

The WIRELESS & GRAMOPHONE TRADER

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

VOL. XXIII. (NEW SERIES) No. 316.

September 6th, 1930.

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M^cMICHAEL'S AMAZING NEW TRIUMPH

The McMichael Mains Three Receiver is a masterly expression of genius. Moderate in price, in fine walnut cabinet, exceptionally neat and dignified in appearance, the Mains Three gives a range of stations and performance both in tone and volume which carries absolute conviction of its supreme excellence. The whole of the tuning is controlled by one knob, an illuminated scale gives metres instead of degrees, making easy the finding of stations. Another knob controls selection of long or short waves, the grading of volume or the introduction of a gramophone pick up.

MAINS THREE RECEIVER

Made in two types, 200-250v A.C. and
100-200v A.C.

RETAIL PRICE **20 GUINEAS.**
(Including Valves and Royalties.)

We are Exhibiting at Olympia—Sept. 19—27

STAND NO. 57



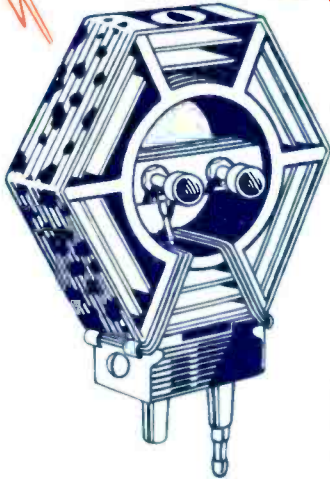
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L. M^cMICHAEL LTD
Manufacturers of Wireless and Scientific Apparatus
WEXHAM ROAD, SLOUGH, BUCKS.

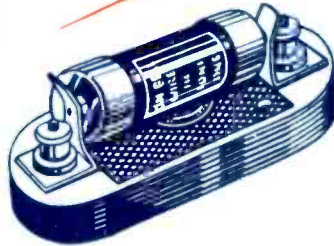
London Showrooms:
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EDISON BELL

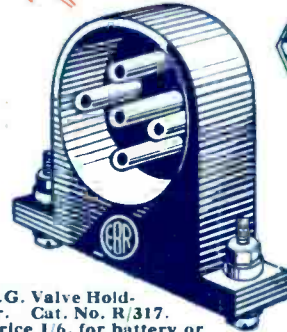
COMPONENTS OF MERIT



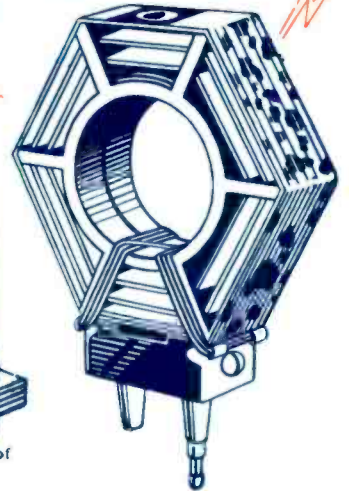
Double Tapped Coil. Cat. No. R/343. Price 3/9 to 5/9, for use in Rehnartz and similar circuits, also for improving selectivity, all sizes 15 to 400 turns.



Wire Wound Resistance. Cat. No. R/361. Price 3/- to 9/6. Non-inductive, wire wound for anode feed and resistance coupling.



S.G. Valve Holder. Cat. No. R/317. Price 1/6, for battery or indirectly heated valves of screened grid type.

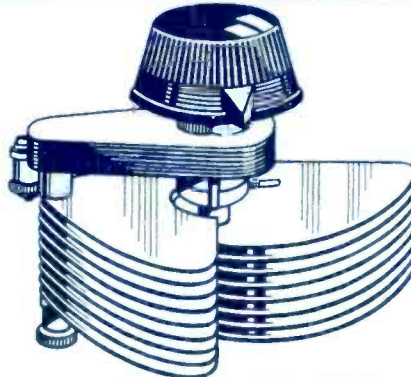


Plain Coil. Cat. No. R/332. Price 2/6 to 4/6, all sizes 15 to 400 turns, high inductance, low self capacity.

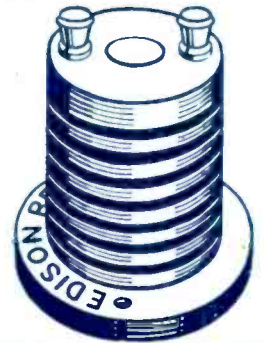
Edison Bell components are noted for their consistency, being produced by experts with a thorough knowledge of each article's respective value.



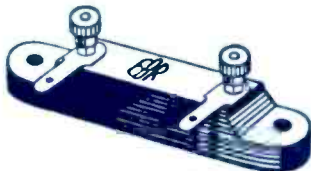
Volume Control. Cat. No. R/412. Price 3/9, 50,000 and 500,000 ohms for pick-up or amplifier Volume Control, silent and efficient.



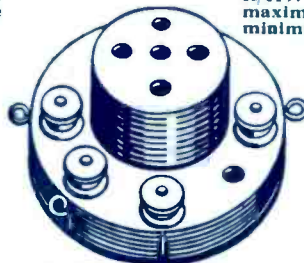
Reaction Condenser. Cat. No. R/419. Price 3/9, .00015 mfd. maximum, extremely low minimum.



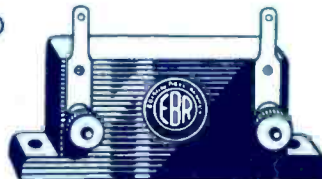
H.F. Choke. Cat. No. R/421. Price 3/9 high inductance, low self capacity, negligible resistance, wound in 8 sections on bakelite former.



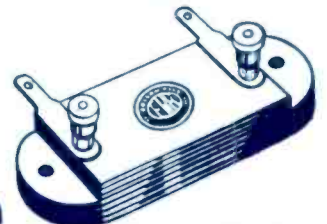
Hermetic Resistance and Grid Leak. Cat. Nos. R/383-4. Price 1/3, 10,000 to 500,000 ohms, and 25 to 5 megohms may be permanently fixed to base-board, silent and efficient in operation.



Five-Pin Valve Holder. Cat. No. R/424. Price 1/6, moulded in bakelite with phosphor bronze, shock-absorbing spring contacts.



Fixed Condenser. Cat. No. R/315. Price, .0001 to .001, 1/-; .0015 to .006, 1/6; .01, 1/9. Upright pattern.

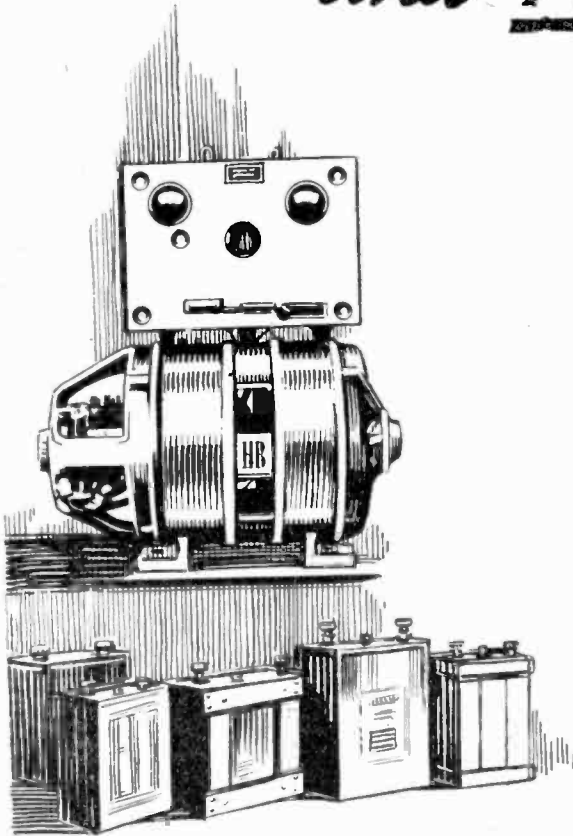


Fixed Condenser. Cat. No. R/140. Price, .0001 to .001, 1/-; .0015 to .006, 1/6; .01, 1/9. Flat pattern.

Write for full particulars to your Factor.

EDISON BELL, LIMITED
LONDON. S.E.15.

£2-7-6 in ten hours and ALL PROFIT



This is the daily profit that can be made from

BATTERY CHARGING

when using a HOBART No. 3 A.C. CHARGER (Constant Potential) Output $7\frac{1}{2}$ and 15 volts 100 amp.

This outfit is capable of producing the following result:—

2 volt cells handled per day = 100. Cost of charging for 10 hours at 3d. per unit = 2/6. Income at 6d. per cell = £2 10s.

Thus, for daily expenditure of 2/6 for current, you get a return of £2 10s. What other branch of your business can show such a margin of profit?

With the Autumn and Winter months approaching demand for Accumulator Charging will be considerable. Get the necessary equipment installed now. Our advice and help are at your disposal.

The above mentioned outfit can be secured for Price £77 9s. 2d. nett trade or £19 17s. 3d. down and 6 monthly instalments of £9 18s. 7d.

Other plant supplied include:—

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Ask for Booklet "Battery Charging—There's Money in it." Post free.

**NO DOUBTS
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LOTUS

WIRELESS SETS AND COMPONENTS

LOTUS WORKS, MILL LANE,
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ALL MAINS RECEIVERS.
 PORTABLE &
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 ANTI-MICROPHONIC
 SUDANCIY VALVE HOLDER.
 JACKS.
 JACK SWITCHES
 & JACK PLUGS.
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 & FIXTURES.
 ASSEMBLING FIXTURES.
 PRESS STAMPING IN ALL
 MATERIALS.
 PRESS TOOLS.

OUR REF. EW/AE
 YOUR REF. _____



1st September, 1930.

To Every Wireless Dealer,

Dear Sir(s),

We take this opportunity of informing the trade that all LOTUS Receivers are backed by a definite 12 months guarantee.

Every trader will therefore appreciate the advantage of selling a set which carries so confident and generous a guarantee. The terms are stated in the new and fully illustrated LOTUS Catalogue.

We want wireless dealers to see and hear the new LOTUS Sets - we know that you and your customers will agree that a LOTUS Set is unique in its fine appearance, its quality of reproduction and its volume, range and selectivity.

Stock a LOTUS Set for demonstration and you will readily understand why our confidence in giving a 12 months guarantee is fully justified.

Furthermore, rebates will be allowed on stock of existing models, the prices of which have been reduced as from September 1st.

We have developed our organization so that we are able to afford dealers the fullest co-operation.

Assuring you of our cordial support.

We are,

Yours faithfully,

GARNETT. WHITELEY & CO. LTD.

[Signature]
 Managing Director.

LOTUS PRICES DOWN

LOTUS RANGE UP

This year Lotus are offering bigger and better value than ever, with revised and reduced prices—more attractive Hire Purchase Terms—twelve months' guarantee with each set.

Lotus are out to cater for every taste and every purse, and have therefore increased their range of designs, including sloping face models and Console models. The performance of each of these sets is without question—unexcelled.

The Lotus advertising includes National, Local and Periodical press, in addition to handsome and elaborate Window Displays, Catalogues, Leaflets, Window Bills and Show Cards. The Lotus Depots in London, Birmingham, Leeds and Glasgow, in addition to the factory at Liverpool, guarantee prompt deliveries and attention to all enquiries.

**LOTUS ARE HELPING
YOU TO HELP YOURSELF.**

Note:—The new range of Lotus Sets will be illustrated in this paper next week.

*The Lotus Stand
at Olympia is*

No. 30

LOTUS

ALL ELECTRIC RECEIVERS

GARNETT, WHITELEY, & CO., LTD., Lotus Works, Mill Lane, Liverpool.
LONDON: 183 Old Street, E.C.1.
LEEDS: 35 Park Square.

BIRMINGHAM: 34 Dale End.
GLASGOW: 58 York Street.



CONCENTRATE



BUILD



PROSPER



We are proud of our 1930-1931 programme. Never before has there been such a brilliant, dominating range.

Our great success of last season—the **Double Linen Diaphragm Speaker**—continues to be a leading line with a tremendously improved performance. New cabinet designs, increased sensitivity, improved tone quality, greater volume and an advanced system of baffling giving sharpness of tone definition at the lower and higher frequencies.

The **Ultra Air Chrome Electric Pick-up** is a new addition, and a splendid example of the inventive skill of Ultra Engineers. It gives immense volume while retaining straight line response characteristics. If performance has any relationship whatever with sales, this new Ultra product is sure of a great demand.

The **Ultra Air Chrome All-Electric Receiver** for A.C. and D.C. Mains is the outstanding All-Electric achievement of the year. Three valves—two screened-grid. It is sensational. Measured power output is greater than that of any other three-valve combination at any price. Selectivity and sensitivity are balanced over the full waveband. Musical tone quality is gloriously realistic both as a reproducer of broadcast radio and as an electrical reproducer of records.



Model U 22, £6 17 6. With
Model A.C. 3, £29 17 6

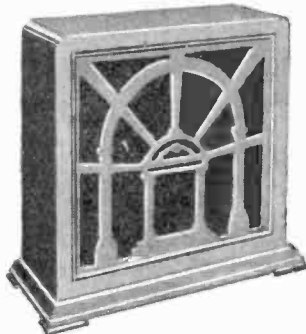
ULTRA

STAND No. 77 Demonstration Room F

ULTRA ELECTRIC LTD., 66 1/3 HARROW RD., LONDON, N.W. 10



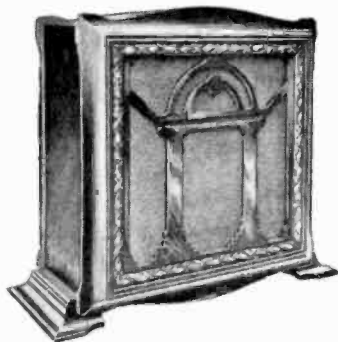
ULTRA



Model U 99. £4 10 0



Popular Fifty. £2 10 0



Model U 14. £5 5 0
Model U 12. £3 15 0

In Chassis form for Home Constructors from 37 6



"The Switchboard to Europe"
For A.C. and D.C. £23 Complete.

HIRE PURCHASE PLAN

We have introduced a Hire Purchase Plan to enable you to derive the maximum business from the great sales that this receiver is scheduled to make. We want you to sell your full quota, and to assist you a complete series of Sales Aids has been produced and is at your disposal. Senior and Junior Window Displays; Counter Showcards; Window Showcards; Price Ticket Holders and Counter Literature. Of these you are invited to make the most use. And with the opening of the Exhibition we shall launch a National Sales Campaign in the leading Dailies, Sundays and Evenings in the Provinces as well as in London.

FOLLOW ULTRA!

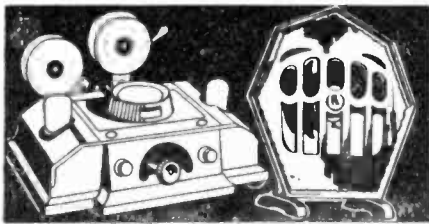
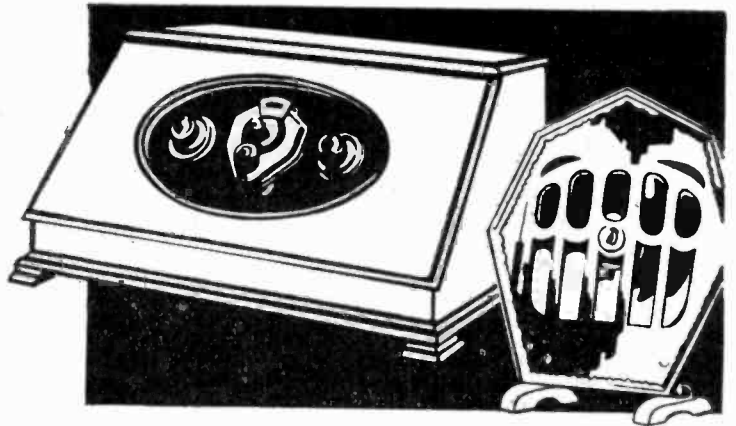
You'll make Money



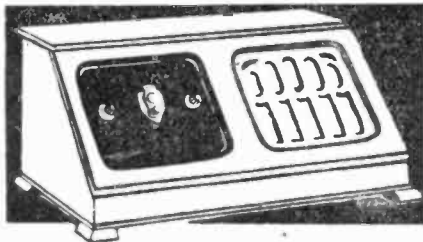
The Ultra Electric Gramophone Pick-Up. 42s.

ULTRA ELECTRIC LTD., 66 1/3 HARROW RD., LONDON, N.W. 10

BROWNIE deferred payment sales *mean* immediate cash profits



BROWNIE 2-VALVER. Absolutely complete, absolutely fool-proof. Cash price, including royalty, speaker and all accessories, ready for listening-in, only £6 10s. Deferred payments price only **11/6** 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

You needn't lose a sale because your customer hasn't the cash . . . Brownie's Deferred Payments System will do the trick. And you needn't lose the cash when you feature deferred payments . . . Brownie will send you a cheque immediately the sale is approved. Could anything be more simple! You offer your customers deferred payments—yet you make an immediate cash profit! Dealers everywhere are featuring Brownie . . . displaying, demonstrating and selling. Ask your wholesaler for these Brownie best sellers and get your share of the business.

BROWNIE DOMINION 3 (illustrated above). An amazing three valver that simply bristles with selling points. Contained in a solid mahogany cabinet, complete with 3 Cossor New Process Valves, built-in long-life batteries and bakelite protected components. Cash price, complete with full 10" cone speaker, and including royalty, only £10.15.0. Deferred payments price only **19/** DOWN

Display **BROWNIE**

Write for striking window bill in colours to:

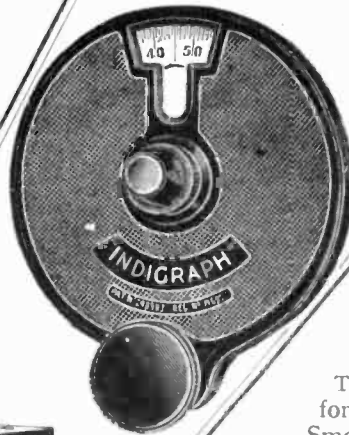
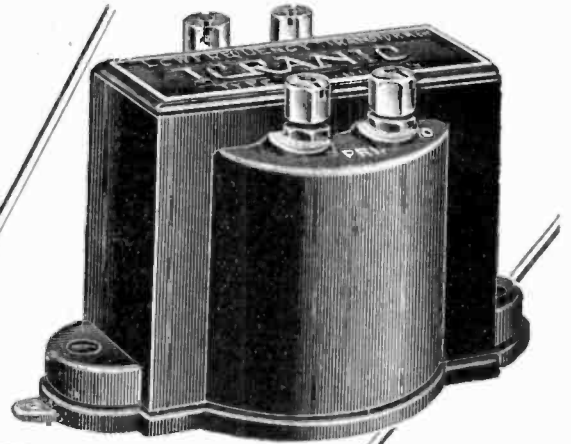
BROWNIE WIRELESS CO. (G.B.) Ltd., NELSON STREET WORKS, LONDON, N.W.1

'IGRANIC' QUALITY COMPONENTS

IGRANIC TYPE "J" L.F. TRANSFORMER

A wonderful low-priced transformer which is still being sold in very large quantities. Specified in numerous wireless circuits. Made in two ratios: 3:1 and 6:1.

Price 17/6



IGRANIC "INDIGRAPH" VERNIER KNOB AND DIAL

The aristocrat of Slow Motion Dials for which there is a steady demand. Smooth turning movement, free from backlash.

Price 6/-

WE ARE EXHIBITING AT



IGRANIC POTENTIAL DIVIDER

A very popular Potentiometer, specified in numerous circuits for Mains Receivers and Supply Units. Fitted with easy accessible terminals.

Price 12/6

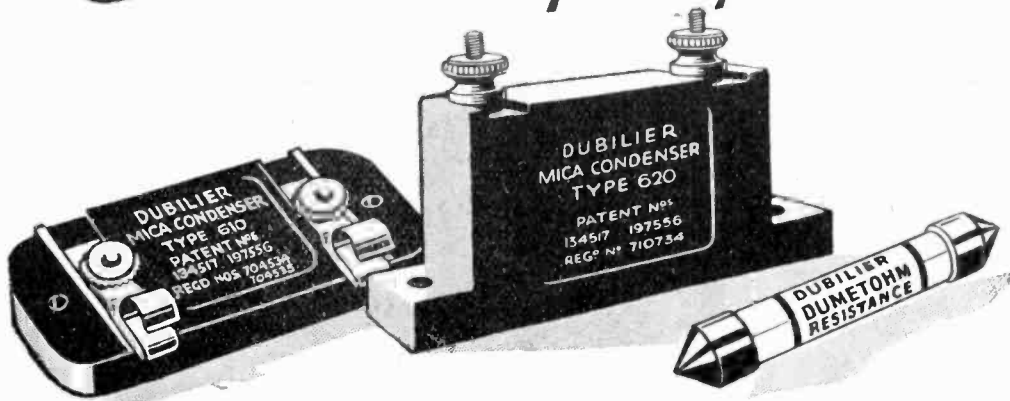


SEE THE ENTIRE RANGE OF
IGRANIC RADIO COMPONENTS
including new lines at Stand No. 240
NEW EMPIRE HALL - - OLYMPIA

WRITE FOR CATALOGUE T.156

DUBILIER ANNOUNCE IMPORTANT PRICE REDUCTIONS

Commencing Sept 1st.



Product	Old Price	New Price
K.C.	12/-	11/-
Midget Condenser	5/6	4/-
Dumetohms	2/6	1/9

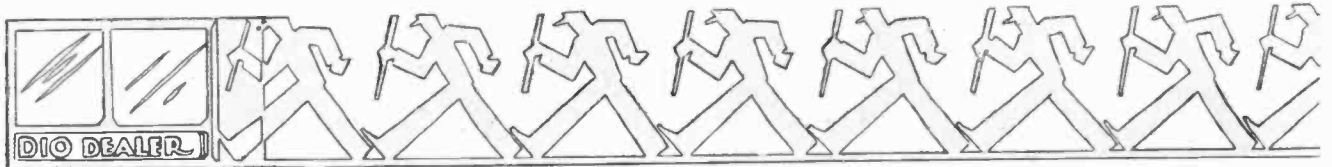
FIXED CONDENSERS			PAPER CONDENSERS			RESISTANCES			
Type	Old Price	New Price	Type	Old Price	New Price	Type	Old Price	New Price	
610	.00005 to .0009	2/6 ... 1/8	400 v. D.C. Test	2/-	1/9	10,000-40,000 ohms.	6/6	4/6	
and	.001 and .002	3/- ... 2/-	.1	2/-	1/10	50,000 ohms.	6/6	5/-	
620	.003, .004, } .005, ... } .006 ... }	3/- ... 2/3 3/- ... 2/6 4/- ... 3/-	.25	2/5	2/3	60,000 "	6/6	6/-	
B775	.01 ...	4/- ... 3/-	.3	2/5	2/3	70,000 "	6/6	6/6	
.02	5/6	3/6	1.0, 2.0 } 3.0, 4.0 } 5.0, 6.0 }	no reduction			80,000-100,000 ohms.	6/6	6/6
.05	no reduction		8	12/-	11/9	150,000 ohms.	9/6	9/6	
.1	8/6	8/-	10	15/-	14/6	200,000 "	9/6	9/6	
.2	15/6	14/6	500 v. D.C. Test	no reduction			250,000 "	11/3	9/6
.25	19/-	18/-	800 v. D.C. Test	3/3	2/3	300,000 "	13/-	11/-	
			.1	3/3	2/9	Prices complete with holder			
			.25	3/3	3/-				
			.5	3/3	3/-				

Traders are being looked after generously on any stock which they may hold at the old price

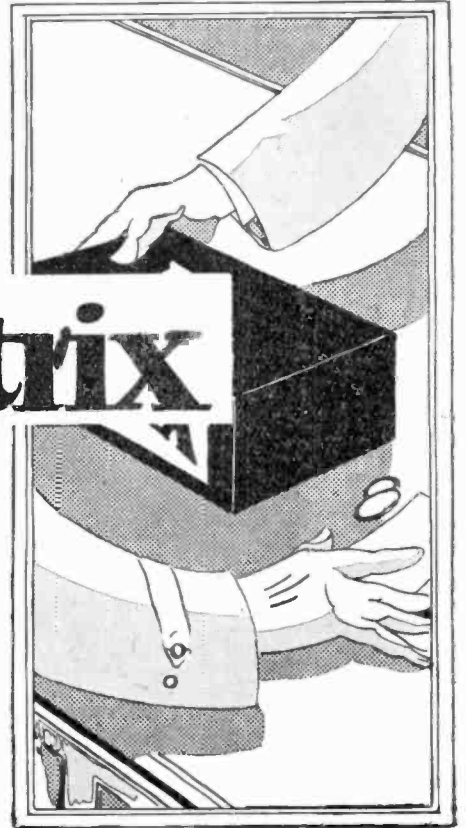
DUBILIER

CONDENSER CO. (1925) LTD.

Dubilier Condenser Co. (1925) Ltd., Ducon Works, Victoria Road, North Acton, London, W.3



To Stock Pertrix is to Sell PERTRIX-



WE ARE EXHIBITING AT



— AND TO SELL
PERTRIX IS TO
ESTABLISH A SOUND
REGULAR ARMY OF
SATISFIED USERS.

THOSE dealers who are already stocking AND selling Pertrix Non-sal-ammoniac Dry Batteries know this know that they are selling the *only* battery that *does* do everything that is claimed for it.

If you are not already a Pertrix Stockist it will pay you to get into touch with us and learn more about this famous battery that does not deteriorate when not in use.

Ask for particulars of the IMPROVED Pertrix Accumulator as well—as great in the L.T. field as the Pertrix Dry Battery is in the H.T. field.



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SUPER LIFE
DRY BATTERIES
AND ACCUMULATORS

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PERTRIX ONCE — PERTRIX ALWAYS

EVERYTHING

The
G. E. C.
your guarantee

ELECTRICAL

**IMMENSE
POWER
WITH PERFECT PURITY**

Radio engineers throughout the world are realising that the true worth of a power valve lies in its permissible watts dissipation at the anode, this being a reliable guide to the useful power available to the loud-speaker.

The OSRAM P.X.4 is designed with characteristics so that, with an anode voltage of 200, the undistorted power output hitherto only obtainable by valves in the 400-volt class is possible. Users will not necessarily require all this power all the time, but the use of the OSRAM P.X.4 in the last stage of their A.C. sets or radio-gramophones means that the sudden loud passages can be handled by the loud-speaker with perfect purity—the piano will sound like a piano, and there will be no "cracked notes."

OSRAM Power Valves have for years been the choice of experts in sound reproduction.

Characteristics

Filament Volts	4.0
Filament Current	0.6 amp. approx.
Anode Volts	200 max.
Anode Dissipation	10 watts Max.

REDUCED PRICE 22/6

**OSRAM
P.X.4
(Super Power)
for A.C. Mains
sets & Radio
Gramophones**



**Osram
A.C. Mains
Valves**

MADE IN ENGLAND

FOR ECONOMICAL WIRELESS

Instructions for use are contained in each carton.

GREAT NEWS! 4 SENSATIONAL NEW HALCYON MODELS - still THE FINEST SETS IN THE WORLD



ALL-MAINS TABLE RADIO-GRAMOPHONE



THE "GRANDOLA" DE LUXE RADIO-GRAMOPHONE

All-Mains Table Radio-Gramophone. In Figured Walnut Cabinet. 4-valve radio receiver with screened-grid H.F. amplification and Halcyon Special Moving Coil Loud-Speaker. Gramophone with electrically operated motor. 12 in. turntable and pick-up of unique design for use with moving coil speaker. For either A.C. or D.C. current. Price complete with full equipment and Marconi Royalties 55 Gns., or £8 down and 12 monthly payments of £4 12s. 6d. Fitted with special Record Pedestal to match 65 Gns., or £10 down and 12 monthly payments of £5 8s. 6d.

All - Mains Transportable 4 - Valve Radio Receiver. Figured Walnut Cabinet. Four-Valve circuit with screened grid H.F. amplification. Special Airchrome Loud-Speaker. Price complete, fully equipped for A.C. or D.C. mains, 40 Gns., or £6 down and 12 monthly payments of £3 7s. 0d. each. Equipped with both batteries and either A.C. or D.C. units 42 Gns., or £6 down and 12 monthly payments of £3 11s. 0d. Equipped with batteries only 32 Gns., or £5 down and 12 monthly payments of £2 13s. 0d.

ADDED PROFIT

Halcyon sales now mean additional profit for the Trader. Our previous trade discount was 30% off list price less Marconi Royalty. This trade discount has now been increased to 33½% off full list price on all Halcyon models on view at our Trade Show-rooms, 72, Newman Street, W.1.

Super Screened 4-Valve Receiver. Well-finished brown crocodile hide suitcase, Airchrome Speaker, Screened Grid, Detector and two Amplifying Valves, two 60 V Hellesen H.T. Batteries, two 6 V Hellesen G.B. Batteries, 2 V Jelly-electrolyte Accumulator. Price complete 28 Gns., or £4 0s. 0d. down and 12 monthly payments of £2 7s. 6d. each.

The "Grandola" De Luxe Radio-Gramophone. Beautifully finished solid figured walnut cabinet with illuminated figured walnut panel, moving coil speaker, 12 in. turntable, electric pick-up with automatic stop, A.C. or D.C. units in complete and removable sections, self-contained frame aerial rotating from control on panel. Circuit employed comprises screened-grid and detector valves with four amplifying valves. Price complete, including Royalties, 85 Gns., or £20 down and 12 monthly payments of £6 10s. 6d.



ALL - MAINS TRANSPORTABLE FOUR-VALVE RADIO RECEIVER



SUPER-SCREENED FOUR-VALVE RECEIVER

The four models illustrated will be exhibited on our STAND No. 144 at the N.R.E. and at our Special Exhibition Demonstration Room, 79, Hammersmith Rd., W.14—opposite Olympia.

THE HALCYON WIRELESS CO., LTD.

27a, PEMBRIDGE VILLAS, NOTTING HILL GATE, W.11

Telephone : PARK 6541-2-3.

Telegrams : HALCYON-WESTBOURNE-LONDON

Birmingham Service Depot: 6 Ryder St., Corporation St.



THE ORIGINAL Jelly Acid Non-Spillable Cell

TYPES and PRICES

Type	Volts	Cap at 20 hour rate	Weight Charged	Dimensions (in inches)			Price
				L.	W.	H.	
2NS9	2	10	2 lbs	1 1/2	3 1/2	4 7/8	12/-
2NS13	2	15	2 1/2 lbs	2 1/2	3 1/2	4 7/8	14/6
2NS17	2	20	3 1/2 lbs	3 1/2	3 1/2	4 7/8	16/-
2NS21	2	25	4 1/2 lbs	3 1/2	3 1/2	4 7/8	18/-
2AN7	2	30	5 1/2 lbs	2 1/2	4 1/2	7	16/-

The popularity of the C.A.V. Jelly Acid Battery is not explained by the mere fact that it contains jelly electrolyte—there are other jelly electrolyte batteries! There are three reasons why the C.A.V. is the most effective non-spillable yet produced.

THE JELLY ACID. Its composition is unknown outside our own laboratories. It maintains perfect contact with the whole of the plate surfaces, yet allows unrestricted gassing when on charge. It is chemically pure, and allows maximum conductivity.

THE CONTAINER. Of special construction, contains a baffle plate and moistening pad, which serves the triple purpose of arresting acid spray during charge, feeding the electrolyte with moisture to maintain an even consistency, and definitely confines the jelly to the plate chamber

THE PLATES These have been specially developed to give the utmost possible capacity when used with C.A.V. Jelly acid.

THE WHOLE. The C.A.V. is the lightest, cleanest, and most compact non-spillable on the market. By avoiding cumbersome acid traps, the greatest possible capacity for bulk is obtained.

- AND BEST

The thousands of satisfied users of C.A.V. Jelly Acid Batteries will bring a demand for thousands more. Obtain your share of the profits from this business during the coming season, and send your stock-order now

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

Supplies of literature will gladly be forwarded on application to Dept. G.A.

ALL POSITION
NON-SPILLABLE



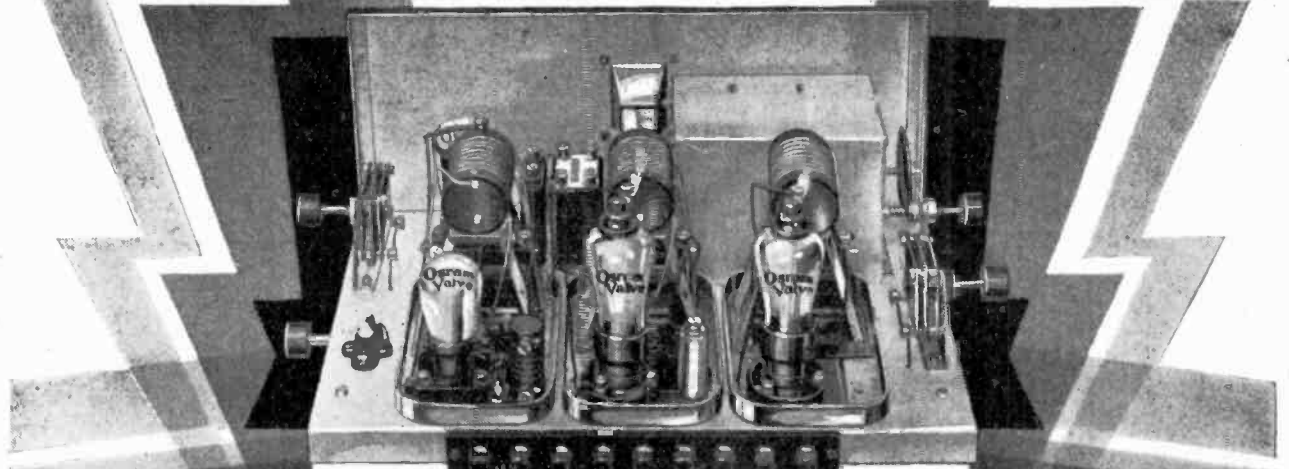
STAND No. 7.
RADIO EXHIBITION
OLYMPIA, Sep. 19th - 27th



Perfect for Portables

EVERYTHING **The G.E.C. ELECTRICAL** *Our guarantee*

A SENSATIONAL ADVANCE IN DESIGN



EVEN GREATER SALES

The NEW super range

Osram

MUSIC **4** MAGNET

SPECIAL FEATURES

- 1 The two Screen Grid stages gives 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.

Everything points to enormous sales for the "OSRAM MUSIC MAGNET 4." This will be the dealers' harvest. This week the big national advertising campaign commences, so order stocks at once.

Stocks are ample!

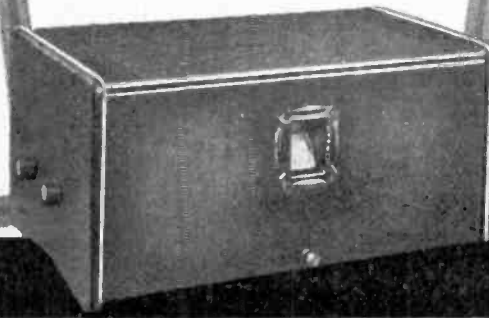
If you have not received full particulars of the "OSRAM MUSIC MAGNET 4" by post, please apply without delay

PRICE
£11 15 0

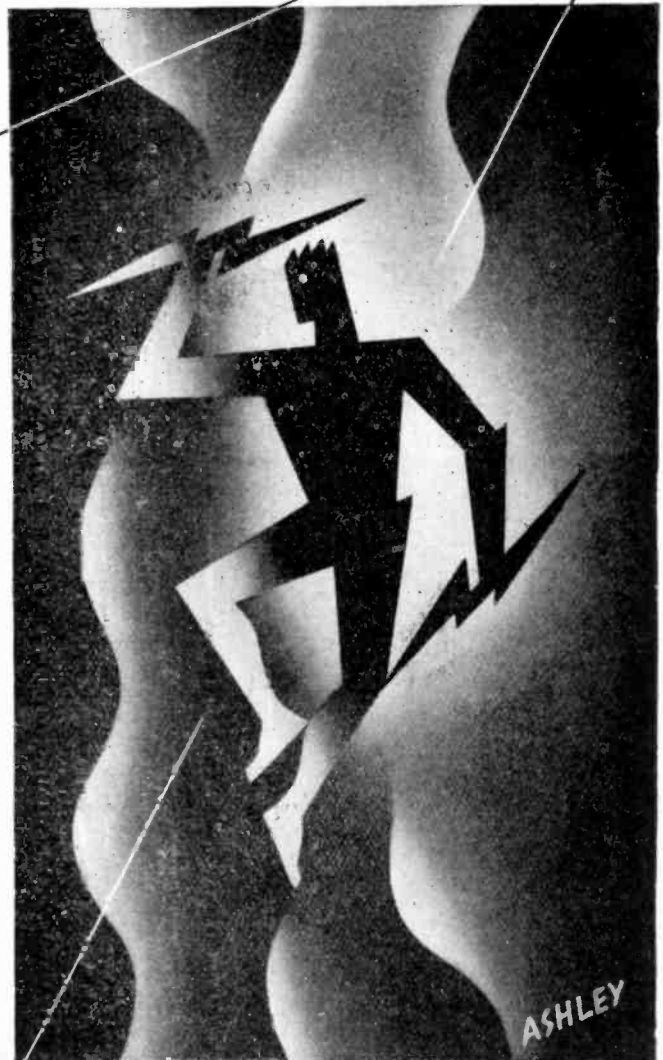
including
OSRAM VALVES
—
GECOPHONE COMPONENTS
—
AND POLISHED HEAVY OAK CONSTRUCTOR'S CABINET

HIRE PURCHASE TERMS

You can either sell the "OSRAM MUSIC MAGNET 4" for cash or on these attractive HIRE PURCHASE terms: £1-3-6 deposit and 12 monthly payments of 18/6.



THE DAGENITE
TELL-TALE IS A REAL
HELP TO BIGGER SALES
AVAILABLE ONLY ON
DAGENITE RADIO
ACCUMULATORS



ASHLEY

DAGENITE RADIO ACCUMULATORS replace the famous Peto & Radford and Hart wireless ranges. They are made by the National Accumulator Co., in types to suit every need. Low tension in glass, celluloid or ebonite. High Tension in various assemblies—for the smallest portable set or the largest power amplifier. Write for free advertising and display material, with prices and trade terms to the National Accumulator Company Limited, 93 Great Portland Street, London, W.1. Branches at Glasgow, Manchester and Northampton.



THE 66 RANGE

**THE WORLD'S FINEST
UNITS— 66P, 66R, 66K**

Here is a wealth of choice for the man who wishes to build a superlative speaker. For the listener who likes to hear the organ with all its rich rounded purity 66P is the ideal unit, 66K is for the man who wants to hear a military band without any loss of its clear-cut brilliancy. And 66R, the Blue Spot Master-piece and the world's greatest unit, is for the buyer who demands the best even if it is a few shillings more.

We are showing at:

OLYMPIA—Sept. 19-27—Stand No.217

MANCHESTER RADIO SHOW

Oct. 8-18—Stand No. 30

66P 27/6

66R 35/-

66K 25/-

**The
BRITISH BLUE SPOT
COMPANY LTD.**

**BLUE SPOT HOUSE, 94/96, ROSOMAN STREET,
ROSEBERY AVENUE, LONDON, E.C.1**
'Phone: Clerkenwell 3570. 'Grams: Blue Spot, Smith, London.
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; 183,
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TRADE MARK



TAKE NO MORE RISKS—SPECIFY "NEDAP" COMPONENTS



TRADE MARK



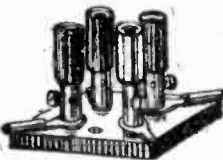
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VOLUME CONTROL

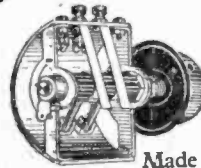
With 4 Terminals or plug-in type.
In brown or black bakelite.

Retail Price 7/- each



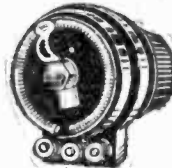
4-PIN VALVE HOLDER

Retail Price 1/- each.
Do. without Insulated Pins
Retail Price 8½d. each



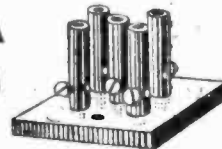
SWITCH (2-pole change-over)

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



5-PIN VALVE HOLDER

Retail Price 10d. each.
Do. with Insulated Pins
Retail Price 1/3 each

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ALL ARTICLES FIRST-CLASS BAKELITE AND FULLY GUARANTEED.
MANUFACTURER:
NEDERLANDSCHE APPARATENFABRIEK "NAFA"
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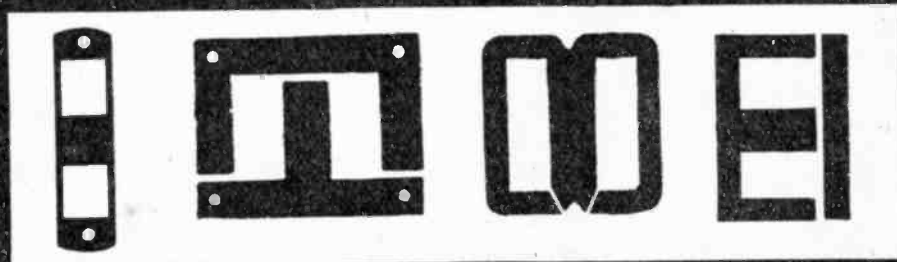
ONLY WHOLESALE AND MANUFACTURERS SUPPLIED.
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LONDON, E.C.1

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STALLOY

BRAND

TRANSFORMER LAMINATIONS of every description.



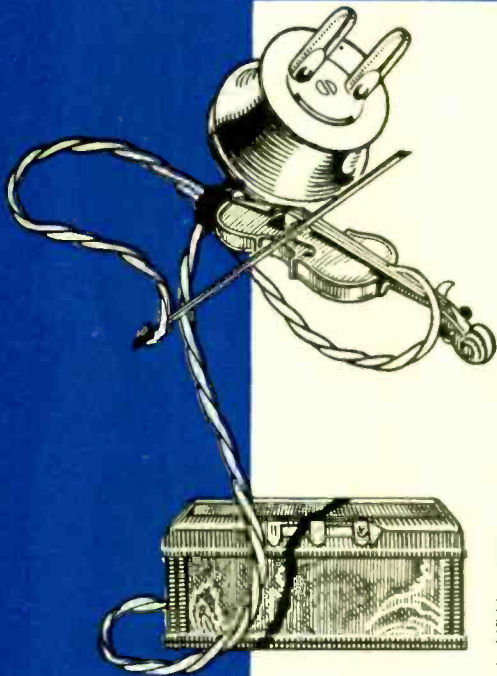
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JOSEPH SANKEY & SONS L^{TD}

Works : Bilston.

London Office : 168, Regent St., W. 1.

PHILIPS ALL-ELECTRIC RADIO



Philips complete range of A.C. and D.C. all-electric receivers give a flying start to Philips dealers this season.

Philips range of all-electric receivers dominates the radio market. There is now a Philips all-electric receiver for every user of electric light—whether A.C. or D.C., whether in the two or three-valve price class, or for a customer for the de luxe console model or radio-gramophone types of installations. Orders are now being taken for delivery on or after 1st September. For early delivery place your order NOW!

Philips 3-Valve All-Electric Receiver Type 2514 works entirely from A.C. Electric Mains. (40-100 cycles.) Complete with valves and leads.

Price £21 0 0

Philips 3-Valve All-Electric Receiver Type 2524, as Type 2514, but works completely from D.C. Electric Mains. Complete with valves and leads.

Price £21 0 0

Type 2502, similar to Type 2514, but operates from batteries or a supply unit. Price £12 10 0

Philips 4-Valve All-Electric Receiver Type 2511 is a de luxe receiver, all current being taken from A.C. mains. Complete with valves and leads. Price £35 0 0



PHILIPS ALL-COVERS EVERY NEED OF



Philips Portable Receiver Type 2522 incorporates single knob tuning with two tuned circuits, ensuring the utmost selectivity. The cabinet of polished walnut is fitted with a turntable, and when closed automatically switches off the receiver which cannot be used again until the cabinet is unlocked. Complete with valves, accumulator, batteries and waterproof cover. - Price £25 0 0



Philips 2-Valve All-Electric Receiver Type 2515 works entirely from A.C. Electric Mains (40/100 cycles). The ideal local station receiver. Single dial tuning with a reaction and variable selectivity device. Loudspeakers Types 2016, 2026 and 315 have been specially designed for use with this receiver. Complete with valves and leads.

Price £12 10 0

Philips 3-Valve All-Electric Receiver Type 2531 works completely from A.C. Electric Mains (40/110 cycles). It is fitted with a tapped mains transformer for operation on mains of 100-110 and 190-250 volts, two tuning controls together with reaction and selectivity regulators. Philips Loudspeakers Types 2007, 2019, 2024 and 2109 (Moving Coil) have been specially designed to work from this receiver. Complete with valves and leads.

Price £23 0 0

Philips Console Receiver Type 2601 is a 4-Valve A.C. All-Electric Receiver mounted in a console cabinet of walnut finished philite. A volume and tone brilliancy selector is fitted, enabling the listener to vary the relative strengths of base and treble notes. Connections provided for a gramophone pick-up. The speaker is of improved design giving strikingly rich tone with realistic distribution of sound.

Complete with valves and leads.

Price £45 0 0



ELECTRIC RANGE THE A.C. OR D.C. USER

Philips Loudspeaker Type 2024. This new model is contained in an exceptionally well - constructed dark oak cabinet of attractive appearance, with an organ-pipe fret. Price £4 10 0

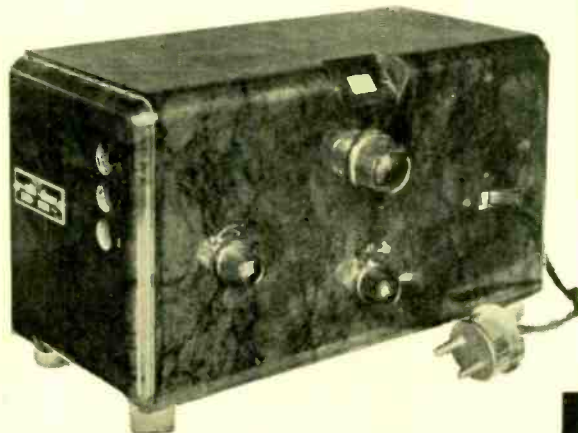


Philips Radiogramophone, Type 2811, operates entirely from A.C. electric mains (40/100 cycles), and combines a 4-Valve All-Electric Receiver and an electric gramophone. The latter incorporates a newly designed pick-up and an electric turntable with combined automatic brake and mains switch. Tone brilliancy selector. Valve amplifier incorporates 10 watt super pentode. The speaker is of new design with separately excited field. The cabinet is of polished walnut, in a striking modern design. Fittings are of oxydised silver and two record albums are supplied. Complete with valves and leads. Price £80 0 0

Philips Loudspeaker Type 315 is a new model which is a superb example of the cabinet maker's art. It is of unique design and gives wonderfully mellow reproduction. In mahogany or walnut. Price £3 15 0



Philips 2-Valve All-Electric Receiver Type 2523, works completely from D.C. Electric Mains of 200-240 volts. It incorporates single dial tuning with a reaction and variable selectivity device. Special detector and pentode valves are fitted. Supplied in mottled phillite case. Philips Loudspeakers Types 2016, 2026 and 315, have been specially designed for use with this receiver. Complete with valves and leads. Price £12 10 0





Philips Loudspeaker Type 2016 may be hung on the wall or stood on the table, and is fitted with a dual tone switch. In performance there is a complete absence of "drumming." Finished in mottled red.
Price £2 10 0

* * *

Type 2026, as Type 2016, but finished in dark oak and ebony, and without dual tone switch.

Price £2 10 0



Philips Loudspeaker Type 2007 is fitted with a large balanced armature movement which will handle any amount of power, and yet is so sensitive that the tone colour of every orchestral instrument is strikingly reproduced. A switch gives 3 impedance values, so that the speaker can be adjusted to match the output valve of the receiver. No attention need be paid to the polarity of the connecting leads. The speaker is supplied in orange, black and gold; violet, black and gold; brown, black and gold, to harmonise with any surroundings. Price £5 5 0

PHILIPS

All-Electric Radio

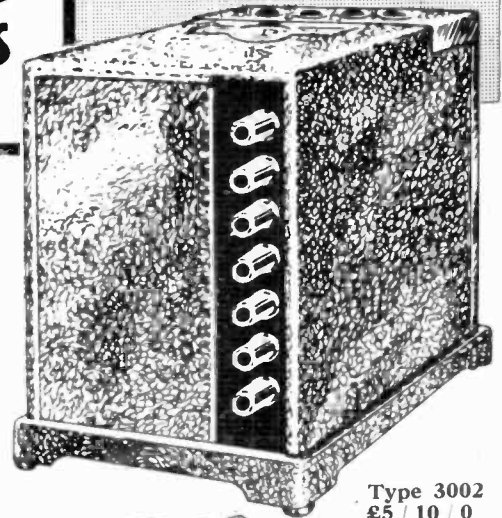
PHILIPS

BATTERY ELIMINATORS (H.T. UNITS)

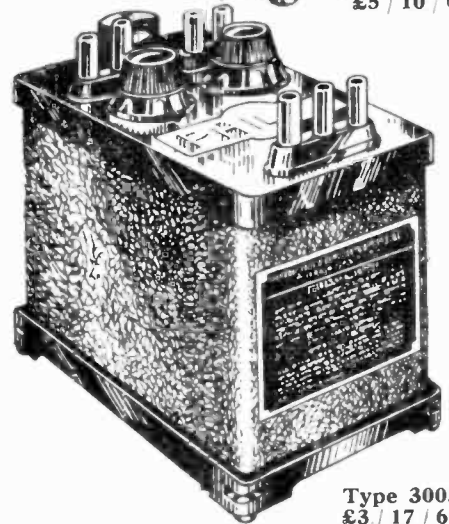
THERE is a constant and ever-growing demand for really reliable battery eliminators. Philips manufacture battery eliminators for both A.C. and D.C. mains, which give an absolutely constant H.T. supply and so ensure faultless reception. Battery Eliminator Type 3002 for A.C. mains provides six H.T. tapings variable from approximately 50 to 150 volts. Suitable for receivers requiring not more than 30 mA at 150 volts, but a higher voltage can be obtained if a lower current is taken. *No hum or motor boating, even on the highest loads.* Price £5 / 10 / 0

Battery Eliminator Type 3009 for A.C. mains gives four H.T. tapings and one fixed and two variable G.B. voltages. Maximum H.T. output is 22 mA at 150 volts, but a higher voltage is obtainable if a lower current is taken. *No hum or motor boating.* An ideal H.T. and G.B. supply unit for use with up-to-date receivers. Price £5 / 15 / 0

Battery Eliminator Type 3005 for D.C. mains of 200 to 250 volts. Two H.T. tapings variable over wide ranges. Maximum output on 220 volt mains is 22 mA at 120 volts. Or if a lower current is taken a higher voltage is available if required. The ample smoothing and decoupling devices incorporated prevent mains ripple and motor boating. Fitted with isolating condensers and safety resistances. Price £3 / 17 / 6



Type 3002
£5 / 10 / 0



Type 3005
£3 / 17 / 6

PHILIPS

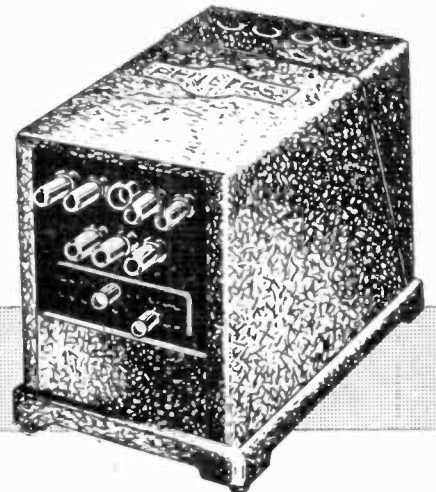
ALL-ELECTRIC RADIO

Made by the manufacturers of the famous Philips All-electric Receivers and Argenta Electric Lamps, Commercial and Industrial Filings, and Neon Signs.

For 10/- down you can supply any of these Units on Philips Hire Purchase System.



Type 3009
£5 / 15 / 0



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

SERVIS RECEIVERS

See our announcement on page 29.

IMPORTANT: WE PARTICULARLY ask the Trade to note, when comparing prices, that our Receivers, including the Table Model "Three," are complete with B.R.V.M.A. VALVES, LOUDSPEAKER, BATTERIES and ACCUMULATOR.

They are still the Trade's most Competitive Lines.

HARRIS WILLIAMS (Mfrs.) LTD., 5, NEW ZEALAND AVENUE,
BARBICAN, LONDON, E.C.1.
Telegrams: Elegaslite, Barb, London. Telephone: NATIONAL 5594.

GET THE BEST OUT OF HIS SET IN THE EASIEST WAY

BY ADVISING YOUR CUSTOMER
TO USE HIS A.C. MAINS AND A



METAL RECTIFIER

You can sell him a complete mains set or eliminator—most of the leading manufacturers are now using these rectifiers—or you can sell him the units and other components if he wants to build his own.



Every unit sold accompanied by a copy of our 32 page book "THE ALL METAL WAY 1931" with full details and lists of components

Write for a copy to-day to

The Westinghouse Brake & Saxby Signal Co., Ltd.

82 York Road, King's Cross
London, N.1

The New **Brown** Range

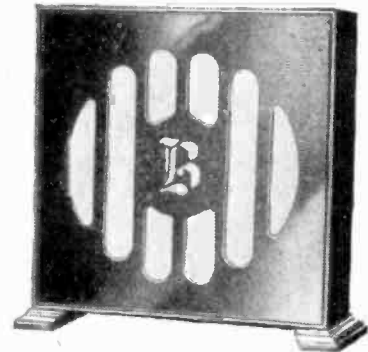
—for Steady Profits



Brown Grosvenor Moving-Coil Loud Speaker.

Handsome walnut cabinet. Speaker can be lowered into the legs for packing and storing purposes. Pitch control fitted. Price, fitted with 6-volt pot and high resistance speech coil £17 17 0
 Fitted with permanent magnets and high resistance speech coils £20 0 0
 Fitted with pot energised direct from A.C. mains, complete with rectifier and high resistance speech coil £21 0 0

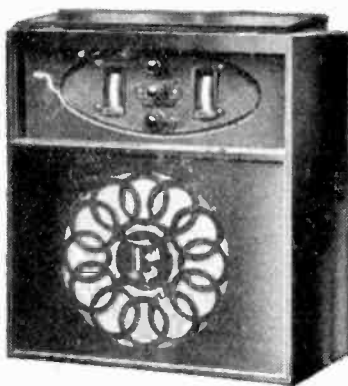
Tell your customers about the entirely new range of Wireless products designed and built by the makers of the famous Brown Loud Speaker. British throughout. Be sure of good business this season by stocking Brown products.



Brown Austral Loud Speaker.

Placed on market for first time after an overwhelming success in Australia. Fitted with movement on "Vee" principle, and Duplex diaphragm. An unusually good loud speaker for the price.

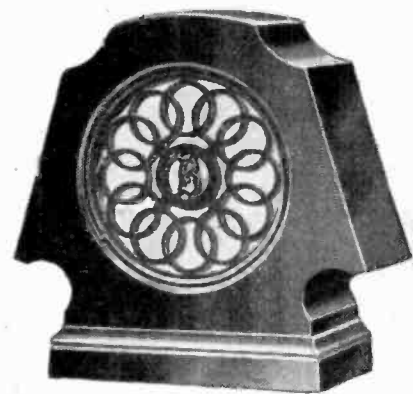
Dimensions: 12½ ins. high, 11½ ins. wide, 4 ins. deep. Supplied in Oak only. Price £2 10 0



Brown 4-Valve Portable Set.

In a handsome mahogany cabinet. Duplex diaphragm, standard ball-bearing turntable, special Brown Movement for Portable Sets, wave change coils—covering all wavelengths. Additional Loud Speaker or Pick-up can be connected. Complete with valves, batteries, unspillable accumulator £19 19 0

**100%
BRITISH
THROUGHOUT**



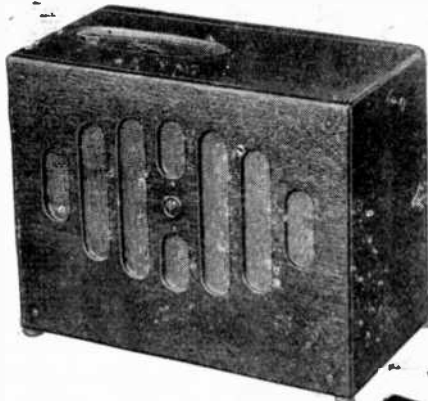
Brown Royal Loud Speaker.

Cabinet designed to avoid box resonance common to a number of speakers; therefore gives remarkably clear reproduction. Fitted with famous Brown "Vee" Movement and Duplex diaphragm. Price, mahogany only £12 10 0

S. G. BROWN, LTD., WESTERN AVENUE, N. ACTON, W.3.

Summer Sales are Soaring!

Are you getting your share of the big business reduced prices are bringing to stockists?



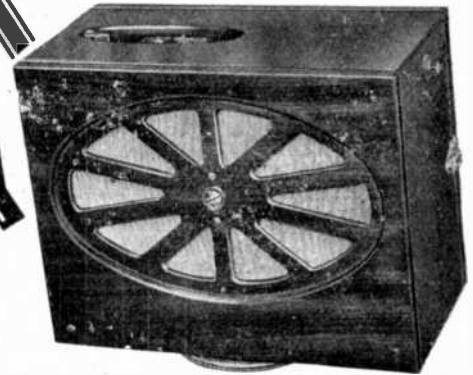
12 GNS.
OAK

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

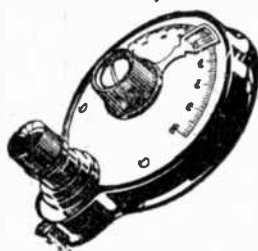
5 VALVE PORTABLE

The **BRITISH RADIOPHONE LTD.** Aldwych House, Aldwych, London, W.C.2 Telephone: Holborn 6744

FOR QUICK PROFITS AND SATISFIED CUSTOMERS

Generous Trade Terms

Send for Lists

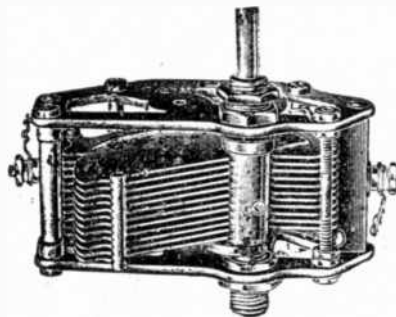


"ASTRA" DIAL

This marvellously popular dial still continues to demand huge sales, and it is advisable to give it a prominent position in your window.

It is the only dial manufactured under Ormonde licence. Both Fast and Slow motion. Fits any condenser spindle.

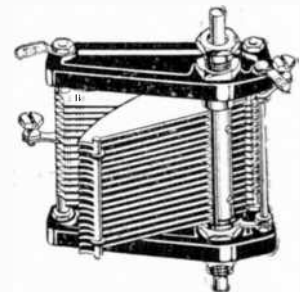
Type 1, 3" diam. 3/6
Type 2, 4" diam. 5/-



"KALIF" CONDENSER

A well-made and reasonably priced condenser. Equal in appearance, build and performance to any expensive type. All brass with nickel end plates. It is of the Mid log curve type with negligible losses. Suitable for Drum Dials and any method of ganging. Removable and reversible spindle.

·0005 or ·0003, 5/3.



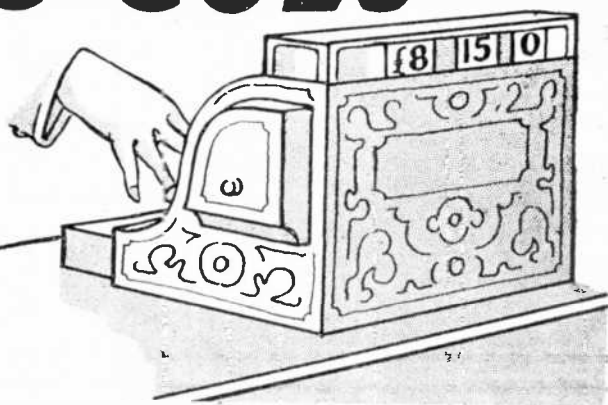
"REX" CONDENSER

A straight line frequency condenser mechanically and electrically perfect. High insulation, Low losses. The spindle is removable and can be adjusted for use with ganged or drum dial tuning. Smooth, silent action.

·0005, 4/6.
·0003, 4/2.

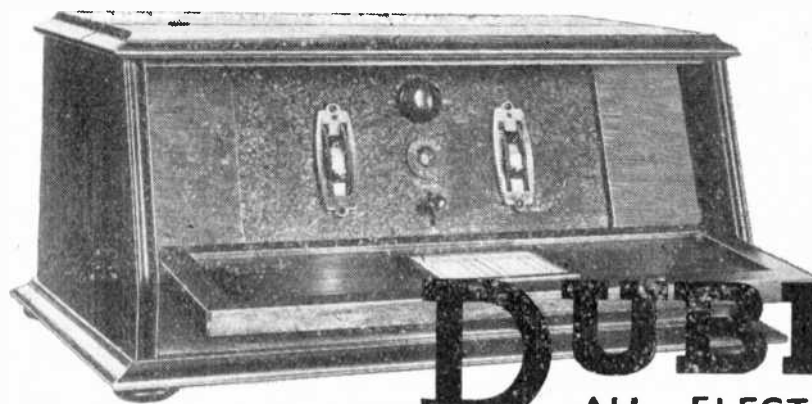
EMKABE RADIO CO. LTD., 47 FARRINGDON ROAD, LONDON, E.C.1.
Northern Distributors: Chorlton Metal Co., 18 Amber St., Shudehill, Manchester.

SELL A DUBILIER ALL ELECTRIC SET FOR £3.17.0 DOWN- AND £8.15.0 GOES IMMEDIATELY INTO YOUR TILL



ALL you need do is to take £3 17s. 0d. from your customer and leave the rest to us. Your immediate profit is £8 15s. 0d. This is surely a proposition to appeal to you as a discerning dealer.

You have no servicing troubles and no liability in case of default, so that you cannot fail to recognise the wonderful possibilities of this scheme.



PRICE £25 A.C. or D.C.
Any voltage or periodicity.

[We are exhibiting at Stand 50,
THE NATIONAL RADIO EXHIBITION
Olympia (New Hall),
September 19—27th, 1930.]

DUBILIER

ALL ELECTRIC RADIO

The Dubilier Condenser Co. (1925) Ltd., Ducon Works, Victoria Road, North Acton, London, W.3

**The Gam-brell
1930 - 1931**

Range includes
ALL - ELECTRIC

- 2 Valve D.C.
- 2 Valve A.C.
- 3 Valve D.C.
- 3 Valve A.C.
- 4 Valve D.C.
- (Pedestal Model)
- 4 Valve A.C.
- (Pedestal Model)
- 4 Valve D.C.
- (Table Model)
- 4 Valve A.C.
- (Table Model)

and the **GAM-BRELL
RADIO-NOVOGRAM
FOR D.C. AND A.C.**

All supplied in Oak or
Mahogany Cabinets.

**Stand 106 Olympia
Demonstration Room 'R'**

**The GAM-BRELL RANGE of
ALL-ELECTRIC RECEIVERS
is the most complete obtainable.**

A truly wonderful range, and every instru-
ment has many excellent selling points.

ALL - ELECTRIC AND TROUBLE FREE.

**VARIO-SELECTIVITY CIRCUITS GIVING HAIR-LINE
TO BROAD TUNING AT WILL.**

**NUMEROUS STATIONS TO CHOOSE FROM, MANY
RECEIVED WITHOUT AERIAL.**

HIGHEST STANDARD OF REPRODUCTION.

**HANDSOME OAK AND MAHOGANY CABINETS OF
NEAT DESIGN.**

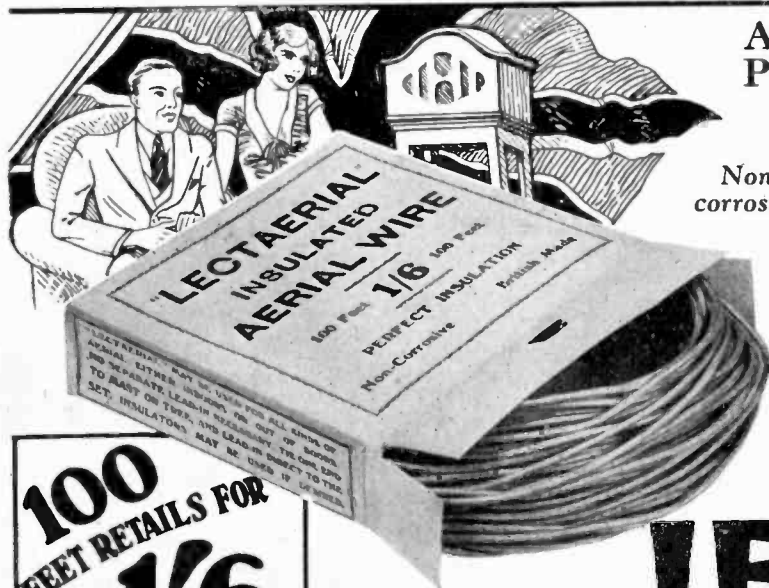
STOCKS WILL BE READY BY SEPT. 15th

Supplies of Illustrated Literature and "Sales-aids" on application.

GAMBRELL RADIO LTD.
6, BUCKINGHAM STREET, STRAND, LONDON, W.C.2

GUARANTEED BRITISH MADE

A PROVED AND PROFITABLE BEST SELLER!



**AN AERIAL WITH
PERFECT INSULATIONS**

Here is a distinctively boxed and
branded Aerial Wire of established
reputation.
**Non-
corrosive** Scientifically vulcanised rubber in-
sulation throughout the whole length
defeats corrosion in any weather.
Special insulators and lead-in
arrangements are unnecessary.
Recommend "LECTAERIAL" for selectivity.

S. KALISKY (ALDGATE) LTD.
75, ALDGATE HIGH STREET,
LONDON, E.C.4.

Telephone : - - - - Royal 7457, 7458, 8385.
Telegrams : - - - - "Wanieblade, Ald, London."
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Traders are requested to
ask for terms.

Factors are cordially invited
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**LECTAERIAL
INSULATED AERIAL WIRE**



80% Higher Constancy

**BE
READY**

STRAIGHT LINE is here. In three grades. RED LINE. BROWN LINE. BLUE LINE. A wonder Battery for every modern radio need. Scientifically and expertly constructed. Every cubic inch supercharged with constant, abundant, long-lasting, smooth electric power. Be ready for the great demand. STRAIGHT LINE—TEN TIMES TESTED—sweeps the field. Stocks are imperative. Order NOW.

**● STRAIGHT LINE
HIGH TEST BATTERY**

*Your Factor or
Wholesaler has
full supplies*

OLYMPIA
Stand No. 263

Stock and recommend also the TURNLIGHT—the most ingenious British Pocket Lamp invented and Straight Line High Test Re-fill Batteries for Torches, Pocket Lamps, Cycle Lamps and Hand Lamps. Manufactured by GROSVENOR ELECTRIC BATTERIES LIMITED, 2/3, WHITE STREET, LONDON, E.C.2

POWER... AND POWER TO SPARE

APOLOGY

*The Mullard Wireless Service Co., Ltd.,
Mullard House,
Charing Cross Road,
W.C.2.*

THE NORTH WESTERN LIGHT SUPPLY CO.
(Prop: H. Usick)

**40, High Road, and 86, High Road,
Kilburn, London, N.W.6,
Aug. 11th, 1930.**

WITH reference to the recent advertisements which I have been showing in my shop windows wherein I have used the words "Mullard Master Three Star Complete Kit of Parts as shown—45/-," I regret that I have caused such advertisements to appear and appreciate that they would lead the public to believe that the sets so advertised were manufactured by you, or specified by you, which is contrary to the fact.

I undertake that I will not in future repeat these advertisements or any similar advertisements, nor sell any goods under your name unless they are manufactured by you or are specified by you and I apologise to you and to the public for having done so.

THE NORTH WESTERN LIGHT SUPPLY CO.

(PROPRIETOR: H. USICK),

40 and 86, HIGH ROAD, KILBURN, N.W.6.

WARNING

All goods manufactured by the Mullard Company are clearly marked "Mullard" and the trade and the public generally are warned that proceedings will be taken against anyone attempting to pass off other goods as being of "Mullard" manufacture.

NEW RANGE OF



RECEIVERS

These are absolutely the finest Radio Receivers ever offered to the public. Place your order NOW

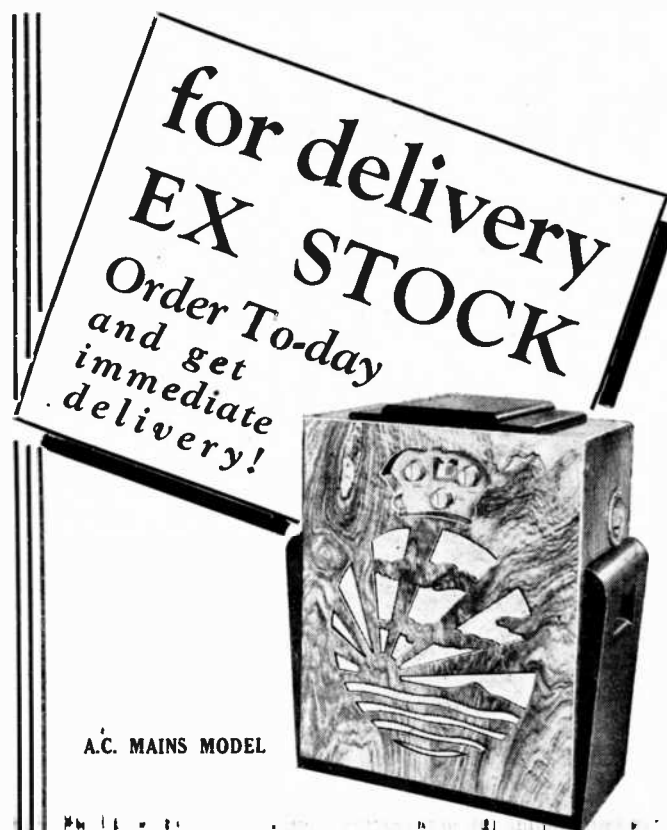
Battery Model	22 gns.
A.C. Mains Model	28 gns.
D.C. " "	*

* Price will not be more than A.C. Mains Model

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Suitcase Portable "Five" & The Table Model "Three"
 BOTH FITTED WITH B.R.V.M.A. VALVES

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With Valves, Batteries, and Accumulator, 6-60 Loud-Speaker.

We are also showing a complete range of pedestal models, Radiograms, and Transportables,

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Selectivity

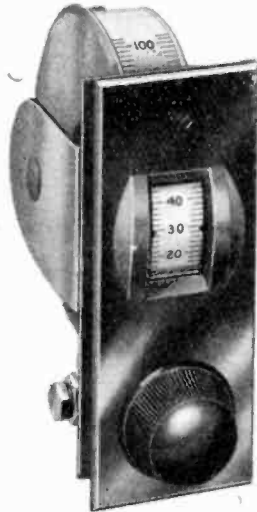


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The public are insisting on Precision Instruments to-day—they know that precision is essential if they are to overcome existing selectivity problems and effectively separate the regional stations.

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Advertisement of Jackson Bros., 72, St. Thomas Street, London, S.E.1
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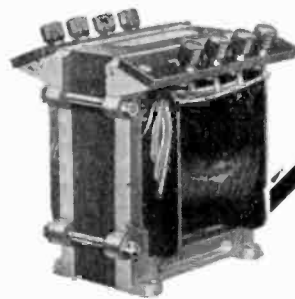
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The new PARMEKO "Step-up" or "Step-down" Transformer enables you to test any mains set, or other electrical apparatus, lamps, etc., on the spot, whatever their voltage. It will save you money on "dud" returns, and prevent loss of customers through dissatisfaction.

Of the same high quality and robust design as all other PARMEKO products, it will last indefinitely. Suitable for 100, 110, 120, 200, 220, 240 Volt Mains. Output any of above voltages up to 100 VA, i.e., approx. 1 amp on 100 Volt range and 1/2 amp on 200 Volt range.

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As usual, Sunco is prepared. The greatest wholesale distributors of Radio supplies is ready to execute any and every order, large and small.

Think of the convenience of Sunco Radio

Service. Everything you need from one firm . . . and that, the leader of the trade. One order one account one delivery.

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HELSEBY CONDENSERS

Helsby fixed capacity condensers for Wireless Receivers, Battery Eliminators, Smoothing circuits, etc., are made in several different types to suit the various uses for which Condensers are required in connection with Wireless circuits. These condensers are the result of over 30 years' experience in the manufacture of all kinds of Condensers from the smallest sizes up to condensers weighing more than two tons. All Helsby Wireless Condensers are made with pure metal foil plates. *Helsby Condensers are an insurance against breakdown.*



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**BRITISH INSULATED CABLES
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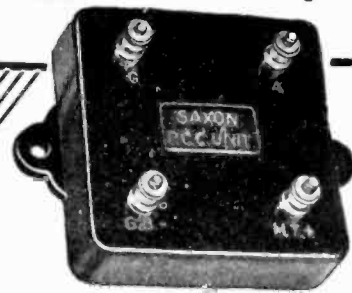
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The SAXON RESISTANCE-CAPACITY COUPLING UNIT

built within a moulded container, with finest materials:

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Suitable for all resistance-coupled circuits.

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The SAXON STANDARD H.F. CHOKE

Sectionally wound with double-silk covered wire on ebonite former as illustrated. For use in all circuits where a first-class choke is necessary, for wavelengths of 150—2,500 metres.

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The SAXON SHORT - WAVE CHOKE

Specially designed for Short-Wave Receivers; for wavelengths of 10—100 metres.

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JUNIT MAINS UNIT



SERVANT

OF THE SET

STAND
NO.

65

OLYMPIA SEPT. 19-27

Advertisement of the Junit Manufacturing Co., Ltd., 2 Ravenscourt Square, London, W.6.

Now come the new Junit Mains Units—the units which are going to take first place at the top of the market.

UNIT TYPE 150/4 A.C.

Giving 150 volts at 25 milliamperes load, and incorporating 4-volt centre tapped winding for supplying filament current for indirectly heated valves. Size 9" × 5" × 3½".

Suitable for operating at full capacity such sets as the Orgola A.C. model and the new Mullard sets.

Price £5 0 0

UNIT TYPE 120

Giving 120 volts at 20 milliamperes load. Size 5" × 5" × 3½".

May be incorporated within sets which are to be converted to all electric operation.

Price £4 7 6

UNIT TYPE 120/ T.C.

Giving 120 volts output at 20 milliamperes load, and also containing trickle charger for 2, 4 or 6 volt accumulators. Size 5" × 5" × 3½".

Can be fitted in a portable receiver in place of the H.T. Battery.

Price £5 17 6

Get in stocks immediately. Ask for supplies of literature.

MASTER OF THE MAINS

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WASHERS IN STEEL or PHOSPHOR - BRONZE

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The new Locking Principle with a twisted tooth form which grips both the Component and the Nut. It never comes loose.

All connections made permanent and vibration-proof. No loose connections—save assembly time and servicing—improve your product by adopting SHAKEPROOF Lock Washers and Terminals, which are being standardised in the Radio Industries.

SHAKEPROOF Locking Terminals combine Lock Washer and Terminal in one—cut out one operation and give better connection.

ABSOLUTE SECURITY FROM VIBRATION.

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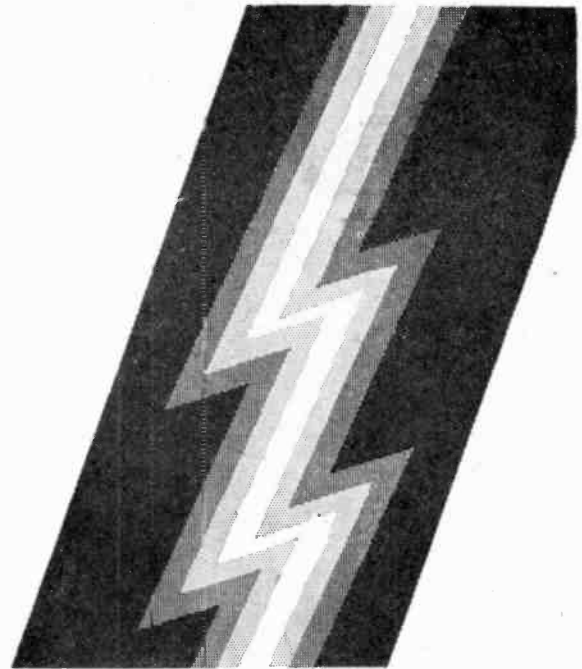
BRITISH PATENT No. 194937.

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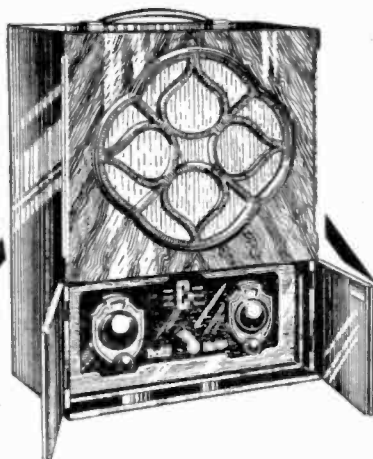
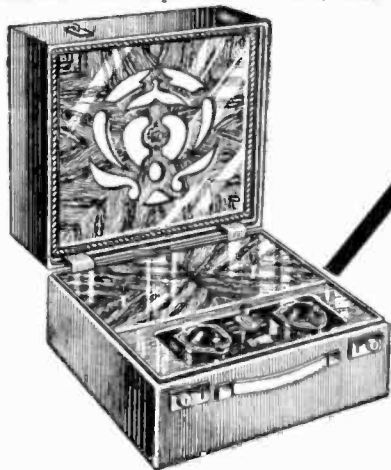
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**NATIONAL RADIO
Exhibition**

**RADIOLYMPIA
SEPT 19-27**

PROMOTED BY THE RADIO MANUFACTURERS ASSOCIATION.

BEETHOVEN Q.O.R. ATTACHE CASE PORTABLE. Incorporating the Montague Quasi Constant Reaction Circuit, which makes tuning so simple. Five Valves, full-size Celestion Loud-speaker, real hide leather case, and polished quartered walnut interior woodwork. Chromium-plated fittings. Self-indicating accumulator. Price complete **17 GNS**



BEETHOVEN SCREEN GRID SUPER-4 PORTABLE. A de luxe long-range portable, using screen grid and pentode valves. Figured walnut cabinet, full-size Celestion Loud-speaker, super capacity H.T. Battery and self-indicating accumulator. Price complete **25 GNS**

BEETHOVEN TWIN SCREEN GRID ATTACHE CASE PORTABLE. The essence of range and power. Five valves including two-screen grid and pentode valves. Full-size Celestion Loud-speaker. Real leather case, polished quartered walnut interior woodwork. Chromium plated fittings, and engine turned aluminium screening. Self-indicating accumulator. Price complete **21 GNS**



Beethoven

PORTABLES

SUPER 1931 RANGE

BEETHOVEN Portables are luxury instruments yet all at popular prices. Great skill in design and infinite care in manufacture ensure the utmost satisfaction to the purchaser. Every requirement of the public has been considered, and if range, power and super-reproduction, as well as simplicity of control, are required, there is the exact fulfilment in one of the BEETHOVEN 1931 Super Range.

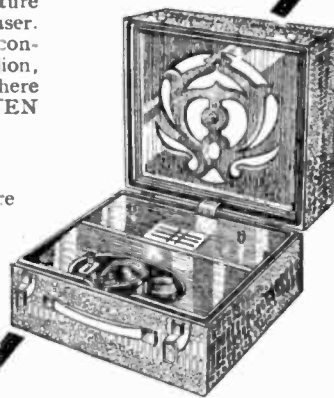
SERVICE

Scrupulous care in manufacture and testing ensure that service required upon BEETHOVEN Portables is practically negligible. The BEETHOVEN Service Department is organised so efficiently that should any service be necessary, no delay to the customer is caused.

All Beethoven Portables Carry a Comprehensive 12 Months' Guarantee.



BEETHOVEN SELF-TUNING PORTABLE. An entirely new departure in portable construction. Enables different stations to be received by means of a switch only. It is a dual purpose receiver and can be operated in the orthodox manner if desired. Price complete **23 GNS**



BEETHOVEN MINOR PORTABLE. A luxury receiver at a popular price. In blue lizard grained case, polished mahogany interior woodwork. Self-indicating accumulator. Price complete **10 GNS**

MONTAGUE RADIO INVENTIONS & DEVELOPMENT COMPANY LTD

Beethoven Works, Gt. College St., Camden Town :: London, N.W.1

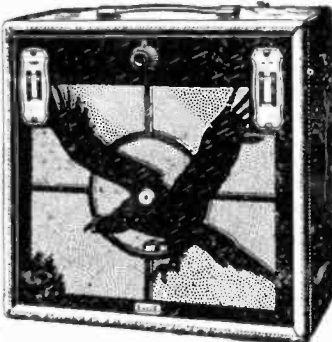


RADIO RECEIVERS

Models for every class of Radio Enthusiast. Portables, "Suitcase" and "Cabinet" types, "All Electric Sets" and Radiogramophones.

THE "ALL IN THREE"

Recently introduced, has already attained great popularity. Designed to operate from external Aerial and Earth Connections . . . but will give amazingly good results from the frame aerial incorporated in the set. Fitted with the famous Chakophone "Colassi" Speaker, and all valves and batteries.

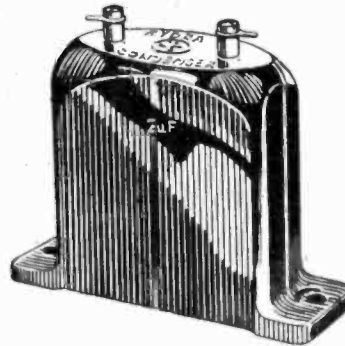


TWO VALVE SET £9.9.0
THREE VALVE SET
£11 : 0

The "Chakophone" range of components including the World famous "Eagle Tuning Coil" and long service H.T. Batteries. All "Chakophone" productions are fully guaranteed and Trade discounts are very generous.

EAGLE ENGINEERING CO., LTD., WARWICK. Stand No. 43

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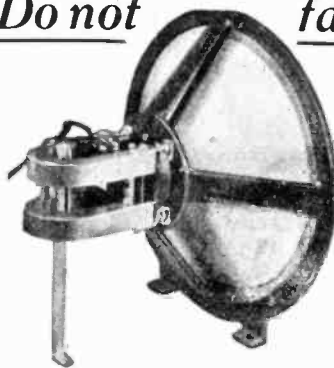


Follow our example and take no risks with your reputation. Hydra Condensers are never placed into stock without being tested at twice their rated voltage . . . Hydra

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Telephone : Museum 2641

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Do not fail to Secure a



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Loud Speaker Unit

Moving Coil Reproduction for £3 10s. 0d.

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EDISWAN RADIO PROGRAMME 1930-31

Effective on and from September 6th, 1930

MAZDA Radio Valves are the products of the engineering and research resources of three great manufacturers. The reason for their amazing success need not, therefore, be sought. Mazda valves are generally acknowledged by the public, the trade and the press to be the finest range of valves the radio world has known.

The extraordinary high efficiency achieved by the Mazda All-Mains series serves as a subject of conversation among radio enthusiasts. A correspondingly high standard performance is obtained both by the Battery-driven Mazdas and by the Mazda rectifiers; all the leading set manufacturers are now fitting Mazda valves as standard.

We are out to help you sell more of these amazing Mazda valves. A consistent and forceful National and Radio Press advertising campaign is already in progress. Tie up with this publicity by utilising the comprehensive range of sales aids at your disposal:

- Window Display for Mazda Valves and Ediswan Radio Apparatus.
- Attractive day and night Box Signs.
- Novelty showcards. Overprinted literature.

Get in touch with the Ediswan representative right away and fix up for a window display. Ask him, too, about the special local publicity scheme.

Type Price

2-volt

SG215	20/-
H210	8/6
HL210	8/6
L210	8/6
P220	10/6
P220a	13/6
P240	13/6
230/Pen	22/6

4-volt

P425	13/6
425/Pen	22/6

6-volt

H610	8/6
HL610	8/6
P625a	13/6
P625b	13/6
P650	18/-



The Amazing

MAZDA RADIO VALVES

THE EDISON SWAN ELECTRIC CO., LTD.

Type Price

All-Mains

AC/SG	25/-
AC/HL	15/-
AC/P	17/6
AC/P1	17/6
AC/Pen	27/6

Rectifiers

UU 30/250	15/-
UU 2	17/6
UU 60/250	17/6
UU 120/250	22/6
U 30/250	15/-
U 75/300	15/-
U 60/500	17/6
U 65/550	17/6
U 120/500	22/6

Super Power

PP3/425	30/-
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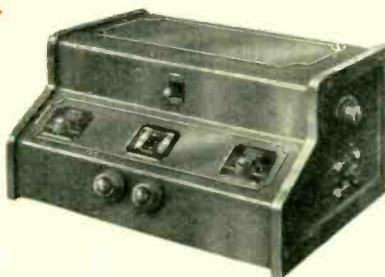
EDISWAN RADIO RECEIVERS



**Ediswan All-Electric
A.C. Transportable Set.**

The Ediswan A.C. Transportable. An efficient self-contained receiver capable of very long range, high quality reception. Adapted for use with gramophone pick-up. 100/110 V. or 200/250, 40/100 cycles A.C.

Price 26 Guineas
(Including Mazda Valves).



**Ediswan All-Electric Power
Pentode Three.**

The Ediswan "Power Pentode" Three A.C. Model.

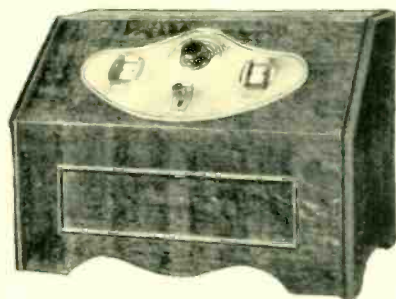
This famous receiver is a re designed form of the 1929 Ediswan A.C.3 and now embodies a Mazda AC/PEN in the last stage. Economical to run, this set is worked entirely from the mains, no batteries whatever being used. Electrical gramophone adaptation is provided for. 100/110 V. or 100/250 and 40/100 cycles A.C.

Price 20 Guineas
(Including Mazda Valves).

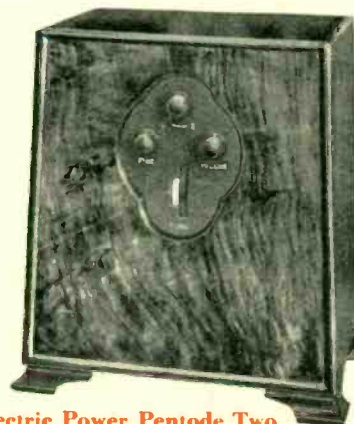
The Ediswan "Power Pentode" Two A.C. Model. A receiver designed expressly for regional reception using the Mazda AC/PEN, and working entirely off the mains. Supplied in a high grade wood cabinet, its appearance is as excellent as its performance. Provision is made for gramophone pick-up.

100/110 and 200/250 V. 40/100 cycles

Price £14:19:6
(Including Mazda Valves).



Ediswan 3-Valve Battery Receiver.



Ediswan All-Electric Power Pentode Two.

Ediswan 3-Valve Receiver (Battery Model). A simple yet powerful screened-grid receiver for battery operation. A highly selective and sensitive set, it has attained considerable success. The receiver is now supplied in a high grade oak cabinet of attractive design.

Price £9:18:6
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THE EDISON SWAN ELECTRIC CO., LTD.

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B.T.H. R.K. LOUDSPEAKERS. PRICES.

Permanent Magnet R.K. 10" Cone...	£6 15 0
Senior R.K. ... 10" Cone...	£6 15 0
Either of above supplied	
- in Oak Cabinet ...	£16 16 0
- in Mahogany Cabinet ...	£21 0 0
- in Walnut Cabinet ...	£22 0 0
Senior R.K. with Rectifier for A.C. Mains	£10 0 0
Above supplied	
- in Oak Cabinet ...	£20 0 0
- in Mahogany Cabinet ...	£21 10 0
- in Walnut Cabinet ...	£25 10 0
Rectifier only ...	£4 0 0
Junior R.K.	
6" Cone ...	£4 15 0



Senior R.K. Unit with Rectifier



B.T.H. Pick-up and Tone Arm. This instrument is now fitted with swivelling head and is used by a large number of the leading gramophone manufacturers.

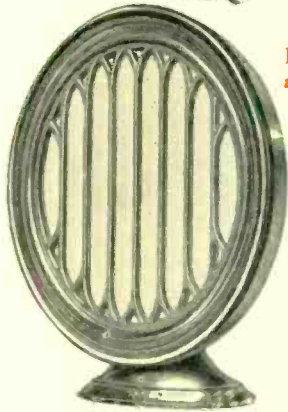
Price 45/-

Pick-up only with 4 adaptors to fit any tone arm.

Price 27/6



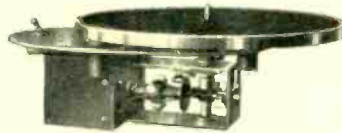
Permanent Magnet R.K. Unit



B.T.H. Pick-up and Tone Arm

B.T.H. Cone Loud-speaker. The 1930 model of this well-known speaker
Price £3

£3 3 0



B.T.H. Gramophone Motor

B.T.H. Gramophone Motors. The demand for a first class gramophone motor at a low cost has resulted in the production of a new B.T.H. motor at the remarkably low figure of £3 3 0. Of robust construction and absolute reliability this motor is second only to the heavier type which will continue to be sold at £6 6 0. A universal motor is supplied with both models. Suitable for all standard supply voltages A.C. or D.C.

Met-Vick B.S. Eliminators. A.C. Model. Supplies L.T., H.T., Grid Bias and Screen Grid voltages from A.C. mains. Output for last stage up to 20 m/a.

Price

40/100 Cycles £8 25 Cycles £10
D.C. Model. Supplies H.T., Grid Bias and Screen Grid voltages.

Price

100/250 v. £5 5 0



Met-Vick Model B.S. Eliminator

THE EDISON SWAN ELECTRIC CO., LTD.

EDISWAN RADIO APPARATUS

B.T.H. Audio-Frequency Transformers.

This well-known transformer is now being supplied in a variety of ratios to meet all requirements.

Ratios

1:1, 2:1, 4:1, 10:1,
15:1, 20:1, 25:1, 30:1

Price 15/- each

A six months guarantee with each.



B.T.H. C 2 Loudspeaker 1930 Model.

The demand for an efficient horn type speaker continuing, the 1930 B.T.H. C 2 will be marketed during the forthcoming season.

Price 45/-

B.T.H. Headphones. Remarkably sensitive lightweight headphones which are very comfortable to the wearer. 5 ft. of cord is supplied.

Price 12/6

The Ediswan Home Charger. A simple and efficient charger giving 2 amps. when charging 2-12 volt accumulators.

Price complete with valves and batteries
£2 12 6

Met-Vick Mains Transformers.

Type A for Filament Heating of A.C. Valves.

Price

100/110 or 200/240 volts £1 10 0

Type B for H.T., G.B., SG.V. eliminators.

Price

100/110 or 200/240 volts £1 14 0

Type combined A and B, for L.T., H.T., G.B. and SG.V. eliminators.

Prices

100/110 volts or 200/240 volts, 40/100 cycles £1 17 6

100/110 volts or 200/240 volts, 25 cycles £2 5 0

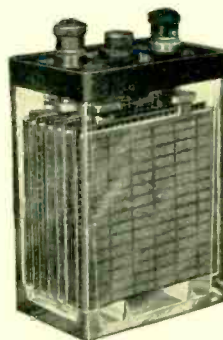
Met-Vick Moulded Resistances.

10,000 ohms to 3 megohms.

Price 1/- each

Holder 9d. each

Ediswan "Loten" Radio Accumulators.



PRICES

B.W.G. Type.

B.W.G. 2	24 amp. hrs.	8/9
B.W.G. 3	36 amp. hrs.	11/3
B.W.G. 4	48 amp. hrs.	13/9
Midget Loten	12 amp. hrs.	2/9
Little Loten	20 amp. hrs.	4/3
Minor Loten	45 amp. hrs.	8/-

Ediswan Radio H.T. Batteries.



Prices.

W.L. 205 P	66 volts	17/6
W.L. 208 P	103 volts	15/6
W.L. 204 P	66 volts	9/6

Write for the new catalogues describing these and additional products.



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

All Prices quoted effective on and from Sept. 6th, 1930.

NEW

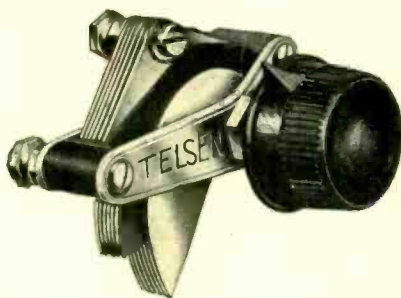
IMPROVED & INCREASED RANGE OF THE FAMOUS TELSEN COMPONENTS

We have introduced for the coming season several additional components, many embodying new features, which at their respective prices offer the finest value-for-money components ever produced.

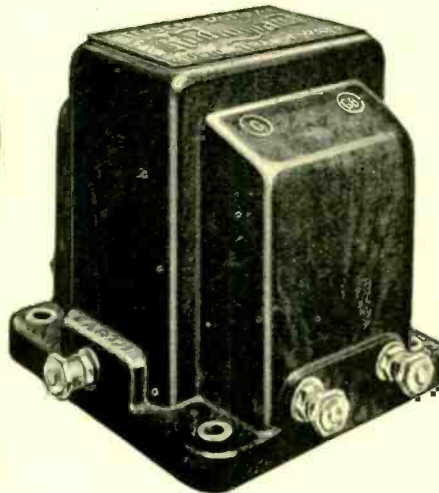
These components bid fair to rival the remarkable popularity of the famous Telsen Transformers which also this year have been entirely redesigned, incorporating new windings and core, and fitted with

earth terminals, and finally, all our new season's models are now shrouded in Genuine Bakelite Mouldings.

Components of such technical perfection and beauty of finish have never before been offered to the radio public at anywhere near their prices, and on these grounds there is sure to be a huge demand. Are your stocks fully representative of these? If not get in touch with your wholesaler at once.



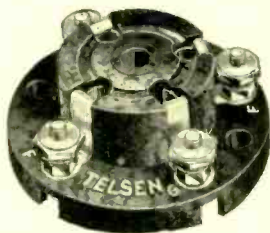
Telsen Variable Condensers (Bakelite Dielectric). Particularly designed for use as a neutralising condenser where large capacity is necessary. All vanes are insulated with Bakelite which eliminates the possibility of a short-circuit between the moving and fixed vanes. Made in three capacities: .0005, .0003, .00015, supplied complete with pointer knob with one-hole fixing for panel mounting. Price 3/- each



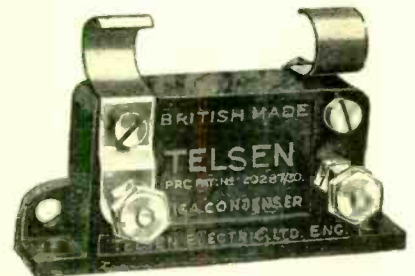
Telsen 7-1 Super Ratio "Radiogrand" Transformer, giving enormous amplification with perfect reproduction, shrouded in Genuine Bakelite, with new windings and core, fitted with earth terminal. Price 17/6 each
Telsen "Radiogrand" Transformer, new model, shrouded in Genuine Bakelite with new windings and core, fitted with earth terminal. Made in ratios 3-1 and 5-1. Price 12/6 each
Telsen "Ace" Transformer, the ideal model for all Portable Sets and where space is limited, gives perfect reproduction throughout the musical range. Shrouded in Genuine Bakelite, with new windings and core, fitted with earth terminal. Price 8/6 each
 Made in ratios 3-1 and 5-1.



Telsen H.F. Chokes, designed to cover the whole waveband range from 18 to 1,000 metres, extremely low self-capacity, shrouded in Genuine Bakelite. Inductance 150,000 microhenries, resistance 400 ohms. Price 2/6 each



Telsen Valve Holders. Pro. Pat. No. 20,286/30. An entirely new design in Valve Holders embodying Patent Metal spring contacts, which are designed to provide the most efficient contact with the valve legs, whilst allowing the valve to be inserted or withdrawn with an easy movement instead of being subjected to undue strain which often causes damage and loss of efficiency to the valves. Low capacity, self-locating, supplied with patent soldering tags and hexagon terminal nuts. Price 1/- each



Telsen Fixed (Mica) Condensers, shrouded in Genuine Bakelite, made in capacities up to .001 mfd. Pro. Pat. No. 20,287/30, supplied complete with Patent Grid Leak Clips to facilitate series or parallel connection. Can be mounted upright or flat. Price 1/- each

BETTER BUSINESS WITH

TELSEN COMPONENTS

TREMENDOUS



TRADERS THRILLED

Traders have quickly realised the unique advantages which "Red Star" Radio Receivers have given to the radio trade and public alike; they have realised that it is now possible for everyone to own a modern radio receiver at a price within the reach of all.

The tremendous response to "Red Star" advertising has justified our opinion, which we formed at the launching of "Red Star." Orders are flowing in, we are working day and night; the public want "Red Star"; it's the greatest boom radio has ever known.

Traders, make money—big money—sell "Red Star." The World's Wonder Radio Receivers!

The purchasing powers of the public have never been so low as at present, but—

TO MEET THIS GREAT EMERGENCY

we designed and built sets which, with their remarkably low prices and with their high efficiency, were within the realm of all—sets that were designed 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.

TRADERS

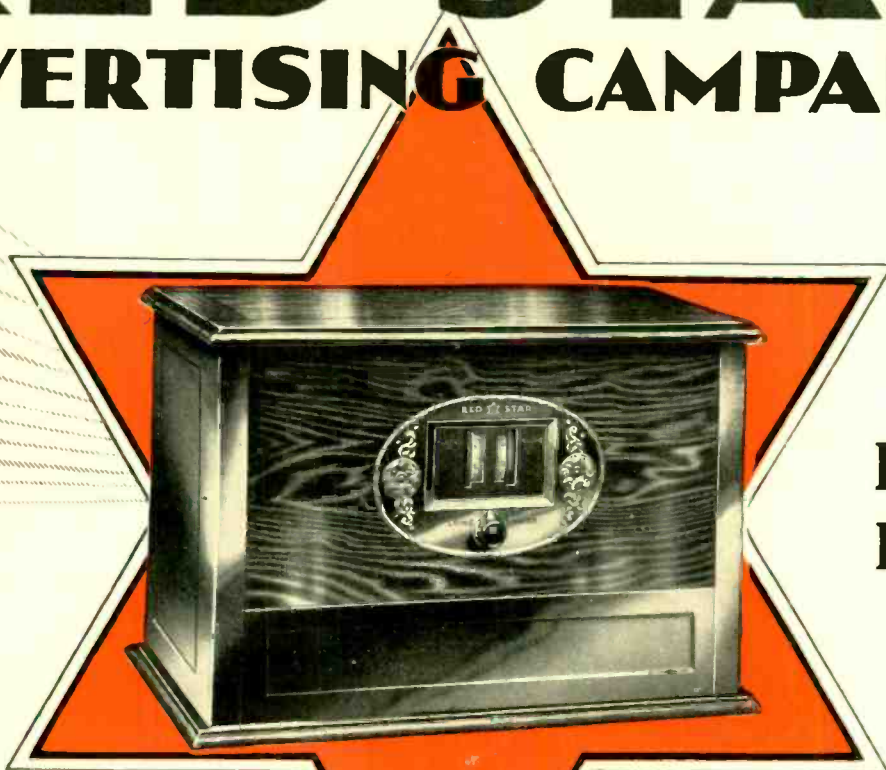
SEND IN YOUR ORDERS

TO ENSURE EARLY DELIVERY.

EVERYWHERE - THE PUBLIC

ADVT. OF "RED STAR" RADIO, LTD., ASTON ROAD, BIRMINGHAM.

RESPONSE TO RED STAR ADVERTISING CAMPAIGN



**FREE OF
ROYALTY**

**DISPLAY RED STAR RECEIVERS
- that's all - Sales are made!**

ARE BUYING "RED STAR"

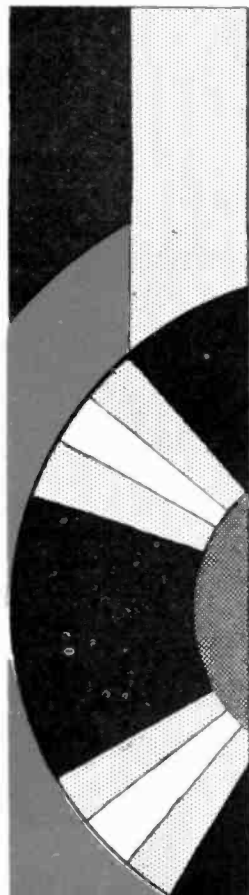
WE ARE GOING TO MAKE TRADE BETTER IN THE AUTUMN

Just over a year ago Decca Records were unknown! The field was full of competition, and well established competition at that.

But Decca entered that field, and entered it with the courage and determination to win success. They knew that the only way to make a name was to make a first-class record.

This they have now accomplished. Everybody is saying what wonderful recordings Decca give. Decca artistes are every one of them first-class exponents of their art and Decca recording is making them famous. There is now a huge demand for records by such stars as Frank Titterton, Roy Henderson, Basil Cameron, Olive Groves. And dealers everywhere are now realising that to ignore Decca Records is to miss a very good thing.

Now that Decca have a proved product and have it well distributed they are going to advertise in a very dramatic fashion.



**This Autumn
Decca Records will be advertised
on a scale which will sell them
in ever increasing quantities.**

You know, from your own figures, that Decca Records have already made good. We know that our Autumn Programme will place Decca in an unassailable position. So confident are we of this that we have budgeted for an advertising campaign which will make the whole country echo with the news of Decca Supreme Records.

Among the new Decca "stars" we are going to put over are Jimmy Dorsey (the Clarinet King), Lou Abelardo, Desirée Ellinger, The Three Ginx, Max and Harry Nesbitt, Jack Harris and his Grosvenor House Band. Decca are securing all the "stars" who are rising to the top, not those already on the wane.

Seize your opportunity to share in the big profits which this campaign cannot fail to create. Watch for the announcements of the September List and get in right at the commencement of the Big Decca Push.

THE DECCA RECORD COMPANY LTD., 1-3, BRIXTON ROAD, LONDON, S.W.6
Telephone: Reliance 3311 Telegrams: Deccagramo, Claproad, London
Provincial Depots: 285 Deansgate, Manchester. 5 Severn St., John Bright Street, Birmingham

DECCA
SUPREME RECORDS

Burndept

A.C. Receiver de Luxe

BURNDEPT ONCE MORE LEADS THE WAY

Following on the introduction last season by Burndept of "all inclusive—all electric" Radio comes the new A.C. Receiver *de Luxe* (Model 1850)

To retail complete at

33 guineas in Oak. **34** guineas in Mahogany.

Designed to allow for the difficulties imposed by the new high power regional stations, its specification includes a new Burndept Patented combined volume and selectivity control which in conjunction with a reaction control permits the adjustment of selectivity to the conditions whether near to or away from a powerful station—No overloading—constant reaction—no "threshold howl."

Provision is made for operation from A.C. Mains of 100-110 and 200-250 volts, 40 to 60 cycles. Owing to special filters there is no mains hum and no interaction or "motor boating."

The Tuning drums may be rotated together for single control, but have independent movement for fine tuning if desired. They are also calibrated in wave lengths of 210-560 and 900-2100. A range of 20-30 stations is available under average conditions even in mid-summer using a small outdoor aerial. In winter the range is, of course, wider and superior to that of any known receiver of similar type.

The Burndept A.C. Receiver de Luxe is entirely self-contained in a handsome oak or mahogany cabinet and with Cone Loud Speaker specially designed to Burndept specification, in conjunction with the new Mazda A.C. Super

10

YEARS OF RADIO



WE ARE EXHIBITING AT



Stand N^o
56

Pentode Valve giving over 1000 milliwatts of undistorted output, reproduction is amazingly crisp and powerful—more than is usually obtained from anything but expensive types of special Power Amplifiers.

Watch for an announcement at an early date of the new Burndept Radio Gramophone incorporating the above set.

BURNDIPT WIRELESS (1928) LTD.
BLACKHEATH, LONDON, S.E.3

Showrooms and Trade Counter:
Roxburghe House 283 Regent Street, London W.1
Scottish Depot: 28 Berkeley Street, Glasgow

Varley

OLYMPIA OPENS VARLEY

**1931
OF ALL-ELECTRIC SETS.**



**VARLEY SENIOR
ALL - ELECTRIC
RECEIVER, £26**
(including nett royalty.)

NOW for Varley's biggest season, starting the moment Olympia opens. On more than 1,000 square feet of floor space Varley Stand will be displaying the season's finest range of radio products. **ALL-ELECTRIC RECEIVERS AND RADIO GRAMOPHONES —**

VARLEY JUNIOR ALL-ELECTRIC RECEIVER

A.C. MODEL (2 VALVE) .. £15-15-0

D.C. MODEL (3 VALVE) .. £16-16-0

(These prices include nett royalties.)



STAND NO. 105
National Radio Exhibition
Olympia

VARLEY'S BIGGEST SEASON

RANGE RADIO-GRAMOPHONES & COMPONENTS

magnificently designed and made — now to be sold on Hire Purchase Terms. COMPONENTS—last year's successful models, with a fine range of new products. There is a big season ahead of Varley. It's a great opportunity for you.

VARLEY ALL-ELECTRIC CONSOLE RADIO-GRAMOPHONE, 65 Guineas.

(including nett royalties.)



STAND NO. 105
National Radio Exhibition
Olympia



MULTI-VOLT POWER TRANSFORMER.

For valve Rectifiers—60 watts.
List No. U.P.14 £2-10-0



IMPEDANCE MATCHING OUTPUT TRANSFORMER

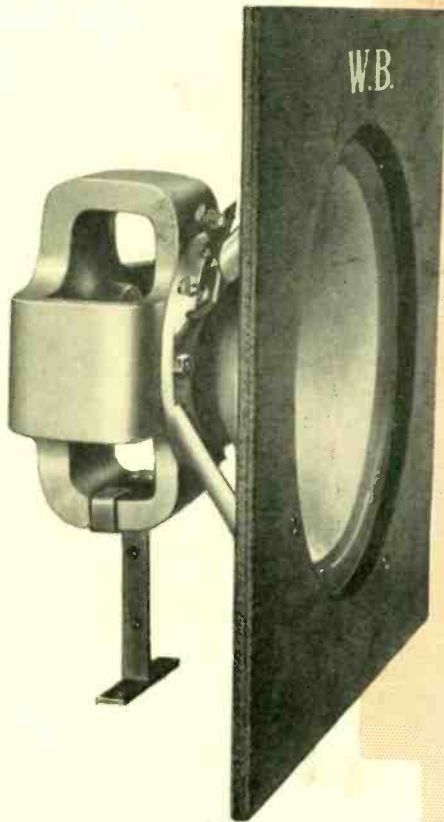
Six Ratios 8-1, 10-1, 12-1, 15-1, 20-1, 25-1.

List No. D.P.14 £1-2-6.

W.B.

THE NEW MOVING COIL

FIRST WEEKS' EXPERIENCE



30 DEMANDS

30 SALES!

VISIT OUR STAND

WHITELEY BONEHAM & CO., LTD.

Telephone: Mansfield 762.

London Office: 21 Bartlett's Buildings,

Manufacturers of the famous W.B. Patent Cone Loudspeakers

PERMANENT MAGNET LOUD-SPEAKER

First Weeks experience 30 demonstrations—30 Sales!

We can give NO more convincing proof of the outstanding performance of this new W.B. Permanent Magnet Moving Coil Loud Speaker.

It is supplied completely assembled with baffle board and chassis, or in an attractive oak or mahogany cabinet. The Permanent Magnet is Sheffield Cobalt Steel—weight 10½ lbs.—guaranteed for 5 years. Obtainable with high or low resistance windings.

Write your Factor to-day for sample—in case of difficulty write direct to us.

PRICES.

Completely assembled with baffle board and chassis ..	£6 6 0
In handsome Oak	£8 8 0
or Mahogany cabinet	£8 18 6

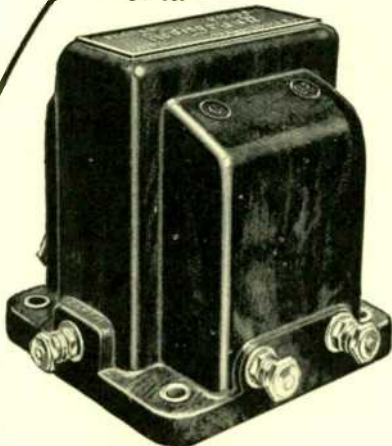
No. 66 OLYMPIA

Nottingham Road, Mansfield, Notts.
Telegrams: "Whitebon, Mansfield"
Holborn Circus - - - - - E.C.4

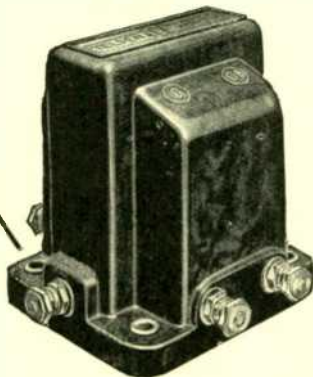
Cone Units :: Valve Holders :: Switches



**Every component
DEPENDABLE
in its
PERFORMANCE**



Telsens "Radiogram" Transformer, new model, shrouded in Genuine Bakelite, with new windings and core, fitted with earth terminal. Made in ratios 3-1 and 5-1. Price 12/6 each



Telsens "Ace" Transformer, the ideal model for all Portable Sets and where space is limited, gives perfect reproduction throughout the musical range. Shrouded in Genuine Bakelite with new windings and core, fitted with earth terminal. Made in ratios 3-1 and 5-1. Price 8/6 each
Telsens 7-1 Super Ratio "Radiogram" Transformer, giving enormous amplification with perfect reproduction, shrouded in Genuine Bakelite, with new windings and core, fitted with earth terminal. Price 17/6 each

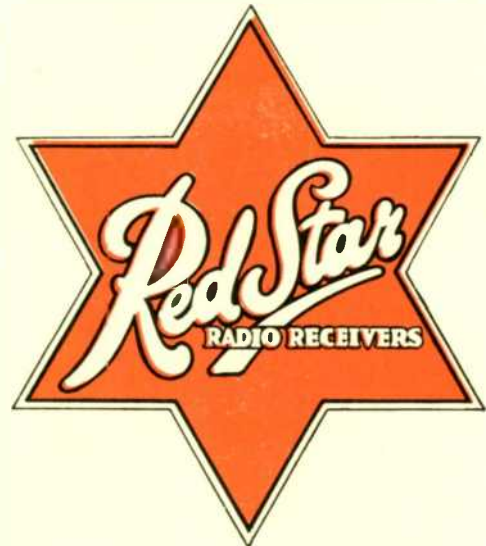
A WORLD FAMOUS RANGE OF TRANSFORMERS

Telsens Transformers need no introduction to the Radio Dealer; the position which they have won for themselves has been achieved simply and solely through their remarkable efficiency and value for money.

No finer transformers can be purchased at their prices; they enjoy a position of popularity second to none in the minds of the public.

Despite the world-famous position which they hold, we have found it possible to improve them still further, which with the many new features incorporated in this season's models, bid fair to place them in the most concrete position for the future.

No wise dealer can possibly afford to ignore the claims of Telsens Transformers:—"Radio's Choice" for "Better Radio Reception."



INCORPORATE TELSEN RADIO COMPONENTS

No greater testimony to the efficiency of Telsens Components could be found than the fact that "Red Star" Radio Receivers incorporate them throughout.

TELSEN COMPONENTS

Advt. of TELSEN ELECTRIC Co., Ltd., BIRMINGHAM.

To Introduce **25** new Fotos valves

For all receivers for all pockets



25 valve masterpieces. The Finest Valves that skill and brains can produce, at prices that makes selling easy. A valve that sells without advertising although backed by an extensive advertising scheme regularly in all newspapers.

Fotos will be this season's big seller for Fotos stockists, as quality means repeated repeat orders always.

Stock and sell the valve that sells itself

fotos

CONCERT VALVES
Trade Mark
THE HEART OF EVERY SET

STAND 67
MANCHESTER RADIO EXHIBITION

CONCERTON RADIO & ELECTRICAL CO., LTD.,
256/7 Bank Chambers, 329, High Holborn, W.C.

Telephone: Holborn 8667



This Year SIX-SIXTY HAVE SOMETHING GOOD FOR YOU TO SELL



MAINS CONVERSION EQUIPMENT. (A.C.)—the only one of its type on the market. The enormous advantage of mains conversion equipment—**ABSOLUTELY COMPLETE**—H.T., L.T., and G.B., will make a strong appeal.

With this Six-Sixty equipment your customers' battery-operated Receiver is at once converted into an up-to-date A.C. All-Electric Receiver.

200 volts up to 40 m/a—6 Tappings, 60, 75, 100, 120, 150 and 200 volts.

Price: Complete Equipment from £8 5 0
Mains Units only £6 6 0

VALVE ADAPTORS, 3 Types: A.C., D.C. and Pentode. Gramophone Pick-up attachments, A.C., and D.C. Prices 1/6 to 2/- each.

VALVE AND SET TESTER £8 16 3

DE LUXE MODEL VALVE & SET TESTER £12 12 0

The popular **SIX-SIXTY CONE** 1/9 & 2/9

SPEAKER PAPER 12/-

CONE UNIT 15/-

GRID LEAKS (Setmakers and Retail Types) Retail Type.. 1/6

(A wide range of values.)

Here is one of the Six-Sixty displays for the coming season. Write now for your supplies of Six-Sixty Sales Literature and for the new Six-Sixty Displays.



VALVES

- 4 New Rectifiers.
 - 4 New output valves (A.C. and D.C.)
 - 1 Super S.G., A.C. Valve.
- The famous Six-Sixty 2-volt range.

SIX-SIXTY

A NEW
 Radio-Gram
 38
 GUINEAS
 The
 VIVID

A wonderful Radio Gramophone embodying a circuit of unusual merit. Screened Grid, Detector and Pentode. ALL MAINS operated. Wonderful reproduction both by Radio and Gramophone.



Send for particulars.

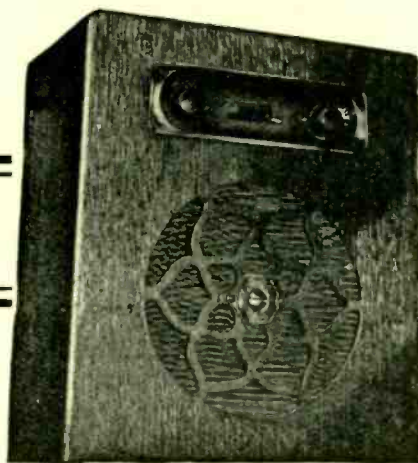
This machine is designed to meet an ever-increasing Market. Will sell on performance as well as price. Made by the Makers of the well-known CLARITH Reproducer.

A
Clarith
 PRODUCTION

RETAIL PRICE
38 Guineas

CLARITH REPRODUCERS LTD., EAST ST., LEEDS.

Praise of others



All Electric or

No Trickle Charger
No Accumulator
No Battery

£26 : 15 : 6

Model 303

Battery driven

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 . . .

Columbia
TRADE MARK
RADIO

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.

THIS COUPON BRINGS YOU FULL PARTICULARS OF SELECTORS NEW SELLING POLICY

The Selector Service Agency is of real value to you. We have made it easy for you to obtain full information of the many advantages it offers. There is no need to write a letter. Fill up the coupon and post it to-day. Here is a brief resumé of what the new policy offers you.

WE GIVE

- 1 LARGER DISCOUNTS.
- 2 APPOINTMENT AS SELECTOR AGENT.
- 3 MAINTENANCE OF PRICES.
- 4 CO-OPERATIVE ADVERTISING.
- 5 SALES LETTERS.
- 6 DEFERRED PAYMENTS. N.B.—Under the Selector Scheme the dealer gets his profit at once and takes no responsibility.
- 7 ADVERTISING EN-QUIRIES REFERRED TO AGENT. TRAINING OF AGENT'S STAFF AT OUR FACTORY FOR ANY PERIOD. INDEMNITY AGAINST PRICE REDUCTION.
- 8 WINDOW DISPLAYS.
- 9 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 AND 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.

The New Selector '22' gives ample scope for you to obtain the full benefits of the new policy. A set of Selector "quality" to sell retail for

22 GNS.



POST IT TO-DAY

Selector

Quality Supreme

To: SELECTORS LTD., 206 Bedford Avenue, Slough Trading Estate, SLOUGH, BUCKS.

Please send me without obligation full details of your new selling policy.

Name _____ Address _____

Reprint from

Wireless
World

August 6th, 1930.

BROADCAST RECEIVERS REVIEWED

Outstanding Range
and Selectivity
with a Single H.F.
Stage.



The MURPHY
PORTABLE

A CASUAL glance at the exterior of this receiver is sufficient to mark it as something a little out of the ordinary. The disposition of the controls, for instance, with a projecting ledge upon which to rest the hands when tuning is at once evidence of careful attention to detail on the part of the designers. No carrying handle is provided, as the makers feel that this would spoil the general appearance, but recesses for lifting are cut under the base of the cabinet at each side, and their position is such that the hands automatically fall under the centre of gravity of the set. A waterproof cover complete with carrying handle and straps fitting under the base is being designed and will be sold as an extra, so that the set could be equally well described as a "Portable," "Transportable" or "Table Model." On second thoughts one might be inclined to delete the term "Transportable," as this generally suggests weight; actually the Murphy portable weighs only 32 pounds, which is less than many so-called "portables."

The Circuit.

The circuit, which comprises a single-screen grid stage of H.F. amplification, reacting leaky grid detector and two transformer-coupled L.F. stages, does not contain any strikingly unconventional feature, but rather more than the usual care has been taken to extract the last ounce of efficiency for each component. Through the courtesy of the directors we were afforded the opportunity of seeing the sets in course of construction, and of inspecting the apparatus for checking the electrical constants of H.F. circuits before assembly. Every factor from the frame aerial circuit through the always troublesome detector stage to the output from the power valve has been the subject of exact measurement, and where compromise has been found necessary this has been made on the foundation of concrete fact.

The H.F. stage is coupled by the parallel choke-feed method, the tuned anode circuit being connected between grid and filament of the detector valve. The frame aerial and anode circuit condensers are ganged and the H.F. properties of both circuits are so adjusted that the amplification over both long- and short-wave ranges are practically constant. Every precaution has been taken to exclude all couplings between circuits other than

the residual capacity of the valve, which is taken into account when setting the ganging of the two circuits. The screening material used in the chassis is tinned iron, and additional precautions to prevent stray coupling include insulation of the tuning condenser spindles, screening between the contacts of the wave range switch, the elimination of common earth wiring, and decoupling the bias to the S.G. valve. These precautions have borne fruit in another direction in that threshold howl, which is a frequent trouble in portables, particularly on the long-wave range, has also been eliminated.

Unless great care is taken with the detector stage all the precautions made with a view to accurate ganging of the H.F. circuits are nullified. The working grid-filament capacity of the detector, which is parallel with the tuned anode circuit, must be kept within well-defined limits and of as small a value as possible. To this end a fixed by-pass condenser and reaction coil of small inductance are used, and control of reaction is obtained by rotating the reaction coil. The loading effect of grid current has been allowed for in designing the tuned grid circuit. Positive bias for the detector valve is derived from a fixed potentiometer across the filament circuit, and the anode voltage is reduced to the required value through a decoupling resistance and condenser.

The valves used in the first and second L.F. stages are Osram HL.210 and P.215 respectively, and the characteristics of the coupling transformers have been adjusted to compensate for deficiencies in the loud speaker response. A modulated source of H.F. is used in conjunction with a completely assembled set in making this compromise so that all factors such as side band cutting and box resonance are included in the final result. In this way the objectionable resonance in the vicinity of 150-200 cycles so common in portable sets has been eradicated, and speech is free from unpleasant "boom." The middle and upper registers are well represented and the general impression is one of crispness and clarity.

The Controls.

Mention has already been made of the convenient disposition of the controls. The wave-range switch in the extreme left is smooth in operation and does not produce any sound in the loud speaker when changing over with the set in operation. Next to it is the main tuning knob for the slow-motion ganged condensers. The condenser scale is calibrated in wavelengths and is viewed through a small window carrying a horizontal hair line.

Advertisement of Murphy Radio Ltd.

Wireless World

Broadcast Receivers Reviewed.—

The reaction control is smooth and free from backlash or threshold howl. On the extreme right is the combined on-off switch and volume control. This consists of a switch for the detector and L.F. valves and a filament resistance in the positive filament lead of the H.F. valve.

The performance of the set both as regards range and selectivity fully justifies the care taken in designing the H.F. circuits. On long waves there is a commendable absence of mush, and the range is distinctly above the

must, of course, be set at minimum, but the performance is exceptionally good for a single H.F. stage and only two tuned circuits. As further proof of the range it may be mentioned that Langenburg (473 metres) could be received consistently in daylight.

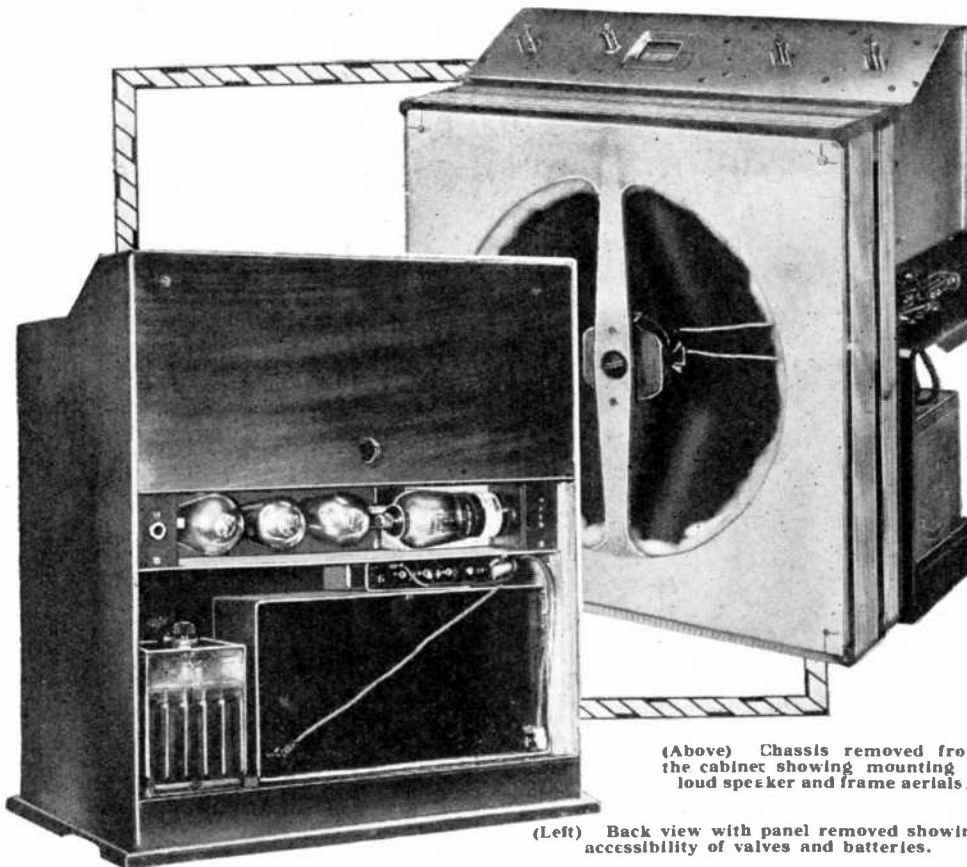
The photograph of the back of the set shows that the valves are readily accessible, and that economical use has been made of the space allocated to batteries. The H.T. battery has only two sockets, which greatly simplifies replacement, and the internal resistance would

have to rise to 5,000 ohms to produce motor-boating—a value unlikely to be reached in practice. The battery is rated for a 12 mA. discharge, so that the normal anode current of 8 to 9 mA. is well within its capacity. The measured total H.T. current of the receiver tested was 8.0 mA. Further evidence of careful attention to detail is provided by the mounting of the L.T. battery. This is insulated from the woodwork by moulded ebonite guides and a paxolin sheet which is removable for cleaning so that the possibility of acid creeping along the bottom of the cabinet is considerably reduced.

During the course of the tests more than 80 miles were covered in a not too comfortable car without any detriment to valves or wiring.

To the student of portable set design this receiver should prove of special interest, as it demonstrates conclusively that a single H.F. stage coupled with reaction in the detector can be made, by careful design, to give more than adequate range and selectivity without the mush and background noise which is frequently associated with two H.F. stages.

The price of this receiver complete with valves and turntable but without waterproof carrier is £17 17s., and the makers are Murphy Radio, Ltd., Broadwater Road, Welwyn Garden City, Herts.



(Above) Chassis removed from the cabinet showing mounting of loud speaker and frame aerials.

(Left) Back view with panel removed showing accessibility of valves and batteries.

average. No difficulty was experienced in tuning in ten stations where only six or at the most seven are usually available, and Königswusterhausen could be received at unusually good strength clear of 5XX and Radio Paris without making full use of the directional properties of the frame (a ball-bearing turntable is a standard item of the equipment).

In the space of half an hour after dark, twenty-four stations at programme strength were tuned in on the 200-600-metre band. This is a conservative estimate as several strong carrier waves were passed over which did not happen to be modulated at the time.

At five miles from Brookmans Park there is not the least difficulty in separating the twin transmitters, while in North-West London at a distance of 10 miles, London National (261 metres) can be limited to a band 7 metres wide, and London Regional (356 metres) to a band 20 metres in width. To obtain these figures the frame aerial

C O U P O N

Murphy Radio, Ltd., Welwyn Garden City, Herts
MURPHY RADIO PORTABLE

Send Particulars and Trade Terms
Send a Representative

NAME

ADDRESS

Cross out line which does not apply.

W.T. Sept. 6th

Advertisement of Murphy Radio Ltd. M.C. 117
F 3

THE NEW PYE TWINTRIPLE PORTABLES

Radio with the Irresistible Tune



TWO SCREENED GRID STAGES.
THREE CIRCUITS TUNED SIMULTANEOUSLY
BY SINGLE GANGED CONTROL.

EXTREME SELECTIVITY. No cutting of side
bands under normal conditions. 30/50 stations at loud-
speaker strength, free from interference with one another.

SUPERB QUALITY OF REPRODUCTION. Strikingly
realistic. Tonal colouration accurately proportioned.

GRAMOPHONE PICK-UP JACK & ALTERNATIVE
SPEAKER PLUG.

THREE MODELS—
BATTERY PORTABLE.
ALL-ELECTRIC A.C. PORTABLE.
ALL-ELECTRIC D.C. PORTABLE.

EACH COMPLETELY PORTABLE. COMPLETELY
SELF-CONTAINED. No external aerial or earth necessary



GET IN FRONT OF THE BIG DEMAND ORDER NOW

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

The WIRELESS & GRAMOPHONE TRADER

VOL. XXIII. No. 316.

ESTABLISHED 1923.

SEPTEMBER 6TH, 1930.

EDITORIAL VIEWS.

The German Show.

IT should be a matter for satisfaction throughout the trade that the 1930 radio exhibition in Berlin reveals no great technical advance over the practice of a year ago. It will be recalled that for three or four years in succession, until 1929, we had to report, after very careful analysis of the conditions, that German radio development lagged far behind that of our own industry.

Then last year there was a striking change. Almost overnight the antiquated receiver designs, with "bristling" knobs and exposed valves, disappeared entirely. In their place was a note of modernism—represented by reasonably attractive-looking sets, screened-grid valves, mains-drive and, even more important and more urgently required in Germany, a great improvement in L.F. circuit design. Nevertheless, this still left us a considerable lead in every direction except, possibly, that of price.

This advance, we found, was maintained six months later at the important Leipzig Spring Fair; but from that time, again, Germany's radio trade seems, at least in essentials, to have stood still. There was at the recent Berlin exhibition a number of novelties, and also some examples of careful and modern design, but, on the whole, no real progress has been made in the past six months—except that the cheapness fetish has apparently lost some of its charm.

It is all the more remarkable, therefore, that there should be two very important directions in which we must acknowledge leadership to Germany. Firstly, of course, there is the question of export trade. Our own, computed by the annual value of turnover, has scarcely advanced in five years. Germany's, on the other hand, has expanded from an insignificant proportion of the world total to nearly three times our own trade for 1929. Some of this success has undoubtedly been due to the keen prices which so long ruled in Germany. But, as we have repeatedly shown, cheapness was generally achieved by German manufacturers at the sole expense of quality, and no market in the world will continue long buying indifferent goods, however cheap they may be.

The facts undoubtedly are that the German radio industry lays itself out more thoroughly and effectively to enter the export markets, and it succeeds where we often fail—at times even in our own preferential market. It is a state of affairs which needs very serious consideration by manufacturers.

The second point we had in mind is the tremendously powerful "public appeal" exhibit staged each year by the German Post Office, which, as in this country, controls the broadcast service. Television was the feature at this year's show. A separate hall was devoted to it, and the German public was given the opportunity of comparing the performance, under operating conditions, of several different systems. In addition, there were, as in past years, many interesting "tell-a-story" exhibits reflecting various aspects of the scope and activities of the broadcasting service.

Sir John Reith no doubt viewed this part of the exhibition with particular interest; but at the moment the fact remains that nothing of the same nature is likely to be seen at our own show. The television exhibit, we understand, will include no practical demonstration whatever, while the B.B.C.'s contribution will be an amplifying equipment, stated to have been commissioned and paid for by the R.M.A. itself.

The B.B.C. definitely ought to put up, at its own or the Exchequer's expense, a big public attraction at Olympia every year, while we feel that the fullest use in the same direction should also be made of television.

An Ambitious Task.

WE are not as a rule given to talking about ourselves, but there is, we feel, sufficient importance for the trader in the Show-time plans we are now maturing to justify the condensed analysis of our "new season's programme" given on another page this week.

We have set ourselves a big task; nothing less than that of turning all that the Olympia and Manchester shows will mean to the trade into a compact yet comprehensive form. Those who go to the shows will not need to attempt impossible tasks of memory in preserving mental pictures of all they see: THE TRADER special numbers will do everything that is necessary for them. Equally these issues will convey to those who cannot visit the shows in person an accurate reflection of the new season's plans and products.

There is, of course, more in the future than the two exhibitions, and after they are over there will be business in earnest—and good business at that, we believe.

For the trader much will depend on the customer-service which he can give in a variety of directions, and here, as in the past, adequate provisions are being made by THE TRADER staff.

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Trade News

Big Oldham Developments. NEW DISTRIBUTION SYSTEM: NEW BATTERY TECHNIQUE: NEW MODELS INTRODUCED.

The "Lively 'O' in Radio."

THE TRADER is able to make this week the first announcement with regard to some vitally important developments in the affairs of Oldham & Son, Ltd., the well-known accumulator manufacturers, of Denton, near Manchester.

Much of the information was revealed to a gathering of press representatives at a most successful luncheon given by Oldham's at the Savoy Hotel on



Left: Mr. S. J. Wrigglesworth,
General Manager of
Oldham & Son, Ltd.



Right: Mr. John Oldham,
a Director
of the firm.

Thursday, but THE TRADER was also able, in the course of a special interview with Mr. S. J. Wrigglesworth, the firm's General Manager, to obtain additional facts of special moment to the distributing sections of the trade.

Broadly, the steps that have been taken cover the acquisition of new technical resources, the extension of the marketing methods employed, new products with a strong appeal to the popular market, and an intensive selling campaign to reach the millions of radio accumulator users.

The essence of these far-reaching developments lies in the fact that Oldham & Son, Ltd., have established a close association with one of the largest battery manufacturing concerns in the world—the U.S.L. Battery Corporation of America, who are connected with the "Auto Lite" and "Prest-o-Lite" organisations who are stated to have supplied the electrical equipment for over half the motor cars produced last year in the United States.

Mr. John Oldham's Speech.

This association was dealt with at some length at Thursday's luncheon by Mr. John Oldham, who, supported by Lord Gainford, was in the chair. Prefacing his outline of the present position, Mr. Oldham dealt with some of the interesting past history of his company.

Founded in 1865, by "Mr. John's" grandfather, Joseph Oldham, the firm's first activities were as service engineers to the cotton mills and collieries which abound in the Lancashire districts. After many years of service work in this direction, Mr. Orlando Oldham (father of the present director), who was a marine and mechanical engineer of considerable experience, commenced building machines

for the "Planking" process of hat manufacture, which is largely used to-day.

Mr. Orlando Oldham next set himself the task of producing an electrical substitute for the Davy safety oil lamp for miners. Five years were occupied in perfecting the first Oldham lamp capable of being used underground with safety and efficiency. At the present time, however, we were informed by Mr. John, there are more Oldham lamps in use in the mines than any other type.

The experience thus gained has since been employed in the firm's general battery-making activities, with the results already well known to the trade. As Mr. Oldham outlined in his speech, however, the firm are now going a step further.

"Fresh sources of research and new production facilities," said Mr. Oldham, "are going to be available to us through our association with the U.S.L. Corporation. The Oldham battery will in future be sold as the Oldham-U.S.L. battery, and the joint name will represent a combination of all that is, in our opinion, best in English and U.S.A. battery practice.

"At the same time I can say that Oldham & Son are just as British as ever. The whole of the capital, labour and material used in the production of Oldham-U.S.L. batteries is and will be 100 per cent. British."

How the Trader is Affected.

The immediate results of this development, as already indicated, come closely home to the trader in the form of new goods, new distribution arrangements and new marketing schemes. A new series of wireless accumulators has been developed for the coming season, consisting at the moment, of a range of 2-volt glass cells, which will be described next week.

The cells are being introduced to the public in an intensive advertising campaign, which has already started. The keynote of all Oldham publicity matter is to be "the Lively 'O'," a cartoon figure, depicting the capital "O" for Oldham, and representing the essentials of battery reliability.

Advance "tickler" advertisements, arousing the public interest, have already appeared in some of the leading national newspapers, while a climax in the initial campaign is to be reached with a full page announcement in the London *Daily Mail* on September 19th.

In addition to this, Oldham's have appointed a group of 25 main wholesale distributors to cover the entire country, and the trade, both wholesale and retail, will be encouraged to draw their supplies from the local distributor rather than from Oldham's directly. The status of the Oldham Service Agents will remain unchanged, but here, again, they will be asked to use the new system.

The Wholesale Distributors.

The following are the 25 selected houses: S. G. Gorrell & Co. (Newcastle), Alex. A. Brown (Carlisle), Harry S. Taylor (Whitehaven), T. H. Flory (Middlesbrough), D. Inman (Lancaster), Herbert Smith (Bradford), Ltd. (Bradford), Magneto Repairs (Leeds), Ltd. (Leeds), T. Beadle & Co., Ltd. (Hull), G. P. Dennis, Ltd. (Liverpool), Furse (Wholesale), Ltd. (Nottingham), West Midland Accessories Co. (Shrewsbury), The Normeir Tyre Co. (Stoke-on-Trent), S. Wilding Cole, Ltd. (Birmingham), A. E. Malins (Oxford), Flinders (Wholesale), Ltd. (Colchester), Kelly, Bros. (Garages), Ltd. (Llandudno), E. Neuer & Son (Swansea), E. C. R. Mackadam & Co. (Cardiff), F. D. Newcombe & Co. (Exeter), Southern Factors, Ltd. (Eastbourne and Bournemouth), Wm. Dibben & Sons (Southampton), Bristol Tramways & Carriage Co., Ltd. (Bristol) and Lean, Taylor & Co. (Plymouth).

In consolidating these developments, the first material step is at present being taken in the erection of a new factory adjoining the present Oldham site at Denton. The new premises are twice the size of the existing works.

In addition, of course, it is anticipated that the Oldham-U.S.L. association will result in still greater technical progress.

Provincial Wireless Exhibitions.

FURTHER DETAILS OF THE MANCHESTER AND BELFAST SHOWS.

THE radio exhibitions next in importance to the Olympia Show follow quickly after the London Exhibition, the first being the Manchester Radio Exhibition, to be held at the City Hall, Deansgate, from October 8th-18th; and, secondly, the Belfast Wireless Exhibition at the Ulster Hall, from October 15th-21st.

Both exhibitions promise to be a great success. In the case of the Manchester Show, we published a list of most of the exhibitors in our issue of July 19th, when there was, however, a number of stands that had not then been booked. Those vacant stands have now been taken by the following firms: A. Brodersen, 11, Northampton Square, Goswell Road, London, E.C.1; Odham's Press, Ltd., 93, Long Acre, London, W.C.2 (*The Broadcaster*); Camille Espir, Ltd., 18, Hanover Square, London, W.1; Dunhams, Ltd., New Wharf Road, King's Cross, London, N.1; Gripso Co., 32, Victoria Street, London, S.W.1; Imperial and International Communications, Ltd., Electra House, Moorgate, London, E.C.2; Majestic Distributors, Ltd., 2, Victoria Bridge Street, Manchester; Rothemiel Corporation, Ltd., 24, Maddox Street, London, W.; and the Wireless Retailers' Association, 70, Finsbury Pavement, London, E.C.2.

One other change to be noted is that the J. R. Wireless Co., 6-8, Rosebery Avenue, London, E.C.1, will be exhibiting under their new name and address—Sovereign Products, Ltd., 52-54, Rosebery Avenue, E.C.

The complete list of exhibitors at the Ulster Show is given below:—

Stand No.	Firm.
1, 14 & 30.	Eirco, Ltd., 31, Rosemary Street, Belfast.
2.	Peritrix, Ltd., Britannia House, 232, Shaftesbury Avenue, W.C.2.
3.	Brownie Wireless (of Gt. Britain), Ltd., Nelson Street Works, Mornington Crescent, N.W.1.
4.	Shemels, Ltd., 53, Berry Street, Belfast.
5.	Robert Galt & Sons, 85, York Street, Belfast.
6.	William Dobbin & Co., Ltd., 65, North Street, Belfast.
7.	V. Leonard, 36, Berry Street, Belfast.
8.	Stevenson & Marks, Church Street, Belfast.
9.	Burndep Wireless (1928), Ltd., Eastnor House, Blackheath, S.E.3.
10.	Regent Radio Supply Co., 21, Bartlett's Buildings, Holborn Circus, E.C.4.
11.	L. McMichael, Ltd., Wexham Road, Slough.
12 & 13.	J. C. Holland & Co., 27, Franklin Street, Belfast.
15 & 16.	Lissen, Ltd., Lissenium Works, Worple Road, Isleworth.
17.	Robert Patterson & Sons, Ltd., 13, Bridge Street, Belfast.
18.	Mullard Wireless Service Co., Ltd., Mullard House, Charing Cross Road, W.C.2.
19 & 20.	Varley, Ltd., 103, Kingsway, W.C.2.
21 & 22.	Philips Lamps, Ltd., Philips House, 145, Charing Cross Road, W.C.2.
23.	Ultra Electric, Ltd., 661, Harrow Road, N.W.10.
24.	A. C. Cossor, Ltd., Cossor House, Highbury Grove, N.5.
25.	Graham Amplion, Ltd., 25-26, Savile Row, Regent Street, W.1.
26.	Partridge, Wilson & Co., Loughborough Road, Leicester.
27.	W. Erskine Mayne, 56, Fountain Street, Belfast.
28.	Edwards & Edwards, Ltd., 3, Brunswick Street, Belfast.
29.	Belfast Radio & Electrical Co., Ltd., 17, Queen Street, Belfast.
Platform.	Igranic Electric Co., Ltd., 147, Queen Victoria Street, E.C.4.

NEW PYE DISCOUNTS.

Pye Radio, Ltd., have just made an announcement of particular interest to the trade. This is to the effect that, as from September 1st, discount on the prices of their sets will include the Marconi Royalty.

NEW B.B.C. POWER RATING.

The B.B.C. announce that at the request of the International Broadcasting Union, it has adopted, in common with other broadcasting organisations, a new power rating for its transmitters as from Monday last.

The actual power of all B.B.C. stations will be the same as before, though the method of computing the power rating will be changed to comply with the new international definition. Thus, while the actual power transmitted from the National station at Brookman's Park remains unaltered, its power rating will be changed from 30 kW to 45 kW.

In the past, different broadcasting organisations have used different methods of measuring the power of their transmitters, and the introduction of a common system of power rating will remove the confusion that has existed. The new system of computing the power of a broadcasting station takes account of modulation, which the method formerly used in this country did not.

THE SCOTTISH REGIONAL STATION.

The site for the new Scottish Regional Station has not yet been definitely fixed, but it will probably be in the neighbourhood of Falkirk, which lies about midway between Edinburgh and Glasgow. Some months have been occupied in determining the best position for the station, elaborate tests having been made, and Scottish listeners are impatient to see signs of progress. It is encouraging therefore to learn that tenders for the constructional work have already been invited.

The station will be on similar lines to Brookman's Park and the new station at Moorside Edge. The cost, it is understood, will be about £50,000, and its erection will occupy fully a year.

WHOLESALE'S DIVIDENDS.

We are informed that the Board of Directors have declared an interim dividend on Brown Bros.' preference shares at the rate of 3½ per cent. (less tax); also an interim dividend on the ordinary shares at the rate of 2½ per cent. (less tax), both dividends to be paid on October 1st next.

FLINDERS' FIRST ANNUAL DINNER.

Last Saturday, Flinders (Wholesale), Ltd., held a very successful first annual dinner at the Blue Room, Ipswich.

Before dinner, Mr. A. F. Hitchcock, Managing Director of the firm, outlined the growth of their radio business since the opening of the Colchester branch in August, 1923. From this depot the very large area of East Anglia was operated until, in May, 1928, it became necessary to open another branch in Ipswich. The result of this new departure was that the firm was able to give still better service, and further depots were opened at Norwich and Cambridge in May, 1929, and March, 1930, respectively. The policy of providing central depots had been justified by a considerable increase in turnover, and also by the fact that the goodwill of the firm has been well established.

Continuing, Mr. Hitchcock stated he believed that the company's success had



Part of the display of Phillips lines staged by Thos. Hassett, Ltd., 9, O'Connell Street, Limerick, at the recent Limerick Horse Show. The stand attracted much attention.

been largely brought about by three things: the loyal co-operation of the staff; the personal contact that they have endeavoured to keep with customers; and the service that they have always given.

Mr. F. C. Shrimpton, A.C.A., the firm's Secretary and Accountant, stated that the firm's progressive policy had made it necessary considerably to increase their staff, in spite of bad trade conditions generally. As an instance of their initiative, he pointed out that they were exhibiting at Olympia for the second time. They had also adopted an effective slogan, "Make Flinders the Deciding Factor."

Mr. S. E. Mercer, Manager of the Ipswich branch, agreed with Mr. Hitchcock that the team spirit in the firm was very strong. Mr. C. C. Scott, Manager of the Norwich branch, said that work had been hard at first to make his depot a success, but they were now looking forward to a record trading year.

Many messages of goodwill and best wishes came from the trade, and an embryo poet on the staff of a certain large manufacturer sent the following:—

"Nothing ever hinders, the staff of Messrs. Flinders,
Getting all the business in the East,
When the season starts they oughter
Get a Pygmalion snorter,
Good luck and have a real good feast."

The G.E.C. "Mobile Showroom."

Van to Visit All Parts of the Country.

WITH a view to popularising G.E.C. electrical and radio products in every part of the country, the firm have put on the road a magnificent new "mobile showroom," of which the internal dimensions are 18 ft. 6 ins. by 7 ft. 2 ins. by 6 ft. 2 ins. high. Thus it will be realised that there is plenty of room in the van, in spite of the fact that a very comprehensive range of G.E.C. products is exhibited.

For demonstrations of Gecophone radio goods an aerial has been fitted about 2 ins. above the roof of the van. The wire runs round three sides of it, and the lead-in is taken through the roof-light. As is usual in these radio vehicles, an efficient earth is made to the chassis of the car.

A 3-valve S.G. set is displayed inside the car, and the Gecophone portable is usually to be heard when the van has stopped for a demonstration.

In addition, a complete range of Gecophone all-mains sets is carried, and any set can be demonstrated to dealers in their shops at a moment's notice. All the G.E.C. speakers—from the moving-coil type to the "Stork" plaque—are also available for demonstration purposes.

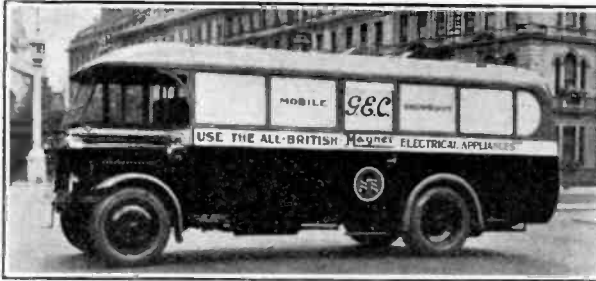
We are informed by the G.E.C. that the "mobile showroom" is to visit all the principal towns of the country, and dealers can be assured that the London offices of the company—who are arranging the tour—will see to it that the van visits their locality in the near future.

SERIOUS FIRE AT BATH.

We are informed that a fire occurred on August 28th at the premises of Mr. Norman S. Wise, wireless dealer, 96, West Avenue, Bath. It originated in a detached building used as a battery charging station, which was also a store for radio material. Unfortunately the building was gutted, and a number of plans, drawings and wireless sundries were destroyed.

RADIO AT COUNTRY SHOW.

At the Okehampton Agricultural Show, held on September 4th, a comprehensive wireless display was made by The Arcade Cycle & Sports Co., Okehampton.



The G.E.C. "Mobile Showroom."

THE MULLARD MAGAZINE.

The August issue of *The Mullard Magazine* is as entertaining as ever, and in its 24 pages the joint editors—Messrs. G. F. Green and A. H. Dench—have managed to cram a mass of facts and notes about the Mullard organisation.

One impression we always get from the paper is the "happy family" atmosphere of the firm—which is no doubt largely due to the many sports and social clubs. There seems to be something for all tastes—cricket, rugby, netball, football, rambling, motoring, and films all have sections in the magazine.

The next number—which will complete the first volume—promises to be better than ever. A new appearance and free gifts for readers are announced for the September issue.

THE E.T.B.I. COMPETITION.

Dealers who have been selling "brick" tickets for the E.T.B.I. House Competition are reminded that the contest closes on September 30th, and all unsold books, cash collected, and solutions should be posted to reach the Electrical Trades Benevolent Institution Offices at 9, Southampton Street, Holborn, London, W.C.1, before October 1st.



The big demand for Detex sets has in the past sometimes caused slight delay in supplies from the factory. However, this trader—Mr. Elison, proprietor of Coates & Co., Harrogate—gets supplies each week in his own car. Mr. Griggs, the Detex Works Manager, can be seen helping to "load-up."

PERSONALIA

CHANGES AT BROWN BROS.

WE hear that Mr. James Waldron, the Brown Bros. representative in Norfolk and Suffolk, owing to family bereavement, has entirely withdrawn from "the road."

Mr. Maurice Harcourt, of 86, George Borrow Road, Norwich, who was formerly with the Dunlop Rubber Co., the County Chemical Co., and the Dominion Rubber Co., has been appointed as a successor.

MR. TURNBULL, OF ORMOND.

His many friends will be sorry to learn that Mr. Charles Turnbull, sales manager to the Ormond Engineering Co., Ltd., had a seizure last week, and is now confined to his bed.

However, Mr. Turnbull is optimistic to an early recovery, and he expresses the hope—in which we heartily join—that he will be up and about by the time the Show opens. Meanwhile Mr. Atkins, who is also well known to those who have dealings with Ormond, is carrying on in Mr. Turnbull's place.

ANOTHER MURPHY RADIO REPRESENTATIVE.

We hear that Mr. A. C. Dixon, formerly with Kolster-Brandes, Ltd., has been appointed representative to Murphy Radio, Ltd., in Lancashire, Cheshire and North Wales.

SCOTS WHOLESALER MARRIED.

Our congratulations to Mr. Wm. Harper, of Wm. Harper & Co., 93, Holm Street, Glasgow, who was married on Monday, September 1st, to Miss May



Mr. Wm. Harper.

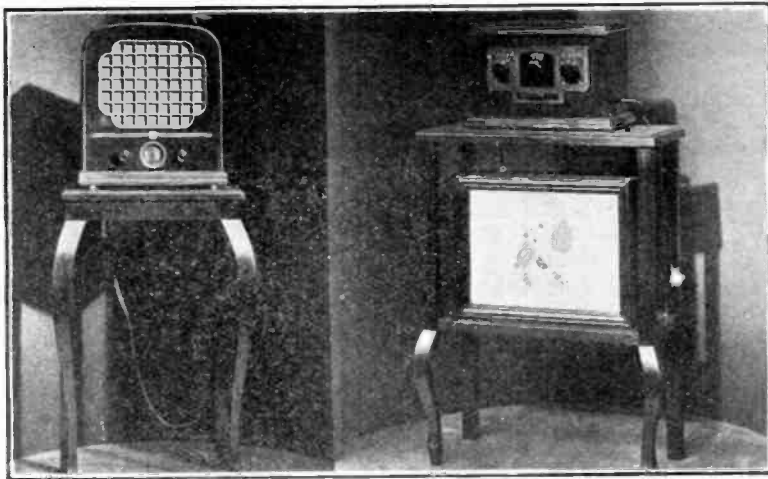
Arthur. The honeymoon will be spent in England, but Mr. Harper will be sure to be at Olympia for the Show, by which time he will have no confetti about him!

OFFICIAL WIRELESS ORDERS.

Among the orders for wireless material given out by Government departments during July last was one for valves divided by the Admiralty between the General Electric Co., Ltd., and the Edison-Swan Electric Co., Ltd.

The Crown Agents for the Colonies gave an order for wireless material to Marconi's Wireless Telegraph Co., Ltd., and the G.P.O. authorities placed a contract for a short-wave wireless telephony distribution switchboard for the Rugby station with Ferguson, Pailin, Ltd., Higher Openshaw, Manchester, and one for a short-wave receiver with Standard Telephones & Cables, Ltd.

THE GERMAN RADIO SHOW.



An Outline of the Technical and Commercial Tendencies Revealed by our own Correspondent.

This photograph illustrates two German Telefunken receivers. *Left*: A typical self-contained A.C. model, which also uses the new Arcotron valves. *Right*: One of the few commercial short-wave sets seen in the Show.

THERE are two reasons why our treatment of the 1930 German Radio Exhibition can be less extensive than has been the case in past years. In the first place, of course, there is the fact that our continued study of conditions in the German radio industry, and the regular presentation of our considered views, have made the industry sufficiently familiar with the state of affairs to judge the effect which Continental progress and competition may have on British trade.

Secondly, it has to be recorded this year that the Berlin Exhibition reveals little advance, except in one or two very isolated directions, beyond the point reached at the Leipzig Spring Fair. This is, perhaps, most clearly demonstrated by the fact that the majority of the stands were occupied mainly by products which were actually displayed at Leipzig six months ago. Even the Telefunken Co., leaders of the German industry, showed only two receiver designs not already familiar to the market.

General Tendencies.

In receiver design the tendencies outlined earlier in the year were still apparent. The portable set as we know it was hardly in evidence at all, although there were one or two designs comparing with good-class English practice.

On the other hand, there is still a very strong popularity for the self-contained set built into cabinet loud-speaker form. A typical example, so far as external presentation is concerned, is illustrated here in the Loewe instrument. Whatever the shape or style employed in sets of this class—some are Gothic in style, others substantially circular or oval, with the majority in more conventional shapes—they all have the appearance of a cabinet cone speaker.

The grille design occupies the bulk of the front of the set, and the receiver controls are subdued either underneath, at the sides, or at the back. Inside, naturally, the set itself occupies a good deal of space in the base, under the speaker assembly, and also behind the lower half of the cone itself.

These sets are, of course, a parallel development of our own transportable, in which, however, the physical relationship of set and speaker is maintained in what would seem to be a more reasonable way. In addition, the compactness achieved in many of the German models undoubtedly has its effect on the performance—and particularly the tone quality—of the instrument as a whole.

The sweeping change-over to mains operation, first observed at the 1929 exhibition, has advanced still further.

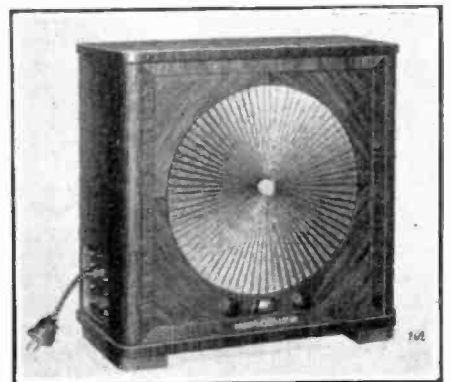
Mains-driven receivers of various types completely overshadowed battery models, and approximately 80 per cent. of the all-electric sets were for A.C.—this figure also representing the relationship between A.C. and D.C. in Germany's power distribution systems.

There is obviously a close connection between the origin of the self-contained set described above and the table model radio-gramophone which, although rarely encountered over here, is apparently much more popular than pedestal or console models in Germany. Most of the instruments in this class are a little more bulky than the ordinary English "table grand" gramophone, although, of course, the area of the motor board is slightly greater in order to accommodate the radio receiver panel, as well as the record turntable. It is also noteworthy that in most cases the self-contained speaker is in the cabinet rather than the lid, the grille being either at the front or in one of the sides.

So far as circuit designs are concerned, the screened grid and pentode valves have achieved wide popularity, and the most favoured types of set are 3- and 4-valve combinations employing respectively one and two screened-grid H.F. stages. In addition to these there were to be seen a large number of what are called in Germany "regional receivers," small 2- and 3-valve instruments designed solely for the satisfactory reception of two or three local programmes.

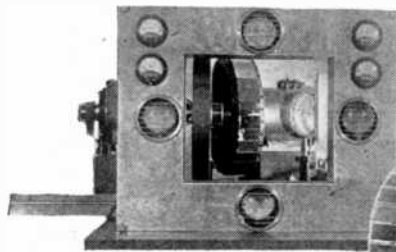
These, it may be said, remain generally at the very low price levels which have been commented on as a feature of German practice in past years. Even in A.C. mains form

This Loewe set adequately reflects the type of self-contained receiver, a style which is so popular in Germany.



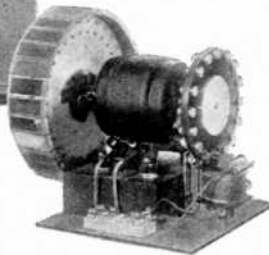
these are available at about £5—£7 10s. retail. In the other classes of sets the almost phenomenally low prices which have ruled hitherto are not now so frequently encountered, which is undoubtedly due to the fact that greater attention is being paid to tone quality in reproduction. Even so, however, this is still below the average British commercial standard, even for our low-priced sets.

At the same time, while talking of price trends, it must be said that the German manufacturer seems to be able to produce a mains-driven receiver at very little higher cost than the parallel battery-operated production. In this country, dealing particularly with the 3- and 4-valve types of set, A.C. models usually cost between £5 and £8 more than completely equipped battery types, whereas in



Left: A view of the mirror wheel transmitter used in the Telefunken system of television.

Right: Part of a receiver showing the mirror wheel. Note the studded synchronising wheel.



Germany one frequently encounters cases where the price difference is only a matter of two or three pounds.

A final point worthy of mention in connection with receiver design is the fact that Circassian walnut is becoming increasingly popular in cabinet construction.

Interesting Novelties.

Generally speaking the component and accessories trade remains unchanged. Moving-coil speakers are now, it would appear, predominant. Every manufacturer of note produces two or three patterns, and they are on the whole cheaper than those produced in this country.

The constructor market, as reflected by this side of the exhibition, is obviously still of far greater importance to the German industry than it is in this country. There were still a large number of exhibitors devoting their activities exclusively to the production of small parts.

Kits of parts assumed this year a slightly greater importance than in the past, although there is still nothing in the German market comparing in popularity with the three or four successful products of this class produced here.

A particularly interesting tendency was reflected by the fact that several manufacturers, led by the well-known Siemens & Halske concern, have designed and marketed special interference eliminating devices. Interference with radio reception has been recognised as a serious problem to which the industry itself must give consideration—at least until electrical appliance users are compelled to adopt precautionary measures at the source of the trouble.

Various types of eliminating units were exhibited—all, of course, consisting essentially of arrangements of chokes, condensers and fuses, but adapted in their bulk and physical form for different purposes. Some are designed for connection between the mains and the power input side of the receivers; a special type clipped on to the handle of a vacuum cleaner, while other patterns were developed for different types of both domestic and commercial electric appliances.

It is doubtful, of course, whether any member of the public would take kindly to the suggestion that, after paying, say, £30 for a mains-driven radio set, he would be under

the necessity of buying another gadget to make interference-free reception possible. At the same time the tendency is a noteworthy one.

A New Valve.

Almost the only other development in the accessory field worthy of comment was the new Telefunken "rod" valve. The first break-away which this represents is in its entirely new physical form. It is, without the base, about 2½ ins. or 3 ins. long, and is practically flat in plan view.

This shape is achieved by virtue of the fact that the grid takes the form of sprayed metal—stated to be aluminium or copper—on the outside of the glass container. The other two electrodes are disposed longitudinally inside, connections being brought to three pins on a flat base. Contact to the grid is made externally.

Two types of the valve are made—"Arcotron" 301 and 201. Both valves have a 1-volt filament and are designed for A.C. operation. The 301 is a gas-filled detector valve and the 201 a vacuum resistance amplifier.

The particular advantages for these valves are stated to be—firstly, that they entirely eliminate mains "hum" from the A.C. operated detector stage; secondly, that their compactness will simplify and cheapen set construction; and finally that they can themselves be produced for about one-third of the cost of ordinary A.C. valves. The samples on show were actually offered retail at 10 marks.

Pending the receipt of fuller characteristics of these valves, it is not possible to comment on their efficiency, but they certainly open up a new and interesting field in valve design which may itself be felt in this country.

Television.

The remaining feature of outstanding interest at the exhibition was the television section staged in a separate hall by the German Post Office, which takes a very active interest in the German broadcasting movement.

No fewer than eight different television equipments were installed and operated in this building, three separate systems—those of Baird, Telefunken and Mihaly—being predominant. On the technical side little need be said of them, except that the Telefunken system now embodies a mirror wheel for "scanning" purposes in place of the more usual disc, while the Mihaly method, which hitherto suffered from poor synchronisation, has been considerably improved.

Commercially, however, television has assumed far greater significance in Germany than it has in this country. The Witzleben station gives daily transmissions in the early afternoon, and at least one high-power station transmits a regular service, using the Baird and one other system.

The public's interest is stimulated in a variety of ways, and, moreover, several radio manufacturers are engaged in the production of television parts. Driving motors, regulating transformers, eight-pole synchroniser magnets, and phase-finders are among the products exhibited in Berlin, while one firm are producing a "universal scanning" disc for the reception of both the English and German television transmissions. In addition, another manufacturer puts up a complete and attractively priced kit of the mechanical parts required for a television receiver, together with full instructions for constructing the radio equipment.

With all this, the entertainment value of television in Germany is on practically the same level as it is in this country. This obviously must be the case, since Baird's system is quite extensively used on the Continent.

* * *

We are indebted to Mr. H. de A. Donisthorpe, of the General Electric Co., Ltd., valve department, and Mr. F. Yeoman Robinson, chief engineer of the Mazda Valve Works, for giving us their impressions of the exhibition—which confirm in every particular the opinions expressed by our own correspondent.

DO25

The DO/25 with its Low impedance and High mutual conductance has been designed to fulfil the requirements of the output stage of radio gramophones and other such equipments (e.g. public address gear etc.) where several watts of undistorted A.C. are required. By careful design of the valve, the A.C. output is unusually large for the anode dissipation, and is of the order of 5-watts.

In spite of the large power handling capacity of this valve, it does not require a multi-stage amplifier to feed it. Indeed from an input such as that from any reasonably efficient pick-up, one transformer coupled stage is sufficient.

Suitable for working two to four moving coil speakers, and over double that number of electro-magnetic speakers.



PRICE
30/-

FOR BIG PUBLIC ADDRESS EQUIPMENT

Mullard

THE · MASTER · VALVE

MORE ACCUMULATOR SALES

*with the
Lively "O"*

The Lively 'O' is going to be a real profit maker this season. A forceful national advertising campaign is going to make the Lively 'O' known to hundreds of thousands of Wireless Users. Soon they will be demanding Oldham Lively 'O' Accumulators. The Lively 'O' will make Oldham the season's big seller. See that you have adequate stocks—order now!



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: 3 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.

PROVINCIAL TRADE NOTES

Belper Listeners Dissatisfied with Programmes.

ALTHOUGH trade in this area is still rather bad, wireless business is remaining quite steady. Mr. Spendlove, who now has premises at Market Head, Belper, tells me that Pye products are ready sellers, as are Pertrix batteries. All-mains receivers are having more attention and the DMC type Exide accumulators are selling very well.

Mr. Moss, at Bridge Street, Belper, has been appointed a Pye service agent. Mr. Moss's premises are undergoing alterations with a view to increasing show-room accommodation. Pertrix, Lissen and Hellesen H.T. batteries are reported to be selling well, and a steady trade is being maintained on the accumulator charging side.

There is a feeling extant that listeners are becoming dissatisfied with the B.B.C. programmes, and in evidence of this one dealer mentioned the fact that there is now a steady call for receivers which are suitable for the reception of foreign programmes.

Several traders have mentioned the inconvenience which is being occasioned owing to the lack of broadcast programmes between 10.30 a.m. and 12 noon. It is considered that this deficiency is very detrimental to the trade, especially as this period is often the only time during the day when it is possible to test sets.

Bristol Part-Exchange Trade.

THE Bristol Wireless Co., of Queen's Road, Clifton, Bristol, have had a very successful summer trade, despite the general depression experienced everywhere. When I called there recently I was agreeably surprised to find that the aerial staff had not been idle one single day throughout the summer, and that trade generally was beginning to pick up. The firm possess very fine showrooms, and a feature at the moment is the slogan "Scrap Your Old Set." The response has been great, and many customers have purchased up-to-date receivers, including the increasingly popular all-mains sets. In particular, Philips and Pye receivers have been popular.

The sets taken in part exchange have found a ready market. Each week one such receiver is placed on a small table by itself in the vestibule, with an attractive ticket with such words as "To-day's Bargain. Do not miss it." Four portable sets were sold in one week in this manner. Regarding renewals, Hellesen and Columbia dry batteries hold the field at this shop, though in the branch establishments a cheaper line sells best. The Bristol Wireless Co. have engaged a lady demonstrator to call on likely purchasers and demonstrate Philips all-mains sets. Excellent business has resulted by this means.

Wireless-Electric (Wholesale), Ltd., of 23, North Street, Bristol, have acquired the neighbouring premises of the Central Wireless Depot, for the purposes of

expansion. It is understood that Mr. S. C. Coulson, proprietor of the Central Wireless Depot, has accepted a directorship with Wireless-Electric (Wholesale), Ltd., and will be on the sales staff of that company. The company has recently been appointed wholesale distributors under the new Marconiphone scheme, and it is intended to remodel the acquired premises as a show-room for featuring Marconiphone products.

Former Durham Firm Return to Business.

THE principal event during the past month in Durham has been the return to active business of Kelly & Co. This firm were formerly the owners of one of the chief wireless businesses in Durham, and they have now taken over Devereux-Moodie & Co.'s premises near Elvet Bridge.

Kelly & Co. inform me that, although their new premises have been opened for so short a time, a number of old customers have returned, and it is believed that more will do so when it is generally known that business has been resumed. They have not yet obtained a large stock, but intend to wait for the Show in order that the most up-to-date apparatus may be available for customers. A few portables of different makes have been selling well in addition to general components.

H. Alderson, the well-known Claypath dealer, tells me that trade is better than it was during the corresponding period of last year. He expects that the Show will help to stimulate public interest and mark the return to brisk business. He informed me that several Pye portables have been sold recently. Columbia radio has commenced to sell, whilst there are indications that the new Cossor kit is to become a popular seller this season.

J. M. Lynch, of North Road, is showing portable gramophones, which he points out in his display are obtainable on attractive instalment payments. K.-B. portables are also offered on similar terms.

Amplion Portables Sell in Edinburgh.

AUGUST is the principal holiday month in Edinburgh, and consequently business during the past few weeks has been at a low ebb. Some traders, however, told me that during the month trade was better than they had expected. With the approaching end of official "summer time" and the lengthening of the dark evenings dealers anticipate a big increase in trade.

The summer turn-over has not been equal to last year, when portables were specially booming, but the prospects for the coming season are considered good. The sets on the market are now generally of a better class and more suited to Scottish conditions. Manufacturers have come to realise that a receiver which proves satisfactory in England does not necessarily give good results in Scotland. The suggestion is a wise one that all

sets put on the market should be tested in Scotland before they are supplied to Scottish dealers.

The Bell Radio Co., in George Street, have lately been doing a fair business. Mr. Bell speaks in high terms of the new Amplion portables which are specially suited to Scottish conditions. They give excellent results both as regards quality and reception. Pye all-electric sets are also popular. Mr. Bell expressed great satisfaction with the Gecophone 4-valve two screened-grid kit. He considers it a sound engineering job. The new Blue Spot speakers also earn high praise from Mr. Bell.

Major Baird, of A. H. Baird, Lothian Street, also speaks highly of the new Amplion product. He is also selling Burndept and McMichael portables. Philips' all-electric sets and Hellesen batteries are strong favourites.

I hear complaints on all hands about the valve rebates and the losses which traders have sustained.

Dealers confidently hope that the Scottish Radio Exhibition to be held in Edinburgh in November will give an impetus to trade. Disappointment is felt that the official recognition of the R.M.A. is to be withheld from an exhibition which will be restricted entirely to radio, and it is thought that the recognition of the R.M.A. might have been given to encourage this initial venture in Scotland.

Wholesale and Retail Prosperity in Exeter.

AN example of the expanding trade to be found in Exeter is provided by recent improvements made at the premises of F. D. Newcombe & Co., at 25, Catherine Street. Mr. Newcombe has spent a sum approaching £1,000 in taking in the premises at the rear of No. 25 for the purpose of additional stock-rooms. His wholesale radio business is now able to cope with a rapidly growing demand. Commencing two years ago with a staff of two, Mr. Newcombe now employs 14 assistants of different grades, including an expert wireless engineer. In the new annexe the radio department is on the first floor, with electrical goods on the top, and heavy stores in the basement. Mr. Newcombe, who is, of course, a member of the R.W.F., is a stockist of Pye, Burndept, McMichael, Philips, and "Ediswan" goods, Pertrix H.T. batteries, and Oldham accumulators, and is an authorised distributor for Marconiphone. He was one of the first traders to get an experimental licence after the War. He covers territory from Penzance to Taunton, although 25 per cent. of his business is done in Exeter itself. The firm employ two travellers. Mr. R. Stenner, who has been ten years on the road and joined Newcombe's two years ago, and Mr. G. Mogridge, who looks after the electrical side. Mr. Stenner and his demonstration van are well known to dealers in Devon and Cornwall. Mr. Newcombe's speciality

is "telephone business," his policy being to encourage traders to phone all orders whenever possible. Delivery is accordingly expeditious. He is a renowned "anti-dabbler" and claims that much has been done in Exeter to clean up the price-cutters.

One of Exeter's live retailers is Mr. G. L. Fildew, Sidwell Street, who has three cars and nine assistants. No summer slump has been observed this year. The sale of mains sets, and battery recharging at the rate of 800 accumulators a week, keep Mr. Fildew constantly busy. His speciality is "distance no object." He has installed sets at places as far away as Bridlington, making no extra charge on account of mileage, and claims that the results justify any extra trouble involved.

General Interest in New Season's Lines at Hull.

A MUCH larger turnover in radio material has been made in August compared with the same period last year, due to the earlier publishing of manufacturers' programmes, accompanied by the release of the season's new material, Cossor and "Osram" kits, and "Ekco" products are well to the front, and a

demand has also been felt for the "Ediswan" new 3-valve battery set and R.K. permanent-magnet speaker.

Blue Spot lines would have had a larger sale if deliveries had been better, the 66R unit being most in demand. Several enquiries have been made in connection with the G.E.C. inductor dynamic speakers and it is disappointing to learn that they will not be placed on the market for some weeks yet.

The Red Star sets have been the subject of universal enquiry, and several orders are awaiting fulfilment even before the sets have been seen and tested.

The Philips publicity van is visiting Hull during the first week in September, and it is expected that this will have the effect of stimulating interest in the Philips programme for this season.

Portable set sales are on the increase, and the new Pye models are being awaited with interest by trade and public alike.

Plymouth Factor's New Premises.

VALVE price reductions are causing some heart-burnings among Plymouth retailers, who feel that they have been "let down" by the rebate

period allowed by the B.V.A. One trader pointed out that, as the specified period was in the summer months, he had bought scarcely a dozen valves in that time and had dropped about £50 on his stocks. He felt that the B.V.A. should evolve some better system in the future, so that traders who stood by British valves should not be penalised when reductions in prices took place.

Mr. Maurice Sanger, the factor, of 27, King Street, Plymouth, has found that his business has outgrown his present premises, and alterations are in progress at Nos. 31 and 31A, King Street, formerly a draper's and tobacconist's, which he has acquired for his new showrooms and stockrooms.

In the fine new premises Mr. Sanger will have a far more commodious showroom on the ground floor and there are a dozen stockrooms. He tells me that Pye portables remain the mainstay of his business, and that he has ordered a large stock of the new models for early delivery when ready.

He recently placed an important order for 2,000 Celestion speakers. It is expected that the new premises will be ready for occupation shortly, but for the time at least the firm will continue to use No. 27 as extra store accommodation.

THEME SONGS.

"The Yellow Mask."

Featuring Dorothy Seacombe and Lupino Lane.

THIS Edgar Wallace musical thriller, which had a successful run in London a year or two back, makes good talkie entertainment. Produced by British International at Elstree, "The Yellow Mask" has all those familiar situations which go to make up the average musical play, plus a lot of extra "hokum" familiar in films.

Since Lupino Lane is starred in the picture, the part of Sam Slipper is made to stand out more than the story calls for, and at times the entire action of the film falls to the slap-stick level. Thus we have Lupino Lane doing his famous pantomime trap act which has nothing whatever to do with the story. If you can overlook episodes like this you will find "The Yellow Mask" satisfying entertainment.

Dorothy Seacombe and Wilfred Temple, as the lovers, have little to do beyond getting in a song here and there in between the comedy. "How Wonderful," "The Night You Said You Loved Me" and "A Million Dreams" are put over with more feeling than they really deserve. I cannot predict outstanding popularity for any one.

"Golden Dawn."

Starring Vivienne Segal and Walter Woolf.

THIS Warner Brothers production, done in technicolour, is based on a musical play produced in America some years ago. Dawn is the name of the heroine, a white girl living in the African jungle, who, when the story opens, is about to be offered by the natives as a bride to their god. She is

rescued in the nick of time by Tom Allen, an English captain. His efforts to get her away from the tribe form the greater part of the action of this somewhat fantastic story.

However, there is a lot of good singing in the film by a most competent cast. The principals are not familiar to British filmgoers, but there is no saying they will not be after "Golden Dawn" has been released. Out of a very heavy score I choose the following as being most likely to reach popularity: "We Two," "Dawn," "Jungle Bungalow" and "Little Girl, Little Girl." Other numbers are "The Whip Song," "My Bwana" and "Africa Smiles No More."

"One Mad Kiss."

Featuring Don Jose Mojica.

DON JOSE MOJICA is a newcomer to the singing screen, hailing from the Chicago Opera House.

"One Mad Kiss" is about as inane, from a story point of view, as its title, and the film's popularity will depend every bit on the star, Mojica. Once again we are treated to the old story of the Spanish bandit, who wins his contest with the villain for the hand of a beautiful dancing girl. One might well put it—"the mixture as before."

Still, there is a lot of entertainment crowded into the picture, and the artistic settings win admiration. Mojica sings in a powerful tenor voice no less than half-a-dozen songs, the best of which are "Once in a While" and "Only One." These are two excellent numbers. Others in the score are "Behind the Mask," "Oh, Where Are You?" "Gitana" (Spanish love song), and "Call Me, Dear One."

In addition to the song numbers, three items of instrumental music are contributed by Troy Sanders. These are Latin dance tunes, danced in the picture by Mona Maris.

"Dancing Sweeties."

Featuring Sue Carol and Grant Withers.

HERE is an amusing little production of the dance-halls so popular in America. It tells of a young chap who is dance-mad, his greatest ambition being to win as many championship cups as he can lay his hands (or should it be his feet?) on. The drama comes when his mad craze almost breaks up his happy home of barely a few months.

Much of the action taking place in dance-halls, band music plays a prominent part. One number in particular is sung by the principals several times. This is, "Kiss Me, Sweetheart," a melodious valse. It should go well.

"Kiss Me, Sergeant."

Featuring Leslie Fuller.

MENTION of the new musical films would not be complete without a reference to a new British International talkie-comedy, "Kiss Me, Sergeant." The star of this comedy epic is Leslie Fuller, of the Margate Ped'lars. This is pure music-hall stuff, with situations so ridiculous you are compelled to laugh. However, this is as real comedy should be. No particular attention has been paid to featuring any one song number, though there would have been ample opportunity if the producers had thought of it.

I can only recall one song item. The title sounded like "What Time Does the Milk Come Home."

All About OUR "New Season's Programme." WHAT "THE TRADER" IS DOING FOR ITS READERS

Olympia—Before and After.

THE efficient trade journal marches step by step with the industry it serves ; and just as most manufacturers and distributors are now settling the details of their increased autumn activity, so THE WIRELESS AND GRAMOPHONE TRADER has an ambitious programme to carry out during the coming weeks.

First there is the Olympia Show.—The whole trade has to be accurately and comprehensively informed at the earliest possible moment of everything that the Show reveals, and for that purpose we have planned four Special Numbers :

SHOW FORECAST.

PUBLISHED SATURDAY,
SEPTEMBER 13TH.

A complete and illustrated advance guide to the Exhibition. Special Show - time selling schemes for the trader will be a feature.

SHOW REPORT

PUBLISHED SATURDAY,
SEPTEMBER 20TH.

A stand-by-stand review of the entire Show, compiled at first hand and illustrated by photos taken on the spot.

PROGRESS No.

PUBLISHED SATURDAY,
SEPTEMBER 27TH.

Reaching the trade on the last day of the Show, and reflecting Exhibition business and the season's technical progress.

SHOW TEST No.

PUBLISHED SATURDAY,
OCTOBER 4TH.

Combining test reports by our technical staff on outstanding new lines seen at Olympia, with a forecast of the Manchester Show.

The Exhibition DISPLAY TROPHY

FOR the sixth successive year THE TRADER Display Cup, a handsome silver trophy now held by the Edison Swan Electric Co., Ltd., will be offered for competition by exhibitors at Olympia. An independent judge has been appointed, and the Cup will be awarded to the exhibitors whose stand is held to be the best in the Show from the point of view of strong selling appeal in display. Further details will be announced next week.

The Trader's SERVICE PROBLEMS

RETAIL service to the consumer assumes greater importance than ever this year. Extensively treated in our columns in the past, Service will be specially handled in a regular feature commencing immediately after the exhibitions. The articles and hints will be designed to complement the extensive elementary treatment of the subject which forms one of the most important sections of the new edition of our YEAR BOOK AND DIARY, to be published next month.

MANCHESTER NEXT

THE Olympia of the North—second only to the National Radio Exhibition itself. A forecast of the hundred-odd exhibits is being published on October 4th, and a week later, on October 11th, we shall again present a full stand-to-stand report compiled at the Show by our own staff and illustrated by photographs of new lines actually taken in the Show itself. In addition, members of THE TRADER staff will be in attendance during the Show, to meet old friends and new, and to give help and advice to all in the trade who require it.

AND THEN ONWARD

A continuation of that policy of independence and alertness which has put THE TRADER in the lead as an accurate source of information, an unbiased medium of comment and criticism, and probably the most up-to-the-minute newspaper in the whole field of weekly trade journalism.

WITH THE TRADE ASSOCIATIONS.

W.R.A. Council Discusses "Area" Scheme

Meetings of the North London Branch, W.R.A., and the Stockport Organisation.

W.R.A. Council.

THE Joint Secretaries of the W.R.A. have sent us a copy of a report which states: The August meeting of the National Council of the W.R.A. was held at 70, Finsbury Pavement, London, E.C.2, at 2.30 p.m. on Wednesday last week, when Mr. A. E. Betambeau occupied the Chair. Mr. H. M. Clifford reported that he had interviewed the Secretary of the Electrical Contractors' Association as decided at the previous meeting, and had obtained useful information with regard to the organisation of the Association under the area scheme of allocation of membership. It appeared that the E.C.A. had five divisions only—namely, Northern, Southern, Midland, Western and Ireland. The boundaries were not fixed, but sufficiently elastic to permit of any new member being accepted by the nearest



Music on a camping holiday. This picture shows a Murphy portable entertaining a number of "open air" enthusiasts. It is rumoured that the "shorts" worn by the gentleman in the foreground are the copyright design of Mr. Herod, of the Murphy Radio staff.

branch to him, if he so wished. The main idea seemed to be to ensure that the strength of the divisions should be as near numerical equality as conditions permitted. Further information and maps were to be prepared, and the matter was therefore held over for the next meeting.

The next item to be considered was that of insurance. Further details of new policies for the protection of the trader, especially against burglary, were in course of preparation and a well-known insurance company had arranged to submit these in the very near future.

Next the Annual Exhibitions were considered. The Council expressed its sincere appreciation at the energetic manner in which the Manchester branch had taken over the arrangements for staffing the W.R.A. stand at Manchester. Further details of the London Show were then settled. Mr. Hammond (West London) undertook responsibility for the lighting of the stand. The attendance of the members at the London display was also arranged.

Arising out of the discussions, a suggestion was made that members of the W.R.A. would be saved considerable trouble if their annual subscriptions could be passed to the Association on a Bankers' "order of renewal." It was then resolved unanimously that the forms be available at the Exhibitions if possible.

The Official Organ was next considered, and the terms of the provisional agreement as drawn up by Mr. H. M. Clifford, were endorsed by the Council, and it resolved that a special

sub-committee be formed to deal with matters relative to the Official Organ generally, the members to be: Messrs. A. E. Betambeau, H. A. J. Shearman Dyer, L. H. Collings, E. J. Hammond and the Secretaries *ex officio*.

B.V.A. Valve Rebate Correspondence.

Prolonged correspondence was read regarding valve rebates, and the matter was further considered. The Council had written to the B.V.A. following their announcement of the terms of the rebate, some members having complained that the conditions imposed a penalty on many traders who maintained good stocks, while dealers who worked their stocks on the "hand-to-mouth" principle were likely to obtain an unmerited advantage. The Council's view was that the B.V.A. should reconsider the period for which rebates were to be allowed, and since the two months that they had set as the time permitted over which traders may claim coincide with the quietest trading period of the year, it was considered that this term should be extended to three months. It was further suggested that the discounts should be raised to 33½ per cent., and especially so since the reduced prices of the valves made the gross profits obtainable correspondingly smaller. It was felt that dealers generally would have great difficulty in increasing their sales to compensate for the latter, owing to the fact that the retail section of the trade was unduly large.

The B.V.A. had replied to the letter sent to the effect that the terms of their agreement did not permit of any alteration and that their decision in the matter could not be reconsidered. It was thereupon suggested by Mr. Shearman Dyer that this trading anomaly should be borne in mind and that a certain course of action be taken next summer. This he duly outlined, and the Council agreed that the same should be adopted as and when applicable.

War Against Trade Abuses.

Several cases of price-cutting and a recommendation in this connection from the North London branch were next considered. Letters were read from the Marconiphone Co. thanking the W.R.A. for drawing their attention to an unconstitutional trader.

A letter from Philips Lamps, Ltd., was also read in which they notified the removal of a price-cutter's publicity card from their products. Acting on the North London branch draft resolution for the consideration of the National Council, it was resolved that the following resolution be sent to the R.M.A.: "In view of the fact that retailers are allowed to exhibit at the Radio Exhibition, manufacturers and wholesalers receiving enquiries and/or orders should refer these to retailers in the district of the applicant and not to retailers exhibiting at the Exhibition."

A letter was read from each of the trade journals in reply to the W.R.A.'s request that copies of their journals exposed on the stands at the Exhibitions should not be available to the public, who might otherwise obtain a knowledge of discounts prevailing on wireless goods generally. The Council were gratified to learn of the precautions the press were taking to protect the trade in this connection.

A letter was read from Mr. A. L. Rose notifying his resignation from the Council for domestic reasons, and continuing as follows:

"I am too conscientious a worker to continue to occupy a position which can be filled by someone who is not so badly handicapped as I am for getting away to attend meetings. I am heartily in complete sympathy and accord with your splendid activities, and shall continue to follow, with much interest, all you efforts."

The Secretaries were asked to express regret at the withdrawal.

The remaining item related to interference with radio reception, caused both by moving and stationary electrical machines. Correspondence was read upon the subject, and it was finally

To JOHN O'GROATS with an AMPLION PORTABLE



- ① Daventry. Brookman's Park. Kalunborg. Berlin.
- ② Daventry. Berlin. Kalunborg. Radio-Paris. Eiffel Tower. Huizen. Motala. Hilversum. Brookman's Park. Newcastle.

- ③ Edinburgh. Daventry. Brookman's Park.
- ④ Daventry. Kalunborg. Hilversum. Berlin. French Stations. Glasgow.
- ⑤ Hilversum. Copenhagen. Berlin. Daventry. German Stations.

- ⑥ Daventry. Brookman's Park. Glasgow.
- ⑦ Daventry. Hilversum. Kalunborg. Berlin. Midland Regional. Brookman's Park. Low-wave Continentals.

- ⑧ Daventry. Radio-Paris. Eiffel Tower. Hilversum. Kalunborg. Berlin. Manchester. Midland Regional. Brookman's Park. Langenberg. Six Continentals.

A NORTH BRITISH



While most portable sets can be made to receive a fair number of stations when working under good conditions and at night, the **REAL** test is to get these same stations under adverse conditions, also during daylight hours and in all parts of the country. It should be noted, therefore, that this test of the **Amplion Portable** took place in bad weather conditions, and often in districts where the contours of the land were known to be **definitely unfavourable** to wireless reception.

Yet the set truly earned the following high praise from an unbiased Radio Engineer:—

"This portable set is one of the best and most interesting that the writer has handled. In particular, a most noticeable feature is the quality. There is a complete absence of usual "portable" tone, and even in the North of Scotland, where use had to be made of reaction, the quality and reproduction of both bass and treble were beyond reproach.

The output is also remarkable. The range in the open air, and on a still night appears to be enormous, as once the weather forecast was heard plainly over 200 yards away.

On the long waves the set is remarkably good and all the stations shown on the card were obtained, as well as three others The short waves—practically all the chief German and other Continental stations were received at good loud speaker strength."

AMPLION

TEST of the NEW

£24.15.0

COMPLETE WITH
ACCESSORIES and
ROYALTIES PAID
or on
DEFERRED TERMS



2 SCREEN-GRID

PORTABLE

...PRE-SHOW RELEASE

£15

ROYALTY 15/-
THE
TWO VALVE
ALL MAINS
RECEIVER

Amplion are again fulfilling their declared Policy. There will be no withholding of their new productions until the opening of the Radio Show; they are giving the trade the opportunity of handling these goods at the earliest possible moment.

For example, here is Amplion's latest production, the Two-Valve All Mains Receiver, built to provide a thoroughly efficient set that is easy to operate, yet at a price which definitely brings it within the means of most customers. A few of the chief points of interest in this model are:—

1. Alternative aerial connections, one for maximum volume, one for utmost selectivity.
2. Alternative tappings for A.C. Mains from 100-250 volts.
3. Provision for Gramophone reproduction.
4. Extremely handsome Walnut cabinet on modern lines.



AMPLION

decided that certain complete receiver manufacturers be approached for details of the methods by which the interferences could be lessened or obviated in their sets.

North London Branch, W.R.A.

WE learn from the Secretary of the North London branch of the W.R.A. that at the meeting held on Tuesday evening last the discussion was in the main of an impromptu and informal character.

After the usual business had been done, several of the members present drew attention to the alleged fact that supplies of "Ring" valves were being offered at discounts considerably more attractive than those officially allowed by the B.V.A.

It was further alleged that these valves were being obtained from set manufacturers who would not be using these types in their new productions. Discussion on this point occupied the attention of members for the major part of the evening.

The next meeting—as usual—will be held on October 7th, at the premises of Mr. T. H. S. Chick, 553, Holloway Road.

Stockport Radio Retailers' Association.

ALTHOUGH a wide variety of topics came up for debate at the last meeting of the Stockport organisation (held at Mr. Heaps' house), a scarcity of resolutions was forthcoming. So far as the future conduct of the Association is concerned, the suggestions put forward by a correspondent in THE TRADER that the Stockport traders should "bury the hatchet" and rejoin the W.R.A.—now that the members have demonstrated that what they really want is to see the W.R.A. "doing something"—has not been forgotten.

The first problem to be introduced was with regard to "Music Magnet" kits. The speaker pointed out that many owners of last year's kits were anxious to effect a part-exchange for the new models. The question was: what price could be allowed for the old kit, and what price for resale?

Although some members considered that any price could be asked for the old kit, it was later pointed out that such a ruling applied only to goods no longer listed.

The subject led various members to comment on their experiences with the old "Music Magnet." Very high compliments were paid to it, and one speaker added that he could get superb results at the houses of customers, but not in his own depot or on the test bench. It was frankly agreed that the location of certain depots hampered the dealers in giving demonstrations satisfactorily at their own premises; one stated that he not only had trams close by, but two shops with electric motors creating interference.

Another member declared that any set that would get 5GB

even in a whisper on his test bench at the shop, would come out in grand volume with a loud-speaker when taken to the homes of customers.

The original introducer of the debate on "Music Magnet" matter asked again: "Can we decide what we will allow and what we will charge when we have overhauled one for resale?"

The matter then dropped without a definite resolution.

Discussion continued on general lines. The observation that good 1-valve sets would shortly have a tremendous sale in the district was generally agreed to, and this prompted a still further remark that there would probably be a revival of demand for crystal sets among people who would like to have a set, but could not afford the good-class valve sets now on the market.

The resignation from the W.R.A. next came forward, and it was pointed out that according to information in THE TRADER the N.F.R.R. would welcome them. One member said he had had a letter to that effect (from a source he did not name).

After considerable discussion it was agreed that they should wait for a time to see what the W.R.A. was going to do.

Proposed Sign and Slogan.

Mr. Heaps' opinion was that their policy should be to look after their own interests. The idea, for example, mooted by Mr. Howarth at a previous meeting was worth following up—a sign and slogan proclaiming the S.R.R.A.

Mr. Southam announced that the Secretary (Mr. Norcross) was having designs and prices submitted.

The weather next came in for comment—from the fact that the meeting was being held simultaneously with the arrival of another heat wave, after a long cool spell. The sudden change was declared to have thrown the wireless trade back for weeks.

The Chairman asked what was the position regarding the B.B.C.'s statement that the news they circulate is copyright? Was it allowable for traders to have a loud-speaker at the door to broadcast big sporting events? No authentic reply or explanation about the position was forthcoming.

It was then mentioned that some wireless dealers were telling customers there was nothing further to pay after they had paid the usual royalty on a set. One member asserted that he could not believe any dealer would say such a thing.

The question as to whether a dealer required a licence for every set he took out was next raised. One comment was that "A new regulation covers you as regards portables only"; and another remark was that "if you install a set for demonstration for three days a licence must be taken out by the dealer."

Complaints were again made about the limited hours during which daily demonstrations were possible—for about two hours from 4 p.m.—and it was said the period clashed with the legal half-hour to which shop assistants were entitled as a tea interval.

THEFT OF VALVES BY FACTORY EMPLOYEE.

AT the West London Police Court recently, before Mr. Marshall, Cyril Denville Simmons, 35, fitter, 15, Greenwood Terrace, Harlesden, was charged with stealing 20 wireless valves, valued at 10 guineas, belonging to his employers, the Marconi-Osram Valve Co., Ltd., Brook Green, Hammersmith. William Edward Giles, 29, shop manager, 21, Lonsdale Avenue, Wembley, was charged with receiving 9 stolen valves.

Simmons pleaded guilty to stealing 10 or 12 valves, but Giles, defended by Mr. Leslie Smith, pleaded not guilty.

Mr. J. F. Turner, superintendent of the firm's valve stores, said that on August 20th he went to a shop at 18, Hillside, Stonebridge Park, Harlesden, kept by a Mr. Reffill. He saw Giles, who was the shop manager, and told him he wanted to buy three good valves. Giles said he could recommend Osram, and took three from a shelf. Two of them did not bear either the Osram "selling mark" or the "not for sale" mark that was impressed on valves sold to the staff. Consequently they should not have left the works. The boxes bore prices that ruled two months ago, but Giles said that as there had since been a reduction he would charge only 22s. 6d. for the three instead of 27s. 6d. Later witness went to the shop again with two detectives. He then saw several valves in the shop, some properly marked and others (seven in all) not marked. Mr. Reffill said he knew nothing about the matter, and that the wireless part of the business was attended to by Giles. The latter said he bought them cheaply.

Witness stated that his company did not sell "throw-outs," or "rejects," although some firms did so. He agreed that there were possibly places where Osram valves were exchanged for others. Sometimes dealers who go bankrupt have to sell stock and thus valves come on the market at a reduced price.

In reply to a question, witness said that they got rid of the old stock before they issued the new.

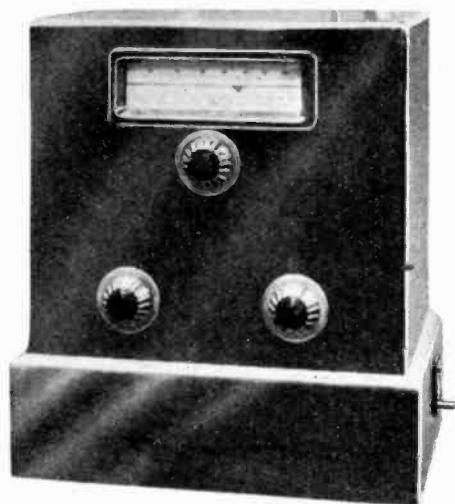
A detective said that when he saw Giles at the shop at Stonebridge Park on Monday he asked him if he knew a man named Simmons who worked at Osrams. He replied "Yes." Asked if he had bought any valves from Simmons he said "No." Witness then told him that Simmons was in custody, and that it was believed that he had sold some valves to him (Giles). Thereupon Giles admitted that he had bought some at 3s. and 4s. each. Witness pointed to five valves on a shelf in the shop and said "What are those?" Giles answered "Those are the valves I bought from Simmons." Witness took possession of these and of two other valves which were in a receiver in the shop, and told Giles he would be arrested.

Giles, in the witness box, said he had been manager of the shop for four years. When Simmons first brought him some valves he was a little uncertain about them, but when he considered the matter he concluded that Simmons, working at the factory as a fitter, would not have access to the stores. Simmons told him that he bought the valves at a street market. He bought about a dozen from Simmons altogether, thinking they were "rejects."

The magistrate dismissed the charge against Giles, observing that he did not think the evidence was strong enough to convict.

Regarding Simmons, a detective said he had never been in trouble before. He had been at the Osram works for two years and admitted that he had been taking valves since Christmas. In a shed at his house witness found a number of wireless sets made with parts he was suspected of having stolen.

Later the magistrate ordered Simmons to pay a fine of £10 and 5 guineas costs.



The first of a new series of illustrated test reports on 1930-31 receivers, selected by the Technical Editor as being of outstanding interest.

THIS receiver is the "star" McMichael product of the season, and as might be expected, it contains many unique points in design and construction which single it out from the commonplace. At the outset it is as well to emphasise that it worthily upholds the McMichael tradition for solid construction and interesting mechanical features. Engraved and highly polished ebonite takes the place of mouldings, and such metal parts as would often be cheaply stamped out are turned from the solid. Although being produced in large quantities, it does not bear the stamp of mass production.

The Set Described.

The cabinet is of solid walnut, highly polished. In design it is simple, yet dignified. The base is $13\frac{1}{2}$ ins. wide and $9\frac{1}{2}$ ins. deep, while the height of the set is 15 ins. The layout of the front is, it will be seen, absolutely symmetrical. At the top is a glazed window, about 6 ins. wide and $1\frac{1}{2}$ ins. high, behind which is a white, translucent scale, engraved horizontally in black with the medium and long-wave calibrations in metres. The pointer is moved horizontally over this scale by a clever mechanical arrangement, which will be seen opposite. When the set is working, the scale is illuminated evenly from the rear by a special festoon bulb and reflector.

Immediately below the scale is the knob operating the ganged tuning condensers through a slow-motion drive. The reduction is such that about 8 turns of the knob are required to move the pointer over the scale.

Of the two lower knobs, the left is employed for waveband switching, and also for using the set as a pick-up amplifier. The spindle is fitted with cams, which operate the switch contacts. In addition, at the end of the spindle is fitted a crank and connecting rod, operating a metal "piston" in a paxolin bushed metal cylinder. This forms an adjustable condenser, which is placed in series with the aerial lead. It is so arranged that, with the switch in the "pick-up" position, moving the knob clockwise switches on to the short wave range and gradually increases the volume, while moving it anti-clockwise switches on to the long waveband and again gradually increases the volume. There is a special device in the tubular condenser which gives it an extremely low minimum capacity, so that even the most powerful station is reduced to practically zero volume before the switch reaches the pick-up position. This device, besides acting as a switch, volume control and selectivity control, also obviates loud noises being made when changing to pick-up or altering the waveband.

The knob on the right operates a reaction condenser, for use when receiving distant stations. At the right-hand side of the cabinet, towards the base, is the "on-off" mains switch, of the two-button quick-break type.

In the centre of the back of the cabinet is an ebonite panel about 3 ins. square, containing nickelled screw terminals for aerial and earth; a plug and two sockets enabling either an outside aerial to be used, or the mains to be used as an aerial,

The McMichael Mains Three

and standard jacks for loud-speaker and pick-up. The mains lead, 6 ft. long, and terminating in a combined lamp-holder plug and 5 amp. power point plug, passes through the back and plugs into the receiver chassis. It is so arranged that the removal of the back withdraws the plug and so isolates the set from the mains. Inside the set at the bottom left-hand corner is another ebonite panel containing, besides the mains input device, a plug and three sockets which adjust the set for different mains voltages.

Reference to the large illustration opposite will make clear many points in the construction of the set itself, which is shown withdrawn from the cabinet. The mains unit is at the bottom. The ingenious device for obtaining a horizontal tuning scale will be seen from the chassis drawing. The large pulley rotates when the knob is turned, and in doing so moves the cord which passes, *via* jockey pulleys round the front of the scale. A small metal pointer is clipped to the cord and acts as a wavelength indicator against the horizontal scale. Special precautions have been taken to obviate slackening of the cord.

The circuit incorporates a screened grid H.F. stage with the new Mullard S4VA valve, and a grid detector (Mazda AC/HL) transformer coupled to a super power pentode (Mullard P.M.24A) with a choke output circuit. The twin gang condenser is entirely screened; the coils, which are quite small, are also well screened, while there is also a screening box over the H.F. valve. Between the mains unit and the receiver there is an iron screening plate.

The filaments or heaters of the valves are run from raw A.C. (4 V), while a Westinghouse metal rectifier supplies the H.T. and grid bias.

Test Results.

The receiver was tested on 250 V, 50 cycle A.C. mains, 11 miles from Brookmans Park. The mains consumption proved to be just over 25 watts. The speaker used was of the moving coil type, and the hum, though just audible, was not enough to be heard when reproducing a programme. With a speaker having a smaller low frequency response the hum would probably not be heard, even in silent periods.

The tone of the set was absolutely above reproach, and those who have been frightened in the past by a pentode in the output stage need have no alarm, the output arrangements being such as to result in an exceedingly well-balanced tone. The available power output was much greater than is wanted for home use.

Using the mains aerial, our particular mains produced a good deal of parasitic noise in the form of crackling, but this might not apply to all supplies. In any case, the two B.P. transmissions came in with plenty of volume and adequate selectivity.

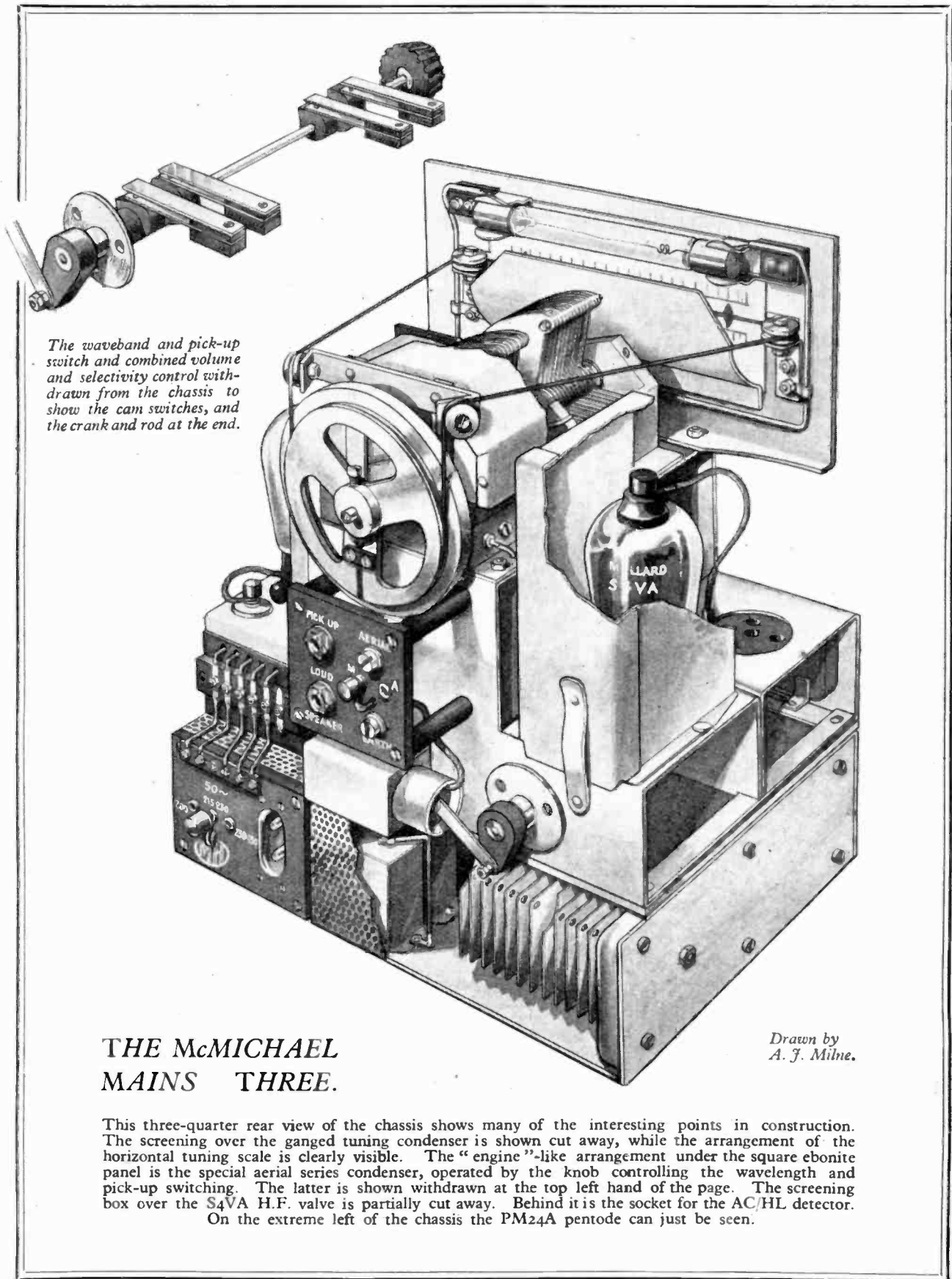
With an inside roof aerial the set yielded a good crop of stations, even with the volume-selectivity control near the minimum volume, maximum selectivity position. In this position, the London National transmitter occupied a band of 40 metres, and the Regional about 30 metres. Thus Toulouse was obtained clear of the London Regional. Langenburg was also clear of 5GB.

On the long waves, all the usual stations were at full loud-speaker strength, and were all obtainable without interference, with the exception of Koenigswusterhausen, which suffered slightly from interference from 5XX. Altogether the sensitivity of the set and its selectivity were found to be related in such a way that when the latter was made sufficiently great to reduce the spreading of the B.P. stations to a small amount, there was still enough sensitivity for most people's needs.

The calibration of the set was found to be very accurate, the error being generally less than 2 metres on the short wave range and between 10 and 30 metres on the long waves. On the short wave range the reaction control was very smooth, while on the long waves there was only a slight "overlap."

We found this a fascinating set to handle, station after station coming in at excellent strength, while the pointer moved along the horizontal scale. Accidentally running into a B.P. transmission with the volume control well advanced is to be avoided, if the ear drums are valued. We found it necessary to keep the volume control near the minimum for these stations.

At £21 completes the set is assured of a good future. W. E. M.



The waveband and pick-up switch and combined volume and selectivity control withdrawn from the chassis to show the cam switches, and the crank and rod at the end.

**THE McMICHAEL
MAINS THREE.**

*Drawn by
A. J. Milne.*

This three-quarter rear view of the chassis shows many of the interesting points in construction. The screening over the ganged tuning condenser is shown cut away, while the arrangement of the horizontal tuning scale is clearly visible. The "engine"-like arrangement under the square ebonite panel is the special aerial series condenser, operated by the knob controlling the wavelength and pick-up switching. The latter is shown withdrawn at the top left hand of the page. The screening box over the S4VA H.F. valve is partially cut away. Behind it is the socket for the AC/HL detector. On the extreme left of the chassis the PM24A pentode can just be seen.

More Real News—

1930-31 Programmes

Marconiphone Introduce Four Big Lines. New Sets, Speakers and Rectifying Valves; Existing Products to Continue.

TWO important all-electric receivers and two additions to the present range of speakers comprise the chief new Marconiphone lines which will be introduced at the Show for the new season. The U.10 rectifying valve will also make its appearance, together with another larger rectifier, the G.U.1.

Without any doubt the most interesting of the new arrivals is the Model 500 receiver—to be known as the Marconiphone All Electric Self-Contained Radio. It is designed for operation entirely from A.C. mains, and is housed in a particularly distinctive cabinet of walnut.

In order to preserve the lines of the cabinet, which measures 35 ins. high, 25 ins. wide and 17½ ins. deep, the controls are recessed in the top and covered by two sliding panels. Tuning is by a single knob, with an illuminated dial calibrated in wavelengths, and this controls matched triple tuning circuits, giving a high degree of selectivity.

A circuit with two S.G. stages, a detector and a pentode is employed, in connection with the latest type of Marconiphone moving-coil speaker. For normal reception a mains aerial is quite sufficient, although provision is made



The Marconiphone Model 500.

for an external aerial if and when desirable. Furthermore, the designers have made allowance for the use of a gramophone pick-up, and two external speakers may be operated, either with or without the one incorporated in the instrument.

A particularly interesting feature of the new model is that control of volume, both on radio and gramophone pick-up, is afforded by a small knob above the speaker grille, while a remote volume control will be available as an accessory.

The price of the Model 500, for use on 100-110 or 200-250 V, 40-100 cycle mains, has been fixed at 38 guineas, complete.

The second new receiver—the Model 220—is a 2-valve all-electric A.C. instrument employing indirectly heated valves—an MH4 as a detector, transformer coupled to an ML 4 in the output position. It is a neat, compact receiver having a flat polished oak table cabinet, with a single horizontal thumb control dial. A lever switch covers the two normal wavebands, and also has a position for gramophone pick-up reproduction. The price of the complete instrument is £11 10s. A very similar set (Model 221) arranged for battery operation will also be available at £8, with valves. This will be fitted with a pentode output valve, and a battery cable for the necessary external connections.

The Loud-Speakers.

■ The smaller of the speakers is the Model 62 plaque with an octagonal mahogany mounting. It is stated to be capable of particularly good reproduction for its class, and is listed at £1 15s.

The Model 63, on the other hand, is a mahogany cabinet instrument produced to sell at £4. It measures 15 ins. by 8 ins. by 15 ins. high, incorporates a special reed movement and cone, and is claimed to be capable of very nearly "moving-coil tone."

With regard to the rectifiers, the new U 10 has been designed specifically for modern mains valves and sets. A full-wave rectifier, it is rated to deliver 60 mA at 200 V, and has a filament taking 1 A at 4 V—the same voltage rating as most indirectly-heated valves. The price is 17s. 6d.

The G.U.1, however, is in a different category, being a large rectifier for use in powerful amplifiers or, in certain cases, for battery charging. The filament takes 3 A at 4 V, and the valve is rated for a maximum anode voltage of 1,000 R.M.S. The noteworthy feature of the G.U.1 is that when the anode voltage is applied simultaneously with the filament voltage,

the maximum rectified current is about 60 mA. On the other hand, if the anode voltage is applied something like half a minute after the filament voltage, the maximum rectified current approaches 250 mA. The price of the valve is £2.

Current Models Continued.

The existing Marconiphone apparatus, which will continue to be available at the present prices, include the 50, 55 (portable), 47 and 39 receivers, the AM 7, AC 7 and DC 7 power units, the moving-coil speakers in unit and cabinet



The Marconiphone Model 63 cone speaker selling at £4.

form, the Model 60 and Model 30 cones, the gramophone pick-up and the range of H.T., L.T. and bias batteries.

Finally, while talking of Marconiphone, it is fitting to recall that during the past week—on September 1st—the new distribution scheme came into operation. This, of course, has already been fully dealt with in our columns.

THE "SKYLARK" SPEAKER UNIT.

The Sheffield Magnet Co., Broad Lane, Sheffield, makers of the "Kukoo" unit, announce a new speaker unit to be known as the "Skylark." It is stated to be very small and light yet powerful, and is especially suited for portables. Price 10s. 6d.

It is also to be marketed in the form of a cabinet speaker at £1 7s. 6d.

PRICES OF THE NEW K.-B. LINES.

In our issues of August 9th and 16th we published details of the ambitious programme of new sets and speakers to be marketed by Kolster-Brandes, Ltd. We have now received details of the prices, and these are given below (in each case they include valves and royalties):—

The 5-valve radio-gramophone (with two turntables), lists at 250 guineas, or with single turntable, 150 guineas; 2-valve A.C. all-mains set, £11 15s.; 4-valve A.C. mains transportable

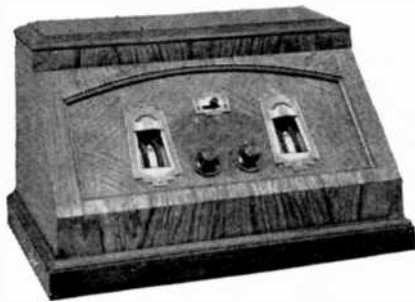
In Advance.

During the last few weeks we have described the new season's plans of most of the leading manufacturers. Here is news of further brand new developments.

39 guineas in oak, 42 guineas (in walnut or mahogany); 5-valve A.C. mains set, £39.

The K.B. 232 cabinet cone speaker will sell at £3, the permanent magnet dynamic speaker (KB 208) at £10 10s., and the KB 203 at £5 5s.

Further, we are informed that Kolster-Brandes are placing on the market a new



Kolster-Brandes are shortly introducing this new 4-valve battery set.

4-valve battery-driven set, the price of which has not yet been fixed. As our illustration shows, it is a very smart and attractive-looking instrument in a table cabinet.

"STAL" LINES FOR 1930-31.

"Stal" eliminator kits are to be pushed during the coming season by the Electric Lamp Service Co., Ltd., of 39, Parker Street, Kingsway, W.C.2.

Each kit consists of a metal cabinet, components (except valve) and full instructions for assembly. For A.C. there is the H.T. eliminator Senior Kit at 60s., giving an output of 175 V 40/50 mA, with variable tapplings. The Junior Kit is priced at 42s., and gives 140 V at 25 mA. One variable tapping is provided. For D.C. mains there is a Senior Kit at 45s., with two variable tapplings and an output of 150 V 30 mA. The Junior type has one variable tapping and gives 120 V 20 mA.

In addition, the range includes the Stal silver oxide L.T. trickle charger at 17s. 6d., mains transformers (for valve rectification) for all mains voltages, and, in addition, a range of transformers for use with Westinghouse rectifiers is in preparation. "Stal" mains chokes (valve rectification) are already well known, and, in addition, a complete range of chokes for Westinghouse rectifiers will shortly be ready.

The "Stal" H.T. and L.T. transformers, and filament heating models, will be listed as heretofore. In addition, a new type L.F. transformer with nickel alloy core, paper dielectric condensers, H.T. mains units for A.C. mains (Westinghouse rectification), and all-mains battery eliminators are shortly to be announced.

Six New Lotus Receivers.

Garnett Whiteley Concentrate on a New Series of All-mains Sets.

AN entirely new range of Lotus sets has just been announced by Garnett, Whiteley & Co., Ltd., of Lotus Works, Mill Lane, Old Swan, Liverpool. One of them—the 4-valve all mains console model—is illustrated on this page, and the general appearance of this set is reflected in all the other new receivers.

Dealing with the model which is illustrated, this is a completely self-contained receiver fitted with a moving-coil speaker. It is stated to be very selective and easy to operate, and the cabinet work is carried out in mahogany or walnut in a period design of the William and Mary style. The set sells complete with valves at £35, for A.C. mains

phone chassis. It embodies the same design as the 3-valve set described above, and the power unit is contained in a separate metal box, connected to the

Unusual Cabinets.

Similar to the above, but in a cabinet executed in the Hepplethwaite style, there is another model selling complete at £35. It is available either in mahogany or walnut.

Another set employing the same 4-valve circuit, but without a loud-speaker, and intended for use with aerial and earth, is priced at £21 10s. complete. It is made in a cabinet of mahogany.

The Lotus 3-valve S.G.P. all-mains receiver (for A.C. or D.C.) has a loud-speaker in the hinged lid. It is designed to operate with an aerial and earth, but is otherwise entirely self-contained. The wave-range is 200-550 and 1,000-2,000 metres. Price, in oak or mahogany cabinet, £22.

A 4-valve all-mains transportable of the upright type for A.C. also figures on the programme and will sell at £25 10s. The speaker, incorporated in the base of the receiver, is stated to be a new type giving results comparable with those of a moving-coil. The set requires no aerial or earth, and is available either in oak, mahogany or walnut cabinet.

Lastly, Garnett, Whiteley are producing a 3-valve all-mains S.G.P. radio-gramo-



One of the Lotus 4-valve all-electric sets in a cabinet of William and Mary design.

set by a cable and terminal strip. The price of the chassis, complete with valves, is £19, while a battery-operated chassis on the same lines, is also available at £12.

We understand that all the above sets employ valve rectification.

NEW SEASON'S "THERMION" SETS.

Three new sets are announced by C. Haddon Poupard & Co., Ltd., Thermion Works, Ilford, Essex. First, there is the "Thermion" Popular radio-gramophone.

The circuit arrangement of this instrument comprises two H.F. S.G. valves, detector and power pentode output. A moving-coil speaker is incorporated. Price, in solid oak cabinet, for A.C. or D.C. mains, 52 guineas.

A 4-valve transportable, either for battery or mains drive, is another new production. The circuit consists of H.F. choke-coupled stages, detector and power pentode output. A moving-

coil speaker is incorporated, and the set is housed in a walnut cabinet. Its wave-range is 200-550 and 900-1,900 metres. The battery model sells at 24 guineas, and the mains model at 30 guineas (for A.C. or D.C.).

A 2-valve portable is the last new "Thermion" production. This has been designed to give good results up to 30 miles from the Regional transmitters.

The circuit comprises a detector, L.F. transformer coupling and a pentode output valve. A balanced-armature speaker is fitted. The price, with batteries, is 12 guineas, or for A.C. or D.C. 16 guineas.

1930-31 PROGRAMMES IN ADVANCE.

Continued from previous page

The New Beethoven Portables.

Simplicity the Keynote of Latest Lines.

An impressive range of portables forms the programme of Montague Radio Inventions and Development Co., Ltd., of Beethoven Works, Great College Street, London, N.W.1, for the coming season. The prices, ranging from 10 guineas to 23 guineas, ensure that the Beethoven range will appeal to all pockets.

The Beethoven Minor is contained in a case of blue lizard finish with polished mahogany interior woodwork. A feature is a self-indicating accumulator. This portable retails at 10 guineas.

At 17 guineas there is the "Quasi Constant Reaction" 5-valve portable.



The Beethoven Minor Portable.

This set is stated to be very simple to tune, owing to the design of the circuit. A

COSSOR 4-VALVE S.G. KIT.

Following our announcement some weeks ago of the new "Empire Melody Maker," we are now able to publish some details of a new 4-valve battery-driven screened-grid kit receiver which Cossor are producing. It is supplied in a blue finished metal cabinet similar in appearance to the standard "Melody Maker" cabinet.

Special features include single dial control by ganged condensers, and in order to make the set suitable for varying conditions, a pre-set variable condenser is fitted into the aerial terminal block. Complete control of volume is ensured by the rheostat incorporated in the S.G. valve filament circuit.

The circuit consists of a Cossor 215, S.G. valve in the H.F. stage, followed by a 210 H.F. as a detector. This is resistance coupled to a 210 L.F., which is in turn transformer-coupled to a 220 P valve in the output position. Capacity reaction is employed, and an H.F. choke gives smooth control.

There are no coils to be changed, as a special switch is provided for going over from short to long waves, and in addition it has a central "off" position. In order to avoid any com-

Celestion speaker is fitted, as well as an unspillable indicating accumulator. The case is of leather with chromium plated fittings. The interior woodwork is made of walnut.

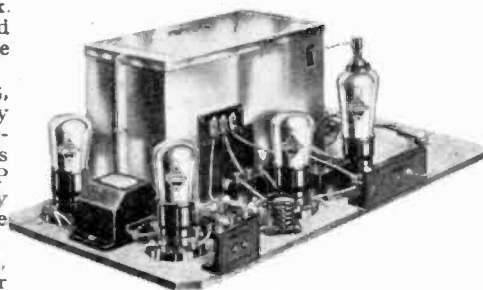
What is described by the makers as being an entirely new departure in portable design, is the Twin Screen Grid model at 21 guineas. The circuit is of the 5-valve type, and includes two S.G. valves and a pentode. The case and fittings are similar to the 17-guinea model, and aluminium screening is used.

For listeners who want a set which requires a minimum of attention the "Self Tuning" portable has been specially introduced. Although it can be used in the ordinary way if required, it is supplied with a simple switch for the two different Regional wavelengths. Price, complete, 23 guineas.

Lastly, there is the Beethoven S.G. Super Four, which has been marketed in former years and is already well known for its long range. The cabinet work is in solid-walnut, and the price, complete, is 25 guineas.

plications in assembling the kit the coils, tuning condensers, wave-change switch, etc., are all enclosed in a single screened unit, similar in conception, but not in actual design, to that used in the standard "Melody Maker."

The price of the 4-valve model, which has been introduced to meet a very definite demand in certain parts of the country, is £7 10s. or £9 17s. 6d. inclusive of the necessary valves. Although the set is, of course, sold without the batteries, there is room for them inside the cabinet.



Cossor's new 4-valve kit described herewith.

ANOTHER BURNDIPT PRODUCTION.

Preliminary details have just been made available of an entirely new Burndept A.C. receiver de luxe, to be known as model 1850.

This set will be entirely self-contained in a cabinet of oak or mahogany with specially designed cone speaker. The receiver is stated to have a particularly wide range, and it will cover wavelengths from 210-560 and 900-2,100 metres.

A new patented combined volume and selectivity control in conjunction with a reaction control will be incorporated, and it will be available for operation on A.C. mains of 100/110 V and 200/250 V, 40/60 cycles. The prices (complete) will be: 33 guineas (oak) and 34 guineas (mahogany).

It is stated that this set will at a later date be available incorporated in a new Burndept "Ethogram."

A SAXON SHORT-WAVE KIT.

We learn from the Saxon Radio Co., Henry Street, Blackpool, that they propose to market a kit of parts for a 3-valve short-wave receiver covering a wave range of 14-550 metres. This means that the set can be used both for long-distance and ordinary broadcast purposes.

The circuit incorporates Saxon R.C.C. unit No. 15, L.F. transformer, and short-wave H.F. choke, and Eddystone coils.

A complete set of components is available for £5, and an "all-in" cabinet in oak for £1 19s., or for set only £1 1s. 6d. Valves and batteries are, of course, extra.

FURTHER NEW CHALGROVE LINES.

Charles G. Chalkley, of 6, Grove Street, Wellingborough, whose "Chalgrove" tuning unit was described in our Autumn Buying number, are also introducing a 2-valve set for the coming season.

This receiver is contained in a "Camco" oak cabinet, and a device is incorporated by which a straight or selective circuit can be used. The tuning is by drum dial, and a modified Chalgrove switch is fitted with a 3-tap switch giving a wave-range of 250-2,000 metres on a medium length aerial. The rear of the cabinet draws out, enabling the interior to be examined. The front consists of a panel surrounded by a vignette on the cabinet. The price is £2 18s.

The second new Chalgrove product is a wave-trap. This has been made to the specification issued by *Popular Wireless*. It is made on a small base, and the tuning out of either Brookman's Park transmission is effected by a variocoupler. Price 5s. 9d.

COLUMBIA BATTERY PRICES.

J. R. Morris, Imperial House, 15, Kingsway, London, W.C.2, announce that their Columbia H.T. batteries have been reduced in price. For instance, the 99 V model No. 4755 for portables now costs 18s., and the 4780 (60 V) 17s. 6d.

(Continued on page 251).

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

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Outstanding performance
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Cossor does it again!—the Cossor *Empire* Melody Maker—a screened Grid Kit Receiver with “twenty-Station” range, knife-edge selectivity and wonderfully pure tone for £6-17-6!—pounds below the price of any other set of equal performance. Never before have you, as a Trader, had such an opportunity—seize it now! Already thousands of Cossor *Empire* Melody Makers have been sold. Soon the public will be clamouring for them—a powerful national advertising campaign starts in September—order now and be ready for the rush!

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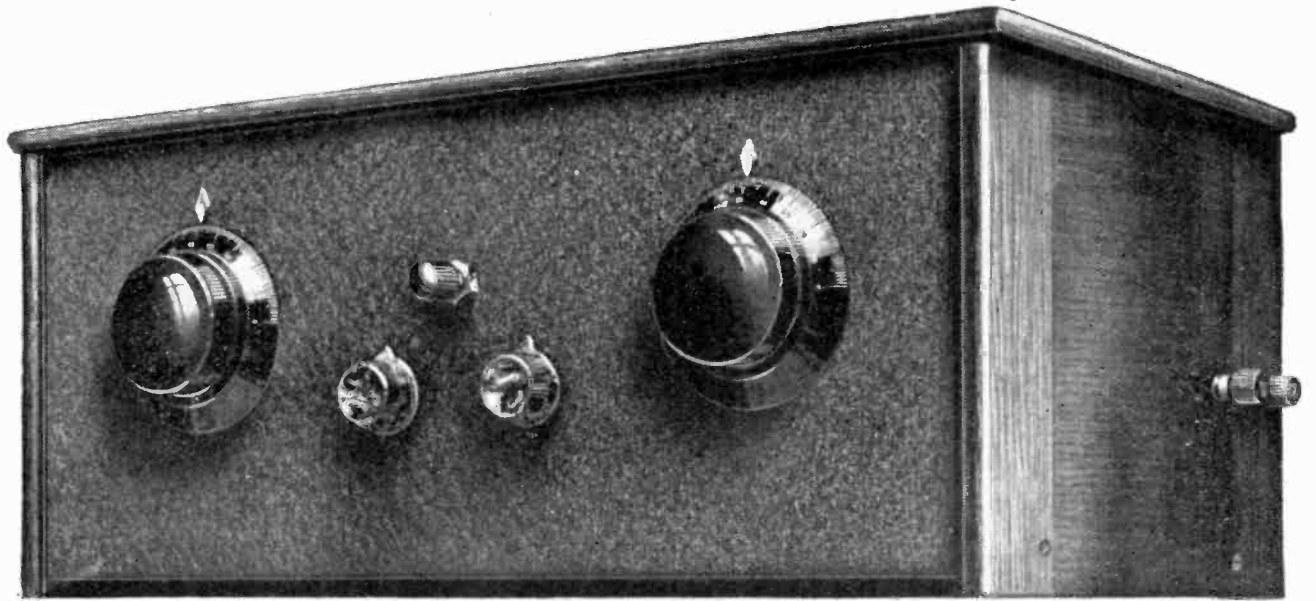
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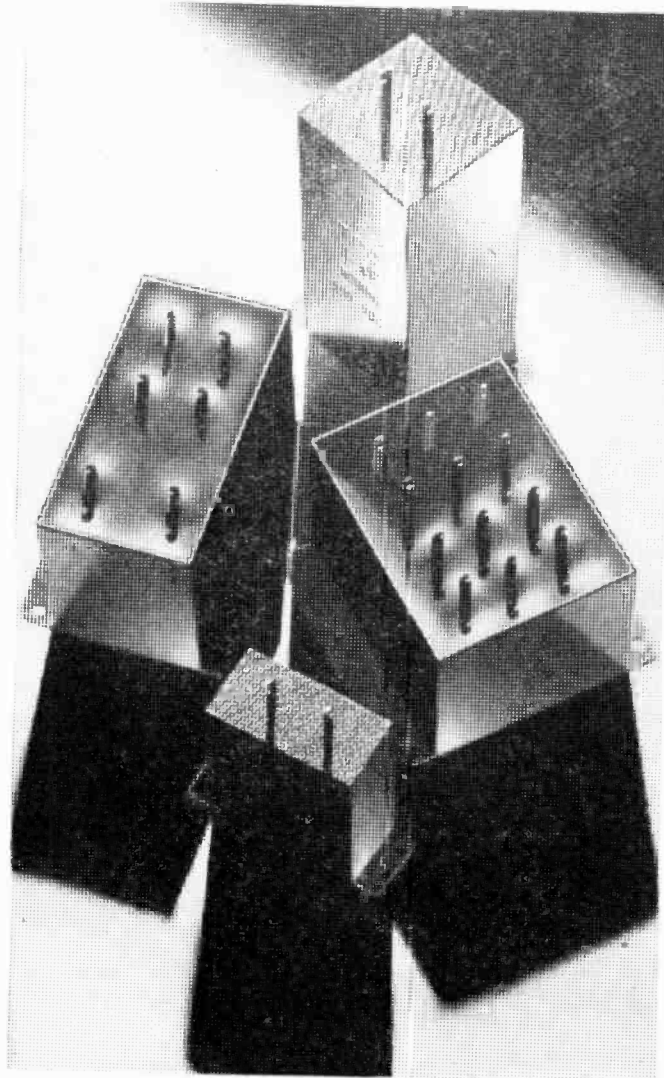
the price



Look at this illustration and you'll agree that the Cossor Empire Melody Maker, on appearance alone, is worth more than £6-17-6.

Cossor
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5702



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



1930-1 PROGRAMMES IN ADVANCE.

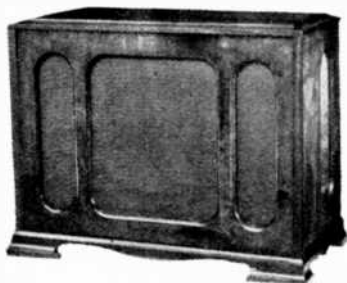
Continued from page 250.

Baker Moving-Coil Speakers.

Modern Designs for the New Season.

BAKER'S Selhurst Radio, of 89, Selhurst Road, South Norwood, London, S.E.25, who are well known for their range of moving-coil speakers, are producing a very attractive series of up-to-date designs and models for exhibition at Olympia.

The 1931 Super Power moving-coil speaker is available in three forms—the 6 V model (S.P.6) at £6, the D.C. model (S.P.D.) at the same price, and the A.C.



Apart from the speakers detailed on this page, Bakers are producing this speaker cabinet at £3 5s.

model (S.P.) at £9 10s. Every speaker is matched to suit a particular output, and the pentode instrument is unusual in that it has a linen diaphragm. The mains speakers are interchangeable, i.e. the

D.C. models, when fitted with A.C. equipment, may be used on alternating current supplies. Furthermore, the A.C. equipment which Bakers provide may be used, if desired, for charging H.T. accumulators.

The 1931 Standard speaker is lighter than the above instrument, and sells at £4 15s. for D.C. or 6 V excitation, and £8 15s. for A.C. The A.C. equipment supplied is exactly the same as that described above, and has the same advantages.

Thirdly, there is the Permanent Magnet model, which is made of cobalt steel and has the magnet totally enclosed in a casing. Here again, every speaker is matched to a particular output, and the pentode instrument has a linen diaphragm. The price is £6.

Finally, for exceptionally powerful work, Bakers have developed the 1931, Cinema model, listing at £18 and £25, for D.C. and A.C. respectively. It employs a moving-coil unit with a 6-inch cone and a 40-watt electro-magnet, and is fitted with a solid wooden exponential horn having a 4-ft. flare.

THE SIX-SIXTY MAINS CONVERSION EQUIPMENT.

The outstanding innovation to be introduced for the new season by the Six-Sixty Radio Co., Ltd., of 17-18, Rathbone Place, London, W.1, is a complete conversion equipment by which existing battery-driven receivers of reasonably modern design may be altered without much difficulty for operation from A.C. mains.

The equipment comprises a power unit to replace the L.T., H.T., and G.B. batteries, the necessary Six-Sixty 5/4 pin, adaptors (described by us some time ago) and selected Six-Sixty A.C. valves chosen to suit the particular set which is being converted. The power unit, which employs a full wave valve rectifier, is totally enclosed and complies with the I.E.E. regulations. It is rated to give the following outputs: L.T., 4 V and up to 5 A; H.T. tapplings of 60, 75, 100, 120, and 150 V, all at 12mA, and a maximum tapping of 200 V at 40mA; grid bias tapplings of 1.5, 3, 4.5, 8, 15, and 20 V.

With regard to prices, these vary according to the number and types of valves required, the lowest being £8 5s., while the unit alone lists at 6 guineas.

Apart from the above equipment and the range of valves, Six-Sixty are featuring a series of grid leaks for manufacturers' use or for retail sale, and also their valve and set testers.

LAMPLUGH INTRODUCE NEW "SILVER GHOST" SETS.

Besides the receivers mentioned in our Autumn Buying feature recently S. A. Lamplugh now announce that several other instruments will be marketed during the coming season.

Perhaps the most important is an A.C. S.G. 4-valve console receiver in oak or mahogany, the price, complete, and inclusive of an inductor dynamic speaker, being £33 15s.

Among battery-operated sets may be mentioned the "Standard III" console model, which is fitted with a wave-trap for the medium wave-band. The cabinet is in oak or mahogany, and the speaker is of the balanced armature type. Price complete, £14 10s. A table model is also available at £9 5s.

An entirely new "Silver Ghost" product is an all-mains A.C. power unit, making use of a valve rectifier and giving an H.T. output of 250 V 60 mA, one tapping giving 150 V and a second 70 V for S.G. The L.T. supply gives 4 V at 4 A, and 2 V at 25 A. The G.B. supply is 30 V tapped at 15.

The unit is available for 200/250 V and 100/120 V mains, and is supplied complete for £7 15s.

The firm are also remodelling their panel plate tuner, the price of which, however, will remain at the figure at which it has previously been sold.

TANNOY PRODUCTS.

NEW SETS AND RADIO-GRAMOPHONES.

In addition to the present wide range of "Tannoy" mains units and chargers, which have been improved for the coming season, the Tannoy stand at Olympia will reveal some interesting new receivers and radio-gramophones which have recently been developed.

The Senior radio-gramophone incorporates a powerful 4-valve all-electric receiver with a screened grid H.F. valve, power detection, one stage of resistance coupling and a 10-watt power output stage. The set has a crystalline-finished panel with illuminated tuning controls, and the equipment is completed by a moving-coil speaker, electric induction motor, and pick-up. It is put up in a choice of three cabinet styles—oak, 55 guineas; mahogany, 60 guineas; and walnut, 65 guineas. A Junior model, built on similar lines but with a smaller output, lists at 45 guineas in oak.

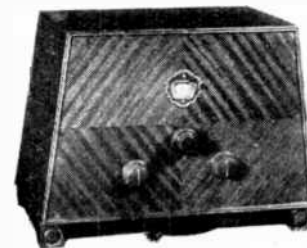
Four New Receivers.

There are four receivers, the largest being the R.4. It virtually consists of the Senior radiogram without the gramophone side, although provision is made for the use of an external pick-up. A different style of oak cabinet is used, and the instrument lists at 40 guineas.

The R.3, which we illustrate, is a distinctive all-electric 3-valve set in a quartered walnut cabinet. A screened-grid, detector and pentode circuit is employed, with Westinghouse rectification, and the receiver, which has an illuminated single dial control, is stated to be capable of operating a moving-coil speaker. The price is 19 guineas.

Finally, there are two 12-guinea sets, both of the 2-valve all-electric class. The R.2A has a power pentode and a walnut cabinet, while the R.2 is housed in a crystalline metal case.

Although, as already mentioned, the existing range of "Tannoy" mains units continues, a new model, the C.P.2, is introduced. It is a combined H.T. unit and L.T. trickle charger for portables, selling at £5 10s. Full-wave Westinghouse rectification is employed, and the unit is totally enclosed.



The Tannoy R.3 all-electric 3-valve receiver mentioned above. It has a high-class walnut cabinet and sells at 19 guineas.

"TRADER" TEST REPORTS

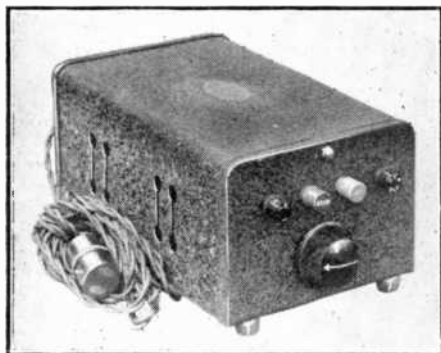
Conducted by our
Technical Department.

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

Tannoy Products, 1-7, Dalton Street, West Norwood, London, S.E.27.

Tannoy A.C. H.T. Unit, Type P.2.

DESCRIPTION AND PRICE.—Designed for the purpose of replacing the H.T. battery of a portable receiver, this mains unit is very compact. It is housed in a sheet-iron case finished in crystalline brown, measuring about 8½ ins. by 5 ins. by 3½ ins. At one end there are four insulated plugs and sockets marked "H.T.—," "Screen," "Det" and "H.T.+Max," respectively, and a knob which controls



Another A.C. H.T. supply unit suitable for use in portable receivers. It is the P2 model, made by Tannoy Products.

A 7 ft. 6 ins. length of flex, complete with a lamp-holder adaptor, is provided for the mains connection.

When the cover which forms the top and two sides of the case is removed, the various components can be seen mounted on the metal base-plate. At one end the mains transformer and smoothing choke are mounted side by side and towards the opposite end a power pack condenser is mounted. The Westinghouse metal rectifier is situated between these components.

The "Screen" voltage is obtained on the potentiometer principle, the 50,000 O variable resistance, controlled by the knob, being connected in series with a fixed resistance and shunted across the main output tapplings. This tapping is decoupled, as is also the detector tapping, which is obtained by means of a fixed series resistance of the order of 20,000 O.

The unit is suitable for A.C. mains with voltages of from 200-250. The retail price is £3 15s.

TEST RESULTS.—We tested the unit on 250 V 50 cycle A.C. mains, and found that even on full load the consumption was negligible, being below 5 watts.

The output of the fixed maximum tapping was 140 V, 4.7 mA; 130 V, 7.2 mA; 120 V, 9.2 mA; 110 V, 11.6 mA; 100 V, 13.5 mA and 90 V, 15.2 mA. Although these values are rather below the rating marked on the box, they are quite adequate for portable receivers, for which the unit is mainly intended.

With a load of 7.5 mA from the maximum tapping, the

screen tapping was found to be smoothly variable from zero to 78 V, 1.5 mA (approx.). The detector tapping, under the same conditions, gave 87 V, 1.7 mA.

The unit was then tested in a popular 'Screened 4' portable receiver, where it gave every satisfaction. The mains hum was so slight as to be negligible (no earth was used), while the set remained perfectly stable. The reaction control was just as smooth as when the H.T. battery was used, and the set went into oscillation without a "growl" or "howl." Altogether, the unit was most satisfactory in use, and it is also nicely constructed.

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

The Marconiphone Co., Ltd., 210-212, Tottenham Court Road, London, W.1.

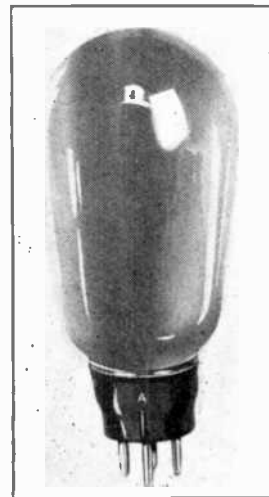
Marconi and Osram Super-Power Valve, Type P.X.4.

DESCRIPTION AND PRICE.—The new P.X.4, recently introduced, has greatly improved characteristics, owing to certain modifications in design. Although, in the original valve, the A.C. resistance was as low as 1,450 O, it is now rated as 1,050 O, while the amplification factor has only been reduced from 3.8 to 3.5. Thus, it will be seen, the rated mutual conductance of the present valve is of the order of 3.3 mA/V as against the 2.6 mA/V of the former model. As the filament has a consumption of 0.6 A at 4 V, the valve can be run from batteries, or, with suitable precautions, from "raw" A.C.

In external appearance, the new P.X.4 is quite conventional and is very similar to the original valve. The bulb has a maximum diameter of about 2¼ ins., and tapers slightly to within ½ in. of the base, where it slopes more sharply to the diameter of the base. Four "banana" type pins are fitted, arranged in the usual formation, and a ridge marked "A" is moulded on the base opposite the anode pin. Internally, the electrodes are arranged at an angle, the plate being of the open-ended "box" type.

The P.X.4, of course, comes within the range of the new valve price reductions, and now retails at 22s. 6d.

TEST RESULTS.—On test we found that the filament consumption at 4.0 V was 0.58 A, quite close to the rating. Making measurements on the anode A.C. resistance and amplification factor, we found them to be 1,100 O and 3.3 respectively. Our tests were made at 200 anode volts and the correct grid bias, whereas the makers' are at



The Marconiphone and Osram PX4 valve, a super power type for A.C. or D.C. use.

100 anode volts, zero bias. This probably accounts for the slight discrepancy in the figures. The mutual conductance of our sample came out at 3.0 mA/V, instead of 3.3 quoted by the makers. These differences are relatively small. With an anode voltage of 200 and the correct bias (about 32.5 V negative) the plate current was 51.5 mA. The approximate power output (A.C.) was about 1,300 mW, a decided improvement on the earlier P.X.4. Altogether, it will be gathered that this valve is extremely efficient as a power amplifier.

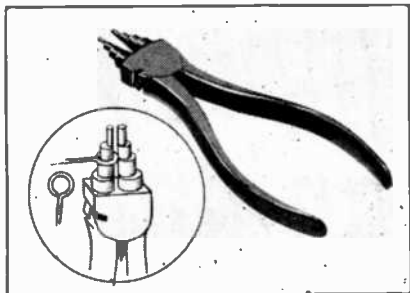
On practical test in receivers, both battery operated and A.C., excellent results were obtained, the power output, using a speaker of the correct impedance, being much more than could be borne in an ordinary room. On A.C., providing the grid return lead was taken to a centre tap on the transformer winding (or to a centre tapped resistance across the winding) the hum produced was negligible. This is an excellent power amplifier, with a high efficiency.

Volute Pliers Co., 19, Victoria Square, London, S.W.1.
Volute Pliers.

DESCRIPTION AND PRICE.—This useful tool has been designed with the intention of providing a device which will enable loops of various diameters to be easily and accurately formed in wire. As will be seen from the photograph, the tool is in the form of a pair of pliers which has two stepped jaws. Each step is circular in section, while the diameters have been specially chosen to correspond with different standard gauges. Thus, in the metric gauge, on one jaw, the steps have diameters of 2, 4, 6 and 8 mm. respectively, and on the other 3, 5, 7 and 9 mm. If required, any other standard gauge can be supplied.

The pliers are constructed of solid cast-steel suitably hardened and tempered, and are priced at 4s. retail.

TEST RESULTS.—We tested a pair of these pliers with several different gauges of wire, and found them perfectly satisfactory in every way. The operation of forming a loop was at first comparatively slow, but after a short use we found that loops could be formed accurately with



An interesting tool for looping wires—the Volute pliers. Inset, a loop end being formed.

great rapidity. Single loops at the extremities of wires and loops in the centres of lengths of wire could all be made with ease. Further, it appears that the use of these pliers is not confined to small diameter wires, for we used them with copper wire quite $\frac{1}{8}$ in. in diameter and formed perfect loops, although, of necessity, greater force had to be used. Incidentally, efficient side cutters are incorporated.

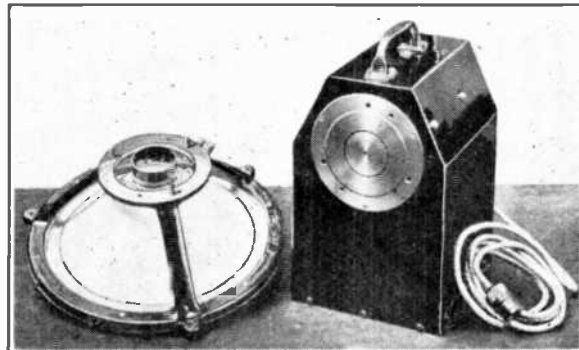
We can thoroughly recommend these pliers to the service man, and, quite apart from that, there should be a demand for them from home constructors.

Star Engineering, Albert Street, Didsbury, Manchester.
Webson 1930 Model Moving-Coil Speaker.

DESCRIPTION AND PRICE.—This is a self-contained speaker for use on A.C. mains, our model being for 200-250 V. The "pot" magnet and the rectifying and smoothing equipment for supplying the field current is contained in a sheet steel casing, enamelled to represent mahogany. The shape of this will be seen in our illustration. It is 10 ins. high, $7\frac{1}{2}$ ins. deep and $6\frac{1}{2}$ ins. wide.

Numerous holes are provided for ventilation purposes, and a metal carrying handle is fitted.

The mains unit, which is mounted inside on the base, includes a large and well-made mains transformer, delivering 14 V, 1 A to a large Westinghouse rectifier. The output from this has a T.C.C. electrolytic condenser in parallel for smoothing purposes, and is then taken to the pot magnet winding. The mains lead is a braided cable.



This shows how the cone chassis of the Webson A.C. moving-coil speaker can be detached. Note the locating pegs on the smaller chassis ring.

An interesting feature of the speaker is that the whole diaphragm and coil chassis is readily removable from the magnet, being accurately located in position by three brass pegs, and firmly clamped by two hexagon-headed bolts. So accurate is the construction that cone chassis and magnets are interchangeable, and in all cases the coil is accurately centred in the $\frac{1}{16}$ in. gap. We verified this point when we visited the firm at Didsbury some time ago. This form of construction enables the heavy magnet system to be sent, say, by rail, while the light cone chassis can be posted. Also, one magnet system and several cone chassis, with coils of different impedances, can be used if desired.

The coil is about $1\frac{1}{4}$ in. in diameter, and is supplied in various impedances as required. Our sample had a D.C. resistance of 1,300 Ω . The coil is supported and centred by three bow-shaped pieces of material similar to that used for visiting cards. These are outside the coil, and are fixed to the smaller ring of the chassis. The coil leads are brought out to two large nickelled terminals mounted on one arm of the chassis. The chassis, by the way, is an aluminium casting finished to match the case.

The diaphragm is about 9 ins. in diameter, and is made of material like thin Bristol board. The edge is supported on a ring of chamois leather. The price of the complete speaker is 11 guineas.

TEST RESULTS.—Tested on 250 V A.C. mains, with a large baffle, the speaker was found to be extremely free from mains hum. Even in the intervals of music, no hum could be heard unless the ear was placed quite close to the diaphragm. The consumption from the mains was of the order of 30 W, which is not excessive in view of the sensitivity. This was extremely high for a moving-coil speaker, being well above the average.

The tone was clear and crisp, with a very good high frequency response, and a well defined, clear-cut bass. Bass resonance, producing a muffled "thump," was absent, the bass being present in a natural degree. There was perhaps just a slight trace of over-emphasis in the middle-upper register, but it was not enough to be troublesome. Naturally, the speaker was being used with an output valve to suit its coil for these tests. A noticeable feature of the speaker was the extremely large power obtainable from it without signs of overload, such as "boominess." Altogether, it can be recommended as a robust instrument, of excellent sensitivity and tone.

THE SELLING SIDE

Take Your Customers to the Show.

SEVERAL years ago THE TRADER first made the suggestion that dealers should help to popularise the Annual Exhibition—and, more particularly, make sure of maximum results from it—by arranging conducted tours on behalf of their customers.

Although a number of traders welcomed this idea, many fought shy of it for various reasons. We have no hesitation, however, in putting it forward again this year, for it would be difficult to conceive of a sales-promotion move which, while equally simple and inexpensive, is more likely to bring direct business and increase the trader's goodwill.

The conducted tour will induce many people to visit Olympia who would otherwise abstain, because it offers them a trouble-free journey, company en route, and, in many cases, a very substantial saving in fares. It will bring the trader into direct, friendly contact with those who are potential buyers, and give him endless opportunities for learning their preferences, guiding their choice, and leaving them with the impression that he is an enterprising and knowledgeable trader.

One of the biggest reasons why traders hesitated to adopt this idea was that they imagined it would involve them in considerable trouble. In point of fact, the arrangements need not tax the resources of any trader; they are simplicity itself.

All the big groups of railway companies now have in operation a system of cheap fares for parties of eight or more adult passengers. The tickets are issued at the single fare for the return journey, and are available by any ordinary train in either direction, return being made on the same day. By utilising this facility the trader can offer his customers a substantial inducement, for although cheap return tickets and excursions are obtainable by individual passengers, their availability is far more limited.

These "Pleasure Party Tickets," as they are called, can be obtained at any booking office if application is made prior to the journey. To the cost of the tickets the trader should add the price of lunch and/or tea (accommodation for the party being reserved beforehand), entry to the Exhibition, and fares from the London terminus to Olympia. The last stage of the journey, in the case

of parties of twelve or more, is best undertaken by arranging for a coach to meet the party at the London end. This total cost, plus a small charge to cover the trader's time and expenses, will invariably work out cheaper than the members of the party could undertake the journey themselves.

For the trader a long distance from London—to whom the idea outlined here should have especial value—it may not be possible to make the return journey in one day. To meet cases of this kind the railways issue tickets available for five days (Sunday not being counted), to parties of eight or more, at single fare and one-third for the return journey. Here, it will be necessary for the trader to arrange for hotel accommodation, quoting an inclusive fee for the whole trip.

The trader can add to the comfort of his customers by having a reserved compartment.

Although we have given details of the facilities offered, with sufficient information to enable the trader to make his own arrangements with the railway, any dealer planning such a trip can have everything carried out for him by one of the well-known travel agencies, such as Cook's.

Obviously, the trader is not limited to rail travel. If a party of from fourteen to thirty people is made up, the journey may quite well be made by motor coach from any town within 70 miles or so from London. Apart from the added attractiveness of the journey, the coach offers the big advantage of door-to-door transport.

Advertising, by means of the local press, circulars, or sales letters, is

necessary in order to popularise such an undertaking. Boldness and brightness should be the keynote of the appeal, such as:—

SPEND A DAY AT OLYMPIA WITH US NEXT WEEK!

This year's Radio Exhibition (one of the most wonderful ever held) opens next Friday and continues until September 26th.

IF YOU WOULD LIKE TO SEE THE RADIO SHOW WITH A MINIMUM OF TROUBLE AND EXPENSE COME WITH US

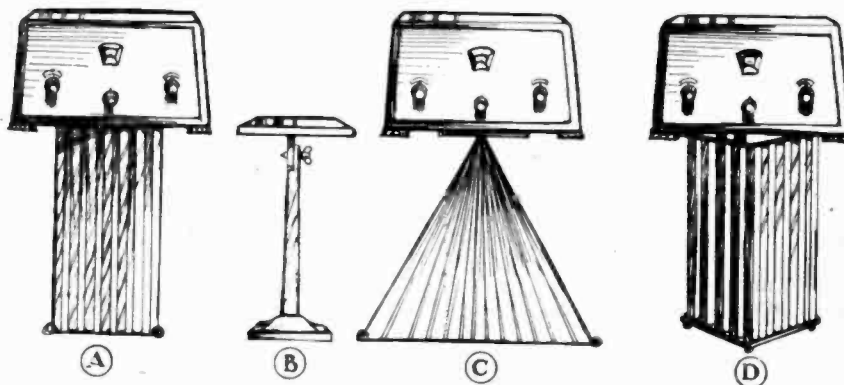
A party (limited to 30) will start from our showrooms at..... on..... accompanied by Mr..... who will act as guide to the Exhibition for those visitors who so desire. There is still time to join us if you 'phone or call now.

TICKETS (inclusive of rail fare, admission to Olympia, lunch and tea) - - - - - s. d.

Naturally, the details of this "copy" will vary. While some dealers will desire to limit their party, others may prefer a larger number if possible, while some may run several trips during the week.

The trader should have a supply of tickets prepared, setting out exactly what is offered to those accompanying the party. It will also be helpful to have a number of wallets made up, in which a selection of up-to-date sales literature can be inserted.

The trader's name and address on the front of the envelope will act as a reminder of the part he has played in the day's outing.



These sketches illustrate some of the best methods of utilising crepe paper on display stands, as described in the article on the opposite page. Some very striking schemes can be arranged by utilising this idea.

Giving Display Stands a Novel Touch.

THE use of crêpe paper to decorate display stands, and to introduce a distinctive touch into the window, is an idea well worth employing.

With a few ordinary pedestals and a sheet or two of crêpe paper, it is possible to devise a number of arresting schemes at practically no cost. This type of decoration has the further advantage that it can be effectively employed with the roughest of improvised supports for the goods; a frame of cheap wood or an ordinary packing case can be made the basis of the support, while the crêpe paper is used to provide a finish.

The sketches on page 254 illustrate some of the best methods of using crêpe paper in this way—in pleats, and in the form of tubes. They are all quite simple and in most cases are almost self-explanatory.

In "A," the effect is obtained by one row of horizontal tubes fairly widely spaced. The paper is fastened to the top shelf of the pedestal, the tubes made in the usual manner, by stretching the strips of paper, and the other ends are fastened to the bed of the window. If the lower ends are to be hidden by other parts of the display they may be left as they are, but if there is any chance of their being visible from the front they should be concealed by means of a short horizontal tube, the ends of this tube in their turn being concealed by means of crêpe paper rosettes.

"D" is similar to "A," but the tubes form two sides of a parallelogram; they are placed close together, and two alternating shades are used. The upper ends of the tubes should be attached to the pedestal, and a cardboard or papier mâché tray, somewhat larger than the shelf of the stand itself, should be placed on top to conceal the ends. The lower ends can be hidden by short tubes and rosettes.

An idea of the effect obtained with pleated crêpe paper is given by "C" in the sketch. A pleat of this kind is, of course, started at the bottom, the crêpe paper being folded over and tacked at the beginning of each pleat. The paper must then be pulled fairly taut until the edge of each pleat becomes flat, and fastened at the other end. A stand similar to "B" should be used.

To get the best results from these ideas in the display itself depends upon effective repetition. That is to say, if prominence is to be given to several sets, each one should be placed on a stand decorated with, say, tubes. The groups of tubes will then help to form a pattern which will attract the eye.

By using a crêpe paper background,

in striking contrast with that used for the tubes or pleats, a very bold display can be secured. Thus a black background, with three or five groups of white tubes in the foreground, would

be unusually eye-catching. If a "warmer" colour scheme is desirable, gold may be shown against blue, or "Nile Green" against "Flame Red." In selecting the colours attention must be given, of course, to the colour and size of the goods themselves.

Creating Advance Interest in Olympia by Newspaper Advertising.

THE alert trader does not wait until "Show Week" actually arrives before beginning to capitalise the buying-interest aroused by the event. Advance advertising and publicity can play a useful part, both in helping to focus attention on the importance of the Show and the new developments that it introduces, and in "tying-up" the local trader's shop as the source of supply of the new goods.

Clever "tickler" advertising in the local press is one effective means of achieving this end, and accompanying this note are two suggested "layouts" that may give an idea to traders who are keen to make the most of the Show as a sales-aid.

A number of small displayed advertisements of this character should be

run—at daily intervals if possible—during the week preceding the Radio Show.

If the trader has not a local daily published in his area, it would be effective to run several small-space displays in one issue, having them placed on different pages.

The "newsy" layout, and the effect of repetition, would help to work up readers' expectations, and the trader's name would be firmly implanted in their memories as a stockist of the most up-to-date lines.

Although fictitious names are used in our example, the trader will at once recognise that similar treatment can be accorded many of the well-known goods he stocks with very effective results.

This "newsy" advance publicity could also be applied with good effect to the shop window, or to small posters on local hoardings. A number of double-crown bills could be written, for instance, featuring new developments in crisp fashion, somewhat on the lines of a newspaper contents bill, or, perhaps better still in the high-class shop, long, narrow strip bills may be employed, affixed at one end of the plate-glass of the window. These are neat, and, being on the glass itself, almost invariably get read owing to their attractiveness.

Suitable alternative "copy" for such bills is given in the three examples printed below.

RADIO FOR ALL.

Wonderful New Value Offered.

Among the striking new lines to be seen at Olympia next week is the "XXXX." This set marks a new record in economy, the 2-valve model costing only 00s.

Ask for details of this new set—and all other 1930-31 radio—at Wireless Supplies, 52, Blank Street.

NO-TROUBLE RADIO.

Latest Ideas for Listeners' Convenience.

Next week's Radio Show will emphasise the huge advances made in "no-trouble" radio.

Operated from the mains, completely self-contained, simple to control, and giving delightful results, the 1930-31 set makes an instant appeal.

The new sets can be seen to-day at Wireless Supplies, 52, Blank St.

THE RADIO SHOW NEXT WEEK

will reveal many striking advances in wireless. A selection of the latest goods is displayed here—others may be seen and heard inside.

INTRODUCED FOR THE SHOW.

Many radio improvements have been introduced in time for Olympia. The pick of the new sets is featured in our display this week.

NEXT WEEK AT THE RADIO SHOW.

Crowds will flock to Olympia next week to see the latest radio advances. This special display features the latest goods as produced for the Show.

Above we print two suggested advertisements for insertion in local newspapers. These lay-outs can easily be adapted for a trader's own requirements, and they should produce good results.

LATEST RECORD REVIEWS

This week we review the September bulletins of Columbia, Decca, Goodson and His Master's Voice records.

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

Columbia Graphophone Co., Ltd.,
108, Clerkenwell Road, London,
E.C.

COLUMBIA

12 IN., DARK BLUE, 4S. 6D.

DX 75.—Parsifal—March of the Knights of the Holy Grail (Wagner), Parts 1 and 2, by the Regimental Band of H.M. Grenadier Guards.

To many people the music of "Parsifal," Wagner's opera based on the legend of the Holy Grail, is too dreary for complete enjoyment. The extract we have here, however, will appeal to many. It is hardly a march such as one might expect from a Guards band, but is more in the nature of a stately processional, in slow tempo. It is well managed by the band, while the tone is excellent. This is a Central Hall, Westminster, recording.

DX 76.—Anno Domini, Parts 1 and 2 (arr. Willoughby), by J. H. Squire Celeste Octet, with choir, organ and trumpets.

A somewhat unusual record and more appropriate to Christmas than to the recent heat wave. It is a collection of Christmas hymns joined by orchestral modulations. On the first side we have "The First Noel" and "While Shepherds Watched," together with some speaking by the Wise Men. The second side contains "Nazareth" and "O Come, All Ye Faithful," terminating with the "Alleluja Chorus." There is some excellent work on the trumpets, and a grand organ plays a part in the proceedings. Recording is clear and of good volume.

DX 77.—Crown Diamonds—Overture (Auber), Parts 1 and 2, by the Bournemouth Municipal Orchestra, under Sir Dan Godfrey.

Auber's music is always bright and tuneful, and this overture is no exception to the rule. It is played with liveliness and brilliancy by Sir Dan Godfrey and his orchestra, and the reproduction is excellent. Altogether it is a disc of bright and cheerful music which can be recommended.

DX 78.—Carnival and La Habanera (both by Lucena), by Cordoba Philharmonic Orchestra.

Both pieces are attractive. The first contains much colour and contrast, whilst the second forms an admirable tango apart from certain changes in tempo. The orchestra plays well, with plenty of life and enthusiasm, the effect being particularly pleasing.

Recording is clean, with good string tone.

DX 82.—To Meet the King, Parts 1 and 2 (H. C. G. Stevens), by Jack Hobbs, Lewis Casson, Jane Comfort and Sybil Thorndike.

This is a dramatic little "curtain

raiser," complete on this disc, with incidental music by Norman O'Neill. We believe it was broadcast some time ago, and this recording was made in the Savoy Theatre, London. The words are very clear, and the whole forms an interesting and unusual disc.

10 IN., DARK BLUE, 3S.

DB 164.—She Was Poor, But She Was Honest, and Don't Send My Boy to Prison, by Billy Bennett and chorus, with piano and guitar.

This is one of Billy Bennett's best recordings so far, and will appeal greatly to those who like this style of thing. Both numbers are sung in broad cockney by Billy Bennett, assisted by a chorus. The guitar and piano provide a good accompaniment, and the recording is very clear. Most amusing.

DB 165.—Mr. Potter's Sporting Broadcast, Parts 1 and 2, by Gillie Potter.

Another very funny monologue by Gillie Potter, dealing with the boat-race, the cup final and the Wembley exhibition. Mr. Potter's humour is original, clean and very amusing, and his voice is extremely clear. Altogether, a disc to be recommended, which is every bit as good as Gillie Potter's earlier ones.

DB 170.—Sergeant Jock McPhee and Daddy's Bonnie Boy, by Sandy MacFarlane, Scottish comedian, with orchestra.

Two songs of the type popular with Scottish comedians. They are good, but not particularly outstanding. The recording is excellent.

DB 171.—La Campanella, Parts 1 and 2 (Liszt), by William Murdoch, piano.

Liszt's "Campanella" is of simple construction, being really no more than variations on a very simple theme. It contains much of the brilliant piano embroidery associated with the Abbé. Murdoch plays it well, with his firm touch, and the piece and its execution should delight many. The piano tone is very good, especially the treble passages which are, after all, the body of the work.

DB 172.—The Policeman's Holiday and The Whistler and His Dog, by Terence Casey, Wurlitzer organ solos at the Regent Cinema, Brighton.

An excellent cinema organ record of two popular light pieces, both of which introduce numerous clever effects. The organ tone is really excellent, and the atmosphere of a cinema is faithfully reproduced. This disc will appeal to many people, and also makes an excellent demonstration record.

DB 173.—For You Alone (Geehl) and **Until** (Sanderson), by Arnold Lindi, tenor, with piano accompaniment.

Both are popular if hackneyed pieces, but will be acceptable to many. The singer, who sounds like an Italian from his voice quality, introduces the maximum

amount of passion into each song. The tone is shrill, but many will probably like the overall effect. Recording is clear and of great volume, but the piano tone is weak. A good strong piano tone—the voice could easily stand it—would have enhanced the effect.

DB 174.—I Am a Friar of Orders Grey (Reeve) and **Drinking** (Traditional), by Malcolm McEachern, bass, with piano accompaniment.

Mr. Jetsam is always welcome, and here he gives two well-known favourites. The songs are very well sung, but we feel that the glissando in "Drinking" is rather superfluous. The voice is rich and full, and on this disc, decidedly deep. Recording is excellent.

DB 175.—He Must Reign (Miles) and **March On** (Yale), by William MacEwen, tenor, with violin and organ.

This disc will have a large sale in certain districts. Both are stirring religious songs after the style of the Salvation Army tunes. The voice is not pleasing and the enunciation no better. Recording is clear and forward.

DB 176.—Integer Vitae (Flemming) and **Llanfair** (Gymreig), by Three Valleys Male Voice Choir, unaccompanied.

Some excellent unaccompanied vocal work is embodied on this disc. The first is in English, the second in Welsh, and both have been arranged by Sir Walford Davies. The singing is excellent. The voices blend well, yet each part can be easily made out and the general effect is as pleasing a piece of singing as we have heard for some time. The recording (at the Pavilion, Mountain Ash) is excellent. The applause on the second side adds to the effect.

DB 179.—Now Sleeps the Crimson Petal and Weep You No More (both by Quilter), by the Hon. W. Brownlow, baritone, with piano accompaniment.

This disc of the Hon. Brownlow, is more pleasing than his last. The voice is more firm, rich and prominent. The singer manages these airs delightfully, with the right colouring and simple natural delivery. The recording is clear, and both voice and piano are excellent.

CB 100.—Will Anybody Here Have a Drink? and Any Rags, Bottles or Bones?

CB 106.—When It's Springtime in the Rockies (W.*) and **I'm Falling in Love Again** (W.*), all by Jack Payne and his B.B.C. Dance Orchestra.

The first disc contains two novelty sketches, with vocal parts and patter by Jack Payne and his orchestra. Both of them are extremely funny, but, of course, they are not played as dance numbers, the actual music only occupying a small part of each side.

CB 106 contains two popular waltzes, played in a melodious style, and with vocal refrains. The second is, to our mind,

YOU'LL LIKE THE TALE THE TILL TELLS . . .

You'll find the influence of Detex reflected in your cash returns. The world-famed Detex "Straight Five" Portable is a steady profit-earner, and this new Detex "Fireside Five" transportable is proving just as popular and just as profitable. Make sure you share in Detex success!



The Detex "Straight Five" Portable and the Detex "Fireside Five" Transportable. Both retailing at 8 Guineas.

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"SPARTA" DRY BATTERY
SPECIAL FOR PORTABLES

W.O.P. 100. 100 VOLTS (Reads 108) 10"x 5"x 3"

RETAILS AT 15/-

We advised you to wait a little before placing orders for batteries for portables. It has been a short wait, and now that the new 'Sparta' Special Dry Battery for Portables is in full production, we think you will agree it was well worth waiting for.

CONSIDER THE FACTS! In every detail this new dry battery has been designed to meet the requirements of your portable-owning customers. It provides a current which hitherto has been considered a mere hope and a dream in a battery of this size. The power emission is up to 20 milliamperes. And this is far more evenly sustained than in any other H.T. battery on the market. We claim this with the utmost confidence. Similarly, the 'Sparta' Special Dry Battery for Portables has a much longer useful life than the normal, and produces a purer, stronger tone. Moreover, it is most conveniently shaped and will really fit a portable receiver.

We are telling you these facts now. Very shortly we shall commence to tell them to the general public by means of a series of bold and original advertisements occupying considerable space in the *Daily Mail*, *Radio Times*, *World Radio*, *John Bull* and *The Passing Show*. This advertising campaign will be continued steadily through the Autumn. It is going to produce a large eager public demand for the 'Sparta' Special Dry Battery for Portables. Make sure you are ready to meet that demand! Send your order now!

Counter leaflets urging the advantages of this new battery are ready for distribution. Send for a supply, and also, if you have not yet received it, for the folder "What Portables need," which includes reproductions of some of the new Fuller advertisements.

FULLER

"SPARTA" DRY BATTERIES

Last stronger - longer

FULLER ACCUMULATOR COMPANY (1926) LTD.
CHADWELL HEATH, ESSEX



'EVER READY'

Battery and Torch

SELLING WEEK!

SEPTEMBER 22nd TO 27th

Pound notes
for your customers

Big
advertisements in
your local papers

Win a £50 cheque
and greatly increase
your sales

£800

WINDOW DISPLAY COMPETITION

You know that there is nothing like an "EVER READY" battery for brightening dark corners, putting new life into wireless, lighting up a country lane. (You know, too, the good-will they carry). But all your customers may not. So we are going to pay you — very, very, handsomely — for telling them!

A Monster Window Display Competition will be held during "EVER READY" Selling Week, from September 22nd to 27th. Eight £50 prizes! Eight £25 prizes! Forty £5 Notes! All for retailers. We supply the material. We advertise in your local paper. We supply blocks free and pay half the cost of any advertisements you yourself may wish to insert next to the big "EVER READY" advertisement. We send out the "EVER READY" Man with 180 Pound Notes to give away to "EVER READY" purchasers. All you do is to put in your brightest display, have your stock ready and—collect the proceeds! If you want a possible £50, plus certain record sales, you'll send—now—for your entry form. The coupon is opposite. A half-penny stamp posts it. It is worth pounds to you!

POST THIS COUPON FOR ENTRY FORM
To The Ever Ready Co. (Gt. Britain) Ltd., Hercules Place, Holloway, London, N.7
Please send me Entry Form and full particulars of the "Ever Ready"
Selling Week Window Display Competition.

Name.....
Address.....
.....
.....

the better. It is a theme song of the German sound film "The Blue Angel." A very attractive dance disc. Incidentally, these two discs reveal Jack Payne and his orchestra in two very contrasted styles, in both of which they are in the first rank.

CB 109.—Just an Old Refrain (W.*) and Somewhere in My Heart (W.*), by Debroy Somers Band.

A pair of excellent waltzes played in Debroy Somers' extremely capable and efficient style. The first number is of the type in which snatches of "Drink to Me Only With Thine Eyes," and so on, are introduced, but the second has a very good and rather haunting melody. First-class vocal work and recording.

CB 111.—There's One More River to Cross (F.T.*) and Swing Low, Sweet Chariot (F.T.*), by Paul Tremaine and his orchestra.

These two widely known spirituals have been arranged as foxtrots—apparently without any idea of burlesque. The band is an American combination specialising in this sort of thing. Some people will not like the spirituals in this form, but they are put over extremely well, with excellent vocal and hot instrumental work, and a very lively rhythmic foundation. An unusual and interesting disc.

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

DECCA

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

K 530.—Tannhäuser—March (Wagner) and Lohengrin—Introduction to Act 3 (Wagner), by the Hastings Municipal Orchestra, under Basil Cameron.

Two favourite Wagner pieces which should ensure a good sale for this disc. The playing is capital on both sides, while the recording is up to first-class standards. At the price the disc is a bargain.

K 531.—Lord, God of Abraham and It Is Enough (both from Mendelssohn's "Elijah"), by Horace Stevens, baritone, with orchestral accompaniment.

Two beautiful excerpts from Mendelssohn's "Elijah." The composer may not exhibit the grandeur of Handel, but to many ears he is more tuneful. Horace Stevens sings the airs with excellent effect, and with just the element of reverence which the work demands. The voice is of good quality, and the recording is clear. A good disc.

K 532.—Lead Kindly Light (Dykes) and The Day Thou Gavest (Scholefield), by choir and string orchestra.

This type of record always commands a large sale, and this disc can be recommended to dealers. These hymns were recorded in the crypt of St. Martin-in-the-Fields—so well known to Londoners and broadcast listeners. The hymns are preceded by a short prayer by the Rev. Pat McCormick. The choir and orchestra is conducted by Arnold Goldsborough. The singing is very even and well balanced, and the accompanying string orchestra enhances the effect. Recording of the voice, choir and strings is excellent.

K 533.—Aida—Finale to Act 3 (Verdi), Parts 1 and 2, by May Blyth (soprano), Henry Wendon (tenor) and Richard Watson (bass), with orchestra.

This is the second of the Decca series of

"Glimpses from Famous Operas," and will appeal not only to opera lovers, but to those who want to become acquainted with this type of music by easy stages. The singing is in Italian. The second side is the more interesting, being dramatic in character, and embodying some very good concerted passages. There is a slight blurring on these now and then, but on the whole the recording is satisfactory.

10 IN., BLUE LABEL, 2S.

F 1815.—"Classics of Jazz"—No. 3, Margie (F.T.) and No. 4, Poor Butterfly (F.T.*), by Spike Hughes and his dance orchestra.

The second "Classics of Jazz" disc is quite up to the standard set by its predecessor. "Margie" is in fast tempo, and contains hot solos by nearly every instrumentalist in the band, the whole being provided with a really great rhythmic foundation. "Poor Butterfly" is quite a contrast; it is a rather futurist melody arrangement, in slow time, and is notable for a saxophone solo with a very unusual accompaniment. On our pressing, at any rate, the recording on the second side falls below that on the first, which is very good.

F 1835.—O No, John! and The Keys of Canterbury (both arr. Sharp), by Stuart Wilson, tenor, with piano accompaniment.

Two charming folk songs, arranged by Sharp will be found on this record. The singer, who has a pleasant voice, knows how to sing this type of song, his words are clear and his enunciation perfect. Both songs are delightfully amusing and the recording does them justice.

F 1862.—At Dawning (Cadman) and A Summer Night (Goring Thomas), by Desiree Ellinger, soprano, with orchestral accompaniment.

Both songs are well managed by the singer, who has a pleasant soprano voice. She sings, too, with considerable artistry, and her renderings will please many. Words are fairly good, but might be clearer.

The accompanying orchestra plays its part well and the recording is excellent.

F 1863.—Martial Moments, Parts 1 and 2 (Winter), by a Military Band.

This disc consists of excerpts from the best-known military marches. These are skilfully connected together, and the general effect is decidedly pleasing. The band plays very well, with plenty of spirit and colour. The tempo is fairly fast throughout. Recording is in the main good, the trumpets coming through very well, but a shade more bass would have rendered the record rather impressive.

F 1864.—Minnie Song and Son of Mine (both by Wallace), by Richard Watson, bass, with piano accompaniment.

These two songs from "Freebooters' Songs" make pleasant hearing, and are excellently managed by Richard Watson. The songs are dramatic in character, with good piano parts. The singer puts plenty of expression into his renderings; his words are clear, his voice good in quality, and the recording excellent.

F 1865.—Songs My Mother Taught Me (Dvorak) and Love's Old Sweet Song (Molloy), by Pierre Pol and His Salon Orchestra.

A pleasing disc containing two popular, but widely separated pieces. The first

is particularly well rendered whilst the second is good. The violin is given much prominence, the orchestra forming a background for the soloist. Recording is very good.

F 1866.—Dream Avenue and If I Had a Girl Like You, by Lou Abelardo, with instrumental accompaniment.

Of these two vocal dance numbers, the first is to our mind the better. It is a lively foxtrot number with a swinging rhythm. The second is in slow foxtrot tempo. Lou Abelardo sings in his usual crooning style, and the orchestra is a lively little dance combination, with a good pianist. Quite good of its type.

F 1867.—Radio Jig and A Darkie Chuckle, by George Morris, banjo solos, with piano.

Two more banjo solos, giving George Morris plenty of opportunities for demonstrating his skill. We are, however, getting a little tired of these discs, all of which exhibit a sameness which is apt to be boring—at least to the reviewer. However, the recording and playing here are both excellent.

F 1869.—West Wind ("Song of the West") and One Day, by Joan Revel, soprano, with mandoline obligato, by Mario de Pietro, and piano.

An attractive disc, rather out of the ordinary. Mario de Pietro, the famous mandolinist, provides good obligatos to these soprano songs. The singer's voice sounds rather shrill at times. Apart from this, the disc is good.

F 1870.—Sitting on a Rainbow (F.T.*) and Dancing With Tears in My Eyes (F.T.*).

F 1871.—The Moon is Low (F.T.*) and Meet Me in My Dreams (W.*), all by Jack Harris and his orchestra.

Jack Harris and his band, who broadcast regularly from Grosvenor House, London, make their Decca debut this month. They have an attractive up-to-date style of playing, with bright and well-managed instrumental work. All the above can be classed as good dance records, and there is little to choose between them as far as popularity is concerned. The first foxtrot comes from "The Call of the West," while "The Moon is Low" is heard in Joan Crawford's film, "Montana Moon." Good recording.

F 1872.—Clatter of the Clogs (F.T.*) and Goliwogs' Tea Party (F.T.), by the Rhythm Maniacs.

Both foxtrots are novelty numbers, introducing some smart xylophone work. They are played in a good, lively style, and should be popular with the general public. Very good recording.

F 1873.—Beware of Love and Falling in Love Again, sung by Bert and Bob, with piano.

These two numbers, both of which have rather attractive, haunting tunes, are heard in Emil Janning's first Ufa talkie, "The Blue Angel," which has recently attracted considerable attention in London. Both songs are put over quite well by Bert and Bob, but the recording on our pressing is hardly up to Decca's usual standard. The numbers are likely to be in good demand.

F 1874.—Happy Feet and Miss Wonderful, sung by The Three Ginx, with piano.

The Three Ginx are English rhythmic vocalists who broadcast recently, and have now commenced recording for

Decca. The voices blend well and the singers have a bright and snappy style which makes their numbers pleasant to listen to. The Revellers and the Rhythm Boys may have more original ideas, but on the score of execution the Three Ginx may certainly be compared with these two famous vocal combinations.

F 1875.—I Thowt Mebbe I Would, and I Did (Melvin) and What Care I? by Stanley Holloway, with piano.

These are two bright amusing dialect songs by the well-known "Co-Optimist." The second is extremely good, and introduces imitations of a parrot and ducks. The recording is excellent, and the disc should have a good sale.

F 1876.—I'm Just Wild About Harry (F.T.) and After You've Gone (F.T.), by Jimmy Dorsey, accompanied by Spike Hughes and his Three Blind Mice.

Dance "fans" will not need to be told about Jimmy Dorsey (part share in the Dorsey Brothers!), the American dance band star, who is famous for his saxophone and clarinet work. He has appeared in all the well-known American combinations, and has made this record for Decca while over here in England. Both numbers display his amazing skill and technique, and the disc will certainly appeal to those interested in modern dance music. Good recording.

The Goodson Gramophone Record Co., Ltd., 12, Old Burlington Street, London, W.1.

GOODSON

10 IN., UNBREAKABLE, 1S. 9D.

236.—March of the Grenadiers (F.T.)* by the Cosmopolitan Dance Players, and **Dream Lover (W.*)**, by the Olympic Dance Orchestra.

Steady, straightforward renderings of the two chief numbers from "The Love Parade," which is due for general release in the near future. The first is, naturally given more as a march than a foxtrot.

237.—I Love You So Much (F.T.)*, by Paul's Novelty Orchestra, and **I Remember You from Somewhere (F.T.)***, by the White Way Serenaders.

The first number, from the film "The Cuckoos," is becoming quite popular over here, and is played in a good lively style. "I Remember You" is not so well known at present, but is quite capably managed, with a harmonised vocal chorus.

238.—Ro-Ro-Rolling Along (F.T.)* by Sam Lanin and his orchestra, and **Over the Radio Waves (F.T.)*** by Victor Rose and his Roamers.

The popular "Ro-Ro-Rolling Along" receives good, bright treatment here, although the vocalist most obviously has had close connection with "God's Own Country." "Over the Radio Waves" has not previously been issued over here. It is quite an enjoyable number.

239.—Where Can You Be? (F.T.)* by Paul's Novelty Orchestra, and **Linda (F.T.)** by the Harmony Syncopators.

A good standard dance record. Both foxtrots are played in a straightforward style, and, as yet, they are not widely known over here. The first is probably the better of the two.

240.—On the Sunny Side of the Street (F.T.)* by the University Syncopators,

and **Waiting for You (F.T.)** by the Dixie Rag Pickers.

The first number is the better of the two on this record. It has a good melody, is already well established in public favour, and is therefore a likely seller.

241.—Sing You Sinners (F.T.)* by the Cosmopolitan Dance Players, and **Summer Moon (F.T.)** by the Memphis Jazzers.

This is one of the best of the present group of Goodson records. The numbers are put over in a bright, up-to-date style, and "Sing You Sinners," from the film "Honey," is very popular at present. "Summer Moon" includes some rather remarkable solo work.

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

HIS MASTER'S VOICE

12 IN., RED LABEL, 8S. 6D.

DB 1405-8.—Violin Concerto in D Major, Op. 35, Parts 1 to 8 (Tchaikovsky), by Mischa Elman, solo violin, and the London Symphony Orchestra.

The concerto is a tuneful work, not perhaps to be numbered among Tchaikovsky's best, but making pleasant hearing. It is divided into the usual three movements. The first, *allegro moderato* occupies the first two discs. The second movement is given on the third and is labelled *canzonetta-andante*. It contains the customary cadenza whereby the soloist may show his skill. The third movement, *finale—allegro vivacissimo*, commences on the second side of the third disc and occupies the whole of the fourth.

The playing is, in the main, good. The orchestra, under John Barbirolli, is heard to advantage and Elman exhibits fine violin tone, although he is not too happy at certain difficult passages. The general effect is pleasing, however, and many music lovers will like it.

The recording is clean, of good volume and gives us some fine violin tone.



A new product by a well-known gramophone manufacturer, the Yagerphone A.C. mains 3-valve S.G. radio-gramophone at £37 10 0, or with spring motor, £35.

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

D 1843.—Prelude, Fugue and Variation, Parts 1 and 2 (César Franck), by Marcel Dupré, organ.

Another of Franck's better-known works has now been recorded. (We wish someone would give us the Prelude, Aria and Variation for piano.) On this disc the first side is devoted to the Prelude and a few bars of the Fugue. The break might be worse. The playing (on the organ of Queen's Hall) is good and very clear, the softer stops being employed. The recording is very natural. The disc will be purchased by Franck lovers, although the work, in common with much of the composer's music, does not make an instantaneous appeal.

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

C 1983.—Conan Doyle Speaking, Parts 1 and 2, by the late Sir Arthur Conan Doyle.

This is an unusual disc, taking the form of a talk by the late Sir Arthur Conan Doyle, which must have been recorded shortly before his recent death. In fact, in it Sir Arthur refers to his failing health.

The first part of the talk deals with the reasons for the creation of that famous detective of fiction, Sherlock Holmes, but the main part is concerned with spiritualism as Sir Arthur saw it, and gives his reasons for studying it. This disc, while not one to command a large sale, will certainly appeal to collectors of unusual records, and to spiritualists.

C 1986-8.—Aldershot Command Searchlight Tattoo, 1930, Parts 1 to 4, by Massed Bands.

The 1930 Aldershot Tattoo occupies two 12 in. discs. The extracts are very well recorded, considering the technical difficulties involved. One criticism is that the drums are rather too prominent, and in places they cause the needle to tear the record. Of the two records, the second is easily the more interesting, particularly on its second side. Those who only want to buy one of the discs will therefore be well advised to choose parts 3 and 4. The first disc will be of interest to those who saw the Tattoo.

10 IN., PLUM LABEL, 3S.

B 3513.—La Rosita and An Old Italian Love Song, by Florence de Jong, playing the organ of the New Gallery Cinema, London.

Two very attractive cinema organ solos. The first is a tango, and is played in strict tempo. The castanets are cleverly imitated by the organ. The second piece is a well-known dance number. The recording is extremely faithful, while the playing is interesting. Very good.

B 5867.—Kitty from Kansas City (F.T.)* and If I Had a Girl Like You (F.T.)*, by Rudy Vallee and his Connecticut Yankees.

The first number, not to be confused with "Kansas City Kitty," is in fast tempo, and is mainly taken up with Vallee's own vocal work. It is intended as a humorous number, but is not too successful, and is unlikely to be a big hit over here.

"If I Had a Girl Like You," however, is a tuneful sentimental number, which is put over in the more usual "melody" adopted by Rudy Vallee. Very good recording.

COMMERCIAL INFORMATION

Receiving Orders, Adjudications, First Meetings and Public Examinations.

Matthewman, Albert E., 6, Wednesday Market, and Holderness Garage, Landress Lane, both in Beverley, Yorks, wireless engineer, etc. Court: Kingston-on-Hull. Petition and order: August 25th. Debtor's petition. First meeting: September 12th at 11.30 a.m., Official Receiver's office, 37, Scale Lane, Hull. Public examination: October 13th, at 2 p.m., Guildhall, Alfred Gelder Street, Hull.

Mann, Wm., 32, Briton Street, Leicester, and lately trading as a wireless dealer at 128, Evington Road, Leicester. Court: Leicester. Petition and order: August 28th. Debtor's petition. First meeting: September 11th, at 3 p.m., Official Receiver's office, 1, Berridge Road, Leicester. Public examination: October 3rd, at 11 a.m., The Castle, Leicester. Order for summary administration: August 30th.

Morgan, John A., Old Queen's Head, Crickhowell, Brecknock, radio dealer. Court: Tredegar, Abertillery and Bargoed. Petition and order: August 25th. Debtor's petition. First meeting: September 10th, at 11.30 a.m., 34, Park Place, Cardiff. Public examination: October 30th, at 2.30 p.m., Town Hall, Tredegar. Order for summary administration: August 28th.

Adjudication.

Spero, George E., lately of 10, Lancaster Gate Terrace, London, W.2, and trading at 121-123, Rosebery Avenue, E.C.1, as the **Truphonic Wireless Co.**, but whose present residence the petitioners cannot ascertain. Court: High Court of Justice. Petition: June 20th. Order: August 28th.

Application for Discharge.

Thornton, Wm. H., 25, Bridge Street, Burnley, Lancs., electrical and wireless engineer. Court: Burnley. Hearing: September 18th, at the County Court House, Bankhouse Street, Burnley.

Notice of Intended Dividend.

Davies, Daniel J., now of 36, Cambrian Street, Aberystwyth, wireless engineer, lately residing at Tregfan, Adpar, Llandyfriog, and lately trading at Market Place, Newcastle Emlyn, Cernarh. Court: Carmarthen. Last day for proofs: September 12th. Trustee: Thomas, Herbert Watkins, 4, Queen Street, Carmarthen.

Receiverships—Release.

Instrument Wires & Cables, Ltd. F. W. Paterson, of 35, Great Tower Street, E.C.3, ceased to act as Receiver on August 19th, 1930.

British Brunswick, Ltd. E. S. Howard, of 6, Martin Lane, Cannon Street, E.C., ceased to act as Receiver and Manager on August 18th, 1930.

Mortgages and Charges.

D. M. Davies Woodwork, Ltd. Debenture charged on premises in Upper

Holloway and Slough and the company's undertaking and property, present and future, including uncalled capital and goodwill, dated August 14th, 1930, to secure all moneys due or to become due from the company to Lloyds Bank, Ltd.

James Mosley (1929), Ltd. Mortgage for £3,000, dated September 7th, 1929, charged on shop No. 18, Darwen Street, Blackburn (being property acquired by the company on July 4th, 1930). Mortgagees: Blackburn Philanthropic Assurance Co., Ltd., Liverpool. Mortgage dated July 4th, 1930, to secure £2,200, charged on 18, Darwen Street, Blackburn. Holder: W. A. Calvert, 46, East Park Road, Blackburn. Mortgage dated July 12th, 1930, to secure £1,650, charged on 64, 66, 68 and 70, Walmgate, York, with warehouses, etc., and land adjoining. Holders: Mrs. F. E. Morris, Bolton Lodge, Bolton Percy, Yorkshire, and others.

Craven Motor Co., Ltd. Mortgage for £1,000 dated July 10th, 1930, charged on properties in Skipton (being property acquired by the company on August 11th, 1930). Registered pursuant to Section 81 of the Companies' Act, 1929. Mortgagees: Skipton Building Society.

Satisfaction.

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

Lee's Universal Service Supplies, Ltd. Satisfaction to the extent of £200 on August 5th, 1930, of debentures authorised April 2nd, 1927, and registered same date. (According to the register of mortgages, the debentures registered April 2nd, 1927, originally secured £600).

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.

Davies Gramo & Radio Saloon, Porth, Glamorgan, wireless and gramophone dealers. Court: Birmingham. £18 5s. 10d. July 3rd.

Sussex Radio, 1, South Street, Eastbourne, wireless dealers. Court: Bloomsbury. £17 0s. 6d. August 1st.

Associated Wireless Co., Ltd., 15, Miller Street, Camden Town, N.W., wireless dealers. Court: Bloomsbury. £42 10s. 6d. August 1st.

Brega, D. C., 305, Kings Road, Chelsea, W., wireless and gramophone dealer. Court: Edmonton. £11 13s. 4d. July 19th.

Brosan, R., 40, High Street, Deptford, S.E., wireless dealer. Court: West London. £10 10s. 4d. July 29th.

Mainten Mfg. Co., Ltd., Holborn House, 22, Gray's Inn Road, W.C., wireless manufacturers. Court: Whitechapel. £17 19s. 4d. July 30th.

Houghton, Joseph W., 'Longmeads,' 21, Crossthewark Way, Burnham, Bucks, wireless engineer. Court: Southwark. £17 7s. August 5th.

Bell Radio Co., 205, Uxbridge Road, W. Ealing, wireless dealers. Court: Romford and Ilford. £16 5s. 5d. July 17th.

Associated Wireless Co., Ltd., R/O, 15, Miller Street, High Street, Camden Town, N.W., wireless dealers. Court: Walsall. £10 9s. 1d. July 30th.

Worrall, J., 87A, Marmion Road, Southsea, Hants, wireless dealer. Court: Portsmouth. £15 8s. 4d. August 1st.

Davies Gramo & Radio Salon, Porth, Glam., wireless and gramophone dealers. Court: Westminster. £51 19s. 3d. July 11th.

Leamington Battery & Wireless Service, 7, Parade, Leamington, wireless dealers. Court: Birmingham. £17 8s. June 25th.

Curtis, J., 494, Wilbraham Road, Chorlton-cum-Hardy, Manchester, wireless dealer. Court: Bloomsbury. £21 6s. 4d.

Crane, F. M. (trading as The Sutton Electrical Installation Co.), 38, Brighton Road, Sutton, Surrey, wireless dealer. Court: Clerkenwell. £25 16s. 10d. July 21st.

Voluntary Liquidation.

Harrison's, Ltd., Oxford Street, Manchester, electrical and wireless engineers.

The statutory meeting of the creditors of the above was held recently at the offices of Messrs. Martin & Stone, C.A., 1, Police Street, St. Ann Street, Manchester. The statement of affairs showed liabilities of £2,131 3s. 10d. due to unsecured creditors. The assets comprised cash in hand, £12 10s. 10d.; stock at cost, £596 6s. 1d., estimated to realise £298; fixtures and fittings, £10; motor car, £25; good book debts, £267 7s. 3d.; and doubtful and bad debts, £31 15s. 1d.; valued at £10; making a total of £622 18s. 1d. After allowing £54 10s. for preferential claims, the net assets were £568 8s. 1d., or a deficiency of £1,562 15s. 9d. The issued capital of the company was £1,180, and as regarded the shareholders there was a deficiency of £2,742 15s. 9d.

It was reported that the company was registered in 1920, when it took over an existing business. The balance sheet showed that in 1927 the sales were £9,475, with a net loss of £525. In the following year the sales declined to £5,930, but the net loss was reduced to £355. In 1929 the sales were £5,052, the net loss being £203. On December 31st of last year, the accounts disclosed an adverse balance of £1,282, and it was estimated that there had since been a loss on the trading of £847. The deficiency was attributed to these items together with

the depreciation written off the assets.

A resolution was passed confirming the voluntary liquidation of the company with Mr. W. M. Stone as liquidator. A committee was also appointed.

The following are creditors:—

Edison Swan Electric Co., Ponders End.	£21
Higgs Motors, Birmingham	34
Burdept, Ltd., London	13
Pertrix, Ltd., London	16
Cole, Ltd., E. K., Leigh-on-Sea	16
Brown, Bros., Manchester	15
O'Brien & Co., R., Manchester	109
British Thomson-Houston, Ltd., Rugby	14
General Electric Co., Ltd., Manchester	11
Downes & Davies, Liverpool	11
Hirst, Ibbetson & Taylor, Ltd., Manchester	42
Hollingdrake, H., Stockport	133
Central Electric Co., Manchester	40

Bankruptcy.

Gramophone Cabinets, Ltd., 79, Lots Road, Chelsea, London, S.W.

In the compulsory liquidation of this company, which carried on business as manufacturers of gramophone and other cabinets, and also contracted to supply gramophones and wireless apparatus to another company, the Official Receiver has now issued to the creditors and to the shareholders a summary of its statement of affairs. This discloses the position as at June 2nd last, the date of the appointment of a receiver for the debentureholder, whose claim is returned at £3,105. The statement shows gross liabilities £13,313 of which £8,775 are due to 108 unsecured creditors and the assets are estimated to realise £5,527, but subject to the deduction of £38 to meet two preferential claims and a further deduction of the amount of the debenture claim, leaving a balance of £2,383 available to meet the claims of the unsecured creditors. A deficiency of £6,391 is accordingly disclosed with regard to the creditors, while in relation to the shareholders the accounts disclose a total deficiency of £67,041, there being 117 shareholders.

In his accompanying observations the Official Receiver reports that the company was registered as a public company on October 12th, 1928 with a nominal capital of £75,000, divided into 750,000 ordinary shares of 2s. each. Its principal objects were to acquire the undertaking and assets of Gramophone Cabinet Manufacturers, Ltd., and to enter into and carry into effect an agreement relative thereto, and to carry on business as

gramophone and other cabinet makers.

No balance sheet and accounts have been issued by the company, though it has been trading since the end of November, 1928. According to accounts which have now been prepared, covering the period—December, 1928, to June 2nd, 1930—a gross loss on trading of £760 16s. 1d. and a net loss on profit and loss account of £12,599 4s. 9d. had arisen. The latter figure is arrived at after taking into account and writing off sums amounting to £4,500 for preliminary expenses and underwriting commission.

The Company's financial difficulties are attributed to the fact that it was unable to recover a judgment debt of approximately £10,222 due by a company for which gramophone and wireless

cabinets had been made and delivered in large numbers while a quantity of finished goods, awaiting delivery instructions, were left on hand. The debtor company is now in liquidation.

On June 2nd, 1930, the debenture holder appointed as receiver Charles Frank Farmery, accountant, of Danes Inn House, 265, Strand, London, W.C., and he has since been in possession of the assets. The Receiver reported recently that he had not realised any of the assets.

As a result of the statutory meetings of creditors and contributories Frederick Seymour Salaman, chartered accountant, of 1/2, Bucklersbury, London, E.C., has been appointed liquidator of the company by an Order of Court, with a Committee of Inspection.

New Companies.

Tyrela Gramophones, Ltd. (249,126).—Private company. Capital £10,000 in £1 shares. Objects: To acquire the business of a gramophone and musical instrument dealer carried on by E. J. P. Tyler, at 21-26, East Road, City Road, N.1, as the "Tyrela Gramophone Co.," together with the trade mark "Tyrela." The directors are: E. J. P. Tyler, 11, Fullers Avenue, Woodford Green, gramophone manufacturer (permanent governing director); B. E. J. Tyler, Electric Parade, South Woodford, gramophone manufacturer. Qualification: One share. Remuneration: As fixed by the company. Solicitors: Payne & Co., 10, New Square, Lincoln's Inn, W.C.2. Registered office: 21-26, East Road, N.1.

Electrical & Radio Products (249,218).—"Public" company with a nominal capital of £1,000 in 2s. 6d. shares. The objects are to adopt an agreement with Aeonio Radio, Ltd., and the liquidator thereof, to manufacture, sell and let on hire wireless sets, radio gramophones, records, etc. The subscribers (each with one share) are: G. Conrad, 103, Phyllis Avenue, New Malden, clerk; A. E. Patterson, 4, Bernsted Road, Walthamstow, E.17, clerk, and five other clerks. The first directors (to number not less than 3 nor more than 7) are to be appointed by the subscribers. Qualification: £100 shares or stock. Remuneration: £200 each per annum (chairman £250), and not more than 5 per cent. of the net profits in each year remaining after a dividend of 15 per cent. has been paid, divided between them, with a double share for the chairman. Solicitors: Romer, Skan & Brashier, 4, Copthall Chambers, E.C. Registered office: 1, Queen Victoria Street, E.C.

A. S. Tyler, Ltd. (249,238).—Private company. Capital £100 in £1 shares. Objects: To carry on the business of manufacturers of wireless receivers, etc. The subscribers (each with one share) are: A. S. Tyler and Mrs. G. E. M. Tyler, both of "Red Gate," Athol Road, Whitstable. The first directors (to number not less than 2 nor more than 5) are: A. S. Tyler (permanent), and others to be appointed by the

subscribers. Qualification: One share. Remuneration: As fixed by the company. Solicitors: R. J. Twyford & Co., 10, Finsbury Square, E.C.2. Registered office: 93, High Street, Whitstable.

Venus Radio & Electrical Co., Ltd. (249,305).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of radio and electrical engineers, etc. The directors are: A. Abbey, Elderleigh, Rastrick, near Huddersfield; J. T. Thornton, 73, Birkby Lodge Road, Huddersfield. Registered office: 1, Lord Street, Huddersfield.

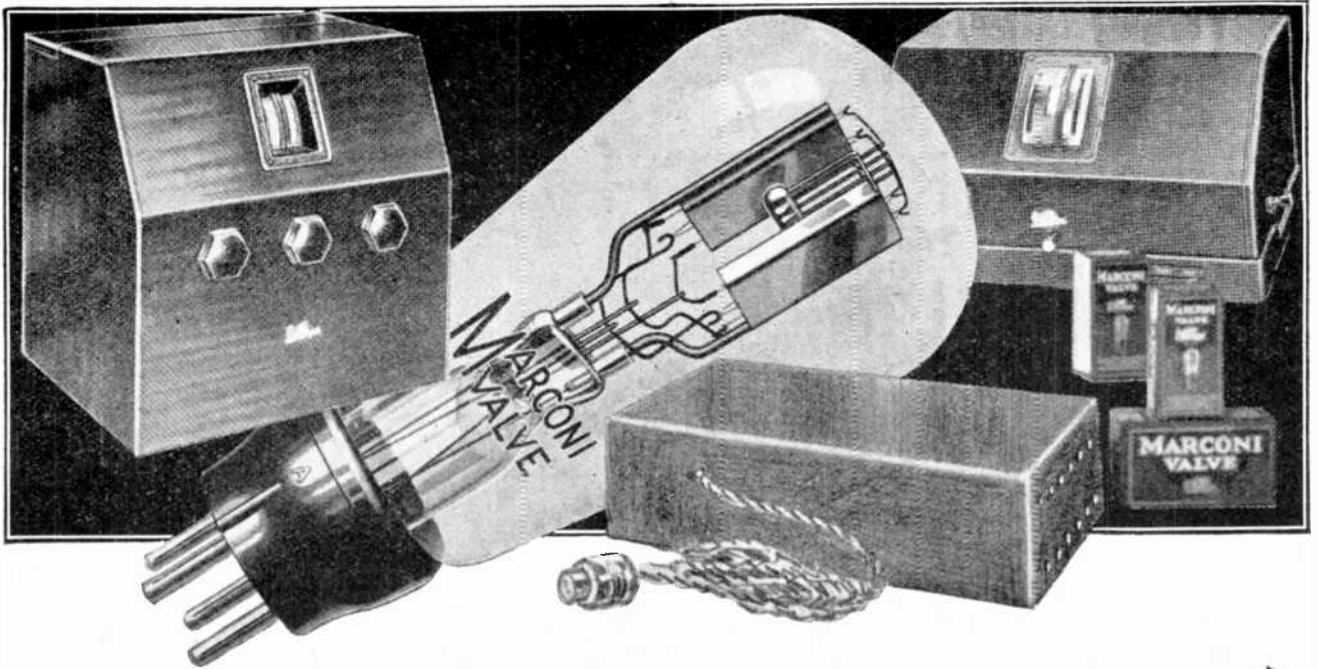
George Franklin Co., Ltd. (249,283).—Private company. Capital £1,000 in £1 shares. Objects: To manufacture and deal in all kinds of wireless sets and electrical appliances, etc. The first directors (to number not less than 2 nor more than 5) are: G. M. R. Franklin, 92, Westminster Road, Handsworth, Birmingham; J. M. Phelps, Windy Ridge, Vicarage Road, Harborne, Birmingham. Qualification: Five shares. Registered office: 46, Cherry Street, Birmingham.

C. B. Wilkinson & Co., Ltd. (249,358).—Private company. Capital £100 in £1 shares. Objects: To acquire the business carried on by C. B. Wilkinson and F. R. Wilkinson as C. B. Wilkinson & Co., at Rochdale, and to carry on the business of manufacturers of and dealers in gramophones and wireless accessories, etc. The permanent managing directors are: C. B. Wilkinson, and F. R. Wilkinson, both of 47, Tower Street, Heywood. Qualification: One share. Solicitor: C. B. Hudson, Church Lane, Rochdale.

Bell Wireless & Motor Accessories Co., Ltd. (249,438).—Private company. Capital £300 in £1 shares. Objects: To adopt an agreement with A. G. Browne, G. H. Motion and N. W. Packer, and to carry on the business of dealers in wireless and electrical goods, formerly carried on by the said A. G. Browne and G. H. Motion at 205, Uxbridge Road, Ealing, as the Bell Radio Co., or in any other name. The directors are: A. G. Browne, 35, Hogarth Road, S.W.5, wireless engineer; G. H. Motion, 16, Lower Common South, Putney, S.W.15, wireless engineer. Secretary: A. G. Browne. Solicitors: Headley, Dalzell & Dickinson, 6, Stone



A new range of sales aids has just been produced by Ultra Electric, Ltd., and is available for distribution on application by dealers. Here we illustrate the three large window-display centre-pieces, all embodying the same symbolic musical figure. Showcards and price-cards are also available, executed in the same style.



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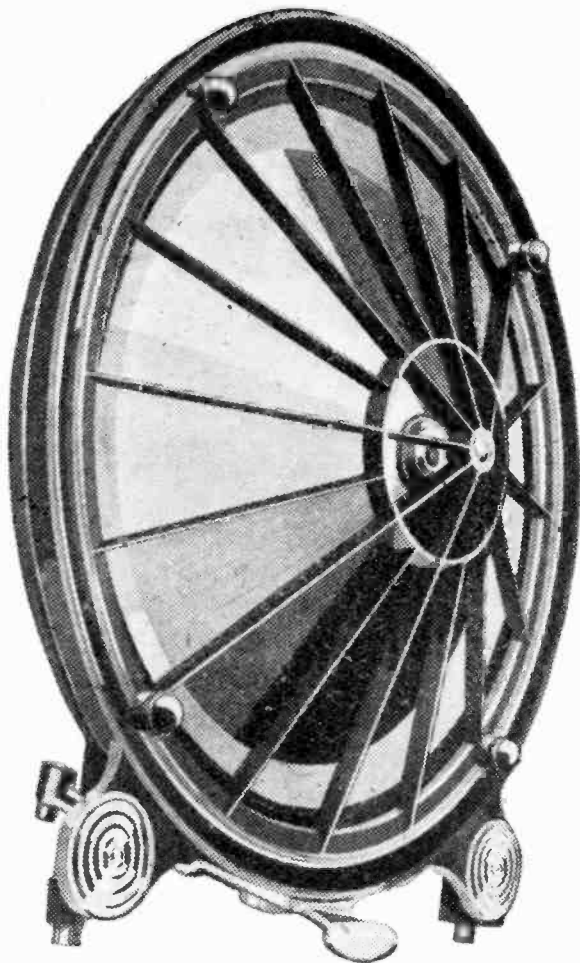
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THE SAME
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Advt. The Mullard Wireless Service Co., Ltd., Mullard House, Charing Cross Road, London, W.C.2.

New Companies.

(Continued from page 260)

Buildings, W.C.2. Registered office: 205, Uxbridge Road, Ealing, W.13.

Radio Distributing Co., Ltd. (249,570).—Private company. Capital £5,000 in £1 shares. Objects: To carry on the business of radio or wireless receiving, broadcasting and distributing, etc. The permanent directors are: J. King, "Strathdene," Church Road, Urmston, near Manchester, iron and tinplate merchant (chairman); Dr. H. Bardsley, 14, Park Avenue, Southport; O. B. Kellett, 11, Allerton Road, Southport, salesman (managing director). Qualification: £100. Remuneration: £300 per annum, divided between them. Solicitors: Hervey Smith & Sons, Hyde.

Devonshire Radio Co., Ltd., (249,636).—Private company. Capital £100 in £1 shares. Objects: To manufacture, assemble, erect, maintain and repair, sell and let on hire, wholesale and retail, all wireless, radio gramophones, records, radio receivers, valves, accessories, etc. The permanent directors are: J. Bilantz, 72, Fountayne Road, Stoke Newington, N.16 (director of Genuine Company, Ltd.); P. E. Lewis-North, 60, South Hill Park, Hampstead, N.W.; radio engineer. Qualification: £1. Secretary: J. Bilantz. Solicitors: Strong & Co., 61/62, Gracechurch Street, E.C.3. Registered office: 546, Harrow Road, W.9.

Reproducers & Amplifiers, Ltd. (249,777).—Private company. Capital £250 in £1 shares. Objects: To carry on the business of manufacturers and merchants of and dealers in loud-speaker movements, valves, radio sets, etc. The directors are: Harry Claude Willson, 38, Beckminster Road, Wolverhampton, Harry Copeman Willson, 16, Upper Bedford Place, W.C.1. The said Harry Claude Willson shall be chairman and permanent managing director so long as he holds half the issued share capital. Qualification: £1. Secretary: Harry Claude Willson. Solicitors: Dallow & Dallow, Wolverhampton. Registered office: Frederick Street, Wolverhampton.

Choralian Radio, Ltd. (250,382).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in wireless parts and accessories and television apparatus and appliances, general engineers, etc. The directors are: J. Bolsom, 123, Westminster Bridge Road, S.E.1, director; P. R. Cook, 15, Hillside Gardens, Wallington, Surrey, manager. Qualification: 5 shares. Remuneration: As fixed by the board. Solicitors: James Cohen & Co., 23-24, Wormwood Street, E.C.2. Registered office: Parliament Mansions, Orchard Street, Victoria Street, S.W.1.

Chas. Swain, Ltd. (250,210).—Private company. Capital £100 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in gramophones and sound reproducing machines, electric accumulators and batteries, aeriols, cabinets, condensers, headphones, loud-speakers, transformers, etc. The directors are: E. E. Rooke, 67, Hazelwood Lane, N.13 (director Rooke, Bros., Ltd.); J. W. Miller, 63, Hampton Road, Forest Gate, E. Qualification: £10 shares. Registered office: 55, Cardington Street, N.W.1.

Hewelectric Co., Ltd. (250,266).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of electrical and wireless engineers and general salesmen carried on by H. Hewett and G. E. Hewett at 1, Churchill Parade, Kenton Road, Kenton, Middlesex. The first directors (to number not less than two nor more than five) are: H. Hewett, 1, Churchill Parade, Kenton Road, Kenton, electrical engineer; G. E. Hewett, 1, Churchill Parade, Kenton Road, Kenton, salesman; G. A. J. Little, 50, Prout Grove, Neasden, N.W.10. Qualification: £100. Solicitors: Jordon & Lavington, 78, Queen Victoria Street, E.C.4.

Vince's Dry Batteries, Ltd. (250,280).—Private company. Capital £8,000 in £1 shares. Objects: To carry on the business of manufacturers of dry batteries and all kinds of combinations or series of primary or secondary cells for the conservation, storage, grouping or assemblage of electrical or electro-chemical energy, etc. The directors are: C. H. Vince (chairman), 41, Natal Road, Ilford; C. H. Vince, jun., address not stated; Winifred M. Mennie-Vince, address not stated; E. M. Gorst, address not stated; G. E. Fisher, Stonehenge, 68a, East India Dock Road, E.14. Qualification: One share. Secretary: Lucretia E. May, 12, Sussex Street, Poplar, E.14.

Franklin Electric Co., Ltd. (250,449).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of wholesale or retail dealers in electrical and wireless apparatus, etc. The first directors (to number not less than two nor more than five) are: Ethel W. Johnston, 43, Cleveland Road, Ilford, clerk; R. Heather, 25, Joan Gardens, Chadwell Heath, commercial representative. Qualification: 10 shares. Solicitor: F. A. Cox, Fairfax House, Fulwood Place, W.C. Registered office: 187-189, Ilford Lane, Ilford.

The Electroamic Company (1930), Ltd.—Registered as a "public" company on August 5th, with a nominal capital of £100 in 150 8 per cent. cumulative participating preferred ordinary shares of 10s. each and 500 deferred ordinary shares of 1s. each. The objects are conferred on the business of importers, manufacturers, factors, agents and licensees of and dealers in phonograph and gramophone records, phonographs, gramophones and musical instruments of all kinds, television, electrical and wireless apparatus and accessories of every kind, whereby sound is recorded, transmitted or repro-

A general view of the radio department at the Liverpool branch of Brown Bros. Ltd. The arrangement by which all the chief products are instantly at the assistant's hand will be seen from the photograph.



duced, etc. The subscribers (each with one share) are: J. M. Lickfold, 17, Bedford Row, W.C.1, solicitor; K. J. Wyman Smart, 17, Bedford Row, W.C.1, solicitor; J. M. S. Lickfold, 17, Bedford Row, W.C.1, solicitor; and four others. The first directors (to number not less than three nor more than 10) are to be appointed by the subscribers. Qualification: £15. Remuneration: £250 each per annum (chairman £300) and 2 per cent. of the amount available for distribution after providing for the fixed dividend, divided between them. Solicitors: J. E. Lickfold & Son, 17, Bedford Row, W.C.1. The registered office is at 1, Budge Road, E.C.4. The file number is 249,976.

Yeldon (Radio), Ltd. (249,975).—Private company. Capital £500 in 200 ordinary shares of 5s. each and 450 preference shares of £1 each. Objects: To carry on the business of wireless and electrical engineers, etc. The directors are: G. Yeldon, 66, Milton Road, Portsmouth, radio engineer; Miss P. M. Atkin, Kingsmede, Crofton Road, North End, Portsmouth. Qualification: One share. Solicitor: R. N. Sherwell, 2, Hampshire Terrace, Portsmouth. Registered office: 41, Chichester Road, Portsmouth.

Westminster Wholesale Electrical Co., Ltd. (249,971).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in instruments of all kinds, wireless accessories, etc. The subscribers (each with one share) are: E. Mayo, 124, Wellesley Road, Croydon, accountant; Mrs. M. A. Moore, 302, London Road, Mitcham. The first directors (to number not less than two nor more than seven) are to be appointed by the subscribers. Remuneration: As fixed by the company. Solicitor: J. W. Moore, 124, Wellesley Road, West Croydon. Registered office: 2, Tanswell Street, Lower Marsh, Lambeth, S.E.

J. Gledson & Co., Ltd. (250,138).—Private company. Capital £15,000 in £1 shares (5,000 preference and 10,000 ordinary). Objects: To acquire the business of an manufacturers' agent and wholesale factor of electrical and wireless materials carried on by J. Gledson at 48 and 50, Blackett Street, Newcastle-on-Tyne, as "J. Gledson & Co." The directors are: J. Gledson, 103, Moorside North, Fenham, Newcastle-on-Tyne; W. R. Gledson, 103, Moorside North, Fenham, Newcastle-on-Tyne; G. S. Killey, 3, Eastlands, Newcastle-on-Tyne. J. Gledson is permanent governing director subject to holding £3,000 shares. The two last named are permanent. Qualification (excepting governing directors): £100 shares. Remuneration (except governing directors): As fixed by the company. Solicitors: Charles E. Layne & Son, 4, Eldon Square, Newcastle-on-Tyne.

J. W. West (Junior), Ltd. (250,061).—Private com-

pany. Capital £500 in £1 shares. Objects: To acquire the business of Exide Battery Service Station carried on by J. Westmuckett (Junior) at 637, Forest Road, Walthamstow. The directors are: J. W. Westmuckett, 2, Forest Glade, Highams Park, E.4, electrical engineer; H. Jervis, 18, Winns Terrace, Walthamstow, E.17, traveller. Remuneration: As fixed by the company.

Lincoln Smethurst, Ltd. (250,196).—Private company. Capital £5,000 in 400 7 per cent. cumulative preference shares of £10 each and 1,000 ordinary shares of £1 each. Objects: To acquire the business of a wholesale electrical and radio engineer now carried on by Lincoln Smethurst at 17, Hanover Buildings, Southampton, as "Lincoln Smethurst." The permanent directors are: L. Smethurst, 17, Hanover Buildings, Southampton; A. R. S. Fowler, 10, Oakhurst Road, Highfield, Southampton. Qualification: £750 shares. Remuneration: £100 per annum, divided between

them. Solicitors: Moberly & Wharton, Southampton.

Wholesale Electro (Halifax), Ltd. (250,159).—Private company. Capital £4,000 in £1 shares. Objects: To acquire the business of a manufacturer of and dealer in wireless and electrical apparatus carried on by A. Buckley at Lower George Yard and Goal Lane, Halifax, as "The Wholesale Electro Supply Stores." The permanent directors are: A. Buckley, 9, Lingrover Avenue, Highroad Well, Halifax; J. F. Buckley, 7, Vise Terrace, Halifax; W. H. Buckley, 1, Lower Skircoat Green, Halifax. Qualification: £200. Solicitors: Frederick Walker & Son, 2, Harrison Road, Halifax.

Freeman Valve Co., Ltd. (248,797).—Private company. Capital £20,000 in £1 shares. Objects: To manufacture and sell thermionic valves, etc. The subscribers (each with one share), are: Bessie Linnington, 88, Church Road, Canonbury, N.1, stenographer; W. Manning, 19, Maidstone Avenue, Romford, Essex, solicitor's managing clerk. The first directors are to be appointed by the subscribers. Remuneration: As fixed by the company. Solicitors: Stanley Johnson & Allen, 426, Salisbury House, E.C.2. Registered office: 1, Queen Victoria Street, E.C.4.

H. Norman Kirk, Ltd. (248,819).—Private company. Capital £5,000 in £1 shares (2,000 7½ per cent. cumulative preference and 3,000 ordinary). Objects: To carry on the business of electrical engineers, and dealers in wireless apparatus, etc. The subscribers (each with one share) are: H. Norman Kirk, 9A, Gower Street, Swansea, electrical engineer; J. Smith, Heathfield Works, Carlton Terrace, Swansea, electrical engineer. H. Norman Kirk signs documents as director. Solicitors: Howell, Williams & Thomas, 2, Fisher Street, Swansea. Registered office: 9A, Gower Street, Swansea.

Surrey Trading Co., Ltd. (248,823).—Private company. Capital £100 in 1s. shares. Objects: To carry on the business of manufacturers of, agents for and dealers in wireless receiving sets etc. The directors are: H. A. Willmott (managing director), "Nandora," 43, Demesne Road, Wallington, Surrey; L. G. Nicholls, "Roxbury," Lodge Road Croydon. Qualification: 100 shares. Remuneration: As fixed by the company. Secretary: H. A. Willmott.

Warne & Co. (Exeter), Ltd. (248,879).—Private company. Capital £2,500 in £1 shares. Objects: To acquire the business of a wireless dealer now carried on by Annie E. Schonknecht at 31 and 33, Magdalen Street, Exeter. The subscribers (each with one share) are: J. G. Warne, 111, Bronhay Road, Exeter; Curt Schonknecht, and Mrs. A. E. Schonknecht, both of 33, Magdalen Street, Exeter. J. G. Warne is the first director. Qualification: £10 shares. Solicitors: J. & S. P. Pope, 25 and 26, Gandy Street, Exeter.

BUSINESS ITEMS.

Marconiphone Dublin Branch.

Radio dealers in the Irish Free State will be pleased to learn that the Marconiphone Co., Ltd., are shortly opening a branch in Dublin from which the distribution and servicing of sets will be carried on, instead of by Marconi (Ireland), Ltd., as in the past.

The address of the new branch will be



Mr. F. Jones,
Manager of
the Marconiphone new
D u b l i n :
branch.

13, St. Andrew's Street, Dublin, and Mr. F. Jones will be the company's representative in charge of the branch. He will be assisted by Mr. Farmer, who is already well known to dealers in the Free State.

Mr. Jones is at present in Dublin making the final arrangements for the new branch, and it is hoped that Marconiphone stocks will be available to the trade in about a week's time.

Halcyon Activities.

The trade is asked to note that the Halcyon Wireless Co., Ltd., now have a Midland service depot at 6, Ryder Street, Birmingham, where Mr. Frank Westerman is acting as Midland sales manager. He will also be in charge of the projected new showrooms in Birmingham, the address of which will shortly be announced.

Mr. Westerman is at present acting as Halcyon representative in a 50-mile radius of Birmingham, while Mr. T. R. Caldicott, whose private address is 2, Princes Buildings, Bath (telephone: Bath 5012), is covering the West Country. Mr. Caldicott is shortly visiting the trade in that district.

* * *

Besides the Halcyon display at Stand 144 at the show, we learn that they will be showing and demonstrating their new lines at 79, Hammersmith Road (right opposite Olympia), and at their London showrooms, 72, Newman Street, W.1.

In our issue of August 23rd we published details of the new Halcyon "Grandola" radio-gramophone selling at 85 guineas.

Hire-purchase terms for this instrument have now been arranged. They are: £20 down followed by 12 monthly payments of £6 10s. 6d.

Lamplugh's New Distributors.

S. A. Lamplugh tell us that they have just arranged with Brunwec, Ltd., 28, Cumberland Street, St. Paul's, Bristol, and Mr. Michael Black, of Glasgow, as distributors for Bristol and S.W. England, and Scotland respectively.

Mr. F. Robinson, 33, Nelson Road, Gorleston, Norfolk, is covering N.E. counties.

Their new representative, Mr. W. J. Keen, whose photograph appeared in this feature last week, will cover London and the southern counties.

Mullard Service Depot's Address.

We hear that the Mullard service depot has been removed from Denmark Street, W.C.2, to 15, Ingate Place, Queen's Road, Battersea, S.W.8. All goods for repair or service should be sent to that address.

Dubilier Rebate Scheme.

As we stated in our columns last week, the Dubilier Condenser Co. are allowing a rebate in respect of the recent price reductions on all goods affected and in stock on September 1st, providing that they were purchased from the firm direct since June 1st.

The dealer must also be agreeable to place an order and take delivery within 15 days at Dubilier's option of twice the number of specific articles for which credit is wanted.

If the stocks have been bought from wholesalers, application must be made to these sources of supply who have a direct account with the manufacturers, when the necessary credit notes can be passed in the usual way if the claims are in order.

All claims—accompanied by the necessary order—must be lodged with the Dubilier Condenser Co. by September 15th, and the necessary forms are now available on application.

Two Pye Notes.

The first leaflet announcing the new Pye radio sets, dealt with in our issue last week, has just been despatched to all Pye service agents.

It employs the "Pye Pied Piper" motif which we have already described. On the front is the Piper of fiction with the children of Hamelin following him

while inside is the new Piper holding a Pye portable, which has attracted a large crowd of people. This is undoubtedly a very happy interpretation of one of the best advertising ideas of the present time.

Although more than a year has passed since Pye Radio opened their sales organisation offices in London, they tell us that they still receive a large number of enquiries, orders, etc., at their Cambridge works, and packing cases, etc., at the London offices.

Traders are asked to note that all sets for service or repair, returned crates and cases must be sent to Pye Radio, Ltd., Radio Works, Cambridge; while all matters relating to sales, etc., should be addressed to Pye Radio, Ltd., Sales Organisation, Paris House, London, W.1. "Pilot" Components.

Illustrated on this page is a reproduction of the new poster dealing with "Pilot" components, which is available from Thomas A. Rowley, Ltd., of 59,



The new "Pilot" poster described on this page.

Skinner Lane, Dean Street, Birmingham. This firm are sole distributors in Great Britain for the Pilot Radio & Tube Corporation, of Brooklyn, New York. Increased "Kabilok" Discounts.

We learn from W. & T. Lock, Ltd., St. Peter's Works, Bath, that the retail discount on "Kabilok" cabinets has been increased from 25 to 30 per cent., as from September 1st.

McMICHAEL

AT OLYMPIA
Sept. 18th-27th.

for all that is best in
WIRELESS

LONDON
SHOWROOMS
179, STRAND
W.C.2.

This finely coloured McMichael poster will appear on the sides of omnibuses passing Olympia during the run of the Radio Show. This is undoubtedly an effective kind of radio publicity.

A REVELATION IN PERFORMANCE

APPEARANCE & PRICE !!

The **ORMOND**
"Corner Cabinet" Loud-speaker

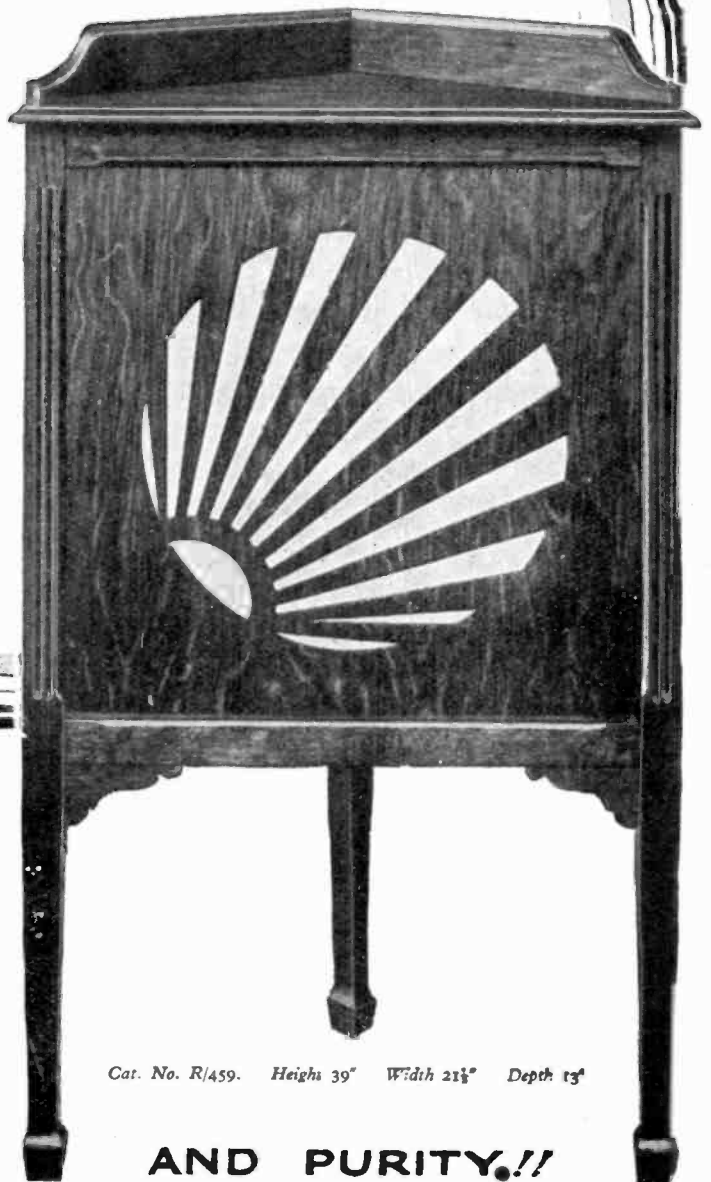
There is nothing to equal this superb Ormond Loudspeaker. Its extraordinary popularity proves that; Its design is appreciated by all who see it. Beautifully constructed in solid oak it looks what it is—a fine example of British workmanship.

The quality of its tone and its powerful volume is made certain by the famous Ormond 4 Pole Adjustable Loudspeaker in conjunction with the "Wonder" Cone and Large Chassis, which are standard fittings on this model.

A Loudspeaker of marked supremacy in appearance and performance.

PRICE
79/6

**IN
 SOLID
 OAK**



THE ORMOND ENGINEERING CO., LTD.

Ormond House, Rosebery Avenue, London, E.C.1.

Phone: Clerkenwell 5334-5-6 & 9344-5-6
 Grams: "Ormondeng, Smith,"

Cat. No. R/459. Height 39" Width 21 1/2" Depth 13"

FOR PUNCH POWER

AND PURITY.!!

They talk of

THEN LET THEM TALK OF LISSEN'S PRICE FOR A NEW 2-VALVE RECEIVER

Who else but Lissen can make a receiver such as this—The Lissen COLOSSUS 2-valve, where every part is Lissen made, every component designed to work with all the others, all produced to the same standard of precision in the mammoth Lissen factories—and where COSTS ARE BASED UPON THE VAST QUANTITY PRODUCTION WHICH THE HUGE SALE OF LISSEN COMPONENTS ALONE CAN JUSTIFY. What a challenge ! What a seller ! It opens up an entirely new market—a market in which big profits and quick profits will once again be made by Lissen dealers.

BUILT TO LISSEN STANDARDS OF BALANCED LISSEN COMPONENTS

Price will sell this set—so will the name Lissen ! The Lissen Colossus circuit is devised to employ standard Lissen components and to provide the public with a simple, trouble free 2-Valve receiver at a price which creates new demand. FULL LOUDSPEAKER VOLUME on the Regional Stations is always available ; a high degree of selectivity is combined with great sensitivity, so that under favourable conditions many Continental transmissions can also be received at Loudspeaker strength.

LISSEN

—COLOSSUS 2-VALVE

LISSEN LTD., WORPLE ROAD, ISLEWORTH, MIDDLESEX.

PRICE, do they?

57' 6 OR COMPLETE WITH
LISSEN VALVES
£3 - 10^{s.} - 0^{d.}

LESS 30% & 10% DISCOUNT FOR CASH WITH
ORDER OR ON DELIVERY

A GRAMOPHONE AMPLIFIER AS WELL AS RADIO SET. Terminals are provided for Pickup attachment, and the circuit is so designed that both valves are used for gramophone amplification, while the Lissen Hypernik Transformer employed ensures fine quality of reproduction.

ORDER YOUR SAMPLES QUICKLY
—A WINNING LINE!

ORDERS ACCEPTED IN STRICT ROTATION—YOU KNOW YOU ARE ON A WINNER WHEN LISSEN SAYS SO—GET IN AHEAD OF COMPETITION BY ORDERING NOW!

N.B. This set caters for a market not so easily reached by our existing 2-valve set selling at 8 guineas, which is also a winner, and which of course is being retained.



RECEIVER

FACTORIES ALSO AT RICHMOND (SURREY) AND EDMONTON (LONDON)



The most important Radio event of the year for all progressive Traders, is the introduction of the magnificent new range of radio instruments described in the following pages.

Electrical Radio Products, Ltd., put before you a programme full of new and important features.

Our range will cover the entire wireless field from the most impressive radio-gramophone model to the most inexpensive portable.

Every new idea is being incorporated in these receivers to give the public at a popular price the real thing in radio reproduction.

Examine the specifications in these pages, and you will realise the true significance of this big new step forward. The sheer excellence of the new E. R. P. productions should give a big sales advantage to progressive traders who accept our invitation to co-operate with us this season in supplying the universal demand for better radio.

TRADE
TERMS

33 $\frac{1}{3}$ %
off
retail
prices.

READ
OPPOSITE— THE FULL  PROGRAMME

VISIT **STAND 37**
OLYMPIA

Tear out
following
eight page
programme
and keep
for your
reference.

ELECTRICAL & RADIO PRODUCTS LTD., HORLEY, SURREY



THE DAWN OF BETTER RADIO!

At Horley, Surrey, stands one of the largest and most finely equipped radio works in this country.

Within its walls is manufactured from the raw material every single part necessary to produce a magnificent range of radio instruments as well as a highly efficient range of H.T. Batteries.

The perfection of this great organisation leaves no detail to chance.

Working to specifications arrived at after months of exhaustive test, machinery and plant of the most modern and up-to-date description, produces each component.

At every stage of manufacture and assembly, the supervision of skilled testers ensures a faultless result.

No complete instrument leaves the works until it has satisfied the most exacting and critical examination.

Everything possible done to give you a better performance, clearer, truer music than the radio of the past. You must not miss this better-radio opportunity.



ELECTRICAL & RADIO PRODUCTS LTD HORLEY SURREY

BETTER RADIO FOR ALL !

Such modern methods cannot but ensure a result far in advance of what we are accustomed to expect from ordinary, inexpensive radio.

A magnificent range of instruments at prices all can afford, but equalling in excellence of reproduction the most expensive.

A magnificent range of instruments which embody every new radio feature to ensure better performance, clearer, truer music than the radio of the past.

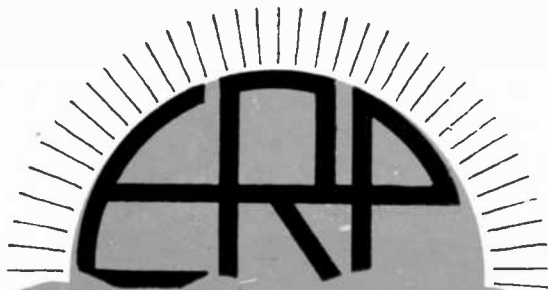
A better-radio opportunity no one should miss !

Look for the Advertisements

Throughout the entire wireless press, the great national newspapers, as well as newspapers in every part of the country, you will find each week news of the E. R. P.

Study these advertisements. They will keep you abreast of the newest developments in radio, and will introduce you to the individual instruments, included in the E. R. P. range—Screen-Grid Models, all mains or batteries, portable and transportable models, radio-gramophones in magnificent cabinet work at prices which will bring a musical luxury within the reach of all.

E. R. P. will mean in truth, the dawn of a Better-Radio.



THE DAWN OF BETTER RADIO!

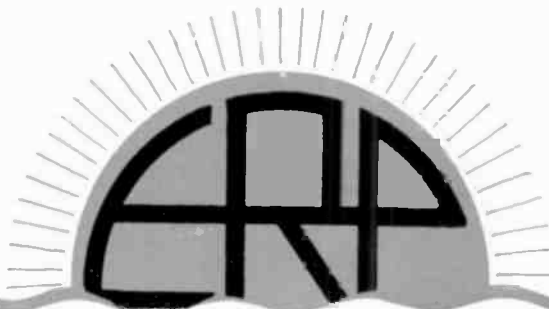
S.G. SUITCASE "FOUR"

The most efficient 4-valve set it is possible to obtain. It is entirely self-contained and consists of 1 H.F. Screened-Grid, Detector, and 2 L.F. Transformer coupled. Extremely sensitive and capable of great volume. It is contained in real "antique" leather hide suitcase. Weight approximately 28lbs. Measurements 15½ by 13½ by 10 ins. Price **£17-17**



S.G. TRANSPORTABLE "FOUR"

A highly efficient 4-valve Receiver entirely self-contained in Walnut Cabinet with turntable. Circuit the same as the Suitcase model consisting of 1 H.F. Screen Grid valve, Detector, and 2 L.F. Transformer coupled. A highly sensitive receiver capable of great volume with magnificent tone. Price **£17-17**



THE DAWN OF BETTER RADIO!



S.G. "THREE" ALL MAINS

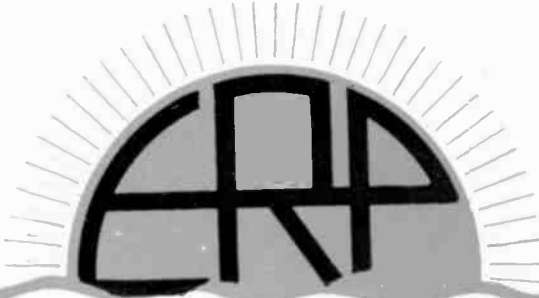
An entirely mains driven receiver of exceptionally wide range and remarkable power, with Screen Grid, Detector and power valve. The performance of this set both in regard to quality, power and selectivity, compares favourably with many four and five valve sets on the market.

Price **£19-19**

S.G. PORTABLE "THREE"

In real leather "Antique" hide Suitcase, of unique "dome" shape. Set comprised of 1 H.F. Screened Grid valve, Detector and Pentode. Performance is equal to that of the average 4-valve receiver. It is entirely self-contained, all controls are on one panel only, consumption is very low, thus giving increased life to the H.T. battery. Dimensions of set approximately 14½ by 11 by 10 ins. Approximate weight, 20 lbs.

Price **£16-16**



THE DAWN OF BETTER RADIO!

THE TRANSPORTABLE "TWO"

Being a highly efficient two-valve set with performance equal to many three or four valve sets on the market. The set is entirely self-contained in Mahogany or Walnut cabinet. The circuit comprises one Detector and one Pentode valve, giving excellent results on local stations without exterior aerial. A number of foreign stations come in at good strength with the aid of a normally efficient aerial. Price, battery driven, £9 17s. 6d. This set also available all-mains driven with reception absolutely free from all "hum."

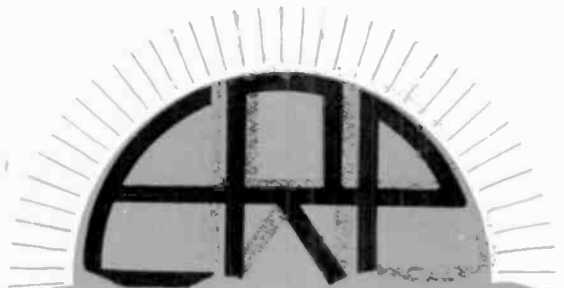
Price **£15**



THE PORTABLE "FIVE"

In real antique leather suitcase of our special "dome" shape. Size approximately 14½ by 11 by 10 ins., comprising 2 H.F., Detector, and 2 L.F. Transformer coupled. Single dial tuning with all controls on one panel only. H.T. Consumption extremely low, being about 6 milliamps. One of the smallest and yet most efficient portable sets—equal in performance, if not actually better than that obtained from any standard 5-valve portable receiver.

Price **£16-16**



THE DAWN OF BETTER RADIO!

TABLE MODEL RADIO-GRAMOPHONE

An entirely unique production, combining within small convenient compass the advantages of the best radio-gramophones. Cabinet work in Oak or Walnut. Frame aerial contained in the lid which itself rotates on the set. The receiver itself is highly efficient, consisting of 4-valves, one H.F. Screen-Grid, Detector and 2 L.F. Transformer coupled. Battery driven. The radio results obtained are superlative, being in every way equivalent to our standard 4-valve receiver. Gramophone with double spring motor has separate volume control.

Price **25 Gns.**



S.G. "FOUR" ALL-MAINS

This is really a super all-electric receiver, contained in a handsome Walnut Console Cabinet of great artistic merit. The set is entirely electrically driven and is self-contained, both aerial and loud-speaker being incorporated. The circuit, consisting of screen-grid valve, Detector and L.F. and power output, gives extremely wide range and remarkable selectivity.

Price **32 Gns.**



THE DAWN OF BETTER RADIO!

RADIO-GRAMOPHONE DE LUXE

A magnificent instrument entirely Mains driven (including Grid Bias), capable of great volume without distortion. The instrument will operate without aerial, as the frame is contained in the cabinet. Two-dial tuning is provided, with switch for covering both long and short wave ranges. The receiver itself consists of four valves, screen-grid parallel-feed coupled to detector, followed by two Transformer-coupled L.F. stages.

65 Gns.

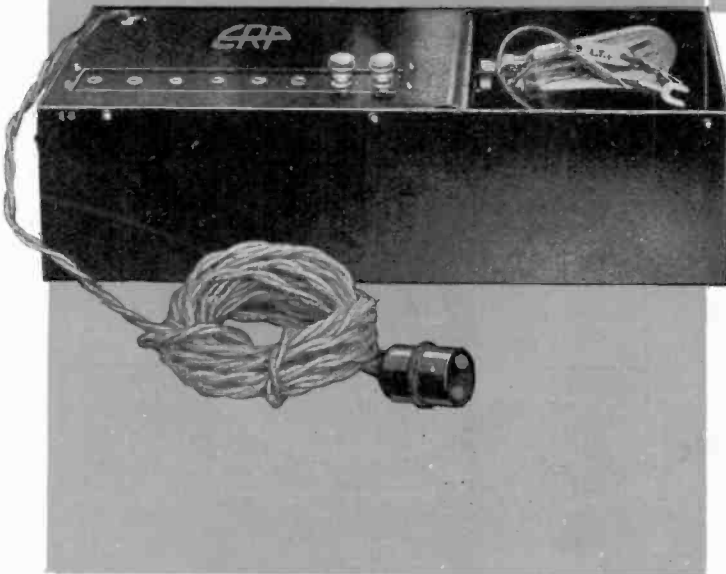


BATTERY ELIMINATOR

A highly efficient unit specially designed for use in all portable and transportable receivers, dispensing with H.T., L.T. and G.B. batteries. The eliminator is suitable as for A.C. or D.C. mains, and all voltages.

Price

6 Gns. D.C. 7 Gns. A.C.



THE DAWN OF BETTER RADIO!

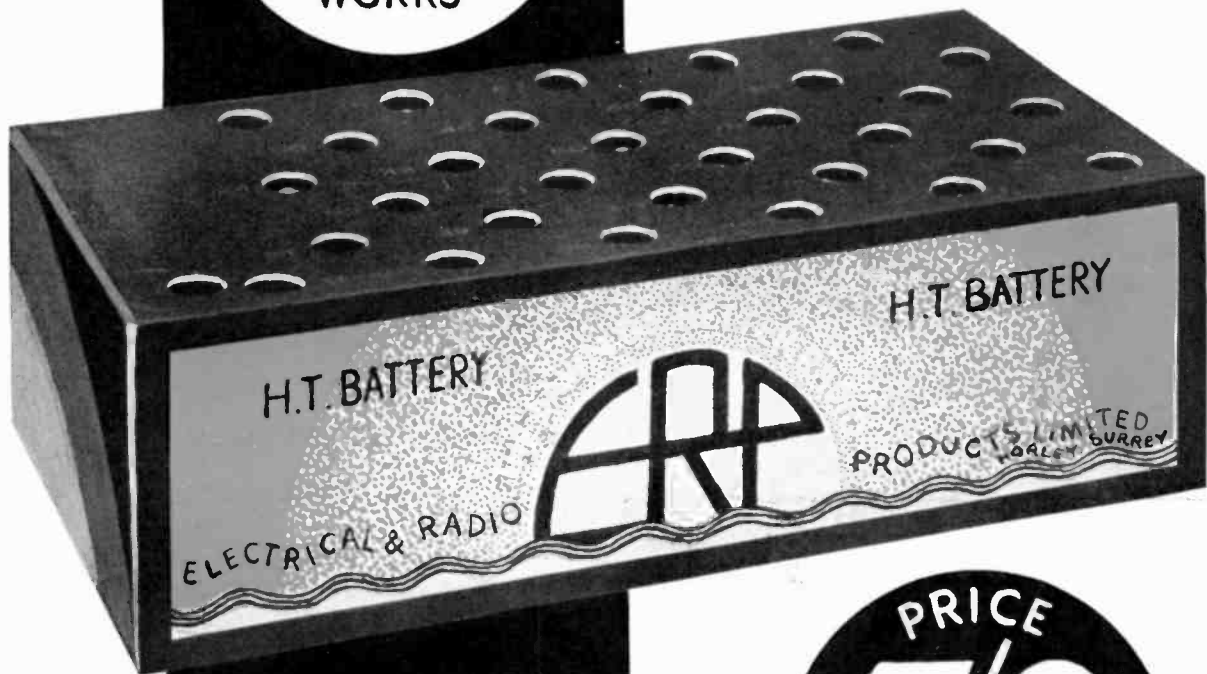
THE BETTER H.T. BATTERY

MADE
THROUGHOUT
IN THE

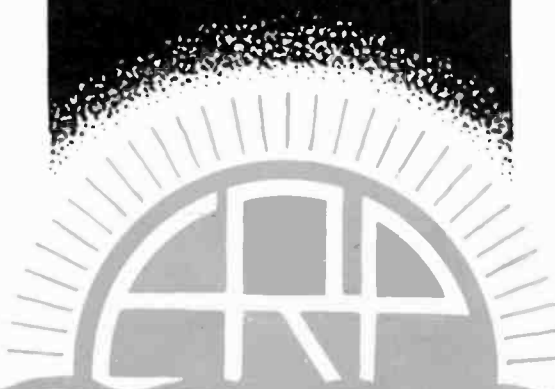
WORKS

A high-tension Battery of the finest quality, manufactured entirely within the E. R. P. works and specially recommended for use with E. R. P. receivers. This battery overcomes the disadvantages found with many H.T. batteries on the market. It feeds a steady, even flow of current to the valves, ensuring an even, full-toned broadcast. A feature of the battery is its long life and its maintenance of a good supply of current even after considerable usage.

Prices: 66 volts 7/9, 99 volts, 11/6, 108 volts, 12/6, 120 volts 15/6, G.B. 9 volts 1/8.

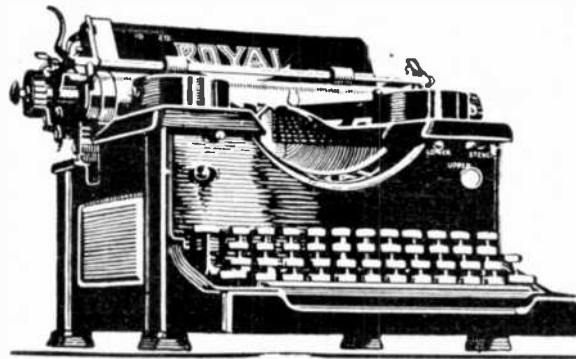


PRICE
7/9
66 Volts



THE DAWN OF BETTER RADIO!

All you need know about a Typewriter



The name Royal is all you need look for on the typewriter you buy. The name Royal trademarks the finest writing machine the world produces.

Royal's finer work—Royal's easier operation—Royal's greater capacity have been proved to more than a million and a half people.

The adoption of Royals is the obvious and inevitable solution of your typewriter question.

Test this finest of writing machines in your own Office. Compare Royal work—it's the work that counts!

ROYAL

STANDARD *and* PORTABLE TYPEWRITERS.

ROYAL TYPEWRITERS, 75, QUEEN VICTORIA STREET, LONDON, E.C. 4.

THE VISIBLE WRITING MACHINE COMPANY, LIMITED, LONDON.

CLIX

STAND 131 OLYMPIA

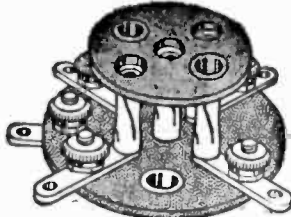
will have the most interesting display in the Exhibition,

because there you will be able to see and examine the many new Clix devices for facilitating every form of contact. Clix new lines for the coming season all retail at popular prices. They will have huge sales among constructors and they also appeal to manufacturers.

THE CLIX VALVE HOLDER

Complete
as
Illustrated

10d.



Without
Screw
Terminals

8d.

No. 27 Pro. Pat. Reg. Des.

4/5 Pin Contact. Type "B" for Baseboard mounting.

Gives perfect contact with SOLID or any other type of valve pin. Maximum surface contact with easy insertion and withdrawal of valves. Usual H.F. losses from mouldings and contact springs entirely eliminated. Resilient Sockets air-dielectrically insulated and self aligning. Impossible to blow valves.

Write for descriptive leaflets and Complete Trade List.

LECTRO LINX LIMITED.

254, Vauxhall Bridge Road, London S.W.1

A 'Sound' Proposition

The 'LIMIT' Soundbox is an unqualified success. Its popularity is due to the priceless tone that hides behind its modest cost. In its ability to reproduce the high and low Registers with life-like purity, the 'LIMIT' is the last word in Soundbox design.



Pat. No. 311025.

10/6
IN SILK-LINED
CASE.



TRADE MARK

Bayonet, H.M.V.,
Continental
and Columbia
Fittings.

Ask your Dealer to Demonstrate.

LIMIT ENGINEERING CO., LTD.
ALBION STREET :: KING'S CROSS, N.1

120%
PROFIT

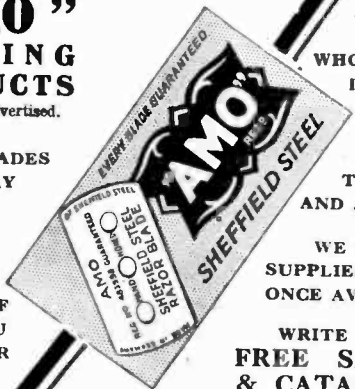
Display and Sell
"AMO"
SHAVING
PRODUCTS
Nationally Advertised.

RAZOR BLADES
SELL EVERY
DAY.

THINK OF
THE
NUMBER OF
TIMES YOU
TURN OVER
YOUR
CAPITAL.

SPLENDID SIDE-LINE
FOR WIRELESS
DEALERS.

RETAIL	TRADE
1/6	8/-
Doz.	Gross



IF
YOUR
WHOLESALE
DOES NOT
STOCK
THEM
SEND US
THE NAME
AND ADDRESS.

WE WILL SEE
SUPPLIES ARE AT
ONCE AVAILABLE.

WRITE FOR
FREE SAMPLE
& CATALOGUE

AMO

SAFETY RAZOR CO. LTD.

BROAD STREET HOUSE, LONDON, E.C.2

Phone : Avenue 8846.

Grams : Uzcarnos, Ald, London

WRITE IMMEDIATELY FOR FULL PARTICULARS
OF THE

1930 LONG RANGE

Portadyne

SCREENED GRID FOUR

Sole Manufacturers :
WHITTINGHAM, SMITH & CO.
PORTADYNE WORKS, GORST ROAD,
Tel. : Willesden 7541/2 N. ACTON, N.W.10

STAND
No. 74
National Radio
Exhibition

"The Slide Rule Simplified"

PRICE

5/3

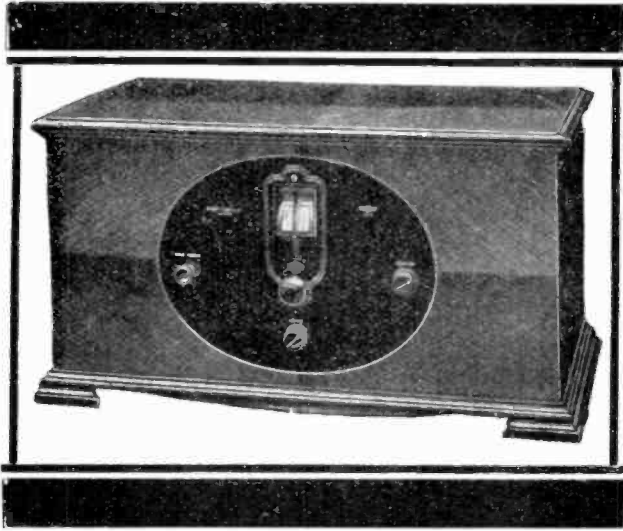
Post Extra

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 formulae are introduced.

THE TRADER PUBLISHING CO., LTD.
St. Bride's House, Salisbury Square, Fleet Street,
London, E.C.4.



THE 'BAND PASS FOUR'

A.C. MAINS RECEIVER
SUPER HET. SELECTIVITY
SINGLE DIAL CONTROL

This set has been built to combine the selectivity and long distance reception of a Super Het with remarkably fine tonal quality. Entirely A.C. Mains operated. 2 screened Grid H.F. Stages, 1 Detector and 1 Stage transformer coupled L.F. with choke output and metal rectifier. The four tuned circuits are controlled by ganged condensers operated by a SINGLE DIAL. A pick-up Jack and Plug is fitted. Wavelength range: 250/550 and 1000/2000 metres controlled by push-pull switch. The receiver is a self-contained unit sliding into cabinet of quartered mahogany. A.C. Mains Band Pass Four, 100/120 or 200/250 volts and 40/100 cycles, complete including Cabinet and Royalties, retailing at £30 : 0 : 0.

MAGNUM PRODUCTS



GANGING SWITCHES
 Ideal for modern designs.
 Flexible contact arms.
 2-way 3/- 3-way 3/6 4-way 4/-
 Each



DECOUPLING RESISTANCE
 Non-inductively wound.
 Produced in 600 ohms and 1000 ohms. Each 1/6

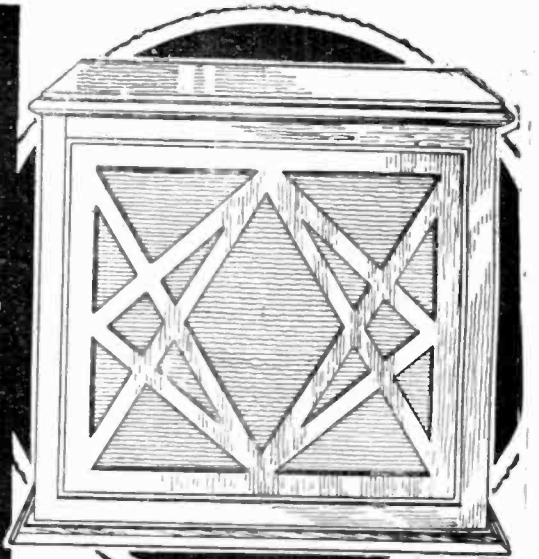
OF SPECIAL INTEREST TO MANUFACTURERS
 You are invited to apply for special terms and full details of the renowned Magnum components

BURNE-JONES & CO. LTD.

"MAGNUM" HOUSE, 293 BOROUGH HIGH STREET
 LONDON, S.E.1

Telephone: Hop 6257, 8

REALISM IN RADIO



- CRITICAL CUSTOMERS SATISFIED.

For the customer who will not put up with ordinary reproduction—for the customer who wants music with all its expression and delicate intonation—demonstrate the Bel-Canto Speaker. Its wonderful selective power combined with its beauty of reproduction make it an instrument of real worth, and you will benefit by making a "salesman" of your customer. Dealers will be backed by national advertising—so that stocks should be completed now to meet the demand of this HIGH GRADE SPEAKER, BEL-CANTO, which is a product of:

Bel-Canto

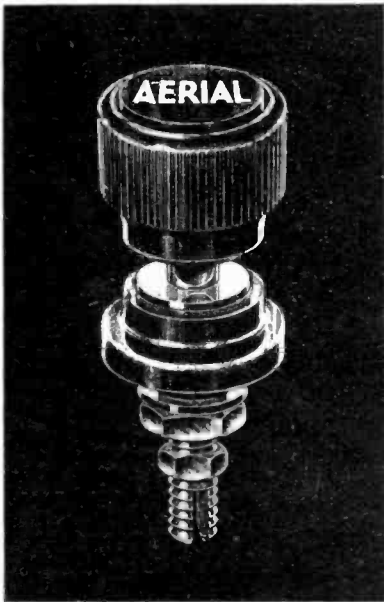
"REALISM IN RADIO"

Sales Manager Bel-Canto Radio Ltd.
 Warple Way, The Vale,
 Acton, W.3 Established 1926
 Telephone Shepherds Bush 1663

for **PURITY WITH VOLUME**

OLD FRIENDS & NEW

Belling Lee products for 1930-31



Components that never go out of date; components with a quick turnover—stock Belling-Lee and make your money work twice over. Belling-Lee products are ahead of their time. Last year's favourites will be this year's favourites too—Terminals, Plugs and Sockets, Wander Plugs, Spades, Anode Connectors and Battery Cords.

TWO NEW COMPONENTS

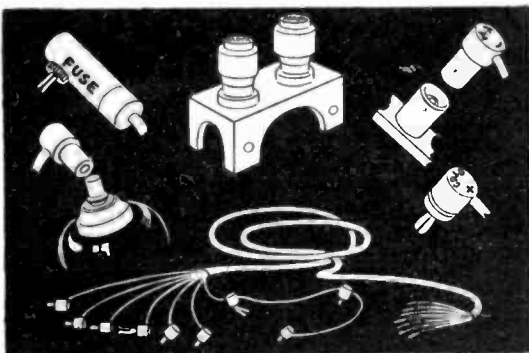
Sell the new Terminal Mount with every pair of Terminals and Plugs. It can be mounted anywhere, anyhow. Price 8d.

The new "Wanderfuse" too—it actually takes no more headroom than a Wander Plug though it's a fuse as well! Price 1/6. Spare fuses (150 m/a) .9d each.

**ORDER THEM ALL!
SHOW THEM ALL!
SELL THEM ALL!**

- Belling-Lee Terminals
- Type "B" - - - 6d.
- " "M" - - - 4½d.
- " "R" - - - 3d.
- Wander Plug - - - 3d.
- Twin Plug and Socket - 1/6
- (Panel Portion 6d: Flex Portion 1/-)
- Indicating Spade Terminal 4½d.
- S.G. Anode Connector - 6d.
- Battery Cords, 9 way 5/9
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FOR SALE.

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REPRESENTATIVES wanted with connection, calling on radio dealers to introduce our "Century" portable retailing at £9 9s. Must have car. Reply Pegasus, Ltd., 10, Victoria Street, Chapel Allerton, Leeds. (251)

TRAVELLING Representatives, residing at Birmingham, Bristol, Cardiff and London, required by progressive organisation selling superior all-electric radio and radiograms. Must be capable, car drivers, and experienced in radio and music trades in wide districts. Applications will be considered only if stating fully, age and experience, and willingness to accept moderate salary. Fair commission with expenses paid, giving prospect good income on potential large sales.—Write Box No. 1499, WIRELESS TRADER Office. (256)

SMART demonstrator with wireless experience for next Manchester Radio Exhibition; salary and commission. Local applicant preferred.—Box No. 1500 WIRELESS TRADER Office. (258)

SITUATIONS WANTED.

ENERGETIC young salesman (age 25). Thoroughly conversant with wireless trade. Sound selling experience coupled with good technical knowledge. Used to exhibition work. Open to consider appointment with well-established firm.—Box No. 1495, WIRELESS TRADER Office. (247)

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VERONA WORKS
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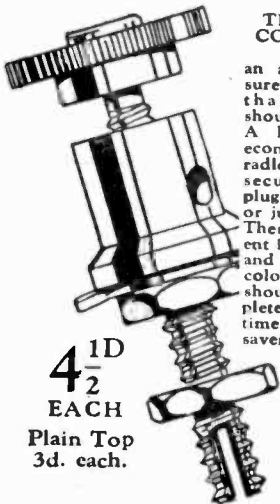
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—AND THIS



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EACH
Plain Top
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YOUNG man (20) seeks situation; 4 years salesman in retail establishment, with practical experience of set making, house wiring, all kinds radio and electric repairs, and 6 months experimenting and demonstrating television.—Write BM/YTRO, London, W.C.1. (257)

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Lowest Prices!

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Factors of all the best known makes of Radio Components

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It is for you to obtain the best possible CONDENSERS for any given outlay.
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THOUSANDS IN USE
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THE EXACT MANUFACTURING CO.
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The Very Soul of Music
LOUD-SPEAKERS
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Sensational Programme!

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Stay your orders until you have seen the new Epochs.

WATCH EPOCH PROGRESS: Last season Epoch became recognised as the greatest specialists in this country for both energised and permanent magnet moving coil speakers.

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GET INTO THE SWIM WITH EPOCH

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OLYMPIA

**STAND
203**

Demonstration
: Room 0 :

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W.T. 6/9/30

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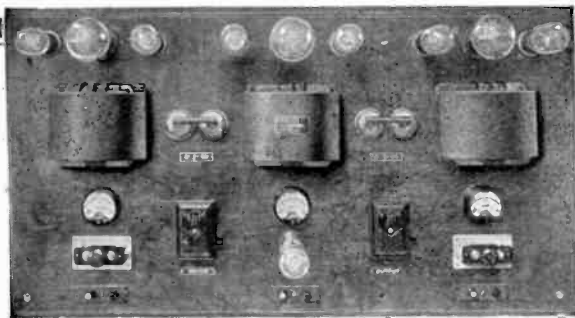
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Price £25 net.
Max. D.C. Output 75 volts at 6 amperes

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

- BECAUSE THEY ARE
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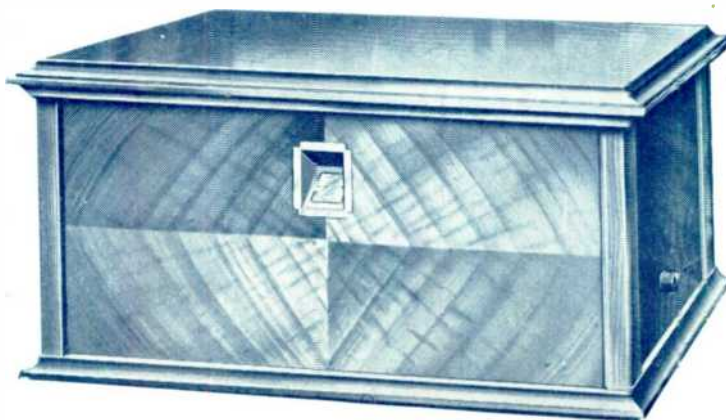
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First and most important this new Regentone All-Mains Receiver has the same outstanding performance and reliability which has built up such a reputation for Regentone Mains Units.

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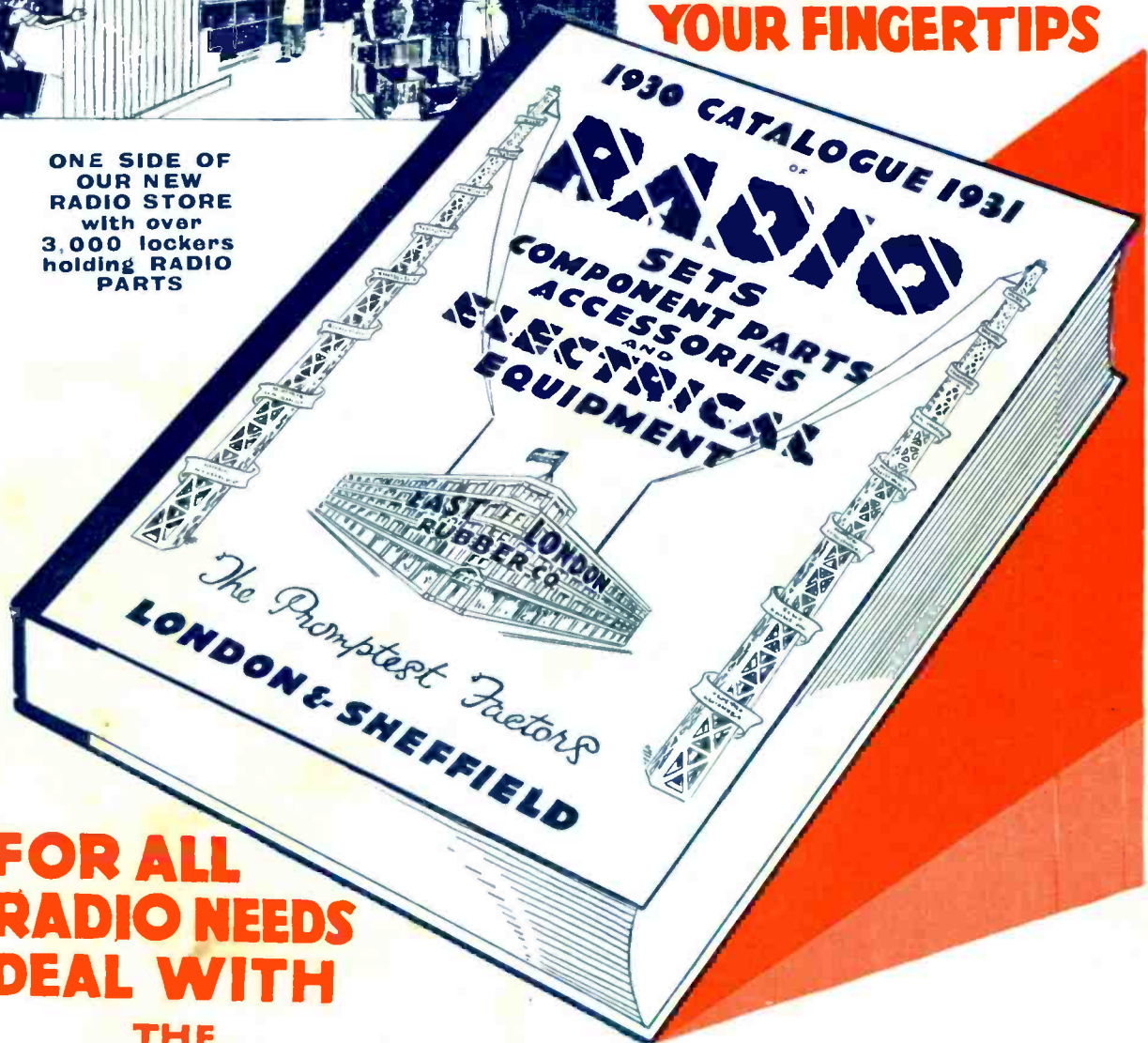
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