voluntary liquidation in June last. He attributed his present position to the failure of the company, to insufficient capital, and to severe competition.

Resolutions were passed for the appointment of Mr. S. G. Crimes, chartered accountant, of Premier House, Southampton Row, London, as trustee, and a committee of inspection was elected to assist him.

The statement of affairs filed in the proceedings showed liabilities £610 and assets 3s.

The following are some of the creditors :

Ridged Cone, Ltd., London .. .. .	£13
Rothermel Corporation, Ltd., London ..	19
United Dominion Trust, Ltd., London ..	44
Sel-Ezi Wireless Supply Co., Ltd., London ..	64
Sel-Ezi Wireless Supply Co., Ltd., London ..	46
Zelco, Ltd., London .. .. .	44
V. Zeitlin & Sons, Ltd. .. .. .	284

**Charles Jackson**, 12, Silver Street, Whitby, Yorks, electrician, etc.

The first meeting of creditors in this matter was held on August 15th at the Official Receiver's office, 48, Westborough, Scarborough. A statement of affairs presented showed liabilities of £1,314 17s. 11d., with assets of £190 10s. 1d., thus disclosing a deficiency of £1,124 7s. 10d. The debtor attributed his failure to "losses on contracts and bad health of self." The case being a summary one was left in the hands of the Official Receiver as trustee.

The following are some of the creditors :

Wright, Sutcliffe & Son, Halifax .. .. .	£171
Baxendale & Co., Manchester .. .. .	174
Bankers, Whitby .. .. .	85
General Electric Co., Ltd., Newcastle-on-Tyne	30
Edison Swan Electric Co., Ltd., Ponders End	31
Chew, James, & Co., Ltd., Blackburn .. .. .	26
Stephenson, J. M., Whitby .. .. .	11
Provincial Incandescent Co., Ltd., Manchester	12

**Herbert Frank Spence**, trading as **H. F. Spence & Sons**, 2, Eureka Terrace, Honiton, Devonshire, lately High Street Honiton, Devonshire, electrical engineer, etc.

The public examination of this debtor was held on August 14th at The Castle, Exeter. The statement of affairs showed liabilities of £1,661 and assets of £447, leaving a deficiency of £1,214. The debtor attributed his failure to loss by depreciation of stock when he removed from his Sidmouth shop in 1928; damage to stock of about £50 owing to a shed being blown down in last autumn's gales; prospective customers for the installation of country house lighting plant deciding to wait because of the Government's electricity scheme; keen competition in wireless goods; depreciation of assets and the illness of his daughter. Some time ago the debtor was chief electrical engineer on a liner, and started to trade on his own account at Honiton in 1923, with a capital of £50. In February, 1927, he opened a shop in New Street, Sidmouth, but this was not

a success, and resulted in a loss of £300. In September, 1929, one of his creditors agreed to allow him floating credit of £300, but the agreement was broken, and the debtor executed a deed of assignment. The examination was adjourned.

**Joseph Abraham Britton**, 362, Edgware Road, W., and 31, Barking Road, London, E., trading as **The Boleyn Gramophone Co.**, gramophone and radio dealer, etc.

The public examination of the debtor was held on Tuesday last week, at the London Bankruptcy Court, the accounts showing total liabilities £2,600 (unsecured £1,640), and assets £182.

Questioned by Mr. Gaine, Official Receiver, the debtor stated that in January, 1929, he borrowed £350 from a bank and purchased the lease of 31, Barking Road, which premises he rebuilt, repaired and fitted as a shop at a cost of about £550. At Easter, 1929, he opened that shop under the name of the Boleyn Gramophone Co., and simultaneously carried on a wholesale radio business from 362, Edgware Road, W. Both ventures were unsuccessful owing to lack of capital, and being pressed by creditors he filed his petition. The examination was concluded, the failure being attributed further to bad trade and heavy overhead expenses.

The following are creditors :—

Dennis Whitehead & Co., Woodford .. .. .	£95
Decca Record Co., Ltd., London .. .. .	84
Electric Lamp Service Co., London .. .. .	18
Morris, Rose, & Co., Ltd., London .. .. .	38
Langham Radio, Ltd., London .. .. .	14
Radio Requisite Co., London .. .. .	14
Zeitlin, V., & Son, Ltd., London .. .. .	64
Thorns, A., Walthamstow .. .. .	50
Bankers (Barclay's Bank), London .. .. .	35
Partly secured creditors :	
Wilmott, C., London .. .. .	445
(Security £133)	
Bankers (Midland Bank), London .. .. .	1,300
(Security £500)	
Itonia Gramophone Co., Ltd., London .. .. .	311
(Security £200)	

**Business Names Registered.**

Particulars are given below of wireless and allied businesses recently registered at Somerset House under the Business Names Act of 1916. The name appearing in bold type is the trading name, while in brackets are given the name of the proprietor (or proprietors) and the date of the registration. No information is, of course, given in the register with regard to the trade status of the concerns referred to.

**Arthur G. Herod & Co.**, 115-117, Cannon Street, E.C.4, wireless retailers. (Arthur G. E. Herod, 11, Cyprus Avenue, Church End, Finchley, N.3. June 2nd, 1930.)

**Southend Music Stores**, 1, Belitha Villas, Southend Lane, Sydenham, S.E.26, wireless and gramophone dealers. (Frank H. Gribble, Melville, Becondale Road, Upper Norwood, S.E.19. June 2nd, 1930.)

**Wireless Installation & Maintenance Service**, 46, Drayton Bridge Road, Hanwell, W.7, wireless manufacturers. (Hilton S. Tee, Ionia, High Road, Cowley Peachey, Cowley, Uxbridge, Middlesex; Frederick W. Wiltshire, and Paul T. Sawyer, both of 46, Drayton Bridge Road, Hanwell, W.7. May 22nd, 1930.)

**Crown Radio Co.**, 167, Princess Street, Manchester, wireless accessory manufacturers. (Joseph W. Burgess, Jun., Ashwood House, Victoria Park, Manchester. June 7th, 1930.)

**Iola Manufacturing Co.**, 4, Shepley Street, London Road, Manchester, wireless and electrical manufacturers. (Kenneth V. Hill, Hillside Cottage, Castle Hill, Prestbury. June 12th, 1930.)

**Burlington Battery & Radio Service**, 93, Burlington Road, New Malden Surrey, wireless dealers. (Edward G. Player, address as above. June 16th, 1930.)

**Woodall Bros.**, 1, Pope's Cottages, High Street, Burwash, wireless and gramophone dealer, etc. (Sarah Woodall, address as above. June 10th, 1930.)

**Morden Battery Charging Service**, The Path, Morden Road, S.W.19, wireless dealers. (William H. Whitehead, 211, Kingston Road, Merton Park, S.W.19. May 31st, 1930.)

**South Eastern All-Electric Co.**, 281, Brockley Road Brockley, S.E.4, wireless and electrical dealers.

(William C. Plomer-Roberts, Brockley Road, Brockley, S.E.4, and Henry G. Donaldson, 43, Sandrock Road, Lewisham. June 2nd, 1930.)

**The Portland Radio & Electrical Supplies**, 3, Shireland Road, Smethwick, near Birmingham, wireless and electrical dealers. (George A. L. Avery, 537, Park Road, Hockley, Birmingham, and William H. McLachlan, 38, Ridgeway, Edgbaston, Birmingham. June 3rd, 1930.)

**F. Stott & Co.**, Whitefield Place, Gillington, Bradford, wireless and electrical dealers. (Henry Noble, 1, Sunnyside Baildon, nr. Shipley, Yorks; Joseph B. Milner, 8, St. Leonard's Grove, Bradford; and John Wellock, 45, Haworth Road, Bradford. May 30th, 1930.)

**Athenaeum Radio Stores**, 15, Athenaeum Arcade, Plymouth, wireless dealer. (Norton Morris, 14, St. Lawrence Road, Plymouth. June 2nd, 1930.)

**Radio Choke Manufacturers**, 66, Belsize Lane, N.W.3, wireless component dealers. (John C. Hedge, 14, Mackeson Road, N.W.3. May 10th, 1930.)

**W. T. Jones & Sons**, 4, Forster Street, Tunstall, Stoke-on-Trent, wireless and gramophone dealers, etc. (William T. Jones, 49, Clive Street, Tunstall, Staffs; Albert Jones, 60, Heron Street, Fenton, Staffs; Charles Jones, 17, Phoenix Street, Tunstall, Staffs; and Harry Jones, 26, Smith Child Street, Tunstall, Staffs. April 26th, 1930.)

**Lancaster Radio Stores**, 3, Brock Street, Lancaster, wireless retailers. (Frank Farnworth, 411, Manchester Road, Burnley, Lancs, and Harry Wilks, 9, Windsor Terrace, Heysham Road, Morecambe. May 7th, 1930.)

**General Radio Manufacturing Co.**, 86, Grays Inn Road, London, W.C.1, wireless manufacturers. (Mary Wilson, 6, York Road, Leamington Spa, Warwickshire. May 1st, 1930.)

**Radiant Hire Purchase Co.**, 602, London Road, Southend-on-Sea, wireless retailers. (William P. B. O'Reilly, address as above. May 3rd, 1930.)

**Fulcham Battery Service**, 133, The Grove, Hammersmith, W.6, wireless dealers. (Albert E. Sheppard, address as above, and Viloet J. Leckie, 4, College Court, Hammersmith, W.6. May 12th, 1930.)

**E. Bassant**, 292, High Street, Sutton, Surrey, wireless and gramophone dealers. (George W. Riley, 24, Orchard Road, Sutton, and Edith H. Bassant, 292, High Street, Sutton. May 10th, 1930.)

**The Northern Radio Supply**, 13, Aston Road, Birmingham, wireless dealers. (Charles Roe, 3, Albert Road, Aston, Birmingham. May 8th, 1930.)

**Spring Hill Radio Stores**, 26, Spring Hill, Birmingham, wireless and electrical engineers. (Mrs. Blanche Libin, 99, Hall Road, Handsworth, Birmingham. May 10th, 1930.)

**S. Kershaw & Co.**, Broad Lane, West Derby, Liverpool, electrical and wireless dealers. (Edith K. Kershaw, address as above. May 1st, 1930.)

**Ideal Battery Service**, 238, Manchester Road, Droylsden, Manchester, wireless dealers. (Charles A. Haughton, address as above. April 29th, 1930.)

**British Portable Radio Co.**, Cromford House, Cromford Court, Manchester, wireless dealer. (Eric Bernstein, 122, Leicester Road, nr. Broughton, Manchester. May 14th, 1930.)

**Kestrel Radio Supply Co.**, 18, Fairfield Road, Walthamstow, E.17, wireless manufacturers. (Amos T. Clark, and Amos Clark, both of above address. May 13th, 1930.)

**Western Radio Supply**, Mayfield Park, Fishponds, Bristol, wireless wholesalers. (Norman J. Tottle, and Victor Noakes, both of "St. Hilda," Mayfield Park, Fishponds, Bristol. May 15th, 1930.)

**G. Cottnam & Co.**, Monthermer Road, Cathays, Cardiff, wireless engineers. (George Cottnam, address as above; William J. Davey, and Edward J. Harding, both of 108, Tewkesbury Street, Cathays, Cardiff. May 17th, 1930.)

**A. E. Andrews & Co.**, 31, Tollington Park, London, N.4, wireless component manufacturers. (Arthur E. Andrews, address as above. May 21st, 1930.)

**H. Wilmott & Son**, 31, High Street, Brentford, wireless and gramophone dealers. (George P. Abbott, address as above. May 10th, 1930.)

**City Radio**, 4, Kings Parade, Vicarage Road, Watford, wireless and gramophone dealers. (Edward Wright, 60, High Street, Tring, Herts; Reginald Thorpe, Neteroft, 43, Garston Crescent, Garston, Watford; and Reginald Batcock, 114, Haresbreake, Watford. May 13th, 1930.)

**Bristol East Radio Co.**, 72, West Street, St. Philips, Bristol, wireless retailers. (William A. Featherstone, Woodlands First Avenue, St. Annes Park, Bristol, and Sydney C. Vowles, Torrington, 17, Upper Cranbrook Road, Bristol. May 19th, 1930.)

**Culling & Biglin**, 5, Playhouse Yard, Golden Lane, E.C.1, wireless accessory manufacturers. (Charles Ford, 29, Fountayne Road, Stoke Newington, N.16. May 21st, 1930.)

**Signal Radio, Cycle, Gramophone and Charging Service Co.**, 62, York Road, Battersea, S.W.11, wireless and gramophone dealers, etc. (William Llewellyn-Powell, 62, York Road, Battersea, S.W.11. May 18th, 1930.)

**Burkill's for Wireless**, Station Road, Castleford, wireless and electrical dealers. (Claude W. Burkill, Kirkthorpe House, Leake Street, Castleford. May 13th, 1930.)

# BUSINESS ITEMS.

**J. W. Millard**, 163, Green Lanes, Wyld Green, Birmingham, wireless and electrical dealer. (Wilfred M. Jones, address as above. May 26th, 1930.)

**Speake Bros.**, 9, Melbourne Grove, East Dulwich, S.E.22, wireless and musical instrument dealers, etc. (Sidney Swaine, address as above. May 20th, 1930.)

**Tull's**, 492, Wandsworth Road, S.W.8, wireless dealers. (Emily E. Tull, 83, Thurlough Road, Wandsworth Common, S.W.11. May 20th, 1930.)

**Sanders Radio Supplies**, 230, Acton Lane, Acton, W.4, wireless engineers and manufacturers. (James S. Sanders, 30, Grove Park Gardens, Chiswick, W.4. May 10th, 1930.)

**E. W. Coleman & Co.**, 108, Upwell Street, Grimesthorpe, Sheffield, wireless retailers. (Edward W. Coleman, address as above. June 2nd, 1930.)

**Radio and Gramophones**, 245, Tottenham Court Road, W.1, wireless and gramophone retailers. (Cecil B. Harris, 25, Holly Park, Finchley, N.3. May 19th, 1930.)

## New Companies.

**C. A. Carter & Co., Ltd.** (248,348).—Private company. Capital £1,000 in 10s. shares. Objects: To carry on the business of manufacturers, importers and exporters of and dealers in radio and gramophone goods. The directors are: C. A. Carter, 8, Drylands Road, Crouch End; W. H. Tipping, 51, Uplands Road, Crouch End; W. Willis, 38b, Golders Way, Golders Green. Solicitors: Clapham Fraser & Williams, 15, Devonshire Square, E.C.2. Registered office: Edison Works, Edison Road, Crouch End, N.8.

**Wright's Cabinets, Ltd.** (248,470).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of wholesale and/or retail makers of gramophone, wireless and other cases, etc. The directors are: H. Wright and C. Wright, both of 31, Drayton Road, Leytonstone, E.11. Qualification: one share. Secretary: C. Wright. Solicitors: P. S. Costerton, 190, Bishopsgate, E.C.2. Registered office: Friars Watch, Billet Road, E.17.

**Frank Angell & Co., Ltd.** (248,482).—Private company. Capital £1,000 in £1 shares. Objects: To carry on business as dealers in wireless apparatus and materials, etc. The subscribers (each with one share) are: F. Angell, 75, Rosebery Road, Muswell Hill, N.10, engineer; A. Wilson, 62, Myddelton Square, E.C.1, clerk. F. Angell is permanent governing director. Remuneration of F. Angell, as governing director, £520 per annum. Solicitors: Zeffertt & Heard, 17, Coleman Street, E.C.

**Pauline Radio, Ltd.** (248,495).—Private company. Capital £1,000 in £1 shares. Objects: To acquire the business of a wireless engineer and dealer in apparatus and accessories appertaining thereto now carried on by C. H. Pauline at 791, Christchurch Road, Boscombe, Bournemouth, as "Radio House." The permanent directors are: C. H. Pauline, 791, Christchurch Road, Boscombe, Hants, electrical engineer; F. C. Jameson, 117, Richmond Park Road, Bournemouth, electrical engineer. Qualification of directors: £300 shares. Solicitor: G. T. Richards, 209, Seabourne Road, West Southbourne, Hants.

**John Shaw & Co. (Electrical), Ltd.** (248,522).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of wireless and general engineers, etc. The first directors (to number not less than 2 nor more than 6) are: J. S. Shaw, 46, Cranbrook Avenue, Hull; T. Oldridge, 34, Lonsdale Street, Hull; J. W. Gould, 95, Eberthorpe Road, Hull; also W. A. Kelley, and J. L. P. Pinkney, whose addresses are not stated. (All permanent). Qualification £50.

**Hustler, Simpson & Webb, Ltd.** (248,587).—Private company. Capital £11,000 in 10,000 10 per cent. cumulative preference shares of £1 each and 20,000 ordinary shares of 1s. each. Objects: To carry on the business of manufacturers, importers and exporters of and dealers in wireless appliances, etc. The directors are: Ivor W. E. Hustler, 30, Spring Park Road, Shirley, Surrey; D. Simpson, "Brading," The Ridgeway, Westcliff-on-Sea; R. A. Webb, 26, Marine Parade, Leigh-on-Sea; A. Barker, Thorpe View, Barling Road, Southchurch, Essex. Qualification: £10 share. Remuneration: As fixed by the company. Registered office: 55-57, Tanner Street, Bermondsey, S.E.

**Renn's Piano & Gramophone Co., Ltd.** (248,673).—Private company. Capital £2,000 in £1 shares. Objects: To carry on the business of Renn's Piano & Gramophone Co., as manufacturers, repairers of and dealers in musical instruments of all kinds, gramophones and records, radio and wireless apparatus, etc. The directors are: A. G. Renn, 92, Clifden Road, Clapton Park, E.5; E. Pugh, 5, Caxton Road, Wood Green, N.22; A. Renn, 224, Cazenove Road, N.16. Qualification: £1. Secretary: A. G. Renn. Solicitors: Syrett & Sons, 2, John Street, Bedford Row, W.C.1. Registered office: 92, Clifden Road, Clapton Park, E.5.

**Umello, Ltd.** (248,683).—Private company. Capital £100 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in wireless apparatus, etc. The subscribers (each with one share) are: G. F. Wrigley, 12, Norfolk Street, Strand, W.C.2, company secretary; G. W. Croot, The Chase, Marshalls Park, Romford, Essex (directors British Curtis Radio, Ltd.). The first directors are not named. Solicitors: Coburn & Co., 6, Drapers Gardens, E.C.

## A Bigger Home for "Berclif."

For the past six years Simmonds Bros., the Birmingham manufacturers, have occupied premises in Shireland Road, Smethwick. It has been found necessary, however, to take a larger building, and the company have now moved their offices and works to 38, Rabone Lane, Smethwick.

The production of "Berclif" components will be continued here. It is hoped also to extend considerably the production of mains sets, particularly in chassis form for the dealer to incorporate in his own cabinets.

## New Blackpool Wholesale Premises.

For the convenience of retailers in North West Lancashire, Hirst, Ibbetson & Taylor, Ltd., the well-known Lancashire factors, have opened a new wholesale depot at 34-36, Topping Street, Blackpool. A complete stock of all the best known radio products on the market is carried, and the firm can give speedy delivery. Telephone enquiries to the new branch should be made to Blackpool 3830 or 3831.

Hirst, Ibbetson & Taylor have now issued their preliminary trade catalogue of radio goods. It includes many of the new season's products, such as the 4-valve "Music Magnet," the "Ekco" sets and speakers, and the McMichael "Mains Three," to name but a few. In other words, the list is completely up-to-date. Nevertheless, the firm's complete 1930-31 catalogue will not be published until after Olympia, when all the latest apparatus has been released.

## Publicity of the "Proms."

The August issue of the *Marconiphone Mail* is now being sent to dealers, and contains some useful hints for pushing the sale of valves. In the monthly letter from the Marconiphone Co.'s Sales Development Department, the publicity value from the retailer's point of view of the Queen's Hall Promenade Concerts is emphasised, and a special window bill has been made available (see illustration).

**Sir Henry Wood's**  
**PROMENADE CONCERTS**  
 to be BROADCAST  
 BETWEEN **AUG 9<sup>th</sup> - OCT 4<sup>th</sup>**  
 These Popular Concerts, famous throughout the World amongst British music-lovers provide a veritable festival of exquisite items from all the great masters. These broadcasts are worthy of the finest standard of reception.  
 With those who love good music the **MARCONIPHONE** stands alone!  
 ALL DEALERS

The "Proms." poster issued by Marconiphone and available to dealers.

## Ferranti on Holiday.

Ferranti, Ltd., advise us that the whole of their works at Hollinwood will close down on Friday evening, August 29th, until Monday morning, September 8th, for the local annual holidays. Although a skeleton staff will be present to deal with enquiries, no deliveries will be made from Hollinwood.

Stocks are carried at Ferranti's London branch at Bush House, Aldwych, and by several of the firm's representatives, from whom deliveries can be obtained in cases of urgency. Nevertheless, the trade is requested to place orders immediately to avoid any delay during the holiday period.

## Errata.

Some price corrections should be noted. The first concerns a product of the Saxon Radio Co., namely, the "Quadricoil." A test report upon this component was published in our issue of August 9th, where the price was given as 15s. Actually the "Quadricoil" lists at 17s. 6d.

In the Lamplugh advertisement last week the price of the new Inductor speaker was misprinted as £3 16s. The price was, however, given correctly as £3 10s. in the editorial description of this instrument.

Another printers' error occurred in the description of the "Lewcos" No. 400 centre-tapped coil on page 171 last week. This component sells at 5s., and obviously not at 45s., as printed!

Through an error the price of the new H.S.P. "Supertwin" portable was given in our Autumn Buying feature last week as 22 guineas. The price is really 29 guineas.

F. A. Hughes & Co., Ltd., have drawn our attention to the description last week of their "Blue Spot" pick-up and carrying arm, which might convey the impression that the price of the complete outfit was 35s. It should therefore be made clear that the pick-up alone—a new model introduced this season—sells at 35s., and can be fitted to any gramophone tone-arm. A complete "Blue Spot" pick-up with tone-arm and volume control sells at 63s.

In supplying us with the advance details of their new 3-valve A.C. set which we published last week, Ferranti, Ltd., stated that this receiver was priced at £24. They now inform us that actually the correct price is £25.

## Rothermel's New Catalogue.

The Rothermel Corporation, Ltd., of 24, Maddox Street, London, W.1, have asked us to request all factors and dealers who require a copy of their new catalogue, but who have not already made application for one, to communicate with them at once. This catalogue will be mailed immediately it is off the press.

## Change of Address.

Mr. P. H. Smedley, who trades as a manufacturers' agent and engineer, has moved from 50, Richmond Road, London, E. 11, to 70, Whitehall Gardens, London, E. 4

# THERE'S A PROUD REPUTATION BEHIND EVERY ORMOND PRODUCTION!

Designed to carry out their work faultlessly and smoothly, Ormond components reveal in every detail the highest standard in construction and design.



**Chassis and Cone.** Produced for use .mm with the Loud-speaker Unit. Constructed of aluminium, 12 ins. in diameter, with a cone of specially selected material. Price 7/6.  
Large Chassis and Cone of similar construction, 16½ ins. diameter. Price 11/6

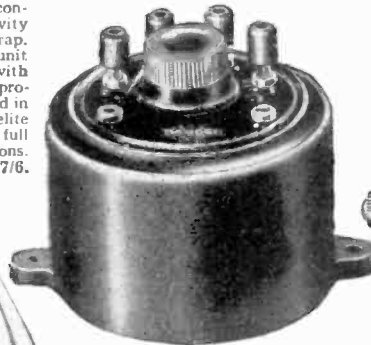


**Radio Frequency Choke.** High Inductance. Low Self-capacity. Impedance is constant up to 4,000 metres. Price 7/6

**Three Electrode Fixed Condenser.** Designed for use as the aerial coupling condenser. Insulation is provided between the vanes and capacity is approximately .0001 each half. Price 1/-



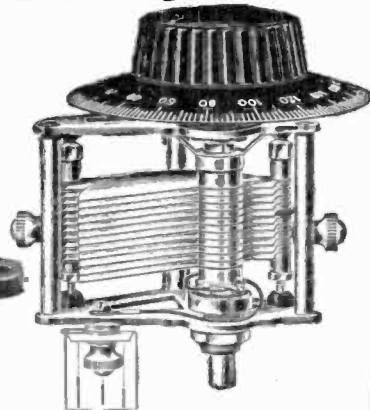
**Two Point Push-pull Change Over Switch.** Can be mounted on a metal panel and insulated by means of the ebonite bush if necessary. Complete with knob terminals and soldering tags. One-hole fixing. Price 1/6.



**Ormond Drum Dial.** No slip—no back lash. The control knob moves in the same direction as the dial. Available for either left- or right-hand mounting. Price 5/-.

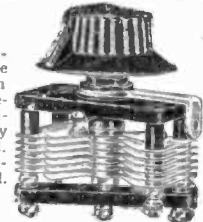


**The Ormond Ball-Bearing Turn-Table.** Of extremely robust construction and heavily plated. A rubber ring is fitted to the base to ensure a perfectly smooth movement. 8 ins. in diameter, Price 6/-; 7 ins. in diameter, Price 5/-.



**Ormond Small Logarithmic Condenser.** May be adapted for "One-hole fixing" Baseboard mounting, or "Along-panel mounting" for drum control. An extension of the main spindle is provided at the rear end in order that this model may be "ganged" quite simply. Complete, with 3 in. Knob and Dial.  
Capacity: .00013 .. 7/6 .00025 .. 7/8  
.00035 .. 7/9 .0005 .. 8/-

**Midset Condensers.** Can be mounted on panel or baseboard. Minimum capacity .000005 mfd. Maximum capacity .0001 mfd. Price 4/-.



**Ormond No. 3 Jack.** Brass frame heavily nickel-plated, springs of nickel silver. The depth behind panel is only 2½ ins. Unique spring method for attaching connecting wires; soldering is not essential (Single Open Filament.) Price 2/6.  
The Ormond Plug will fit any standard Jack. Price 2/8.



**Fixed Condensers.** May be secured either direct to valve sockets or supported on the wiring. Cap. .0001, .0002, .0003, .0005. Price 7d. each. Cap. .001, 9d.; .002, 1/-; .006, 1/6; or, 1/9.



*For Quality!*

THE ORMOND ENGINEERING CO., LIMITED,  
ORMOND HOUSE, Rosebery Avenue, LONDON, E.C.1.  
Phone: Clerkenwell 5334-5-6 & 9344/5/6. Telegrams: "Ormondengi. Smith."

*For Value!*

for delivery  
ex stock of the  
**McMICHAEL**



## SUPER RANGE PORTABLE FOUR

one of the best  
sellers in the trade!

A Four-valve Leather Case Port-  
able Receiver, complete with  
Royalties and all equipment.

TO RETAIL AT

### 22 GUINEAS

Order from

# L.E.S.

## DISTRIBUTORS LTD.

9, ST. MARTIN'S STREET, LEICESTER SQUARE, W.C.2

Telephone: Regent 7545.

Telegrams: "Electomar, Westrand, London."

G 14

# ★ BRING BACK THE BOOM DAYS

**I**N these times of ready made sets and readily assembled components, much of the old friendship between the dealer and his customer has virtually disappeared.

That friendship was valuable to both. It should come back. Bring it back by selling STAL H.T. Eliminator Kits.

90 per cent. of people who buy these kits from you will discuss the building details with you. If they have any small difficulty they will come to you for guidance. They will get the habit of coming to you for all service work and they will buy many things from you in the course of a twelvemonth. *This one sale will anchor your customers to you and re-establish the old, profitable friendly relations of a year or two ago.*

The reduced spending power of the public must be taken into account and Stal H.T. Eliminator Kits save the builder 40 per cent.—we will help you drive that home—and every battery user is a potential customer.

# STAL

## H.T. ELIMINATOR KITS

A.C.  
JUNIOR KIT  
RETAIL PRICE  
**42/-**  
plus 9/6 for Triotron  
G.N. 14 rectifying  
valve.  
OUTPUT Volts 140  
m/a 20  
Write for particulars  
of other A.C.&D.C.  
Eliminator Kits.



*Here is the kit which will enable any amateur to build an efficient H.T. Eliminator in less than two hours, using only a screwdriver and pliers. Sold in a neat box with full instructions for building and use.*

ELECTRIC LAMP SERVICE CO. LTD., 39-41 Parker St., KINGSWAY, W.C.2  
Phone: Holborn 6634.

Northern Agents: Chorlton Metal Co., Ltd., 18, Amber St., Shudashill, Manchester.



## Closing for Press!

# THE 1931 EDITION OF *The* "YEAR BOOK"

**M**ANY of the most prominent positions have already been reserved. For the best remaining pages immediate booking is advisable.

**DEFINITELY "CLOSING" AT  
THE END OF THIS MONTH**

*Manufacturers and wholesalers who desire representation in this all-the-year-round business-pulling reference book should advise us immediately.*

**IT WILL BE PUBLISHED  
EARLY IN OCTOBER**

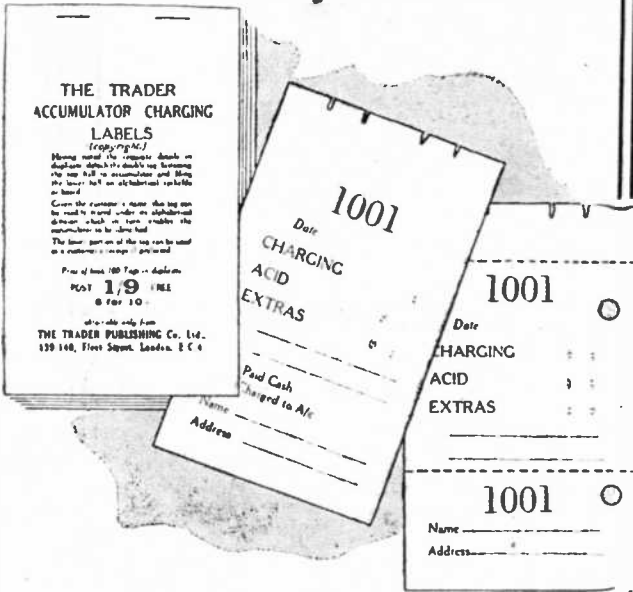
---

The Advertisement Manager,  
**"THE WIRELESS & GRAMOPHONE TRADER  
YEAR BOOK & DIARY"**

St. Bride's House, Salisbury Square, Fleet St., London, E.C.4.

Phone: Central 7713 (9 lines)

# ACCUMULATOR CHARGING LABELS

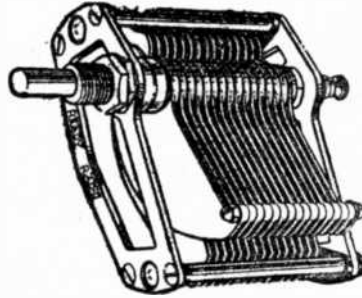


DESIGNED to provide all necessary information with minimum of writing, these labels ensure that amounts chargeable to customers' accounts are not overlooked; give easy and rapid means of identifying the battery with the customer; and are sufficiently strong to endure rough handling. A thin top sheet remains fast in book containing details which are duplicated to a thick manilla under sheet. This is separated into two pieces—one fixes to battery giving particulars of job, the other bearing customer's name and address, goes to alphabetical spiked file or board. Top sheet and both sections of bottom sheet are numbered similarly with large identification number. Book contains 100 labels in duplicate.

Price post free :  
1/9 per book (6 for 10/-)

Remittance must accompany order. If C.O.D. is desired, fee will be added to all orders under £5 in value.

Obtainable from  
**The TRADER PUBLISHING CO., LTD.**  
St. Bride's House, Salisbury Sq., Fleet St., London, E.C.4



SETMAKERS  
WHOLESALEERS  
RETAILERS—

## A VARIABLE CONDENSER

AT

**4/6** .0003  
**.0005**

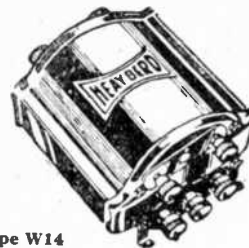
Made at London Bridge : : England

# Ready Radio

159, BOROUGH HIGH STREET  
LONDON BRIDGE - S.E.1

Telephone : HOP 5555 (Private Exchange)  
Telegrams : READIRAD, SEDIST.

"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.



Type W14  
Price 21/-

**Steady output unvarying with current load**

This is the power transformer your customers want for their eliminators. One that will not break down through overload. One that will give a steady output, though the incoming current may jump ten volts occasionally. Order your stock now.



F. C. HEYBERD & CO.,  
10 Finsbury Street, E.C. Telephone : Clerkenwell 7216



# AN ANNOUNCEMENT

## re New Telsen Transformers in Bakelite Cases.

The Sel-Ezi Wireless Supply Company, of 6, Greek Street, London, W.1, being the sole Southern and London Agents for the famous "Telsen" Transformers, have pleasure in informing the trade in their territory that they are able in certain instances to exchange retailers' stock of the old model transformer for the new model, which is greatly improved in design and quality, but which still remains the same price to the public.

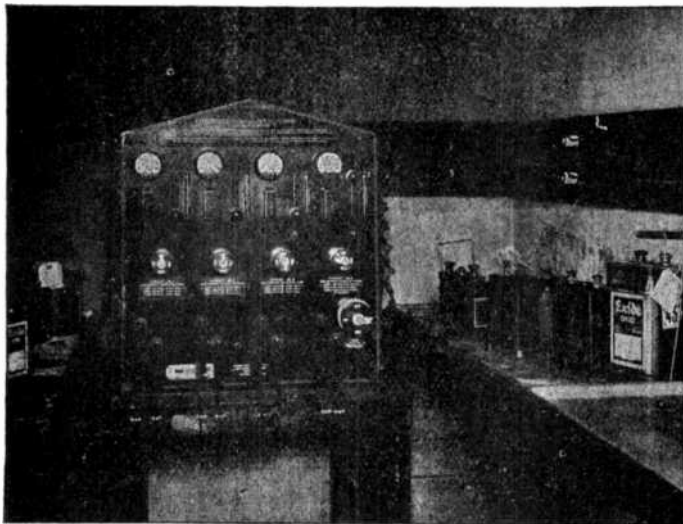
Retailers interested in this scheme should communicate immediately to the sole Southern Agents giving full details of stocks held.

*We are unable to deal with any stocks outside our territory.*

### SEL-EZI WIRELESS SUPPLY CO., LTD.

6 Greek St., Soho, London, W.1

Phone: Regent 6661.  
Telegrams: Selazi, Westcent.



A Westinghouse 4-circuit charging set, Type R.G.C.I., in service at the Sundridge Park Service Station, Bromley.

This charger will deal with nearly a thousand batteries a week. It has no valves, electrolytes or moving parts—nothing requiring periodical replacement. It makes no noise and requires no attention.

Price, ready for use, for standard voltages and frequencies, £40 nett (Carriage Paid in British Isles).

## The Correct Charging Rate

for high and low tension Wireless batteries, and also for car starter batteries

is always at hand in a



MULTI-CIRCUIT

## CHARGING SET

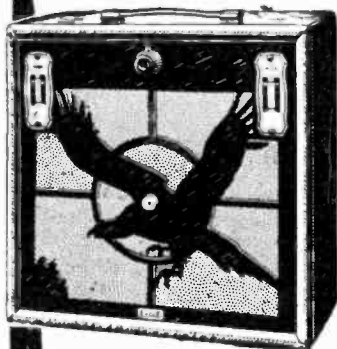
FOR A.C. MAINS.

*Send for Leaflet S.F.11e5.*

THE WESTINGHOUSE BRAKE AND  
SAXBY SIGNAL CO., LTD.,  
81 York Road, King's Cross, London, N.1

**THE**  
*Chakophone*  
REGD

**"ALL IN THREE"**



A recently introduced model that has already attained great popularity. Designed to operate with external aerial and earth connections, but will give extremely good results on its own aerial which is embodied in the set. It is fitted with the famous Chakophone "Colassi" Speaker unit, slow motion condenser controls and one switch which gives the "on," "off," and "high" and "low" wave ranges. Complete with all valves and batteries.

The Chakophone range includes sets for every class of Radio Enthusiast. All electric two valve sets, Radiogramophones and components, including the world famous "Eagle Tuning Coil" H.T. Batteries, etc.

All "Chakophone" sets and components are guaranteed, and the trade discounts are very generous.

Stand No. 43 **Eagle** Stand No. 43  
**ENGINEERING CO., LTD., WARWICK**

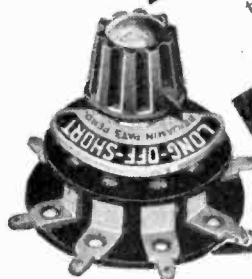
TWO VALVE SET  
£9 9 0  
THREE VALVE SET  
**£11:0**

**A NEW  
BENJAMIN  
LINE**

**FOR A QUICK CHANGE OVER**  
*use this*

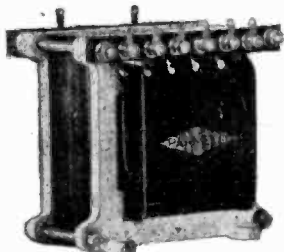
A very neat and compact switch with soldering tags and contacts in one piece. The efficiency of the improved ball is continually being improved by the burnishing action of the ball when the switch is turned. It has also an insulated spindle thus enabling it to be fitted on a separate panel without the use of metal insulating washers. It is supplied with indicating knob and reversible dial, one side reading "Long-Off-Short" and the other side "Off" in the centre with dots to indicate the alternative positions.

**BENJAMIN**  
The Benjamin Electric Ltd.  
Brantwood Works, London, N.17.



If he wants  
the best—  
it's **PARMEKO**

There is a PARMEKO Transformer and Choke for every circuit featured in the technical press, besides other apparatus. If your customers ever want anything of this nature made to their own specification, remember this is a speciality of ours. Simply send us their requirements and we will quote by return.



All PARMEKO apparatus must pass a thorough test under working conditions before it leaves our works and receives our guarantee. Stocks are held at London & Leicester.

Prices, terms and particulars of Wireless Mains Apparatus sent on application.

**PARTRIDGE & MEE LTD.**

74, New Oxford Street,  
LONDON, W.C.1

26, DOVER STREET,  
LEICESTER

**FROM STOCK**



**TERMINALS, SCREWS,  
NUTS ETC.**

**RALPH PRIDEAUX JUNR.**  
**101, MATTON GARDEN, E.C.1**

TELEPHONE: HOLBORN 6244

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

TRADE  MARK

**VOLUME CONTROL**



With 4 Terminals or plug-in type.  
In brown or black bakelite.  
Retail Price **7/-** each

**SWITCH (2-pole change-over)**



Anti-capacity guaranteed. Practical Mounting with large terminals.  
Retail Price **5/-** each.  
Made also in 3, 4, and 5

**HIGH RESISTANCE**



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

**4-PIN VALVE HOLDER**



Retail Price **1/-** each.  
Do. without Insulated Pins  
Retail Price **8½d.** each

**5-PIN VALVE HOLDER**



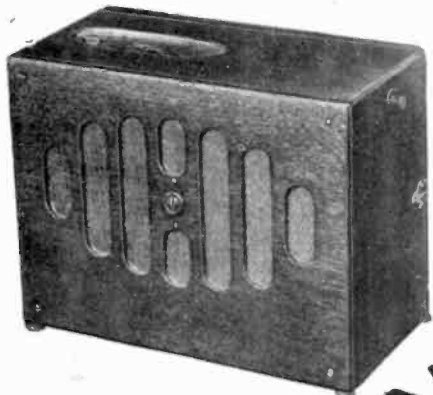
Retail Price **10d.** each.  
Do. with Insulated Pins  
Retail Price **1/3** each

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

# Summer Sales are Soaring!

Are you getting your share of the big business reduced prices are bringing to stockists?



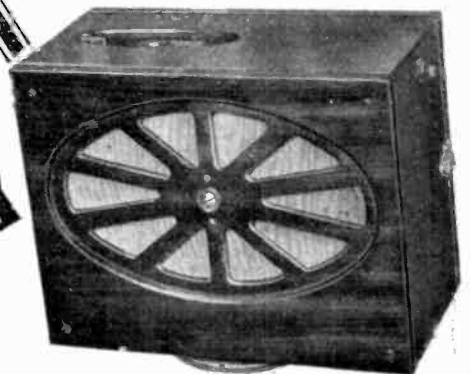
**12 GNS.**  
OAK

## 5 VALVE PORTABLE

SINCE the sensational price reductions of the NATIONAL & SYMPHONY portables, the immense wireless public's appreciation of these famous sets is steadily increasing.

Sales are still rising: stockists' profits are increasing with them. Are you a stockist?

**NATIONAL**  
THE QUALITY PAIR  
WHICH SET THE HIGHEST  
STANDARD IN RADIO  
**SYMPHONY**



**13 GNS.**  
MAHOGANY

## 5 VALVE PORTABLE

**The BRITISH RADIOPHONE LTD.** Aldwych House, Aldwych, London, W.C.2 Telephone: Holborn 6744

# LECTAERIAL

## INSULATED AERIAL WIRE

*Non Corrosive*

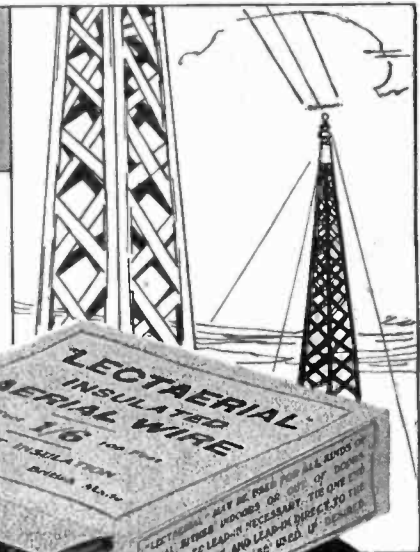
Here is a distinctively boxed and branded Aerial Wire of established reputation. Your customer can depend on "LECTAERIAL."

Scientifically vulcanised rubber insulation throughout the whole length defeats corrosion in any weather. Special insulators and lead-in arrangements are unnecessary. This attractively priced aerial sells on sight.

Recommend "LECTAERIAL" for selectivity.

Traders are requested to ask for terms.

Factors are cordially invited to write for special terms.



**1'6**  
PER 100 Ft.  
RETAIL

S. KALISKY (ALDGATE) LTD.

75 ALDGATE HIGH STREET,  
LONDON, E.C.4.

Telephone :  
Royal 7457, 7458, 8385.

Telegrams :  
"Wanieblade, Ald., London"

and at

16 Withy Grove, MANCHESTER.

Telephone : Blackfriars 4054. Telegrams : "Wanieblade, Man."

REGISTERED

# STALLOY

BRAND

TRANSFORMER LAMINATIONS of every description.



DIAPHRAGMS, CONE UNIT REEDS:

**JOSEPH SANKEY & SONS L<sup>TD</sup>.**

Works : Bilston

London Office : 168, Regent St., W. 1.

## PREPAID PARAGRAPH ADVERTISEMENTS.

### SCALE OF CHARGES.

**AUCTIONEERS' & OFFICIAL ANNOUNCEMENTS.**—Advertisements under this heading are inserted at a charge of 11s. per single column inch.

**TRADE & MISCELLANEOUS.**—3s. for 12 words and 3d. for each additional word.

**SITUATIONS VACANT & WANTED.**—2s. for 12 words and 2d. for each additional word.

**SERIES DISCOUNTS.**—On contracts for consecutive insertions the above rates are subject to discounts as follow: 13 insertions 5 per cent., 26 insertions 10 per cent., and 52 insertions 15 per cent.

**BOX NUMBERS.**—If replies are sent to the office of the publishers, 6d. extra per insertion is charged to cover cost of forwarding them. The Box Office address is counted as six words and charged accordingly.

**PRESS DAY.**—Copy should not reach us later than first post Tuesday Morning, four days before publication, and should be addressed to The Advertisement Manager, St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4. Phone: Central 7713 (9 lines).

**COPY FOR ADVERTISEMENTS** is subject to the approval of the proprietors, who retain the liberty to withhold any advertisement which they regard as unsuitable for publication in this journal. The Proprietors are not responsible for clerical or printers' errors, although every care is taken to avoid mistakes.

**NOTE.**—The insertion of an advertisement ordinarily constitutes acknowledgment of the remittance, but for remittances covering contracts for 13 insertions or more a receipt will be sent.

**ORDERS AND CHEQUES** should be made payable to THE TRADER PUBLISHING CO., LTD., and crossed "and Co." Treasury Notes, being untraceable if lost in transit, should not be sent as remittances.

**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:—  
 1/- on transactions up to £5.  
 2/6 " " between £5 and £20.  
 5/- " " £20 and £50.  
 And thereafter 6d. for every £5 or part thereof.

### AGENCIES WANTED.

**IRISH Free State.** Advertiser is open to accept a few good Sole Agencies. Known to whole of Trade in I.F.S. Large warehouse accommodation for stock. Commission or purchasing basis.—Box No. 1408, WIRELESS TRADER Office. (W1)

### AGENTS WANTED.

**AGENTS** wanted for Manchester, Carlisle, Glasgow, Edinburgh, and South-Eastern districts of England for well-known firm manufacturing moving-coil and other loud-speakers.—State fullest particulars in reply, Box 1447, WIRELESS TRADER Office. (231)

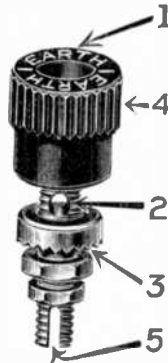
### BUSINESS FOR SALE.

**UNUSUAL** opportunity. Ebonite and Bakelite business, £200. Capital required, £100. Genuine going concern. Owner going abroad.—St. Kilda, Grove Avenue, Muswell Hill, London, N.10. (230)

## 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.



Supplied in the following wordings:  
 With Red Knobs + H.T.+ H.T.1+ H.T.2+ H.T.3+ H.T.4+ GRID+ AERIAL+ AERIAL 1+ AERIAL 2+ PHONES+ INPUT+ OUTPUT+ MAINS+ L.S.+ L.T.+  
 An improved pattern embodying all possible advantages.  
 Packed in ATTRACTIVE boxes containing 1 gross assorted (30 Markings in all)  
 With Black Knobs — L.T.— L.S.— H.T.— GRID— GRID 1— GRID 2— GRID 3— PHONES— PICK-UP INPUT— OUTPUT— MAINS— EARTH—

RETAIL AT 4d. each.

**E. J. FRANCOIS**  
 89, Clerkenwell Road, London, E.C.1  
 Telephone: Holborn 6055.

Also Brass and N. P. Terminals; Nuts; Screws; Washers—Stamping (Spades, Soldering Tags, etc.)—Wander Plugs, etc.



A.C. or D.C. Models from stock suitable for all voltages. Designed to take the place of existing H.T. battery . . .

NO HUM . . . NO ATTENTION . . . EVERLASTING.

The Public demand Tannoy . . . you must stock them.

A.C. units from £2-17-6 for H.T.



ADV. TANNOY PRODUCTS, 1-7, Dalton St., S.E.27.

### FOR SALE.

**TO** motor painters, repairers and cabinet manufacturers.—For sale, Cellulose spraying plant, complete with two gun outfit, exhausting system and D.C. motor. Practically new, cost £104. For sale cheap.—Kremner, 49a, Shudehill, Manchester. (B3)

**CASH** Register (National). With keys C to 19/113. Will sell for reasonable price. Good working order; bargain.—Letters to A. E. Field, 44, Bourke Road, Willesden, N.W.10. (227)

### LEASE FOR SALE.

**LEASE** for Sale. Exceptional offer. Prominent corner position, main road. Shop and house. Opposite petrol station. Very low rent and rates.—Box 1448, WIRELESS TRADER Office. (229)

### MISCELLANEOUS.

**FLASH** lamp batteries of unlimited guarantee, retail 3½d. Also H.T. batteries at very competitive prices—Write for samples from direct importers. Sole agents required.—Humber Oil Co., 65, Washington Street, Hull.

**LOUD-SPEAKERS**, headphones, and transformers. Trade repairs.—Howell, 91, Morley Hill, Enfield, Middlesex. (H7)

**ADVERTISING** Calendars for 1931. Rock-bottom prices. Samples free. Our value will astonish you.—Andrew Junior, 17, Gartmore Road, Goodmayes, Essex. (A)

### PATENTS.

**PATENTS** 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.

### SITUATIONS VACANT.

**CLERK** wanted in wireless buying department of large wholesale and manufacturers, with office experience.—Write, stating age, salary required, etc., Box No. 1449, WIRELESS TRADER Office. (225)

**LARGE** radio firm require one or two salesmen for London and Provinces. Only men with commercial wireless experience considered.—Apply, giving full particulars to Box No. 1378, WIRELESS TRADER Office. (B)

**REPRESENTATIVES** required in all areas to carry a very comprehensive range of high-class radio receivers, portables, and radio-gramophones, on salary, commission and expenses basis. Must possess car.—Apply, with full particulars, to Box No. 1446, WIRELESS TRADER Office. (232)

**WANTED**, young man with good knowledge of wireless, pianoforte, and gramophone business. Must have had previous sales and business experience.—Write, stating age, experience, etc. to H. Austin Storry, Ltd., 14-16, Palmerston Road, Southsea. (224)

**SAXON**  
20-STRAND  
**AERIAL WIRE**  
EVERY STRAND INSULATED  
Improves Reception  
100 FEET COILS **5/6**

THE QUALITY AERIAL I

Obtain Particulars of Aerial Equipment Post Free From  
**SAXON RADIO CO., BLACKPOOL, LANCs.**

Patents . Designs . Trade Marks

**ERIC POTTER,**  
Patent Agent.

3, Staple Inn, LONDON, W.C. Phone: Holb. 0832.  
11, Park Row NOTTINGHAM Phone: 3525.


**HEGRA** DISTRIBUTORS AND STOCKISTS  
FOR BRISTOL & WEST OF ENGLAND  
**J. H. LEWARN & SON**  
2a Bath Parade, BRISTOL

Retails at **6d.**  
ALL HEADS FLOAT FULLY CHARGED  
MIDDLE HEAD SINKS HALF DISCHARGED  
ALL HEADS SINK RECHARGE 1/2 CENTS

The "SOPRANIST" ACCUMULATOR TESTER  
Tests all kinds of Lead-Sulphuric Acid Batteries.  
Efficient, Simple, Handy  
Sole Dis.

**S. KALISKY (Aldgate) LD.**  
Aldgate High St., London, E.C. and  
NEELSON, 16 Wilby Grove, Manchester.

"TUNE-IN" MORE BUSINESS WITH POLAR  
Many New models now in production.  
Write for details.  
**WINGROVE & ROGERS LTD**  
188-9, Strand, W.C.2.



**POLAR**

FOR QUICK SELLING **EMKABE** FAST & SLOW MOTION  
**'ASTRA' DIALS**

Send for Lists  
**EMKABE RADIO CO. LTD.**  
7 Farringdon Road, London E.C.1

It is for you to obtain the best possible CONDENSERS for any given outlay.  
**TEST THE M-1 MFD. 500V. D.C. test . . . 2/0**  
**1 MFD. 500V. A.C. test . . . 2/6**  
**1 MFD. 1000V. D.C. test . . . 3/4**

**FRANKLIN CONDENSERS**  
**FRANKLIN ELECTRIC CO., 187-189, Ilford Lane, ILFORD, Essex. Phone: Ilford 0281.**

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

SITUATIONS WANTED.

**YOUNG** man (25) desires situation London area as representative or in service dept. At present managing retail radio shop.—Box No. 1382, WIRELESS TRADER Office.

TRADE MARKS & DESIGNS.

**TRADE** marks and names, designs. Registrations effected in all countries.—Trade Marks Registration Agency, Monument Station Buildings, London, E.C.4. Telephone: Royal 2379. (Tr)

WANTED.

WIRELESS GOODS  
Clearance or Surplus  
WANTED for CASH  
P. Kay, 34 Craven Walk, N.16.

**WANTED**, National Cash Register. Must issue tickets and add total.—Send full particulars and price to Box No. K.110, Willings, 86, Strand, W.C.2. (228)

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

BOOKS, WIRELESS FORMS, ETC.

**YOUR** Business at a Glance.—A simple account enabling you to see at a glance the position of your business without any knowledge of bookkeeping. Ruled for entries for a period of one year, with profit and loss summary, and balance sheet at end of each quarter, 2s 3d. post free, obtainable from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

**COUNTY** Court Practice Made Easy (debt collection simplified).—Written by a solicitor, this book deals with all the steps necessary for the collection of debts, from the preliminary letter to the enforcement of judgment and recovering of money. New edition (revised), 5s. 3d., post free, from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

**AMPLIFY OPPORTUNITIES!**  
MAKE A 'CLEAR' PROFIT.

Equip a large hall or outside meeting with Wilson's Public Address System, and you enable the entire gathering to hear the speakers with equal ease. Ideal for relaying speeches at public meetings, Orchestras and Band relay at Flower Shows, Sports meetings, Dinners, etc., or for use in private houses. Clear-toned, faithful in reproduction, dependable and modern. Wilson's Amplifiers can be supplied for a wide variety of uses.

Write for further particulars now.

**WILSON'S AMPLIFIERS**  
**W. WILSON & SON (HERTS) LTD.**  
70 Victoria Street, LONDON, S.W.1.  
Phone: Victoria 0999.

**EPOCH**  
MOVING COIL  
SPEAKERS

Write for new booklet—19 models  
**EPOCH RADIO MANUFACTURING CO., LTD.**  
3 Farringdon Ave., London, E.C.4. Phone: Central 1971

REALISTIC REPRODUCTION

Write now for free 36-page Booklet, "Sound Advice"

**BAKER'S 'SELHURST' RADIO** PIONEER MANUFACTURERS OF MOVING COIL SPEAKERS  
Offices: 89 Selhurst Rd., S. Norwood, S.E.25  
Works: 42 Cherry Orchard Rd., E. Croydon

WANTED—EXPERIENCED TRAVELLERS

for Radio Components and Sets. Must be live men and well introduced. Several districts open in the Provinces and London. Apply giving full particulars of the territory covered and experience—

**C. F. & H. BURTON**  
Progress Works,  
Bernard Street,  
WALSALL.

Big Profits Quickly on—  
**56 fotos 7'6**  
GENERAL PURPOSE CONCERT VALVE SUPER POWER  
**CONCERTON RADIO & ELECTRICAL CO., LTD**  
25-27 St. Giles Street, London, W.C.1

**DRG** **E BONITE**  
SHEETS, PANELS, RODS, TUBES, CUT PANELS, GROUND EDGES.  
**THE DANIPAD RUBBER CO., LTD.**  
5-7, Market St., Finsbury, London, E.C.2.

Sell 'HOLDFAST' Now!

**EXTENSION UNIT**  
The best extension unit for every type of balanced armatures. Post price 1/- Special price for large quantities.  
**DAYZITE LTD.**  
17, Lisle St., Leicester Square, London, W.C.

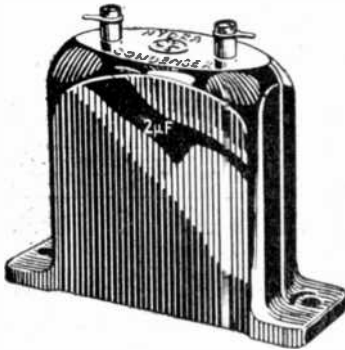
**EELIX MOISTURE RETAINING EARTH BOWL**  
Supplied with 9 ft. rubber-covered lead connector, price 5/6 each.  
Write for List W.77.  
**J. J. EASTICK & Sons**  
Eelix House,  
118 Bunhill Row, E.C.1



**EXACT TUNERS**  
THOUSANDS IN USE  
STOCKED BY ALL THE LEADING FACTORS  
**THE EXACT MANUFACTURING CO.**  
Croft Works, Priory Street,  
COVENTRY, England.



# HYDRA



Follow our example and take no risks with your reputation. Hydra Condensers are never placed into stock without being tested at twice their rated voltage . . . . Hydra Condensers are never fitted to sets without giving absolute satisfaction.

**LOUIS HOLZMAN LTD.**  
37, Newman Street, W.1.  
Telephone : Museum 2641

# THURINGIA BATTERIES



**Quality Unrivalled.  
Record Life in Use.  
Longest Guarantee.**

*Labelled to Instructions Gratis.  
Factors Enquiries Invited.  
Reduction in Price.*

SOLE AGENTS :

**E. H. MAISNER & CO. LTD.**  
4 Attneave St., Farringdon Rd.,  
LONDON - - - W.C.1

OLDEST MANUFACTURERS,  
HUGO FALK,  
G.M.B.H.  
TABARZ



## INDEX TO DISPLAYED ADVERTISEMENTS—Continued from Back Page.

	PAGE		PAGE		PAGE
Lissen, Ltd. . . . .	17	Philips Radio . . . . .	42, 43	Tannoy Products . . . . .	57
Maisner, E. H., & Co., Ltd. . . . .	59	Port of London Cabinet Works . . . . .	30	Telegraph Condenser Co., Ltd., The . . . . .	48
Marconiphone Co., Ltd., The . . . . .	37	Potter, E. . . . .	58	Telsen Electric Co., Ltd. 6, 7, Inside Back Cover	
Montague Radio Inventions & Development Co., Ltd. . . . .	30	Prideaux Junior, Ralph . . . . .	54	Tungram Electric Lamp Works (Gt. Britain), Ltd. . . . .	9
Mullard Wireless Service Co., Ltd. . . . .	16, 47	Pye Radio, Ltd. . . . .	26	Vandervell, C. A., & Co., Ltd. . . . .	20
Murphy Radio, Ltd. . . . .	25	Radio Instruments, Ltd. . . . .	23	Varley (Oliver Pell Control, Ltd.) . . . . .	44
National Accumulator Co., Ltd. . . . .	18	Ready Radio Supplies . . . . .	52	Westinghouse Brake & Saxby Signal Co., Ltd. . . . .	53
Oldham & Son, Ltd. . . . .	38	Red Star Radio Front Cover, 1, 2, 3, 8		Wilson, W., & Sons . . . . .	58
Ormond Eng. Co., Ltd. . . . .	49	Sankey, Joseph, & Sons, Ltd. . . . .	50	Wingrove & Rogers, Ltd. . . . .	58
Partridge & Mee, Ltd. . . . .	54	Saxon Radio Co. . . . .	58	"Wireless & Gramophone Trader Year Book and Diary, The" . . . . .	51
Partridge, Wilson & Co. . . . .	60	Sel-Ezi Wireless Supply Co., Ltd. . . . .	4, 53		
		Selectors, Ltd. . . . .	10, 11		

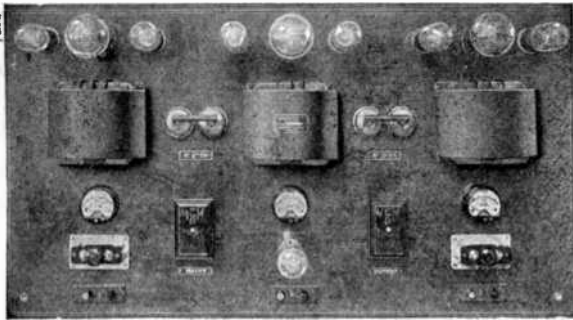
### Special Facilities for Readers

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. 23/8/30

Sign here

Address



**DAVENSET SERVICE STATION CHARGER**  
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.
  3. PERFECTLY SILENT.
  4. NON-RADIATING.
  5. REASONABLE IN PRICE.
- e.g. from £8 : 8 : 0 net

**TECHNICAL BOOK ISSUED FREE.**

A 49-page copy of the 3rd Edition (reprinted April, 1930) of the booklet entitled "Commercial Accumulator Charging and the Efficiency of A.C. Rectifying Equipment," in which 7 models of Davenset Chargers are both described and illustrated, may be had on application to your usual wholesaler, or direct from the manufacturers FREE OF CHARGE. This offer applies to bona-fide traders only.

**PARTRIDGE, WILSON & CO.**  
LOUGHBOROUGH ROAD, LEICESTER

## INDEX TO DISPLAYED ADVERTISEMENTS.

(Continued on Page 59.)

	PAGE		PAGE		PAGE
Baker's "Selhurst" Radio ..	58	Dulcetto-Polyphon, Ltd.		Flinders (Wholesale), Ltd. ..	5
Bate, Jabez, & Co. .. ..	60	Inside Front Cover		Francois, E. J. .. ..	57
Bel-Canto Radio, Ltd. .. ..	40	Eagle Engineering Co., Ltd. ..	54	Franklin Electric Co. .. ..	58
Benjamin Electric, Ltd. .. ..	54	Eastick, J. J., & Sons .. ..	58	Fuller Accumulator Co. (1926), Ltd.	46
British Radiophone, Ltd., The ..	55	Edison Bell, Ltd. .. ..	21	Garnett, Whiteley & Co., Ltd. ..	32
Brownie Wireless Co. (Gt. Britain), Ltd. .. ..	24	Edison Swan Electric Co., Ltd. ..	22, 31	General Electric Co., Ltd. .. ..	12, 13
Burton, C. F. & H. .. ..	58	Electric Lamp Service Co. .. ..	50	Graham Amplion, Ltd. .. 33, 34, 35, 36	
Celestion, Ltd. .. ..	27	Emkabe Radio Co., Ltd. .. ..	58	Heyberd, F. C., & Co. .. ..	52
Columbia Graphophone Co., Ltd. ..	Back Cover	Enderlein, E. .. ..	55	Houghtons .. ..	39
Concerton Radio & Electrical Co., The .. ..	58	Epoch Radio Mfg. Co., Ltd. ..	58	Holzman, Louis .. ..	59
Danipad Rubber Co., Ltd. .. ..	58	Exact Mfg. Co. .. ..	58	Hughes, F. A., & Co., Ltd. .. ..	19
Dayzite, Ltd. .. ..	58	Exide Batteries .. ..	14, 15	Hunt, A. H., Ltd. .. ..	29
Detex, Ltd. .. ..	41, 45	Fielding, T., & Co., Ltd. .. ..	58	Igranic Electric Co., Ltd. .. ..	28
Dubilier Condenser Co. (1925), Ltd.	40			Kalisky, S. (Aldgate), Ltd. ..	56, 58

To obtain particulars of several items advertised in this issue place a tick against the name of the advertiser in the index above and overleaf and sign coupon at foot of index on the previous page.

**BATE'S "MILLION" EARTH TUBE**

The Tube with the largest sale

**1/6 each**



**1/6 each**

**Guaranteed 5 Years**

Stocked by every factor of repute, or direct from—

**JABEZ BATE & CO.** VERONA WORKS BIRMINGHAM

**"The Slide Rule Simplified"**

Written in a simple and practical way, this book will prove of great value to every Student of engineering and commerce, and all, in fact, to whom an intimate knowledge of the Slide Rule is necessary.

It explains the value of the Slide Rule as a time-saving device for use in engineering calculations of all kinds.

Many examples are given and fully worked out and no algebraical or trigonometrical formulæ are introduced.

**PRICE**

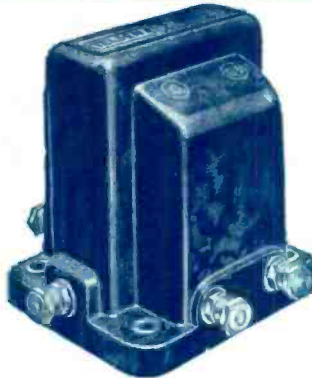
**5/3**

**Post Extra**

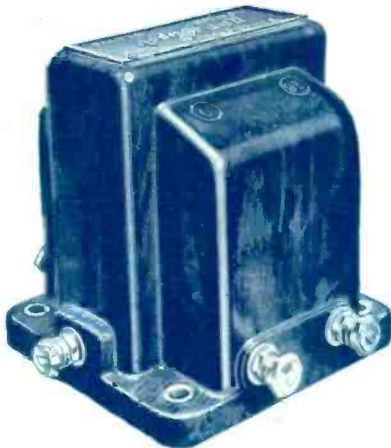
**THE TRADER PUBLISHING CO., LTD.**  
St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4.

# NEW

# TELSEN TRANSFORMERS



Telsen "Ace" Transformer shrouded in Genuine Bakelite Mouldings with improvements in the Windings and Core, fitted with earth terminal. Ratios 5-1 and 3-1. Price 8/6 each

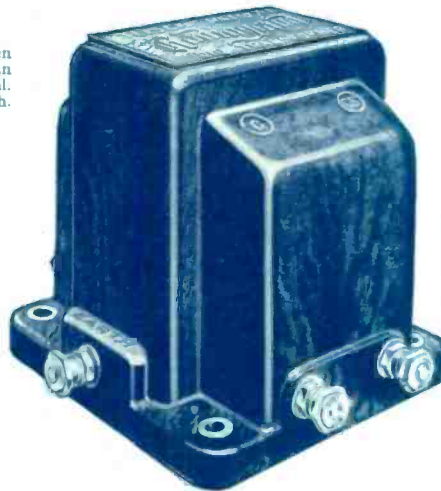


Telsen "Radiogrand" Transformer shrouded in Genuine Bakelite Mouldings with improvements in the Windings and Core, fitted with earth terminal. Ratios 5-1 and 3-1. Price 12/6 each.

All dealers who intend to get their share of this coming Season's business cannot afford to ignore the claims of the new Season's Telsen Transformers. With their many new features, they definitely place before the public the greatest transformer value ever made.

Being now shrouded in Genuine Bakelite Mouldings, fitted with Earth Terminals—together with improvements in the design of the windings and core—these models will give greater "Amplification without Distortion" than ever . . . and remember! there's no increase in prices.

Telsen Transformers are "Radio's Choice" for "Better Radio Reception."



Telsen 7/1 Super Ratio "Radiogrand" Transformer, shrouded in Genuine Bakelite Mouldings with improvements in the Windings and Core, fitted with earth terminal. Price 17/6 each

INCORPORATED IN



TELSEN ELECTRIC CO., LTD.



BIRMINGHAM

# Praise of others



**All Electric or**

**Battery driven**

No Trickle Charger  
No Accumulator  
No Battery

**£26 : 15 : 6**

**Model 303**

In Polished  
Oak Cabinet.  
Wide Range of Stations

**£17 : 17**

*Also in blue crocodile finish with silver oxydised fittings. Either model £2 : 2 extra.*

"The cabinet is an excellent piece of work . . . the arrangement of the controls in a neat panel and the artistic design of the loud-speaker fret, all make this new Columbia set a very useful piece of furniture in the home . . . the weight has been cut down to a very satisfactory minimum . . . The H.T. consumption is particularly low and the L.T. battery will run the set for approximately thirty-five hours without recharging . . . I saw no cheapening methods which are likely to affect the quality of reproduction . . .



the degree of selectivity is very satisfactory, and as evidence of this I would like to quote the reception of Hilversum at 31 degrees and Kalundborg at 37 degrees, both clear of interference."

These extracts are taken from 'Amateur Wireless.' Their experienced critic finds much that pleases him in Columbia 303. In truth it is a thoroughly good and sound portable, with the additional advantage that its conversion to an all-electric model is a matter of minutes.

# Columbia RADIO

The Columbia Graphophone Co., Ltd., 102, Clerkenwell Road, London. E.C.1.