

The WIRELESS & GRAMOPHONE TRADER

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

VOL. XXIII. (NEW SERIES) No. 311.

August 2nd, 1930.

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PERFORMANCE proves

it's SUPERIORITY

The **ENGINEERING**
ORMOND
COMPANY LTD. Four

SCREENED GRID PORTABLE

Demonstrate this unequalled portable with absolute confidence. It will prove the most attractive proposition you can handle. Offers an exceptional choice of programme. Easy to operate. Constructed and designed by Ormond—a proof of excellence in production and performance.

Cabinet or Suitcase Model, complete with all accessories, ready for immediate use - 16 Gns

The **ORMOND ENGINEERING CO., LTD.**

Ormond House, Rosebery Avenue, London, E.C.1

Phone: Clerkenwell 5334-5-6

& 9344-5-6.

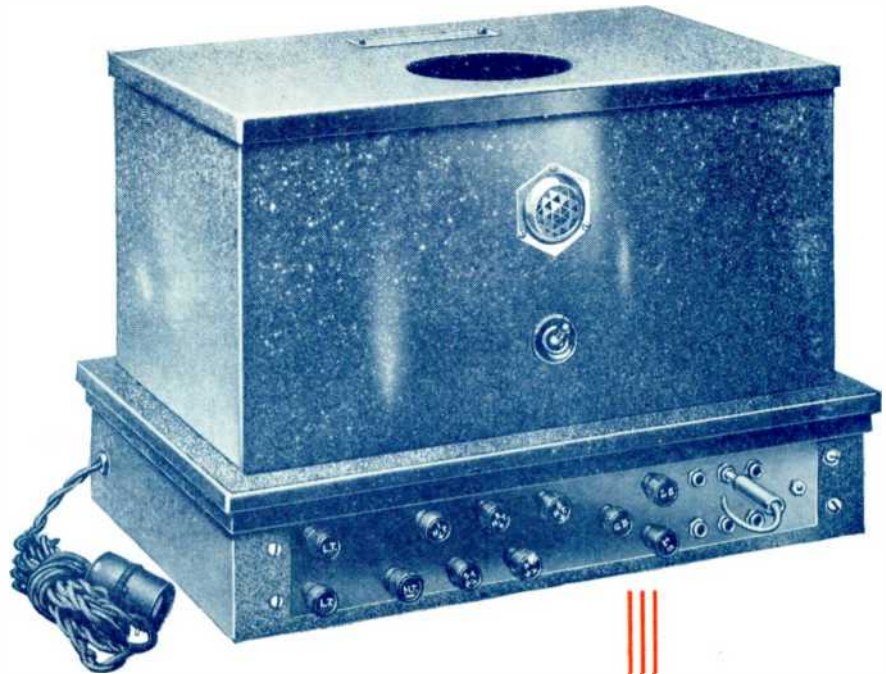
"Grams: Ormondengi, Smith."

16
GNS



THE POWERFUL COMPACT PORTABLE!

Sell economy at a good profit



SELL the Lotus All Mains Unit and you will be offering your customers the great economy of Mains Power Consumption, while gathering the profits of a popular quick-selling line.

Neat in appearance, efficient in design and construction, and above all, economical both in initial cost and power consumption, the Lotus All Mains Unit gives satisfaction to your customers and brings sure profit to you.

LOTUS

ALL MAINS UNIT

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

London Depot: 183 Old Street, E.C.2

Telephone: Clerkenwell 2580.

Totally enclosed in handsome metal case.

RETAIL PRICE

£7-7-0

or 14/6 down and 11 equal monthly payments.

Send for details and trade terms.

EVERYTHING  ELECTRICAL

Osram Valves

**MADE ENTIRELY IN ENGLAND.
REDUCED PRICES**

The following types of OSRAM VALVES are REDUCED IN PRICE as shown, the reductions becoming operative immediately.

TYPES		OLD PRICES	NEW PRICES	TYPES		OLD PRICES	NEW PRICES
Osram	H.L. 210	10/6	8/6	Osram	P. 2	15/-	13/6
"	H. 210			"	P. 240		
"	L. 210			"	P. 425		
"	H.L. 410			"	P. 625		
"	H. 410			"	P. 625A		
"	L. 410			Osram	S. 215	22/6	20/-
"	H.L. 610			"	S. 410		
"	H. 610			"	S. 610		
"	L. 610	Osram	P.T. 240	25/-	22/6		
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"	P. 410	"	P.X. 4				
"	P. 610	12/6	10/6	"	P.T. 625	30/-	27/6

Prices apply only in Great Britain and Northern Ireland

An Announcement

ROLLS-CAYDON SALES

ROLLS-CAYDON HOUSE,
77 Rochester Row,
Victoria Street,
S.W.1

Telephone:
Victoria 6986 (5 lines)
Proprietors:
CAMPBELL & ADDISON, LTD.

July, 1930.

Dear Sirs,

We have for some time been engaged in reconstruction and reorganisation.

We are aware that rumours have been in circulation, giving rise to the idea that we might be going out of business, and we think it as well, to state the facts of the case, which are as follows:—

1. The sole Proprietors of the above business are now Messrs. Campbell & Addison, whose name will shortly be altered to Rolls-Caydon, Ltd.
2. The financial resources of the Company have been increased, certain capital having been provided by gentlemen of standing, who have become associated with the Company.
3. The policy of the Company of producing high-class instruments only will be pursued. No attempt will be made to cater for the type of ultra cheap goods now being sold.
4. To signalise the completion of the reorganisation referred to, the two new instruments, referred to on the opposite page have been produced after extended experiment, and are now offered to our trade friends.
5. In selling and recommending our instruments you may rely on Sales being followed by Service.
6. Guarantees in respect of instruments marketed by this Company will continue to be observed by the Company on such instruments as are resold at the full retail price.
7. No Rolls-Caydon instruments have been or will be sold by this Company below their standard prices.

Yours faithfully,

CAMPBELL & ADDISON, LTD.

ROLLS-CAYDON 1931 MODELS

Two 1931 Models which are now available and will also be on view at Olympia.



The "RANGER"

2 SCREENED-GRID SUPER RANGE
PORTABLE.

The latest development of the 2 screened-grid combination. The stages are ganged and are all tuned, ensuring the greatest possible efficiency with ease of tuning (42 stations have been received on independent test in London). The instrument is fitted into a de luxe crocodile grained hide case and incorporates a special CELESTION MOVEMENT. This very powerful receiver retailing at 22 gns. will make an instant appeal to your discriminating customers.

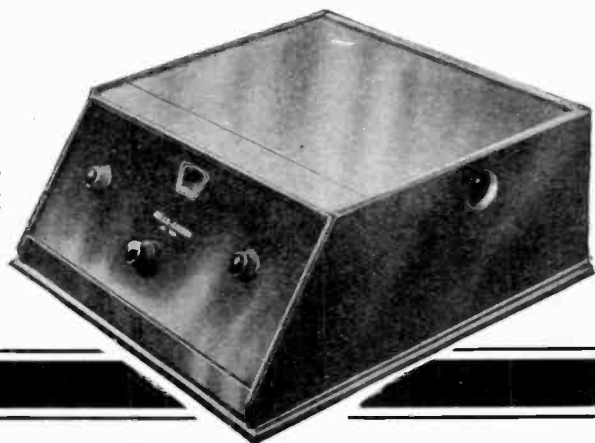
22 GUINEAS.

The "UNIKNOB"

SCREENED-GRID, ALL-MAINS III, A.C. ONLY.

Not content with being pre-eminent in the suitcase portable field, Rolls-Caydon have designed this remarkable screened-grid receiver for home use. Apart from the Loudspeaker, the Receiver is self-contained. NO AERIAL is required when it is not desired for one to be erected. The instrument incorporates a one dial tuning control and is adaptable for universal A.C. mains.

Celestion Loudspeakers recommended.



22 GUINEAS

Write immediately for advance details or a demonstration.

ROLLS-CAYDON SALES

ROLLS-CAYDON HOUSE, 77 ROCHESTER ROW, WESTMINSTER, S.W.1

Telephone: 6986 Victoria (5 lines).

AND THE LEADING FACTORS PROVINCIALY.

AN UNPRECEDENTED PRODUCTION

**THE
SERVIS**

SUITCASE PORTABLE FIVE

TO RETAIL AT

£7:19:6

Complete with
Valves, Batteries
and Accumulator

Subject to usual
Trade Discount
Free from Royalties

Fitted with B.V.M.A. Valves allowing Unrestricted Sales



**Of Guaranteed Efficiency and
giving results equal to sets
costing Double the Price**

¶ We realise the importance to the Retail Trader of being able to secure his requirements from his usual FACTOR and NO WHOLESALE FACTOR need state that they cannot supply these or any other of our Sets. WE SUPPORT BOTH CLASSES of TRADER by giving each a fair margin of profit.

**WILL WHOLESALE FACTORS PLEASE
COMMUNICATE AT ONCE**

HARRIS, WILLIAMS (Mfrs.) LTD.

5 NEW ZEALAND AVENUE ::

Telegrams : Elegaslite, Barb, London.

BARBICAN, LONDON, E.C.1

Telephone : NATIONAL 5594.

Profitable Replacements



Rectifying valves offer you a wonderful opportunity for assuring yourself steady profits all the year round. There is a constant and ever growing demand; can you meet it? Philips rectifying valves are suitable for every type of all-electric receiver, H.T. unit, amplifier, transmitter and wherever D.C. is required from A.C. There are also over fifty types for special purposes.

Type 1821 (illustrated) is a new full-wave rectifier with a max. anode voltage of 250 and an output of 60 m/A. The filament takes a current of one amp. at 4 volts.

PRICE 17/6

PHILIPS RECTIFYING VALVES

Made by the manufacturers of the famous Philips Argenta electric lamps, commercial & industrial fittings, all-electric radio receivers & neon signs.

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

Arks R 6

THE WORLD'S FINEST VALVES REDUCED IN PRICE



*The
amazing*

MAZDA

RADIO VALVES

	NEW PRICE	OLD PRICE
H.210	8/6	10/6
HL.210		
L.210		
H.607		
HL.607	10/6	12/6
P.220		
P.240		
P.425	13/6	15/-
P.625A		
P.625B		
P.650	18/-	20/-
SG.215	20/-	22/6
PEN.230	22/6	25/-
PEN.425		
AC/PEN.	27/6	30/-



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

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MAKING
WIRELESS
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WIRELESS
SIMPLE

If it's proof you want-

-test one of these Sets for yourself. We do not want you to accept all we say without question—in any case, we do not think that we can do full justice to the Murphy Radio Set in these advertisements.

What we should like is for you to write for a demonstration and prove for yourself that these sets are easily "the finest on the market."

What about filling in the coupon?

Frank Murphy

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

4 - VALVE SCREENED GRID RECEIVER

SINGLE TUNING CONTROL—
COMPLETELY GANGED CIR-
CUITS CALIBRATED IN WAVE-
LENGTHS.

Fitted in Walnut Cabinet; Weight
32 lbs.

B.R.V.M.A. valves.

No aerial or earth required.
2-Volt 23 A.H. unspillable Accumulator
mounted on acid-proof rack.

108-Volt H.T. Battery 12 m/a rating.

Average H.T. Consumption 8-9 m/a

Gramophone Jack.

External Loud-speaker Jack.

External Aerial and Earth Sockets.

Excellent loud-speaker reproduction,
giving very enjoyable music and
particularly clear speech.

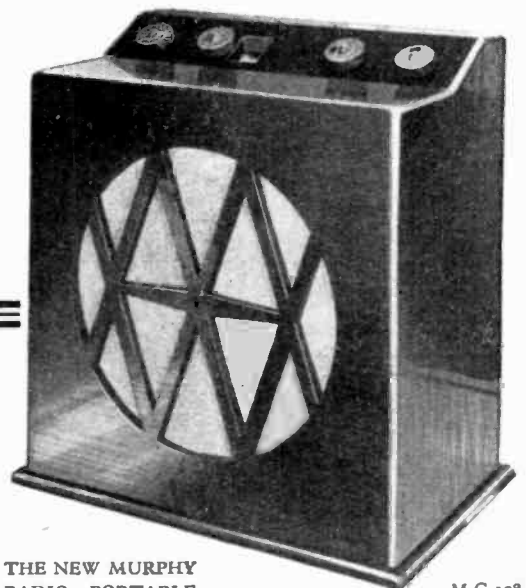
Range and Selectivity, equal to, if not
better than, any other portable set
on the market.

PRICE **17** GUINEAS

including valves, batteries, turntable
and Royalties

MURPHY RADIO-LTD

WELWYN GARDEN CITY, HERTS



THE NEW MURPHY
RADIO PORTABLE

M.C.108

A 7

C O U P O N

Murphy Radio, Ltd., Welwyn Garden City, Herts

MURPHY RADIO PORTABLE

Please send Particulars and Trade Terms
Please send a Representative

NAME

ADDRESS

.....
Cross out line which does not apply. W.T. Aug. 2

Everything for the Wireless Retailer by this Service



Our service with eight great centres in the country has supplied the Retailer for the last fifteen years with all his needs. As wholesale suppliers, we have a duty to the retailer. And that is—to supply his every wireless need at lightning speed. You can rely on Electric Lamp Factors. Our stocks are complete and our staff is competent. It is the kind of service you need. Get to know how we can help you. Write for full particulars. Or, better still, let one of our representatives call and tell you all you want to know. A post-card will do.

SPECIALITIES

Receiving Sets, Loud Speakers, Batteries, Eliminator, Valves all makes.

E.L.F. SERVICE

ELECTRIC LAMP FACTORS LTD.
"Everything Electrical to Factor and Trade"

Wholesale Distributors for
E.L.M.A. LAMPS
and
B.V.A. VALVES.

LONDON: 41, Rathbone Place, W.1. Museum 8833
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WIRELESS NEEDS AT LIGHTNING SPEEDS !

Aldwych

PROFIT BY THE AMAZING POPULARITY

Your customers will welcome this new feature

OF THE 1930 MODEL



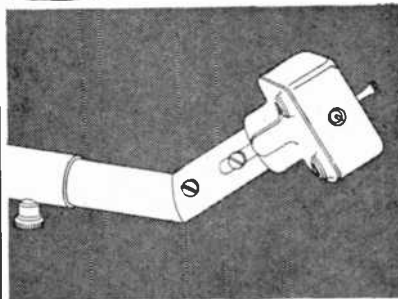
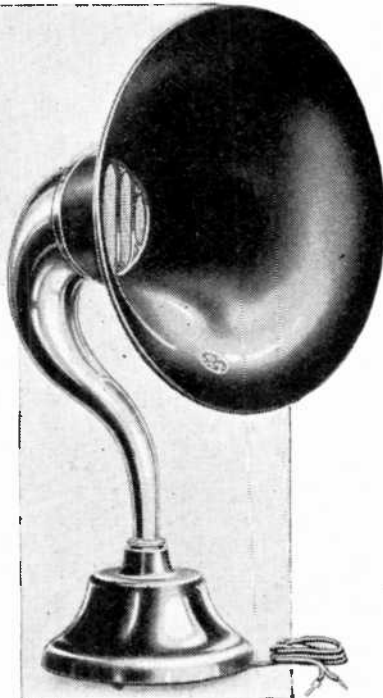
C.2

SPEAKER

PRICE **45/-**

For over six years the B.T.H. C.2 Speaker has led the field of moderate priced horn loud speakers

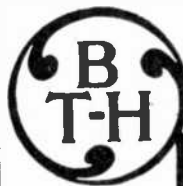
Stock up now and be ready for the new season's business



STILL THE SAME PRICE

45/-

The B.T.H. pick-up holds a reputation second to none for excellence and efficiency. Now, with this latest development in the design of the B.T.H. Tone Arm, the complete accessory forms a masterpiece of ingenuity, combining perfect tracking, a feature of B.T.H. pick-ups, with the new arrangement which facilitates the changing of needles. The combination of the B.T.H. pick-up and the B.T.H. Tone Arm ensures a minimum of record wear and excellent tonal quality.



Use it yourself for demonstration purposes.

PICK-UP & TONE ARM



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

EDISWAN

THE PORTABLE OF THE SEASON

The *NEW*

Geisha

No. 3.

OUTSTANDING IN:—

**TONE
 VOLUME
 APPEARANCE
 NEW IDEAS.**

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

PATENT STARTING AND
STOPPING MOVEMENT.

CARRIES EIGHT 10" RE-
CORDS IN DETACHABLE
ALBUM.

PATENT SELF-CLOSING
NEEDLE CUP.

RETAIL PRICE

£3/10/-

Subject to usual Trade Discount.



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

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

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

**20/-
EACH**

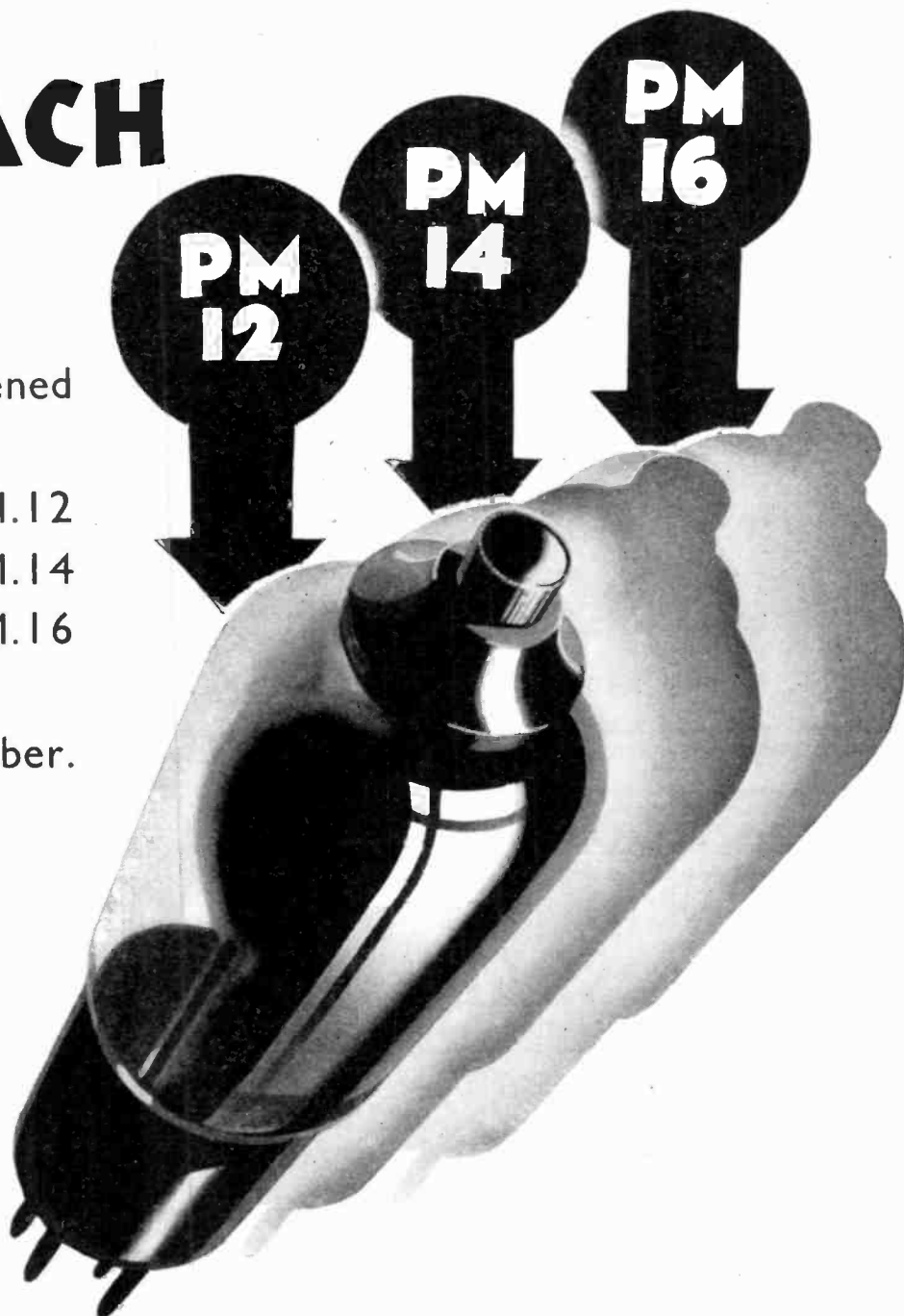
Mullard Screened
Grid Valves:

2 volt P.M.12

4 volt P.M.14

6 volt P.M.16

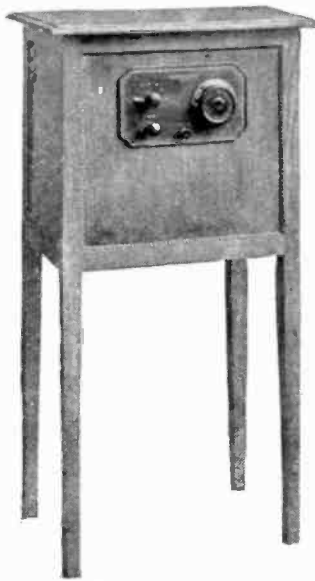
Easy sellers—
Easy to remember.



Mullard
THE · MASTER · VALVE

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

Arks.
A 11



"MONARCH"

RECEIVERS THAT SELL

The MONARCH III, Type "F"

This "Straight Three" floor model is in great demand.

It is simple to operate, of attractive design, and gives the desired results in all districts. Ample room in cabinet for all batteries.

OAK Cabinet **£6:17:6** (Royalties extra)

Other 3 valve Models from £5:5:0

W.M. DIBBEN & SONS, LTD.

ST. MARY'S ROAD

SOUTHAMPTON.

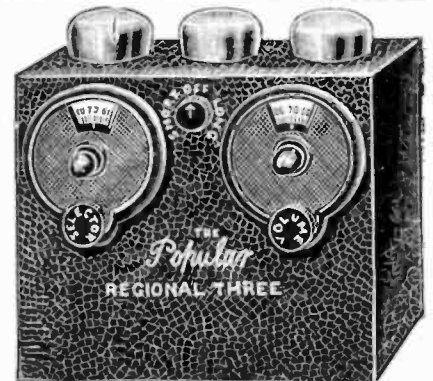
THE POPULAR SERIES OF WIRELESS RECEIVERS MAY NOW BE SOLD ON DEFERRED TERMS

CABINET THREE



Owing to the many requests from our trade friends we have been able to arrange most attractive terms on the above range of sets; one of the many advantages is that the Dealer gets a *cheque* for his share instead of a *credit note*.

REGIONAL THREE



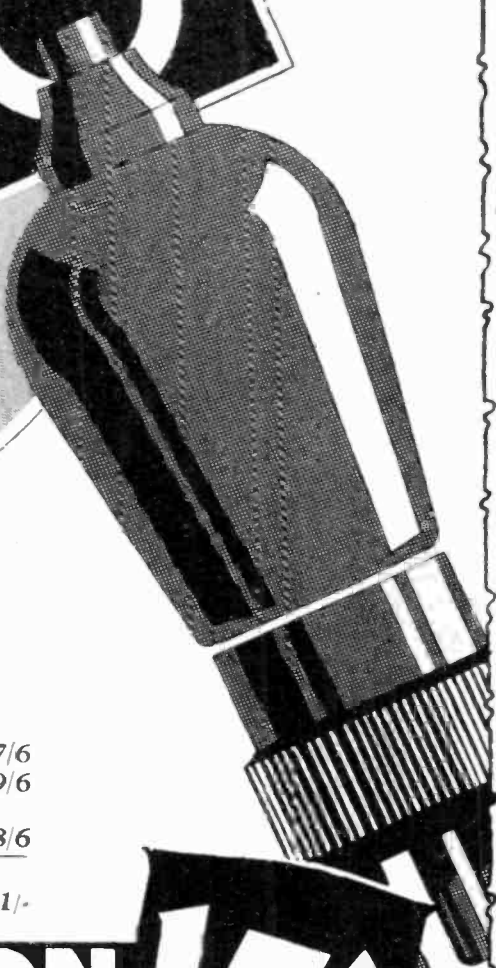
WE ARE OPEN TO APPOINT ACCREDITED DEALERS IN EVERY DISTRICT AS OUR AGENTS. SEND FOR PARTICULARS OF THIS UNIQUE SCHEME, ALSO DETAILS OF OUR TWO LATEST PRODUCTS: THE POPULAR TRANSPORTABLE IV, 10 GNS. (RETAIL); THE POPULAR TRANSOL IV, 12 GNS. (RETAIL), TO

THE DANIPAD RUBBER CO., LTD.,
5 & 7, Market Street, Finsbury, London, E.C.2

Telephones: Bishopsgate 7322 & 7323

DARIO VALVES

Best way to all Stations!



DARIO VALVES

Bivolt or Forvolt

UNIVERSAL	}	- 5/6	SUPER POWER	- 7/6
RESISTRON			HYPER POWER	- 9/6
SUPER H.F.			<i>Super Power</i>	
SUPER DETECTOR		6/6	PENTODION	- 18/6
DARIO TRANSFORMER			DARIO Non-Microphonic	
Ratios 3-1 or 5-1		5/-	VALVEHOLDER	- 1/-

SCREENODION 15'6

*Write for supply of leaflets,
together with showcards, to:*

IMPEX ELECTRICAL LTD.,
Dept. W.T., 538, High Rd., Leytonstone, London, E.11

Scottish Travelling Representative:
Mr. D. C. Fielding, Broomyknowes, Linlithgow, W. Lothian.

Irish Free State Agents: Burwoods of Cork.

Efescaphone REGIONAL PORTABLE 3 VALVE

Price £12.15.0
H.P. terms £1 down and 12
monthly payments of £1.0.7



This set has been specially designed for receiving the dual programmes from the Brookman's Park Station. It will separate the Regional from the National wavelength clear of interference, as close as one mile, and gives good loud-speaker strength within a radius of approximately 40 miles.

It serves a large population, and offers, therefore, a rich potential market to the enterprising dealer.

Its price—£12 15s. complete—is within the reach of households of quite modest means, while H.P. facilities are available, if required.

Only three Valves are employed, and Battery consumption and cost of upkeep generally is therefore much more economical than the average Portable Set.

The Efescaphone Regional Three is entirely self-contained and requires neither an Indoor nor Outdoor Aerial.

FALK · STADELMANN & CO. LTD.
83 · 93, FARRINGDON ROAD, LONDON, E.C. 1

WESTINGHOUSE RECTIFIERS FOR HIGH-TENSION UNITS

200 volts. 100 m.a.



Type H.T.1 75/-

150 volts. 50 m.a.



Type H.T.4 37/6

120 volts. 20 m.a.



Type H.T.3 21/-



METAL RECTIFIERS

are unquestionably the most convenient and efficient rectifiers at present available for A.C. Mains working. That is why they are used in such large numbers by the leading set manufacturers.

various low-tension types for
:: all purposes ::

Full details of these Units and how to use them are given in our 32-page book "The All-Metal Way, 1930."

Supplies for distribution to your customers can be obtained from:
THE WESTINGHOUSE BRAKE & SAXBY SIGNAL CO., LTD.
82 YORK ROAD, KING'S CROSS :: LONDON, N.1

USE NATIONAL ACCUMULATORS



Bold striking advertisements like this are already telling the whole country the news of National Accumulators.

AND I WILL DO STILL MORE FOR YOU!

I am the crackle of thunder. I am the power that moves the world. There is no limit to what I will do for you. But what I can do for you — depends on you. Use National Accumulators — and I will give you still better wireless, still brighter lights on your car, still quicker starting. Famous British firms have joined all their resources to make these wonderful accumulators. Never before have I had such a chance to show you what I can do. Look for the name "National" on the next accumulator you buy. I am electricity — and I ought to know.

NATIONAL ACCUMULATOR CO LTD / AMALGAMATING PETO & RADFORD and HART ACCUMULATOR CO LTD
93 GREAT PORTLAND STREET LONDON W 1

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YOU NEED

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SHAKEPROOF
TRADE MARK

**LOCK WASHER
or LUG TERMINAL**

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.

Send for Samples and Folders,



WASHERS IN STEEL or PHOSPHOR - BRONZE



BRITISH PATENT No. 194937.

Sole Manufacturers & Distributors in Great Britain:

Barber & Colman Ltd.

MARSLAND ROAD, BROOKLANDS,

Manchester.

PHONE SALE 496-497

GRAMS - BARCOL SALE.



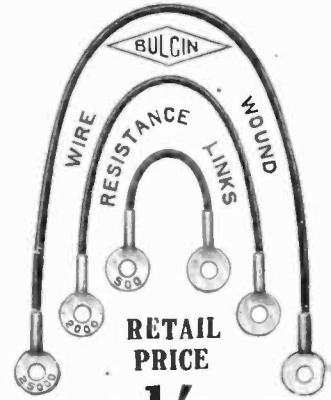
SEND NOW

FOR FULL PARTICULARS
OF THIS NEW
BRITISH MADE
PRODUCT.

Large Stocks of High Voltage

- SWITCHES
- PLUGS
- FUSES
- ADAPTORS
- LAMPS
- CHOKES
- RESISTORS
- METERS
- CONDENSERS
- ETC.

Samples on Application.



RETAIL PRICE

FROM **1/-** EACH

SUBJECT TO FULL DISCOUNTS.

Catalogues on application to

A. F. BULGIN & CO., LTD.

9-10-11, Cursitor Street, Chancery Lane, London, E.C.4

PATENTS

STANDARD TELEPHONES & CABLES LIMITED

beg to announce that they are the owners of more than 60 patents relating to wireless broadcast receiving sets.

These include amongst many others:

Superheterodyne, Push - Pull Split Loop, Hartley Oscillator, Mains Receivers, Free Grid Bias, Gang Condensers, Volume control with Constant Impedance, Folded Exponential Horns and (In conjunction with Electrical Research Products Inc.) Combined Gramophone and Radio.

AND THAT they are willing to grant licences under these patents and future inventions of their own and their associated companies to approved British Manufacturers, who are invited to apply for further particulars and conditions to:

STANDARD TELEPHONES & CABLES, Room 717, Bush House, Aldwych, W.C. 2

MARCONIPHONE

**FIRST AND
FOREMOST**



**IN RADIO DEVELOPMENT
MANUFACTURE AND
MARKETING**

M

the whole
ARCC
DISTRIBU

A few of th

To the Editor.

Sir,—It is indeed a pleasure to find that at last some of the leading firms in the industry are having the courage to do something to help in the prevention of price-cutting and "Dabbling." We refer in particular to the Marconiphone Co., Ltd., and we are sure that their distribution scheme will be a splendid thing for the protection of bona-fide dealers in the trade. In the words of a once famous advertisement: "It's so simple"—and yet it is likely to be completely effective in its object.

A. J. FAIRBAIRN

AYR

To the Editor.

Sir,—With reference to the new trading p the Marconiphone Co., Ltd., this, in my op another nail in the coffin of the "dabbler" an cutter. The Company are to be heartily co lated on the bold step they have taken, a trust this is only a beginning, and that othe will soon follow suit.

BRISTOL

B. J. TURNER Hon. Secret
BRISTOL RADIO TRADERS
(RETAIL SECTION)

To the Editor.

Sir,—I feel that I must write and congratulate the Marconiphone Co. on their latest effort to protect the legitimate wireless trader and to see that he gets a square deal. If only other radio manufacturers would follow this splendid lead, most of the evils which have occupied so much of your space in recent years would disappear, and we could all devote our energies to the proper job of selling radio.

DALBEATTIE

ROBERT CLARK

Extract from a Radio Trade Journal.

—Our comments on the individual components of the Marconiphone Co.'s new distribution scheme, given as each progressive step has been announced, should have left no doubt as to our views on the development as a whole. We have accorded it the unstinted praise it deserves, and have expressed the hope that other leading makers would adopt similar measures in the interests of dealers and their own goodwill.

EDITOR.

MARCONIPHONE RAD

Radio Trade acclaims the New **MARCONIPHONE** DISTRIBUTION SCHEME

Countless Appreciations:

Extract from "Wireless Trader"—28th June, 1930.

The way to deal with this kind of thing is for all the big firms to adopt the same policy as the Marconiphone Co. said a local Marconiphone registered firm could do.

It is that wireless would be in the right hands."

Extract from "Wireless Trader"—28th June, 1930.

The Council expressed its unqualified approval of the scheme and it was agreed that the Wireless Retailers' Association should support the Marconiphone Co.'s distribution policy.

Concentrate upon the
All-British Products
of the Firm that is leading
the way in Radio Design
and Radio Marketing

MARCONI VALVES

policy of
union, is
and price-
gratu-
and we
firms

try,
ASSN.

Something to tell your Customers !



New Prices that mean Bigger

Sales!

Reductions in the retail prices of certain types of Marconi Valves came into operation on July 18th.

The effect of these reductions in price, combined with the unanswerable arguments in favour of Marconi Valves, i.e., that they are used by:

The B.B.C., Imperial Airways, Empire Communications, Metropolitan Police, Passenger Liners, in fact in almost every important British service, will lead to a very heavy increase in demand.

Remember these facts and particularly that Marconi Valves are all British. We are preparing a large variety of window displays, counter and window pieces, catalogues, lists, etc., to aid our Dealers in developing sales, and in addition, steps are being taken to bring the obvious superiority of these valves to the notice of the public throughout the country.



Marconi Valves

Sell the Valves the Experts use !

IMPORTANT NOTICE

BY

THE MULLARD RADIO VALVE COMPANY, LTD.

A Perpetual Injunction

has this week been granted by The High Court of Justice against Impex Electrical Limited of 538 High Road Leytonstone restraining them their servants and agents from infringing the rights of The Mullard Radio Valve Company Limited in respect of Letters Patent No. 287958.*

An order was also made for payment of

DAMAGES AND COSTS

These proceedings were brought in respect of the importation and sale of radio valves branded Dario Pentodion and Impex Electrical Limited have undertaken to withdraw all such valves from the market and to return them to the manufacturers.

Warning

Anyone infringing the above-mentioned Letters Patent will render themselves liable to legal proceedings.

Mullard
THE · MASTER · VALVE

ANNOUNCING THE NEW SELECTOR ATTACHE

'22'



A portable receiver finished in brown Rexine and having an extremely neat appearance.

Tone, selectivity and sensitivity are outstanding features.

You can sell this set for £3 10s. down and obtain your profit immediately, taking no responsibility.

LIST PRICE **22 GNS.**

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

EDITORIAL VIEWS.

A Welcome Change.

THE fact that practical television has this week, for the first time, been included in a London theatre programme has, no doubt, prompted many of those who have been in the trade since its earliest days to indulge in a little reflection on the progress and development that have marked the passage of the last eight years—a doubtless profitable study, and one, in fact, to which we ourselves are, perforce, more or less constantly addicted. Obviously, intelligent comment on current affairs draws much of its value from an adequate appreciation of what has gone before.

At the present time there is one reflection which is more than usually persistent in our mind, and is, moreover, one which affords us very considerable pleasure and gratification. We refer to the fast-growing tendency among manufacturers to lay their new season's plans early in the summer and to announce their new products long enough before Olympia to give the trade time in which to gauge their relative merits, and familiarise themselves in advance with the general trend of the goods they will be called upon to handle.

Let us take just one example. Undoubtedly the trade has been wondering whether the two leading producers in the kit-receiver field would this year abandon their interests in this direction, or, on the other hand, push them still further along the road of progress. Now the trade knows—and can plan accordingly, satisfied that in ordinary circumstances there will be adequate supplies on *wholesalers' shelves and in their own shops* to meet the demand aroused by the exhibition.

For, let it be understood, most of the manufacturers who have gone so far have also taken the full measure of profit from past experience and are now actually in production with their new season's lines. Within our own knowledge, there are to-day many manufacturers who are definitely months ahead of their last year's production programmes.

To our mind there can be no question that the firms who have taken these measures will profit well. In propaganda value alone they are gaining tremendously by being first in the field, and it is probable that those who arrive late with their goods will find at least a valuable quantity of initial orders lost to them solely on account of their tardiness.

Naturally, the trader who is alive to his job and who is presented early with an adequate selection of new and easily saleable products

from which to choose, will not delay his first buying solely because something a little bit different may come along a good deal later on. Such a man knows too well the tremendous value to himself of being able to show and demonstrate to his public some of the lines which will attract them at Olympia. He knows that only by this means—by being thus in a position to strike while the iron is hot—can he hope to capitalise the first impressions created on his public by the show. It is inevitable, therefore, that he will support those who in this way demonstrate their interest in his well-being.

The arguments in favour of early planning and production are, in fact, unanswerable, and there is every indication that those who still doubt them will find conviction in the coming autumn.

Take a Tonic!

AS this note is written, London is being deluged by an almost tropical storm—and the fourth Test Match has been abandoned owing to torrential rain. But let us hope that the two days of the Bank Holiday weekend will be warm and smiling, since for very many people in the trading community, they represent, perhaps, the only opportunity of experiencing the pleasure which real summer weather, augmented by a change of air and scenery, can bring to nerves jaded by unbroken months of sedentary occupation.

For the retail trader, who spends much of his time confined within the walls of his store and workshop, a break in routine and a period of open-air enjoyment are more essential than they are to those engaged in hundreds of other occupations. His work may not be actually of the hardest, but it is (and especially in the one-man concern) of the sort which, without occasional relief, puts a premium on those qualities of enterprise and briskness that are among the retailer's best assets. As a means of maintaining his own efficiency, therefore, the trader definitely owes it to his business, and equally to his clientele, to take a holiday if in any way possible.

And if he is to take a holiday at all, it should be at the present time. Already the leading manufacturers are announcing their new season's products, and within a week or two the alert trader will be laying his plans in definite form for the coming autumn trade. But a week's respite now—well, it would be an invaluable tonic, clearing away the mental cobwebs and leaving the retailer fresher and with clearer vision to tackle the work of the busier months ahead.

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Trade News

A Super-Selective Receiver.

BRITISH RADIOSTAT CORPORATION'S COMMERCIAL DESIGN.

WE had the privilege this week of examining and listening to a special multi-valve receiver which has been designed in the laboratories of the British Radiostat Corporation, whose development of the "Stenode" system has attracted so much attention in trade and technical circles.

The receiver in question does not make use of the crystal controlled "gate" circuit we have already described, but is a 7-valve set of reasonably simple design, but modified along lines of special research conducted by Dr. James Robinson and Mr. Percy W. Harris.

The instrument is undoubtedly more selective than any commercial form of receiver at present on the market. This was convincingly demonstrated to us in London by using one Brookman's Park transmission and two local oscillators of absolutely equal field strength. The oscillators were working 10 KC apart, with the Brookman's Park station coming in exactly mid-way between them—thus giving the same conditions as if we had three high power stations, with exactly the same geographical situation, operating only 5 kilocycles away from one another.

The 7-valve receiver we saw separated the three signals quite definitely, and either the B.B.C. music programme or one or other of the local gramophone transmissions could be picked up without interference from the other two. Moreover, all three were reproduced with a degree of quality exceeding most of the commercial standards of reproduction of the present day.

The circuit which has thus been developed is the "simpler form of commercial receiver" referred to in the Progress Report issued by the British Radiostat Corporation a week or two ago. In the opinion of the Corporation it represents an application of their principles which comes easily within the manufacturing facilities of any ordinarily equipped concern.

At the present time the design is actually being translated into ordinary commercial (as opposed to experimental) form, and manufacturers themselves will shortly be given the opportunity of examining the complete job and the circuit diagram, and, if they desire, to take a licence for manufacturing purposes from the British Radiostat Corporation.

In the designers' opinion the set could be turned out quite as cheaply as the good quality 5-valve receivers now on the market, and could be sold at a retail price low enough to attract a wide field of purchasers among the public as a whole.

For ourselves, we are satisfied that selectivity in excess even of the most exacting conditions of the present time is provided by this receiver, and there certainly appears to be little in the way of manufacturing difficulties to be overcome.

Future of the B.I.F.

The committee appointed by the Government under the chairmanship of Lord Chelmsford to consider how the usefulness of the British Industries Fair may be extended and developed, has now completed the taking of evidence, the final witnesses being Sir Edward Crowe, Comptroller-General of the Department of Overseas Trade, and Mr. Claude Taylor, Secretary of the British Industries Fair.

The organisation of the Fair of 1931, to be held in London and Birmingham from February 16th to 27th, is proceeding rapidly, a large proportion of the space both at Olympia and Castle Bromwich already being booked.

SPECIAL W.R.A. MEETING.

Members to Decide on Future Plans.

ATENTION should be drawn to the second special meeting of the Council and the Branch representatives of the Wireless Retailers' Association, which is to be held next Wednesday, August 6th, at the Association's offices, 70, Finsbury Pavement, E.C.2. This meeting has been called to discuss in detail the future policy, programme and propaganda of the W.R.A., and to formulate plans with particular regard to joint work between the Council and branches.

Mr. H. A. J. Shearman Dyer, the vice-chairman, tells us that the Executive Committee would be pleased to welcome to the meeting any interested member of the Association (other than appointed Branch delegates) who cares to get in touch with him beforehand.

All Quiet in Europe.

Europe is fighting the "noise" nuisance as well as England.

Austria has introduced legislation which makes it an offence for anyone to operate a loud-speaker so that it will be heard in the street. In that country a policeman can knock on the door and demand the payment of a fine immediately!

In Rome there is a law prohibiting the use of loud-speakers outside shops.



A photograph taken at Croydon of the staff of A. H. Hunt, Ltd., whose annual outing to Brighton is described below.

Hunt's Make Merry.

Recently the directors and staff of A. H. Hunt, Ltd., journeyed to Brighton by motor coach for their annual outing. During the luncheon the general manager, on behalf of the staff, presented Mr. A. H. Hunt with a shooting stick, and Mr. C. H. Hunt with a golf bag. After a pleasant time by the sea, the party returned by way of Crawley, arriving at the Croydon works at 10 p.m.

A Visit to a Cable Works.

Several visits were made to local places of interest by members of the Institution of Naval Architects during the Institution's recent meeting and conference in Liverpool. Among the visits was one to the Prescott works of British Insulated Cables, Ltd.

Here were shown many different types of cable in the process of manufacture, from the large copper bars to the finished products.

A number of other countries have also passed similar by-laws.

Broadcasting House.

The B.B.C. state that satisfactory progress is now being made with the construction of Broadcasting House, in Portland Place, London.

The excavations and foundations, together with the great retaining-wall enclosing the three floors below ground level, were completed during last autumn and winter.

In February last, work was begun on the superstructure. The outer steel framework is well advanced and a good deal of the exterior Portland stone has been fixed.

A feature that has been given especial care and consideration is the lighting of the building, in which there is provision for the efficient lighting of studios and offices, with secondary wiring for lighting the central tower in emergencies.

Dunhams' Anti Price-Cutting Scheme. Another Example of Individual Action.

EVIDENT proof of the sincerity of their wish to combat price-cutting is afforded by the action of Dunhams, Ltd., who have evolved a rather novel scheme in this connection.

The plan came into operation on July 23rd, every Dunham set now sold carrying a guarantee of five years, and it is on this that the fabric of the firm's anti price-cutting scheme is built. At the bottom of each guarantee form is a detachable slip, which the purchaser is required to fill up with his name and address, and those of his dealer. He then returns the slip within seven days to Dunhams, Ltd., receiving in return an official acknowledgment of guarantee. The retail price of the set to which the guarantee refers, appears on the detachable declaration, and the purchaser, by sending the declaration to Dunhams, is agreeing that he purchased the set at the retail price. This in itself does not prevent price-cutting, but Dunhams reserve the right to ask the purchaser to produce the receipt for payment for the set.

The manufacturers are thus assured that their sets are not price-cut, since further security is provided by the fact that in addition to a register of all owners of their sets, Dunhams, Ltd., keep one of all receivers dispatched, and the factors to whom they were sent.

This announcement adds yet another name to the steadily growing list of manufacturers who have demonstrated their desire to see an end to price-cutting by supporting with individual measures the corporate action already launched by the R.M.A.

The suggestion is conveyed in Dunhams' letter to us that their anti-price-cutting scheme has been brought out only recently owing to the fact that the firm were faced with very severe production difficulties last year. As the trade will recollect, Dunhams, Ltd., moved into an entirely new factory specially built for them at Bellerophon Works, New Wharf Road, London, N.1, and unfortunately the installation of plant was somewhat delayed. Now, however, production is running smoothly, and, we are told, rapid deliveries are guaranteed.

A Middlesbrough Show.

A correspondent informs us that Binns, Son & Co., Ltd., of Middlesbrough, recently held a radio exhibition in the Institute at Glaisdale, where there was on view a full selection of the latest radio sets. The firm also demonstrated one of the latest types of radio-gramophones.

Committee on Shop Assistants' Hours.

The large departmental stores represented by Mr. H. J. Neal, of David Neal & Sons, opposed the suggestion of the statutory limitation of shop assistants' hours to 48 per week, when they recently gave evidence before the Select Committee. Among other things, it was stated that if shop assistants' hours were restricted, the shift system would probably be introduced, resulting in an increase in retail prices all round, owing to the extra expense involved.

A Marconiphone Statement.

The Marconiphone Co., Ltd., have issued the following statement, to which we are asked to give publicity:

"Information has recently reached us of two attempts to obtain unauthorised possession, of Marconiphone apparatus. In each case the attempt took the form of a visit to the house of a customer by a man who said he had been sent to collect the apparatus. In both instances the customers refused to accede to this request.

"All authorised Marconiphone officials and employees carry an identification card which they produce when calling on customers to deal with or receive apparatus, in addition to which their call is always advised by correspondence. In the absence of either of these safeguards, customers should refuse any requests from callers purporting to take possession of or deal with apparatus on our behalf."



A photo taken at the recent outing of Southern Factors Ltd. to Fernhurst, near Haslemere. In the second row, seated left to right, are Mr. R. C. Toogood, Bournemouth manager, Mr. H. R. Hurst, director controlling the Bristol branch, Mrs. E. U. Redway, Mr. N. C. Hurst, chairman, Mrs. H. R. Hurst, Mr. E. U. Redway, managing director, and Miss K. Christian, secretary. Behind Mr. N. C. Hurst is the firm's advertising manager, Mr. J. C. Cosier.

K-B Directors Ride Donkeys!

The amazing spectacle of high executives of Kolster-Brandes wearing crash helmets, brightly coloured jackets and mounted on restive donkeys of doubtful age was witnessed at Sidcup, Kent, last Saturday (July 26th), when Kolster-Brandes held their annual sports.

The riders in the "Derby" were described as: Mr. W. A. Bartlett (Managing Director) on "Say Boy." Handicap—Bad steering. Mr. S. Wilding Cole (Director). Handicap—Avoirdupois. Mr. C. Hayward (the well-known Ashford distributor) on "Heard the Latest?" Handicap—Deafness. The event was the central feature of the Social and Athletic Club's annual sports at Cray Works, Sidcup. The race was eventually won by Mr. Hayward, Mr. Bartlett and Mr. Wilding Cole having respectively one and three falls.

Chief among the other 28 events was the opening of the new sports ground by Mrs. Bartlett, who also presented the prizes, which were valued at £70. The ground is to be kept in condition with the aid of a specially sunk artesian well capable of supplying 600 gallons of water an hour.

PERSONALIA

"DISCRIMINATING BURGLARS."

MR. R. MILWARD ELLIS, Joint Managing Director of Pye Radio, Ltd., last week joined the select company of titled nobility who have been privileged victims of enterprising house-breakers. On Friday evening, July 25th, Mr. Ellis' house in Regent's Park was entered and two Pye portables and a suit-case full of clothes were taken away.

Mr. Ellis himself points out that the burglars were evidently persons of discrimination, because they apparently regarded the rest of his belongings as having no cash value. They also inspected the contents of the cellar, but were not sufficiently interested to take samples—which suggests that they had no connection with the radio industry!

Unfortunately, Mr. Ellis has no record of the serial numbers of the two sets, but one of them is non-standard, having an additional control fitted in the centre of the door. Mr. Ellis would be very pleased to hear from anyone coming across a portable answering to this description.

MR. SWANN LEAVES SHOOLBRED'S.

MR. F. W. SWANN informs us that he has resigned his position as a buyer in the radio department of James Shoolbred & Co., Ltd., London, with whom he has been for the past three years.

Members of the trade who desire to communicate with Mr. Swann can do so at his private address at 43, Margravine Gardens, Barons Court, London, W.6, his telephone number being Riverside 3525.

ANOTHER APPOINTMENT BY MURPHY RADIO

MR. THOMPSON, who was recently with Pye Radio, Ltd., has, we are informed, been appointed as a representative on the staff of Murphy Radio, Ltd., of Welwyn Garden City.

Radio's Part in Warwick Pageant.

P.A. Assists the Producer.

MANY traders nowadays undertake public address contracts, but not all of them can number among their clients such distinguished bodies as the Midland Automobile Club, the Stratford Memorial Theatre Committee, and the Isle of Wight Steam Packet Co.

Harrison & Norris, of 51, Bedford Street, Leamington Spa, can, however, make this enviable claim, and have, in addition, contracts with Town Corporations and various institutions in many parts of the surrounding country. In fact, so great are their commitments in the P.A. field that they run a special public address department with their radio business.

One of their biggest and most successful contracts recently was carried out at the Warwick Pageant. Miss Gwen Lally, the producer, made use of the P.A. equipment of Harrison & Norris to direct the 5,000 performers at the Pageant; seated in a look-out

box on the top of the grand-stand, with a microphone (à la B.B.C.) she was able to control the proceedings with ease, while at the same time the audience were not able to hear her directions to the performers. A Marconiphone 11-valve amplifier was used, with six speakers of the same make, concealed in the trees around the open air stage.

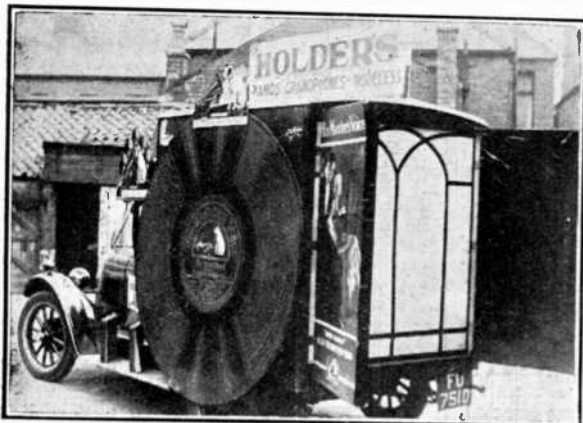
At the finale of the Pageant the speakers were transferred to the arena, speeches were made by the organisers, and an impromptu dance ensued to the accompaniment of dance music through the amplifier.

Another recent success was on the occasion of the Shelsey Wash Motor Hill Climb, when, for the third year in succession, the firm carried out the loud-speaker work under the direction of the Royal Automobile Club. Leamington Corporation have also repeated their contract with Harrison & Norris to supply music in Jephson Gardens.

On somewhat different lines was the order, given by a large photographic concern, to fill and release, at a given signal, a thousand toy balloons at Coventry Carnival. Here again the P.A. system was brought into good use, for the filling of the balloons, which took many hours, was enlivened by gramophone music.

The King's Portable.

It is interesting to note that the McMichael "Super Range" 4-valve portable purchased by His Majesty the King is now in constant use at Buckingham Palace. His Majesty and the Queen listen-in with it almost every evening after dinner, and on several occasions the King has had the set in the Palace gardens.



The prize-winning van entered by Holder Bros., Ltd., in the Scunthorpe Hospital Carnival. See column two.

AND NOW LEICESTER!

Local Newspaper's Leader on "Noise."

Great indignation was caused in Leicester trade circles recently by a leader in a prominent local paper, headed "Wireless Shops Like Whelk Stalls." Apparently the ire of the journal in question was aroused by the alleged noisy loud-speakers and gramophones used in certain music stores in the city.

It is stated that people working in the vicinity are badly disturbed. Although the demonstration of speakers and gramophones is intended for advertising purposes, the newspaper asserts that the public would certainly not be attracted by a shop giving "the impression that it is the point of vantage for a leather-lunged saleswoman at a whelk stall." The suggestion is then made that the "nuisance" should be stopped by law.

It is understood that the Leicester Radio Traders' Association have noted this leader, and are considering what action could be taken.

Another Carnival Success.

It is gratifying to note that in the carnivals and similar functions held in various parts of the country the radio trade frequently occupies a prominent place, achieving no small amount of success by reason of the excellent publicity schemes devised.

The latest instance that has come to our notice concerns the success of Holder Bros., Ltd., who run a large music business at 118, High Street, Scunthorpe. During the local Hospital Carnival Holder Bros., Ltd., exhibited their decorated motor van—which we illustrate—and with it won the first prize in the decorated motor vehicle class. This, however, was not their only success, for they were also awarded the shield and rose bowl presented for the best "Tradesman's Turnout" in any class.

On each side of the prize-winning van was a giant replica of an H.M.V. record, one bearing the title "The Lost Chord" and the other, "The Broadway Melody." By featuring the second title Holder Bros., Ltd., linked up with the sound film "The Broadway Melody," which was being shown at a local cinema during the week—a neat touch indeed.

THE DUBLIN SHOW.

In our July 19th issue, we gave advance particulars of the fifth annual Irish wireless and gramophone exhibition to be held this year from October 20th to 28th. We are now able to announce that several stands have been taken up to the present, and the following firms are represented: Marconiphone Co., Ltd., General Electric Co., Ltd., Chloride Electrical Storage Co., Ltd., Ferranti, Ltd., A. C. Cossor, Ltd., Garnett, Whiteley & Co., Ltd., Siemens Schuckhert (Ireland),



After the fire these three Mullard valves functioned satisfactorily, as is told below.

Ltd., B.N.B. Wireless, Ltd., Marconi (Ireland), Ltd., Brown Bros. (Ireland), Ltd. and Kelly & Shiel, Ltd.

As there are now only a few stands left vacant, intending exhibitors would do well to send in their application forms at the earliest possible moment. These forms, which contain the plan of the floor space of the Round Room at the Dublin Mansion House, can be obtained on application to the organising secretary, Mr. Howard J. Duncan at 29, South Anne Street, Dublin.

Mullard Valves Survive Fire.

Recently a severe outbreak of fire occurred at Consett, and several buildings were gutted. After the flames had been extinguished the remains of a wireless receiver were discovered, and out of curiosity three Mullard valves, the glass of which appeared to be intact, were tested, and, much to the surprise of their discoverer, they functioned.

One valve, the type S.4V, A.C. mains screened-grid, had its base almost entirely burnt away. New wires were connected to the remains of the existing leads, and when tested in the Mullard laboratory it was found that the emission was not seriously impaired, although the valve was slightly softened.

The detector valve, type 154 V, had a large part of its base burnt away, but the emission had not been lost and the valve was perfectly serviceable.

The third valve, a P.M.24 pentode, had perfect emission, after being tested.

Bexhill "Exchange" Development.

The Highways Committee of the Bexhill-on-Sea Town Council, we are informed, recommends the Corporation not to give the necessary consent for the erection of wires across the highway for the establishment of a wireless relay exchange in the town. The local wireless retailers made a representation on the subject to the Committee.

ROUND AND ABOUT

*Making History
at the Coliseum
—and other things
at Coventry.*

DURING the last week Baird screen television has headed the bill at the London Coliseum, this being the first theatre in the world to include television in a public programme. As the London Coliseum is controlled by Sir Oswald Stoll, for many years an opponent of broadcasting, it is all the more notable that television should receive his blessing first of all.

The first matinee, which I was privileged to attend, was naturally something of an historic occasion, a fact which was emphasised by the compère on the stage, who conducted telephonic conversations with the people in the studio, and asked them various questions suggested by the theatre audience.

In a few decades when I am surrounded by my grandchildren, I shall be able to tell them that I saw and heard the first public television show, besides operating one of the first three commercial televisors. Probably by then television will be so commonplace that a world in which this science did not exist will be incomprehensible to those who have not "lived in our time." At least, Mr. Sidney Moseley hopes so! He was televised from the studio and was easily recognised by those who knew him. So was Miss Irene Vanbrugh and Bombadier Billy Wells.

The reproduction of speech and music was not as good as it might have been, though I noticed that Irene Vanbrugh came through clearly enough. Where I sat (fairly close to the drummer in the orchestra, though this did not explain it!) the loud-speaker could be heard buzzing with excitement. The television was no better and no worse than that I witnessed recently on the roof of the Baird office in Long Acre—in fact, the same screen and apparatus seemed to be in use. The synchronisation was definitely better, however, and only once or twice did the image flit up or down by several "frames."

Every one in the studio and on the stage seemed to be a little keyed up, as well they might be during the first public show. What a pity Mr. Baird could not be induced to appear. True, his photograph was held up by Mr. Moseley, and came in for a good round of applause, but the excuse that Mr. Baird himself was "hiding" seemed feeble and silly. I appreciate the modest inventor's wish to keep in the background, but this can be overdone, and on an historic occasion such as this he might at least have "shown a face."

Despite certain definite crudities, the entertainment was appreciated by the audience, and all credit is due to Mr. Baird, his staff and to Sir Oswald Stoll. W.E.M.

I WENT to Coventry last week, under the wing of that beneficent and hospitable corporation known as the General Electric Co., Ltd.—more familiarly the "G.E.C."—who entertained at their telephone and wireless works the *gentlemen* (who asked for italics?) of the press and the wholesalers.

My impressions— Well, they were so many and varied that, even now, several days after the event, when my digestion is no longer playing me tricks, it is difficult to sort them out and record them in anything like orderly fashion. At any rate, the one which stands out above all the others is an impression of vastness—huge works, extra-luxurious staff appointments, dwellings and recreation facilities; a truly wholesale conception of the task of entertaining guests; a big trade programme for the coming autumn—Oh! and others that will merely confuse.

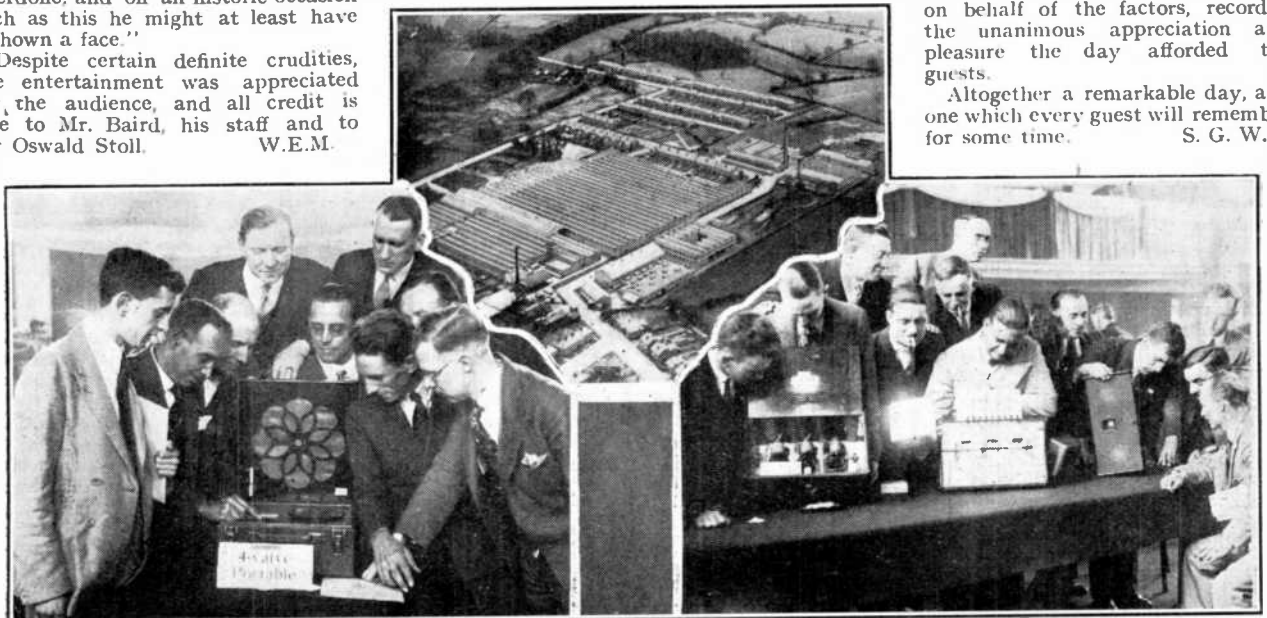
The real point of the trip was to disclose the new season's G.E.C. plans and products to the trade and press, and, as the news pages show, there was ample justification for the occasion. But here I am dealing only with the social side, which was most admirably staged by the G.E.C. publicity organisation and the Coventry works executive, the latter led by Mr. Wells, an extraordinarily genial personality who controls the works.

We were all assembled in orderly fashion at Euston, at a very early hour in the morning, taken away for the day, and re-deposited in London twelve hours later, full of most excellent hospitality and goodwill towards men.

During the period at Coventry, and in the intervals between refreshments of various sorts and meals excellently served in the works ballroom and theatre, we inspected the whole of the factory, which is very largely devoted to radio production, although some of the space is given over to the manufacture of automatic telephone equipment.

We also heard some most interesting speeches from members of the G.E.C. staff—including Mr. "Bob" Weaver, Mr. H. A. de Donisthorpe and Mr. T. W. Heather, who are all sufficiently well known to the trade; Mr. H. W. Roberts, Sales Director, who welcomed the visitors; Sir William Noble, Director of the Coventry Works; and Mr. E. J. Collier (East London Rubber Co.) and Mr. Will Day, who, speaking on behalf of the factors, recorded the unanimous appreciation and pleasure the day afforded the guests.

Altogether a remarkable day, and one which every guest will remember for some time. S. G. W.



An aerial view of the G.E.C. works, and well-known factors inspecting a new line.

PROVINCIAL TRADE NOTES

Durham H.P. Sales.

WIRELESS traders in Durham City have by no means been idle during July, which has probably been a better month than that of last year. There has been a surprisingly steady sale of Pye and Kolster-Brandes receivers, Mr. H. Alderson, the Claypath dealer, told me. His persistent efforts to popularise Columbia Radio have met with a considerable measure of success. Although he continues to display many makes of speaker, the Brown models are still the most popular.

Mr. J. M. Lynch, of North Road, is offering portable gramophones for a first deposit of two shillings. This offer is attracting not a little attention in the city. Mr. Lynch has adopted the free cinema seat scheme which is becoming so popular in other towns in the county of Durham.

Inquiries show a continual increase in the number of people who are buying radio apparatus on the hire purchase system, and much of the business now being done in complete sets is on deferred payment terms.

Portables Selling Best in Eastbourne.

EASTBOURNE trade has been quiet for some time, although several dealers find a steady sale for portable sets. In one part of the town components are good sellers, while in another, high-class sets are invariably purchased.

The visit of the Philips publicity van has created great interest with its demonstrations on Beachy Head.

Mr. Leonard Booth, 35, South Street, finds McMichael and Selector portables good sellers, together with the Ferranti all-mains set. The G.E.C. amplifying equipment also made its bow to Eastbourne at the local Lunar Park Fair, thanks to Mr. Booth's local enterprise.

Messrs. Willards, 48, Grove Road, are of the opinion that trade is on the up grade, their sales being quite up to expectations. This is due, no doubt, to their consistently excellent window displays.

A new demonstration room has recently been opened by Page & Miles, Ltd., of 29, Grove Road. The firm are pushing the Columbia radio-gramophone, for which they are agents.

Stevenson & Sons, 3, Susans Road, are finding an encouraging demand for mains units. Despite the big developments in mains apparatus, the firm's very efficient accumulator service, with an Austin 7, continues to be very profitable.

Another firm, A. Bodkin & Co., Cornfield Road, who are "Exide" service agents, are confident that the accumulator will always be popular for radio work. Among receivers, A. Bodkin & Co. are having a steady call for the Pye portable.

In order to cope with the big demand from local traders, the already extensive stock of Southern Factors, Ltd., Cornfield Road, has been considerably increased.

This well-known wholesale house has an excellent showroom in which to demonstrate all the leading manufacturers' sets to traders and their clients.

A local branch of the Wireless Retailers' Association is now in process of formation, and Mr. W. H. Benson Dare has been appointed honorary local organiser.

Some Interesting Lines in Liverpool.

CLAUDE LYONS, LTD., had some very interesting lines to show me at their Oldhall Street showrooms recently. I saw numerous amplifiers and rotary converters, while a big stock of precision instruments is also carried. The "Double Channel" amplifier, available in five models, is specially designed for sound-film use. With this model any breakdown is cancelled by immediately switching to the alternative "channel," after which repairs can be carried out by removing the first unit. A model that is proving popular in this district, which is still largely on D.C., is an A.C. converter for equipment up to 300 W. There is also a model with a smoothing filter in the base. In the demonstration room is a double turntable for comparing pick-ups, amplifiers, and loud-speakers. This facilitates comparison to the point of ultimate decision. I was told that on the scientific instrument side business is good. Mr. Claude Lyons, M.I.R.E., is, I learn, now permanently in attendance at the London office and showroom at 40, Buckingham Gate, where many of the firm's lines can be seen.

The Mersey Radio & Gramophone Co., late of Drury Lane, recently went into voluntary liquidation, but the firm have not left the trade. Business was first carried on, as the Mersey Radio Co., in Water Street, and the old premises have never been vacated. Here, as the Mersey Radio & Photographic Co., business is still carried on, but gramophones have been dropped. It seems that the old firm were strongly urged by manufacturers not to give up, but the difficulty of selling their expensive records in the face of opposition by all kinds of shops selling cheap records decided them.

Bad Weather Assists North Essex Trade.

COLCHESTER radio dealers are maintaining good window displays, and during the recent inclement weather, trade, which has not been too good lately, picked up considerably.

The reduction in the price of valves is considered to be promising for future trade. The question of future stocks is now coming under review.

Over the Suffolk border business will be aided in Bury St. Edmunds at the end of September by a three days' general trades exhibition. This is being organised by the Chamber of Commerce and is to be held in the Corn Exchange from September 25th to 27th.

At the Essex seaside towns, trade has been very good of late, this again being attributed in part to the recent bad weather, which turns the thoughts of the public to radio.

In connection with the provision of wireless for the blind, there have been applications for no less than 300 sets in the county of Essex.

More Notes on Northern Ireland's Rural Trade.

THE complaint of unsatisfactory B.B.C. programmes is to be heard from many traders in Northern Ireland, writes a travelling correspondent. Unless really high-powered receivers are used, alternative programmes are not available, and dealers hope that there will eventually be a high-power station in Ulster. Rumour has it, in fact, that such a transmitter will be erected at Athlone.

Beyond Banbridge only powerful portables will give good volume from Belfast. T. & A. Wallace, Fleming Bros., Messrs. McCormick, and Mr. H. Hare—the latter an "all-wireless radio electrician"—supply the requirements of the public over an extensive agricultural area.

At Ballymoney, R. Jamison & Son are selling many complete sets and report steady trade, while further North, in Coleraine, Anderson & Co., who keep a representative stock, are receiving many service calls. Their repair department is kept very busy, as is their battery-charging plant.

Smart's, from Belfast, have opened a well-stocked branch at Reid's Terrace, Coleraine, for radio and gramophone sales, and are doing very well.

At Ballymena, David Christie & Sons, Harryville Bridge, supply a steady demand for standard sets.

At Armagh, trade is not too good, reception from Belfast being poor. The Philips type 2511 receiver is the best seller with R. Gordon & Co., English Street.

Agnew, Ltd., of Randalstown, tell me that saturation point has been reached in set sales in County Antrim, at least under present conditions.

In the town of Antrim, displays of H.T. batteries for portables are being made by Mr. McAleese, at "The Tourists' Emporium." Lissen components are sold in large numbers.

Rural dealers who do not undertake extensive repairs have found the service department of Edwards & Edwards, Ltd., wholesalers, of Brunswick Street, Belfast, of great assistance for renovations and alterations.

When I visited Portadown, Mr. Hazelton, the well-known dealer of that town, was engaged in exhaustive tests of a portable set which was being demonstrated by a salesman, while Mr. D. Pedlow, another trader, spoke in glowing terms of the complete and speedy service provided by Belfast wholesalers.

McLean's, of Hill Street, Newry, have installed several Marconiphone sets with Amplion speakers, in the hotels of

AMPLION

DEFINITE DEVELOPMENT

Radio is a byword for rapid progress. Nevertheless no Amplion product is ever offered for sale until it definitely represents a marked advance on what has gone before—whether it be better value for the money, or better reception brought within the means of smaller purses. "Always an improvement"—this policy appeals to your customers and helps YOU. It means that every Amplion production provides a sound reason for its purchase.

POLICY.

Exceptional efficiency

Amplion's latest production for those requiring a thoroughly efficient, yet inexpensive all-mains receiver, which at the same time is easy to operate. A plain detector transformer coupled amplifier set—it is selective whilst being capable of giving admirable reception with surprising volume.

Alternative aerial connections are provided, one being for use when the maximum volume and range are required, and the other for occasions when the utmost selectivity is needed in order to take advantage of the B.B.C. Regional Scheme.

In operation there is an entire absence

of mains "hum," and the receiver is universal for alternating current supplies from 100 to 250 volts. The controls, which consist of an "on and off" switch, reaction and aerial tuners, and long and short wave switch, are mounted centrally in the front panel of the cabinet.

Gramophone reproduction is obtained by means of a jack and socket connection at the right-hand side of the receiver.

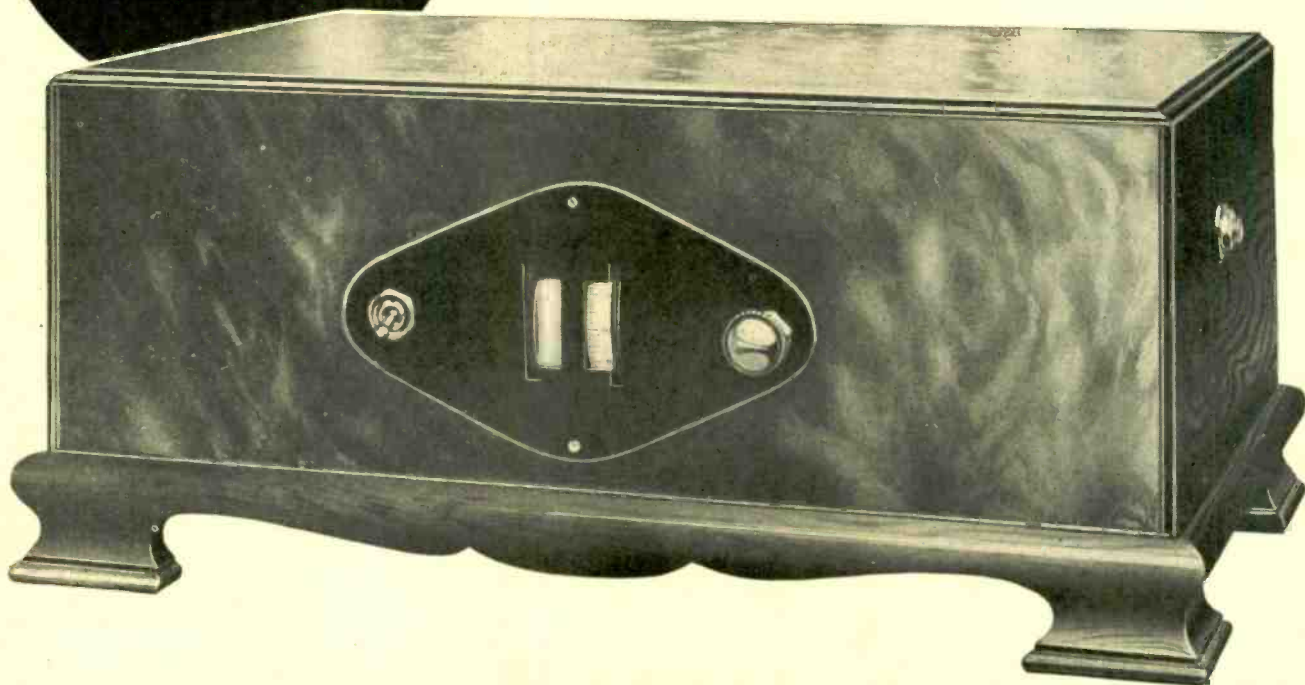
The cabinet itself is of very neat design on modern lines, and has a highly polished walnut finish which is standard.

AMPLION

AMPLION 2 VALVE ALL-MAINS RECEIVER

£15
**INCLUDING
VALVES**

15/- ROYALTY.



PROGRESS

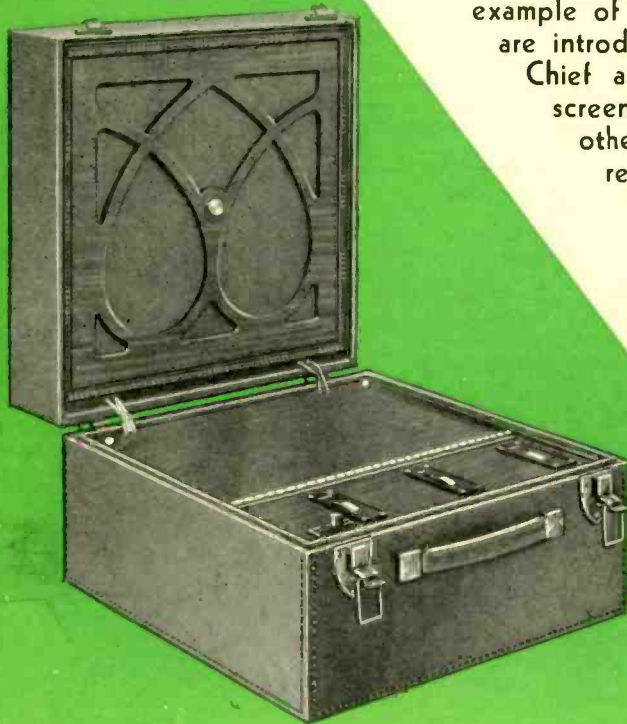
MORE DEFINITE PROGRESS

In the AMPLION two screen-grid Portable there is a true example of Amplion development, as several new features are introduced.

Chief amongst these is the successful use of TWO screened-grid stages, which fact tends more than any other to make this portable the really wonderful receiver it is.

Whilst the set is easy to tune yet its ability to receive distant stations is astounding.

The selective properties of the set in no way detract from the volume which it will give, as the specially matched speaker working from the Pentode output gives a wonderfully rich tone such as can rarely be expected from a receiver of the Portable type.



PORTABLE

£ 24 = 15 = 0

AMPLION

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

Rostrevor and Warrenpoint. At the sea-coast holiday resorts wireless has made good progress.

Mr. H. C. Kennedy, of Main Street, Portrush, has an attractively-designed service car for deliveries. His gramophone department has so grown in importance and size that radio sales are almost a "side-line"! The same state of affairs was noticeable at the recently enlarged establishment of Mr. William Law, at Larne, and in the centrally situated wireless and gramophone stores at Bangor.

Mr. J. F. May, Central Avenue, Bangor, conducts a busy "Exide" service station and his battery charging facilities are very popular locally.

At Ballyrobert, Messrs. Margett's are especially featuring the sale of sets and components on deferred payments.

The extension of electrical distribution in Northern Ireland provides the reason for ever-increasing imports of mains units, and all-mains sets—a fact of which

Mr. J. J. Curran, Windsor Avenue, Whitehead, is well aware. Mr. Curran has pushed these lines and is doing well with them.

* * *

Yorks Opinions of the "Stop List."

TRADE in Halifax is quite up to the average for this period of the year. Business in battery charging continues brisk. The fact that 550 new licences were taken out in Halifax in two recent months shows that there is reason for optimism in regard to the future.

Interesting comments on the new Stop List Scheme were made by several traders in the south of Yorkshire. One was inclined to be sceptical, remarking that retailers were getting accustomed to the new schemes at this period of the year without any tangible results, and he preferred to wait and see how things worked out

before expressing any opinion. Others were much more optimistic, and considered this to be the most hopeful sign that has yet been evolved of a real desire on the part of the manufacturers to stop unfair trading. To the mass of evidence regarding the urgent necessity for an improvement in the present unsatisfactory state of affairs might be added the recent experience of a trader, who, on complaining that the rate of discount allowed by a firm was not sufficient to meet working expenses, was advised to deal off a "split-discount" factor!

Another question that has recently arisen concerns the granting of music and wireless entertainment licences to licensed victuallers in various parts of the country. In Dewsbury, music and wireless licences have been granted, but in the neighbouring town of Batley the magistrates recently declined the application of 38 licensees for wireless and music licences from 8 to 10 p.m. on Sundays.

IN THE COURTS.

Peto-Scott Scheme Sanctioned.

IN the Chancery Division on Monday last, Mr. Justice Bennett had before him a petition by the Peto-Scott Co., Ltd., wireless apparatus manufacturers, for the sanction of a scheme of arrangement between the company and its unsecured creditors.

Mr. Buckmaster, for the company, said the scheme provided for preferential creditors being paid in full. Two of the principal creditors were to stand aside and not to participate in a proposed composition and were to allow the amounts due to them to remain unpaid, without interest, until certain first debentures had been paid off. Three named corporations, who were also creditors, were not to take any steps to enforce their claims, and in consideration of that and one of them continuing to finance the company they were to receive £5,000 in second debentures as collateral security. In the event of their being paid in full the debentures would be cancelled. All the remaining unsecured creditors were to accept a composition of five shillings in the £ in full satisfaction. By the creation of first debentures £4,000 would be provided, which, with £2,000 provided by the company by the sale of assets, would be sufficient to pay the composition of five shillings.

His lordship sanctioned the scheme. By consent he dismissed a petition for the winding-up of the company which had been presented by the Mullard Company and had been standing over pending the approval of the scheme by the court.

AN ALLEGED WIRELESS CONSPIRACY.

A PROSECUTION in which conspiracy and false pretences are alleged was opened at Marlborough Street police court on Saturday last, before Mr. Mead, when Hyman Reuben Spinney (58), company promoter, of 79, Glenister Park Road, Streatham, S.W., and his son, Cyril George Spinney, alias George Wright (26), of the same address, were charged with obtaining by false pretences on July 15th, 46 wireless valves, the property of Electric Lamps Factors, Ltd., 41, Rathbone Place, W., and further with being concerned with a man not in custody with obtaining, on May 31st, from the same company, 113 electric lamps, value £28 4s. 11d.; they were also charged for conspiring on May 30th and 31st with a man not in custody to obtain the goods mentioned.

Mr. Powell appeared for the prosecution, Mr. Moles for the elder Spinney, and Mr. Laurence Vine for the younger accused. During the hearing the elder accused repeatedly interrupted, although he was warned that he must leave matters to his counsel, and it was not until Mr. Mead threatened to have him removed, and the case heard in his absence, that he subsided into silence.

Mr. Powell said that prior to May 29th there had been one or two small transactions between the parties, and the cheques which had been paid were met. On May 29th the prosecutors received a telephone message from someone who said that he

was speaking for a Long Lane radio firm, asking about certain valves, and adding that someone would call for them the next day. On that day the elder Spinney called and produced an order signed "G. Wright." It would be shown that G. Wright was the son of the elder Spinney. All the valves were not in stock. The caller handed over a cheque signed "G. Wright" for £19 16s., and the next day he called with a further order. It appears that from the heading on the order paper accused had warehouses and assembling rooms at Glenister Park Road. As a matter of fact, they had no such places, and the prosecutors therefore contended that that was a false pretence. The telephone number was a Streatham number, which was rather odd for a place in Long Lane. It would be contended also that this was a false pretence.

On May 31st the elder accused called with another order, and after discussion handed over a cheque for £16 10s. 9d., also drawn by G. Wright. At one o'clock the same day, the elder Spinney came back for 72 electric lamps, and Spinney brought back a cheque for £11 13s. 8d. later on and was given the goods. All three cheques, when presented, were dishonoured. Enquiries were made, and eventually the police called at a private house in Glenister Park Road, and were met by the elder accused on June 10th. They told him they were making enquiries concerning G. Wright, and the elder Spinney said there was no firm of that name carrying on business at that address. He said he knew Wright through a bookmaking connection. On July 11th, a police officer went to the Long Lane premises and saw the junior Spinney going upstairs. He was asked if his name was G. Wright, and he replied, "No; Spinney." He was then asked, "Are you the man who rented the office in the name of G. Wright and carry on business as the H.P. Radio and Sports Supplies?" and he answered, "This place has nothing to do with me; I handed over everything to the company." The warrant for his arrest was then read over to him, and he replied, "All right, I shall say no more until I have seen my legal adviser." In the office was found a letter from the bank on which the cheques were drawn, asking the younger Spinney to clear an overdraft of £4 3s. 11d. The elder accused was arrested and on the way to the police station he said, "Will you tell me who applied for the warrant against me?" The officer told him it was an employee of the Lamp Factors, Ltd., and he said, "That's all right. This is a private prosecution. There will only be the charge of obtaining the goods. I don't mind that so long as there is not a charge of conspiracy. My brother, my son, and myself run this business. I don't want to see them fall over it. There should be some goods at 68, Long Lane, which have been paid for by my son. They came from people who we were going to do it on."

Mr. Alfred Fairbank, manager of the prosecuting firm, then gave evidence in support of this statement, and the defence reserved cross-examination.

At this juncture the case stood adjourned.

"TRADER" TEST REPORTS

Conducted by our
Technical Department.

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

Six-Sixty Radio Co., Ltd., 17-18, Rathbone Place,
Oxford Street, London, W.1.
Six-Sixty Pick-up Adaptors.

DESCRIPTION AND PRICE.—These two adaptors, one for D.C. valves and the other for A.C., are for use in conjunction with a gramophone pick-up and a receiver. The D.C. type has a short cylindrical body of moulded bakelite with a mottled green and black finish, and has four brass sockets, arranged in the usual formation and recessed in the top. These are extended, and project through the bottom of the moulding in the form of four pins. Three terminals are ranged round the side of the body, one, marked with a red indicator, being in contact with the grid socket, and the other two with the filament sockets.

In the case of the A.C. adaptor, the general construction is similar, but there are five pins and five sockets, and only two terminals. Of these, the one marked red is, as before, in contact with the grid socket, while the other one is connected to the cathode socket.

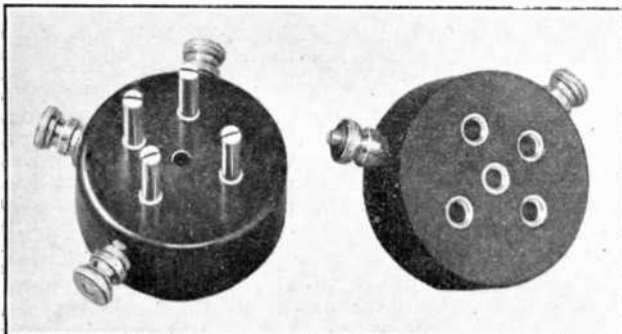
When in use, the attachment is plugged into the detector or L.F. valve-holder, and the grid terminal connected to one lead from the pick-up. The other pick-up lead is taken to G.B.—, and G.B.+ is connected, in the D.C. type, to the terminal in contact with the — pole of the filament. With the A.C. type, G.B.+ goes to the cathode terminal. Of course, a volume control may be interposed between the pick-up and attachment if necessary. Price 2s. each.

TEST RESULTS.—The attachments were used in conjunction with various valve-holders and valves, and in each case the pins and sockets made good contact, showing accurate spacing. They were fitted in appropriate receivers and connected up as specified in the instructions, and, as would be expected, the results obtained were satisfactory in every way. The standard of finish is exceptionally high and the adaptors are very well finished, and can certainly be recommended for their job.

The Telegraph Condenser Co., Ltd., Wales Farm Road,
North Acton, London, W.3.

T.C.C. Fixed Mica Condensers, Type M.

DESCRIPTION.—These condensers, in capacities ranging from $0.001 \mu\text{F}$ to $0.01 \mu\text{F}$, have been designed especially for



Two Six-Sixty pick-up adaptors reviewed above. On the left is a D.C. type, while that on the right is for A.C.

set manufacturers. They are made in two sizes, those with capacities up to $0.002 \mu\text{F}$ having body dimensions of $1\frac{1}{4}$ ins. by $\frac{5}{8}$ in. by $\frac{3}{16}$ in., and the larger sizes with dimensions of $1\frac{1}{2}$ ins. by $\frac{7}{8}$ in. by $\frac{1}{2}$ in. Except for the difference in size, the two types are identical in external appearance. In each case the body is of black bakelite moulded round the condenser element. Two holes are provided for the purpose of fixing the condensers horizontally on a baseboard, although, owing to the light and compact construction, they can be mounted directly on the wiring. Connections are made by means of large doubly-drilled soldering tags.

Internally, the plates are of copper and the dielectric mica, the whole assemblies being clamped inside protective metal bands. An interesting point is that the inner ends of the connecting tags are spot welded to the plates. The test voltage is stated to be 500 V D.C.

Set manufacturers interested in these condensers can obtain prices and any further information required upon application to the makers.

TEST RESULTS.—We measured the capacity of one of our samples, rated at $0.003 \mu\text{F}$, and found it to be accurate within $1 \mu\mu\text{F}$, which is a very good result indeed. The losses were small for a mica dielectric condenser, while all our samples, tested at 500 V D.C. gave a very high insulation resistance.

Being completely moulded in, the condensers are impervious to moisture, and they should prove to be extremely constant in capacity. They are well finished and can be thoroughly recommended to set makers.

Busby & Co., Ltd., Price Street, Birmingham.
"Busco" Push-pull Switch.

DESCRIPTION AND PRICE.—This switch has been designed with the intention of eliminating in a receiver, those annoying "crackles" which are caused by the rotary movement of the spindles of push-pull switches employed. The body is a moulding in black bakelite, and has two projections, between which the phosphor bronze strip contacts are situated. The spindle, which is not rotatable, works through the centre of the one-hole fixing bush in the usual manner, and has one set of contacts fixed to its end.

Reference to our diagram will show both sets of contacts together with the side strips which give the spindle a spring-loaded effect.

Two small terminals, in direct connection with the fixed



Two of the new M type T.C.C. fixed mica condensers, made for manufacturers' use only at present.

contacts, are provided, and, it will be seen, these are virtually shorted by the moving contacts when the spindle is pulled outwards. The body of the switch has a small projection which surrounds the screwed bush at the point where it enters the moulding, and this, together with an ebonite washer, can be used as the insulating bush.

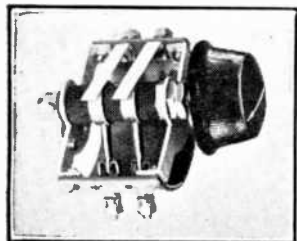
Price, complete with control knob, 1s. 3d.

TEST RESULTS.—We mounted this switch, first on an ebonite panel and then on one of aluminium, and in the latter case, with no bushes other than those provided, we found that it was well isolated. Further, the insulation resistance between the fixed contacts with the spindle in the "off" position, proved to be very high. Contact was very firm, there being absolutely no "crackle" when used in a receiver, and, providing that the contacts do not lose their resilient powers—an improbability—the switch should not develop noisiness after being in use for some time. By reason of the sliding contacts, the switch is of the self-cleaning type, and is capable of passing a heavy current without undue sparking. The construction throughout is excellent, and we can thoroughly recommend it as a low-priced but efficient component well worth stocking.

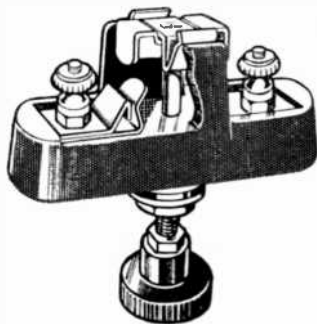
E. Enderlein, 16, Charterhouse Street, London, E.C.1.

"Nedap" Variable High Resistance.

DESCRIPTION AND PRICE.—Of Continental manufacture, "Nedap" high resistances are made in values ranging from 2,000 to 500,000 Ω , and are available fitted with two terminals, as plain variable resistances, or with three as potentiometers. Our 3-terminal sample, according to the label, has a rated resistance of 500,000 Ω . It is very similar in appearance and construction to a well-known British component of the same type. The circular body, of moulded bakelite, has a projection at the top, on which the three terminals are mounted in line.



The Nedap double pole change-over switch shown here has several interesting points in construction.



Priced at 1s. 3d., this "Busco" switch gave an excellent account of itself on test.

The resistance itself is of the type in which bare wire is wound round a strip of resistance composition and cut in such a manner as to allow each turn of wire to form a separate tapping on the resistance element. A circular slot in the body holds the element in place. The slider is of a springy metal and is controlled by a black knob which turns the spindle in the one-hole fixing bush. Price, with two terminals, 5s. 6d., and with three terminals, 6s.

TEST RESULTS.—Though our sample was marked as having a total resistance of 500,000 Ω , the value on test proved to be 164,000 Ω , so that either the label is wrong, or the resistance is very badly below its rated value. Apart from this, it proved to be very satisfactory, the contact arm being smooth in operation, and the resistance varying regularly as the arm was rotated. Used as a potentiometer volume control following a pick-up, the volume was smoothly regulated, without crackling noises, though, due to the relatively low resistance, the H.F. response of the pick-up was curtailed a little. This type of construction, of course, ensures that the resistance element is not damaged by the contact arm.

"Nedap" Volume Controls.

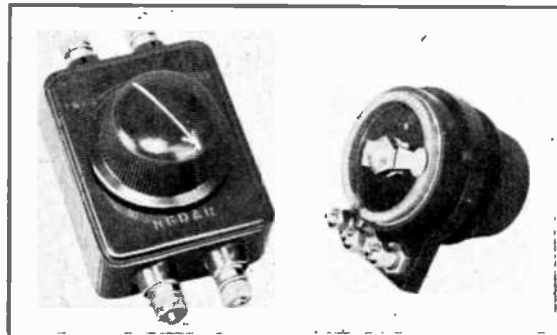
DESCRIPTION AND PRICE.—These components are of the potentiometer type and are available in two models, one with four terminals, and the other with plug and socket connections. The former will be the more suitable for sale in this country. It is enclosed in a brown moulded bakelite case measuring $2\frac{3}{8}$ ins. by $1\frac{7}{8}$ ins. by $\frac{7}{8}$ in. high, and the terminals, two at each end, are mounted on projections. A knob of the same material is situated at the top, and works the slider of a potentiometer similar to that described earlier. The necessary connections are carried out inside. The price of either type is 7s.

TEST RESULTS.—On test the total resistance of our terminal model was found to be about 80,000 Ω (the rated value is not marked on it). This value is, of course, rather too low for use following the average pick-up, but it has possibilities for use in other positions. It should be noted, however, that it is of the "table" type, and is not suitable for mounting in a set. In operation it was similar to the potentiometer described earlier.

The device is well finished, but we suggest that for sale in Great Britain the casing should have the words "Soft" and "Loud" moulded on, instead of Flemish words.

"Nedap" Two-pole Change-over Switch.

DESCRIPTION AND PRICE.—The switch is rather larger than is usual for this class of component, but it has a lower self capacity between contacts. All the terminals and fixed contacts are mounted on a wide strip of paxolin, which is bent to a semi-circular formation and held so by two metal cross pieces, which also serve as supports for the bearings of the spindle. The latter works in the one-hole fixing bush at the front, and has an insulating collar



On the left is the Nedap volume control, of the potentiometer type, while on the right is a Nedap potentiometer for panel mounting

extending along its length between the supporting brackets. Round this collar are fitted two metal bands, to which the moving contacts, in the form of rods with flattened ends, are attached. Two springy metal strips, in direct contact with two terminals, press on the bands, and thus form the connection between the terminals and the moving contacts. The fixed contacts, four in number, are also in direct contact with terminals.

A positive action is given to the switch by means of a pointed projection on an arm at the end of the control spindle. This projection springs into small holes when the switch is in either of the "on" positions, and also when the moving contacts are midway between the fixed contacts. Price 5s. Three, four and five-pole types are also made.

TEST RESULTS.—On test, the switch was quite satisfactory. In both positions, efficient contact was made, and the clicking sensation received when the switch is turned "on" or "off" should prove useful when it is mounted in a receiver. All the contacts are, by reason of the sliding action, self-cleaning. With respect to the fixed contacts, we notice that in our sample they are rather flimsy and might become deformed. Although the switch occupies more space than is usual, it is a very useful component.

News While It IS News —

1930-31 PLANS AND

G.E.C.'s Striking New Programme.

Details of the "Music Magnet Four," and other
New Sets and Speakers.

THE welcome trend among the leading manufacturers to reveal really early their plans and products for the autumn season is still extending. Last week, on the occasion of the press and trade visit to their Coventry works touched upon elsewhere, the General Electric Co., Ltd., displayed their entire 1930-31 production programme, and at the same time gave their visitors the opportunity of seeing the new lines already well in hand in the factory.

Before dealing in detail with the new lines, we can say unreservedly that in two of their new sets (A.C. models) G.E.C. have struck a new note in outward presentation. The cabinet work is of a high order, and the sets really have a strong selling value in their appearance alone.



The "Music Magnet Four."

However, to come to the innovations. The most important of them, of course, is the new kit, the "Osram Music Magnet Four"—a job which goes many steps beyond the scope of last year's deservedly popular kit, and incorporates a number of interesting and novel constructional features.

Giving the G.E.C.'s reasons for adopting a 4-valve circuit, Mr. R. B. Weaver explained that, in their view, the popular type of 3-valve home-construction receiver had outlived its day, and was not sufficiently selective for the broadcast conditions now obtaining. They had, therefore, to tackle the task of designing a more efficient (and therefore more complicated) instrument, which, at the same time, would present no greater difficulty than its predecessors to the non-technical constructor.

Details of the Kit.

The new "Music Magnet" undoubtedly fills these conditions, and, inspecting it in detail, we found no difficulty in believing that it can be assembled in a couple of hours or so by anyone.

The cabinet, of polished oak, is simple in construction, and the metal panel has only the filament switch, and the escutcheon through which the tuning dial is viewed, mounted on it. The single knob controlling the tuning is situated at the left-hand side of the cabinet,

together with the differential reaction control, while at the opposite side there are knobs controlling the solid dielectric series aerial condenser (for volume control) and the wave-change switch.

The circuit incorporates two stages of S.G. H.F. amplification, a detector, and a power output stage, the three tuned circuits being controlled by a triple-ganged condenser which is operated by a slow-motion friction device. In the kit of parts, this condenser is supplied assembled ready for use, and, we must say, it is one of the finest ganging jobs we have yet seen. Each condenser works in a screening box of heavy gauge aluminium, and is provided with a very neat trimming device.

The coils are also of considerable interest, each of the three pairs employed being assembled into a novel unit, with the individual coils mounted one above the other, and the shorting switch, for wave-change purposes, mounted on the base. Each coil unit, with its associated valve, is enclosed in a heavy aluminium "pot," which slips readily into position, while the wave-switch is operated by cams and ball bearings underneath the bases of the coil assemblies.

Perhaps the most important feature of the new kit, however, is the price—which is £11 15s. inclusive of valves (which alone retail at £2 19s.). Having

had an opportunity of hearing and actually operating the "Music Magnet," pulling in with ease a number of Continental stations at Coventry in mid-afternoon, we can unhesitatingly say that it offers very much better value for money than did last year's 3-valve version at £9.

The consumption of the "Music Magnet" is of the order of 17-18 mA, and, this being a rather heavy demand for ordinary dry batteries, the G.E.C. have designed a special triple capacity battery for use with the receiver. It is known as the "Magnet" 60 V triple capacity wireless battery, and will be priced at 13s. 6d. It should also be mentioned here that it is proposed, during the course of the present month, to reduce the prices of the standard 60 V and 100 V batteries to 7s. 11d. and 12s. 11d. respectively.

New A.C. Sets.

Next in order comes the "Gecophone" all-electric 3-valve receiver for A.C. mains. This definitely strikes a new note in cabinet design, and is a very attractive proposition. Its cabinet is of wood, finished in ebony black, with front panel carried out in dull gold, shading to black and roughened in such a manner as to give a very effective representation of metal. An escutcheon, through which the two tuning dials are viewed, is mounted in the centre of the panel, with the two control knobs on either side. The remainder of the controls are at the sides of the cabinet. The circuit employs an S.G. stage with tuned anode coupling, a detector, and a power pentode output valve, feeding into a choke and condenser output filter. Differential reaction is utilised, the condenser being of the solid dielectric type, as also are the two tuning condensers. A fourth component of this class is again used for series aerial volume and selectivity control. This receiver, complete with valves and mains equipment, will sell at £18.

Of the "de luxe" class, the "Gecophone" 4-valve all-A.C. receiver next claims attention. Here, again, a distinctive style of cabinet is employed, and is carried out in solid walnut. At the front, the illuminated tuning dial is



Modern to a degree—the latest G.E.C. 4-valve A.C. set, which incorporates many refinements.

More Details
of Leading
Manufacturers'
New Season's Lines.

PRODUCTIONS.

viewed through an aperture in a peculiarly shaped escutcheon plate which is recessed obliquely at the top. The other controls, as in the other receivers, are mounted at the sides of the cabinet. The circuit incorporates two transformer coupled S.G. H.F. stages, a leaky grid detector, and an auto-transformer coupled super-power stage, again with a choke and condenser output filter. Tuning is by a triple ganged condenser of the type employed in the "Music Magnet."

The price of this 4-valve all-mains receiver is fixed at £30 complete.



Another new G.E.C. line—an inductor dynamic cabinet speaker.

Another interesting new product is the 4-valve all-A.C. radio-gramophone, a high quality instrument incorporating a "Gecophone" moving-coil speaker. The receiver embodies the chassis of the 4-valve A.C. receiver, details of which are given above. For reception from local or very powerful stations, a special non-directional device in the form of an aluminium plate under the cabinet is provided, no aerial or earth being required. Another unique feature is the scratch filter, which can be switched in or out of circuit as desired. An induction motor is fitted as standard, and the price is £70.

The inductor dynamic type of speaker, as is well known, compares favourably with the M.C. type, and at the same time dispenses with field-coil systems. A speaker of this type is to be marketed by the G.E.C. in the near future. A point of interest is that the magnets are mounted laterally side by side, instead of one above the other in a horizontal plane, and this effects considerable saving in space. The cabinet model, in, polished oak, will be listed at £5 10s., while in chassis form the speaker will sell at £3 10s.

In addition to all the above new products many of those at present on the market will be continued. The baffle-model M.C. speaker, first introduced at the Ideal Home Exhibition, will be priced at £14 complete with mains equipment, and the chassis model at £10 10s.

S. G. Brown Announcement.

New Portable Set, Speakers and Pick-up for 1930-31.

IMPORTANT additions to their range of radio productions are announced by S. G. Brown, Ltd., of North Acton, London, W. 3.

The series of Brown speakers has been extended by the addition of new cone and moving-coil models, an entirely new screened grid 4-valve portable has been prepared to sell at 19 guineas, and a combined gramophone pick-up and carrying arm makes its appearance at 3 guineas.

The portable has a handsome polished walnut cabinet, of the upright transportable type, with the receiver at the top and the speaker, with a special Brown unit, behind a circular grille. A ball-bearing turntable is fitted as standard to the underside of the cabinet. The control panel is mounted behind an oval aperture and is covered when not in use by a hinged flap. The price is fixed at £19 19s., that is, complete with large capacity batteries and valves.

The "Grosvenor" moving-coil speaker is an entirely new model. It is housed in a cabinet which rests on a pedestal with four artistically curved legs, the whole being beautifully carried out in French polished walnut. There are several interesting features in this speaker, one being the pitch control which is fitted to enable the tone to be adjusted to suit any set, or the particular taste of the owner. Another point to be noticed is that, if required, the speaker cabinet can be let down into the legs, to rest on a shelf near the floor. This is particularly useful for packing and storing purposes. The speaker also embodies the Brown "Duplex" diaphragm and a high resistance coil. The price, with 6V field winding is £17 17s.; with permanent magnet field £20, and with complete A.C. mains equipment £21.

The new Brown moving-coil movements, all of which incorporate the "Duplex" diaphragm, should also be mentioned.

The first of these, for 6-12 V accumulators, is listed at £5 5s., the A.C. mains model, complete, at £8 10s., and the permanent magnet model at £6 17s. 6d.

Another new speaker, the "Royal," incorporates a "Vee" unit and a "Duplex" diaphragm, and has a cabinet which is rather similar in appearance to the well-known "Sphinx" instrument. The price, in mahogany, is £12 10s.

Then there is the "Austral" speaker, which was first designed to meet the demand in Australia for a quality speaker at a lower price than the "Mascot." It has a neat cabinet and utilises a "Duplex" diaphragm smaller than that of the "Mascot." The price is £2 10s.

Finally, there is a most important new departure in the form of the Brown No. 4 pick-up and arm. This is claimed to be the only pick-up constructed entirely without the use of rubber, and it has been designed to give correct track angle. Special provision has been made to facilitate the changing of needles, and to this end the whole head of the pick-up rotates through 180 degrees. The price is fixed at £3 3s.

Apart from all the above new apparatus, most of the existing productions are continued, including the 2- and 3-valve receivers, the Duplex, Mascot, Duckling and HQ (horn) speakers, the "Vee" unit and chassis, the transformer, headphones and power type P.A. speakers.

LAMPLUGH INDUCTOR IN PRODUCTION.

We have now received definite news from S. A. Lamplugh, Ltd., of Kings Road, Tyseley, Birmingham, that their "Silver Ghost" inductor dynamic speaker which has already been the subject of advance announcements, is actually in production, and will be released about the second week in August.

The speaker, which is British made under licence, is constructed on the inductor principle, which is comparatively new to this country. All the advantages of the moving-coil speaker are claimed for the instrument, together with an improved low frequency response and a very material reduction in weight. Furthermore, when used in A.C. receivers, the inductor requires no rectifier, transformer or smoothing condenser.

The "Silver Ghost" is guaranteed for twelve months and is produced in chassis

form at the retail price of £3 10s., but S. A. Lamplugh are prepared to give



special terms to receiver manufacturers. In addition, an imposing oak cabinet model (seen above) is available at £6 10s. retail.

1930-31 Plans and Productions

(Continued from previous page)

THE COSSOR "MELODY MAKER."

Still Available in Two Models.

"The newly-introduced 'Empire Melody Maker' receiver supplements and does not replace the existing single-control 'Melody Maker' with the blue metal cabinet," stated a representative of A. C. Cossor during the week.

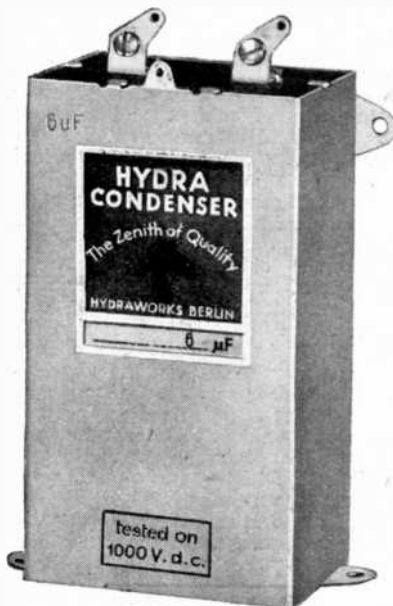
It is a pity that our first detailed announcement regarding the new set in last week's issue did not tend to create this impression, but it ought to be clearly understood by traders that supplies of the 1929-30 instrument are still available. The manufacturers realise that considerable stocks of this model are held by

retailers throughout the country, and far from regarding it as a displaced and semi-obsolete production, the trade will be given every encouragement and assistance in continuing the sale of the receiver.

Turning from the subject of the "Melody Maker," Cossor announce the production of a second L.F. transformer. This is similar in outward appearance to the present alloy core model at 21s., but it differs internally in that the core is of stalloy, while the price is materially lower—12s. 6d. It is intended mainly for single stage work.

NEW HYDRA CONDENSERS.

Two new high voltage paper dielectric condensers have just been introduced by Louis Holzman, Ltd., of 37, Newman Street, London, W.1. These are the No. 5006 with a capacity of $4 \mu\text{F}$, and the No. 6044, a $2 \mu\text{F}$ condenser. In general appearance these are similar to many



Alternative lugs are now standard on the latest "Hydra" condensers.

others in the "Hydra" range, and are provided with two sets of fixing tags, which enable them to be mounted either horizontally or vertically. Connections are made by means of large soldering tags fitted with small screws.

The $4 \mu\text{F}$ condenser is tested at 1,000 V D.C., and is designed for working with 300 V A.C., while the $2 \mu\text{F}$ type, designed for 450 V A.C. or 700 V D.C. working, has a 1,000 V A.C. test. Both have very high insulation resistances, that of the 5006 being of the order of 200 MO, and that of the 6044, 500 MO. As is usual with "Hydra" products, the new condensers are made up to the International Standard as used in England, the United States, and Germany. The prices of the $4 \mu\text{F}$ and $2 \mu\text{F}$ types are 7s. 6d. and 5s. 9d. respectively.

E 6

AN INTERESTING R.K. DEVELOPMENT.

Permanent Magnet Speaker Introduced.

Following the continued success over a long period of the standard "R.K." moving coil speakers, the announcement by the Ediswan Electric Co., Ltd., of 1A, Newman Street, London, W.1, of a permanent magnet model of the senior "R.K." is of immediate interest. This has the same construction, with the exception of the field magnet, as the mains excited models. The 10 in. corrugated cone, the low resistance coil and the method of suspension are identical, as is the pressed and stamped cone chassis.

The permanent field magnet, of large dimensions, takes the form of a "pot," and produces in the gap a flux density of the order of 8,500 lines per square centimetre.

The price of the new speaker, which is, of course, in the usual chassis form, is £6 15s.



The new Amplion 2-valve all-mains receiver shown here was fully described in our last issue. It is seen together with the AB6 speaker, which is arranged to stand on top of the cabinet.

EAGLE ENGINEERING

Introduce a Radio-gramophone.

The Eagle Engineering Co., Ltd., of Warwick, are the latest to fall in with the general trend and produce a radio-gramophone which is available for A.C. or D.C. mains or for battery operation. Although it is marketed by the old-established concern which normally uses the trade mark "Chakophone" in connection with radio apparatus, this particular product is to be known as the "Eagle."

It is in reality a table model, although it is normally supplied in conjunction with a specially made stand, which, together with the cabinet, is available in dull french polished mahogany or oak. At the front of the cabinet there is a circular grille immediately to the right of the control panel, while the sides and back also have grilles which tend to eliminate box-resonance. The lid of the cabinet is, of course, hinged at the back to allow easy access to the pick-up and



The "Eagle" radio-gramophone by Eagle Engineering.

turntable, and the winding handle is situated on the right.

The receiver utilises a circuit designed for use with external aerial and earth systems, the tuning being controlled by a single drum dial. An "Eagle" moving-coil speaker is disposed inside the cabinet.

Complete with the table stand, which is shown in the illustration, the radio-gramophone is listed at 35 guineas, ready for use with either A.C. or D.C. mains, or for battery operation. It can also be supplied without the stand, as a table model, at 33 guineas. The all-mains models may be fitted with electric gramophone motors at an extra cost of £5 5s.

DIGNITY IN SELLING.

A trader's fine new premises and excellent appeal to the public

MANY months ago, when wireless dealers were pondering the vital question of joining the ranks of gramophone and music retailers—the latter, incidentally, returning the compliment by taking up radio—our advice was “If you do it—DO IT WELL!” The business of selling musical entertainment in the shape of the radio set, the gramophone, and the radio-gramophone, is distinctly a dignified one, and no pains should be spared in “doing it well.”

An Excellent Example.

Many traders are well aware of this fact, and one typical example of how a retailer has “done it well” is afforded by the activities of Mr. Paul Taylor, of Kettering, who has just moved into new premises at 24, Rockingham Road, Kettering. Mr. Taylor's new shop is a model of tasteful attractiveness, with none of that awe-inspiring and somewhat “freezing” tone so often noticeable in some present-day luxury palaces. The illustrations we give on this page serve to show in small measure the appearance of the new premises, which, situated in æsthetically pleasing surroundings, also command an excellent site from a business point of view—a combination not often found.

The two circular grilles at the top of the front external shop wall each conceal a Marconiphone M.C. speaker, the wall serving as the baffle! Loud-speaker demonstrations can, on account of the favourable situation of the shop, be given without the fear of disturbing others in the locality. A Marconiphone Model 39 receiver feeds these two speakers through a Model DCB amplifier, while in the shop itself a third M.C. speaker is operated direct off the Model 39. Gramophone reproduction can also be used.

In addition to handling Marconiphone and Burndept products, for which he is, of course, an agent, Mr. Taylor is now a fully accredited dealer in H.M.V. lines. Demonstration work, therefore, is carried out to no small extent, and a demonstration room decorated in the Elizabethan style, and seating some 60 people has been fitted up on the first floor.

Special Recitals.

In this connection, incidentally, two special publicity efforts made recently are deserving of mention. A broadcast recital was arranged for an evening when Paul Robeson was “on the air.” After Robeson's radio songs some of his gramophone records were played on an H.M.V. radio-gramophone, the comparison causing great interest among all present. Similarly, good use was made of the recent relay of Miss Amy Johnson's speech from Australia, Mr. Taylor arranging a gramophone concert before and after it. He also tells us now that he intends to make a regular feature of gramophone concerts from next month, when, until March, 1931, he will run a series of recitals. Ample space is available outside the shop for the accommodation of the cars of the crowds who will undoubtedly attend.

Sales, however, are not the sole aim of Mr. Taylor; “Faithful Service” is his watchword (and is depicted on his note-paper—itsself a model of taste and dignity), and to carry this claim into effect a commodious workshop is



Style and taste characterise the new premises just taken over by Mr. Paul Taylor. Here is an outside view, the office decorated in Marblecote, and the demonstration room.

situated on one side of the main store, while a separate building at the rear is used to contain the battery-charging plant.

All these endeavours would be of no avail without efficient executive control, and Mr. Taylor has completed his new premises with an office of bright and cheerful appearance—which is shown in our illustration.

It is really almost superfluous for us to put the sentiment into actual words, but Mr. Taylor undoubtedly merits the heartiest possible congratulations upon the way in which he has demonstrated his appreciation of the dignified character which the radio and gramophone trade should invariably assume in its appeal to the buying public.

LATEST RECORD REVIEWS

The following are the records which we review this week. Decca (August list); New supplement from Dominion; The 26th list of Edison "Radio" records; The "His Master's Voice" August bulletin; A new August list of Polydor releases.

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

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

DECCA

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

K 527-8.—Wotan's Farewell, Parts 1 to 4 (Wagner), by Horace Stevens, baritone, with orchestral accompaniment.

These two discs are the first of a series entitled "Glimpses of the Great Operas." "Wotan's Farewell" is the conclusion of "The Valkyrie." In this last scene of the opera, Wotan is punishing his erring daughter, Brünnhilde, by leaving her unguarded on a mountain for the first comer to take. Subsequently he causes the mountain to be surrounded by a circle of fire to afford her protection. The scene is an impressive one, and the discs should be appreciated by many.

Horace Stevens, as Wotan, gives us a capable rendering, and the accompanying orchestra puts up a good show. It is well balanced and well conducted, though no conductor is mentioned. Recording is clear and of good volume.

K 529.—Poet and Peasant—Overture, Parts 1 and 2 (Suppé), by Hastings Municipal Orchestra.

Basil Cameron and the Hastings Municipal Orchestra have given an excellent rendering of this popular overture. Plenty of light and shade has been obtained, and the playing is brisk and convincing. The finale is well worked up. Recording is clear, of good volume, and the disc should have a splendid sale.

10 IN., BLUE LABEL, 2S.

F 1816.—"Classics of Jazz" Series—No. 1, Kalua (F.T.), and No. 2, Dancing Time (Blues).

F 1844.—Happy Feet (O.S.) and I Like to Do Things for You (F.T.), both by Spike Hughes and his Dance Orchestra.

The "fans" will like F 1816. It is the first of a series under the heading "Classics of Jazz," including all the old favourites served up anew in modern style. The two numbers chosen this month are both by Kern and are from "The Cabaret Girl." They are admirably played in the hot style featured by this combination, and the first number includes some particularly good clarinet work, while the second is a great blues number. Records of this nature will go over well if they are brought to the attention of the right type of customer—there are plenty of them.

The Spike Hughes treatment of "Happy Feet" results in one of the most lively of recent hot records, with a first-class rhythm supplied by the drums. The accompanying number from the same film ("King of Jazz") is in the same style. A good disc of its type.

F 1818.—The Blue Danube (W.) and Tesoro Mio (W.), by the Selecta Plectrum Orchestra.

An interesting novelty record, the two waltzes being played in a very smooth

and flowing style by this combination of mandolines. Recording quite good.

Decca remark that the disc was actually made for export, but has been generally issued in this country in response to a demand created by its inclusion in a recent "Decca Hour" from Radio Paris. **F 1828.**—Sally in Our Alley (Carey) and Linden Lea (Vaughan Williams), by Henry Wendon, tenor, with piano accompaniment.

The first side, containing the original 18th century version of "Sally in Our Alley," is quite enjoyable, whilst the second is equally pleasing. The singer has a light tenor voice of good quality and manages both songs very well. His words are clear. Recording is of a very high standard both of voice and piano. A good disc especially at the price.

F 1829.—Sing You Sinners (F.T.*) and Yours Sincerely (F.T.*).

F 1839.—Silver Wings (F.T.*) and Asleep in My Heart (W.).

F 1843.—Cheer Up and Smile (F.T.*) and Here Comes Emily Brown (F.T.*).

F 1848.—Sing a Little Theme Song (F.T.*) and When the Little Red Roses (F.T.*), all by the Rhythm Maniacs.

The usual monthly group of the most important new dance numbers. They are given in the Rhythm Maniacs' familiar "melody" style, and in the production of dance discs that are lively and at the same time will appeal to a wide public, this combination is more than holding its own.

Nearly all the numbers are theme songs. The first two are from "Honey" and "Spring is Here" respectively, while those on F 1839 are both from the show "Silver Wings." F 1843 is devoted to a pair of hits from the "New Movietone Follies," while the final disc—the best of the group—contains two numbers from the new film "Hold Everything." Both from the point of view of the playing and the popularity of the numbers, these last two records are likely to be "best sellers." Recording generally very good, with plenty of volume.

F 1838.—The Stein Song and The Song of the Dawn, sung by Harold Foster, bass-baritone, with piano.

The remarkable popularity of the "Stein Song" has prompted the companies to issue it in a variety of different forms, and now Decca have responded with this version—for bass-baritone with piano accompaniment. Harold Foster manages the stirring number very well, and this disc should be brought to the attention of those who want a vocal version. It is paired with the song which John Boles features in Whiteman's film "The King of Jazz." The recording might quite well be a little less heavy.

F 1839.—Softly Awakes My Heart (Saint-Saëns) and Meditation (Massenet), by Pierre Pol and his Salon Orchestra.

Both are well known and are managed in a pleasing style by this orchestra,

which acts rather in the nature of an accompanying medium to the leader's violin. Recording is good, and the record should prove attractive to those who do not yet possess these tunes.

F 1840.—Friend o' Mine (Sanderson) and I Love to Hear You Singing (Haydn Wood), by Russell Owen, tenor, with piano accompaniment.

These songs are likely to appeal to many, but the singer's voice is none too pleasing on account of nasality. He sings with plenty of emotion and the recording is clear. At the price many will probably wish to buy the disc.

F 1841.—My Old Dutch (Ingle) and The Future Mrs. 'Awkins (Chevalier), by Stanley Holloway, with piano accompaniment.

It is not often that one hears a record which makes such an impression as this. Both songs have been rendered immortal by the late Albert Chevalier, and should be in demand by the older generations. In addition, the singer is an artist of the first quality and sings excellently. Recording is extremely natural, and we have no hesitation in recommending this disc. It should certainly have a splendid sale.

F 1842.—Bandy Bertha's Birthday and You Die if You Worry, by George Buck, with the Rhythm Maniacs.

A new disc by George Buck, singing in his usual boisterous style. The first number cuts very little ice, but the second is quite good of its type and is becoming fairly well known. There is some good work by the Rhythm Maniacs.

F 1845.—Asleep in My Heart and Far Away, sung by Desirée Ellinger, soprano, with orchestra.

All those who have seen Desirée Ellinger in "Silver Wings" are prospective customers for this record, the first made for Decca by this widely-known artiste. The two songs are extremely well sung, with a first-class accompaniment by an orchestra of the theatre type. The recording does full justice to the performance, and the disc has big sales possibilities.

F 1846.—Have a Little Faith in Me and I Don't Need Atmosphere, duets by Bert and Bob, with piano.

Two popular numbers of the moment sung with a great deal of artistry by Bert and Bob, the Decca duettists, with syncopated piano accompaniments. The first song is from the film "Spring is Here," and is quite a hit, while the second is a new number from "Honey." A good disc.

F 1847.—The Return of the Regiment and American Patrol, by G. R. Spindler and his Mamelok Banjo Band.

Many people are fond of novelty records by banjo bands, and as this is a good example, it should go quite well. The numbers are typical, but they are very well played, and the recording is really excellent. The band hails from Man-



Walnut Model

The praise of others . . .

"Let us say at once that this is the best commercial radio-gramophone we have yet heard. We have no doubt whatever about that, whether it is judged on the basis of performance, convenience or value for money." This convincing statement was made by the Expert Committee in the 'Gramophone.' This con-

sidered opinion was formed after a test of several weeks.

This experienced body confirms public opinion, inspiring still further confidence in the Columbia Radio Graphophone. (Model 302). Give your customers the privilege of hearing this supreme instrument in your showrooms. Its very presence will attract attention.

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Information will be willingly supplied and a demonstration arranged on writing to:

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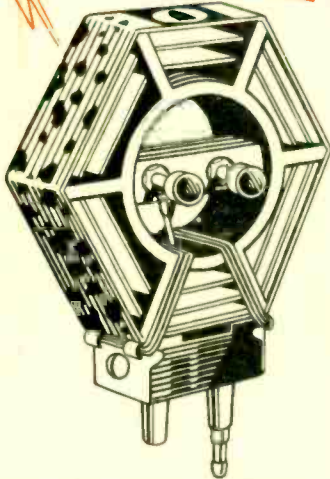
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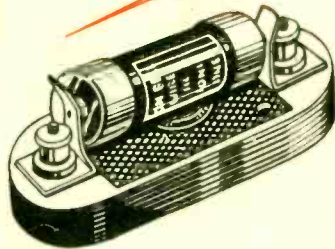
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EDISON BELL

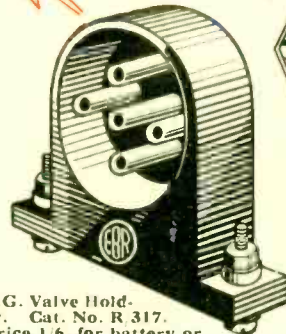
COMPONENTS OF MERIT



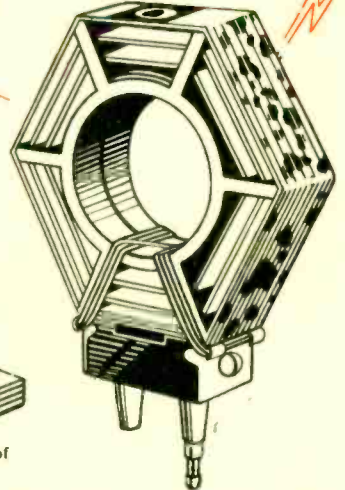
Double Tapped Coil. Cat. No. R 343. Price 3/9 to 5/9, for use in Reinartz and similar circuits, also for improving selectivity, all sizes 15 to 400 turns.



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

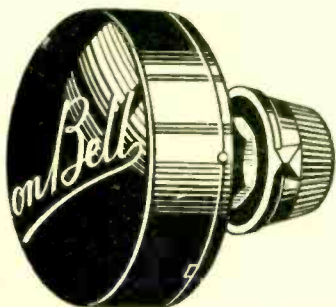


S.G. Valve Holder. Cat. No. R 317. Price 1/6, for battery or indirectly heated valves of screened grid type.

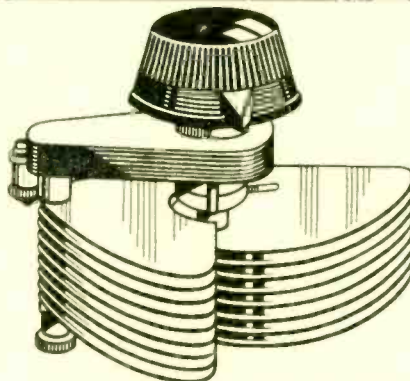


Plain Coil. Cat. No. R 332. Price 2/6 to 4/6, all sizes 15 to 400 turns, high inductance, low self capacity.

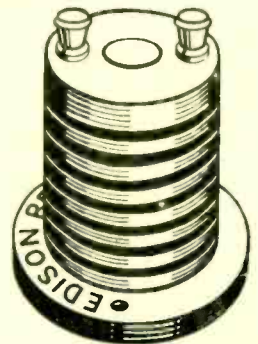
Edison Bell components are noted for their consistency, being produced by experts with a thorough knowledge of each article's respective value.



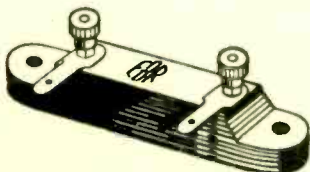
Volume Control. Cat. No. R 142. Price 3/9, 50,000 and 500,000 ohms for pick-up or amplifier Volume Control, silent and efficient.



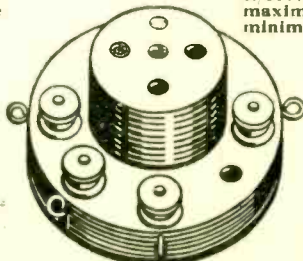
Reaction Condenser. Cat. No. R 419. Price 3/9, .00015 mfd. maximum, extremely low minimum.



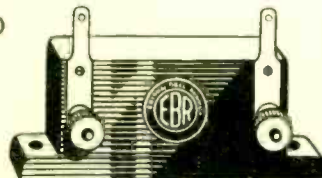
H.F. Choke. Cat. No. R 421. Price 3/9 high inductance, low self capacity, negligible resistance, wound in 8 sections on bakelite former.



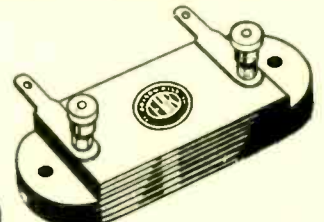
Hermetic Resistance and Grid Leak. Cat. Nos. R 383-4. Price 1/3, 10,000 to 500,000 ohms, and .25 to 5 megohms may be permanently fixed to base-board, silent and efficient in operation.



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/-; .0005 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.

chester, and its records should therefore enjoy a good local sale.

Dominion Records, Sessions House,
Clerkenwell Green, London. E.C.1.

DOMINION

10 IN., RED LABEL, IS. 6D.

C 322.—Should I? (F.T.*), by the Savoy Orpheans, and **Puttin' on the Ritz (F.T.*),** by Jack Hart and his Dance Band.

C 323.—Figaro (F.T.*), by the Savoy Orpheans, and **Happy Feet (F.T.*),** by Jack Hart and his Dance Band.

The difference between the two bands is one of style—the Orpheans are straightforward, while Jack Hart's Band endeavours to liven things up. The numbers are all well known, the most likely seller being "Happy Feet" from the "King of Jazz." The recording is rather variable.

C 324.—Imagination Goes a Long, Long Way (F.T.*), by L. Clapper and his Dance Band, and **Song of the Dawn (F.T.*),** by Jack Hart and his Band.

Jack Hart's boys again have the most stylish number, but it gets a little confused towards the end. The first foxtrot is sung in the film of the Co-Optimists. Recording fair to good.

C 325.—Congratulations (F.T.*) and The Woman in the Shoe (F.T.*), by the Brooklyn Dance Orchestra.

Both numbers are taken in fast tempo, and are quite capably managed. The first foxtrot is well known, while the second is a novelty number which is sung during a dancing scene in the film "What Price Melody." There is plenty of volume but the tone of this record is rather strident.

C 326.—I Travel the Road, sung by Cyril Lydington, and **When Magee Draws His Pay,** by Harry O'Donovan.

Quite a good vocal disc for those who want the songs. All the words are not entirely clear in the first number, but the second is satisfactory in this respect, although it is not particularly inspiring. The accompaniments are by orchestra and piano respectively.

C 328.—Blue Danube (Strauss) and Intermezzo (Mascagni), first by Fred. Kitchen and his Astoria Cinema Orchestra; second by Georges Haeck and his Orchestra.

The Blue Danube Waltz is well played by Kitchen, but we prefer Haeck's Orchestra in the Cavalleria Rusticana. Recording good.

C 329.—Prelude in C Sharp Minor (Rachmaninoff) and Rustle of Spring (Sinding), by Herman Wasserman, pianist.

Both pieces are well known, but are somewhat marred by unsatisfactory recording.

C 330.—Nocturne No. 2 (Chopin) and Liebestraum No. 3 (Liszt), first by Herman Wasserman, second by Melisande, pianists.

Two capably played piano pieces with fair recording.

C 331.—Operatic Medley, Parts 1 and 2, by a Salon Orchestra.

The disc consists of popular operatic airs played in strict foxtrot tempo by something akin to a jazz combination. On the whole the recording is good.

Edison Bell, Ltd., Glengall Road,
London, S.E.15.

RADIO

8 IN., IS. 3D.

980.—Bonnie Banks of Loch Lomond and Annie Laurie, by Linda Hinde, contralto, with instrumental accompaniment.

These old favourites are excellently sung by this contralto, whose voice is sweet and mellow. Her words are not as distinct as could be wished. She is accompanied by piano and some strings. Recording is good.

1353.—Blondy (F.T.*) and Cryin' for the Carolines (F.T.*), by Alfredo and his Band.

Alfredo's dance numbers are always carefully orchestrated and arranged as well as being put over in a bright and lively style.

"Blondy" has evidently been issued to tie up with the film "Marianne" now that it is generally released. This version is well up to standard, but the vocalist tends to be drowned by the band. The second number, which comes from "Spring is Here," is taken rather faster than usual. Good recording.

1354.—What Have I Done? (W.*) and A Little Old Cottage (F.T.*), by the Radio Melody Boys.

A good standard straightforward "melody" record, capably played and with agreeable chorus work. The foxtrot is probably the better of the two numbers, but both are well known. Good recording.

1355.—Back to Gay Paree! and We're Uncomfortable, comedy songs by Randolph Sutton, with Cabaret Orchestra.

These two numbers are of no especial importance, but they suit Randolph Sutton down to the ground, and he puts them over exceedingly well in his carefree and exuberant style. The second, which is featured in Betty Balfour's talkie, "The Brat," is particularly lively. Very good recording, and a likely seller.

1358.—Dick Henderson in Song and Story, Parts 1 and 2, with Orchestra.

Those who have seen Dick Henderson on stage or screen should evince interest in this. It is the equivalent of a short "turn," opening and closing with a song—a very silly one as Henderson himself admits—and devoted for the rest of the time to quite amusing patter. The recording is very good.

1357.—Should I? and With You, foxtrot songs by Sam Browne, with orchestra.

Sam Browne's attractive "ballad" style is well suited to these two theme songs—the first from "What Price Melody" and the second from "Puttin' on the Ritz." A good record of its class.

1358.—Lazy Louisiana Moon and Ro-Ro-Rollin' Along, sung by Stanley Kirkby, with orchestra.

Another addition to Stanley Kirkby's list of successes. He manages these modern light songs extremely well, and on this disc is fully up to his usual standard. The numbers are both well known and are being extensively played and featured. Accompaniments and recording good.

1359.—I'm Following You (F.T.*) and By the Bend of the River (F.T.*), played by the Blue Jays.

A pair of good, bright dance numbers with a big popular appeal. They are played in a pleasant and tuneful style, with well-managed vocal work except for one small bad spot on the second side. The first number comes from the film "It's a Great Life," while "By the Bend of the River"—an exceptionally good number—is featured in Ivor Novello's British film, "Symphony in Two Flats." Recording perfectly satisfactory.

1360.—Handsome Gigolo (F.T.*) and A Bench in the Park (F.T.*), by Harry Hudson's Melody Men.

This should be one of the best sellers of the present group, being particularly well played and recorded, and offering excellent value. Harry Hudson's Men work to quite a symphonic arrangement of "Handsome Gigolo," and both numbers include some good quartette singing. **1361.—"The Merry Widow" Waltz (Lehar) and A Waltz Dream (O. Strauss),** by the Scala Concert Orchestra.

Two well-known waltzes excellently played are to be found on this record. The orchestra is well balanced and has a good string section. Recording is clear and of good volume. A good disc.

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

HIS MASTER'S VOICE

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

D 1796.—Carneval—Overture, Parts 1 and 2 (Dvorak), by the London Symphony Orchestra, conducted by Albert Coates.

Dvorak's Carneval Overture is full of gaiety and life. It has nothing very much to say, but nevertheless says it very well. Coates, as usual, contrives to get the orchestra working like niggers, and the result is a success. Plenty of light and shade will be found, and the recording is good, although a little more bass would be welcome.

10 IN., BLACK LABEL, 4S. 6D.

E 555.—Wiegenlied (Mozart) and (a) Warning (Mozart), (b) Wer hat das Liedlein Erdacht (Mahler), by Elisabeth Schumann, soprano, first with orchestral accompaniment, second and third with piano.

Elisabeth Schumann has chosen some simple airs for her latest disc, and the two Mozart pieces are excellently sung in German. The titles may be translated as "Cradle Song" and "Warning." The Mahler is attractive, and is quite orthodox in its idiom.

Recording is clear and of good volume. **E 556.—El Capitan March (Sousa) and Stars and Stripes (Sousa),** played by the Philadelphia Symphony Orchestra.

"His Master's Voice" expect big things from this record, and they are not likely to be far wrong. One does not normally look for Sousa marches from the "Philadelphia," but nevertheless they handle them with magnificent precision and spirit, and have made quite a memorable record of its type. The recording does it justice, being full and spacious, and the disc is worth its money.

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

C 1894.—Love's Old Sweet Song (Molloy)

and *Intermezzo* (Coleridge-Taylor), by the Cedric Sharpe Sextet.

We cannot quite see the point of this record. People who relish the first side will not, in our opinion, care to spend 4s. 6d. on the disc. Both pieces are well played, however, if one can forget or forgive the excessive tremolo of the fiddles. The Coleridge-Taylor is particularly pleasing. Recording good.

C 1945.—"Jewels of the Madonna"—Introduction to Act 2 and Introduction to Act 3 (Wolf-Ferrari), by the New Light Symphony Orchestra.

Wolf-Ferrari's music is pleasing and has many admirers. It is well played by the New Light Symphony Orchestra although no conductor is mentioned. Recording is excellent, particularly of the harp and flute.

10 IN., PLUM LABEL, 3S.

B 3341.—One More Day, On the Banks of Sacramento, A Dollar and a Half a Day and The Hog's Eye Man, Sea Shanties by John Goss and the Cathedral Male Voice Quartet.

It cannot be denied that John Goss and the Cathedral Quartet have established a very enviable reputation for their presentation of Sea Shanties. This latest disc is certainly up to the standard of its predecessors, and should sell equally well. The shanties are well chosen and sung with plenty of expression. Good recording.

B 3475.—Songs of My Home (Smetana) and Southland Sketches (Burleigh), by Margaret Harrison, violinist, with piano accompaniment.

The Smetana is pleasant without being particularly outstanding. Burleigh's "Southland Sketches" make good hearing, but are not remarkable for their substance. Miss Harrison renders both in a manner calculated to please and the tone is excellent. Recording up to usual standard.

B 3484.—The Bullfighter, Parts 1 and 2, by John Henry and Gladys Horridge.

John Henry is not very much in the limelight these days, but he has emerged temporarily to make this record. As usual, Gladys Horridge ("Blossom") does most of the talking, and instructs the meek and mild "J. H." in his film part as a bullfighter. It is fair entertainment for those who like humour of this nature.

B 5854.—When the Little Red Roses (F.T.*) and Sing a Little Theme Song (F.T.*), by Ambrose and his May Fair Hotel Orchestra.

A polished and musicianly style of playing, together with a really sound rhythm, are never lacking in an Ambrose record. These two numbers from the new film version of "Hold Everything" have strong claims to popularity, and they are likely to go over well. Of the two, we back the first. First-class playing and recording.

Keith Prowse & Co., Ltd., 169, New Bond Street, London, W.1.

POLYDOR

12 IN., 4S. 6D.

27178.—Die Fledermaus—Overture, Parts 1 and 2 (J. Strauss), by a Symphony Orchestra.

This will be of interest to many in view of its performance at Covent Garden

during the past season. The overture contains many well-known tunes, and the whole is very well played by this orchestra (unnamed). Recording is clear, of good volume, and well balanced.

27185.—Tannhauser—Grand March and Lohengrin, Prelude to Act 3 (Wagner), by the Philharmonic Orchestra, Berlin.

Two famous Wagner compositions are contained on this record. The first is taken in stirring fashion with contrast between the *piano* and *forte*. The somewhat flamboyant reverse piece is equally well treated. The orchestra is well balanced in tone and the discipline is good. Recording is among the best we have heard as regards tonal balance and clarity. A good disc.

27187.—La Traviata—Fantasia, Parts 1 and 2 (Verdi), by Great Symphony Orchestra.

The disc consists of a selection of the more popular tunes from Verdi's well known opera. The playing is clear, well balanced and convincing. The recording is excellent, with almost complete lack of surface noise, and excellent violin tone.

27190.—Carmen—Introduction to Act 1 and Introduction to Acts 2 and 3 (Bizet), by the State Opera Orchestra, Berlin.

Dulcetto Polyphon Stockrooms.

A series of stockrooms in all parts of the country for the purpose of exhibiting the latest radio and gramophone apparatus is announced by Dulcetto-Polyphon, Ltd., of 2-3, Newman Street, London, W.1.

The following engagements have been made in the centres mentioned:—

August 4th-8th	.. Grand Central Hotel, Belfast.
August 11th-15th	.. Farley Hotel, Plymouth.
August 11th-15th	.. Newcastle (Hotel not fixed).
August 11th-15th	.. Crown Hotel, Southampton.
August 18th-22nd	.. North British Station Hotel, Edinburgh.
August 18th-22nd	.. Grand Hotel, Sheffield.
August 18th-22nd	.. Grand Hotel, Bournemouth.
August 18th-22nd	.. Black Boy Hotel, Nottingham.
August 25th-29th	.. Victory Hotel, Leeds.
August 25th-29th	.. Grand Hotel, Bristol.
August 25th-29th	.. Palace Hotel, Aberdeen.
August 25th-29th	.. Royal Pier Hotel, Southsea.



One of the new "Dulcetto" gramophones—the Model 870 console instrument, which has a really modern appearance.

For those who wish to buy the "incidental" music from this opera, this disc and the next are eminently suitable. The music is well known, and all that need be said here is that it is excellently played by the Berlin folk, conducted by Hermann Weigert. Recording is full and mellow, with good volume and clarity.

27191.—Carmen—(a) Introduction to Act 4, (b) Ballet Music from Act 2, and Ballet Music from Act 2 (continued), by Chorus and Orchestra of the State Opera, Berlin.

This disc, which is really a companion to 27190, is as good as the latter. Bizet is always tuneful, and this music shows him at his best. The orchestra play well and the somewhat slight role allotted to the chorus is well done. Recording excellent.

10 IN., 3S.

23118.—Astoria (T.) and Warum, Scharmante Frau, lieb' ich grad' Sie? (T.) ("Why do I love just you, Sweet Lady?"), by the Orquesta Tipica de Juan Llossas.

The second number on this disc is one of the best tangos we have yet heard by this combination. It is cleverly orchestrated and played in a very polished style with an irresistible rhythm. Excellent recording, with plenty of volume.

GRAMOPHONE NOTES AND NEWS.

August 25th-29th .. Grand Hotel, Hanley.
September 9th-12th .. Park Hotel, Cardiff.

Apart from the latest developments in radio apparatus, the new season's "Dulcetto" gramophones will be available for inspection and demonstration at all the above stockrooms. Big improvements in reproduction and cabinet design are claimed, and the machines are now fitted with non-set automatic stops.

Two of the most distinctive new models are the Nos. 870 and 790, both of which are particularly attractive in appearance by reason of their console cabinets of modern design and shape. The 870 in oak lists at 14 guineas, while the 790, also oak, is priced as low as 8½ guineas, at which it would appear to offer excellent value for money. The corresponding mahogany models are 871 at 15 guineas and 791 at 9 guineas.

Portables are represented by the Model "M" at £2 12s. 6d., the Model "K" with an extra long internal amplifier at £3 5s., and the "Senior" machine at £3 19s. 6d. The latter is the same as the "K" but is equipped with a double spring motor.

Dominion Records in Leeds.

It will interest retailers in Yorkshire, Lincolnshire, Northumberland and Durham to learn that Dominion gramophone records are still obtainable in the North, despite the fact that Dominion Gramophone Records, Ltd., have closed down their Leeds depot at Sun Buildings, Leeds.

Davies & Co., of 5, Russell Street, Park Row, Leeds, inform us that they are now carrying a comprehensive wholesale stock of Dominion discs at their premises, and can give rapid delivery of all listed numbers.

WITH THE TRADE ASSOCIATIONS.

W.R.A. AREA SCHEME CONFIRMED

MANCHESTER'S SUPPORT FOR NATIONAL EXECUTIVE.

W.R.A. Council.

THE July meeting of the National Council of the Wireless Retailers' Association was held last week at 70, Finsbury Pavement, (Mr. A. E. Betambeau occupying the chair), and the following account of the proceedings has been supplied to us by the Secretaries.

The minutes of the previous meetings (on July 9th and June 18th) having been circulated, were taken as read and passed unanimously, but from them arose a number of items which needed further consideration. A letter was read from the British Charities Association in which the Secretary of the body stated that the members' trading scheme (to which attention had been drawn in our columns—Ed.) had been withdrawn. Another point mentioned was the difficulty some radio dealers were finding with regard to insurance, owing to the number of burglaries prevalent in the wireless trade, and the Secretaries stated that the insurance policy available through the Association with the British Oak Company was still in operation.

The next item on the Agenda was that of Branch Organisation, and the Council considered in detail the recommendations of the Special Joint Meeting of the Council and Branch delegates held on July 9th, a report of which has been published. After a full discussion it was proposed by Mr. Woodbridge (Bucks), seconded by Mr. Aston (N. London), and resolved that the Council accept the recommendations of the Joint Meeting, and consider that they should be expedited, subject to the question of the raised subscription, which, if adopted, would necessitate amendments in the constitution of the Association.

Stockport's Action.

The matter of the secession of the Stockport Branch was next dealt with. Mr. H. Carter had represented the Stockport Branch at the joint meeting in London on July 9th, but his statements with regard to it at the subsequent meeting in Stockport (which preceded the publication of the report of the joint meeting) had been regarded by the Executive Committee as sufficiently serious in purport as to warrant their communication with every member and delegate present at the London meeting. Each of these had accordingly been furnished with an outline of Mr. Carter's reported statements, and all had written to the National Secretaries giving their observations upon the nature of his remarks. One and all affirmed the accuracy of the press report, which was at striking variance with Mr. Carter's personal statements regarding the proceedings.

The letters from the members present at the joint meeting were read in full to the Council. Certain extracts indicated the unanimity of those present in censuring Mr. Carter without reserve for his observations to the Stockport Branch. These were characterised by one of those present as "distorted and false impressions of the meeting in question." In another delegate's opinion, "the report of the meeting as sent to the press by the Secretaries was a very able and concise record of the proceedings." Another observed that "the statements he (Mr. Carter) made are absolutely inaccurate and reference to the minutes of the meeting will prove this," while still another letter read, "the suggestion that Southern members had been approached to pass a vote of censure on the North is sheer madness."

Having heard the letters read, the Council considered the report of the Stockport meeting, and the resolution arising therefrom. After discussion it was resolved that the Council should request Mr. Carter either to substantiate or withdraw

his statements, and it was further proposed by Mr. Woodbridge, seconded by Mr. Davis (Croydon), and unanimously resolved that a letter should be addressed to every member of the Stockport Branch requesting the reconsideration of their attitude in the light of the true facts.

Other Business.

Further discussion upon Branch Organisation then ensued, following which it was proposed by Mr. Shearman Dyer, seconded by Mr. Woodbridge, and resolved that a further special joint meeting of Councillors and Branch Representatives or delegates be called for Wednesday next, August 6th.

The next item on the Agenda was the consideration of an official organ for the W.R.A. After a full discussion, in which several alternative proposals that had been advanced were fully considered, it was resolved that the Association should issue its own independent organ; a decision, it may be said, which reflected the desires of a large majority of the branch delegates who had been able to express their views.

The Olympia Exhibition arrangements were next considered, and several details were worked out. The Manchester Exhibition was also fully discussed, and the Council desired to express their unqualified appreciation of Manchester's offer to staff the Association's stand.

Several items were passed for payment, and then a report that a known price-cutter had obtained both H.M.V. and Columbia agencies was put before the meeting. The report did not state that the goods of these two firms were sold at cut prices, but it was considered expedient in the interests of the status of dealers generally to acquaint the manufacturers concerned with the position. Finally, Mr. Woodbridge brought forward a case of price-cutting on two well-known manufacturers' lines by a trader in Central London, and it was decided to take it up direct with the manufacturers.

Manchester Branch, W.R.A.

THE meeting of the Manchester Branch, W.R.A. was presided over at the Deansgate Hotel last week by Mr. A. H. Hawkesford, of Altrincham (Chairman), with whom were Messrs. C. R. Cowan (Vice-Chairman), of Longsight; J. R. Carter (Hon. Sec.), of Tom Cash's, Salford; A. Bleckley (Assistant Hon. Sec.), Hale; H. G. Jenkinson, Trojan Electrical, Moss Side; H. Russon, Stretford; F. Hoffman, Premier Wireless, Miles Platting; H. Butterworth, Blackley; G. W. Beckett and A. G. Egginton, Manchester; H. Adey, Middleton; and C. R. Thatcher, Weaste, Salford.

Committee Activities.

The Assistant Secretary read the minutes of past Committee meetings, and a review of the last informal general meeting (when no resolutions were passed, but several matters debated).

A list of members in arrear with subscriptions was referred to the Assistant Hon. Sec. for attention. The Secretary announced two new applications, and members were deputed to visit and report on the premises and on the applicants' eligibility. The Committee placed on their minutes an appreciation of the propaganda possibilities of the next Manchester Exhibition, and of the W.R.A. Stand there, and, the Secretary added, he had been requested to write to Headquarters to advise them of local support in staffing the Stand and in every other way.

At one of the earlier Committee meetings Mr. Jenkinson was appointed delegate to the then pending joint meeting in London,

and reading this minute to the members prompted the Secretary to remark: "From the report in THE TRADER, you will have seen that Mr. Jenkinson supported our views and maintained the prestige of Manchester." (Hear, hear.)

The Chairman then mentioned that the Committee was meeting twice monthly between the general meetings held each third Monday in the month, and was getting through a lot of useful work.

Delegate's Review of London Conference.

Mr. Jenkinson reported on his visit to the London meeting on July 9th, and prefaced his remarks with the observation that THE TRADER report a fortnight ago was accurate, concise and full: As they had all read it, he took the paper in his hand and ably went over the many subjects referred to. He outlined details of Mr. Pinto's idea for taking the Electrical Contractors' Association as a good example in organisation, with national, sectional and branch bodies, the last-named dealing with their own small affairs. The speaker heartily agreed with Mr. Pinto, and again with the scheme for increasing the subscription to two guineas a year. He pointed out that branches were to do their own canvassing for new members, as and when they had funds, since the national purse did not at present permit of paid canvassers.

He agreed that the Association's propaganda was not sufficiently "live," but this was said to be due to lack of finances. Concerning wholesalers, Mr. Jenkinson said he came to the conclusion after London's comments, that the North was less harassed than the South with regard to illicit discounts. He also announced that Mr. Horace Carter, Stockport's delegate, had expressed the hope of local branches being formed for the benefit of dealers in Macclesfield and Altrincham. A little diversion arose when it was mentioned that new members enrolling forthwith might escape having to pay the contemplated extra 21s.

Mr. Jenkinson, who paid the bulk of his expenses personally, was cordially thanked on the motion of Mr. Egginton, seconded by Mr. Cowan.

Manufacturers' Policies Discussed.

Attention was then devoted to the following proposition by Mr. Jenkinson: "That this meeting approves the method of selling retail goods under a definite price-maintenance agreement with the manufacturer, and individual registration under such agreement, either direct with the manufacturer or through limited factorship agencies. We put on record the determination of the members of this branch to support loyally all manufacturers introducing such a selling policy, and we see in such a scheme the only sound method of eliminating 'dabblers' and price-cutting, and affording protection to legitimate dealers."

Mr. Egginton seconded, and said it was hard luck for a trader who had a stock of good lines which were declared obsolete and found then offered cheap by London stores. Yet if a manufacturer had a big stock, what could he do with it? Some redress or rebate should be provided for the wireless trader. He extolled Graham Amplion's procedure in giving the dealer a chance of returning obsolete lines for credit against new goods. (Hear, hear.)

The resolution was carried.

In debate, it was thought three months' notice should be given to traders when goods were going to be replaced by new models. Subsequently the following resolution was proposed by Mr. Egginton, seconded by Mr. Beckett, and carried: "The



This new delivery van put on the road by Frank Riddiough & Son, the Bradford factors, is rapidly becoming a familiar sight to Yorkshire traders. It is but one unit in the firm's scheme for speedy service.

this meeting does not approve of the system of manufacturers in disposing of obsolete stocks to large London stores. We suggest that traders are given notice of the proposed withdrawal of any product, and that such goods held in stock by traders are returned for credit against new stocks, as has been previously done by one well-known manufacturer."

In the discussion it was said that one firm sent a £35 model receiver for the trader's approval and invited comments on it. Six letters followed, and two representatives called from the makers, while no doubt the same push was shown elsewhere, with the result that some traders probably purchased. Yet in a few weeks that line was on sale cheap through another source.

Manchester Exhibition Arrangements.

The meeting dealt with the matter of the W.R.A. Stand at the Manchester Show. It was deemed excellent for propaganda—and for receipt of retail orders and enquiries transferred from makers' stands to dealers.

Incidentally, it was resolved to send a letter to the W.R.A. expressing confidence in Headquarters (the secession of Stockport, as announced in THE TRADER last week, being deplored). The value of solid support was emphasised, and as an illustration of effective united action, a member quoted how well Stockport did when its local members took steps in regard to trouble over price-cutting on certain well-known batteries.

Reverting to the exhibition stand item, it was decided to send a circular letter from the Manchester Branch to every exhibiting manufacturer, asking that all retail orders and enquiries should be referred to W.R.A. members, who would have a stand for receiving them. The actual distribution of the orders (i.e., who should have the pleasure of fulfilling them) should be decided by the manufacturers themselves, and a list of Manchester members should be sent to the manufacturers.

Mr. Vernon (absent through domestic illness) wrote that various batteries were being offered in the city on terms that amounted to price-cutting, three months' free charging service being an inducement to buyers.

Mr. Vernon also raised the matter of municipal attitude in cases where current was being changed from D.C. to A.C., he himself having had to install a plant costing between £30 and £40. Mr. Jenkinson undertook to investigate the whole matter.

In a notice issued this week by Mr. A. Bleckley it is announced that no meeting will be held during August, as the Hon. Secretary, Mr. J. R. Carter, with several members of the committee, is taking a Marconiphone course of technical instruction. Hence it has been found impossible to fix a convenient date for a meeting.

Nottingham Branch, N.F.R.R.

A MEETING of radio retailers of Nottingham and district was held at the Elite Picture Theatre on Monday, July 28th, under the auspices of the National Federation of Radio Retailers. There were fourteen traders present, and it was believed that there was at least one price-cutter among them. The meeting, however, agreed that he should be allowed to remain.

Mr. Moody, of the N.F.R.R., addressed the meeting, explaining the present position of dealers and urging that the combination of *bona fide* retailers was absolutely essential for their defence, as they were being attacked from all sides, and if definite action were not taken the dealer could only expect to go to the wall.

There was much discussion respecting the previous attempts to organise the trade in Nottingham, and many causes were given for its failure, but the chief reason seemed to be that they had not had the assistance and guidance of a national organisation, and that there had been too much personal feeling among the local people.

The proposition that a branch of the N.F.R.R. should be formed for Nottingham and district was put to the meeting. This was carried, and on a call being made for members, nine new ones were elected, in addition to those who were already in the Federation.

An animated discussion followed, and many complaints were made of local price-cutting, of which Mr. Moody took full particulars, undertaking to investigate the evils.

The Election of Officers resulted in Mr. Hall being appointed Secretary, and Mr. Thornton, Chairman. The office of treasurer was left open until the next meeting, which will be held in one month's time. The meeting terminated with much satisfaction at the results achieved, and a vote of thanks to Mr. Moody for attending and to the Chairman for presiding.

CORRESPONDENCE

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

Symphony and National Sets—An Announcement.

To the Editor.

SIR,—We are, as you know, marketing the "National" and "Symphony" portables, and although our trading policy has been very well received by the members of the Radio Wholesalers' Federation, and also by the better type of retailer, there are certain members of the trade who are not quite clear as to the actual position, and presume that we must have some connection with the late Symphony Gramophone & Radio Co., Ltd.

It is only fair to us that the whole of the trade should know that we have never had any connection with either the Symphony Gramophone & Radio Co., Ltd., or the National Electric Co., and we feel sure that if you will give due publicity to this letter, you will assist very considerably in clearing away the doubts which certainly exist in the minds of at least a section of the trade.

The fading out of the two above-mentioned organisations has undoubtedly left a bad impression with certain retailers, especially some who may not have received the whole of the commission due to them on hire purchase sales. Certain of these unfortunate dealers have, in fact, promised us their support *if we will make good this deficiency*. We need hardly explain that, although we are very anxious to do business with every *bona fide* trader, this means of promoting sales is entirely out of the question. It is, to say the least of it, a little unfair that any retailer should expect us to pay the debts of organisations which have been compulsorily wound up, and with which we never had any connection whatever.

We would also like to take this opportunity of thanking our many friends among the wholesalers and retailers for the support which they have already given us, and we would assure them of our continued co-operation in every possible respect.

THE BRITISH RADIOPHONE, LTD.

LONDON, W.C.2.

P. ATTWOOD (Sales Manager).

[NOTE: In dealing exclusively some weeks ago with the new arrangements for marketing the two receivers mentioned here, we made plain the channel through which British Radiophone, Ltd., acquired their interest in the productions. This firm, it should be recalled, are associated with the Plessey Co., Ltd., well-known manufacturing contractors, who were producing National and Symphony sets on an ordinary contract basis for the two companies who launched them. The stock of manufactured sets left with the Plessey Co. when the Symphony Gramophone & Radio Co. went into liquidation formed the nucleus of the new offer recently made to the trade by British Radiophone.—EDITOR.]

More About the Valve Price Reductions.

To the Editor.

SIR,—How generous are the trading methods of the B.V.A.! The retailer is to be given credit for the difference in price, but *only* upon those valves purchased between May 18th and July 17th, a time of the year when he does not buy valves, or *sell* them either for that matter.

Mine is only a small business, but the amount I lose on my stock of valves is just as important to me as is the larger sum involved to a friend of mine, who has £50 worth of valves in stock, and not £5 worth purchased since May 18th.

To avoid a repetition of these losses, I shall in future purchase from the local wholesaler such valves as I require

day by day, and *not* from the manufacturers' representatives, who call upon me with a car full of valves, and receive cash over the counter.

BRADFORD.

CHARLIE CORKE.

To the Editor.

SIR,—I hesitated about rushing into print with regard to the above vexed question, but on reading the correspondence in your issue of July 26th above the name of L. Squire & Co., and the *nom de plume* "Valvular," I thought it would be of interest to my fellow wireless traders to know how this reduction affects a trader in the South.

I fully endorse all Mr. Squire's remarks, and utterly fail to see why the price reduction was made when the valve purchases were at their very lowest ebb. I have gone into the matter with great care, and find that out of my stock of 310 different "ring" valves I am only entitled to rebate on 86, and I utterly fail to see, Mr. Editor, how you arrive at the decision which you do in your Editorial review under the heading "Valve Price Rebate."

According to your analysis of the matter, the legitimate, honest trader, who must be in the great majority, is to be punished because a small minority have in the past sent in falsified returns. I have written the Secretary, B.V.A., the Sales Manager, Marconiphone Co., and the Sales Manager, Mullard Wireless Co., and have offered to throw my whole stock open to the inspection of any or either of their representatives for checking, but personally I think that their action is such that it will not lead to retailers again signing up the agreement in future years.

Speaking personally, for the last seven years I have sold British "ring" valves, to the exclusion of all other types, although I have admittedly lost sales of other types by so doing; and I think it is up to the B.V.A. to interest themselves, and alter their regulations forthwith, thus assisting the legitimate trader at a time when it is an undoubted fact that everyone in the trade is suffering from the general depression.

DORCHESTER.

R. M. DAWES.

[NOTE: On the question of falsified returns, we were assured by the B.V.A. that the proportion discovered in the days when a "stock rebate" was given was decidedly high, while, in addition, the degree of exaggeration which many dealers permitted themselves was so great as to make the whole thing extraordinarily costly to the valve manufacturers. Incidentally, since last week we have discussed the subject with one or two London dealers, who claim to have been well aware of the abuses which characterised the earlier rebate system.

Finally, we believe that the B.V.A. would be sincerely glad to learn of an alternative "standard" method of handling such a matter, which would at once satisfy the largest possible proportion of traders and also protect the makers from unreasonably high rebate claims.—EDITOR.]

A Critic of S.A.P.'s "New Idea about Programmes."

To the Editor.

SIR,—As an habitual grouser (or, perhaps I should say, a firm believer that programmes could and should be improved), I wish to make one or two comments on the article by S.A.P. in last week's issue of THE TRADER.

To begin with, I can hardly believe that S.A.P. is a wireless dealer, and I do not think he can be in touch with all classes and types of listener. He stresses the "value for money" point from the listener's angle, quoting the

cost at 10s. per annum. (Incidentally, what about depreciation of the receiver, battery renewals, charging, etc.? He does not compare the income of the B.B.C. with the amount spent on programmes and that spent on salaries of officials, directors, buildings and the rest of the organisation.

I would suggest that if the majority of listeners "made dates" with their wireless sets, very few of the "grouser" would even then find more than half-an-hour's programme per week from any one station that they could enjoy. The "grouser" might be at business during the period his item was being broadcast; he might not be disposed to hurry home (for a half-hour's entertainment) from the place where he had gone to dodge the rest of the programme for two or three hours; he might not feel inclined to remain "up" until after 10.30 p.m. to hear a favourite song or entertainer.

Putting the average cost of running a wireless set at, say, 1s. 6d. per week, it is only right that the average listener should get two full evenings' entertainment to suit his particular taste, without having to keep switching his set off and on for short periods in order to avoid being bored or annoyed by those things which he does not like.

It may be news for S.A.P. to learn that many listeners are not able to choose between more than two English stations, and often both programmes are identical. It may also surprise him to hear that many other listeners are tied down to perhaps only two evenings a week on which they have opportunities to use their wireless sets. Further, he may be astonished to hear that it is possible to see four different cinema programmes for a total outlay of 1s. per week, which is equal to about eight hours' entertainment, only a small fraction of which would include items to bore or annoy the onlooker. (I believe the Government also derive some revenue from this 1s. outlay). Incidentally, the cinema can educate—and, perhaps, in quite as pleasant a manner as wireless—but cinema proprietors are not compelled by the directors of the whole of the film industry to show a great proportion of classical or educational films daily.

I do not consider it playing the game by the public for wireless dealers to "keep quiet" about the unpopular programmes in an attempt to sell sets to people who almost certainly would become disappointed if they expected to get a greater proportion of entertainment than is at present possible. Let the public, especially present listeners, know that we are trying to improve the service by endeavouring to see that the majority are catered for during all periods of transmission. Four or more stations giving four absolutely different types of programme all employing the same power and capable of being received by all listeners would do much towards accomplishing this. Alternative programmes are getting less and less frequent, and though this may save work and money for the B.B.C. generally, and the programmes department in particular, it is not likely to assist the trade or please the public.

In conclusion, "make a date with your radio" is not a "new idea about programmes." It has been used as an excuse by the B.B.C. for months and months. I contend that it is not possible for the average listener to make a date with his radio that is likely to prove satisfactory, though a fraction of a "date" may be some slight compensation for the many "dates" when he is driven to neglect the said radio owing to its lack of appeal.

Sorry A-bout P-rogrammes.

THIRSK.

ERIC THOMPSON.

(NOTE: Our correspondent is in the main on a too controversial subject for us to deal generally with his letter here. It should be said, however, that our contributor "S.A.P." is not a trader, but a writer who is closely associated, as a publicist and in other directions, both with the industry and the movement as a whole.—EDITOR.)

Manufacturers and the Public.

To the Editor.

SIR,—We were very interested in the recent correspondence in two prominent electrical journals regarding electrical interference to wireless reception.

On behalf of a very large number of listeners in this town, we have been endeavouring for some time to obtain some satisfaction from the authorities concerned regarding the intense interference caused in Darlington by the electric trolley-bus service. After considerable correspondence with the B.B.C., etc., we have received a letter from the Engineer-in-Chief of the General Post Office, stating that the Postmaster-General has no statutory powers to compel tramway or similar undertakings to adopt remedial measures.

As far as we can ascertain, no steps have been taken to reduce the trouble, which is so bad that a very large proportion of wireless listeners here are unable to receive any programme satisfactorily.

It seems to us a lamentable state of affairs that the public are deprived of a service such as broadcasting, in order to enjoy the doubtful service of the tramway system. Surely it could be possible to arrange for one to cause little or no interference with the other. While the law remains as at present, the wireless listener is likely to be the victim, and we suggest that strong representation should be made by every person affected to their Member of Parliament.

DARLINGTON.

E. GLOVER,

E. & H. GLOVER.

[NOTE: Technically, of course, it is possible to eliminate at the source any ordinary electric interference with radio reception, although an overhead tramway power system presents much greater difficulties than any other cause of the same trouble. National action should undoubtedly be taken, and we are under the impression that this is a direction in which the R.M.A. is interesting itself.—EDITOR.]

BOOK REVIEW

Electrical Wiring and Contracting, edited by H. Marryat, published by Sir Isaac Pitman & Sons, Ltd., Parker Street, Kingsway, London, W.C.2. Price 6s.

Volume 5 of this work does not contain much matter to interest the majority of our readers except in cases where the businesses of electrical and radio engineers are combined. For these, there is a section in the book dealing with heating and cooking and another with electric bell, clock, and alarm systems.

The remaining section, entitled, "Converting Plant," deals mainly with large power installations. An index to each of the sections is included.

Volume 6 also does not contain much matter of interest to our readers. It opens with a section entitled "Electric Lifts," goes on to deal with electric lamps and illumination, and finishes with a section on house and office telephones.

Volume 7 commences with a section on the installation of radio apparatus in public buildings, with special reference to hospitals. This should prove of very great interest to many of our readers. The first portion is devoted to the design of the various parts of the installation, including the receiver, power amplifier and L.T. and H.T. supply units. Then formulæ are given for calculating the load placed on amplifiers by various numbers of head-phones and speakers. Accumulators, L.T. and H.T. are dealt with at length, and generators and convertors touched upon.

Another portion deals with the actual installation of the apparatus and finally, there is some valuable information on the maintenance of the radio installation.

Included in this section are many circuit diagrams and illustrations, and a typical lay-out of a large hospital installation is shown.

The two remaining sections of this volume are entitled "Industrial Installation Work," and "Theatre and Cinema Installation Work" respectively. Unfortunately, however, the latter does not deal with sound film installations.

Volume 7 concludes the series of "Electrical Wiring and Contracting," all of which have now been reviewed in these columns.



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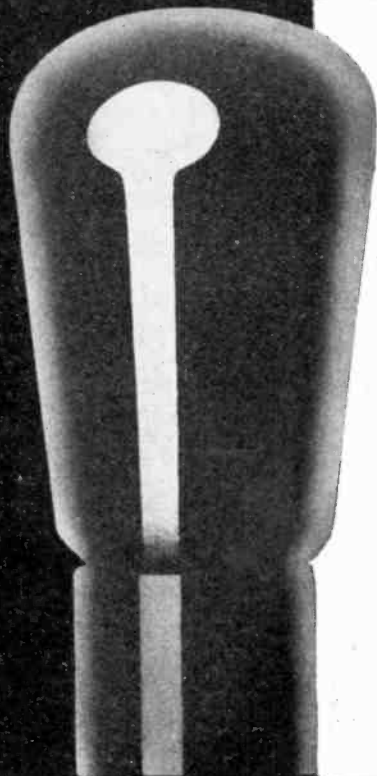
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COMMERCIAL INFORMATION

GAZETTE.

James Shoobred & Co., Ltd. Meeting of creditors was held at the Grand Hall, Connaught Rooms, Great Queen Street, London, W.C.2, on July 30th, (a) to appoint a liquidator or liquidators, and (b) to consider the advisability of appointing, and if so, deciding to appoint a Committee of Inspection.

Acoustophone, Ltd. (in voluntary liquidation). At an extraordinary general meeting, held on July 22nd, at 161, Vauxhall Bridge Road, London, S.W.1, it was resolved that the company cannot, by reason of its liabilities, continue business, that it be wound up voluntarily, and that Col. E. W. Crawford, C.A., 2, Coleman Street, London, E.C.2, be appointed liquidator.

Epoch Electrical Society, Ltd. (in liquidation). General meeting of members will be held at 12 noon, August 28th, at 24-25, Ironmonger Lane, London, E.C.2, to receive the liquidator's report, showing how the winding-up has been conducted and the company's property disposed of; to hear any explanation from the liquidator, and to pass an extraordinary general resolution as to the disposal of the books, etc., of the company. Liquidator: Cecil T. Hughes.

Enterprise Mfg. Co., Ltd. Meeting of creditors will be held at 3 p.m., August 21st, at Johnston's Rooms, 13, Broadway, London, S.W.19, for the purpose, if thought fit, of nominating a liquidator. For the purpose of voting, secured creditors are required (unless they surrender their security) to lodge at the company's registered office a statement of their security, the date it was given, and the value at which it is assessed.

Light, Power & Music, Ltd. At an extraordinary general meeting held on July 24th, at 47, Broadway, Leigh-on-Sea, Essex, it was resolved the company cannot, by reason of its liabilities, continue business, and that it be wound up. At a meeting of creditors held on July 25th it was resolved that Mr. George Dickinson, C.A., 82, Victoria Street, London, S.W.1, be appointed liquidator. Creditors must send to him on or before August 18th their names and addresses (and those of their solicitors, if any), with particulars of their debts or claims, which they must prove, if so required by the liquidator, otherwise they will be excluded from the benefit of any distribution made before such debts are proved.

Premier Wholesale Electric Co. (Stockport), Ltd. and Premier Electric Co. (Stockport), Ltd. At extraordinary general meetings held at 31, Avon Road, Hale, on July 23rd, it was resolved that the companies cannot, by reason of their liabilities, continue business, that they be wound up voluntarily, and that William Chaloner, C.A., 12, St. Peter's Square, Stockport, be appointed liquidator. Creditors of both companies must send to him on or before September 7th, their names and addresses (and those of their solicitors, if any), with particulars of their debts or claims, which they must prove, if so required by the liquidator,

otherwise they will be excluded from the benefit of any distribution made before such debts are proved.

Wireless Pictures (1928), Ltd. Meeting of creditors was held on July 31st, at Connaught Rooms, Great Queen Street, London, W.C.2.

Oddie & Culshaw, Ltd. (creditors' voluntary winding-up). Creditors must send, on or before August 31st, their names and addresses (and those of their solicitors, if any), with particulars of their debts and claims, which they must prove if so required by the liquidator, to Mr. H. C. Binns, C.A., 81, Dale Street, Liverpool, the liquidator, or they will be excluded from the benefit of any distribution made before such debts are proved.

Cleale & Hadler, Ltd. At a meeting of creditors held on July 11th, it was resolved that Mr. C. S. Polkinghorne, C.A., of Chelmsford, and Mr. E. H. Hawkins, I.A., of 4, Charterhouse Square, London, E.C.1, be appointed liquidators.

Receiving Order, Adjudication, First Meeting and Public Examination.

Oliver, Charles W. C., 21, Netherlands Road, New Barnet, Herts., lately trading at 60, Newington Green Road, 10A, Manor Parade, London, N.3, as **A. G. Browne and Ideal Stores**, wireless and gramophone dealer. Court: High Court of Justice. Date of petition and order: July 25th. Debtor's petition. First meeting: 11 a.m., August 7th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Public examination: 11 a.m., October 17th, same place.

Receiving Order, First Meeting and Public Examination.

Spero, George, lately residing at 10, Lancaster Gate, London, W.2, trading at 121-123, Rosebery Avenue, London, E.C.1, as the **Truphonic Wireless Co.**, but whose present residence the petitioners are unable to ascertain, wireless apparatus manufacturer, etc., lately a director of a limited company, a domiciled Englishman. Court: High Court of Justice. Date of petition: June 20th. Date of order: July 24th. Creditor's petition. First meeting: 11.30 a.m., August 6th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Public examination: 11 a.m., October 7th, same place.

Receiving Order and Adjudication.

Jackson, Charles, Uppang Lane, Whitby, trading at 12, Silver Street, Whitby, previously residing at 12, Silver Street, electrician, etc. Court: Scarborough. Date of petition and order: July 25th. Debtor's petition.

First Meetings and Public Examinations.

Crane, Frank M., 11, Kirkley Road, Merton Park, Surrey, trading as **C. S. Mayfield & Co.**, 67, Carshalton Road, Carshalton, Surrey, and later as **The Sutton Electrical Installation Co.**, 38, Brighton Road, Sutton, Surrey, electrician, etc. Court: Croydon. First meeting: 12.30 p.m., August 6th, at 29, Russell

Square, London, S.W.C.1. Public examination: 11 a.m., August 13th, at the County Court, Scarbrook Road, Croydon.

Wood, Ernest W., 253, Kettering Road, Northampton, trading at 69B, Kettering Road, Northampton, electrical engineer, etc. Court: Northampton. First meeting: 12 noon, August 7th, at the Official Receiver's office, 6, The Parade, Northampton. Public examination: 10 a.m., October 3rd, at the County Hall, Northampton. Date of order for summary administration: July 23rd.

Monk, W. T. (male), 9, Rosedale Road, Romford, electrical engineer, etc. Court: Chelmsford. First meeting: 12 noon, August 5th, at 29, Russell Square, London, W.C.1. Public examination: 11 a.m., August 6th, at the Shire Hall, Chelmsford.

Adjudication, First Meeting and Public Examination.

Jackson, Esther B. (married woman), 165 Love Lane, Heaton Norris, Stockport, Lancs., trading at 140 and 165, Love Lane, Heaton Norris, formerly residing at 12, Pendennis Road, Heaton Norris, gramophone dealer, etc. Court: Stockport. Date of petition: March 29th. Date of order: July 22nd. First meeting: 2.30 p.m., August 7th, at the Official Receiver's offices, Byrom Street, Manchester. Public examination: 10.30 a.m., September 26th, at the Court House, Vernon Street, Stockport.

Adjudication.

Le Butt, Ralph C., described in the receiving order as Colonel R. le Butt, 177, Regent Street, London, W.1, lately trading at 53, Great Marlborough Street, London, W.1, electrical engineer, etc. Court: High Court of Justice. Date of petition: February 19th. Date of order: July 16th. This amended notice is substituted for that published last week.

First Meeting.

Truphonic Radio, Ltd., Truphonic House, Hanover Park, London, S.E.15. Court: High Court of Justice. Creditors: 2.30 p.m., August 8th, at Room 53, Bankruptcy Buildings, Carey Street, London, W.C.2. Contributors, 3 p.m. same day and place.

Appointments of Liquidators.

M. Cleminson, Ltd., 5, 6, 7, Dysart Street, Finsbury Square, London, E.C. Court: High Court of Justice. Liquidator: F. S. Salaman, 1 and 2, Bucklersbury, London, E.C.4, with a committee of inspection. Date of appointment: June 16th.

Barraud Thomas, Ltd., 35, Bond Street, South Shore, Blackpool. Court: Blackpool. Liquidator: J. Todd (with committee of inspection), 18, Birley Street, Blackpool. Date of appointment: July 4th.

"Phantestra" (Renn's Gramophone & Wireless, Ltd.), 2A, Stannard Road, London, E.8. Court: High Court of Justice. Liquidator: H. G. King, 17, Ironmonger Lane, London, E.C.2, with a committee of inspection. Date of appointment: July 11th.

Appointments of Trustees.

Dobson, Walter, trading as **Stephen Dobson & Sons**, 17, Oak Lane, Manningham, Bradford, electrical engineer, etc. Court: Bradford. Trustee: Rupert Lindley, I.A., 21-22, Prudential Buildings, Bradford. Date of appointment: July 21st.

Spence, Herbert F., 2, Eureka Terrace, Honiton, Devon, trading as **H. F. Spence & Sons**, High Street, Honiton, electrical engineer, etc. Court: Exeter. Trustee: Arthur Collins, C.A., 28, Baldwin Street, Bristol. Date of appointment: July 21st.

Dring, Richard, 257, Freeman Street, Grimsby, and 52, High Street, Cleethorpes, electrical engineer, etc. Court: Great Grimsby. Trustee: Charles Turner, C.A., 155, Norfolk Street, Sheffield. Date of appointment: July 25th.

Dividend.

Durant, Thomas W. B., 143, Wortley Road, High Green, Sheffield, trading at Coit Lane, Chapelton, near Sheffield, electrical engineer, etc. Court: Barnsley. First and final dividend of 9s. 7d. in the £ was paid on July 25th, at the Official Receiver's office, 13, Burton Street, Wakefield.

Dissolutions of Partnerships.

Howitt, Frederick V., and **Copestake, Ernest**, trading as **The Falskley Co.**, Great Hall Street, Derby Road, Nottingham, electrical engineers, etc. Dissolved: June 28th. Debts: F. V. Howitt.

Croucher, Arthur C., and **McKisack, William**, trading as the **A.C. Insulating & Tiling Co.**, 66, Victoria Street, London, S.W.1, insulation contractors, etc. Dissolved: July 23rd.

Receivership—Appointment

Harmony, Ltd. O. Berry, C.A., of 1, Queen Victoria Street, E.C.4, was appointed receiver and manager on July 3rd, 1930, under powers contained in debentures dated June 22nd, 1929.

Mortgages and Charges.

M.P.A. Wireless (1930), Ltd. Issue on June 27th of £245 and on July 9th, 1930, of £405 debentures, parts of series already registered.

Kinetic Wireless & Electric Supplies, Ltd. Mortgage dated July 14th, 1930, to secure £1,346 8s. and further advances, charged on land, shops, etc., at Warringham, Surrey. Holders: Halifax Building Society.

R. J. Richardson & Co. (London), Ltd. Particulars filed of £200 debentures authorised July 8th, 1930, charged on the company's undertaking and property, present and future, including uncalled capital, the amount of the present issue being £100.

Satisfactions.

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

Ashton Electrical Co. (Preston), Ltd. Satisfaction to the extent of £300 on July 1st, 1930, of mortgage dated September 30th, 1927, and registered October 6th, 1927.

Essaness Radio & Electrical Co., Ltd. Satisfaction to the extent of £500 on June 26th, 1930, of debentures authorised February 5th, 1928, and registered March 6th, 1928.

County Court Judgments.

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

Jackson C. H. Cartergate, Grimsby, wireless dealer. Court: Shoreditch. £15 11s. 4d. June 25th.

Symons, R. P., 42, Dunston Road, N.W.11, wireless dealer. Court: Bow. £25 10s. 9d. June 25th.

Mound, C. G., 18, Station Parade, Willesden Green, N.W. 10, wireless dealer. Court: Greenwich. £20 11s. 9d. June 26th.

Davis, W. A., 5, Eagle Road, Rye, Sussex, wireless agent. Court: Edmonton and Wood Green. £11 15s. 10d. June 18th.

London Television & Radio Co., 60, Richmond Road, Twickenham, Middlesex, wireless factors. Court: Liverpool. £10 15s. 11d. July 3rd.

Black, A., 25, Westbourne Grove, Paddington, W., wireless and gramophone dealer. Court: Marylebone. £14 11s. 6d. June 26th.

Kenderdine, Mr., 94, Lansdowne Grove, Ladbroke Grove, W.11, wireless agent. Court: Westminster. £16 5s. 11d. June 17th.

Dean, George W., (trading as **Hicks & Dean**), 91, Kitchener Road, Strood, Kent, electrical and wireless engineer. Court: Dartford. £50 10s. June 26th.

Private Arrangements.

William Thomas Hales, 15, Commercial Street, Pontypool, wireless engineer, etc. A meeting of the creditors was held recently, when a statement of affairs was submitted, disclosing liabilities of £1,280 4s. 2d. The assets amounted to £491 18s. 7d., but from that amount had to be deducted execution creditors' claims of £107 3s. 0d., leaving a sum of £384 15s. 7d. To that amount were added the book debts, estimated to produce £250. The preferential creditors' claims amounted to £72 12s. 9d., thus leaving the sum of £562 2s. 10d. to meet the claims of the unsecured creditors, or a deficiency of £718 1s. 4d. It was reported that prior to 1915 the debtor was employed as an electrician. Until 1920 he was attached to the Admiralty. In 1922, he commenced business on his own account as an electrical engineer. He estimated his capital at £193 in February, 1926. Of that sum £100 represented the approximate value of the electrical stock. The creditors were informed that in January last the debtor received his first County Court summons and from that time onwards he had been continually pressed. He had sold wireless sets on H.P., but as customers also wanted components on H.P., there was increasing difficulty in finding money when accounts were due. The debtor stated that he had a good business connection, but he lacked capital for its proper development. During March, 1927, the sales were approximately £45 a week, the expenses £10, and the drawings £5 10s. 0d. For the next year

the sales increased to £76 a week, the expenses were £15, and the drawings £5 5s. 0d. For the 66 weeks to July 7th, 1930, the turnover was £98 a week, the expenses £25, and the drawings £5 11s. 0d. The present position was attributed to lack of capital and to bad debts. A levy had been made by the sheriff for £107 due to the execution creditors in respect of their claims and costs. The solicitor to the debtor said that he had no offer to make and after the position had been discussed it was resolved that the execution creditors should be communicated with regarding a definite decision as to whether they were agreeable to the assets being realised under a deed of assignment or in bankruptcy; and failing any satisfactory reply from the execution creditors, the debtor be requested to file his petition in bankruptcy. If the execution creditors agreed, a deed of assignment should be executed by the debtor in favour of Mr. S. E. Clutterbuck and Mr. F. E. Bendall as joint trustees with a committee of inspection consisting of the representatives of three of the creditors.

The following are creditors:—

Burdett Wireless, (1928) Ltd., London	£70
Brown, Bros., Ltd., London	46
Edison Swan Electric Co., Ltd., Ponders End	76
General Electric Co., Ltd., London	96
Lighting Trades, Ltd., London	62
Marconiphone Co., Ltd., Dagenham	94
South Wales Wireless Installation Co., Cardiff	32

W. P. Young, trading as **The Midland Electrical Co.**, 90, Highcross Street, Leicester, electrical and wireless factor.

A meeting of the creditors was held at Leicester recently, when it was reported that the liabilities amounted to £3,930 6s. 8d., of which £2,068 16s. 6d. was due to trade creditors, and £1,861 10s. 2d. to cash creditors. The net assets were £1,538 18s. 4d., or a deficiency of £2,391 8s. 4d. A note appended to the statement of affairs stated that the assets were taken on the basis of a going concern and were subject to realisation and costs. It would appear that the debtor's wife had previously been in partnership under the same title with another person, but this party retired and later a partnership was entered into by Mr. W. P. Young and another party. This partnership was continued until October, 1928, when the creditors' claims were fully discharged by Mr. Young's partner. The debtor borrowed £200 at the time of this dissolution and commenced business under the same style at the present address.

It was eventually resolved that the estate should be realised under a deed of assignment in favour of Mr. Bendall and Mr. A. S. Todd, with a committee of inspection representing some of the principal creditors.

The following are creditors:—

Aeonic Radio, Ltd., London	£30
British Thomson-Houston Co., Ltd., Birmingham	30
Blackwell & Co., Ltd., F. C., Liverpool	23
Belling & Lee, Ltd., Enfield	26
Cryselco, Ltd., Bedford	121
Ever Ready Co. (Gt. Britain), Ltd., London	56
Edison Swan Electric Co., Ltd., Middlesex	171
Graham Amplion, Ltd., Slough	31
General Electric Co., Ltd., Birmingham	297
Mullard Wireless Service Co., Ltd., London	265
Midland Electric Manfg. Co., Ltd., Birmingham	30
Magna Wire & Cable Co., Ltd., London	71
Philips Lamps, Ltd., London	37
Siemens Electric Lamp & Supplies, Ltd., London	39

Voluntary Liquidations.

D. A. Jones, Ltd., Emerald Street, Theobalds Road, London, W.C., wireless manufacturers.

In pursuance of the provisions of the Companies Act, 1929, a meeting of creditors was held on July 28th at Kingsway Hall, Kingsway, London, W.C. Mr. D. A. Jones, one of the directors of the company, occupied the chair. A statement of affairs was submitted, which had been prepared by W. H. Kidson, Son & Co., C.A., of 29, Martin Lane, London, E.C.4, and it showed liabilities of £11,720 14s. 11d. Net assets were £4,492 8s. 5d. The deficiency as regarded the creditors was £6,728 6s. 6d., while regarding the shareholders there was a deficiency of £7,228 6s. 6d.

It was reported that the business was established in 1927, when the company was formed under the style of Lichtenberg & Jones, Ltd., with a nominal capital of £1,000. Shares to the value of £500 were issued for cash to Mr. Jones, who also provided a loan of £1,400. Mr. Lichtenberg did not subscribe anything for shares. Additional capital was obtained by means of an overdraft of £550. The accounts for the year to April 30th, 1928, showed a profit of £231, after charging £1,250 for directors' salaries. The accounts for the succeeding 12 months disclosed a loss of £1,649, the directors' salaries being the same. That loss was accounted for in part by bad debts of £506 and income tax £110. Shortly after that date Mr. Lichtenberg retired. The figures which were prepared in the middle of 1929 showed that there were trade creditors' claims of £3,492, while the loans had increased by £1,300 and the bank overdraft by £1,868. On the other hand, the stock in trade had gone up by £2,626. The name of the company was changed to D. A. Jones, Ltd., last year. During the twelve months to April 30th of the present year, there was a loss on trading of £683. The trade debts, however, had been reduced to £2,300, but in order to effect that, further loans were made by the directors and their friends amounting to £950, while the bank overdraft had been increased. Since April 30th of the present year the bank overdraft had still further increased by £645. The book debts had been carefully examined and, so far as could be estimated in present-day conditions of trade, were believed to be capable of realising the amount stated. The stock had been taken as at July 18th last, and valued at cost, but it was very difficult to estimate what it would produce at a forced sale. It was further stated that during the three years to April 30th, 1930, the payments made to the trade totalled £57,135. The present position was attributed to the difficulty in making sufficient profit on a falling market to cover overhead expenses. No interest had been paid or charged upon the loans made to the company by the directors and their friends.

A resolution was passed confirming the voluntary liquidation of the company with the nominee of the shareholders as liquidator, and a committee was also appointed consisting of the representatives of the Tungsram Electric Lamp

Works (Great Britain), Ltd., B. Lewis & Co., and the bank.

The principal creditors are:—

Newberger & Co.	£148
Tungsram Electric Lamp Works (Gt. Britain), Ltd.	324
Suplis, Ltd.	303
Star Accunulator Co., Ltd.	187
Lewis, B. & Co.	174
Weber, A. & Co.	104

Light, Power & Music, Ltd., Leigh-on-Sea, Essex, wireless dealers, etc.

At a statutory meeting of the creditors held on July 25th, at the offices of Mr. G. Dickinson, Accountant, of 82, Victoria Street, London, S.W., a statement of affairs was submitted showing ranking liabilities of £430 16s. 6d. After allowing £35 12s. 8d. for preferential claims, the net assets were £186 19s. 2d., or a deficiency so far as the creditors were concerned of £249 17s. 4d. The issued capital of the company was £603, bringing up the total deficiency to £852 17s. 4d.

Mr. Dickinson reported that the company was registered in December, 1929, with a nominal capital of £3,000, divided into shares of a face value of £1 each. All the shares which had been allotted were issued for cash. The main object of the company was to trade as electricians and wireless dealers, and they apparently took over an existing business. It had been estimated, prior to the formation of the company, that the turnover during the first year would be £11,000, with a gross profit of £3,200 and a net profit of £1,095. As far as could be ascertained, however, the turnover during a period of seven months was only £478, and after allowing for wages, there was a gross loss of £66. The net loss in the period was £323. The deficiency was attributed to the loss on the trading, alterations to premises £190, preliminary expenses £72, and depreciation written off the assets in the statement of affairs.

A resolution was passed in favour of the voluntary liquidation of the company being continued, with Mr. Dickinson as liquidator. A committee was also appointed, consisting of the representatives of Metro-Vick Supplies, Ltd., Houghton Butcher (Great Britain), Ltd., and the Sun Electrical Co.

The following are creditors:—

Metro-Vick-Supplies, Ltd., Manchester	£167
Houghton Butcher (Great Britain), Ltd., London	30
London Electric Wire Co. & Smiths, Ltd., London	27
Sun Electrical Co., Ltd., London	28
British Thomson-Houston Co., Ltd., Rugby	26

Acoustophone, Ltd., 161, Vauxhall Bridge Road, London, S.W.1, radio manufacturers.

The statutory meeting of the creditors of the above was held recently at the registered offices of the company, Vauxhall Bridge Road, London, S.W. Major Stokes, one of the directors, occupied the chair, and submitted a statement of affairs which showed ranking liabilities £2,098 1s. 10d. The assets totalled £1,600 18s. 3d., or a deficiency so far as the creditors were concerned of £497 3s. 7d. There were doubtful debts of £458 7s. 3d., upon which no value was placed at the moment. The statement of affairs showed approximately 15s. in the £.

It was reported that the company was registered on August 17th, 1929, and at the outset the nominal capital was £1,000 divided into 500 ordinary shares of £1 each and 500 preference shares of

a similar face value, the latter carrying interest at the rate of 10 per cent. per annum. When the company was formed, shares to the value of £200 were allotted and the business was carried on at Pelham Street, S.W. Many orders were secured and it was soon found that the capital was insufficient. The sum of £1,500 was borrowed on the condition that a debenture should be issued if called for. The company had been making sets for some big retail firms, and in January of the present year it became necessary to move to larger premises at the above address. At that time the company appeared to have a substantial business, but later it was found that the capital was still insufficient. During April and May last various creditors pressed and a further £2,000 was obtained as capital in respect of which shares were issued. The gentleman who had originally advanced £1,500 waived his right to a debenture, agreed to remain as an unsecured creditor for £500 of the amount, and to take shares for the balance. The present position was attributed to acute trade depression and bankrupt stock flooding the market. In addition, ordinary trade had fallen off considerably, and bad debts had been incurred. The issued capital of the company was £3,702, all of which was fully paid. A meeting of the shareholders had been held earlier in the day, when the principal creditor was nominated to act as the liquidator. Questions were asked with regard to the sales of the company, and it was stated that from the incorporation of the company down to the end of April last, the turnover was about £5,000. Since April, however, the sales had only been about £500. The position disclosed was discussed at some length, and eventually it was decided to confirm the appointment of the present liquidator.

The following are creditors:—

Vee-Cee Dry Cell Co., Ltd.	£55
Coscor, Ltd., A. C.	10
Universal Cabinets, Ltd.	135
Celestion, Ltd.	57
Mullard Wireless Service Co., Ltd.	219
Six Sixty Radio Co., Ltd.	15
Garrard Engineering & Mfg. Co.	25
Keston Manufacturing Co.	21
Henderson & Co., Ltd., W. J.	11
Williams & Moffat, Ltd.	83
Radio Instruments, Ltd.	29
Whiteley, Beneham & Co., Ltd.	19
Symphony Gramophone & Radio Co., Ltd.	105
Young Accumulators, Co., Ltd.	36
Rotor Electric Co.	11
Precision Engineering Co., Ltd.	37
Edison Swan Electric Co., Ltd.	15
Lectro Linx, Ltd.	10
Danipad Rubber Co., Ltd.	63

Bankruptcies.

Charles Kendrick, 52, George Street, and 94, Bright Street, Kingston-upon-Hull, wireless goods dealer, etc.

The public examination of this debtor was held recently at the Guildhall, Hull. A statement of affairs submitted showed liabilities of £1,978 3s. 10d., against assets of £1,083 11s. 4d., thus leaving a deficiency of £894 12s. 6d. The debtor stated that he commenced business in 1923 as a wireless dealer in Dansom Lane, with a capital of £12. This business was successful. He had not kept a creditor's ledger. He attributed his failure, among other things, to lack of capital, keen competition, cutting prices, heavy overhead expenses and illness of wife. The debtor was ordered

BUSINESS ITEMS.

to file a cash and goods account for the three months prior to the date of the receiving order and the examination was adjourned.

"K.N." Electrical Products, Ltd., 5, 6 and 7, Singer Street, London, E.C.2.

In the compulsory liquidation of this company, who carried on business as manufacturers of electrical soldering irons and wireless goods, the Official Receiver has now issued to the creditors and to the shareholders a summary of the statement of affairs. This shows liabilities £8,900, of which £6,271 are expected to rank for dividend, and estimated gross assets £2,441, of which £25 are absorbed in preferential payments and the balance in part payment of the debenture claim of £3,087. In his accompanying observations the Official Receiver reports that the company was registered on July 6th, 1928.

Business was carried on by the company until March, 1929, when they removed to 5, 6 and 7, Singer Street, Tabernacle Street, Finsbury, E.C.2. The accounts show a loss of £5,539 8s. 1d. up to October 31st, 1929, and a further loss of £2,268 9s. from that date up to March 20th, 1930. The failure of the company is attributed to the bad radio season of 1929-1930, to unprofitable trading, and to insufficiency of capital to carry on until the business was stabilised.

As a result of the statutory meetings of creditors and contributories, the Official Receiver continues to act as liquidator.

Mayfair Electric Gramophones, Ltd., 15, Copthall Avenue, London, E.C.

In the compulsory liquidation of this company the statutory meetings of the creditors and of the shareholders were held on July 24th at Bankruptcy Buildings, Carey Street, London, W.C. The Official Receiver said that the Company was formed in November, 1928, by Mr. Sydney Savile to carry into effect an agreement for the acquisition of the business of Radi-Arc Co. (1927), Ltd. The production side of the company fared badly, and the administrative side of the business had been, so the Official Receiver alleged, grossly neglected. The company's failure was attributed to various causes, including the alleged violation by another company of a contract to take its products.

The meetings resulted in a difference of opinion with reference to who should be liquidator, and the Official Receiver intimated that the matter would be referred to the Court for decision.

A NOTICE.

It will be remembered that in our Commercial Information columns last week the announcement appeared that a general meeting would be held of the members of the Vee Cee Dry Cell Co., Ltd. (in voluntary liquidation), to hear how the winding up had been conducted.

We have been asked to make it clear that the concern referred to are in no way connected with the Vee Cee Dry Cell Co. (1927), Ltd., of St. Andrew's Works, Dunsmore Road, London, N.16. A request in these terms comes both from the Vee Cee Dry Cell Co. (1927), Ltd., themselves, and also from Mr. H. M. West, the liquidator of the old Vee Cee Dry Cell Co., Ltd. We should therefore be glad if readers would note the complete distinction between the two companies.

H 8

Roller Conveyors.

Manufacturers in the radio trade are rapidly finding it imperative to operate one or more of their departments on the "flow" system of production, and they will therefore be interested in the products of the Universal System of Machine Moulding and Machinery Co., Ltd., 13/15, Wilson Street, London, E.C.2, who have sent us an interesting publication giving particulars of their "Universal" roller track conveyors.

These provide a cheap and efficient method of conveying goods from one department to another, and it is claimed that the chief advantage of these rollers over other types is that they are cut from the solid steel bar, and cannot be indented by heavy weights.

The makers can supply conveyors to any specification, and radio manufacturers are invited to apply for particulars at the address given.

Two Scottish Notes.

We are informed that offers are being invited for the wireless and electrical engineering business carried on at 29, John Finnie Street, Kilmarnock, Ayrshire.

The premises consist of an up-to-date showroom with a commodious workshop, and it is felt that the weekly turnover would be quite satisfactory under proper supervision.

A correspondent writes: The proprietors of the business known as the "Radio Corner," at Montrose (Forfarshire), are moving to the Y.M.C.A. Buildings, in Murray Street.

The Battery Service Station carried on at 206-8, Bank Street, Coatbridge, Lanarkshire, has now re-opened, we learn, under the new proprietorship of Withers Bros.

Mr. R. C. Ovenstone has installed at his Royal Hotel Garage at Dalry (Ayr-



An attractive display of K-B goods recently staged by the British General Radio Co. (Retail) Ltd., of Yeovil, whose sales efforts are often highly noteworthy.

shire) new and up-to-date apparatus for quick accumulator charging. For some time past Mr. Overstone has enjoyed ever-increasing custom in this direction, and his latest plant will enable him to deal with all orders in the quickest and most expeditious manner.

Insulator Firms Co-operate.

Taylor, Tunnicliff & Co., Ltd., of Hanley, Staffs., announce that they have entered into a comprehensive arrangement with the Ohio Brass Co., Mansfield, Ohio, U.S.A., whereby there will be an exchange of technical information between the two companies, particularly concerned with the production of high tension insulators. There will not be any control of the British company from America.

In the furtherance of these arrangements, which were entered into last year, Messrs. G. K. King and Frederick Attwood, President and Vice-President of the Ohio Brass Co., have just paid a visit to Taylor, Tunnicliff & Co.'s works, with the result that the connection between the two companies has been greatly strengthened.

A Misunderstanding.

In our description of the new Style C Westinghouse rectifiers last week two obvious errors crept in. For the style C11 the output was given as 150 V at 125 mA. Of course, by a comparison with the outputs of the other rectifiers, readers would have appreciated that this was a misprint for 150 V at 25 mA.

Describing the C13 rectifier, we said that it was for 240 V A.C. mains, "the mains voltage most used at the moment."

Some exception has been taken to this statement on the grounds that the supply voltage is immaterial and, as a transformer is in any case required for isolation purposes by the I.E.E. regulations, the actual windings can be arranged to suit the mains voltage to any size of "C" rectifier.

Changes of Address.

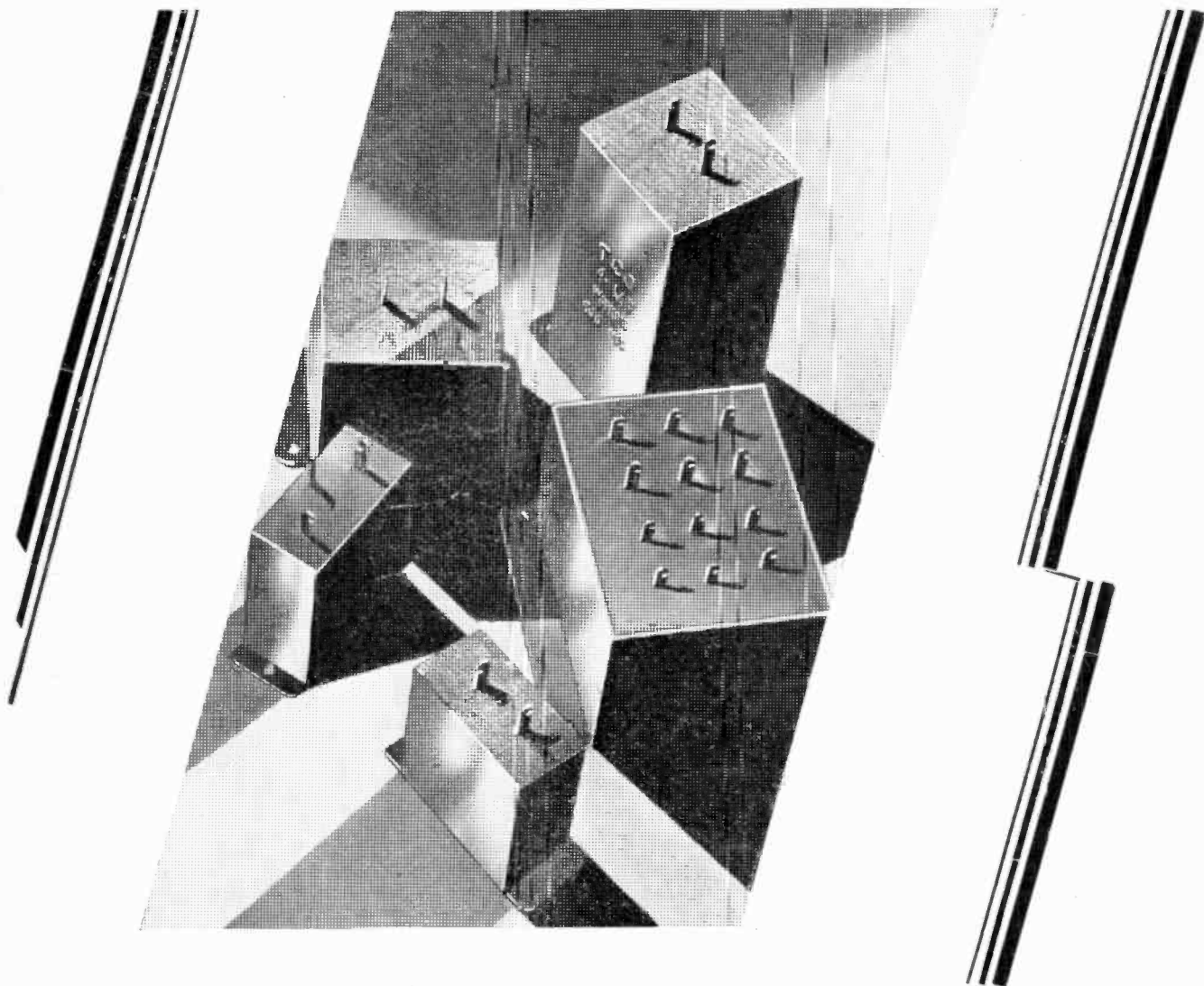
The Metropolitan-Vickers Electrical Co., Ltd., inform us that their Publicity Bureau, formerly at 14, Long Millgate, Manchester, has now removed to new premises at 28, Kennedy Street, Manchester. The telephone number is City 9100.

The General Electric Co., Ltd., announce that their Swansea branch address is now Magnet House, Northampton Place, Swansea. The phone number here is Swansea 5026 (3 lines).

Traders' Removals.

A correspondent informs us that Mr. J. H. Elliot, a wireless and electrical dealer, has removed his business from 6, Park Road, to 22, High Street, Teddington.

It is learned that Mr. Leonard F. Kent, radio and electrical engineer, of Broadstairs, is removing to larger premises at 106, High Street, next door to his present establishment.



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H 9

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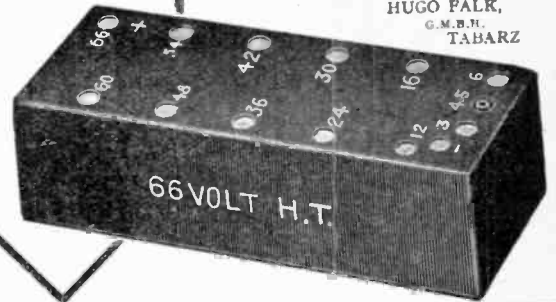
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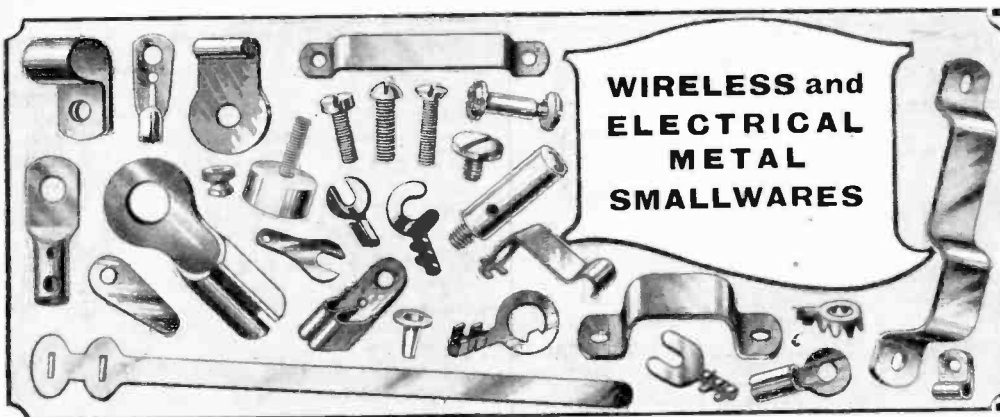
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H 12

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FOR SALE.

NATIONAL cash register for sale. Perfect condition. Hand or electrically worked. Real bargain.—Letters to A. E. Pearson, 13, Lyndhurst Road, Wood Green, N.22. (183)

AKK-EM-MAR charger, seen working. £15.—Bonnett, Station Road, Hornchurch, Essex. (178)

MISCELLANEOUS.

LLOUD-SPEAKERS, headphones and transformers. Trade repairs.—Howell, 91, Morley Hill, Enfield, Middlesex. (H7)

TUNERS. Multi-circuit 13s., straight 11s. 6d., retail. Push-pull 4s. nett, singles.—Charles G. Chalkley, 6, Grove Street, Wellingborough.

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WANTED, young man with thorough knowledge wireless, electricity and wiring for theatre.—State wages, experience, Manager, Picture House, Clevedon. (179)

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(180)
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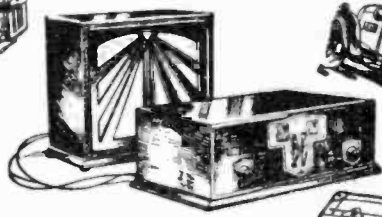
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INDEX TO DISPLAYED ADVERTISEMENTS—Continued from Back Page.

	PAGE		PAGE		PAGE
Harris, Williams (Mfrs.), Ltd.	.. 4	Mullard Wireless Service Co., Ltd.	11, 21, 32	Rowley, Thomas A., Ltd.	.. 37
Hounslow, C., & Co.	.. 37	National Accumulator Co., Ltd.	.. 15	Sel-Ezi Wireless Supply Co., Ltd.	35
Impex Electrical, Ltd.	.. 13	Ormond Eng. Co., Ltd.	Front Cover	Selectors, Ltd.	.. 22
Kalisky, S. (Aldgate), Ltd.	.. 37	Partridge, Wilson & Co.	.. 40	Spicers, Ltd.	.. 39
Lectro Linx, Ltd.	.. 36	Philips Lamps, Ltd.	.. 5	Standard Telephones & Cables, Ltd.	16
Limit Eng. Co., Ltd.	.. 34	Potter, E.	.. 37	"Tannoy Products"	.. 37
Lisenin Wireless Co., The	.. 34	Potter, H. B., & Co., Ltd.	.. 35	Telegraph Condenser Co., Ltd., The	33
Lustrolux, Ltd.	.. 38	Radio & Gramophone Trades Guardian Association, Ltd., The	34	United Ebonite Mrs., Ltd.	.. 34
Maisner, E. H., & Co., Ltd.	.. 35	Red Star Radio	.. 28, 29	Westinghouse Brake & Saxby Signal Co., Ltd.	.. 14
Marconiphone Co., Ltd., The	17, 18, 19, 20	Rolls-Caydon Sales, Ltd.	.. 2, 3	Wilkins & Wright, Ltd.	.. 40
Murphy Radio, Ltd.	.. 7			Wingrove & Rogers, Ltd.	.. 37

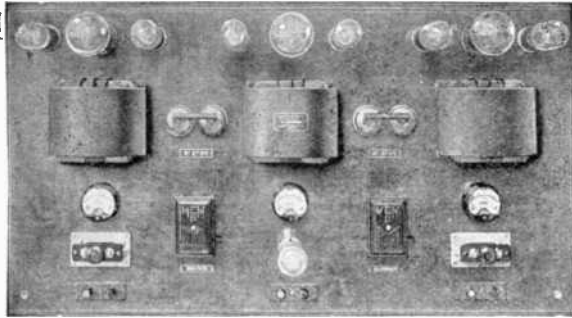
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INDEX TO DISPLAYED ADVERTISEMENTS.

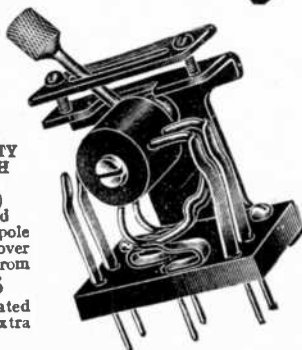
(Continued on Page 39.)

	PAGE		PAGE		PAGE	
Ashton & Co., Ltd.	38	Danipad Rubber Co., Ltd.	12	Edison Swan Electric Co., Ltd.	6, 9	
Baker's "Selhurst" Radio	37	Dayzite, Ltd.	36	Electric Lamp Factors, Ltd.	8	
Barber & Colman, Ltd.	16	Detex, Ltd.	31	Emkabe Radio Co., Ltd.	37	
Bayliss, Ltd., William	Inside Back Cover	Dibben, Wm., & Sons, Ltd.	12	Epoch Radio Mfg. Co., Ltd.	37	
Beaver Electrical Supply Co.	34	Dowler, F., & Sons	35	Exact Mfg. Co.	36	
Box No. 1347	39	East London Rubber Co.	Back Cover	Falk, Stadelmann & Co., Ltd.	14	
British Ebonite Co., Ltd., The	38	Eastick, J. J., & Sons	37	Fielding, T., & Co., Ltd.	36	
British Transfer Printing Co., Ltd.	34	Edison Bell, Ltd.	30	Garnett Whiteley & Co., Ltd.	Inside Front Cover	
Bulgin, A. F., & Co.	16	To obtain particulars of several items advertised in this issue place a tick against the name of the advertiser in the index above and overleaf and sign coupon at foot of index on the previous page.			General Electric Co., Ltd.	1
Burall Bros.	34				German Radio Exhibition	35
Columbia Graphophone Co., Ltd.	27	Gilbert, C., & Co.	10	Graham Amplion, Ltd.	23, 24, 25, 26	
Concerton Radio & Electrical Co., The	36					

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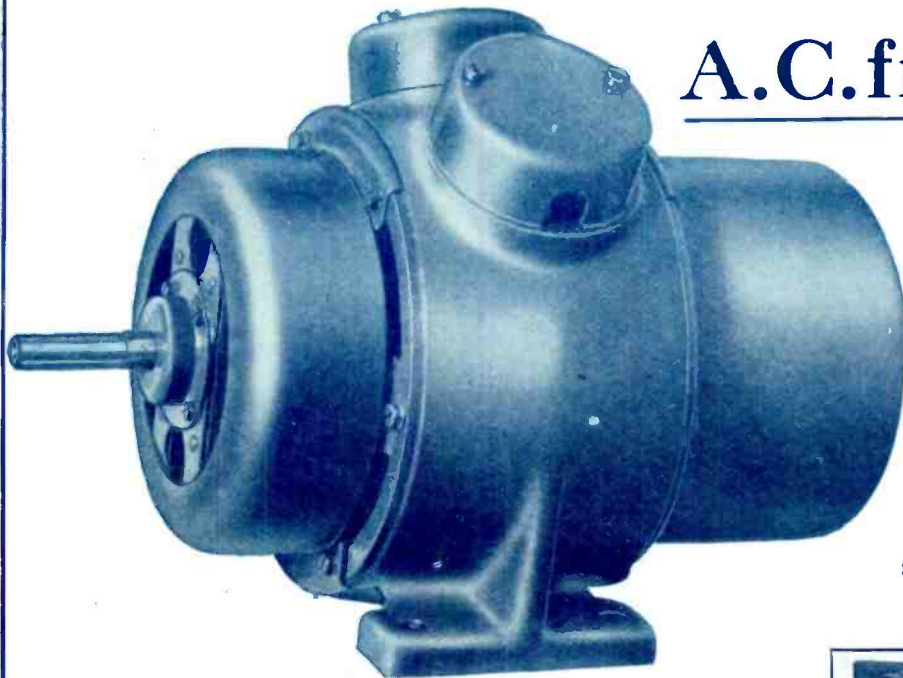
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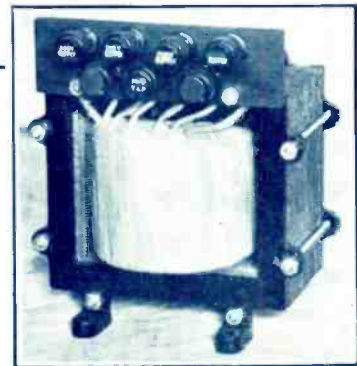
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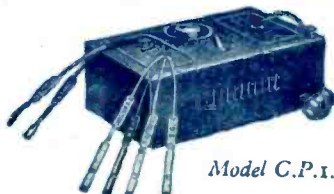
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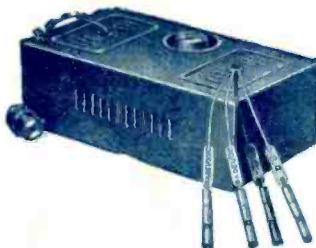
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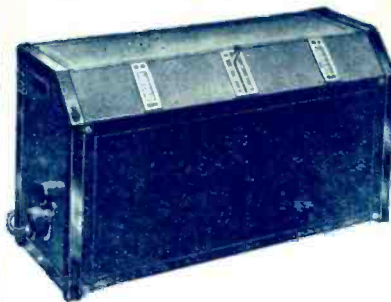
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