

The WIRELESS & GRAMOPHONE TRADER

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

VOL. XXIII. (NEW SERIES) No. 315.

August 30th, 1930.

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

MAKE SURE YOUR
BELLING-LEE SHOWCASE IS
FULL OF THE COMPLETE RANGE
OF BELLING-LEE LINES

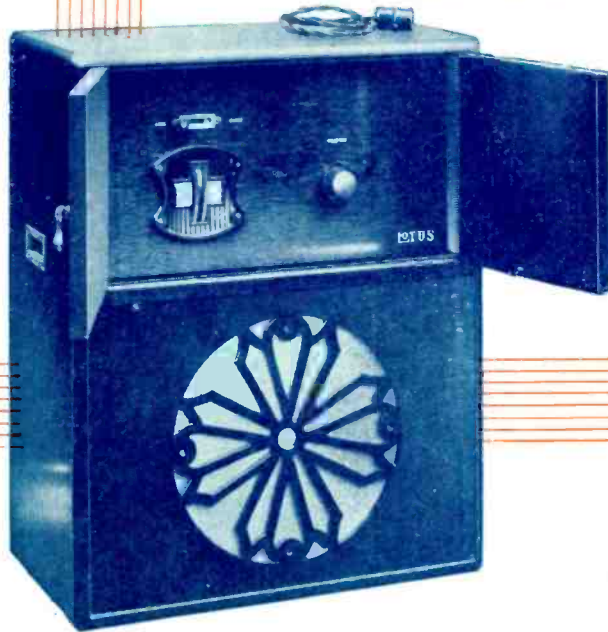


Write for details of :
1. Free showcase offer.
2. Exchange of stocks service.
3. New lines.

BELLING-LEE
FOR EVERY RADIO CONNECTION

Advt. of Belling & Lee Ltd., Queensway Works, Fonders End, MidEssex

Lotus Sets are easy to sell and mean big profits

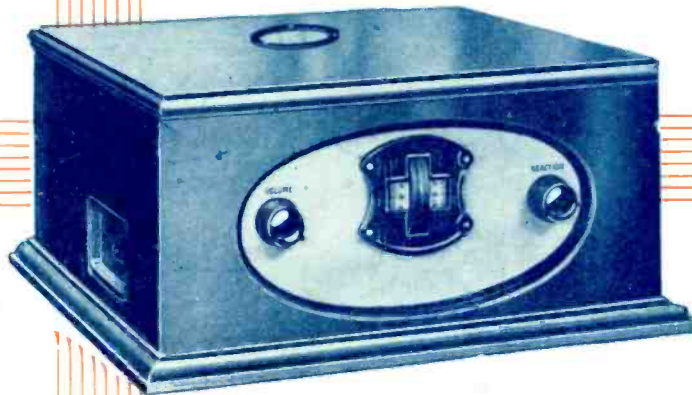


Meet the demand for Lotus Sets by stocking the full Lotus range and selling them, under the generous Lotus Hire Purchase Terms, to your own advantage and your customers' satisfaction

The Lotus 3-valve S.G.P. All Electric Transportable Receiver is an entirely self-contained set, needing neither aerial nor earth. Having only three valves instead of the usual four or five, and requiring no batteries, this set is extremely inexpensive to run.

Retail price, in Oak Cabinet, £25 4s. 0d. or £2 7s. 0d. down and 11 equal monthly payments.

Mahogany or Walnut Cabinet, £26 5s. 0d. or £2 9s. 0d. down and 11 equal monthly payments.



The Lotus 3-valve S.G.P. All Electric Receiver employs a Screened grid H.F. Amplifier, a High Efficiency Detector and a Pentode Power Amplifier. It requires no batteries, and is available in an Oak or Mahogany Cabinet at £21 (Retail Price) or £1 19s. 9d. down and 11 equal monthly payments.

Write for details of other Lotus Sets.

LOTUS

ALL ELECTRIC RECEIVERS

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

London Depot: 183, OLD STREET, E.C.1.
Telephone: Clerkenwell 2580.

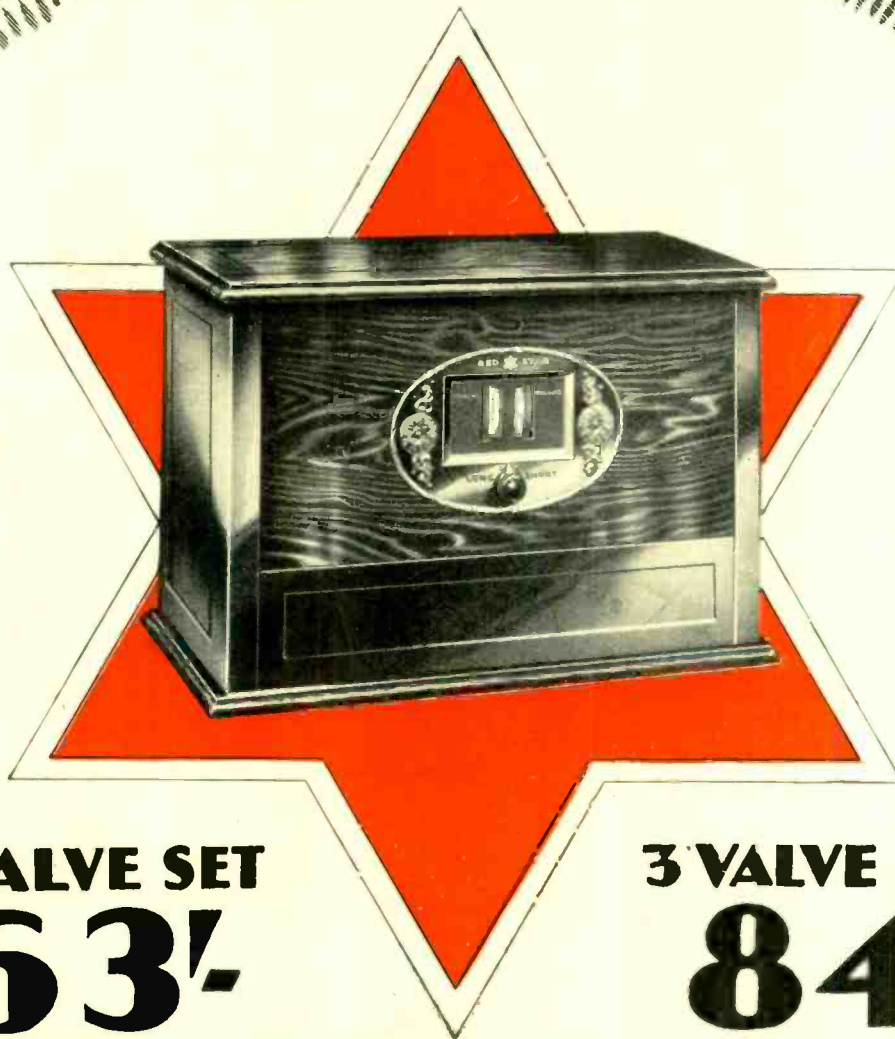
Leeds: 35, PARK SQUARE.

Birmingham Depot: 34, DALE END.
Telephone: Central 0328

Glasgow: 58, YORK STREET.

Red Star

The World's Wonder Radio Receivers



2 VALVE SET

63¹/₂

3 VALVE SET

84¹/₂

"RED

The World's Wonder

In conjunction with the

See the WORLD'S WONDER RADIO RECEIVERS AT YOUR DEALERS

RED STAR SIX 6" INSTALLING POINTS

- Features Superior Construction
- Fully Guaranteed
- Complete with all accessories
- Available in all sizes
- Available in all colors
- Available in all finishes
- Available in all shapes
- Available in all sizes
- Available in all colors
- Available in all finishes
- Available in all shapes

63
2 VALVE SET
3 VALVE SET 84/-

RED STAR RADIO RECEIVERS

LOOK OUT FOR THE SHOPS DISPLAYING THE RED STAR



EVERYWHERE IN THE NATIONAL PRESS THE PUBLIC WILL BE ADVISED TO LOOK FOR THE SHOPS DISPLAYING THE RED STAR

It will therefore be in your interests to display in a prominent part of your window "Red Star" transfers as shown above together with "Red Star" Cutouts for inside window display. Tell the public through the medium of your windows that you can supply the "World's Wonder Radio Receivers."

HAVE YOU RECEIVED YOUR "RED

STAR

Radio Receivers!

National Advertising
which commenced with the front page Daily Mail

**THIS SIGN WILL
BRING THE PUBLIC
INTO YOUR SHOP**



DISPLAY "RED STAR" SIGNS
that's all! Sales are made!

STARS" & DESCRIPTIVE LITERATURE?

**IF YOU HAVE NOT ALREADY
RECEIVED OUR LETTER AND
SALES PROMOTION MATTER!**

**Get on our
mailing list**

Immediately

**Get your share
of the—**

**"RED STAR"
business!**

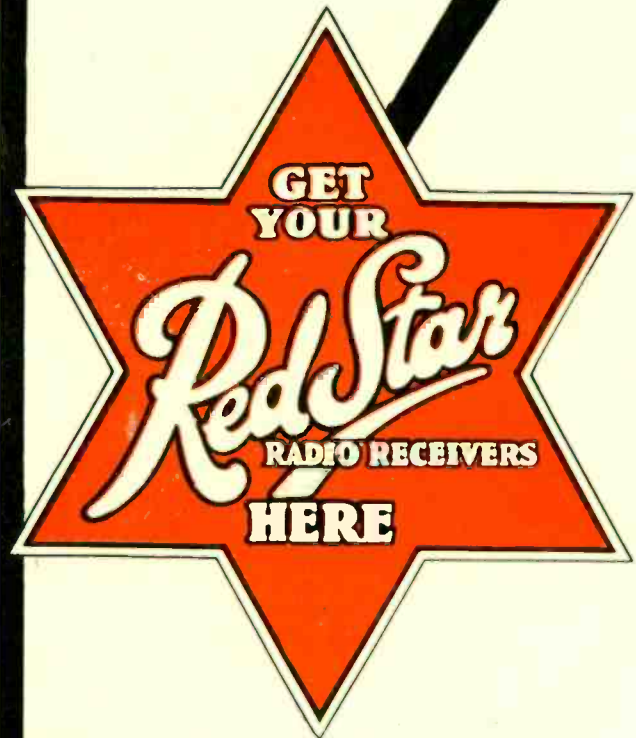
Dealers who have not already received full details of the "Red Star" Campaign for the coming season should write us immediately to ensure getting their full share of the "Red Star" business.

"Red Star" will be the sensation of the 1930-31 Radio Season, and will be introduced to the public through the medium of one of the greatest radio advertising schemes ever attempted.

It will be a wonderful proposition to you as a Radio Dealer, because it is going to create a boom in the Radio business.

Write us now for full details and sales promoting matter and—

**Get our whole
hearted support**



RED STAR PUBLICITY WILL BRING BIG BUSINESS

TWO NEW DETEX WINNERS AND AN ESTABLISHED FAVOURITE



Detex "STRAIGHT-FIVE" Portable—8 Gns.

The Set which revolutionised the Portable World.
A marvellous set and a wonderful seller.

Detex "FIRESIDE FIVE" (Transportable)—8 Gns.

The World-Famous Detex "Straight-Five" Circuit embodied
in a handsome fabric-covered upright cabinet.

Detex "GRAMORAD FIVE" (Radio Gramophone).

Detailed specification and prices next week.

N.B. We wish to thank our numerous trade friends for the
splendid response to the new DETEX TRADING POLICY.

DETEx

DETEx LTD., 161 Vauxhall Bridge Road, S.W.1.

Telephone: Victoria 1303 (6 lines).
'Grams': Detexacrys., Churton, London.

TUNE



**These advertisements
will sell for you.**

PERTRIX ONCE

IN ON PERTRIX

NOW is the time for every progressive trader to tune in on Pertrix because without doubt, Pertrix has come to stay.

The past few months have definitely proved that Pertrix has been able to give the public that for which it has been waiting — a dry battery that is 60% better in every way than the ordinary sal-ammoniac dry battery.

The Pertrix Accumulator — “Built for Service” — is, in its field, every bit as efficient as the Pertrix Non-sal-ammoniac Dry Battery.

The Products of Pertrix are being extensively advertised and any help you may want will be gladly given—write for leaflet “DH” which gives full details.

It will pay you to tune in on Pertrix.

PERTRIX SUPER LIFE DRY BATTERIES AND ACCUMULATORS

PERTRIX LIMITED,
BRITANNIA HOUSE, 233 SHAFTESBURY AVENUE, LONDON, W.C.2

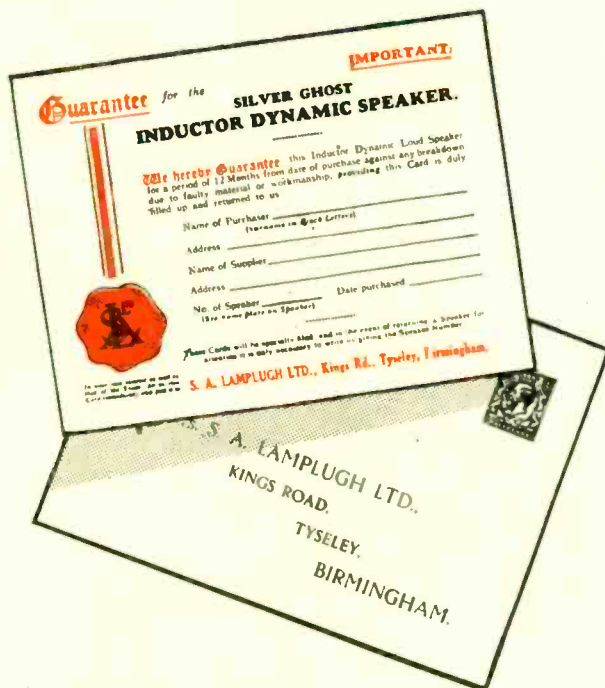
PERTRIX ALWAYS

RECENTLY SALES FIGURES ALREADY

**SOLD
WITH A
WRITTEN
GUARANTEE**



Licensed under FARRAND & LEKTOPHONE STANDARD HOPKINS PATENTS and Patent Applications.



**THE FIRST
BRITISH
INDUCTOR
SPEAKER**

**A "Silver
Ghost"**

This is the latest conception of the Inductor principle, invented by the American radio pioneer, Farrand, and is as great a step forward over present known types of speakers—whether balanced armature or moving coil—as the original cone was over the horn type. It possesses all the advantages of a moving-coil speaker, has a better response at the lower frequencies, and has none of the disadvantages associated with the M.C. type.

ADVANTAGES.
There is no moving coil to pick up field current.
There is no field excitation coil, therefore no introduction of hum from that source.
There is no heat generated.
Requires no Rectifier, Transformer, Smoothing Condenser associated with Moving-coil Speakers on A.C. operated sets.
Only a quarter the weight of a M.C. Speaker.

SET MANUFACTURERS will realise at once the enormous saving in cost that the Lamplugh Inductor Dynamic offers without sacrifice in performance—which is indistinguishable from that of the finest M.C. Speaker. It must not be confused with the many Balanced Armature Movements on the market at the moment designed to give Moving-coil effect by artificial methods.

There is nothing to get out of order; it is beautifully finished and of robust construction.

Chassis Complete £3:10
Standard Cabinet £5:10
De Luxe Model - £6:10

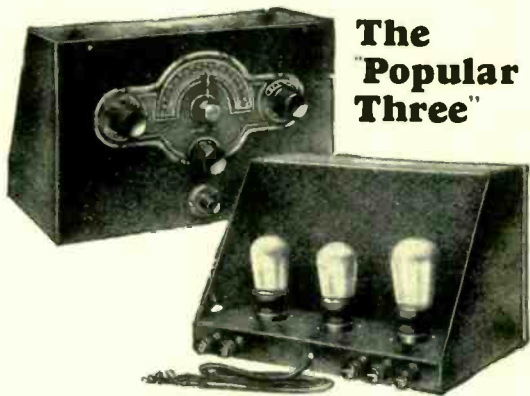


RELEASED

PREDICT GREAT SUCCESS

SETS THAT WILL SET THE STANDARD FOR 1931

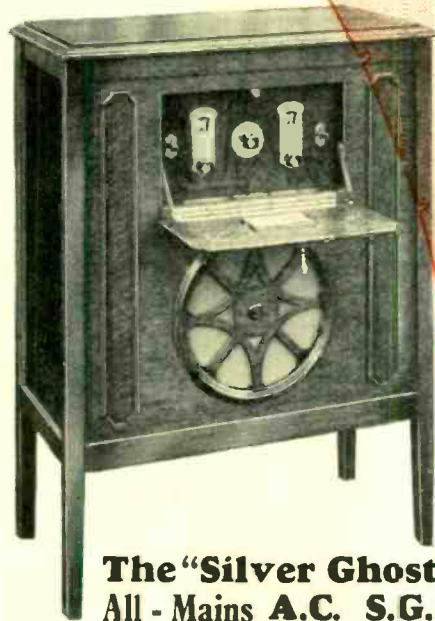
Lamplugh Radio has been world-famous ever since Wireless reception has been a practical and commercial proposition. There's a comprehensive range of reliable sets, speakers and components—including battery and all-mains models—H.T. Eliminators—Power Units, etc.—to meet the needs of every class of radio buyer—backed by consistent advertising and a generous supply of literature, window bills, etc.



**The
"Popular
Three"**

Completely enclosed—thereby eliminating dust and minimising the possibility of damage. Ready to be fitted into any cabinet or can be used without if desired. The new model is fitted with a highly efficient "Wave-trap," which makes "Tuning" extremely simple. Price complete, including Valves and Royalties.

£7 - 5 - 0



**The "Silver Ghost"
All - Mains A.C. S.G.4**

A very powerful set, giving an exceptionally high standard of reproduction from numerous long distance stations. Every precaution has been taken to make it absolutely safe, and it conforms with I.E.E. Rules concerning such apparatus.

Every component has been individually tested for quality and insulation, ensuring efficiency and to eliminate the possibility of break down. Is built into a "Console Cabinet" and fitted with the new wonderful "Inductor Dynamic Speaker."

Supplied in Oak or Mahogany. Price (including all Valves and Royalties) **£33-15**

LAMPLUGH

SILVER GHOST

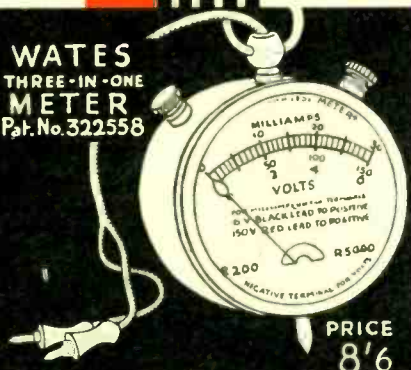
RADIO

S. A. LAMPLUGH LIMITED
KINGS ROAD - TYSELEY - BIRMINGHAM.

SEND FOR FULL PARTICULARS & TERMS TO-DAY!

THE MONEY

**WATES
THREE-IN-ONE
METER**
Pat. No. 322558

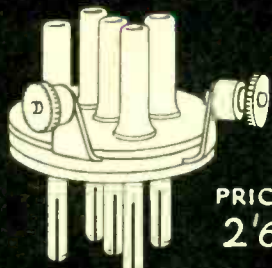


PRICE
8'6

Readings.
Volts 0-6 for L.T. Volts 0-150 for H.T. M.A. 0-30 for H.T. consumption, resistance 5,000 Ohms. Wates Panel Mounting Meter same readings as above but with plug and socket bridge for mounting on panel. A popular Seller at 13/9. Wates Jewelled Bearing Milliamperere Meter 0-25 M.A., 9/8. 0-50 M.A., 9/8.

3 MORE WATES LIGHTNING SELLERS

Last season saw all records broken in high average sales throughout the season by the Wates three-in-one Meter, and later, the Wates Double-Cone Chassis. This season, the popularity of these and other Wates lines will be greatly increased and the new "Polyscope" Pick-up and the "Test Plug" cannot fail to enjoy a large and steady demand because of their unique features obtainable only in these patented devices.



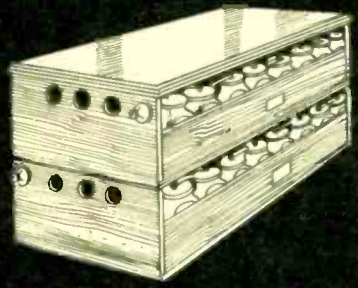
PRICE
2'6

WATES TEST PLUG
FOR VALVES Pat. applied for

A new line with a big sale. Accurately tests anode current consumption. Simply inserted in valve sockets and valve is placed in test plug. Two terminals provided for connecting to a millimeter. Designed for 4 or 5 pin valves.



WATES STANDARD BATTERY



This well-known Battery is a steady and consistent seller. The "cartridge" refills make replacement of the elements a quick and simple operation. Thousands of satisfied users. A line you should always stock. See list for prices.

The Wates A.C. Mains "4" is a set of definitely superlative performance, attractively finished in polished wood cabinet and at a price which challenges every other all-electric set on the market. Every trader should make a point of trying out this set—it is sold under a unique H.P. scheme of Cash Profits. The finance is done by us—you take cash profits. Full details sent on request.

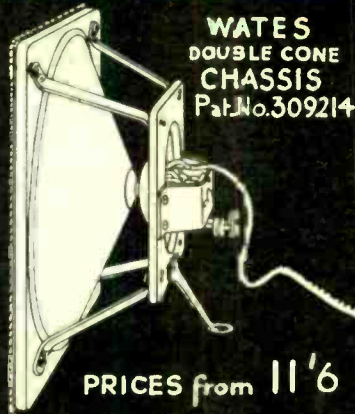
Ask for Illustrated Catalogue describing the set, the handsome pedestal loud speaker and the Wates Radio-Gramophone.

WATES • RADIO

The Standard Battery Co.
(Dept. W.T.),

Telephone :—

MAKERS of 1931



**WATES
DOUBLE CONE
CHASSIS**
Pat.No.309214

Introduced at the end of last season, this line was an instantaneous success. Supported by extensive advertising, the Wates Double Cone Chassis is the only chassis you should stock. Imitations have come, but public demand is for the genuine and original Wates Fully patented.

The new range includes the wonderful 20" model incorporating the Wates 20" Double Cone Chassis. The finest value in quality speakers on the market. 20" Super Model:

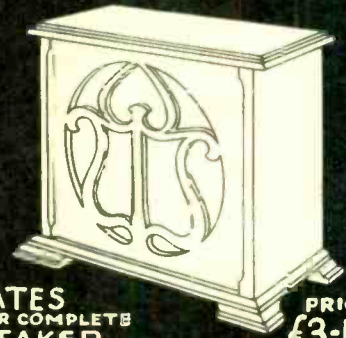
In Oak, £4 10 0.

In Mah., £4 15 0.

Star Model:

In Oak, £3 10 0.

In Mah., £3 15 0.



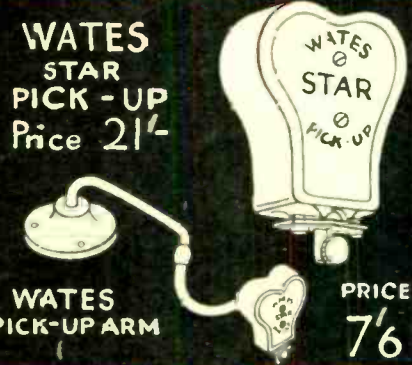
**WATES
STAR COMPLETE
SPEAKER**

PRICE
£3-10

Make sure of your supplies by ordering now; vigorous advertising will again be your assurance of ready demand, and the generous trade terms form a "bread and butter" minimum of profits that you can absolutely depend upon.

Ask now for particulars of our generous "Cash Profits for You" scheme and fully descriptive leaflets illustrating and explaining the complete range of Wates products.

Finished in oxidised Copper, a particularly smart and remarkably efficient Pick-up. D.C. resistance 1,200 Ohms, Impedance at 1,000 cycles is 10,000 Ohms. Fully guaranteed and supplied with adaptor to fit any type of tone arm.

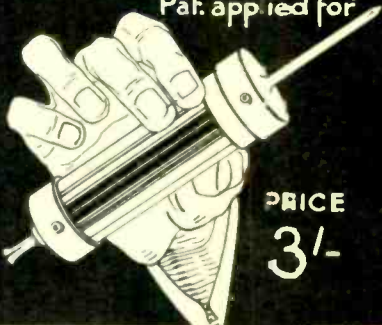


**WATES
STAR
PICK-UP**
Price 21/-

**WATES
PICK-UP ARM**

PRICE
7/6

WATES POLYSCOPE
Pat. applied for

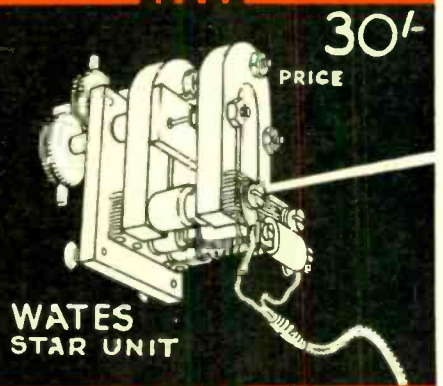


PRICE
3/-

This new line will equal the wonderful sales of the Wates Meter. It measures resistances from 50/12,000 Ohms. Valve filaments for breakage. Insulation of Condensers, short circuits, etc., etc. An indispensable instrument that can be used with any style of 3 in one meter. Dry Batteries for same, 4/6.

Reduced in price to 30/-, this Unit is the highest quality and best value obtainable. Comparative tests demonstrate its unapproachable superiority.

A big line for 1930-1931.



**WATES
STAR UNIT**

PRICE
30/-

M.B.

• PRODUCTS

184-188 Shaftesbury Avenue,
London, W.C.2.

Temple Bar 6195

Varley

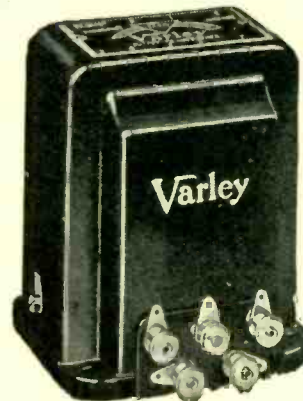
BIG NEW PROGRAMME



**HIGH INDUCTANCE
L.F. CHOKE**
Inductance 300 henries.
Max. current 10 m/a
List No. D.P.16 £1 - 5 - 0



**MULTI VOLT POWER
TRANSFORMER**
For Valve Rectifiers—
60 watts.
List No. E.P.14 £2-10-0



**IMPEDANCE MATCHING
OUTPUT TRANSFORMER**
Six Ratios 8-1, 10-1, 12-1,
15-1, 20-1, 25-1.
List No. D.P.14 £1 - 2 - 6

Look over the new range of Varley 1930-31 components, advance details of which have been sent to the Trade. There will be a real selling demand for every one of them—for each most satisfactorily meets a modern radio problem. Up-to-the-minute in design and construction—finely finished by

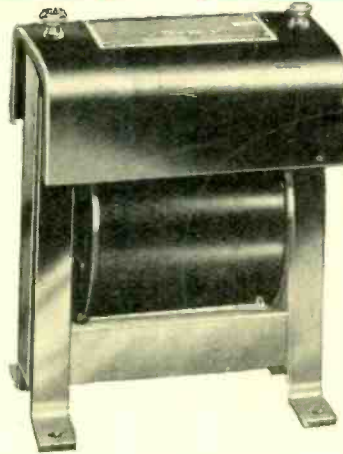


Advertisement of Oliver Pell Control Ltd.,
Kingsway House, 103 Kingsway, London, W.C.2.
Telephone: Holborn 5303.

Varley

COMPONENTS FOR 1930-31

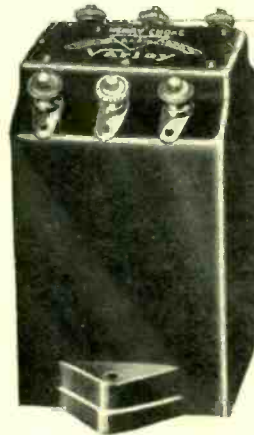
perfect workmanship, every Varley component is guaranteed by Varley quality and backed by the Varley name. Their performance means popularity—big sales for you. Remember Varley's reputation for quality—it will pay you to push Varley this season.



L.F. POWER CHOKE
Inductance 15 henries (no D.C.), 10 henries when carrying 300 m/a D.C.
D.C. resistance 100 ohms.
Max. current 300 m/a.
List No. E.P.15 £3 - 0 - 0



**PUSH-PULL PENTODE
OUTPUT CHOKE**
Ratio 2-1 and 1.5-1. Max. current 40 m/a per pair of valves.
List No. D.P.15 £1 - 7 - 6



**3 HENRY L.F. TAPPED
CHOKE**
Total inductance 3 henries, tapping at 0.5, 1.0, 1.5 and 2.0 henries. Total resistance 47 ohms.
List No. D.P.18 8/6



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

134 Ash Road,
Headingley,
Leeds.
August 12, 1930.

Messrs. Ormond Engineering Co. Ltd.

Dear Sirs,

I feel it my duty to let you know the wonderful results I have obtained with a speaker using an "Ormond" Unit.

My cone is 12" diameter, 5" deep, with the edge bedded in cotton wool and mounted in a 3 foot square baffle.

The Output valve is an L.S.5A dissipating 7 watts at 270 volts (actual anode voltage). There is no trace of rattle with the valve fully loaded. To make the unit chatter I have to overload the valve till the milliammeter is swinging violently.

Speech is clear and crisp whether one's head is inside the cone or twenty yards away.

The tonal balance of the outfit is superb.

I have used the unit now for 9 months in a variety of cones and different sets, and I am of the opinion that, at 12s.6d. the value offered is absolutely unique.

You may make whatever use you wish of this letter.

Yours truly,
V.C. Price Andrews.

*Testimony
that speaks
volumes!*

**The ORMOND 4 POLE
ADJUSTABLE LOUD SPEAKER
UNIT**

12/6

Gives true-to-life reproduction. Is ultra sensitive, responding evenly to a very wide range of frequencies. Handles great volume without being overloaded.

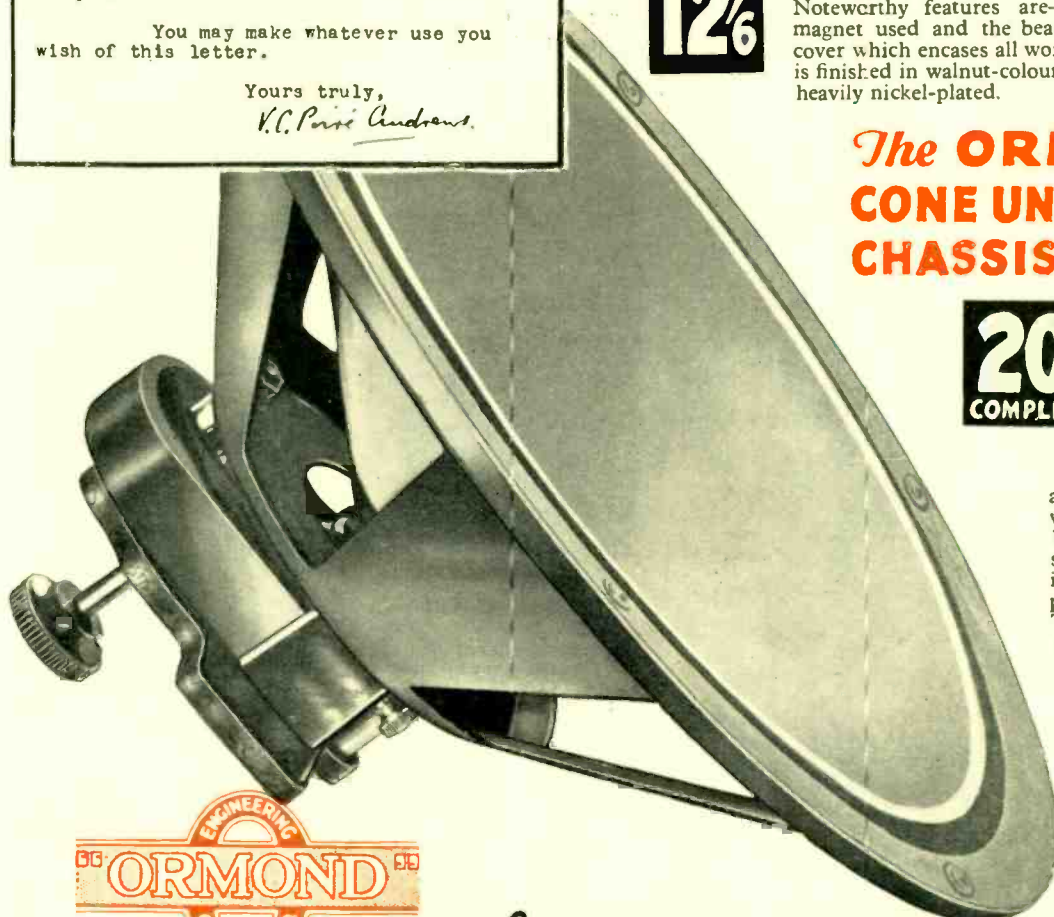
Noteworthy features are—the very large Cobalt magnet used and the beautifully polished bakelite cover which encases all working parts. The whole is finished in walnut-colour, whilst the terminals are heavily nickel-plated.

**The ORMOND
CONE UNIT AND
CHASSIS** (as illustrated)

20/
COMPLETE

Constructed of aluminium specially strengthened 11½ inches in diameter and provided with two brass pillars, complete with lock nuts to ensure easy assembly of the unit. The whole may be secured to a baffle board if desired, screw holes being provided in the outer ring for this purpose. Price 20 - complete. The Ormond large Chassis and cone is of similar construction but 16½ ins. in diameter. Price 11/6.

**The ORMOND
ENGINEERING
CO. LTD. ORMOND
HOUSE, Rosebery Ave.,
LONDON, E.C.1.
Phone - Clerkenwell 5334-
5-6 & 9344-5-6 Telegrams -
"Ormondengi. Smith."**



for PUNCH POWER & PURITY!

NEW

INCREASED RANGE of the famous TELSEN COMPONENTS

with
new FEATURES
mean MORE SALES

Telsen Transformers have long been known to the radio trade for their exceptional quality, finish and performance.

For the coming season we are introducing several new features to these already popular lines, the new models now being shrouded in genuine Bakelite Mouldings, in addition to which they are fitted with earth terminals, and incorporate improvements in design of the windings and core, thus offering the greatest transformer value in radio:—remember there's no increase in prices.

In addition to the above, we have now supplemented our range to include Variable Condensers, Fixed (Mica) Condensers, H.F. Chokes and Valve Holders, these, like the Telsen Transformers are made with genuine Bakelite Mouldings, several of which are manufactured under Telsen Patents.

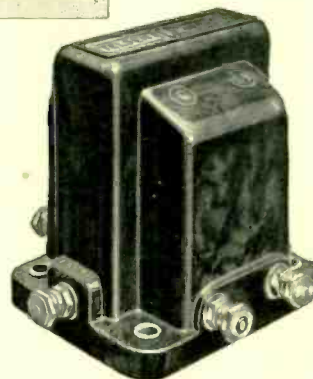
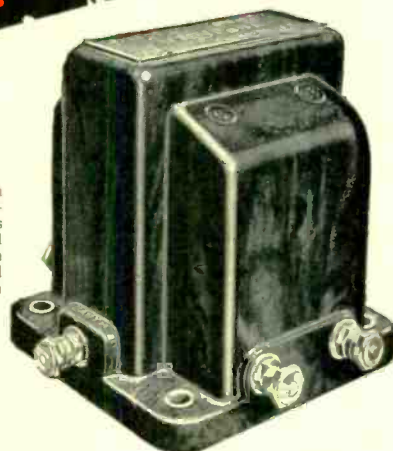
Get in touch with your wholesaler for early delivery.

They represent the finest range of "Value for Money" components on the market.

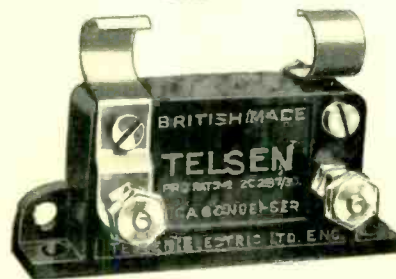


INCORPORATE
TELSEN COMPONENTS

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



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



Telsen (Mica) Condensers made in capacities up to .001 mfd. Prov. Pat. No. 20287/50 supplied complete with Patent Grid Leak Clips to facilitate series or parallel connection; can be mounted upright or flat; tested on 500 volts. Genuine Bakelite Mouldings. Price 1/- each



Telsen Valve Holders. Prov. Pat. No. 20285/30. An entirely new design in valve holders embodying patent metal spring contacts allowing the valve to be inserted or withdrawn with an easy sliding movement. Low capacity, self locating, and made in Genuine Bakelite Mouldings. Price 1/- each



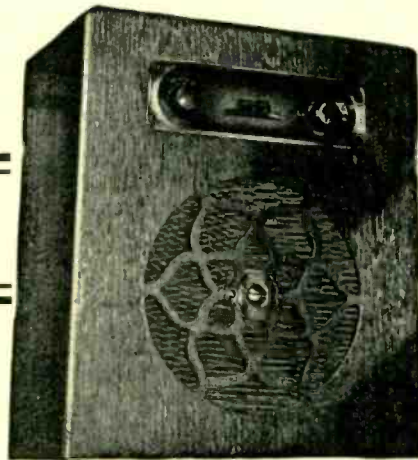
Telsen H.F. Chokes designed to cover the whole wave-band range from 18 to 4,000 metres, extremely low capacity. Inductance 150,000 microhenries; resistance 400 ohms. Price 2/6 each

TELSEN

COMPONENTS

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

Praise of others



All Electric or

No Trickle Charger
No Accumulator
No Battery

£26 : 15 : 6

Model 303

Battery driven

In Polished
Oak Cabinet.
Wide Range of Stations

£17 : 17

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

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

Columbia
TRADE MARK
RADIO

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

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

Columbia RADIO

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



V.3 50 volts



V.4 60 volts.

MR FULL O'POWER ANNOUNCES

the introduction of an entirely new range of Radio Batteries—of the Full O'Power type—designed to create a new interest in Broadcast Listening circles.

The Batteries are being supplied in new style cartons, attractively printed, which will command immediate attention.

—AND THE PRICES ARE RIGHT.

The Full O'Power Range will now include

POPULAR TYPE, POWER TYPE, SUPER RADIO TYPE, SPECIAL TYPE (for Portable Sets), GRID BIAS BATTERIES.

A full detailed list of the new sizes is being circulated to the Trade immediately—SEE that you get these particulars and stock up for the demand which is sure to arise.

We extend a cordial invitation to all Dealers to visit our Stand No. 70 at the National Radio Exhibition and learn all about these remarkable Batteries. If you are unable to attend this year our new Full O'Power Booklet will tell you all about them.

SIEMENS FULL O'POWER BATTERIES

SIEMENS BROTHERS & CO. LTD., WOOLWICH, LONDON, S.E.18

Tel.: WOOLWICH 1161

YOUR CUSTOMERS WILL GET BETTER RESULTS WITH THE

MAZDA P.220A

*than with any other
2-volt ·2 amp Power
Valve*



**MAZDA
P.220a
PRICE
13/6**

It will be seen from its figures that the Mazda P.220a is by far the best 2-volt ·2 amp power valve on the market. It is more sensitive—and has, at the same time, a larger power handling capacity than any other valve of similar type.

You can therefore recommend it to your customers with every confidence.

The Amazing

MAZDA RADIO VALVES

Characteristics

Filament volts	- - -	2.0
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Max. H.T. volts	- - -	150
Amplification factor	- - -	6.5
Anode A.C. resistance (ohms)	- - -	1850
Mutual A.C. conduc- tance (mA/V)	- - -	3.5



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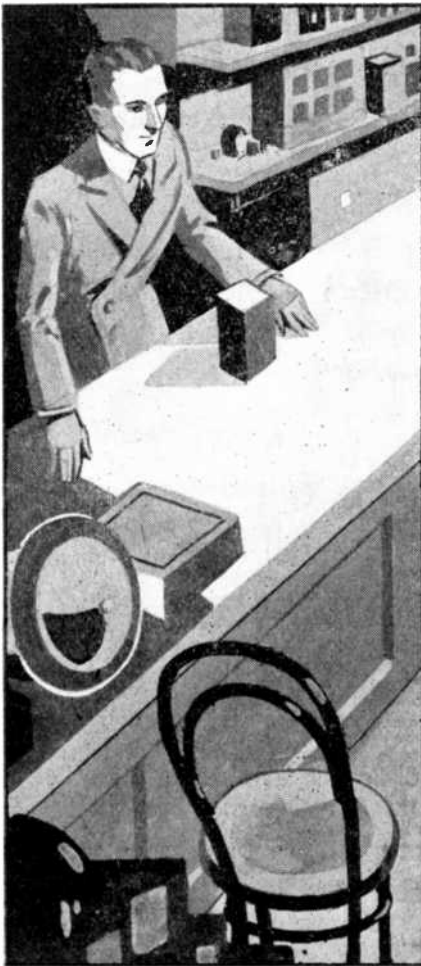
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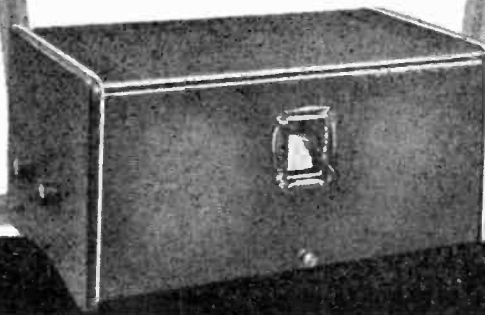
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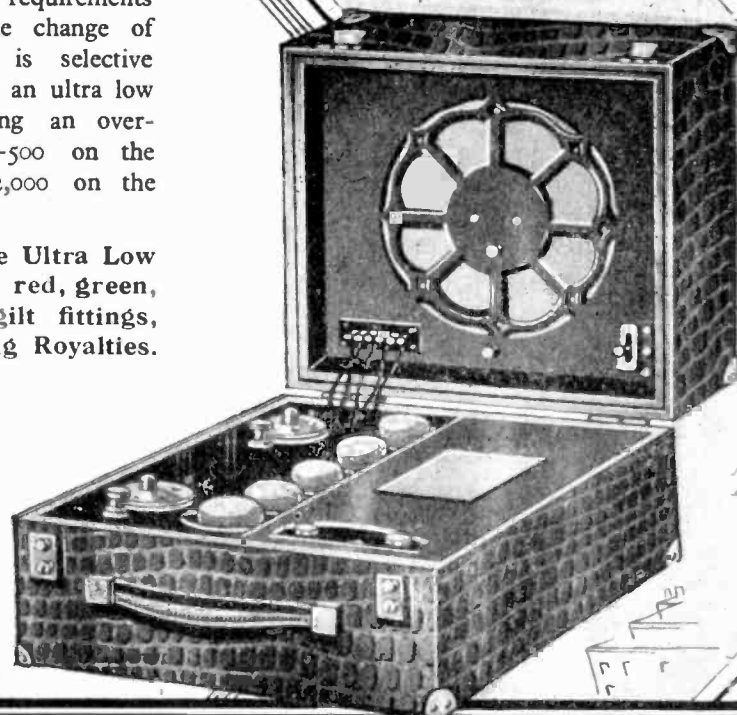
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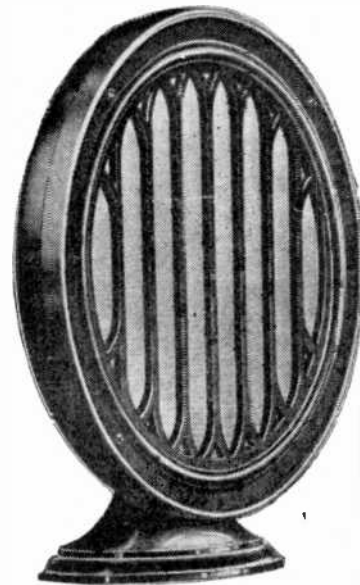
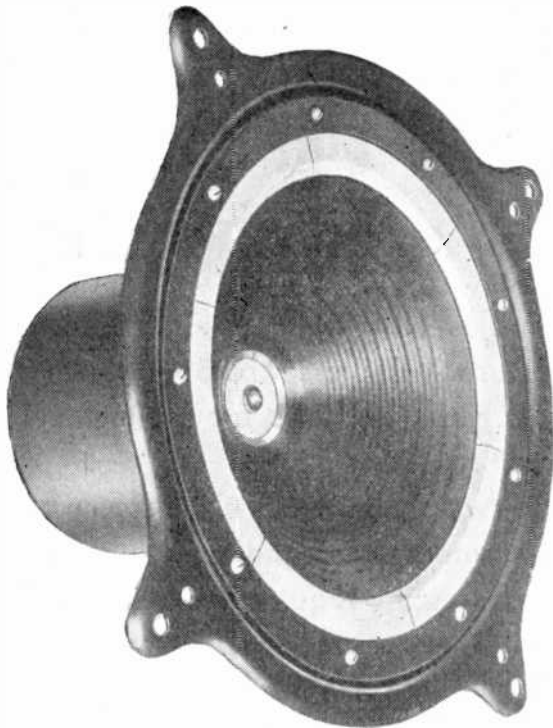
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Excellent loudspeaker reproduction,
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Range and selectivity equal to, if not
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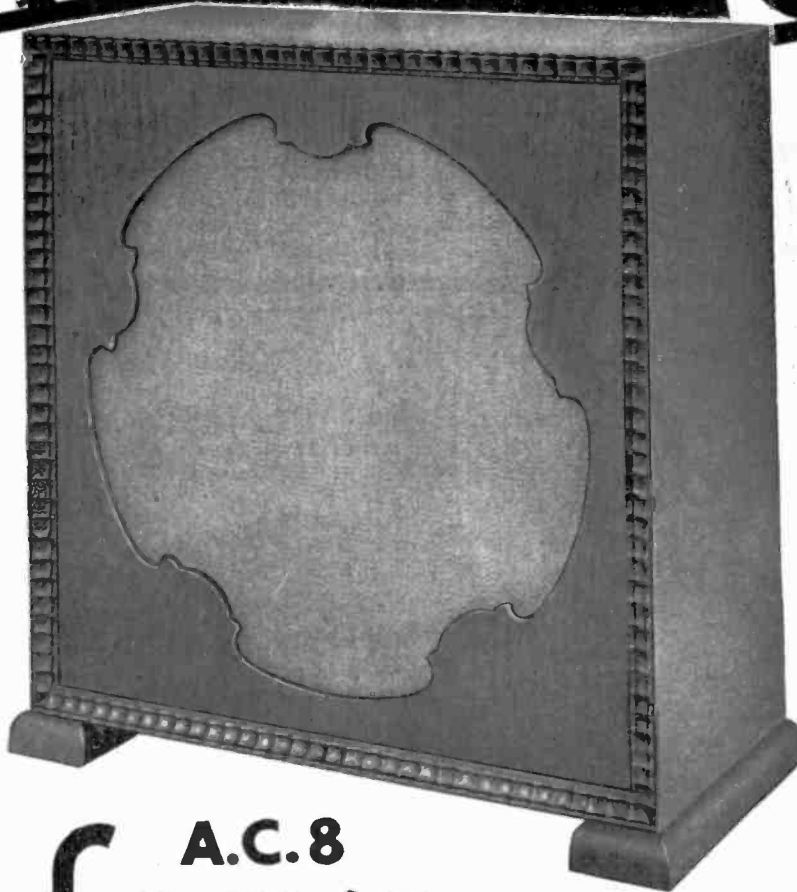


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A.C. 8
£2/2/0

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

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

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

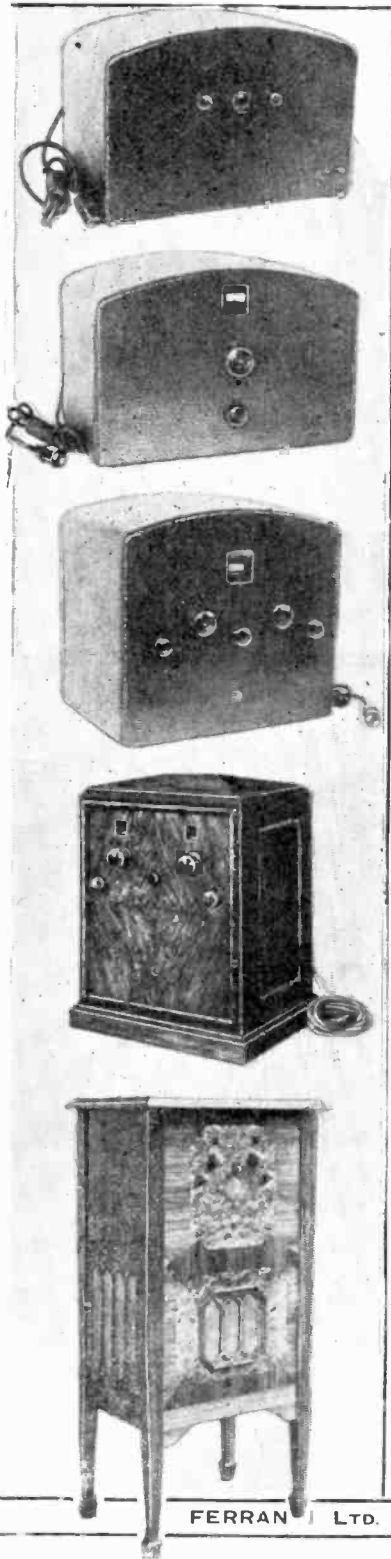
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1. 2-Valve A.C. Set in Metal covered in handsome figured Rexine in choice colours. Specially designed for the Regional Scheme. The operation of a switch will give one or the other of the 2 programmes from a Regional Station. No Dial: No tuning. Price £16 0 0
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6. Magno-dynamic Moving Coil Speaker in Metal Cabinet covered in Rexine of artistic colours. A fine instrument giving very nearly perfect reproduction. Price £12 10 0
7. Dynamic Speakers. A.C., D.C. and Permanent Magnet types in Oak, Walnut or Mahogany Cabinets.

A.C. Oak	£17 10 0	Walnut or Mahog	£18 19 0
D.C. Oak	11 12 6	" "	13 1 6
Permanent Magnet, Oak	15 5 0	" "	16 14 0
8. Dynamic Speakers, chassis only, ready for mounting in cabinets or baffle. Magno £9 10 0. A.C. £11 15 0. D.C. £5 17 6.
9. Dynamic Speakers similar to No. 7 but in handsome Pedestal Cabinets.

A.C. Oak	£20 10 0	Walnut or Mahog	£22 5 0
D.C. Oak	14 12 6	" "	16 7 6
Permanent Magnet, Oak	18 5 0	" "	20 0 0

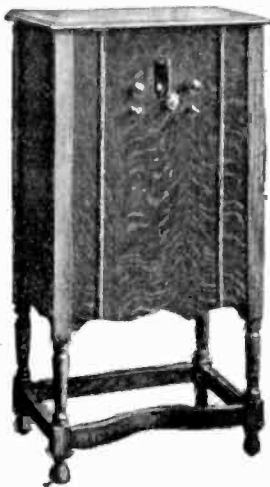
All components, including the famous AF3, AF4, AF5, and AF6, and the Radio Meters, will be available as hitherto. The constructor will be adequately catered for with several new and interesting charts, so you will be safe if you stock FERRANTI.



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Redesigned in Figured Oak.
Hand Polished Cabinets of attractive
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many refinements on last year's
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The "Cromwell III. WS," on right,
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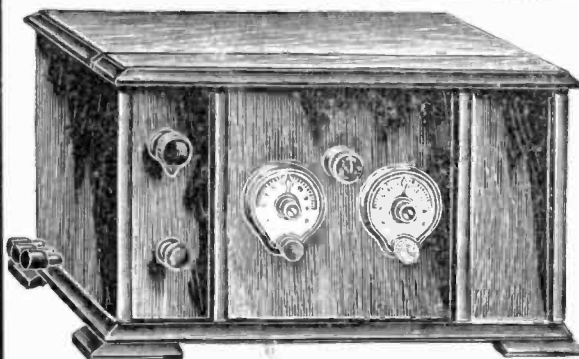
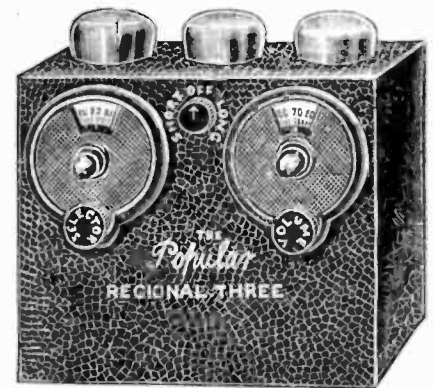
This set incorporates a unique device to sharpen tuning to any degree of selectivity. Cabinet designed to hold all necessary batteries. Fixed retail price including valves, free from royalties, £5-5-0, with station selector:

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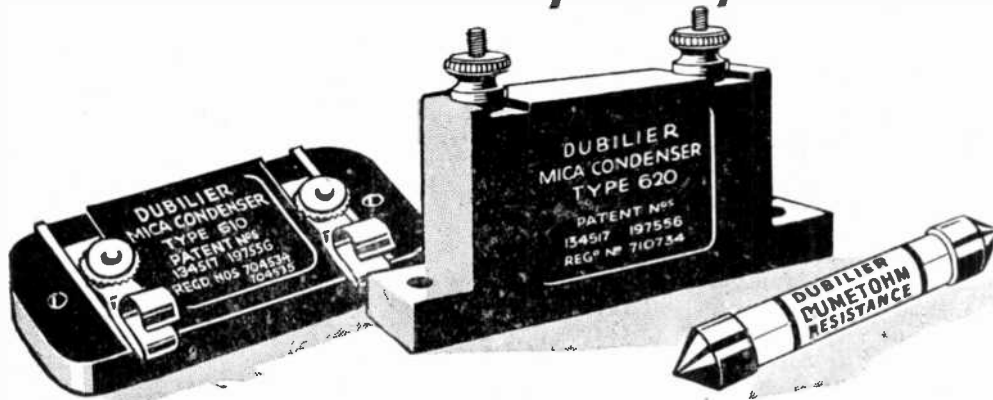
- "POPULAR" TRANSOL IV - - 12 gns. cash price
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FIXED CONDENSERS		PAPER CONDENSERS		RESISTANCES	
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.001 and .002	3/- ... 2-	.01 to .09	2/- ... 1/9	50,000	ohms. ... 6/6 5/-
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.005, }	3/- ... 2/6	.25	2/5 ... 2/3	70,000 6/6 6/6
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.01	4/- ... 3-	1.0, 2.0	no reduction	150,000	ohms. ... 9/6 9/6
B775		3.0, 4.0	no reduction	200,000 9/6 9/6
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.02	5/6 ... 3/6	8	12/- ... 11/9	300,000 13/- 11/-
.05	no reduction	10	15/- ... 14/6		
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300 M/AMPS.
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Type H.T. 2.**

**Max. D.C.
Output 300
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**Price:
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RADIO RECEIVING SETS
RADIO GRAMOPHONES
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HIGH TENSION ELIMINATORS**

NEW



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UNMOUNTED UNITS

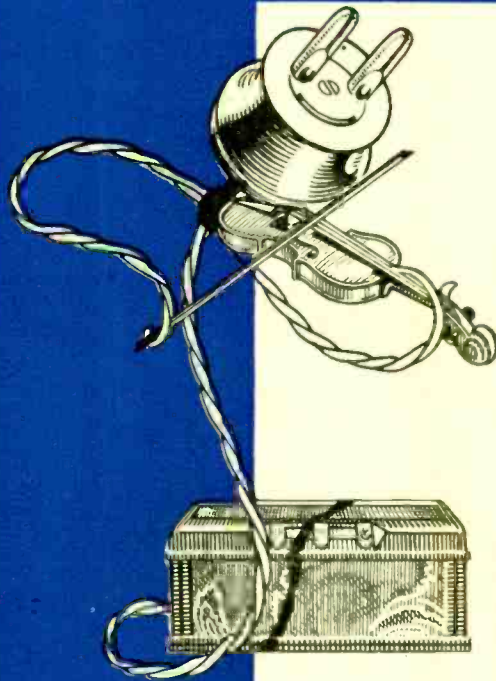
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Philips complete range of A.C. and D.C. all-electric receivers give a flying start to Philips dealers this season.

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

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

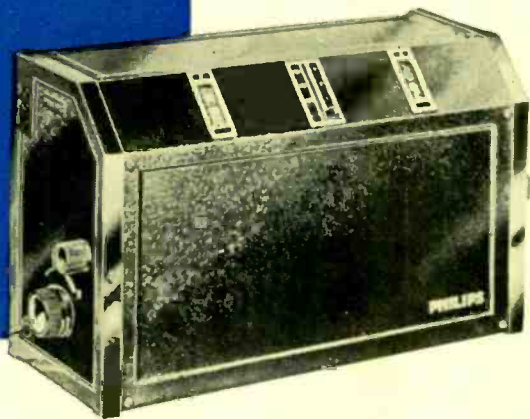
Price £21 0 0

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

Price £21 0 0

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

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PHILIPS ALL-COVERS EVERY NEED OF



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

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



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



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

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





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

* * *

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

Price £2 10 0



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

PHILIPS

All-Electric Radio

Messrs. F. A. Hughes & Co., Limited
have great pleasure in announcing to the
Trade that as from September 1st, 1930
their famous Blue Spot lines will be
distributed by

THE BRITISH BLUE SPOT COMPANY LTD.

with Offices, Showrooms, Warehouse and
Service Departments at Blue Spot House,
94/96 Rosoman Street, Rosebery Avenue,
London, E.C.1

Please note the new address :—

BLUE SPOT HOUSE
94/96 ROSOMAN STREET :: ROSEBERY AVENUE
LONDON, E.C.1

Telephone : Clerkenwell 3570

Telegrams : Bluespot, Smith, London



The Northern distributors will remain as hitherto :
H. C. RAWSON (Sheffield and London) Ltd., 100 London Road, Sheffield.
22 St. Mary's Parsonage, Manchester. 183 George Street, Glasgow

5 ISSUES OF SUPREME IMPORTANCE TO THE WHOLE WIRELESS INDUSTRY—

THERE will be five big show numbers of "The Wireless & Gramophone Trader" this year. Each will be packed with details of real business value regarding the exhibitions, and profusely illustrated with the latest sets, parts and materials which manufacturers have to offer.

Special importance attaches to the *Show Report Numbers* (Sept. 20th—Olympia. Oct. 11th.—Manchester). These will be current during practically the whole period of each show and extremely useful to every trader visiting Olympia or the Manchester Exhibition.

THE EXHIBITIONS' PROGRAMME

Many good advertisement positions have already been let and immediate booking is advisable for advertisers requiring prominent positions in these numbers.

Date of Issue		Closes for Press (Black Only)	
		With Proofs	Without Proofs
Sept. 13th	Advance details of Olympia	Sept. 4th	Sept. 6th
Sept. 20th	Complete Stand to Stand Report of Olympia Show	Sept. 9th	Sept. 11th
Sept. 27th	A Review of 1931 Tendencies as revealed at Olympia - -	Sept. 18th	Sept. 20th
Oct. 4th	Laboratory Tests of Olympia Apparatus and advance Details from Manchester - - -	Sept. 25th	Sept. 27th
Oct. 11th	Complete Stand to Stand Report of Manchester Show	Oct. 2nd	Oct. 4th

Colour Pages 'Close' two days earlier than above dates.

Further details from the Advertisement Manager
The WIRELESS & GRAMOPHONE TRADER
St. Bride's House, Salisbury Square,
Fleet St., London, E.C.4 Phone: Central 7713
 (9 lines)

THE SERVIS

SUITCASE PORTABLE FIVE

RETAILS AT
£7-19-6
COMPLETE
LESS
TRADE
DISCOUNTS.



RETAILS AT
£7-19-6
COMPLETE
LESS
TRADE
DISCOUNTS.

Complete with B.R.V.M.A. Valves, Batteries & UNSPILLABLE ACCUMULATOR,
6-60 LOUDSPEAKER, FREE FROM ROYALTIES—READY FOR SERVICE.

ASK ALSO FOR PARTICULARS OF THE NEW "SERVIS"

TABLE MODEL "THREE"

RETAILS AT
£5-17-6
LESS TRADE DISCOUNTS. LESS TRADE DISCOUNTS.

NOW FITTED WITH B.R.V.M.A. VALVES. COMPLETE WITH LOUDSPEAKER
INCORPORATED, BATTERIES, ACCUMULATOR—FREE FROM ROYALTIES.

THERE ARE NO RESTRICTIONS ON SALES, AS BOTH SETS BEING FITTED
WITH B.R.V.M.A. VALVES WILL NOT INTERFERE WITH V.M.A. CONDITIONS.

Fully Guaranteed—Service Free.

HARRIS WILLIAMS (MFRS.) LTD.

5, NEW ZEALAND AVENUE, BARBICAN, LONDON, E.C.1
Telegrams: Elegaslite London. Telephone: National 5594.

WE ARE EXHIBITING AT



THE NATIONAL RADIO
EXHIBITION
OLYMPIA (W.C.)
SEPT 19th—27th 1930

STAND No. 142

DEALERS

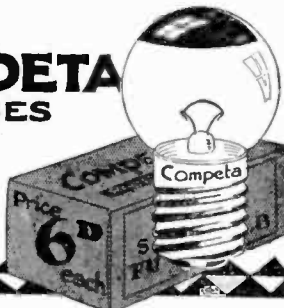


STOCK & RECOMMEND

COMPETA
FUSES

6^D

SUBJECT



A. F. BULGIN & CO., LTD.

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

UNIVERSAL SPADE TERMINAL

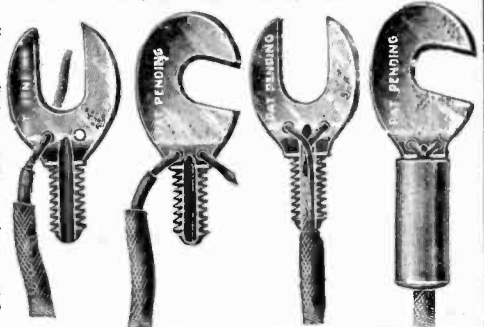
(Patent No. 327236.)

The Straight Type will be found an Ideal all-round connection. The Hooked Type has been especially made for use with large Terminals as on Batteries and Accumulators; into these Terminals it should be engaged from left to right (clockwise).

CONNECTIONS TO BE EFFECTED THUS:—

FEATURES :

- (a) Absolutely reliable electrical connection.
- (b) Great tensile strength supported.
- (c) No shearing action of any kind.
- (d) Good workmanship throughout.



1st Stage 2nd Stage 3rd Stage Final Stage

OBTAINABLE THROUGH MOST FACTORS.

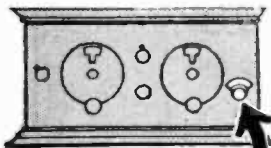
Advt. of **E. J. FRANCOIS,**

89, Clerkenwell Road, London, E.C.1

Telephone: Holborn 6055

RETAILS AT
1 1/2
Each.

ALSO:—B.A. Screws, Nuts and Washers, Brass and N.P.—General Stamping (Spades & Soldering Tags, etc.)—Brass & N.P. Terminals—Red & Black Insulated Spades, Pins, Wander Plugs, etc.
TURNED SPECIAL PARTS TO SAMPLE OR SKETCH.



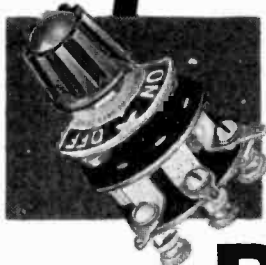
A NEW BENJAMIN LINE

Supplied complete with indicating knob and dial with or without terminals. Prices 1/9 each with, and 1/6 each without terminals

PUT IT THERE!

When the circuit calls for a plain "on"-"off" contact, there is no need to look further than the Benjamin new rotary switch.

It is compact and simple in construction, has self-cleaning contacts due to the action of the ball when the switch is turned, all soldering tags are in one piece with the contacts, and the spindle is thoroughly insulated, enabling it to be used with metal panels, without separate insulating washers. It will also be found very useful for wave-changing and radio-gramophones. This switch can be used for panels from $\frac{1}{16}$ " to $\frac{1}{8}$ " in thickness.



BENJAMIN

The Benjamin Electric Limited, Brantwood Works, London, N.17

are you a maker

OF MAINS UNITS
RADIOGRAMOPHONES
ALL-ELECTRIC SETS?

Here is the ideal resistance control for volume, decoupling, and all other purposes when a smooth and noiseless variation is required.



Showing the "ATLAS" Patent Pull-Off Knob.



CLARKE'S "ATLAS" RHEOGRAD

Continuously variable from almost zero to 2 megohms and capable of carrying fully 10 watts. One-hole fixing. Patent Knob—no set screws. Keen prices for quantities. Send your enquiry without delay.

H. CLARKE & CO. (MANCHESTER) Limited.
ATLAS WORKS, OLD TRAFFORD, MANCHESTER.

Have you had details of the new SELECTOR SELLING POLICY?

Published for the first time last week, the new Selector Policy has already aroused considerable interest throughout the Trade.

That is not surprising, for it is a clear-cut, easily understood plan of action which will work well in practice and offers many unusual advantages to dealers. For your guidance we again print a résumé of the policy, but we advise you to write for full particulars at once.

The Selector Table of Success

WE GIVE YOU GAIN

- | | |
|---|--|
| 1 LARGER DISCOUNTS. | 1 BIGGER PROFITS. |
| 2 APPOINTMENT AS SELECTOR AGENT. | 2 INCREASED PRESTIGE. |
| 3 MAINTENANCE OF PRICES. | 3 PROTECTION. |
| 4 CO-OPERATIVE ADVERTISING. | 4 MORE SALES. |
| 5 SALES LETTERS. | 5 LOWER SELLING COSTS AND MORE DIRECT PUBLICITY. |
| 6 DEFERRED PAYMENTS.
<i>N.B.—Under the Selector Scheme the dealer gets his profit at once and takes no responsibility.</i> | 6 EASIER SALES. |
| 7 ADVERTISING ENQUIRIES REFERRED TO AGENT. | 7 STEADY FLOW OF LIVE PROSPECTS. |
| 8 FREE TRAINING OF AGENT'S STAFF AT OUR FACTORY FOR ANY PERIOD. | 8 MORE EFFICIENT SALESMANSHIP AND HIGH STANDARD OF SERVICE TO CUSTOMERS. |
| 9 INDEMNITY AGAINST PRICE REDUCTION. | 9 MAINTAINING VALUE OF STOCK. |
| 10 WINDOW DISPLAYS. | 10 NEW CUSTOMERS FROM PASSERS-BY. |
| 11 A NEW MODEL AT A POPULAR PRICE. | 11 A REAL CHANCE TO PROVE THE VALUE OF OUR NEW SELLING POLICY. |



The New SELECTOR '22'

This new set definitely fills a long-felt want on the part of the public for a set with a quality reputation behind it and yet a moderate price. This Selector gives the same quality performance and irreplaceable reproduction you would expect from any Selector Portable. It is, in fact, precisely the same as the other Selector Portables except that to get down to a popular price we have used a case of good quality Rexine instead of morocco leather, and certain refinements, such as the accumulator charging point, the capacity meter, and the gramophone jack, have been omitted. The Selector '22' is a triumph of economy without loss of essential quality.

Retail Cash Price: 22 Guineas.
Deferred Payments: £3 10s. od. down and 12 monthly instalments of 36s. 6d.

SELECTORS LTD., 206 BEDFORD AVE., SLOUGH TRADING ESTATE, SLOUGH, BUCKS.
Telephone: Slough 818.

LONDON OFFICE: 1 DOVER ST., W.1
Telephone: Regent 4771.

Selector
Quality Supreme

PORTABLE CABINETS OF EVERY DESCRIPTION



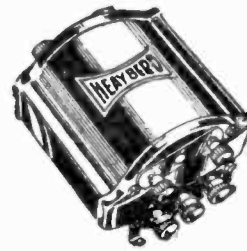
All fittings are of the best make and finish

Cases made to Customers own requirements

PORTABLE GRAMOPHONE & WIRELESS CASES

We specialize in made of well seasoned pine with combed corners, covered with material, as desired. Fittings supplied to customers own requirements. May we quote you. Write TO-DAY for full details and prices. Our representative will be pleased to call within 25 mile radius.

J. HYATT & CO., LTD.
 ENTO WORKS, DE BEAUVOIR RD., LONDON, N.1.
 Telephone: CLISSOLD 7635 - 7636.



For your accumulator charging plant!

For the plant that attracts customers to you. It is therefore essential that this plant should not break down. The power transformer must be absolutely reliable, like Heayberd.

TYPE W14
 For Mains
 200-250 volts
 40-50 cycles.
 Price - 21/-



POWER TRANSFORMERS
F. C. HEAYBERD & CO.
 10 FINSBURY STREET, E.C.
 Telephone: Clerkenwell 7216.

COPPER WIRES



KENT Bros. ELECTRIC WIRE CO. & E. H. PHILLIPS, LTD.
 KEW WORKS, SURREY.
 Telephone: Richmond 2844-2845. Telegrams: "Encosil, Richmond, Surrey."

DARIO VALVES

Owing to an error previous advertisements included "Pentodion" Valves, and we offer our apologies to Messrs. Mullard Radio Valve Co., Ltd., for including this Valve in our advertisements, having regard to the order respecting Patent 287958*.

We would remind our Trade friends that all other DARIO Valves are referred to in our advertisement of July 19th in which we stated that we have satisfied ourselves that the construction of our well-known DARIO VALVES does not infringe letters Patent No. 283,941 and that all DARIO VALVES (with the exception of the "Pentodion") can consequently be ordered and sold with the utmost confidence.



Best way to all Stations

Ask your dealer or write for Free Folder to:
IMPEX ELECTRICAL LTD.,
 Dept. W.T., 538, High Rd., Leytonstone, E.11
 Telephone: Wanstead 2722.

To Portable Set Makers

Exide have produced an entirely new range of Unspillable Batteries —Free Acid and Jelly Acid both embodying special features found in no other cells.

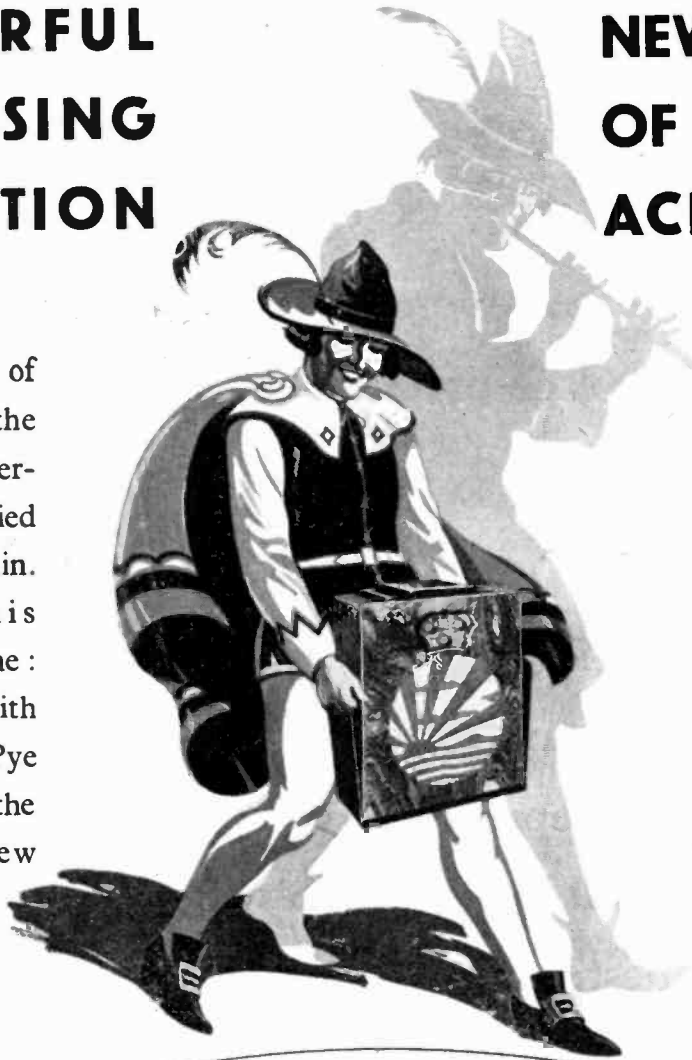
They can quote interesting prices and a representative with samples and full information will call upon request.

Let us have your enquiries early.

Exide
THE LONG LIFE BATTERY

A WONDERFUL ADVERTISING CONCEPTION

The Pye Piper of Cambridge — the modern counterpart of the Pied Piper of Hamelin. Each with his irresistible tune: the old piper with his pipe, the Pye Piper with the wonderful new Pye Receiver!



A NEW STANDARD OF RADIO ACHIEVEMENT

THE PYE TWINTRIPLE PORTABLES.

BATTERY OPERATED
MODEL PRICE
22 Guineas.

ALL - ELECTRIC A.C.
MODEL PRICE
28 Guineas.

ALL - ELECTRIC D.C.
MODEL

Price later — will not
exceed that of A.C.
Model.

PUBLIC DEMAND WILL OVERWHELM THE TRADE
ORDER NOW AND MAKE SURE OF DELIVERY

PYE RADIO—made in
Cambridge



Pye Radio Limited, Sales Organisation,
Paris House, Oxford Circus, W.1

RADIO WITH THE IRRESISTIBLE TUNE.

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

EDITORIAL VIEWS.

The Rebate.

OUR examination of the valve-price rebate question has progressed a further logical step since our last issue. We reached last week the point where we felt that we had accumulated sufficient evidence with regard to the experiences of at least a considerable section of the trade to justify a direct approach to the British Radio Valve Manufacturers' Association.

A summary of the correspondence we had received on the subject was prepared and handed to the Association, and we have since been in communication with the Secretary on the matter. It is understood that the views expressed in the voluminous correspondence we have published are to be considered by the members of the Association in council, but there has not yet been time (particularly as August is a holiday month) for this to be done.

We think there will be no undue delay, and we have been promised an early intimation of a decision when it is reached. In the meanwhile, of course, the matter must rest where it is, although we shall still be willing to receive from members of the trade any comments which may have a useful bearing on the situation, and the careful consideration it so obviously demands.

September 1st, 1930.

IT is in no sense journalistic extravagance to say that this date has assumed sufficient significance in the radio industry to merit the use of the term "historic." At this time last year we were ploughing along in the old, narrow furrow which led to an exhibition crammed full of "hand-made models"—many of them displayed solely to assess the public's reaction to this idea and that, and practically none of them even nearing the actual production stage.

On Monday next, on the contrary, the first deliveries of quite a large number of entirely new products will be available for the wholesale trade, and after that retailers can demonstrate their interest in a practical way, with more hope than ever before of securing reasonable deliveries before Olympia. The reason for this is that September 1st is the programme date for first bulk deliveries by quite a number of leading makers—and at least some of them will be able to keep to schedule.

It is very difficult in circumstances such as these to generalise, but we should say unhesitatingly that the industry as a whole is at least a month ahead of the programme realised in any past year. There are, of course, still a few laggards—outstanding firms as well as smaller ones; but these do not alter the fact that the trader can start his new season on Monday.

That suggestion, in fact, is the keynote of an important article in this issue, which not only shows that the job can be done, but also, in keeping with our established policy, shows *how* it can be done by the average trader.

Emphasis should surely not be required to impress on the live distributor the value of this opportunity; but if it is needed, we would most earnestly counsel the trader to follow the example of the manufacturing section; to abandon forthwith any established and out-worn ideas they may still retain, and to go ahead immediately with the intention of starting the new radio season at once.

A Word about Ourselves.

SEPTEMBER also records another step in the growth and development of THE WIRELESS AND GRAMOPHONE TRADER, for after this week its scope and influence are being extended by a carefully controlled but keenly demanded increase in its circulation. This increase, it may be said, represents the natural growth in the ranks of established and reputable traders engaged in the proper distribution of radio and gramophone products.

Numbers are never a reliable criterion of the value of a trade paper's circulation, since it is only too easy for it to get into the hands of other than *bona-fide* members of the trade concerned. The proprietors of THE TRADER, as old-established publishers of trade journals, realise that quantity in circulation is useless unless the "quality" is above question.

For this reason, although it has steadily increased, the field covered by this journal has never approached the mammoth figures represented by many current mailing lists. Even with the present extension, it falls short of the average manufacturer's list. But we have the satisfaction of knowing that by observing a rigid standard of trade qualification, our entire circulation is reaching a class of reader who not only is in the trade, and in it for good, but is also in it to contribute to its well-being and prosperity as a whole.

8th Year of Publication.
Editorial, Advertisement and Publishing Offices:—
**ST. BRIDE'S HOUSE, SALISBURY SQ.,
FLEET STREET, LONDON, E.C.4.**

Telephone Numbers—
CENTRAL 7713 (5 lines). CITY 4011 (4 lines).

Telegrams—
"WIRELESTRA," FLEET, LONDON.

Branch Offices:

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

Annual Subscription Rates:
United Kingdom, Canada and Newfoundland. All other Countries Abroad.

8/- Post free. 10/-
Published Every Saturday.

Trade News

The British Blue Spot Co., Ltd.

BRITISH-MADE GOODS SOON TO BE AVAILABLE.

WE are able to give below full details of the new organisation which is to take over the activities of the Blue Spot department of F. A. Hughes & Co., Ltd., as from September 1st next. The popularity of Blue Spot units, speakers,



To look after Blue Spot Co.'s marketing organisation: (Left) Mr. Rawson, Sales Manager; (centre) Mr. Somny, Senior Salesman and representative in London, southern and home counties; (right) Mr. H. V. Brown, Assistant Sales Manager.

pick-ups, chassis and other lines, has increased so rapidly that F. A. Hughes have, in conjunction with Ideal Werke A.G., decided to form an independent private company for the manufacture and marketing of the Blue Spot products in this country. This concern will be known as the British Blue Spot Co., Ltd., and the personnel will be the same as is at present pushing Blue Spot sales, with certain additions which increased business has necessitated.

The warehouse, showrooms, offices and service department will all be situated in the same building at 94-96, Rosoman Street, Rosebery Avenue, London, E.C.1, the telephone number being Clerkenwell 3570, and the telegraphic address "Bluspot Smith, London."

The sales policy will be under the control of the sales manager, Mr. Rawson, who is already known to the trade in every part of the country. Mr. Rawson will have as a colleague Mr. H. Gruenewald, who will also devote his activities to the Empire export and manufacturing sides of the business. Mr. H. E. Brown will be assistant sales manager. Mr. Rawson and Mr. Gruenewald are the directors of the new firm, with Mr. Wright as secretary.

In London, the southern and home counties, Mr. C. C. Somny will be assisted by Messrs. A. J. Cockman and W. D. Sturgess. Mr. Somny was formerly with the Bowyer Lowe Co. and S. G. Brown, and he has been senior Blue Spot salesman for some time.

The West country and South Wales representative will be Mr. A. C. Lewis, while the Midlands will be covered by Mr. N. H. A. Parsons. In the North and Scotland the sales, as formerly, will be in the hands of H. C. Rawson (London and Sheffield), Ltd., at 100, London Road, Sheffield, with depots at 22, St. Mary's Parsonage, Manchester, and 128, George Street, Glasgow.

While, of course, Blue Spot products are

guarantee that all their products will be British made, but plans are going ahead swiftly, and we understand that the units and chassis to be shown at their exhibit at Olympia will be British made.



Mr. H. Gruenewald.—In control of Blue Spot's export and manufacturing activities.

Samples of cabinet speakers made in this country will be available shortly.

Factors and retailers who wish to obtain further information on any point should communicate with the company at the address given above.

BRADMAN'S McMICHAEL PORTABLE.

Yet another famous personality who owns a McMichael receiver is Don Bradman, the Australian cricketer.

A super-range model was presented to him by a few friends connected with the Australian press, and the photograph on this page shows Bradman listening to the set.

L. McMichael, Ltd., are of course, very closely connected with Australia in many ways, and the fact that Australia's idol has one of their sets will undoubtedly make "M.H." products even more popular "down under."

only distributed through factors, the retailer will receive periodical visits from travellers who will deal with any difficulty that may arise. Price maintenance will be rigidly enforced by the new company, and it is stated that several legal actions are now pending with regard to infringement of limited licence agreements. Judgment of two of these is published on page 224.

It will not be possible, of course, for the new company immediately to

The right-hand photograph shows Don Bradman listening to the McMichael portable which has been presented to him. On the left can be seen the window display at L. McMichael's London showrooms tying up with this event.



Ultra Hire-Purchase Plans.

Scheme to Push Sales of New All-Mains Set.

BESIDES the new Ultra productions, particulars of which have already been given in THE TRADER, the firm have just made a number of important announcements with regard to their lines which should prove extremely attractive both to the trader and to the public.

In connection with the Ultra Air Chrome all-electric radio set, which is one of their outstanding lines for the 1930-1 season, the firm have arranged special hire-purchase terms. By this means the complete set, costing £23 in cash, can be obtained on a first payment of £4 and twelve monthly payments of £1 14s. 10d., plus an insurance payment of 3s. This makes a total payment of £25 1s. Various speakers of the Air Chrome type can be bought on the same plan with the new receiver at an "all-in" sum, with similar monthly easy payments.

The procedure for the trader is perfectly easy. When an Ultra product is to be sold on easy terms, the hire-purchase form supplied in each packing should be filled in. Then the customer and a witness sign the form across a sixpenny stamp in the space provided. This agreement usually takes about seven days to pass, but if the customer is anxious to obtain his set, and the dealer feels that he can safely take the responsibility himself, Ultra Electric, Ltd., will accept the dealer's signature in the space normally provided for a responsible householder's signature.

The form must then be sent to the retailer's own factors, and the latter will then send his credit note for the retail price of the apparatus, less the first deposit and the insurance payment which the dealer has, of course, already obtained, and less a small accommodation fee amounting to 2½ per cent.

As soon as possible the manufacturers send a written notice that they have accepted the agreement form (if such be the case), and then the dealer can forward the set or other Ultra product to his customer, if he has not already done so and given his personal guarantee as to the customer's *bona fides*.

Simple Procedure.

The procedure, as will be realised, is very simple, and an attractive point for dealers is that they retain the whole of the deposit and the insurance, which represents a fair fraction of the trading profit in cash. It should be stressed that by this plan the manufacturer takes all the risk.

Dealers who wish to take advantage of this sales plan will find that a fine range of window displays, price tickets, show cards and counter literature are ready for them, and can be obtained from Ultra Electric, Ltd., 661-3, Harrow Road, London, N.W.10.

They will be further assisted by a national advertising campaign to commence next month.

DUMFRIES SHOPPING WEEK.

A correspondent tells us that arrangements are now being made for the holding of a "Shopping Week" in Dumfries—in the South of Scotland—dating from September 13th to 20th, and everything points to this movement being a great success.

Wireless dealers are participating.

WHAT THE PUBLIC WANT. A K-B PROGRAMME ANALYSIS.

Some interesting views on the subject of the most popular wireless items were recently given to us by Mr. W. A. Bartlett, Managing Director of Kolster-Brandes, Ltd. The public's opinion has been gleaned from K-B dealers and from K-B's own radio programmes from the Continent.

Mr. Bartlett says:

"Our conclusions sometimes differ from the generally prevailing impression. For instance, it seems clear that the most popular B.B.C. item of all is not vaudeville, but the occasional relayed excerpts from plays at London theatres.

"Again, our own concerts from Toulouse and Hilversum afford a striking illustration of the twin Sunday favourites of practically every listener who writes to us. 'Please keep on giving us more Gilbert and Sullivan airs,' they say.

"Other unsuspected facts revealed about listeners as discovered by our dealers are that thousands of people every week say how interested they would be to hear what the voice of the Queen (who has never yet broadcast) sounds like.

"Talks are considerably more popular than is generally supposed—scientific talks excepted—and debates between celebrities have a huge audience during the first ten minutes."

K-B estimate that about 50 per cent. of the total licensed sets in this country are switched on during an average evening.

MARCONIPHONE SALES LETTERS.

In connection with the Promenade Concerts poster issued by the Marconiphone Co., the firm have also drafted suitable sales letters which dealers may use for sending to their prospective customers.

The first one is entitled "The Missing Notes." This letter points out that the Promenade Concerts cannot be fully enjoyed if a good modern speaker is not used, and the reader is advised to obtain a Marconiphone moving-coil speaker.

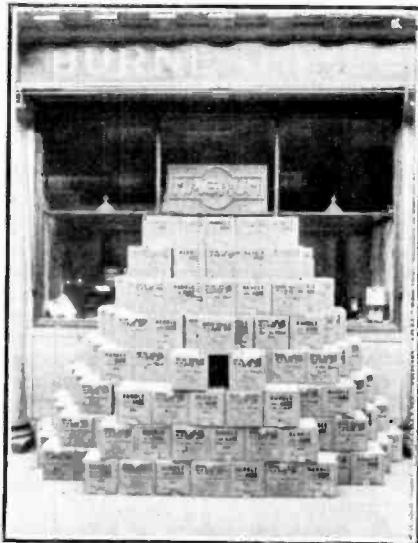
"Sunshine" is the title of the second letter. It stresses the fact that everyone wants sunshine. As we are not masters of the elements, the best thing we can do is to have sunshine in the home—by means of a radio receiver.

Both letters are written with an attractively personal note, and traders should find that they can easily be adapted to their personal needs to bring good results. Copies are available to traders on request.

"MAGNUM" SETS FOR THE BLIND.

TUNING DIALS IN BRAILLE.

Burne-Jones & Co., Ltd., have sent us some interesting details of 6,000 radio sets they are making under contract for the Wireless for the Blind Fund. The receivers are naturally of special design; for instance, the tuning dials are of Braille characters, the knob having a pointer which enables a blind person to



A batch of "Magnum" sets ready for despatch to the blind all over the country.

tune in a station by the sense of touch—the coils have also a "pimple" indicating their correct positions for insertion in the coil-holder.

Each set is delivered in a carton complete with coils, aerial wire, headphones, lead-in tube, earth clip, insulators and full instructions. The sets are distributed to various centres throughout the kingdom, the installation work being carried out by local retailers.

The manufacture is conducted on mass production lines, the output being 200 sets per day, each assembler being a specialist at his own particular job. The test consists of a general inspection, followed by audible reproduction through a power amplifier, and finally two measurements for output. Then batches of sets are despatched daily to various addresses supplied by the Institute.

The knowledge that the radio industry is "doing its bit" to provide joy and comfort to those afflicted with blindness in this manner, is indeed gratifying.

WANDSWORTH "NOISE" CASE.

Arthur Lubilski, of Balham High Road, S.W., was recently summoned at the South-Western Police Court by the Wandsworth Borough Council for operating a loud-speaker at his premises so as to be an annoyance. At the first hearing defendant gave an undertaking to modify the nuisance. The Council now informed the Court that the noise complained of had been considerably abated and, in consequence, the magistrate approved of the summons being withdrawn on payment of a guinea costs.

Who's Who (and Where) at the Show.

OLYMPIA

WE dealt last week with the revised numbering system for this year's Olympia exhibition, and on these pages to-day we give the re-numbered plans and a key list of exhibitors up to date.

Altogether there are now 188 individual exhibitors, each with a single stand number, irrespective of the size of the stand itself. Twenty-two demonstration rooms are located in the gallery to the National (formerly New) Hall, and the first floor of the Empire Hall which adjoins it.

Many of the most important exhibits in the show are this year in the "upstairs" sections, and special arrangements are being made to facilitate the normal flow of visitors from the left-hand end of the National Hall gallery (shown in the middle opposite) into the right-hand end of the Empire Hall (shown at the bottom). Three wide gangways lead from the one into the other, and the farthest end of the Empire Hall contains showy attractions in the form of the B.B.C. exhibit and the Dance Floor and lounge. If the weather is like it has been this week, the lounge is likely to be one of the most popular spots in the show.

As last year a grand double staircase will lead from the ground floor to the gallery in the National Hall.

ANOTHER MAINS DISPUTE. ACTION IN SOUTHEND.

The Rev. Percy A. Knott, of Thorpe Bay, Southend, is taking up the case of wireless owners in the Southend area who are faced with financial loss in regard to the change over from D.C. to A.C. of the local electricity supply. Consumers have received an official notice of the alteration of system and pressure of supply, and stating that the Corporation would at its own expense carry out the necessary alterations to existing apparatus—but wireless is specifically excluded from the list of apparatus provided for in this undertaking.

Mr. Knott has taken up the matter with the Electrical Manager, and once again, as has already happened in so many cases, the supply company's response is that no notice was given of the intention to use wireless apparatus on the mains, and therefore the company cannot accept responsibility for it now. It is once more pointed out that it is necessary that any wiring, fittings, or apparatus, should be notified to the supply authority previous to connection with the mains—a point of which users all over the country have taken insufficient notice, although it is a condition of electricity supply in probably every district in the kingdom.

However, Mr. Knott is hopeful that something may yet be done if wireless mains users will combine to contest what appears to be an imposition because of inadequate notice upon them of their liabilities.

RADIO EXCHANGE DEVELOPMENTS.

At a meeting of the Dewsbury Town Council on August 6th, the Town Clerk submitted an application from Mr. C. Hardy for permission to erect and maintain a wireless relay station on the Ravenslodge housing estate for the use of tenants. It was decided to grant the application, the service to be limited to the estate for the present, as the Council desires to see how the scheme actually works.

Brentwood Urban Council has, we hear, received a communication from Mr. R. R. Goding with reference to the proposed formation of a company to provide a wireless relay exchange for the town at an inclusive charge of 1s. 6d. per week. He sought permission to cross certain roads with overhead twin wires.

The Council has decided to interview Mr. Goding in order to secure further information as to the scheme.

It is learned that Brierfield Council have discussed a proposed relay service submitted by Messrs. Crossley & Warne, and have deferred the scheme for further consideration.

AN OPENING COMPETITION.

Mead Bros., who run a wireless business at Potterne, have opened a branch business at 55, Northgate Street, Devizes. As an opening attraction the firm offered several prizes, to be won in a simple competition.

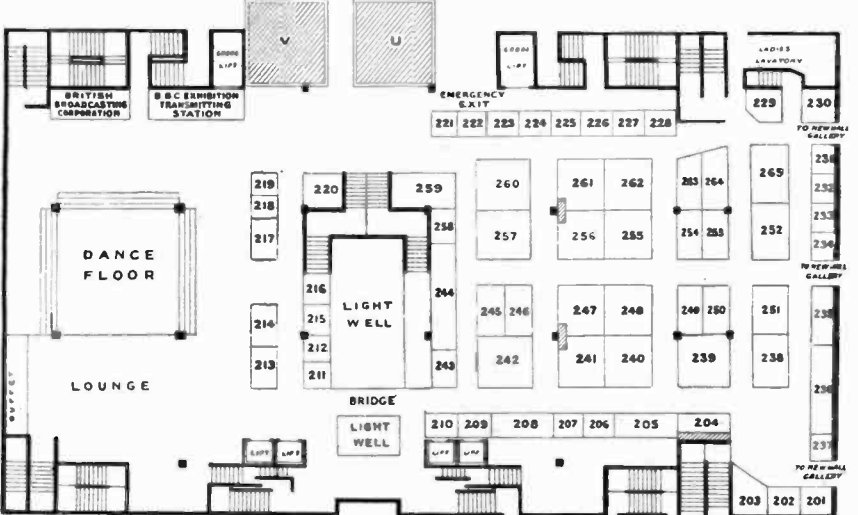
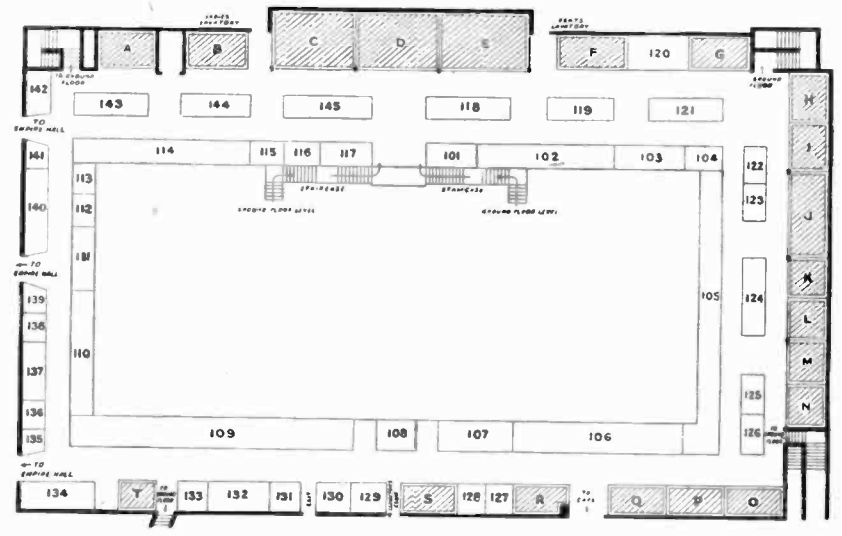
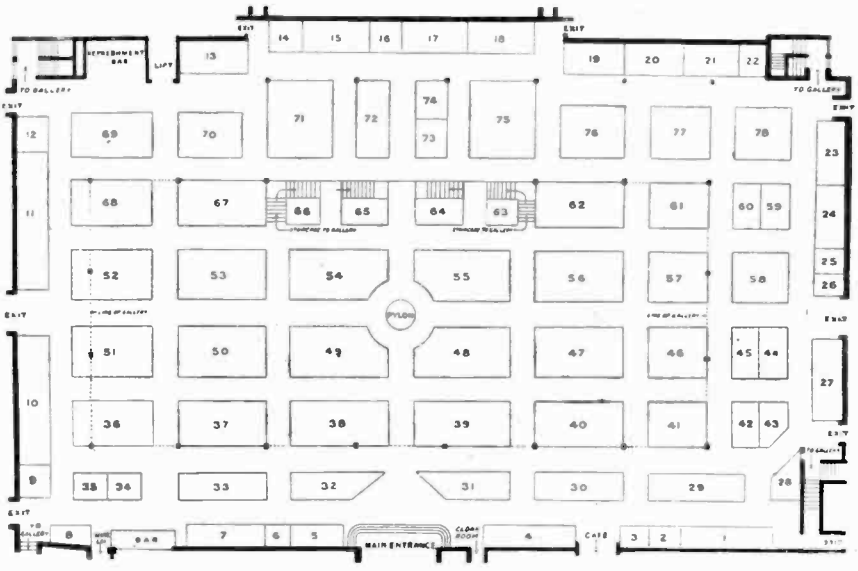
NAME.	STAND No.
Adey Radio, Ltd.	261
Amalgamated Press, Ltd.	5
Arding & Hobbs, Ltd.	262
Atalanta	232
Automatic Coil Winder & Elec. Equipment Co., Ltd.	107
Baird Television Co., Ltd.	216
Bakelite, Ltd.	255
Baker's Selhurst Radio	137
Beaver Electrical Supply Co.	206
Bel-Canto Radio, Ltd.	264
Belling & Lee, Ltd.	134
Benjamin Electric, Ltd.	115
Bernard Jones Publications, Ltd.	1
Bird, Sydney S., & Sons, Ltd.	73
Birkbys, Ltd.	245
British Blue Spot Co., Ltd.	217
British Broadcasting Corporation	220
British Ebonite Co., Ltd.	253
British General Mfg. Co., Ltd.	59
British Radiophone, Ltd.	223
Brown Bros., Ltd.	17
Brown, S. G., Ltd.	78
Brownie Wireless Co. (of Gt. Britain), Ltd.	102
Bulgin, A. F., & Co., Ltd.	103
Bullphone, Ltd.	33
Burdett Wireless (1928), Ltd.	56
Burne-Jones & Co., Ltd.	121
Burton, C. F., & H.	44
Cadisch, R., & Sons	259
Carrington Mfg. Co., Ltd.	140
Catesbys, Ltd.	260
Celestion, Ltd.	53
Chloride Electrical Storage Co., Ltd.	54
Clark & Moir, Ltd.	205
Clarke, H., & Co.	211
Classic Radio & Gramophone Co., Ltd.	113
Climax Radio Electric, Ltd.	27
Cole, E. K., Ltd.	48
Columbia Graphophone Co., Ltd.	71
Colvern, Ltd.	45
Concordia Elec. Wire Co., Ltd.	209
Cossor, A. C., Ltd.	52
D.X. Coils, Ltd.	237
Danipad Rubber Co., Ltd.	208
Darwins, Ltd.	254
Dayzite, Ltd.	28
De la Rue, Thos., & Co.	128
Dew, A. J., & Co.	15
Dibben, Wm., & Sons, Ltd.	11
Donotone (Regd.) Loud Speaker	139
Downing, John S., & Sons, Ltd.	219
Dubilier Condenser Co. (1925), Ltd.	50
Dulcetto-Polyphon, Ltd.	24
Dunhams, Ltd.	2
Dyson, J., & Co. (Works), Ltd.	104
Eagle Engineering Co., Ltd.	43
Eastick, J. J., & Sons	236
East London Rubber Co.	20
Econasign Co., Ltd.	230
Edison Bell, Ltd.	29
Edison Swan Electric Co., Ltd.	67
Electrical & Radio Products, Ltd.	37
Ensign, Ltd.	10
Epoch Radio Manufacturing Co.	203
Ever Ready Co. (G.B.), Ltd.	49
Falk Stadelmann & Co., Ltd.	119
Ferranti, Ltd.	47
Flinders (Wholesale), Ltd.	22
Formo Co.	72
Fuller Accumulator Co. (1926), Ltd.	221 and 26
Gamage, A. W., Ltd.	244
Gambrell Radio, Ltd.	106
Garnett Whiteley & Co., Ltd.	30
Garrard Engineering & Mfg. Co.	256
General Electric Co., Ltd.	68
Graham Amplion, Ltd.	62
Graham Farish, Ltd.	76 and 108
Gripso Co., The	202
Grosvenor Battery Co., Ltd.	263
H.S.P. Wireless Co.	122
Halcyon Wireless Co., Ltd.	144
Harlie Bros. (Edmonton), Ltd.	141
Henderson Wireless & Electrical Service	231
Hillman Bros.	18
Hobday Bros., Ltd.	13
Hunt, A. H., Ltd.	133
Hustler, Simpson & Webb	247
Igranic Electric Co., Ltd.	240
Iliffe & Sons Ltd.	4
Itonia Gramophones, Ltd.	21
Jackson Bros.	63
Jewel Pen Co., Ltd.	138
Johnson & Bolsom, Ltd.	142
Junit Mfg. Co., Ltd.	65



The trade will probably recognise many members of the Garnett Whiteley organisation in this photograph, which was taken at their sales conference last week. Behind the sets can be seen Mr. Ernest Whiteley (in dark suit) and on his left Mr. Miller, Sales Manager.

EXHIBITORS. 188 Stands: 22 Demonstration Rooms.

NAME	STAND No.
Kalisky, S. (Aldgate), Ltd.	23
Kolster-Brandes, Ltd.	55
L.E.S. Distributors, Ltd.	16
Lamplugh, S. A., Ltd.	124
Lectro-Linx, Ltd.	131
Lever, E. J. (Trix), Ltd.	249
Lissen, Ltd.	40
Lithanode Co., Ltd.	135
Lock, W. & T., Ltd.	132
Loewe Radio Co., Ltd.	207
London Electric Wire Co. & Smiths, Ltd.	41
" Loud Speaker " Co., Ltd.	214
M-L Magneto Syndicate, Ltd.	222
M.P.A. Wireless (1930), Ltd.	213
McMichael, L., Ltd.	57
Mainten Mfg. Co., Ltd.	219
Manufacturers Accessories Co. (1928), Ltd.	201
Marconiphone Co., Ltd.	38 and 120
Matchless Radio Mfg. Co.	246
Montague Radio Inventions & Devt. Co., Ltd.	143
Mullard Wireless Service Co., Ltd.	36
Murphy Radio, Ltd.	252
National Accumulator Co., Ltd.	39
New London Electron Works, Ltd.	34
Odhams Press, Ltd. (Broadcaster & Wireless Retailer)	6
Oldham & Son, Ltd.	64
Ormond Engineering Co., Ltd.	75
Osborn, Charles A.	258
Osram Valves (G.E.C.)	46
P.R. Products	221
Pandona, Ltd.	218
Paroussi, E.	227
Partridge & Mee, Ltd.	248
Partridge, Wilson & Co.	251
Perfectavox, Ltd.	241
Pertrix, Ltd.	243
Peto Scott Co., Ltd.	110
Pioneer Manufacturing Co.	286
Pye Radio, Ltd.	31 and 32
Quest Radio Mfg. Co.	238
Radio Gramophone Development Co.	126
Radio Instruments, Ltd.	61
Radio for the Million (Mullard)	101
Radio Service (London), Ltd.	235
Radio Society of Gt. Britain	229
Redfern's Rubber Works, Ltd.	204
Red Star Radio, Ltd.	109
Rees Mace Mfg. Co., Ltd.	117
Regent Radio Supply Co.	51
Ridged Cone Co., Ltd.	112
Rolls Radio, Ltd.	35
Selectors, Ltd.	114
Sel-Ezi Wireless Supply Co., Ltd.	14
Selfridge & Co., Ltd.	242
Sheffield Magnet Co.	125
Sherwood, A. M. E.	130
Siemens Bros. & Co., Ltd.	70
Six-Sixty Radio Co., Ltd.	58
Smurthwaite, F. W.	116
Sovereign Products, Ltd.	136
Standard Battery Co.	42
Stratton & Co., Ltd.	28
Sun Electrical Co., Ltd.	19
Swift Levick & Sons, Ltd.	129
Sylvex, Ltd.	127
" Tannoy " Products	111
Telegraph Condenser Co., Ltd.	145
Telsen Electric Co., Ltd.	99
Tonex Co.	233
Trelleborg Ebonite Works, Ltd.	228
Turner & Co.	9
Ultra Electric, Ltd.	77
Umello, Ltd.	234
Universal Gramophone & Radio Co., Ltd.	123
Vandervell, C. A., & Co., Ltd.	7
Varley (Oliver Pell Control)	105
Voltron Electric, Ltd.	215
Watmel Wireless Co., Ltd.	12
Westinghouse Brake & Saxby Signal Co., Ltd.	239
Whiteley Boneham & Co., Ltd.	66
Whiteley, Wm.	257
Whittingham, Smith & Co.	74
Wilkins & Wright, Ltd.	60
Wingrove & Rogers, Ltd.	118
" Wireless & Gramophone Trader " The Wireless Retailers' Association of Gt. Britain	3
Wright & Weaire, Ltd.	250
Young Accumulator Co. (1929)	225
Zeitlin, V., & Sons, Ltd.	26



Start the NEW SEASON NOW



Here is a photograph of our second display suggestion, featuring the idea of "The dawn of a new radio year."

*M*ANY manufacturers are already placing stocks of their new goods in the trade, and this article tells you—

HOW IT SHOULD BE DONE

IT occasions no real surprise in the trade that the organisers of the National Radio Exhibition should start quite early in August issuing to the press publicity material about the Show. Everyone realises that it would be disastrous in every way if the first attempt to interest the public in Olympia were delayed until September 22nd, the day when it actually opens.

Precisely the same argument holds good in the case of the trader and the attention which new products and ideas should be given in his business. By September 22nd the Olympia Show will be a current fact, and the time for renewed interest among listeners will have actually arrived.

But how many retailers appreciate this point? How many, in fact, are already planning sales schemes to feature the new season's products and to remind the public that "new radio time" has come once again?

Manufacturers Have Done It.

The manufacturing side of the industry, as a whole, has done vastly better by distributors and the public than in any previous year. No trader can have failed to observe the ever-increasing space which we have lately devoted to announcements of their new programmes by nearly all the leading makers. Nearly five pages are occupied again this week with details of *brand new goods*—new season's products, which have been planned and put into production weeks before Olympia.

We could name right away a dozen absolutely 1930-31 productions—and quick-selling lines at that—which the trader could *order and receive* next week. In fact, manufacturers

generally have realised the utter foolishness of making Olympia merely a "sample" Show.

Traders simply must seize this opportunity—for two important reasons. Firstly, because makers will only take the risk of early production if they are supported by the distributing sections, and secondly, because by taking the opportunity now retailers can lay solid foundations for the autumn trade.

The Essential Idea.

The fundamental idea which is accepted throughout the trade is that September sees the opening of a new radio year. Exactly the same suggestion must be put over to the buying public.

Already dealers who are stocking and displaying some of the new goods are reporting not only keen public interest, but also *actual sales*. If the man-in-the-street sees a selection of new products in his dealer's window, and if he is attracted to come and inspect them more closely, he will quickly abandon the idea that he must "wait until Olympia to see what comes along."

The trader must show him that there is no need to wait for Olympia; he must suggest that his shop is a miniature Olympia three weeks in advance.

Sell the idea of "new radio" now. It will not interfere with Show-time selling schemes in any way, but will, in fact, pave the way for them, and give them added chances of success.

It is time that the window displays of the summer months disappeared. Public attention must now be focussed on the present and future in radio, and in the following pages there are outlined practical schemes for carrying out the task.

New Window Ideas for New Goods.

THE window display in which the newlines are shown for the first time should be as arrestive as the trader can make it—within, of course, the limits of good taste. It is of small value having the new goods on show unless the public is aware of the fact, and very few people will recognise them without help from the trader. The entire display scheme should be designed, therefore, to catch the eye, and to focus the attention thus gained on the word "new" or its equivalent.

Two effective but relatively simple ideas for such windows are suggested on these pages. As with scores of other window schemes that have been suggested by THE TRADER display expert, these have been planned to eliminate the need for special and expensive materials or display aids, and staging them successfully does not call for more than the normal aptitude for display work.

The illustrations are from models made up by THE TRADER display correspondent from almost exactly the same materials as those suggested for the trader's use, but, of course, on a smaller scale. There are many cases when a model shows better than a drawing the effect and practicability of an idea, and we think the considerable number of readers who regularly adopt our display ideas will agree that this applies in the present case.

In the first display (shown on this page) the effect is secured by vivid colour contrasts, and by making the words, "The NEW Radio," form an integral part of the design. The photograph cannot show the colour effect, but the combination suggested is red, green, silver and gold, which are confined entirely to the lettering. It is further recommended that these colours should be introduced by means of a very fine granulated metal known as "flitters," which reflect the light in almost the same way as tinsel, but are much smaller.

To arrange this window five large cuboid display stands are required, the main lettering being carried out on the front of these. Three of these stands must be of graduated heights, to carry the word "NEW" in "steps," as shown. A still taller stand is required for the word "The" (or, alternatively, a small stand may be placed on a tall pedestal), while the word "Radio" in the foreground is carried out on a similar stand placed horizontally.

Suitable stands can quickly be made from light, cheap, wood, as it is unnecessary to pay great attention to the finish. They are then covered with black or dark blue display paper

(depending upon the colour to be used for the background), which must be pulled taut and fastened at the back to give a neat appearance. Trays, made from thick card, and covered with similar paper, should be placed on top of each stand.

To introduce the lettering it is advisable to mark out the outline of each letter lightly with white chalk on the front of the display stands. An adhesive solution is necessary to form a support for the flitters (preferably one of the mediums sold for this purpose) and this should be spread liberally on the surface of the letter. The flitters are then dusted on, and the surplus granules shaken off.

In our own model gold flitters are used for the words "The" and "Radio," while "N" "E" and "W" are respectively carried out in silver, red and green.

For the trader who has not used flitters before it may be mentioned that a good source of supply is Messrs. Pronk, Davis & Rusby, Ltd., 17, Cumming Street, N.1, who also supply a suitable adhesive medium.

Little remains to be added with regard to the first window, except to point out that the back, sides, and bed of the window are draped with black or dark blue crepe paper, and that a neat card in the foreground should emphasise the fact that the goods are the first of the new season's lines.

The idea typified in our second model is "The Dawn of a New Radio Season." A cut-out, designed on impressionist lines, suggests the conventional idea of a sunrise, and serves the double purpose of drawing the eye by its brilliant surface and of helping to drive home the main point of the display.

The cut-out consists of a semi-circle with five radiating centre-pieces, and may be made up from stout cardboard, wall board, or three-ply wood. The circular centre-piece should be of ample size—not less than three or four feet in diameter for the average window.

Flitters are again suggested as the decorative medium. In this instance they are perhaps of even more value than in our first example, for their bright, glittering surface

helps very materially to get the desired effect.

The colour scheme in this case is gold and red. First apply the gold over the entire surface, dealing, however, with small sections at a time, on account of the rapidity with which the adhesive medium dries. At the end of each radiating piece the gold surface merges into red, the best way to do this being to mix a small quantity of each colour, and then to apply them on top of the original gold surface.

The word "Radio," and the figures "1930-1," are carried out in red flitters. To obtain a good result, first "sketch in" the rough shape of each letter with one or two strokes of the brush holding the adhesive, and dust on a thin coat of flitters. With this skeleton letter as a guide, it is a comparatively easy matter to build up the letters to the correct shape. Obviously, perfectly finished outlines are not expected.

A surround of sky blue crepe paper, with a few radiating gold crepe paper tubes at each side, completes the setting, and the card in the foreground will be headed, "The Dawn of a New Radio Season," the smaller copy pointing out that the goods shown are the first of the new lines.

Advertising Help.

Much that was said in earlier paragraphs about the "note" that is necessary in new-season window displays applies with equal force to local newspaper or other advertising. The lay-outs should make as much capital as possible out of the newness of the goods.

Two practical examples, which may guide the trader in preparing his own advertisements, accompany this article. They can, of course, be adapted to



Here is a reproduction of our first display scheme, which stresses the strong idea of "newness" in the goods employed.

many different sizes of space, and the points could be presented in a considerable variety of other ways. Our main purpose in having them prepared is to suggest those points that seem to us particularly worth stressing, and the general lines on which this can be done.

In the larger of the two advertisements, the heading, "New and Still Better Radio Sets for 1930-1" is well calculated to arouse the interest of readers who are in any sense potential buyers—from those who have merely a vague intention of buying "some day," to those who definitely intend to buy this autumn. The smaller "copy" immediately beneath reinforces the point made in the heading, and emphasises the fact that,

although the new goods are only just released, they are already in stock at the advertiser's shop.

Then follow two sections of somewhat bolder "copy," one summarising the main advantages of the new season's lines, with the idea of stimulating the reader's interest still further, while the other gives the names of new goods already in stock. The latter achieves two objects—it lends weight to the trader's claim to hold liberal stocks, and also helps to crystallise the interest of those readers who have been attracted by manufacturers' own advertising, and are partly "sold" on one make of apparatus.

This advertisement is designed for six inches double column, and dupli-

cates of the block at the head of the lay-out can, as usual, be obtained from our Publicity Department at the prices stated in the caption.

Our second example, being designed for an appreciably smaller space (5 inches, single column) is naturally more limited in its scope. It is impossible to deal fully with many points, and still maintain boldness and legibility. It is possible, however, to tell sufficient of the "story" to induce readers to visit the shop, and this is done by announcing the arrival of new lines, special advance displays, and so forth.

Here again readers who may care to reproduce this advertisement, or to adapt it, may obtain from our Publicity Department stereos of the block employed at the head of the lay-out. The price of the block in this case is also given in the caption below the reproduction.



New and still better Radio Sets for 1930-1

Many strikingly improved sets and accessories have been designed by the foremost radio manufacturers in readiness for the Olympia Exhibition and the new season. Wireless Supplies already have stocks of this new radio, although it is only just released. They invite you to call and inspect the new developments.

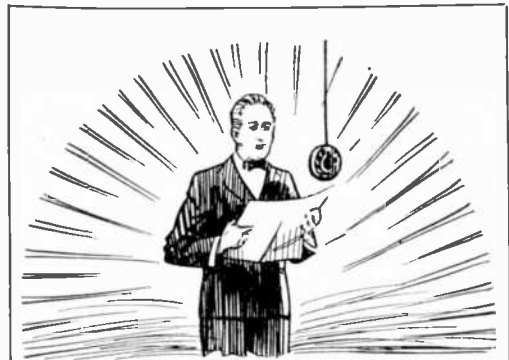
Where the New Sets Score

Greater Selectivity : Simplicity of Control : Beautiful Appearance : Economy : Still Bigger Value.

New Sets now in stock at
Wireless Supplies:

Hear the new Radio at
WIRELESS SUPPLIES

52, BLANK STREET : BATH.



NEW SEASON'S WIRELESS!

Wireless Supplies announce
that they have the new
1930-1 Radio already in
stock.

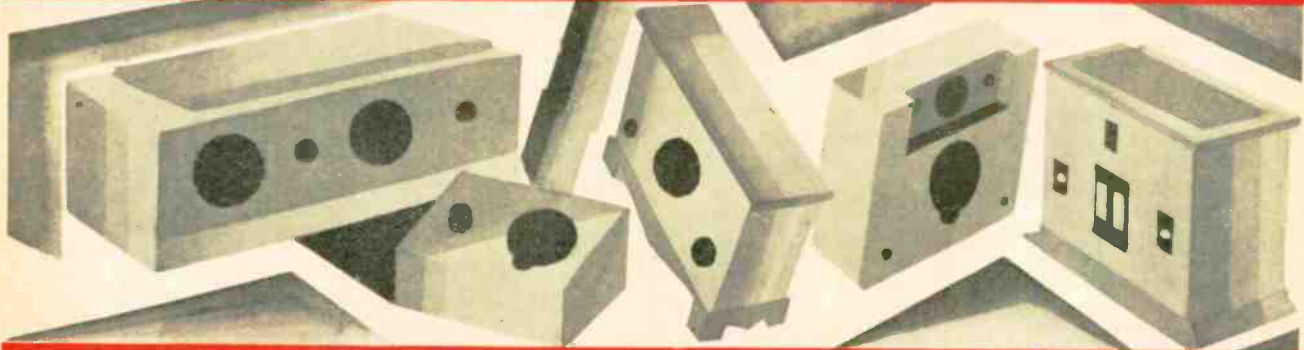
Special Advance
Displays of Latest
Sets and Accessories
start to-day (Sept. 1)

You have been waiting for
the new sets—here they are!
Call without delay and study
the new developments.

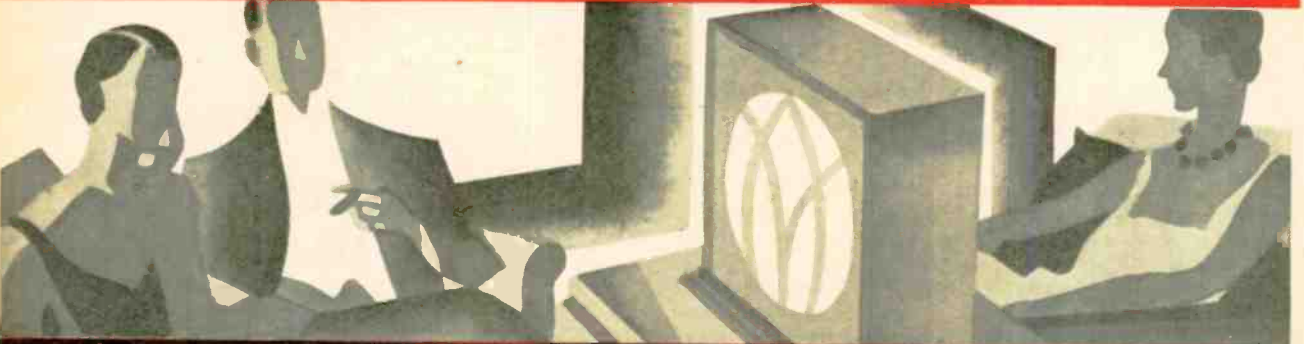
WIRELESS SUPPLIES
52, BLANK STREET, BATH

These two advertisement suggestions, used in their entirety or as a basis for smaller size appeals, represent the most effective means of featuring the new radio season in printed publicity. Both blocks are available from our Publicity Department at 5/- and 3/6 (or 5/4 and 3/10 C.O.D.) respectively.

... FOR EVERY SET



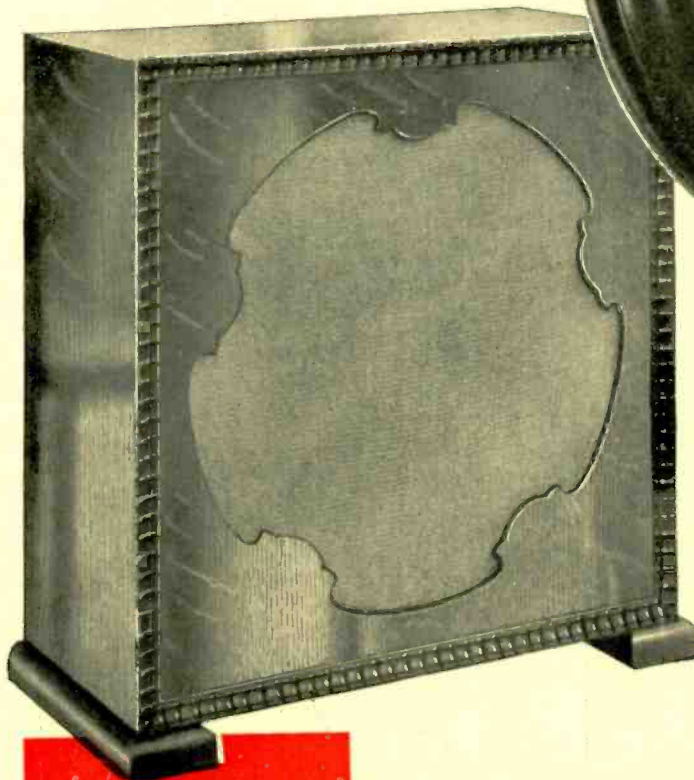
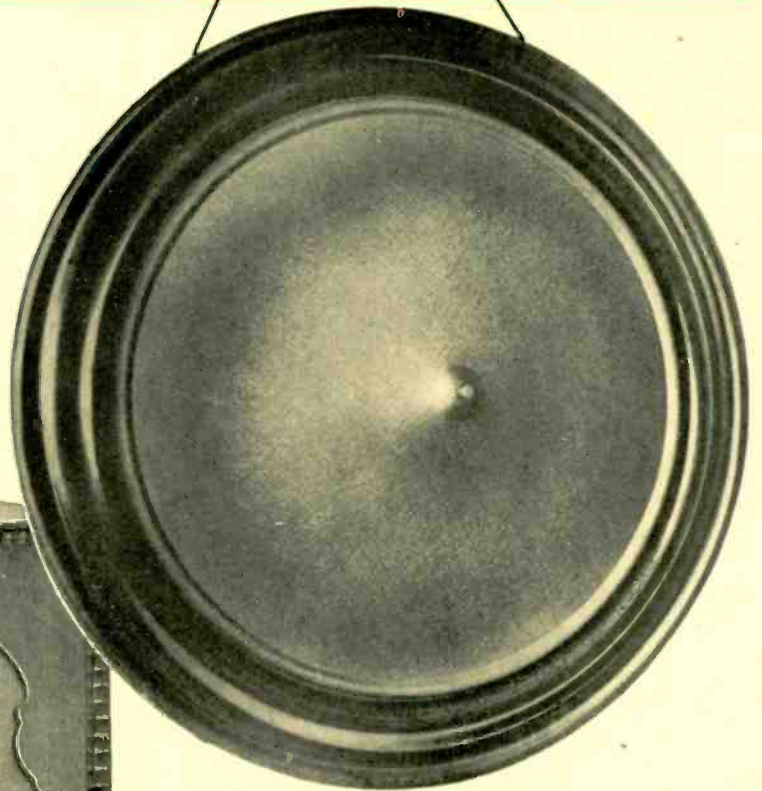
... FOR PERFECT SATISFACTION



SELL
AMPLION
SPEAKERS

AMPLION

No matter what type, size, design or price a receiver may be, there is an Amplion Model to work in complete harmony with it. And every Amplion Speaker, because of its extreme sensitivity, definitely improves the reception of *most* sets, and gets the utmost out of *all*.



A.C.2 The famous Guinea-Cone, whose performance belies its cost. 10" cone, 13 $\frac{1}{4}$ " overall. £1-1-0.

A.C.8 Astounding value for money. 12" cone in cabinet, 12 $\frac{3}{4}$ " x 13 $\frac{1}{2}$ " x 6 $\frac{1}{8}$ " deep. Standard shaded finish £2-2-0.

A.C.21 Standard Open Cone, to stand or hang. 12" cone, 16 $\frac{1}{2}$ " diameter, £1-19-6.





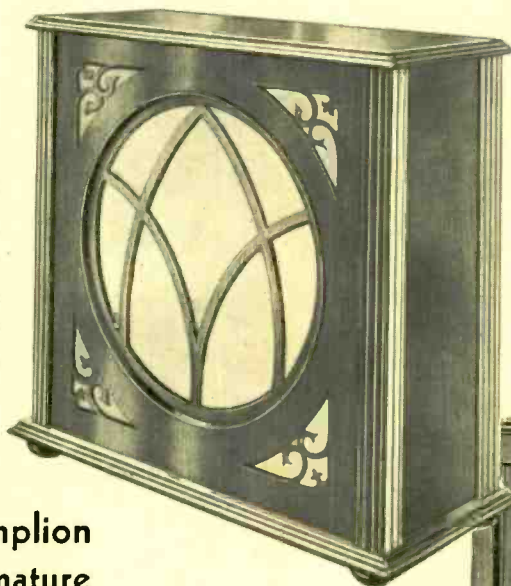
A.B.6 In Oak £4-10-0. In Mahogany or Walnut £4-17-6.



A.B.41.O The same model. In Oak £5-15-0.

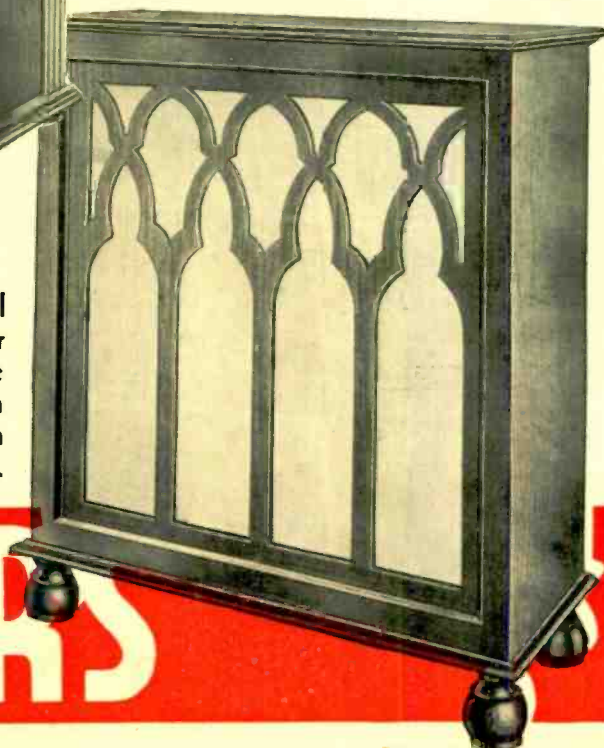
A.B. 41. M

Incorporates the new Amplion B.A. unit and gives remarkable results. £6-6-0.



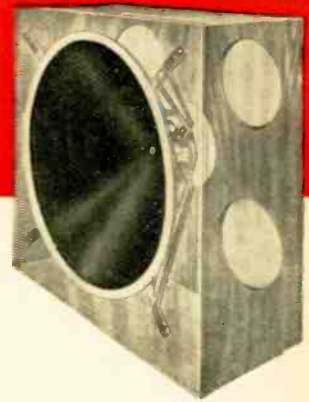
A.B.45 Still larger models with the same unit as A.B.41. In Oak £6-15-0. In Mahogany £7-7-0.

All these Amplion Balanced Armature Speakers are designed with variable impedances—one of which is especially suited to receivers with a Pentode output.

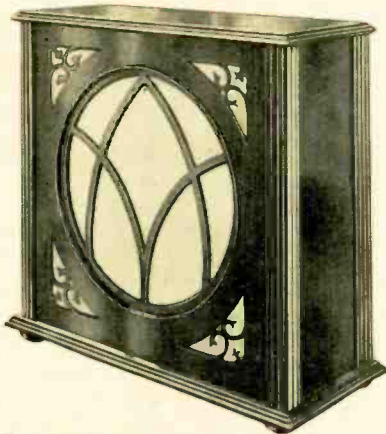


SPEAKERS

LION



L.14 The cheapest form in which the outstanding reproduction of the "Lion" Speaker can be obtained, £4-10-0, or L.18 Power Chassis £6-0-0.



L.C.41 Incorporates 14" "Lion" Chassis. In polished Mahogany cabinet £8-15-0



L.C.41 The same model in polished Oak Cabinet £8-0-0.



L.C.45 Larger and with greater baffle board. Oak £9-0-0. Mahogany £9-15-0

L.C.50 With 18" power chassis. An outstanding performer with a very handsome cabinet. In Oak £15-0-0. Mahogany £16-0-0.



WE ARE EXHIBITING AT



RANGE

PROVINCIAL TRADE NOTES

Little Improvement in Darlington.

DARLINGTON traders are earnestly hoping that the advent of the National Radio Exhibition will herald a revival of trade in the town. On the whole, business is very slack in all branches, and retailers have no hope of any marked improvement until the Show.

Reeve Bros., of Bondgate, for instance, tell me that trade is at a low ebb. Although they have a good display of Brown, Cossor and Pye lines, the amount of business which is being done is very small.

The state of affairs at the Northern Radio Supplies, in Skinnergate, is not much better, although occasional sales of Pye portables and Cossor "Empire Melody Maker" kits are being made. Mr. Hodgson, the manager, is featuring the Pye portable in his window displays, together with Brown speakers, which maintain their popularity among the few speakers sold.

Trade is somewhat better at E. & H. Glovers', in Skinnergate. "We can't complain," was the reply received to a query concerning the state of trade. Cossor kits are selling fairly well. Messrs. Glovers' effective window display is composed chiefly of Pye and Cossor sets and Brown speakers. It is interesting to note that this well-known Northern firm have been doing a considerable amount of outside work lately, such as providing P.A. equipment for open-air speeches. They have gained an enviable reputation in connection with this work, and a special mention should be made of their arrangements for Lord Melchett's recent visit to Billingham for the opening of pit-head baths at Mainsforth, Ferryhill, when notable speakers attended, and at a number of important local shows.

I see that much prominence is being given by the Duavox Co. to gramophones of both portable and cabinet type. Trade is fairly satisfactory with this firm.

Leicester Firm's Move.

PARTRIDGE, WILSON & CO., manufacturers of the well-known "Davenset" lines, including charging plants, rectifiers and sundry accessories, have experienced such a growing demand for their products that the works at Loughborough Road are now entirely inadequate, and a new model factory in Evington Valley Road is now nearing completion. These new works have several bays in the rear and a tastefully decorated frontage to the offices. The firm hope to move into their new home in a short time. At present, Partridge, Wilson & Co. are manufacturing seven distinct types of battery chargers, and a third edition of a 48-page booklet which fully describes and illustrates these charging plants is, I am told, now available to traders.

Turning to the gramophone field, I notice that an outstanding feature is the

popularity of the Columbia "Cadet" portable. It is being extensively advertised and displayed by a large number of dealers, and in the words of one trader who has done big business with the "Cadet," it is "just what is wanted, and it came at the right time." Decca records are also being featured, thanks to the excellent display matter that Decca are now putting out.

Liverpool Manufacturers Active.

TRADER generally in Liverpool is slow, but the local manufacturers are actively preparing for the autumn rush.

Wingrove & Rogers, Ltd., still concentrate on variable condensers, aiming at producing an extremely comprehensive range. Their policy is continually to improve without permitting models to become obsolete, thus guarding the retailer against a common disadvantage of rapid progress, namely, having dead stock on hand. The firm are very satisfied with present business and are working at high pressure to fulfil all orders. New illustrated literature is in hand for early distribution, and "Polar" products are to be supported by intensive advertising.

The "Lotus" works of Garnett, Whiteley & Co. are turning out a large number of new items just now, and some of these will be in evidence at Olympia. I understand that a series of standard chassis with all controls on the front panel, and especially suitable for radio-gramophones, can be supplied to manufacturers. A mains rectifier unit that will be useful for mains conversion from D.C. to A.C. is another line. Several new sets, I am told, are in production. There are two A.C. Console models, a new transportable for A.C. mains, and four different models of an all-electric 3-valve receiver, three for A.C. and one for D.C. Among smaller items worthy of note are a new drum dial and a 5-pin valve-holder of the rigid type.

Nottingham's Pre-Show Activity.

WHILE trade as a whole in Nottingham is not as good as might be the case were industrial conditions better, there is no small amount of optimism evident in the radio trade.

Mr. H. Wesson, superintendent of the Edison Swan Nottingham depot is quite cheerful over the season's prospects, and informed me that they had a number of new lines which are already the subject of many enquiries. These included the new permanent magnet R.K. speaker, the re-modelled three-valve battery-operated receiver, mains units and the long-life low tension accumulator.

At the General Electric Co. depot in Chapel Bar there is great activity in the despatch of the new Osram "Music Magnet Four" kits. This is in great demand, and the sales are record breaking!

The wholesalers are also active with the new season's goods. Mr. Hought, of

T. Beadle & Co., Heathcoat Street, reports excellent sales with the new Cossor kit, while valves, batteries, and accumulators are also keeping "up to scratch" as good lines. Especially was this the case with the Pertrix H.T. battery. Of other goods, the most outstanding from the wholesalers' point of view were the new "Blue Spot" loud-speakers.

The retail traders continue for the most part to give very attractive window displays. Mr. Chester, of the Reliance Engineering Co., at his shop in Theatre Quadrant, informed me that the trader was in a better position for this season than ever he had been because all the big manufacturers were promising pre-exhibition delivery. Among his best sellers to-day were the "Ekco" A.C. mains units, and with the opening up of the new corporation estates, the demand was ever-increasing.

Nevertheless it was remarkable, said Mr. Chester, how Ever Ready dry H.T. batteries continued to be a favourite among his customers.

The Edison Swan Company have appointed the Reliance Engineering Co. as their service agents for the whole of Nottingham, and in view of their central position, this appointment should be most advantageous.

J. & S. Farr, of Parliament Street, are showing as their chief window line the "Servis" three-valve transportable set. G.E.C., McMichael and Philips are other receivers also being featured here.

At the Wireless Store, 21, Goosegate, Mr. Pillow is doing well with H.P. business, his chief attractions in this respect being Oldham H.T. accumulators, "Ekco," and Philips mains units, and "Blue Spot" speakers. Detex portables are doing well in this district.

South Essex Television.

AN interesting feature of the rather quiet trade prevailing in the Chelmsford area at present is the interest shown in television sets. Ever since Mr. Leslie Hasler, the well-known wireless trader of High Street, Chelmsford, announced that he would shortly be giving demonstrations of these sets, enquiries have been numerous. Mr. Hasler, by the way, has been doing a good deal of publicity work lately that should stand him in good stead. He undertakes P.A. work at fêtes, and his activities in this field have met with great success.

Portable sets are still in evidence, and a lucrative sideline has been the hiring of such receivers to excursion parties for a day or a week. There is a seasonal falling off in battery re-charging, and the opportunity is being taken for overhauling plant.

The Chelmsford Radio Co., in Duke Street, are paying special attention to their gramophone section just now. They have one of the best stocks of records in the district, and their demonstrations always attract a good deal of attention.

Mr. H. T. Knight, of Leigh Road, Leigh-on-Sea, is taking advantage of the

large number of summer visitors by featuring Celestion electrical gramophones and radio-gramophones, while Bridge's Radio, of Warrior Square, Southend, are giving particular prominence to the Marconiphone portable at 18 guineas.

Other traders in the Southend district report satisfactory business, and they are making big preparations for participating in the Hospital Carnival procession at the end of the month.

The sales of mains sets in the Southend district have fallen off somewhat lately on account of the uncertainty prevailing regarding the proposed change of the electric supply from D.C. to A.C.

Unfair Wakefield Trading.

TRADE reports from Wakefield are encouraging. The "assisted wiring scheme" adopted by the City Council in conjunction with the electricity

department has given an impetus to the sale of mains units, and the demand for sets has been quite up to the average.

General agreement has been expressed by traders at the recent note in THE TRADER with reference to unfair trading by officials at the County Hall, Wakefield, but the difficulty seems to be to know how to stop it. This is a matter which not only affects Wakefield traders but those in surrounding districts, for the officials recommend their friends to deal from this source, and it should not be impossible for trade organisations in some of the towns to get the matter raised at a meeting of the County Council.

The recent reduction in the price of valves resulted in a loss to some traders who are not members of the Association, but in most cases stocks were fairly low and the losses were thus minimised.

It is stated that in a few months preliminary broadcasts from Moorside Edge, near Huddersfield, will be made, and already there is considerable comment in the press as to the possibility of "wipe out" to local sets. In one interview a B.B.C. official refers to the experience at Brookman's Park in respect to this trouble, and claims that after five months' experience they have completely eradicated all complaints in that area. In view of this and the sparsely populated area immediately around Moorside Edge he contends that West Riding listeners are not in serious danger of being inconvenienced.

The acceptance of old sets in part exchange for new ones is becoming a feature of the trade in some parts of the West Riding, and up to the present has, on the whole, worked satisfactorily.

THREE N.F.R.R. BRANCH MEETINGS.

Doncaster and District.

THE Organising Secretary of the N.F.R.R. has sent to us a report of the first meeting of a new branch at Doncaster which was held at the Guildhall on August 25th. The report states: There were ten traders present, in addition to Mr. Moody, Assistant Organising Secretary of the N.F.R.R., who attended to represent the Federation. Mr. H. Town, of Doncaster, took the chair, after which several letters of apology for non-attendance were read, including one from Chamber Bros.

After Mr. Town had pointed out the advantages of membership, Mr. Moody read to the meeting the address prepared by Mr. de Villiers, who was unable to attend personally. The address pointed out the absolute necessity of organisation among wireless traders, which was the only way that they could combat other continually encroaching interests. It was also pointed out that the recent valve price reductions were very unsatisfactory from the retailer's point of view.

Price-cutting, the address stated, was rampant largely owing to the lack of effort on the part of the trader. It was necessary for a definite effort to be made to counteract the evil influences that were at work, and the public ought to be informed that the dealer who sold at list prices could be relied on for good and efficient service.

After it had been proposed that a local branch of the N.F.R.R. be formed, the meeting was thrown open to debate.

Many speakers gave very strong views on the various matters, particularly price-cutting and "dabbling," and it seemed to be the consensus of opinion that the B.V.A. were treating the retailer harshly. The N.F.R.R. were asked to use their influence in protesting against this treatment, and Mr. Moody, on behalf of the Federation, promised to do so. The above resolution was then passed and carried unanimously. In addition to those who were already members, six new members were enrolled.

The election of officers resulted in Mr. H. Town being voted Chairman and Mr. H. Pickering as Secretary.

At the close of the meeting Mr. H. Town said that they had been waiting for a branch to be formed for some time, and now that a real beginning had been made he hoped to bring the branch up to its greatest efficiency in the near future.

West London.

WE learn from the hon. organising secretary of the N.F.R.R. that the usual monthly meeting of the West London branch of the Federation was held at the Town Hall, Hammersmith, last week, when Mr. H. E. Hull presided, supported by Mr. A. de Villiers.

The report which we have received states: The chairman took the opportunity of welcoming Mr. Comber, of the South London branch, who attended by special invitation. Correspondence was then read from the Nottingham, Burnley and Woolwich branches, the Radio Wholesalers' Federation, and lastly a letter complaining of price-cutting from a non-member.

The satisfactory handling by the R.W.F. of a complaint with

regard to the mis-application of trade terms in Nottingham was referred to, and the Secretary was requested to thank the R.W.F. for their prompt action in the matter.

The Secretary then read the report of the Council meeting held on August 17th, dealing with electrical interference and the poor quality of the B.B.C. programmes. He also read the letter which the Burnley branch had sent to their M.P. on these subjects. A resolution was carried unanimously that all members of the N.F.R.R. should be asked to write letters to their own respective M.P.'s on the same lines.

The resolution of the Woolwich branch regarding the recent reduction in the prices of valves was also discussed, and it was reported that wholesalers were receiving rebate in full on all stocks of valves at the date of the price reduction. A resolution was then carried supporting the action of the Woolwich members.

Towards the close of the meeting the hon. organising secretary stated that Head Office was arranging a series of lecture-demonstrations for the various branches, which should prove of considerable interest and educational value to members.

Woolwich.

A REPORT of the last monthly meeting of the Woolwich branch of the N.F.R.R., held at the Masonic Hall, Plumstead, last week, has been supplied to us. Mr. L. S. Russell, chairman of the branch, presided.

At the opening of the meeting the secretary stated that a Kolster-Brandes agency had been granted to a firm of house furnishers in Woolwich, who were stated otherwise to have no radio stocks. Members' exception to the alleged circumstances was thereupon embodied in a suitable resolution.

Some strong opinions were expressed on the high-handed action of the B.V.A. in refusing rebates on valves not purchased within the stipulated time, and it was generally agreed that their action in reducing prices at a time when stocks were usually lying dormant has resulted in a serious loss to retailers. Here again the feeling of the meeting was expressed in a resolution, which was directed to be forwarded to all branches of the Federation. It was suggested that other branches put their feelings into similar form.

The question of granting certain discounts by the Chloride Co. to their employees was discussed. It was also pointed out that, in spite of the deputation to Mr. Goodfellow, of the Ever-Ready Co., the firm did not appear to be taking any action with regard to the present price-cutting of their products in the Woolwich district. It was suggested by a member that Lissen, Ltd., seemed to be supplying dry batteries other than those bearing Lissen's name, and it was decided to approach the firm for information on a number of points.

The chairman in his remarks on the progress of the Federation said that, in spite of difficulties and apathy with which they had to contend, he was pleased to see that the value of co-operation was being more fully realised. Nevertheless there was much to do, and he hoped that every member present would do their best to bring in at least one new member each.

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.

"Bad Reproduction Spoils Programmes."

To the Editor.

SIR,—While I agree to a certain extent with Mr. Wade's arguments in his letter published in your issue of August 23rd, may I suggest that if he should be in London at any time and cares to get in touch with me, I would have much pleasure in demonstrating to him under ideal conditions (as far as the reproduction is concerned) that the greater fault *does* lie with the B.B.C.'s transmission. In other words, if all possible faults are eliminated at the listener's end, the reproduction would still not be all that could be desired.

SIDNEY M. HUDES.

94, HIGH STREET,
STOKE NEWINGTON, N.16.

A Factor's Statement.

To the Editor.

SIR,—It has been brought to my notice that statements are being repeatedly made to the effect that I am the owner of retail wireless businesses. I wish emphatically to deny this statement, as neither in the past nor at the present time have I had any interest whatsoever in any business or businesses of such nature. My sole interest is that of a wireless factor carried on at the address given below.

I should like to give notice that I will immediately commence proceedings against any person or persons making such malicious and damaging statements.

MAURICE SANGER.

27, 31 AND 31A, KING STREET,
PLYMOUTH.

Technical Knowledge Status for Dealers.

To the Editor.

SIR,—In view of the rather mistaken idea on the part of the general public that radio traders are, as a body, lacking in the very necessary technical knowledge required for the proper carrying on of their businesses, I think it should be more widely known that this Institute has a number of traders and service men as members who are quite competent to carry out their many duties in a satisfactory manner.

I should also like to point out that membership of the Institute is open to any trader who can prove himself to be qualified.

Further, it should be remembered that the ability to show that he is a member of this body, whether by using the various initials or by displaying his certificate of membership, would tend to enhance his customers' confidence in him.

As one who has been in close touch with a number of traders since the inception of broadcasting I can say that the current idea respecting traders is in many cases unjust, and particularly is this the case in respect of the better class of dealer.

It is, I think, only when one comes into contact with the price-cutting establishments (of which there are far too many) that one often finds the man behind the counter is only a salesman—and not a very good one at that.

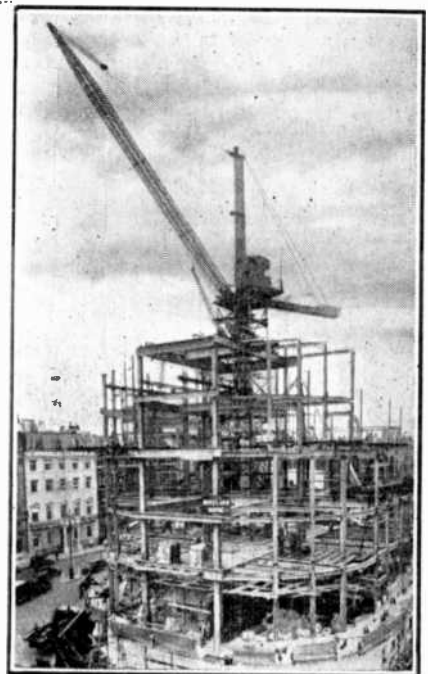
HARRIE J. KING, F.C.C.S.,
General Secretary,

THE INSTITUTE OF WIRELESS TECHNOLOGY,
LONDON, W.C.2.

Manufacturers' Selectivity Testing Methods.

To the Editor.

SIR,—From the tests of sets published by the manufacturers it would appear that they think that efficient selectivity is proved by the fact that the receiver will separate the two Brookman's Park transmitters when tested in the vicinity of London. I have only come across two sets (which were of the portable type) which have been tested within 50 miles of 5XX. Except for these, I have not seen a report of any aerial-and-earth set which is



This photograph—
taken just recently
—affords some idea
of the size of the
new B.B.C. head-
quarters now in
course of construction
at Portland
Place, London, W.
As will be seen, the
work is going
forward quickly.

stated to be able to receive the Manchester transmission clear of the London Regional, Hamburg, and Toulouse stations when the three last-named were working. Nor have I heard of a set for which it is claimed that Radio Paris can be received clear of 5XX when within 15 miles of the latter station.

As many customers to-day wish to receive these foreign stations, they ask if it is possible to get them without interference.

The reply must often be "no," and, in any case, there is no literature published which makes such a claim for a set even if it were true.

I should be very interested to read the opinions of the manufacturers themselves with regard to this matter.

BLOXHAM, OXON.

NORMAN L. RIVERS.

[NOTE.—While we agree it is desirable that receivers should be tested in as many different localities as possible, in our own case, since we handle so many sets in the course of the year, there are many practical difficulties in the way. We see no reason, however, why individual manufacturers should not adopt this course with regard to their own sets—and indeed we believe that many of them already do this before going finally into production.—EDITOR.]

Pye

Ediswan

Pandona

News While It IS News!

Before Olympia —

The Pye Pied Piper.

Full Details of Pye's New Receiver and Sales Campaign.

LAST week we told a story—about the new Pied Piper of Cambridge—who is being created by Pye Radio as the centre of their new publicity campaign. Now we can talk about the tune which he will play—a tune with which Pye intend to focus the attention of the whole trade and public on their single new production for the 1930-31 season. Since this instrument is the centre-piece of the whole scheme, an outline of its chief features will be of immediate interest.

Firstly, take a look at the illustration and see the new style of cabinet which has been adopted. It is available in



walnut and ebony black, or alternatively entirely in walnut, and is certainly a very distinctive production. The crown-shaped orifice revealing the control panel, though not immediately apparent, adds considerably to the overall effect.

Technical Details.

The name of the receiver—the twin-screen-grid triple-tuned Pye portable, immediately gives an indication of its two chief features—the use of two screened grid H.F. stages in conjunction with a single-ganged tuning control which simultaneously tunes the frame aerial and both anode circuits. In addition, a trimmer condenser is provided for final adjustments.

Battery, A.C. and D.C. mains operated sets will be available, all three models being identical in external appearance. Furthermore, the sets will be entirely self-contained—working in conjunction with built-in frame aerials. Each instrument will incorporate a gramophone pick-up jack, terminals for the use of an

external speaker and a volume control at the input end of the circuit, while power grid detection will be a feature of the all-electric model, the anode bend method being used on the battery receiver. The respective weights of the mains and battery models are 37 and 34 lbs., and it should, perhaps, be mentioned that the sets will be suitable for use on both the 220-550 and 870-2,000 metre wavebands.

Attractive Prices.

Prices of the various models of the new set are as follow: Battery operated (Model B 4D) in black and walnut or all walnut cabinet, 22 guineas, 12s. less in ordinary rectangular walnut cabinet. A.C. mains driven (AC 4D), in black and walnut or all walnut, 28 guineas. Same price for 25 cycle mains, but must be specially ordered. The D.C. (DC 4D) model with cabinet styles as above has not yet been definitely priced, but it will not be dearer than the AC 4D. In addition, all four models will be available on attractive H.P. terms.

With regard to the existing Pye lines, these will all be continued as before, and apart from the above-mentioned new sets, the complete range will include the straight-five portable at 19 guineas, the "All-Electric 3" (£25), the 4-valve screened-grid receiver (£21 10s.), the "All Electric Radio Console" at the reduced price of 35 guineas, and the All-Electric Radio-gramophone (60 guineas). In addition, among smaller sets, there remain the "Popular Two," the "Presentation Two" and the "All-Electric Presentation Two" at £7 2s., £12, and £17 10s. respectively. H.P. terms again apply to all the receivers mentioned above.

We have already dealt in general with the Pye publicity scheme for the season, which will embrace advertising and compelling sales literature and show-cards, all concentrating on the central figure of the Pied Piper—of Cambridge. In addition, the Pye Service Agent Scheme will, of course, be continued as before, and Pye look forward to a year surpassing everything which they have known in the past.

ATTRACTIVE NEW EDISWAN RECEIVERS.

Although in our recent Autumn Buying Number we were able to give nearly complete details of the Ediswan programme, later news has just reached us regarding some particularly important and interesting sets which will make their appearance at the Show—now only a matter of weeks.

The existing 3-valve battery-operated receiver will be improved and modernised to form a 1931 instrument, and the A.C. transportable will receive similar attention—together with a cabinet of new design.

Furthermore, two entirely new receivers will make their appearance, the largest being the Ediswan "Power Pentode Three," a thoroughly modern production incorporating the remarkable new "Mazda" A.C. operated pentode (the AC/PEN). The second set will be a smaller mains-driven instrument making use of 2 valves and designed particularly for regional work.

PANDONA IMPROVEMENTS.

As will be seen from the illustration shown herewith, Pandona, Ltd., of 184, Aston Road, Birmingham, have made very considerable improvements to the general appearance of their standard 5-valve portable receiver, which still retails at £16 16s. complete. The set is built to the same basic design, but the cabinet has been rendered decidedly more attractive, the drum pattern tuning and reaction controls are placed



closer together, and a neat indicating rotary switch replaces the previous lever one.

This set will be seen on the Pandona stand at Olympia, together with three other important productions—a "Super Five" suitcase model at 17½ guineas, a "Screened Grid Four" at the same price, and a 5-valve radio-gramophone which will be listed at 32 guineas.

1930-1 Productions.

Regent
Philips
Rees-Mace

PHILIPS PRICE REDUCTIONS.

Following our exclusive announcement last week regarding the brand new Philips lines for the season, we are now able to give details of numerous important price reductions on existing apparatus. These reductions will come into operation on September 1st, and credit notes will be issued to cover all unsold stocks affected by these reductions, which have been bought since June 1st this year. Forms of application are now available, and must be sent to Philips Lamps, Ltd., before September 10th. Dealers who have bought through wholesalers should send their claims through these suppliers.

The new prices, with the former prices in brackets, are given below. 3-Valve all-mains sets, types 2514 and 2524, £21 (£23); 4-valve all-mains set, type 2511, £35 (£37 10s.); 3-valve battery-operated set, type 2502, £12 10s. (£15); portable, £25 (£27 10s.); loud-speaker, type 2013, £12 12s. (£14 14s.).

All the above prices will come into operation on September 1st, and revised hire-purchase forms for these new prices will be available on that date.

In addition, the new Philips trading policy, full details of which we gave in a former issue, will be inaugurated. As readers will remember, it is intended to enforce rigorous price maintenance conditions. A stop list will be introduced, and a retail trade discount of 30 per cent. will be introduced, while wholesale distribution will be carried out through a limited list of agreement-holding factors.

NEW REES-MACE SETS.

As we stated in our Autumn Buying feature, Rees-Mace are producing an improved model of their Gnome portable. This will be known as the "1931 Gnome." It will be a S.G.4 set in a hide suitcase and the weight is only 20 lbs. Among the improvements in the components and circuit design may be mentioned the incorporation of the "Hypermite" transformer. The price will be 19 guineas.

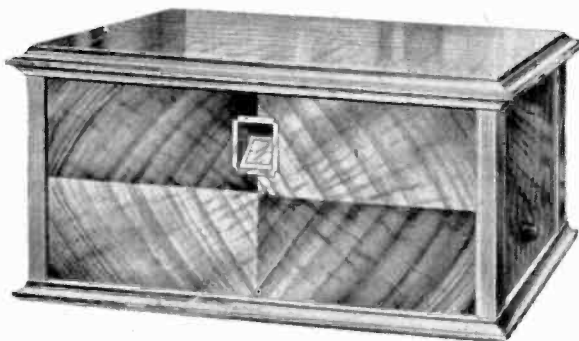
The transportable Gnome is an entirely new model embodying the circuit of the portable set. It is contained in an upright mahogany case, 14½ ins. high by 12 ins. broad and 7½ ins. deep. Although it can be used with batteries if desired, it is to be supplied with a "Regentone" mains unit at 19 guineas, plus the price of the unit.

The new "Welbeck Major," at 22 guineas, was briefly described in our August 16th issue. It will be available in brown crocodile finished case measuring 16 ins. by 13 ins. by 9 ins., and the weight will be 29 lbs.

Regentone's A.C. Set.

A New 4-Valve Instrument and a Wire-wound "Regentstat."

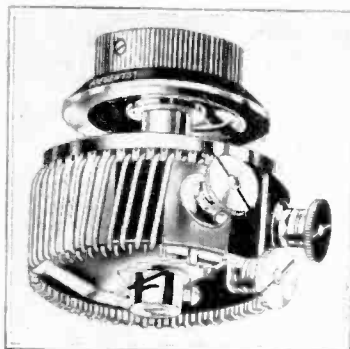
A VERY attractive programme for the 1930-31 season has just been announced by the Regent Radio Supply Co., of 21, Bartlett's Buildings, Holborn Circus, E.C.4, whose Regentone mains units and apparatus are extremely well known to the trade and public. The company will shortly have available various dealers' aids, such as window streamers, posters and



showcards, catalogues and so forth, and interested retailers are invited to write their requirements in this connection, which will be noted and executed as soon as the new publicity material is ready for issue.

Outstanding amongst the new products is the Regentone 4-valve A.C. receiver, which is to retail at 30 guineas, including royalties. Designed by the well-known technical expert, Mr. W. James, who is head of the Regentone research department, this receiver includes two screened-grid H.F. stages, a power detector and a single L.F. stage with choke output. Ease of control is one of the features, there being only one tuning knob for the three tuned circuits. A volume control and wave-change switch complete the controls.

The set is particularly "clean" in appearance, with a simple but tasteful cabinet. It is novel in that the controls are at the side, only the escutcheon of the tuning dial appearing at the front. There is no adjustable reaction control.



The compression type of Regentstat introduced last year is now joined by some wire-wound models. These are truly wire-wound (not wire-tapped composition), and are made in two types, A and B, having different power handling capabilities. Type A is made in 11 resistances from 500 to 120,000 O, at 9s. 6d. each, while type B is made in thirteen different resistances from 500 O to 130,000 O at 11s. 6d. each. It should be noted that these can be used as series resistances or potentiometers.

Turning now to the mains units and chargers, most of the current models will appear with certain improvements, but retaining last year's designations. In the A.C. models, Westinghouse full-wave rectifiers are used exclusively. All models of high output (30 mA or more) will incorporate a "high-low" switching device giving a reduction in output on all tapplings when desired, to prevent overloading. Also, wire-wound variable resistances are being standardised throughout, this being a very good selling point. Another interesting feature is a detachable input change-over plug in addition to the usual adaptor and flex.

The "combined" units for portables are again being strongly featured, while the components for home constructors, including the "Power Boxes" and "Filter Compacts," are being continued. Prices generally are about the same as for last year's models.

BROWNIE MAINS RECEIVERS.

Two exceedingly interesting A.C. mains-driven "Dominion" receivers are to be introduced at the Show by Brownie Wireless, of Nelson Street Works, Mornington Crescent, London, N.W.1.

They will be known as the "Mainset Two" and "Mainset Three" respectively, and will be built into handsome walnut table cabinets similar to that shown in our illustration—which, incidentally, is of the 3-valve model.

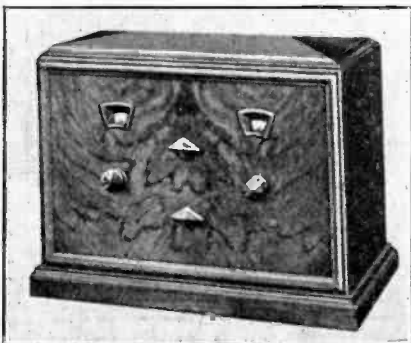
The "Mainset Two" conforms to the revised I.E.E. regulations, and has a detector and an indirectly heated power valve, provision being made for the use of a pick-up. Both medium and long wave-bands are covered, and the set sells at £12 15s., inclusive of valves and royalty.

The "Mainset Three" includes the features mentioned above, but has a screened grid H.F. stage and, of course, two tuning controls. A potentiometer (the makers say that it is "secret") is provided for the adjustment of the voltage of the S.G. valve, and the price is £18 10s., again inclusive of valves.

Two other new receivers are also making their appearance, the first being the "Dominion" Screened Grid Three, which has an S.G.-detector-pentode circuit and is housed in a walnut cabinet similar to that of the above-mentioned 3-valve mains set. There is stated to be ample room for the batteries inside the cabinet, and pick-up terminals are provided, together with two aerial tappings for added selectivity. Price £10 15s., complete with valves and royalty.

The second set is the S.G.3A, which is a lower-priced screened grid-detector-pentode model, put up in an oak cabinet at the inclusive price of £8 15s. It has conveniently placed tuning controls, covers both medium and long wavelengths, and is supplied with a 4 ft. battery cord, enabling the batteries themselves to be placed well away out of sight.

In addition to all the above new introductions, Brownie make an important announcement to the effect that, in view of the valve price reductions, it has been decided to make corresponding reductions in the prices of the existing "Brownie" receivers—the Dominion Console, the Dominion Three, and the "Brownie 2-Valver." The new prices, we understand, have already taken effect.



The new Brownie Dominion "Mainset Three" which is very similar in outward appearance to the smaller "Mainset Two."

Before Olympia—

(Continued from

Several New Sets from Varley.

Improved Pick-up and Some Additional Components.

SOME very interesting new receivers—all designed for either D.C. or A.C. mains operation—are included in the Varley programme for the season. These replace last year's models, which are now withdrawn from the catalogue. The existing compound mass suspension pick-up is also superseded by a later model which has been re-designed.

All the existing Varley components remain, including the very comprehensive range of transformers and chokes, and, in addition, these are supplemented by several newly-introduced models to meet the latest requirements.

The Models AP1 and AP11 are the "Junior" receivers, the former being a 2-valve A.C. instrument and the latter a 3-valve model for operation from D.C. mains. They incorporate A.C. and ordinary triode valves respectively, but otherwise are substantially similar. Provision is made for operating a pick-up, and the sets, which have attractive burr walnut cabinets, are designed with a view to giving sufficient selectivity for present-day needs. Prices: AP1, 2-valve A.C., 15 guineas; AP11, 3-valve D.C., 16 guineas.

Next in the new range is the Senior all-electric transportable (AP12), a 3-valve A.C. receiver incorporating an S.G. stage and a large output valve. Special attention is stated to have been paid to screening and the elimination of mains hum, and the set may be used with or without an aerial. The price is £26 complete.

Similar in general design to the AP12 is the AP13 which, however, is primarily intended for D.C. operation, although it may very easily be converted for A.C. if desired. The change is apparently carried out by means of interchangeable units, but apart from this convertible feature the set, as we have just mentioned, resembles the AP12. The price, with a D.C. unit, is £26, a suitable A.C. unit being listed at £5, or £4 if a D.C. model is returned in exchange.

To match the above-mentioned all-electric sets there are two distinctive walnut pedestals, available alone at £4 or incorporating Baker Super Power moving-coil speakers at £17 for D.C. and £14 for A.C.

Finally, we come to the all-electric console radio-gramophone, a distinctive instrument which is illustrated herewith. It incorporates an S.G. stage, a detector and a pair of 10 watt output valves in parallel, working in conjunction with a built-in Baker Super Power moving-coil speaker. The radiogram, which is for A.C. supplies, may be used with or without an outside aerial, and it is equipped with a Garrard electric motor and a Varley pick-up and auto-arm. The price, in a burr walnut cabinet, is 85 guineas.

The pick-up, as mentioned above, has been re-designed, and now has a

response which is stated to compensate for the lack of bass amplitude in a gramophone record. It also has a needle clutch working without the use of a set-screw, and is fitted with a reversible sleeve for attaching to any tone-arm. The price is £1 17s. 6d., a suitable volume control being 6s. 6d.



An extremely distinctive cabinet design—the Varley all-electric console radio-gramophone.

Finally, the following new transformers and chokes are to be added to the existing range. DP14, impedance matching output transformer, price 22s. 6d. DP15, push-pull pentode output choke, price 27s. 6d. DP16, high inductance (300 H) L.F. choke, price 25s. DP17, double push-pull input transformer, with split primary and secondary, price 27s. 6d. EP14, Multi-Volt power transformer (60 watts), price £2 10s. EP15 heavy duty L.F. power choke for large amplifiers and eliminators, price £3. DP13, "Nicore" L.F. auto-transformer, price £1. DP 18, 3 Henry tapped L.F. choke for use as a tone control, price 8s. 6d.

All the above new transformers and chokes are substantially similar in appearance to the corresponding models already in existence.

1930-31 Productions.

(previous page.)

Three New Columbia Productions.

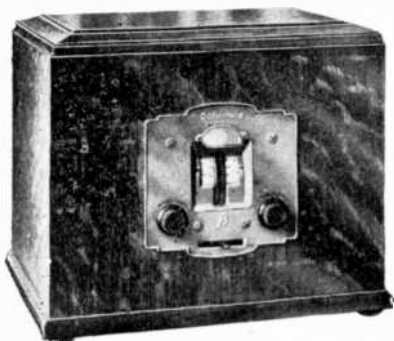
All Electric 3-valve Models and Another Radio-Gramophone.

THE Columbia Graphophone Co., Ltd., of 92, Clerkenwell Road, London, E.C.1, whose radio apparatus attracted so much interest and attention at the last Show, are introducing three entirely new radio products which will be on view at Olympia in September.

The new additions to the Columbia range are Model 307—a 3-valve all-electric receiver in a table cabinet; Model 331, which is a pedestal cabinet instrument housing a built-in speaker and incorporating the 307 receiver; and Model 308, a handsome pedestal radio-gramophone, which also incorporates the 307 radio receiver in conjunction with a super-power amplifying stage.

As our illustration shows, the Model 307 has a fairly strong outward resemblance to the well-known 304 5-valve 3-screen grid receiver, but actually it is a 3-valve instrument with a single S.G. stage, a detector and a pentode.

The cabinet—in oak or mahogany—is neat and simple in design and measures



Columbia's latest contribution to the radio market—the Model 307 3-valve all-electric receiver.

only 12½ ins. high, 12½ ins. wide and 10 ins. in depth. A central oxidised escutcheon carries the controls, comprising an illuminated drum dial, reaction and volume control knobs and a lever switch having "long," "short" and "gramophone" positions. Although the set is normally stated to be outstanding as regards selectivity, a further refinement in the shape of a variable aerial coupling device is included.

The instrument is available for 200-250 V D.C. or 100-120 and 200-250 V, 40-60 cycles A.C. mains, the price being 20 guineas in oak and 21 guineas in mahogany.

The pedestal version of this set, known as Model 331, incorporates a new Columbia balanced armature cone mounted behind a fretted grille beneath the receiver itself. The whole is enclosed in a most tastefully designed pedestal cabinet, listing at 30 guineas in mahogany and 31 guineas in walnut.

The New Radio-Gramophone.

This instrument, the Model 308, follows in the wake of the larger console model 302, but is a pedestal instrument with the receiver control escutcheon placed above the speaker grille. As already mentioned, a receiver similar to the new 307 is incorporated, working in connection with a super-power L.F. stage, the mains switch and gramophone volume control being mounted on the front of the cabinet. The gramophone unit comprises an electrically-driven turntable, and a Columbia pick-up and arm with an automatic stop.

The 308 is made only for use on A.C. mains (100-120 and 200-250 V, 40-60 cycles), and lists at 62, 65 and 69 guineas in oak, mahogany and walnut respectively. The cabinet work, it should be mentioned, reaches an extremely high standard.

DUBILIER PRICE REDUCTIONS.

For the first time since Dubilier radio lines have been marketed, the company announce several price reductions on a number of their important productions, to come into operation on Monday.

The K.C. variable condenser will be reduced in price from 12s. to 11s., the midget condenser from 5s. 6d. to 4s., and similar reductions on the Dumetohm resistances have been made.

Dubilier fixed condensers, paper condensers and resistance are all being reduced in price, with the exception of the .05 fixed condenser, the 1-6, μ F 500 V D.C. test, and 800 V D.C. test paper condensers and the 80,000-100,000 Ω resistances.

Dealers will be allowed a rebate on all stocks held since June 1st, and applications should be made to their wholesalers or source of supply. Forms for dealers to fill in for this purpose are available on application to the Dubilier Condenser Co.

A comprehensive catalogue for the new season is being prepared, but in the meantime Dubilier have prepared a folder giving full details of the reductions. We understand that this is being despatched so as to reach the trade to-day.

GAMBRELL RADIO

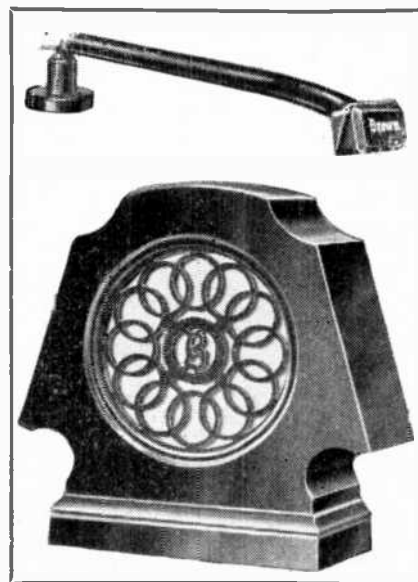
TO INTRODUCE NEW 2-VALVE ALL-ELECTRIC SET.

The range of Gambrell receivers, components and accessories to be produced for the 1930-31 market includes several of the existing lines, together with some entirely new productions—notably a reasonably-priced 2-valve all-electric receiver built into a wooden cabinet with a finish of crackle lacquer. It employs a simple detector and pentode circuit and sells at £13 10s. for D.C. and £16 10s. for A.C.

In an entirely different class is the "Radio Novogram"—a radiogram which incorporates some rather out-of-the-ordinary features. The receiver portion has four valves, including an S.G. stage, drum tuning controls with a pilot light, and a special selectivity circuit. A B.T.-H. pick-up works in conjunction with a Novotone compensator and a moving-coil speaker, and the whole instrument is enclosed in a handsome cabinet. Prices: for D.C., 62 guineas (oak) and 64 guineas (mahogany); for A.C., 70 guineas (oak) and 72 guineas (mahogany).

Two further receivers are also mentioned. The 4-valve all-electric receiver is an instrument of modern design selling at £27 for D.C. and £33 for A.C. It incorporates the special selectivity arrangement and may, if desired, be used without an aerial. It is also available as a floor model in a cabinet which incorporates an M.C. speaker. The 3-valve all-electric set embodies many of the above features and sells at £24 (D.C.) and £26 15s. (A.C.).

The following existing Gambrell products are being retained for the new season. The "Novotone" in two forms, both at £5; the "Voluvernina"; the "Neutrovernina" condenser; the twin-fuse unit; the McLachlan modulated C.W. wavemeter; and the Gambrell "Multitest," which sells at £3.



Two of the new S. G. Brown products mentioned in these columns recently. Above is the redesigned pick-up, and below one of the 1930-31 speakers.

1930-1 PRODUCTIONS.

(Continued from previous page.)

IMPROVED MONARCH AND CROMWELL SETS.

A "straight three" chassis incorporating two stages of L.F. amplification, transformer coupled, will be marketed by Wm. Dibben & Sons, Ltd., Antelope Buildings, St. Mary's Road, Southampton, during the coming season. It will be fitted with a number of refinements as compared with last year's model, among which may be mentioned improved tuning control, and a switch with plugs for a pick-up.

In a table-type cabinet of shaded oak the set will be known as the Monarch III T, and the price (plus royalty) is to be 5 guineas.

The Monarch III T.S. will be housed in a similar cabinet to the above, but with the addition of a balanced armature speaker in metal chassis. This will sell at 7 guineas (plus royalty).

The Cromwell III has an entirely re-designed cabinet with one figured oak panel relieved by mouldings in the front. In spite of various improvements, the price has been reduced as compared with last year's figure; it now being 7½ guineas (plus royalty).

With a balanced-armature speaker a similar set to the Cromwell III will be sold at 9 guineas (plus royalty). This will be known as the Cromwell III W.S.

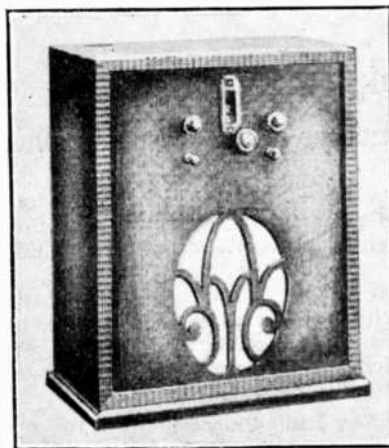
The second chassis available in various types of cabinets employs an S.G. valve, detector, and power or pentode output. The tuning circuit is a single control dual ganged condenser with a rocking stator device enabling the two circuits to be perfectly balanced without an extra condenser.

The chassis will be available in an oak table cabinet at 8 guineas (plus royalty), and will be called the Monarch III S.G.

For A.C. mains of 200-250 V, the chassis will be available, with a super pentode output, mounted in a walnut pedestal cabinet incorporating a moving-coil speaker. The price has not yet been fixed, but the set will be on view at Olympia. This will be known as the Cromwell III all-electric set.

A radio-gramophone will be similar to the above set, with the addition of an electric motor, etc. Price not yet available.

Two speakers will be listed. The first, the Monarch "Boudoir," is a 4-pole



Monarch III, Type T.S.

balanced-armature in an oak cabinet. The other is a moving-coil, either for D.C. or A.C., in figured oak cabinet.

EPOCH MOVING-COIL SPEAKERS.

As the trade probably realises, the Epoch Radio Manufacturing Co., Ltd., supply cinema speakers for "talkie" installations, but apart from this branch of their activities—where they are among the foremost concerns in the country—a new moving-coil speaker for home use is announced. This is the model 101, known as the "Domino."

The new season's models of the 66 and 99 types have been improved, and their prices are reduced. These are obtainable for accumulator, D.C. or A.C. operation, or with a permanent magnet.

Then there will be the Epoch "cross type" permanent magnet speakers at prices from £3 15s.

Besides the range of cabinet type moving-coil speakers priced from £5 19s. 6d. to £30, we learn that a further entirely new line will be shown at Olympia. Details of this are not available.

A CONTINUOUS RADIO-GRAMPHONE

Several novel features are to be noticed in the new "Continuous" radio-gramophone, which, developed during the past few months, has now been placed on the market. Two models are available, the

Standard and the Senior types, which, we are told, sell respectively at 140 guineas and 168 guineas. Included in these prices are one M.C. speaker with the Standard instrument and two moving-coil speakers with the Senior.

In the automatic record changing portion of the instrument, two types of record magazine are available, the Rotary, taking eight discs, which are played through consecutively on each side, and the Roller. The latter accommodates thirty-six records, which are consecutively played on one side only. As readers will be aware, from examination of the Continuous gramophones shown at various exhibitions, the records are held in a vertical position.

In the radio-gramophone a B.T.-H. pick-up is used, and the needles are automatically changed for each side of each record.

On the radio side an "S.G.—detector—power" receiver is utilised, the single L.F. stage being transformer coupled. No reaction is provided. Needless to say, mains drive is used, A.C. and D.C. models being available. In the former instrument the plate voltage on the output valve is stated to be as high as 550 V.

Three separate tuning dials are fitted, so that the listener can tune in three different stations, selecting any one at will by means of a switch on the panel. This is a novel point that should certainly appeal. Although a non-directional frame aerial is built in, an external antenna can be used if desired. Volume and brilliancy controls, for radio or gramophone, are mounted on the panel.

NEW DETEX LINES.

The Detex "Straight Five" portable receiver which, at the retail price of 8 guineas complete, has attracted so much attention since it was introduced, is now joined by two further lines which are just being marketed by Detex, Ltd., of 16r, Vauxhall Bridge Road, London, S.W.1.

The first of these is known as the "Fireside Five"—another 8 guinea receiver consisting of the "Straight Five" circuit arrangement built into an upright transportable cabinet with a fabric covering.

The other new development is, perhaps, even more interesting since it takes the form of the "Gramorad Five" and is an inexpensive radio-gramophone. The actual price has not yet been finally decided, but we hope that this, together with some further descriptive details, will be available for our next issue.

TWO MORE "BLUE SPOT" INJUNCTIONS.

ON Saturday, August 23rd, in the Vacation Court, the Western Lighting Co., Ltd., of 250B, North End Road, Fulham, S.W., and the Gas Light Fittings Co., Ltd., of 322, Walworth Road, S.E., were defendants to actions brought against them by the Idealwerke Aktiengesellschaft of Berlin, through their agents, the British Blue Spot Co., Ltd., who are sole distributors in this country of the well-known "Blue Spot" products.

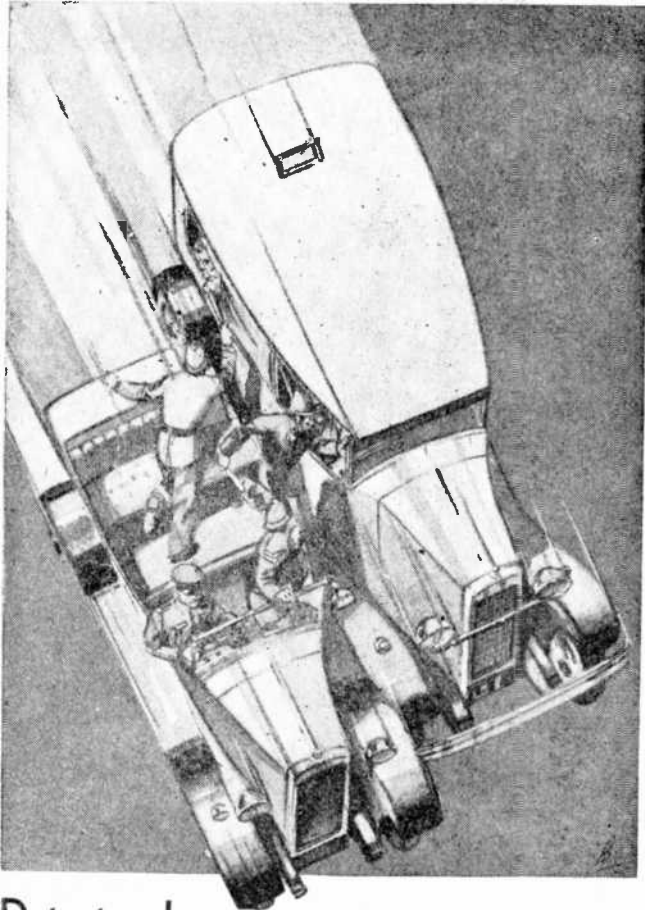
In the former case the plaintiffs sought a perpetual injunction to restrain the defendants from selling the Blue Spot types 66K and 66R loud-speaker units at less than the fixed retail prices of 25s. and 35s. each respectively. In the case of the Gas Light Fittings Co., a similar application was made in regard to infringements of the price of the 66R unit only.

An interim injunction was granted against both defendants, and the applications for perpetual restraint came up again on Wednesday morning.

Mr. Shelley, for the plaintiffs, said that the defendants were now prepared to give an undertaking in the terms of the motion until the second motion day of next term, when the application for a perpetual injunction would come up again. The judge consented to this course and made an order accordingly.

We are now informed by the British Blue Spot Co., Ltd. (whose activities generally are dealt with elsewhere in this issue) that it is their intention to enforce rigid adherence to their list prices, and proceedings will be instituted in the courts for damages and perpetual restraint against anyone infringing their conditions of sale in this respect.

Tell your Customers!



Detectors!

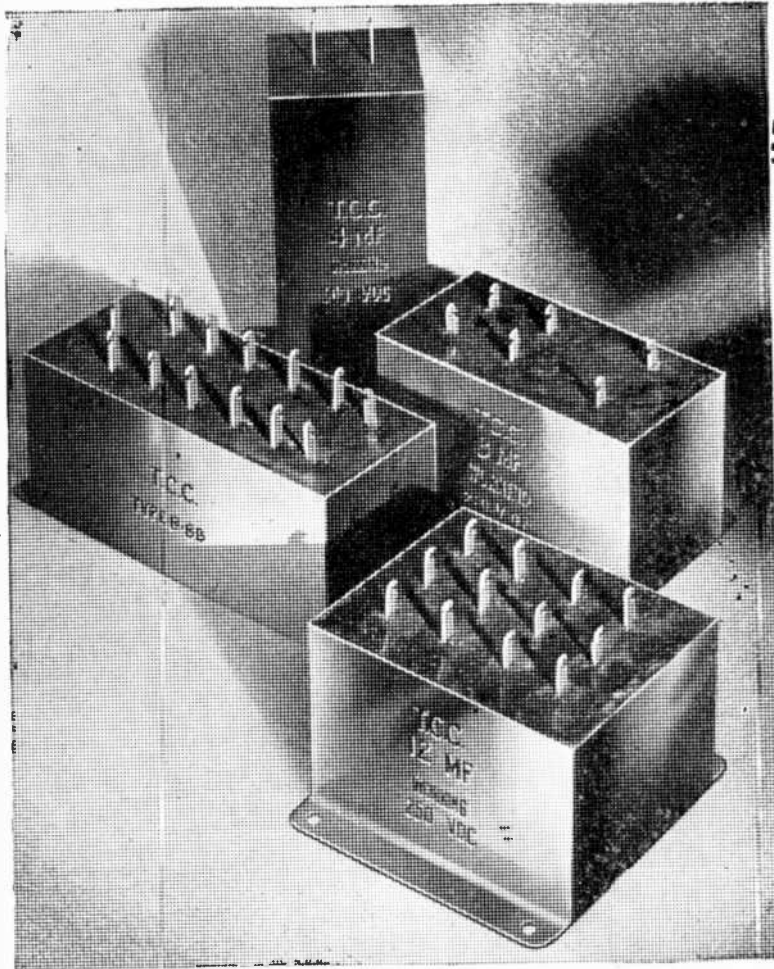
The Metropolitan Police

★ Imperial Airways, B.B.C. Stations, Empire Wireless Communications, Trinity House Lightships and Beacon Stations, Croydon Control Tower and Large Passenger Liners—all

USE MARCONI VALVES

★ If they are the best for these important Services they are the best for your customers.





T.C.C. and service to sets . .

The *cheapest* Condenser is one which is free from breakdown and obtainable at a reasonable price. You will eliminate service costs as far as condensers are concerned if your specification commences "T.C.C. Condensers."



ADVERTISEMENT OF THE TELEGRAPH CONDENSER
CO., LTD., WALES FARM ROAD, N. ACTON

IN THE COURTS.

THREE MONTHS FOR FRAUD.

THERE was a sequel at Reading Quarter Sessions recently to the case, reported in our issue of June 28th last, in which G. Lewis Hartnup (40), of 7, Park Crescent, Reading, was charged with obtaining £2 from Ernest Wm. Dilley, by means of a forged hire purchase agreement, with intent to defraud. There was a second charge of attempting to obtain £6 by means of false pretences. A charge of embezzling £12 was not proceeded with.

Mr. H. D. Peacock, who appeared on behalf of the prosecution, said that last April the prisoner saw Mr. Dilley, secretary of the Truphonic Radio Co. He said he had been working for another radio company and said he could not get his commission from them and was not going to continue unless he could get it. He agreed to work for the Truphonic Company, his commission to be £4 per set. Accused called on a Mr. Bayfield and asked him to buy a set from the Truphonic Radio Co. Mr. Bayfield refused. He said he would allow him 30s. off the set. Hartnup called again a week later and Mr. Bayfield again refused, but said he would let accused know if he wanted a set. Mr. Bayfield did not sign any hire purchase agreement. Accused also called on a Mr. Austin and tried to persuade him to purchase a set. Mr. Austin did not sign any hire purchase agreement. On April 24th Mr. Dilley received a letter from Hartnup containing two hire purchase agreements, one purporting to have been signed by Mr. Austin. The following day another H.P. agreement, purporting to have been signed by Mr. Bayfield, was handed to Mr. Dilley. On May 3rd, Mr. Dilley was preparing to send off the two sets when accused called on him. He asked for his commission, but Mr. Dilley told him that the practice was to pay commission when the customers' receipts were received. He said he must have something to go on with, and he was given £2 by Mr. Dilley. The sets were sent to Mr. Austin and Mr. Bayfield and both refused to have them. Accused was not entitled to his commission. Several witnesses gave evidence in support of counsel's statement.

Accused made a statement from the dock and said his actions were not criminal. He wanted the sets sent on approbation so that the customers, who had previously had sets which were not satisfactory, could test them.

After a retirement lasting nearly an hour, the jury returned a verdict of guilty on both counts, adding that they were struck by the unbusinesslike methods of the company.

The Recorder, in sentencing Hartnup to three months in the second division, said he was an educated man and it was impossible to pass over a thing of that description.

WIRELESS GOODS SOLD "AFTER HOURS."

MR. ROBERT SILVERSTONE, a wireless dealer, of 186, High Street, Camden Town, London, N., was summoned at the Marylebone Police Court by the London County Council, for failing to close his shop for the serving of customers by 1 p.m. on the weekly half-holiday, in accordance with the Shops Act. At 6.20 p.m. on the early closing day it was alleged that the defendant sold wireless parts to a customer, and when his attention was called to the offence, he replied that customers came in and he forgot that it was Thursday. He was fined ten shillings, or seven days' imprisonment in default.

FORGED SIGNATURE ON CHEQUE.

AN assistant in the employ of Mr. Max A. Buch, a wireless dealer, Lower Ford Street, Coventry, was charged recently with attempting to obtain £40 from the local branch of Barclays Bank, Ltd., with intent to cheat and defraud. Accused went to the Bank for Mr. Buch to pay in cheques and cash one, and without authority obtained a new cheque book.

From this book he took a cheque, made it out for £40 and presented it with a signature purporting to be that of Mr. Buch. Its genuineness was challenged by one of the Bank cashiers and accused left saying he would leave the cheque for verification.

Later the police visited the lodgings of accused and found a piece of paper with a tracing of a signature of Mr. Buch.

Accused pleaded guilty and said it was sudden temptation that made him do it. The Bench, taking accused's age (18) into consideration, placed him on probation, for two years.

FATHER AND SON SENT FOR TRIAL.

MR. MEAD, at Marlborough Street Police Court, on Saturday of last week, completed the summary hearing of the charges of conspiracy against the two accused Spinneys, and, deciding that there was a case to go to the jury, committed them for trial at the London Sessions.

Hyman Spinney, described as a company promoter, and his son, Cyril George Spinney (26), electrical engineer, of 79, Glenister Park Road, Streatham, are charged with being concerned with a man not in custody with obtaining by false pretences electric lamps from Electric Lamps, Ltd., of Rathbone Place, W., and on May 30th and 31st conspiring with a man not in custody to obtain valves and lamps from the same company.

Evan Morris, who rents the whole of the premises at 8, Long Lane, E.C., said that in April of this year he let an office in that building to the younger Spinney, who gave the name of G. Wright, of 97, Stockwell Park Road, S.W. He said he was in the wireless business and that his works were at Streatham, 79, Glenister Park Road. Mr. Frank Powell, for the prosecution, said that the cheque for £100 was signed by the same person (the elder Spinney).

Wright traded as the H.P. Radio and Sports Supplies, but on May 26th the name was changed to H.P. Radio & Sports Trading Co., Ltd. Wright told him that if letters came for anyone named Martin or Spinney they would be for him. Witness said he saw some goods being delivered at the office and spoke to Wright about it, telling him that goods were not to be delivered at the office and he replied that in future goods would be sent to the works at Streatham.

Alfred Fairbank, manager of Electric Lamps, Ltd., recalled, was examined by Mr. Moules, for the elder Spinney. He said that when he called on witness on May 30th, he was already known to him. He told him his name was Reubens. Witness supplied the goods to H.P. Radio Supplies, but they were not on approval; they were paid for by cheque. The goods were only part of what defendant ordered, but he did not press defendant to take goods different from those which he ordered. He said he would open an account later on to put the balance between the cheque and the goods right. He also promised to have a reference sent, but it never came. The arrangement was that if the reference proved satisfactory an account was to be opened, and the balance adjusted at the end of the month. It was not part of the arrangement that the cheques of May 30th and 31st should not be presented. A letter (produced) was sent by his company to the defendant with reference to the cheques not being met. He would have been content if the money had been paid. Answering Mr. Vine, witness said he had no dealings with the junior defendant on the matters which were the subject of these charges. Previously defendant had ordered and purchased lamps for £7, and they were paid for by cheques. The cheques were met. Defendant gave the name of Wright. Replying to Mr. Powell, witness said that Wright came before the elder defendant with a man named Smart, who signed for some goods. They never replied to a letter sent to them saying that arrangements had been made for an account to be opened.

This closed the case for the prosecution, and Mr. Moules said there was no evidence on which to commit the elder defendant. The cheques were not his, nor were the orders, and there was no false pretence. Mr. Vine submitted that there was no case to go to a jury concerning the younger defendant. He signed the cheques on his own banking account, and he was in business.

Defendants pleaded not guilty and reserved their defence.

FRAUDS AT RAMSGATE.

AT Ramsgate recently, Samuel Arthur White, was charged with obtaining goods by false pretences from local tradesmen, and the theft, while bailee, of a wireless cabinet and loud-speaker, value £5 10s., the property of Mr. Alfred Middleton, of 28, Adelaide Gardens, Ramsgate.

It was stated for the prosecution that the accused obtained goods by representing that they were for presentation to members of the Ambulance Brigade, of which accused was a member. The Chief Constable stated that all the articles had been recovered from persons at Ramsgate, Margate, Canterbury and Folkestone, where he had sold or pledged them. Accused, who pleaded guilty, was sentenced to six months' hard labour.

"TRADER" TEST REPORTS

Conducted by our
Technical Department.

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

Wingrove & Rogers, Ltd., 188/9, Strand, London, W.C.2. Polar Short Wave Variable Condenser.

DESCRIPTION AND PRICE.—The new "Polar" short-wave tuning condenser is of unusual design, and consists essentially of two condensers, connected in parallel and built into one frame. It is of the one-hole fixing type, the smaller condenser, known as the "tuner," being controlled from the front, and having a rated maximum capacity of $20 \mu\mu\text{F}$. The larger condenser, known as the "tank," has a rated maximum capacity of $100 \mu\mu\text{F}$, and is operated from the back of the frame by a small knob, which also rotates an ivorine dial graduated into 10 divisions. A fixed pointer is so arranged that the setting of the "tank" can be clearly seen from the front. Soldering tags are provided for connecting purposes.

With the exception of the centre bearings and insulating bushes, the construction of the condenser is carried out entirely in brass, and is well up to the usual "Polar" standards. The plate spacing is larger than usual. Plain bearings are fitted at the ends and special phosphor bronze single ball bearings at the centre.

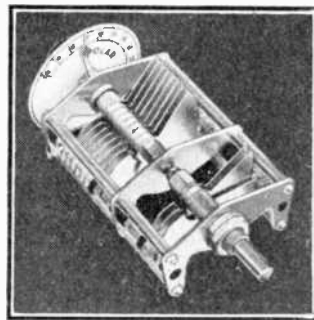
When the condenser is in use, the tank is used for tuning the coil to the part of the ultra-short wave-band required, and the tuner, connected in parallel, enables the stations in this part of the band to be spread over a large part of the dial.

The above component, is for use on the 15 metre wave-band, and is priced at 15s., while another model, for use on the 10 metre band, is available at 12s. 6d.

TEST RESULTS.—On test we found that the condenser had a high efficiency, compared with our standard laboratory model, which is a good point in a condenser intended for short-wave work. The zero capacity of our sample, with the "tuner" and "tank" vanes at the minimum position, was about $18 \mu\mu\text{F}$. This is higher than one would expect from the look of the condenser. The capacity with the "tank" at zero and the "tuner" at maximum was $39 \mu\mu\text{F}$, so that the "tuner" produces a capacity change of $21 \mu\mu\text{F}$, which is well in agreement with the rated value.



Wingrove & Rogers, Ltd., have now produced this differential variable condenser with a slow-motion drive. It should be a popular line.



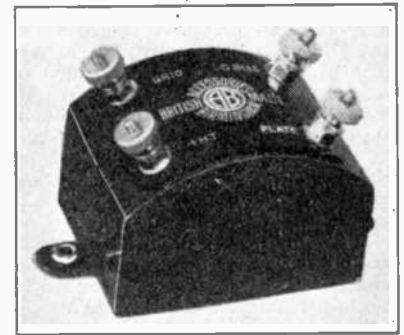
Something new in short wave tuning condenser design. An excellent Polar product which has many points of interest to short wave enthusiasts.

The total capacity, with "tuner" and "tank," both at the maximum position, was $118 \mu\mu\text{F}$, also quite close to the rating.

This condenser is an excellent contribution towards the needs of short-wave enthusiasts, among whom it should have a ready sale, the price being very reasonable.

Polar Slow-Motion Differential Condenser.

DESCRIPTION AND PRICE.—It may be remembered that in our issue of January 4th, we reviewed the improved "Polar" differential condenser. We now have, for test and report, a slow-motion condenser of the same type. In construction this is very similar to the direct drive model and incorporates the same type of paxolin end-plates, dielectric and insulated spindle. The two sets of fixed plates, of brass, are supported on lengths of screwed rod to which are also attached the end-plates. At the rear end of the spindle, the thrust is taken by three steel balls, which rotate in a brass cup in the centre of the rear end-plate.



The A.B. transformer, a British-made line retailing at 7s. 6d.

The slow motion action is effected by means of these balls and a thin spindle, which works inside the main spindle.

The condenser is made in several capacities, one at 8s. 6d. ($.0003 \mu\mu\text{F}$ each side), another at 8s. ($.00025 \mu\mu\text{F}$) and two at 7s. 6d. ($.00015 \mu\mu\text{F}$ and $.0001 \mu\mu\text{F}$).

TEST RESULTS.—On test we found that the minimum capacities of the two halves of the condenser were 4.5 and $4.0 \mu\mu\text{F}$ respectively. The maximum capacities were $.000220 \mu\mu\text{F}$ and $.000226 \mu\mu\text{F}$ respectively. Thus the two halves are practically equal, as they should be in a component of this type. As our sample is marked $.00015 \mu\mu\text{F}$, the maximum capacities are over the rating by a fairly big amount. This, however, is not a serious fault in a condenser of this type, though a somewhat closer matching with the rated value would be desirable. The efficiency was found to be normal for a paxolin dielectric component, and the insulation withstood 500 V D.C. at all positions of the plates.

The slow-motion drive worked smoothly and satisfactorily, despite the necessarily high friction of the moving plates between the solid dielectric. If at any time slip should occur, it is an easy matter to adjust the rear end-plate to increase the pressure between the balls and the cup in which they run. Now that differential condensers are largely used for reaction control, a slow motion type such as this should have a ready sale, as it enables very fine adjustments in the setting to be made.

Accessories (Birmingham), Weaman Street, Birmingham. "A.B." L.F. Transformer.

DESCRIPTION AND PRICE.—This L.F. intervalve transformer has a rated ratio of $3\frac{1}{2}$ to 1, and its core is stated to be composed of a 50 per cent. nickel-iron alloy, which accounts for the small size of the component ($2\frac{3}{8}$ ins. by $1\frac{1}{2}$ ins. by $1\frac{1}{2}$ ins.). It is completely shrouded in a green-finished metal case with a curved top on which the four terminals are mounted. These are clearly indicated by engraved lettering on a sheet of ebonite which is bent to follow the contour of the top, and is held in place by the terminals.

The primary and secondary windings are on two separate formers which are placed side by side on the core, and the whole assembly is hermetically sealed by a material resembling pitch. The case is closed up at the bottom by a sheet of metal eyelet riveted to the two fixing lugs.

The retail price of this component is 7s. 6d.

TEST RESULTS.—Tested against our standard $3\frac{1}{2}$ to 1 L.F. transformer (an expensive component), the "A.B." gave practically equal volume. The tone depended a good deal on the A.C. resistance of the preceding valve. Thus, after a low resistance valve (7,500 O), the "A.B." was nearly as good as the standard, but as the impedance of the preceding valve was increased, the bass response of the "A.B." fell off. After a 20,000 O valve, the difference was quite noticeable, using a moving-coil speaker, while after a 30,000 O valve, the "A.B." was definitely poor in the bass. Providing the A.C. resistance of the preceding valve is not greater than 15,000 O, and preferably about 10,000 O, the "A.B." will give satisfactory results. Its low price must, of course, be borne in mind when considering the above points, while it is quite nicely made.



The new Blue Spot cabinet speaker, Model 41 K. This retails at 50s. and gives a crisp, clear tone.

F. A. Hughes & Co., Ltd., 204/6, Great Portland Street, London, W.I.

Blue Spot Speaker, Type 41 K.

DESCRIPTION AND PRICE.—This is a small cabinet cone speaker with a cabinet similar in design to that of some of the larger models in the Blue Spot range. Constructed of walnut finished ply-wood, the cabinet measures about $12\frac{1}{2}$ ins. by $12\frac{1}{2}$ ins. by $6\frac{1}{2}$ ins., and has rounded corners. It stands on two strips of wood, and has a fabric-backed grille of familiar Blue Spot design at the front, while at the back it is closed with a sheet of three-ply wood in which four large holes are cut to reduce box resonance.

Inside the case, a 10 in. cone of black paper is suspended at its periphery on a ring of felt at the back of the grille. The unit is of the 66 K type, and is mounted on a strip of wood fixed across the inside of the cabinet. The adjusting spindle projects through the three-ply sheet at the back, and terminates in a knob. A 6 ft. length of flex is provided for connecting purposes.

The retail price of the 41 K is 50s.

TEST RESULTS.—The 41 K was compared with our large standard cabinet cone, and acquitted itself very well. The sensitivity was practically as good as that of the standard, while the power handling capability was quite adequate for any ordinary home use.

The tone was characterised by clarity and incisiveness, due to a good high frequency response, not far short of the standard. The bass was naturally not so good as that of the standard, but none the less it was quite good for a small cabinet model such as this. There was very little "boxiness" or cabinet resonance to be noticed, even with fairly large inputs. Speech was extremely clear, and free from "colouration."

Altogether we were very favourably impressed by this speaker, which is reasonably priced and should appeal to those who want a clear and crisp tone, free from woolliness.

Joseph Lecker, 119-125, Finsbury Pavement, E.C.2.

Automatic Gramophone Needle Container.

DESCRIPTION AND PRICE.—This gramophone needle container is absolutely automatic in action, and delivers one needle every time the upper portion of the body is depressed. In principle it is very similar to the familiar novelty cigarette box which delivers one cigarette at a time. It consists primarily of two hollow nickelled cylinders, the lower one with a flange at the top for fixing to the motor board, and the upper one, which fits closely inside the lower cylinder. When fully extended the top of the movable cylinder (the upper one) projects about $\frac{1}{2}$ in. above the flange on the larger cylinder, so that if the container is mounted on a motor board, the top is above the level and can be depressed to the extent of $\frac{1}{2}$ in.

The moving part has a disc with a specially shaped aperture cut in it riveted to its top in such a manner as to be rotatable, and it is by this means that an aperture in the actual top of the cylinder is brought opposite that in the disc for refilling purposes. When the container is filled, the disc is turned until a small rectangular hole through which the needle is pushed, is brought into view, this action, at the same time, closing the larger hole.

Internally, the construction is very ingenious. There is a series of sloping "steps" on which each needle delivered rests in turn before being passed up to the next. After resting on the top "step," the needle next drops into a curved slot in the top of a vertical metal strip, which, during the movement of the top part of the container, is stationary, and protrudes through the hole mentioned above, when the top is depressed.

The dimensions of the lower portion of the container (up to the fixing flange) are $1\frac{1}{8}$ ins. by $1\frac{1}{8}$ ins., which means that the fixing necessitates the cutting of a $1\frac{1}{8}$ ins. diameter hole in the motor-board. All the upper parts which are visible when the container is mounted are nickel plated and highly polished. The retail price is 3s. 9d.

TEST RESULTS.—On test we found the container to work perfectly satisfactorily, and it delivered one needle at a time without fail. This device gets over the trouble of pricked fingers, and also prevents needles being handled by moist fingers and left in the container to rust. There is nothing to go out of order or wear out, and we can recommend the device as being just the sort of "gadget" that will sell well on its novelty appeal, quite apart from its decided utility. It is soundly constructed and retails at a reasonable price.



The ingenious automatic needle container sold by Joseph Lecker. By depressing the top, one needle at a time is delivered as shown (inset).

LATEST RECORD REVIEWS

This week we review some of the September Zonophone discs and the latest Edison Bell Winner and Radio bulletins.

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

British Zonophone Co., Ltd., Hayes, Middlesex.

ZONOPHONE

10 IN., GREEN LABEL, 2S. 6D.

5639.—When Dull Care (Lane Wilson) and **The Stein Song**, by Foster Richardson, bass, with orchestra.

Here we have two very contrasted songs by this well-known bass. While the first has been well known for a long time, the second has only recently sprung into popularity as a dance tune. It is the drinking song of one of the American universities, and Richardson sings it with gusto. In both cases the recording is excellent, with extremely clear words.

5644.—After the Ball (Harris) and **Daisy Bell** (Dacre), by the International Novelty Quartette.

Two popular old time songs which will bring back to many people memories of the "nineties."

The orchestra is of the novelty type, the main instruments being an accordion, violins, xylophone, vibraphone, and trumpet. This combination certainly makes for novelty in the setting. Both numbers are in quick waltz tempo. The recording is excellent.

5647.—Left My Gal in the Mountains (Robison) and **Birmingham Jail**, by Bud and Joe Billings, with instrumental accompaniment.

Two amusing songs in the mournful style popular with these and similar American singers. The accompaniment on the first side contains some humorous work by a muted trumpet, while on the second side guitars and violins are prominent. A disc out of the ordinary.

5649.—Exactly Like You (F.T.) and **On the Sunny Side of the Street** (F.T.*), by the Rhythmic Eight.

A typical "Rhythmic Eight" record played in a sound modern style, and containing plenty to interest the listener. A piano accordion figures more or less prominently in the combination. Both the numbers are above the average and they are becoming extremely popular. Excellent—and heavy—recording.

5653.—Watchman, What of the Night (Sargeant) and **The Lost Chord** (Sullivan), by Herbert Thorpe and Foster Richardson, with organ and orchestral accompaniment.

Both songs have established themselves as favourites with the British public. The renderings are very effective, especially of the Sullivan song. Thorpe has a pleasing tenor voice (apart from a slight nasality which may be a recording fault), which forms a good contrast to Richardson's bass. Words are clear, and the voices blend excellently together. Recording is of good volume, clear and even.

5657.—By the Fountain (Adams) and **Down the Vale** (Moir), by Tommy Sandilands, tenor, with orchestral accompaniment.

The voice is uncertain in quality, and it might belong to a woman or a boy soprano. However, the singer manages these songs in a way calculated to please many, and the disc should have a good sale in certain quarters. Recording is clear.

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

WINNER

10 IN., 2S.

5135.—Sing You Sinners (F.T.*) and **Oriental Moonlight** (F.T.*), by the Paramount Rhythm Boys.

A first-class dance record representing excellent value. The disc contains one of the best versions of "Sing You Sinners" (from "Honey") that we have heard. It is played through in great style, with some excellent harmonised vocal work. "Oriental Moonlight" is a smooth, tuneful number with, as may be imagined, a typical "Eastern" atmosphere. Fortunately this is not overdone, and the number makes very pleasant hearing. Recording very good.

5136.—Chant of the Jungle (F.T.*) and **The Shepherd's Serenade** (W.*), by Alfredo and his band.

A good standard record of these two well-known film theme songs, the first from "Untamed" and the second from "Devil May Care." Very good recording.

5137.—Silver Wings, Selection, Parts 1 and 2, by Beryl Costello, soprano, and Morlais Morgan, baritone, with the Scala Concert Orchestra.

A good vocal selection from the musical show which was recently at the Dominion Theatre, London. The first side opens with an imitation of an airplane, while the two best songs are "Asleep in My Heart" on the first side, and "Far Away" on the reverse, both sung by Miss Costello. Morlais Morgan, the well-known baritone, is also good, while the orchestra is a large combination of the theatre type. The tone is very good.

5138.—The Desert Song, Parts 1 and 2, by the Savoy Light Opera Singers and Players.

This is another disc of the Winner gold label series, and contains an excellent vocal selection from "The Desert Song," the popular musical show which was in London a few years ago. The music of this contains several numbers which are very well known, and they are all included here. The vocalists are good, while the orchestral accompaniment is of a high standard. This should sell well.

5139.—A Day at Blaydon Races and Whistling Geordie, by Jimmy James.

Two Tyneside sketches are given here. Jimmy James, who is an excellent whistler, continues to be entertaining, especially in the first study. His bad luck at the races is set off by his subsequent encounter with a girl with red lips, but we hasten to add the record is quite harmless. The second piece is not quite so good, but nevertheless amusing. Words are clear, but being in a strong North Country brogue are a little difficult for Londoners. A piano discreetly supplies the music, and recording is good. The disc should have a large sale, especially in the North.

5140.—Cryin' for the Carolines and When its Spring-Time in the Rockies, sung by Stanley Kirkby, with orchestra.

The first is the better of these two songs, both of which are well managed by Stanley Kirkby. The other number is rather mournful and excessively sentimental. Good recording, with plenty of volume.

5141.—(a) Sometimes I Feel Like a Motherless Child, (b) I Got a Robe and (a) By an' By, (b) I've Been in de Storm so Long, by Marcus Browning, baritone, with piano accompaniment.

This singer has a very happy knack of dealing with negro spirituals. On this disc we have plenty of variety, but each is well handled by Browning. Words are clear and the singer's baritone voice is extremely pleasing, both in tone and expression. The recording is excellent save that a firmer piano tone would have been welcome. Still, we can heartily recommend the disc.

5142.—To the Spring (Grieg) and **Rustle of Spring** (Sinding), by the Scala Trio.

Two delicate little pieces, very suitable for a combination such as this, comprising violin, 'cello and piano. Both are extremely popular and tuneful. The recording is good, though not quite up to the standard of expensive discs. This is the kind of popular "classical" music which appeals to "the man in the street," and the disc should therefore be stocked.

5143.—Pomp and Circumstance, No. 1, Parts 1 and 2 (Elgar), by Vienna Symphony Orchestra.

Here we have the first of the four pieces bearing this title. This one is, of course, famous for the "Land of Hope and Glory" theme, and many will wish to purchase the record for this alone. This theme is well handled, and in the main the interpretation is pleasing. Recording is clear.

5144.—Tempo di Valse and Mock Morris (Grainger), by Philharmonic Chamber Orchestra.

Here we have a very pleasing combination of instruments. The first piece, from "The Jocund Dance," is delightfully played, the tonal balance being perfect. The Grainger piece forms a good

contrast. In character it is not unlike the better known "Shepherd's Hey," and it is likewise excellently played by the orchestra. Recording is clear, with good definition.

5145.—Song of the Flea (Moussorgsky) and **When the King Went Forth to War** (Newmarch, Koenemann), by Watcyn Watcyns, bass-baritone, with piano.

The first is Moussorgsky's humorous little song of a flea introduced into the Royal household. It is sung with due expression by Watcyns, who introduces some very Machiavellian laughter. The song on the reverse is also well known, and is in a martial spirit. This is also well sung. In both cases the words might be a little clearer, but apart from this the recording is good.

5146.—She Wandered Down the Mountain Side and The Lass With the Delicate Air, by Beryl Costello, soprano, with piano accompaniment.

This singer has a very pleasing voice, not unlike that of Miss Dora Labbette in quality. Both songs are excellently handled, both from the standpoint of voice production and interpretation. Words are clear, and the recording is very good, but why cannot we have a fuller piano accompaniment?

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

RADIO

8 IN., 1S. 3D.

1363.—Watching My Dreams Go By (F.T.*) and **I Love You, I Hate You** (W.*).

1364.—"King of Jazz"—Selection, Parts 1 and 2, all by Alfredo and his band.

The second record contains a well-constructed selection of the chief numbers from Whiteman's film "The King of Jazz," which, after a long wait, may be expected in London shortly. The fox trot on 1363 is a good tuneful composition, which is quite well known, but the waltz is a comparatively obscure number from the film "Careers."

1365.—Song of the Dawn and It Happened in Monterey, both sung by Sam Browne, with orchestra.

Sam Browne's well-known sympathetic voice and ballad style of singing suit these two sentimental numbers very well. They are, of course, from the "King of Jazz," and the disc is likely to be a popular seller. Recording quite good.

1367.—Blue Danube, Waltz (Strauss) and **Estudiantina, Waltz** (Waldteufel), by Paris Symphony Orchestra.

Very good value for money. The playing of the orchestra is clear and well balanced. The Blue Danube is flowing rather fast on this disc, but the effect, however, is quite pleasing. The Waldteufel is well managed. Recording is clear in the main.

1368.—The Barmaid's Song and All in Favour (Shout "Hear, Hear"), by Florrie Forde, comedienne, with orchestra.

Two chorus songs, the first being particularly well known. Florrie Forde, the popular music hall comedienne, sings both songs very clearly, and there is a very good orchestral accompaniment.

The tone and clarity of the disc are excellent.

1369.—I'm in the Market for You and Just Like in a Story Book, both sung by Aida Sharaf, with the Hollywood Rhythm Four.

A good vocal record of these two well-known songs from the Gaynor-Farrell film "High Society Blues." Aida Sharaf sings in a pleasant straightforward style, and the disc should sell well.

1370.—Uncle Henry Hearty in Song and Story—She Can't Make Up Her Mind, Parts 1 and 2.

On this disc Henry Hearty the Lancashire comedian, gives us a song and a story. Both are fair, though the humour is moderately crude. Nevertheless, the disc will appeal to a certain class of buyer.

1371.—The Floral Dance (Moss) and **The Yeoman's Wedding Song** (Prince Poniatowski), by Edward Halland, baritone, with piano accompaniment.

This disc can hold its own with many of its bigger brothers. Both songs are well known, especially the first, and are excellently sung by Halland, who has a full and mellow baritone voice. His singing is clear, with the right interpretation of each song. Words can easily be made out, and the recording is excellent. We have no hesitation in saying that the disc will have a large sale.

1372.—Enchantment (T.) and **Rosina** (T.*), by Jack Padbury's Cosmos Club Six.

Jack Padbury's band departs from its usual style of playing to provide a change in the form of a pair of tangos. They are very well managed—the second with a vocal chorus—and the disc should interest those who want a low-priced dance record that is out of the ordinary run.

1373.—Have a Little Faith in Me and Just Can't Be Bothered, sung by Harry Jacobson with the Hollywood Rhythm Four.

An excellent little light vocal disc of its type. Harry Jacobson is well known for his renderings of songs of this nature, and with the assistance of the supporting band he puts over the second song with a very lively rhythm. Good recording.

1374.—Entry of the Gladiators (L'ucik) and **Colonel Bogey** (Alford), by Band of H.M. Scots Guards.

To those who have a weakness for military marches we can recommend this disc. The band plays well in both tunes. "Colonel Bogey" is delightfully managed. The tone of the instruments is good and the ensemble effect pleasing.

1366.—You Die if You Worry and Will Anybody Here Have a Drink? by Randolph Sutton and the Melody Boys.

This is a very bright disc of two popular comedy numbers, both sides containing a short descriptive sketch. Randolph Sutton is his usual cheerful self, and is well backed up by the Melody Boys.

Gramophone Notes & News

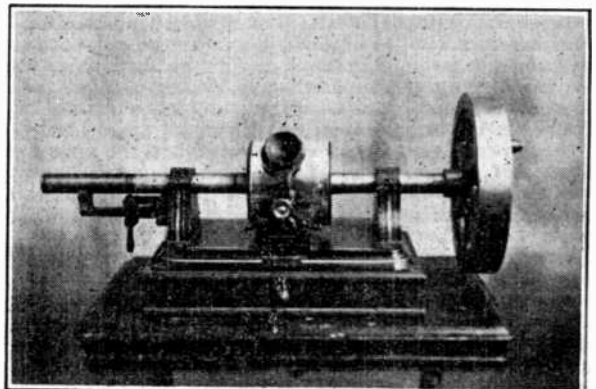
Cooling Record Presses.

Over a quarter of a million gallons is the huge quantity of water that must be found every day if the usual number of "Broadcast" records is to be made. This figure, supplied by an official of the Vocalion Gramophone Co., is the outcome of a proposal to sink another well in the grounds of their Hayes factory. Two private pumps already take 20,000 gallons of water from the earth every hour, but it is found that this must be increased by 75 per cent. in order satisfactorily to cool the many presses turning out records. Excavation has just been started for a new well, which must be at least 500 ft. deep. It is hoped that it will be possible, when this is finished in October, to pump another 15,000 gallons into the presses hourly.

A Gramophone 50 Years Old!

During the past fortnight J. Hay & Son, the well-known radio and gramophone dealers, of North Street, Brighton, have gained excellent publicity, due largely to interesting developments in connection with their collection of old gramophones and records. Recently the firm were approached by the South Kensington Science Museum to ascertain whether they would feel disposed to make a gift to the Nation of the first Edison phonograph brought to Europe, of which they are the proud owners. After careful consideration Messrs. Hay have decided to loan the machine to the Museum but do not intend to relinquish ownership. In a chat with Mr. Hay junior, it was gathered that he had been approached by many people who wanted to know whether he would sell this historic machine, but he is extremely reluctant to part with it. As was mentioned in these columns some time ago, Messrs. Hay purchased the phonograph in question from the late Mr. Henry Edmunds, the Brighton engineer, who received it from Mr. Edison himself and brought it over to Europe in the year 1879. Mr. Edmunds died about two years ago.

During the past few weeks the machine has been on view in Messrs. Hay's North Street shop window, where it has attracted much attention. It is expected that the machine will be removed to South Kensington shortly.



This is the 50 years old gramophone described above. Its owners, J. Hay & Son, of Brighton are to loan the machine to the South Kensington Science Museum.



FROM ALL QUARTERS

Notes and News for the Radio Exporter.

Australian Notes.

By our Special Correspondent.

RADIO sales in Australia have received an undoubted fillip during the past few weeks, on account of the great enthusiasm aroused by the broadcasting of information about the Test Matches in England. This, as regards New South Wales, was made possible by the co-operation of six of the leading business houses, in conjunction with Station 2UW, Sydney, owned by W. H. Paling & Co., Ltd., the leading music-house of the State. During one Test Match details of the play were received over by over from England, and then broadcast to the Australian public. So great was the interest shown that these broadcasts continued until the close of the play at 3.30 a.m., Sydney time. It is estimated that some tens of thousands of people listened until that early hour. An enormous boost for radio has thus been given and the trade generally has felt considerable benefit, despite the general depression ruling in the Commonwealth.

There are different categories of broadcasting stations in Australia, and competition between them is very keen. At

The September issue of
THE WIRELESS AND GRAMOPHONE EXPORT TRADER
has now been posted to wireless traders and importers in every part of the British Empire and the World, with details of the new season's products of British Manufacturers.

present it would appear that the smaller or "B" class stations are steadily gaining ground. Recently a further three "B" Class stations were licensed in New South Wales and eight more in other states. The quality of transmissions is very high on the whole.

Station 2 GB Sydney was well to the fore with descriptions of the arrival of Miss Amy Johnson on her solo flight from England to Australia. Another "B" Class station, 2 UE, will probably commence picture transmissions in the near future, though it is not clear whether still or moving pictures will be broadcast.

These different achievements are keeping radio well in the limelight, and the Australian newspapers, backed up by the trade paper, *The Radio Retailer of Australia*, are doing much to lift the trade to a position of even greater prominence in this country. Owing to the vast size of Australia and the comparatively small population, radio has become a necessity rather than a luxury. The annual receiving licence fee is 24s.

The Melbourne Show.

During the run of the Melbourne Radio Exhibition, arrangements were made for demonstrations of beam wireless. Receiving apparatus was installed in the hall, and operated from Montreal and London, showing automatic reception of high-speed signals. Two sets of telegraph apparatus were also inter-connected from one end of the hall to the other, enabling visitors to the exhibition to send messages from one point to the other. These messages were handed in at either point, and the sender called at the other point to receive the message, automatically recorded on a paper ribbon. Visitors to the British Empire Exhibition at Wembley will remember that similar apparatus was used there.

The Australian Broadcasting Company, operating 3 LO, had a special studio in the hall during the exhibition, their broadcasts from which aroused great interest.

It is interesting to note that it is estimated that there are eighty listeners' licences for every thousand of population in Victoria, and the density of "wireless population" is probably greater in Victoria than in any other part of the world.

During the past four or five weeks, broadcast listeners' licences

have increased to an enormous extent. In New South Wales alone, the increase was more than one thousand during this period, and Victoria and other states have increased in similar proportion to their population.

This is chiefly due to the broadcasting of the Test Cricket Matches. As I have said, cricket has given a marvellous impetus to radio. A significant fact is the extraordinary demand from the country for battery-operated receivers. Last year the proportion of sales was approximately 70 per cent. metropolitan and 30 per cent. country, but to-day the pendulum has swung to the opposite side, and one of the largest radio firms state that for every set sold by them in the city, there are five sold in the country.

This naturally is largely due to comparative isolation of the average rural home, and it is not surprising that radio there should be so popular.

Trade Depression.

It is a remarkable fact that, while practically every trade in Australia is suffering from a severe depression consequent upon over-borrowing and over-importing, the country's radio industry has gone ahead by leaps and bounds, and is now appreciated as a factor of utmost importance in the daily life of the community.

It may not be generally appreciated in England that Australia, with a comparatively small population, is yet a market with unlimited possibilities.

From Other Countries.

Norwegian Licences: A D.O.T. Notice.

It is announced that the Department of Overseas Trade has received from His Majesty's Legation at Oslo a translation of the regulations governing wireless receiving installations which have recently been issued by the Norwegian Ministry of Commerce. A copy of the translation may be seen at the offices of the Department (Room 43), 35, Old Queen Street, London, S.W.1, while a further copy is available for loan to firms (in order of application) who may desire to borrow it.

A Second Rumanian Show.

The Radio Exhibition held in Bucharest, Rumania, last autumn was a great success, though British apparatus was unfortunately not greatly in evidence. Despite the proximity of the flourishing Austrian and German radio markets, there yet remains an opportunity for British firms to establish themselves in Eastern European territory, for a Second International Wireless Exhibition is to be held in Bucharest from September 7th to 28th next.

When it is realised that there are no radio manufacturers in Rumania, but that over 50,000 receiving sets will be bought during the forthcoming season despite this fact, the importance of the radio market there will be appreciated.

Further information is obtainable from the *Expozitie Internationale de Radio Si Aero-Chimie*, Bucuresti, Rumanie.

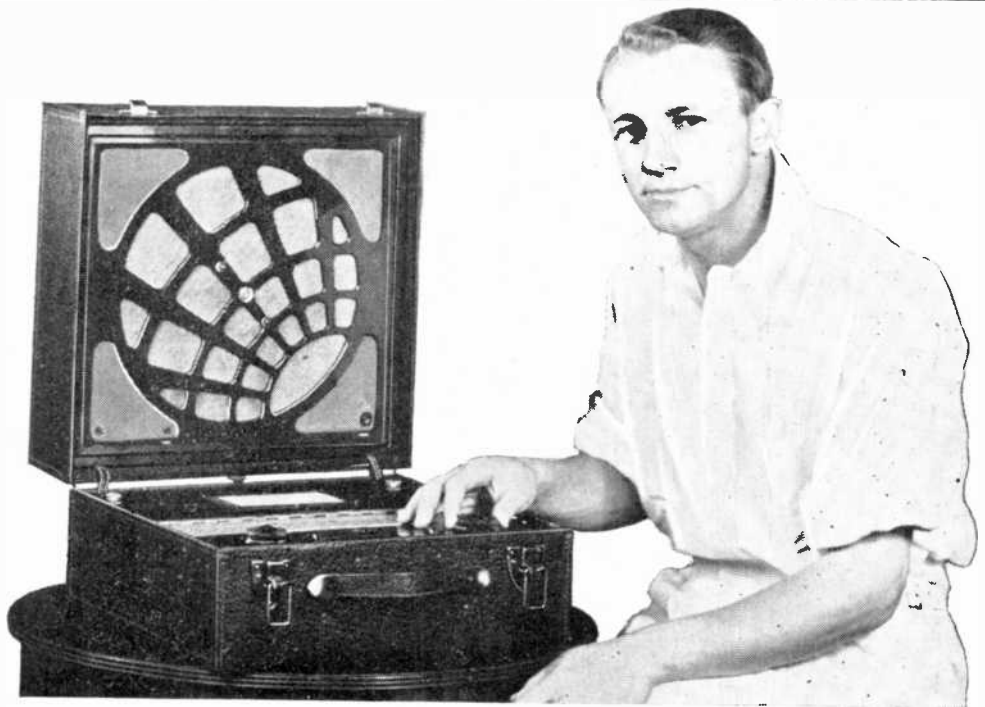
Prosperity in Holland.

From the official Dutch import and export returns, we learn that the imports of wireless apparatus and components into Holland during the six months ending with June last attained a value of no less than £777,250 as compared with only £624,160 in 1929. The returns show that the major portion of the imports came from Germany, England being second.

The Dutch imports are however very small in comparison with the extensive export trade in wireless sets and material of Holland. A set-back to the trade, however, would appear to have been experienced so far this year, the shipments during the six months ending with June last having amounted to a value of only £2,608,916 as contrasted with £3,261,833 in the corresponding half of 1929.

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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.

National Radio Exhibition
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"REALISM IN RADIO"

SALES MANAGER: BEL-CANTO RADIO LIMITED
Warple Way, The Vale, Acton, W.3
Telephone: Shepherds Bush 1663 Est. 1926 ↑

An Announcement



A Trader's advertisement has recently appeared in the Wireless press offering "Genuine Exide Batteries" for sale at a price other than the regular price. On investigation the makers of Exide Batteries found that the batteries were not genuine Exide Batteries, and, through solicitors, obtained from the trader a ready undertaking not to offer in the future as Exide Batteries any other than the genuine article, which the makers accepted in the circumstances. The makers of Exide Batteries desire, however, to make it known that they are prepared to take every step within their power to prevent misrepresentation as to Exide Batteries and to secure for the protection of the trade and the public that Exide Batteries are sold only at the prices settled by the makers.



Exide
BATTERIES

Exide Batteries, Clifton Junction, near Manchester.
Branches: London, Manchester, Birmingham, Bristol, Glasgow.

L17

COMMERCIAL INFORMATION

GAZETTE.

Bordesley Electrical Accessories Co., Ltd. (In voluntary liquidation.) Creditors are required, on or before September 29th, to send full details of the debts or claims, and the names of the solicitors (if any), to the joint liquidators, Archibald Brown and Wm. Hand, Daimler House, Paradise Street, Birmingham, and, if required by notice in writing, are to come and prove their debts or claims at such time and place as shall be specified, or they will be excluded from any benefit of any distribution made before such debts are proved.

Dousona Manufacturing Co., Ltd. (In voluntary liquidation.) A first and final dividend will be paid. All persons who have claims which have not been admitted by the company must send full particulars on or before September 12th to Arthur J. Carey, Incorporated Accountant, 49, Queen Victoria Street, London, E.C.4., the joint liquidator of the company; and, if required by notice in writing, they shall prove their debts and claims at time and place to be specified, or be excluded from any benefits.

The Mersey Radio & Gramophone Co., Ltd. (In voluntary liquidation.) Meeting of creditors will be held at the offices of H. L. Price & Co., Incorporated Accountants, 47, Mosley Street, Manchester, on October 10th, at 11 a.m., to receive the liquidator's report showing how the winding-up of the company has been conducted and the property disposed of, and of hearing any explanation that may be given by the liquidator. Notice is also given that a general meeting of members of the company will be held at the office of H. L. Price & Co. on October 10th, at 11.15 a.m., to receive the liquidator's report, etc., and also to direct the manner in which the books, accounts and documents of the company, and of the liquidator, shall be disposed of.

Adjudication, First Meeting and Public Examination.

Bradford, Oliver H., 2A, Hill Street, Griffithstown, Mon., electrical and wireless engineer. Court: Newport, Mon. Date of order: August 18th. Date of petition: July 31st. First meeting: September 4th, 11 a.m., at 34, Park Place, Cardiff. Public examination: October 14th, 10.30 a.m., at the Town Hall, Newport. Order for summary administration: August 18th.

Appointment of Trustee.

Oliver, Charles W. C., 21, Netherlands Road, New Barnet, Herts., and trading as **A. G. Browne and Ideal Stores**, wireless and gramophone dealer, at 60, Newington Green Road, and 10A, Manor Parade, Finchley, London, N.3, respectively. Court: High Court of Justice. Trustee: Chas. Latham, certified accountant, 78, New Oxford Street, W.C.1. Date of certificate of appointment: August 19th.

Notice of Intended Dividend.

Conway, Wm. G., trading as **Listron**, 88-90, Chancery Lane, London, W.C.,

wireless dealer. Court: High Court of Justice. Last day for proofs: September 9th. Trustee: Chas. Latham, 78, New Oxford Street, London, W.C.

Stone, George F., trading as **Stone Mfg. Co.**, 108, Great Saffron Hill, London, and residing at 442, Pinner Road, Harrow, electrical accessories manufacturer, etc. Court: High Court of Justice. Last day for proofs: September 8th. Trustee: Vyvyan Ferrars, Bankruptcy Buildings, Carey Street, W.C.2, Official Receiver.

Notice of Dividend.

Shaplund, Albert E., Chippenham Cottage, Exmouth, formerly of Southbrook, Budleigh Salterton, and previously trading as electrical engineer, etc., at 13A, High Street, Budleigh Salterton, Devon. Court: Exeter. First and final dividend of 1s. in £ payable on August 29th, at Official Receiver's offices, Exeter Bank Chambers, 67, High Street, Exeter.

Mortgages and Charges.

Gramophone Exchange, Ltd. Particulars filed of £1,400 debentures authorised August 12th, 1930, charged on the company's undertaking and property, present and future, including uncalled capital, the whole amount being now issued.

Detex, Ltd. Agreement to create and issue a debenture dated July 20th, 1930, to secure £500 and further sums not exceeding £5,000, constituting a fixed charge on all the company's leasehold property and goodwill and a floating charge on the other assets. Holder: C. Grahame-White, Trafalgar House, 11, Waterloo Place, S.W.

County Court Judgments.

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

Dobson, C., 62, Wellington Road, Kettering, wireless dealer. Court: Bloomsbury. £11 8s. July 21st.

V. M. Radio Gramophones Co. (a firm), 4, Mosley Street, Newcastle-on-Tyne, radio dealers. Court: Bloomsbury. £12 18s. 9d. July 25th.

Armstrong, F. N., 22, Park Street, Shirley, Southampton, wireless dealer. Court: Poole and Bournemouth. £12 12s. 1d. July 22nd.

Morgan, J. A., Crickhowell, Brecon, radio dealer. Court: Wolverhampton. £18 4s. July 7th.

Evans (trading as **London Radio Co.**), 60, London Road, Twickenham, radio engineer. Court: Brentford. £10 13s. 6d. July 23rd.

Langmaid, W. L. & Co. (a firm), 54-56, Plumstead Common Road, S.E., wireless dealers. Court: Bromley. £16 12s. 5d. July 29th.

Bell Radio Co. (sued as a firm), 205, Uxbridge Road, W. Ealing, wireless dealers. Court: Clerkenwell. £14 11s. 2d. July 11th.

Edward's Wireless Stores (sued as a firm), 384, Finchley Road, N.W., wireless dealers. Court: Clerkenwell. £34 9s. 6d. July 11th.

Burgess, R. E., 121, Lichfield Road, Southtown, Yarmouth, radio dealer. Court: Clerkenwell. £13 15s. 8d. July 11th.

Harris, G. R., The Triangle, Teignmouth, wireless dealer. Court: Westminster. £10 19s. 7d. July 7th.

City & General Radio Co., Ltd., Registered Office (Basement), 83 Cannon Street, E.C.4, wireless dealers. Court: Croydon. £64 6s. July 30th.

Bawtree, Donald W., Gem Works, Oakhill Road, Sutton, wireless engineer. Court: Guildford. £22 16s. July 31st.

Rubens, Maurice (trading as **Popular Wireless Stores**), 55 Duke Street, Sheffield, wireless dealer. Court: Sheffield. £10 1s. 7d. July 22nd.

P.G.S. Wireless (a firm), 36, High Street, Plumstead, wireless dealers. Court: Clerkenwell. £20 16s. 10d. July 15th.

Martin, Thomas G. (trading as **Beehive Radio & Electrical Stores**) 4, Chaucer Gardens, Beehive Lane, Ilford, wireless dealer. Court: Clerkenwell. £13 0s. 1d. July 15th.

Dorbin, R. H., 81, Natal Road, New Southgate, N., wireless dealer. Court: Clerkenwell. £19 10s. 2d. July 16th.

Berry's Accumulators (a firm), 411A, Bolton Road, Irlams-o'-the-height, Salford. Court: Coventry. £12 4s. 2d. July 25th.

Cope, N. (trading as **Bank Radio**), 58, Queen Victoria Street, E.C.4, radio dealer. Court: Bromley. £11 5s. July 30th.

Wheeldon, H. W., 15, Lennox Street, Oldham, wireless dealer. Court: Bromley. £18 18s. 10d. July 30th.

R. H. New, Ltd., 17, Little Portland Street, W.1, radio engineers. Court: Windsor. £20 4s. 6d. July 16th.

Bankruptcies.

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

The adjourned public examination of this debtor was held recently at the Guildhall, Alfred Gelder Street, Hull. A month ago the debtor had been ordered to furnish a cash account within fourteen days. This was only furnished on August 14th, and the trustee had asked for the further examination of the debtor to be adjourned until October, in order that he might have an opportunity of looking into the figures. In reply to a question, the debtor said he had been unable to obtain the time to prepare the cash account. He was then told to obey the orders of the Court and do all he could to assist them.

William Albert Hollingworth, 3, Barton Terrace, Stanley Street, late 23, Princes Avenue, and 2, Arnold Street, all

in Kingston-upon-Hull, wireless and gramophone dealer.

The first meeting of the creditors interested herein was held at the Official Receiver's Office, 37, Scale Lane, Hull, on August 20th. The statement of affairs submitted showed liabilities of £440 os. 11d., with assets of £46 15s. 6d., thus disclosing a deficiency of £393 5s. 5d. The debtor attributed his failure to bad trade. The matter was left in the hands of the Official Receiver as trustee.

Symphony Gramophone & Radio Co., Ltd., Warwick Street, Regent Street, W. Under the compulsory winding-up of this company, the report of Mr. H. P. Naunton, Official Receiver, has been issued to the creditors and shareholders. The winding-up order was made last March, and accounts have been submitted

disposed of and the balance, 387,400, are estimated to realise £9,685.

The failure of the company is attributed by the secretary to the heavy cost of the Gilwern factory, coupled with the fact that no use was made of it; to the heavy cost of the Waterworth patents in respect of which no trading was done, to unprofitable trading and to the very poor radio season during the winter of 1929-30.

Mr. Henry Morgan, I.A., has been appointed liquidator of the company with a committee of inspection. All communications regarding the realisation and distribution of the assets should be addressed to him.

The Bowyer-Lowe Co. (Ltd.), wireless apparatus manufacturers, Radio Works, Letchworth, Herts.

ence and 4,200 ordinary shares, all of which—with the exception of 430 ordinary shares, which were issued credited as fully paid—were issued for cash and fully paid up.

Mr. Bowyer-Lowe states that he has been interested in wireless for more than twenty years, and he started in the radio business early in 1922 in partnership with Mr. Widgery. On the formation of the limited company, they both received an allotment of 215 shares in the company, credited as fully paid, as consideration for the transfer of the business to the company.

The business of the company at first proved progressive. In the early days further capital was required from time to time, and this was subscribed by friends of Bowyer-Lowe and Widgery.

Mr. Bowyer-Lowe states that in June, 1928, he was approached by one Stanley Grove Spiro and given particulars of an electrical invention known as the "Recordaphone" for the recording and subsequent reproduction of sound, and was asked whether the company could manufacture such an instrument. He says that after careful consideration of the question he came to the conclusion that, with a few additions to its plant, the company could manufacture "Recordaphones," and he reported accordingly.

On October 18th, 1928, a public company of the name of Recordaphones, Ltd., was incorporated with a nominal capital of £200,000. Mr. Bowyer-Lowe states that because of his technical knowledge, and possibly also because in 1928 he was Chairman of the Radio Manufacturers' Association, he was invited to join the board of Recordaphones, Ltd., on the formation of that company, and that with the view to obtaining business for the Bowyer-Lowe Co., Ltd., he accepted the invitation. In January, 1929, Recordaphones, Ltd., with a view to having the Bowyer-Lowe Co. as a subsidiary for manufacturing purposes, offered to purchase the undertaking of the company by the method of acquiring the whole of the issued share capital.

Mr. Bowyer-Lowe and Mr. Widgery later bought out the shareholders of the company, and held as to half each the whole of the issued capital of the company (£5,200). They then sold the shares to Recordaphones, Ltd., for the sum of £34,436.

By the middle of November, 1929, Recordaphones, Ltd., was no longer able to continue financing the Bowyer-Lowe Company, and subsequently a receiver was appointed by the bank, who were the holders of a £5,000 debenture charge. The receiver closed down the factory two days after his appointment and started negotiating for its sale.

Mr. Bowyer-Lowe attributes the failure of the company to the inability of Recordaphones, Ltd., to provide further finance; to keen competition; to over-production by the larger companies in the trade, and to general trade depression.

As a result of the statutory meetings of creditors and contributories, the Court has appointed Mr. F. E. Bendall, C.A., of Messrs. Poppleton & Appleby, C.A., to be liquidator of the company with a committee of inspection.



Two of the recently issued window pelmets advertising the Marconiphone easy-payment system. The lower pelmet incorporates an arrow which is designed to point at the actual set placed in the dealer's display.

showing total liabilities of £144,831 (unsecured £87,462), assets £55,546, and a deficiency of £222,482 with regard to contributories.

The company was registered on October 5th, 1928, with a nominal capital of £200,000, divided into 2,000,000 shares of 2s. each, to carry on business of manufacturers of and dealers in gramophones, radio-gramophones, radio receivers, and similar products.

The company purchased for £25,500 in cash the business of the National Electric Co., at Axtell House, Warwick Street, London, W., and for £25,000 also paid in cash the whole of the world's rights on certain patent inventions relating to the Waterworth Magazine Gramophones. Although the latter purchase was duly carried out, no magazine gramophones have been sold by the company, but some have been made for demonstration purposes.

On December 7th, 1928, the company sold to Symphony Gramophone & Radio (Foreign), Ltd., for £35,000 in cash and £40,000 in shares of 5s. each, all rights in its inventions covered by letters patent for all parts of the world except Great Britain, Northern Ireland and the Irish Free State.

There is no minute authorising any of these transactions. British Capital Trust, Ltd., are returned as owing £1,750 in respect of the underwriting commission, but the debt is not expected to be recoverable. Six hundred of the foreign company's shares have been

In the compulsory liquidation of this company, the Official Receiver has now issued to the creditors a summary of its statement of affairs, and this discloses liabilities £22,759, of which £17,409 are returned as due to 274 unsecured creditors and £17,784 as expected to rank, and estimated assets £9,159, after deducting £322 in payment of preferential claims and £4,102 in payment of the debenture holder. A deficiency of £8,624 is accordingly shown in regard to the creditors, while with respect to the shareholders the accounts disclose a total deficiency of £13,824.

In his accompanying observations the Official Receiver reports that the company was incorporated on December 18th, 1922, as a private company with a nominal capital of £800 divided into shares of £1 each, and was formed to acquire from A. E. Bowyer-Lowe and H. W. Widgery the business of manufacturers of variable condensers carried on by them in partnership under the style of "The Bowyer-Lowe Company" and to carry on the business of manufacturers of high grade wireless apparatus. Since December, 1929, the registered office of the company has been situated at Radio Works, Letchworth, Hertfordshire. The nominal capital of the company has been increased from time to time, and at the date of the winding-up order was £5,700, divided into 1,500 7 per cent. cumulative preference shares and 4,200 ordinary shares, all of £1 each. The issued capital was £5,200 and consisted of 1,000 prefer-

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.

E. C. Wireless, 28, Premier Place, 102A, High Street, Putney, S.W.15, wireless manufacturers and dealers. (Stanley C. Capes, 33, Oakby Crescent, Chelsea, S.W.3. April 9th, 1930.)

Redditch Radio Stores, Market Place, Redditch, wireless engineers. (Rivers T. H. Dunnett, and Jack L. H. Dunnett, both of Heath Cottage, Aspley Heath, nr. Tamworth-in-Arden. April 9th, 1930.)

Radio & Electrical Research Corporation, 59, Edgware Road, London, W.2, wireless manufacturers and electrical engineers. (Percy A. Pollard, 32 Sutherland Avenue, London, W.9. April 9th, 1930.)

McNeil's, 58, Market Hall, Fulham, S.W.6, wireless dealer and electrical engineer. (Walter J. Neale, 107, Bishops Road, Fulham, S.W.6. April 9th, 1930.)

The Derwent Wireless Service Co., 28B, Fisher Street, Worthington, wireless dealer and engineers. (Joseph Irving, 8, Catherine Street, Maryport. February 26th, 1930.)

Fred. C. Hill & Co., 165, Compton Road, Wolverhampton wireless engineers. (Frederick C. Hill, address as above. April 11th, 1930.)

The Wireless Service Station, 66, Whitfield Street, London, W.1, wireless dealers and engineers. (Lindsay G. Hatrick, 60, Droop Street, Queen's Park, London, W.10. April 7th, 1930.)

W. & G. Llewellyn-Powell, 39, Raiton Road, London, S.E.24, wireless and cycle dealers. (Arthur S. Gilott, address as above. April 10th, 1930.)

J. Batty & Co., 9, Fleet Street, Burnley, wireless and electrical engineers. (Tom Dawson, 2, Kyan Street, Burnley. April 9th, 1930.)

Empress Battery Charging Co., 4, Holker Street, Barrow-in-Furness, wireless engineer. (George H. Graham, 9, Warwick Street, Barrow-in-Furness. April 11th, 1930.)

E. Ford, 11, Babington Lane, Derby, wireless and cycle dealer. (Mary A. Hill, address as above. April 14th, 1930.)

Artistic Radio Manufacturers, 60, Pentonville Road, London, N.1, wireless manufacturers. (Audor Szarvas, 58, Pentonville Road, London, N.1. April 17th, 1930.)

McWhirr, Paterson & Co., 7, Keens Yard, St. Paul's Road, Highbury, N.1, wireless component manufacturer. (Jerry D. Andrews, 43, Ilfrcombe Road, Southend-on-Sea. April 22nd, 1930.)

G. Case & Sons, 2, Grove Parade, High Street, Slough, wireless dealers. (John R. Heygate, address as above. April 17th, 1930.)

Span Radio Co., 15A, Chiswick Lane, London, W.4, wireless manufacturers. (John C. Wilson, 2, Burlington Road, Osterley Park, Middlesex; Frank W. Stockholm, 44, Oxford Road, Gunnersbury, London, W.11, and William H. Harding, 61, Coston Avenue, Greenford, Middlesex. April 25th, 1930.)

The Fullocharge Battery Service, Ashfield Street, St. Anne's Road, Headington, Oxford, battery charging and wireless engineering. (John G. Andrews, address as above. April 24th, 1930.)

L. C. Burgess & Co., 9, Broadway, Barnes, S.W.13, wireless and gramophone dealers, etc. (Bridget S. Kinnersley, 387, Holly Lodge Mansions, Highgate, N.6. April 19th, 1930.)

The Qualatone Engineering Co., 6, Rainsford Road, Chelmsford, wireless receiver manufacturers. (Ethelbert D. Newcombe, address as above. May 1st, 1930.)

The G. G. Radio Service and Accumulator Hire, 181, Montague Road, Smethwick, wireless dealers. (Thomas C. Grove, 8, Ryland Avenue, Barford Road, Edgbaston, Birmingham, and Christopher J. Gilbert, 181, Montague Road, Smethwick. April 19th, 1930.)

L.M.B. Reproducers, 81, Victoria Road, Kentish Town, N.W.1, radio-gramophone manufacturers. (George F. Breen, "Mycroft," Beaufort Lane, Feltham, Middlesex, and John J. Morrison, 11, Clarence Crescent, Windsor. June 24th, 1930.)

Flexman Bros., rear of "Saracen's Head" Hotel, High Street, Chelmsford, Essex, electrical and wireless dealers. (Leslie Flexman, and Reginald C. Flexman, address as above. June 16th, 1930.)

Lansdowne Electrical Co., 121 Lansdowne Road, Aylestone Park, Leicester, electrical and wireless dealers. (Albert Yarnell, address as above. June 24th, 1930.)

The Park Wireless & Electrical Stores, 55, Duke Street, Sheffield, wireless and electrical goods. (Margaret Rubenstein, 27, Margaret Street, Sheffield. June 27th, 1930.)

Essaness Radio & Electrical Co., 115, Ewell Road, Surbiton, Surrey, wireless and electrical engineers. (James Cattermole, 61, Maple Road, Surbiton, Surrey,

and James E. Parsons, 12 Douglas Road, Tolworth, Surrey. June 23rd, 1930.)

Sunbury Radio Service (Sheargold & Son), 63A, Thames Street, Sunbury-on-Thames, wireless retailers. (Richard S. Sheargold, and Richard K. Sheargold, both of Glenmore, Manygate Lane, Shepperton-on-Thames. June 27th, 1930.)

Phillip's Gramophone Stores, 282, Green Street, Upton Park, E.7, wireless and gramophone dealers (Phillip Cohen, 282, Green Street, Upton Park, E.7. June 27th, 1930.)

T. Barratt & Co., 32, High Street, Sutton Coldfield, electrical and wireless engineers. (Thomas Barratt, 781, Chester Road, Erdington, and William H. Pearson,

Newholm, Trinity Street, Llandudno. March 17th, 1930.)

D. A. Smith & Co., 4, Skerton Road, Old Trafford, Manchester, wireless dealers. (Doris A. Smith and Robert Smith, both of 52, Seymour Grove, Old Trafford, Manchester. June 26th, 1930.)

R. Smith & Son, 95, George Street, Chester, wireless and gramophone dealers. (Robert Smith, Jr., 5, Brown's Lane, Overleigh Road, Chester. May 19th, 1930.)

Mag-Rad Wireless Co., 112A, Warstone Lane, Birmingham, wireless manufacturers. (James Flint, address as above. March 19th, 1930.)

Bissets, 37, The Promenade, Vivian Avenue, Hendon, N.W.4, wireless and gramophone dealers. (Francis R. Hartill, 91A, The Drive, Wembley Park, Middlesex. June 16th, 1930.)

St. John's Wireless & Electrical Co., 759, Woodbridge Road, Ipswich, Suffolk, wireless and electrical dealers. (James P. Stow, Croft, Playford Road, Bushmere Ipswich. July 3rd, 1930.)

New Companies.

H. A. McQueen & Co., Ltd. (16,012).—Private company. Capital £2,000 in £1 shares. Objects: To carry on the business of electrical engineers, etc. The directors are: H. A. McQueen, Thorahill, Uplawmoor, Glasgow, engineer; W. McNab, Woodneuk, Barhead, Renfrewshire, engineer; J. W. Mackinnon, 6, Lynedoch Street, Glasgow, C.A. Registered office: 152, St. Vincent Street, Glasgow, C.2.

Ponsford & Co., Ltd. (16,017).—Private company. Capital £2,000 in £1 shares. Objects: To carry on the business of electricians, dealers in gramophones, records, etc. The directors are: S. J. Ponsford, 6, Godfrey Street, Barnhill, Dundee, electrical engineer; F. Y. Henderson, 21, Arklay Street, Dundee, sales manager. Qualification of life director: £200 shares, of ordinary director £10 shares. Registered office: 73, Wellgate, Dundee.

Rees Radio, Ltd. (248,113).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of electricians, manufacturers of and dealers in wireless apparatus, gramophones, etc. The first directors (to number not less than 2 nor more than 8) are: G. H. Rees, Westcott House, Dorking; K. L. A. Arnott, 10, Christ Church Road, East Sheen (both directors of Rees Mace Manufacturing Co., Ltd.). Solicitors: A. F. & R. W. Tweddie, 5, Lincoln's Inn Fields, W.C.2. Registered office: 75, Kilburn Lane, W.10.

B.D. & Co., Ltd. (248,235).—Private company. Capital £100 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in radio and electrical instruments, and to adopt an agreement with G. E. A. Boynton, H. C. G. Boynton and Florence M. Boynton for the acquisition of the business, properties and assets referred to therein. The first directors (to number not less than 2 nor more than 5) are: G. E. A. Boynton and H. C. G. Boynton, both of 24, Ellington Road, N.10; E. A. Rich, 21, Stapleton Hall Road, Stroud Green, N.4. Renumeration: As fixed by the company. Solicitors: H. B. Wedlake, Saint & Co., Cloudsley House, Finsbury Park, N.4, and 115, High Holborn, W.C.1. Registered office: 167 to 173, Goswell Road, E.C.1.

Paget Radio Co., Ltd. (248,250).—Private company. Capital £100 in £1 shares. Objects: To carry on the business of wireless and electrical engineers, etc. The directors are: J. G. Guy, 51, Pentreban Street, Cardiff; A. Smith, 58, Paget Street, Cardiff. Qualification: One share. Renumeration: As fixed by the company.

Frank Newbold & Co., Ltd. (248,296).—Private company. Capital £1,500 in £1 shares. Objects: To carry on the business of manufacturers of wireless apparatus, gramophones, etc. The subscribers (each with one share) are: W. E. Hopkins, 39, Fishergate, Preston, C.A.; H. W. Hughes, 46, Fishergate, Preston, law student. The first directors are to be appointed by the subscribers. Qualification: 50 shares. Secretary: H. W. Hughes. Solicitor: W. J. F. Washington, 17, Winkley Square, Preston.

Louis Holzman, Ltd. (248,300).—Private company. Capital £1,000 in £1 shares. Objects: To acquire the business of a wireless agent and factor now carried on by L. Holzman, at 37, Newman Street, W.1, and to carry on the business of manufacturers, importers and exporters of and dealers in gramophones, etc. The subscribers (each with one share) are: L. Holzman, 11, Lancaster Court, 37, Newman Street, W.1, merchant; Dorothy E. Palmer, 39, Woodlands Road, Ilford, Essex, book-keeper. L. Holzman shall be permanent governing director and chairman. Renumeration of L. Holzman, as governing director, £1,000 per annum. Solicitors: H. Bueno de Mesquita, 47, Albemarle Street, W.1. Registered office: 37, Newman Street, W.1.

Majestic Electric Co., Ltd. (248,301).—Private company. Capital £10,000 in £1 shares. Objects: To act as agents for the sale and distribution of wireless and gramophone goods, etc. The subscribers (each

with one share) are: W. C. Langford, 39, Salisbury Road, Redland, Bristol, clerk; F. A. Marks, 6, Ainslie Belydown, Lansdown Road, Bath, clerk. The first directors are not named. Solicitors: Wansbroughs, Robinson, Taylor & Taylor, Lion Chambers, Broad Street, Bristol.

Bargoyne Wireless (1930), Ltd. (248,323).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in wireless goods, etc. The directors are: A. Lee, 17, Wes-bere Road, Cricklewood, N.W.; S. Gootnick, 54, Church Street, Stoke Newington, N. Solicitors: G. Houghton & Son, 133, Moorgate, E.C.2. Registered office: 34A, York Road, King's Cross, N.1.

Beltone Supply Co., Ltd. (248,347).—Private company. Capital £100 in £1 shares. Objects: To carry



This is a photograph of the daughters of Mr. J. B. McInnes, as they appeared in the recent Gourock carnival. Mr. McInnes is the principal of the Tower Hill Radio Works, Gourock.

on the business of manufacturers' agents, etc. The directors are: C. W. Chambers, 44, Dunstons Road, Golders Green, N.W.11; J. C. Hulbert, 37, Wildwood Road, Golders Green, N.W.11. Qualification: 20 shares. Secretary: G. Oliver. Registered office: 93, Mortimer Street, W.1.

Rolls Radio, Ltd. (248,718).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of importers and/or manufacturers, radio engineers, gramophone manufacturers, dealers in radio components, etc. The directors are: R. A. S. Hoare, 45, Stock Orchard Crescent, N.7, radio engineer; P. R. Jagels, 78, Woodland Way, N.13, radio engineer. Registered office: 138, St. John Street, Clerkenwell, E.C.1.

BUSINESS ITEMS.

A Factor's Lists.

L. Wilkinson, 8, City Road, Finsbury Square, London, E.C.1, has sent us his factors' leaflets Nos. 12 and 14, which should be interesting to wireless dealers. They are available on request.

New Clarith Appointments.

Clarith Reproducers, Ltd., East Street Mills, Leeds, inform us that Mr. R. B. Fulford, of 31, Queen Street, Exeter, has been appointed as agent for Devon, Cornwall and Somerset.

Mr. L. N. Thompson, formerly with Sir Herbert Marshall & Sons, Ltd., is the Clarith representative in London. His private address is 67, Kenton Road, Harrow.

Sovereign Products, Ltd.

The principal of the old company, the J. R. Wireless Co., is now in control of a new private company, Sovereign Products, Ltd., with an up-to-date factory at 52/54, Rosebery Avenue, London, E.C.1. Telephone No: Clerkenwell 9515.

Lamplugh Representatives.

S. A. Lamplugh, Ltd., of King's Road, Tyseley, Birmingham, who are, of course, the pioneer manufacturers of the inductor type of loud-speaker, inform us that they have obtained the services of three new representatives to push the sales of this line.

Mr. E. W. Vaughan (formerly representing F. A. Hughes), will operate in the Midlands, Mr. G. E. H. Harris (also of F. A. Hughes), will be in Manchester and district, while the third new Lamplugh representative, Mr. W. J. Keen (formerly with Baker's Selhurst Radio) will cover his old territory.

The firm inform us that production of the new speaker has been going on for three weeks, and among the sales aids that have been issued is the attractive showcard shown on this page.

New Premises.

Retailers in the Nottingham district will learn with interest of some of the enterprising schemes proposed by Messrs. Charles P. Stubbs. Co-incident with the extension of their premises at 69A, Mansfield Road, Nottingham, the firm have had erected a large demonstration room for radio and gramophones, and cordially invite traders and their customers to visit it.

Monthly recitals of the latest record

releases are being arranged as well. Messrs. Stubbs are distributing agents for Edison Bell "Radio" and "Winner" records, and also specialise in Edison Bell radio and gramophone goods.

Gould, Harper & Co., the Dorset wholesalers, and manufacturers of the "Melody" and "Melodia" receivers, tell us that owing to increased business they have had a new factory built at Fleets Bridge, Upton Road, Poole—the firm's registered office.

Transformer Maker's Catalogue.

Chester Bros., 495, Cambridge Road, Cambridge Heath, London, E.2 (phone: Clissold 6428), have published an interesting catalogue of their various transformers and chokes.

Among the products listed are transformers for insulation testing up to 70,000 V, for valve rectification in Westinghouse rectifiers; and a comprehensive range of modulation chokes. The lists are available on request.

Brown Bros' New Phone Number.

Brown Bros., Ltd., tell us that on and from September 1st, the telephone number at their head offices and warehouses at Great Eastern Street, London, E.C.2, will be changed to Bishopsgate 7654. 24 lines will be available, and little difficulty should be experienced in getting into telephonic communication with any department.

Detex Correction.

In the Detex announcement on page 41 last week their address was incorrectly given as 66, Victoria Street, London, S.W.1. Readers should note that all communications should be sent to the address given in their other advertisement on page 45—161, Vauxhall Bridge Road, London, S.W.1.

A Leeds Note.

Mr. H. D. Fry informs us that he is now no longer trading on his own, but has joined a manufacturing firm in Leeds. He states that he would be glad to have new season's catalogues sent to his private address at 7, Roundhay Place, Leeds.

A Greenock Appointment.

Rac's—who carry on business as wireless dealers at 38, Hamilton Street, Greenock—intimate that they have now secured the services of Mr. Ernest Cracknell, who will now take over the

management of the premises. During his previous association with Greenock and district, Mr. Cracknell (who has had a wide experience in all branches of the wireless trade) was held in very high esteem by the customers of this firm.

"Ekco" Dealers' Catalogue.

We have just received E. K. Cole's new all-electric radio catalogue for dealers, with details of "Ekco" sets, components,

THE SILVER GHOST
Inductor dynamic

Prices
COMPLETE GRASSHOPPER
13-10
CABINET MODEL
16-10

The Speaker of life
LAMPLUGH

BY DEFERRED TERMS
LONDON 1000 FABRIANO 4 ELECTROPHONE AGENTS
DEFINITELY SUPERSEDES THE MOVING COIL

A number of sales aids for the Silver Ghost speaker have just been produced. Here is one of them—a showcard.

hire-purchase system, terms of business, window display material, showcards, etc.

Another feature of the catalogue is a form by which dealers can apply for any particular details they require.

Mullard Belfast Depot Closed.

A correspondent informs us that the Mullard Wireless Service Co., Ltd., have recently advised their customers in Northern Ireland that they regret the necessity of closing down the sub-depot in Belfast, owing to expiry of the lease of the premises.

Since this sub-depot was established, a large branch has been opened at 15, Stanley Street, Liverpool, and from those premises a quick despatch of all Mullard products is assured.

Mr. L. H. Brown will continue to represent the firm in Northern Ireland.

K-B Pre-Show Scheme.

We have already commented upon the growing tendency among manufacturers to abandon the pre-show "hush hush" policy, and our pages in recent weeks have revealed that Kolster-Brandes, Ltd., are among the leading firms to announce their new season's plans well in advance of Olympia.

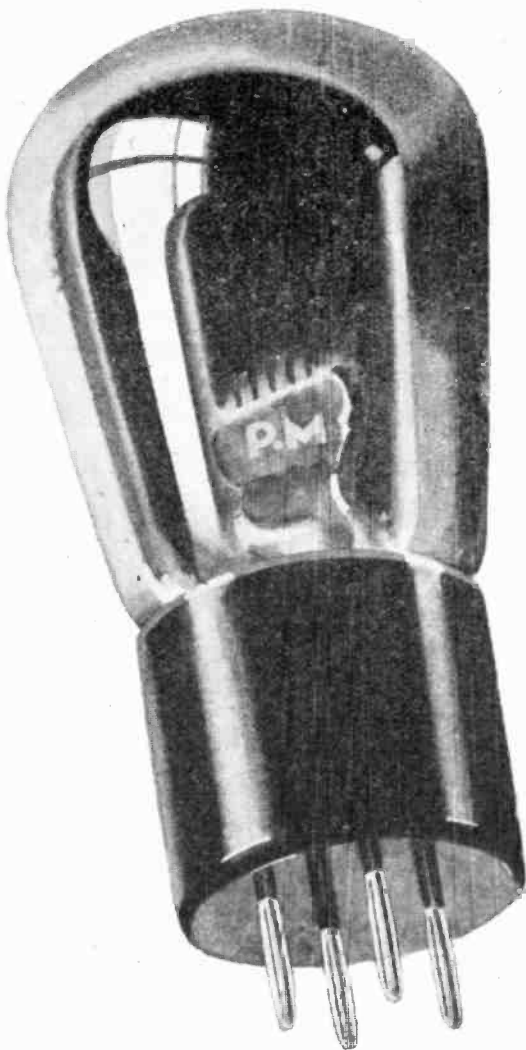
We are now informed that photographs of the complete range of 1930 models are being given immediately, with full details, to all K-B travellers. These gentlemen are now calling on dealers, show them photographs, and explain all the models personally in advance of the Show.



The three new Lamplugh representatives mentioned in a note on this page. They are, reading from left to right, Mr. W. J. Keen, Mr. E. W. Vaughan, and Mr. G. E. H. Harris. Details of the territories they will cover are given above.

FIRST ACROSS THE COUNTER
EVERY TIME!

MULLARD



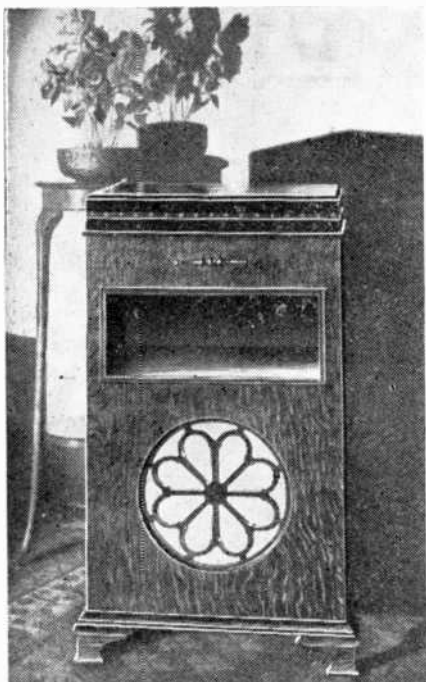
2 VOLT VALVES
for
4 valve receivers

				Total Price
P.M.1.H.F	P.M.1.H.F	P.M.1.L.F	P.M.2	36/-
or				
P.M.1.H.F	P.M.1.H.F	P.M.1.L.F	P.M.252	39/-
or				
P.M.12	P.M.1.H.F	P.M.1.L.F	P.M.252	50/6
or				
P.M.12	P.M.2DX	P.M.1.L.F	P.M.252	50/6

Mullard

THE · MASTER · VALVE

We're telling the Public



about this



WAVERLEY Cabinet

This magnificent Radio-Gramophone cabinet is only one of many about which we are telling the public in our increased advertising.

There'll be a big demand for Camco Cabinets this season. Write for our new 24-page Catalogue at once, or call at our Showrooms and inspect the full range.

CARRINGTON MANUFACTURING CO., LTD.,

Showrooms : 24, Hatton Garden, London, E.C.1.

Phone : Holborn 8202.

Factory : Camco Works, South Croydon. 5640

THURINGIA BATTERIES



Quality Unrivalled.
Record Life in Use.
Longest Guarantee.

Labelled to Instructions Gratis.
Factors Enquiries Invited.
Reduction in Price.

SOLE AGENTS :

E. H. MAISNER & CO. LTD.
4 Attneave St., Farringdon Rd.,
LONDON - - - W.C.1

• OLDEST MANUFACTURERS,
HUGO FALK,
G.M.B.H.,
TABARZ



To MANUFACTURERS of Wireless Sets and Appliances

WE SOLICIT

Your Enquiries for
SISTOFLEX SLEEVING

ESSELLITE connecting WIRES

PANELS AND SHEETS
in **EBONITE** and **LEBAKITE** in Various

Beautiful Designs

FOR YOUR NEW PRODUCTS

We guarantee **FIRST CLASS QUALITIES**
AND **KEEN COMPETITIVE PRICES**

Wholesale Only

SPICERS LIMITED

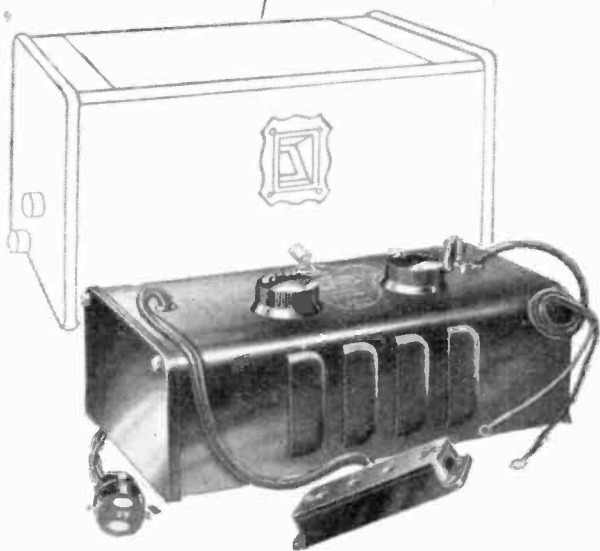
Insulation and Wireless Dept.

19 NEW BRIDGE STREET, LONDON, E.C.4
Phone: City 6251. Private Exchange: 49. Grams: 'Nykoping, Lud, London.'



AGAIN!

— this time for
the new
OSRAM
MUSIC MAGNET



For the new Osram Music Magnet
Four using 2 - volt Valves, sell
Regentone Combined Mains Units.
(H.T. with L.T. Charger.)

For A.C. Mains—

Model W.5, H.T. 120 -volts at
20 m.a., L.T. Trickle Charger.

Price £5 - 17 - 6.

For D.C. Mains—

D.C. Combined Model, H.T. 130 -
volts at 20 m.a., L.T. Trickle Charger.

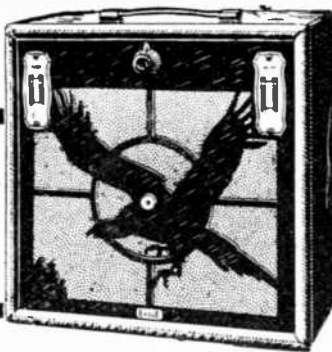
Price £3 - 19 - 6.

THERE IS A BIG MARKET
WAITING FOR YOU ON
THIS ONE LINE ALONE
ORDER YOUR STOCK TODAY
THERE IS NO TIME
LIKE THE PRESENT



STAND 51
NATIONAL RADIO EXHIBITION

THE "ALL IN THREE"



A real utility set, giving a wide range of programmes, when external aerial and earth connections are made... will give amazingly good results from the frame aerial embodied in the set. An ideal set for home and outdoor use. Fitted with the famous "Colasol" Speaker, and all valves and batteries. Royalty Paid.
 2 VALVE MODEL ... £9-0-0
 3 VALVE SET ... £11-0-0

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

"ELITE" INDUCTANCE COILS FOR ALL CIRCUITS

We specialize in making all types of Coils to Manufacturer's Specification.
 SEND US PARTICULARS OF YOUR REQUIREMENTS
The BEAVER ELECTRICAL SUPPLY CO.
 5 GREAT CHAPEL STREET, W.1.]

SIMPLIFY YOUR ACCUMULATOR CHARGING

By using any of the following you can tell at a glance when your customer's accumulator was left, when it is being called for, and how much it will be, etc. No further book-keeping is needed.

ACCUMULATOR CHARGING TAGS printed in 3 sections, 1 to be attached to accumulator, 1 to file for reference, 1 for customer.	5/9 per 1,000	Postage on small Orders 9d. extra in U.K. only All Foreign orders must include sufficient to cover cost of postage
ACCUMULATOR CHARGING PADS 100 leaves in duplicate.	1/6 per Pad	
BOOKS OF 100 LEAVES in triplicate with your name on each leaf. These are printed with all necessary details such as name, address of customer, when wanted, etc.	21/6 12 Books	
TRANSPARENT LABELS for fixing permanently to accumulators printed with your name and address	10/6 per 100	

Send for Free Samples to:
BURALL BROS.
 THE PATENT LABEL FACTORY, WISBECH.

SEL-EZI for SERVICE!

WE ARE THE SOLE LONDON AND SOUTHERN AGENTS FOR TELSEN TRANSFORMERS AND CAN GIVE IMMEDIATE DELIVERY OF ALL MODELS.

Orders received by First Post are delivered to London and Suburbs the same day.



SEL-EZI, LTD.

6 Greek Street, London, W.1
 'Phone: Regent 666r.

BECOL EBONITE LOW LOSS FORMERS

CONTACT FORMERS (NO PINS), SHEETS, PANELS, RODS, TUBES

LOOK FOR TRADE MARK.

Sole makers: **The British Ebonite Co., Ltd.,** HANWELL, LONDON, W.7
 SEE OUR STAND NO. **253** Olympia Exhibition



LISENIN

POSITIVE GRIP TERMINALS (Patented)
 Stocked by all Members of **RADIO WHOLESALERS FEDERATION**



Plug and Socket, new banana type ... each 4d.
 Spade End ... each 3d. Wander Plug ... each 2d.
 Chubby Wander Plug, each 2d. Pin End ... each 2d.
 All Mains Socket and Plug ... each 6d.
 Standard Colours: Red, Green, and Black

Descriptive leaflet free on receipt of p.c.
THE LISENIN WIRELESS CO., SLOUGH

PARFAIT THE PERFECT EBONITE PANEL ONE QUALITY ONLY THE BEST

SUPPLIED IN SIX FINISHES: Matt Semi-Polished Mahogany, Highly Polished Black, Cube Surface, Highly Polished Mahogany, Semi-Polished Black

Send for price list and generous trade terms
H. B. POTTER & Co., Ltd., Station Buildings, ROCHDALE.

B.A. BRASS HEXAGON NUTS STRICTLY TO B.E.S.A. STANDARD



PRODUCTS OF EXCELLENCE
M.C.L. & REPETITION LTD
 POOL LANE, LANGLEY, BIRMINGHAM.
 TELEPHONE: BLACKHEATH 1115 (2 LINES)

STILL MORE POWER!



Here's new power! A valve to handle signal strength which would overload an ordinary power valve. Operating on comparatively low anode voltage, its exceptionally low impedance and large grid swing enable it to control excessive volume without distortion. The Mullard P.M.256A.

PRICE 13/6.

Mullard

THE MASTER VALVE

P.M.

256^A

TANNOY

PRODUCTS

Mains Units

INCORPORATING WESTINGHOUSE
RECTIFIER

MAKE PRESENT SETS
"ALL-ELECTRIC." No
more batteries . . . no
trouble . . . no attention.
Everlasting . . . cheaper
than the continual cost
of dry batteries,

TANNOY Mains Units
are available for H.T.
or L.T. or combined
units suitable for prac-
tically any set includ-
ing portables. Switch on
. . . that's all.

make your

RADIO

"ALL-ELECTRIC"

Tannoy Products, 1-7, Dalton St., S.E.27.

THE PILOT LEADS!



THE VERY FINEST TRANSFORMERS AT
COMPETITIVE PRICES.
GIVE PILOT TRANSFORMERS A TRIAL AND
YOU WILL USE NO OTHERS.
CLEAR AND CRISP REPRODUCTION OF
BOTH HIGH NOTES AND BASS.
NO RESONANCE.

In Three Ratios : 2-1, 3½-1, 5-1.

BAKELITE CASE .. 11/6

METAL CASE 9/6

Also all Components manufactured by
the Pilot Radio and Tube Corporation
of New York.

Write for Catalogues to :—

THOMAS A. ROWLEY LTD.,
59, SKINNER LANE, BIRMINGHAM
Sole Agents for Great Britain and Ireland.

PREPAID PARAGRAPH ADVERTISEMENTS.

SCALE OF CHARGES.

AUCTIONEERS' & OFFICIAL ANNOUNCEMENTS.—
Advertisements under this heading are inserted at a
charge of 11s. per single column inch.

TRADE & MISCELLANEOUS.—3s. for 12 words and
3d. for each additional word.

SITUATIONS VACANT & WANTED.—2s. for 12
words and 2d. for each additional word.

SERIES DISCOUNTS.—On contracts for consecutive
insertions the above rates are subject to discounts as
follow : 13 insertions 5 per cent., 26 insertions 10 per
cent., and 52 insertions 15 per cent.

BOX NUMBERS.—If replies are sent to the office
of the publishers, 6d. extra per insertion is charged
to cover cost of forwarding them. The Box Office
address is counted as six words and charged
accordingly.

PRESS DAY.—Copy should not reach us later than
first post Tuesday Morning, four days before pub-
lication, and should be addressed to The Advertisement
Manager, St. Bride's House, Salisbury Square, Fleet
Street, London, E.C.4. Phone : Central 7713 (9 lines).

COPY FOR ADVERTISEMENTS is subject to the
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withhold any advertisement which they regard as
unsuitable for publication in this journal. The Propri-
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errors, although every care is taken to avoid mistakes.

NOTE.—The insertion of an advertisement ordinarily
constitutes acknowledgment of the remittance, but
for remittances covering contracts for 13 insertions or
more a receipt will be sent.

ORDERS AND CHEQUES should be made payable to
THE TRADER PUBLISHING CO., LTD., and crossed
"and Co." Treasury Notes, being untraceable if
lost in transit, should not be sent as remittances.

ALL ADVERTISEMENTS MUST BE PREPAID.

DEPOSIT SYSTEM.

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

1/- on transactions up to £5.
2/6 " " between £5 and £20.
5/- " " £20 and £50.

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

AUCTIONS.

STOCK OF WIRELESS AND ELECTRICAL FACTOR

(In Liquidation)

To be sold by AUCTION at
YORK HOUSE, THEOBALD'S ROAD,
W.C.1 (corner of Southampton Row).
on WEDNESDAY, September 3rd, 1930,
at 1.30 p.m. sharp.

1,000 Coils Lead Covered, Rubber and
V.I.R. Cables (all sizes). Large quantities
of Bakelite and Brass Accessories, Electric
Light Fittings, Conduit Fittings, etc., etc.
400 Electro Vibrators and Generators.
Large quantities of Wireless Components
of every description, Gramo Radio Sets,
Portable and other Valve Sets, Wire,
etc., etc.

To be offered in lots to suit large and small
buyers. Catalogues of the Auctioneers.
On view day prior and day of sale.
THE WEST CENTRAL MERCHANDISE
MART, York House, Theobald's Road,
W.C.1. (corner of Southampton Row).
Telephones : Chancery 8136 and 8313.
Telegrams : Loudsigs. Holb. London.



LATEST & GREATEST IN CONE! SPEAKERS!

—The new LOEWE RADIO model EB 85—
Radio's greatest advance in Cone Speaker
manufacture. Price 42/- complete. Unit only
12/-. Unit and Chassis 16/8. Full details from :—
THE LOEWE RADIO CO., LTD.,
4, Fountayne Road - Tottenham, N. 15.

Phone : Tottenham 3911/2

LOEWE RADIO

REALISTIC REPRODUCTION

Write now for free 36-page
Booklet, "Sound Advice"

BAKER'S 'SELHURST'

RADIO PIONEER MANUFACTURERS
OF MOVING COIL SPEAKERS
Offices : 89 Selhurst Rd., S. Norwood, S.E.25
Works : 42 Cherry Orchard Rd., E. Croydon

WANTED—EXPERIENCED TRAVELLERS

for Radio Components and Sets. Must be
live men and well introduced. Several dis-
tricts open in the Provinces and London.
Apply giving full particulars of the territory
covered and experience—

C. F. & H. BURTON
Progress Works,
Bernard Street,
WALSALL.

TRANSFORMERS

Mains Transformers and Chokes for Chargers,
Eliminators and Mains Sets, to any Specification

Please Write for List of Standard Types

CHESTER BROS.
495 Cambridge Heath Road, LONDON, E. 2

Big Profits Quickly on—

5/6 GENERAL PURPOSE
fotos CONCERT VALVE
7/6 SUPER POWER
CONCERTON RADIO & ELECTRICAL CO., LTD.
156-175 BARKING ROAD, BARKING, ESSEX

AGENCIES WANTED.

IRISH Free State. Advertiser is open to accept a few good Sole Agencies. Known to whole of Trade in I.F.S. Large warehouse accommodation for stock. Commission or purchasing basis.—Box No. 1408, WIRELESS TRADER Office. (W1)

BUSINESS FOR SALE.

WIRELESS, cycles, gramophones, electrical and hardware stores. Sound profitable business, established over 6 years; £250 stock at valuation; fixtures and fittings included.—Box No. 1461, WIRELESS TRADER Office. No agents. (C.3)

FOR SALE.

CASH Register (National). In good condition. Total printer, paid out key, and wide strip. Will accept reasonable offer.—Letters to A. E. Berton, 3, St. Albans Road, Newtown, Hatfield. (237)

MISCELLANEOUS.

FLASH lamp batteries of unlimited guarantee, retail 3½d. Also H.T. batteries at very competitive prices.—Write for samples from direct importers. Sole agents required.—Humber Oil Co., 65, Washington Street, Hull.

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

ADVERTISING Calendars for 1931. Rock-bottom prices. Samples free. Our value will astonish you.—Andrew Junior, 17, Gartmore Road, Goodmayes, Essex. (A)

ELIMINATOR Kits. Everything supplied, including valve; 120 volts, 16 milliamps. Dealers' nett price, 28s.; post, 1s. extra.—Fel-Ectric Radio, Garden Street, Sheffield. (F.1)

ENGRAVING, quickly, cheaply, accurately. Phone requirements.—Stebbings, 6, Warwick Street, W.1. (Regent 1312). (S5)

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.

LARGE radio firm require one or two salesmen for London and Provinces. Only men with commercial wireless experience considered.—Apply, giving full particulars, to Box No. 1378, WIRELESS TRADER Office. (B)

CLERK wanted, age about 20, for buying department of large London manufacturers and wholesale distributors. One with wireless knowledge preferred. Salary 30s. to 40s. per week, according to experience.—Write, stating age and experience, to Box No. 1470, WIRELESS TRADER Office. (242)

READER CONFIDENCE

A TRADE Journal makes a definite appeal to the business men and women engaged in a particular industry.

Apart from the many side issues, the fundamental duty is to present to its readers reliable reports of the progress and developments of the industry which it serves.

It must faithfully reflect all opinions on every matter of trade importance, and fearlessly support measures that it conceives to be for the well-being of the industry.

This has been the policy of THE WIRELESS AND GRAMOPHONE TRADER from the time of its inception; the same policy that was decided upon over thirty years ago, when we first commenced to publish Trade Journals.

It is thus that readers have obtained confidence in THE WIRELESS AND GRAMOPHONE TRADER, a firmly-established confidence which is reflected in the Advertisement Columns

W.T.A. 10.

Situations Vacant—continued.

WELL-KNOWN RADIO MANUFACTURERS require Distributing Agents in most towns.—Write full particulars in confidence, The Temple Advertising Service, Ltd., 317, High Holborn, W.C.

LIVE, energetic representative required by leading radio firm to cover N. Wales, Cheshire and Shropshire.—Send copy references and full details to Box No. 1403, WIRELESS TRADER Office. (244)

REPRESENTATIVES wanted in West, South-west and South-east London to introduce "Supremus" Eliminators, etc., to retailers on commission and part expenses.—London Agent, P. H. Smedley, 70, Whitehall Gardens, Chingford, E.4. (234)

WANTED, live man (single) for radio in all branches. Salesmanship essential. State experience, age, wages required. Permanent position to right man.—Write F. F. C. King Wireless, 235, Banbury Road, Oxford. (230)

SITUATIONS WANTED.

SALES Manager, thoroughly conversant with wireless trade; sound selling experience coupled with good mechanical knowledge; open to consider appointment with well-established firm.—Write "A.B.C.," c/o Palmer's Publicity Service, 180-181, Fleet Street, E.C.4. (233)

REPRESENTATIVE, covering Hereford, Gloucester, Wiltshire and Somerset, requires 2 or 3 extra lines, or would represent one house on salary and commission. Excellent experience as manager of retail business. Best of references.—Box No. 1462, WIRELESS TRADER Office. (240)

REPRESENTATIVE with live connection, Kent, Surrey, Sussex, Hants, desires representation on commission and part expenses basis. Ten years' radio trade experience with high class lines. First-rate credentials; own car.—Box No. 1464, WIRELESS TRADER Office. (239)

TRAVELLER with experience and excellent connection desires position with a house for gramophones, records, wireless, etc. First-class references.—Box No. 1469, WIRELESS TRADER Office. (243)

YOUNG man (age 25), energetic, seeks position as wireless and gramophone salesman or assistant. Knowledge of repair; experienced window-dresser. Six years' experience; highest references.—Apply Box No. 1468, WIRELESS TRADER Office. (241)

WANTED.

WIRELESS GOODS
Clearance or Surplus
WANTED for CASH
P. Kay, 34 Craven Walk, N.16.



GRIPSO
PATENT
NAMED PLUGS & SPADES
LISTS FROM MAKERS
THE **GRIPSO COY.**
32 VICTORIA ST., LONDON S.W.1


Retails at **6d.**
The "SOPRANIST" ACCUMULATOR TESTER
Tests all kinds of Lead-Sulphuric Acid Batteries.
Efficient, Simple, Handy
Sole De...
S. KALISKY (Aldgate) LD.
Aldgate High St., London, E.C.
and
NELSON, 16 Withy Grove, Manchester.

HEGRA DISTRIBUTORS AND STOCKISTS
FOR BRISTOL & WEST OF ENGLAND
J. H. LEWARN & SON
2a Bath Parade, BRISTOL

Patents . Designs . Trade Marks
ERIC POTTER,
Patent Agent.
3, Staple Inn, LONDON, W.C.
'Phone: Holb. 0632.
11, Park Row, NOTTINGHAM,
'Phone: 3525.

SAXON 20-STRAND
AERIAL WIRE
EVERY STRAND INSULATED
Improves Reception
100 FEET COILS **5/6**
THE QUALITY AERIAL!
Obtain Particulars of Aerial Equipment Post Free From
SAXON RADIO CO., BLACKPOOL, LANCs.

"TUNE-IN" MORE BUSINESS WITH POLAR
Many New models now in production.
Write for details.
WINGROVE & ROGERS LTD
188-9, Strand, W.C.2.



Wanted—continued.
MANUFACTURERS' discontinued stocks wanted. Any quantities.—Box No. 947, WIRELESS TRADER Office.
WANTED, National Cash Register, small model. Wanted at once; must be in good working order.—Send details to Box No. N.145, Willings, 86, Strand, W.C.2. (238)

BOOKS, WIRELESS FORMS, ETC.
YOUR Business at a Glance.—A simple account enabling you to see at a glance the position of your business without any knowledge of bookkeeping. Ruled for entries for a period of one year, with profit and loss summary, and balance sheet at end of each quarter, 2s. 3d. post free, obtainable from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

COUNTY Court Practice Made Easy (debt collection simplified).—Written by a solicitor, this book deals with all the steps necessary for the collection of debts, from the preliminary letter to the enforcement of judgment and recovering of money. New edition (revised), 5s. 3d., post free, from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

"**THE** Slide Rule Simplified. Written in a simple and practical way, this book will prove of great value to every student of engineering and commerce, and all, in fact, to whom an intimate knowledge of the Slide Rule is necessary. It explains the value of the Slide Rule as a time-saving device, for use in engineering calculations of all kinds. Many examples are given and fully worked out and no algebraical or trigonometrical formulæ are introduced. Price 5s. 3d. post free.—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.



EELEX MOISTURE
RETAINING
EARTH BOWL
Supplied with 9 ft. rubber-covered lead connector, price 5/6 each.
Write for List W.78.
J. J. EASTICK & Sons
Eelex House,
118 Bunhill Row, E.C.1

EXACT TUNERS
THOUSANDS IN USE
STOCKED BY ALL THE LEADING FACTORS
THE EXACT MANUFACTURING CO.
Croft Works, Priory Street,
COVENTRY, England.

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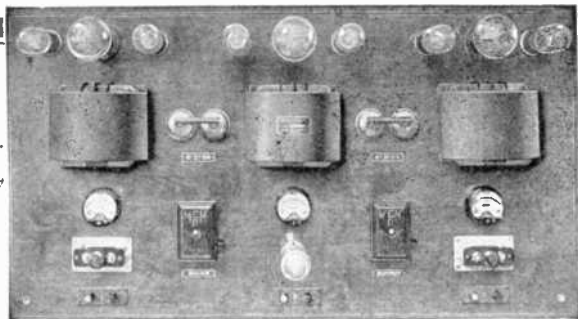
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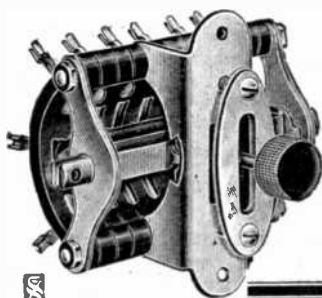
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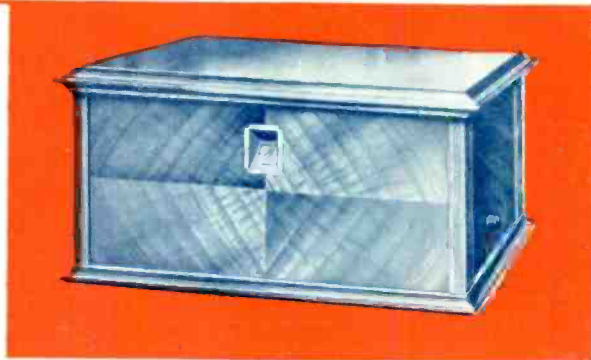
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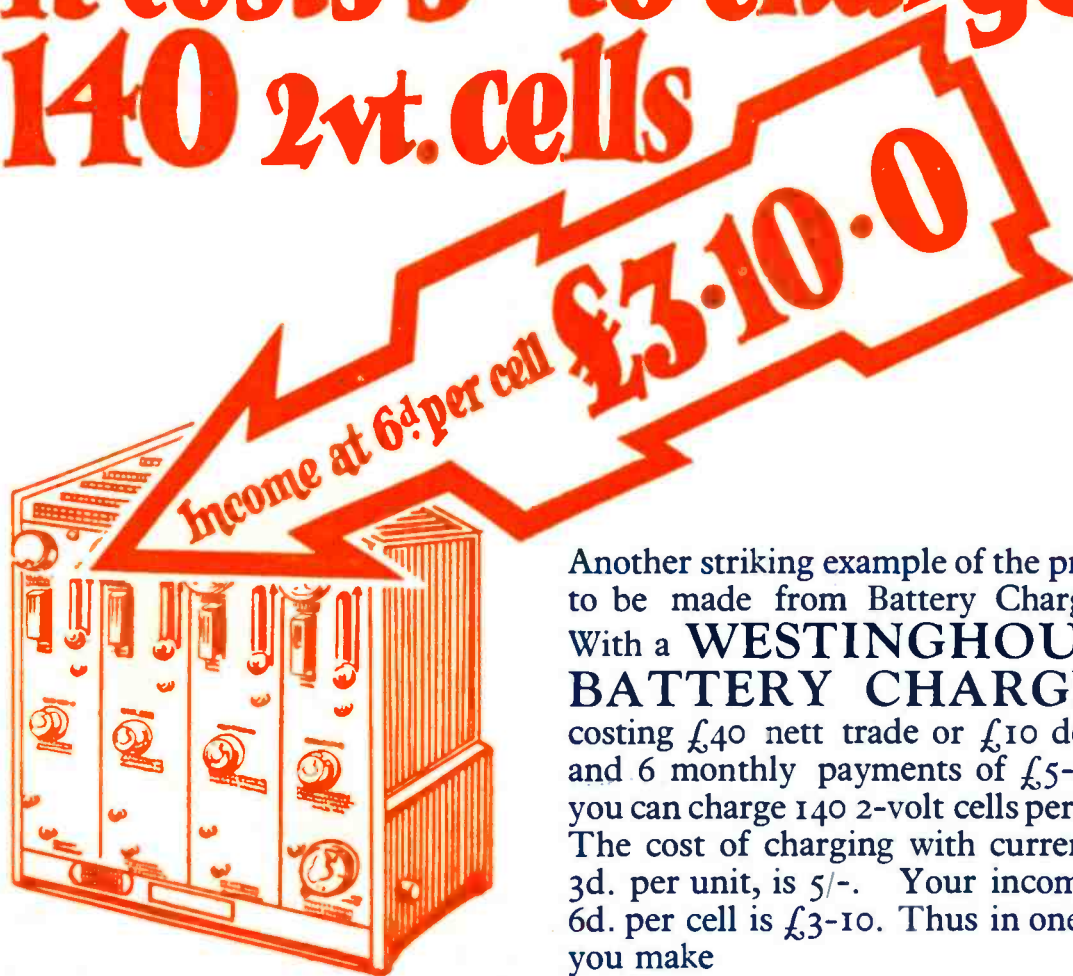
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