

The **WIRELESS**
& GRAMOPHONE
TRADER

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

VOL. XXXII. (NEW SERIES) No. 434.

December 10th, 1932.

10 6 PER ANNUM, POST FREE.
SINGLE COPIES 1/- EACH.

TUNGSRAM



**RADIO
VALVES**

TUNGSRAM ELECTRIC LAMP WORKS (Gt. Britain)
LTD., 72, OXFORD STREET, LONDON, W.1.

FROM NOW ON — TRIOTRON



TRIOTRON'S BIG NATIONAL PUBLICITY CAMPAIGN is arousing enormous interest all over the country. Large-space advertising in the DAILY MAIL, DAILY EXPRESS, DAILY HERALD, NEWS CHRONICLE, RADIO TIMES, SUNDAY REFEREE, &c., &c., as well as BROADCASTS from RADIO PARIS and outdoor publicity on OMNIBUSES, HOARDINGS and SKY SIGNS, is selling TRIOTRON VALVES to the MILLIONS. Make sure you are getting your full share of this big business. Let your motto for the future be **FROM NOW ON — TRIOTRON!**

TRIOTRON RADIO CO. LTD.,
TRIOTRON HOUSE, Bloomsbury Street,
London, W.C.1.

SALES, Southern —
ELECTRIC LAMP SERVICE CO., LTD.,
STAL HOUSE, JUDD STREET,
KING'S CROSS, LONDON, W.C.1.

*Phone : Museum 2267, 2268, 2269.
*Grams : ** Eleclampo, Kincross, London.**

SALES, Northern —
CHORLTON METAL CO., LTD.,
MILLGATE HOUSE,
55, BLOSSOM ST., MANCHESTER.

*Phone : Central 6642, 6643 (Pte. Br. Ex.)
*Grams : ** Charlmet, Manchester.**

The largest selling Independent Valve in the World!

Main Distribrs. for N. Ireland: Sloan & Co., 7 Corporation St., Belfast. Main Distribrs. for Irish Free State: The Briscoe Importing Co., Ltd., 9 Aston's Quay, Dublin

FOR THE "S.T.400"

AND MANY OTHER FAMOUS SETS

Bulgin Toggle Switches have long represented the acme of Switch construction, and hold an unassailable position in the esteem of manufacturers, dealers and public alike. They were the first British made Toggle Switches and embody many years' manufacturing experience.

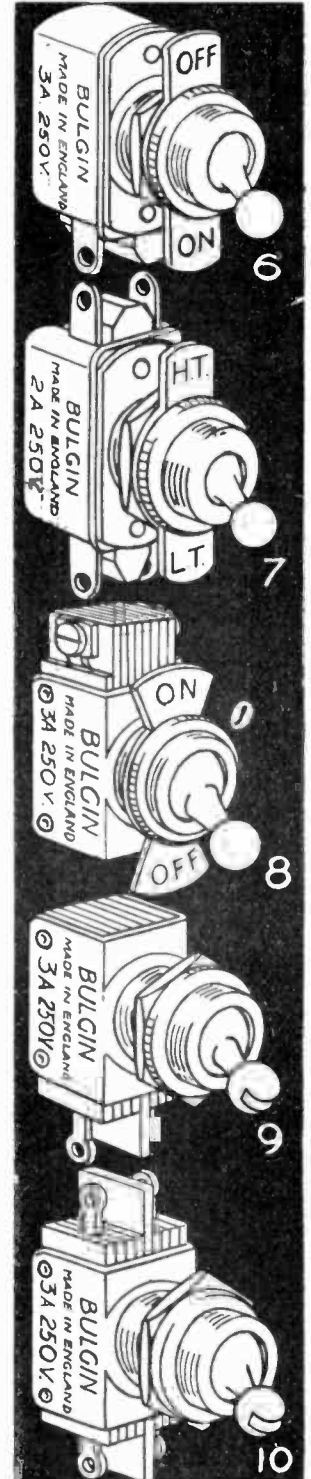
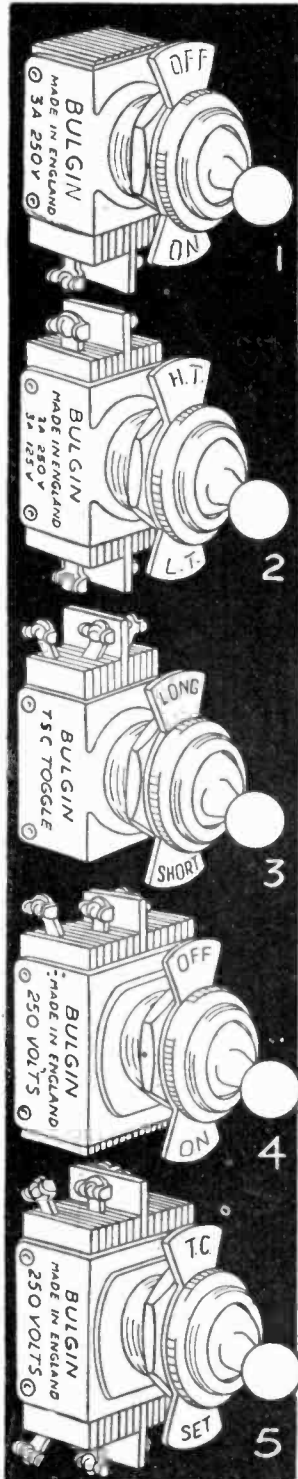
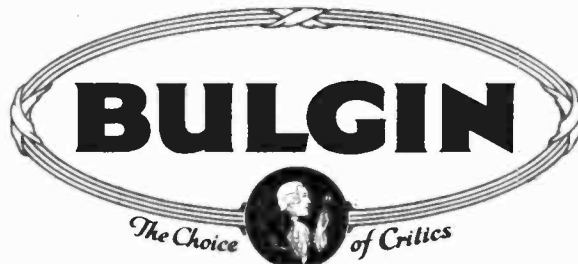
The Range of BULGIN MAINS SWITCHES, already the most comprehensive in the Trade, comprises:—

- Fig. 1. LIST NO. S.80. FOR THE "S.T.400." Single Pole "On" and "Off," with terminals. 1/6
(Subject)
- Fig. 2. List No. S.81. Single Pole Change Over, with terminals. 1/9
(Subject)
- Fig. 3. List No. S.87. 3-point Short Circuiting, with terminals. 1/9
(Subject)
- Fig. 4. List No. S.88. Double Pole "On" and "Off," with terminals. 2/9
(Subject)
- Fig. 5. List No. S.89. Double Pole Change Over, with terminals. 3/3
(Subject)
- Fig. 6. List No. S.102. Single Pole "On" and "Off." Phosphor bronze wiping contacts and soft soldered ends ready for connections. 1/3
(Subject)
- Fig. 7. List No. S.103. Single Pole Change Over, with soldering tags. 1/6
(Subject)
- Fig. 8. List No. S.80A. Short Bush Single Pole "On" and "Off." 1/9
(Subject)
- Fig. 9. List No. S.80B. Slotted Dolly Single Pole "On" and "Off." 1/6
(Subject)
- Fig. 10. List No. S.81. Slotted Dolly Change Over Switch. 1/9
(Subject)

—AND NOW—

List No. S.104	DOUBLE POLE TOGGLE SWITCH For D.C. mains. For eliminator or H.T., wave-changing, etc. Rating 250 v 3 a <i>(Subject)</i> 2/-
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WRITE FOR OUR LATEST ENLARGED 80 PAGE CATALOGUE "T"



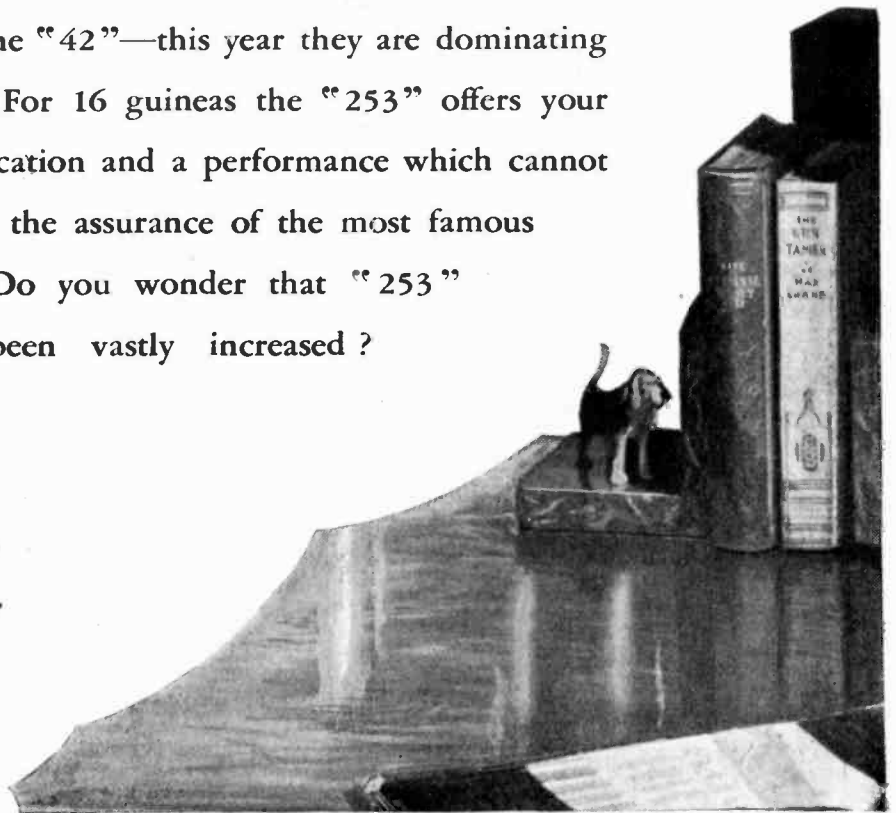
A. F. BULGIN & Co., Ltd., Abbey Road, Barking, Essex
 Telephones: Grangewood 3266 & 3267. London Showrooms: 9, 10, 11, Cursitor St., E.C.4. Telephone: Holborn 2072

LAST YEAR-THE "42" THIS YEAR

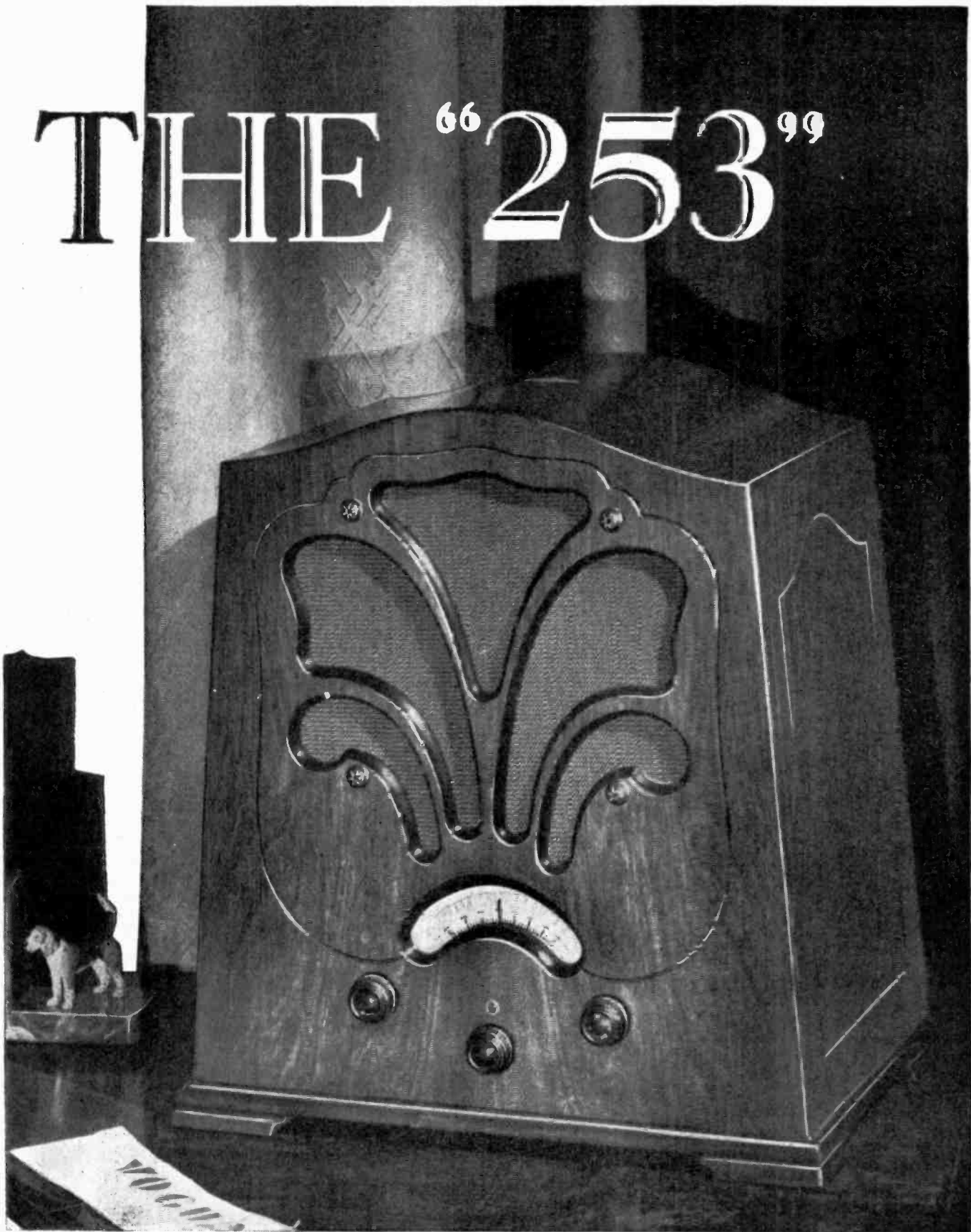
Again Marconiphone dominate the 4-valve market

"253" PRODUCTION VASTLY INCREASED!

IN many ways the 4-valve all-mains is the "bull's eye" market: for the average home with electric supply the 4-valve is the ideal set. Last year Marconiphone dominated this market with the "42"—this year they are dominating with the "253." For 16 guineas the "253" offers your customers a specification and a performance which cannot be bettered—and the assurance of the most famous name in radio. Do you wonder that "253" production has been vastly increased?



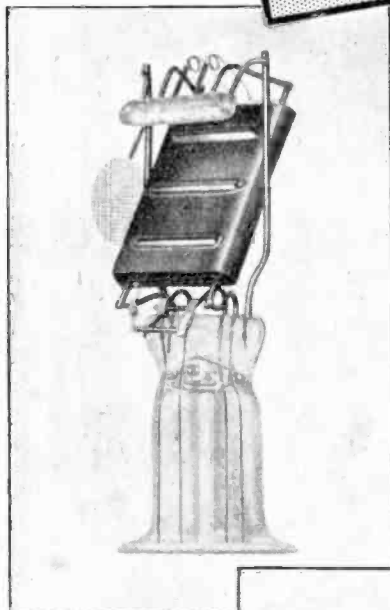
THE '253'



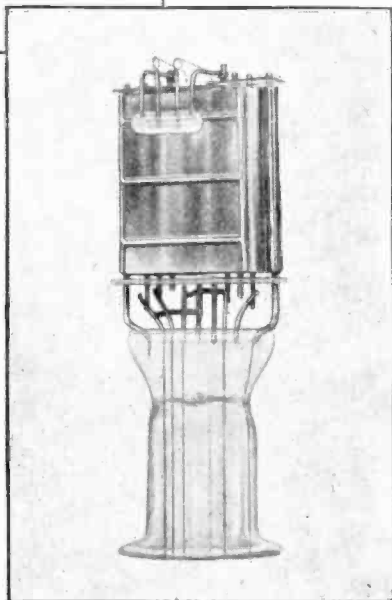
EVERYTHING  ELECTRICAL

A TONIC TO ANY SET

OSRAM 2-VOLT VALVES WITH THE WEMBLEY FILAMENT
 The filament with the highest electron emission efficiency of any Battery valve filament in the world.



OSRAM LP2
OSRAM P2



OSRAM PT2

NOTE

The large area of Anode for easy heat dissipation — large power output and long life — Osram "Cushion-Springing" & "Safety Lock Construction."

A CHOICE OF HIGH EFFICIENCY LOUDSPEAKER VALVES

OSRAM LP2

The most sensitive and economical 2-volt Power Valve for sets with single stage Low Frequency amplification.

Amplification Factor	15
Impedance	3,900 ohms
Slope	3.85 m.a./v.

Price 8/9.

OSRAM P2

The popular 2-volt Super Power Valve for highest Quality Reproduction with economy in HT Current in any 2-volt Battery Set.

Amplification Factor	7.5
Impedance	2,150 ohms.
Slope	3.5 m.a./v

Price 12/-

OSRAM PT2

The 2-volt Pentode with amazing sensitivity and high power output for the minimum possible HT current consumption.

Slope	2.5 m.a./v.
-------	-------------

Price 17/6

Osram

MADE IN ENGLAND

2 VOLT BATTERY Valves

FOR EXTRA QUALITY WITHOUT EXTRA COST

They're all demanding EPOCHS

276

WITH 5-RATIO
INPUT TRANSFORMER
(Handles 5 watts)

Fitted in handsome French
Polished Oak Cabinet as illus-
trated. Type 20C. **40/-**

**BETTER TO
BE SURE
THAN SORRY
MR. DEALER**



CHRISTMAS BUYERS WANT DELIVERY 'ON THE NAIL'!

Epoch popularity is on the ascendant. A special 'burst' of publicity during the next week or two will send buyers to your shop intent on buying EPOCHS. Delivery next week won't satisfy them—they want the goods there and then. And they can get them at most Radio Shops.

You cannot afford, Mr. Dealer, to miss good business by inadequate stocks of this wonderful seller. Two or three days before Christmas will be too late. When the public come to you for EPOCHS see that you are in a position to supply them—from stock.

IF YOUR CUSTOMERS ARE PREPARED TO PAY A LITTLE MORE TO GET ABSOLUTELY THE FINEST QUALITY IN THE WORLD, AT ANYWHERE NEAR THE PRICE, THERE IS THE 'EPOCH 20TH CENTURY' MODEL AT 35/- OR COMPLETE WITH HANDSOME OAK CABINET TYPE 20 c.c. AT 47/6.

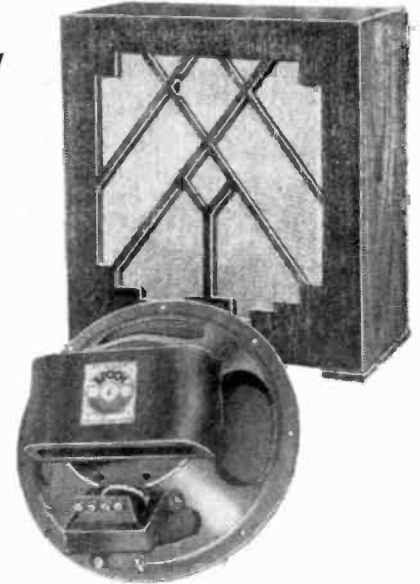
We have some bright showcards, window streamers and sales literature all bent on the same job—selling Epochs for you. So check over those stocks and take a chance on another dozen to meet this big demand.

Epoch

P.M.C. SPEAKERS

The EPOCH
"M.M."

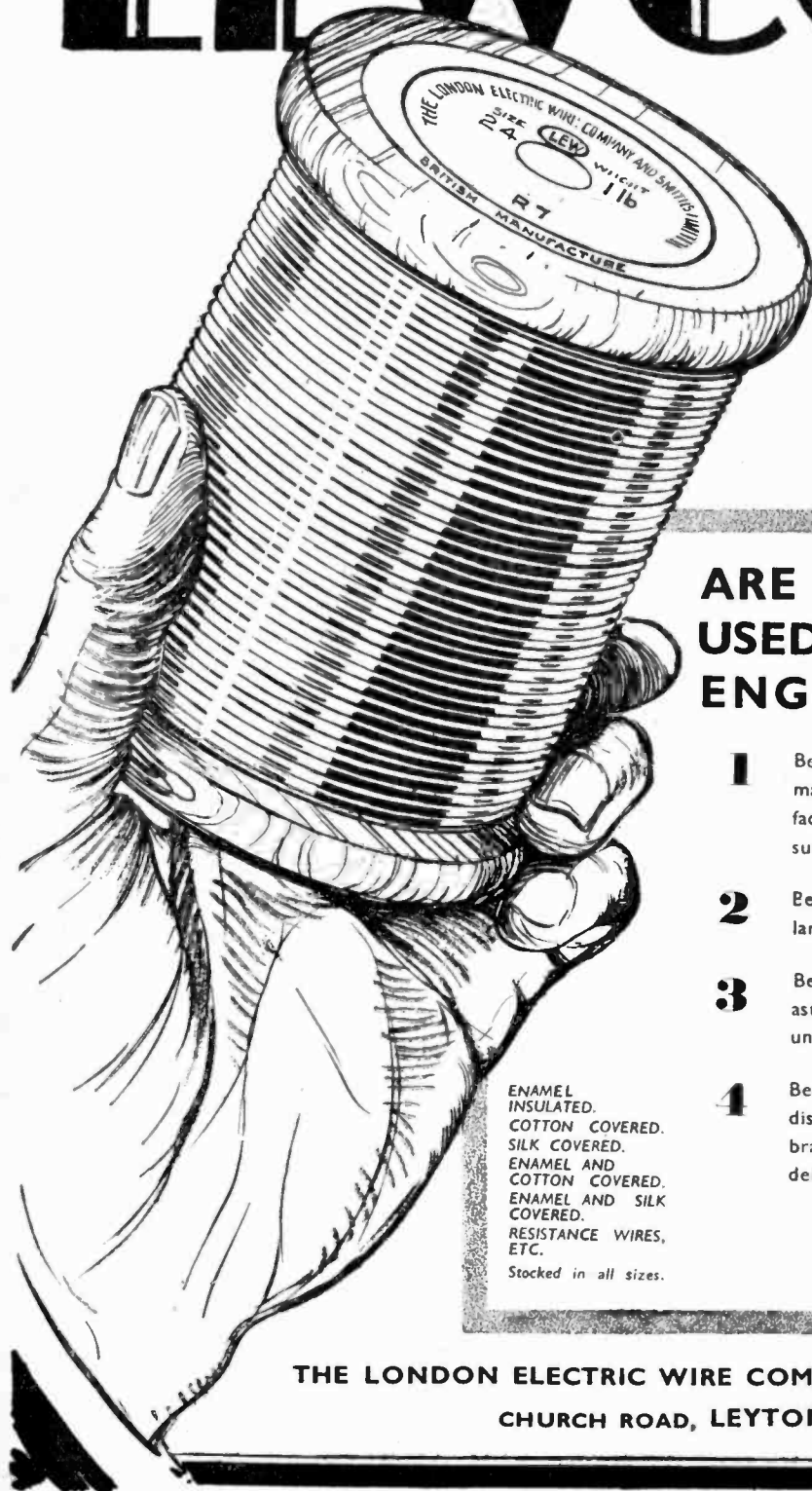
It has an 8½-in. diaphragm, copper-plated cone chassis, 5-ratio input transformer and a substantial high content cobalt steel magnet (not so-called cobalt steel magnet of similar appearance, containing only 3%). The "M.M." will comfortably handle a 5-watt input. The full size (8½-in.) diaphragm is made in one piece and impregnated. Resistance of speech coil 5.50. 5-ratio matchings of input transformer ensure fine matching with power, super-power or pentode output valve.



LEWCO'S

Regd

FINE WIRES

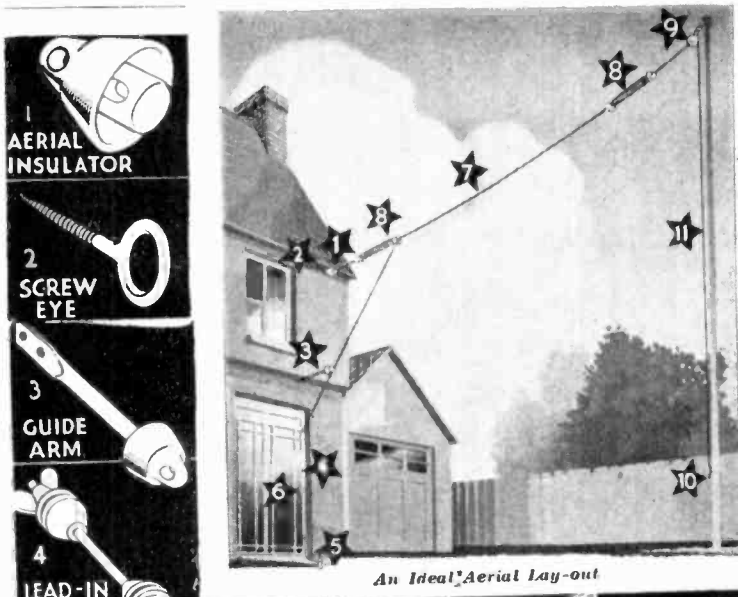


ARE UNIVERSALLY USED BY RADIO ENGINEERS

- 1** Because the use of the finest raw materials and the fifty years' manufacturing experience behind them ensures their consistent quality.
- 2** Because they are the products of the largest up-to-date plant in the country.
- 3** Because rigorous tests have proved their astonishing durability and reliability under the most exacting conditions.
- 4** Because highly organised channels of distribution, and large stocks at all branches and factory, ensure quick delivery.

ENAMEL INSULATED.
 COTTON COVERED.
 SILK COVERED.
 ENAMEL AND COTTON COVERED.
 ENAMEL AND SILK COVERED.
 RESISTANCE WIRES, ETC.
 Stocked in all sizes.

THE LONDON ELECTRIC WIRE COMPANY AND SMITHS, LIMITED,
 CHURCH ROAD, LEYTON, LONDON, E. 10

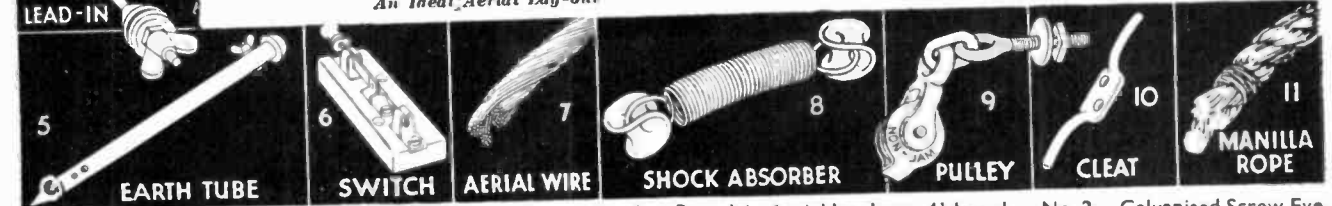


An Ideal Aerial Lay-out

SELL WITH EVERY SET A LAKER AERIAL OUTFIT

Mr. Dealer,
Here is a complete aerial outfit for 23/- list. Your assistant can assemble and erect this mast in half an hour. The actual raising of this mast can be done by a man or boy in a few seconds. Tell your customer about the greatly improved reception from a Steel Aerial Mast and scientific aerial accessories.

THE OUTFIT COMPRISES : Steel Mast complete, as illustrated below. Aerial Insulator. Screw Eye. Lead-in. 49 Strand Aerial Wire. Shock Absorber with insulators. Flexible Steel Halyard. 20 ft. Rubber-covered Lead-in Wire. 20 ft. Earth Wire. Order a sample outfit through your factor now! We can, if necessary, dispatch direct to your customer. Price : 23/- (List). Discount is 30 per cent.



The aerial fittings illustrated above consist of : No. 1. Special low-loss Porcelain Aerial Insulator, 4½d. each. No. 2. Galvanised Screw Eye, 2d. No. 3. Guide Arm, galvanised with Bell insulator, 12 in. 1/3, 18 in. 1/6. No. 4. Special low-loss lead-in with self-centring ebonite cones, 1/-. No. 5. Galvanised rust-proof Earth Tube, 2/-, also made Electro-coppered at 1/- and 1/6, and Real Copper, 4/6. No. 6. Porcelain Lightning Switch, 9d. No. 7. Special pure copper Aerial wire, 49 strands, 1/6 for 50 ft. Coil. No. 8. Shell Shock absorber with best British non-rusting coil spring, 10d. No. 9. Laker "Non-Jam" Pulley with Eye Bolt, 9d., or with Screw Eye, 8d. Pulley only, 6d. Eye Bolt only, 3d. No. 10. Galvanised Malleable Cleat, 4d. No. 11. Best British Manilla Rope Halyard with spliced insulator, 60 ft. 2/-, 100 ft. 3/-. Write for list. All Factors catalogue and stock "Laker" Aerial Fittings.

LAKER STEEL MASTS

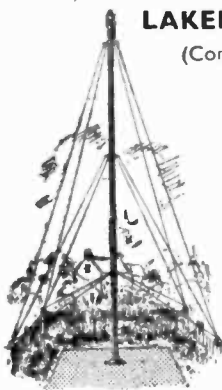
(Complete) Tapering

26 ft.	17/6
30 ft.	25/-
34 ft.	27/6
40 ft.	35/-

Heavy

25 ft.	30/-
30 ft.	36/-
40 ft.	50/-

All Laker Masts are made in portable sections, and occupy only small space in your shop.



LAKER "NON-JAM" PULLEY (Galvanised)

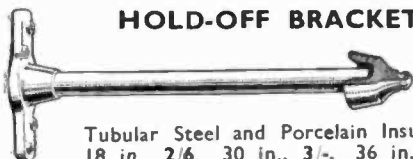
The best wireless pulley made. Has close-fitting wheel which will not jam the thinnest halyard. Price 6d., ditto malleable 8d.



LAKER LIGHTNING ARRESTER

The best arrester on the market. Totally enclosed in glass and damp proof. Has visible spark gap. In neat box. 2s. 6d.

HOLD-OFF BRACKET



Tubular Steel and Porcelain Insulator. 18 in., 2/6. 30 in., 3/-. 36 in., 3/6.

LAKER STRAINING SCREWS



Unbreakable Malleable Iron Galvanised. 10½ in., 9d. 12 in., 1/-. 18 in., 2/9.

LAKER EARTH TUBES



Exactly as illustrated. 1 in. dia. 30 in. long. Solid head and point (may be hard driven in ground). Prices : 1/-, 1/6, 2/- & 4/6



JOHN & JAMES LAKER CO., LTD., BECKENHAM, KENT.

FACTS YOU SHOULD KNOW ABOUT THE MAZDA D.C. MAINS RANGE...



The Mazda D.C. mains valves are the only completely satisfactory solution to D.C. mains receiver operation. They overcome all the disadvantages of high running cost and low efficiency previously associated with D.C. receivers.

The new Mazda indirectly heated 0.1 amp. valves enable D.C. users to enjoy, at last, the range and quality given by A.C. receivers. No other D.C. mains valves are so economical.

The Range comprises:—

THE DC 2/SGVM a variable- μ screened grid valve giving results fully equal to its A.C. counterpart.

THE DC 2/SG is for those who wish to use an ordinary screened grid valve.

THE DC 3/HL for the detector stage.

THE DC 2/P or DC 2/Pen for the output stage.

Stock and recommend these and other useful Mazda types. They are being widely advertised. Requisition supplies of Mazda literature and display material from the Ediswan representative. Mazda valves are fitted by all the leading receiver manufacturers.

IS "EDDY"
IN YOUR
WINDOW
YET?

The amazing

MAZDA THE BRITISH VALVES

EDISWAN RADIO

100% BRITISH—Designed by British Engineers

The Edison Swan Electric Co. Ltd.



155 Charing Cross Rd. London. W.C. 2

Mazda Radio Valves are manufactured in Great Britain for

The British Thomson-Houston Co. Ltd., London and Rugby.

V.165



**The ideal
Christmas present
for every user of
a battery-operated
set or portable.**

(Provided he has electric light)

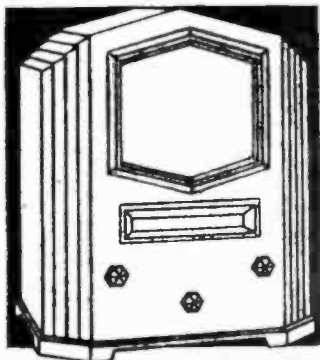
Send for supplies of
Ekco Sales Aids and
literature and make a
bold display.

E. K. Cole Ltd.,
Dept. F. EKCO Works, Southend-on-Sea.



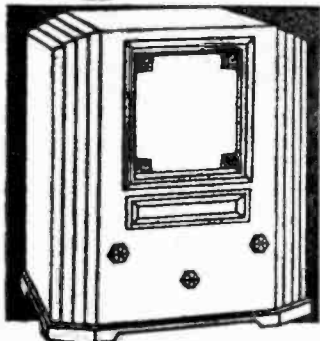
SELL G.E.C. Radio THIS XMAS BECAUSE

- 1) G.E.C. Radio provides a set for every customer who enters your shop.
- 2) G.E.C. Radio stands for Sound Engineering Construction and Reliability.
- 3) G.E.C. Radio safeguards your profits and means NO SERVICE TROUBLES.



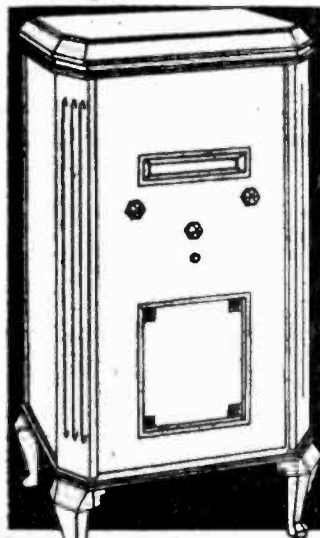
The GECophone "VIKING" for A.C. Mains. Price

23 GNS.



The GECophone SUPER - HET for A.C. Mains. Price

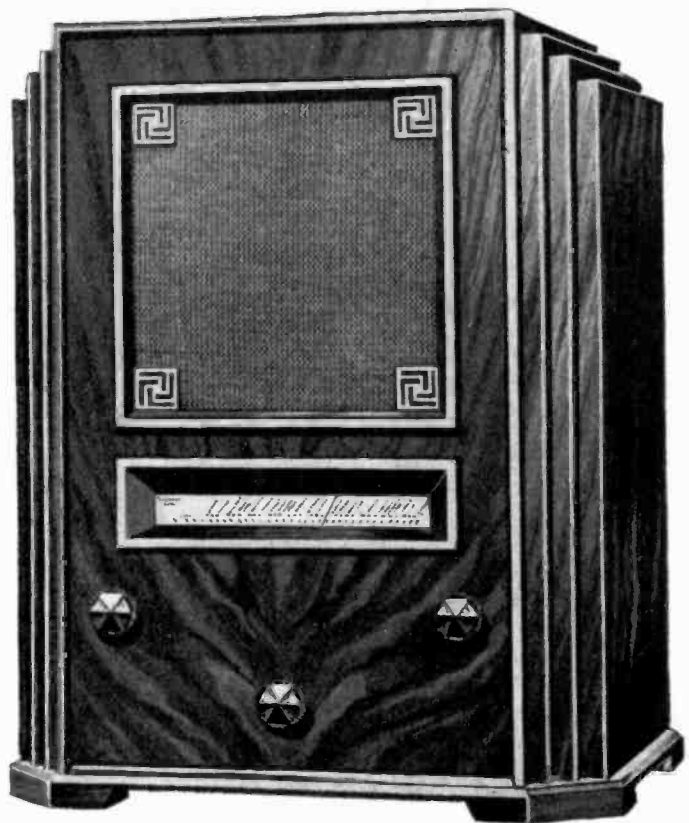
26 GNS.



The GECophone RADIO-GRAM for A.C. Mains. Price

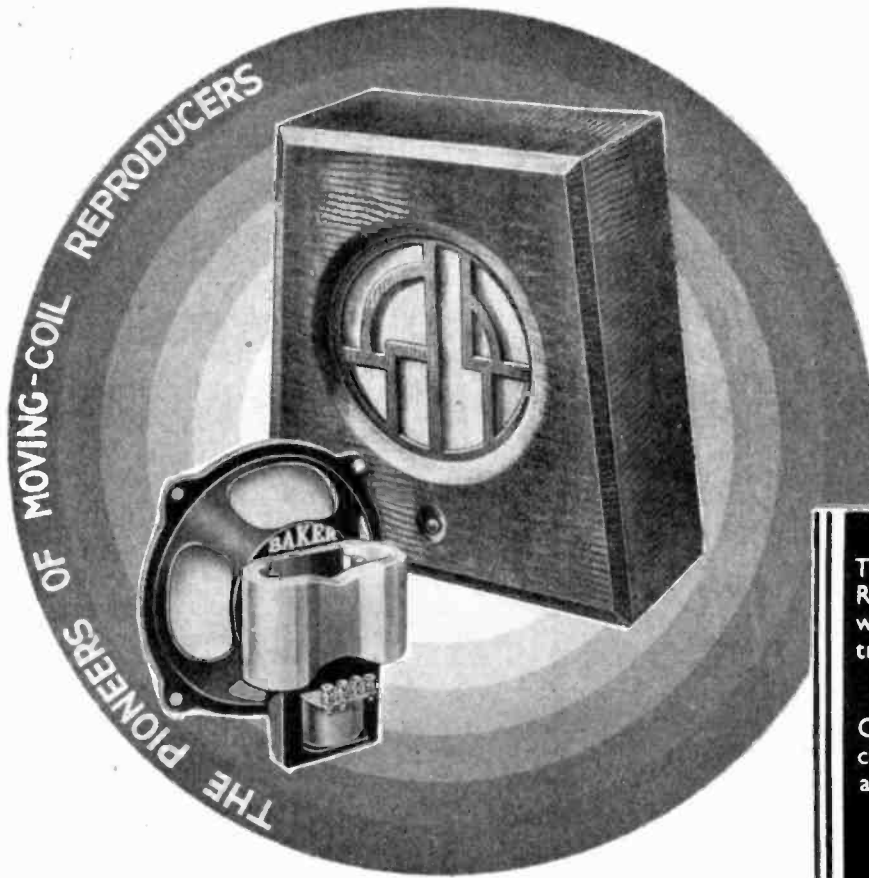
30 GNS.

MADE IN ENGLAND



THE "GALA"

Outstanding features of this receiver include—
ILLUMINATED INDEX GIVING STATIONS BY NAME, Moving-Coil Loud Speaker, One-Knob Tuning, Handsome Matt Walnut Cabinet, 12 months' guarantee. Standard Models for A.C. Mains, 40/80 cycles, or D.C. Mains. PRICE, including OSRAM VALVES and ROYALTY **15** GNS
Hire Purchase : Deposit 30/- and 12 monthly payments of 25/6
Model for 80/100 cycles or 25/80 cycles, A.C. Mains. PRICE, including OSRAM VALVES and Royalty **16** GNS
Hire Purchase : Deposit 30/- and 12 monthly payments of 27/6



The famous "PERMAG" Reproducer. Chassis only with input transformer **38/6**

Complete in a handsome cabinet, input transformer, and the BAKER TONE CONTROL

49/6

THE EVER WIDENING CIRCLE

Ever thrown a stone into a pond and seen the ever-widening circle of water ripple away? Something similar happens every time a "PERMAG" Reproducer with the Baker Tone Control is sold.

Everybody who buys a "PERMAG" at once becomes a "PERMAG" fan. He is soon telling his friends of its wonderful quality . . . of the uncanny fidelity with which it reproduces both speech and music. Thus, one sale soon becomes many. And this doesn't happen occasionally just here and there—it is happening all the time all over the country. There's an ever-widening circle of profit for the dealers who are far-seeing enough to stock, display, demonstrate and PUSH "PERMAG." Start getting your share to-day by sending your factor an order for three or four.

Always recommend your customers to purchase the "PERMAG" complete in the cabinet because this cabinet has been specially designed to avoid box resonances and to give surprising amplification equal to that usually obtained from a large baffle.

BAKER
PERMAG
REPRODUCERS
 WITH THE BAKER TONE CONTROL

Push "PERMAG" for Profits

BAKER'S "SELHURST" RADIO. New Works and Demonstration Rooms: 75-77 Sussex Road, S. Croydon, Surrey. Phone: Croydon 3441-2

Priestly & Ford

Proprietor : JOHN PRIESTLY

THE NATIONAL RADIO DISTRIBUTORS

MARCONI 258
RADIOGRAM
55 GNS.

also

MODEL 330
AT 29 GNS.



MARCONI
MODEL 535 AT
39 GNS.

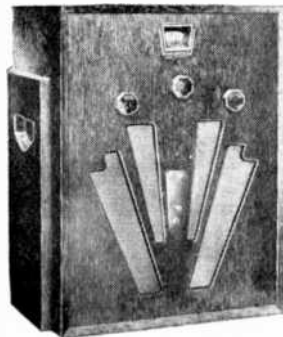
also

MODEL 536
AT 46 GNS.

MARCONI MODEL
248 2-Valve
Battery Model
£4.19.6

also

252 3-Valve
Battery Model
£9.17.6



MARCONI
MODEL 252
A.C. or D.C.
AT
16 GNS.

Send for Catalogue To-day

DECCA
RECORDS?

Main Offices, Showrooms and Warehouse :
3-11 CARRS LANE, BIRMINGHAM 4
 Telephone : Midland 5941 (Private Branch Ex.)
 Telegrams : " PEEANEF," Birmingham

Nottingham Depot :
59 Friar Lane, Nottingham
 Telephone : Nottingham 40326 (Private Branch Ex.)
 Telegrams : " PEEANEF," Nottingham

★ Manchester Depot :
**21 BRIDGE ST. & 18 KING ST.,
 DEANSGATE**
 Telephone : Blackfriars 9157-8
 Telegrams : " PEEANEF," Manchester.

IN STOCK?
Of course
it is!

ULTRA

SETS THAT ENTERTAIN THE NATION

**TIGER
PLAYS
IN
AUNTIE'S
ROOM**



"A definite advance..."



says *Mr. H. J. Barton Chapple* *Wh. Sch. B.Sc. (Hons)*
D.I.C. A.M.I.E.E.

"MANSFIELD" Permanent Magnet Moving-Coil SPEAKERS



This well-known radio and television authority pays striking tribute to the new W.B. "Mansfield" Speaker Magnetic System.

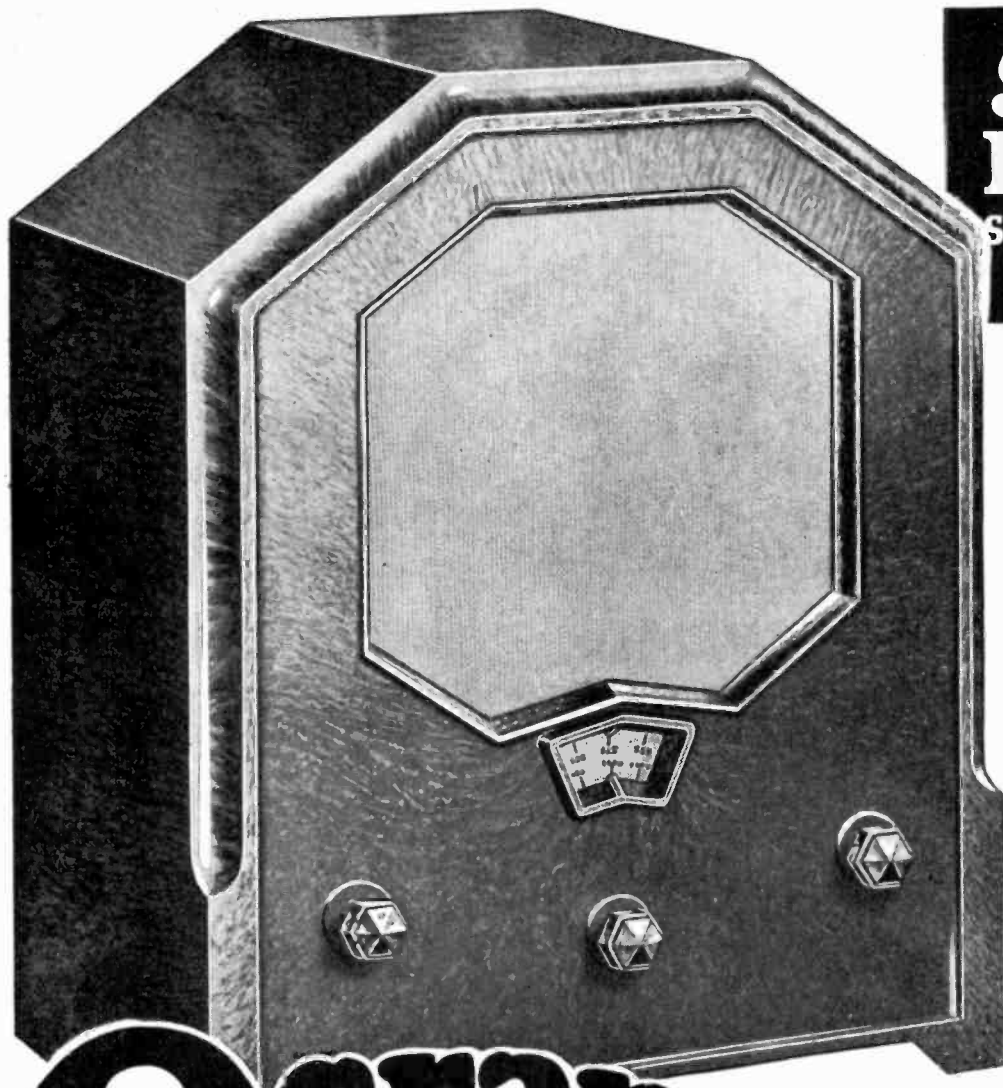
"... The ultimate result is a really astonishingly high flux density for the size of the magnet used... fidelity of tone of outstanding merit... sensitivity very noteworthy, comparable in many respects with externally energised types without the necessity for mains or batteries. The Speaker will handle an input more than sufficient for quite a large room and yet can be worked satisfactorily from a small two-valve set... My conclusions—this new P.M.4 Speaker is a definite advance in the permanent magnet class."

30 per cent. more efficient than a good cobalt steel magnet of same weight. 10 per cent. more efficient than a chrome steel magnet of three times the weight. Robust steel chassis now possible with no magnetic loss whatever.

All the papers are telling the public. And the volume of enquiries is enormous—so be sure to let us know if you have stocks of W.B. "Mansfield" Speakers.

- | | |
|--|------|
| "Mansfield" Senior (Improved P.M.4), complete with 3-ratio transformer | 42/- |
| "Mansfield" Junior (P.M.5), complete with 3-ratio transformer | 27/6 |
| "Mansfield" Cabinet in well-finished oak (for P.M.4 or 5) extra | 25/- |

Whiteley Electrical Radio Co., Ltd., Radio Works, Mansfield, Notts
London Office: 109, Kingsway, W.C.2 Telephone: Holborn 6714.



G.E.C.
Radio
 SUPREMACY IN
RADIO

SPECIAL FEATURES

- 1** A complete table model receiver with built-in loud speaker.
- 2** Batteries housed inside cabinet — no external battery connections.
- 3** Two metallised OSRAM screen-grid valves and latest type OSRAM power output valve.
- 4** Screen - grid detector gives great sensitivity.
- 5** Tuning by one knob only.
- 6** New magnetic loud speaker chassis with floating cone ensures highest quality reproduction.
- 7** Unit assemblies make home construction the essence of simplicity.
- 8** Latest OSRAM valves (battery type) with the Wembley filament.
- 9** Handsome one - piece cabinet in moulded Bakelite—walnut graining.

Osram
THIRTY-THREE


MADE
 IN
 ENGLAND

MUSIC MAGNET

The OSRAM "THIRTY-THREE" Music Magnet is a set which will give brilliant service and lasting satisfaction—the highest standards of reproduction and reliability. These are of far greater importance than mere "cheapness," which means disappointment and expense in the long run. You cannot go wrong if you sell quality.

MAKE SURE OF AMPLE STOCKS FOR THE XMAS DEMAND !

PRICE
9 GNS.
 Including Cabinet, built-in Loud Speaker and OSRAM VALVES.
HIRE PURCHASE
 Deposit £1 and 12 monthly payments of 15/-



THE 'BLOCK' PLATE-LESS ACCUMULATOR

OUR
PLAN
FOR
XMAS
SALES

2 V. 80 AMP. HRS. 11/6^D.

MAY we suggest a plan? Being new and remarkable-looking, the Block Accumulator thrills a wireless "fan" at sight. So we suggest—keep one by your side on the counter; as your customer completes his purchase of screws or wire or valves, just slide it in front of him and say "Makes a fine Christmas present, that!" Between thirty and sixty per cent of such customers will buy. We know; we've had experience. You could clear a gross that way—battery sales that otherwise wouldn't have occurred. The Block plate-less Accumulator is, in fact, the accumulator of a new day (and looks it!)—80 amp. hrs. at almost the price of 40; relatively light, compact; holds full charge indefinitely when not in use; altogether stronger, more efficient, smoother in output, than the present-day "plate" type. Choice of coloured bakelite case. Well advertised—our first fortnight's production was cleared in the first THREE DAYS of our sales campaign (so do please order early!) Enquire at once.

BLOCK BATTERIES LTD., ABBEY ROAD, BARKING, E

I HAVE NOW MET the majority of Murphy Dealers and have discussed with them the recent price and discount reductions.

First of all I will express publicly our deep appreciation of their support and their trust, given even in many cases where dealers were uncertain that the step they were asked to take was a wise or fair one.

The following facts will hearten those dealers who are still in doubt:—

- 1 We are selling 2½ times as many sets.
- 2 In spite of reduced discounts on lower prices, Murphy Dealers are receiving an income 50% higher than before.
- 3 I have already been able to take back the whole of the people we sacked.

Frank Murphy

-THOUSANDS OF DEALERS-

ARE USING THIS

FREE

"GOLTONE" DISPLAY STAND

The Trade has shown their appreciation of the new "GOLTONE" effort to assist sales.

The "Goltone" Free Display Stand with its Bright Gilt background and self-adjusting clips to hold the components in position has proved a Wonderful Sales Creator for the Dealer.

It provides a really effective display for the Components, and the numerous letters of appreciation received from dealers who, through its display in window and on counter is a tribute to the success of this scheme.

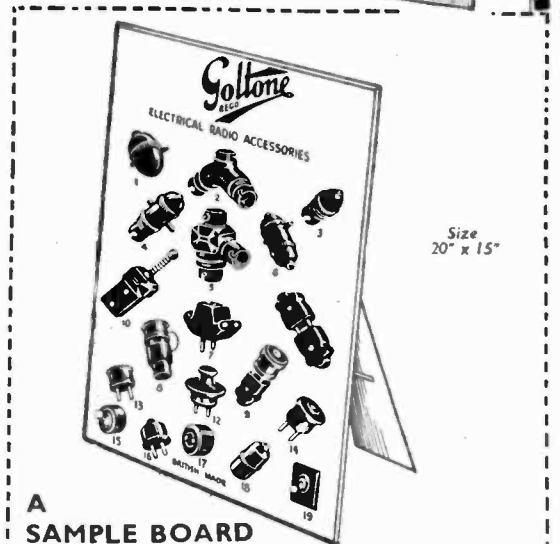
The Display Board is provided with a bracket at back to enable it to stand on Counter or in Window, and is sent out complete ready for use. No charge is made for the Display Board.

**SEND YOUR SALES BOOMING
WITH THIS "GOLTONE"
WINNER**

*The finest proposition you have ever
been offered.*

*Don't delay, fill in the
coupon and post
to-day.*

Delivery will be
made in strict
rotation.



A SAMPLE BOARD

may be seen at any of our Depots:

LONDON : 5, Percy Street, Tottenham Court Road, W.1
LEEDS : Upton's Yard, 49a, Briggate

GLASGOW : Baltic Chambers,
3, Cadogan Street, or at
Head Office : Frederick Road,
Pendleton, Manchester
All first-class Radio Wholesale-
sellers can supply.



TEAR OFF THIS COUPON AND POST TO-DAY
To WARD & GOLDSTONE, LTD.,
PENDLETON — MANCHESTER
Please send particulars how to obtain your
"GOLTONE" FREE SALES-DISPLAY
NAME.....
ADDRESS.....
W.T.
10/12/32

Treasure-trove

Just as the treasure-chest's revelation of riches burst thrillingly upon the eyes of the old-time buccaneers, so is the McMichael's breath-taking beauty of performance revealed to the listener of to-day. Every McMichael radio instrument is a treasure-chest—a casket of rich, colourful sound—awaiting but the turn of a dial to pour forth its treasures. Unstintingly it gives—of sound and of stations—of quality and of quantity.

THE McMICHAEL DUPLIX FOUR MAINS TRANSPORTABLE

(For Alternating Current only)

The cabinet of this McMichael receiver is, alone, a veritable triumph of craftsmanship.

Within this cabinet the set is entirely self-contained, so that it is easily transportable and may be operated wherever a suitable mains socket or plug is available. Neither aerial nor earth is necessary, although for operation in remote districts these may be applied.

Contained in the receiver is a Moving-Coil Loudspeaker, the reproduction from which is quite exceptional—no less than sheer delight.

The circuit employed is similar to that already made famous in the Duplex Four Battery Models, except for the "mains" adaptation.

Indicating on the Duplex Scale, this circuit includes the latest refinements in design, and gives maximum range and selectivity with a minimum of controls. Provision is made for applying a gramophone pick-up, and an external additional loudspeaker or 'speakers.

In its finely figured walnut cabinet the McMichael Duplex Four Mains Transportable is a delight to the eye as to the ear, and retailing at

21 GNS.

(including all Royalties) is supreme value.

Here, at McMichael's, we do all in our power to assist the dealer to encourage sales by means of attractive showcards, leaflets, etc. Our Hire Purchase Scheme has also proved invaluable in helping to clinch sales. If you do not already stock McMichael Receivers, you are well advised to write immediately, either to us or to your factors, for terms and sales aids.

All British
Embodying
12 YEARS'
Successful Radio
manufacture

McMICHAEL RADIO LTD.

Wexham Road, Slough, Bucks

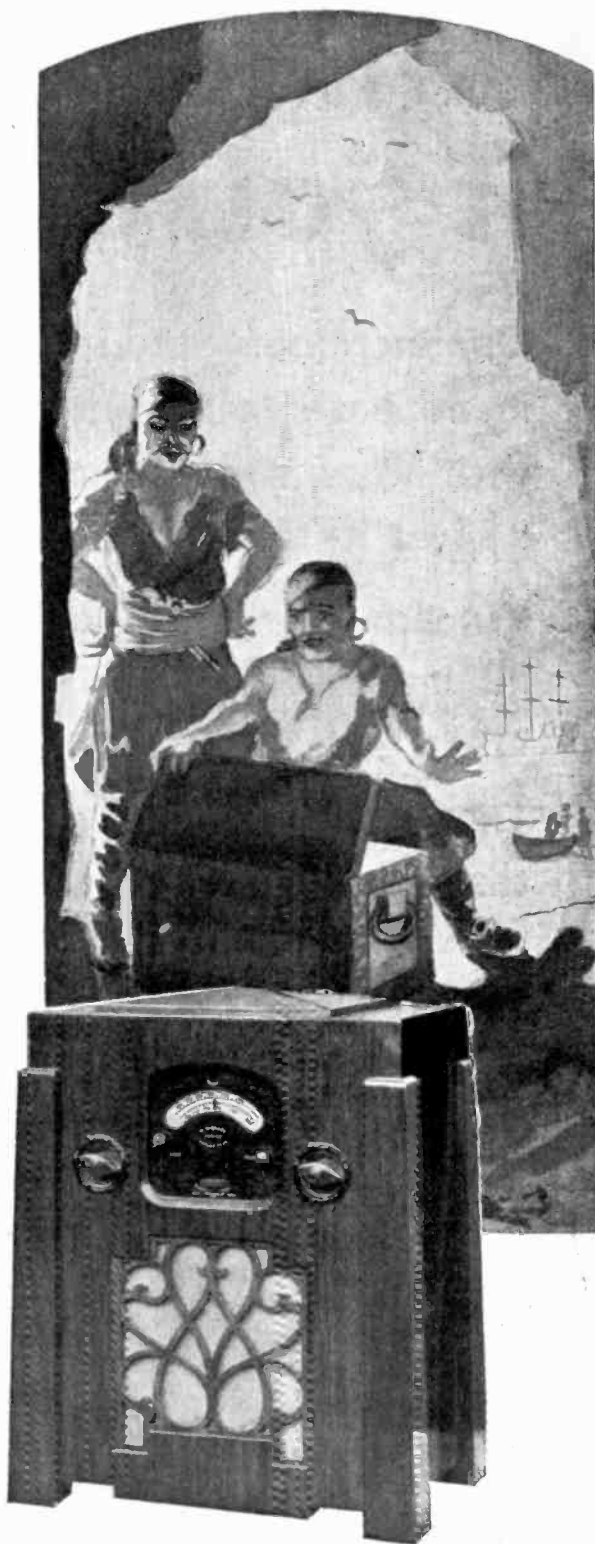
Telephone: Slough 441-442

London Showrooms: 179 STRAND, W.C.2.

Telegrams: Radiether, Slough

Telephone: Temple Bar 6988

H.M. THE KING
USES
**McMICHAEL
RECEIVERS**



Immediate delivery if you order at once

Our increased output arrangements have enabled us to cope with the large demand for "Silver Knight" H.T. batteries.

We are now in a position to fill immediately all orders for every type in any quantity.

There is just time to make sure that you have sufficient stocks to meet the Christmas rush.



RETAIL PRICE LIST

Standard Type.

No.	Volts.	Price.
2003	66	5/6
2005	108	9/-
2006	120	11/-

Triple Capacity.

2012	63	12/-
2015	108	21/-

Grid Bias.

2021	9	1/-
------	---	-----

Usual Trade Discounts.



(Registered Trade Mark)

Silver Knight

HIGH TENSION BATTERIES

THE SILVERTOWN COMPANY, ALDWYCH HOUSE, LONDON, W.C.2

BRANCHES :

Works : Silvertown, London, E.16

Telephone.

Telephone.

BELFAST : 24, Ocean Buildings, Donegal Square East. 597
 BIRMINGHAM : Broad Street Chambers. Midland 6559
 BRISTOL, 1 : 4, Victoria Street. 20925
 DUBLIN : 70, Middle Abbey Street. 43328
 GLASGOW, C.1 : 15, Royal Exchange Square. Central 7932

LIVERPOOL : 11, Drury Lane. Telephone. Bank 638
 LONDON : Aldwych House, W.C.2. HOLborn 8461
 MANCHESTER : 38, Queen Street West. Blackfriars 9377
 NEWCASTLE-ON-TYNE : 59 Westage Road. 21428
 SHEFFIELD : 140-144 West Street. Central 26021

ALL'S WELL!

**Staunch Lissen
dealers are NOT
Complaining of Bad Trade!**

**LISSEN
ARE
SHOWING
YOU THE
WAY TO
RECORD
TURNOVER**

Some of the September optimists have become November pessimists! They are saying "Trade is bad." THAT IS NOT TRUE —for the right lines at the right prices, properly presented, there is a REALLY AMAZING DEMAND. LISSEN dealers are having A GOOD TIME!

**THE BIGGER THE PROPORTION OF
LISSEN**

**IN YOUR STOCK THE NEARER
YOU WILL BE TO RECORD PROFITS**

AND NOW — — !!!

THE AMAZING

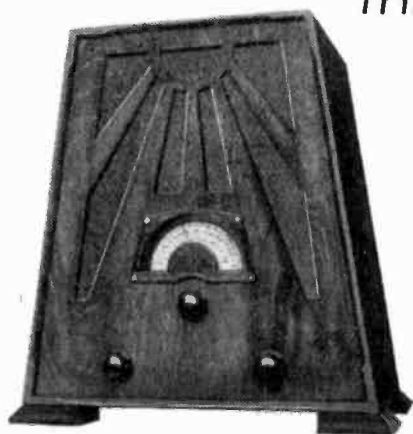
ALL MAINS TWO

AVAILABLE FOR

A.C. OR D.C.

at

£8 : 8 : 0



MAGNAVOX MOVING COIL SPEAKER—MAZDA MAINS VALVES—WESTINGHOUSE RECTIFICATION IN A.C. MODEL

Phone Willesden 7561—Extension 5 for details

Manufactured by

CONSOLIDATED RADIO CO. LTD., 75 Kilburn Lane, London, W.10

“Half a mile away”

Speech, clear and undistorted, heard at a distance of eight hundred and eighty yards from the Loud Speaker. Only the B.S.R. 50 Watt Amplifier can give such a performance

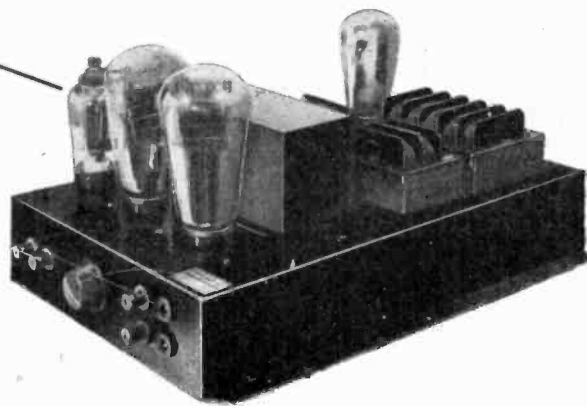
A Letter from Lincoln states:

“I am very satisfied with Amplifier. I am using an Exponential Horn Type Speaker and this has been heard half a mile away on third volume, that is, speech can be clearly heard at this distance.”

The original letter may be inspected at our offices.

BRIEF SPECIFICATION

Specification includes enamelled steel chassis Screened Grid L.F. Amplification, and 2 PF5/400 Power Valves. A 3-ratio Output Transformer is incorporated, also volume control. Two input tappings are provided for Radio and Gramophone Pick-up, and three tappings for operation on mains of from 190/210, 210/230 and 230/250 V. 50 Cycles. The Amplifier gives a practically flat characteristic from 50 to 8,000 cycles, with power sufficient to feed at least 6 M.C. speakers. A Radio Chassis is available for use with this Amplifier.



BRITISH
BSR
THROUGHOUT

50 WATT ALL-MAINS

AMPLIFIER

retailing at only 19 GNS. (valves extra)

gives faithful reproduction

Write for full particulars. Trade Discounts are generous

BIRMINGHAM SOUND REPRODUCERS, LTD., CLAREMONT WORKS, OLD HILL, STAFFS

Phone: Cradley Heath 6370

Grams: Electronic, Old Hill.

Holdens



TAKE YOUR RADIO DEALER'S ADVICE... HE KNOWS

"I recommend and sell more Aerodyne sets than any other make!"

4E SCREENED GRID 3 MOVING COIL SPEAKER

4 BVA Valves
24-watt
Pick-up Sockets
with variable batteries
on valves, all ready to play
the perfect reproduction of a first
class set without any electric
hum

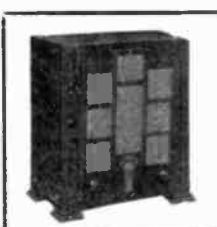
Cabinet - 19 in. High & beautifully
in figured walnut
on forty stations as low as London - and
selections to be made that no other station
can offer - the slightest interference with the station
you want to hear.

Price only 69/- plus 12/11 down and
11 monthly payments of 17/11

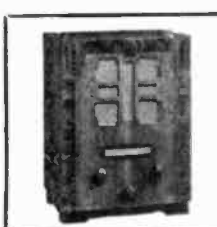
"I know how they're made and so what they're made. I know they are designed by expert radio engineers to give you in gold the best of both worlds - not coming back for constant repairs. And there's sheer value for money - make it yours to sell them. Look at this Aerodyne Screened Grid Three. 9 Guineas. Complete with Moving Coil Loud Speaker!"



"That's me!"



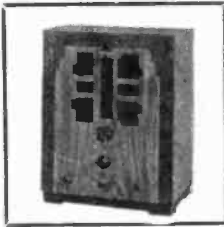
AERODYNE BATTERY TWO
Complete and ready to play, with Valves, Batteries and Accumulator. Retailled at £4 19s. 6d. or Deferred Terms.



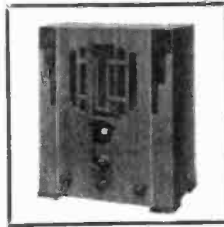
AERODYNE MAINS TWO
Complete and ready to play, with Moving-Coil Speaker. Retailled at £10 10s. 0d. or Deferred Terms.

"That's what I told the Aerodyne people, and they have used it in their full-page advertising."

"It's true. I sell more Aerodynes because the customer is already more than half sold on Aerodyne before he comes in my shop. Why waste time trying to sell him something else. I can't make a bigger profit, and I can't recommend a better set. Look at this Aerodyne Screened Grid Three—with moving-coil speaker. There is no doubt that this is the finest set for the battery market, and the quality far surpasses anything yet produced. Only 9 guineas complete. Listen. I'll switch it on. Can you wonder why they say 'That's the set I want'."



AERODYNE SCREENED-GRID 3 (variable - mu)
Complete and ready to play, with Valves, Batteries and Accumulator, with Moving-Coil Speaker. Retailled at £9 9s. 0d. or Deferred Terms.

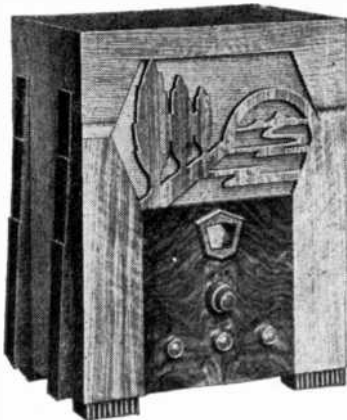


AERODYNE ALL - MAINS VARIABLE - MU S.G.3. (A.C.)
Complete and ready to play, with Moving-Coil Speaker. Retailled at £15 15s. 0d. or Deferred Terms.

AERODYNE

Write for details to: **HUSTLER, SIMPSON & WEBB, LTD., AERODYNE WORKS, 317 HOE STREET, WALTHAMSTOW, E.17.** REGD. TRADE MARK Phone: Wal. 2535

**MONARCH
303**



**MONARCH
303**

15 GNS.

3-Valve Electric Receiver

15 GNS.

in modern Walnut Cabinet with Mains Energised Moving-Coil Speaker.

The latest Semi-Band-Pass tuning, employing Screened Grid, Detector and Pentode output, resulting in wonderful selectivity, sensitivity and most exceptional volume.

Write for Sample Receiver for 7 days' Free Trial

Write for Sample Receiver for 7 days' Free Trial

W.M. DIBBEN & SONS, LTD.
SOUTHAMPTON.



Itonia

**DELIVER THE GOODS
5 DEPOTS TO SERVE YOU**

Full stocks of all the quickest selling Lines in Radio. Order from your nearest ITONIA Depot to-day.

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44 WELLINGTON STREET.
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Phone : Clerkenwell 2031 (8 lines)
- ALBA, BEETHOVEN, COSSOR, DAPTACON, EKCO, MARCONI- PHONE,**
- PHILIPS, PYE, ULTRA, ITONIA GRAMOPHONES**

Let LONDON have your Record Orders. Wonderful delivery Service for COLUMBIA, REGAL, PARLOPHONE, ZONOPHONE and IMPERIAL.



GREATER RANGE & Greater Sales...



K-B 'KolStar' 6-valve Super - Het receiver (A.C.). Covers long, medium and short (16 to 70 metres approx.) wave ranges. Walnut Pedestal cabinet. Including moving-coil speaker, valves and royalties, £24.17.6

K-B KOLSTAR



K-B 321 3 - valve A.C. Receiver (S.G. det., Pentode). Covers long, medium and short wave ranges. Figured walnut cabinet. Including moving-coil speaker, valves and royalties— £14.17.6

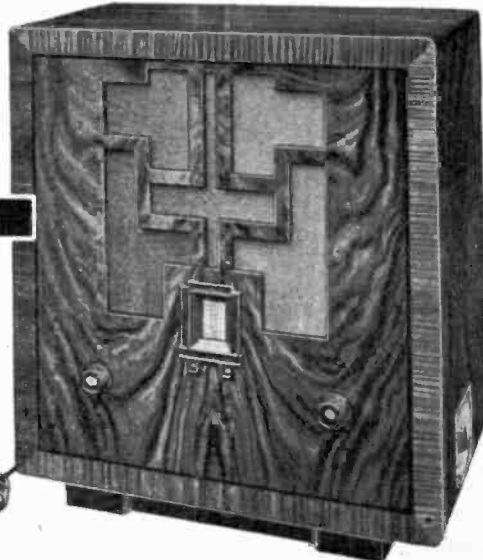
K-B 321

Short wave coil (40 to 70 metres approx.) for use with K-B 321 and K-B 320, 6/6 extra. External speaker adapter, 8/6



RADIO

**LONG
MEDIUM
ULTRA
SHORT**



K-B 320

K-B 320 4 - valve A.C. Receiver. Also covers three wave ranges. Has two variable-mu valves. Figured walnut cabinet. With moving-coilspeaker, valves and royalties 17 gns.



with the **BIG SALES**

The Amplion M.C.22 is the easiest speaker on the market to sell. You have only to look at its colossal magnet to realise how extremely sensitive it must be; and it will give twice the volume of most other speakers for a given input.

The universal transformer enables you to stock the Amplion and sell it with confidence to any set owner who walks into your shop. Finally, the name Amplion is sufficient guarantee of a good product to the most discriminating customer.

Stock now—there's going to be a big demand for Amplion Christmas presents.

PRICE **39/6**

AMPLION

Amplion (1932) Ltd., 82-84 Rosoman Street, London, E.C.1.
Phone: Clerkenwell 5440-1.

ENORMOUS INTEREST - -



A stir in gramophone circles - - -

Tremendous interest has been taken in the new B.T.H. Gramophone motors—the "Truspeed" and the "Universal." Shown for the first time at Olympia, these motors have achieved instant popularity — amply justified — since they are definitely the last word in electric gramophone motor design and manufacture.

These remarkable models together with the "Synchro-Blue" and the "Golden Disc," which were so popular last season and are still available, provide a very comprehensive range of electric gramophone motors. Every requirement and pocket can be suited by this range.

SYNCHRO-BLUE	£1 - 12 - 6
TRUSPEED	£2 - 9 - 6
GOLDEN-DISC	£3 - 7 - 6
UNIVERSAL	£5 - 10 - 0

WRITE FOR FREE FOLDER

The British Thomson-Houston Co., Ltd.
Head Office and Works - - - - RUGBY



of
**FERRANTI
 SUPER-HET**

FROM
 STOCK

FERRANTI 7-VALVE SUPER-HET
 Suitable only for 200/250 volts A.C. 40-100
 cycles. Special features: Initial H.F.
 Amplification—Variable Mu Valves—Ganged
 Condensers. Band Pass Coupling—Moving
 Coil Speaker—Tone Control. Illuminated
 Wave-Length Scale—Automati: Mains
 Aerial Device—provision for Gramophone
 pick-up.

H.P. TERMS AVAILABLE

STANDARD MODEL
 with illuminated wave-
 length indicator.
 22 GUINEAS

**STATION DIAL
 MODEL**
 with illuminated Station
 Dial—23 GUINEAS.

CLOCK MODEL
 Incorporating Ferranti
 Electric Clock and Illu-
 minated Station Dial—
 for time-controlled fre-
 quencies only—25 GNS.

*You can Depend on Deliveries when you
 Deal with —*

**DOWNES
 AND
 DAVIES**

LIVERPOOL

1 to 9 STANLEY STREET

'Phone: Bank 5760 (7 lines).

'Grams: "UTIS, L'pool."

MANCHESTER

3a NORFOLK ST., PALL MALL

'Phone: City 8846/7.

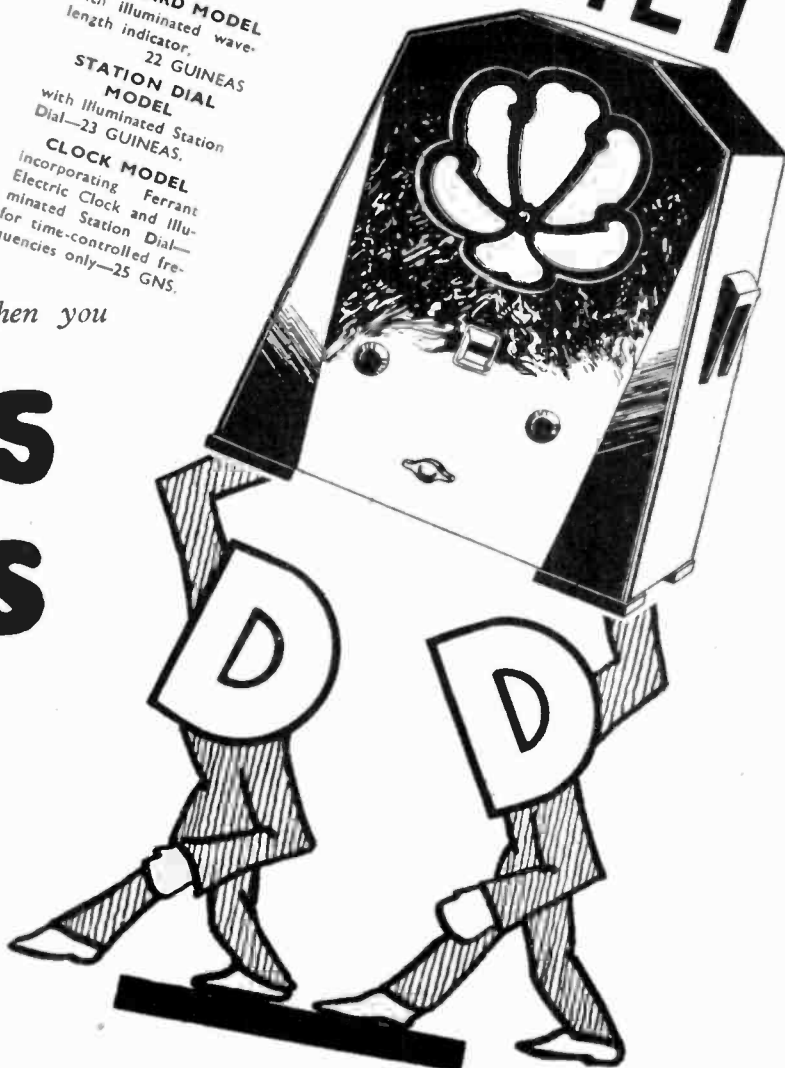
CARLISLE

PATERNOSTER ROW

'Phone: 631.

Stockists of

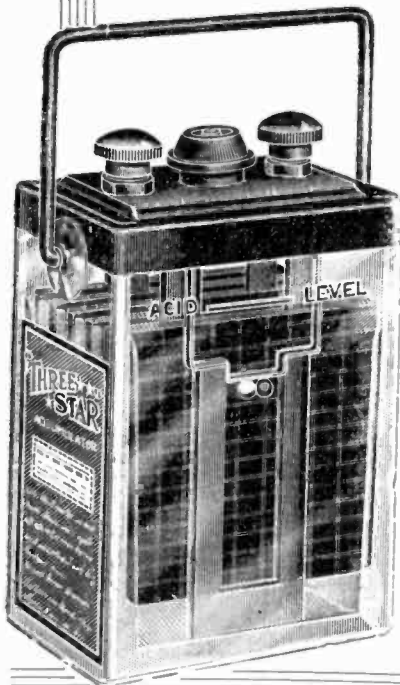
MARCONI - McMICHAEL - PYE
 ZETAVOX - PHILIPS - VARLEY
 EKCO - ALBA - ETC.



Do you sell

“THREE STAR” ACCUMULATORS?

Be convinced of the merits of “THREE STAR” Accumulators. Give your Wholesaler a trial order of the C.G.2 Type as illustrated here. This has proved a real hit this season and has everywhere met with enthusiastic reception. “THREE STAR” Accumulators have the happy knack of providing all that a customer requires for excellent L.T. service.



TYPE C.G.2
Slow Discharge Cell, with heavy plates to hold a charge for long periods. Complete with gravity indicator, splash-proof cap and carrying handle. Unequaled in value. 70 A.H.

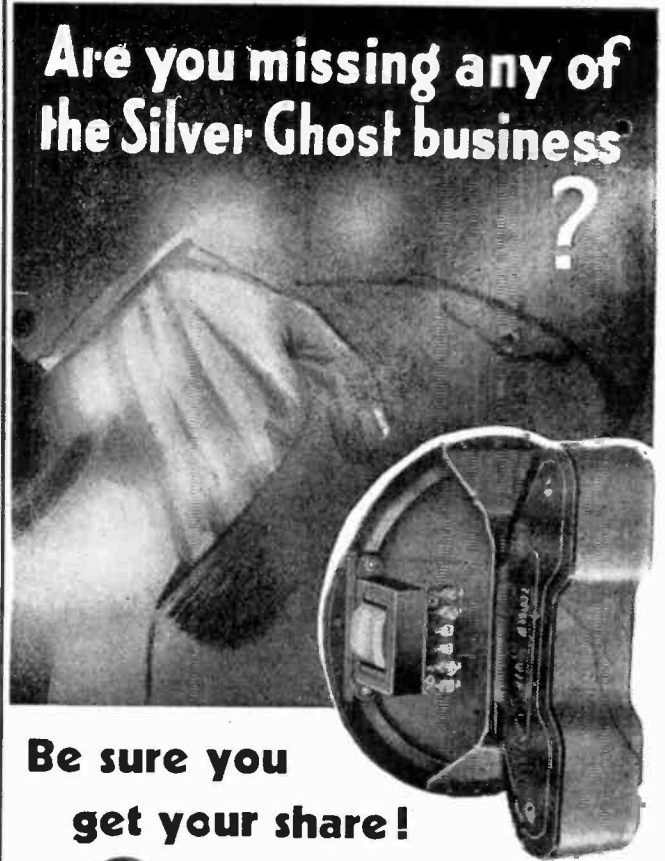
10/6

Illustrated lists free from the manufacturers—

THREE STAR ACCUMULATORS Ltd.
ROSEBERY AVENUE, TOTTENHAM, N.17

Are you missing any of
the Silver-Ghost business?

?



Be sure you
get your share!



JUNIOR

The new Lamplugh junior “Silver Ghost” P.M. Moving Coil Dynamic Loud Speaker including transformer, costs only **29/6**



INDUCTOR DYNAMIC

This is the most natural reproducer on the market—the Lamplugh “Silver Ghost.” Made under Farrand Patents. Refuse imitation types. Price **50/-**

Thousands of hands are going into thousands of pockets . . . thousands of Lamplugh Silver Ghost Loud Speakers are being asked for and supplied . . . and thousands of tills are ringing up worthwhile and easily made profits.

How much of this business is coming your way? You can net just as much of it as you like. Lamplugh have created the demand with a widespread publicity push. Silver Ghost is on the lips of thousands who are anxious to buy where they see Silver Ghost displayed.

Stock up now . . . and turn the prospects in your district into profits in your till.

“Wireless World” say of the Senior P.M. “Sensitivity was found to be above the average. Reproduction is bright. Just the required amount of bass to give good balance. Speech is crisp.

PRICE 42/-
including Baffle and Transformer

Get them ALL by stocking

silver ghost

P.M. MOVING COIL LOUD SPEAKER

S. A. LAMPLUGH LTD., 89 LITTLE PARK STREET, COVENTRY
London Office: Mr. F. G. Billett, 19/20 Holborn Viaduct, London, E.C.1

THE BEST SELLING LINE FOR THE PEAK BUYING PERIOD



PERTRIX

TRADE MARK

DRY BATTERIES & ACCUMULATORS

Advt. of Britannia Batteries Ltd., 233 Shaftesbury Ave., London, W.C.2
 'Phone : Temple Bar 7971 (5 lines). Works : Redditch, (Worcs.)
 Branches at Glasgow, Manchester, Bristol, Dublin, Leeds & Newcastle

New British made
**HOUSEHOLD
 ELECTRIC
 REFRIGERATOR**
 offers
**FINE TRADE
 OPPORTUNITY**

★ ★ ★

Here is a real opportunity for responsible factors and retail distributors to become associated with a thoroughly sound manufacturing proposition, creditable to handle and offering considerable financial possibilities. Our client, a well-known company making this offer, is already strongly established and has in active preparation a line of British-made household electric refrigerators designed and produced in accordance with proved principles and embodying many original features not elsewhere found. This electric refrigerator will be offered at an entirely competitive price.

The company is open to hear from all distributors handling important but non-competitive lines, including dealers of substance selling heating or household appliances, wireless, gramophones or electrical goods generally.

This is a thoroughly clean merchandising proposition for distributors with reasonable capital. Will qualified persons who are interested please write immediately

BOX No. 5

**SERVICE ADVERTISING
 COMPANY LIMITED**
 10, 11 & 12 Cork Street, Old Bond Street
 London, W.1

THESE NEW ACCUMULATORS



Type E.L.S.7. 12/6
 60 a/h capacity

Type E.L.M.4. 8/-
 45 a/h capacity

Type E.L.9. 12/3
 80 a/h capacity

Quicker charging—slower discharging—longer life—those are the selling points which are bringing big profits to traders handling the new Edison Extra-Life Accumulators. The "balanced capacity" principle is the newest thing in accumulator manufacture—positive and negative plates are designed to produce perfect electrical "balance" and consequent improvement in performance. Many mechanical refinements are embodied: British-made clear glass containers, moulded ebonite lids, screwed vents, non-corrodible and a metal carrier which fits neatly round the container.

EDISWAN
EXTRA-LIFE
ACCUMULATORS



THE EDISON SWAN ELECTRIC CO. LTD.
 155 CHARING CROSS ROAD, LONDON, W.C.2

Place your Christmas Orders with **HOUGHTONS!**

Comprehensive Stocks

Prompt Deliveries

“All-in” Service

“ONE Order, Account, Payment — SAVES Time, Trouble, Money”

HOUGHTONS

The National Wholesalers

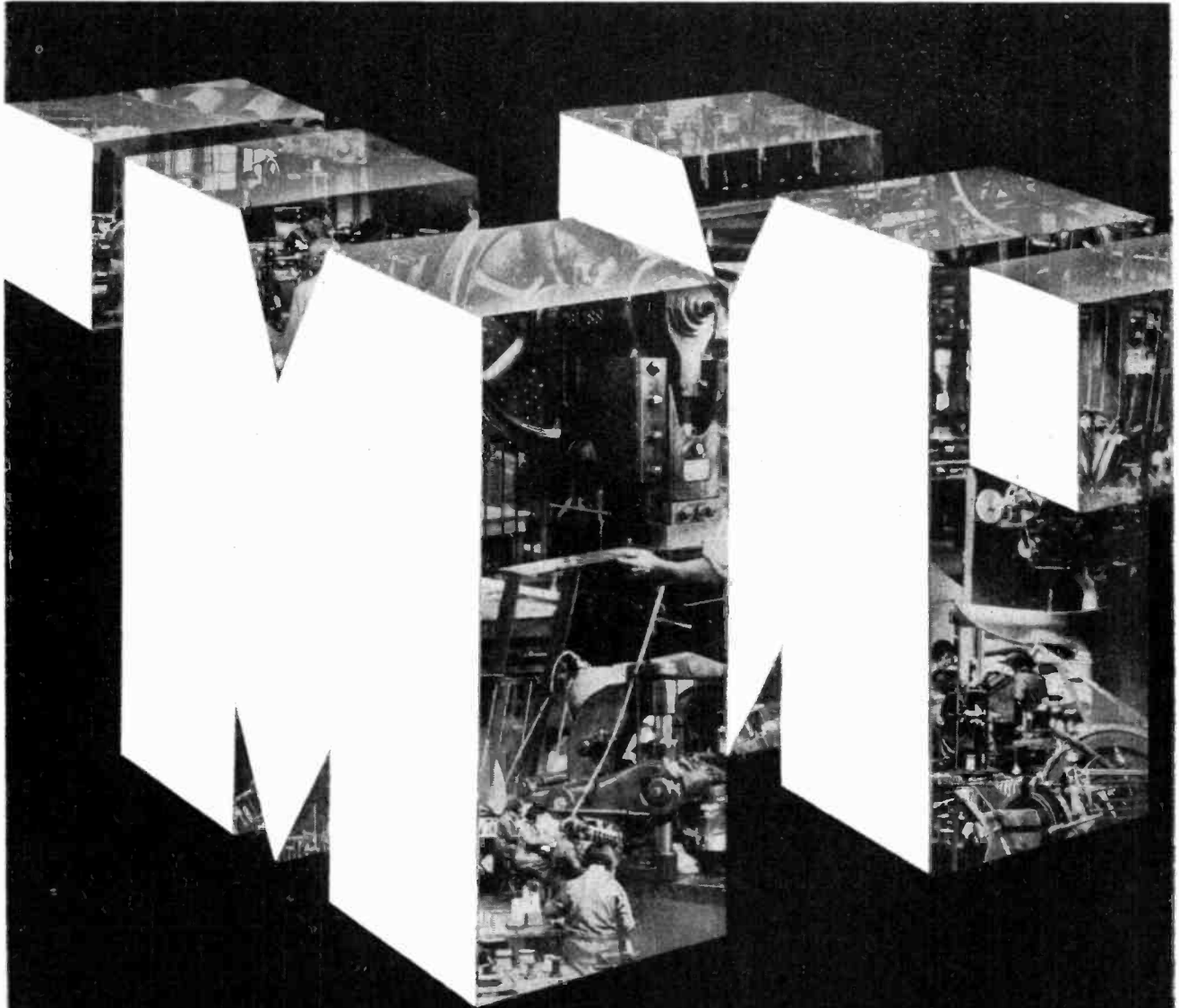
Telephone : HOLBORN 6900.

(ENSIGN LIMITED)

Telegrams : BROMIDE, Phone, LONDON

HIGH HOLBORN, LONDON, W.C.1

70-78 York Street, Glasgow ; 170 Deansgate, Manchester ; 61a Long Row, Nottingham ; 7, Park Place, Leeds ; 20 Orange Street, Swansea ; 142 Fore Street, Exeter ; 1 The Strand, Southampton ; 8 Museum Street, Ipswich ; 3 Freeman Street, Birmingham ; 10 Best Lane, Canterbury ; 56 Wellington Place, Belfast.



Lucky Pye dealers! Looking backward on months of record sales. Looking forward to months of Pye prosperity! Pye is this season's most successful seller. Pye sales have been going up and up without a break. Pye is the easiest to sell, the most profitable when sold. Concentrate on the consistent seller. Concentrate on Pye.



PYE RADIO LTD., SALES ORGANIZATION, AFRICA HOUSE, KINGSWAY, LONDON, W.C.2

The Pioneer
Trade Journal—
Weekly since 1924

The WIRELESS & GRAMOPHONE TRADER

News, views and
reviews for the
allied industries.

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

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CENTRAL 7713 (5 lines). CITY 4011 (4 lines)
Telegrams—
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Branch Offices:
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"Grams": "Trapress, Birmingham."
"Phone": MIDLAND 6531-2.
MANCHESTER: 260, Deansgate.
"Grams": "Motrader, Manchester."
"Phone": BLACKFRIARS 4412 (4 lines).

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Canada and Newfoundland, 10/6,
post free. To all other countries
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Published Every Saturday.

Component Manufacturers and Organisation

JUST as it is impossible at the moment to give the trade the whole story of the plans now on foot for forming a Radio Component and Accessory Manufacturers' Federation, so (it seems to us) is it inadvisable to comment in too much detail upon the development.

We can say, however, that from a number of points of view it is to be welcomed. It has always been our opinion that the interests of the industry demanded a greater measure of united control over distribution than the constitution of the R.M.A. has permitted it to exercise.

With the formulation of the Radio Wholesale Trading Agreement scheme, some at least of the desirable essentials became possible so far as complete instruments and kits were concerned. But this still left components and accessories unprovided for, and as recently as last week, in commenting on the subject of Co-operative Society dividends on radio, we pointed out the need for machinery which would enable component makers to take concerted action.

Now they are a long way towards achieving that end, and it should be possible to secure from the scheme material benefits for the distributing trade as well as for the manufacturers themselves.

"Co-ops" Challenge Manufacturers

Failure of R.W.T.A. Scheme Prophesied

IN a strong letter of comment upon our leading article last week, in which we welcomed the new Radio Wholesale Trading Agreement plan for preventing the payment of dividends by co-operative societies on the sales of kits and receivers, Mr. George W. Haw, General Manager of the Pocklington & District Industrial Co-operative Society, predicts the complete failure of what he regards as an attempt to dictate trading policy to co-operative societies.

His letter amounts to a straightforward challenge to manufacturers to prove their ability to put into effect their own desires with regard to the distribution of their goods. We regard the letter as being so important, and probably so representative of co-operative opinion as a whole, that the material parts of it are quoted here together with a few brief comments. Moreover, it seems to us essential that the Original Subscribers, to the R.W.T.A. should give the subject immediate and very careful consideration.

Mr. Haw's Letter

Here are the main points from Mr. Haw's letter:

(1) "My reason for penning this letter is to suggest that your elation may prove a little premature. It may be taken for granted that co-operative societies will, in the main, definitely refuse to sign any agreement which attempts to dictate how the trading surplus shall be disposed of.

(2) "Many co-operative societies began the sale of radio at about the time when piano and gramophone dealers first became interested, but the society with which the writer is connected has been in the business since the earliest days, being the first firm in the district to have adequate showroom accommodation for the display and sale of radio goods. Consequently I have some knowledge of the matter, and can speak with experience of previous attempts on the part of certain manufacturers to restrict the channels of distribution.

"We have always been able to maintain a representative stock of the principal makes of receivers and have never yet failed to supply any make or type of receiver desired by our customers, and this is typical of all co-operative societies.

(3) "Under the new and much-boosted arrangement we do not anticipate the slightest difficulty, since a trade that cannot restrict its output to the legitimate trader, and prevent its goods passing through cut-price shops and sundry other miscellaneous traders, cannot hope to be more successful in its operation against co-operative societies.

(4) "I wonder whether the sponsors of the agreement have visualised the possibility of the Co-operative Wholesale Society, Ltd., entering the field of production, or alternatively taking

advantage of the expressed desire on the part of certain firms to manufacture for them? Should this come about, the whole selling organisation of the movement would be enthusiastically concentrated on making a success of the venture.

"It may be argued that the public would still demand nationally-advertised receivers, but I would remind you that despite the huge-scale advertising of every-day branded goods well known to your readers, the production and sale of C.W.S. goods of a similar nature are reckoned in millions, and there is no reason to suppose that a less measure of success would be achieved in the manufacture and sale of radio.

(5) "The attempted dictation is nothing new; it will fail as all other attempts have failed, and will merely stiffen and strengthen the determination of co-operators to conduct their business in their own way. The co-operative movement has never at any time met with the support of those engaged in private enterprise, yet, despite all opposition, it has achieved its present proud position and goes on from strength to strength."

"The Trader's" Views

Our comments must necessarily be very brief, and for convenience they are keyed with the numbers preceding the paragraphs in question in the letter.

(1) The move is wrongly described as an attempt to dictate how "Co-ops" trading surplus should be disposed of, since it will not affect the principle at all. Profits on radio sales can still be distributed in the ordinary co-operative way; they will either add to the total amount available for dividend distribution to all shareholders, or, if that is paid at a fixed rate, they will go to swell the reserves.

(2) We agree that some co-operative societies have been a decided asset to the trade, but the fact remains that in our view their principle of operation infringes the list price policy of manufacturers.

(3) and (5) These two paragraphs contain the provocative challenge to manufacturers we have already referred to. There is a good deal of truth in the allegations, and they should put manufacturers on their mettle to prove that they are, so to speak, masters of their own destinies. The trade as a whole will undoubtedly look for action in this direction.

(4) Superficially this may appear to be a sound argument, but we believe that the public demand for branded radio products is such that the co-operative movement would achieve at best only relative success if this scheme were put into operation.

Component Makers' Federation Projected

NEW SCHEME FOR CONCERTED ACTION BY MANY FIRMS

THE news that plans are on foot for the foundation of a Radio Component and Accessory Manufacturers' Federation lies behind the brief statement which we print below on behalf of an important group of component makers who have been at work on the scheme for some time.

"A committee consisting of twelve component and accessory manufacturers was appointed by a general meeting of these firms, held at Olympia last August, to deal with any matters affecting their particular interests, and to co-operate with the R.M.A. and R.W.F. Councils.

"It is announced that the possibility of inaugurating a Mutual Trading Agreement for components has been fully explored, but that at present it is not considered practicable. The Committee is, however, keeping this matter before them.

"Full details as to the proposed future action have already been circulated to radio component and accessory manufacturers."

It will be recalled that authentic news has already been given in THE TRADER concerning the attempts to bring components within the scope of an arrangement similar to the Radio Wholesale Trading Agreement; and it is, of course, not unnatural that the development now reported should have emerged from the meetings and discussions on that subject.

An important group of leading com-

(See column two)



The "Lotus Girl"—Miss Elsie Hunt, who is proving a very big "draw" at demonstrations and in special displays. Dealers interested in securing her services for publicity stunts should write to Lotus.

ponent and accessory manufacturers is concerned with the present plan, and it is understood that promises of support are being received from many other firms in this field. It is hoped that we shall be able to publish fuller details at an early date.

(Editorial comment on first page)

NATIONAL RADIO

ADVERTISING SCHEME

Proposal For Co-operative Campaign

By R.M.A., B.B.C. and G.P.O.

That definite plans are being made for co-operation—financial and otherwise—between the Radio Manufacturers' Association, the British Broadcasting Corporation and the General Post Office in promoting a big radio publicity campaign next year, is an important item of news lying behind a very brief reference to the subject made by Major W. Gladstone Murray of the B.B.C., in his reply (printed on page 287) to Mr. Ivor Hustler's article in our last issue.

Major Murray recalls that as long as seven years ago the B.B.C. (then a "company") originated a scheme, and was prepared to put up a large sum of money, for the formation of a British Radio Development Association. Unforeseen difficulties prevented the realisation of that aim, but this year the question

has arisen again on a proposal by the R.M.A. to run a co-operative radio advertising campaign.

We have reported various moves in this connection in recent months, and the R.M.A. Publicity Committee have examined a number of schemes. Actually it was found that no suitable plan could be put into operation in time for this winter's trade, but it is now intended, we understand, that a definite move will be made in time for next season.

As we have indicated, the proposal is that the B.B.C. and G.P.O. should join forces with the R.M.A. in the effort, and that all three should contribute a similar substantial sum towards a big advertising campaign on behalf of radio generally. It is understood that discussions have proceeded far enough to make the matter almost a certainty.

McMICHAEL LIST CLOSED

The lists in connection with the issue of shares by McMichael Radio, Ltd., were closed at 1 o'clock on Tuesday, having been opened on the morning of that day. It was announced at the time, however, that country applications arriving by first post on Wednesday would receive consideration.

It is expected that dealings in the shares will commence during next week.

"ATLAS" IN THE SOUTH

Arising out of our announcements of the recent resignations of Messrs. A. H. D. Freeman and L. Glazer from the London office of H. Clarke & Co. (M/Cr.), Ltd., where they occupied the positions of sales director and Southern sales manager respectively, the company have written to us stating that these resignations in no way alter their policy and that there is not the slightest possibility of any dislocation of their business.

In point of fact, arrangements are being made for a much more comprehensive representation of "Atlas" interests in the South of England, so that the company's customers can be assured of service which will be at least equal to that which they have previously experienced.

H.M.V. "HOT RHYTHM" ALBUM

The interest aroused by their monthly "Hot Rhythm" record has led H.M.V. to invite subscriptions for a "Connoisseur's Album of Hot Rhythm Records," to contain ten 10 in. records by leading American coloured bands. Albums will cost 30s., inclusive of a descriptive booklet.

If 500 subscribers are secured before December 15th, the initial supplies of albums will be available before Christmas. Otherwise, the list will close on March 31st next.

Dealers will not stock the albums, but will receive their usual discount on all subscribers' orders secured.

C. BAKER & SONS
20, QUEENS ROAD
...ONCAR...



APPOINTED
MURPHY
RADIO
DEALERS

Murphy dealers are people you can trust

A feature of the latest Murphy dealer posters is the prominence given to the stockist's name and address.

SIXTH R.M.A. BANQUET A RECORD



Largest Gathering and Greatest Success of the Series

BY far the most successful function yet organised by the Radio Manufacturers' Association, the sixth annual banquet and ball, held at the Savoy Hotel on Wednesday night, attracted nearly seven hundred of the industry's personnel, with their ladies and friends.

The dinner and toast-list were both admirable—alike commendably brief and wholly enjoyable. It was unfortunate that his unexpected departure for Geneva prevented Sir John Simon, the Foreign Secretary, from attending as the guest of honour, but his place was well filled at short notice by Mr. J. H. Whitley, the former Speaker of the House of Commons and present Chairman of the B.B.C. Board of Governors.

Lt.-Col. J. T. C. Moore-Brabazon, President of the R.M.A., was in the chair, supported by Mr. Leslie McMichael, the R.M.A. Chairman, together with a full gathering of the Association's Vice-Presidents—including the Marchese Marconi, Mr. R. Milward Ellis, Mr. S. R. Mullard, Mr. J. T. Mould, Captain Ian Fraser and Mr. H. M. Pease, all, of course, with their ladies.

After dinner dancing continued until 2.30 a.m., and even then everyone was loth to end what was undoubtedly a brilliantly successful evening.

THE RT. HON. J. H. WHITLEY, proposing "The Radio Industry," referred to the absence of Sir John Simon at Geneva, and said that those who were concerned with the wireless industry in their own lesser spheres were trying to contribute something to the peace and understanding between the nations.

He reminded his audience that he was chairman of the B.B.C., and said those of the B.B.C. considered themselves so closely allied to the wireless industry that they might properly consider themselves as twin brothers or sisters. What would be the good of sending out programmes if the industry was not doing its share in improving the reception all over the country at the same time.

Last year the trade had, in round figures, a 50 per cent. increase in turnover. They did not say whether it meant 50 per cent. increase also on their profits. (Laughter.) They had at the same time improved the quality and reduced prices to the public.

"The last year," he continued, "has been a very remarkable one in the history of broadcasting, and of the wireless industry. As far as we are concerned we have seen a remarkable advance in the issue of licences. Before our tenth birthday the figure had exceeded the five million line. (Applause.) We now look forward to the time when there shall not be a home in this country which has not the advantage of a receiving set."

The new Empire broadcasting station, Mr. Whitley said, would be in operation, and they would be sending out to the whole of the British Empire a continuous programme representing a considerable share of the home programme of British broadcasting. (Applause.) Enormous interest was being taken in the new station abroad.

He was glad to learn that there was under discussion a scheme of co-operation between the B.B.C. and the industry generally, for the future development, both on the side of the manufacturers and the distributors. Much had been achieved,

particularly in the last two or three years, and he felt confident that much more would be achieved in the future. (Applause.)

Mr. Leslie McMichael, A.M.I.E.E., F.Inst.R.E. (chairman of the R.M.A.) in reply, said they were not without pride in their industry. It was an industry of young men—men of initiative and courage, and an industry in which the very groundwork was changed from year to year. In proof of that they had only to compare the receivers of three years' ago with those offered to the public this year.

Those changes from the antiquated crystal set to the present-day receivers had given employment to hundreds of trained technicians, to thousands of specialists salesmen, and to scores of thousands of other workers. That radio had become a very important factor in our national life was beyond dispute. The members of the industry believed that nothing could prevent its further progress. In ten years five million licences had been taken out, but seven to eight million homes were still the prospective market of the radio manufacturers. With the growing use of electricity mains they might look forward to a still greater use of radio. Even in these days of national depression the radio industry was more than holding its own. When purses were slender and times bad, radio came second to none where value for money was concerned. In recording the progress of the industry it was right and proper to pay a tribute to the sister service—the B.B.C. (Applause.)

Proposing the guests, Lt.-Col. Moore-Brabazon (president) paid tributes to Marchese Marconi, Sir Thomas Purvis and Sir Thomas Bell, and said that radio and wireless went on from prosperity to prosperity.

Replies were made by Col. Sir Thomas Polson, K.B.E., C.M.G., and Sir Charles Hipwood. The health of the President was drunk on the proposition of Mr. R. Milward Ellis, A.M.I.E.E., immediate past chairman of the Association.

A RADIO EMPLOYMENT OUTSIDE SERVICE WORK AGENCY BY N.R.S.

"Trader" Examines Specialist Service Mr. Payne-Gallwey to Act as Advisor

After having gone into the position very thoroughly THE TRADER feels justified in stating that the services as an employment bureau offered by Sheehan, Byrne & Co., of Iddlesleigh House, Caxton Street, S.W.1, should be of practical value to members of all sections of the industry.

The agency is, of course, licensed by the London County Council, and it is of more than usual interest to know that it is run by experienced engineers. On this account its activities until recently have been devoted exclusively to the engineering profession, but specialised attention is now being given to the needs of all branches of the radio industry.

The company have already filled a very large number of posts with many leading manufacturers, as we discovered by an examination of their books, and it is undoubtedly true to say that at the present time they could find men adequately to fill any vacancy in this trade whether on the clerical, selling, technical or works sides.

Mr. Sheehan himself has a considerable knowledge of the radio industry, but, in order to give this trade the best possible service, arrangements have been made whereby Mr. R. F. Payne-Gallwey, who is so widely known, shall give assistance to the agency in an advisory capacity. Mr. L. Croom-Johnson is also helping in a similar way.

So far as employees are concerned, the charges made for securing an appointment vary according to the character of the post itself and the salary it carries. Generally speaking, Sheehan, Byrne's commission is a sum equivalent to the employee's first week's salary, where the latter does not exceed £3 per week, or 5 per cent. of the first year's salary for staff or similar appointment bearing a higher rate of payment. An important point is that the firm do not relinquish their interest in an applicant even when a position is found for him. It is their definite desire that their clients should keep in touch with them.

Manufacturers or others interested in this service—including, for example, retailers who may require a serviceman or mechanic—should get in touch with the agency at the above address.

A MIDDLESEX REFUSAL

Sunbury-on-Thames Urban Council have refused an application by Wireless Services, Ltd., for permission to establish a relay service.



Mr. R. F.
Payne-
Gallwey.

BRITISH AGENCY FOR FOREIGN BUYERS

Plans for the formation of a buying agency in Great Britain to handle overseas inquiries are at present being formulated by Mr. F. W. F. Lowther, of "Brownrigg," Panstead, Surrey.

It is proposed to establish a central office in London and to act on behalf of foreign buyers wishing to be placed in contact with radio manufacturers in this country. The agency also plans to handle export business on behalf of British manufacturers who do not wish to form a separate department of their own for this purpose.

"PEAK" CONDENSER RATINGS

An important step is being taken by Wilburn & Co. in guaranteeing their "Peak" paper condensers to give satisfactory service when the D.C. peak working voltage does not exceed the specified figure. The type 1500 condenser, which has D.C. test and D.C. working voltages of 1,500 and 500 respectively, has a D.C. peak working voltage rating of 700, while the figures for the type 800 are respectively 2,400; 800 and 1,350, and for the type 250, 500; 250 and 400.

In a window-dressing contest held at Preston under the auspices of the Chamber of Trade and the Press, the Carwin Electric Co., wireless factors, Corporation Street, received a diploma of merit for their interesting display.

An "all - Majestic" window display recently made by a North London retail firm—W G. Melodies, of Palmers Green. A chassis set over a mirror enabled the public to see "the works" in a Majestic radio.



The National Radio Service Co. offer yet another facility in connection with their already extensive radio repair business. In future they will undertake to repair apparatus at customer's homes as well as at their own premises off Tottenham Court Road, W.

The charges to the public comprise firstly a sum of 10s., which must be prepaid by the customer and is designed to avoid loss on frivolous calls. In addition the engineer's time is charged at 5s. an hour, while finally there is a "time or distance" fee assessed at 2s. a mile from Oxford Circus, together with the cost of any spare parts required.

As is their usual policy, N.R.S. will grant trade discounts to dealers for whom they do outside service work, though naturally there is no discount on the sum representing travelling expenses.

"PYE POINTERS"

Pye Radio, Ltd., are now mailing to the trade periodical sheets—one a day—which take the form of a single printed page bearing words of encouragement to their service agents.

Various subjects are discussed, such as trade problems, Pye's policy and Pye's products, one of the most interesting being the exhortation to dealers not to forget the battery set market and pointing out that the "Q" portable is still Pye's best seller.

Each "Pye Pointer," as the sheet is called, concludes with the slogan "Don't experiment—go ahead with Pye!"

FIRE AT GOODMAN'S WORKS

Goodman's, the speaker manufacturers, tell us that deliveries will not be delayed by the fire which occurred last Saturday at their factory at 97, St. John Street, London, E.C.1. The fire was confined to an annexe in which was stored a quantity of packing material and some unfinished speaker cabinets, and no damage was done to the factory proper.

MARCONI ON MICROWAVES

Marchese Marconi, speaking on the use of wavelengths under one metre at the Royal Institution last week, told how communication on 57 centimetres had been made over a distance of 168 miles in Italy. The speaker hinted at broadcasting and television possibilities

K-B'S DEALER-CONTACT SCHEME HONOUR FOR RADIO INDUSTRY

MR. MORRISON TO HOLD REGULAR LUNCHEON MEETINGS

H.M.V. Royal Warrant Extended

As a further step towards consolidating the personal goodwill between Kolster-Brandes, Ltd., and their authorised dealers, Mr. L. Claude Morrison, sales director of K-B, has just launched a new scheme of meeting regularly representative dealers in various parts of the country.

Broadly the idea is that Mr. Morrison will spend a couple of days roughly once a fortnight in entertaining at special luncheon-meetings the leading dealers in particular areas. The idea was actually put into effect on Monday and Tuesday of this week, when Mr. Morrison, accompanied by Mr. G. H. Aldrich, London area manager, and Mr. P. Warnes, Eastern Counties representative, held informal meeting with K-B dealers in Norwich and Ipswich. Among those present were the principals of Willmott Bros., Norwich Radio, Yaxleys, Dunham's, Avis Cook & Co., Boddey Page & Co., Tyler's, Ipswich Wireless Co., Mayhew's, Blake's (Woodbridge), J. Aldrich, Ltd. (Diss), and other well-known traders.

The purpose of the meetings is, of course, to discuss questions of mutual interest to Kolster-Brandes and to their distributors; and at this week's gatherings Mr. Morrison explained that his company are consolidating their Authorised Dealer policy. The question of discounts was raised, and Mr. Morrison expressed the view that traders must have adequate discounts to cover selling and service costs.

It is of considerable interest that at Ipswich Mr. Morrison remarked that he was in what might be termed a "model town," where the friendly feeling between competitors, and the way they had practically eliminated trade evils, were outstanding.

Next week Mr. Morrison hopes to visit Bristol, and then Manchester and Newcastle.

A K-B CHANGE

Kolster-Brandes, Ltd., ask us to announce that Mr. D. K. Murray, formerly a representative in the Newcastle area, has now been transferred to South Wales in place of Mr. D. J. Davies, who has left the company.

INFORMATION REQUIRED BY POLICE

E. K. Cole, Ltd., wish to warn the trade against the activities of a man representing himself to be in their employ, who, it is alleged, has defrauded traders in Staffordshire, Peterborough and Doncaster. We are informed that as there is a warrant out for this individual's arrest, traders encountering him should immediately inform the police. His official description is as follows:

"Man, age about 35/40, 6 ft. high, robust build, military appearance, dressed in smart blue serge lounge suit, black shoes, fawn raincoat (nearly new), clean shaven, dark smooth hair, well spoken. Wears either a fawn trilby hat or a bowler. Smokes pipe. Has used two aliases up to the present, viz., John F. Marsden, and Leonard E. Willott, with an address in North Harrow."



Mr. L. Claude Morrison, now touring the country to visit K-B A.D. men.

ULTRA SHORT WAVE TELEVISION

B.B.C. 7-metre Experiments

Transmissions of television by the Baird process are now being sent out on Wednesday and Friday from 3 p.m. to 5 p.m. on the 7.3 metre, B.B.C. transmitter at Broadcasting House.

These transmissions are entirely experimental, the subjects being, for the most part, the artistes rehearsing in the television studio in preparation for the regular transmissions.

The ultra-short waves offer the advantages of a very large available wave-band, which enables pictures with much more detail and no flicker to be transmitted.

It is said that images with 90 lines up to as many as 240 lines in place of the present 30 line pictures have been transmitted experimentally in the Baird laboratories, and when ultra-shortwave broadcasting becomes established, the result of this research will become available to the public. In the meantime those with ultra-shortwave receivers will be able to take advantage of the test transmissions from the B.B.C. aerial.

BOURNEMOUTH TRADE SHOW

Lawrie & Co., the well-known wholesale distributors of Bournemouth, have been running a trade show at the Pavilion. It continues until the end of the week, with morning, afternoon and evening recitals for the benefit of potential purchasers. A wide range of apparatus is being demonstrated, and every facility is being afforded to traders to see the sets under favourable conditions.

Hundreds of admission tickets have been supplied to retailers over a radius of thirty miles for the use of their customers, and inquiries and requests for sets are passed on to the dealer who has supplied the ticket of admission.

A great honour has been bestowed on Britain's youngest industry. The Royal Warrant, already held by The Gramophone Co., Ltd., for gramophones and records, has just been extended to include radio apparatus, so that "His Master's Voice" are now official suppliers of radio receivers to H.M. the King.

His Majesty is a keen listener to B.B.C. and other programmes, and is familiar with the principles of radio apparatus.

The event is of more than ordinary interest and importance as this is the first occasion upon which a Royal Warrant has been issued in respect of radio equipment.

LUXURY RADIO BY HALFORDS

A surprisingly large field for the sale of really expensive and luxurious instruments has been tapped by Halford Radio, Ltd., of 39, Sackville Street, W.1. In this connection they have produced a more than usually elaborate booklet in silver, red and white, describing their largest set, the "Empirean" all-wave model selling in a special cabinet at 110 guineas.

Many different designs have been prepared to meet the demands of those purchasers who desire an "individual" instrument—and are prepared to pay accordingly.

THE TRADER was told that the 110-guinea model has actually proved a "best seller," and this branch of the business is being developed to such an extent that new factory premises are to be acquired in the near future.

SELLERS OF LANCS

Sellers of Leeds fittingly celebrated their tenth anniversary as radio factors by opening a new branch in Preston. This new depot will open on Monday next week—December 12th—and is situated at 25, Glovers Court. Together with the main wholesale establishment at Leeds, it will enable a wide area of the North of England to be efficiently covered by this old-established concern.

Mr. Cliffe is to be manager at the new Preston branch. He will have the able co-operation of Mr. Nuttall, who will be visiting retailers throughout the area covered by the depot.

RADIO AT RUGBY SHOW

A. & F. E. Hanson, Ltd., 13, Church Street, Rugby, had two stands at a local trades exhibition. They displayed a comprehensive range of wireless sets, gramophones and records.



An attractive Christmas streamer, obtainable by all Philips stockists on request.



Two useful display pieces now available to Kenwell Radio's authorised stockists, a screen (left) and (right) an ingenious background for use with Kenwell receivers, the aperture on the right accommodating the price-ticket.

MORE RADIO FIRMS TAKE B.I.F. SPACE B.B.C. to Exhibit

Not for many years has there been such a big demand by radio firms for space at the British Industries Fair as is now being experienced by the Department of Overseas Trade. Applications continue to be received at Westminster, and the proposed "Hall of Music and Radio" that will house the wireless section is certainly proving an attraction to intending exhibitors.

Following the publication a month ago of the preliminary list of radio exhibitors at the Fair, we are now able to announce that four more firms have taken space—the British Ipso Battery Co., Ltd., the Martindale Electric Co., Ltd., Watmel Wireless, Ltd., and A. F. Bulgin & Co. Ltd.

We also understand that the British Broadcasting Corporation are considering the advisability of making a special display to capitalise the opening (two months before the B.I.F.) of the new Empire short-wave station. Although at the moment of going to press the B.B.C. have made no final decision on the matter, there is strong ground for believing that they will not lose this opportunity for helping British makers to stimulate overseas business.

PHILIPS BRISTOL DANCE

Philips annual dance, held at the Grand Hotel Ballroom, Bristol, was a splendid success, over 300 people being present, including Mr. P. E. B. Thomas, Branch Manager, and Mrs. Thomas, past and present members of the staff, and friends and customers in the trade, including Mr. Ryall (W. H. Stone & Co. (Cardiff), Ltd.), Mr. Jones (Brown Bros., Bristol), Messrs. Drukker & White (Itonia, Ltd.), and Mr. R. T. Lewis (*Evening World*, Bristol). Competition and novelty dancing were enjoyed, and Mrs. P. E. B. Thomas presented the prizes.

A NUVOLION FUNCTION

The social club of Nuvolion Electrics, Ltd., have just held their first event—a staff dinner followed by dancing at the Mecca Café, Chancery Lane, W.C.2. The four directors of "Nuvolion Electrics, Ltd.," present were Mr. T. Adams, Mr. R. G. Adams, Mr. P. Olivesi and Mr. C. P. Burnley, and their wives and friends.

Largely owing to the efforts of Mr. Nash, the evening was a great success.

REGAL RECORD DISPLAY CONTEST

Regal have taken active steps to tie-up with the *Daily Herald* Dance Tune Contest with its £7,500 prize. They have issued a record (MR746) by the Midnight Minstrels of the "Dance Novelty Switch" containing all the 28 tunes in the contest, of which 12 must be selected.

Special window streamers have been prepared to feature this disc, and a leaflet is available which not only describes the contest but embodies a free entry form.

Regal are also offering £50 in prizes to dealers staging the best window displays in connection with the contest. Windows must be devoted exclusively to this particular "Regal" record and must be shown during the period of the competition. Details of the simple rules are available to dealers on application.

MAJESTIC'S NEW COMPETITION

Widespread interest is being taken in the offer by Majestic Northern Distributors of a 39½-guinea receiver of their own make to the person who makes the largest number of words out of these two—"Amazing Unbelievable."

Publicity capital is being made out of the popular contest in many ways. In Manchester district, the *Evening News* has given it prominence, and dealers have co-operated in keeping the name of Majestic to the fore. A public-spirited offer has been made by the distributors for Christmas—to instal and lend free of charge to any children's hospital a Majestic radio-gramophone, provided the institution has A.C. current.

AN OPPORTUNITY TO DEVELOP AFRICAN SALES

Mr. Thomas A. Rose, M.I.E.E., director of the London electrical distributing firm bearing his name, is leaving on January 14th for a business tour of Africa. He will be visiting several of the larger towns to foster the sale of his company's bakelite electrical and radio accessories, and generously offers to consider the products of other British firms anxious to develop the African market. Such firms should write to Mr. Rose before January 1st, at 25, Milton Street, London, E.C.2.

Cossor's Liverpool branch now possesses a new telephone number—Central 1877-8.

HARROW W.R.A. FIGHT RELAY

Active steps have been taken by the Harrow and Wembley W.R.A. branch to prevent the establishment of a projected relay service at Willesden. Four applications for permission to establish an exchange were recently before the Urban District Council, and the Wembley Relay Wireless Co. was asked to submit a scheme.

The Council's Ways and Means Committee recommended that permission be given to provide the service for a year, but as the result of letters of protest from the local W.R.A. branch and from headquarters, the Council has deferred decision.

On Wednesday evening the Harrow and Wembley Branch held a meeting, at which were present several non-member retailers from Willesden, to consider taking further action and certain plans were made. As a result of the meeting, three of the Willesden dealers joined the Harrow branch.

TWO SCOTTISH SHOWS

Messrs. Gibb & Watson, who carry on a very up-to-date radio business at 270-274, High Street, Kirrkaldy, and at 18, High Street, Leven, were the promoters of a wireless exhibition recently held in the Duncan Institute, Cupar (Fife-shire).

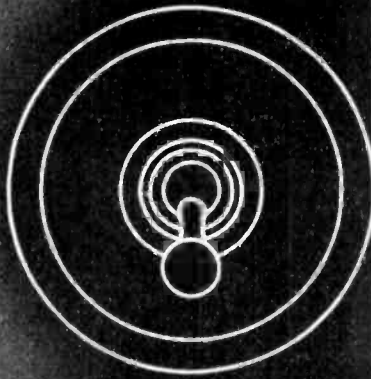
This exhibition gave the local public the opportunity of hearing the latest radio sets, and there was on view a comprehensive selection of receivers by the leading makers.

Large crowds visited the exhibition, and the enterprise of Messrs. Gibb & Watson was correspondingly rewarded.

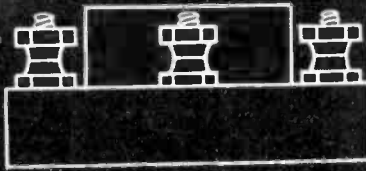
Another Scottish radio exhibition—a two day affair—has just concluded at the Y.M.C.A. Buildings, Bellshill (Lanarkshire). On the different stands was shown a completely representative array of all the latest apparatus and appliances, and the exhibition was visited by hundreds of people who displayed great interest in everything shown. During the exhibition the Y.M.C.A. hall was transformed into a modern Aladdin's cave.

A CARTOONIST'S COMMENTARY ON RECENT TRADE EVENTS





Mains?



I-H pentode?

Then it's the

PEN.4V.

Where an indirectly-heated mains pentode is wanted, the Pen.4V is the answer. And there's good reason. It is designed to meet the conditions of modern A.C. reception—designed carefully and accurately after long research. The growing popularity of A.C. mains radio means a growing market for the Pen.4V. Every set using an indirectly heated pentode is a better set using the Pen.4V.—the valve that gives real pentode results and is free from microphony. It means satisfaction to your customers and profit for you.

Price 20/-

MADE IN ENGLAND

Mullard

THE · MASTER · VALVE

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

When you sell



DUBILIER ELECTROLYTIC CONDENSERS

1

YOU SELL QUALITY

Only the very finest materials and first class workmanship are incorporated in Dubilier Condensers, that is why you know that you are selling your customers a condenser that has no equal. You can sell Dubilier confident that there will be no complaints.

2

YOU SELL EFFICIENCY

Dubilier Condensers can be relied upon to give a remarkable high standard of efficiency. They are designed for a specific purpose and constructed with remarkable accuracy.

3

YOU SELL DEPENDABILITY

Year in and year out—without a single falter—Dubilier will give the same quality results as the day they were bought. Only the rigid tests to which they are subjected to before being despatched enables the manufacturers to maintain this high standard.



PRICES

4 μ F...4/6 each
6 μ F...5/- each
8 μ F...5/6 each
These Condensers are designed for a maximum peak voltage (D.C.—A.C.), 450 volts.

DUBILIER CONDENSER CO. (1925) LTD.
DUCON WORKS, VICTORIA ROAD, NORTH ACTON, LONDON, W. 3

ROUND AND ABOUT

Col. Lee's Appointment—S. R. Wright's Achievement—A Ferranti Contrast—Hellesens' Works

WITHOUT thought of disrespect for Colonel Sir Thomas Purves, who has just retired from the office of Engineer-in-Chief to the G.P.O., and who was well known and popular in radio trade circles, I can express, on behalf of the trade, very deep gratification at the appointment as successor to Sir Thomas of Lt.-Col. A. G. Lee, O.B.E., M.C.

I am quite confident that the majority of people actively engaged in radio commerce—and particularly those on the technical side—will rejoice at this news, since Colonel Lee is, in the fullest sense of the term, a "radio man."

Possibly he has been best known and appreciated of late for his work as Chairman of the Radio Research Board, a post which he has filled with signal success since 1928. He was also Chairman of the Wireless Section of the Institution of Electrical Engineers in 1927, and has been a member of the I.E.E. Council since 1931.

His abilities have also been recognised in America, where he was made Vice-President of the Institute of Radio Engineers, being the first Englishman to receive this honour.

At home he has been actively engaged in wireless work since the War, commencing with the development of the Rugby high-power station. Since then he has played a leading part in the establishment of the tremendous international radio-telephone network now centring in this country.

I HAVE known for a considerable time that my old friend Sydney Wright, of Hollindrake's, the Stockport wholesalers, was likely to break out in a new sphere. Now, I learn, he has actually done it.

After many years of experiment Mr. Wright has successfully designed a complete radio telephony outfit for use by mobile police units, and last week it was tested out with complete success by Stockport police and municipal officials.

Actually the design is the joint work of Mr. Wright and Mr. J. Croysdale, B.Sc. (who are both amateur transmitters), and the interesting fact is that these two commenced experimenting in the direction now achieved in 1923 and 1924, when Sydney Wright was a retailer in Bradford and a zealous W.R.A. worker.

Shortly after that their ways parted, and it was not until comparatively recently, when they found themselves living near one another again in Cheshire, that their research work was renewed. Now, I gather, there is every prospect that their design will be widely adopted for police use.

THE device does not need headphones, as messages can be heard a few yards away from the receiver on the motor cycle, and a request to the patrol to "listen" is signalled by a red light appearing on the instrument, which

resembles a small attaché case, except for the red signal and a single ear-piece. A short wavelength is used, and the apparatus is not affected by trams or other sources of interference.

I am told that the tests were remarkably effective. Playing the part of pseudo-bandits were parties of the Watch Committee, police chiefs of Stockport and Manchester, and other important people on board motor cars. Messages from H.Q. were picked up and acted upon so quickly that the motorists were soon trapped—the first motor-cycle acknowledged the warning to carry out the "arrest" in 1½ minutes. They all responded within 2½ minutes. Manchester also conducted tests on the road during the week.

WHAT the Marconiphone Co. accurately describe as "super-salesmanship" is set out in a letter they have just received from Captain R. M. Dawes, the well-known Dorchester and Weymouth dealer.

The point of the story is this: Following up an enquiry for a 3-valve set, one of Captain Dawes' staff found the prospect at home busy on the task of installing an aerial. The enthusiast was quickly "sold" on a Marconiphone 253 A.C. set—and the salesman left with the cash in his pocket.

But—and this is the amazing feature—it was later discovered that the house was unwired! Nothing daunted, Captain Dawes' man returned and sold the customer a complete electrical installation, which the same firm carried out!

AN interesting little ceremony took place at Ferranti's Hollinwood factory last week, when the first of two giant transformers for the national grid system at Liverpool was despatched.

The transformer is 25 per cent. larger than any previous product of the same type. Its capacity in cold figures is 75 K.V.A. and weighs, without the cooling system, 100 tons. It is the largest self-cooling transformer in the world.

The big job, of course, was to get it on to the special railway trucks that were to carry it from Ferranti's L.M.S. siding to Liverpool, even though the designer had produced it specifically with this point in mind.

Actually it took from 2 o'clock to 6 o'clock to lift the monster aboard—and at no time was its vast bulk more strikingly apparent than when a photograph was taken of a pretty girl (there are lots of them in Ferranti's works!) standing beside it with a 6s. 6d. L.F. transformer in her hand. Even Mr. V. Z. de Ferranti, with his fellow directors and other notables of the electrical world, were impressed by the contrast. S. G. W.

I HAVE just seen a radio factory which, by reason of its rapid growth, has been largely responsible for emptying the local labour exchange.

Less than twelve months ago this factory at Wimbledon was taken over by Hellesens, Ltd., which had been formed with Mr. C. H. Hunt as managing director, to commence the production in this country of Hellesen dry batteries—until then made solely by Hellesens, Enke and V. Ludvigsen, Ltd., of Denmark.

The fact that the works now employ over 1,000 people and have been in active production for some time is a great tribute to all those who have had a hand in this "big push."

The watchwords of the factory, as I soon learned from Mr. N. S. Johnson, Hellesens' sales manager, are care and purity. The care is evident at every stage of manufacture; and the purity of all raw materials, including paper, is chemically tested before the material is passed on to the works.

The Hellesen battery, I was told, is the only one in the world in which each individual cell is separately wrapped in insulating paper. Even the special paper is made at Wimbledon. I saw it; yards of it—looking very sticky and extremely insulating!

One of Hellesens' own machines, a perfect robot, takes care of the production of the thousands of zinc cans which are required. Small squares and discs of zinc are fed into the machine, which shapes them into cans, solders them and then pneumatically tests each can as it appears at the other end.

Tests play an important part in the factory routine, and apart from measurements, every battery has to undergo a fortnight's storage test before it is finally sealed into its carton and wrapped ready for despatch.

Even though the battery section of the factory is extensive, it does not represent the sum total of Hellesens' activities. They are already producing large quantities of fixed and electrolytic condensers, and there is no doubt that this branch will expand considerably in the future.

B. E. T.



Miss Ruth Field, of Stonehouse Radio Supplies, the well-known Plymouth firm, and Mr. Joshua Pearl, on the occasion of their recent marriage at Plymouth. Many well-known members of the South Devon trade attended the reception.

EXTENDED SERVICE BY ITONIA

Itonia, Ltd., inform us that their Portsmouth branch manager, Mr. A. Lovett, has had the telephone installed at his private address for the purpose of providing a special service either before or after the usual business hours. Mr. Lovett's number is Portsmouth 7091.

"Broadcast International" Gramophone Records

Ediswan Open their New Manchester Depot

TO FEATURE CONTINENTAL ARTISTS

A new "Broadcast" record—the 10 in. "Broadcast International"—has been added to the series of records made by The Vocalion Gramophone Co., Ltd., 60, City Road, E.C.1.

The series will present the latest successes by famous Continental and American bands, and artists, and will include popular classical as well as dance material. It is felt that considerably increased interest will be aroused in the artists and tunes of other countries by featuring them in this manner. Special streamers and publicity material are available for dealers.

The first records are included in the January list, which is pre-released for the Christmas trade. Here are short reviews of the new discs:—

B 101.—When the Stars Were Shining and Strange Harmony (both Puccini), by Josef Schmidt, tenor, with orchestra.

These two well-known excerpts from "Tosca" are very well sung in German by Schmidt. Both pieces illustrate Puccini's gift for melody and dramatic expression.

The present singer has given restrained yet adequately emotional renderings. His voice is of good quality and his climaxes are not merely an exhibition of shouting. The orchestra does its work well whilst recording is clear, with firm bass.

B 102.—Famous Waltzes of the World, Parts 1 and 2, by Alfred Beres with his Orchestra.

A selection of such waltzes as "The Blue Danube" cheerfully played by the band, which consists chiefly of strings and piano. A banjo does some useful work. The playing is crisp and is taken in fairly fast tempo. Recording is clear in the main.

B 103.—I'm Writing a Letter to Heaven and That Old Faded Rose, by Vernon Dalhart, with orchestra.

Two sentimental waltz numbers, of which Dalhart is part composer. The recording is characterised by a noticeable high-pitched hiss, as though the disc had been recorded from another one having a fair amount of surface noise. The reproduction also seems to "fade" or be partially choked from time to time. This gives quite a curious effect.

B 104.—Love Me To-night (F.T.*) and Isn't It Romantic (F.T.*), by Ralph Kirberry and his Orchestra.

This American band plays in a typical "melody" style, but is quite attractive in its own way. The numbers, from the Chevalier film "Love Me To-night," need no introduction, and will be in good demand.

B 105.—When Mother Played the Organ (W.*) and What Would Happen To Me If Something Happened to You? (F.T.*), by Joe Green's Dance Orchestra.

Some people have a lot to answer for; particularly Messrs. Sandford and McConnell, who are given as the composers of the first number. The band does its best, but it is a difficult task. The foxtrot is brighter and the playing quite good. Recording is rather high pitched.

B 106.—Tell Me To-night (F.T.*) by Oscar Joost and his Orchestra, and Here Comes Annie Lee (F.T.*), by Emil Roosz and his Orchestra.

An excellent disc by two well-known German dance bands, the first from the Eden Hotel and the second from the Hotel Adlon, Berlin. "Tell Me To-night," from Jan Kiepura's film, is beautifully handled, and is backed by a brisk number with a German refrain. Recording is first-rate, with commendable clarity and definition.

No Price Changes

No alterations in any of the prices of the records in the "Broadcast" range are contemplated, according to a circular letter which is being sent to dealers.

Bedford Town Council has framed a bye-law dealing with noise caused by the operation of loud-speakers and gramophones at business premises.



The new Marconiphone display frame with the first poster in position.

NEW MARCONIPHONE DISPLAY SERVICE

In view of past success with their service to dealers in the supply of window display backgrounds and material, Marconiphone are now introducing a new scheme that should be of value to their agents. They will supply to approved dealers, free of charge, an attractive frame, measuring 60 ins. by 40 ins., well made and finished in cream and gold with ornamental wings at the side and strut at the back. The wings and strut are movable, so that the frames can be used either vertically or horizontally.

Every few weeks an attractive picture in colours in the form of a 60 in. by 40 in. poster will be supplied for this frame. The first of the series is already available, and two more with a special Christmas flavour will be ready in a few days.

When a dealer has installed one of these frames, Marconiphone will also be sending him sketches for dressing his window, using these posters as a basis.

AN URGENT CALL TO EAST LONDON DEALERS

A NEW menace to the livelihood of East London radio retailers has just made its appearance, and an urgent appeal to traders in that district appears.

ON PAGE 290.

"RADIO CORNER NEWS" No. 2

Number Two of *Radio Corner News*, the bright little monthly broadsheet issued to the public by Mr. F. W. Straw (the Colchester retailer) surpasses even its very progressive predecessor. It includes advertisements by leading makers and some editorial matter that can hardly fail to stimulate public interest. There are plenty of illustrations and articles of real worth about radio.

Such an effort produced in the manner of *Radio Corner News* should prove a real business-getter.

BIG STOCKS TO SERVE POPULOUS AREA

The opening celebration, briefly recorded in our last issue, in connection with the new Ediswan premises at Lloyd's House, Albert Square, Manchester, on Friday, last week-end, was on a scale worthy of such a well-known firm. The new home, replacing the old Millgate depot, is on a fine site in the centre of the city. Huge stocks of wireless and other goods are right at hand for the staff to hand over the counter, while the warehouse stocks for replenishing the bins near the counter are equally at hand.

Traders can take prospective customers for an inspection of goods in very favourable circumstances; they can have wireless auditions with every comfort; business is a real pleasure here.

The opening of the Manchester house, which is to serve both that city and Liverpool branches by carrying large stocks, was marked by Ediswan taking part delivery of a new fleet of motor vehicles, which (as in London and Birmingham) are to play an important part in quick delivery service.

Many notable figures in the electrical and radio world attended the ceremonial inauguration of Lloyd's House and the lunch at the Midland Hotel.

JACK PAYNE AT FERRANTI WORKS

Ferranti's 4,000 employees were provided the other day with a half-hour's "turn" by Jack Payne and his band, who were appearing at the Paramount Theatre, Manchester. Mr. and Mrs. Payne arrived at the factory during the morning, and were later invited to luncheon on the premises by the directors, after which two sets were autographed by Mr. Payne.

SHEFFIELD'S FIRST SHOW

Sheffield has just had its first official wireless show, on December 2nd and 3rd, at the Darnall Conservative Club. Mrs. G. Vickers was the opener on the first day, and Mr. Cecil Pike, M.P., the member for Attercliffe (who takes a keen interest in wireless), on the second.

Organised by Mr. F. Ayres, of 636, Staniforth-Road, Sheffield, the arrangements showed a meticulous regard for details, and much credit is due to all concerned. Fifteen leading makers were represented.

A new achievement so far as Sheffield is concerned, was the relaying of artists' voices by land line from the club to the Lyric Theatre, about two miles away, where the audience voted by ballot as to what they thought was the best "turn" given by their unseen entertainers.

The attendance at the Telsen annual staff dance included many outstanding people in the radio industry of the Midlands. Among those present were Mr. and Mrs. A. W. Macnamara.

ATWATER KENT

A Brief Specification of Model 137 Atwater Kent Radio Retailing at 25 Gns.

(This price does not apply to the Irish Free State)

CIRCUIT

Seven Arcturus Valves are used in this revolutionary Super-heterodyne circuit, of which four are of the Vari-Mu Super Pentode H.F. type, arranged as follows: Radio frequency stage, first detector, oscillator, intermediate frequency amplifier, second detector of the Twin Diode type (which also acts as automatic volume control stage), coupled to a power Pentode output valve giving maximum amplification and an undistorted output of 2,500 milliwatts. A full wave rectifier is also included. The selectivity is more than adequate for any location, the separation being 9 to 10 kc. This, combined with the automatic volume control and a complete absence of background noises, constitutes a revelation in circuit technique.

TUNING

A full vision illuminated dial calibrated in kc. and compensated to ensure equal separation over the entire tuning range. Dual wave 200/2,000 metres.

AUTOMATIC VOLUME CONTROL

This important additional feature enables one to set

the volume to the exact level required. Once set, all stations will be received on the same level. This ingenious Atwater Kent device also eliminates fading—that decreasing volume generally associated with foreign or distant reception.

THREE-POINT TONE SWITCH

This allows a choice of tone to suit individual tastes, either high, medium or low.

LOUD SPEAKER

Large mains energised moving-coil, giving superb range of volume and tone.

GRAMOPHONE PICK-UP

Connections are provided to allow of easy conversion to radio-gramophone.

CABINET

A beautifully constructed cabinet in figured walnut of Gothic design.

GENERAL

Suitable for A.C. mains, 100/230 volts.



With this Handsomely Housed 7-Valve Super-het Model
*Atwater Kent answers the widespread demand for
purer and better Radio Reception, greater selectivity and wider range*

Cast your experienced eye over the brief specification of this Atwater-Kent achievement. Note particularly, and carefully, the masterly circuit technique. See also the refinements—Automatic Volume Control . . . Three-Point Tone Switch . . . Large mains energised moving-coil Loud Speaker, etc.

Is it to be wondered at that one important firm at once offered to

sell *thousands* of Atwater-Kent Sets? Or that some of the Ruling Heads of Europe and several of the world's most eminent musicians have chosen Atwater Kent models for their own use? Every note, whether it be of the human voice or of instrumental music, is so perfectly clear, so pure, so completely free from distortion, that even the most critical of ears cannot fail to be charmed.

Atwater Kent Radio you simply *must* see and hear. Sales in every district offer great possibilities. Profits are liberal—AND WILL NOT BE SPENT ON SERVICE. National Advertising is planned. Local Newspaper publicity in Stockists own territory is uncommonly generous.

Send a card, TO-NIGHT, for full details.

Sole Distributors:

G. A. BRITAIN, LIMITED 5 HANOVER SQUARE, LONDON, W.1

Telephone—Mayfair 3466/7

Telegrams—ATWAKENTO, Wesdo, LONDON

ALSO SOLE DISTRIBUTORS FOR THE IRISH FREE STATE

DUBLIN DEPOT: 40, DAWSON STREET

LETTERS LIKE THIS

mean
**MORE BUSINESS
 BIGGER PROFITS
 ADDED PRESTIGE
 FOR YOU...**

BATTERY MODEL 335

Complete Kit including Cossor 220 V.S.G. Variable-Mu Metallised Screened Grid, Cossor 210 H.L. (Metallised), Detector and Cossor 220 P. Output Valves, individually Shielded Coils, Cossor L.F. Transformer, all-metal panel and base and all the components necessary for rapid assembly, handsomely finished Cabinet and 10-inch Balanced Armature Loud Speaker. Provision for fitting gramophone pick-up socket and plug. **PRICE £7 - 17 - 6**

Hire Purchase Terms: 17/6 down and 9 monthly payments of 17/6.

BATTERY MODEL 334

As above but with smaller cabinet and without Loud Speaker. **PRICE £6 - 7 - 6**

Hire Purchase Terms: 14/- down and 9 monthly payments of 14/-

ALL-ELECTRIC MODEL 337

Complete Kit including Cossor M.V.S.G. Variable-Mu Metallised Screened Grid, Cossor 41 M.H. Metallised Detector, Cossor 41 M.P. Output and Cossor 442 B.U. Heavy-Duty Rectifier Valves; individually Shielded Coils; Cossor L.F. Transformer; All-Metal Chassis; Cossor Heavy-Duty Mains Transformer and all components necessary for rapid assembly. Handsomely finished Cabinet; Balanced Armature Loud Speaker. Provision for fitting gramophone pick-up plug and jack. **PRICE £11 - 15 - 0**

Hire Purchase Terms: 25/- down and 11 monthly payments of 21/-.

ALL-ELECTRIC MODEL 336

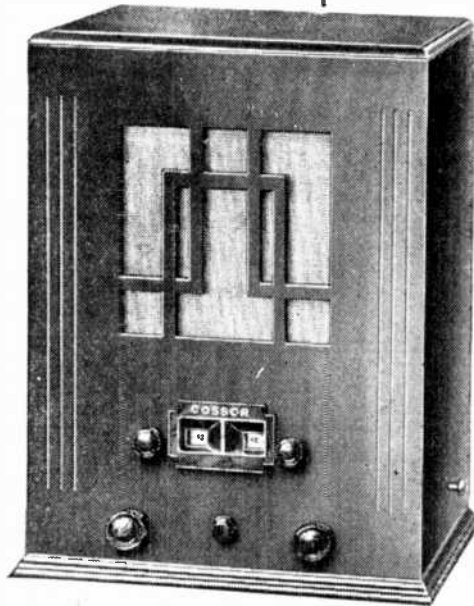
As above but with smaller cabinet and without Loud Speaker. **PRICE £9 - 15 - 0**

Hire Purchase Terms: 19/6 down and 10 monthly payments of 19/6.

ALL-ELECTRIC MODEL 338

Similar to the 336 and 337 but chassis only—without speaker or cabinet. Escutcheon and fixing template are provided. **PRICE £8 - 15 - 0**

Hire Purchase Terms: 32/6 down and 8 monthly payments of 20/-.



MELODY MAKER
 Model No. 335

COSSOR

MELODY MAKER

BRITISH MADE BY A. C. COSSOR, LTD., Highbury Grove, London, N.5.
 Depots at Birmingham, Bristol, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Sheffield, Belfast and Dublin.

London, W.2.

November 25th, 1932

Dear Sirs,

You are not doing the 335 model justice in your advertisement.

With mine I CAN GET 58 STATIONS AT FULL LOUDSPEAKER STRENGTH ANY EVENING, and if I use headphones I can double this number. If I desire to stay up till about 1 a.m., I can get four American and one which I think is a South American, as the talks are in Spanish.

Lots of my friends have great trouble just lately with the Regional and numerous foreigners, and are amazed that I can get nearly what I like amongst Poste Parisienne, Breslau, Huizen, Heilsberg, Bari, Brno, Leipzig, Muhlacker, without interference from London National or Regional.

Yours faithfully,
 (Signed).....

IT is performance that counts, and with letters like this from your customers you are going to get bigger business—more profits. Christmas time radio has got to be at its best—your customers will demand it. With the range of Melody Makers available, each with really outstanding performance, each with a value-for-money appeal, you can give them perfect radio for Christmas—and after. You can add to your prestige too! Get in touch with your local Cossor Depot now!

Major Gladstone Murray wants



A BRITISH RADIO DEVELOPMENT ASSOCIATION

Co-operative effort between
B.B.C., R.M.A. and G.P.O.

LET me say to begin with that I agree entirely with Mr. Ivor Hustler when he emphasizes the importance of close and sympathetic co-operation between the B.B.C. and the wireless industry. I suggest, however, that Mr. Hustler is not quite fair either to the B.B.C. or the industry in ignoring the degree of co-operation which does exist. Apart from the special committee on broadcasting of the R.M.A., there is active, continuous liaison as much on programmes as on technical matters.

The special Tenth Birthday Week, on which much effort and money were expended, was designed not least to help the trade. Moreover, about seven years ago the B.B.C. took the initiative in trying to get started a British Radio Development Association on the lines of the Telephone Development Association. It was impossible then to secure agreement among members of the trade as to the basis of assessment for a joint campaign.

It is understood that the idea is being revived now, the initiative this time coming from the trade, which is seeking the co-operation of both the Post Office and the B.B.C. My personal view is that some such plan as this offers the best means of securing the end which Mr. Hustler has in view.

Selling "Quality" to Listeners

Now to turn to his criticisms. These are mainly general in their application, but when he ventures to particularise, his answer is to be found in the programmes. This is usually the case. Mr. H. G. Wells' article in a Sunday newspaper in 1927 is the classic example.

Mr. Hustler suggests talks of a semi-technical kind explaining that programmes are now so good and so well transmitted that they ought to be heard on good sets, thus spreading the

idea that any set three years old should be replaced.

Apart from the damaging suggestion of self-complacency implicit in such a method, experience has proved that listeners in the main are more susceptible to an indirect appeal. Radio manufacturers would agree that demonstration is more convincing than sales talk, and this method has been tried.

On Saturday evenings, Messrs. Watson Watt and O. F. Brown, of the Radio Research Board, have been discussing sets in a way calculated to stimulate interest in modern receivers, and in order that the reproductive quality of apparatus might be put to the test the carrier wave of all stations was modulated with tones from 50 to 6,000 cycles during one of the talks. The imperfection of their sets must have been obvious to all who were listening on inferior or obsolescent apparatus at this time.

B.B.C.'s Topical Broadcasts

On the question of the Australian test matches: twelve months ago means were discussed of covering the current series. Technical difficulties exist in relaying from Australia, and when quality of reproduction is likely to be imperfect, lengthy relays are to be avoided. Under the best conditions in this country running commentaries have failed as a means of describing cricket matches. Eye-witness accounts at close of play are more effectual, and this method is to be employed for bringing latest news of all decisive games to the British listener. The use of the England-Australia telephone service of the G.P.O. will ensure the

best possible reception at 8.30 in the morning.

The B.B.C. already tries to satisfy the demand for really topical stuff. Brief topical talks, now included in news bulletins, augment the general talks which aim to keep listeners informed on current events.

Recent examples: Victor Smith on his solo flight from South Africa; Howard Marshall on Unemployed Disturbances in Hyde Park; Stephen Williams on the Ashton-in-Makerfield colliery disaster; I. M. Sief on the Cotton Crisis; Gerald Barry and Wickham Steed on Parliament.

The whole country is covered by regional organisation, and international telephones are used whenever occasion warrants. Examples of distant relays: President Masaryk from Prague; Amy Mollison from Cape Town.

Blattnerphone is already in use for recording events that occur early in the day when the audience is small. Records thus made are later added to news bulletins in the evening.

"Stunts" and "Stars"

Mr. Hustler wants "radio" entertainment—"something you cannot hear any other way . . . International celebrities, distinguished artists or speakers, who rarely appear in public." The current issue of the *Radio Times* contains many names that seem in some way to satisfy this definition. Among these are: C. B. Cochran and Pau Casals, Lord Cecil, Evelyn Waugh, Sir Edward Elgar, M. Doumergue, Sir Robert Horne, Lord Derby, Sir Henry Page-Croft and Major Attlee.

(Concluded on page 306)

Major W. Gladstone Murray, Director of Information and Publications of the British Broadcasting Corporation, agrees with the view advanced last week by Mr. Ivor Hustler, of Ready Radio, Ltd., that special means should be adopted by the B.B.C. and the industry to popularise programmes. Major Murray also reveals that steps towards that end, involving the G.P.O. as well as the R.M.A. and the B.B.C., are actually under consideration. Commenting on Mr. Hustler's criticism of present-day broadcast programmes, Major Murray takes the view that many of his points are answered by the programmes themselves.

NEW LINES That

Addition to Atlas Receiver Range

BATTERY S.G.3 WITH M.C. SPEAKER INTRO- DUCED

PRODUCTION was commenced this week by H. Clarke & Co. (M/cr.), Ltd., of a new 3-valve battery-operated set which, complete with moving-coil speaker, is to retail at £9 15s., easy payment terms of £1 down and twelve monthly payments of 17s. 6d. also being available. It will be supplied complete with valves and batteries.

The circuit employed consists of a variable-mu H.F., detector and power arrangement, controls comprising a wave-change switch, wavelength calibrated tuning dial, and a reaction condenser. Concentric with the tuning knob is a small knob operating a trimmer for the 2-gang condenser.

At the back of the set is a variable selectivity control enabling the necessary degree of selectivity to be obtained for particular local conditions, this only needing adjustment when the set is installed. Also at the back of the receiver is a terminal strip carrying the aerial connection and sockets for a gramophone pick-up and for an additional speaker. The valves fitted will be the Marconi or Osram VS₂, HL₂ and LP₂ types.

Incorporated in the two-colour figured walnut cabinet of the receiver is an "Atlas" permanent-magnet M.C. speaker. An interesting point is that H.T. current consumption is given as the low figure of 8 mA.

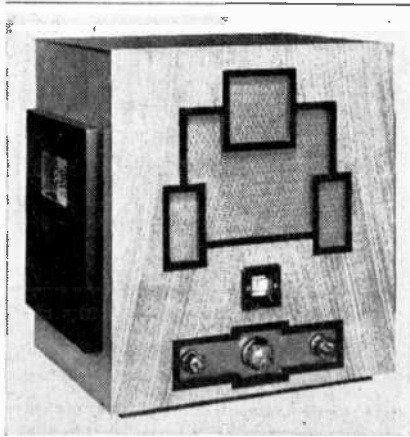
The name given to the set is "Lambda," which is the Greek letter λ—a symbol which, of course, is used for "wavelength."

"ECONOMIC" CHARGERS Transformers Also Made

An extensive range of accumulator charging sets employing thermionic valve rectifiers is being produced for the trade by the Salisbury Transformer & Electrical Co., Devizes Road, Salisbury, Wilts, all sets being sold at net trade prices under the name "Economic."

The range is too extensive to be detailed here, but it may be said that there are altogether eight types, graduating from a model at £6 10s., which is a single circuit type capable of handling 10 cells in series at a rate of 2 A to a 5-circuit model at £25 for a total of 175 cells. There are also two H.T. chargers in the range, while special apparatus can be supplied to order, as can chargers for D.C. mains.

The firm in question also manufacture power transformers, prices for which will be quoted on application accompanied by specified requirements.



The distinctive appearance of the A.R.P. set for D.C. mains is readily apparent from our photograph.

A.R.P. SET FOR D.C. 3-Valve Model Available

Associated Radio Productions, Ltd., of 1-6, Beech Lane, Barbican, London, E.C.1, who supply exclusively through W.R.A. dealers, announce the introduction of a new 3-valve all-electric receiver for D.C. mains.

It is called the A.R.P. "Matched Band Pass" 3-valve receiver, which name explains the fact that band-pass tuning is one of its features.

The set is fitted into a table cabinet with combined side-pieces and handles of ebonised wood. "Mazda" D.C. valves are used, with a pentode in the output position feeding a "Magnavox" moving-coil speaker. The instrument is stated to be suitable for all the usual D.C. voltages.

We understand that immediate delivery can be given, the retail price being 16 guineas.

TRAM INTERFERENCE Special Chokes Available

Although in several European countries legislation has been introduced which makes it an offence to use machinery capable of causing electrical interference with radio receivers, the position in England is still such that interference-hunting must be left to the good offices of the radio dealer, with the assistance of engineers from the Post Office.

Much effective work has already been done in this direction, but the job is likely to be simplified by the fact that the English Electric Company, of Bradford, have just introduced several standardised types of choke coils, which may be fitted to trams and trolley 'buses.

The knowledge that such coils are readily obtainable may assist traders who are trying to persuade their local authorities to make use of such devices.

NEW CELESTION SPEAKER CHASSIS

Large "Quality" Model

The latest addition to the range of energised moving-coil speakers manufactured by Celestion, Ltd., is the D.C. 28 model, a large instrument available in chassis form both for A.C. and D.C. mains drive.

Designed mainly to provide a large undistorted output, and robustly constructed, the speaker is still competitive in price, the D.C. model listing at 50s. and the A.C. one at £6, for 200-250V mains.

A "Hyflex" diaphragm over 10 ins. in diameter is employed, and the field consumption is of the order of 25 W. The audible range of the instrument is stated to be from 40 to over 10,000 cycles, while other features claimed by the makers are high sensitivity and large power-handling capacity.

With regard to the latter, Celestion state that the D.C. 28 will handle 9 W undistorted with ease, and up to 15 W without mechanical distress. It is thus suitable for use in small or medium halls.

A universal input transformer is, of course, fitted.

MECHANICAL HAMMER For all kinds of Wall Plugs

A mechanical hammer specially designed for the drilling of holes for Rawlplugs and similar wall plugs is now being produced by William Geipel, Ltd., 156-170, Bermondsey Street, London, S.E.1, under the name of "Quead." The hammer works by an ingeniously arranged combination of a drill, a hammer head and a worm which raises and releases the hammer head and at the same time rotates the drill.

By the use of a stubborn spring moving through a short distance, regular and uniform blows are imparted by the hammer head at the rate of 1,000 to 1,500 per minute. All wearing parts are easily renewable. The "Quead" hammer is designed to drill holes for the standard wall plug sizes, 3, 6, 8 and 10, and can be used on brick, cement, portland stone, slates, tiles and so on. The price, including a bit and ejector, is 12s. 6d., extra bits being available at 8s. per dozen.

FOR THE S.T.400

A complete set of terminals, wander plugs and spade tags for the "S.T.400" constructors' receiver can now be supplied by Kniveton Cable Works, Ltd., Queensway, Ponders End, Middlesex, to retail at 3s., complete in an attractive carton.

The British Aluminium Co., Ltd., who are producers of aluminium and its alloys in ingot and semi-manufactured forms, have just issued a most attractive brochure almost entirely devoted to sepia illustrations of articles employing the metal.

Mean NEW SALES

AERODYNE PEDESTAL RECEIVERS

Two Models Introduced

Two of the existing "Aerodyne" table receivers are now available in larger pedestal cabinets. They are made by Hustler, Simpson & Webb, Ltd., of Aerodyne Works, Hoe Street, Walthamstow, E.17.

The first comprises the chassis of the "Aerodyne Variable Mu S.G.3" incorporated in a light matt-finished walnut pedestal cabinet and named the "Pedestal De Luxe" model. The price is 12 guineas or 30s. down and 11 monthly payments of 24s., these figures being inclusive of batteries and the built-in moving-coil speaker.

A point of interest is that the chassis now possesses an illuminated dial and is calibrated in wavelengths.

In addition, the chassis of the "Aerodyne A.C. Three" receiver is now available in exactly the same pedestal cabinet, except that the fret matches the 15 guineas table model. Therefore, the only difference in the outward appearance of the two pedestal models is in the fret, which in each case corresponds with the same model in cabinet form.

The retail price of the mains model pedestal is 17 guineas, and the H.P. terms are £2 down and 11 monthly payments of 35s.

RAY BATTERY CHARGERS

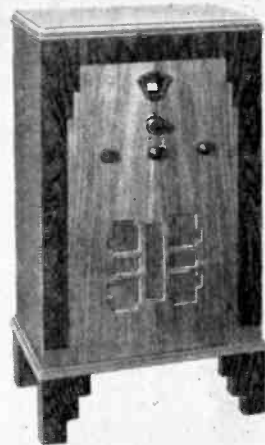
Bristol Firm's Range

A series of six rectifiers for battery charging is being marketed by the Ray Engineering Co., Ltd., Waterdale Works, Southmead, Bristol, all of them employing a gas-filled valve for rectification. All models are suitable for any 200 to 240 V, single phase 50 cycle supply, and each is enclosed in an aluminium and steel case, finished in black crystalline enamel, with a black insulating panel on the front.

On this panel are mounted a D.P. mains switch, voltage changing switch, ammeters for each output circuit, 21-stud resistances regulating switches for each circuit, overload circuit breaker, output terminals and a pilot lamp showing when the rectifier is working.

Model A.C.1 gives an output of 6 A 40 V, and has two circuits, for 40 and 25 V, its net trade price being £11 5s., while model A.C.2 has an output of 2 A, 85 V (85 V only), and is priced at £12 5s. The respective outputs and prices of the remaining four rectifiers are:—Model A.C.3, 6 A, 80 V (50 and 80 V), £17 10s.; model A.C.4, 15 A, 85 V (50 and 85 V), £28; model A.C.5, 6 A, 16 V (9 and 16 V), £9 15s.; and model A.C.6, 6 A, 16 V (9 and 16 V), £8 7s. 6d. The current output of model A.C.5 can be varied from 1 to 6 A, but that of model A.C.6 is fixed for a charging rate of 5 to 6 A.

Two New Pye Sets for Christmas



The "Aerodyne" S.G.3 pedestal de-luxe receiver, first of two new models mentioned in column one.

HELLESENS' CONDENSERS

Supplies for Set Makers

Supplies are now obtainable by set makers of the large range of fixed condensers which are being made by Hellesens, Ltd., at the factory at Morden Road, London, S.W.19. Both wet and dry electrolytic condensers are being made, as is a wide range of moulded mica condensers.

The wet type contains a fluid electrolyte and is therefore housed in a hermetically sealed, round aluminium container, and its chief merits are its robust mechanical construction and high overload capacity. They must be mounted in an upright position, and will re-heal after being subjected to extreme overloads. These types are available in single units only.

The dry electrolytic condenser embodies a paste electrolyte sufficiently viscous to permit the use of cardboard or sheet tin cans, while they are also available in round aluminium containers. This type is obtainable in combinations of various capacity units, may be mounted in any position and will re-heal after reasonable overloads.

Both wet and dry types are available on order in many other capacities and voltages than stock sizes. Units can be made with capacities from 5 to 5,000 μ F and voltage ratings from 10 to 550.

The mica condensers are contained in moulded bakelite cases, incorporating marking rings for colour coding, while stock condensers are marked with their values. Soldering tags are provided for connection purposes, as are mounting holes for bolting the component on to the chassis.

We understand that the mica types may be made available for retail sale at a later date.

BATTERY RECEIVER AND RADIO-GRAMOPHONE

NEXT week Pye Radio, Ltd., will be announcing to the trade details of two new receivers which are being introduced in time for Christmas trade. One of these instruments is a receiver, while the other is a radio-gramophone.

Known as model G/B, the receiver is designed on the same lines as the firm's popular model G set, except that it is for battery operation. The G, it will be recalled, has a variable-mu H.F. amplifying stage, and a power grid detector feeding to the output valve through an L.F. band-pass circuit. Tuning is arranged on the band-pass system and a moving-coil speaker is incorporated in the table cabinet.

Although similar to this specification, the new G/B is fitted with a push-pull output stage, so that in all four valves are employed. The use of push-pull output in this battery set is probably unique and enables the set to give a greater output than would otherwise be possible.

The radio-gramophone will employ a similar chassis to that of the A.C. operated model G, and will be called the G/RG and the price, which has been revealed to us, will be very attractive in view of the specification.

Full details of these models will be published next week, while after Christmas information will be released of a battery portable set called the B.

A D.C. version of the G is now available for 200-250 V supplies, the average consumption being given as 35 W.

CONSOLIDATED 8-GUINEA D.C. SET

Consolidated Radio Co., Ltd., can now supply a model of the 2-valve mains set which was exclusively described in the November 26th TRADER. It will be recalled that the outstanding feature of the A.C. model is that, although it incorporates a moving-coil speaker, its price is only 8 guineas. The D.C. model is also to sell at this attractive price.

Incidentally, the firm tell us that so great has been the demand for the A.C. set that they are now working overtime to meet orders.

MARCONIPHONE D.C. "253" RELEASED

Marconiphone announce the release of their Model "253" receiver in D.C. mains form. The set is, of course, the well-known 3-valve instrument selling at 16 guineas, which figure also holds good for the D.C. set. The set is suitable for 200-250 V D.C. mains.

(More "New Lines" on page 301.)

With the Trade Associations

New Threat to E. London Trade

AN urgent call to all East London retailers to take immediate steps to protect their livelihood follows the report that Leyton Borough Council are considering taking up the sale of wireless sets at their electricity showrooms, and that complete details of the proposition are to be submitted to the next meeting of the Council.

On behalf of Leyton wireless retailers in particular and the retail trade generally, Mr. L. Wilde, hon. secretary of the Essex and East London Branch W.R.A., has written to the Leyton Town Clerk protesting against the proposals and emphasising the serious damage that would be done to dealers if the scheme is carried through. He suggests that the Council receive a retailers' deputation before any action is taken.

The matter is, of course, a very serious one, and all Leyton dealers are urged to band together to fight this menace, and in an effort to assist them, Mr. Wilde wishes to receive the names and addresses of traders in the area. Communications should be sent without delay to Mr. Wilde, 291-293, High Road, Ilford.

South Wales O.S.A. Meeting

A MEETING of the Oldham Service Association, South Wales Division, at Cardiff, decided that the 1933 meetings should be adapted to meet the convenience of all members. They will be held at 5.30 on Tuesdays, Wednesdays and Thursdays in rotation, to enable members to select most convenient days for attending. The meetings will be held in two sections, the first section to be wholly given to radio discussion and then, following a tea interval, starter and motor matters will be discussed. This will enable members to arrive and leave at such time as may be convenient to themselves. Special meetings will be called, of course, as necessary.

Mr. J. W. Elliott-Garwood, 72 Llanfair Road, Cardiff, the hon. secretary and treasurer, will give any information required.

West Herts W.R.A. and Relays

MEMBERS of the West Herts Branch of the W.R.A. met at a new venue on Tuesday evening—the Carlton Tea Rooms, Queen Street, Watford—and a pleasant room at this address has been secured for future use, the next meeting being on the second Tuesday in the New Year.

Recent events in the Watford district, involving the choice of a new chairman in the person of Mr. H. D. White and the election of a fresh branch committee, have been discussed at private meetings of members, but this week the secretary, Mr. Gray, was able to report upon the action taken. This arose from an application in respect of a proposed local relay service which was made to the Watford Council in the names of three leading local retailers and members of the branch. They stated that they proposed to "wire not more than 1,500 houses for some years to come" and that local W.R.A. members would be enabled to share in the profits.

When this application came to the notice of the branch steps were taken to deal with the position and on Tuesday Mr. Gray read a copy of a letter he had forwarded to the Council, setting forth at length the grounds upon which the majority of local retailers were opposed to relays and asking the Council to defer further consideration for six months.

Messrs. Gray, Sirett, Willison and White were elected to form the branch committee.

Considerable interest was shown in an expression of opinion by Mr. Smith that the W.R.A. definition of a retailer was not a satisfactory one. He urged that "suitable shop premises" should be substituted for "business premises" in the definition. The branch adopted the following resolution: "That the National Council be asked to suspend all other business until the W.R.A. definition of a retailer has been altered."

Preston W.R.A. Debates New Rules

PRESTON W.R.A. on Tuesday resolved that a National Trade Conference be held (1) to make necessary arrangements for the registration of the legitimate radio retailer; (2) to form a permanent Joint Council to deal with matters relating to the distribution of radio supplies; (3) to

control new accounts in conjunction with the local branch; (4) to eliminate the undesirable element.

New branch rules were then taken separately and discussed. Among the agreed objects was that of practising clean competition and encouraging a spirit of co-operation with all *bona-fide* sections of the wireless industry, to eliminate misleading advertisements and to assist fellow members by occasional interchange of stock lines, in case of emergency. There was considerable discussion on a recommendation concerning eligibility for membership, viz., that it should be restricted to persons or firms occupying rated business premises with shop front, carrying a stock of £150 list value in Preston Borough, and £75 list value in outlying districts. The stock must be the members' own goods. The member must carry on the business of a wireless retailer for 12 months in the year. Eventually the rule was adopted as proposed.

The secretary intimated that there were 27 members up to date, and they were anticipating many additions.

On the question of the expulsion of members for wilfully acting in contravention of the rules, it was decided to give the power to recommend such expulsions to the general meeting, the provision "by a unanimous vote" being eradicated. It was agreed that a list of *bona-fide* retailers, whether members of the Association or not, should be submitted to the factors with the request that supplies should be restricted to them.

It was decided to ask all members to provide concrete facts of unfair trading to Committee representatives.

The meeting confirmed the following appointments:—President, Mr. F. Baker; secretaries, Messrs. R. E. Danson and S. Staveley; treasurer, Mr. G. Wilkinson; these officers, with Messrs. Naylor, Curtis and Swift, to constitute the Executive Committee.

Scottish Retailers on Discount Reductions

WE understand that the Scottish R.R.A. has been discussing the question of reduced discounts, and that at a recent joint meeting with leading music traders Mr. James Plucknett proposed a resolution worded as follows:

"That this joint meeting of Scottish radio and music dealers affirm its opinion that it is impossible to give the public satisfaction and service at 27½ per cent. discount and that a reasonable amount of credit is essential with modern conditions of trading."

Our information is that the first part of this motion was passed unanimously but the latter recommendation did not appeal to several Murphy dealers who were present. One, in fact, is reported to have gone so far as to say that H.M.V., Murphy and Columbia sets were the only makes he could sell in competition with the local co-op store.

It is accordingly intended to approach leading makers on the subject of the present position regarding co-operative societies in view of the decision at by R.W.T.A. manufacturers.

Rochdale W.R.A. Discusses Domestic Matters

DOMESTIC business occupied most time on Monday morning at the monthly meeting of Rochdale Branch W.R.A. First of all, leakage of branch matters was reported and arrangements made for investigation.

Details were discussed of certain batteries being cut, and of the action of a set maker in regulating supplies of his receivers.

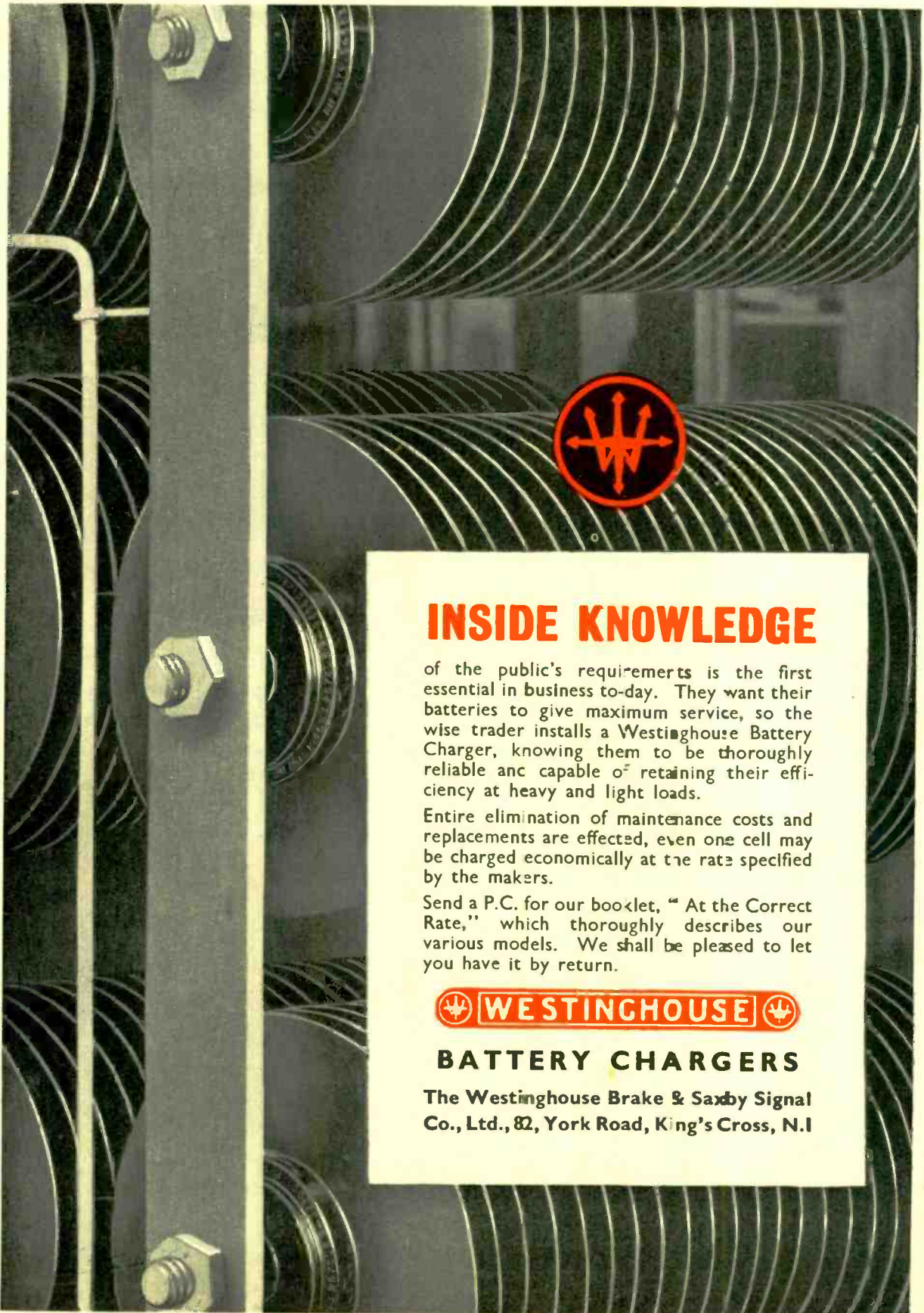
Satisfaction was felt at a message from Murphy, pointing out that their products must not be sold by the aid of commission agents or canvassers, but that they must be handled by salesmen who were paid a wage as regular employees of the dealer.

"Dodges" were said to be resorted to by agents for certain lines, namely, they would give a discount off well-known sets—provided they were allowed to erase the number.

Pleasure was expressed at the K-B announcement that there must be no interchange of sets among their various dealers.

New S.R.R.A. Branch at Falkirk

AFTER enthusiastic propaganda work by Mr. Hart, a Falkirk and District Branch of the Scottish Radio Retailers' Association has been established. The meeting held last week was attended by about twenty traders. Mr.



INSIDE KNOWLEDGE

of the public's requirements is the first essential in business to-day. They want their batteries to give maximum service, so the wise trader installs a Westinghouse Battery Charger, knowing them to be thoroughly reliable and capable of retaining their efficiency at heavy and light loads.

Entire elimination of maintenance costs and replacements are effected, even one cell may be charged economically at the rate specified by the makers.

Send a P.C. for our booklet, "At the Correct Rate," which thoroughly describes our various models. We shall be pleased to let you have it by return.

 **WESTINGHOUSE** 

BATTERY CHARGERS

The Westinghouse Brake & Saxby Signal Co., Ltd., 82, York Road, King's Cross, N.1

50% OFF!

Introducing

**SPYDA
RADIO**



**ALL-ELECTRIC
A.C. 3 - VALVE (Plus Rectifier)**
INCORPORATING "ROLA" MOVING COIL SPEAKER

ALL - ELECTRIC A.C. 3 - VALVE (Plus Rectifier)

RADIOGRAM

INCORPORATING "ROLA" MOVING COIL SPEAKER.

Price to DEALERS

PRICE
TO
DEALERS

6 GNS £9-19-6

RETAIL
PRICE

12 GUINEAS 19 GNS

Retail Price

SPECIFICATION :

Handsome Two-tone Walnut Cabinet. Westinghouse Metal Rectifier. Rola Energised Moving Coil Speaker. Dubilier Condensers and Resistances. Spyda Transformer, Coils, etc. Eta Metallised Valves, including Pentode Output. Provision for Mains Aerial, Pick-up, External Loudspeaker, etc.

SPECIFICATION :

Substantially built in attractive cabinet in Modern finish with Sloping Panel. Rola Energised Moving Coil Speaker. Collaro Electric Motor with Automatic Stop, Pick-up and Volume Control. Chassis as Table Model A.C.3.



SAMPLE ORDER COUPON

To Spyda Electric Co.,
2 Edgbaston Street, Birmingham 5.

Please despatchA.C.3. Receivers

Please despatchA.C.3. Radiograms
Carriage forward

Enclosed please find remittance for £..... to cover cost.
(Attach this to your letter-heading)

★ A Letter from Mr. HAROLD ELLIOTT,
Managing Director of the SPYDA
ELECTRIC CO.

To My Dealer Friends,

I am fully convinced that it is practically impossible for you to make a reasonable profit with Radio on a discount of 30 per cent., or even 30 + 10 per cent. THAT IS WHY SPYDA DEALERS WILL GET A STRAIGHT 50 per cent. OFF LIST PRICES !

Your profit being half of the Retail Cash Price should enable you to carry your own Hire Purchase on SPYDA Productions. You can demand a reasonable deposit and monthly payments so as to get back your cost in three or four months, thus having the benefit of the interest added.

I look to you to back me up in this enterprise by sending your sample order in at once, and by pushing the SPYDA Set and Radiogram for all you are worth. There are no restrictions, and you can be assured that every Model produced by SPYDA will be competitive in price, of the highest grade, and entirely trouble-free.

My policy is DIRECT-TO-DEALER, and to enable me to allow you 50 per cent. off, no credit can be entertained, as the margin of manufacturing profit is so close to the actual cost of production.

■ Production is well in hand, and orders received this week-end will be despatched on Monday next, December 12th. POST SAMPLE ORDER FORM ON OPPOSITE PAGE FOR EARLY DESPATCH.

Yours Truly,

Harold Elliott
Managing Director
SPYDA ELECTRIC CO.

**SELL
SPYDA
SETS AND
GET THE
ADDITIONAL
FACTORS'
PROFIT !**



SPYDA ELECTRICAL CO
2, EDGBASTON ST, BIRMINGHAM 5
50% OFF!

HIGGS (GREAT BRITAIN) LIMITED

Higgs

INTRODUCE

**The
HIGGS
EXPONENTIAL
FIVE**

manufactured by
HIGGS (GT. BRITAIN) LTD.

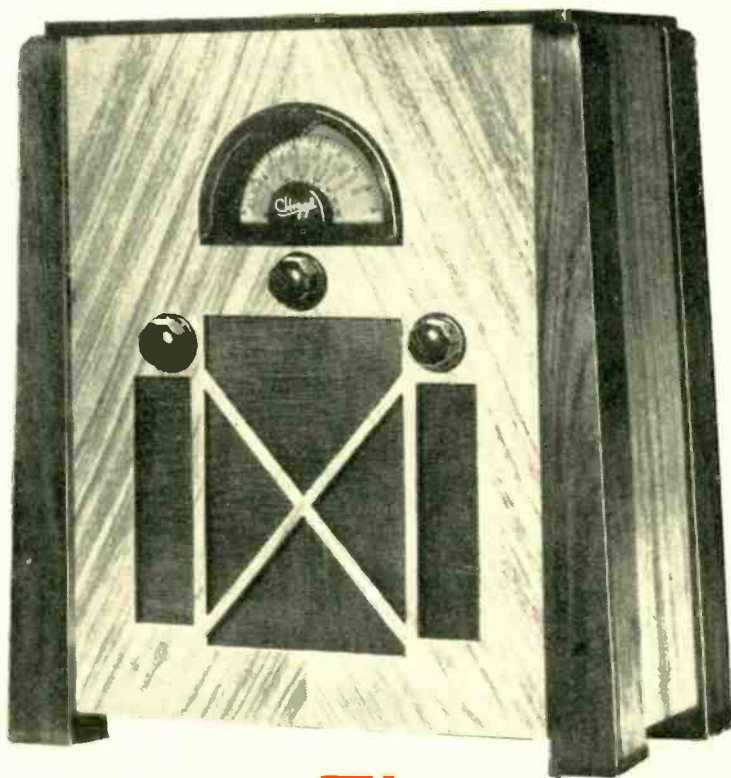
**THE FINEST RECEIVER
EVER MADE**

incorporating

**THE MAGNA
SPEAKER**

manufactured by MAGNA-
VOX (GT. BRITAIN) LTD.

**THE FINEST SPEAKER
EVER MADE**



**The
“MAGNEX”**

22 GNS.
(INCLUDING ROYALTIES)

Write to-day for Terms and Particulars

HIGGS (GREAT BRITAIN) LIMITED

WESTBOURNE PLACE, HOVE, SUSSEX

PHONE 2904

Robert Morrison (President of the S.R.R.A.), Mr. Forbes and Mr. Paterson travelled from Glasgow and received a very cordial welcome.

The meeting was of an informal nature and the discussions ranged over a wide variety of trade topics.

A new way of dealing with the dabbler was disclosed. When it is established that a person is carrying on a business of this nature information is lodged with the Income Tax officials. This method had, it was stated, proved very effective.

Mr. Hart then gave particulars of a trade register scheme.

Mr. Morrison complimented the local dealers in the vigorous methods they had adopted to clean out the trade. If other local associations would only adopt the same way of working together the results would astonish them.

Scottish Music Merchants and Radio Service

AT a recently-held meeting of the West of Scotland Division of the Scottish Music Merchants' Association an interesting interchange of opinion took place on the question of radio service. The general feeling was that the difficulties arising therefrom were not nearly so acute as formerly—largely because of the fact that the latest sets were of such a reliable character and gave such splendid results—and it was generally felt that customers were now content with a more modified service than formerly.

The Edinburgh and East of Scotland Section also debated the question. A card prepared by the Scottish Radio Retailers' Association was submitted, and it was found that this was couched in somewhat similar terms to the service scheme of a Dundee musical instrument dealer which had already been approved by the S.M.M.A. The Dundee scheme (it was explained) entitled the customer to three free service visits within one year.

At this meeting a report was also given concerning the combined music and radio exhibition that it was proposed to hold in Edinburgh next winter in substitution for the radio exhibitions previously held. General approval was given to this proposal, and various suggestions were made and noted for the information of the organiser of the proposed exhibition.

New Secretary for Cambridge Branch W.R.A.

MEMBERS of the Cambridge W.R.A. branch met at Messrs. Miller's premises on Monday primarily to fill the vacancy caused by Mr. J. T. Harvey's resignation as secretary. Mr. A. W. Matthews proposed and Mr. Harvey seconded that Mr. H. G. Lilley be elected secretary. As there were no other nominations, the proposal was carried unanimously. Mr. Lilley is an energetic young man, who was apprenticed nine or ten years ago to the Cambridge Electric Wiring & Repair Co., for whom he is now manager of the sales department.

Following upon the decision of the branch to meet fortnightly instead of monthly, it was now agreed to adopt the chairman's proposition that in future the meetings be limited in length from 8 to 9.30 p.m., except when urgent business required longer.

The branch also agreed, on the motion of Mr. Harvey, to request Mr. Booth to visit Cambridge and speak at a meeting with a view to extending interest in the association and its principles.

In view of the proximity of Christmas, the branch will not meet until the New Year.

Notts W.R.A. Meet at Mansfield

THE Nottingham branch of the W.R.A. had an innovation for their monthly meeting this week, for instead of the gathering taking place in Nottingham, it was held at Mansfield, the object being to create further interest in the association. The idea met with considerable success, for the attendance was the biggest for some time past. Mr. J. Thornton presided, and there were representations from many Notts towns.

The chairman thanked Mr. Vallance, of Mansfield, for making the local arrangements, and also the members for their attendance. At the outset Mr. Thornton spoke of the advantages which accrued as the result of membership of the W.R.A. He told how the Association was doing good work in tackling trade evils.

At the conclusion of Mr. Thornton's inspiring address Mr. Valentine suggested that as Mansfield traders were enthusiastic about the association it would be well if they formed a sub-branch of the Nottingham body, and send a representative to the monthly meeting of the main branch.



Mr. L. Hall, Hon. Sec. of the Nottingham Branch of the W.R.A., whose activities have been the means of increasing local membership.

Mr. Vallance, however, speaking on behalf of the Mansfield traders, thought it would be well if the members could personally attend the Nottingham meetings. It would be to their interest to do so.

Mansfield traders unanimously complained that price-cutting was rampant in the town, and was on the increase. They were especially up against the local co-operative society, the members of which were given a dividend of 2s. 3d. in the £.

There was a lengthy discussion on co-operative dividends after which a number of new members signed up.

The meeting was certainly the most successful held by the local association.

Carlisle Branch W.R.A. Gets Going

A MEETING of the newly formed Carlisle Branch of the W.R.A. was held in the Viaduct Hotel on Monday, and after the chairman, Mr. E. S. Roberts, outlined the advantages of membership of the Association, three additional members were enrolled.

A lengthy discussion then ensued on the power of the W.R.A. to protect the retail section against unfair trading, and it was agreed by all present that by united effort they should endeavour to clean up the trade as far as Carlisle was concerned—and as Mr. Roberts stated during the proceedings, to "save ourselves from ourselves."

The recent efforts to lower discounts were then discussed for some considerable time, and it was generally agreed that this step on the part of manufacturers should be deprecated, and every effort made to maintain the present discounts.

The vexed question of service after sales was then raised and all were agreed that a limited number of free calls be given after which a nominal charge should be made.

NEWS FROM THE COURTS

THE RADIOVISOR CASE

KENNETH BROWN, BAKER, BAKER, solicitors for Radiovisor (Foreign and Colonial), Ltd., have given notice of appeal against the decision of Mr. Justice Lawrence, in the King's Bench Division, on November 19th, in favour of the defendants, Radiovisor Parent, Ltd., on the claim by Radiovisor (Foreign and Colonial), Ltd., for about £200,000 damages and the return or cancellation of 120,000 £1 shares in the plaintiff company for alleged fraudulent misrepresentation in the disposal to them by the defendant company of the foreign and colonial rights in a selenium light bridge.

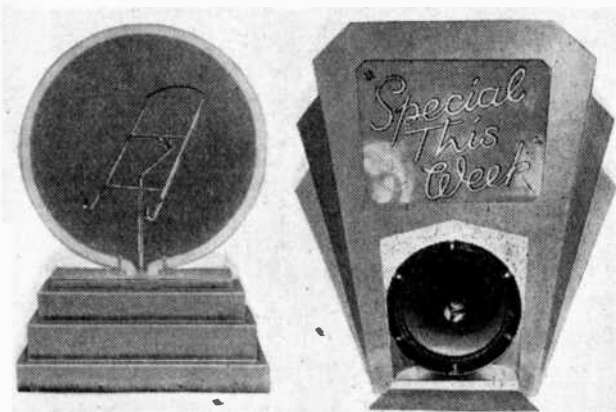
LUMOPHON SETS DESTROYED IN TRANSIT

IN the King's Bench Division, before Mr. Justice Swift, British Lumophon, Ltd., brought against Bouts Bros., Ltd., of Bow Road, London, a claim for the value of 50 W333 consolette model wireless sets of the plaintiff company which, it was said, were destroyed by fire in the course of road transport from London to a Sheffield customer. The value of the sets was stated at £375. The defendants denied that they were common carriers, said they did not accept the goods as such, and contended that there was a verbal condition that the goods should be carried at owners' risk. Messrs. Bouts Bros. denied that they failed to exercise due care in the carriage.

Several witnesses were called.

Mr. Justice Swift, delivering his judgment, said he was satisfied on the evidence that Bouts Bros. carried the goods as common carriers and were subject to all the liabilities of common carriers. The question was also raised as to whether there was a special agreement between the parties by which the goods were carried at owners' risk. The court did not think there was any such agreement, and therefore the Lumophon Co. were entitled to the £375 they claimed for the loss of their property with costs. His Lordship added that there was no evidence of negligence on the part of the carriers or their servants. The cause of the fire remained unexplained.

The Selling Side



EYE-CATCHING LIGHTING FOR CHRISTMAS DISPLAYS

The two illuminated display units mentioned below. That on the left is a neon model at 9 guineas, the other being an inexpensive yet very effective type at 25s.

NOVEL display lighting can play a most valuable part in capturing the attention of the Christmas shopping crowds. An unusual lighting effect will draw the eye of the average person in competition with almost any other attraction, and as during December the window is artificially illuminated throughout the busiest hours of each day, effective lighting has maximum opportunities of showing results.

The Christmas displays suggested in an earlier issue of THE TRADER were designed to be seen to good effect by ordinary window lighting, but even in these cases still more effective results might be obtained by an unusual illumination scheme, and where the trader has not devoted as much attention as he should to the setting of his Christmas display, a novel lighting touch may often save it from proving a complete failure.

Some simple but eye-catching effects can easily be obtained by the trader himself without great cost. Perhaps the most useful lighting gadget is a flasher, which can be obtained for a few shillings, and when wired up with one or more lamps will give an invaluable touch of movement to a display.

Merely to have a lamp flashing on and off in the display, as some retailers do, is pointless. The attention-arresting qualities of the flashing lamp should be utilised to focus attention on the goods, or on a well-written ticket. For example, a large sheet of tinted transparent paper should be stretched on a light wooden frame, and lettered with some such wording as "Any set in this display can be installed in your home this Christmas for a first payment of £1." If a "stock" cut-out of Santa Claus is placed by the side of this poster, with one arm raised to draw attention to it, and a flashing lamp is placed behind the tinted paper, an effect that

is both arrestive and sales-making will be secured.

Another simple idea, which could be utilised in any of THE TRADER windows and in scores of others, is to place a lamp *inside* each of two or three cabinets, so that the light shines through the speaker grills, and to place another lamp behind a transparent poster, worded like that suggested. By arranging the lamps to flash on and off in sequence, a great deal of attention will be attracted.

The use of a tinted spotlight to throw a strong beam of coloured light on to a centrally-located set or other line, is an effective idea which can easily be arranged.

Many traders have improvised their own spotlights. An old magic lantern is often suitable, especially when it is adapted to take an electric lamp as the light source, and can thus be suspended in any position without risk of fire. A piece of tinted glass inserted in the slide carrier will provide the colour effect. Car spotlights can also be used, the lens being covered with a tinted shade.

The light source should be hidden, and should be located toward the top of the window. The brilliant ray of light, and the colour contrast, never fail to secure attention.

The value of such special lighting devices in giving a "centre of interest" to a display, and so inducing the most casual passer-by to stop and make a closer inspection, has proved so evident that a considerable variety of novel equipment is now available. Some of these devices are quite inexpensive, while others, although necessarily more costly, are undeniably a very strong attraction in a display.

An example of the less costly of these illuminated display units is the stand illustrated on this page, bearing the wording "Special This Week." The stand measures 21 ins. by 18 ins., and the line to be featured is placed

in the display opening, where it is illuminated by a lamp immediately overhead. The same lamp lights the translucent panel carrying the lettering, which can be varied to suit the purpose for which it is to be used. The price of this unit, which is supplied by Wm. Potter & Sons, Ltd., 160, Aldersgate Street, E.C.1, is 25s.

The trader can also obtain an inexpensive device which enables him to make his own illuminated window signs. It consists of a glass panel, so treated that any desired wording can be drawn upon it in coloured chalk, and the panel is flooded with diffused lighting from the side.

Among the more elaborate display units, those utilising neon lighting are among the most effective, and an excellent example of such a stand is shown in the second illustration. Here the circular neon light forms a highly arrestive feature, especially if the stand is shown against a dark background, and as the line to be given prominence is actually displayed within the circle it is assured of the desired emphasis. A stand of this kind costs about nine guineas.

P.A. OPPORTUNITIES AT YULE

THE many socials and private dances, amateur entertainments, re-unions, and so forth, which are organised at this season of the year, provide opportunities for the dealer who specialises in P.A. work which may in many cases be overlooked.

Where such events are on a relatively small scale, the organisers have probably never thought of introducing any means of amplifying speech or music, but the dealer could show that such equipment would add considerably to the success of many of these events, and the total of the business thus secured would be worth while.

The Selling Side—continued

For school or church concerts, suitable programmes of records could be supplied to fill up gaps, while a microphone and amplifying equipment might also be utilised on the platform. In the case of socials, dances, and so forth, amplified music from a gramophone also has value at intervals, and a microphone would be useful for announcements and the like.

WISH YOUR CUSTOMERS A MERRY CHRISTMAS

THE "human touch" is always of value in the dealings between a trader and his customers, and never more so than at this season of the year. The retailer who, during the last week before the holiday, wishes his customers and the public generally "A Merry Christmas," will gain not a little in that intangible asset known as goodwill.

There are several ways in which this can be done. One trader always includes in his display, beginning

Merry Christmas, Everybody!

It may not be original, but it's sincere . . . to everybody who sees this paper — the readers, our fellow advertisers, the Editor, the printers and the newsagents—MODERN MUSIC wish a very happy Christmas and a prosperous 1933.

P.S.

If you find you are not quite ready for a Merry Christmas there's still time to get new batteries, valves, records, or even a new set or gramophone. 'Phone or call for immediate deliveries. Open till 10 p.m. to-day.

MODERN MUSIC LTD.
The Merry Xmas People
BROADWAY, ELM WOOD
'Phone : 34

How the trader's Christmas newspaper "ad." can combine a greeting and last-minute reminder.

seven days before December 25th, a large Christmas card, carried out by a local ticket-writer. The card is decorated with holly leaves or some other seasonable touch, while the lettering reads somewhat as follows :

To all the customers of the Symphonie Salons—Past, Present and Future—we wish that old, old wish, A RIGHT MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS NEW YEAR.

If it is done neatly, there is no reason why the Christmas greeting should not incorporate a selling point. For instance, this year many local weeklies will be published on Christmas Eve: rather too late, perhaps, for a great deal of business to be influenced, but in time for an advertisement combining a greeting and last-minute reminder, on the lines of that suggested on this page. The footnote should be adapted to the trader's own requirements; thus those who propose to open on the Tuesday following the holiday, in order to secure the proportion of urgent supplies business which is usually to be had at such times, should mention this fact.

During the fortnight preceding the holiday, a pleasantly worded sales letter, conveying a similar wish, may usefully be sent to all the customers and prospects on the mailing list. If worded as suggested in the illustration in column three it will act as a timely reminder and help to cement goodwill at the same time.


COMBINED BATTERY AND LICENCE FEES

A SWANSEA retail firm have made it possible for battery set users in Swansea, and a wide surrounding district, to obtain their wireless licences, or renewals of licences, on deferred payments.

In recent weeks a G.P.O. officials "drive" in the area has resulted in a huge number of pirates being discovered. Many of these were people affected by unemployment or who, for various reasons, pleaded inability to produce at one payment the licence fee. The P.O. officials also discovered a large number of sets not used owing to inability to pay licence fees.

H. Norman Kirk, Ltd., Gower Street, Swansea, have now launched a scheme to ease the licence payment obligation, and, at the same time, extend their already large L.T. battery hire service.

They have, in quarter-page advertisements in local daily newspapers, announced an "all-in" battery



MODERN MUSIC LTD.
BROADWAY, ELMWOOD
SWANSEA, GLAMORGANSHIRE

10th December, 1932.

Dear Sir,

During the next few days you will be receiving countless messages of goodwill, but we add to them our own very sincere wish that you will enjoy a very happy Christmas, and that the forthcoming year will be one of increasing business and prosperity to you and yours!

At the close of the year we should like to thank you for the opportunities of service that you have given us during the last twelve months. We hope that we shall continue to enjoy your confidence during 1933, and promise you that nothing will be left undone on our part to ensure you another year of pleasurable radio.

Yours very truly,
H. Norman Kirk

P.S. Have you seen our special Christmas showroom display—why not call in when you are passing, and let us explain the above plan to you.

Why not send customers a sales letter worded on the lines shown above?

service scheme. Immediately users sign an undertaking to avail themselves of this scheme for twelve months, Messrs. Kirk take out for them the wireless licence and hand it over, or make renewal if and when it is due. The undertaking is to take a 2 V Exide L.T. cell, delivered and collected by Kirk's, fortnightly for fifteen pence per fortnight, including the repayment of the firm's advance of the licence fee amount.

The scheme is likely to be very successful as it saves set users much trouble, even if they are not in difficult circumstances.

AN "OUT-OF-THE-RUT" CATALOGUE

THERE is little doubt that a well-produced catalogue is in itself a sales aid for the retailer, and that an "out-of-the-rut" effort will more than repay any slight additional trouble expended on it. Dealers contemplating the compilation of such a publication may find much of interest in the method adopted by Priest's Radio, one of the best known of Birmingham's suburban dealers.

Priest's catalogue comprises selected high quality lines—receivers and radio-gramophones only—with the final message at the end, "We carry a stock of 3,000 records."

Mr. Thomas R. Priest approached the various radio firms for whom he is an agent, and obtained illustration blocks and descriptive matter from them. Each maker had a two-page spread devoted to his products.

Attention to detail always has its reward, and by taking trouble over the conduct of their business—such as producing a really interesting catalogue—Priest's are able to report an increase in their trade by over 25 per cent. from last year.

'TRADER' TEST REPORTS

New products, which will be regarded as representative samples, are invited for inclusion in this feature. It is under the sole control of the Technical Editor, and tests are carried out in our own laboratories. Even though criticisms may be voiced, only lines believed to possess marketing possibilities are dealt with.

TELSEN ELECTRIC CO., LTD., ASTON, BIRMINGHAM.

Macnamara "Golden Voice" A.C. Receiver.

In the range of receivers recently introduced by Telsen the Macnamara 3-valve A.C. model takes a prominent place, and, although being quite conventional in design, has several interesting features worthy of note.

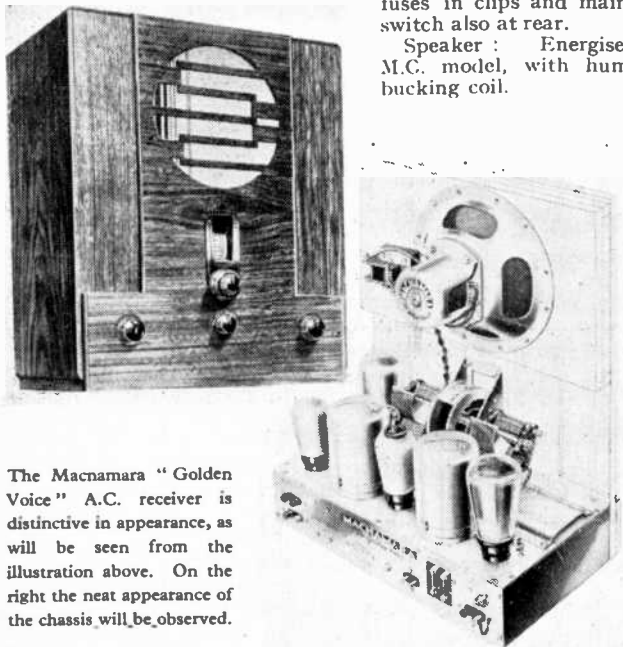
DESCRIPTION.—Cabinet: Table type of modernistic design, carried out in solid walnut with dark polished finish. Circular speaker grille above controls at front. Dimensions: 15½ ins. by 8½ ins. by 19½ ins. high

Controls: Centre, on metal escutcheon plate, tuning knob with concentric trimming control. Bottom centre, wavechange switching control. Left, selectivity control ("Separator"). Right, reaction control ("Volume"). Wavelength calibrated drum dial with illumination. Mains switch at rear of chassis.

Circuit: Single high-mu S.G. H.F. amplifier (Mazda metallised AC/S2) with single tuned input circuit. One aerial tapping via variable condenser ("Separator") to aperiodic coupling coil. Condenser fitted with shorting contacts which operate at maximum. Tuned H.F. transformer coupling to grid leak detector (Mazda metallised AC2/HL). Capacity-controlled reaction. Resistance-capacity fed transformer coupling to output pentode (Mazda A.C./Pen). Maximum A.C. output claimed to be 2,000 mW. H.T. current supplied by full-wave rectifier (UU120/350). Smoothing effected by means of speaker field and large-capacity condensers. Hum-adjusting potentiometer across heater winding of mains transformer.

Construction: Sheet steel chassis with nickel-plated finish. Valves, screened coils, and unscreened side-by-side ganged condensers on upper surface. Provision at rear for connection of aerial, earth, mains aerial, pick-up, external speaker and mains connector. Hum control, fuses in clips and mains switch also at rear.

Speaker: Energised M.C. model, with hum-bucking coil.



The Macnamara "Golden Voice" A.C. receiver is distinctive in appearance, as will be seen from the illustration above. On the right the neat appearance of the chassis will be observed.

Retail price of complete receiver: 15 guineas. Chassis available in plain unstained cabinet at 12 guineas.

TEST RESULTS.—The consumption of the receiver on 250 V 50 cycle A.C. mains was about 50 W, which is close to the rated value of 52 W. With the hum adjuster correctly set, and a good earth, the hum from the set was entirely negligible.

The tone had a pleasant balance at normal room levels, with a fairly good upper register and a full bass. There was some cabinet resonance at full volume, tending to accentuate the lower middle register. Speech was clear, although it had a slight bass colouration. There was no shrillness, and, generally speaking, the tone was full, rich and forward. A very large output was obtainable with no signs of distress other than the bass accentuation noted above.

Using our inside roof aerial 11 miles from Brookmans Park, the selectivity and sensitivity obtainable by careful use of the "separator" and "volume" controls was remarkably good for the circuit employed. For instance, London Regional, Hamburg, Scottish Regional, Lwow, Toulouse and Leipzig were all obtained clear of interference on the M.W. band, while Zeesen was clear of 5 XX and Radio Paris on the L.W. band. Naturally, rather careful manipulation of the "separator" and "volume" controls, and the tuner and trimmer knobs, was necessary for this, but it certainly shows the capabilities of the set in skilled hands.

Even without critical adjustments, stations like Langenburg, Sottens, Prague and a dozen others were obtained at full room strength with the "separator" about half-way out, and a certain amount of reaction. The selectivity is such that the separator can be kept at the minimum selectivity position (that is, with the series condenser shorted out), and a number of foreign stations can then be received at enormous strength without interference.

The receiver certainly has "punch," and one has the feeling that everything is working at maximum efficiency, particularly on the M.W. range.

The mains aerial device in our case was moderately satisfactory on the M.W. band, but not very good on the long waves.

In detail work the set is an excellent production. The chassis is a "clean" job, with very well-fitting valve-holders, accessible fuses, and a hum adjuster. A sturdy mains lead is supplied, while the instruction book is very well written.

The cabinet is solid and well made, and though there are more controls than in some sets, it is not necessary that they all be critically used in order to get good results. The accurately calibrated scale is well illuminated. Altogether, this is a set which gives good results with a minimum of skill, and excellent results, for the circuit employed, by careful adjustment of all the controls.

ROTAX, LTD., WILLESDEN JUNCTION, LONDON, N.W.10.
M.L. Mains Transformer, Type MT50.

DESCRIPTION AND PRICE.—The particular M.L. mains transformer submitted by Rotax, Ltd., for review is representative of the MT50 range, and is suitable for use with a Westinghouse metal rectifier, style H.T.9 (D.C. output 60 mA at 300 V). The output available from the H.T. secondary is rated as 200 mA at 240 V A.C., while there is a single centre-tapped L.T. secondary giving 5 A at 2.0-2 V A.C. The primary winding has three tappings for inputs of 200, 220 and 240 V. A general idea of the construction is given by our illustration. The laminations of the core are clamped between two cast aluminium alloy frames, which also serve to carry the three small paxolin terminal blocks.

The primary, H.T. secondary, and L.T. secondary are wound in separate slots in the former. Large terminals with clamping nuts are provided, and the output of each winding is clearly marked.

Overall dimensions: 5½ ins. by 3½ ins. by 4½ ins. high.

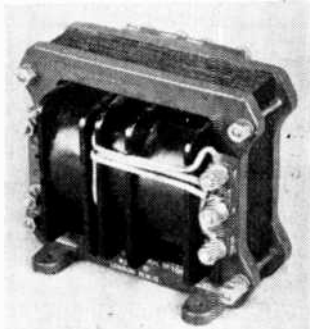
Retail price: £2.

TEST RESULTS.—The output of the H.T. winding, with the full load applied to the L.T. winding was exactly equal to the rated value, i.e., 240 V, 200 mA, and is thus entirely suitable for the Westinghouse H.T.9 rectifier, with a voltage doubler circuit, delivering about 300 V, 60 mA smoothed D.C.

The L.T. winding delivered 4.1 V 5 A when a load of 200 mA was being taken from the H.T. secondary. The winding was accurately centre-tapped. The no-load voltage of the L.T. winding was 4.5 V, so that there was only roughly a 10 per cent. rise between full load and no load.

The total consumption of the transformer on full load was 89 W. It was mechanically silent at full load, and no sign of warming up could be detected after an hour's run at full load.

It is extremely well-built, everything being generously proportioned, and strikes us as being a very sound job, mechanically and electrically.



The M-L mains transformer reviewed herewith.

ORION LAMPS, LTD., LIVERPOOL HOUSE, 15-17, ELDON STREET, LONDON, E.C.2.

Sator Variable Potentiometers, Type MuLRKG.

DESCRIPTION AND PRICES.—Included in the extremely large range of Sator variable potentiometers there is a series of eight 1.75 W models which have wirewound elements specially graded for use with variable-mu valves. Our particular sample has a rated resistance value of 10,000 Ω and is identical with the other seven potentiometers, which have resistance values ranging between 500 and 50,000 Ω. The outstanding point in the construction is that although the element is definitely wirewound, contact is made by means of loops of thick wire over which the slider moves—this method, of course, being commonly used in potentiometers with composition elements.

The resistance wire on its graded former is carried in the hollow cylindrical body and is protected by means of a metal plate provided with adequate insulation. A strip of paxolin with one edge projecting supports the contact-making wire, and the slider is of the usual type operated by means of the control spindle. Three soldering tags are provided for the connections.

Dimensions (behind panel): 1¼ ins. diam. by ¾ ins. deep.
Retail price of 1.75 W models: 500 to 20,000 Ω, 4s. 9d. each; 30,000 Ω, 5s.; 50,000 Ω, 5s. 3d. Models with rated dissipations of 0.75 are also available at slightly lower prices.

TEST RESULTS.—The total resistance of our sample, rated at 10,000 Ω, proved to be 10,348 Ω, and is thus only 3.5 per cent. high. Measurements were made also at each quarter of the full travel of the knob, the resulting resistances being 5,600, 1,005, 502, and practically zero. It is seen that half the resistance is covered in the first quarter of the travel, and nine-tenths in the first half of the travel. The resistance curve is not exactly logarithmic, but the grading is such as to give a very even control of volume when one of the resistances of the correct value is used, to control the grid bias of a variable-mu valve.

Since the rated dissipation is 1.75 W, the 10,000 Ω type should pass about 13.5 mA without overheating. We tested our sample with the current and found it entirely satisfactory, the case only warming very slightly.

It should be emphasised that the resistance element is wire wound, and is tapped by means of the wire winding on which the slider operates. The tappings are close enough together to give what is virtually a continuous variation of resistance.

The component is well made, and will not get out of order. It can certainly be recommended. Our sample was supplied without a knob, but for retail sale, at least, a knob should be included.

WHITELEY ELECTRICAL CO., LTD., VICTORIA STREET, MANSFIELD, NOTTS.

W.B. M.C. Speaker, Model PM5.

DESCRIPTION AND PRICE.—This recently-introduced permanent magnet M.C. speaker is the latest addition to the W.B. range, and lists at a very low price. In general design it follows usual W.B. practice, and has a pressed and stamped steel cone chassis carrying at the rear the small built-up 2-claw magnet and also the 3-ratio input transformer. The 6-in. diaphragm is of thick black paper, and has a corrugated edge forming the flexible peripheral suspension, while the low-impedance coil is centred by means of a cut-out device at the rear.

The coil has a resistance of 2.25 Ω and the three transformer ratios available are 45-1, 55-1, and 75-1.

Dimensions of chassis: 3 ins. diameter by 4½ ins. deep.

Retail price: 27s. 6d.

TEST RESULTS.—On test, the speaker, when compared with several other similar chassis at about the same price, was found to be slightly above the average in sensitivity, while it was sufficiently robust to deal with an input of over 2 W undistorted A.C. without signs of distress, possibly due to the fairly rigid centring device of the coil.

The tone was very satisfactory for a chassis of this type. It was quite well-balanced, but there was naturally a fairly rapid falling off in the bass below 100 c.p.s. There was some emphasis of the middle-upper register, which, however, was not very noticeable. The falling off in the upper register occurred a little earlier than usual, so that there was not so much brilliance in the response as in some other similar speakers tested. Nevertheless, the upper register was sufficiently in evidence to give good sibilants and reasonably good string tone. There was no sign of shrillness in the response.

At the price, the speaker is a good proposition, and is very well constructed.

KOLSTER-BRANDES, LTD., CRAY WORKS, SIDCUP, KENT.

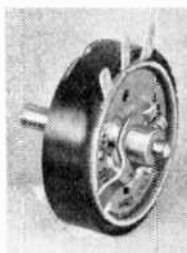
K-B 3-Valve A.C. Receiver, Model 321.

Model K-B 321 A.C. receiver is one of the very latest products to be marketed by Kolster-Brandes and retails at a very competitive price. An interesting point is that the receiver can be adapted for ultra-short-wave working, special coils being available separately.

DESCRIPTION.—Cabinet: Attractively finished walnut table console type with figured front. Fretted speaker grille in one corner above main controls. Dimensions: 14½ ins. by 8½ ins. by 15½ ins. high.

Controls: At front of cabinet. Right, tuning knob. Left, reaction control. Illuminated wavelength calibrated drum dial visible through large aperture in moulded escutcheon. At right-hand side of cabinet on recessed escutcheon plate—top, wavechange switch control; bottom, volume control. Mains switch at rear of chassis.

Circuit: One S.G. H.F. stage (Mazda metallised AC/S₂) with single-tuned input circuit. One aerial tapping to coupling coil by way of differential condenser forming volume control. Special anti-break-through choke in aerial circuit. Tuned transformer coupling to grid-leak detector (Cossor metallised 41 MHL). Reaction controlled by differential condenser. Resistance-capacity fed auto-transformer coupling to directly-heated output pentode (Cossor PT₄₁) with tone-corrected output circuit. H.T. current supplied by full-wave rectifying valve



Above: The Sator potentiometer tested. Right: The neat little W.B. Mansfield Junior M.C. speaker.

(Cossor 442 BU). Smoothing effected by means of speaker field and electrolytic condensers. Variable potentiometer across L.T. secondary of transformer forming hum adjustment.

Construction: Metal chassis of unconventional design. Valves mounted in a row at rear and remainder of components, except screened coils, completely hidden. Provision for connection of aerial, earth, and pick-up (jack). Sockets also provided for short wave coil. Hum adjuster on top of valve platform.

Speaker: Energised M.C. model with hum-bucking coil.

Retail price of complete receiver: £14 17s. 6d.

TEST RESULTS.—The consumption of the receiver on 250 V 50 cycle A.C. mains was 55 W, a very reasonable value. The hum, with the hum adjuster correctly set, was entirely negligible. The tone was characterised by a very good upper register, string

is obtainable. For instance, Leipzig, Toulouse, Scottish Regional and London Regional are all clear of each other, and at moderate to full volume. In order to separate Toulouse and Scottish Regional, the "volume" control (series aerial condenser) has to be quite near its minimum position, while the reaction control must be used fairly critically. However, considering the circuit employed, the results are very good, even though a little more care than usual in the operation of the controls is needed. On the long waves, Zeesen could be obtained clear of Radio Paris and 5 XX, and at fair volume.

In cases where the "volume" control can be kept well up, the sensitivity of the set is high, and many stations can be received. On the other hand, with the volume control set low, and reaction in use, the selectivity is very good, while the sensitivity is satisfactory.

The reaction control was found to be smooth, and the calibrations on both scales were very accurate. Incidentally, the wave-ranges are rather more extensive than usual—from well below 200 to 570 metres, and from below 800 to over 2,000 metres.

The set is neat and rather unusual in appearance, and has a clean internal construction. It sells at an attractive price.

**CLIMAX RADIO ELECTRIC, LTD., HAVERSTOCK WORKS,
PARKHILL ROAD, N.W.3.**

Climax "Balanced" Band-Pass III Receiver.

In our issue of October 20th, 1932, on page 136 we published a test report on the above receiver, in which we commented favourably on its sensitivity and selectivity, while we characterised the quality of reproduction as being outstanding. The manufacturers of the receiver felt that the sample tested must have been a little below the average in selectivity (despite the fact that we found it to be satisfactory for the circuit employed).

We therefore invited them to submit a further sample, and as a result of our tests on this, there is no doubt that the selectivity is an improvement on that of the earlier sample.

For instance, Toulouse is now easily obtainable, clear of Scottish Regional and Leipzig, without having to reduce the "volume" control so much that critical reaction is required to obtain a good signal strength. On the L.W. band, Zeesen is now entirely clear of 5 XX and Radio Paris, and at good strength. Thus, while the selectivity is better, the sensitivity is not correspondingly reduced.

These facts, combined with the excellent quality, freedom from hum and other points mentioned in the original report, make the set, judging from our sample, undoubtedly one of the best of its class we have so far tested.



The "clean" interior and unusual exterior appearance of the K.B. Model 321 A.C. receiver will be seen here.

tone being very pleasant. As usual with fairly small cabinet receivers (and this one is more compact than most) some cabinet resonance occurs at full volume, and this had the effect of colouring speech, and to some extent, music as well. Most of this colouration and emphasis of the lower middle register disappeared at normal room levels, and the tone was then quite well balanced, free from shrillness, and with plenty of "body." It will appeal to the average listener. A good output is obtainable without signs of distortion.

Using our inside roof aerial 11 miles from Brookmans Park, we found that, providing reasonable care is taken in the use of the "volume" and reaction controls, an excellent performance

TECHNICAL TOPICS

Modern Valves and Old Sets

SERVICE men are sometimes called upon to deal with receivers about which the complaint is that signal strength has deteriorated since the set was new. Assuming that the aerial-earth system is in order, and that the batteries, in the case of a battery set, are well up to their work, the next things to suspect are the valves.

If these are several years old, it is possible that their emission has fallen off to such an extent as to impair the sensitivity of the receiver. Sometimes the deterioration is so gradual that the user does not appreciate how bad his receiver is, and by fitting new valves, and bringing the performance back to the original, a startling improvement is sometimes achieved.

Naturally, the service man should first test the emission of any valves suspected to be faulty, and if this is done by means of an adaptor while the valves are working in the receiver, it is necessary to make certain that they are getting their correct H.T. and G.B. voltages. In the case of an A.C. receiver with a valve rectifier, the latter may, of course, also have lost some of its emission, thus causing a drop in H.T. voltage so that the receiving valves are not functioning under optimum conditions.

Naturally, if the emission of any valve is down by more than, say, 20 per cent., it will be advisable to replace it.

In the case of early receivers, some difficulty may be experienced here, particularly in mains-operated sets. Some of these have the original indirectly heated 4 V 1 A valves fitted, in which the cathode connection is taken to a terminal on the side of the valve base, while the holders are, of course, of the 4-pin type.

Before making any alterations to the set it will be as well to try a modern valve in the receiver with characteristics as close as possible to those of the original one. This can be done, in many cases, by using a 4-pin plug wired up to a 5-pin valve-holder, the cathode terminal of the holder being connected to the terminal or short lead on the receiver to which the cathode terminal of the original valve was joined. A modern valve can then be plugged into the 5-pin holder and the 4-pin plug inserted in the holder in the receiver.

Assuming that the new valve is satisfactory as regards stability, etc., the service man must then decide how best to insert it in the receiver. If a 5-pin holder can be substituted easily for the original 4-pin type, this is the obvious solution, but in some cases the old holders were part of a large moulding so that a new holder cannot conveniently be fitted. In this case, it may be possible to drill a hole in the holder to clear the cathode pin of the 5-pin valve. Connection can then be made to the pin by soldering to it, as close as possible to the place where the pin enters the moulded valve base, a piece of thin, well-insulated wire, the other end of which will naturally be connected to the terminal or lead which was previously joined to the terminal on the side of the original valve.

Where it is not possible to drill a clearing hole for the cathode pin, the latter will have to be cut off almost flush with the base and a connection soldered to it.

Naturally, it may be possible to obtain replacements of old valves if specially ordered, but often there is no time for this.

W. F. M.

From The Week's Postbag

DISCOUNT Reductions : The B.B.C.
and Radio Sales : Trade Terms.

Discount Reductions

To the Editor.

SIR,—I have carefully perused Mr. Upton's letter, and I wish to state that in my opinion I have never read such bilge in my life. To state that the big concerns could not carry on at 27½ per cent. discount, while the small concerns could, seems to me to admit inefficiency in the control of the large establishments. Are there no large concerns selling motor cars in the country? Their discount is only 15 per cent., yet I seem to remember one or two big shops selling motor cars. Mr. Upton also states that this proposed 27½ per cent. discount will mean the cutting down of servicing facilities. We can take another parallel from the motor trade. In that industry all servicing is charged for. In the wireless trade a year's free service is given, whoever may be the cause of the trouble. Surely a sounder policy would be that all faulty components be replaced free of charge, but actual labour be charged for. The servicing cost would then be *nil*, and even big shops would be able to carry on at 27½ per cent. discount.

Another advantage of a 27½ per cent. discount would be that it would eliminate, to a large extent, discount snatchers and back-door traders, who now keep about 25 per cent. for themselves and pass on the rest of the discount to the customer. As things are now, it is possible to obtain just under 50 per cent. discount on practically any well-known set.

Can Mr. Upton honestly say that this is a fair rate? In what other trades where prices approximate to those obtaining in the wireless industry can goods be obtained for half-price? Price-cutting is rife in the trade at the moment, for the sole reason that discounts are too high.

Any shop can carry on with a clear 27½ per cent. discount; overhead charges should not be more than 15 per cent. in any shop, advertising 5 per cent., making 7½ per cent. for the trader. I myself am not a Murphy dealer (to whom, I conclude, Mr. Upton is referring), but I heartily endorse Mr. Frank Murphy's views that the standard discount in the wireless trade should be 27½ per cent., with no special agency discount, servicing allowance, and so on, which at the moment a large buyer is in a position to obtain.

SUNDERLAND.

M. BEHRMAN.

To the Editor.

SIR,—The best of friends sometimes agree to differ, and looking upon yourself as the champion and friend of the legitimate trader, I beg to differ—in fact, very strongly so—from the article on discounts appearing in your issue of November 26th. That article can do nought but add to the retailers' already tremendous difficulties, although I am confident few firms will follow Murphy Radio's lead.

An ounce of experience is worth a ton of theory, and I wish it were possible that you had a son who had invested his all

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

in a retail wireless business, as you would then quickly learn from him how impossible it is to make a net profit even with a discount of 30 per cent.

You and Mr. Murphy have not, I hope, overlooked the fact that there is no price-cutting either of discounts to the trader or of prices to the public on certain productions, such as H.M.V. and Columbia, and there is no reason why any manufacturer determined to protect the retail prices of his goods (not at the expense of the retailer) should not do so where he has any patent rights.

You will not eradicate price-cutting until certain factors cease to broadcast wholesale prices to garages and cycle dealers who at no time carry a wireless stock, or while manufacturers with tongue in cheek supply firms who make a feature of cut prices.

As regards the various gentlemen who acclaim Mr. Murphy for his courage, I sympathise with one who argues that it is better to sell a Murphy set at 27½ per cent. discount than to recommend another set which carries a bigger discount, because there is a risk that the customer may go elsewhere to buy that "other" set. At the same time, if one is afraid of that happening one will never get far.

I admit that in my own shops a certain set has often been recommended and then the customer has gone elsewhere to buy it, but that does not dissuade me or those working for me from pushing the sale of something which shows a living profit as against something where the profit is unreasonably low. I would remind you that in other trades there is a full 33½ per cent. discount on such goods as Kodak lines and little risk of obsolete stock. I am positive no dealer will ever make a good living, much less a fortune, specialising in sets at a profit of 27½ per cent.

LONDON, S.E.1.

CHAS. H. RODWELL.

[NOTE.—*Together with a volume of correspondence on the general question of discounts—unsuitable for publication or held over through lack of space—we have received from Murphy Radio themselves two letters of interest. The first, from the Radcliffe retailers, Turner & Booth, describes how an official of an electricity supply concern enquired of them the discount on Murphy receivers. He was, of course, told that there was no discount to the public. Turner & Booth thought this closed the matter, and were surprised when the official later purchased a Murphy set at full retail price. The other letter comes from A. H. Hirst & Son, grocers, of Luddenden, who give a glowing testimonial to the performance of the A8 receiver. They remark, "We tested several well-known makes (which we could have had at wholesale prices), but decided it was worth paying £24 for your production."*—EDITOR.]

H. J. Fletcher's Proprietary Name

To the Editor.

SIR,—With reference to the announcement in your issue of October 15th, 1932, of our new range of receiving sets under the name of "Blue Circle," and the model numbers 400, 401, 402 and 403, we wish to notify you that owing to difficulties of registration, we have abandoned the name "Blue Circle" and reverted to the use of our trade mark "Chorister." Also, instead of the numbers 400, 401, 402 and 403, we have renumbered the models 500, 501, 502 and 504 respectively. Otherwise our receivers remain the same.

LONDON, N.1.

H. J. FLETCHER & CO., LTD.

(Next page)

Does the B.B.C. Control Radio Sales?

SEVERAL constructive suggestions were made last week by Mr. Ivor W. E. Hustler in his article "Does the B.B.C. Control Radio Sales?" Below we print opinions on this subject expressed by the chairman of the W.R.A., while elsewhere in this issue appears a reply to Mr. Hustler by a high official of the B.B.C.

To the Editor

SIR,—I have read with careful attention Mr. Hustler's article "Does the B.B.C. Control Radio Sales?" I think the pros and cons may be very briefly summarised as follows:—

On the one hand, sponsored programmes should provide a form of competition calculated to "ginger up" the B.B.C. and to get that chartered body out of whatever rut it is supposed to be in. They would also enable more highly paid artists (of presumably greater attraction to the public) to appear at more frequent intervals. Conversely, sponsored programmes would suffer from the tang of commercial enterprise—advertisements with entertainment make a bad night-cap to the listener's day's work. Moreover, they might endanger the responsibility and dignity of the broadcast services; they would give an unfair advantage to the more wealthy sponsors, and finally, they might create severe complications in contracting with artists of real pulling power.

In reading Mr. Hustler's article I am struck with the fact that he has introduced the basic idea that programmes may be sponsored by a corporate body, acting *not as individuals*, but, in the case of the R.M.A., *as an association* having a unique interest in the welfare of radio generally. If such a project could be confined to the R.M.A., I advocate without hesitation that the fullest investigation of the practical working of his scheme should be undertaken forthwith. If other bodies than the R.M.A. are to sponsor radio broadcasts, considerably more care is needed when tackling the subject in view of the example set by the American system of broadcasting. After such constitutional problems have been tackled it will be quite soon enough to solve the riddle of what really do constitute "brighter programmes." Here again Mr. Hustler has hit the bull's eye in his own sentence, "Give people things they cannot hear in any other way and they will listen"—to which I would add, "and we shall sell more radio."

H. A. J. SHEARMAN DYER.

LONDON, S.E.5.

Unauthorised Trade Terms

To the Editor.

SIR,—Recent letters in THE TRADER about unauthorised trade terms should at least begin to make dealers pause and think. I can confirm Mr. W. N. Smith's statement that trade terms are given indiscriminately by drapery and other warehouses in Birmingham, and my own retail firm have themselves lost many sales in consequence. Furthermore (of more serious import), it is well known that municipal employees are given large discounts by certain radio wholesalers. In our own locality, Cadbury Brothers "Radio Society," to which all and sundry appear to belong, are also given these favoured terms. Here again we have lost a lot of business.

The trade cannot give service under these conditions and the public suffer in the end. When will dealers realise that they must get together *en masse* and fight this menace?

Bold and blatant advertisements by a leading Birmingham retail house have appeared in the principal evening paper here offering 25 per cent. off the retail price of any new set as allowance against an old set. A stock list of all

worth-while receivers was appended, to which this offer applied.

It appears that the firm in question are also doing a wholesale trade. What have the manufacturers to say to this?

With a strong association dealers could call the tune as in other well-organised trades. Small margins mean suicide and are totally unnecessary if we stand by one another.

BIRMINGHAM.

A. SMITH.

To the Editor.

SIR,—I enclose an extract taken from *The Nelson Gentle Reminder*, which, I believe, is an advertising sheet. Investigation reveals that the address given is that of a private house:

ANY Make of Wireless Set or Accessory supplied at 20% below list price; satisfaction and service guaranteed.—F. Jackson, 25, Cooper Street, Nelson.

For 2s. 6d. a year one can also join a club in Birmingham through which one can get all sets at 25 per cent. "off."

I merely offer these as still further examples of the ease with which "trade terms," or something approaching them, can be obtained by the public. The first case is one in which leading manufacturers should take an immediate interest.

S. R. WRIGHT,

STOCKPORT.

HY. HOLLINDRAKE & SON, LTD.

To the Editor

SIR,—With reference to the controversy that has now been going on for some considerable time regarding price-cutting in the wireless trade, I fear that this evil will continue so long as factors running radio departments in conjunction with other departments are able to secure wireless receivers from radio manufacturers.

The majority of factors selling receivers and radio gramophones of proprietary makes were originally wholesalers for bicycle, motor-cycle and car accessories and component parts. In those days factors could not obtain to sell to the trade motor-cars, motor-cycles and bicycles of well-known makes. The manufacturers dealt through retail channels only, with the result that the buying public paid the price as listed by the manufacturer concerned, and the agent therefore received his legitimate profit.

If the radio manufacturers had marketed their goods on the same lines as the car, motor-cycle and bicycle manufacturers, then the trade as a whole would have been much more healthy.

H. B. HICKING.

BECKENHAM.

The Athlone Station

To the Editor.

SIR,—I would be very glad to receive reports from any of your readers who may have heard the transmissions from the new Irish Free State High Power Station at Athlone. The station works on a wavelength of 413 metres and will ultimately use a power of some 80 kilowatts. It would be interesting to hear of the reception experiences of listeners living in various parts of the country. The test transmissions usually take place after the ordinary programme at 10.30 p.m. each night.

JAMES KITCHEN,
Irish Radio News, Editor.

DUBLIN.

Just a 'ROUND DOZEN' from over 90 CHRISTMAS WINNERS



Rubinstein (Photo by Benjamin, Paris)
 Peter Dawson (Photo by Poulsham & Banfield)
 Gracie Fields (Photo by Mitchell, New York)



STOCK THESE TITLES:

- Enrico Caruso "Pagliacci" Vesta la giubba—"Marta" M'appari tutt' amor DB1802, 6/-
 - Richard Crooks Nazareth — The Rosary DA1288, 4/-
 - Cicely Courtneidge Double Damask—I'll give her a ring B4314, 2/6
 - Gracie Fields Gracie's Christmas Party C2487, 4/-
 - Stokowski and Philadelphia Orchestra Overture '1812,' (Tchaikovsky) DB1663-2, 6/- each
 - Peter Dawson Sanctuary of the Heart—In a Persian Market C2491, 4/-
 - Paul Robeson Mah Lindy Lou—Ma Curly-headed Baby B4309, 2/6
 - Ray Noble and New Mayfair Orchestra The Jug and Bottle B6268, 2/6
 - Sir Harry Lauder Harry Lauder Medley DB4015, 6/-
 - Essie Ackland, Stuart Robertson, Herbert Dawson, Alan Howland with Westminster Singers A Dream of Christmas C2490, 4/-
 - Light Opera Company Musical Comedy Marches C2501, 4/-
 - Broadcasting Burlesque The National Programme C2504, 4/-
- (Prices do not apply in Irish Free State)*

SELLING in their Thousands

Only "His Master's Voice" could give such a galaxy of star entertainers, including such world-famed names as Caruso, Richard Crooks, Gracie Fields, Harry Lauder, Peter Dawson, Stokowski and the 'Philadelphia,' etc. Only "His Master's Voice" could give such brilliant "true to life" recording. No wonder sales are going up, and up.

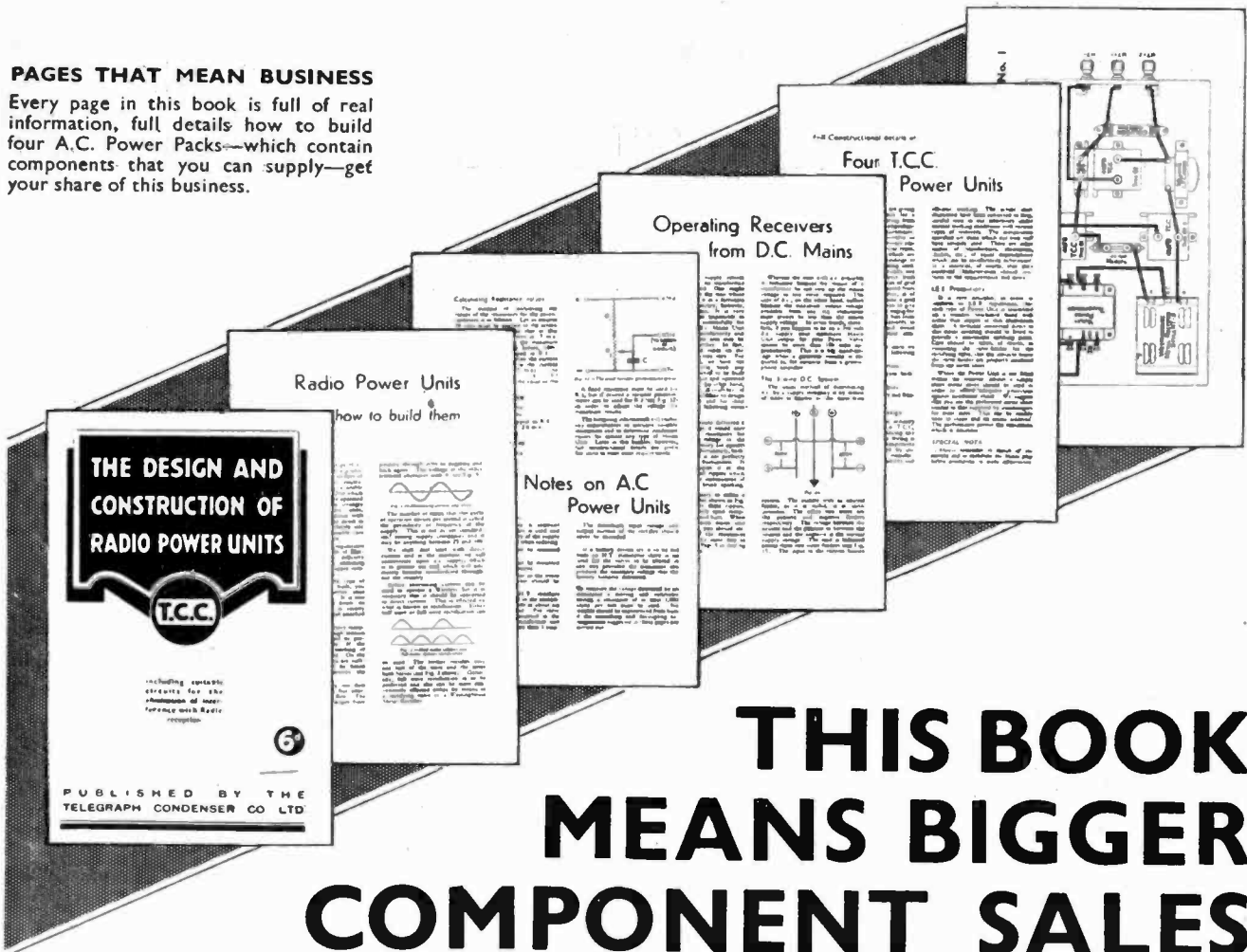
**ARE YOU GETTING
 YOUR SHARE OF
 THIS BUSINESS ?**

"His Master's Voice"

The Gramophone Co., Ltd., London, W.1

PAGES THAT MEAN BUSINESS

Every page in this book is full of real information, full details how to build four A.C. Power Packs—which contain components that you can supply—get your share of this business.



THIS BOOK MEANS BIGGER COMPONENT SALES

CONTENTS

RADIO POWER UNITS—and how to build them.

NOTES ON A.C. POWER UNITS.

OPERATING RECEIVERS ON D.C. MAINS.

ABOUT T.C.C. ELECTROLYTIC CONDENSERS.

ELIMINATION OF INTERFERENCE.

FOUR T.C.C. POWER UNITS (A.C.) with full constructional details.

ROTATING RESISTANCE CALCULATOR.

LOOK at these pages from the T.C.C. Book. "The Design and Construction of Radio Power Units"! What real information—"How to Build Articles"—notes on D.C. Apparatus—the elimination of interference—each chapter written in language that your customer can understand, that will create a desire to make up one or other of the four A.C. Power Packs described. These pages mean business for you. The listener will come to you for his copy of the book—for the wireless papers are sending him to you. Have a supply on your counter—ready. When he starts to construct he will come to you too—the source of his information. Send your order now.

T.C.C.

ALL-BRITISH
CONDENSERS

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

PACKETS CONTAINING
ONE DOZEN BOOKS
COST YOU 3/6 Post Free
—RETAILED AT—
6d. each

SEND
YOUR
ORDER
NOW

RECORD REVIEWS—Contd.

2790.—Tell Your Father—Tell Your Mother and Toasts. by Leslie Sarony.

The first number here is a jolly song, typical of Leslie Sarony, though not composed by him. On the reverse is a Sarony number, successor to "Rhymes," but entirely innocuous, and very amusing. A good "party" record.

The Parlophone Co., Ltd., 92, Clerkenwell Road, London, E.C.1.

PARLOPHONE

10 IN., DARK BLUE, 25. 6D.

R 1341.—Daughter of the Regiment. Parts 1 and 2, (Donizetti), by Berlin Symphony Orchestra.

This is one of the clearest discs we have heard for some time. The orchestra, conducted by Dr. Weismann, gives a spirited and clear-cut rendering of Donizetti's little overture. The rendering is abounding in light and shade, yet remains well balanced. The recording is excellent, especially of that elusive element, the brass.

R 1350.—Nightfall and Say It Isn't So, by Leslie Hutchinson, with orchestra.

"Hutch" and his piano are here assisted by an orchestra. He sings and plays two of the latest light songs in his usual attractive style.

R 1359.—Flirting with Annie Laurie. Parts 1 and 2, by Patricia Rossborough, pianoforte, with orchestra.

This is one of a series of discs by Pat Rossborough, playing concert arrangements of well-known tunes, with orchestra. It is a pleasant affair, though not, in our opinion, as good as some of the earlier discs in the series.

R 1362.—Masquerade and The Lady I Love, by Georges Seversky, with orchestra.

This well-known light vocalist has given us a very pleasant version of the big hit "Masquerade," his slight accent making it all the more attractive. It is backed by a tuneful little foxtrot, rather out of the ordinary rut. Good.

The Columbia Graphophone Co., Ltd., 98-108, Clerkenwell Road, E.C.1.

COLUMBIA

12 IN., DARK BLUE, 4S.

DX 389.—Largo (Handel) and **The Lost Chord** (Sullivan), by Charles Kullman, tenor, with orchestra, and organ.

Kullman sings these creditably, on the whole. Words are clear and the voice will please many, but personally we do not care for the timbre. The accompaniment by organ and small orchestra is somewhat patchy and not nearly as effective as it might be. The strength of Kullman's voice could easily stand a more impressive accompaniment.

DX 417.—The Mighty Deep (Jude) and **Song of the Volga Boatmen.** by Malcolm McEachern and Male Chorus, with orchestra.

The first gives the singer ample opportunity for indulging in some really low notes. The song is well sung with clear words. On the reverse we have an interesting rendering of an old favourite well sung by McEachern, together with male chorus. The whole is very impressive.

DX 419.—Te Deum Laudamus. Parts 1 and 2, sung by Methodist Union Conference.

A record more of a topical and a personal nature than of musical interest. The ten thousand voices sing very well to the accompaniment of the organ, but the singing, being entirely in unison, is apt to pall. Recording is remarkably clear.

10 IN., DARK BLUE, 25. 6D.

DB 959-60.—Indian Love Lyrics, Parts 1 to 4 (Woodford-Hinden), by Harold Williams, baritone.

The four Indian Love Lyrics are here splendidly sung by Williams. A side is devoted to each lyric. The clarity of the singer's voice should be an example to all who face the microphone. The orchestral accompaniments are pleasing and form an excellent background, while recording is delightfully clear. The discs should have a large sale.

DB 971.—Marcheta and You Loving Me, by Albert Sandler and his Orchestra.

The first number here is an old favourite revived, and very pleasant it sounds. It is in waltz tempo, as is also the other piece on the reverse. There are no vocal refrains.

DB 976.—Silent Night, Holy Night and Sleep, My Saviour, Sleep (Hedgcock), by Isobel Baillie, Muriel Brunskill, Heddie Nash and Norman Allin, with orchestra.

It is always a pleasure to hear these four singers, and the present disc is no exception. The blending and precision of the voices is perfect, while the solo passages are beautifully sung. The accompaniment of strings is delightful. An excellent disc.

NEW LINES—Continued from page 289

G.E.C. RELEASE D.C. VERSIONS OF THE "GALA" & "CARNIVAL" New Motor in the Radio-Gram

Realising that a considerable demand exists for D.C. mains operated receivers, the General Electric Co., Ltd., introduced this season their "Nomad" set, but experience has since shown that there is a considerable demand for less ambitious instruments than this, and the company are accordingly now releasing D.C. versions of their popular "Gala" and "Carnival" models.

The popular S.G.P. circuit arrangement is used in both instruments, together with the moving-coil speaker, single knob tuning and heterodyne filter adopted by the G.E.C. as standard features this season. These are in addition to the "automatic station index"—a horizontal full-vision tuning scale marked in station names. Two tuned circuits are employed, the set tuning from 200 to 550 and 900 to 2,000 metres.

Besides the tuning control there is only a combined volume control and on-off switch and a wave-change switch simultaneously operating the "automatic station index." Sockets are fitted for a gramophone pick-up, and a small internal aerial is provided.

Valves used are I.H.C. types with 16 V heaters, these being two metallised DSB valves and one DPT. They are wired in series with the field coil of the M.C. speaker and with an "Osram" 220 V, 75 W lamp for voltage dropping. By means of three tappings the set can be used on supplies of 200-260 V, the consumption being roughly 65 W at the former figure, increasing to 75 W at 260 V. The undistorted output is 1-1.5 W.

The price of the D.C. "Gala" is 15 gns.

Except that it is a radio-gramophone and that its chassis lay-out is different, the D.C. "Carnival" is very similar to the above. There is an additional control—a double-pole switch for the radio to gramophone change-over. This brings in the pick-up with its associated volume control and filter circuit, and alters the biasing. A new D.C. motor of the slow speed commutator type is incorporated. The price of this instrument is 32 guineas.

A.C. "Gala" for Non-standard Mains

The General Electric Co., Ltd., are introducing two special versions of one of the most successful of their new season's models—the "Gala"—rendering this all-electric receiver in one case suitable for frequencies down to 25 cycles, and in the other case for 80/100 cycle mains.

In detail the two models are identical with the originally designed "Gala" instrument, but a modification has been made to the power equipment. Both models operate with the same efficiency on 50 cycles as on the highest and the lowest-named periodicities.

There is an extra charge of 1 guinea for these models, their price being 16 guineas. Supplies are available from stock.



This is the Fox radio-gram (mentioned below) which sells at 39 guineas, or with automatic changer at 49 guineas.

FOX RADIO-GRAMOPHONES

Full Details Available

Complete details are now available of the console and radio-gramophone versions of the "Synchro-Dynamic" receiver which is being marketed by Fox Industrial, Ltd., and which was described in THE TRADER two weeks ago.

It will be remembered that the chassis has two screened-grid H.F. stages, power grid detector and two L.F. stages with pentode output, power being drawn through a full-wave valve rectifier from A.C. mains. Four tuned circuits are used and selectivity is claimed to be of the order of 8½ to 9 KC. A "tonal modulator," controlling high note response, is incorporated.

In a table cabinet, the receiver, it will be recalled, lists at 23 guineas, and now it is announced that a console model in a semi-matt finished walnut pedestal cabinet is to retail at 27 guineas, while a radio-gramophone with a similar style cabinet and twin M.C. speaker is priced at 39 guineas. With an automatic record changer the radio-gram will sell at 49 guineas. Hire-purchase terms are available on all models.

GOLSTONE LAMPHOLDER PLUG

Useful Line for Mains Sets

A very useful device for use with mains-operated receivers is being introduced by Ward & Goldstone, Ltd., to retail at 7½d. It is known as a "Lampholder Plug," and essentially consists of a lampholder and a 2-pin plug built up on one moulding. Thus, if a receiver or mains unit is fitted with a bayonet plug and it is desired to connect the apparatus to a 2-pin socket, the bayonet plug is simply inserted into the holder on the adaptor and the adaptor is in turn inserted into the 2-pin socket.

The adaptor meets B.E.S.A. requirements and when in use is shock-proof. The pins are of a spacing and diameter suitable for the 5 A 250 V type of socket.

PROVINCIAL TRADE NOTES

Dabbling in Aberdeen

NEVER has trade been so good in Aberdeen, but the number of dealers seems to be increasing almost every week. A local wireless trader, with a soundly established reputation, mentions that even hairdressers and chocolate shops have taken up the sale of wireless specialities, and are cutting prices in unwarrantable fashion.

Smith & Sim, the well-known radio specialists, of Bridge Street, are able to give quite a cheerful report of their activities. Like other traders, they may have been affected to some extent by the outside competition referred to, but they are able to bring to bear on their business expert technical knowledge and they are building up a very sound reputation. Marconiphone and Murphy show a steadily increasing sale.

Mr. D. Charles Cruickshank, Union Street and Rosemount Viaduct, handles his own hire-purchase, with an auxiliary company called D. C. Cruickshank's Aberdeen Gradual Payments; he finds this a great advantage. Kolster-Brandes, Philco and G.E.C. have been the easiest sellers this season. He stresses the need of trade organisation in the city to combat present evils.

Mr. John Massie, Holburn Street and George Street, has also been developing this winter the wireless branch of his business, and reports a very healthy and progressive demand for the G.E.C. D.C. sets, as well as for Philips, Ekco and Portadyne.

Belper's Brisk Business

MR. SPENDLOVE at Market Head, Belper, tells me that trade is steady, and business is being done mainly with Cossor kits, the Bush Radio set and the Pye "Q."

Mr. Gell, Bridge Street, Belper, Murphy and Philco dealer, speaks inspiringly of the present state of trade. Murphy and Philco sets prove the best sellers with Portadyne and Osram 33 as good runners-up. The Philco 5-valve super-heterodyne battery receiver is getting well known around here. Mr. Gell has recently opened a branch at 28, Iligh Street, Stahton Hill, Sutton-in-Ashfield.

At the old-established firm of John Moss, Bridge Street, Belper, Hellesens, Ever Ready and Perrix are the most popular makes in H.T. batteries.

At Willdays, Osmaston Road, Derby, I learn that trade is quite brisk. Mr. Willday has recently extended his premises to include commodious and well-fitted showrooms. Most of the leading makes are stocked, Marconiphone being specially featured, of which Model 253 is particularly popular. The McMichael "Duplex 4" is also a good proposition.

A slight lull in trade during the past week or so is reported at Dalton & Sons, London Road, Derby, where Murphy, Marconiphone, H.M.V., Columbia and Ultra receivers are the leading makes stocked.

"Hereford Week" Enterprise

ENTERPRISING Hereford retailers were quick to take advantage of publicity opportunities during the "Herefordshire Week" broadcasts from the Midland Regional station. The *Hereford Times* carried an impressive half-page of wireless advertising. The space was used to excellent effect and the attractive display made Herefordshire "sit up and take notice." The traders concerned include C. F. King & Co., Eign Street, Rowberry's, of St. Owen Street, Con's Wireless Stores, now in spacious new premises in Widemarsh Street, and F. Heins & Co., Broad Street.

It is of interest to note that the motto emblazoned on the front of the showrooms of the last-mentioned firm is "We move with the times." Messrs. Heins, originally a music firm, have been established in Hereford and Brecon for 102 years, and, living up to their motto, are now specialising in wireless. They are doing good business with many leading makes. Their little publicity van is already familiar in remote parts of the county.

Con's Wireless Stores have a remarkable range of sets in stock at the moment and are offering free installations anywhere in Herefordshire.

Leicester Co-operative Advertising

IN connection with the B.B.C. anniversary week, the Leicester *Evening Mail* published a special radio page with three columns of editorial matter and the outside columns occupied by the following local dealers' advertisements:—Creasey's, Clarence Goode, of Hinckley, Boulter & Sons, Electrical Equipment Co., F. Hedges, Jackson's, and Corts, Ltd.

Another composite page was published when the Columbia gramophone recital at the De Montfort Hall by Mr. Christopher Stone was supported by a page of Columbia dealer advertising. Local Columbia dealers represented in this special issue were Dalton & Sons, Ltd., Godfrey de Solla, "Kingstone," Olympia Motors, H. W. Laurence, W. H. Russell & Son, T. H. Wathes & Co., Ltd., and Cowling Bros.

How many dealers in the country can claim to have staked their allegiance to one make only ever since the earliest days of broadcasting? It is indeed a tribute to the Marconiphone Company that they have such an enthusiast among their customers as Mr. Clarence Goode, F.R.S.A., M.I.R.E., F.R.A., the well-known Hinckley dealer.

Part Exchange in Manchester

MR. FRANK HUTCHINSON, of the Talkeries, 213, Deansgate, Manchester, says they have constant demand for re-conditioned second-hand sets; hence he is willing to take these into consideration "at market value" against purchases of 1933 outfits.

Molineaux & Son, 99-101, Bridge

Street, who market H.M.V., offer to take any piano, organ or radio in part exchange.

Franks, Ltd., have a small cinema screen over their shop at the King Street corner of Deansgate, but it is such a populous locality that people could hardly stay long enough to get the thread of a reel before they heard the call, "Move along, please." So they just moved a few yards, to inspect the window show of Pye, Columbia, Ferranti and other leading makes on view.

Howards, a well-known piano house, in Oldham Street, have for a while had that crowded shopping thoroughfare almost to themselves for wireless supplies. They make a fine show of both radio and gramophone products.

Mr. H. White, 62, Swan Street, has 20 different sets, each wired to a switch-board, so that the public can compare various makes on demonstration. Mr. White issues a service book, on W.R.A. approved lines, but with additions. Besides the three free visits, he includes post-cards for other requests that his man should attend—and these are clearly worded as extra calls that are to be paid for.

Trojan, Ltd., 8 and 12, Alexander Road, Moss Side, not only install the P.A. equipment, but utilise the transport van for publicity, with large posters on each side.

Mr. Fox, Blue Spot manager in Manchester (distributing depot, Old Parsonage), remarked, "The battery set has taken on wonderfully well. Speaker sellers are the 99PM and the 32PM."

At 32, King Street West, the K-B depot is a hive of industry. Mr. J. Evans (area manager) and Mr. J. Wood (depot manager) reported exceptional demand for three models, especially the super-het console, the 3-valve S.G. K-B 321, and the 4-valve double S.G. model 320.

Dabbling in Northern Ireland

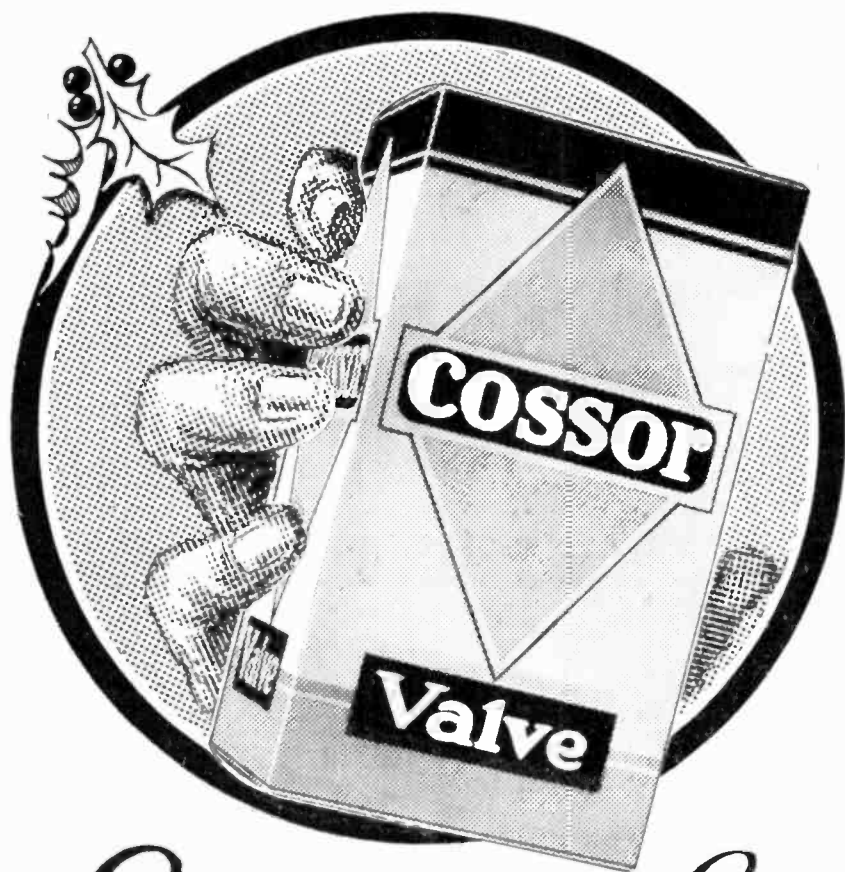
MR. ARTHUR ATKINSON, 70, Stranmillis Road, Belfast, tells me that his wireless business is steadily increasing. Since opening some short time ago he has been devoting most of his energy to battery charging work. He looks upon his locality as a virgin field.

At the A. & F. Corner (Proprietors, Alexander and Fisher) Mr. Fisher reports business fairly brisk. A First-Class Certificate City and Guilds man, Mr. Fisher knows the technical side of the business from A to Z.

The new shop opened last month by Mr. P. Hughes and Mr. McCard, who are trading as Perik Radio Service, 36, Rosemary Street, Belfast, report a very fair volume of business. Deliveries of one leading make are bad.

Dabbling has aroused much feeling among *bona fide* dealers, especially when the latter have to service dabbler-made receivers. The activities of one or two factors are being closely watched in this connection.

FOLLOW UP THIS APPEAL



Give your set this
CHRISTMAS BOX

**COSSOR
 ADVERTISING
 IS SENDING
 THE LISTENER
 TO YOU**

WITH special advertising designed to bring the listener to you—with a reputation second to none for downright reliability and consistency in performance, Cossor Valves are your certain profitable line. Christmas radio has got to be at its best, and before Christmas is valve renewal time. Follow up Cossor special advertising. Get your customers to put in Cossor and so be sure of perfect radio for Christmas—and after. Your local depot holds adequate stocks.

COSSOR

ALL-BRITISH
VALVES

BRITISH MADE BY A. C. COSSOR, LTD., Highbury Grove, London, N.5. Depots at Birmingham, Bristol, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Sheffield, Belfast and Dublin.

Super Efficient
...and built for lasting Service!

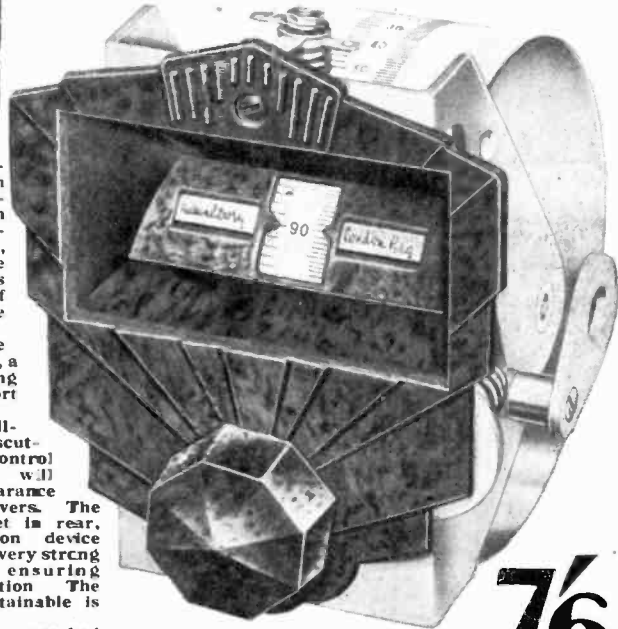
The ORMOND LOGGING DRUM DIAL

This dial is a distinct advance on any existing pattern, as in addition to its most attractive appearance, provision is made for logging stations on either side of the 0-180 degree scale.

The dial surface can be illuminated, a lamp bracket being secured to a support in rear.

An artistic and well-finished bakelite escutcheon plate, with control knob to match, will enhance the appearance of the best receivers. The supporting bracket in rear, with slow motion device incorporated, is of very strong construction, ensuring mechanical perfection. The smooth action obtainable is a revelation.

Condensers can be attached on either side, the whole assembly being extremely simple.



Diameter of Drum 4 inches.

76

Cat. No. R/419.

The ORMOND N°7 Screened Gang CONDENSER

This condenser, which has been developed after careful research, incorporates the latest principles of modern practice, and represents the finest value in ganged condensers ever offered.

The maximum rigidity is assured by the all-steel frame.

It is electrically and mechanically correct in design, with a tuning curve to satisfy the exacting requirements of present-day radio.

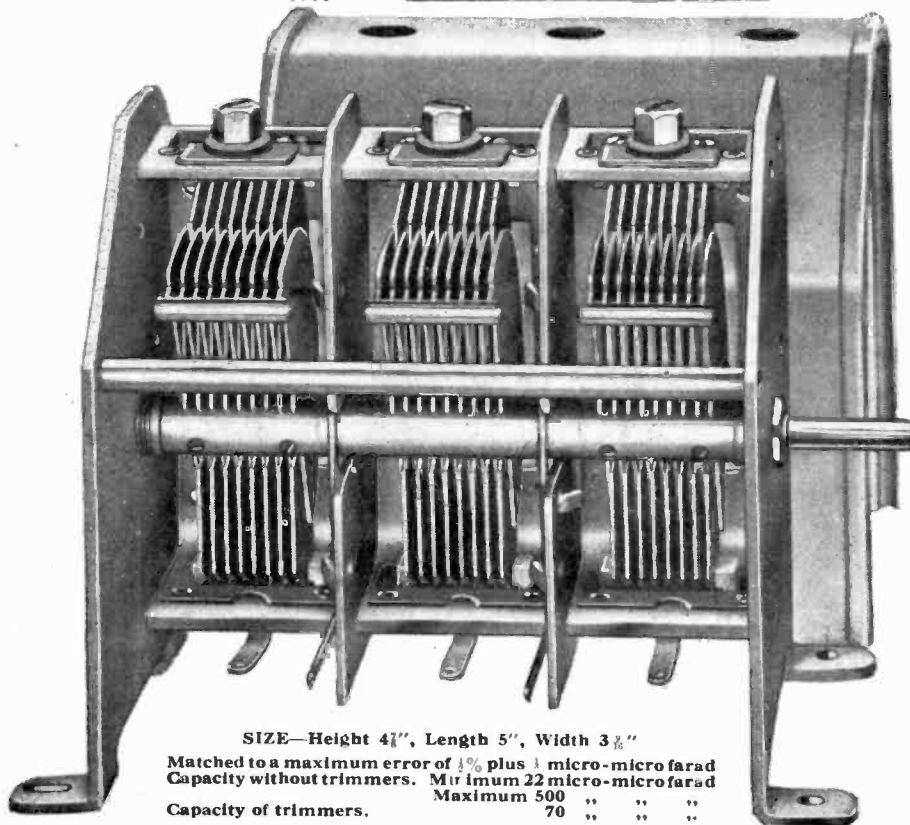
In addition to the method of mounting by means of the feet, an alternative is provided by removing the cover and placing the condenser on its back, securing through the holes shown.

The spindle, held by grub screws, can be adjusted for length, or inserted at either end, thereby obtaining a clockwise or counter-clockwise rotation towards maximum capacity as desired.

Accuracy is obtained by our special method of manufacture, and not by adjustment of sections of the rotor vanes.

Each stator is provided with an individual trimmer for circuit alignment purposes. Complete with easily detachable cover. Cat No. R/490/S3.

21



SIZE—Height 4 1/4", Length 5", Width 3 1/2"

Matched to a maximum error of 1% plus 1 micro-micro farad Capacity without trimmers. Minimum 22 micro-micro farad

Capacity of trimmers. Maximum 500 70 " " "



Brit. Regd. Trade Mark.

THE ORMOND ENGINEERING CO., LTD.
 Ormond House, Rosebury Avenue,
 London, E.C.1

Telephone: Clerkenwell 5384-5-6 and 9344-5-6.

Telegrams: Ormondengi, Isling.

COMMERCIAL INFORMATION

GAZETTE

Bramson Kent & Co., Ltd. General meeting of the company, 11.30 a.m., January 6th, and creditors, 12 noon, January 6th, both at offices of Poppleton & Appleby, 3, Warwick Passage, Birmingham, to receive liquidator's report of the winding-up, etc., and to resolve how the books, etc., of the company and the liquidators (F. E. Bendall & T. V. B. Wilmshurst) shall be disposed of.

Note.—This announcement does not refer to the present firm known as Bramson Kent & Co. (1930), Ltd., who trade as factors at 37, Great Eastern Street, London.]

Telegraph Construction & Maintenance Co., Ltd. The order of the High Court of Justice, Chancery Division, dated November 14th, confirming the reduction of capital from £896,400 to £373,500, and the Minute approved by the Court, showing, with respect to the share capital of the company as altered, the several particulars required by the Companies Act, were registered by the Registrar of Companies on November 26th.

Regent Radio, Ltd. Meeting of creditors 3 p.m., December 12th, 17, Coleman Street, E.C.2.

Note.—This company, of course, are in no way connected with the well-known manufacturing firm of Regentone, Ltd.]

Radio Clubs, Ltd. Meeting of creditors held yesterday at 194, High Street North, London, E.6.

Radio Maritime, Ltd. Meeting of creditors held yesterday at 194, High Street North, London, E.6.

Receiving Orders and Adjudications

Howden, Percy, 48, Prospect Road, trading as Bradford Radio Service, 73, Otley Road, both Bradford, wireless dealer. Court: Bradford. Petition and order: December 2nd. Debtor's petition.

Adjudications

Marquis, Chas., 35, Armitage Road, Golders Green, and **Lester, Albert,** 9, Hocroft Avenue, Cricklewood, company directors, formerly trading at 35, Farringdon Road, E.C., and now trading respectively at 9, Farringdon Avenue, E.C.4, and as **Aldersgate Radio,** at 37, Aldersgate Street, E.C., wireless dealers. Court: High Court of Justice. Petition: October 27th. Order: November 30th.

Application for Discharge

Shepherd, Cyril, 69, Micklegate, York, trading there, formerly residing at Acomb Road, York, and formerly trading at Coffe Yard, Stonegate, York, wireless dealer, etc. Court: York. Hearing: 10 a.m., January 10th, Law Courts, Clifford Street, York.

Orders Made on Applications for Discharge

Setterfield, Albert E., 43, Ethelbert Road, trading as Stribling & Setterfield, 17, Market Place, Margate, electrical engineers, etc. Court: Canterbury. Order: November 8th, discharge suspended for one month.

Aptaker, David, described in Receiving Order as D. Aptaker (male), trading as Rosedale Music Salons, 249, Mare Street, Hackney, dealer, etc. Court: High Court of Justice. Order: November 9th, bankrupt's discharge suspended for eighteen months and he be discharged as from May 9th, 1934.

Overthrow, Wm. J., 1, Sandhurst Road, Gloucester, trading at 15, London Road, formerly 2, Ryecroft Street, and 204, Southgate Street, Gloucester, wireless dealer, etc. Court: Gloucester. Order: November 9th, discharge suspended for one month, bankrupt to be discharged as from December 9th.

Connell, John E., 29, Albemarle Road, Chortoncum-Hardy, trading at 2, Russell Street, Manchester, electrical engineer, etc. Court: Manchester. Order: October 31st, discharge suspended for four months, bankrupt to be discharged as from February 28th, 1933.

Intended Dividends

Allen, Ernest F., 12, New Street West, Bath, gramophone dealer, etc. Court: Bath. Last day for proofs: December 16th. Trustee: John D. Turner, 26, Baldwin Street, Bristol, Official Receiver.

Grieves, Arthur, 22, Lorne Street, Elemore Colliery, trading at 1, Lyons Lane, High Street, Easington Lane, wireless and gramophone dealer. Court: Durham. Last day for proofs: December 17th. Trustee: Walter A. Ellis, 32, Frederick Street, Sunderland, Official Receiver.

Lewis, Claude C., 27, Stanley Gardens, Paignton, wireless engineer, etc. Court: Exeter. Last day for proofs: December 17th. Trustee: Walter R. Cocks, Exeter Bank Chambers, Broadgate, Exeter, Official Receiver.

Bassham, Cyril, 20, Belvedere Street, trading as **Ashton & Holt,** 16, Cross Street, Ryde, electrical engineer, etc. Court: Newport and Ryde. Last day for proofs: December 16th. Trustee: Frederick H. Langmaid, 87, High Street, Portsmouth, Official Receiver.

Dividends

Southwood, Thos. S. S., Westland Villa, Hunston lately trading at Eastlyn, Whyke Road, Chichester, now at Pound Farm, Whyke Road, electrical engineer, etc. Court: Brighton and Lewes (at Brighton). Supplemental dividend of 8d. in the £ paid on December 9th, at the Official Receiver's offices, 8, Old Steine, Brighton.

Holyoake, Wm. J., Plaish Hall, Church Stretton, trading at 2, Scott's Mansions, Shrewsbury, electrical engineer, etc. Court: Shrewsbury. First and final dividend of 3s. 5½d. in the £, payable on December 14th, at the Official Receiver's office, 22, Swan Hill, Shrewsbury.

Receiverships (Appointment or Release)

Haynes & Ford (Stamfers), Ltd., F. H. C. Stanley, C.A., of York House, Great Charles Street, Birmingham, was appointed Receiver and Manager on November 18th, 1932, under powers contained in mortgage debentures dated October 17th, 1930.

Voltron Co., Ltd., F. T. Smith, of 150, Southampton Row, W.C.1, ceased to act as Receiver and Manager on November 28th, 1932.

Mortgages and Charges

Joseph Boyce, Ltd., Particulars filed on November 23rd, of debentures not exceeding £300, authorised June 15th, 1932, charged on the company's property, present and future, including uncalled capital, the amount of the present issue being £250.

Scientific Supply Stores (Wireless), Ltd., Particulars filed of debentures, not exceeding £500, authorised November 1st, 1932, charged on the company's undertaking and property, present and future, including uncalled capital, the amount of the present issue being £500.

Acton Battery Company, Ltd., Particulars filed of debentures not exceeding £5,000, authorised November 25th, 1932, charged on the company's undertaking and property, present and future, including uncalled capital, the amount of the present issue being £2,600.

Eastern Electric Installation Co., Ltd., Issue on October 13th, 1932, of £200 debentures, part of a series already registered.

Radio By-Wire, Ltd., Mortgage, dated November 15th, 1932, to secure £380, charged on house at junction of Esmond Terrace and Hall Road, Armley, Leeds. Holders: Leeds Permanent Building Society.

Increase of Capital

Gwalia Radio Relay Service, Ltd. (Cardiff), The nominal capital has been increased by the addition



An attractive window seen in Manchester recently and dressed by Kolster-Brandes, Ltd., for one of their authorised dealers.

of £9,900 beyond the registered capital of £100. The additional capital is divided into 39,000 ordinary shares of 1s. and 7,950 ordinary shares of £1 each.

Davenry & Co., wireless engineers, etc., Preston. The nominal capital has been increased by the addition of £1,000 in £1 ordinary shares beyond the registered capital of £1,000.

British Electric Transformer Co., Ltd. (Hayes, Middlesex).—The nominal capital has been increased by the addition of £434,375 beyond the registered capital of £565,625. The additional capital is divided into 1,737,500 ordinary shares of 5s. each. (This increase follows a recent reduction.)

Satisfaction

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

British Battery Co., Ltd. Satisfaction in full—(1) on November 4th, 1932, of debenture dated August 21st, 1931, and registered August 27th, 1931, securing £300; and (2) on November 7th, 1932, of debenture dated November 28th, 1929, and registered 8 November 29th, 1929, securing £300.

New Companies

Berrage-Moulton Speaker, Ltd. (269,533).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of manufacturers of, agents for or dealers in wireless goods, etc. The subscribers (each with one share) are:—A. E. Basford, "Tenby," Oxford Road, Abingdon, Berks, engineer; C. Berrage-Moulton, 12, Buckland Crescent, Hampstead, N.W.3, engineer. The first directors are to be appointed by the subscribers. Secretary: E. E. Mills. Registered office: Room 661, 65/66, Chancery Lane, W.C.2.

Burrell Radio, Ltd. (269,534).—Private company. Capital £700 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in wireless sets and accessories, gramophones, electrical apparatus, etc. The permanent directors are: A. B. Cook (managing director), and Mrs. S. M. Cook, both of 1, Odessa Road, Harlesden, N.W.10. Qualification of future directors: 100 Shares. Registered office: Halifax House, 62-4, Moorgate, E.C.2.

H. R. Bishop, Ltd. (269,601).—Private company. Capital £100 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in wireless receiving and transmitting valves, etc. The permanent directors are: J. S. Lowden, 70A, South Audley Street, W.1; J. Lowden, Drayton Lodge, Liverpool Road, Kingston Hill, Surrey. Qualification: One share. Solicitor: E. Lowden, 107, Fleet Street, E.C.4. Registered office: 4, Royal Arcade, Old Bond Street W.1.

Bankruptcies

Harris Williams (Servis), Ltd., wireless apparatus distributors, formerly dealers in lighting goods, 180/182 Albion Road, London, N.16.

In this compulsory liquidation the Official Receiver has now issued to creditors and to shareholders a summary of the company's statement of affairs which shows the position as at August 26th of last year (the date of the appointment of a Receiver for the debenture holder). According to this the gross liabilities amount to £35,068, of which £18,807 are returned as due to 199 unsecured creditors, and £26,844 as expected to rank, and assets to £8,254, the whole of which are, however absorbed by the payment in part of the debenture and preferential claims. A total deficiency of £46,842 is disclosed with reference to shareholders. The Official Receiver reports that the company was incorporated in November, 1927, and at first it dealt in gas mantles. On May 26th, 1930, an agreement was entered into with Johnson & Bolsom, Ltd., manufacturers of wireless apparatus, whereby the company, in consideration of an advance of £1,500, free of interest, were appointed sole distributors of the entire products of Johnson & Bolsom, Ltd., for two years. The wireless business developed rapidly, Mr. Hall making substantial advances to the company on the security of debentures, charging all its undertaking and assets. He states that when he had advanced over £10,000 he refused to provide more unless Johnson & Bolsom, Ltd., gave him a debenture by way of guarantee secured upon the assets of that company. A debenture for £5,000 was issued by Johnson & Bolsom, Ltd., in favour of Hall, who thereupon made further advances to the company, his total advances up to the commencement of December, 1930, being over £15,000. The company had large quantities of goods returned as faulty to an amount exceeding £20,000, in respect of which the company could only obtain credit notes for some £8,000. Investigation by an accountant showed that Johnson & Bolsom, Ltd., could not carry on. Early in 1931 Bolsom placed the

whole position before a certain bank, and after considerable negotiations with it and interviews with Hall, the bank agreed to lend the company from £14,000 provided the creditors of Johnson & Bolson, Ltd., would accept 5s. in the £, payable by instalments. The chairman of the bank interviewed nearly all the creditors of Johnson & Bolson, Ltd., and they agreed, with one or two exceptions, to accept the composition offered, the bank agreeing to pay the composition on behalf of the company. Cash was paid into the bank from time to time, and bills were drawn upon the company by the creditors of Johnson & Bolson, Ltd., which the company accepted. The total amount of the composition is stated to have been about £7,000. The bills presented for the first instalment of the composition, about £1,740, were paid by the company. The bills for the remaining instalments, also accepted by the company, were not paid on maturity.

At about the time negotiations were pending with the bank, the company purchased from Johnson & Bolson, Ltd., all the stock-in-trade, cars, lorries, office furniture and so on, at 180/182, Albion Road, N.16, and at Carlisle Works, Westminster, for £5,000, payable in two instalments of £2,000 each, and one of £1,000, the last being payable on May 1st, 1931. By special resolution, passed in February, 1931, the capital of the company was increased to £20,000, by the creation of 19,000 shares of £1 each. In the following month the name of the company was changed to Harris, Williams (Servis), Ltd. In June, 1931, the company acquired from the voluntary liquidator of a company called Selectors, Ltd., the goodwill of the business of that company, together with book debts, stock and all other assets belonging thereto, except the leases or tenancies of and fixtures and fittings in and about the premises occupied by Selectors, Ltd. The consideration for the sale was £9,000, subsequently reduced to £8,500, satisfied as to £3,500 in cash, and by bills given by the company for the balance.

The result of the company's operations from the date of incorporation to October 31st, 1928, as shown by accounts prepared on its behalf, show that on a turnover of £33,774 7s. 5d. there was a gross profit of £6,916 3s. 5d., but a net loss of £1,520 2s. As certain creditors were pressing for payment the debenture holder on August 26th, 1931, appointed Mr. David Morris, solicitor, of 22, Charterhouse Square, London, E.C., Receiver and Manager of the property. Mr. Morris has carried on the business with a view to sale as a going concern, and it is understood from him that there is no prospect of any surplus becoming available for distribution among the unsecured creditors and shareholders.

As a result of the statutory meetings of creditors and contributors, Mr. William Albert Joseph Osborne, accountant, of Balfour House, Finsbury Pavement, London, E.C., was appointed liquidator of the company, with a committee of inspection.

Victor Frederick Maddox, 6, Homend Street, Ledbury³ Herefordshire, wireless engineer, etc.
The public examination herein was held recently at the Shirehall, Hereford, when a statement of affairs was submitted which disclosed gross liabilities of £239 15s. 7d., of which £217 15s. 7d. was expected to rank for dividend, and there was a deficiency of £16 14s. 8d. The Official Receiver questioned debtor regarding his books of account. He (debtor) said that he had been prevented from keeping the books up to date by reason of bad health. Certain rough books had been destroyed, but the entries therein had been transferred to a ledger. Asked why he had listed certain people as book debtors when the accounts involved were of a contra character, debtor said that his illness had been the cause of his losing sight of some of the contra accounts, while others had been overlooked because the debtors had not sent in their accounts. The failure was attributed to bad trade, and debtor said that he was unaware of his position until a day previous to the date on which the receiving order was made.

The examination was adjourned for closing.
John Roland Lister (trading as Roland Radio), radio engineer, 6, Watford Way, Hendon, N.W.
The statutory first meeting of creditors under a receiving order made against this estate was held recently in Bankruptcy Buildings, Carey Street, W.C.
It appears from statements that the debtor has made that he began business in 1928 with a capital of £80, and traded with success for two years. Other radio shops then opened nearby. Debtor attributes his failure to bad trade, competition, and lack of capital. He estimates his liabilities at £580, and values his assets at £307, including the lease valued at £250 of the above premises.
The meeting passed a resolution for the appointment of Mr. Walter Broad, C.A., as trustee of the debtor's estate.

Frank Finch, 2A, Fishergate Hill, Preston, radio engineer.
The public examination of this debtor was held recently at the Sessions Hall, Lancaster Road, Preston, when the statement of affairs showed liabilities of £329 and assets of £179. The debtor stated that he commenced on his own account as a wireless engineer in November last, at the above address. He had a capital of £30. The overhead

charges had been £2 13s. per week, and he had tried to draw £3 for himself, but he often had to put it back. The gross profit on goods had been about 10 or 15 per cent. He stated that he often had to reduce his prices because people said they could get articles cheaper at other shops. The examination was adjourned for closing.

Dennis Smith, 9 to 13, St. Mary's Chare, Hexham, gramophone dealer, etc.
The public examination herein was held recently at the Court House, 56, Westgate Road, Newcastle-upon-Tyne. According to the statement of affairs lodged the liabilities amounted to £109 2s. 6d., whilst debtor estimated his assets to realise £1,057 12s. 3d., so that there was an apparent surplus of assets over liabilities of £948 9s. 9d. It appeared that debtor had been interested in a partnership business, and the receiving order against him personally had been made on the petition of a creditor, who had obtained judgment against the partnership. When a branch business was opened at Haltwhistle differences arose between the partners. In August this year, debtor said, he was sued for a debt of £427 owing by the partnership. Judgment was obtained, and bankruptcy proceedings against him personally were instituted. The examination was adjourned.

Robert Braham (trading as B. Braham), condenser maker, 1, Mallow Street, London, E.C.1.
In this bankruptcy the Official Receiver has issued to creditors a summary of the debtor's statement of affairs, which show ranking liabilities of £2,226 and no net assets. In his accompanying observations he reported that it appears from the debtor's statements that in 1928 he rented a workshop at 19, Featherstone Street, E.C., where he commenced to manufacture wireless components, and about nine months later removed to 1, Mallow Street, E.C. In July, 1931, he opened another workshop at 26, Eyre Street Hill, E.C.
The business was successful until about March, 1931, after which it declined through the drop in prices and lack of capital, whereby he was unable to purchase necessary and expensive tools for the manufacture of improved components. In February last a company which had given a large order for components went into liquidation, and the contract goods, beyond £32 worth which were delivered to the contractor but not paid for, had to be sold at a loss. In July last his accounts showed a deficiency of about £1,900, whereupon he executed a Deed of Assignment. At a meeting held on August 4th he offered his creditors 7s. 6d. in the £ in three instalments spread over a period of nine months; and a dissenting creditor having filed the petition herein on the following day, the landlords of both his business premises levied distress for a total sum of £93 rent owing.

At a sitting of the London Bankruptcy Court the public examination of the debtor was held before Mr. Registrar Warrington, who made an order concluding it.
Frank Edwin Clarke, 23, Clovelly Crescent, W.5, radio dealer, etc.
The receiving order in this matter was made on a creditor's petition recently. The statement of affairs discloses gross liabilities of £975 16s. 4d., of which £160 1s. 6d. is expected to rank for dividend, while assets which are expected to realise £2 are absorbed by preferential claims. In June, 1929, a meeting of creditors was held, and as a result a deed of assignment was executed in favour of a trustee, under which deed a composition of 15s. in the £ was to be provided, but only 5s. in the £ was paid on claims for £682. Debtor states that he managed the business until May, 1930, and in September of that year he was appointed agent for a company of musical instrument makers on commission terms. He took a lock-up shop at Acton Market which was carried on under the company's name. The agency, however, was discontinued for three months to January, 1932, during which time debtor states that he carried on a similar business at the same address, being joined by another who paid £62 for an equal share in the business. Debtor adds that owing to illness he was unable to give constant attention to the business and on January 30th, 1932, the whole of the stock was removed by the suppliers. The books of account kept consist of a duplicate account book showing amounts collected and commission earned in the agency business, and a cash book relating to the partnership business. Debtor states that he became aware of his position in March, 1930, and attributes it to "judgment obtained against me for goods supplied to a branch business during the period of trading by the trustee under the deed of assignment, and illness from December, 1931, to March, 1932, which incapacitated me from business."

The following are creditors:—
Jacobs & Co., London £58
Pactophone Records, London 22
William Henry Joseph Willcox, 66, Soundwell Road, Staple Hill, near Bristol, radio dealer.
The public examination of this debtor was held recently at the Guildhall, Bristol. A statement of affairs was submitted which disclosed liabilities of £365, with a deficiency of £263. Replying to the Official Receiver debtor said his radio business had been unsuccessful, and this year he sold it for £55, used to reduce his liabilities. He attributed his failure to "insufficient capital and lack of business ability in

dealing with the credit side of his business." The examination was closed.

Charles Marquis, company director, formerly 35, Farringdon Road, London, E.C., and now 9, Farringdon Avenue, E.C., wireless dealer.
Under a receiving order made on November 16th on the petition of V. Zeitlin & Sons, Ltd., the statutory first meeting of creditors was held last week in Bankruptcy Buildings, Carey Street, W.C. It appears from statements that the debtor has made that he formerly carried on business in partnership with Albert Lester, with whom, in 1927, he formed Beam, Ltd., wireless factors, of 35, Farringdon Road, E.C. They acted as directors of the company until October last, when a compulsory winding-up order was made against it. He is now employed as a sales manager. He estimates his liabilities at £5,000 and attributes his insolvency to the failure of Beam, Ltd., and to liability under guarantees given on its behalf and to stoppage of the business of Lester & Marquis owing to the imposition of tariffs and import duties.
The meeting passed a resolution for the appointment of Mr. E. H. Hawkins, I.A., 4, Charterhouse Square, City, as trustee.

Wholesale Radio Components Co. (a firm) 9, Victory Parade, Sutton Road, Prittlewell, Essex, radio dealers.
The public examination herein was held recently at the Petty Sessions House, Southend when the statement of affairs presented showed liabilities amounting to £436 12s. 1d. against assets of £6 3s. 2d. It appeared that the business was carried on by R. T. G. Mason and W. T. Burrell. Mason stated that the trading had lasted barely five months. The commencing capital amounted to £160, half of which was provided by Mason's father and the remainder by the debtor Burrell. The Official Receiver pointed out that losses were about £90 a month and asked why the business was continued. The debtor, Mason, replied that their sales were going up every week, and if the business had been continued the turnover would have been large enough to overcome the expenses. The separate estate of the debtor, Mason, disclosed liabilities of £190, and that of Burrell liabilities of £199. The examination was adjourned.

Creditors include:—
Concordia, Ltd., Nottingham £20
Cole, Ltd., E. K., Southend 33
Graham Farrish, Ltd., Bromley 35
Imperial Electrical, Ltd., Leyton 25
Mayer, J., Plaistow 109
R. & A. Ltd., Wolverhampton 20
Vinces Dry Batteries, Ltd., London 168
Bankers, Southend 14
Separate estate of Ronald Thomas George Mason—
Beck & Co., F. W., London £30
Fuller Accumulator Co. (1926), Ltd., Chadwell Heath 60
Peto & Radford, Dagenham Dock 100
Separate estate of William Thomas Burrell—
Acme Wireless Co., Dagenham £107
Hudson's Radio Supplies, Ltd., London 81

The Home Electric, Ltd., wireless dealers, 24, Sackville Street, London, W.1.
In this compulsory liquidation the Official Receiver has issued to the creditors and to the shareholders a summary of the company's statement of affairs, which shows liabilities £5,511 (ranking £5,408), net assets £1,214, and a total deficiency of £4,288 regarding shareholders. In his accompanying observations he reports that the company was registered on July 30th, 1931, with a nominal capital of £100 divided into £1 shares. It was promoted by W. Bennison, A. H. Kaye, Miss Rhoda Mary King and E. S. Samson, the directors of another company originally named B. & S. Electrical Co., Ltd., which changed to the Kinson Electrical Co., Ltd. which carried on business at 24, Sackville Street, W. The new company was formed to carry on direct selling, mainly on H.P. to the public; 75 shares have been issued, and all except one have been paid for in full, 73 having been subscribed for by the Kinson Electrical Co., Ltd. The company's business consisted almost entirely of the sale of radio goods supplied by the parent company, who also provided the necessary working capital. No agreement for the acquisition of the business was entered into with the parent company, although it appears that H.P. agreements relating to wireless sets were taken over from it.

The company, not having the necessary capital to enable it to give the extended H.P. credit, financed a large number of its sales through another company with whom their customers entered into the H.P. contracts, and to whom the wireless sets were invoiced, a discount of 17½ per cent. being given to it. At the end of March last this financing firm refused to take any more business from the company, and since then most of the H.P. transactions have been conducted through another financing company, to whom a discount of 22½ per cent. was allowed. The company guaranteed for two years the wireless sets which it supplied, and under the arrangements with the financing companies it was also to take back and allow for all the sets the purchase of which customers failed to complete. Both of the financing companies claim to be creditors for considerable sums under their contracts.

(Next page)

EVERYBODY IS LOOKING IN YOUR WINDOW NOW

MAKE SURE
THEY SEE
YOUR QUICKEST
XMAS PROFIT-
MAKERS THERE

Lots of people are stumped for an idea for a different Xmas gift. If they see a few Ever Ready torches in your window, their difficulty is over—and you're shillings the richer! And of course, every wireless set owner wants a battery to tide him safely and satisfactorily over Christmas. What better than Ever Ready? That is what they will say the moment they see one in your window. Display Ever Ready to-day; only 14 days left; you can't afford to lose a single one. More work for your window means more money for you!

EVER

WIRELESS
BATTERIES
& TORCHES

READY

THE EVER READY CO. (GREAT BRITAIN) LTD.,
HERCULES PLACE, HOLLOWAY, LONDON, N.7.



THIS IS THE MAN WHO IS TELLING THE

Portadyne

SALES STORY TO 11,000,000 PROSPECTS

... HE IS THE PORTADYNE DEALER

HE IS YOU ?

There are 11,000,000 prospects reading the Portadyne sales story . . . and just how many of these 11,000,000 prospects are turned into customers depends largely on yourself. 11,000,000 prospects have Portadyne in the front of their minds . . . they are definitely "Portadyne-conscious" . . . they will stop and look at a Portadyne Receiver when they see one displayed. Don't let them pass to competitors' windows! Pull them up at yours . . . with a bold showing of Portadyne and offers of demonstrations! You can have all the help you want in pushing Portadyne . . . powerful display material, copious supplies of various high-class literature, blocks for your own advertisements, etc., etc.

B . M . C
 Battery Moving
 Call Portable
28/2 DOWN
 and 11 monthly
 payments of 28/2.

Tie up with Portadyne's big public advertising to-day. It is making money for dealers all over the country.

Portadyne Radio (Prop.: Whittingham Smith & Co., Ltd.)
 Gorst Rd., N. Acton, N.W.10. Phone : Willesden 7541 2/3
 Branches : Dublin, Manchester, Glasgow, Belfast, Brighton

X The Portadyne B.M.C. at 14 gms. is outstanding value. ITS PRICE WILL REMAIN UNCHANGED. **X**
 Discount, too, is as before - 30% (minimum)

A BRITISH RADIO DEVELOPMENT ASSOCIATION?

(Concluded from page 287)

Mr. Hustler demands—in brief—more stunts and more stars. There was a time when listeners were ready to listen to a dance band playing in an aeroplane, or a tenor singing in a submarine. No one claimed that the artists were heard to greater advantage this way. The contrary was, in fact, the case; but the novelty provided the interest and justification.

To-day listeners' tastes are more exacting, and quality of performance must be the test. More profitable development would seem to lie in perfecting means for international interchange of programmes. This field is continually being extended. The experiment of last year is the commonplace of to-day, and as the technique of long-distance communication by telephone and wireless improves, Mr. Hustler's wish for something different will be more fully realised.

Mr. Hustler wants more stars. Where are they? When stardom ceases to be an exclusive state, the term will lose its meaning. It is no exaggeration to claim that a British broadcast sets the seal upon stardom, and the appearance of stars before the microphone is not to-day limited so much by the funds available as by freshness of the stars' material.

A repetition of numbers or acts would result in the monotony that Mr. Hustler deplores, even if stars were exclusively responsible.

On announcers' speech, hundreds of thousands of words are spoken by announcers in studios during the month. The microphone exaggerates idiosyncracies of articulation and pronunciation. Any marked deviation from the normal would irritate far more than the similarity of speech of which Mr. Hustler complains. Uniformity of speech is not admitted and one aim of the system is that words should be pronounced in such a way that their meaning may be clear to all who listen despite local dialectical variations.



Another free cinema slide from Portadyne Radio Ltd., featuring the M.C.2 2-valve set. It has space for the trader's name and address.

BUSINESS ITEMS

Publicity Aids Please!

Manufacturers should send up-to-date supplies of their sales aids, literature, and other kindred material to the following:

Messrs. W. A. & G. Smith, now trading at 1A, Portallo Street, Woodstock Road, Belfast.

Willards, the well-known Sussex W.R.A. firm, 48, Grove Road, Eastbourne, who have taken up the sale of gramophones, records and synchronous clocks.

Marconiphone Service Manual

No. 4 of the 1933 series of Marconiphone Service Manuals is now available to Marconiphone dealers. It deals with the Model 255 6-valve battery Superheterodyne Portable. Containing 14 pages it is, of course, in the same style as the previous manuals issued this year, and is intended to be kept with them, and future manuals, in a special binding case. This is obtainable from the Publicity Department of the Marconiphone Co., Ltd., Radio House, Tottenham Court Road, W.1.

MURPHY PRICES REDUCED

4 Valve £12-10-0
5 Valve £13-10-0
6 Valve £15-5-0
8 Valve £24-0-0

COME IN AND HEAR ONE!

A new battery cut-out from the Edison Swan Electric Co., and a poster dealing with the new Murphy prices.

Another dealer aid now available is a free lantern slide featuring the "Crazy Pantomime" record, while still further to assist their dealers Columbia have prepared a brochure setting forth ten points to help push record sales.

Another Aid from Thos. A. Rose

Thomas A. Rose & Son, Ltd., the electrical distributors, of 25, Milton Street, London, E.C.2, have added yet another sales aid for dealers to their already useful range. They have introduced a small cabinet containing several home constructors' lines, such as British-made wander plugs, terminals, fuse-bulbs and the like. The cabinet is presented free of charge to dealers buying its contents, which are valued at £3 1s. 6d.

The case itself is glass-topped and valued at 7s. 6d. It should make a very attractive counter show-piece.

Hop 1837

In certain of the advertisements that have been placed by the advertising agents of Jackson Bros. (London), Ltd., this well-known condenser firm's telephone number was wrongly given. As most people in the trade know, it is Hop 1837, and not Hop 1929, as has appeared once or twice.

Errata.

On account of incorrect information being supplied to us, we printed the name of the manager of Priestly & Ford's new Manchester branch as "Bell." Actually the manager there is Mr. R. B. Bale.

Two small but vital words were omitted from the advertisement of the Universal Radio Service Co. last week, whose address was given as 28, Tottenham Court Road. Readers will not need to be reminded that this firm's correct address is 28, Percy Street, Tottenham Court Rd., W.1.

New Philomel Aid

An attractive folder printed in three colours is now being issued by Philomel Radio Equipment in connection with their receiver and radio-gram. It can be over-printed with dealers' names and address.

CRIQUE!



BUY ELEX RADIO PRODUCTS

A humorous poster from J. J. Eastick & Sons, measuring 30 x 20 inches. Traders who want a copy need merely send "Elex" 2d. for postage.

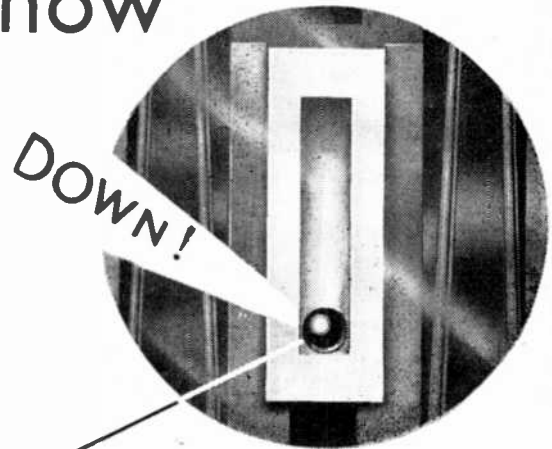
A Record Number of Record Blocks

The Columbia December issue of record advertising blocks supplied free for dealers' own "ads" is the 800th of such issues, and marks the eleventh year that the firm have been issuing such blocks. Over 25,000 free record blocks have been issued during this period, excluding the thousands supplied for radio and gramophone publicity.

The December issue includes eight Christmas blocks of topical appeal.

Especially for the Christmas season Columbia have prepared some advertising blocks for their radio products which are available free of charge. Three are for 6 or 7-inch double column and one for 8-inch double column, all of attractive design,

ONE Bead
tells the user
all he wants to know



"When is it time to recharge?—that's all the accumulator user wants to know—and the ONE bead in the Lively 'O' tells him. The Lively 'O' bead sinks *before* the accumulator is fully discharged. It gives ample warning that recharging time is due. Thus, without complication, the user is safeguarded, and you are relieved of the trouble and responsibility of "reviving" over-discharged cells.

The
Lively 'O'

ACCUMULATOR

Oldham & Son, Ltd., Denton, Manchester, and at London, Glasgow, Belfast and Dublin. Makers of Dry Batteries and Accumulators. Established 1865. Contractors to British and Foreign Governments. Railway Companies, etc.

£ £ £ £ £ £ £ £ £ £

REDUCTION IN PRICES BUT NOT IN PROFITS



TABLE MODEL
(as illustrated) now 14 GNS. A.C. and D.C.
BIJOU MODEL
now 13 GNS. A.C. and D.C.
CONSOLE MODEL DE LUXE
now 16 GNS. A.C. and D.C.

Strike the right notes for BIGGER BUSINESS

UMELLO have re-arranged the Key Board of their policy for the benefit of their Trade supporters.

It is up to you to strike at once the notes which harmonise with better business, greater profits, and a satisfied Clientele.

If you have not had our proposition, drop a note for our full scale.

MELLO

LIMITED

ALL-BRITISH RADIO

55-57, Gt MARLBOROUGH ST LONDON W.1.

An Apology

In consequence of the unprecedented increase in orders for R.G.D. Radio Gramophones it has become impossible to give immediate deliveries to all our customers.

Our Factory is working at high pressure, and our endeavours to obtain adequate additional labour, sufficiently skilled for the work, have proved abortive.

We tender our apologies for the slight delay, which is unavoidable, and give an assurance that every effort is being made to expedite deliveries.

Our business friends and the public will appreciate that to depart from our Policy of careful production and stage-by-stage inspection would jeopardise the high standard of excellence for which R.G.D. Radio Gramophones are so widely known.

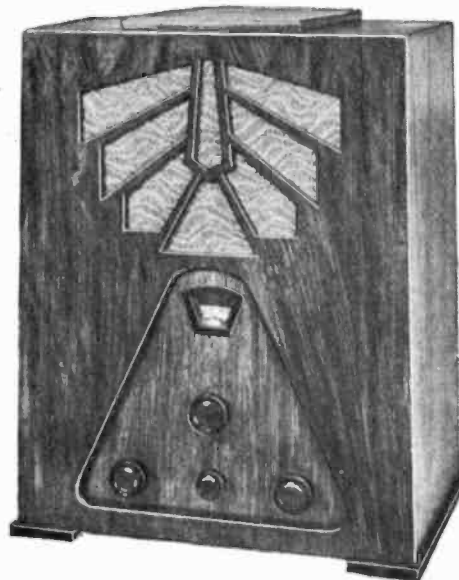
R · G · D

RADIO GRAMOPHONE DEVELOPMENT Co. Ltd.,
17/20 FREDERICK STREET, BIRMINGHAM.

Manchester : 17 Bridge St. London : 40 Doughty St., W.C.1

NEPTUNE 4-VALVE RECEIVER (INCLUDING RECTIFIER)

£12.10.0, A.C. or D.C.



Variable Mu Screened Grid; Power Grid Detector; Auto Transformer coupled to Pentode; Full Wave Valve Rectifier; 4 B.V.A. Valves; Moving-Coil Speaker 2 Electrolytic Condensers; Mains Tapped Transformer, 100 250 volts, 40/100 cycles; All-Metal Chassis; Mains Aerial; Plugs for Pick-up; Walnut Cabinet.

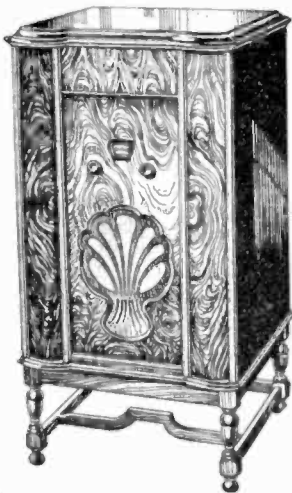
DIMENSIONS:
14" wide, 17½" high
9½" deep.

D.C. Receivers have incorporated a specially designed filter for noisy mains

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Telephone : BISHOPSGATE 7322/3. Telegrams : Padonko, Finsquare, LONDON.

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delivery ex stock
up to the last
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Christmas



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Complete stocks of

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- POLYDOR
- PANACHORD
- BRUNSWICK
- FOUR-IN-ONE
- KID KORD

Order now for your Christmas sales. Latest lists of new numbers on request.



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(PATENT)

H.T. BATTERIES

Astounding
PRICES

Quality
MAINTAINED

60v. 4/6

100v. 7/-

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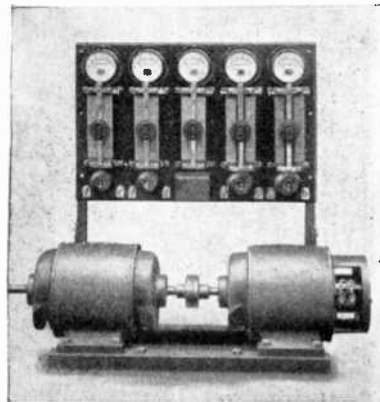
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CIFEL

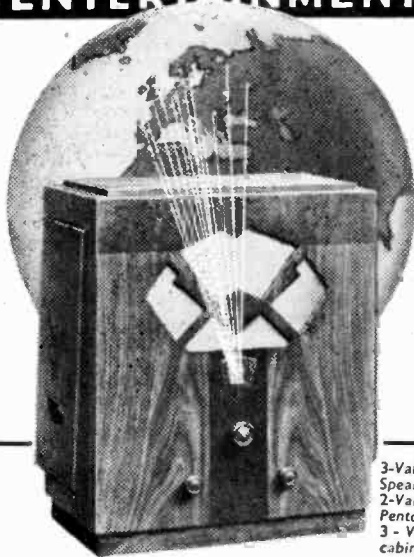
ALL-ELECTRIC RADIO

announce a NATION-WIDE PUBLICITY CAMPAIGN

IN CO-OPERATION WITH
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THE ENORMOUS SELLING
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**A WORLD OF
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LINK UP IN THIS BIG SALES DRIVE!

Cifel 2-valve and 3-valve Radio receivers and Radiograms possess a perfection of tonal quality, with extreme selectivity and ample volume, that has confirmed their superiority with every customer who has heard them.

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Take advantage of the **BIG Cifel** sales drive to be launched immediately. Write for full details and enclose the attached form.

APPLY NOW

PIN THIS FORM TO
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AND POST
T O - D A Y

3-Valve (A.C.) Receiver. M.C.
Speaker (illustrated). £15 12s. 6d.
2-Valve (A.C., D.C.). M.C. Speaker.
Pentode. £9 17s. 6d.
3 - Valve Radiograms. Modern
cabinets. 28 Guineas.

TO REX RADIO CORPORATION LIMITED
136 PENTONVILLE ROAD, LONDON, N.1

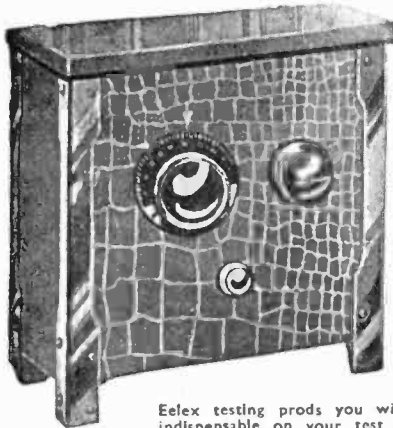
Please send us full particulars of your Agents' terms and illustrated folder explaining how we can benefit from the Co-operative Advertising.

Signed:—

Date

BIGGER SALES BETTER PROFITS

Here is a wonderful instrument that will enable your customers to receive short-wave stations. Help them to get the best out of their Radio by recommending an Eelex short-wave convertor. No complicated adjustments, just connect to the Aerial and Earth terminals. Adds 70 extra stations.



DUPLEX TYPE

For Battery or
Mains Sets

PRICE

£2 - 12 - 6

Including Duplex coils covering wave length of 15 to 60 metres. Valves extra for Battery use, 7/-; Valves for Mains use, 13/6

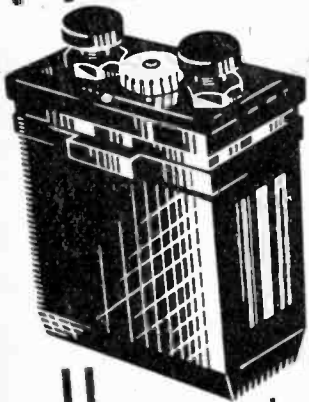
Eelex testing prods you will find indispensable on your test bench. Supplied with red and black insulated handles. Avoid all danger of burning out valves or other components. Recommend a pair to your customers. Price 3/6.

Write for List E.70.

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Phone: Metropolitan 0314/5/6.



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Isn't it obvious that the efficiency of an accumulator depends on the acid that activates it? Poor, impure acid will ruin it in no time. Use BAA, the specially prepared and tested acid. Refill with it now—all good dealers should stock it.

Use only **BAA**
MEDAL AWARDED ST. LOUIS 1904
PUREST & BEST
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constructed and
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organisation designed and equipped for the repair of Radio apparatus of every description—Exclusively to the trade.

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**NO CHARGE FOR
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Assure Your Customer of a

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Send His Receiver To :

(Trade Only)

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Radio Purpose!

AERIAL WIRES — Enamelled,
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SQUARE TINNED WIRE

We have large stocks and can
supply by return. Send for
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This year is going to be a Record Radio Christmas. Are your stocks of Celestion Speakers ready to meet the demand?

Your customers will ask for these outstanding speakers by name; a demonstration is all that is necessary to clinch a sale. The Celestion PPM Soundex is particularly popular owing to its low price and high quality results. Demonstrate in your showrooms and enjoy a really record Christmas.

The Prices of Celestion Speakers range from 27/6 to £6 10s. 0d.



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The Very Soul of Music

FOREMOST NAME IN SOUND REPRODUCTION

CELESTION LTD., LONDON ROAD, KINGSTON-ON-THAMES.

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-CHARGING CURRENT FLOWING!



The DAVENSET H.T. CHARGER (illustrated) has been designed to charge concurrently both large and small capacity High Tension Accumulators. It has a maximum D.C. Output of 150 volts, 3 1/2 amps., and it contains three independently controlled circuits.
 Price: Complete with Instruction Chart and 12 Months' guarantee, 28 Gns. Nett Trade.

An occasional slight overcharge does no harm, but

DAVENSET CHARGING EQUIPMENT

keeps this enthusiasm within bounds. It ensures just the correct charge to bring the batteries to the top of their form—no more and no less.

SIMPLE :: SILENT :: NON-RADIATING
 FREE TECHNICAL BOOK. A copy of the 6th edition of the 58-page publication, "Commercial Accumulator Charging and the Efficiency of A.C. Rectifying Equipment" (in which the complete range of "Davenset" Automatic and semi-Automatic chargers are fully described and illustrated) will be sent free to bona-fide Traders on application to your usual wholesaler, or direct from the manufacturers.

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MR. TRADER,

We have a good range of Radiograms, Mains and Battery Receiving Sets, and can deliver—

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- BETHOVEN
- BURGOYNE
- PHILIPS
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★ VALVES
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 can be obtained
 from

17 WHITE LION ST., NORWICH.

Phone : 2807.

25-26 EAST ROAD CAMBRIDGE.

Phone : 2440 (2 lines)

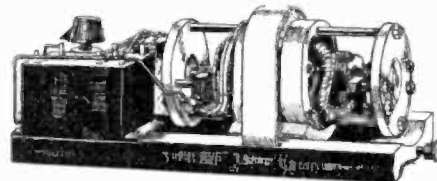
H.T. L.T. AND G.B.

WITHOUT BATTERIES
 OBTAINED ENTIRELY FROM A
2-Volt ACCUMULATOR
 at 150 Volts—15 to 30 m/a from

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Also supplied for 6, 12, 24 and 50 volt input at £7-10-0. Provided with variable tappings and G.B. There is a huge market for this amazingly efficient convertor. Write for details at once.



Convertor with sound-proof cover removed.

Address your enquiries to
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These Forms have been specially prepared for "The Wireless & Gramophone Trader" by a Solicitor of the Supreme Court.

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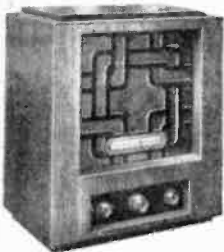
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W.T. 25

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4-VALVE S.G. TABLE RECEIVER

A compact four-valve receiver with S.G. Det. and two L.F. with power output valve feeding a high quality speaker. L.T. is supplied by a 20 amp. jelly type accumulator. High tension consumption is only 6-8 mA. The price is 12 1/2 guineas.

A very handsome receiver. Let us send you details of this and the Portable model. Our trading terms cannot be beaten.

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- SELECTIVITY
- PURITY
- RANGE
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ACCUMULATOR MANUFACTURERS.

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YOUR REF	OUR REF
	EWS/PS.

ABBAY ROAD,
BARKING,
ESSEX.

28th November, 1932.

The Editor,
The Wireless & Gramophone Trader,
St. Bride's House,
Salisbury Square,
Fleet Street, E.C.4.

Dear Sir,

We should like to take this opportunity of expressing our satisfaction at the results that have been obtained from our advertising in your Journal.

The number of enquiries and orders that have been received as a result, and which can be attributed to the advertising in your paper, has been really remarkable.

Yours faithfully,
BLOCK BATTERIES LIMITED.

Georges
Managing Director.

10,000 COPIES WEEKLY

SIMPSON'S ELECTRICAL TURNTABLE
NOTHING TO GO WRONG — PRICE



39'6

Outstanding features:

1. Only 2 1/2" deep,
2. Sizes 10" and 12".
3. 50 Cycles, 100/150 and 200/250 volts A.C.
4. Fits any Gramophone.
5. Costs less than 1/4d. per week.
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7. Goes by Itself.
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Here is a wonderful invention. Demonstrate it, for every demonstration means a sale. Show your customers how easily it can be fitted and how simply it converts any Set into a Radio-Gram.

Write to us for a supply of display material and descriptive leaflets. Your factor holds stocks. Generous Discount.

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NUVOLION'S

FIRST PERMANENT MAGNET M.C. SPEAKER?

TYPE PM/L 35/-

NUVOLION ELECTRICS LTD.

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MARK III 30/-
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There is no need to stress the advantages to be gained by specialisation except to state that as specialists in pick-up design and production we are in an unique position to help manufacturers on their radiogram problems. Get in touch with us immediately.

Send for full particulars. **BOWYER - LOWE & A.E.D. LTD.**
 DIAMOND WORKS, BRIGHTON.

Liberal discounts to manufacturers.

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NEO-RADIO

5/-
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 This must not be confused with cheap imitations. Every Neo-Radio carries an efficiency guarantee and is definitely solving selectivity and atmospheric problems as well as serving as an aerial. They are selling well and carry an excellent margin of profit for you. Special terms for quantities of 1 gross and upwards.

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FOR EVERY KIND OF WIRELESS WORK
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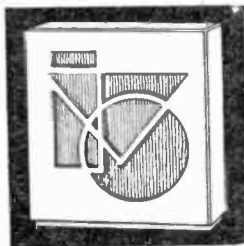
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BIRMINGHAM
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When you hand over RENOVNS to your customers you give them "full size" value for money. Measured in terms of size, quality or super sensitivity there's nothing to touch them at the price. The public are quick to appreciate this. We are able to offer such outstanding value because we have specialised for SEVEN YEARS solely in the manufacture of Loudspeakers.



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THE RENOVN IS THE SPEAKER FOR "Full Size" REPEAT BUSINESS AND PROFITS.

LIBERAL DISCOUNTS: Fully descriptive Lists sent Post Free on request.



Chassis:
Retail
Price.

27/6

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THE PERFECT ACCENT"

GOODMANS

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'Phone: Clerkenwell 3838-9.

The 'LEYTONIA' S.G., DETECTOR & PENTODE Means £££££ Shillings and Pence



to You!!!

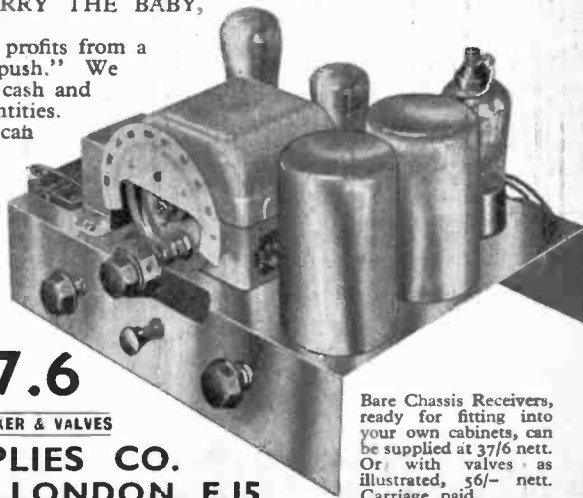
A real challenger for value! When your customers know that they can get a handsome "Leytonia" Varimu Pedestal Battery S.G.3

Receiver with W.B.'s P.M. Moving Coil Speaker for £8 17s. 6d. they will not be put off with anything else.

Then our hire purchase contract enables you to offer these on very easy terms without any fear of loss on your part. You, Mr. Dealer, get cash three days after acceptance—not credit notes. WE CARRY THE BABY, NOT YOU!

There is still time to reap the profits from a last minute Christmas sales "push." We give you an extra discount for cash and a special discount for quantities. Don't miss this chance—we can deliver by return.

SPECIFICATION: 3v (Var. Mu. S.G., Det., and P.). J.B. Unitone condensers, Perfectly matched screened coils. Single dial tuning. W.B.'s P.M. Moving Coil Speaker. Cadmium Plated Chassis, R.I. and Ormond components. Handsome Polished cabinet. A 100 per cent. British Receiver.



Price £8.17.6

INCLUDING P.M. MOVING COIL SPEAKER & VALVES

Bare Chassis Receivers, ready for fitting into your own cabinets, can be supplied at 37/6 nett. Or with valves as illustrated, 56/- nett. Carriage paid.

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LET'S TALK
Brass Tacks!
THIS MAY BE
NEWS
TO YOU

FORMO Components are making a real "hit" this year with radio constructors

Even more so than they have done every year for the past ten years.

The latest Formo lines are exactly what the home constructor needs and demands. And this is driven home by the designers of the latest sets

As witness :

Formo Matched Coils specified for the *Wireless Magazine* "Table Quad."

Formo Triple Gang Tuning Unit specified exclusively for the *Popular Wireless* "Band-Pack."

Formo Dual Gang Tuning Unit specified exclusively for the *Wireless World* Band Pass Filter.

Formo Triple Gang Tuning Unit and the famous **Formo-Densor** specified for the *Wireless Magazine* Percy Harris "Ethergram."

Formo Multicoupler specified for the *Wireless World* "Diode Quality 4."

Formo Components are giving constructors something new in radio performance and in straightforward set construction.



This name has stood for the best and foremost in radio components during the last ten years.

Immediate deliveries of all lines can be guaranteed.

Write for the latest Formo Catalogue. Also for Free supplies of FORMO Circuit Blueprints to give away.

FORMO

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PRESS DAY.—Copy (with remittance) should reach us not later than first post **Tuesday morning**, four days before publication, and should be addressed to The Advertisement Manager, St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4. Phone: Central 7713 (9 lines).

COPY FOR ADVERTISEMENTS is subject to the approval of the proprietors, who retain the liberty to withhold any advertisement which they regard as unsuitable for publication in this journal. The Proprietors are not responsible for clerical or printers' errors, although every care is taken to avoid mistakes.

NOTE.—The insertion of an advertisement ordinarily constitutes acknowledgment of the remittance, but for remittances covering contracts for 13 insertions or more a receipt will be sent.

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ALL ADVERTISEMENTS MUST BE PREPAID

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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.

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Special December 15th and 16th Sale.

800 Lots of great variety, quantity and quality. Radiograms, All Mains and Battery Receivers.

Loudspeakers and all accessories.

Large quantity of Gramophones, Records, etc.

Entries can still be accepted. Prompt settlements.

These Auction Sales are held monthly and afford an excellent medium for quick realisations.

Goods awaiting sale stored free of charge. Sales conducted on customers' own premises if preferred.

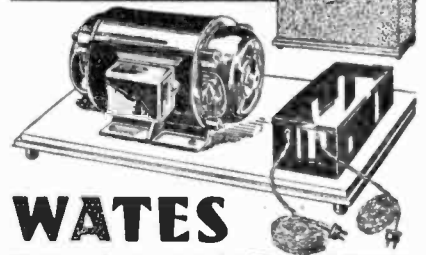
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D.C. to A.C.



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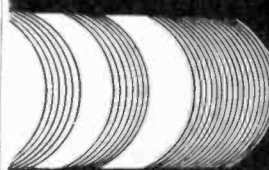
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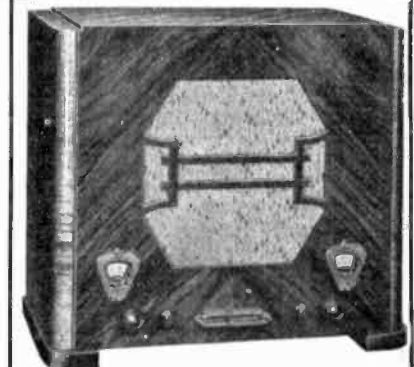
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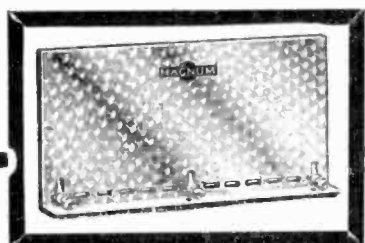
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PATENTS obtained, trade marks and designs registered at home and abroad. Gee & Co., patent and trade mark agents, trade mark advisers to THE WIRELESS TRADER, H. T. P. Gee, Member Radio Society, Great Britain, A.M.Inst., Radio Engineers, 51-52, Chancery Lane, Holborn, W.C.2. Telephone: Holborn 1525. Handbook on Patents, Trade Marks, etc., sent on request.

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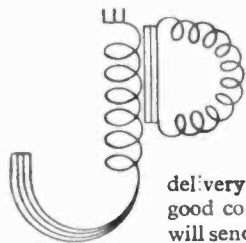
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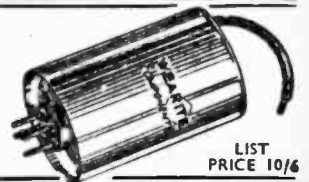
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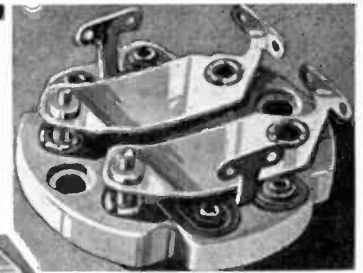
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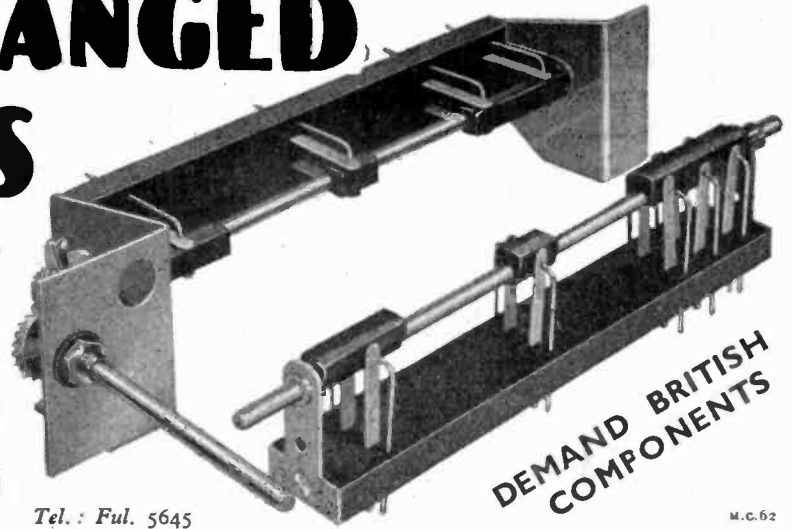
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DEMAND BRITISH COMPONENTS

M.C. 62

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The demand for cheap records is rapidly increasing. In anticipation of a minor "boom" we have greatly augmented our already large stocks of Regal and Zonophone discs—the big profit makers amongst "eighteen-penny" records. We are also the largest factors of Columbia, Parlophone, Radio, Winner and Edison Bell records.

The service which "Poly" gives from its five depots is the most comprehensive and the speediest in the country; our various Radio stores alone cover tens of thousands of superficial feet. We can supply anything that matters in Radio and Gramophones from stock within 24 hours! Send your orders early, before the Christmas rush begins.

'POLY' SERVICE

Factors for everything that matters in Gramophones and Radio
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If you would like a copy of the "Poly" 1933 Catalogue (a comprehensive and valuable illustrated list of gramophone and radio accessories, components, sets, etc.), post us the coupon and we will send you one free by return.

The miniature "Poly" Radio Catalogue is a replica of the Radio Section of our general catalogue, bound in coloured cover and overprinted with the retailer's name and address. Only retail prices are quoted. This ideal "silent salesman" can, if desired, be sold at 3d. per copy.

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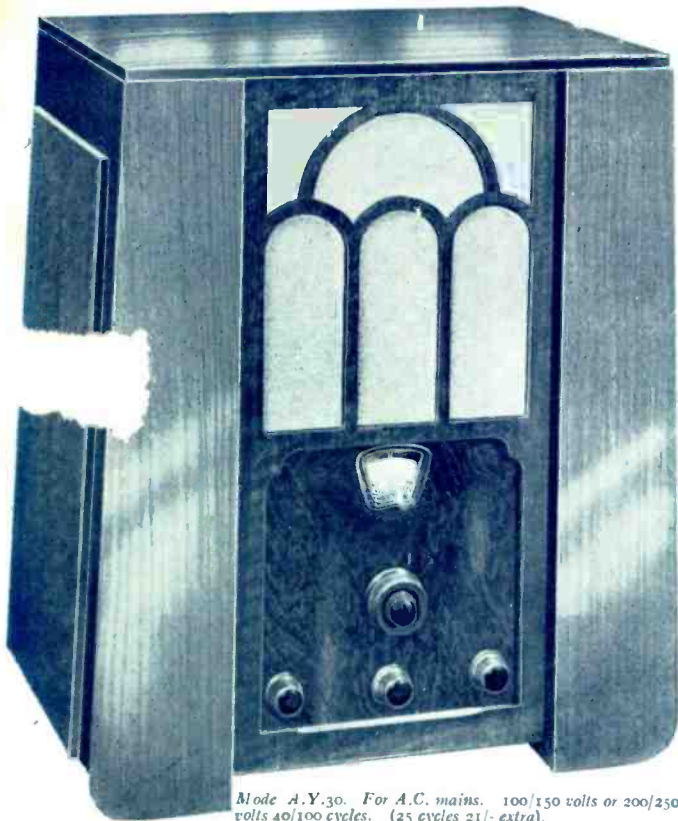
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want to order:
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 This includes the overprinting of my name and address as given above. I understand, of course, that if I do not require any Miniatures, on posting this coupon to you I will receive by return the "POLY" 1933 CATALOGUE.
 Dec. 10 W.T.

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Model A.Y.30. For A.C. mains. 100/150 volts or 200/250 volts 40/100 cycles. (25 cycles 21/- extra).

The Quality Receiver **ONE DEMONSTRATION AND IT'S SOLD**

"Madrigal" is the "Star" set upon which you may rely to "fix" critical customers — where other sets have failed "Madrigal" has clinched the sale over and over again.

Its Quality of musical tone and absolute fidelity of reproduction, plus the appearance and finish of the modern walnut cabinet, is definitely superior.

It gets the stations clearly and in plenty. Price is right and *above all*, your profits are untouched by servicing troubles or other causes.

Exhibit a "Madrigal" show-card in your window and get a supply of literature in full colour, also in handy size to fit your envelopes for posting with your mail.

★ **POINTS THAT SELL THE MADRIGAL**

1. Gives widest selection of stations home and abroad with or without aerial — a boon to flat dwellers.
2. Amazing fidelity of musical and aural tone at full speaker strength.
3. Easy one-knob tuning. Illuminated dial marked in wavelengths.
4. Can be used in any room — just plug in to the electric light or power socket — that's all.
5. Connections for gramophone pick-up.
6. Latest nickel chrome Moving Coil Speaker.
7. **HANDSOME MODERN POLISHED WALNUT CABINET.**

POPULAR PRICE

including valves and royalties
or 50/- down and 12 monthly payments of 28/9.

17 GNS



The advertisement of Radio Instruments Ltd., Croydon, Surrey

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