

# The WIRELESS & GRAMOPHONE TRADER

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

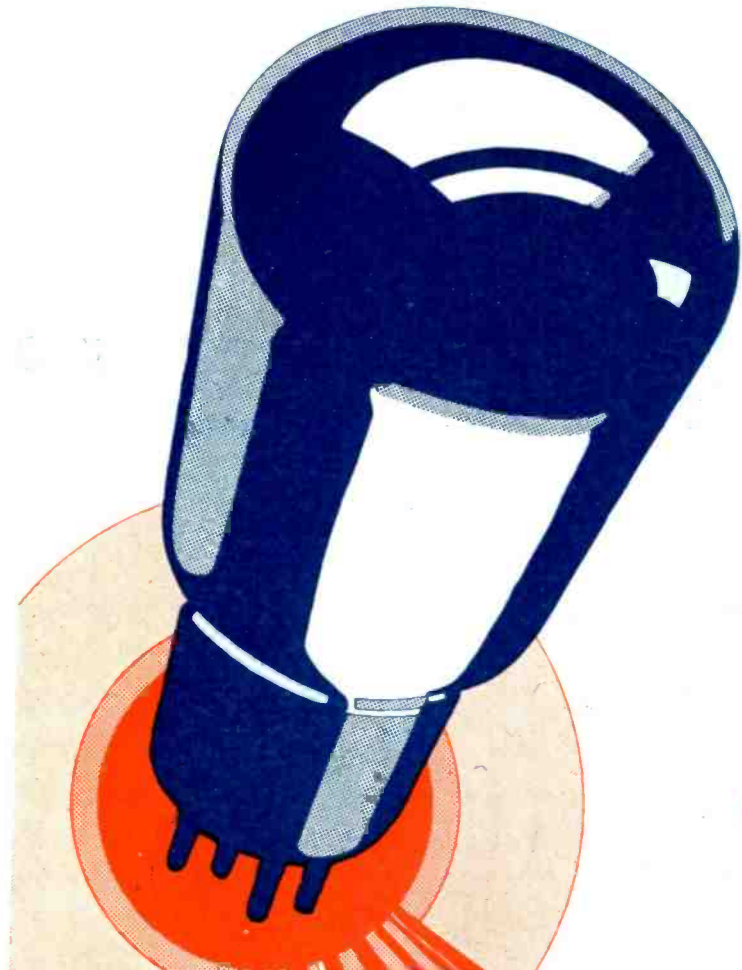
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August 9th, 1930.

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



Tune-in to Pages 1-16 and you will find there a complete résumé in 16 pages of the "EKCO" 1930/31 Programme. Tear it out and keep it by you! "EKCO" is going to be your biggest winner.



# PERFORMANCE THAT SELLS

Your customers will ask for Tungram Barium Valves for these reasons: Tungram Valves are economical in use. They have longer life and improved performance. For selectivity, volume and long range to bring in distant stations they are unsurpassed by valves costing considerably more. And week after week and month after month strong national advertising will bring home their merits to the public. That is why your customers will demand them. That is why you should sell them — TUNGSRAM BARIUM VALVES.



**TUNGSRAM ELECTRIC LAMP WORKS,**  
 (Gt. Britain) LTD.  
 RADIO DEPT., COMMERCE HOUSE,  
 72 OXFORD STREET, LONDON, W.1  
*Factories in Austria, Czechoslovakia, Hungary, Italy and Poland.*  
 Branches: Belfast, Birmingham, Bristol, Cardiff, Glasgow, Leeds,  
 Manchester, Newcastle, Nottingham and Southampton.

# TUNGSRAM BARIUM VALVES

L.F., 5/6; H.F., 5/6; R.C., 5/6;  
 Power 7/3; Super - Power 8/-;  
 A.C. Indirectly Heated H.F. and L.F., 9/6 each; A.C. Directly Heated Power,  
 8/6 each; A.C. Directly Heated H.F. and L.F., 8/6; Rectifying Valves,  
 10/- each; Tungram Photo-Electric Cells (3 types): Standard £2 10s.  
 Nava E., £2 17s. 6. Nava R., £2 17s. 6d.

# "EKCO"



Plug in - That's all!

16 PAGES being the complete résumé of the "EKCO" 1930/31 Programme. Tear it out and keep it by you!

"EKCO" is going to be your biggest winner.

#### EKCO 1930 31 PROGRAMME AND POLICY

Keeping ahead in radio—foreseeing next season's demand and meeting it before competitors—ready to give your customers the best in radio reception for years to come—definitely the radio of to-day and the future—that's "EKCO," the foremost name in British Electric Radio, pioneers of the "ALL-ELECTRIC" Unit and *specialists* all the time.

#### THE "EKCO" 1930/31 FULL RANGE

- |   |   |
|---|---|
| 1. ALL-ELECTRIC SETS.   | 6. ALL-POWER UNIT—Specially designed for manufacturers. |
| 2. LOUD-SPEAKERS — Moving-Coil and Cone.                          | 7. L.T. UNIT.   |
| 3. ALL-POWER UNITS.   | 8. RECTIFIER UNIT.                                      |
| 4. H.T. UNITS.  | 9. TRICKLE CHARGER.                                     |
| 5. COMBINED H.T. UNIT & L.T. CHARGER, & H.T. UNITS FOR PORTABLES. | 10. ISOLATING TRANSFORMER.                              |

#### ASTOUNDING NEW SET FEATURES

The new "EKCO" Sets are beyond your most sanguine expectations. They incorporate two entirely original and exclusive features:—

1. Bakelite cases of a rare and choice design in three colourings which match harmoniously with almost every furnishing scheme. These colourings are dark jade, dark mahogany and medium oak.
2. Loud-speakers which are completely matched with the Sets in colourings, cabinet design and proportions, and performance.

Sets and Loud-speakers, therefore, form one harmonious whole, a unique selling feature that is assured of wide popularity.

A big forceful Advertising Campaign starts in September and continues persistently throughout the year. Remember "EKCO" is one of the few radio firms to back your stocks during every month of the twelve with National Advertising. "EKCO" will continue to do so.

Back this Advertising Campaign by making showmanship an integral part of salesmanship. You can do this by displaying a varying range of the new 1930/31 "EKCO" Sales-Aids shown in this supplement.

#### NEW AND BIGGER DISCOUNTS

RETAIL TRADE DISCOUNT ON "EKCO-LECTRIC" SETS AND LOUD-SPEAKERS IS NOW 33½%. ON UNITS IT REMAINS AS HERETOFORE AT 30%.

#### EVEN BETTER DEFERRED PAYMENT TERMS

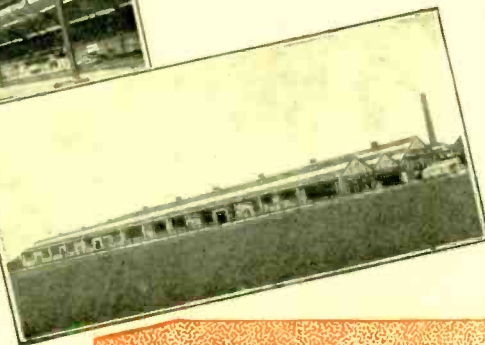
Deferred Payment Terms in respect of "EKCO-LECTRIC" Sets and combinations of Sets and Loud-speakers are now extended to a period of TWO YEARS INSTEAD OF ONE YEAR.

On all other "EKCO-LECTRIC" products it remains the same as before—one year. Tune in to "EKCO"! Electrify your sales with "EKCO-LECTRIC" sellers! Meet the overwhelming demand for electric radio with the most advanced technique in electric radio—"EKCO"!

FLOOR SPACE	
Sq Feet	Year
78000	1930-31
15000	1929-30
4000	1928-29
1000	1927-28
500	1926-27
150	1925-26



New Factory in course of erection.



## “EKCO” PROGRESS

“ALL-ELECTRIC RADIO” is now the most important branch of the Radio Industry. “EKCO,” Pioneers and recognised Specialists in “All-Electric” Radio in this country, have maintained their lead as the most enterprising, progressive and successful of British Manufacturers. In face of the recent invasion by foreign radio manufacturers, this brief history of the All-British “All-Electric” “EKCO” Company makes good reading.

**TURNOVER FIGURES.** The increase in our turnover year after year is indeed truly amazing and justifies our confident expectation that our 1930/31 slogan of “From £500 to £500,000 in Five Years” is erring on the conservative side.

Turnover for year 1928/29 was 2·4 times that of year 1927/28.

Turnover for year 1929/30 was 3·28 times that of year 1928/29.

During the present year this rate of increase is being maintained, and these facts, coupled with the large factory area referred to below, justify our claim of being the largest independent British Radio Firm in the country.

**FACTORY FIGURES.** Extraordinary turnover increases as those stated demand extraordinary factory expansion. It is not surprising, therefore, that the new “EKCO” factory is, to the best of our knowledge, the largest British Radio Factory in the country. Accommodation has increased within five years from a floor space of 150 square feet to 80,000 square feet, with an additional nine acres available for extensions.

**FACTORY DETAILS.** With a floor space of two acres on one floor, we claim our factory to be the most up-to-date in the whole country for the mass production of quality radio at popular prices. It is equipped with the most modern plant and machinery. The layout has on the one side the raw material store; on the other side, the finished store, via the manufacturing, coil winding, assembly and testing departments. The organisation assures that high degree of efficiency so essential to prompt delivery and rush service during the peak period.

**TRADING POLICY.** Distribution through the recognised trade channel of Wholesalers and Retailers, with strict adherence to our standard trade discounts, has proved wonderfully successful. Adherence to the reasonable rates of discounts allowed has been most effective in reducing the evil of price-cutting to a minimum.



# & POLICY 1930-31

We recognised from the beginning that the manufacturer must create the public demand and we have, therefore, planned our campaigns accordingly. In this we have been particularly successful by using all possible channels of publicity, including national, provincial and Radio Press advertising, dealers' aids in the form of window displays, posters, showcards and attractive literature, both in and out of season.

**"EKCO" ALL-ELECTRIC RADIO PRODUCTS.** These comprise Receivers with Loud-speakers to match, and Power Supply Units—wonderfully efficient and trouble-free instruments, operated year in year out without attention by the mere touch of the electric light or power switch, assuring continuous smooth reception, increased volume, constant voltage at really negligible running costs, and the absence of batteries and accumulators with their attendant worries and continual expense.

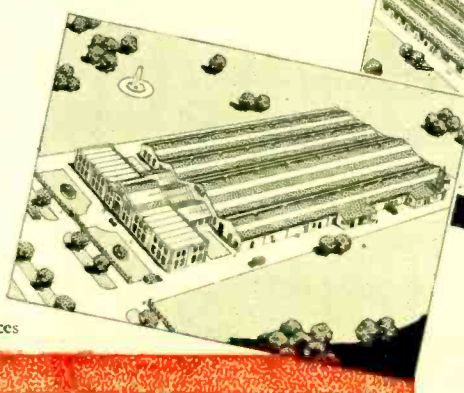
We specialise in the application of Electric Power to Radio. Thus, the three factors of Research, Production and Output are concentrated in one direction only, ensuring that every "EKCO" instrument, is built both up to a standard and down to a price.

**CONSTRUCTION.** The manufacture of All-Electric Radio Apparatus is essentially the work of Specialists and, as the Pioneers in this branch of the Radio Industry in this country, our experience enables us to incorporate in "EKCO" instruments components which are unsurpassed for correct design, reliability and efficiency.

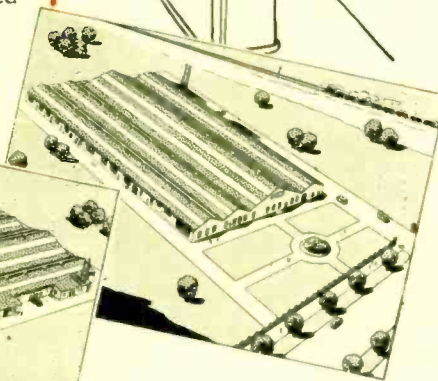
**GUARANTEE.** All "EKCO" Products are fully guaranteed against defects arising out of faulty manufacture for a period of twelve months from the date of purchase and will be repaired or, at our option, replaced should they break down under fair wear and tear within that period; provided the instrument has not been tampered with or opened in any way, the instructions sent with each instrument strictly adhered to and the instrument returned to our Works carriage paid.

This Guarantee does not apply to faulty valves, as these should be sent to the Manufacturers for their report.

Absolute safety is assured as all our products conform to the latest I.E.E. Rules and Recommendations.



Factory with Offices added, 1931.



Factory as appearing July, 1930.



## “EKCO-LECTRIC” RADIO RECEIVERS

Owing to the very exceptional and outstanding merits of these new receivers, their excellent performance all over the country, and the general expression of admiration made in regard to them during the recent tour of our Managing Director and Sales Manager, we have decided to concentrate all our efforts upon them.

Both receivers are housed in beautiful moulded tenacit bakelite cabinets of exquisite design which are available in three tones, viz., Dark Jade, Dark Mahogany, and Medium Oak.



Model 313.

Run entirely from electric supply. Simple to control. Pure reproduction, immense volume. Lifelike selectivity. Purity of reproduction is ensured by the “EKCO” Low Frequency Transformer, which has a high permeability nickel alloy core.

Westinghouse Patent Metal Rectification (under licence) is incorporated.

“EKCO-LECTRIC” Receivers supplied for use on the following mains voltages:—

D.C. 200-250. A.C. (a) 200-250, 40-100 cycles.  
(b) 100-120, 40-100 cycles.

### MODEL 313

Three valves. Screened Grid, Detector and Power Pentode.

*Outstanding Features.*

No aerial necessary. Single knob tuning control. Output impedance adjustable to match loud-speaker. Compensator for range and selectivity. An exceptional degree of selectivity can be achieved and varied at will. Sockets for connecting Moving Coil Loud-Speaker. Tuning dial calibrated in wavelengths. Sockets for Gramophone Pick-Up.

### WAVELENGTHS

- (1) 200-550 metres.
- (2) 850-1,900 metres.

Single switch changes from high to low waveband. Weight 20 lbs. Price D.C. or A.C. £22 . 10 . 0. (For 25 cycle A.C. Mains £25 . 0 . 0.)

### MODEL 312

Two Valves. Detector and Pentode.

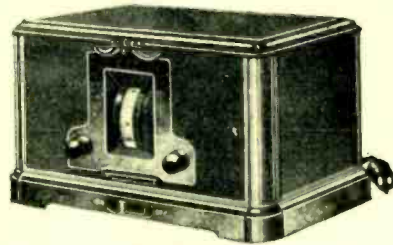
*Outstanding Features*

Indoor aerial may be used. An exceptional degree of selectivity can be achieved and varied at will. Sockets for Gramophone Pick-Up. Single knob tuning control.

### WAVELENGTHS

- (1) 200-550 metres.
- (2) 1,000-1,900 metres.

Single switch changes from high to low waveband. Weight 15 lbs. Price D.C. or A.C. £14 . 10 . 0. (For 25 cycle A.C. Mains £16 . 0 . 0.)



Model 312.

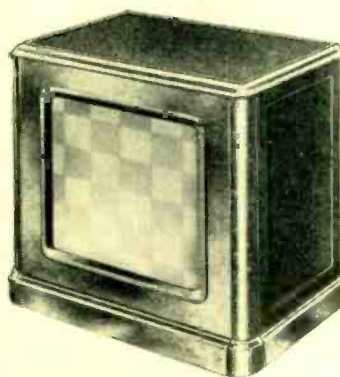


## “EKCO” LOUD-SPEAKERS.

The models described are housed in handsome moulded tenacit bakelite cabinets in shades of dark jade, dark mahogany and medium oak to match receiver models 312 and 313, making a harmonious combination. Speaker rests on top of model 313, model 312 fitting on top of Loud-speaker.

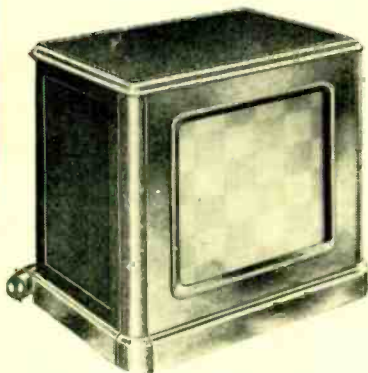
### “EKCONE” MODEL L.S.1 CONE LOUD-SPEAKER.

An excellent Cone Speaker employing balanced armature movement. Specially designed for use with 312 Receiver, but can be used equally successfully with Model 313. The quality of reproduction is the best that can be obtained with any Loud-speaker other than a Moving Coil.



Price £4 . 10 . 0

### “EKCOIL” MODEL L.S.2 MOVING-COIL LOUD-SPEAKER.



This Loud-speaker incorporates a Moving-Coil action of the very latest type. Designed to give the finest reproduction with Receivers 313 and 312. The current for the field magnet is supplied from the electric mains. The correct input transformer is built into the Loud-speaker, and the impedance can be adjusted to suit different conditions and different output valves by means of alternative sockets. Faithful reproduction is given over

the whole musical scale. Speech is clear and free from “boom.” This Loud-speaker handles ample volume for home use.

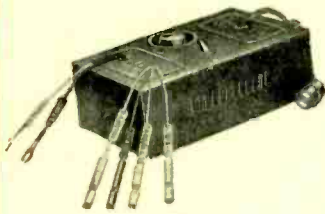
Price D.C. £8 . 12 . 6

A.C. £11 . 0 . 0

(The A.C. model can be supplied for use on 25 cycle mains without extra charge.)



## "ECKO" ALL-POWER SUPPLY UNITS



A.C. CP1.  
Size 9 × 5 × 3½

Comprising Models CP1 and C2A for A.C. Mains and Model C2B for D.C. Mains. Eliminate all batteries and accumulators by providing the complete H.T., L.T. and G.B. supply for Radio Sets. Simple to install as an H.T. Unit. No alteration necessary to existing wiring of the Receiver and no valves or lamps employed. Westinghouse Rectification is incorporated under licence for A.C. Models, both for H.T. and L.T.

### Combined H.T. and L.T. Charger for A.C. Mains

Eliminates H.T. Batteries and keeps L.T. Accumulator fully charged—fits into any type of Portable and for use with all types of Receivers up to 5 valves consuming up to 20 m/a.

### H.T. Output Tappings

S.G. 60-80 volts for Screen of Screened Grid Valves. 0-120 volts variable between 0 and 120 volts and any current from 1-6 m/a. approx. supplying exact voltage required for Detector Valve.

120/150 volts. Output from this tapping can be reduced to 100 volts by special plug and two sockets, thus making it suitable for sets not requiring more than 100 volts.

Made for A.C. Mains voltages: (a) 200-250v. 40-100 cycles. (b) 100-120v. 40-100 cycles

Price £6 . 0 . 0



A.C. C2A.  
Size 11¼ × 9¼ × 5½

### A.C. Model C2A provides

- (a) H.T., 3 tappings of. S.G. for H.T. supply to S.G. Valves. 60 and 120/150.V. Output 20 m/a.
- (b) L.T. 2-6 volts from .2 amp. min. to .5 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed .5 amp.
- (c) G.B., 5 tappings up to 12 volts.

Price £10 . 17 . 6



D.C. C2B.  
Size 11¼ × 9¼ × 5½

### D.C. Model C2B provides

- (a) H.T., 4 voltage tappings of. S.G. for H.T. supply to S.G. Valves. 60, 120/150, 170.V. Output 25 m/a.
- (b) 2-6 volts from .2 amp. min. to .4 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed .4 amps.
- (c) G.B., 5 tappings up to 12 volts.

Price £6 . 17 . 6





# ALL-POWER UNITS.

**"Build-in" All-Power Unit.** Model ACV for A.C. Valves. Specially designed to appeal to Manufacturers and to Home Constructors. The Manufacturer and Home Constructor is provided with a compact unit, which when built in as a component part of the set makes it All-Electric. The "Power" section is kept apart from the receiver circuit, ensuring ease and simplicity of assembly.

**Specification**

- Output L.T. (Raw A.C.).
  - 4 volts at from 2-4 amp. for indirectly heated valves.
  - 6 volts at .25 to 1 amp. for directly heated valves.
- H.T. (smoothed).
  - 150 volts at 30 milliamperes.
  - 80 volts for S.G. Valves at .5 to 1.5 m/a.
- G.B. 1½, 3, 6, 9, and 15 volts.

Westinghouse Rectification is utilised on the voltage doubling principle. Lugs are fitted to the case so that it can be secured to the Receiver. Soldering tags are affixed to bakelite panels for making connections. Although L.T. windings are connected to common centre tapping, facilities are provided for using a potentiometer if necessary. **Price £6. 0. 0.**



A.C.V.  
Size 9" x 7½" x 4½"

**Control Unit.** A standard auxiliary to the model ACV and embodies all resistances and condensers to give two lower values of H.T. and G.B. Consequently by the use of both units the set need not include anything but the ordinary receiver components. **Price £1. 5. 0**



Control Unit.  
Size 4½" x 2½" x 2½"

**All-Power Unit A.C. Model C1A provides**

- (a) H.T. 4 voltage tapings of.
  - S.G. for H.T. supply to S.G. Valves.
  - 0-120 variable. 120/150 and Power.
  - Output 60 m/a.
- (b) L.T. 2-6 volts from .3 amp. min. to 1 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed 1 amp.
- (c) G.B. 7 tapings up to 21 volts. **Price £17. 15. 0.**



A.C. C1A.  
Size 12½" x 12" x 5½"



# H.T. UNITS.



2F.10 D.C.  
Size 5½ × 3½ × 2½



2A.10 A.C.  
Size 7½ × 6½ × 4½



3F.20 A.C.  
Size 7½ × 6½ × 4½



3F.20 D.C.  
Size 5½ × 3 × 2½



1V.20 D.C.  
Size 7½ × 3½ × 3½

## Ten Milliampere Range.

Suitable for 1-3 valve sets or those requiring not more than 10 milliamperes.

### Model 2F.10 D.C. and Model 2A.10 A.C.

2 voltage tapings :  
60 volts at 2 m/a. approx.  
120 volts at 8 m/a. approx.

Note.—If the 60-volt tapping is not used, 120 volts at 10 m/a. can be obtained from 120 tapping.

Price, D.C. . . . . £1 . 9 . 6  
Price, A.C. . . . . £3 . 10 . 0

## Twenty Milliampere Range

Suitable for 1-5 valve sets or those requiring not more than 20 milliamperes.

### Models 3F.20 D.C. and 3F.20 A.C.

3 voltage tapings :  
S.G. 60-80 volts for screen of S.G. Valves.  
60; 60 volts at approx. 3 m/a.  
120/150; 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

Note.—If the 60-volt tapping is not used, then 120 volts at 18/19 m/a. or 150 volts at 12 m/a. can be obtained from the 120/150 tapping.

Price, D.C. . . . . £1 . 17 . 6  
Price, A.C. . . . . £3 . 19 . 6

## Twenty Milliampere Range

D.C. Model 1V.20. Recommended for use with all Portable Sets.

3 voltage tapings.  
S.G. 60-80 volts for screen of S.G. Valves.  
0-120: Variable between 0 and 120 volts at any current from 1-6 m/a. approx.  
120/150: 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

Price . . . . . £2 . 10 . 0



# H.T. UNITS.

**A.C. Model 1V.20.** Recommended for Portable Sets and all receivers requiring not more than 20 m/a.

3 voltage tapplings.

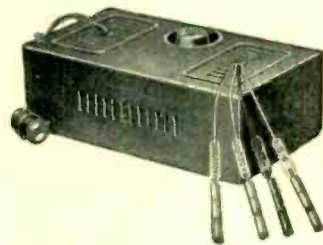
S.G. 60-80 volts for screen of S.C. Valves.

0-120: Variable between 0-120 volts at current from 1 to 6 m/a. approx.

120/150: 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

By special plug and two sockets the output from this tapping can be reduced to 100 volts.

Price £4. 12. 6



1V.20 A.C.  
Size 9x5x3 1/2

## Thirty Milliampere Range

Suitable for multi-valve sets, or those not requiring more than 30 milliamperes.

**Model 1V.30 D.C. and 1V.30 A.C.**

4 voltage tapplings.

S.G. 60-80 volts for screen of S.G. Valve.

0-120: Variable between 0-120 volts at any current from 1-6 m/a. approx.

120-150: 120 volts at 5 1/2 m/a. or up to 150 volts at 2 1/2 m/a.

150-170: 150 volts at 25 m/a. or up to 170 volts at 20 m/a.

Total output of Unit: 30 m/a. at 150 volts.  
25 m/a. at 170 volts.

Model 1V.30 D.C. £2. 19. 6    1V.30 A.C. £5. 15. 0



1V.30 A.C.  
Size 11 1/2 x 8 x 4 1/2



1V.30 D.C.  
Size 7 1/2 x 6 1/2 x 4 1/2

## Sixty Milliampere Range

**Model 4T.60 D.C. and 4A.60 A.C.**

4 voltage tapplings.

S.G. 60-80 volts for screen of S.G. Valves.

0-120: Variable between 0-120 volts at any current from 1-14 m/a. approx.

120-150: 120 volts at 16 m/a. up to 150 volts at 11 m/a.

Power: 200 volts at 25 m/a. or up to  
175 volts at 31 m/a. or up to  
150 volts at 50 m/a.

Model 4T.60 D.C. £3. 15. 0    Model 4A.60 A.C. £8. 10. 0



4T.60 D.C.  
Size 9 1/2 x 5 1/2 x 4



4A.60 A.C.  
Size 11 1/2 x 9 1/2 x 5 1/2



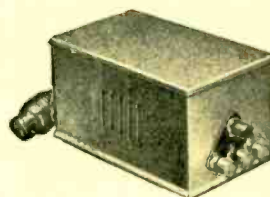
## OTHER UNITS.

### Trickle Charger.

**MODEL T.500 A.C.** Charges 2, 4 or 6 volt accumulators at  $\frac{1}{2}$  amp. continuously from A.C. Mains and may be utilised for exciting the field of moving-coil Loud-speakers (6v. .5 amp. type) direct from A.C. Mains without use of an accumulator of any description.

Charging cost approximates to 80 hours for 6d. with electricity at 6d. per unit. It is self-contained and includes a sturdy step-down transformer with highly insulated windings. State mains voltage when ordering.

**Price £2 . 12 . 6**



T.500  
Size  $7\frac{1}{2} \times 4\frac{1}{2} \times 4\frac{1}{2}$ .

### Rectifier Unit

**Model RA.20.** Enables D.C. High Tension Units of an output up to 20 m/a to be used on A.C. Mains. This unit therefore prevents a D.C. unit becoming useless when a D.C. supply is changed to A.C., or when an owner of a D.C. unit removes to an A.C. district.

**Price £3 . 10 . 6**

Rectifier Units with an output of more than 20 m/a supplied specially to order.



RA.20.  
Size  $7\frac{1}{2} \times 6\frac{1}{2} \times 4\frac{1}{2}$



## OTHER UNITS



MODEL L.T.1 A.C.  
Size 11½ x 8 x 4½

### L.T. Unit for A.C. Mains

Model L.T.1 A.C. Provides L.T. current only from A.C. Mains for 2, 4 to 6 volt valves up to 1 amp. No alteration necessary to Receivers.

This Unit is also most suitable for use in conjunction with an A.C. H.T. Unit as a socket is provided, into which can be plunged the adaptor of an H.T. Unit. A switch is fitted on this L.T. Unit, which then controls both the H.T. and L.T. supply.

Provides 2-6 volts from .3 amp. min. to 1 amp. max. Suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed 1 amp.

Price £8 . 15 . 0

### Isolating Transformer

Model I.Tr. A double-wound transformer of 1-1 ratio for isolating the Loud-speaker or telephones from a receiver where a Power Supply Unit is used.

This component, connected between the output terminals of the Receivers and the Loud-speaker or 'phones, prevents any possibility of receiving a shock from the Loud-speaker, 'phones or wires connecting them.



MODEL I.Tr.  
Size 3½ x 3½ x 2½

Price 15/-



# SALES AIDS

1. **EKCO** ALL-ELECTRIC RADIO RECEIVERS AND POWER SUPPLY UNITS. *Run your PORTABLE from the electric supply. Plug in - That's all!*

2. **EKCO** YOU MAY KNOW THIS MAN OF SHEFFIELD. **EKCO** ELECTRIC RADIO RECEIVERS AND POWER SUPPLY UNITS.

3. **EKCO** Monument of experience & efficiency lies behind... Ekco-Electric Radio.

4. **EKCO** ALL-ELECTRIC RADIO RECEIVERS & POWER UNITS. *For leisure hours pay the leisurely way! ON EASY MONTHLY PAYMENTS.*

5. **EKCO** and you're in the lead. *Plug in - That's all!*

6. **EKCO** ELECTRIC RADIO RECEIVERS AND POWER SUPPLY UNITS. *Plug in - That's all!*

7. **EKCO** MODEL PRICE. **EKCO** ON EASY PAYMENTS. **EKCO** ELECTRIC RADIO.

8. **EKCO** Reflections in Harmony. *OVER TWO YEARS.*

9. **EKCO** ON EASY PAYMENTS. **EKCO** RADIO POWER SUPPLY. *Plug in - That's all!*

10. **EKCO** ELECTRIC RADIO RECEIVERS AND POWER SUPPLY UNITS. *ON EASY PAYMENTS COVER THE FULL PRICE.*

# LITERATURE.



## SALES-AIDS

Your shop window is of vital importance in creating sales. At a recent Publicity Convention the proprietor of a chain of retail stores stated that a well-dressed, attractive window added 20 per cent. to his turnover. One certain way to make your window bring this extra 20 per cent. is to display the 1930/31 range of "EKCO" Sales-Aids. Its keynote is "Brighter and Better Windows."

Sales-Aids, as numbered on the opposite page, are as follows:—

**No. 2. Crown Bill**, 20 in. by 15 in., strong simple colouring, under the headline of "You know this man of . . ." We overprint the name of the town in which your shop is situated and an unsolicited testimonial received from a local "Ekco" Set owner. A very forceful sales-aid that brings splendid results.

**No. 3. Double Crown Bill**, 30 in. by 20 in., picturing "Ekco" Products with full details as to prices, etc. In the background is shown the new "Ekco" factory. A compelling bill that is in great demand.

**No. 4. Streamer**, 35 in. by 7½ in., in green and black, on "Ekco" Portable Units. An unusual and very modern design giving all particulars.

**No. 5. Streamer**, 35 in. by 7½ in., indicating that "Ekco" Products are available on Easy Payments, under the intriguing headline of "For leisure hours pay the leisurely way."

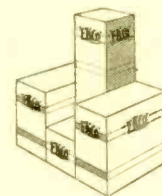
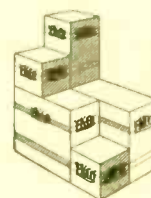
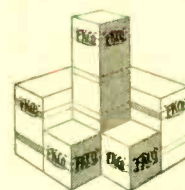
**No. 6. Name Card**, 9 in. by 6 in., neat, compelling and telling what the name "Ekco" stands for.

**No. 7. Price Card**, 6 in. by 6 in., designed to match harmoniously with "Ekco" Products and Window Displays. A symmetrical card which will appeal to every Dealer.

**Nos. 8 & 9. Matched Showcards**, 28 in. high by 7 in. No. 8 is on Sets and No. 9 on Units. A new idea in showcard presentation. Unusual in shape. Rich in colourings with an atmosphere of genuine quality.

**No. 10. Cut-out**, 28 in. wide by 24 in., on Sets. A dominant Cut-out, in bright colourings. Designed especially to enable the small Dealer to build up regular returns on "Ekco" Sets.

"Ekco" literature, as shown above, is standard in design and shape, 5½ in. by 3½ in. In all there are five Folders, three on Units, H.T. (No. 11), Portable (No. 12), All Power (No. 13). These are produced in two colourings, green and black. One on Sets (No. 14). This is beautifully printed in three colour half-tone showing the harmonious colourings of the "Ekco" Sets. Every Folder has on its back page a cross-reference to other "Ekco" Products so that the reader is at all times acquainted with the full range. Also on the back page is ample room for the overprinting of your name, address and telephone number. **See that you write to the Publicity Department for a full range of these unrivalled Sales-Aids and literature!**



## WINDOW DISPLAY.

Strong! Striking! Selling! This window display is both unique and original. Easily and quickly fitted in twenty minutes. Adaptable to any size or shaped window in a number of different ways. Its colourings of orange, black and silver are designed in perfect harmony and create an impression of good taste and good goods.

You will readily see how easy it is to arrange different displays.

The measurements of the boxes are as follows:—

Tall centre box, 46 in. high, 11½ in. wide and 11½ in. deep.

Larger side box (in orange), 23 in. high by 23 in. wide by 11½ in. deep.

Smaller side box (silver), 11½ in. by 11½ in. by 11½ in.

Therefore, adapting a minimum size display with three pieces only, height would be 46 in. and maximum width not more than 58 in. A full size display of the five boxes could be arranged in a maximum width of 81 in. and the same height of 46 in.

As the display is yours to keep, and as the boxes are readily collapsible and take up very little storage place, you can feature another display at a later date. Full instructions are given with each display.

Above are shown alternative Window Displays. Reading from top to bottom these measure:

5 pieces.  
Height 46 in.  
Width 58 in.  
Depth 18 in.

5 pieces.  
Height 46 in.  
Width 52 in.  
Depth 40 in.

4 pieces.  
Height 46 in.  
Width 46 in.  
Depth 22 in.

The Main Display is comprised of 5 pieces. Height 46 in., Width 62 in., Depth 33 in. Note the tonal effect and the impression of quality that it gives to your window.





# PRESS AND PUBLIC OPINIONS

## Press

### Sunday Graphic.

"All-Electric Set that does away with worry. . . . Tuning made easy. . . . selectivity very good."

### Daily Express.

"Station-finding made easy. . . . Numerous stations brought in without difficulty and without a shadow of interference."

### Wireless Magazine.

"We consider this set an excellent example of an all-electric set giving all the advantages of mains working without undue expense."

### Daily News.

"Tuning is simplicity itself."

### The Music Dealer.

"Excellent value for money."

### Newcastle Evening World.

"Marvellous capabilities. . . . the most compact all-mains set I have had."

### Bristol Evening Times.

"All-round excellence. . . . Purity leaves nothing to be desired. I recommend this set to those who are seeking an all-mains receiver."

### Western Mail.

"Knife-like selectivity, clarity of tone and powerful volume."

### Amateur Wireless.

"As a value-for-money this all-electric set is a great credit to the maker."

### People.

"Extremely simple to operate. I can honestly recommend it."

### Phono Record.

"Messrs. E. K. Cole, Ltd., are to be congratulated on their All-Power Units."

### Music Seller.

1V.20 A.C. "Silent output—neat and compact, and works well."

### Wireless Magazine.

T.500. "This Trickle Charger gave very good results."

C2A. D.C. "Absolutely hum-free. . . . It can be thoroughly recommended."

### Reynolds.

1V.20 A.C. "Gives pure, direct current very smoothly—I can find no fault in this model."

### Broadcaster.

C1A. A.C. "Smoothing is excellent—an excellent little production."

### Birmingham Mail.

CPI. A.C. "Very neat and compact—easy to slip into a portable—very satisfactory performance—reception smooth without hum."

### Manchester Evening Chronicle.

1V.20 A.C. "Smooth and steady control—no trace of 'motor-boating'—total absence of hum—output steady and constant—quality of reproduction excellent."

## Public

### F. W. F. (N.3).

"I am extremely pleased with this Set. . . . The results are amazing."

### C. F. B. H. (S.E.9).

"I am more than satisfied with its performance. . . . I shall not hesitate to recommend it to my friends."

### H. B. (Stockport).

"What a good Set you have produced! My sister, after only five minutes' instruction, brought in 18 stations clearly."

### L. V. B. (Birmingham).

"We have had splendid reception, although we have had no previous experience of loud-speaker sets."

### H. L. M. (Hull).

"The results far surpass my expectations. . . . I shall recommend the 'EKCO' wherever possible. . . . It is a source of much pleasure in my home."

### J. C. N. (Portsmouth).

"I must write to tell you how pleased I am with my Set. It is a great pleasure to listen to. . . . I find no difficulty in receiving any station I wish to hear. . . ."

### W. D. M. (Parkstone).

"I am delighted with my Set. The interest you take in satisfying your customers is very satisfactory. . . . We think the 'EKCO' is marvellous."

### A. C. (N.2).

"I am very pleased with the S.G.P.3 Receiver. With no aerial, no earth and no reaction, the two Brookman's Park transmissions can be received with great purity."

### G. H. (Chopwell, Co. Durham).

"I have enjoyed great satisfaction from your H.T. Unit. Volume and range have increased. . . . absolute purity of reception. I have recommended your Unit to my friends."

### E. J. W. (Leeds).

"I feel I must congratulate you on your excellent H.T. Unit."

### H. G. (Bristol).

"May I offer my congratulations for such a highly satisfactory Unit?"

### W. B. (Portsmouth).

"I am very pleased with the results. . . . I have no mains hum whatever, and get absolutely good reception."

### A. B. (Hyde).

"The Unit is perfectly silent and safe in working. . . . I am perfectly satisfied with it."

### G. H. P. (Southey, Sheffield).

"The difference the Unit has made is wonderful. I defy anyone to hear the faintest whisper of hum. . . . I am recommending it to all my friends."



## SUMMARY OF "EKCO" PRODUCTS

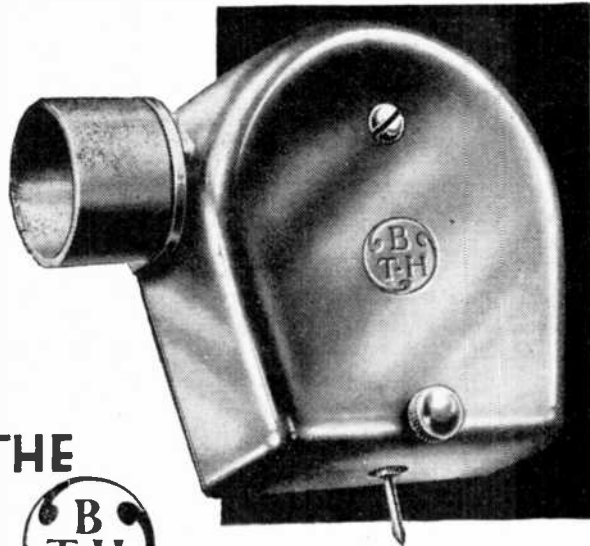
WITH PARTICULARS OF DEFERRED PAYMENTS

ONE YEAR. TWO YEARS.

"EKCO" Device Model No.	Cash Price	ONE YEAR.		TWO YEARS.	
		Initial Payment	Anc 11 Monthly Payments of	Initial Payment	And 23 Monthly Payments of
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
<b>"EKCO-LECTRIC" RECEIVER.</b>					
312 . . . . .	14 10 0	1 5 6	1 6 4	2 3 6	0 12 7
313 . . . . .	22 10 0	1 19 6	2 0 11	2 7 6	0 19 7
<b>LOUD-SPEAKERS.</b>					
LS.1 "EKCO" . . . . .	4 10 0	0 8 0	0 8 2	—	—
LS.2 D.C. "EKCOIL" . . . . .	8 12 6	0 15 0	0 15 8	—	—
LS.2 A.C. "EKCOIL" . . . . .	11 0 0	0 19 3	1 0 0	—	—
<b>RECEIVERS AND LOUD-SPEAKERS.</b>					
"EKCO" 312 & LS.1 . . . . .	19 0 0	1 13 3	1 14 7	2 17 0	0 16 6
312 & LS.2 D.C. . . . .	23 2 6	2 0 6	2 2 1	3 9 6	1 0 1
312 & LS.2 A.C. . . . .	25 10 0	2 4 9	2 6 4	3 16 6	1 2 2
"EKCO" 313 & LS.1 . . . . .	27 0 0	2 7 3	2 9 1	4 1 0	1 3 6
313 & LS.2 D.C. . . . .	31 2 6	2 14 6	2 16 7	4 13 6	1 7 1
313 & LS.2 A.C. . . . .	33 10 0	2 18 9	3 0 11	5 0 6	1 9 2
<b>H.T. UNITS.</b>					
2F.10 D.C. . . . .	1 9 6	—	—	—	—
2A.10 A.C. . . . .	3 10 0	0 6 3	0 6 5	—	—
3F.20 D.C. . . . .	1 17 6	—	—	—	—
3F.20 A.C. . . . .	3 19 6	0 7 0	0 7 4	—	—
1V.20 D.C. } Portable . . . . .	2 10 0	0 6 0	0 4 7	—	—
1V.20 A.C. . . . .	4 12 6	0 8 0	0 8 5	—	—
1V.30 D.C. . . . .	2 19 6	0 6 0	0 5 5	—	—
1V.30 A.C. . . . .	5 15 0	0 10 0	0 10 6	—	—
4T.60 D.C. . . . .	3 15 0	0 6 6	0 6 10	—	—
4A.60 A.C. . . . .	8 10 0	0 15 0	0 15 6	—	—
<b>ALL-POWER UNITS.</b>					
C1.A A.C. . . . .	17 15 0	1 11 0	1 12 4	—	—
C2.B D.C. . . . .	6 17 6	0 12 0	0 12 6	—	—
C2.A A.C. . . . .	10 17 6	0 19 0	0 19 9	—	—
A.C.V. "Build In" . . . . .	6 0 0	0 10 6	0 10 11	—	—
Control Unit . . . . .	1 5 0	—	—	—	—
A.C.V. "Build In"—with Control Unit . . . . .	7 5 0	0 12 9	0 13 2	—	—
CP.1 Portable . . . . .	6 0 0	0 10 6	0 10 11	—	—
<b>L.T. UNIT</b>					
LT.1 A.C. . . . .	8 15 0	0 15 4	0 15 10	—	—
<b>RECTIFIER UNIT.</b>					
RA.20 . . . . .	3 10 6	0 6 3	0 6 5	—	—
<b>TRICKLE CHARGER.</b>					
T.500 . . . . .	2 12 6	0 6 0	0 4 9	—	—
<b>ISOLATING TRANSFORMER.</b>					
I/Tr . . . . .	0 15 0	—	—	—	—



# 4 reasons why you should sell



THE

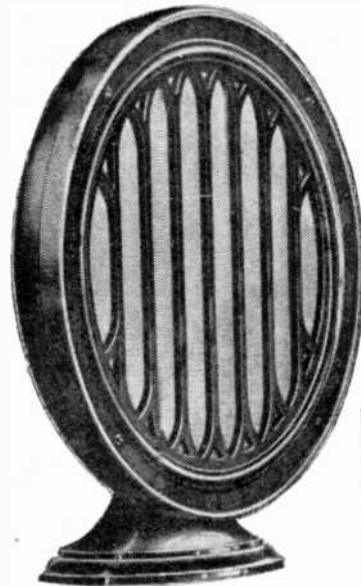


## PICK-UP and ADAPTOR

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

**PRICE 27/6 COMPLETE**

# If your customers listen-in more



**PRICE**  
**£3**

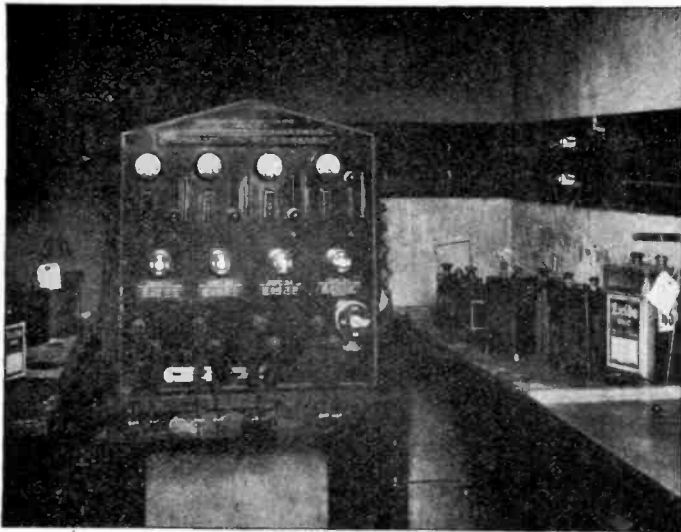
If your customers listen-in more often it means more business for you. More valves and more batteries will be used and they will take a greater interest in their sets. Sell them B.T.H. Cones and they'll want to listen from the time the programmes start until Big Ben strikes midnight.

# B.T.H. CONE



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

# EDISWAN



A Westinghouse 4-circuit charging set, Type R.G.C.I. in service at the Sundridge Park Service Station, Bromley.

This charger will deal with nearly a thousand batteries a week. It has no valves, electrolytes or moving parts—nothing requiring periodical replacement. It makes no noise and requires no attention.

Price, ready for use, for standard voltages and frequencies, £40 nett (Carriage Paid in British Isles).

## The Correct Charging Rate

for Car starter batteries and also for Wireless batteries—both high and low tension

is always at hand in a



MULTI-CIRCUIT

## CHARGING SET

FOR A.C. MAINS.

Send for Leaflet S.F.11e5.

THE WESTINGHOUSE BRAKE AND  
SAXBY SIGNAL CO., LTD.,  
81 York Road, King's Cross, London, N.1

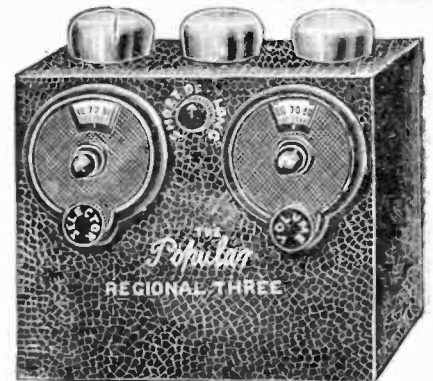
# THE POPULAR SERIES OF WIRELESS RECEIVERS MAY NOW BE SOLD ON DEFERRED TERMS

## 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

# THE PORTABLE OF THE SEASON

The *NEW*

# Geisha

No. 3.

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

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

PATENT STARTING AND  
STOPPING MOVEMENT.

CARRIES EIGHT 10" RE-  
CORDS IN DETACHABLE  
ALBUM.

PATENT SELF-CLOSING  
NEEDLE CUP.



RETAIL PRICE . . . .

## £3/10/-

*Subject to usual Trade Discount.*

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

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

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



# FORGING AHEAD

You know, from the figures in your own books, how Decca Records are forging ahead. Every month adds to the Decca reputation, every month sees Decca sales up still higher. It is only to be expected. It is the logical result of the policy to which Decca have steadily adhered — to provide the gramophone public with

## THE MUSICAL BEST AT THE LOWEST POSSIBLE PRICE.

In pursuit of this object, Decca are always seeking new ideas and new artists. This month, for example, they commence two new series. Opera; not in "snippets" but in carefully chosen, faithful transcriptions of the most popular and appealing passages. The first is *Wotan's Farewe'l.* Wagner lovers will be crowding to hear it on two 12-inch records at the unprecedented price of 3/6 each. And it is only the first of a series entitled

## "GLIMPSES OF THE GREAT OPERAS"

At the other extreme, for the really enthusiastic "jazz fan" Decca are providing another series.

## "CLASSICS OF JAZZ"

Spike Hughes, ever go-ahead, is going to take the popular favourites of a few years back and bring them into line with modern ideas of rhythm and "hot" style. These are sure to go with a bang, and look out specially for the clarinet chorus in the first of the series, KALUA from "The Cabaret Girl."

# DECCA

SUPREME RECORDS

THE DECCA RECORD CO. LTD., 1-3 BRIXTON ROAD, LONDON, S.W.9.



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




**VOLUME CONTROL**



With 4 Terminals or plug-in type.  
In brown or black bakelite.  
Retail Price **7/-** each

**4-PIN VALVE HOLDER**



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

**SWITCH (2-pole change-over)**



Anti-capacity guaranteed. Practical Mounting with large terminals.  
Retail Price 5/- each.  
Made also in 3, 4, and 5

**HIGH RESISTANCE**



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

**5-PIN VALVE HOLDER**

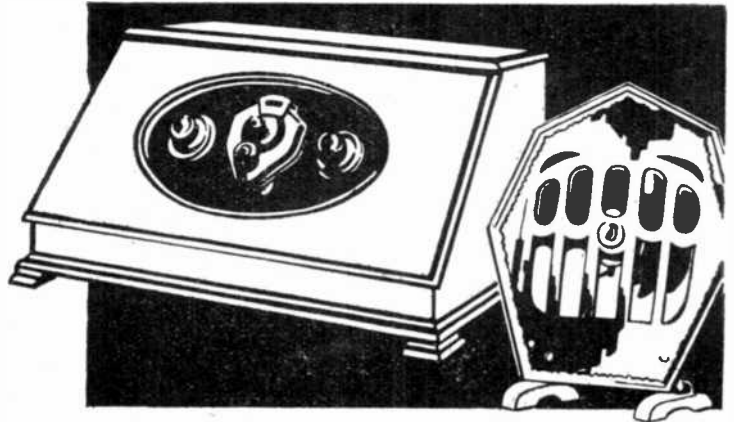


Retail Price 10d. each.  
Do. with Insulated Pins  
Retail Price 1/3 each

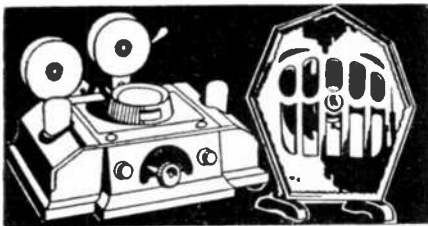
ALL ARTICLES FIRST-CLASS BAKELITE AND FULLY GUARANTEED.  
MANUFACTURER:  
**NEDERLANDSCHE APPARATENFABRIEK "NAFA"**  
1e SCHINKELSTRAAT 30, AMSTERDAM.

ONLY WHOLESALERS AND MANUFACTURERS SUPPLIED.  
For trade discount and particulars apply Sole Agent for the  
United Kingdom:  
**E. ENDERLEIN** 18 CHARTERHOUSE STREET,  
LONDON, E.C.1

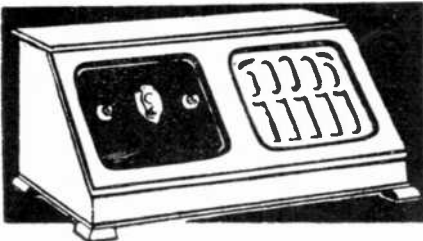
# BROWNIE deferred payment sales mean



# immediate cash profits



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



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

## BROWNIE VALUE IS PROOF AGAINST SEASONAL TRADE DEPRESSION

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



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

# Display **BROWNIE**

Write for striking window bill in colours to:

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

# Let your customers hear GOODSON WHITE DANCE RECORDS

Goodson Records possess so many distinct advantages over ordinary records that you only need to tell your customers these facts in order to ensure greatly increased sales.

## and they will buy them!

Write for  
**FREE**  
DISPLAY  
MATERIAL  
to:—

**GOODSON GRAMOPHONE RECORD CO. LTD.**  
12, Old Burlington Street, London, W.1.  
Telephone: Gerrard 1452-1453. Regent 4685.

**GOODSON RECORDS—**  
are unbreakable, pliable, and feather-weight.  
They are non-flam.  
They reproduce perfectly music played by the world's best dance bands.  
They are portable.

—AND THEY COST ONLY

# 1/9

10 inch  
DOUBLE-SIDED

### AUGUST HITS ON GOODSON

SINGING A SONG TO THE STARS  
LOVE ME

I'M IN THE MARKET FOR YOU  
SOMEBODY ELSE WILL TAKE MY PLACE

DREAM LOVER  
A SHADY NOOK, A BABBLING BROOK AND YOU

JUST LIKE IN A STORY BOOK  
THE WINDING ROAD THAT LEADS TO HOME

SLEEPING BEAUTY WALTZ  
DANCING DOLL

PEER GYNT  
SPRING SONG

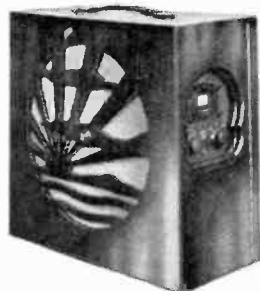


C.F.H. 13

## BIG SELLERS RIGHT AHEAD OF THEIR CLASS

### The Pye Portable

The old favourite with an unchallengeable reputation! Completely portable, entirely self-contained, incorporating a five-valve receiver, loud speaker, frame aerial, valves and batteries.



**£19-19-0**  
**RETAIL**

Complete with valves, batteries, royalties, concealed turntable and protective travelling cover.

### The Pye All-Electric Three



**£25-0-0**  
**RETAIL**

The big advance in All - Electric Radio. Highly selective, amazingly powerful, reliable always and employing no batteries whatsoever —all the power being taken from the ordinary house A.C. mains.

Complete with full mains equipment, special mains valves and royalties.

Order for immediate delivery from

## L.E.S. DISTRIBUTORS, LTD.

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



# HOW TO MAKE BIG PROFITS ON ELIMINATOR SALES!

## 30% + 10%

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



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

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

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

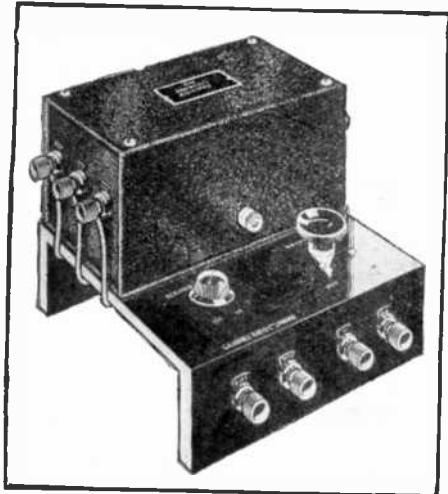
There is big advertising behind the sales of Lissen Eliminators—advertising that makes Lissen the easiest popular-priced eliminator for you to sell.

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

# LISSEN

## ELIMINATORS PLUS BIG ADVERTISING THAT CREATES DEMAND

LISSEN LTD Worple Rd. Isleworth Middlesex



YOU CAN HAVE  
the wonderful  
**NOVOTONE**

and attract new custom by  
demonstrating the only way  
of reproducing records with  
"AMAZING REALISM"  
Vide: "Music Trades Review"

## ADD YOUR NAME

to the lists of demonstrators and get the  
Free Sales Aid that results from our  
publishing your name and address in  
our advertisements to the public. See:

JULY 18. JULY 26. AUGUST 2.  
"World Radio" "Amateur Wireless" "Popular Wireless"

## SPECIAL NOVOTONE DEMONSTRATION OFFER

We will send you a specially mounted demon-  
stration model complete with change-over  
switch, brilliance control and resistance for the

**SPECIAL PRICE OF £3 - 10 - 0 NET**

Get in touch with us now.  
Add your name to our list.

**GAMBRELL RADIO LTD.**  
6, Buckingham Street, Strand, London, W.C.2

**THERE'S** **£8"6"8** **★**  
**FOR YOU**

**EVERY TIME YOU SELL A DUBILIER SET**



RETAIL PRICE:  
A.C. or D.C. £25

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

**DUBILIER**  
ALLELECTRICRADIO

Our generous hire purchase terms  
make this set ridiculously easy to sell  
—and once you have the order you  
get your profit immediately. You  
have no servicing to worry about and  
once a Dubilier all-electric set is sold  
it stays sold.

# Why - THE A.C. PEN MEANS BETTER AND

# STRONGER SIGNALS!

The Mazda A.C. Pentode is the most sensitive output valve in existence, the required grid swing being only 10 volts, while the output will work a moving coil loud speaker at a considerable volume without distortion. It also has an extremely large output in the upper register, thus compensating for high-note loss in the average amplifier, and enabling a high-note filter to be used, providing a readily adjustable tone control.

Its indirectly heated cathode entirely eliminates hum and the valve is therefore a distinct advance in the design of pentodes for use in all-mains sets.

The A.C./Pen together with the A.C./P. form an admirable combination for use with Radio Gramophones.

NEW  
REDUCED  
PRICE  
27'6



## THE AMAZING

# MAZDA

## RADIO VALVES

### CHARACTERISTICS

Filament volts -	-	-	-	-	4.0
Filament amps (approx.) -	-	-	-	-	1.0
Anode volts (max.) -	-	-	-	-	250
Auxiliary Grid volts (max.) -	-	-	-	-	200
Mutual A.C. conductance (mA/V) -	-	-	-	-	2.2



THE EDISON SWAN ELECTRIC CO., LTD.  
Incorporating the Wiring Supplies, Lighting Engineering, Refrigeration and Radio Business of The British Thomson-Houston Co., Ltd.

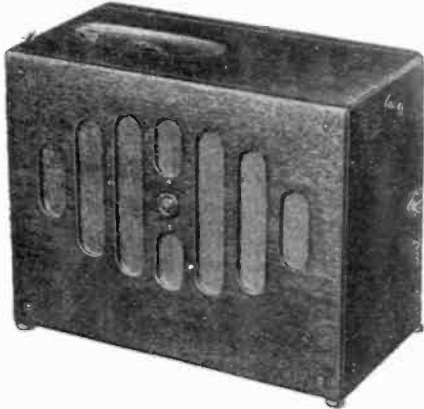
Radio Division:  
1a Newman Street, Oxford Street, W.1  
Showrooms in all the Principal Towns

# EDISWAN

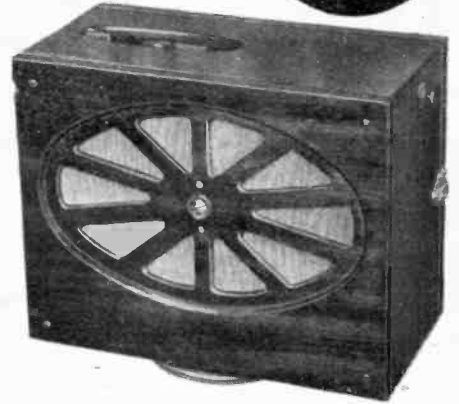


# Profitable Portables

at sensationally reduced prices



A SURE fillip to your summer sales — NATIONAL and SYMPHONY portables. At greatly reduced prices now setting the highest standard in radio. Get your share of the big business they are bringing to stockists throughout the country—we will back you by thorough and expert service.



## NATIONAL & SYMPHONY

### 5 VALVE PORTABLES

The Premier Pair of the Radio World

*Write to-day for particulars and trade terms to:*

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

REGISTERED **STALLOY** BRAND

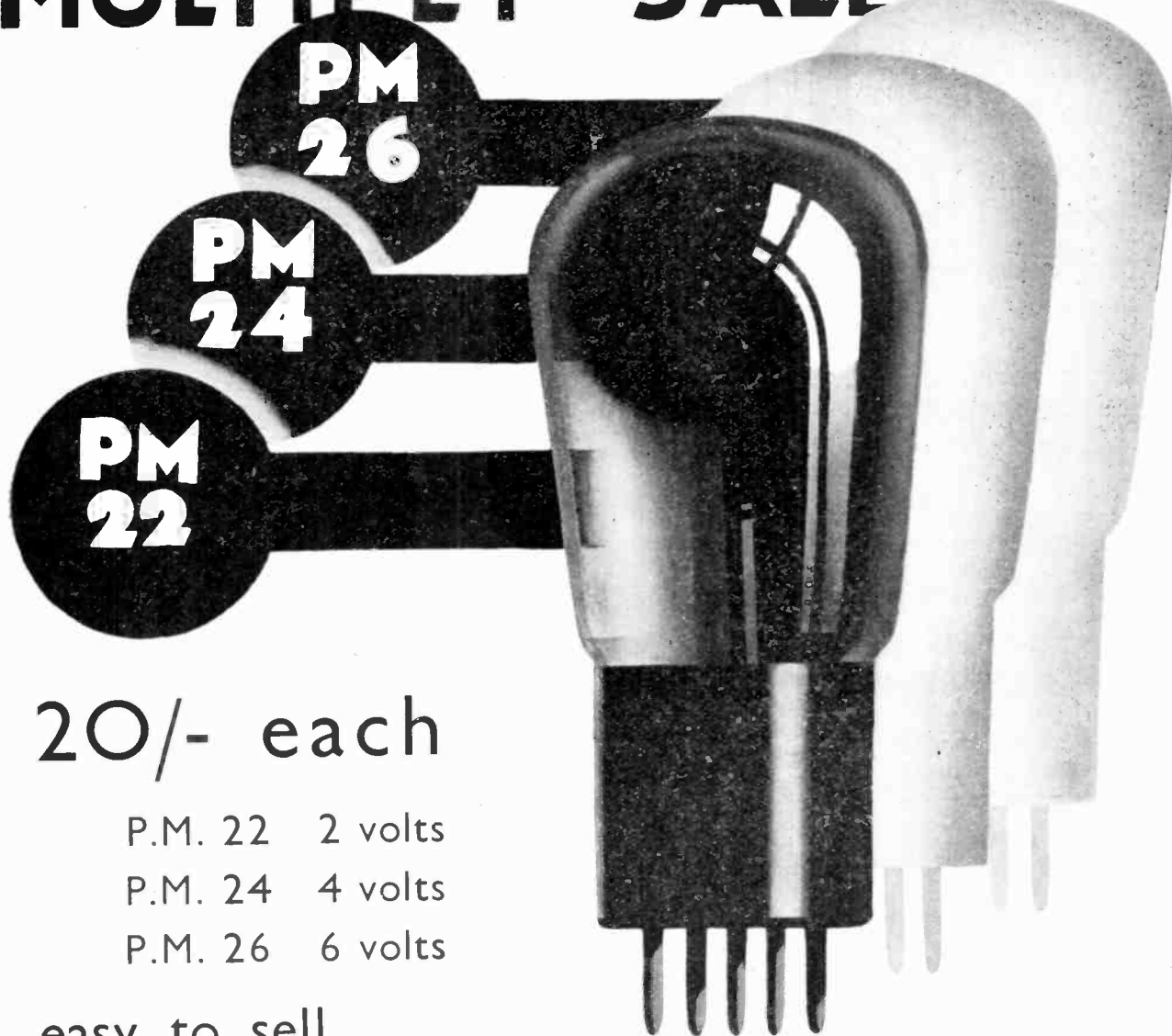
TRANSFORMER LAMINATIONS of every description.

**DIAPHRAGMS, CONE UNIT REEDS:**

**JOSEPH SANKEY & SONS L<sup>TD</sup>.**

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

# THE NUMBERS THAT MULTIPLY SALES



20/- each

P.M. 22 2 volts

P.M. 24 4 volts

P.M. 26 6 volts

easy to sell  
easy to remember.

# MULLARD PENTODE



# 1,500 HELSEBY CONDENSERS

are being supplied weekly to one firm of Radio Manufacturers alone, for building into receiving sets. The Helsby Condenser has a reputation of 30 years' standing. Helsby made the first condensers under the original Mansbridge Patents.

**FOLLOW THE LEAD**  
you cannot go wrong

**Price - Quality**

and

**Delivery**

are

**Right**



Q Made for working pressures up to 600v. D.C.  
All Condensers packed in Attractive Cartons

Manufactured by:-

**BRITISH INSULATED CABLES LTD**

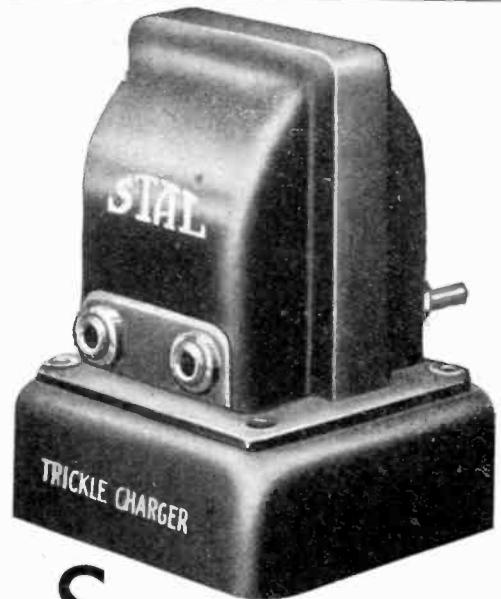
PRESCOT - LANCS.

Makers of PRESCOT and HELSBY cables

Tel. No. PRESCOT, 171.

London Office: *Surrey House, Embankment, W.C.2*

Tel. No. TEMPLE BAR, 4793, 4, 5, and 6.



## Solving the difficulty of L.T. Charging from A.C. Mains

**T**HE Stal Silver Oxide Accumulator Charger is the most economical and efficient instrument yet produced for L.T. charging from A.C. mains.

It finally and completely does away with the need of a spare accumulator which often has to be called into use in the middle of an interesting programme, for the Stal Charger can be permanently connected to the set and will charge and keep the accumulator at full strength—even while the set is playing.

The Mains current consumption when using the Stal charger is exceedingly small, costing approximately one penny per week.

You have only to demonstrate to make a sale—Order now!

The Characteristics of the Stal Charger are:—  
·6 at 2 volts ·5 at 4 volts  
Type SCA2 for 200/250 v. Type SCA1 for 110/130 v.

# STAL

**ACCUMULATOR CHARGER**

ELECTRIC LAMP SERVICE CO., LTD.  
39-41 Parker St., KINGSWAY, W.C.2

Phone: Holborn 6634.

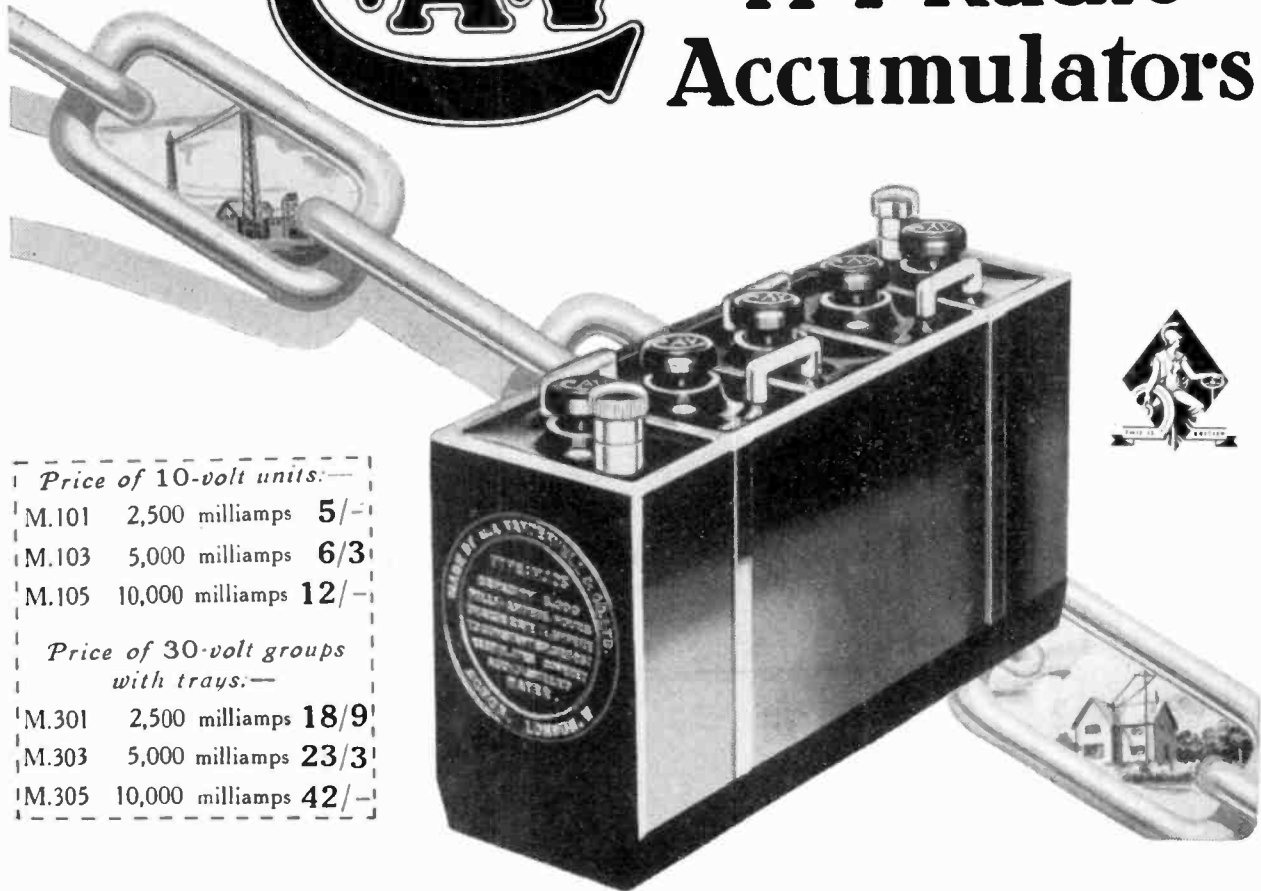
Northern Agents:

Chorlton Metal Co., Ltd., 18, Amber St., Shudehill, Manchester.

# The Vital Link—

## CAV

## H.T. Radio Accumulators



*Price of 10-volt units:—*

M.101	2,500 milliamps	5/-
M.103	5,000 milliamps	6/3
M.105	10,000 milliamps	12/-

*Price of 30-volt groups  
with trays:—*

M.301	2,500 milliamps	18/9
M.303	5,000 milliamps	23/3
M.305	10,000 milliamps	42/-

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

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

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

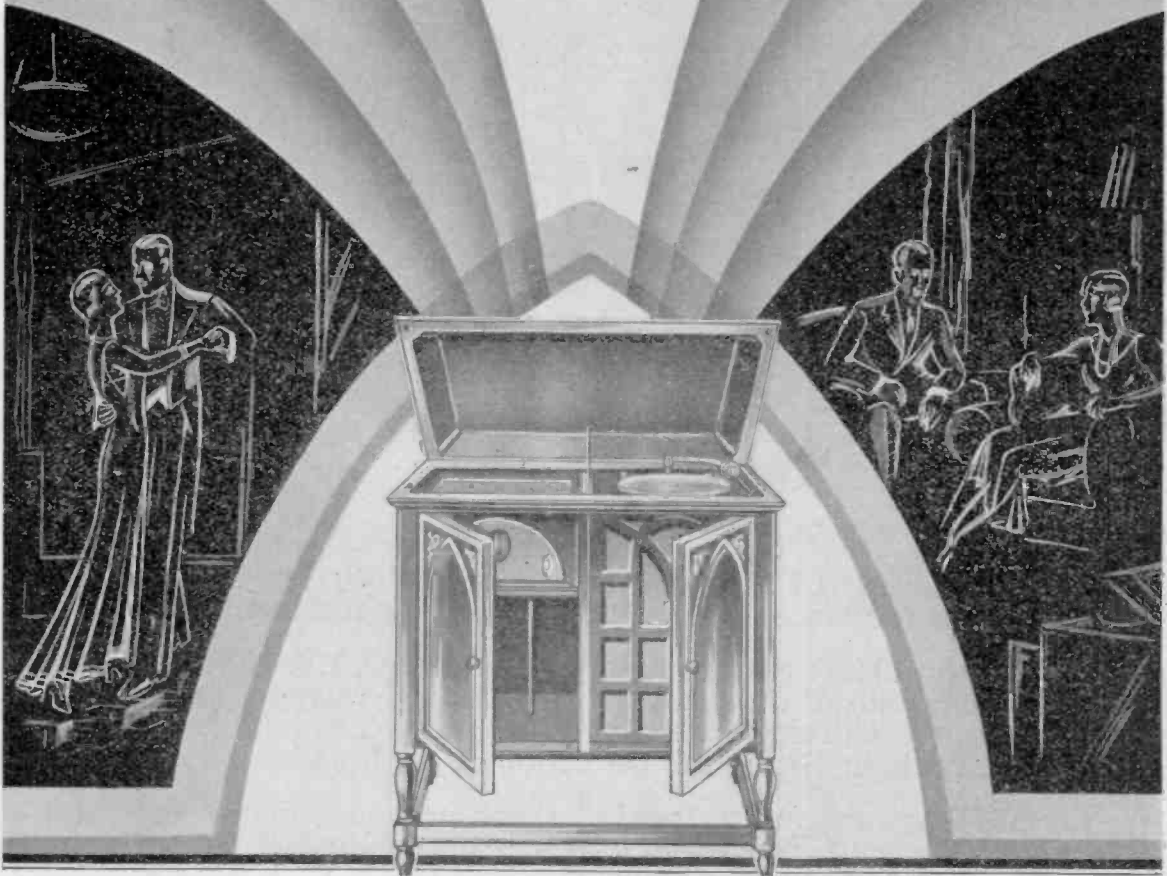
*Catalogue No. G.4. and Posters will be forwarded upon application.*

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

**THE WHOLE RANGE OF MELODY**

**THE EDISON BELL**

**ALL MAINS  
RADIO  
GRAMOPHONE**



The Edison Bell All-Mains Radio Gramophone, as its name implies, has been developed to operate entirely from the ordinary lighting mains, requiring no batteries whatsoever. Cabinets are fitted with ample storage space for Records and are beautifully finished in Oak, Mahogany or Walnut. (A.C. or D.C. Mains).

*Ask for full particulars.*

	PRICE	
	A.C.	D.C.
Oak	£65 0 0	£84 0 0
Mahogany	£68 10 0	£87 10 0
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*Complete, Including Marconi Royalties*

**EDISON BELL, LIMITED**

**LONDON, S.E.15**



# SENSITIVE

# SELECTIVE

The successful use of two Screened-Grid stages is a unique feature of this new long-range portable receiver.

The result of the introduction of this circuit feature is that purchasers of the Amplion Portable are assured of range and selectivity definitely above the average.

The volume and quality of loud-speaker reproduction is truly surprising in so compact and handy an instrument. This has been achieved by the careful matching of the Amplion Speaker to the Pentode valve in the output stage of the set.

Graham Amplion, Ltd., 26, Savile Row, W 1. Works: Slough.



£24/15

TWO SCREEN-GRID

# AMPLION

# PORTABLE



**"GOLTONE"**  
**AERIAL WIRES**  
 —At Competitive Prices

PLAIN, ENAMELLED and with WEATHER-PROOF COVERING.  
 Prices and particulars on request.

Manufacturers of RADIO WIRES, FLEXIBLES and CABLES of every description.

Also SILK, COTTON & ENAMELLED COVERED INSTRUMENT WIRES.

**PROMPT DELIVERIES FAVOURABLE PRICES.**

SUPPLIED IN BULK QUANTITIES OR ON SMALL REELS FOR COUNTER SALES.

Radio Catalogue R123 sent on request.

Over 37 years' Manufacturing Experience.

**Ward & Goldstone**  
 PENDLETON MANCHESTER LTD.

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**"PARMEKO" IS GOOD!**



When you sell a "Parmeko" product you sell Satisfaction. All "Parmeko" apparatus is scientifically accurate, well designed, and made from best quality materials by skilled workmen—"Parmeko" components are used by all who require the very best. The "Parmeko" range is extremely wide, and covers transformers, chokes, and eliminators for practically every requirement.

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Stocks are held in London for the benefit of London Area users

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**SETMAKERS RETAILERS WHOLESALERS !**

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

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

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

**Ready Radio**

159, BOROUGH HIGH STREET LONDON BRIDGE - - - SE.1  
 Telephone: HOP 5555. (Private Exchange)



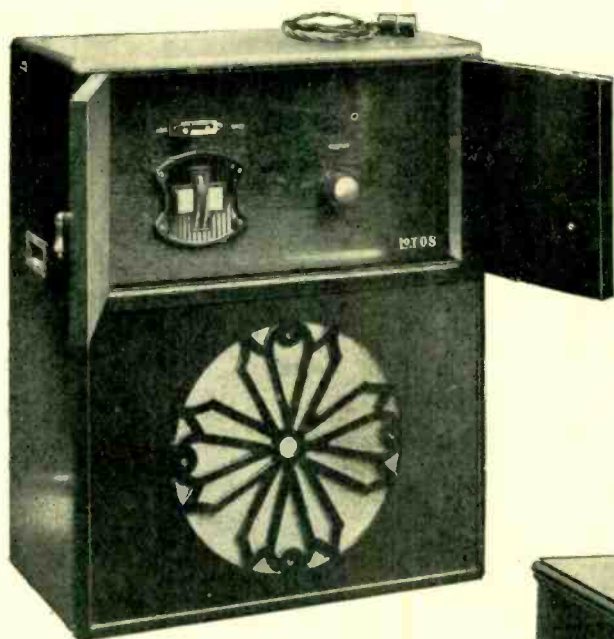
**JUNR.**

**FROM STOCK**  
 TERMINALS, SCREWS, NUTS, ETC.

**Ralph Prideaux**  
 Junr.  
 101, Hatton Garden, E.C.1

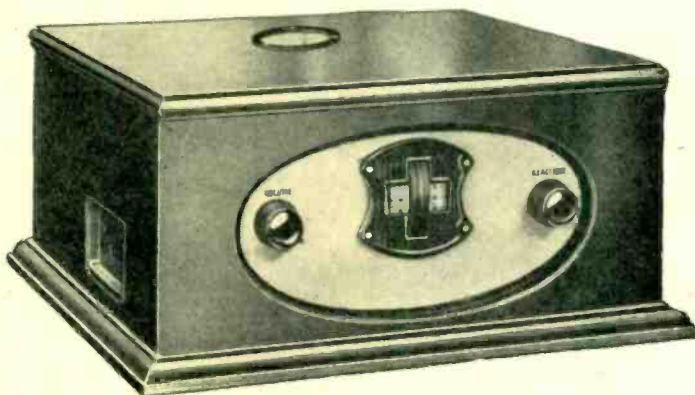
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## LOTUS ALL MAINS PRODUCTS MEAN ALL ROUND PROFITS



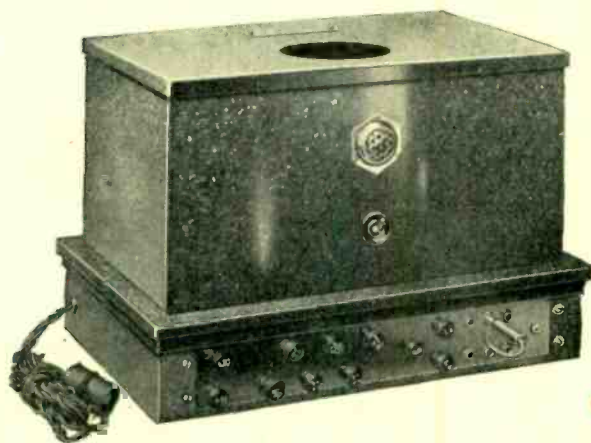
**LOTUS 3-VALVE ALL-MAINS TRANSPORTABLE RECEIVER.** Entirely self-contained—no aerial or earth—three valves only, yet giving the strength and clarity of five. Worked direct from the mains—no batteries needed. Fitted with turntable for directional reception.

Retail prices: Oak Cabinet, £25 4s. cash, or £2 7s. down and eleven equal monthly instalments. Mahogany or Walnut Cabinet, £26 5s. cash, or £2 9s. down and eleven equal monthly instalments.



**LOTUS 3-VALVE S.G.P. ALL-MAINS RECEIVER.** Employs a Screened Grid H.F. Amplifier, a High Efficiency Detector and a Pentode Power Amplifier. No batteries required—a steady supply of power being obtained direct from the electric light mains at an infinitesimal cost.

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Write for full particulars of Lotus All-Mains Remote Control System. Cost of complete outfit for two rooms, 47s. 6d.

# LOTUS

ALL MAINS PRODUCTIONS

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

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

Telephone: CLERKENWELL 2580.

# RADIO FOR EVERYBODY!

The background of the lower half of the page is filled with several thick, diagonal, red crayon-like streaks that create a sense of motion and excitement. The word 'COMING' is printed in large, bold, black, sans-serif capital letters, slanted to follow the angle of these streaks.

**COMING**



**The World's Wonder**  
**— Radio Receivers —**

# Praise of others



**All Electric or**

**Battery driven**

No Trickle Charger  
No Accumulator  
No Battery

**£26 : 15 : 6**

**Model 303**

In Polished  
Oak Cabinet.  
Wide Range of Stations

**£17 : 17**

*Also in blue crocodile finish with silver oxydised fittings. Either model £2 : 2 extra.*

"The cabinet is an excellent piece of work . . . the arrangement of the controls in a neat panel and the artistic design of the loud-speaker fret, all make this new Columbia set a very useful piece of furniture in the home . . . the weight has been cut down to a very satisfactory minimum . . . The H.T. consumption is particularly low and the L.T. battery will run the set for approximately thirty-five hours without recharging . . . I saw no cheapening methods which are likely to affect the quality of reproduction . . .

Columbia  
TRADE MARK  
RADIO

the degree of selectivity is very satisfactory, and as evidence of this I would like to quote the reception of Hilversum at 31 degrees and Kalundborg at 37 degrees, both clear of interference."

These extracts are taken from 'Amateur Wireless.' Their experienced critic finds much that pleases him in Columbia 303. In truth it is a thoroughly good and sound portable, with the additional advantage that its conversion to an all-electric model is a matter of minutes.

# Columbia RADIO

The Columbia Graphophone Co., Ltd., 102, Clerkenwell Road, London, E.C.1.

# Burndept



There is nothing to rival the performance of the Burndept Universal Screened Five. Superbly clear reception right across the world on wave lengths of 16-2000 metres without coil changing — here is something which the public recognise to be unprecedented. Using a Screened Grid H.F. Stage — its selectivity is extremely good, while a very great undistorted volume may be obtained from the push-pull output. A moving-coil loud speaker is recommended to do justice to this unique receiver.

## UNIVERSAL SCREENED FIVE—A.C.

as and from  
AUGUST 1st  
the retail price  
is **INCREASED** from

39 gns.  
to

**42 GUINEAS**  
*including valves*

# Burndept

## radio receivers

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283 Regent Street, London, W.1  
Scottish Depot : 28 Berkeley Street, Glasgow.  
**BURNDIPT WIRELESS (1928) Ltd.**  
**Blackheath - London - S.E.3**

### BATTERY MODEL

This Model remains unchanged in price —

**30 Gns.** *including valves*



# It would be FATAL to lose CONTROL

Barbed wire — trenches — dug-outs — a field set and a thin strand of wire. The difference between control and lack of control may spell life or death to an entire brigade. It's a far cry from No Man's Land to the comforts of your home. But even in your radio set . . . control plays a vital part . . . and it has been the privilege of CENTRALAB to furnish the volume controls of millions of radio receivers. Is your radio —CENTRALAB equipped?



Write for free Booklet, "Volume Controls, Voltage Controls—their uses."



This shows the exclusive rocking disc construction of Centralab volume control. "R" is the resistance. Contact disc "D" has only a rocking action on the resistance. Pressure arm "P" together with shaft and bushing is fully insulated.

**The Rothermel Corporation Ltd.**  
24, Maddox St., London, W.1

'Phone : Mayfair 0578/9

Continental Sales Office :

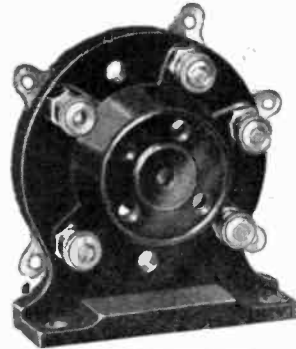
27, QUAI DU COMMERCE, BRUSSELS, BELGIUM.

# Centralab



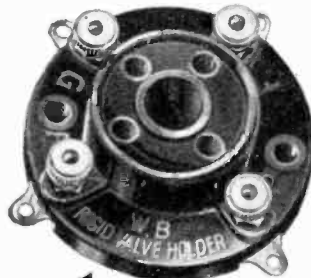
# WB

## FOR ALL TYPES OF VALVEHOLDERS



**W.B. Universal Valveholder**  
This ingenious product holds the valve in a vertical or horizontal position, thus making it ideal for cramped or awkward spaces. The patent expanding sockets grip the valve pins and ensure good contact. For solid or resilient pins. Price 1s. 3d.

W. B. have established a reputation throughout the length and breadth of the British Isles as the manufacturers of Valveholders.



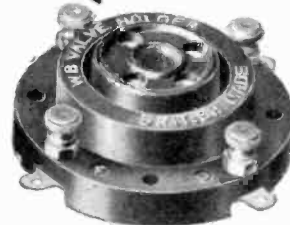
**W.B. Rigid Valveholder**  
An excellently made competitive line. In black bakelite, with terminals. Price 1s. (Without terminals. Price 9d.).

### TWO NEW W.B. VALVEHOLDERS.

**5-Pin A.C. Type for Set Manufacturers** — designed for sets where space is limited. Only slightly larger than Valve base. Fitted with the W.B. special spring patented contacts. Brown Bakelite finish.

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Special prices on application.



**W.B. Anti-Phonic Valveholder**

A well-known product that has been specified time after time for the leading circuits. Excellently made and priced at an attractive figure. Price 1s. 3d.

## WHITELEY BONEHAM & CO. LTD.

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Telephone : Mansfield 762. Telegrams : "Whitebon, Mansfield."

London Office : 21 Bartlett's Buildings, Holborn Circus, E.C.4  
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Northern Distributors : W. E. Beardsall & Co., Ltd., Victoria Bridge, Manchester.



# RADIO GRAMOPHONE CABINETS

## RADIO GRAMOPHONE CABINETS

**PORTABLE  
CABINETS  
POLISHED OR  
LEATHER COVERED**

**SPEAKER  
CABINETS  
FOR CONE OR  
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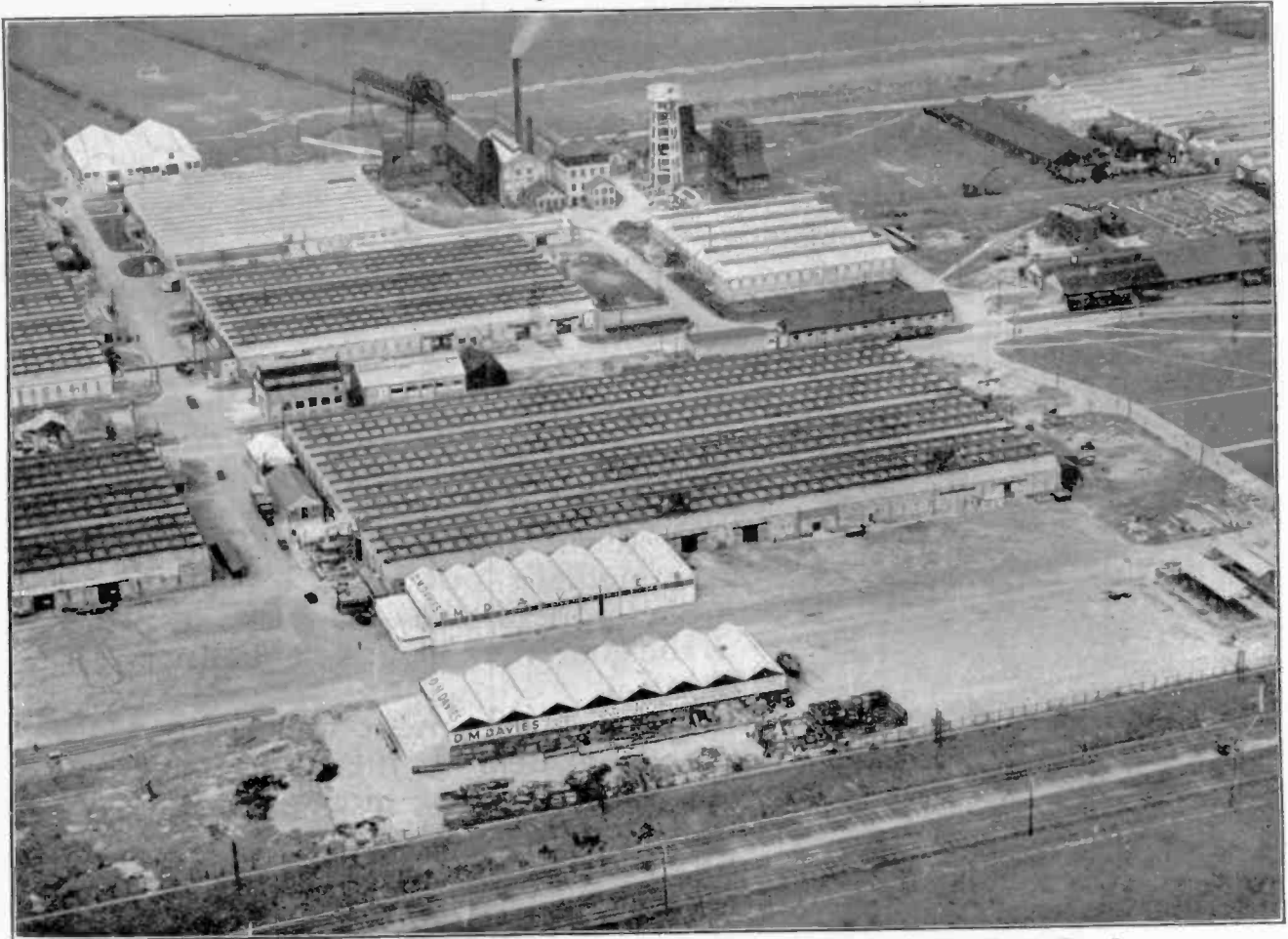
*As we have secured for this year the orders and contracts for the largest and most influential Firms in the trade, we suggest, respectfully, that what is good enough for them is good enough for the whole industry.*

*Let the people who control the largest Factory that exists for this class of work quote you for the manufacture of this most important side of your business; your customers will certainly consider good Cabinet work, equally with your electrical and tonal results.*

**GRAMOPHONE CABINETS**

**D.M.D.  
WOODWORK LTD.**

**WIRELESS CABINETS**



# D. M. DAVIES WOODWORK LTD.

## TRADING ESTATE, SLOUGH.

PHONE: SLOUGH 316.

ACRES OF FACTORIES.

OCEANS OF SERVICE.

# ATTRACTIVELY PLANNED



# HIRE PURCHASE SCHEME FOR VARLEY SETS

Varley's new Hire Purchase Plan opens up a big new market. The public appreciates Varley quality—now these attractive hire purchase terms solve the problem of immediate purchase. Very simple to operate, this new scheme has the guarantee of Varley quality behind it.

The new development means increased business. It means bigger sales next season, more profits for you. Take advantage of it.

Have you returned the Application Card for supply of literature attached to our Hire Purchase Facilities Folder?



*Advertisement of Oliver Pell Control Ltd., Kingsway House, 103, Kingsway, London, W.C.2. Telephone: Holborn 5303.*



# PROGRESS

When you make use of Pertrix show cards, window bills and other sales aids, you reap the great advantage of increasing battery sales. The well-known fact that Pertrix batteries avoid corrosion and deterioration by using

## NO SAL-AMMONIAC

has converted thousands of listeners to Pertrix. By taking advantage of the assistance we offer you, you will keep your battery sales at a really profitable level:

Your business will progress rapidly if you stock Pertrix.

Pertrix flash lamp batteries are also available.

PRICES									
STANDARD.		DISCHARGE 12 MILLIAMPS				GRID BIAS.			
Volts.	Size in inches.			s.	d.	Volts.	s.	d.	
	L.	B.	H.						
60	5 1/4	6 1/2	3 1/4	8	0	8	1	6	
100	8 1/4	6 1/2	3 1/4	13	0	12	2	3	
120	10 1/4	6 1/2	3 1/4	15	0	15	2	9	

### PERTRIX LTD.

Britannia House, Shaftesbury Avenue, London, W.C.2.

Please send me full particulars of the Pertrix Patent Dry Battery, together with your Trade terms.

Name.....  
Address.....

# What a life!



60% Longer Life

# PERTRIX

NON SAL-AMMONIAC  
DRY BATTERY

PERTRIX, LTD., Britannia House, 233 Shaftesbury Avenue, W.C.2  
M.C. 12

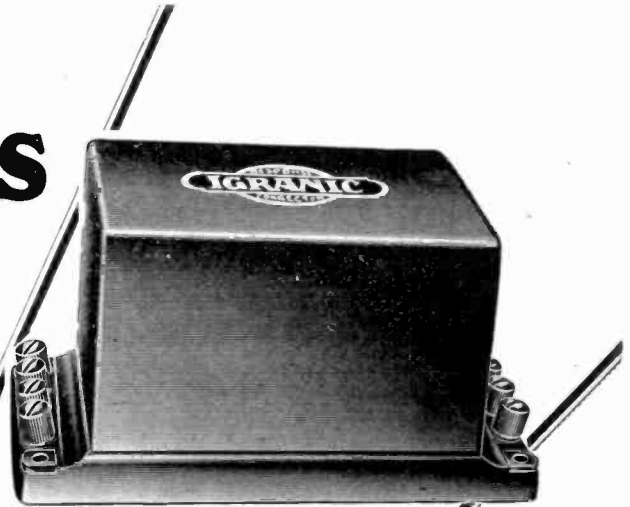
# IGRANIC QUALITY COMPONENTS

## The IGRANIC RESPONSE CORRECTOR

is essential where faithful reproduction of electrical gramophone music is required. By its insertion between the electrical pick-up and the first valve of the amplifier, this Response Corrector compensates for the defects inherent in a gramophone record below 200 cycles, thus permitting the output from the Pick-Up to be reproduced in its right proportion for delivery to the amplifier.

The **RESPONSE CORRECTOR**  
CORRECTS and AMPLIFIES.

Price £3 : 17 : 6



## IGRANIC PRE-SET RESISTORS

The Igranic Pre-Set Resistor is already well known, and is very popular with set constructors. It is easy to mount on panel or base-board, and the contact finger is readily adjustable to get any desired resistance within its range. Supplied with maximum resistances of 2, 6, 10, 20, 30 or 50 ohms.

Price 1/8 each.



## IGRANIC SHORT WAVE COILS

These well-known inductance coils have already proved extremely successful for reception on wavelengths from 15-130 metres. The extra low loss design of plug mounting reduces electrical losses to a minimum. Made in four sizes.

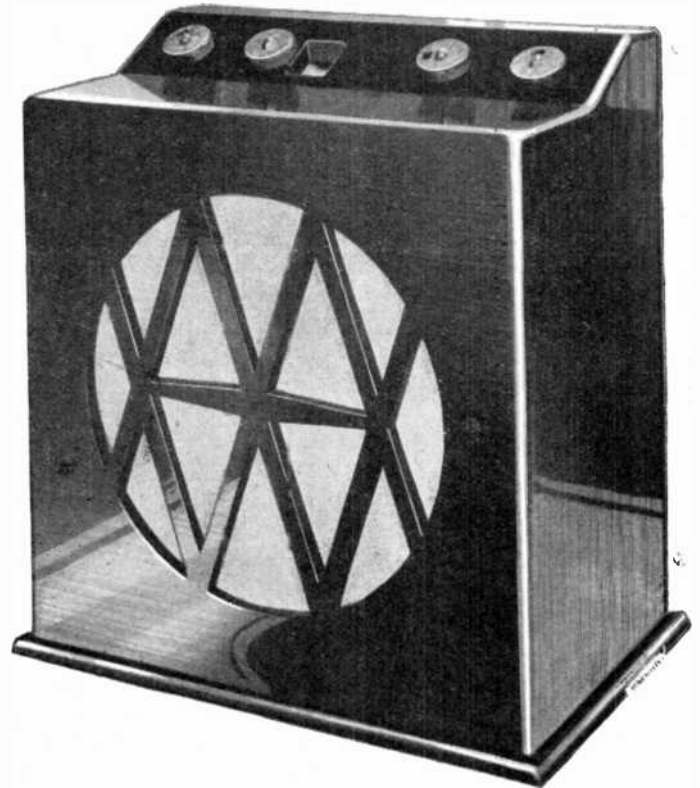
### PRICES :

2 turns 2/6	6 turns 3/-
4 turns 2/9	9 turns 3/3



IGRANIC RADIO COMPONENTS ARE MADE for modern circuits by modern methods in a thoroughly up-to-date factory. Designed and made by skilled engineers. May we send you a copy of our Catalogue No. T. 154?

# MAKING WIRELESS SIMPLE



WHEN I say we are making wireless simple, I use the phrase in its broadest sense. We not only make the sets simple to operate, but simple and cheap to maintain, reasonable to buy, and easy for the dealer to service. We have gone over every detail, testing and improving, until we arrived at the new Murphy Radio Portable as it is to-day. Send the coupon for a demonstration of this new set.

*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 CIRCUITS CALIBRATED IN WAVELENGTHS.  
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·L<sup>TD</sup>

WELWYN GARDEN CITY, HERTS

## COUPON

Murphy Radio, Ltd., Welwyn Garden City, Herts

**MURPHY RADIO PORTABLE**

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

NAME

ADDRESS

W.T. Aug. 9 *Cross out line which does not apply.*



“**W**E danced to the band  
with the curious tone,  
Of the cornet, clarinet  
and big trombone,  
Fiddle, 'cello, big bass  
drum,  
Bassoon, flute and  
euphonium,  
Each one making the  
most of his chance,  
Altogether in the Floral  
Dance.”

Dancing here, prancing there,  
they scamper towards you,  
inviting you into their merry  
dance. Indoors and out  
again, dancing and singing  
to the music of the old world  
tune. Laughing and dancing  
until you join hands with  
them and whirl into the fun  
and the frolic. Such a  
bustling and prancing of the  
whole village dancing, old  
folk and young folk, you seem  
to be actually with them in  
that quaint old Cornish Town,  
so realistic does it all become  
when reproduced in your own  
home by your Pye Portable.



Another happy example of the present series of Pye Advertisements, designed to impress the public with the realism of reproduction of the Pye Portable.

The success of these advertisements is proved by the sales. Many Pye Service Agents are selling as many Pye Portables now as they did during the winter months.

Concentrate on Pye. Make the Pye Portable your chief selling line. It is the only Portable you need stock.

You can deliver for the first of 12 monthly payments of 35/- (or £19 19s. cash).



**PYE RADIO — MADE IN CAMBRIDGE**

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

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

## EDITORIAL VIEWS.

### Traders and the Valve-Price Rebate— an Invitation.

**D**EALING a fortnight ago with the effect upon traders generally of the reduction in prices of many types of B.V.A. valves, and presenting both sides of the case as we knew them then, we threw out the suggestion that, on the whole, the Association had acted reasonably fairly by the trade. At that time, it may be said, we had heard of only a few isolated instances in which the rebate system bore unduly heavily upon retailers. Moreover, we had the direct assurance from the B.V.A. that the particular method of granting rebates which had been adopted was in their considered opinion the fairest way to achieve their avowed object—namely, to relieve the retail trade from carrying the major burden of the reduction, and at the same time to protect the manufacturers from misrepresentation (and therefore exploitation) at the hands of unscrupulous distributors.

We still incline to the opinion that the straightforward system of granting a rebate on the entire stock at the date of the reduction has in the past been so widely abused by traders that there remain no convincing arguments to support the demand for its reintroduction. At the same time we are now considerably less satisfied than we were a fortnight ago that the alternative scheme just adopted has avoided swinging to the other extreme.

The volume of correspondence we have already received—while still representing only a quite small proportion of the six thousand dealers involved—suggests that hardship is actually falling on considerably more than the “few isolated cases” which the B.V.A. had, we believe, regarded as probabilities.

That is why on another page we have issued the direct invitation to the trade to send us a note of their complete stocks on July 18th and of the numbers of valves on which they can actually claim the rebate. Possessing these figures from every trader who feels that he is being asked to bear too much of the burden—from those, in fact, who feel that they are being victimised in return for locking up their capital in full summer stocks—we can then assess more accurately the true position as it affects the retail trade as a whole.

It is impossible without this further data to adopt a view differing considerably from that of a week or two ago. The trade must realise that it would be unfair to prejudge the B.V.A. on this most vital question, and it must also be borne in mind that, even if

it is finally shown that many hundreds of dealers are severely affected, the Association must be credited with having made a *bona fide* mistake, and it must be afforded the opportunity, which courtesy and fair play demand, of admitting the error and taking voluntary steps to remedy it.

*Meanwhile, let us have your figures.*

### Not to be Ignored.

**T**HE organisers of the “Wireless for the Blind Fund” have recently issued a further appeal which is deserving of the sympathy and practical help of all retailers. It will be recalled that about eight months ago the trade was asked to co-operate with the organisers by subscribing and collecting money among their customers for providing wireless sets for the necessitous blind.

The response of the trade as a whole up to the moment has been gratifying. Money has been collected and sets have been provided. But now it comes to the point that the first batches of receivers to be distributed have to be installed and set in working order. While the resources of the Fund have covered the cost of the receivers, they do not extend to paying for installation service.

Traders are therefore being asked to provide this service free, and frankly we see no valid reason why any self-respecting retailer should ignore the appeal. With a generous response from the whole trade, the work involved for individual members of it is likely to be very slight; but at the same time the means are being provided whereby retailers who assume the small obligation required of them will in return secure an added prestige with their public. Furthermore, in certain circumstances, charitably-minded dealers may later on obtain some measure of legitimate profit from their readiness to help now where help is sorely needed. Full details are set out in our news columns.

It has been suggested that local traders' associations should communicate to the headquarters of the Fund their willingness as a body to assume the responsibility for the entire installation service required in the areas covered by their association activities. While the organisers of the Fund would welcome lists of volunteers obtained in this way, they would like to make it clear that they prefer to deal with the installation problems themselves through the Local Blind Authorities in each district, and therefore would require the names and addresses of the individual members who had signified their willingness to help. These members would then hear from the Local Blind Authority when their services were required.

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8/- Post free. 10/-

Published Every Saturday.

# Trade News

## A British Manufacturer at the American Trade Show.

### MR. W. A. BARTLETT'S VIEWS.

MR. W. A. BARTLETT, Managing Director of Kolster-Brandes, Ltd., was in the United States during the period of the R.M.A. Trade Show, which was held recently in Atlantic City, and was reviewed in detail in our columns a few weeks ago. The Trade Show, it will be recalled, is designed solely to enable the trade buyers to see the new season's goods and place their orders early enough to guide manufacturers in their production.

Mr. Bartlett has now returned to this country (and apparently to some purpose, according to the red-hot information in our "New Lines" pages this week), and we took the opportunity of seeking his views on current practice in the American radio industry.

"A visit to the Atlantic City Show this year," said Mr. Bartlett, "impressed one with the idea that there was nothing essentially new to be seen. This, I would say, was generally true, with one exception, that being a small self-contained set with a built-in speaker, the set and eliminator being at the bottom, and the speaker at the top. It is the type of set which one could stand on most mantel-pieces, and, in my judgment, one which would not look out of place there. It was, of course, miniature in size and could not, one must assume, have the range and quality of the larger types.

"Another point I feel it might be well to mention is that, as in the past, single-control sets, so-called, were not, in fact, all that that description would indicate. It is true to say that the tuning was of the single-control type, but invariably there were on the front of each set other controls such as station selectors, sensitivity, volume and tone controls.

"There was another thing which would strike the casual observer, and that was that the American radio receiver was becoming more and more a piece of furniture. The old design incorporating large escutcheon plates and the obvious "radio set" appearance is fast disappearing, to give place to very attractive furniture, with the radio set an unobtrusive but integral part of it. I thought that the trend was towards smaller though self-contained sets, which is no doubt brought about by a desire for lower list prices.

"I was a little surprised to find that remote control of radio receivers was not thought so well of by some manufacturers as one is led to believe by articles in American papers. In fact, certain manufacturers had discontinued the remote control in their sets for reasons which they felt were sufficiently sound to justify the change.

"The screened grid valve has definitely found favour in the United States, but the pentode has not reached that position.

"It was apparent to me, that the majority of manufacturers were not intending to make combination radio-gramophones, this class of business being left to the essentially gramophone manufacturers, which may be due to patent licence arrangements rather than general business policy."

## THE SCOTTISH RADIO EXHIBITION.

### Edinburgh's Big Event in November.

Interest is growing in trade circles in the Scottish Radio Exhibition, to be held in the Waverley Market, Edinburgh, from November 12th to 22nd. Radio is radiating round Edinburgh. The B.B.C. Headquarters are to be in Edinburgh, and the new Scottish Regional Station is to be erected not far from the city.

A visit to Olympia is for only the privileged few among those resident in Scotland, and an "Olympia" in the capital of Scotland is sure to attract the public in their thousands.

As the Exhibition will follow closely on the London show, the very latest lines will be on view. It is anticipated that there will be demonstrations of Baird television. A special sound-proof demonstration room is to be provided by Mr. T. Percy Bentley, the organiser, where A.C. and D.C. mains will be available. Applications for demonstration facilities will be treated in rotation and a nominal charge will be made. Wiring for loud-speaker demonstrations will also be available to exhibitors from a common input.

A large number of stands has already been taken, so firms who have not yet taken space should apply at once. Exhibitors may take any size of stand they desire at 5s. per square foot. This includes lighting and lock-up night sheet, with a description and illustration in the official catalogue.

The organiser intends to send invitations throughout the whole of Scotland to the radio trade, and to all who are in any way connected with the industry. As we announced a few weeks ago, special tickets of admission will be available for exhibitors to distribute in their own names. These tickets will include a railway voucher enabling the holder to travel at a reduced fare from within a radius of at least sixty miles of Edinburgh.

### Kent Council Replies—

More news is to hand regarding the application of the West Wickham Parish Council to the Bromley Rural Council for steps to be taken to stop an alleged nuisance caused by loud-speakers. The Kent County Council, we gather, has replied to the effect that as no representations had been made to them regarding annoyance caused by loud-speakers and gramophones, the matter had not been considered, and has added that unless the instruments were outside a dealer's premises, and used for advertising, were causing annoyance, the matter could not be dealt with under the existing by-law relating to street noises.

### —and Coventry Takes Action.

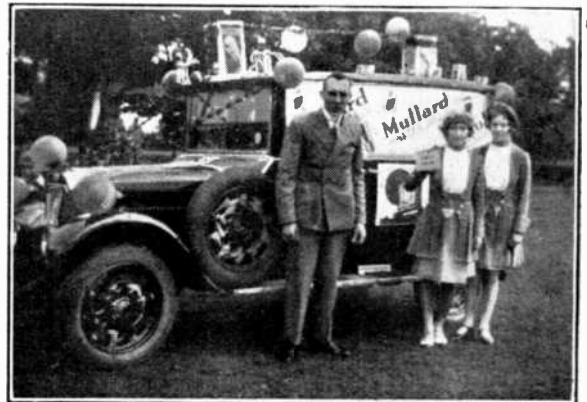
At a meeting of the Coventry City Council on July 29th, the Watch Committee recommended the adoption of a by-law to control the public operation of loud-speakers and gramophones. Alderman Snape said that complaints of "noise" from radio and gramophone shops had been received by members of the public. If the by-law were adopted, any absolute nuisance could be dealt with, but discretion would be used. The recommendation was adopted.

### Yet Another Carnival Success.

Last week we told of the success of a Lincolnshire retail firm who won first prize in a local carnival with their decorated car, and now we have to record a similar success by Mr. E. Nicholls who carries on a radio and gramophone business at Griffithstown, Mon.

Mr. Nicholls succeeded in carrying off the first prize for the best decorated vehicle in a recent carnival, and in addition arranged for two girls dressed in the familiar "Mullard Girl" style, to distribute literature. This was made possible through the helpful co-operation of Mullards', who supplied the costumes.

The effort was a great success, several messages of congratulation being received by Mr. Nicholls, at the conclusion of the carnival.



Mr. Nicholls, the Monmouthshire dealer, with his prize winning car. The two Mullard girls distributed literature during the course of the Griffithstown carnival. (See column two).



## A "Wireless for the Blind Fund" Appeal.

REPUTABLE WIRELESS DEALERS WANTED TO VOLUNTEER FOR THE INSTALLATION OF RECEIVERS FOR THE BLIND.

**W**E learn from the organisers of the "Wireless for the Blind Fund" that the administration of the fund is being rather held up owing to the need of further volunteers who will undertake to install sets free of charge within a certain area of their district.

Already a good response has been received, some 700 reputable dealers having already promised their services, but certain areas of the country are not fully covered.

It has been decided to issue to each volunteer a certificate suitably framed for window display, inscribed to the effect that the recipient has volunteered to help the Wireless for the Blind Fund by installing receivers. This will be attractively produced, in green and black, and we hope to publish an illustration at an early date. The dealers who have already volunteered will, of course, receive their certificate as soon as it is available.

Already 3,000 out of the 6,000 crystal sets ordered have been delivered, and they are being sent out to the local Blind Registering Authorities for transmission to the individual blind persons. Where these persons are not able to have the sets properly installed for themselves, they will notify the Registering Authority, who, from the list of local volunteer dealers, will be able to arrange for the installation of the sets by a reputable dealer.

The organisers of the fund say that they are loth to throw open the installation of these sets to the general public, as they think that dabblers and unskilled persons may volunteer. They feel that a crystal set properly installed by a skilled radio dealer will probably be as good as a single valve set installed by an unskilled man.

The organisers wish to thank most heartily the 700 dealers who have already responded to the appeal. Those who have not yet been called upon to install sets should not think that they have been forgotten. The reason is that in their district the single valve sets are probably necessary to give a programme at good headphone strength, and as delivery of these valve sets has not yet commenced, it may be a little while before they are called upon. The certificate will, however, be issued to them as soon as it is available.

It may be added that in the case of valve receivers, when battery replacements become necessary, the local Blind Registering Authority will purchase such replacements only through dealers who volunteered to install sets.

We would emphasise that dealers who volunteer in this direction stand to lose nothing but the time occupied by the installation. The set and all accessories, including complete aerial equipment, is supplied by the Fund. The more dealers who respond, the fewer sets each one will be called upon to install.

We trust that this appeal on behalf of the blind will not be disregarded. The Fund has enough money to provide the sets, but not to pay for their installation. Will all of our readers who can undertake some of this work send their names and addresses to the organisers of the Wireless for the Blind Fund, 224, Great Portland Street, W.C. Before you forget—Do it now!

### A Televised Talkie.

Television as a public entertainment is making big strides. The Coliseum demonstrations have been retained for a second week and have attracted considerable press and public attention.

We understand that a screen of increased size will be used for some demonstrations in the future, and further, that television will be available on a much larger scale by Christmas.

One interesting experiment that was due to take place on Thursday evening—was the televising of a cinematograph film. The film itself, a short Cyril Maude talkie, was to be projected over the apparatus now at the Coliseum.

### "Exide's" Gala Day.

On Saturday, July 26th, employees of the Chloride Electrical Storage Co., Ltd.,



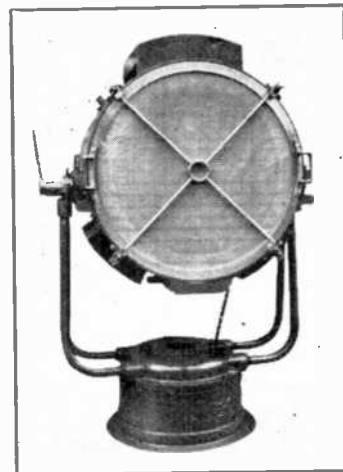
A photo taken at the recent "Exide" gala. Mr. W. S. Naylor, chairman of the company, has been buttonholed by a flower-girl, who incidentally, is the First Prize winner in the Thrift Fancy Dress Costume Competition. The dress was made from "Exide Two-Hour Battery Service Car Dusters" at a cost of 3s. 6d.

held their 14th Annual Gala in the sports fields adjoining the "Exide" works at Clifton Junction, Lancs. About 1,400 people attended and the sports events included races, tennis tournaments, hockey and bowling. A fine horticultural and handicraft exhibition was also a feature of the afternoon, the number of entries in this section totalling nearly 480. Visitors expressed great admiration for the high standard and great variety of the exhibits.

The Annual Gala is organised by the Chloride Recreation Club and is attended by competing teams from many of the large works in the district.

## MARCONIPHONE'S P.A. COACH.

**Comfort, Speed and Efficiency.**  
We are able this week! to give readers some details of the new Marconiphone



A "Searchlight"! This is the 24-inch M.C. speaker used with the Marconiphone P.A. coach.

public address coach, which takes the road for the first time next week. It is hoped that it will be seen first at Clacton during the following week.

This latest addition to the various mobile "noise units" is the last word in luxury, and should do much to lessen the troubles of harassed P.A. engineers. Furthermore, it embodies several distinctly novel features.

Twenty-seven and a half feet long, the Marconiphone P.A. coach has the distinction of exceeding by one and a half feet the maximum length permitted for any London omnibus. It is built on a Daimler chassis, with a six-cylinder sleeve-valve engine, selected for its smoothness in running, while externally it resembles any ordinary long distance motor coach.

The interior is divided into two compartments, the larger space in front being occupied by the amplifying equipment, and a small sound-proof room at the rear containing two bucket type seats. Speakers can thus address the multitude from the security of this sound-proof room, combining comfort with, for instance, immunity from heckling! The loud-speaker is a special Marconiphone moving-coil "Searchlight" type, which, 24 ins. in diameter, is situated towards the rear of the coach. It can be raised and lowered at will.

Situated longitudinally along the larger compartment are the one-and-a-half kilowatt amplifying panel, together with the twin turntable gramophone outfit, and the case, readily convertible to a small bench, for spares, and tools. The necessary generator, close to the amplifier, is driven off the engine, with clutch, gear and controls in the main cab.

Many and varied are the uses to which this P.A. coach can be put, political and human. If necessary, of course, microphone and speaker leads can be run into adjacent buildings, saving considerable trouble in rigging up equipment inside.

## Works Visits by Retailers. STOCKPORT ASSOCIATION AT FERRANTI'S FACTORY

ON several occasions in the past we have emphasised the benefit that can accrue as the result of a works visit by the retailer. By seeing for himself how those products that he knows so well are turned out the trader gains a greater appreciation of the efforts of the manufacturer.

It is often desirable both from the manufacturer's point of view, and from that of the trader himself, that a party of some dozen or so, and not single individuals, should visit radio factories, and in this connection the local trade association can do much to organise a party. This has, in fact, already been done in Lancashire, where members of the Stockport Radio Retailers' Association were enabled recently to visit the factory of Ferranti, Ltd. The party consisted of Messrs. Heaps (chairman of Stockport R.R.A.), Norcross (hon. secretary), Southam, Goostrey, Cookson, Hallam, Carter, Mottershead, Neill, Betts, Howarth, Beeley and Penney. They travelled by motor-cars, including one in charge of Mr. Wildbore, of Ferranti's, who, incidentally, accompanied members to Stockport after the visit. When members arrived at the Hollinwood works, a welcome was extended on behalf of the company by Mr. Baggs, assistant sales manager, and three groups were then formed under Mr. Adkin, Mr. Carr and Mr. Baggs. Each took a different course but visited the same sections, being introduced to the works manager.

The ideal working conditions impressed the visitors, who positively envied the 5,500 or so Ferranti employees. The tour lasted two hours and was interesting and edifying to all. The visitors, unexpectedly, were invited to tea, and each received a number of useful souvenirs.

Mr. Heaps proposed a vote of thanks to Ferranti, Ltd. and specially mentioned the gentlemen above-named for their courtesy and the trouble to which they had gone to explain every detail on the manufacturing sides. Mr. Mottershead seconded this resolution and the vote was carried with acclamation. Acknowledging it, Mr. Baggs reciprocated the goodwill expressed, adding that a similar invitation was available to all trade organisations similar to the Stockport one.

The party was then shown the new season's receivers and speakers, some unconventional features of which attracted attention.

## THE PHILIPS PUBLICITY VAN EN ROUTE FOR THE NORTH.

For the information of the trade we give details of the immediate future engagements of the Philips Publicity Van, which, as readers are aware, is touring the country, giving alfresco radio concerts.

Today, Dover. Concert under Corporation auspices on sea-front between 2 p.m. and 4.30 p.m. August 11th, Canterbury. August 12th, Canterbury district. August 13th, Whitstable. August 14th, Herne Bay. Appearing at Regatta and Carnival. August 15th, Maidstone. August 16th, Chatham. August 17th, Chatham district. August 19th, Gravesend. August 20th, Romford and Brentwood. August 21st, Southend-on-Sea. Concerts at a site immediately east of the pier. Leaving Southend-on-Sea the van will follow a route which will take it through Chelmsford, Colchester, Ipswich, Lowestoft, Great Yarmouth, Norwich, King's Lynn and Lincoln.

Philips are particularly anxious that the trade in these centres obtain the best possible advantage from the visit of the van.

They would like as many traders as possible to link up with a special display, and any dealer in these towns who has not yet been approached with regard to a show is requested to communicate immediately with Philips' London office, 145, Charing Cross Road, when the necessary arrangements will be made at once.

Philips also ask that the trade will communicate with them regarding any large outdoor events of importance which are due to take place at or near the time of the van's visit. If any trader would like the van to appear at a local function, this could probably be arranged provided good notice is given.

Wherever the vehicle goes, it attracts great attention, and will, without doubt, result in increased sales in the South East.

### Concessions for the Buenos Aires Show.

Proof that the Argentine Government wishes to encourage the importation of British goods is given by a series of relaxations of national and municipal laws, for the benefit of exhibitors at the forthcoming British Empire Free Trade Exhibition at Buenos Aires.

The Customs House is allowing all goods to be imported into the exhibition, free of duty, on the condition that they are re-exported afterwards. Similar facilities are being given by the internal Taxation Department with respect to products subject to internal taxation. Also, the Municipal Council of Buenos Aires has decided to make the exhibition exempt from all municipal taxation.

Incidentally, owing to the greatly increased importance now assumed by the Exhibition, the British Government have decided to treble the sum to be expended on their official participation in it. This large increase will allow a considerable part of the impressive British Government Exhibits now being shown in the Antwerp Exhibition to be sent out and adequately displayed at Buenos Aires.

## PERSONALIA.

### SOME MARCONIPHONE CHANGES

THREE staff changes by the Marconiphone Co., Ltd., are to be recorded. Mr. C. W. Tebb, who, for the past two and a half years has represented Marconiphone in Berkshire, Oxfordshire, Surrey, and part of Wiltshire, has now joined the Sales Development Department at the firm's head office.

Mr. H. J. Foyle has taken over Mr. Tebb's previous territory, while the area previously covered by Mr. Foyle—S.E. London—is now being worked,

together with S.W. London, by Mr. W. A. Rawlings.



Mr. C. W. Tebb. Mr. W. A. Rawlings.

### A COINCIDENCE.

WE were interested to learn in a recent letter from Mr. E. U. Redway, the popular managing director of Southern Factors, Ltd., that he has just suffered a similar experience to that of Mr. R. Milward Ellis, whose house, as we reported last week, was visited by members of the Bill Sykes fraternity.

Quite a spot of coincidence—as Messrs. Clapham and Dwyer might say—attaches

to this second visitation. Mr. Redway and Mr. Ellis are personal friends, and only a few weeks ago Mr. Ellis himself spent a week-end at Mr. Redway's house. Evidently Mr. Redway's burglars were not radio enthusiasts—obviously not, in fact—for a McMichael set in the dining-room was left untouched. However, the sum of £27 was taken, and the thieves also "lifted" a considerable amount of Mrs. Redway's jewellery, besides turning the house inside out.

Mr. Herod, who, as recorded here recently, has joined the Murphy Radio sales staff.



Mr. H. J. Foyle.

# TRADERS AND THE B.V.A.

## Read "Editorial Views" and these letters—then SEND US YOUR STOCK FIGURES BY RETURN.

To the Editor.

SIR,—We should like to write in support of Mr. R. M. Dawes and Mr. Charlie Corke, whose letters are published in the Correspondence columns of your issue of August 2nd.

The B.V.A. have been decidedly unfair in their method of covering the retailer through the price reduction of "ring" valves. On checking our stocks we find 156 valves in cartons, and an additional 75 in sets. Only 27 per cent. of these valves have been purchased since May 18th, and the resultant loss is very disturbing indeed.

We feel sure that your worthy paper will take every means of seeing that at least some of the letters received on this subject will be given publicity, and we are sure that there are some retailers who will be willing to press for a more satisfactory method, not at the next reduction, but now.

NORTHANTS ELECTRICAL  
INSTALLATIONS, LTD.  
LESLIE L. NEAVERTON,  
Radio Department.

PETERBOROUGH.

To the Editor.

SIR,—Wireless dealers all over the country certainly have a remedy for the shabby action of the B.V.A. and its members. Let each dealer return his stock of valves to the makers, giving instructions for them to be counted and returned. The question of rebate can easily be dealt with afterwards.

Quite simple!  
LLANELLY.

J. BRYN. MORGAN.

To the Editor.

SIR,—With reference to the correspondence on the subject of the attitude taken by the B.V.A. regarding the recent valve price reduction, we should like to say that we are also of the opinion that the method adopted for claiming rebate is very unfair.

We agree that claims should be made on the suppliers of valves for purchases during a certain period, and that invoice numbers, etc., should be quoted, since naturally this is the only way to prevent mis-statements of stock being put forward.

To choose, however, the slackest period in the year for a scheme of this kind, is, we think, a very unsatisfactory arrangement. It is admittedly the hope of the B.V.A. that dealers will carry adequate stocks of their valves, and to expect that a rebate on purchases during the slack period will recompense a dealer for the loss

**T**HESE are a selection of the many letters we have received in the last seven days on the contentious subject of B.V.A. valve-price reductions. The arrangements for granting a rebate on stock purchases to traders have called forth complaints from all parts of the country, coupled with strong requests for us to take up the question with the B.V.A.

— — — — —

**Before we can do this we must be armed with plenty of facts and figures. Therefore we invite every trader who is seriously affected by the rebate system to send us immediately the number of his valve stocks at the date of the reduction, and also the number on which he can now claim a rebate.**

— — — — —

**WRITE NOW—A POST-CARD WILL DO !**

on the whole of his stock is absurd.

Undoubtedly the man who carries a minimum stock and buys as the demand arises will benefit under this scheme, and we wonder if the B.V.A. have looked at the matter from this point of view?

E. & H. GLOVER.  
DARLINGTON. H. GLOVER.

To the Editor.

SIR,—The following is the text of a letter we have just addressed to the British Radio Valve Manufacturers' Association:

"With reference to your circular re price reduction of valves, we are very disappointed with the way in which you are treating traders as regards rebate.

"We find you are only allowing rebate on valves purchased during the last two months, and as during the two months which are passed we require a smaller number of valves than for any other two months in the year, we find, as no doubt several other wireless traders in the country find, while we have over £100 worth of valves in stock, we are only able to claim rebate on quite a small amount, simply because we were willing to maintain our usual stock of valves through the summer and

not allow it to get less at the end of the season.

"We shall be pleased to know if your members will be able to meet us in a better way to that already decided on, so that the wireless retailers may again have the same faith in the manufacturers. We shall be glad to have your remarks on this subject."

We very much hope that other traders are taking up this matter, since it must be causing a great deal of hardship.

LEIGHTON BUZZARD.

GRIFFIN BROS.

R. J. GRIFFIN.

VALVE REBATE.	
No. of valves, affected by the reduction, in stock on July 18th.....	.....
No. of valves on which rebate can be claimed.....	.....
Approximate loss involved .....	.....
Signed.....	Address.....

The details we require can be set out in the form suggested above.

News While It IS News —

More  
New Season's  
Lines.

# 1930-31 PLANS AND PRODUCTIONS.

## E. K. Cole's Ambitious Programme.

Entirely New Mains Sets and Speakers.

Additional Mains Units and Revised Discounts.

**T**HE most comprehensive and "go-ahead" sales and production programme that they have ever put forward is announced by E. K. Cole, Ltd., of Southend-on-Sea. Apart from the new and striking introductions which make their appearance for the first time "Ekco" have taken the step of increasing the trade discount on their all-electric receivers and loud-speakers, (see below) to 33½ per cent., the discount on the other lines remaining at 30 per cent.

An important extension to the "Ekco" easy payment system will also be made. For some time past most of the firm's products have been available on easy terms, allowing the payments to be spread over one year, but when the new sets and speakers make their appearance these will be available to the public with considerably reduced initial payments, while the remaining instalments will be spread over two years when desired.

It should be noted that all changes involved in the new programme will take effect from August 18th.

Turning now to the new apparatus, there is no doubt that the most important productions are the Models 312 and 313 "Ekco-Lectric" mains receivers which

for the connection of a gramophone pick-up, and the set is available for A.C. or D.C. operation at £14.

The 3-valve receiver, model 313, is constructed on similar lines, and incorporates a circuit employing an S.G. H.F. stage, a detector, and a pentode output valve. The cabinet is almost identical in external appearance, the tuning dial, worked by a knob, being viewed through a small aperture at the top of the central escutcheon. Several interesting features are included, one being that the output impedance can be adjusted to suit different speakers. A gramophone attachment is fitted, and sockets are provided for connection to the field of an M.C. speaker. This receiver is also available for A.C. or D.C. mains, and is priced at £22 10s.

Ranking equal in importance with the sets are two entirely new loud-speakers, strikingly simple and modern in appearance, and built into moulded cases in the same shades of and of the same bakelite material as the sets. They are, of course, definitely intended to be used with the receivers, thereby forming complete instruments.

Model L.S.1 is a cone speaker employing a balanced armature unit, and is specially designed for use with the receiver 312. It sells at £4 10s. The model L.S.2 has the same general appearance, but is a moving-coil speaker designed for use with either the 312 or 313 receiver. The current for the field is taken from the mains, and a tapped input transformer is incorporated. For A.C. operation the

speaker is listed at £11 and for D.C. at £8 12s. 6d. Both speakers are arranged to stand on top of the sets.

In the field of mains units—always so comprehensively covered by E. K. Cole—it is announced that the all-power units, C1A.D.C. and C2A.D.C., will be deleted, and also the following H.T. models 1F10.D.C., 4T60A.C., 5T60.D.C., and 5T.60 A.C. To replace the all-power unit C2A. D.C., the C2B. D.C. will be introduced as soon as the present stocks of the deleted model have been exhausted. This gives a maximum output of 4 A L.T., 25 mA H.T. with four voltage tappings, and five G.B. tappings up to 12 V. The price is £6 17s. 6d.

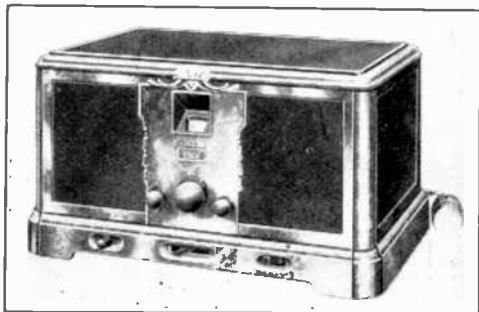
A new H.T. unit to be introduced is the 1V.30 for D.C. and A.C. mains. This has four tappings with a total output of 30 mA, and retails at £2 19s. 6d. for D.C. and £5 15s. for A.C.

The model 4A 60 at £8 10s. replaces the 4T 60 A.C., and gives an output of 60 mA with three voltage tappings.

Next comes the rectifier unit, which, up to the present, has incorporated a valve, but in its new form makes use of a Westinghouse rectifier. Known as the RA 20 instead of the R 20 it will sell at £3 10s. 6d.

Here it should be mentioned that E. K. Cole, having found Westinghouse metal rectifiers extremely satisfactory in the past, have standardised them in all their A.C. mains sets and mains units for the coming season. Another point that should be noted is that all receivers and mains units are made for use with voltages from 200 to 250 D.C., and A.C. 200-250 and 100-120 V. 40 to 100 cycles.

Later in the season we understand that a radio-gramophone will be introduced. It will probably be available in two models, the first being a pedestal cabinet

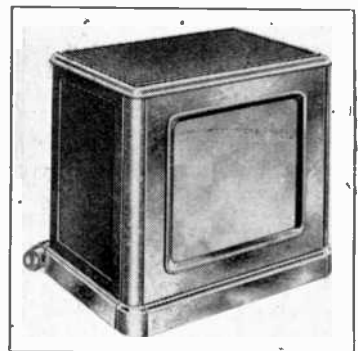


The "Ekco" Model 313 3-valve receiver. Its moulded case is available in some artistic shades.

replace the existing P 2 and S.G.P. 3 sets, these being due for withdrawal from the market on August 16th.

The 312 and 313 instruments strike an entirely new note as far as outward appearance is concerned. Apart from the fact that they are neat and compact in design, the sets have cases of tenacit bakelite in three shades of dark jade, dark mahogany and medium oak.

Model 312 is a 2-valve receiver incorporating a detector and a pentode, and can be used with an indoor aerial up to 25 miles from a Regional station. Tuning is controlled by a single drum dial working in an escutcheon plate at the centre of the front of the cabinet. The reaction knob, and the combined selectivity and volume control are also mounted on the escutcheon plate. Provision is made



This "Ekco" moving-coil speaker matches the set and is arranged to stand on top of the lid.

instrument incorporating an electric motor and M.C. speaker together with a set similar to the model 313. The second radiogram will have a 312 set and a spring motor.

#### The Improved Varley Pick-up.

A revised version of the Varley pick-up, with improved characteristics, has just been introduced by Oliver Pell Control, Ltd., of 103, Kingsway, London, W.C.2. An interesting constructional point is that the needle clutch operates without screws of any kind, the needle being simply pushed into a V-shaped slot, where it is held automatically. The rated D.C. resistance is 2,000  $\Omega$ , the A.C. resistance at 1,000 cycles, 9,000  $\Omega$  and the inductance at the same frequency 1 H. The average R.M.S. output voltage is stated to be of the order of .6 V.

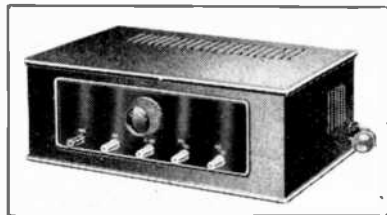
In external appearance, the new model is very similar to the original model, and the price remains the same—37s. 6d. A full test report of the new pick-up will be published in our Test Report columns in the near future.

#### The Halcyon All-Mains Transportable.

Further information is now available regarding the new Halcyon all-mains transportable receiver which was first mentioned in our issue of July 12th, when we described this firm's latest radio-gramophone.

The instrument—it employs 4 valves—is arranged with a compartment to take a mains unit or batteries as desired, and in general external appearance it is very similar to one of the earlier Halcyon cabinet models.

The cabinet, of figured walnut, houses a specially designed Air Chrome speaker



One of the new "Ekko" power units. This model is the I.V.30 A.C.

behind a neatly fretted grille under the control panel of the receiver. There are two tuning controls, a volume control, and a combined wave change and "off" switch on the panel, which is concealed when not in use by a hinged flap.

The circuit comprises an S.G. H.F. stage, a detector, and two L.F. amplifying stages. When equipped for mains working, the transportable incorporates a special Halcyon mains unit, or, alternatively, it is available with two 60 V H.T. batteries, two 6 V G.B. batteries, and a 2 V jelly-electrolyte L.T. accumulator. As the mains units and the battery equipment are interchangeable, it can be arranged, if desired, so that batteries are used with the set out of doors, and the mains units indoors.

Fully equipped for A.C. or D.C. mains, the receiver is priced at 40 guineas; with batteries and mains unit, 42 guineas, and with batteries only, 32 guineas. Hire purchase terms can be arranged.

## Important Kolster-Brandes Additions. Entirely New Apparatus to Supplement Existing Lines.

**F**OLLOWING the recent reductions and alterations in the prices of existing "K-B" radio apparatus, Kolster-Brandes, Ltd., of Cray Works, Sidcup, Kent, announce the introduction of a series of entirely new lines—including two loud-speakers, several all-electric receivers and two large radio-gramophones, one being a dual turntable model suitable for public entertainment use.

Although we are able in this issue to give full descriptions of all the new productions, the actual prices have yet to be finally settled by the manufacturers, except only in the case of the largest radio-gramophone, which will sell at a figure in the immediate neighbourhood of 250 guineas. Further definite price figures will, we hope, be ready in time for us to publish them in our Annual Autumn Buying Number next week.

All the new apparatus will be completed in time to be exhibited on the Kolster-Brandes stand at the Show.

Two of the new products are speakers. The K-B. 232 is a medium-priced cabinet cone speaker incorporating an electro-magnetic unit which is claimed to possess excellent response characteristics. It is put up in a more than usually distinctive cabinet to sell at £3. The other speaker is a moving-coil of the permanent magnet class, thus enabling it to be kept far more compact than most electro-magnetic M.C. speakers. A triple ratio input transformer is included so that the reproducer may be used with different output valves. Two models are available, one in a handsome walnut cabinet, and the other in the form of the chassis, complete with input transformer. The dimensions of the chassis model are 12½ ins. high by 11½ ins. wide and 5½ ins. deep.

The first—and smallest—of the new receivers represents a bid on the part of Kolster-Brandes for the more popular "all-electric" market. It is a simple and inexpensive 2-valve A.C. model designed to give the best possible results with a detector and a pentode valve. There are two main controls—a drum tuning dial with a vernier, and a reaction control. Provision is made for the attachment of a pick-up for the electrical reproduction of records, and the set covers long and short wavelengths. Two models for different mains voltages are available.

Next in order comes the 4-valve transportable receiver for A.C. supplies. This is housed in a bureau type cabinet incorporating an electro-dynamic speaker and a frame aerial, and arranged so that it may be moved from room to room at will and connected to the nearest power socket. The circuit comprises an S.G. H.F. stage, a detector, and two L.F. stages, tuning being effected by illuminated drum dials both of which are equipped with verniers. A reaction control is also provided. The output valve is stated to be capable of delivering an undistorted output of 2 W, which is handled by the speaker without overloading. Here again two models for different A.C. mains voltages are listed.

An entirely new K-B. development is a



The single turntable model radio-gramophone which figures in the Kolster-Brandes new programme.

5-valve all-A.C. receiver (K-B. 233) with two S.G. valves, a detector and two transformer coupled L.F. stages. A triple gang condenser tunes the aerial and H.F. circuits. The valve used in the output stage is capable of an undistorted output of 2½ W. The set is built in chassis form and is thoroughly up-to-date in design, the complete equipment being housed in a table type cabinet. There are two models, the K-B. 233 for 100-120 V A.C. and the K-B. 234 for 200-250 V A.C. supplies.

Following the 5-valve receiver, Kolster-Brandes announce a 5-valve radio-gramophone, which embodies the same type of circuit with two S.G. valves. It is a luxury instrument built into a handsome and massive walnut bureau cabinet. Separate volume controls are provided for radio or gramophone.

The above instrument is equipped with only one turntable, but the manufacturers are introducing an even larger 5-valve dual turntable model suitable for public entertainments. It comprises two sections, the radio receiver and the power amplifier. The receiver employs two S.G. valves and a detector, and has a ganged tuning, while the amplifier, with two stages, has two super-power valves in the output position, which are capable of delivering an undistorted output of 6 W.

# 1930-31 Plans and Productions

(Continued from previous page)

## CLAUDE LYONS ANNOUNCES—

### Additional B.A.T. Switches.

Several new "B.A.T." switches, in addition to those at present on the market, are now available from Claude Lyons, Ltd. of 76, Oldhall Street, Liverpool, and 40, Buckingham Street, London, S.W.1. Firstly, the side-action Q.M.B. switch is obtainable in two models, one, an ordinary "on" and "off" switch, and the other with a 2-way action. In the former model the movement is similar to that employed in the well-known "B.A.T." 728 switch, while in the case of the 2-way switch, the movement is as that in the No. 729. The price of the single way type is 2s. 9d., and of the 2-way type 3s. 6d.

Another switch which incorporates the No. 728 movement, is the push-pull action, 750 W, Q.M.B. toggle model. The 728 is mounted horizontally on a bracket, and the toggle is operated by a spindle which projects through the panel and terminates in a knob. The switch is capable of passing 3 A at 250 V and is priced at 3s. 6d.

### Improved Gripso Switches.

We have received from The Gripso Co., of 32, Victoria Street, London, S.W.1, two leaflets dealing with their products. The first is a 6-page folder, containing information regarding indicating terminals, tag ends, sockets and other fittings, together with several switches which are now on the market. These switches are of special interest, in that they are equipped with indicating dials. The "Standard" single push-pull indicating switch is, of the type first introduced, and has a fixed black plate at the front, with an aperture through which the readings are viewed. The dial is operated by the spindle, which is twisted in such a manner as to form a quick thread. The price of this switch, adapted to give two dial readings, is 1s. 6d., and a "Super" single switch, with the same type of body and a flush fitting escutcheon plate, is available at 1s. 9d.

Another interesting component is the "Standard" double push-pull switch, which is, for switching batteries on and off, and at the same time changing the wave range. This has the same type of dial and spindle as the above switches, and is priced at 2s. 9d., while a super

version, with a flush fitting escutcheon, finished in nickel-plate or bronze, costs 3s. The second leaflet deals with several particularly interesting new "Gripso" lines which will be introduced in September and which are likely to attract attention. Three new push-pull indicating switches with spring-gripped contacts are included. These are all equipped with flush mounting indicating escutcheons. The first is a two-point switch at 1s. 9d., the second a three-point switch, at 2s., and the third a Q.M.B. two-point switch for mains work which lists at 2s. 6d.

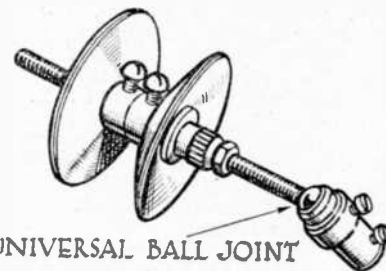
### A Self-centre Extension Rod.

An interesting device in the form of a self-centring extension rod for single or multiple cone speakers has been introduced by J. H. Weedon & Co., of 80, Lonsdale Avenue, East Ham, London, E.6.

This, it is stated, will positively centre the driving rod, thus giving accurate alignment and ensuring that all vibrations of the reed or armature of the unit are applied to the diaphragm without loss.

The device consists of a length of screwed brass rod, which is connected

to a coupling by means of a ball and socket joint. The coupling is of brass, and is drilled to accommodate the driving rods of any of the speaker units now on the market, a small screw being provided for clamping. Another small screw clamps the ball at the end of the screwed rod in any required position. Two sets of cone washers, complete with collars and clamping screws, are also provided,



UNIVERSAL BALL JOINT

J. H. Weedon & Co., of East Ham, have introduced this unique self-centring extension rod for loud-speakers.

together with four small lock nuts. The price of the extension rod is 1s. 6d. complete.

### The Mullard DO/25 Valve.

A new large output valve, the DO/25, is announced by the Mullard Wireless Service Co., Ltd., of 111, Charing Cross Road, London, W.C.2. This has an output considerably greater than that of the DO/20, and is, therefore, particularly suitable for the last stage in large receivers, and small public address amplifiers.

The complete characteristics are as follow:—

Filament Voltage ..	.. 6
Filament Current ..	.. 1.8 A
Anode Voltage ..	.. 400
A.C. Resistance ..	.. 1,150 Ω
Amplification Factor ..	.. 3
Mutual Conductance ..	.. 2.6 mA/V

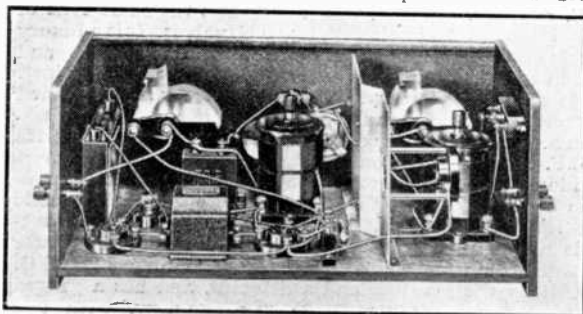
the last three values being taken with 100 V at the anode, and zero grid volts. The price of the DO/25 is 30s.

### Columbia Batteries Reduced.

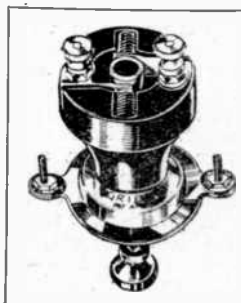
In a leaflet issued by J. R. Morris, of 15, Kingsway, London, W.C.2, are described the "Columbia" dry batteries at present on the English market. It is announced that considerable reductions in some of the prices have just been made. In the first place there is the 60 V H.T. high capacity battery, No. 4780, which was formerly priced at 20s., and which now retails at 17s. 6d. The 45 V and 22½ V batteries have been reduced from 16s. 6d. and 9s. to 15s. 6d. and 8s. 6d. respectively, while the 4½ V grid battery remains as before.

Then the 45 V "Layerbilt" heavy duty battery, in which the elements are in flat formation, now sells at 24s. instead of the former 25s.

The folder referred to also contains particulars of "Columbia" batteries for other purposes.



Here is an interior view of the "Empire Melody Maker," which, as we said in these columns last week, is one of Cossor's biggest lines for 1930-31.



A typical Gripso switch of the push-pull type with twisted spindle.

# AMPLION

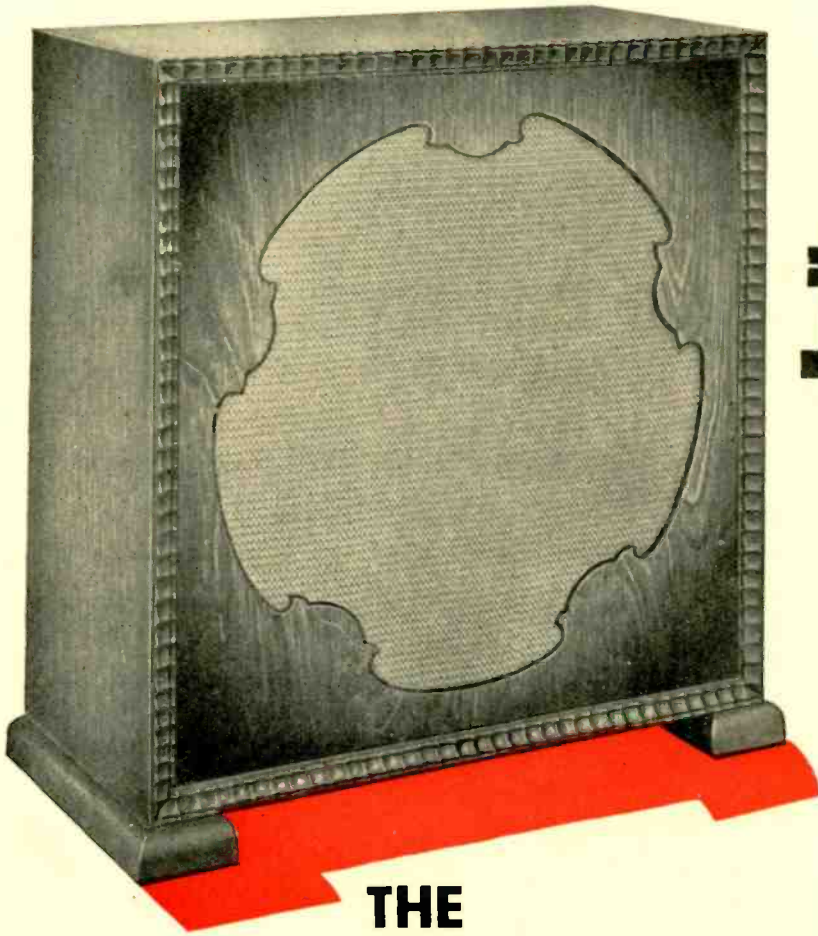


.. for the  
moderate  
purse!

It has always been one of the chief aims in the Policy of Graham Amplion to supply even their finest speakers in a form which will bring them within the means of the customer of moderate means. At the same time models have been specially designed for these very customers at prices which enable them to obtain really wonderful value for their money. The AMPLION Guinea-Cone hangs in literally thousands of homes—working from every type of set—and yet the demand continues. Quite recently came the TWO GUINEA-CONE, and at once it was acclaimed a favourite—a sturdy little cabinet cone of good appearance, and splendid performance. Both these models are big sellers—are you stocking them? You are sure to have enquiries.

# POLICY...

# AMPLION



THE  
**TWO - GUINEA  
 CONE**

## £2-2"

The Amplion Two - Guinea Cone has not been on the market long—but it has been long enough for it to be obvious that in this model, Graham Amplion have again produced a Speaker that has met the demands of the listening Public for a small cabinet speaker of good appearance—sound design—and reliable performance, at a low price.

In the Two-Guinea Cone all four qualifications are found, and while it is sufficiently sensitive to respond to the smallest valve set, yet it is quite able to deal with the output from a powerful receiver.

# NOTHING BETTER



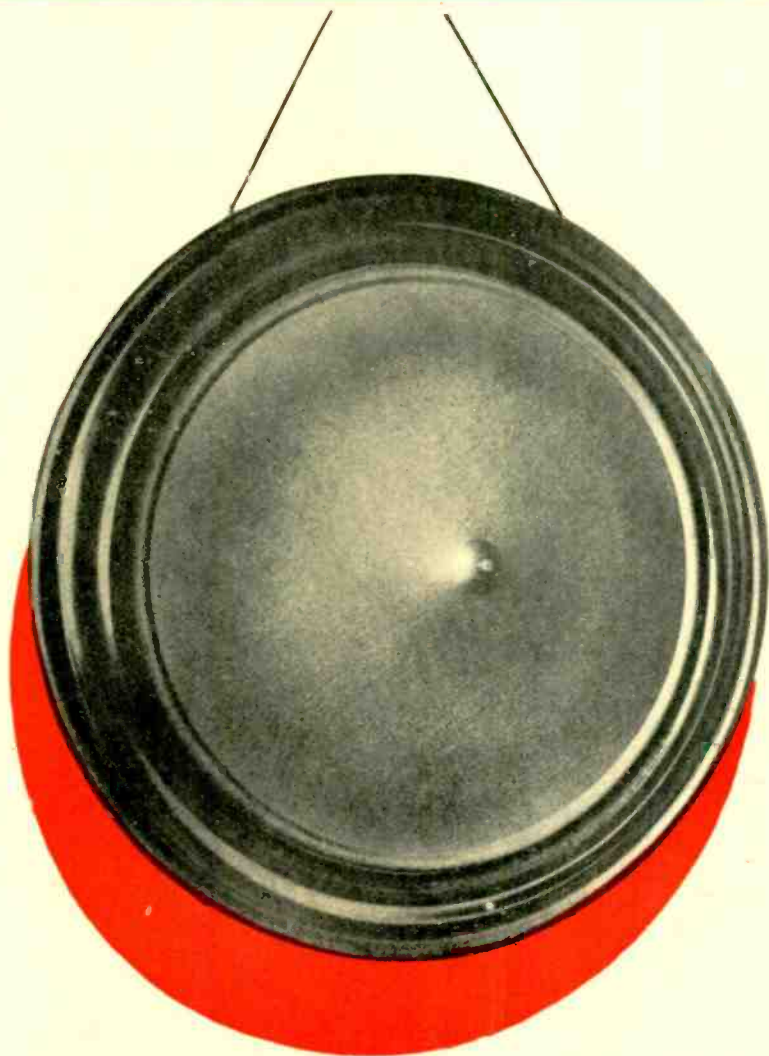
# AMPLION

£1-1"

The popularity of certain types of Loud Speaker may come — and go — but the popularity of the AMPLION GUINEA - CONE goes on for ever.

Week in, week out—year in, year out — and still the orders pour in.

We are not surprised. A speaker which will give a performance such as this open cone will do, and at so low a figure was bound to sell.



IT DID,  
IT DOES,  
AND IT WILL.

THE GUINEA-  
CONE

AT THE PRICE!

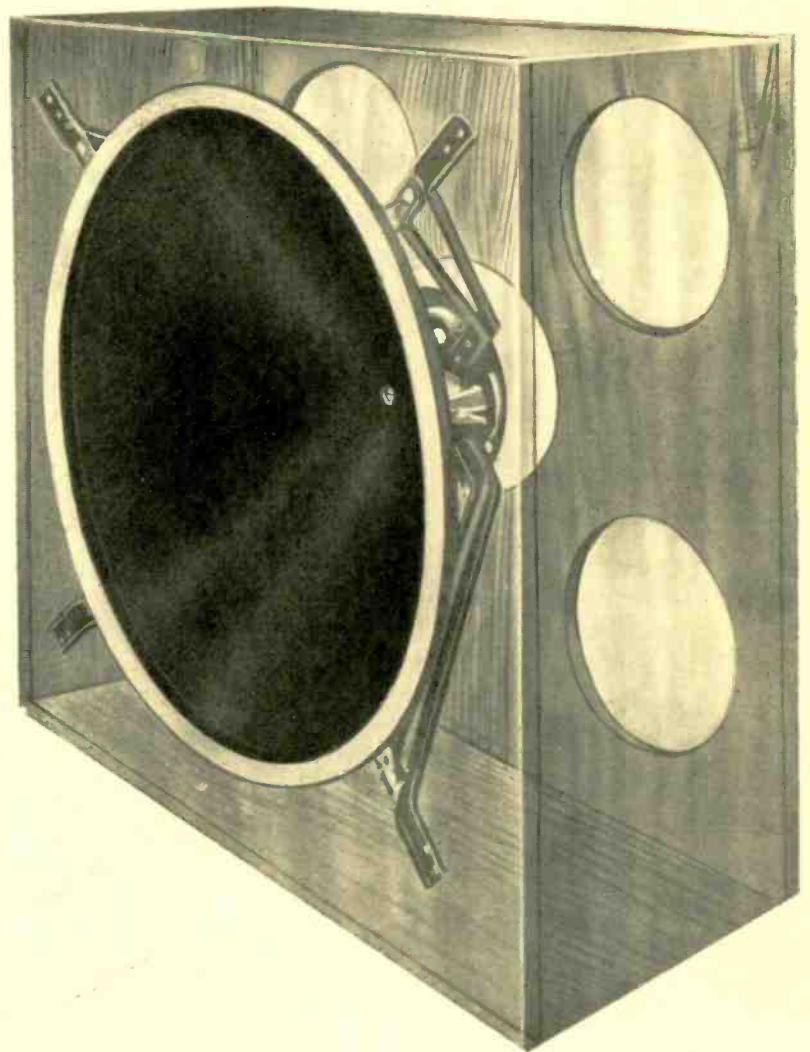
# THE 'LION' CHASSIS

L.14 14" CONE

£4-10-0

L.18 18" CONE

£6-0-0



In addition to supplying speakers at a moderate price, Graham Amplion have gone so far as to offer the very best speaker which they manufacture in a form which easily brings it within the means of everyone.

The "Lion" Speaker created nothing short of a sensation when it was first introduced, owing to its amazingly faithful reproduction when used with a suitable receiver.

It is still to-day at the head of their list, a fact which speaks for itself.

The chassis of both models is supplied in a strong packing box in which they can be used very satisfactorily, at the surprisingly low prices of £4.10.0 for the L.14 type, and £6.0.0 for the L.18 power model.

For customers to whom cabinet work is of relatively little importance, this fact will be of great interest.

Let your customers know about it.

# AMPLION

# 1930-31 Plans and Productions

(Continued from previous page)

## New Six-Sixty Output Valve.

The range of Six-Sixty valves marketed by the Six-Sixty Radio Co., Ltd., of 17-18, Rathbone Place, London, W.1, has now been supplemented by a large output super power valve, known as the SS.H.V. 6'5. This should prove to be suitable for use in large receivers, where a high anode voltage is available, and in small power amplifiers, such as would be used for P.A. work on a small scale.

The characteristics are as follow.

Filament Voltage ..	6
Filament Current ..	1.8 A
Anode Voltage ..	400
A.C. Resistance ..	1,200 Ω
Amplification Factor ..	3.2
Mutual Conductance ..	2.65 mA/V

Six-Sixty also announce that the characteristics of the small power valve SS 610 P have been greatly improved. Whereas, up to the present, the mutual conductance has been only 1.22 mA/V, it is now 2.3 mA/V, and at the same time, the amplification has been raised from 7.2 to 7.8. The complete new characteristics are:—

Filament Voltage ..	6
Filament Current ..	1.1 A
Anode Voltage ..	150
A.C. Resistance ..	3,400 Ω
Amplification Factor ..	7.8
Mutual Conductance ..	2.3mA/V

## More News from "Lewcos."

It will be remembered that on page 42 of our July 12th issue, we were able to give advance particulars of the new lines that will be marketed by the London Electric Wire Co. & Smiths, Ltd., for the coming season. Further information, including prices, is now to hand.

In the first place, an entirely new L.F. choke, with an inductance of 30 H, will be introduced. This, to be known as the LFC, will be listed at 17s. 6d. The LFT5 transformer will be available in either a metal or a moulded bakelite case at 25s., and a new 3-1 model, shrouded in a metal case, will make its appearance. Price £1.

Among the unscreened dual range coils, the D.W.A. and the D.W.G. are the most prominent. The former is an aerial coil, and the latter an H.F. transformer for use with S.G. valves. Both are mounted on moulded bases which enclose the push-pull wave-change switches. Price 15s. each.

The SP/DAT, an aerial coil, the SP/DAP, an H.F. transformer for three electrode valves, and the SP/DAG, an H.F. transformer for S.G. circuits, come next, these being of the six-pin dual range type. The wave ranges of these are 235-550 and 1,000-2,000 metres, and they will be priced at 12s. 6d.

Another interesting new product is the dual screened 2-way coil unit type D.C.G. This comprises a dual range aerial coil and an H.F. transformer for use with S.G. circuits. The coils are wound atatically and are surrounded by a leatheroid-covered screen with a moulded top and base. Wavechange switching will be available for rotary or push-pull operation. Price 45s.

A new dual wave frame aerial will list at 32s. 6d.

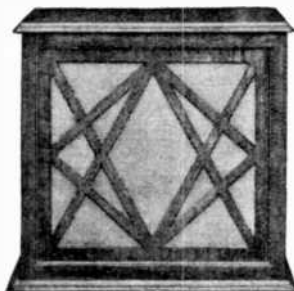
## BEL-CANTO ACTIVITY.

### A Radiogram and New Speakers.

Although Bel-Canto Radio Ltd., of Warple Way, The Vale, Acton, London, W.3, have been established in the radio industry since 1926, and have confined themselves to a comparatively small scale of production, they have now reached a position where they can launch out to a much greater extent, and they announce for the forthcoming season several interesting new products. These include an all-electric radio-gramophone, and several cabinet speakers.

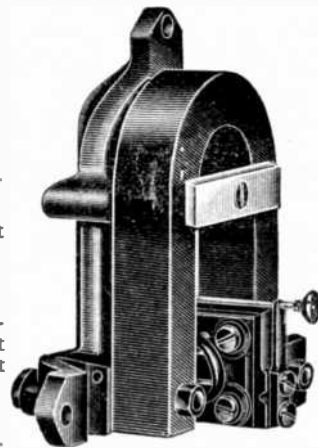
The radio-gramophone has a handsome walnut cabinet of the pedestal type, with fretted grilles on all sides to eliminate box resonance. There are two sets of

and concert grand models. The first three, apparently, only differ in size and price, and are all fitted with balanced armature units. In oak, walnut or mahogany, the standard model is priced at £5 10s., the concert model with a 14 in. cone, at £8, and the standard grand, with a 16 in. cone at £9 10s. in walnut only.



Left: One of the latest Bel-Canto speakers.

Right: The new Bel-Canto cone drive unit—an unusually robust production



doors at the front, the top pair covering the front grille, and the lower pair enclosing the record storage compartment. All the controls are mounted at the top of the cabinet under the lid. The circuit embodies two S.G. H.F. stages, a detector and a super power output stage, tuning being controlled by a single dial. An interesting refinement is the specially designed tone control which regulates the pitch of the reproduction. The price of the radio-gramophone with an electric motor incorporated, is £75.

A range of speakers is also being produced, and is divided into four types—the standard, concert, standard grand,

The concert grand model has an imposing pedestal cabinet and lists in walnut at £15.

Finally, there is the Bel-Canto balanced armature speaker unit, a high-class production incorporating a powerful cobalt steel magnet. It is priced at 35s., and a suitable chassis and 12 in. cone is priced at 20s., while a 14 in. cone chassis lists at 25s.

To support their new lines Bel-Canto are commencing an active publicity campaign, beginning in the second week of September, and they are also producing some distinctive display material for dealer's use.

## STANDARD INTRODUCE A SET.

The Standard Battery Co., of 184-188, Shaftesbury Avenue, London, W.C.2, have entered the set manufacturing field, and will market, for the forthcoming season, a 4-valve all-electric receiver, and a radio-gramophone. This is for A.C. operation, and employs three indirectly heated valves, and a directly-heated super-power valve in the last stage. The cabinet, of the American table type will be available in oak, mahogany, or walnut. All the controls are mounted on the panel at the front, the two tuning dials being viewed through an escutcheon plate in the centre. The receiver is suitable for use on any supply from 90-240 V A.C., and will be priced at £25, including valves.

Another very interesting new line takes the form of a pedestal cabinet speaker, designed specially to match the new receiver, which can easily be placed on the top. This is in veneer walnut of selected grain, and stands on four long

square legs. It incorporates a 20 in. double-cone chassis and a "Star" speaker unit. The list price will be 6 guineas.

We understand that the Wates radio-gramophone is shortly to be introduced, but other than that it will be priced at £51 10s. in mahogany, and £54 10s. in oak, no particulars are available.

Two other new products which deserve mention are purely for test purposes. The first of these consists, apparently, of a battery case, which, when enclosing a battery, can be used in series with a Wates meter for simple tests. It is priced at 3s. Another useful component, priced at 2s. 6d., is the Wates test plug for valves, which can be used to enable the anode current of a valve to be taken quite easily.

Then there will be the whole range of Wates components, including meters, speakers, and a pick-up and arm, and, last, but not least, the series of "Standard" sac Leclanche H.T. batteries.

# THE SELLING SIDE

## Have Movement in Your Window.

ONE of the most important points in successful window-dressing is to have a central feature of interest, and to use every endeavour to focus attention upon it. The time of the average passer-by is so limited that, for every one who will stop and scan a display closely, nine will give it a quick glance in passing. Obviously, therefore, results from display work depend largely on seizing the attention of the nine, and leaving a definite impression on their minds.

This is why methods of introducing movement into the window are receiving increased attention. Even in the most crowded display, an object in motion will almost infallibly catch the eye. It is then a fairly simple matter to ensure that the attention so gained is transferred to the goods, or to an effective selling point in connection with them.

Many methods of achieving this result—such as animated figures—are inevitably expensive, and are not an economic proposition for the average trader. Others, however, are quite inexpensive to erect and economical to operate.

Perhaps the most useful moving unit for every-day display work is the electrically-driven turn-table. A small-capacity turn-table can be obtained quite cheaply. A model to carry weights up to 2 lbs., for instance, will cost about 25s. for A.C., and 40s. for D.C., the operating expenses being estimated by the makers at about 6d. per week. For heavier work it is usually necessary to have a unit of considerably greater capacity at correspondingly higher cost, a turn-table to carry 70 lbs., for example, costing about £9.

Although one usually sees the rotating turn-table employed in rather unimaginative fashion, there is no reason why this should be so. Its effect can be increased still further if a little ingenuity is employed, and an almost endless number of different ideas can be worked out even with a 2 lb. turn-table.

One notion is to use it in conjunction with an imitation dial and knob, in order to feature one make of set. The dial should be made of black-sided card, and the names of stations that can be obtained with the set to be featured should be lettered round the dial. The indicator is made from a separate piece of light card, and is caused to revolve slowly round the dial by means of the turn-table (which is

supported behind the card) in the manner shown in our sketch. This would prove a highly-effective means of emphasising selectivity and range in a set.

Another turn-table idea with considerable selling value is suggested in the second sketch. Here the various selling points of the receiver are lettered in sequence on a long strip of card made somewhat in the form of an endless belt, which is fastened to the rotating table by means of light wooden cross-pieces. The turn-table is then placed on top of the set, or is supported on a stand slightly behind it, so that as the card revolves a succession of sales arguments is presented to the onlooker. By using a three-piece screen, as shown in our illustration, the idea can be made additionally effective. The band of card is then visible as it passes slowly across an aperture in the screen.

On entirely different lines, but almost equally useful as a means of getting movement into the display is the animated sign. A considerable variety of these are now available for retailers, and although they are less adaptable than a turn-table and cannot be put to such extensive use, there is no mistaking their effect upon the public.

One of the newest of these signs, and a good example of the modern trend, is the "Magikarow," illustrated on the next page. The distinctive feature of this sign is the eye-catching red arrow, which moves slowly backward and forward in an arc. Below this is a screen of translucent glass, internally illuminated, on which the "sales message" is carried. The wording is introduced by means of separate adhesive letters, so that frequent change is possible.

Signs incorporating continuously-changing combinations of coloured

lights are also distinctly arrestive. These comprise a box, one side of which consists of a frosted glass screen on which suitable lettering can be formed. Behind the screen is a lamp, surrounded by two vari-coloured cylindrical screens, which revolve slowly under the influence of the heat of the lamp and throw an unending succession of different tints on the glass front.

These signs and the others of which they are typical, get results because they immediately direct the eye to important selling points. If the trader has added an important new line to his stock, is introducing a new service, and so on, a window sign of this type is most effective.

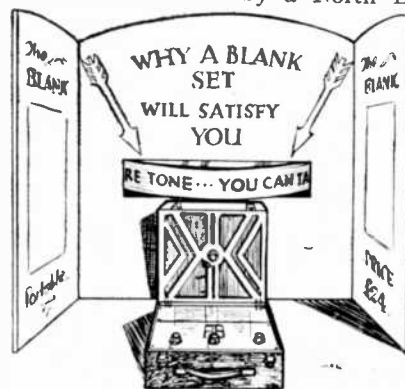
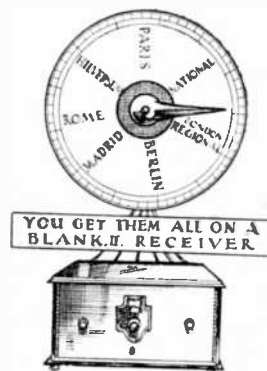
There is a variety of other accessories that have the valuable quality of movement, and that also help to direct attention, once it has been gained, to the goods. A good example is "the oscillating arrow," which is now fairly familiar. This is another electrical gadget, the perpendicular movement being obtained by means of a coil spring and a magnet, which is suspended from a hook at the top of the window. A variable resistance permits the rate of movement to be adjusted as desired, and also makes provision for operating from different voltages.

The simplicity and directness of the moving arrow make it an almost infallible means of focussing attention on any desired line. The consumption, if the arrow is kept in motion for twelve hours daily, is stated to be less than a unit a week.

\* \* \*

## Selling by Mail.

THE last paragraph in this feature a fortnight ago, illustrated an excellent circular letter appeal used by a North London trader to



Two ways in which the dealer can introduce the "movement" element into his window. Left, by means of an indicator rotating on a large representation of a condenser dial, and right, with selling points lettered on cards rotating as an endless belt.

stimulate the sale of additional loud-speakers among known set owners in his locality.



A third method of introducing "movement" into a window. This time, by means of a swinging arrow. (See opposite page.)

Since then we have seen an excellent portfolio of no less than fourteen circulars specially prepared by the Marconiphone Co.'s Sales Promotion Department for the use of Marconiphone stockists. The letters cover practically every individual appeal which the trader is likely to use, including one each for loud-speakers, batteries, accumulators, and valves, while two alternative approaches are given on behalf of the portable set, and the conversion of a battery-driven instrument to all-mains supply.

There are several general letters putting over such topical arguments as "Let us have your set for overhaul while you are on holiday," with, in addition, special communications dealing with part exchange, the dealer's value as a radio specialist, and so on.

Every letter, of course, includes some specific or general reference to Marconiphone goods, and in one or two cases this might usefully be toned down, since it borders rather on the superlative side—not necessarily a good feature (even with superlative merchandise) in a *written* appeal. Points about quality are far more convincingly put over by demonstration. Nevertheless, the letters on the whole are not offensive in this connection, while their selling value is unquestionably high.

A particularly noteworthy point is that they emphasise, without obtrusiveness, the trader's service to his public. One letter, for example, ends: "Will you please record the following particulars for future reference." Then

follow, in the space usually occupied by the signature alone, three lines giving the trader's name, address and 'phone number—a good method of impressing them on the customer's mind.

Throughout, the letters contain those neat little touches which characterise the good circular appeal. "Good radio costs no more than *cheap* radio," is a really telling sentence, bound to catch the attention by its double meaning alone, and is typical of many of the letters. It is a good point, too, to use a postscript, a neat example of this being seen in the "holiday overhaul" letter which ends, "Don't fail to earth the aerial!"

The complete portfolio of these letters is carried by all Marconiphone salesmen, and dealers can have copies of them on request either through the representatives or direct.

### Capitalising a Ban.

**O**WING to damage caused by spilt acid, the Ilford Corporation now prohibits passengers on its tramways from taking wireless accumulators inside the cars. Posters announcing the ban are being widely published, and state that in future passengers accompanied by accumulators must deposit the latter on the conductor's platform, although, of course, "no responsibility can be accepted for their safety."

It is not improbable that similar decisions have been, or will be, taken by other authorities, and traders should not ignore the opportunity for a topical "link-up" in favour of their collection and delivery services. A bright window-bill, for instance, would go down quite well, especially if it were prepared in fairly light-hearted language. An example is:—

**ILFORD'S BAN ON BATTERIES**

*Owing to damage caused by spilt acid, Ilford tramway passengers are now prohibited from taking accumulators inside the cars.*

**ANOTHER REASON WHY YOU SHOULD USE OUR FREE COLLECTION AND DELIVERY SERVICE**

*Relieves you of all risk and bother. Ask inside for details.*

The point is not worth extensive treatment, of course, but such efforts arouse interest while the subject is fresh in the public mind.

### The Bright Note in Technical Advertising.

**A** COMMON fault with wireless advertising is a tendency to be dull and severe. The mistake is often noticeable in complete set advertising, but it is still more apt to creep in when a trader devotes his space to such subjects as service and to his

own technical wireless qualifications.

That this need not be so is shown by the advertisement of Consulting and Radio Service, Ltd., Glasgow, reproduced on this page. The immediate purpose of this advertisement was to acquaint the public with a change of address. To other traders, however, it has interest because it is a very good example of the way in which a bright note can be brought into "service" advertising.

The use of the three figures to represent Theory, Practice, and Service is good. By "personalising" abstract things of this kind, the advertisers have made them more interesting to the ordinary man. Had it not been necessary to deal largely with the new address, and the "moral" attaching to such a change of premises, the advertisers would no doubt have continued to tell the reader more about "the virile trio," and exactly how they help the ordinary listener and the amateur constructor.

Another point to note is the life and action in this display. The figures and the headline are again largely responsible for this; they are full of urgency, and suggest a business full of vigour and enterprise. This, also, is a somewhat rare quality in advertising concerned largely with things technical.

We have dealt with this advertisement at some length because it bears on a subject of great importance to many traders just now. A considerable number who have knowledge and experience do not secure the results they deserve, because they are not successful in "selling" their technical qualifications to the public.

I can run off  
your order  
by the time  
you get  
to the door  
L. 2760

\* Our natural ally, THE GRAMOPHONE, has now joined us, and we can give you any record or machine. For your convenience, new Gramophone Record Audition Rooms have been constructed on the Ground Floor.

they hasten to help . . .

**THE VIRILE TRIO—**  
**Theory, Practice & Service**

They have helped you these last five years, and, having outgrown their surroundings at 47 Hope Street, have migrated to

**112 HOPE STREET**  
(late premises of the old Law & Sons, Ltd.)

As reflected in our growth our **SERVICE-ALLER-SALES POLICY** has paid us and it has paid you, too, paid you dividends of pleasure and satisfaction in addition to money saved. . . . We do save you money because we know our business.

**CONSULTING AND RADIO SERVICE Ltd.**

The vast experience of Capt. Norman Turner, Mng. Director, in Radio, Electric Gramophones, and Television is at your disposal any time

Our Amateur friends will still find themselves amply catered for in Components and Advice.

Here is the striking advertisement of Consulting and Radio Service Ltd., mentioned above.

Our Amateur friends will still find themselves amply catered for in Components and Advice.

# WITH THE TRADE ASSOCIATIONS.

## North London Branch, W.R.A.

A QUESTION about which there was no small amount of discussion during last year's National Radio Exhibition was raised at the meeting of the North London Branch of the W.R.A., held on Tuesday, namely, whether retail selling from stands at the Show should be permitted. Members held very strong views on this subject, and thought that such retail selling should not be continued. It was unfair to traders, who might otherwise receive substantial orders from visitors to the Show.

Another question of considerable importance at the moment, the recent valve price reductions, was then brought up. It was reported that very many retailers had been hard hit by the reductions. One, who kept a comprehensive stock of every receiving valve on the market, actually lost a sum approaching £100. Certain North London members had taken in a stock only three days before the reductions were announced, with the result that they, too, lost heavily.

It was generally agreed that in the event of such important drops in prices retailers should be allowed rebates on all the lines affected that they had in stock.

The next meeting of the Branch will be held on the first Tuesday in September—that is, September 2nd—at the premises of the Hon. Secretary, Mr. T. H. S. Chick, 553, Holloway Road, London, N.19.

## Stockport Radio Retailers' Association.

SEVERAL matters, including the conflict of opinion as to whether the local delegate gave an accurate summary of the recent W.R.A. conference in London, made the fortnightly meeting of the Stockport Radio Retailers' Association as animated as ever on Tuesday last week. It was held as usual at Aerial House, Wellington Road South, Stockport. (It will be gathered that this body, having resigned from the W.R.A., is assembling under its old constitution as a separate entity).

### The London Dispute.

The Chairman (Mr. J. W. Heaps) said there had been some wondering as to why Stockport left the W.R.A. For some time they had not been satisfied as to the progress of the Association. He added, "We may be hasty and want a lot of things doing quickly; but we don't seem to have had help or support for things we bring forward. They (meaning the London Executive) seemed to resent anything we brought up with reference to employing canvassers; but this was not new, as we had long advocated it. It was, however, pooh-poohed; we were told it had been tried but 'could not be done'—yet now it seems they recommend it, provided branches pay for it, and I do not support that. When we deputed Mr. Carter to go to London, to see what was going on, we expected he would not be well received."

As to the proposed increase of subscriptions to two guineas, Mr. Heaps said this was not clever—even by offering to return one guinea to branches, as they could subscribe that extra money among themselves. Nor had London done much in branch formation, but had let branches form themselves and then taken them in hand.

"From what I can see," he concluded, "it does not pay London to have branches, and if it does not pay London they won't support it. We can get more done amongst ourselves. There is more life in our branch than in a lot of members who have no further interest in the W.R.A. than paying subs."

Mr. Mallard begged to take a different view, and recalled that Mr. Betambeau on his propaganda visit brought with him a factor's mailing list for use. While the W.R.A. did not give in to Stockport's wishes, it must be realised that London was perhaps not as enthusiastic as Stockport. It might have been better if, instead of resigning, they could have put more vim into the Association. All present had had a confidential letter about Mr. Carter's report of the conference, and Mr. Mallard thought there had been some misunderstanding.

Mr. Carter did not withdraw what he had reported, but wished to qualify one or two points. He went over the resolutions as recorded, and on the item of the increased subscription he declared emphatically that at the London meeting the allocation of the two guineas was put off, and that he did not vote on how it was to be spent. "I had the shock of my life," he said, "when it came out in the press that the money was to come back . . .

They made me appear a liar. It is my word against the whole lot, and I am surprised that Mr. Jenkinson, who backed me up in haranguing them, should turn round on me."

On the proposition of Mr. Mottershead, seconded by Mr. Neill, the following resolution was passed:—

"That the Stockport R.R.A. desires to inform the W.R.A. that their decision to sever their connection with the latter body is not only the result of Mr. Carter's report on the Executive meeting in London, but, as stated in the resolution incorporating their resignation, was the result of previous deliberations."

### Liverpool Letters.

Mr. Norcross (hon. secretary) then read two long letters from Mr. Jos. Webster, W.R.A. branch secretary in Liverpool.

Both letters dealt with Mr. Carter's report of the London meeting and with the action of the Stockport organisation in seceding from the W.R.A., and extracts from the longer (and later) communication are given below. It will be seen that it was written in reply to an invitation, sent by the Stockport secretary, for Mr. Webster to come to the meeting reported here.

"In view of the reports and comments which are printed in the current issue of THE TRADER, I do not think my presence will be necessary to enable your members to arrive at a satisfactory conclusion.

"Firstly, THE TRADER, dated July 19th, contains a report of the special delegates' meeting which commenced the controversy. This report is vouched for not only by myself, but by all the other branch representatives who attended the meeting, as being an accurate record of proceedings. With this in mind, some of your Mr. Carter's statements on the 15th July, are obviously, to say the least, misleading.

"All your members appear to think the Council are not agreeable to assist branches, but in my experience I have always found them ready to do all in their power. My grievance has always been their happy way of turning down schemes and suggestions with the glib answer 'The funds of the Association would not allow of such a course,' or 'In the opinion of the Council such a scheme is impracticable.' My point has always been that if our finances did not warrant grants for developments, our subscription should be raised; and also that our Council at present is not representative of provincial members.

"The constitution of our Council does not in the first place give them any real rights to exercise the discipline on branches which they should do. They also never get the provinces point of view at their discussions, for the simple reason that no delegates' expenses are paid, and only London members can attend. These points will all receive attention when the recommendations of the branch delegates are put into operation . . .

"I can imagine some of your members objecting to being controlled by the London body, but we must have a headquarters—somewhere, if only to direct operations, and personally I can think of no better place for it than London.

" . . . I have endeavoured to give you my opinions on the points which are likely to be raised at your meeting, and before I close I would like to express the opinion that your branch should undoubtedly rescind the resolution of the 15th instant and settle down to work in co-operation with other branches and with headquarters."

After the letters had been read, the meeting became a little discursive, and following some references to Liverpool's poor welcome to Stockport (despite a month's notice), on the occasion of the recent visit, debate harked back to the reports about the London meeting. Mr. Carter read from his original typed notes, which were his considered review thereof. He re-affirmed that he gave a correct account, and on the motion of Mr. Mottershead it was agreed to add to the letter and resolution to London as above quoted "That this resolution finishes our interest in the W.R.A."

The press was then requested to leave, as the members had some matters to debate in camera.

## Five Towns Branch, N.F.R.R.

WE have received from Mr. A. de Villiers, hon. organising Secretary of the National Federation of Radio Retailers, a report of a meeting of the radio retailers in the Five Towns which was held at the Town Hall, Stoke-on-Trent, on July 30th. The following firms were represented: Messrs

(Continued on page 147)

# ACHIEVEMENT



Detex has got there! Wherever the new DETEX Straight Five Portable has been shown it has met with unqualified admiration—both from radio experts and from the average listener-in, who judges *by results*. The DETEX Straight Five has proved itself beyond dispute to be an instrument of the very highest quality: the equal — frequently the superior — of sets double its price. Apart from its amazingly low price this Straight Five would sell itself on sheer merit. But by producing such a Set at such a price the makers have ensured unprecedented demand throughout the country. Stock it and watch your profits pile up! If you are not yet a DETEX STOCKIST, send in your application without further delay.

### *Specification.*

A Five-valve suit-case type receiver (2 H.F., detector, 2 L.F.) superlatively finished in blue morocco or antique blue as desired. 100-volt DETEX High Tension Battery, DETEX grid battery, non-spill Accumulator, DETEX Speaker. Tungram Valves.

## RETAIL

# 8 GNS.

Complete and ready for use.  
12 Months' Guarantee.

*Liberal Trade Terms.*

# DETEX

## PORTABLE RADIO

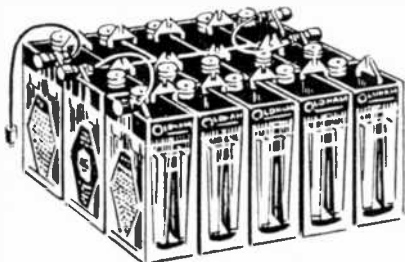
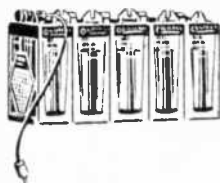


## DETEX LTD.

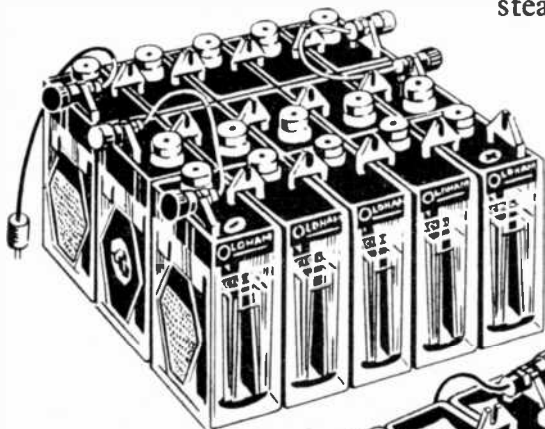
161 VAUXHALL BRIDGE ROAD, LONDON, S.W.1

<sup>3</sup>Phone: Victoria 1303 (6 lines).

# Sell Oldham on the week-by-week purchase plan. .. every sale means 3 months' steady business



From the first purchase your customer feels the benefit—once he has started to build an Oldham "Air Spaced" H.T. Accumulator, he will not rest until he has a complete 120 volt assembly—this means three months steady sales for you. 5/6 a week gives him 40 volts a month—he gets every bit of power he pays for—and his reception improves as the Accumulator grows. For sure, steady business—stock Oldham.



*The Pioneers of "Air-Spaced"*  
**H.T. ACCUMULATORS**

Standard 10-volt Unit  
Capacity 2,750 milliamps **5/6**

Extra Large Capacity  
(5,500 milliamps)  
Per 10-volt Unit **6/9**

**OLDHAM & SON, LTD., Denton, Manchester.**  
Telephone : Denton 301 (4 lines).  
London Office :  
40 Wicklow Street, King's Cross, W.C.1  
Telephone : Terminus 4446 (3 lines).  
Glasgow : 200 St. Vincent Street.  
Telephone : Central 4015.



# CORRESPONDENCE

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

## Receivers Operated from D.C. Units.

To the Editor.

SIR,—We are writing to you with regard to what appears to be a very common trouble in connection with sets used in conjunction with H.T. supply units on D.C. supplies.

We have experienced a large number of cases where the primary winding of the high frequency transformer used in the Ferranti screened-grid 3-valve receiver has been returned to us and found to be completely burned out, the trouble being caused by the user operating the set with a D.C. high tension supply unit without taking proper precautions. As most engineers are aware, trouble of this kind is likely to occur when wireless sets are used with D.C. high tension units on the negative side of three-wire systems, that is, where the positive main is earthed.

One source of this trouble is caused through not having a condenser in the earth lead of the supply unit—a condenser which, for safety's sake, should always be included—the earth connection from the receiver being disconnected entirely, the actual earth being made through the negative terminal of the supply unit and the isolating condenser, which should be incorporated in it, and which is shown in our D.C. supply unit constructional chart.

The other source of trouble is the aerial. If the aerial is not efficiently insulated—and very few aeriels are insulated adequately to withstand a supply voltage of the order of 230—a short circuit can occur through the aerial coil of the set, with the result that it is destroyed. Further, the whole aerial is then at a pressure of 200 V or more above earth, and is a source of considerable danger. The trouble is still further accentuated even with the best aerial, if the aerial is earthed by means of a switch as is commonly done. The remedy is, of course, to connect a small condenser, usually about .005 mfd. in series with the aerial terminal of the set inside the receiver, so as to prevent the aerial becoming alive.

As we have previously indicated, we have experienced such trouble due to this particular cause that we feel that it is a matter which should be ventilated in the press.

HOLLINWOOD, LANCS. FERRANTI, LIMITED.

[NOTE.—With the general adoption of the I.E.E. Regulations it is inconceivable that any reputable manufacturer would place on the market mains units in which every possible precaution was not taken. Nevertheless, there are still very many earlier types of units in use, as well as home constructed models, in which there must be an element of danger, and the points raised by our correspondents should, therefore, certainly be kept in view.—EDITOR.]

## Programmes Again.

To the Editor.

SIR,—The writing of letters may or may not do something to improve programmes, but it is certain that if the number of letters concerning the dissatisfaction of the majority of listeners is increased and some real effort made by the apparently lax societies, associations and federations, we may avoid the fate which to many of us seems at the moment imminent.

Some action must be taken to see that the majority of listeners and prospective listeners are better catered for by the B.B.C. A ballot on the lines of the recent "Price Cutting" card scheme could be organised. The lack of really alternative programmes and the difficulty experienced

by dealers in servicing sets during ordinary business hours might also be mentioned.

I wonder if the B.B.C. have ever received a letter from "A Delighted Listener" who took his portable out with him when on a picnic, and enjoyed some merry little fugues and Eskimo music, followed by a talk on the Social Advancement of the Moke? No doubt such a letter could be obtained from those really interested in such matters, but from few others.

Let us have: (1) Bright programmes from the majority of stations for the majority of listeners. (2) At least a 14-hour broadcast service to enable traders to test sets at any time during working hours. (3) More than three programmes—entirely different—per day and not repeated in any one week. (4) Advertisements of the British broadcasting service shown on the large poster hoardings throughout the land. Let there be truth in the advertisements and for goodness sake don't let them refer to "Paying 10s. to be educated or uplifted." (5) Two advertising programmes arranged by some of the large manufacturers, or the press, from one of the high power stations each week. (6) Two request programmes a week from each station.

Now, you traders who are becoming depressed about the public being bored with the programmes, and sad as you look at your permanent stock of receivers; you who have to service sets after business hours; you who remember the early bright broadcasts and the fellowship of the first months of the old B.B.C., get your pen and paper and let the trade have your views, and let us begin to make ourselves heard.

We service sets, and occasionally sell one; we are in touch with the listening public directly. What other body has the personal knowledge of, and power with, listeners and prospective listeners that we have? Public opinion is stronger than the individual views of a few hundred cranks and their employees; we know what public opinion is on the matter of programmes and we must voice that opinion. The wireless industry owes it to its supporters.

YORKSHIRE.

HOPEFUL SUFFERER.

## Manufacturers' Policies Criticised.

To the Editor.

SIR,—I agree with your correspondent of a fortnight ago that the man in the street gets better attention to faulty returns than the trader.

I wonder how many high tension batteries are given away, or supplied to the public less 50 per cent.? I have met two cases of this sort quite recently. One man had a 14s. battery free, and another was supplied with an 18s. battery for 9s. Of course, it is nothing to do with me that these good people get bargains, but had a dealer returned the batteries in question, it is more than probable that a note disclaiming all responsibility would have been all he would get. I know: I have had some.

Eliminators are another source of trouble. I returned one to the makers in January, and had a bill for 5s. for testing. Yet a customer of mine has had his model repaired twice this year free! Even as I write this note, I have an invoice for 11s. 6d. for testing a portable set, yet it was sold with a twelve months' free service guarantee. Can you beat it?

BIRMINGHAM.

DAVID BAKER,  
BAYRICK'S RADIO STORES.

# "TRADER" TEST REPORTS

Conducted by our  
Technical Department.

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

**The Primus Manufacturing Co.,** Primus House, Willow Street, London, E.C.2.

## Primus Tricone Chassis.

**DESCRIPTION AND PRICE.**—As its name implies, this speaker chassis incorporates three cones, although, in reality, there are only two diaphragms, one, conical in shape, and the other, a cone with the apex removed. The wooden frame of the chassis takes the form of a box measuring 18 ins. by 18 ins. by 6 ins., and is finished in black stain. At the front there is a sheet of three-ply with a circular aperture, in which a  $1\frac{1}{4}$  in. cone of a treated stiff paper is suspended on a ring of flexible material. The back of the box is closed by another three-ply sheet, which has a large hole, backed by fabric, cut at each corner to reduce box resonance, and a large hole in the centre in which the truncated conical diaphragm, 9 ins. across the mouth, is also suspended on a flexible ring. It is so arranged that the apex of the larger cone projects through the truncated diaphragm to the extent of about  $1\frac{1}{2}$  ins., thus forming a smaller cone, the two diaphragms being cemented where they touch.

An aluminium bracket is provided for supporting the speaker unit, the driving rod of which is attached to the apex of the large diaphragm. When the chassis is supplied complete, a "Koh-i-noor" unit is fitted.

It is claimed that with this new method of construction the reproduction obtained is crisp and clear, and is truly balanced throughout the musical range.

The "Tricone" chassis, complete with "Koh-i-noor" unit, is priced at 54s. 6d., while the chassis alone, which can be used with any unit, retails at 29s. 6d.

**TEST RESULTS.**—The complete chassis was tested in comparison with our standard cabinet cone speaker. The sensitivity was very good indeed and, if anything, rather greater than that of the standard. The tone was inclined to be deep, with some bass resonance which gave it a

mellow and somewhat rounded effect. High frequencies were moderately well reproduced, but the Primus was not equal in this respect to the standard. It rather lacked crispness and clarity of reproduction, yet nevertheless the tone was pleasant, and would appeal to many people who like a mellow reproduction, free from stridency.

The speaker would handle a large input without showing signs of distress, other than an increase in bass resonance. We think the joint between the two diaphragms could be improved, as at the moment the edge of one is merely cemented to the flat surface of the other, and in time there might be a tendency for the cement to break up, resulting in a buzz in the reproduction.

Otherwise, however, the Primus chassis should appeal to those who like the type of tone it yields.

**Claude Lyons, Ltd.,** 76, Old Hall Street, Liverpool.  
**Clarostat Continuous Wire Potentiometer, Type M50.**

**DESCRIPTION AND PRICE.**—The new "Clarostat" wire-wound potentiometers are available in 20 standard types, with resistances ranging from 100  $\Omega$  to 50,000  $\Omega$ . Types with values up to 25,000  $\Omega$  can be supplied to order "tapered" approximately logarithmically. The 50,000  $\Omega$  model, M50, has a rated dissipation of 4 W, with a safe current of 8 mA.

The body takes the form of a hollow cylindrical moulding in black bakelite, and is closed at the rear end by a metal disc. A strip of thin paxolin is used for the former for the winding, and is bent to a circular shape to fit inside the body, where it is held to the sides by a metal bracket with several arms, which press against an insulating strip.

The sliding contact, working on the wire at the rear edge of the former, is well sprung, and is controlled by a spindle rotating in the one-hole fixing bush. At the other end, the spindle bears in an insulating bush in the centre of the metal disc. The spindle is fitted with a bakelite arrow knob as standard.

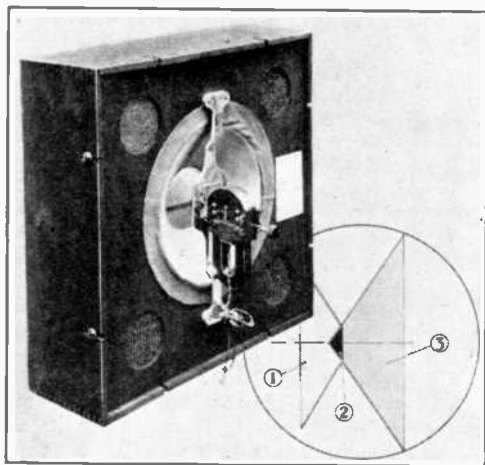
Connections are taken to three soldering tags, eyelet riveted to flat surfaces on the outside of the body.

The present prices range from 5s. for the 100  $\Omega$  type to 8s. 6d. for the 50,000  $\Omega$  potentiometer described above.

**TEST RESULTS.**—On test our 50,000  $\Omega$  sample had an actual total resistance of about 48,500  $\Omega$ , or only 3 per cent. below the rating, which is very good. The rating of 4 watts dissipation is very conservative. With 400 V across the resistance (just over 8 mA passing) the Clarostat only warmed up very slightly. (The makers state that this gives a working temperature of only 90° Fahrenheit.) At one period of our tests over 10 W was dissipated by part of the winding, and though it heated up to a fairly high temperature, no damage resulted. Many resistances we have tested at their rated dissipation have heated up more than this.

The action of the resistance is very smooth and silky, both mechanically and electrically.

We understand that these Clarostats are largely used by manufacturers in America. They are certainly extremely well made, and give excellent results. The only slight criticism is that where the spindle rotates on the insulating washer at the back some wear takes place,



The Primus loud-speaker chassis. Two diaphragms are used to produce three cones as shown in the inset sketch.

though this is not likely to be enough to impair the working of the component.

Claude Lyons, Ltd., inform us that they will supply these Clarostats with special resistance values up to 50,000  $\Omega$  to manufacturers' requirements at short notice, and manufacturers interested should get into touch with them in Liverpool or London (40, Buckingham Gate, S.W.1).

Retailers will be interested in a new edition of the Clarostat Book, which is shortly to be issued.

**The Saxon Radio Co., Ltd.,** Henry Street Works, Blackpool.

**"Quadricoil" All-wave Tuner.**

**DESCRIPTION AND PRICE.**—As will be seen from the photograph, our sample "Quadricoil" is wound on a plain cylindrical ebonite former, but we understand that in production models the former will be moulded, and will have a drilled flange at the bottom for fixing purposes. In our sample the cylinder has a diameter of  $3\frac{1}{2}$  ins. and a height of 5 ins., and there are two brass brackets at the bottom to enable the coil to be mounted vertically on a baseboard.

The coils themselves are wound with green silk-covered wire, the all-wave aerial-grid coil being in the form of an inductance tapped in four places. Reaction is obtained by a single fixed coil, situated a certain distance above the aerial-grid winding. Eight terminals are ranged round the top of the former for the connections, two of these, apart from the others, being in contact with the reaction coil.

The first tapping of the main coil is taken to the aerial, the second, third, and fourth to three studs of a three-way switch, while the two ends are connected to the grid of the detector and the earth terminal respectively. Wave-changing is effected by the switch mentioned above, the arm of which is earthed, and shorts out the section of the coil not required for each particular wave band. With a suitable tuning condenser the coil covers all wavelengths from 200 to 2,000 metres.

The three-way switch, which is provided with the coil, is composed of a square piece of ebonite on which four studs are mounted, a spindle with a sliding arm attached and terminals for connection to the coil. A black knob, and an ebonite escutcheon plate engraved with the wavelength range for the four wave-bands, are also provided with the "Quadricoil."

The price of the coil and switch complete, and with two blue-prints of "Saxon" 3-valve receivers, is 15s. retail.

**TEST RESULTS.**—The wavelength ranges claimed by the makers on the four studs are 200-500, 450-900, 800-1,400 and 1,300-2,000 metres. Using our sample with a small aerial and a .0005  $\mu\text{F}$  tuning condenser in parallel, we obtained wavelength ranges of 200-500, 330-800, 680-1,450 and 1,050-2,250 metres. There is thus considerably more overlap between the ranges, and a rather wider total range than is claimed. The tuner operated satisfactorily, and with a suitable detector valve, correctly operated, reasonably smooth reaction was obtainable on all of the wave ranges.



The latest Clarostat is of the wire-wound type, and is produced in numerous resistance values.



The Saxon tuner reviewed in these columns. Note the separate wave-change switch and indicator.



A heavy duty L.F. transformer, the "Parmeko," which gives excellent results.

The selectivity was not quite as great as that of some tuners tested by us, and it is an advantage to use a series aerial condenser when working close to a high power station. The sensitivity appeared to be well up to the average.

The construction is good, and the tuner is robust and not likely to get out of order.

**Partridge & Mee, Ltd.,** 74, New Oxford Street, W.C.1.

**"Parmeko" L.F. Intervalve Transformer.**

**DESCRIPTION AND PRICE.**—Of the heavy duty type, this transformer has a primary winding so designed that its inductance is almost constant, irrespective of the D.C. component flowing, at least up to 15 mA. It is unshrouded, and has a massive construction, the weight being about 3 lbs., and the dimensions  $3\frac{7}{8}$  ins. by 3 ins. by  $3\frac{3}{8}$  ins. Its appearance is quite conventional, except for the fact that it is larger than is usual with this type of component. The cast metal frame, which clamps the laminations of the core, is finished in crystalline black, and has four lugs at the bottom for fixing purposes.

The windings, which are sectionalised, are wound on a paxolin former, and the ends are connected to small brass terminals mounted on strips of ebonite at the top of the frame.

With no D.C. flowing, the primary inductance is rated as 86 H, while, with 15 mA D.C., the value is given as 75 H. In the specification, the D.C. resistance of the primary is 1,380  $\Omega$ , and the secondary resistance is 11,800  $\Omega$ , while the ratio is 2 to 1. The price is £1 15s.

**TEST RESULTS.**—The transformer was given a very critical aural test in comparison with our standard, a 3 to 1 component, various valves being used preceding the transformers.

The result was that the Parmeko proved to be in all respects equal to our standard. Despite the lower ratio, the volume obtained was not noticeably less, judging by ear.

The tone was exceedingly good, and using a good moving-coil speaker the bass was as much in evidence as that of the standard, while there was no muffling of the high frequencies, these being crisp and clear.

Using the transformers with a valve passing just under 15 mA D.C. through the primary windings, the Parmeko seemed, if anything, rather better than the standard, which is not designed for such a heavy polarising current.

The Parmeko is a component whose appearance gives one confidence in its capabilities, and it has the advantage that with it no "dodges" need be used to keep the steady D.C. out of its primary. In large power amplifiers it should be particularly useful.

Naturally, a transformer such as this cannot be produced for a few shillings, but even at 35s. the Parmeko will appeal to many who require a really heavy duty L.F. transformer of undoubtable merit.

# GRAMOPHONE NEWS.

## New Films and Their Theme Songs.

### "Symphony in Two Flats."

**Featuring Ivor Novello and Benita Hume.**  
THE play was a success but it is doubtful if the film version will succeed in achieving a similar reputation. The film is entirely too "stagey," with long periods of dreary dialogue, and little or no action.

Musically, the film is excellent. You see Ivor Novello, as the nearly-blind composer, struggling to complete his symphony before his sight goes. There are several "shots" of Novello at the piano playing excerpts from the symphony, and these come over really well. Music fans will wish these sequences were longer.

His symphony not being accepted, he takes to writing popular songs for "Wrainwrights" the publishers. In a whimsical moment, following conversation about music with a young lady member of the firm, he plays over to her a few bars of the ill-fated symphony. The girl is enthusiastic, as also the head of the firm. The exuberant publisher hits upon the idea of the composer turning his symphony into a "Syncopated Symphony."

We next hear Jack Payne's B.B.C. orchestra playing the jazz symphony at the "Piccadilly Hall" to an enthusiastic audience, and the young composer is hailed as a genius.

The opening scenes afford an opportunity for a substantial "plug" of "Give Me Back My Heart." This is well done, from a musical point of view, and will assure the number being in demand when Chappell's put it out.

### "The Gay Nineties."

#### Starring Marion Davies.

THE younger generation will probably be most amused at "The Gay Nineties," lately at the Empire in London. It is rather too much of a burlesque for the elders to accept as a serious piece of work. Marion Davies is seen as the fairest member of the famous "Florodora" sextette. To win the affections of a certain young blood she adopts the pose of a siren, but in the end turns out to be more innocent than all the rest of the troupe put together.

The atmosphere of the period has been well caught—stage-door johnnies (complete with bouquet), horse-drawn carriages, naughty parties (where the young bloods drink champagne out of a lady's slipper), discreetly clothed bathing girls and strange fashions, including the leg-o'-mutton sleeves.

In the original version, which I saw recently, Leslie Stuart's melodious "Tell Me Pretty Maiden" was freely used for the theatre scenes where the sextette sing and dance, but it was not allowed to be used over here. Instead, a similar sort of tune was put in at the last minute, but this sounded rather clumsy compared to the original. Many of the old favourites, however, are lustily sung in one scene. These include, "In the Good Old Summer Time," "Swing Me Higher, Obadiah," "Little Annie Rooney"

and "A Hot Time in the Old Town Tonight." In one particularly amusing scene in an old-time saloon, the waiter suddenly bursts into "My Mother was a Lady" for the edification of the customers.

A sort of theme song is sung several times by the hero and heroine. It is called "You're the Type of Girl for Me," and though tuneful enough, seemed somewhat out of place when compared with the remainder of the score.

### "The Love Waltz."

#### Featuring Lilian Harvey and John Batten.

**A**TALKIE with a Viennese setting, produced by Ufa in Berlin, the two principals being English, and the rest of the cast foreign. The plot concerns a young secretary who impersonates his master, the Archduke Ferdinand. He falls in love with Princess Eva of Lauenburg, but cannot make it known to her because he is not what he pretends to be. The Archduke, recognising the situation, sportingly explains everything and the couple are made happy. Not exactly a new idea, but on this occasion it is told in refreshing style. "The Love Waltz" and "The Only Girl" should reach popularity.

### The Month's Musical Films.

**A**NUMBER of particularly good musical films will be generally on view throughout the country during August, and dealers will find that many of them present splendid opportunities for window "tie-ups."

Besides "Is Everybody Happy?" "Jazz Heaven," and "The Vagabond Lover," which were dealt with in our issue of June 28th, other general releases are:—

"Their Own Desire."—The tune "Blue is the Night," already a dance band favourite, is featured in this talkie. It is one of the Metro-Goldwyn-Mayer's productions, starring Norma Shearer, and is likely to have a big public appeal owing to the personality of the star.

"Untamed" is quite good fun, mainly through the acting of Joan Crawford. There are two songs, "Chant of the Jungle" and "That Wonderful Something," both having been extensively recorded.

"Love Comes Along."—This will be one of the most popular talkies of the month, starring Bebe Daniels, of "Rio Rita" fame. The theme song bears the same title as the film.

"Just for a Song."—A back-stage drama of the accepted type. It is particularly rich in tunes. They are "Jack and Jill," "Come on and Dance," "Love Will Not Let Me Forget," "A Shell of Dreams," "Take Your Hands Out of Your Pockets," "Oh Lover True," and "Ashes of Dreams." The two last-named are the most promising from the aspect of records.

The above films represent the best of the August general releases. Dealers who wish to arrange topical displays in connection with the presentation of any of these films at the local cinemas will find that most of the tunes have been recorded.

## Records Reviewed.

**The Goodson Gramophone Record Co., Ltd., 12, Old Burlington Street, London, W.1.**

## GOODSON

10 IN., UNBREAKABLE, IS. 9D.

**226.—I'm in the Market for You (F.T.\*)** by Frank Novak and his Music, and **Somebody Else Will Take My Place (F.T.\*)**, by the Michigonians.

The first number, from the film "High Society Blues," receives straightforward and conventional treatment, but the second, which is not yet well known over here, is much livelier, with a lot of xylophone work. Recording is quite good, the second side being the best.

**227.—Dream Lover (W.\*)** by the Olympic Dance Orchestra, and **A Shady Nook, a Babbling Brook and You (W.\*)** by the Melody Lane Orchestra.

A pair of waltzes played in conventional "melody" style by these American bands. The vocal choruses sound awful to English ears. The tone is forward, but there is a tendency towards blasting on some passages.

**228.—Just Like in a Story Book (F.T.\*)** by Frank Novak and his Music, and **The Winding Road that Leads to Home (F.T.\*)** by the Michigonians.

These two foxtrots have cheerful melodies, and both are played in a bright style and may be classed as good dance recordings. The first is from the film "High Society Blues." Recording generally is quite good, with plenty of volume.

**229.—When I Meet My Sunshine (F.T.\*)** by the Times Square Highlights, and **Dancing with Tears in My Eyes (W.\*)** by the Four Hawaiian Duces.

The first is a reasonably good foxtrot, played in fast tempo, while the second is a super-sentimental number which receives what must presumably be "Hawaiian" treatment. Recording quite good.

**234.—Peer Gynt—Anitra's Dance (Grieg)**, by a Symphonic Trio, and **Spring Song (Mendelssohn)** by a Harmony Trio.

Here we have two very popular light classical pieces played by rather unusual combinations. The first seems to include various instruments such as a flute, violin, piano and saxophone. The second comprises a saxophone, violin and guitar. The first side is easily the better, but in both cases the pieces have been severely "arranged." The tone of the first side is good, but on the second side the violin is "catty," and is not always right on the note.

**235.—You Got to Run and Swing Low, Sweet Chariot** by The Southernaires, vocal quartette.

Two negro spirituals, by an unaccompanied vocal quartette. The second is the better known, and is very well sung and recorded, with some good harmony. The first, in our opinion, is not so well sung. Recording, particularly of the second, quite good.



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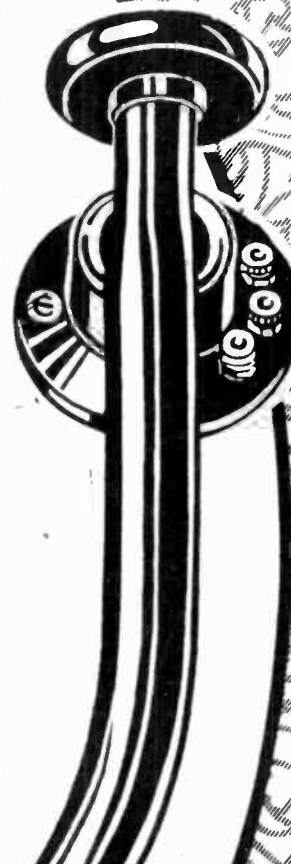
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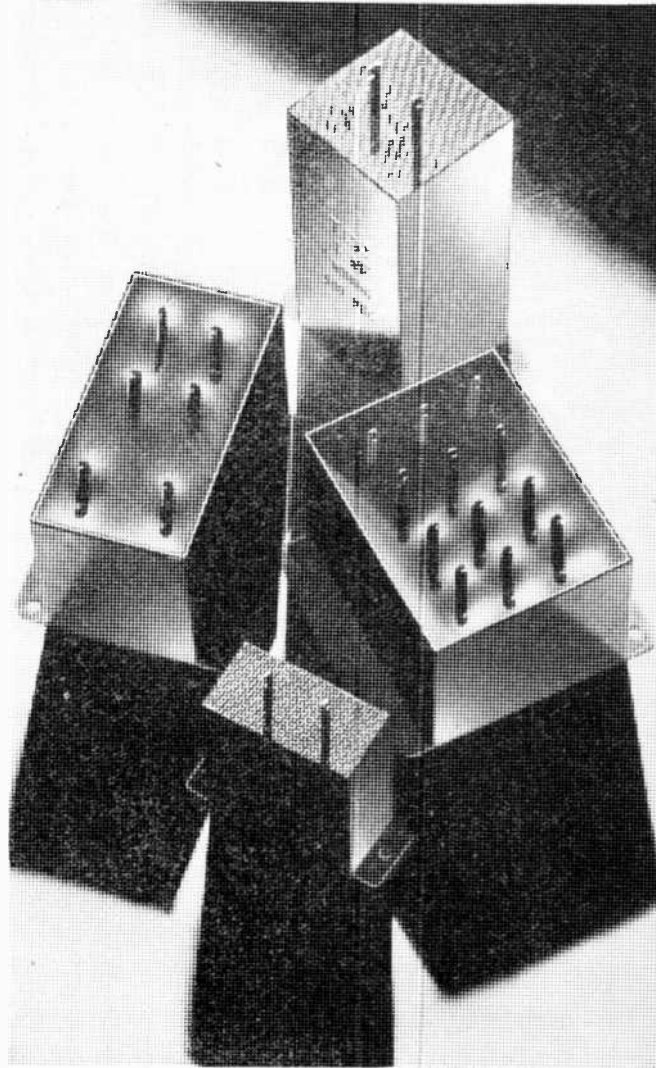
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# PROVINCIAL TRADE NOTES

## Brighton Firm's Activities.

WHEN I called upon Mr. Norman R. Phelps, of 52, Upper Gloucester Road, Brighton, who has recently taken over premises at 54 Queen's Road, Brighton, I learned that business is as good as can be expected during the summer months. Mr. Phelps is at present busy with public address work. The sales of component parts are somewhat slow, but there is a fair amount of repair work on hand, together with a steady battery charging trade. One prosperous branch of the firm's activities is the running of a broadcast relay exchange under the title of The Brighton Broadcast Service Co.

Questioned as to whether he found that the advent of the mains-driven set had any appreciable effect upon the sale of H.T. batteries, Mr. Phelps expressed the opinion that the sales of the latter were better than ever, showing no falling off at all. Mr. Victor Short is a member of the firm, and has been associated with the radio trade for many years.

The premises now occupied by Mr. Phelps are very favourably situated. The workshop is in the basement. A radio-gramophone is installed in the showroom for demonstration purposes.

## Derby Opinions on the Valve Price Reductions.

NEWTON Bros., of St. James' Street, Derby, are stocking Burndept, Marconiphone and Pye receivers, the latter selling best. Bad trade appears to be the common lot, and both J. & C. for Wireless, Green Lane, and Mr. Willday, of Osmaston Road, tell me that repair work and conversion of existing battery sets to all-mains working are the chief features at present. The former firm have a very striking window display illustrating the advantages of the all-mains receiver over the old type of home-made set. I have heard at least one complaint with regard to the recent drop in the prices of valves. One trader received his notifica-

tion the day after the reduction took place, and in this connection there is an idea abroad that two months' rebate is insufficient. It is considered that at least twice as long should be allowed.

A meeting of the Radio Scheme Committee of the Derbyshire Association for the Blind was held in the Town Hall on July 25th. It was reported that funds for the maintenance of wireless receivers installed in the homes of the needy blind people in Derbyshire were very low, and it is proposed to hold a flag day on August 16th to obtain further financial assistance.

## Edinburgh Thinks Radio-Gramophones too Expensive.

JUNE and July, as was anticipated, were quiet months for Edinburgh traders, although a welcome improvement on May, when there was practically "nothing doing." The boom in portables experienced last summer has not been repeated this year, although there has been a demand for some of the well-known makes. All-electric sets continue to be popular, but many intending purchasers are awaiting developments, as Edinburgh is at present undergoing a change over from D.C. to A.C. mains. Traders tell me that there is a big field in Edinburgh for radio-gramophones. Inquiries are constantly being made. When the price is mentioned, however, the potential purchaser frequently says that he will consider the matter, and, of course, nothing more is heard. A less expensive instrument would have a big sale.

The old complaint is being heard again that there are no broadcasting facilities enabling traders to demonstrate sets. Now that the schools are on holiday the afternoon is well advanced before the local stations commence transmitting. Dealers are still looking forward hopefully to the opening of the new Scottish Regional Station.

The Innes Electrical and Radio Co., who have well equipped showrooms at 5, Lindsay Place, have found their

July turnover an improvement on June. The McMichael has been their best selling portable, while Philips all-electric sets have proved good summer lines. The "Innephone" sets manufactured at the firm's own factory are much in demand, as are their electric gramophones specially designed for small dance halls and cafés. Strange to say, they are finding a revival in the sale of components.

Rossleigh, Ltd., Queensferry Street, state that trade, though not too good, was better than at this time last year. Marconiphone portables and Philips all-electric sets have been the best sellers.

## Hull and the "Empire Melody Maker."

THE result of a forthcoming test case as to whether the local supply authority should replace existing wireless apparatus now being used on D.C. mains, with suitable replacements when changing over to A.C., is being awaited with interest, the matter having been the subject of lengthy correspondence in the local press.

An upward tendency in sales in Hull is now noticeable, especially in connection with the products of those manufacturers who have revealed their programmes for the coming season. The Corsor "Empire Melody Maker" kit is in brisk demand, and up to the present no irritating delays in delivery have been met with. This set is a feature of several window displays.

The G.E.C. inductor dynamic speaker, which is shortly being placed on the market, manufactured under the Farrand patent, is regarded here as setting up a new standard in speaker design. It is felt that this type of speaker marks a decided advance over the ordinary cone speaker when used with a set having a fairly large output.

Batteries—H.T. and L.T.—continue to sell well, while the "Ekco" and "Regentone" portable mains units are increasingly popular.

## Nottingham Mains Change Decision.

ALTHOUGH for some time past Nottingham business has been quiet, there are distinct signs of a change for the better, and this despite no improvement in the industrial situation.

A party from the city recently visited the G.E.C. works at Coventry, and were more than favourably impressed with the new Osram "Music Magnet" kit set, and substantial orders have already been given. It was gratifying to note that a guarantee of delivery was given by the sales department.

An important assurance has just been given by an official of the Nottingham Corporation that in the event of a change from D.C. to A.C. mains, the Corporation will be prepared to assume responsibility for making good the apparatus affected. This news is regarded with the utmost

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### MARCONI VALVES

Sole for England, Scotland, and Wales: The G.E.C. (General Electric Company) Ltd., Rugby, Warwickshire. Sole for America, Canada, and Mexico: The Radio Corporation of America, New York, N.Y. Sole for Australia, New Zealand, and South Africa: The Radio Corporation of New Zealand, Auckland, N.Z. Sole for India, Ceylon, and the East Indies: The Radio Corporation of India, Bombay, India. Sole for the West Indies, Central America, and the Caribbean: The Radio Corporation of the West Indies, Port of Spain, Trinidad.

Two attractive posters, for dealers' use, issued by Mullard and Marconiphone in connection with the recent valve price reductions.

satisfaction, and radio traders in particular now know where they stand in making recommendations to their customers.

### *Mains Sales Steady in the West, though Portables Fall.*

**D**ESPITE a general slackness in trade, dealers in the West of England are doing their best to keep interest alive and to stimulate sales. The recent valve price reductions are welcomed

generally, and good use is being made of the various incidental posters issued by the valve makers.

Service is predominant among the announcements of several traders. Set overhauls and battery charging are both profitable at the moment. There does not appear to have been the same number of portable sets sold this summer as was the case last year, though there is an increase in the sale of mains sets and units.

Recently the employees of Mr. W. G. Walter, A.M.I.E.E., of Westgate Buildings, Bath, visited Weymouth by charabanc for their annual outing. A very enjoyable time was spent, and both Mr. and Mrs. Walter were presented with gifts on behalf of the staff.

The recent request by a London firm to introduce wires for a relay service across streets at Bath has been turned down by the City Corporation, though individual requests may be considered.

## IN THE COURTS.

### Sets at Owner's Risk.

**I**N the Presteign County Court on July 21st, before Judge Ivor Bowen, K.C., A. S. Powell & Co., wireless dealers, of Presteign, sued the Great Western Railway Co. for 12s. 6d. damage sustained to a wireless set which had been consigned to the makers at Dagenham, Essex.

Mr. H. J. Sparey, partner in the plaintiff firm, said that he sent the wireless set well packed in a case, but when it arrived at Dagenham it was found to be damaged, and he had to pay 12s. 6d. for repairs. The Railway Company contended that, as the goods were consigned at owner's risk there was no liability on their part, unless plaintiffs could prove negligence. The Judge, in entering a non-suit, said that when persons consigned goods at owner's risk they had to prove wilful negligence in the event of damage. Plaintiffs could not do this, and he should not advise them to fight the point. The question had been fought over and over again, and on one occasion was taken to the House of Lords. That was why the Railway Company had had an owner's risk note signed; there was no liability, even if the goods were lost altogether. Plaintiffs could not possibly win in law.

The Railway Company did not appear. The Judge said that in his opinion they had treated the Court with great disrespect and he disallowed them costs.

### ALLEGED CONSPIRACY CASE CONTINUED.

**T**HE hearing of the charges against the two Spinneys, father and son (reported last week), was taken another stage at Marlborough Street Police Court, on August 2nd, when evidence disclosing their financial position was given on behalf of the prosecution.

Hyman Reuben Spinney (55), stated to be a company promoter, and Cyril George Spinney (26), alias George Wright, electrical engineer, of 79, Glenister Park Road, Streatham, were charged with being concerned with another man, not in custody, with obtaining wireless valves by false pretences, with intent to defraud, from the Electric Lamps Factors, Ltd., 4, Rathbone Place, and also conspiring to obtain the valves, with another man not in custody on May 30th and 31st.

Mr. Frank Powell appeared on behalf of the prosecution. Mr. Lawrence Vine defended the younger Spinney, and Mr. Leonard Moules the elder defendant. Mr. Powell said he forgot to mention in his opening that in addition to the three worthless cheques in the case by which goods were obtained, there was another worthless cheque of £100 14s., which was part of the conspiracy to put an account in funds. Sylvester Piggott, chief clerk at the Borough High Street branch of the Westminster Bank, said that the bank had no customer of the name of Spinney on their books, but they had one of the name of George Wright, whose account he produced. On May 31st this year, he paid into the bank a cheque for £100 14s. drawn by Reuben Spinney. Three cheques were drawn by Wright on that account. One was presented on June 2nd, and the other two on June 3rd. On May 30th Wright had roughly £8 to his credit. The three cheques were returned "no effects"; the £100 14s. cheque constituted the effects, but it was not cleared and had never been cleared. Wright never had sufficient funds to discharge the three cheques.

Witness said Wright had an overdraft of £4 3s. 11d., so he wrote to him telling him that the large cheque was unpaid and asking him to give them a call. The bank retained the large cheque as a lien against the £4 Wright owed. He did not know if Wright had an account at another bank. Witness was asked to produce a letter which the younger Spinney wrote to the bank,

and he promised to do so, the defence promising to produce the letter written to the younger man.

Bernard Arthur Brady, cashier of the Southend branch of the Midland Bank, said the senior defendant had an account at that bank, a copy of which he produced. On May 5th this year £21 12s. 3d. was paid in by him. On May 3rd a cheque was drawn on the account for £100 14s., and at that time the credit amount was £4. The account was never higher than £25. The large cheque was presented for payment, and it was returned with the intimation "Signature differs." All the defendant's cheques were signed R. H. Spinney, but this one was signed Reuben Spinney. It was never re-presented, and never honoured. Cross-examined by Mr. Moules, witness said he never knew anything of negotiations by which a cheque for a large amount would have been paid in.

Detective-Sergeant Shipp continued his evidence of arrest which Mr. Powell described in his opening, and cross-examined by Mr. Moules, he denied that he asked the elder Spinney, when he arrested him, whether he knew a bookmaker named Wright. Defendant said he was a man who made bets with him. In answer to Mr. Vine, witness said that among the articles taken possession of by the police there were books referring to another company, but none to the business at Long Lane.

Mr. Vine: I suggest there are two books in your possession referring to that business?—Witness: No.

Mr. Mead: These books can be seen. It is no use pursuing that now.

Mr. Vine: There are workshops at the back of the house in Glenister Road which are used for assembling goods?—Witness: Not to my knowledge. In reply to Mr. Powell, witness said when he saw the elder Spinney he called specific attention to the workshops and assembling rooms and the business being carried on at that address, and he said there were none.

At this point the case was adjourned. The question of bail arose, and Det.-Sergt. Shipp strongly opposed it, remarking that since the last remand the elder defendant had attempted to obtain further goods to the extent of £100.

Mr. Mead decided to renew the bail.

### DEBT CASE IN WRONG COURT.

**T**HE question of a customer being unable to continue the payment of H.P. instalments to a dealer arose in Belfast recently, when, at Belfast City Commission, Margaret Auld, of Cosgrave Street, pleaded not guilty to the charge of the conversion of a gramophone and accordion, the property of Harold Peres, trading as Smarts, Donegall Street. Mr. M'Gonigal, K.C., and Mr. Dougherty (instructed by Mr. H. H. Mussen, Crown solicitor) prosecuted. Accused was not represented.

Evidence was given that accused obtained on the hire purchase system a gramophone and accordion from Messrs. Smarts. She failed to keep up the payments, and on getting into difficulty through the unemployment of her breadwinner, she pawned the instruments. She had ten children.

The Lord Chief Justice said that he thought this was a matter more suited for civil than criminal proceedings.

Mr. M'Gonigal said that the law was that if the prisoner pawned the goods with the intention of not redeeming them she committed an offence.

His Lordship said that this woman was of good character, and had been married for 23 years. She was never in trouble before, and unless the jury thought that she intended to defraud Harold Peres, he would not advise them to find her guilty. The prosecutor could sue her in the Recorder's Court. They all sympathised with the woman.

The jury, without leaving the box, found accused not guilty, and she was discharged.



# AN OPEN LETTER TO WHOLESALEERS

From the Vice-Chairman of the Wireless Retailers' Association.

[EDITOR'S NOTE.—While not necessarily associating ourselves with all the views expressed by Mr. Dyer—some, at least, of which are highly contentious—we are happy to give space to this interesting appeal. It should command attention, and we shall be equally glad to provide facilities for replies to or comments upon it from members of the wholesale trade.]

GENTLEMEN,—There are at present so many of you, and there are so many categories into which I should like to classify you, that the task would become impossible, and I must, therefore, write to you collectively, and trust that you will recognise yourselves in due course. In addition to this, I shall ignore entirely those superficial factors who are nothing more than "bucket-shops" for certain retailers, since I feel sure that you will exterminate these parasites for your own sakes, as well as for the benefit of your genuine retail customers.

We retailers have heard so much about the difficulties of instituting a retailers' register that the Wireless Retailers' Association has had to endeavour to prove to you that it *could* be done. In any case, there is, in our view (and example in parallel trades shows it to be the case), no other way to stabilise the trade.

## *Pertinent Questions.*

It cannot be repeated too often that, provided conditions remain the same, there is only a certain amount of demand for radio goods. Neither you, nor anybody else, can increase that demand solely by widening the avenues of outlet—assuming, that is, that the existing channels are, by all reasonable standards, big enough already.

Your varying estimates of the number of radio dealers in the country should prove to you that you have sufficient retailers—and to spare!

I have said that your estimates vary when computing the number of dealers whom you consider to be eligible for trade terms. As time has gone on, so has that number grown to a truly preposterous figure. It may be that this number is swollen because of the tendency to "oblige" with radio goods the customers of your other departments. It is reasonable to "oblige" a good customer personally, but does it stop there? And, while we are on this point, can you so readily oblige your radio customers with goods from your other departments? This procedure of the "helping hand" is a one-sided benefit; radio dealers give all and receive nothing. We know the leakages we suffer in this respect, and we have the bitter aftermath of *servicing these trade sales*, which are only too often for the friends of your customers two and three times removed.

You spend much time bewailing the presumptive fact that dealers keep their stocks at too low an ebb. Can you wonder if they do, when some of you are selling *direct to the consumer* (or his friend) the very balance of the orders you would like to secure from the retailer? You cannot have your cake and eat it.

Can you wonder also that thousands of traders are buying direct from the manufacturers?

## *A Missed Opportunity.*

There are several methods by which the trade can ultimately right itself. It may possibly have to wait until the worth-while manufacturers assert themselves and bind wholesalers generally to a dealers' register that they themselves set up for your observance under penalty. If you wait for this to occur, you will be shocked at the comparatively small number of dealers with whom you will have to be content.

I have said that a retailers' register is a practical proposition. We know perfectly well that a register has to be kept up-to-date, and that it needs additions and deletions. We know also that there are ways and means to overcome whatever difficulty this presents.

The W.R.A. no sooner launched the Post-card Scheme than a number of manufacturers and wholesalers came forward and immediately took an active part in assisting us by requesting their customers to sign the all-important but simple statement that "they were opposed to price-cutting and would support measures taken to stop it." It is with the keenest appreciation that, personally and on behalf of the W.R.A., I acknowledge the ready assistance given and the goodwill it showed towards us. More important still, however, it proves that there is a nucleus of manufacturers and wholesalers who are able and willing to put the trade on a right basis. We expected that factors would welcome the opportunity of taking up the scheme as a body, and we suspect that your main reason for not doing so may be that you were, and still are, bogging at the institution of a radio retailers' register.

The recognition that the factor has a distinct obligation to his retail customers and should take the necessary steps to protect them by ensuring that they alone secure trade terms is the sole basis upon which the distribution of radio goods can be reconstructed. You can either make this the means of a lasting goodwill between your customers and yourselves or wait until the time comes, as we believe it eventually must come, when manufacturers will force you to do the same in effect, without that advantage I have named.

We have arrived at the unwelcome conclusion that some of you are fighting shy of a radio dealers' register because it would restrict your trading. It appears that there are some among you who are not content with those you know to be *bona-fide* retailers, but want to take all the grist that you can bring to your mill.

## *A Valuable Example.*

Among your number there is a firm that has set a standard of trading. Let me quote two extracts from their letters, which have appeared in this very journal.

This firm have demonstrated their acceptance of the view that only by co-operation between factors and dealers can the trade be put on a living basis. Here is at once a broad leading principle and also the practical means by which it can be applied. It reveals a spirit of co-operation that has not shirked the work involved. (If the work frightens some of you, it seems that you are easily daunted, to your own future detriment.)

But here is the proof that a dealers' register can be compiled. Here is the proof that it can be made the deciding factor in the supplying of radio goods. Here is the proof that the necessary machinery is in existence to do it.

Remember that there are two classes of wireless products, and that it is essential for you to include in your business the goods of the price-maintaining manufacturers. There is no doubt that their patience has been worn thin and if you delay the cleaning up of your part in the industry too long, they will be forced to institute their own registers, with great confusion for you, and the wider result I have already indicated.

There is a better way and one which is likely to lead to

general satisfaction. Let every wholesaler in every part of the country consider the institution of his own dealers' register in the same way that one of your number has already done.

I put it to you that you take stock of your prestige with those customers whom you know to be *bona-fide* retailers, and to consider whether you are playing the game with them and whether it would not pay you better to "keep the trade to the trade." Get together and thrash it out. Get together in your own localities and agree upon your lists. Let us have a number of conferences to settle the "dabbling" question in convenient parts of the country, and let us restore confidence between the two great distributing sections of the radio trade.

I may say, in conclusion, that this letter has been submitted to the Council of the W.R.A., and has received their full endorsement. They believe absolutely that it reflects the opinion of the great body of *bona-fide* radio dealers throughout the country.

H. A. J. SHEARMAN DYER, *Vice-Chairman*,  
WIRELESS RETAILERS' ASSOCIATION.

## "Selector" and "Selecta."

### RADIO MANUFACTURERS SUCCEED IN TRADE MARK CASE.

A DECISION was reached a short time ago in a most interesting trade mark dispute between two well-known firms in the radio and gramophone fields. In the course of his ruling the Assistant Comptroller, acting for the Registrar, dealt with one or two particularly noteworthy phases of trade mark law, and for that reason we are giving somewhat extensive verbatim extracts from the actual decision.

#### Grounds of Opposition.

The Application in this case is made by Selecta Gramophones, Ltd., of 81, Southwark Street, London, S.E.1, and is for the registration, in Part B of the Register, of a trade mark consisting of the word "Selecta" in script with a flourish beneath it, in respect of "wireless telephonic receiving sets and apparatus included in class 8."

The application is opposed by Selectors, Ltd., of 1, Dover Street, London, W.1, upon the grounds, stated shortly, (1) that there has been no substantial commercial user of the alleged trade mark upon or in connection with wireless apparatus as claimed; (2) that the alleged trade mark is not a distinctive mark as applied to the goods in question, and that in particular it cannot distinguish the applicant company's goods, because the word "Selector" has become widely known as the trade mark of the opponents by virtue of extensive use in respect of such goods prior to the date of the Application; and (3) that the use of the alleged trade mark by the applicant company is calculated to deceive.

According to the Trade Mark Act of 1919, a mark, in order to qualify for registration, must have been used in the United Kingdom for not less than two years upon or in connection with the goods in respect of which registration is claimed.

The mark now put forward for registration is already upon the Register in the name of the applicants, and in respect of "Talking machines and sound boxes therefor, all being goods included in Class 8." That Registration is dated April 6th, 1925, and it was obtained on a claim to user going back to October 16th, 1922, which, it will be observed, is the date from which user is claimed in the present application.

Mr. G. A. Bryan, of the applicant company, declares that the mark has been consistently applied to wireless receiving sets and parts, loud-speakers and combination wireless and gramophone sets and electrical amplified gramophones ever since 1924, and again that the mark has been extensively and continuously used on such apparatus throughout the period claimed. These statements, however, give one little or no information as to the periods when the word "Selecta" was actually marked upon, or used in physical connection with the applicant's wireless goods. The applicants have exhibited no wireless apparatus bearing the trade mark "Selecta." In certain of the

applicants' catalogues, circulars and other documents there are to be found references to and pictures of wireless apparatus. These references and pictures in themselves are not used as a trade mark, but the pictures give some idea as to the marks under which the goods were sold.

On the whole, then, I have no definite evidence that the mark put forward had, before the date of the application, been actually physically applied to any wireless goods of the applicant, save the crystal sets described in a leaflet dated January, 1925.

In all these circumstances, I can only say that the applicants have not satisfied me that the mark they put forward for registration was, in fact, used by them as a trade mark upon or in any connection with wireless receiving sets and apparatus during the two years immediately preceding the date of their application, and in these circumstances, they have failed to show that their mark has qualified for registration in respect of the goods in question.

#### Alternative Grounds.

But in case I am wrong in this I will deal with the second ground of opposition, that is to say, the ground that the mark put forward is not distinctive, and that in particular it cannot distinguish the applicant company's goods because the word "Selector" has become known as a trade mark of the opponents.

The opponents' user of the word "Selector" dates from May, 1926, and at the date of the present application (that is to say, in August, 1928) their sales under the mark were in the neighbourhood of £30,000 per annum and were increasing.

But further, while the evidence shows that to some persons the word "Selector" indicates the opponents' goods, there must, it would seem, be many persons by whom the word would be regarded as descriptive of wireless sets generally. It is well known that all wireless sets possess to a greater or less degree the property of selectivity, that is to say, the property of selecting waves of one or more frequencies from other waves in the ether.

A purchaser might quite well ask for, say, "A wireless receiving set, a good selector," in such a way that this impression would be indistinguishable to the ear from "a wireless receiving set, a good 'Selecta.'" The applicants' word is thus phonetically equivalent to a word which describes, or may describe, in ordinary language, some common characteristic of the goods in question, and so is not capable of distinguishing the applicants' goods within the meaning of Section 2 (2) of the Act of 1919.

It follows that the applicants have failed to satisfy me either that their mark has qualified for registration in Part B under Section 2 (1) of the Act of 1919, or that it is capable of distinguishing their wireless receiving sets and apparatus under Section 2 (2), and I must therefore refuse their application.

(Signed) M. F. LINDLEY, *Assistant Comptroller*.

# COMMERCIAL INFORMATION

## GAZETTE.

**Wireless Pictures (1928), Ltd.** At an extraordinary general meeting of members held on July 31st, at Connaught Rooms, Great Queen Street, London, W.C.2, it was resolved that the company cannot, by reason of its liabilities, continue business, that it be wound up voluntarily, and that Mr. John S. Bird, C.A., of 14, Regent Street, London, S.W.1, be appointed liquidator. At a subsequent statutory meeting of creditors this appointment was confirmed.

**James Shoobred & Co., Ltd.** At an extraordinary general meeting held on July 30th, at 156, Tottenham Court Road, London, W.1, it was resolved that the company cannot, by reason of its liabilities, continue business, and that it be wound up voluntarily.

**Nantwich Electric, Ltd.** (members' voluntary winding-up). At an extraordinary general meeting of members held on July 25th, at 46, Hospital Street, Nantwich, Cheshire, it was resolved that the company cannot, by reason of its liabilities, continue business, that it be wound up voluntarily, and that Mr. Geo. A. Racklyeft, house furnisher, 19, Pillory Street, Nantwich, and Mr. Norman T. Afford, C.A., 46, Hospital Street, Nantwich, be appointed joint liquidators.

**Mains Mfg. Co., Carlisle, Ltd.** Meeting of creditors will be held at 3 p.m., August 11th, at Lamplugh Works, Rome Street, Carlisle.

**Ramsbottom Electrical Heating & Lighting Co., Ltd.** (in voluntary liquidation). Creditors must send, on or before August 31st, their names and addresses and details of their debts or claims to H. R. Disley, of Messrs. Burton & Disley, C.A., 29, Brown Street, Manchester, the liquidator, and if so required, must prove their debts or claims as directed by the liquidator, or they will be excluded from the benefit of any distribution made before such debts are proved.

**Acoustophone, Ltd.** (in voluntary liquidation). Creditors must send, on or before September 3rd, their names and addresses (and those of their solicitors, if any), with details of their debts or claims to E. W. Crawford, C.A., 2, Coleman Street, London, E.C.2, liquidator, and if so required, they must prove their debts or claims as directed by the liquidator, or they will be excluded from the benefit of any distribution made before such debts are proved.

**Grosvenor Battery Co., Ltd.** At an extraordinary general meeting held at 1, Broad Street Place, London, on July 28th, it was resolved that the company be wound up, and that Mr. Frederick H. C. Christmas, C.A., of 46-47, London Wall, E.C.2, be appointed liquidator.

**D. A. Jones, Ltd.** At an extraordinary general meeting held at 12, Emerald Street, London, on July 28th, it was resolved that the company cannot, by reason of its liabilities, continue business, that it be wound up voluntarily, and that Mr. Fenn Kidson, C.A., of 29, Martin Lane, Cannon Street, London, E.C.4, be appointed liquidator.

## Receiving Order, Adjudication, First Meeting and Public Examination.

**Kaplan, Harry A.**, sued as H. Kaplan (male), 89, Elgin Mansions, London, W.9, lately trading at 37, Lisle Street, London, W.C.2, wireless dealer. Court: High Court of Justice. Date of petition: July 11th. Date of order: July 29th. Creditor's petition. First meeting: 11 a.m., August 12th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Public examination: 11 a.m., October 16th, same place.

## Receiving Order, First Meeting and Public Examination.

**Richardson, L.** (male), of and lately trading at 205, Railton Road, Herne Hill, London, S.E., electrical engineer, etc. Court: High Court of Justice. Date of petition: June 18th. Date of Order: July 31st. Creditor's petition. First meeting: 11 a.m., August 14th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Public examination: 11 a.m., October 7th, same place.

## Receiving Order.

**Monk, William T.** (described in the receiving order as W. T. Monk, male), 9, Rosedale Road, Romford, Essex, electrical engineer, etc. Court: Chelmsford. Date of petition: June 4th. Date of order: July 16th. Creditor's petition.

## Adjudication.

**Burgess, Leonard C.**, described in the receiving order as L. C. Burgess (male), trading at 244, Kensington High Street, London, W.8, music dealer, etc. Court: High Court of Justice. Date of petition: April 10th. Date of order: July 31st.

## First Meetings and Public Examinations.

**Horn, Thomas J.**, 4, Wycliffe Drive, Moortown, Leeds, trading as **Thomas Horn & Co.**, 5, Harrogate Parade, Moortown, Leeds, electrician, etc. Court: Leeds. First meeting: 11 a.m., August 14th, at the Official Receiver's office, 24, Lower Bond Street, Leeds. Public examination: 10.30 a.m., September 23rd, at County Court House, Albion Place, Leeds. Date of order for summary administration: July 25th.

**Jackson, Charles**, Uppang Lane, Whitby, Yorks., trading at and previously residing at 12, Silver Street, Whitby, electrician, etc. Court: Scarborough. First meeting: 4 p.m., August 15th, at the Official Receiver's office, 48, Westborough, Scarborough. Public examination: 12 noon, October 7th, at the Court House, Castle Road, Scarborough. Date of order for summary administration: August 1st.

## First Meeting.

**Duophone (Foreign), Ltd.**, Hedges House, 153-155, Regent Street, London, W.1. Court: High Court of Justice. Creditors: 2.30 p.m., August 14th, at Room 53, Bankruptcy Buildings, Carey Street, London, W.C.2. Contributories: Same day and place, but at 3.15 p.m.

## Appointment of Liquidator.

**Gramophone Cabinets, Ltd.**, 79, Lots Road, London, S.W.3 (formerly 8, Grafton Street, Bond Street, London, W.1). Court: High Court of Justice. Liquidator: F. S. Salaman (with a Committee of inspection), 1-2, Bucklersbury, Cheapside, London, E.C.4. Date of appointment: July 16th.

## Orders made on Application for Discharge.

**Baynes, Maudslay, "Polkirt,"** Nightingale Lane, Chalfont St. Giles, Bucks., lately trading with another as **Langham Radio** (a firm), 96, Regent Street, London, W.1, wireless manufacturers. Court: High Court of Justice. Date of order: July 4th. Bankrupt's discharge suspended for 2½ years, and that he be discharged as from January 4th, 1932.

**Draper, Dorothy W.**, 46, Lorna Road, Hove, Sussex, spinster, trading as **Lester Music Stores**, 10, Queen's Road, Brighton, music dealer, etc. Court: Brighton and Lewes (at Brighton). Date of order: June 26th. Bankrupt to be discharged as from July 24th.

## Intended Dividends.

**Kelsall, Harold** (separate estate), Castle Place, Maison Dieu Road, Dover, trading in co-partnership with Leonard Kelsall as **Kelsall Bros.**, Castle Hill Place, Maison Dieu Road, Dover, electrical engineer, etc. Court: Canterbury. Last day for proofs: August 15th. Trustee: A. Wenlock Whistler, 1, King Street, Dover.

**Kelsall, Leonard** (separate estate), Castle Place, Maison Dieu Road, Dover, trading in co-partnership with Harold Kelsall above. Last day for proofs and Trustee as above.

## Dividends.

**Smith, Harry R.**, The Mount, Wistons Lane, Elland, Yorks., trading as **Smith's**, 22, Westgate, Elland, gramophone dealer, etc. Court: Halifax. First and final dividend of 4s. 4d. in the £ was paid yesterday at the Official Receiver's Office, 12, Duke Street, Bradford.

**Bird, Sydney J.**, 6, Westbourne Street, Walsall, trading at 5, Her Majesty's Theatre Buildings, Townsend Bank, Walsall, gramophone dealer, etc. Court: Walsall. First and final dividend of 7½d. in the £ payable on August 11th at the Official Receiver's office, 191, Corporation Street, Birmingham.

**Nottingham, Francis W.**, trading as **Rex Gramophone Co.**, of 59, Chiswell Street, London, E.C., gramophone dealer, etc. Court: High Court of Justice. First and final dividend payable any day except Saturday between 11 a.m. and 2 p.m., at Bankruptcy Buildings, Carey Street, London, W.C.2.

## 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 same 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.

**Crompton Bros.** (a firm), 129, High Street, London, W.4, wireless dealers. Court: Lambeth. £14 1s. 6d. June 25th.

**Electradio Co., Ltd.**, 25, Westbourne Grove, London, W.2, gramophone record dealers. Court: Rugby. £25 15s. July 7th.

**Preston, J.** (male), 2, Granville Street, Harle Syke, Lancs., wireless dealer. Court: Manchester. £17 8s. 9d. July 8th.

**Brosan, Mr. R.**, 267, High Road, London, N.W.10, wireless dealer. Court: Shoreditch. £21 9s. 8d. July 2nd.

**Zenith Radio Supply** (a firm), 17, Park Street, Guildford, Surrey. Court: Shoreditch. £15 6s. 8d. July 2nd.

**Associated Wireless Co., Ltd.**, 15, Miller Street, London, N.W.1. Court: Bow. £20 3s. July 2nd.

**Yardley, Mr. F.** (the younger), 216, Walsall Road, Perry Bar, Birmingham, electrical and wireless factor. Court: Edminton and Wood Green. £18 12s. 5d. July 7th.

**Adey Radio, Ltd.**, 99, Mortimer Street, W.1. Court: Bloomsbury. £99 5s. 6d. June 2nd.

**Prime, F. W.** (male), 110, Wandsworth Road, London, S.W.8, radio engineer. Court: Bloomsbury. £45 13s. 4d. July 10th.

**Ridgeway, Thomas**, 103, Stanley Road, Bootle, Lancs., wireless dealer. Court: West London (Brompton). £21 6s. July 9th.

**Hockaday & Saunders**, (a firm), The Radio Box, 18, Blackheath Road, S.E.10, wireless dealers. Court: Westminster. £12 19s. 3d. June 23rd.

**Ross, M.** (married woman), 8, New Bridge Road, Haverfordwest, Pemb., wireless dealer. Court: Birmingham. £21 16s. 9d. June 2nd.

**Gray, J.**, (male), 53, Wales Road, Kiveton Park, Sheffield, wireless dealer. Court: Birmingham. £12 13s. 10d. June 13th.

**Newman, George**, Radio House, Warwick Road, Acocks Green, Birmingham, radio dealer. Court: Birmingham. £18 3s. 1d. June 13th.

**Alexander, H. A.**, (male) (trading as **Walsall Radio Co.**), 146, Lichfield Street, Walsall, wireless specialist. Court: Birmingham. £21 11s. 4d. June 13th.

**Hammond, W. A.**, (male), Middle Street, Driffeld, Yorks., wireless agent. Court: Kingston-upon-Hull. £20 6s. 6d. July 9th.

**Birkett, Kenneth**, Carnforth, Lancs., wireless dealer. Court: Lancaster. £22 6s. 5d. July 9th.

#### Receiverships—Appointments.

**Langham Radio, Ltd.** C. C. Lyon, of 69, Leadenhall Street, E.C.4, was appointed Receiver and Manager on July 21st, 1930, under powers contained in debentures which are dated February 27th, 1930.

**J. G., Ltd.** S. F. Homewood, of 1, Queen Victoria Street, E.C.4, was appointed Receiver and Manager on July 8th, 1930, under powers contained in debenture dated June 10th, 1929.

**Kingsgate, Davidson & Co., Ltd.** (formerly Kingsgate Musical Instrument Co., Ltd.). J. B. Wandlers, of 6, Seagry Road, Wanstead, was appointed Receiver

and Manager on October 18th, 1928, under powers contained in debenture dated May 9th, 1922, but ceased to act in those capacities on May 31st, 1930. (Notices filed July 24th, 1930).

#### Mortgage and Charge.

**C. B. Wilkinson & Co., Ltd.** Debenture dated July 16th, 1930, to secure sums due on account current not exceeding £2,000, charged on the company's undertaking and property. Holders: K. V. Elementenfabriek, of Bemurde, Weird, O.Z.31, Utrecht, Holland.

#### Voluntary Liquidation.

**Wireless Pictures (1928), Ltd.**, Dorland House, 14-16, Regent Street, London, S.W.1.

The statutory meeting of the creditors of the above was held recently at the Connaught Rooms, Great Queen Street, London, W.C. A balance sheet was presented which showed liabilities of £243,942 7s. 2d., made up as follows: Issued capital £234,355, and sundry creditors £9,587 7s. 2d. The assets comprised patents, patent rights and trade marks, £128,085 13s. 11d.; preliminary expenses, £24,040 3s. 5d.; underwriting and over-riding commission £7,750; brokerage, £1,275 16s. 6d.; cash at bank, £2 15s. 5d.; sundry debtors, £409 18s. 3d.; stock at cost, £29,952 0s. 11d.; and plant, tools, etc., £2,251 4s. 3d., the debit balance being £49,574 14s. 6d.

It was stated that an informal meeting of the principals was held on June 12th, last, when it was arranged that a moratorium of six months should be granted to enable the company to continue trading, providing the shareholders were willing to find any funds required. Those funds, however, were not forthcoming, and it was therefore decided that the company should go into voluntary liquidation. The company was incorporated on September 14th, 1928, and the trading accounts showed that the purchases had been £37,067, against sales of £8,677. The expenditure totalled £52,449, the principal items being development and research, £11,913; advertising and publicity, £8,618; salaries and wages, £9,890; and rent, rates, taxes, etc., £10,548. The creditors passed a resolution confirming the voluntary liquidation of the company with Mr. J. S. Bird, C.A., of 14, Regent Street, London, S.W., as liquidator, together with a committee.

The following are some of the creditors:

Bird, J. S.	£280
Bright, Sir Charles	160
Burndebt Wireless (1928), Ltd.	90
British Broadcasting Corporation	625
Boult, Wade & Tennant	406
Dorland Advertising Co.	1,475
Dayzite, Ltd.	14
Delitte, Plender, Griffiths & Co.	375
Fulton, Capt. Otho	29
Fulton, Capt. Otho	1,236
General Electric Co., Ltd.	103
Guest, Capt. The Rt. Hon. F. E.	491
Gratton-Doyle, Sir Nicholas	335
Houghton Butcher (G. B.), Ltd.	36
Lynas, W. H.	335
Mullard Wireless Service Co., Ltd.	12
McMichael, Ltd., L.	39
H.M. Postmaster-General	208
Plessey Co., Ltd.	130
Robinson, Dr. J.	433

#### Bankruptcies.

**Frank Maynard Crane**, electrician, trading as **J.C.S. Mayfield & Co.**, and

**The Sutton Electrical Installation Co.**, 67, Carshalton Road, Carshalton, and 38, Brighton Road, Sutton, both Surrey.

The receiving order in this case was made on the debtor's own petition on July 16th. The statement of affairs filed shows ranking liabilities of £294 5s. 11d. and assets of £151 7s. 6d., from which has to be deducted preferential claims of £59 11s. 6d., leaving net assets of £91 16s., or a deficiency of £202 9s. 11d. The debtor gave "Lack of capital, bad trade and heavy overhead charges" as the causes of his failure. It would appear that he and another commenced trading in June, 1929, at Carshalton, each providing £150 capital. The partner retired in December of last year, and received £75 for his share in the partnership. The business was then continued by the debtor alone, and was removed in May last to Brighton Road, Sutton. The books of account kept consist of creditors' and debtors' ledgers. The debtor states that he became aware of his position in June, 1930.

**L. C. Burgess**, 244, Kensington High Street, London, W.8, wireless and gramophone dealer.

On July 24th, the statutory first meeting of the creditors of the above was held at Bankruptcy Buildings, Carey Street, London, W.C. The statement of affairs showed gross liabilities £6,199, of which £2,574 is unsecured, and assets, one bad book debt of £3,298, expected to produce nothing. The Official Receiver reported the preceding statements made by the debtor in preliminary examination. In March, 1926, he purchased for £600, on the instalment system, the business of a gramophone and cycle dealer carried on at 9, The Broadway, Barnes. The business was very successful up to the date of the formation of a company to acquire it. At this time he had a balance of assets over liabilities of £1,500, in addition to which he held the premises on a 21 years' lease from 1927. In January of that year he purchased for £600 the business of a music dealer at 78, Church Road, Barnes, with a view of getting an H.M.V. agency, and the business was conducted very successfully until the formation of the company.

In November, 1928, he opened a gramophone and wireless business at 244, Kensington High Street, fitting up the premises at a cost of £1,300, of which some £1,000 or £1,100 had been paid. He conducted the business very successfully for about six months. His present position was entirely due to the failure of the company formed to take over his business.

In the absence of any resolution, the case was left in the hands of the Official Receiver.

**Frank Walter Charles Hoey** 29, Sicilian Avenue, London, W.C., wireless dealer, etc.

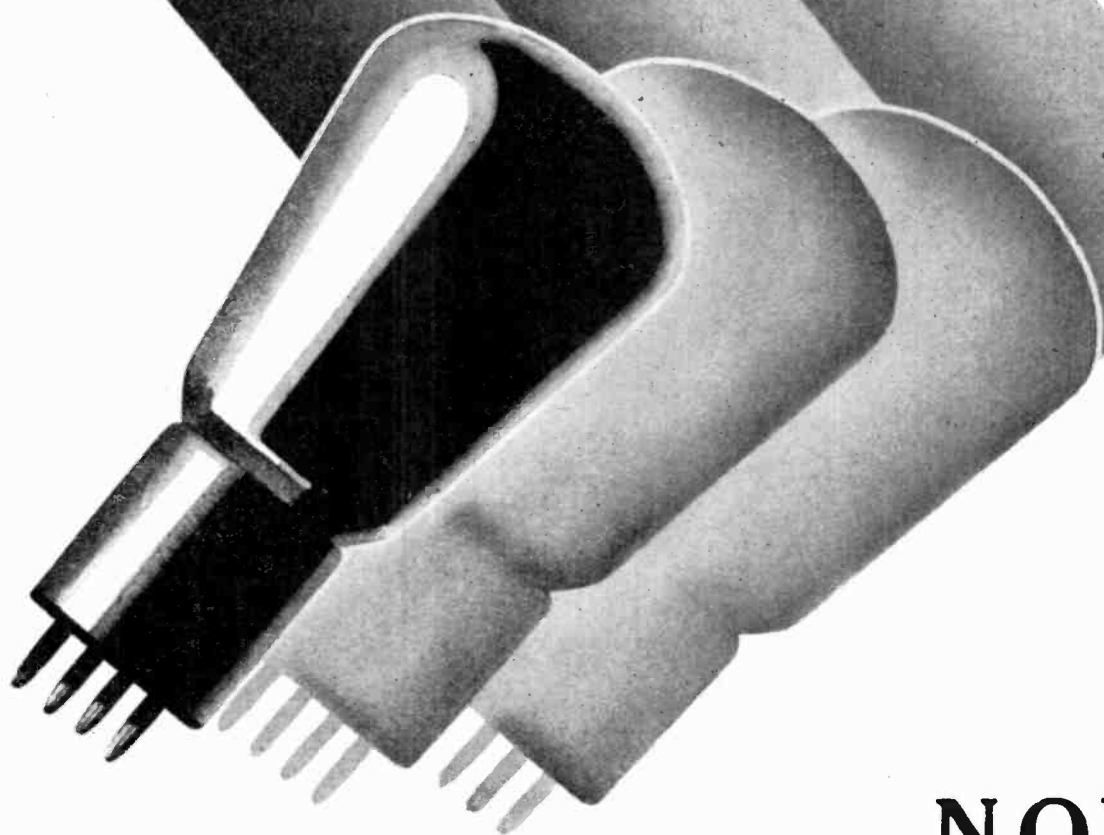
An adjourned sitting for public examination under this failure was recently held in the London Bankruptcy Court, before Mr. Registrar Warmington. The debtor filed his petition on January 7th and, according to his statement of affairs, his ranking liabilities amount to £5,049 and his net assets are valued at £40.

Examined by the Official Receiver, the debtor stated that he had amended the

**P.M  
2DX**

**P.M  
4DX**

**P.M  
6D**



**P.M. 2DX** 2-volt detector valve  
**P.M. 4DX** 4-volt detector valve  
**P.M. 6D** 6-volt detector valve

**NOW  
8/6**

# **Mullard**

**THE · MASTER · VALVE**

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

# ONCE AGAIN KING RADIO HOLDS HIS COURT



## Sunco Radio Service is the most comprehensive in the country

ONCE more the "rush" season is coming round. Already preparations for the great radio show are in full swing, and retailers everywhere are getting their plans ready.

This year make Sunco your "head-quarters store." Every set from the smallest to the largest can be obtained from us—usually from stock.

And not only sets, everything Radio is in stock at manufacturers' prices and at the

best terms. We have built up a huge Radio department on sheer reliability, on quality backed by service.

No matter whether you are ordering "giant" sets or a few radio parts, come to Sunco. Our radio experts are always ready to advise you on any and every radio problem; make full use of their services.

There are 224 pages in our current wireless catalogue; it is yours for the asking.

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NEWCASTLE-ON-TYNE — 112, Pilgrim Street.

cash and goods account he had lodged as ordered by the Court. He had been through them with the examiner of the Official Receiver and he agreed that the original figures were inaccurate. The Official Receiver proceeded to question the debtor at length with reference to the supply of certain goods to his firm. He agreed that the goods in question were not required by the wireless customers, and he alleged that they had been ordered by one G. S. Mansell, an undischarged bankrupt, who had been intimately connected with the business. Eventually, the examination of the debtor was ordered to be concluded.

**William Thomas Timmins**, The Garage, Cwmavon Road, Blaenavon, Monmouthshire, radio expert, etc.

The first meeting of creditors in this matter was held recently at 34, Park Place, Cardiff, when the statement of affairs presented showed a deficiency of £499. The debtor attributed his failure to heavy overhead charges, ill-health, depression in trade, and judgment costs.

**Reginald Ernest Young**, 8, Manchester Road, Swindon, Wilts, lately 10, Cambria Bridge Road, Swindon, Wilts, wireless engineer, etc.

The public examination herein was held on July 23rd at the County Court Buildings, Clarence Street, Swindon. According to the statement of affairs, there were gross liabilities amounting to £375 11s. 9d. against assets of £200 4s. 0d. The debtor stated that he commenced business at Manchester Road and Cambria Bridge Road last year with a capital of £35. He attributed his failure to the fact that he knew nothing about practical work, and had to employ labour. Debtor stated that he was doing a fairly good business, but he could not say what his takings had been during the past twelve months. The examination was adjourned for a month.

**John Hall Noble**, 12, High Bridge, Newcastle-upon-Tyne, electrical engineer.

The public examination herein was held recently at the Court House, 56, Westgate Street, Newcastle. The statement of affairs presented showed liabilities of £1,013, and there were no assets. The debtor stated that he began trading in wireless sets in 1923, but this business had recently declined considerably. He added that he had drawn £1,413 from the business during the three years ended March, 1930, against net profits of £1,135. Asked why he had not stopped trading when he knew he was in difficulties, the debtor said that he had not realised the seriousness of his position, and kept on in the hope that trade would pull round. The examination was adjourned.

### Business Names Registered.

*Particulars are given below of wireless and allied businesses recently registered at Somerset House under the Business Names Act of 1916. The name appearing in bold type is the trading name, while in brackets are given the name of the proprietor (or proprietors) and the date of the registration. No information is, of course, given in the register with regard to the trade status of the concerns referred to.*

**The Radio Supply Stores**, 86, Castle Foregate, Shrewsbury, wireless retailers. (William J. Jones, "Belmore," Wenlock Road, Shrewsbury. February 14th, 1930.)

**H. Terry**, 58B, Atlantic Road, Brixton, S.W.9, wireless and general dealer. (Harry Tanenbaum, address as above. February 15th, 1930.)

**Caistor Radio Supply**, 82, High Street, Plaistow, E.13, wireless and electrical dealers. (Percy H. Foulkes, 115, Caistor Park Road, West Ham, E.15. February 8th, 1930.)

**A.Q.A. Wireless Supplies**, 34, Corbins Lane, South Harrow, Middlesex, wireless manufacturers and factors. (Arthur C. Young, address as above. February 17th, 1930.)

**The Original Wireless Shop**, 135C, Sydenham Road, Sydenham, S.E.26,

wireless and cycle dealers. (George H. Pearce, 4A, Niederwald Road, Sydenham, S.E.26. March 10th, 1930.)

**H. Garton**, 135C, Sydenham Road, Sydenham, S.E.26, wireless and cycle dealers. (George H. Pearce, 4A, Niederwald Road, Sydenham, S.E.26. March 13th, 1930.)

**Radio Battery Service**, 115, Kirkdale Road, Liverpool, wireless dealer. (Joseph Tennet, 33, Cherry Lane, Walton, Liverpool. January 2nd, 1930.)

**B. A. Radio Service**, 3, Monkville Parade, Finchley Road, N.W.11, wireless and gramophone dealers. (Sidney R. Aldridge and Stanley G. Burrows, both of 38, Prospect Road, Childs Hill, N.W.2. December 10th, 1929.)

**Franklin Electric Company**, 189, Ilford Lane, Ilford, wireless component dealer. (Ethel W. Johnston, 43, Cleveland Road, Ilford. January 15th, 1930.)

**J. Rolstone & Co.**, 69, Bishopsgate, E.C.2, wireless and electrical dealers. (Leonard J. Amery, 23, Salisbury Road, Harrow, Middlesex; and John F. Amery, "Oaklen" Oak Avenue, Ickenham, Middlesex. January 30th, 1930.)

**South London Radio-Gram Co.**, 68, Old Kent Road, S.E.1, wireless and gramophone dealer. (Barnett Sheechman, 68, Old Kent Road, S.E.1. February 5th, 1930.)

**Selectone Radio Supplies**, Hard Court Works, Queensthorpe Road, Sydenham, S.E.26, wireless manufacturers. (Mark E. Hampshire, 139, Sydenham Road, S.E.26; and Herbert Garton, 135C, Sydenham Road, S.E.26. January 31st, 1930.)

**British Radio Concerts Co.**, 2, Mersey Road, South Shore, Blackpool, wireless manufacturers and dealers. (Herbert E. Parsons, 2, Mersey Road, South Shore, Blackpool. January 13th, 1930.)

**Langford & Co.**, 198, Stroud Green Road, N.4, wireless, electrical and sports goods dealer. (Charles K. Langford, 15, (Continued on next page.)

## WITH THE TRADE ASSOCIATIONS.

Continued from Page 136.

Alocks, F. Bew, Kelvin Electric Co., C. Nicklin, C. J. Podmore, Potts & Son, A. Purkiss, A. E. Simpson, W. Templemore, J. Walters & Son, Ltd., G. F. Whitaker and Mr. J. Wood. Mr. W. Moody, assistant organising secretary, was also present.

Mr. F. Bew was unanimously voted to the chair, and in his opening remarks said that radio traders throughout the country were just beginning to realise that the National Federation of Radio Retailers was really doing good and useful work, and he felt sure they were all pleased to welcome Mr. Moody, who had come specially to address them on the present situation in the radio trade.

Mr. Moody said that during the day he had visited most of the radio dealers in the Five Towns and in the course of his travels he had found several persons whose names were on trade lists, but who were living in private houses. He said this applied in many other parts of the country. He also stated that most useful information had been obtained for the National Register which was being compiled by the N.F.R.R. Mr. Moody gave the names of particular firms and individuals whom he considered it to be his duty to report to headquarters for action to be taken. He also addressed the meeting on the question of price-cutting in the Potteries, and various other matters.

A lively discussion ensued with regard to the music trade and radio, on the recent reduction at short notice in the price of valves, and the action of some local wholesalers who were alleged to be supplying newsagents and chemists with radio goods at trade discounts.

Mr. Bew said that they had been waiting for someone to take

the lead in organising the radio trade in the Potteries. He then proposed that a branch of the N.F.R.R. be formed to include the Five Towns, and district. This was seconded by Mr. Humphries and carried unanimously. On the proposition of Mr. Simpson, seconded by Mr. Potts, Mr. Fred Bew was unanimously elected chairman of the branch. Mr. Bew proposed and Mr. Podmore seconded, and it was carried unanimously, that Mr. Humphries be local hon. secretary.

All present joined the branch and Mr. Moody said that Mr. Vass of Longton, had also promised to join. It was agreed that all bona-fide retailers be urged to join the branch and that at the next meeting each of those present should bring forward the names of not less than three retailers who they considered to be eligible for membership, and that prior to the meeting the secretary should amend the list at present on the head office file in order that all bona-fide retailers should be given an opportunity to attend.

The report includes the announcement that the next meeting has been fixed for Wednesday, September 3rd, at Hanley, when it is hoped to obtain a room at the Y.M.C.A. for that evening.

Mr. Bew proposed and Mr. Potts seconded a vote of thanks to Mr. Moody for attending and working so hard to bring the meeting together, and the proposal was passed with acclamation. Mr. Moody, replying, said that he had had a wonderful reception at Nottingham, and now he was again at a meeting where equally spontaneous enthusiasm was shown. He wished to assure them that whatever steps could be taken for their benefit were proceeding apace. The number of members was increasing by leaps and bounds, and within the next few months, he said, the number of new members enrolling would astonish the trade at large. The meeting closed at 10.45 p.m.

Ashley Road, Crouch Hill, N.19. February 4th, 1930.

**Shotton Cycle Stores**, Chester Road East, Shotton, cycle and gramophone dealer. (Frederick Heath, 49, Cestrian Street, Connas Quay. February 5th, 1930.)

**C. P. Hayward**, 139, Portland Road, South Norwood, S.E.25, gramophone and record dealer. (Vera Hayward (Mrs.), 138, Portland Road, South Norwood, S.E.25. February 5th, 1930.)

### New Companies.

**Biafone Co., Ltd.** (247,816).—Private company. Capital £4,000 in £1 shares (1,000 7 per cent. cumulative preference and 3,000 ordinary). Objects: To acquire the business of a manufacturer of electrical apparatus carried on by M. E. Elliott at Gosford Road, Beccles, as the Automatic Radio Manufacturing Company. The first directors (to number not less than 3 nor more than 5) are: W. Gale, Station Road, Beccles, restaurant proprietor; M. E. Elliott, The Thistles, Kemps Lane, Beccles, engineer; L. Gale, and H. S. Alexander, addresses not stated. The two first-named are permanent. Qualification: £100. Remuneration: £200 per annum divided between them. Solicitors: Norton, Peskett & Forward, Lowestoft.

**Stratford Wireless, Ltd.** (247,880).—Private company. Registered May 6th. Capital £600 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in electric and wireless apparatus, gramophones, records, etc. The first directors (to number not less than 2 nor more than 9) are: F. R. Horwood, 54, Romford Road, E.15, electrical engineer (director of Morris Electrical Co., Ltd.); H. Bowman, 30, Sutton Court Road, Chiswick, radio engineer; F. R. Horwood is managing director. Qualification: £2. Solicitor: L. Morris, 23, Bloomsbury Square, W.C.1. Registered office: 284, High Street, Stratford, E.15.

**A. F. Dunkley & Co., Ltd.** (248,007).—Private company. Capital £2,000 in £1 shares. Objects: To acquire the business of electrical engineers and contractors heretofore carried on by A. F. Dunkley and W. A. Ellis, at 115, Northdown Road, and 16, Ethelbert Road, Margate. The directors are: A. F. Dunkley (managing director), Hillbrow, Upstreet, Kent; W. A. Ellis, Midhurst, Avenue Gardens, Margate (both permanent, subject to each holding £10 shares). Qualification of directors 10 shares. Remuneration: As fixed by the company. Secretary: F. L. Hewlett. Solicitor: M. Borg, 6, Cecil Square, Margate.

**Roberts (Kent), Ltd.** (248,029).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of electrical and wireless engineers, etc. The directors are: R. E. Hiseman (managing director), 19, Wellington Crescent, Ramsgate, Kent; C. H. Roberts, 10, St. George's Road, Broadstairs (both permanent, subject to each holding £10 shares). Qualification: 10 shares. Remuneration: As fixed by the company. Secretary: E. H. Ovenden. Solicitor: M. Borg, 6, Cecil Square, Margate.

## BUSINESS ITEMS.

### Brown Bros. at Liverpool.

With the opening of their new branch next Monday, August 11th, at 3-5, Colquitt Street, Liverpool, yet another link will be added to the chain by means of which Brown Bros., Ltd., serve the requirements of the motor, cycle, radio and electrical trades. Dealers in and around Liverpool who have hitherto obtained supplies through the Manchester branch of Brown Bros., Ltd., will appreciate the advantages provided by this "nearer home" depot.

Mr. J. T. Masterton, who has, for some time been assistant manager at the Leeds branch, is manager at Liverpool, and has an efficient staff of assistants. The policy of "Wholesale Only" will, of course, be strictly adhered to, and a hearty invitation is extended to bona fide dealers to pay 3-5, Colquitt Street a visit of inspection.

The telegraphic address is "Im-browned," Liverpool, and the telephone number Royal 6170.

### Some Cleethorpes Requirements.

Mr. Ray Jarvis commenced business a short time ago, and is trading as the Raydio Service, at 3, Humber Street, Cleethorpes, Lincs., as was announced in our columns recently. He is particularly desirous of receiving display material suitable for a medium-sized window, and for backgrounds. He also wishes to be placed on gramophone manufacturers' mailing lists. Mr. Jarvis also wishes to hear from manufacturers issuing circulars of general wireless interest to the public, but which can be overprinted with the trader's name and address.

### F. D. Newcombe's New Department.

F. D. Newcombe & Co., the wholesalers, of 25, Catherine Street, Exeter, inform us that they have opened a department for the factoring of electrical goods, of which large stocks have been taken. Crabtree, Tuckers, G.E.C. and Philips are but four of the manufacturers whose electrical products are carried. Mr. Mogridge is travelling for the firm's electrical department, and is visiting retailers in the South-West.

Needless to say, F. D. Newcombe & Co. are not giving their new department preference over their older radio activities. In fact, they have, in conjunction with an extension of premises enlarged their radio showroom, to which traders are welcome at all times.

### An Accessory Before the Fact!

The latest success of the National Accumulator Co., Ltd., in supplying batteries for use at big public events is in connection with the Baird Television demonstrations at the London Coliseum. For these demonstrations standard "Dagenite" accumulators, similar in every way to those sold to the public, are used.

### A Change of Name.

It should be noted that the concern formerly known as J.H.B., Ltd., who handled Tekade products, have now changed their name to Tekade Radio & Electric, Ltd. The company are trading at 29, Farringdon Street, London, E.C.4.

The change, we are informed, involves no alteration in the management or policy of the firm.

### New Bristol Audition Room.

\* A comprehensive stock of loud-speakers of several makes is carried by the wholesale firm of J. H. Léwarn & Son, of 2A, Bath Parade, Temple Gate, Bristol, and a new demonstration room has been opened. Traders in the West are invited to pay the firm a visit, and to make use of the new department.

### Tungram Extend in Birmingham.

On account of a considerable increase in their sales in the Birmingham district the Tungram Electric Lamp Works (Great Britain), Ltd., of 72, Oxford Street, London, W.1, have, we are told, found it necessary to acquire newer and larger premises in the Midland City.

Their new Midland address, therefore, is Tudor House, 34-38, Livery Street, Birmingham. The telephone number remains the same, namely, Central 7334. These new premises will be opened on Monday next, August 11th.

### Extensions in Brigg.

A correspondent informs us that Mr. W. B. Robinson, who has been in the music trade for nearly thirty years, and whose business is in Brigg, Lincolnshire, has opened a branch in Wrawby Street, Brigg. A wireless department has been opened at the shop which is being run by Mr. Robinson, junior.

### A Notice.

Last week, under the heading "County Court Judgments" appeared the name of A. Black, of 25, Westbourne Grove, London, W., the amount of the judgment being £14 11s. 6d.

Mr. Alexander Black, the radio doctor, of 55, Ebury Street, Westminster, S.W.1, has asked us to point out that he is not the person in question—a fact that readers might note.

### Higgs' Novel Circular.

An effective sales letter is now being despatched by Higgs Motors, of Witton, Birmingham, to the trade.

The letter, which has been produced to push the sales of their 5 h.p. squirrel cage motor, is reproduced four times the size of the usual quarto sheet of notepaper, and the heading, typographical characters, and signature are larger in proportion.

### Radio-grams in Leeds.

It is learned that Mr. R. Smith has just opened premises at 193, Woodhouse Lane, Leeds, with Mr. G. Dean as his assistant. He is putting on the market a radio-gramophone of his own design. This is an S.G. 4-valve all-mains instrument, with M.C. speaker, selling at about £55. Mr. Smith is also bringing out a cheaper model, an all-mains S.G.3 radio-gramophone, to be priced at about £35. Both these will have electric motors.

Mr. Smith would like to hear from members of the trade who are interested in such instruments. Demonstrations can be arranged at the above address. (Telephone, Leeds 26611.)



# THERE'S A PROUD REPUTATION BEHIND EVERY ORMOND PRODUCTION!

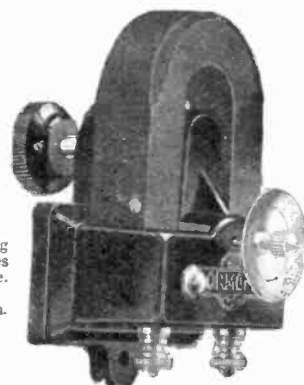
Designed to carry out their work faultlessly and smoothly, Ormond components reveal in every detail the highest standard in construction and design.



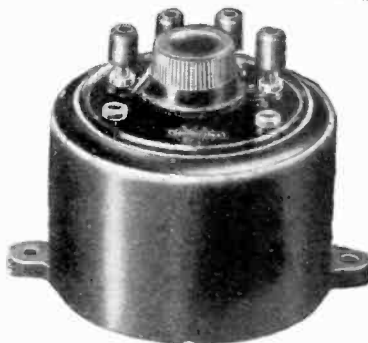
**The Ormond Ornate Slow-Motion Dial.** The double scale enables it to be used with condensers having either a right-hand or left-hand movement. The scale is particularly legible and moves in the same direction as the rotation of the knob. Ratio: 9 to 1. In dark brown or black bakelite. Price 2/6.



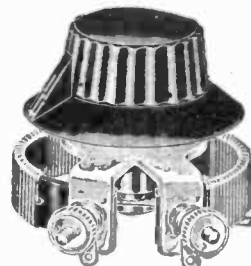
**Vary Condenser.**—Reversible terminals allow for mounting on panel or baseboard. Unique locking device enables capacity to be fixed as required. Two models are available. Maximum capacity, .0003. Maximum capacity, .001. Price 2/- each.



**Four-Pole Adjustable Loud-speaker Unit.** Fitted large Cobalt Magnet and beautifully polished bakelite cover. Price 12/6.



**Select Unit.**—Can be connected for use as a selectivity unit or as a wave-trap. A really efficient unit produced to deal with the interference problem. Supplied in brown bakelite case, with full instructions. Price 7/6.



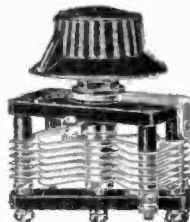
**Filament Rheostat.** The resistance wire is wound on an insulating former, supported on a metal frame, air spaced. "One-hole" fixing. Complete with bakelite dial. For baseboard mounting an additional aluminium bracket may be supplied. Rheostat, 6, 15 and 30 ohms. Price 2/- each. 50 ohm Rheostat 2/6. Potentiometer 2/6.



**Anti-Capacity Switch (Rotary Type).** Ideal for use where space is limited. The central position is a definite "off." One-hole fixing, complete with bakelite arrow knob. 1 to 6 pole double throw. Prices from 3/- to 7/-.



**Jack Switch.** Of entirely new design, brass frame, heavily nickel-plated, spring of nickel silver, the contacts being rivetted in. The control contact is of the push-pull type. Price from 2/9 to 4/6.



**Midget Condensers.** Can be mounted on panel or baseboard. Minimum capacity, .000005 mfd. Maximum capacity, .0001 mfd. Price 4/-.



**Fixed Condensers** May be secured either direct to valve sockets or supported on the wiring. Cap.: .0001, .0002, .0003, .0005. Price 7d. each. .001, 9d.; .002, 1/-; .006, 1/6; .01, 1/9.

**Chassis and Cone.** Produced for use with the Loud-speaker Unit. Constructed of aluminium, 1 1/2 ins. in diameter, with a cone of specially selected material. Price 7/6.



*For Quality!*

*For Value!*

**THE ORMOND ENGINEERING CO., LIMITED,**  
 ORMOND HOUSE, Rosebery Avenue, LONDON, E.C.1.  
 Phone: Clerkenwell 5334-5-6 & 9344/5/8. Telegrams: "Ormondengi, Smith."



Incorporating Wireless In-house Rectifier  
**NEED NO ATTENTION**  
**MORE VOLUME**  
**GREATER SELECTIVITY**  
**CHEAPER THAN DRY BATTERIES**  
 A.C OR D.C

make your **RADIO** "ALL ELECTRIC"

Advt. of Tannoy Products, 1-7, Dalton Street, S.E.27.

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 1/- on transactions up to £5.  
 2/6 " " between £5 and £20.  
 5/- " " £20 and £50.  
 And thereafter 6d. for every £5 or part thereof.

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**MUSIC** and wireless business for sale in Essex. H.M.V. and other agencies. Good wireless connection. Accumulator charging and hire service. Returns £3,000. Stock about £500. Rent £55, or to purchase premises £1,050.—Particulars on application Box No. 1379, WIRELESS TRADER Office. (191)

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**NATIONAL** cash register. Had little use. Press-down keys. Autographic. Shows number of customers served, etc.—Write to A. E. Burnham, 40, Wood Lane, Caterham. (194)

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(1) CONE WASHERS & EXTENSIONS



Best obtainable Workmanship, N.P. (1/2 actual size)

(2) MIDGET WANDER PLUGS & SOCKETS



Actual size

Red  
Black  
White  
Blue

UNIVERSAL SPADE TERMINAL (PATENT)  
 UNIVERSAL TERMINALS { Red and Black Engraved 30 Wordings

ALSO:—  
 B.A. Screws, Nuts and Washers, Brass and N.P. General Stamping (Spades and Soldering Tags, etc.)  
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# Blocks for your Advertising!

We have a selection of new and attractive designs at specially low prices, that have been prepared to assist our readers in the production of advertisements, bills, folders, etc.

Illustrated List containing prices and sizes will be forwarded with pleasure.

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 St. Bride House, Salisbury Square, Fleet Street, London, E.C.4, England.

**E E L E X** 2 D.H.

2 D.B. **SPADES, PINS HOOKS & EYES**  
 2 D.F. 2D series. 6 colours. 2d. each.  
 2 D.I. Write for List W 75.  
**J. J. Eastick & Sons**  
 118 Bunhill Row, London, E.C.1.

Retails at **6d.** The "SOPRANIST" ACCUMULATOR TESTER  
 Tests all kinds of Lead-Sulphuric Acid Batteries.  
 Efficient, Simple, Handy  
 Sole Dis.:  
**S. KALISKY (Aldgate) LD.**  
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 RECHARGE MANFR. Vitaklor Co., NELSON.

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**ERIC POTTER,**  
 Patent Agent.

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"TUNE-IN" MORE BUSINESS WITH POLAR

Many New models now in production. Write for details.

**WINGROVE & ROGERS LTD**  
 188-9, Strand, W.C.2.

**POLAR**

Miscellaneous—continued.

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

**FLASH** lamp batteries of unlimited guarantee, retail 3½d. Also H.T. batteries at very competitive prices.—Write for samples from direct importers. Sole agents required.—Humber Oil Co., 65, Washington Street, Hull.

NOTICE.

**WILL** Mr. E. W. Dilley, late secretary of Truphonic Radio, of Peckham, please communicate with Mr. A. A. Wallis, Eign Street, Hereford. (196)

PATENTS.

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

SITUATIONS VACANT.

**RADIO** engineer.—F. D. Newcombe & Co., Wholesalers of Exeter, require a young, competent engineer, experienced in all battery and mains receivers. Permanent. (188)

**AGENT** for Midlands required for well-known firm manufacturing mains sets, eliminators, etc.—State whether own car, other lines carried, etc., in confidence to Box No. 1381, WIRELESS TRADER Office.

**SMART** young man, about 25, wanted for wireless repairs, demonstrations, and service generally. Must be used to good class business, and experienced.—Full particulars and salary required to Box No. 1380, WIRELESS TRADER Office. (192)

**Get this Star aid to brighter Business**  
UNEQUALLED STOCKS  
ROCK-BOTTOM PRICES  
QUICK DESPATCH  
FREE VAN DELIVERY  
(embracing 36 Counties)

£2. CARRIAGE PAID (England & Wales) (with certain exceptions) are some of the "STAR" Features of Hobday's Service.

Send for the latest catalogue of all 'STAR' lines.

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HOBDAY BROS LTD.



Send Your Orders to:—  
**T. FIELDING & Co. Ltd**  
The EAST ANGLIAN RADIO FACTORS  
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Factors of all the best known makes of Radio Components

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Prices 1 25 50 100 cards  
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THE WIRELESS & GRAMOPHONE TRADER,  
St. Bride's House, Salisbury Sq., Fleet St., E.C.4

Situations Vacant—continued.

**LARGE** radio firm require one or two salesmen for London and Provinces. Only men with commercial wireless experience considered.—Apply, giving full particulars to Box No. 1378, WIRELESS TRADER Office. (193)

**OUTSIDE** representative for South of England wanted by old-established radio manufacturers marketing sets and components. Must own car. State previous experience, ground covered, salary required. No order collectors need apply, only real business getter required.—Box No. 1383, WIRELESS TRADER Office. (197)

**WIRELESS** representative required by well-known radio factors for Somerset, Wilts. and Gloucester. Preference given to man with live connection.—Write, giving age, experience, salary required, and if disengaged, to Box No. 1384, WIRELESS TRADER Office. (198)

**ALTERATION** of sales policy. Radio manufacturers (established 1926), require agents or representatives in all centres. Write full particulars in confidence. All applications will be replied to. Box No. 1385, WIRELESS TRADER Office. (199)

SITUATIONS WANTED.

**YOUNG** man (25) desires situation London area as representative or in service dept. At present managing retail radio-shop.—Box No. 1382, WIRELESS TRADER Office.

TRADE MARKS & DESIGNS.

**TRADE** marks and names, designs. Registrations effected in all countries.—Trade Marks Registration Agency, Monument Station Buildings, London, E.C.4. Telephone: Royal 2379. (T1)

**"The Slide Rule Simplified"**

Written in a simple and practical way, this book will prove of great value to every Student of engineering and commerce, and all, in fact, to whom an intimate knowledge of the Slide Rule is necessary.

It explains the value of the Slide Rule as a time-saving device for use in engineering calculations of all kinds.

Many examples are given and fully worked out and no algebraical or trigonometrical formulæ are introduced.

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SEND FOR CATALOGUE (MENTION THIS PAPER)

**JABEZ BATE & CO**  
VERONA WORKS BREARLEY ST  
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**VERONA FOR VALUE AND QUALITY.**

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WIRELESS GOODS  
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MANUFACTURERS' discontinued stocks wanted. Any quantities.—Box No. 947, WIRELESS TRADER Office.

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COUNTY Court Practice Made Easy (debt collection simplified).—Written by a solicitor, this book deals with all the steps necessary for the collection of debts, from the preliminary letter to the enforcement of judgment and recovering of money. New edition (revised), 5s. 3d., post free, from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

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THOUSANDS IN USE  
STOCKED BY ALL THE LEADING FACTORS  
THE EXACT MANUFACTURING CO.  
Croft Works, Priory Street,  
COVENTRY, England.

## Sell 'HOLDFAST' Now!

## EXTENSION UNIT

The best extension unit for every type of balanced armatures. Post price 1/-. Special price for large quantities.

## DAYZITE LTD.

17, Lisle St., Leicester Square, London, W.C.

It is for you to obtain the best possible CONDENSERS for any given outlay. TEST THEM.

1 MFD. 500V. D.C.	test .. 2/0
1 MFD. 500V. A.C.	test .. 2/6
1 MFD. 1000V. D.C.	test .. 3/4

FRANKLIN ELECTRIC CO., 187-189, Ilford Lane, ILFORD, Essex. 'Phone: Ilford 0281.

**EPOCH**  
MOVING COIL  
SPEAKERS

Write for new booklet—19 models

EPOCH RADIO MANUFACTURING CO., LTD.,  
3 Farringdon Ave., London, E.C.4. 'Phone: Central 1971

Big Profits Quickly on—

5/6 **fotos** 7/6

GENERAL PUMP-JOB CONCENT VALVE SUPER POWER

CONCERTON RADIO & ELECTRICAL CO., LTD  
250/7 BANK CHAMBERS, 329 HIGH HOLBORN LONDON, W.C.1

Books, Wireless Forms, etc.—  
continued.

YOUR Business at a Glance.—A simple account enabling you to see at a glance the position of your business without any knowledge of bookkeeping. Ruled for entries for a period of one year, with profit and loss summary, and balance sheet at end of each quarter, 2s. 3d. post free, obtainable from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

AGREEMENT Forms (Hire Purchase).—These forms have been specially prepared for THE WIRELESS AND GRAMOPHONE TRADER by a solicitor of the Supreme Court. If you sell on hire purchase they are indispensable. Prices, post free, 4d. each, 25 for 5s., 50 for 7s. 6d., and 100 for 10s. 6d. All orders should be accompanied by remittance and addressed to the Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

## REALISTIC REPRODUCTION

Write now for free 36-page  
Booklet, "Sound Advice"

**BAKER'S 'SELHURST'**  
RADIO PIONEER MANUFACTURERS  
OF MOVING COIL SPEAKERS  
Offices: 89 Selhurst Rd., S. Norwood, S.E.25  
Works: 42 Cherry Orchard Rd., E. Croydon



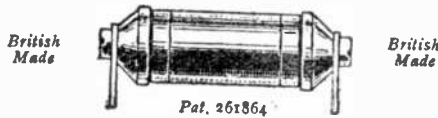
AN attractive series of Blocks for Traders' Gramophone Advertisements are now ready. Price Lists showing designs and sizes in which stereos are obtainable can be had on application to

The Publicity Department  
The Wireless & Gramophone Trader  
St. Bride's House, Salisbury Square, E.C.4



AND  
GRID LEAKS

Serious Trade Enquiries  
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TUBULAR CONDENSERS—RESISTANCES—GRID LEAKS

Samples and Quotations Promptly Supplied

NOTE.—We do not supply the Retail Trade.

Sole Manufacturers:

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Quality Unrivalled.  
Record Life in Use.  
Longest Guarantee.

Labelled to Instructions Gratis.  
Factors Enquiries Invited.  
Reduction in Price.

SOLE AGENTS:

**E. H. MAISNER & CO. LTD.**  
4 Attneave St., Farringdon Rd.,  
LONDON - - - W.C.1

OLDEST MANUFACTURERS,  
HUGO FALK,  
G.M.B.H.  
TABARZ



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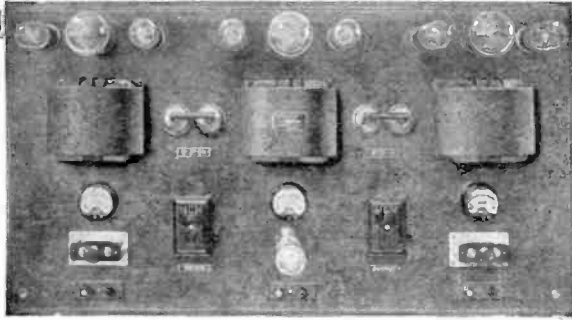
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IF you desire further particulars of several items advertised in this issue, place a tick against the names of the advertisers in the index above and overleaf, and forward the page to the "Trader Information Bureau," St. Bride's House, Salisbury Square,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

W.T. 9/8/30

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Address.....



**DAVENSET SERVICE STATION CHARGER**  
Price £25 net.  
Max. D.C. Output 75 volts at 6 amperes

# DAVENSET

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

BECAUSE THEY ARE

- 1. HIGHLY EFFICIENT.
  - 2. SIMPLE TO OPERATE.
  - 3. PERFECTLY SILENT.
  - 4. NON-RADIATING.
  - 5. REASONABLE IN PRICE.
- e.g. from £8 : 8 : 0 net

TECHNICAL BOOK ISSUED FREE.

A 40-page copy of the 3rd Edition (reprinted April, 1930) of the booklet entitled "Commercial Accumulator Charging and the Efficiency of A.C. Rectifying Equipments," in which 7 models of Davenset Chargers are both described and illustrated, may be had on application to your usual wholesaler, or direct from the manufacturers FREE OF CHARGE. This offer applies to bona-fide traders only.

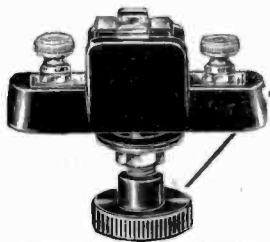
**PARTRIDGE, WILSON & CO.**  
LOUGHBOROUGH ROAD, LEICESTER

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SHOWING "OFF" POSITION. PATENTS PENDING.

## DOES YOUR SWITCH SPINDLE TURN ROUND ?

Ask your customers this question by exhibiting the display card of THE LATEST "BUSCO" SWITCH, which has no contact point to turn round and consequently cannot cause "crackling." THEY ARE SELLING READILY AT

1/3 EACH

Because all Wireless enthusiasts recognise that it is what they have wanted for a long time

SAMPLE DOZEN (INCLUDING DISPLAY CARD) SENT POST FREE ON RECEIPT OF POSTAL ORDER VALUE ... .. 10/-

**BUSBY & CO., LTD., PRICE STREET, BIRMINGHAM.**



SHOWING "ON" POSITION (From left away to show action).



# WELL AHEAD OF ITS RIVALS

Right in the forefront of radio—the McMichael Super Range Portable Four is paramount in its class. Not only for reception at exceptional loudspeaker strength of a far more than usual number of stations, but for the tonal quality of its reproduction this receiver proves easily supreme. A fine suitcase model which combines handsome appearance with unique convenience.

## The McMICHAEL 1930 SUPER RANGE FOUR (TABLE MODEL)

A model for the home where an outdoor aerial and earth are not desirable. Comprises a handsome walnut cabinet on a directional turntable; fitted with an exactly similar circuit to the Suitcase Portable. The whole is completely self-contained with Frame Aerial and Loudspeaker ready for immediate use. An additional aerial and earth may be attached to add to the normal and very remarkable range.

**RETAIL PRICE 26 GNS.**  
(Including all Equipment and Royalties.)



## THE McMICHAEL 1930 SUPER RANGE PORTABLE FOUR

Incorporating the very latest improvements of radio science, this Receiver is sparkling with selling points.

HERE ARE A FEW:—

Screened Grid Amplification. Single Dial Control. Superlative Tonal Quality. Easy Control of Volume. Lowest Possible Upkeep Cost. Wide Range. High Selectivity.

Fitted in Handsome Suitcase with Patent Locking Clips. In every way the McMichael Super Range Portable Four proves a most attractive proposition—good for prestige—and an effective aid to the production of increased business.

Owing to the high degree of selectivity in this, and our other Screened Grid Portable Receivers, we are able to guarantee complete selectivity between all main B.B.C. stations under the new scheme of wavelengths, as proved by an actual test under the twin aeriols at Brookman's Park, when both programmes were received separately without interference, and in addition a number of other British and foreign stations.

This test was made on a standard "Super Range Four" Receiver, under an independent Press observer and was repeated at half-mile intervals with similar results.

Sell more McMICHAEL Receivers by means of our special deferred payments on the Hire Purchase system. If you are not already stocking and demonstrating this popular Portable, write us or your Factors for terms, showcards and attractive leaflets. The Receiver will prove a revelation to you.



## L.M<sup>c</sup> MICHAEL LTD

Manufacturers of Wireless and Scientific Apparatus  
**WEXHAM ROAD, SLOUGH, BUCKS.**

Telephone: Slough 441-442. Telegrams: Radiether, Slough.  
London Showrooms: 179, STRAND, W.C.2 (Telephone: Holborn 2468)

**RETAIL PRICE: 22 GNS.**  
(Including all Equipment and Royalties.)

# Decide on YOUR PROFITS— *this way*

## Earns 19/3 in the £ profit

### THE DAVENSET GARAGE A.C. CHARGER

Will handle 40 2-volt cells per day. Cost of charging at 3d. per unit = 9d. Income at 6d. per cell 20/-. You can secure this regular profit for an initial outlay of £10 10s. net or £2 12s. 6d. down and 6 monthly payments of £1 7s.

## Earns £3 in 15 hours

### TUNGAR 12-AMP. TYPE VALVE RECTIFIER

Will handle 120 2-volt cells per 15-hour day. Cost of charging at 3d. per unit = 5s. 8d. Income at 6d. per cell £3. Your outlay to secure this daily return is £31 10s. net or £7 17s. 6d. down and 6 monthly instalments of £4 0s. 9d.

## Earns £25 in week

### CRYPTO TYPE B3 A.C. CHARGER

Constant Potential. Output 8 and 16 volts 200 amps. Will handle 1000 2-volt cells per week at a total charging cost of 47s. (Current at 3d. per unit). Your return at 6d. per cell is £25. This outfit costs £95 4s. net or can be secured for £23 16s. down and 6 monthly instalments of £12 4s.

The above are three typical examples of the profits to be made from efficient battery charging equipment. We specialize in Charging Equipment—Our advice and service is at your disposal.

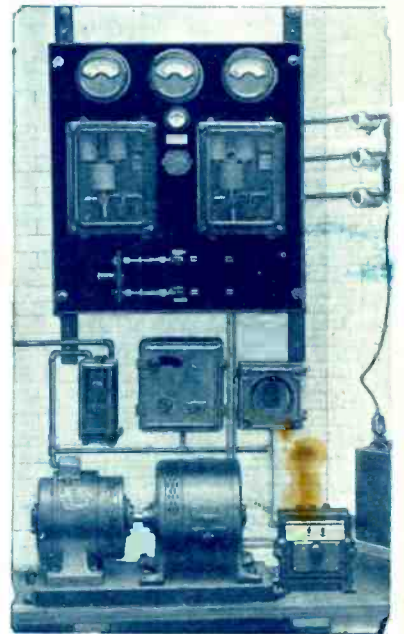
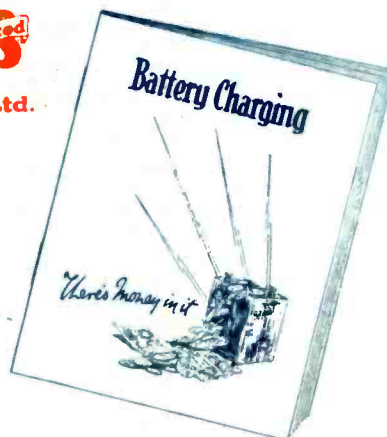
# Brown Brothers Limited

—Allied Companies—

**THOMSON & BROWN BROTHERS Ltd.**  
BROWN BROTHERS (Ireland) Ltd.

Wholesale only:  
GREAT EASTERN ST.,  
LONDON, E.C.2  
and Branches

Please send me copy of your booklet "Battery Charging—There's Money in it."  
Name.....  
Address.....



Send for this  
Book Now!

There's Money  
in it.