

# The WIRELESS & GRAMOPHONE TRADER

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

VOL. XXII. (NEW SERIES) No. 304. June 14th, 1930.

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

MORE PROFIT ON

**fotos**  
CONCERT VALVES  
*Trade Mark*  
THE HEART OF EVERY SET

And every FOTOS Valve sold means a satisfied customer and his recommendation to his friends. Because FOTOS Valves are all valve masterpieces, each one perfect in manufacture, tested and guaranteed. Stock and sell FOTOS now.

WRITE FOR DETAILS

CONCERTON RADIO &  
ELECTRICAL CO. LTD.

256 7, Bank Chambers,  
329, High Holborn, W.C.

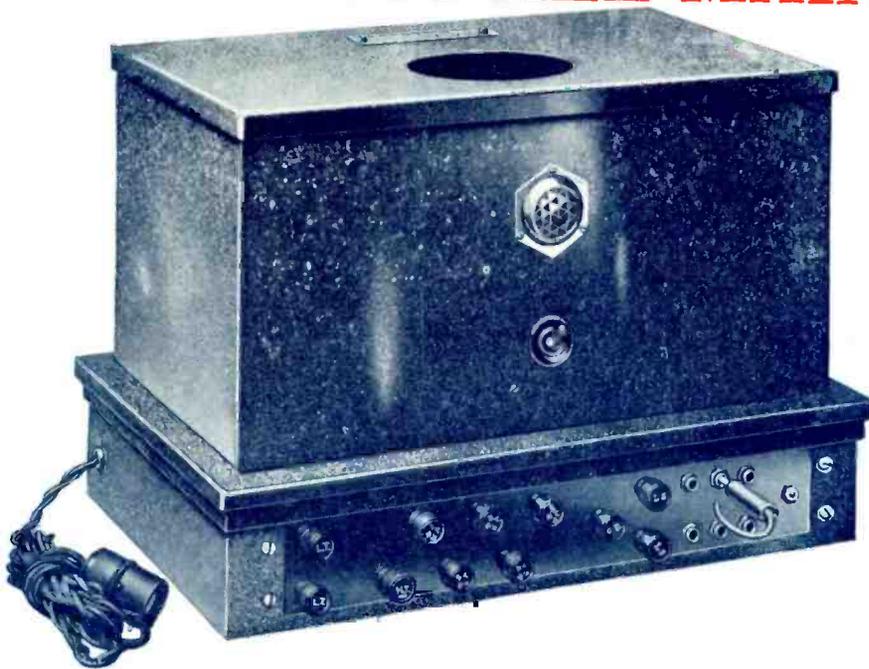
Telephone: Holborn, 8667

**5/6**

General Purpose and  
Power. 7/6  
Super Power 15/6  
Screened Grid 18/6  
Pentode



Are you selling  
**THE LOTUS ALL MAINS UNIT ?**



**Quickest Sales !  
Biggest Profits !**

Show your customers a Lotus All Mains Unit when they ask you about converting their Battery Sets to All Electric.

The efficiency, appearance and price of the Lotus All Mains Unit make it a sure seller and a certain source of profit.

Stock Lotus All Mains Units and take full advantage of the rapidly increasing use of the Mains as a means of power.

For A.C. Mains : Retail Price £7 - 7 - 0, or 14/6 down and 11 similar monthly payments.

*Write for full particulars.*

**Retail Price  
£7 - 7 - 0**

**LOTUS**

**ALL MAINS UNIT**

**GARNETT, WHITELEY & CO., LTD., Lotus Works, Mill Lane, LIVERPOOL**

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

Telephone : Clerkenwell 2580.



RODIN "The Thinker."

Think  
what this means  
to you!

## SILENCE

Having no moving parts the Westinghouse Battery Charger causes no interference with the operation of Radio Receivers or other apparatus.

## SIMPLICITY

Requires no complicated external wiring of accumulators, and calls for no attention after regulating and switching on.

## HIGH EFFICIENCY

Power consumption at full load is 800 watts, representing an efficiency of from 50 to 55% which is maintained even at very light loads.



# The Westinghouse BATTERY CHARGER

provides independent control of four circuits, thus allowing each circuit to be run on either light, medium or full load as occasion demands.

Will charge High Tension, Low Tension and Car Starter Batteries and has a charging capacity of

140 2-volt\* cells per day.

Price **£40** nett trade

or £10 down and 6 monthly payments of £5 - 2 - 7

\*Calculated on average capacity 25 actual A.H.

Full particulars of this and other outfits from the Battery Charging Specialists—

(Wholesale only)

Head Offices and Warehouses:  
**GREAT EASTERN STREET  
LONDON, E.C.2**

126 George Street, EDINBURGH

# Brown Brothers Limited

—Allied Companies—

**THOMSON & BROWN BROTHERS Ltd.**  
BROWN BROTHERS (Ireland) Ltd.

Branches:

Aberdeen, Belfast, Birmingham,  
Bristol, Cardiff, Dublin, Dundee,  
Glasgow, Leeds, London (West  
End), 14-15, Upper Marylebone  
Street, W.1; Manchester, Newcastle,  
and Southampton



Per Set of 14 Names  
**Cellbest Radio Labels**

**THIS SHOWCARD**

Embossed in three colours and strutted for counter display, 9 1/2 in. x 8 in.

Was produced in our recently opened Showcard Department and is being sent to all purchasers of our

**'CELLBEST' RADIO LABELS**

Flex Labels 14 assorted names 6d. per carton.  
 Terminal Labels 16 assorted names 6d. per carton.  
 "Cellwell" 15 assorted Terminal and Flex Labels 6d. per carton.

**TRADE PRICE**

per 3/6 dozen.

We shall also be pleased to receive enquiries from manufacturers and others and to submit designs for Showcards, Price Tickets, etc., to their specific requirements

New Head Offices and Works:—

**CELLGRAVE COMPANY,**  
 6 & 8, Kent House Lane, London, S.E.26

'Phones: Sydenham 4759 & 6334.

**THE LARGEST MAKERS OF RADIO LABELS IN THE WORLD**



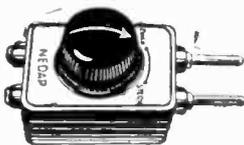
TAKE NO MORE RISKS—SPECIFY "NEDAP" COMPONENTS

TRADE  MARK

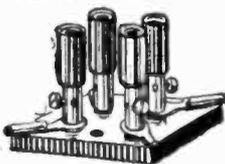
N  
E  
D  
A  
P



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

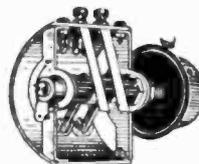


**VOLUME CONTROL**  
 Plug Type or fitted 4 terminals.  
 Retail Price 7/- each



**4-PIN VALVE HOLDER**  
 Retail Price 1/- each  
 Do. without Insulated Pins  
 Retail Price 8 1/2 d. each

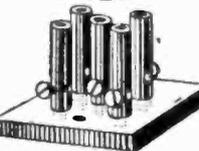
N  
E  
D  
A  
P



**SWITCH (2-pole change-over)**  
 Anti-capacity guaranteed. Practical mounting with large terminals.  
 Retail Price 5/- each  
 Made also in 3, 4 and 5 pole, etc.



**ANTI-MICROPHONIC VALVE HOLDER**  
 Special Phosphor Bronze Nickelled Springs.  
 Retail Price 1/3 each



**5-PIN VALVE HOLDER**  
 Retail Price 10d. each  
 Do. with Insulated Pins.  
 Retail Price 1/3 each

N  
E  
D  
A  
P

ALL ARTICLES FIRST-CLASS BAKELITE AND FULLY GUARANTEED.

MANUFACTURER:

**NEDERLANDSCHE APPARATENFABRIEK "NAFA"**  
 1e SCHINKELSTRAAT 30, AMSTERDAM.

ONLY WHOLESALE AND MANUFACTURERS SUPPLIED.

For trade discount and particulars apply Sole Agent for the United Kingdom:

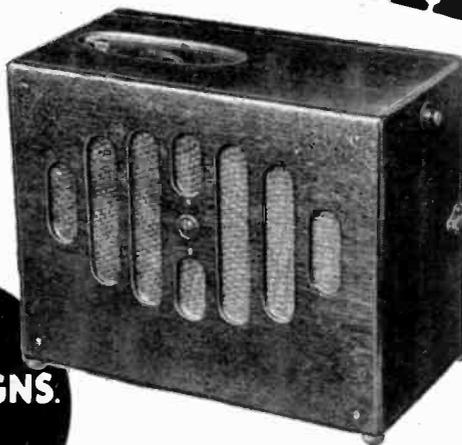
**E. ENDERLEIN** 16 CHARTERHOUSE STREET, LONDON, E.C.1

# REDUCED PRICES THAT MEAN INCREASED SALES

## A big fillip to your radio sales

*By arrangement with the manufacturers, we are marketing the famous "NATIONAL" and "SYMPHONY" 5-valve portable receiving sets at very greatly reduced prices, at special trade terms which will show you the most handsome margin of profit.*

**12** GNS.  
**OAK**



### THE HIGHEST STANDARD OF QUALITY MAINTAINED

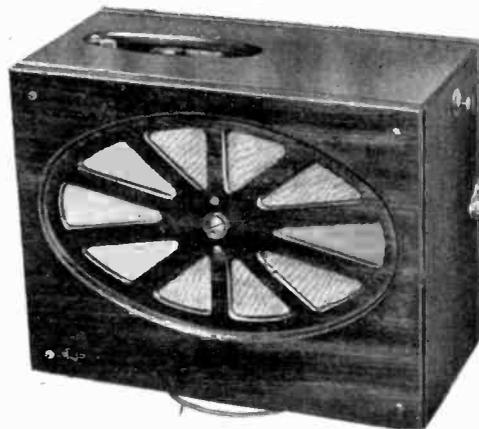
# NATIONAL

Generous discount to the Trade. Substantial advertising support.

Write or 'phone for further information to:

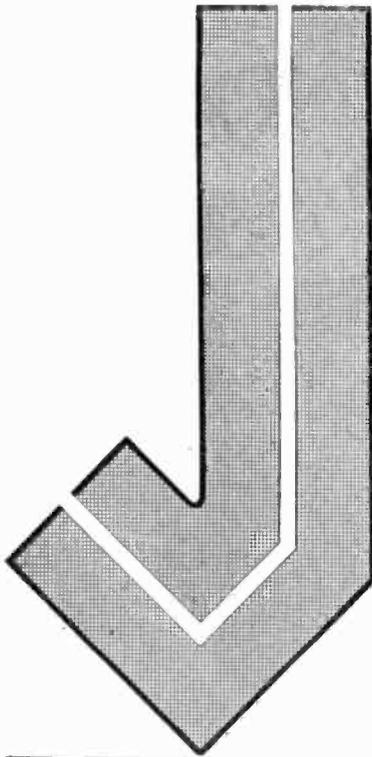
**The BRITISH  
RADIOPHONE LTD.**  
ALDWYCH HOUSE, ALDWYCH,  
Telephone: Holborn 6744. LONDON, W.C.2

*The RIGHT Sets  
At the RIGHT Price  
Backed by the RIGHT  
Sales and Service  
Organisation*

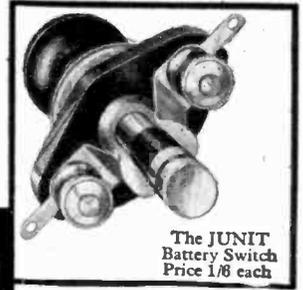


# SYMPHONY

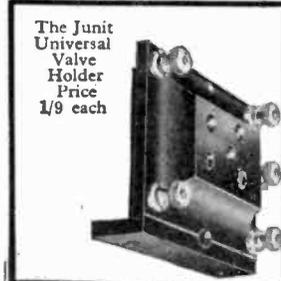
**13** GNS.  
**MAHOGANY**



# JUNIT



The JUNIT Battery Switch Price 1/8 each



The Junit Universal Valve Holder Price 1/9 each

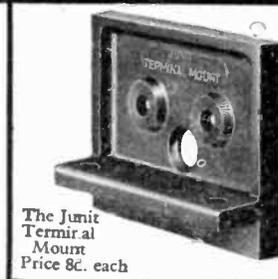
**RADIO FOR THE MILLION**

**THE MULLARD ORGOLA MASTER 3**

The following Junit Components have been specified for this set:

- 2 5-Pin Valve Holders.
- 3 Switches
- 2 Terminal Mounts

- 1 5-Pin Valve Holder and 1 Black knob Switch specified for THE MULLARD MASTER S.G. H.F. UNIT
- 2 Terminal Mounts, 2 Switches and 1 5-Pin Valve Holder specified for THE MULLARD MASTER 2



The Junit Terminal Mount Price 8c. each

**RADIO FOR THE MILLION**

**JUNIT MANUFACTURING COMPANY, LTD.,**

2, RAVENSCOURT SQUARE, LONDON, W.6

Telephone: RIVERSIDE 0274

M.C.3

2 5-Pin Valve Holders specified for THE MULLARD A.C. MASTER 3 CONVERSION

1 5-Pin Valve Holder specified for THE ORGOLA HIGH POWER H.T. SUPPLY UNIT

LONG RANGE

Two Strong Selling Sets

SELECTIVE

# POPULAR

## CABINET THREE



£5 : 15 : 6 (subject)

This set incorporates a unique device to sharpen tuning to any degree of selectivity. The Cabinet is designed to hold all the necessary batteries.

## REGIONAL THREE



4 GUINEAS (subject)

FIXED  
RETAIL  
PRICES  
INCLUDING  
VALVES  
FREE FROM  
ROYALTIES

Completely screened. Cuts out Regional Stations as required, and brings in ALL EUROPE. Size only 7 x 6 x 3 in. Supplied in three finishes, Bronze, Gilt and Black. A unique proposition every Dealer should stock.

**FULLY GUARANTEED FOR ONE YEAR**

Write for Details and Other Price Lists

**THE DANIPAD RUBBER Co., Ltd.,**  
5 & 7, Market Street, Finsbury, London, E.C.2

Telephones: Bishopsgate 7322 & 7323

EFFICIENT

LOW PRICE

# MAINS OR BATTERIES ?

It is a fact that sets will give good results *without* batteries if A.C. Mains are available and your customers can afford a really good self-contained all-mains set.

But it is no less a fact that, for the most faithful reproduction, Exide Batteries remain the best source of H.T. known. Their voltage is absolutely steady, being devoid of variation or ripple. This makes them definitely superior to a separate eliminator used with an existing receiver—a very inferior arrangement to a self-contained all-mains set.

So, for battery-operated sets used where A.C. mains are available, recommend Exide Batteries kept automatically charged with an Exide Trickle Charger. Where there are no A.C. mains then Exide Batteries are the only logical choice. Dry batteries have a short life and then have to be scrapped. Exide Batteries cost less in the long run and give better results all the time.

## EXIDE H.T. BATTERIES

Sizes and Prices  
10-volt units

Type W.J. 2,500 milliamps 5/6  
Type W.H. 5,000 milliamps 6/3  
Type W.T. 10,000 milliamps 12/6

Complete batteries  
in wood crates

Type W.J. - 60 volts - £1 17 = 6  
Type W.H. - 60 volts - £2 6 = 6  
Type W.T. - 30 volts - £2 4 = 0

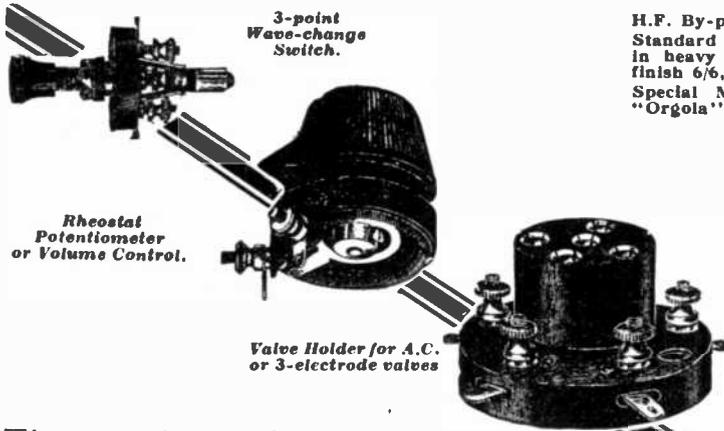
Summer means hard work for portable sets. Advise your customers to prepare for it with Exide Unspillable Batteries



**Exide**  
BATTERIES

**FOR WIRELESS**

Obtainable from Exide Service Stations or your factor. Exide Service Stations give service on every make of battery. Exide Batteries, Clifton Junction, near Manchester. Branches at London, Manchester, Birmingham, Bristol and Glasgow



3-point Wave-change Switch.

Rheostat Potentiometer or Volume Control.

Valve Holder for A.C. or 3-electrode valves

- H.F. By-pass Unit .. .. . 4/6
- Standard 6x6x6½ Screening Box in heavy gauge aluminium, grey finish 6/6, polished .. . 7/6
- Special Mains Transformer for "Orgola" H.T. Supply Unit .. 30/-

218

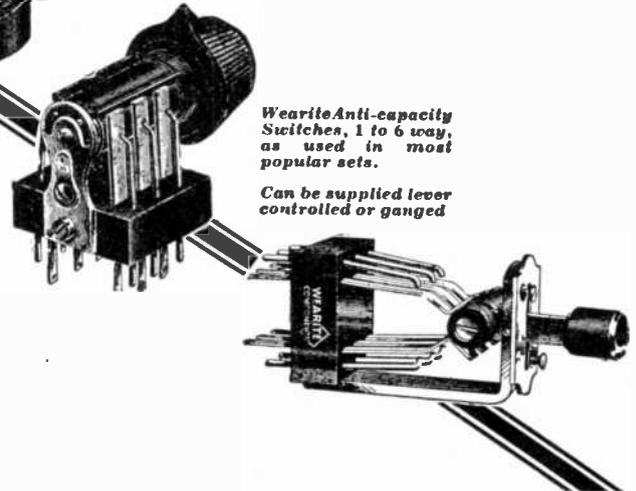
Write for free illustrated lists.  
**WRIGHT & WEAIRE LTD.**  
 740, HIGH ROAD, TOTTENHAM, N.17.  
 Phone: Tottenham 3847/8.

The experience of over ten years successful business is behind all

# WEARITE COMPONENTS

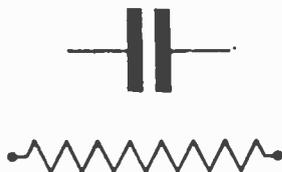
and this is at your service, Mr. Manufacturer and Merchant.

Above are illustrations of some of our lines.



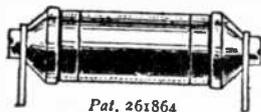
Wearite Anti-capacity Switches, 1 to 6 way, as used in most popular sets.

Can be supplied lever controlled or ganged



AND GRID LEAKS

Serious Trade Enquiries invited from Set Manufacturers



Pat. 261864

TUBULAR CONDENSERS—RESISTANCES—GRID LEAKS

Samples and Quotations Promptly Supplied  
 NOTE.—We do not supply the Retail Trade.

## H. C. DALY

12-14, Ansdell Street, Kensington High Street, W.8

Telephone: Kelvin 9133.

Amazingly low prices are selling these Dario Valves in tens of thousands

SUPER HE 5'6

Bivolt .15 amps.  
Forvolt .075 amps.

Bivolt .15 amps.  
Forvolt .075 amps.

Super DETECTOR 6'6

A super sensitive detector for anode-bend or leaky-grid rectification

SCREENODION 15'6

The Best Screen Grid in the World.

UNIVERSAL RESISTRON 5'6

SUPER POWER 7'6

and the Super Power PENTODION 18'6

HYPER POWER.

Bivolt .3 amps. 9/6  
Forvolt. 15 amps.

Write for a supply of our new Free Folder, together with Showcards.

Impex Electrical Ltd., Dept. W.T., 538 High Rd., Leytonstone, London, E.11  
 Scottish Travelling Representative: Mr. D. C. Fielding, Broomyknowes, Linlithgow, W. Lothian.  
 Irish Free State Agents: Burwoods of Cork.

DARIO VALVES

Best way to all Stations

# THE PORTABLE OF THE SEASON

The *NEW*

# Geisha

No. 3.

**OUTSTANDING IN:—**

**TONE  
VOLUME  
APPEARANCE  
NEW IDEAS.**

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

PATENT STARTING AND STOPPING MOVEMENT.

CARRIES EIGHT 10" RECORDS IN DETACHABLE ALBUM.

PATENT SELF-CLOSING NEEDLE CUP.



RETAIL PRICE . . . . .

**£3/10/-**

*Subject to usual Trade Discount.*

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

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

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



**for delivery  
ex stock**

Five valve, self-contained Portable,  
complete with Royalties and all  
equipment at the new reduced price:

**£19-19-0**

\*

**THE**



**PORTABLE**

for immediate delivery order  
from

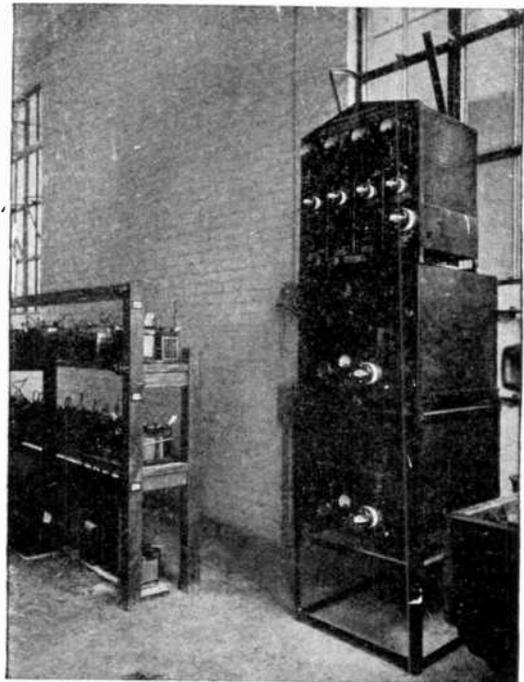
**L. E. S.  
DISTRIBUTORS LTD.**

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

A 8

**THE**  
**WESTINGHOUSE**  
**WAY**  
**THE**  
**WISEST**  
**WAY**  
**OF BATTERY CHARGING**  
**FROM A.C. MAINS**

because there are no moving parts, valves or filaments, chemicals or liquids in a Westinghouse Battery charging set—in other words, there is nothing to wear out or needs periodical replacement.



*A Westinghouse 4-circuit Charger in service at Messrs. Withers & Co's. Garage, Edgware Road, London.*

Sets with any D.C. output can be furnished—including the popular 4-circuit set, which supplies all the requirements of a small charging station from car batteries to high-tension wireless batteries.

Send for pamphlet S.F.11e5.

**THE WESTINGHOUSE BRAKE  
AND SAXBY SIGNAL CO., LTD.**

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

# BROWNIE DEFERRED PAYMENTS BRING SUMMER SALES . . .



## BROWNIE 2 VALVER

The low price set with the nation-wide reputation for efficiency. Absolutely complete—absolutely fool-proof. Cash price, including royalty, 2 Cossor New Process Valves, long life batteries, and full 10" cone speaker, ready for listening in, only £6 10 0.



## BROWNIE DOMINION 3

An amazing three-valver that simply bristles with selling points. Contained in a solid mahogany Cabinet, complete with 3 Cossor New Process Valves, built in long life batteries and bakelite protected components. Cash price, complete with full 10" cone speaker, and including royalty, £10 15 0.



## BROWNIE DOMINION CONSOLE

Completely self-contained in a large, handsome, solid mahogany cabinet. Its cash price, including royalty, 3 Cossor New Process Valves, long-life batteries, 4-pole balanced armature speaker and best quality components, all built in, is only £12 12. Without valves and batteries (including royalty) £9 15.

The Brownie deferred payments scheme brings satisfied customers to your counter all the year round. When you can sell the Brownie Dominion Console, for instance (worth every penny of its cash price of 12 guineas) for only 22/6 down, Summer becomes the season of sales. NOW . . . get these sets from your Wholesaler . . . display them—demonstrate them—and **SELL** them!

# BROWNIE

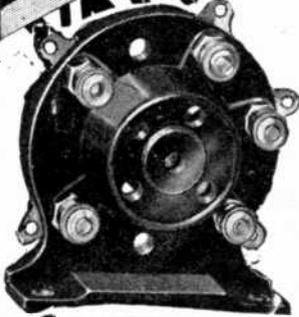
Send for striking window bill in colours, and display material, to:

**BROWNIE WIRELESS CO. (G.B.) LTD., Nelson Street Works, LONDON, N.W.1**

# W.B. VALVE HOLDERS

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

1/3



**W.B. UNIVERSAL VALVE HOLDER**

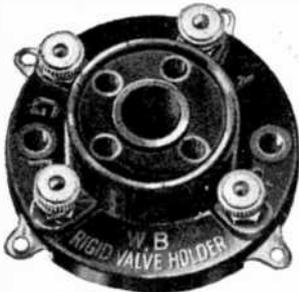
This ingenious product holds the valve in a vertical or horizontal position, thus making it ideal for cramped or awkward spaces. The patent expanding sockets grip the valve pins and ensure good contact. For solid or resilient pins. Price 1s. 3d.



**W.B. 6-PIN VALVE HOLDER**

The increasing popularity of A.C. valves has made this a good seller. Well made and finished. Its patent expanding leg sockets grip solid or resilient pins equally well and make efficient contact. Price 1s. 3d.

1/3



**W.B. RIGID VALVE HOLDER**

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

**TWO NEW W.B. VALVE HOLDERS.**

**5-Pin A.C. Type for Set Manufacturers**—designed for sets where space is limited. Only slightly larger than Valve base. Fitted with the W.B. special spring patented contacts. Brown bakelite finish.  
**4-Pin American Type (For Export)**. Special Spring patented contacts—brown bakelite finish. Complete with terminals. Special prices on application.



To Manufacturers  
We invite manufacturers to apply for our terms, and to send particulars of any special types required.



## WHAT'S BEHIND THE KNOB ?

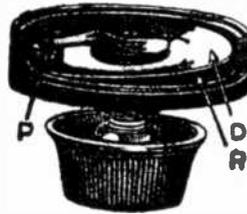
The volume control you sell may seem like a small thing to you . . . and yet that little unit behind the knob can either make or break the satisfaction of your customers.

When they make their set it may work fine, but what will they say after a few months when noise, both mechanical and electrical, develops . . . as well as an unevenness of control? The signals come through in "spurts" and volume is almost impossible to control. What then?

Here's the answer: Be sure the volume control has "Centralab" stamped on the back.

And here is why: Centralab precision controls give a perfect control smoothly and evenly . . . the exclusive rocking disc construction is insurance against any change in the resistance as well as against the development of mechanical or electrical noise.

Write for complete Lists of Centralab Potentiometers, Modulators, Giant Power Rheostats, Power Potentiometers, Modulator Plugs, etc.



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

**The Rothermel Corporation Ltd.**

24, Maddox St., London, W.1

'Phone Mayfair 0578/9

# Centralab

**WHITELEY BONEHAM & CO., LIMITED,**  
Nottingham Road, Mansfield, Notts.

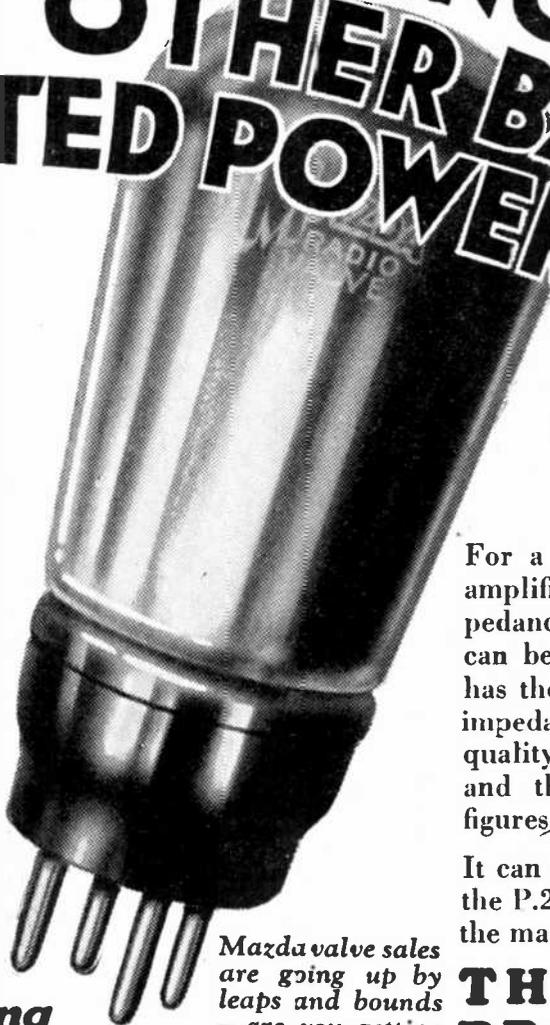
Telephone: Mansfield 762. Telegrams: "Whitebon, Mansfield."

London Office: 21 Bartlett's Buildings, Holborn Circus, E.C.4.

Telephone: Central 8745 (3 lines).

Northern Distributors: W. E. Beardsall & Co., Ltd., Victoria Bridge, Manchester.

# A HIGHER CONDUCTANCE MUTUAL THAN ANY OTHER BATTERY-HEATED POWER VALVE.



**P. 240  
PRICE  
15/-**

*With Mazda valves in all positions your set will give a performance many times better than before.*

*Mazda valve sales are going up by leaps and bounds—are you getting your share of the big business?*

**The Amazing**

# MAZDA RADIO VALVES

For a given type of valve the higher its amplification factor and the lower its impedance the better the performance which can be expected of it. The Mazda P.240 has the highest magnification factor for its impedance of any 2-volt power valve. This quality is expressed as mutual conductance and the higher the mutual conductance figures the better the valve.

It can therefore be truthfully claimed that the P.240 is the finest 2-volt power valve on the market—without exception.

## THESE FIGURES PROVE IT . . .

Amplification Factor . . . . .	7
Anode A.C. Resistance (ohms) . . . . .	1,900
Mutual A.C. Conductance (MA/V) . . . . .	3.7



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

# EDISWAN

# BARGAINS FOR CASH BUYERS

## 2000 MODERN WIRELESS SETS



**2-Valve Sets** in beautifully polished oak cabinets, with all leads clearly tagged. Space to insert your own name on panel. Each, net cash **25/6**

**3-Valve Sets** as above, but in larger cabinets. Each, net cash **35/6**

*(Small quantities carriage and packing 2/6 each extra.)*

**Short Specification.** Very efficient receivers, giving excellent loud-speaker reproduction and selectivity. A thoroughly well-made and finished article. Long and short wave stations by turning a switch. First-class components.

**SELL THEM WITH YOUR OWN NAME AT YOUR OWN PRICE.**

CARRIAGE PAID ON ORDERS OF 12 OR MORE.

*Write, 'phone or call at once. Cash with order only.*

**ARTHUR G. HEROD & CO.**

**115/117 CANNON ST., LONDON, E.C.4**

*Telephone No. : Mansion House 7249.*

### COUPON

ARTHUR G. HEROD & CO.

Please send me ..... 2-Valve Sets } for  
..... 3-Valve Sets }

which I enclose £.....  
*(Carriage and packing free on orders of 12 or more.)*

Name .....

Address .....

# CONDENSED CHATS

By  
**DOCTOR  
DUCON**



## No. 1 FACTS ABOUT MICA CONDENSERS

The most important things in designing fixed Condensers are to ensure constant capacity and to provide against all sorts of climatic conditions. If these points were not provided for, totally unsatisfactory condensers would result.

Small capacity Mica Condensers such as are used in radio sets and amplifiers must have special care, because the whole performance of an otherwise fine set can be completely ruined by only one faulty condenser.

Dubilier type 610 and type 620 condensers are designed and manufactured with the utmost care. They are specially clamped to avoid change of capacity and hermetically sealed to combat climatic conditions, you can therefore be certain that, with Dubilier Condensers in your set, its performance will be remarkable and you are certain never to suffer from Condenser breakdowns. Specify Dubilier for your next set.

- Types 610 and 620
- '00 :05 to '0099 2/6
- '001 to '006 3/-
- '007 to '009 3/6

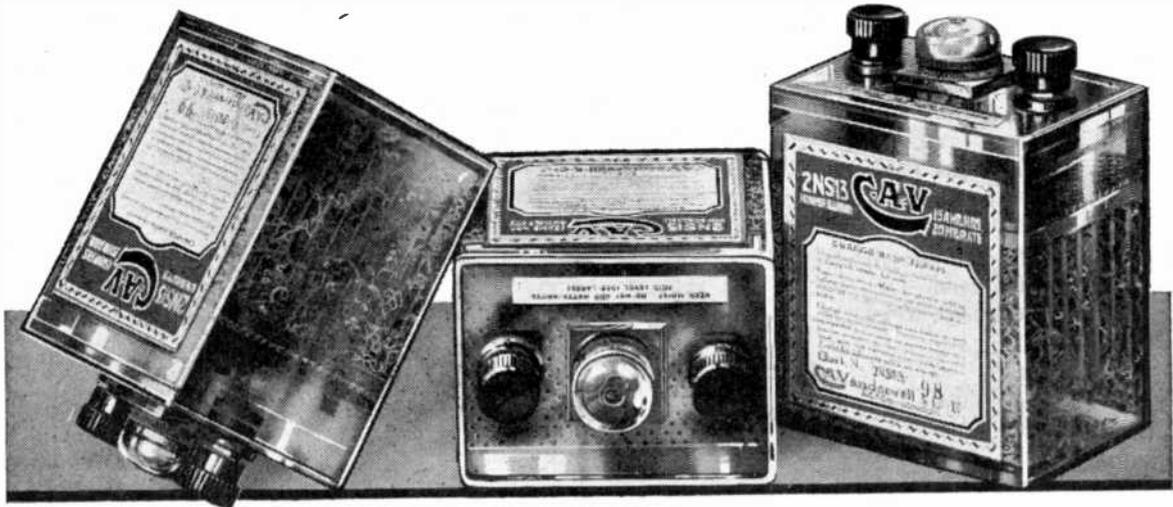
# DUBILIER CONDENSER CO. (1925) Ltd.

DUCON WORKS, VICTORIA ROAD, N. ACTON, LONDON, W.3



**ALL POSITION**

**NON-SPILLABLE**



**THE PERFECT BATTERY FOR ALL PORTABLES**

It is only natural that the C.A.V. Jelly Acid Battery should have its imitators. It is a compliment that reflects the marvellous success of a battery already standardised in many popular portable sets, and which is invariably recommended in the constructional articles of the Wireless Press. The preparation of the special C.A.V. Jelly Acid remains the secret of our chemists, however, and is not to be found in any other battery.

Its use in conjunction with the special container provides a battery which is the lightest and most compact obtainable. It gives maximum capacity in any position, and is absolutely unspillable.

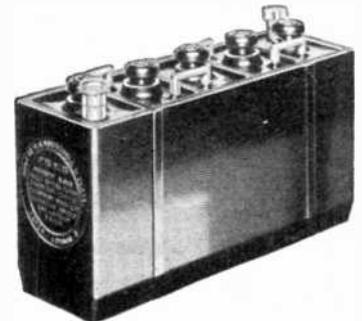
It is the Battery for every portable set.

*Supplies of special C.A.V. folders dealing with the Non-Spillable Battery and H.T. Accumulator will gladly be forwarded upon request to Dept. G.4.*

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



The C.A.V. H.T. Accumulator. Built like a Car Battery



We shall be glad to send you particulars of the C.A.V. H.T. Accumulators supplied in 10-volt units or 30-volt groups of 2,500, 5,000 and 10,000 milliamp hours capacity. This entirely new and original H.T. is suitable for all classes of Receivers.

*The Original Jelly Acid Battery*

**CHEAPEST HOUSE in the TRADE**



COPPER  
**AERIAL WIRE**  
PLAIN AND ENAMELLED  
ALSO ALUMINIUM AND BRONZE

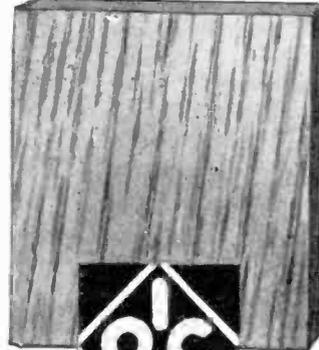
Large Stocks of  
*Tinned Copper Wire  
Enamelled and D.C.C.  
Brass Terminals, Screws,  
Nuts, Stamped Parts, etc.*

Buyers are invited  
to send for our  
complete catalogue.

**LONDON METAL WAREHOUSES LTD.**

Hill Street, Pockock Street, Blackfriars Road, London, S.E.1  
Departments:—Wireless Brass Parts, Copper Wire, etc.,  
Brass & Copper, Sheets, Tubes, Rods, etc., Brass Foundry.  
Telegrams & Cables: "Stebraware, Sedist, London."

**"IOCO"  
PANELS  
ARE IN GREAT DEMAND.**



Send for Trade Terms.

The IOCO RUBBER &  
WATERPROOFING Co., Ltd.,  
Netherton Works, Annesland,  
GLASGOW, W.3.

IOCO "Formapex" Wireless Panels are of the highest grade, bakelite type, and are guaranteed to satisfy the most exacting demands of high frequency circuits, having exceptionally high surface resistivity and dielectric strength. Here are a few other points:—

1. Can be easily drilled, tapped and machined.
2. Will not soften or warp with heat.
3. Are unaffected by dilute acids, alkalis or ozone.
4. Can be had in any thickness and any required dimensions up to 48" x 24".
5. Supplied BLACK or MAHOGANY.
6. Superior to Ebonite.

**Your  
Passport**

DON'T HESITATE to enter into conversation when anyone says "I believe in Passports."

Both you and your customer receive full satisfaction from the sale of a "Hart Collins" — "PASSPORT" S.G.4 PORTABLE

Write for Prices and Terms.  
**HART COLLINS LTD.**  
38a, BESSBOROUGH STREET, S.W.1.  
Telephone: Victoria 3738.



**FAULT FINDING MADE EASY**

This Testaset is fitted with an adaptor enabling each stage in a set to be tested without disturbing any connection.

The Moving Coil dead-beat instrument has a resistance of 100,000 ohms, and the following readings are available.

- |                 |            |                     |
|-----------------|------------|---------------------|
| 0-500 m. Volts. | 0-5 m.a.   | Resistances from 20 |
| 0-5 Volts.      | 0-10 m.a.  | ohms to 6 megohms.  |
| 0-125 Volts.    | 0-50 m.a.  | Valve               |
| 0-500 Volts.    | 0-500 m.a. | Characteristics.    |
|                 | 0-1 amp.   | No external shunts. |

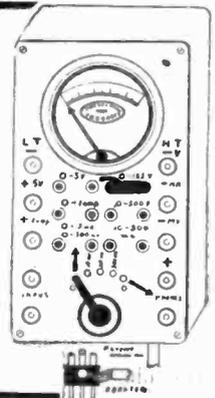
Price £4 15s. 0d., subject.

**STEP-BY-STEP WIRELESS**

A complete course of instructions for Wireless Engineers, embracing theory and practical design in a form easily understood by the ordinary trader.

Send P.O. 1/ for 1st four weeks.

Clifford Pressland, A.M.I.E.E., Hampton-on-Thames



**JUNR.**

FROM STOCK  
TERMINALS, SCREWS,  
NUTS ETC.

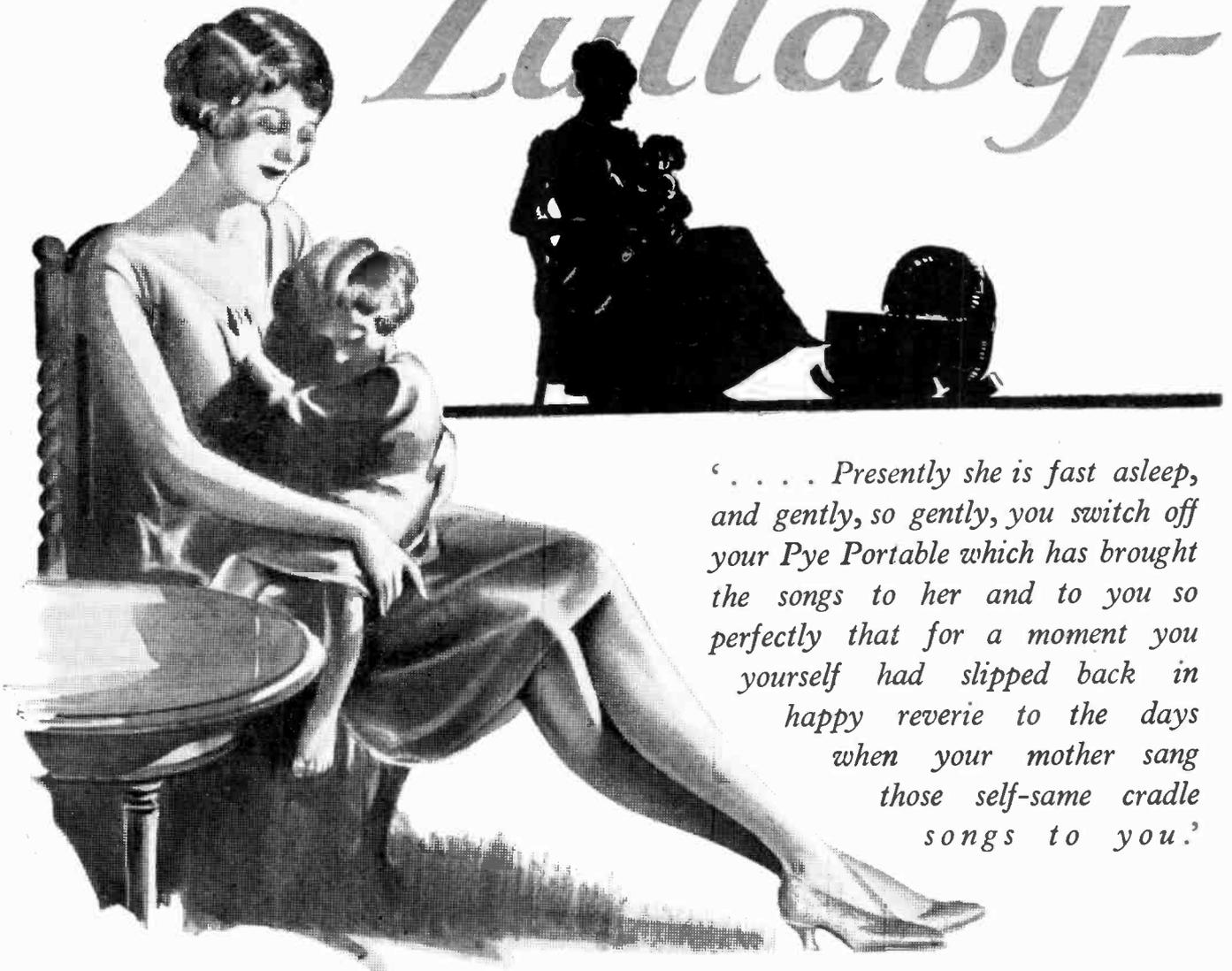
**Ralph Prideaux**  
Junnr.

101, Hatton Garden,  
E.C.1

'PHONE:

HOLBORN 6244

# Lullaby-



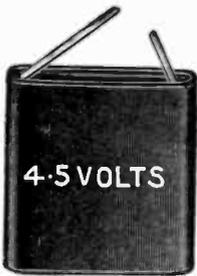
*‘ . . . . Presently she is fast asleep, and gently, so gently, you switch off your Pye Portable which has brought the songs to her and to you so perfectly that for a moment you yourself had slipped back in happy reverie to the days when your mother sang those self-same cradle songs to you.’*

Take the full advantage of the sales which are being created by the present series of Pye advertisements. Show Pye Receivers in your window. Demonstrate that radio does come to life in the home when reproduced by Pye. Maintain your winter turnover right through the summer by selling the Pye Portable. Sell a Pye Battery Eliminator to every Pye Portable user.



**PYE RADIO—MADE IN CAMBRIDGE**  
 PYE RADIO LTD., Sales Organisation, Paris House, Oxford Circus, London, W.1

# THURINGIA BATTERIES



Quality Unrivalled.  
Record Life in Use.  
Longest Guarantee.

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

SOLE AGENTS:

**E. H. MAISNER & CO. LTD.**  
4 Attneave St., Farringdon Rd.,  
LONDON - - - W.C.1

OLDEST MANUFACTURERS,  
HUGO FALK,  
G.M.B.H.  
TABARZ



# READIRAD

**British Built  
COMPONENTS**  
for  
**British Set Builders**



**DIFFERENTIAL CONDENSER**  
Compact, efficient, neat. Bakelite di-electric.

Write for Quantity Quotations.

## Ready Radio

159 BOROUGH HIGH STREET, LONDON, S.E.1

Phone Hop 5555

# TONEX TONATUNA

*Radiates Profits*

**RETAIL PRICE: 21/-**

There's good profit in this line for you. The "Tonatuna" is a tried favourite and gets sales by recommendation.

The Aerial Coil, wound with blue silk-covered copper wire upon a 16-rib moulded Bakelite former, gives an air-spaced, yet almost cylindrical coil. Reaction is controlled by a 4-in. Ormond dial and is sweet and accurate.

A switch in centre of knob changes from long to short waves. One hole fixing.

'Phone: 1368. 'Grams: "TONEX" BL'KPL.

**THE TONEX CO.,**  
Walker St., Blackpool, Lancs.

# TANNOY Mains Units

means **FREE RADIO**

Tannoy mains units are now available, for practically any set. Either for A.C. or D.C. mains of any voltages.

H.T. 120v @ 10.15 m/amps from £2 17 6  
L.T. for 2, 4, or 6v £2 12 6

New models for Portable and any type of suitcase receiver (incorporating Westinghouse Rectifier)

H.T. 120v @ 15/ m/amps. from £3 15 0  
L.T. for 2, 4, or 6v @ 5 amp. £1 19 8

all models made for immediate installation simply  
**'SWITCH ON' THAT'S ALL.**

Write for illustrated lists to:—  
**TANNOY PRODUCTS**  
17, DALTON STREET, S.E. 27.

Type P.2. £3 - 15 - 0 (complete)

L.T. #1 - 19 - 6 (complete)

---

---

---

# WARNING



---

---

---

## LOUD SPEAKER UNITS

---

---

---



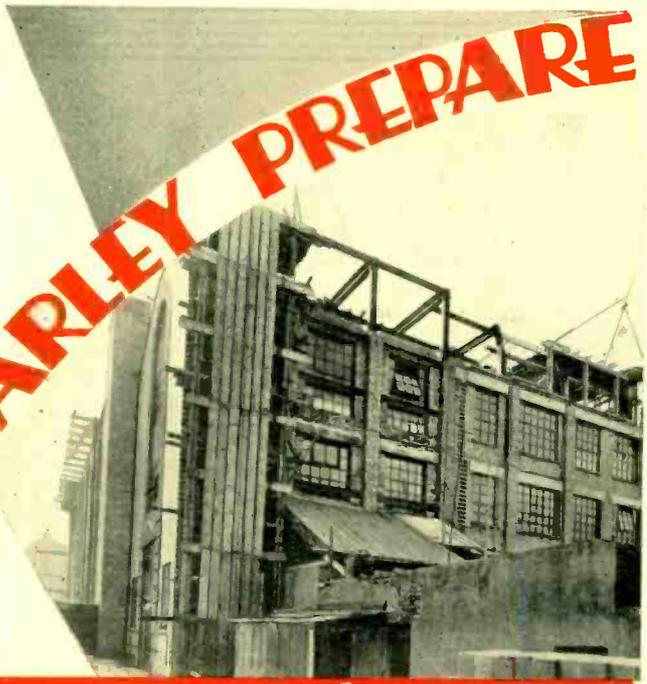
*IT* having come to our notice that certain of our Loud Speaker Units are being sold below the price fixed by us and also that imitations of our units are being put on the market, we hereby give notice that our Loud Speaker Unit is protected by

 Registered Design No. 743916 & Patent Application No. 7146/29 which has now been accepted by the Government Patent Office, and we shall in future take steps to prevent any abuse of our rights.

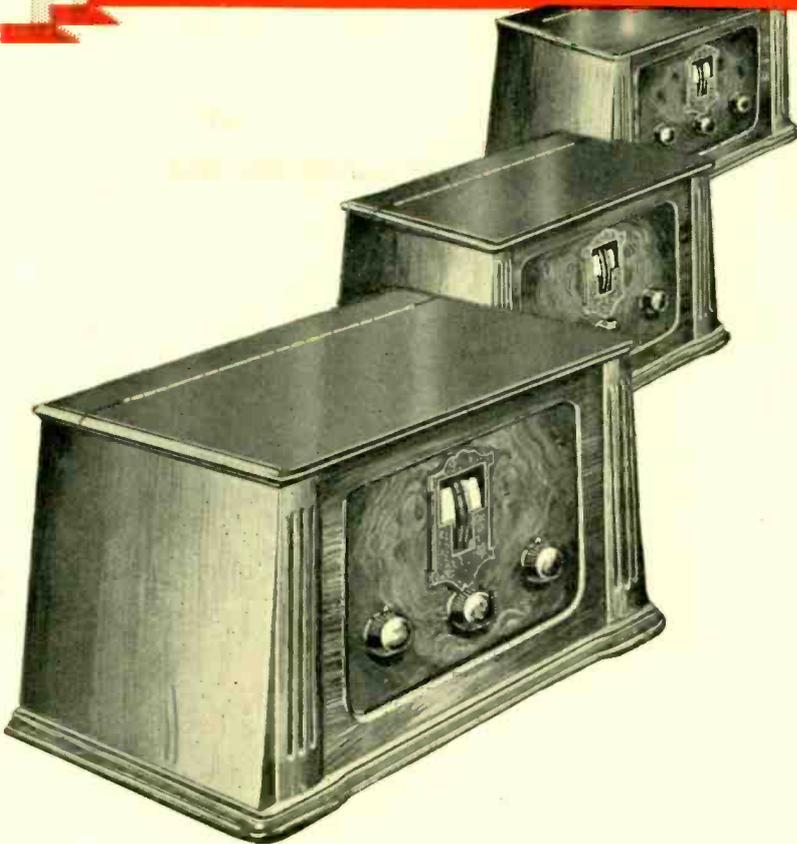
THE ORMOND ENGINEERING CO., LIMITED,  
ORMOND HOUSE, Rosebery Avenue, LONDON, E.C.1.  
Phone: Clerkenwell 5334-5-6 & 9344-5-6. Telegrams: "Ormondengi, Smith."



**VARLEY PREPARE**



**LARGE SCALE MANUFACTURE**



There is really big business ahead for VARLEY. Next season will prove VARLEY to be right in the forefront of fast-selling sets. New extensions have been made to the Varley works to bring production methods up-to-date in preparation for next season's demand. For VARLEY QUALITY is beginning to tell — repeat orders keep coming in from successful dealers who stocked Varley Receivers last season. For big sales next season—VARLEY

VARLEY ALL-ELECTRIC  
THREE-VALVE RECEIVER  
(A.C or D.C.) Price 25 GNS.  
Royalty 20/- extra



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

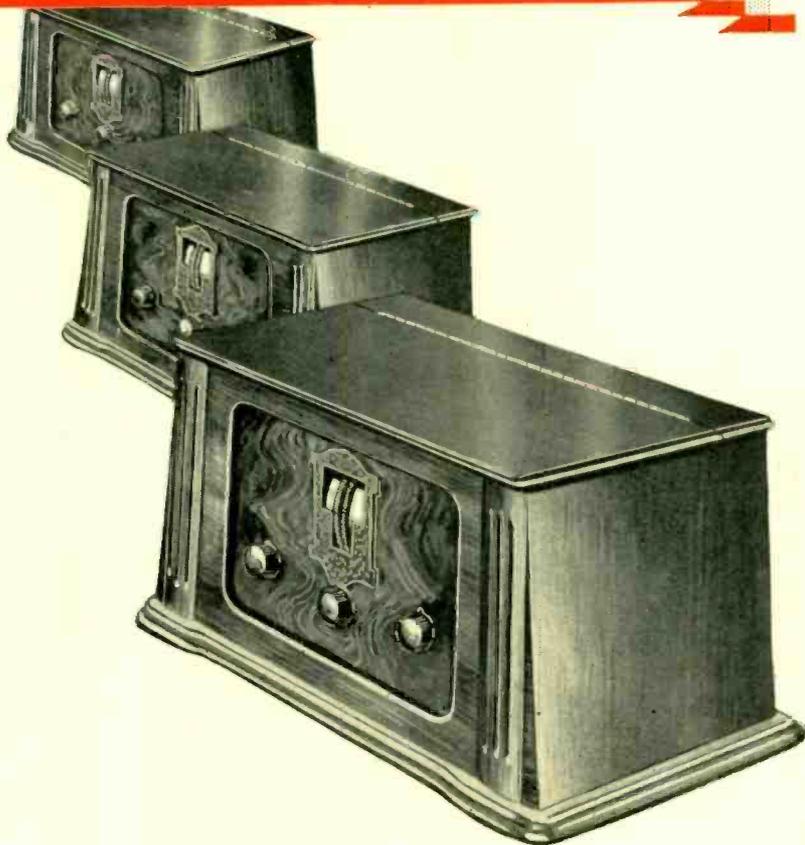


## IN EXTENDED FACTORIES

In one of many enthusiastic letters, a user of Varley Components writes to say that **THREE** of his friends have built Varley R.C. Couplers and Transformers into their sets on his recommendation. "I shall do the same again" he says. And read what this user of a Varley All-Electric set says: "The results obtained from this instrument are really remarkable . . . I shall have no hesitation in recommending your good name to my friends." That's what your customers think of Varley quality!

**VARLEY ALL-ELECTRIC  
TWO-VALVE RECEIVER**  
(A.C. or D.C.) Price 16 GNS.

Royalty 15/- extra



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

# SEPARATE THOSE STATIONS



**A**N essential accessory under the modern Regional Scheme conditions whereby sets which are now incapable of separating transmissions may be made highly selective.

An adjustable device permits this instrument to be successfully used with various types of aerial tuning arrangements and all sizes of aerials.

Of neat appearance, enclosed in a polished mahogany case.

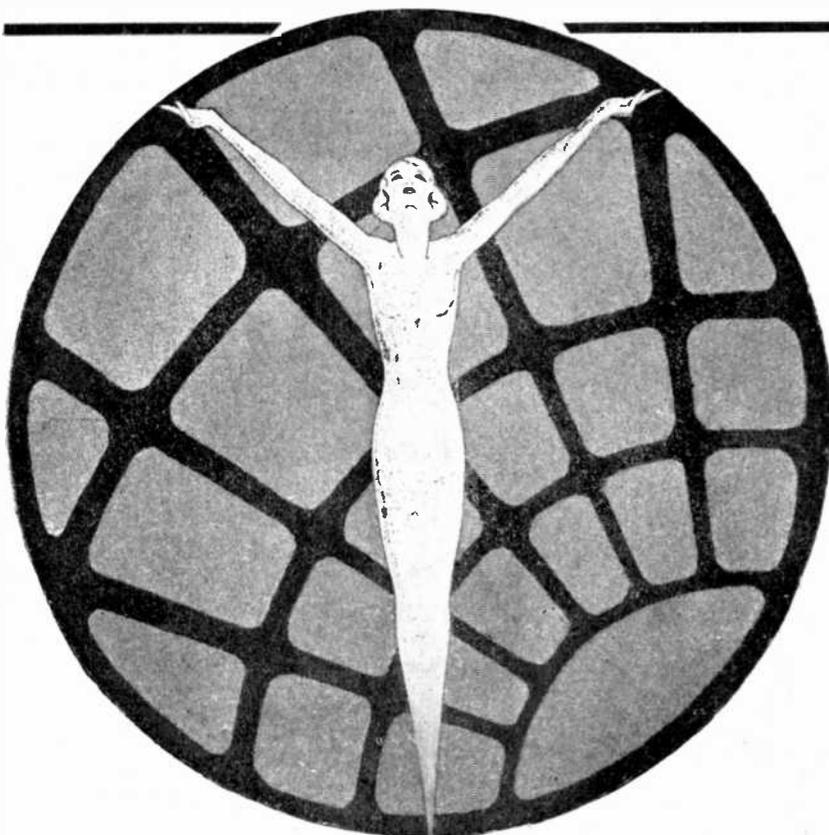
Cat. No. 435.

**PRICE 22/6**

*With the*

# EDISON BELL

## STATION REJECTOR



# THE LURE of the ETHER

Public interest in world-wide broadcasting calls you to stock the receiver that will give the greatest variety of programmes at will. The ultra selectivity of the McMichael Super Range Portable Four is the key to satisfied customers. It will bring in the station desired with a power of volume and beauty of tone hitherto unrealised.

This magnificent Portable is perfected to a fine degree—the result of many years of radio research. Not only accomplishing a most satisfactory performance, but possessing the additional advantages of real portability and refined appearance, the McMichael 1930 Super Range Portable Four proves absolutely supreme.

### Here are some outstanding details:

1. Screened Grid Amplification rendering the set highly selective and wide in range.
2. Single dial tuning and volume control making simplicity the keynote of its operation.
3. Low battery consumption ensuring economy of upkeep.
4. Fitted in a handsome furniture hide suitcase with patent locking clips which makes the set not only extremely convenient for picnics and parties, but quite suitable for the most luxurious surroundings.

Read this, one of many unsolicited testimonials

Dear Sirs,

I am the possessor of one of your Super Range Portable Four Receivers, and it is with the greatest pleasure that I write to wish you continued success in the manufacture of this magnificent instrument.

It may be of interest to you to know that a few evenings ago, between the hours of 7.30 and 8.45, I tuned in no less than 49 stations. Twelve were on the long wave and 37 on the medium, besides several weaker stations which up to the present I have been unable to definitely locate.

I may say that I was working the Receiver in just the ordinary manner without making use of any external aerial or earth whatever.

I trust the above details will be of interest to you, and wish you every success.

Yours very truly,

R. S. B.

## The McMICHAEL 1930 SUPER RANGE PORTABLE FOUR

Owing to the high degree of selectivity in this, and our other Screened Grid Portable Receivers, we are able to guarantee complete selectivity between all main B.B.C. stations under the new scheme of wavelengths, as proved by an actual test under the twin aeriols at Brookman's Park, when both programmes were received separately without interference, and in addition a number of other British and foreign stations. This test was made on a standard "Super Range Four" receiver, under an independent Press observer, and was repeated at half-mile intervals with similar results.

Special facilities are offered to the Trade for the selling of these sets by means of our special "Deferred Payments on Hire Purchase Terms" system. Get a demonstration set to-day—it will prove a real selling factor in your store. Write for full details.



## L.M<sup>c</sup>MICHAEL LTD

Manufacturers of Wireless and Scientific Apparatus  
**WEXHAM ROAD, SLOUGH, BUCKS.**  
 Telephone: Slough 441-442      Telegrams: Radiether, Slough.  
 London Showrooms: 179 Strand, W.C.2—Telephone: Holborn 2466

RETAIL PRICE **22** GNS.

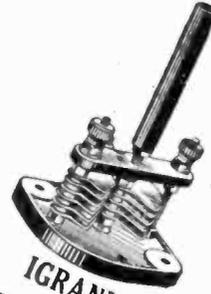
(Including all Equipment and Royalties)

# 'IGRANIC' COMPONENTS

KNOWN FOR QUALITY AND PRECISION

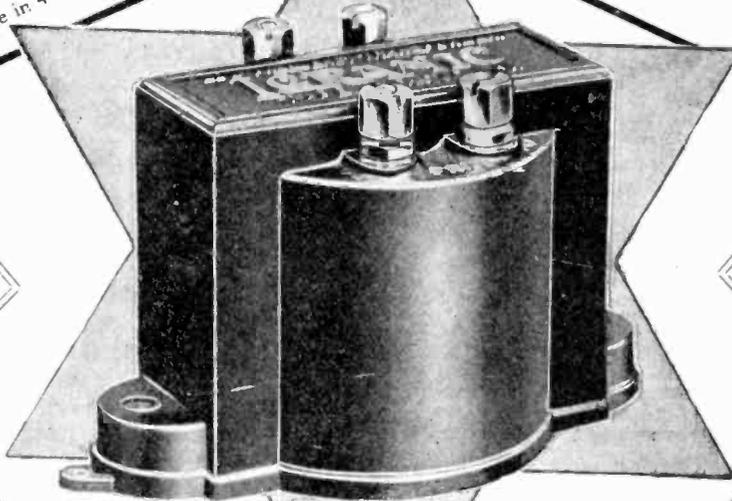


**IGRANIC SHORT WAVE COILS**  
 PRICE from **2/6** each  
 Made in 4 sizes, 2, 4, 6 & 9 turns



**IGRANIC**  
 Baseboard Type MICRO CONDENSER  
 PRICE **4/-**

Price  
**17/6**



Type "J"

L.F. Transformer

Price  
**17/6**



**IGRANIC**  
 SWITCH ADAPTOR. For connecting  
 pick-up to radio set without altering existing  
 wiring  
 PRICE **6/-**



**IGRANIC FIXED CONDENSERS**  
 Low in price, but high in efficiency.  
 PRICE from **1/3** each.



May we send you  
 particulars?  
 Send your request to  
 Dept. T.150.

149 Queen Victoria Street, LONDON

Branches:  
 Birmingham, Bristol,  
 Cardiff, Glasgow, Leeds,  
 Newcastle, Manchester.

# RECTIFYING VALVES

## A CERTAIN SOURCE OF PROFIT



Owing to the rapid development of all-electric radio, Rectifying Valves offer you an ever increasing market if you have stocks to meet the demand. Philips make rectifying valves for all voltages up to 4,000 and all currents up to 40 amps. Specify Philips Rectifying Valves for every type of all-electric receiver, battery eliminator, amplifier, transmitter and whenever D.C. is required from A.C. mains. Type 1821 (illustrated) is a new full-wave rectifier with a max. anode voltage of 250 and an output of 60 m/A. The filament takes a current of one amp. at 4 volts. **PRICE 17/6**

# PHILIPS

## RECTIFYING VALVES

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

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

*Arks R*

# Summer Boom ANNOUNCEMENT

## Increase of Trade Profit

# 37½%

This important concession should do much to encourage Wireless Traders to push the sales of Aeonic Wireless Sets and thereby help to overcome the wireless slump hitherto inseparable from the summer months.

# 30%

**A set that will overcome the Summer-time Wireless Slump**

**THE NEW AND IMPROVED "AEONIC" 1930 STANDARD SUITCASE 5-VALVE PORTABLE**

FOR MAINS OR BATTERY POWER.

IN REAL HIDE CASE.



## The WIRELESS SET for SUMMER and WINTER

Here is another development we hinted at last week—a Wireless Set that will do much to overcome the summer-time slump. It is a dual purpose set—perfect in every way and sold at a price within the reach of all. Everyone with a car—everyone who enjoys picnics, etc.—or who merely loves sitting in his own garden—will find the Aeonic Portable just the set for which he has been looking. Then—the cold weather—connect it to the mains—perfect reception—'midst the family circle. Such a set must surely appeal to thousands of your customers. Hire purchase terms on application.



COMPLETE WITH BATTERIES FOR OUTDOOR PORTABILITY

COMPLETE WITH MAINS ATTACHMENT FOR INDOOR OR WINTER USE

**£16-16-0 £22 Gns.**

*Aeonic Portable  
5 Power Unit  
fits into Battery  
Compartment*

# AEONIC

*Wide range of  
programmes  
— and every  
station.*

**AEONIC RADIO LTD., AEONIC WORKS, HORLEY, SURREY.**

Telephone :  
HORLEY 400

SWITCHGEAR AND RADIO MANUFACTURERS

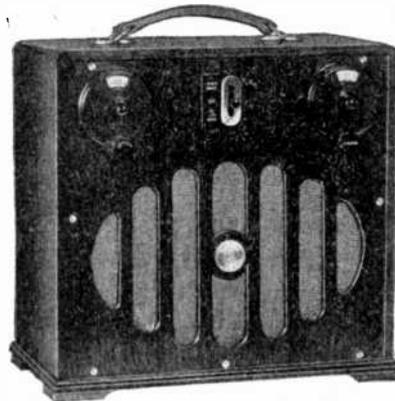
Telegrams :  
AMMETER, HORLEY

“ **THE** ”

# SERVIS

**BRITISH MADE**

**Table Model  
“Straight  
Three”**



**Remarkable  
Efficiency &  
Selectivity**

## A COMPETITIVE MARVEL

*comprising*

**Self-contained Loud Speaker, Three Valves,  
Batteries and Accumulator, highly finished  
polished case**

**PRICE £5-12-6 COMPLETE**

(ROYALTIES FREE)

*Subject to Liberal Trade Discounts*

---

**A SAMPLE SET IS AT YOUR DISPOSAL**

---

Guaranteed 12 Months — Free Service

CAN BE SUPPLIED ENGRAVED WITH YOUR OWN TRADE NAME

*Ask for our illustrated Catalogue of Suitcase Portables, Screened Grid Portables,  
Transportables, Table Models, All-Mains Receivers and Radio-Gramophones*

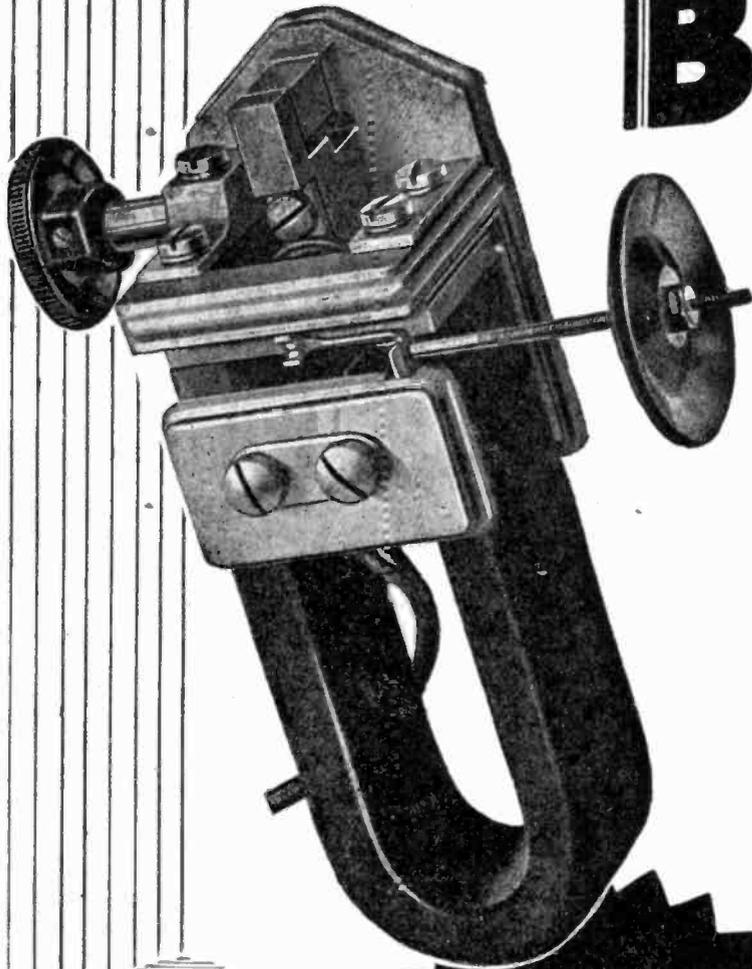
**HARRIS, WILLIAMS (Mftrs.) LTD.**

5 NEW ZEALAND AVENUE, BARBICAN, LONDON, E.C.1

Telephone : National 5594

Telegrams : Elegaslite, London

# TWO NEW BLUE



## 66P - THE BETTER UNIT

All who have heard the famous 66 K Unit will agree that the results were so good that an improvement would be very difficult. But we can now say very triumphantly that the P Unit is not only an improvement on the K Unit but is also a big step forward in the development of loud-speaker results.

Into this Unit has been built all the improvements which two years intensive research work has discovered and established. We have designed and patented an entirely new method of moving the anchor between the four poles, and this improvement is incorporated in the 66 P Unit. The adjustment is now so micro-metrically precise that it is now possible to position the anchor to the *exact* position—that is, the position indicated by the latest theoretical data as necessary to obtain the best results.

Not only does this development result in greatly increased sensitivity, it also gives a much larger range of musical frequencies. The rich beauty of the lower bass is now reproduced with its full complement. And the upper register which determines so largely the *character* of both speech and music are reproduced with the utmost fidelity.

Blue Spot Power Unit Type 66 P	
Blue Spot Major Chassis Type 37 P	15/-
Blue Spot Special Chassis Type 31 P	10/6
Blue Spot Minor Chassis Type 28 P	9/-
Permissible D.C. Current	30 m/a
D.C. Resistance	1,000 ohms

**27/6**



**66P**

**F. A. HUGHES & CO., LIMITED**

# SPOT TRIUMPHS!

Blue Spot  
TRADE MARK

## 66R—BLUE SPOT'S MASTERPIECE

This wonderful Unit has been designed to handle the enormous outputs obtainable from modern receivers using super power valves. By means of a patented device the Unit is capable of handling outputs that would shatter the ordinary unit. The wonderful adjustment of this Unit enables it to handle with safety outputs of sufficient volume to set up vibrations in the surrounding floor and furniture. The friction developed on vibrations of such amplitude would wear out the anchor support on any ordinary unit.

And with this strength to handle volume is the power to reproduce with a faithfulness and brilliance such as you have never heard before. The whole gamut of audio frequencies is reproduced faithfully and precisely without loss and without addition.

For years we have concentrated on the production of this Unit, and among the many great things produced by Blue Spot it is the greatest. It is Blue Spot's Masterpiece!

<b>35/-</b>	Blue Spot Power Unit	
	Type 66 R	
	Blue Spot Major Chassis	
	Type 37 R	15/-
	Blue Spot Special Chassis	
	Type 31 R	10/6
	Permissible D.C. Current	50 m/a
	D.C. Resistance	500 ohms



**204-206, GREAT PORTLAND STREET,**

**LONDON, W.1.**

'Phone : Museum 8630 (4 lines)

Distributors for Northern England, Scotland and North Wales : **H. C. RAWSON (Sheffield and London, LTD.)**, 100, London Road, Sheffield. 'Phone : Sheffield 26006.  
22, St. Mary's Parsonage, Manchester. 'Phone : Manchester City 3329.

# You dont know me yet —

but it won't be very long before you do. The first Murphy Radio Set is now ready—a 4-valve screened grid transportable—the first of a range of sets.

When we started we set out to do two things :

1. To make wireless sets absolutely simple for the public to operate.
2. To sell only the finest sets and at prices which you and I know to be reasonable.

and we have done what we intended to do.

Why is it that manufacturers build sets which are difficult to handle? We need not be electricians to switch on the electric light—so why must we have wireless knowledge in order to handle a wireless set. Every Murphy Radio Set will be absolutely simple to operate. The daily paper is the only guide needed.

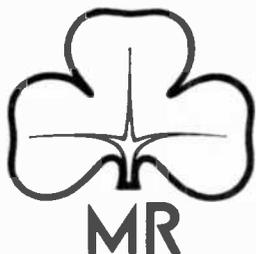
Every detail has been carefully considered so as to give perfect satisfaction and you will appreciate what an amazing step forward has been taken in the construction of these sets. The public will know of them soon, and as I intend sending them to *you* for their sets, I should advise you to get particulars as soon as possible.

I look forward to doing business with you in the near future.

**MAKING**  
**WIRELESS**  
**SIMPLE**

*Frank Murphy*

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



**4-VALVE SCREENED GRID RECEIVER.**

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

Fitted in Walnut Cabinet: weight,  
32 lbs.

2 volt 23 A.H. unspillable accumulator,  
mounted on acid-proof rack.

108 volt H.T. Battery 12 m/a rating.  
Average H.T. consumption, 8-9 m/a.

Gramophone Jack.

External Loudspeaker Jack.

External aerial and earth sockets.

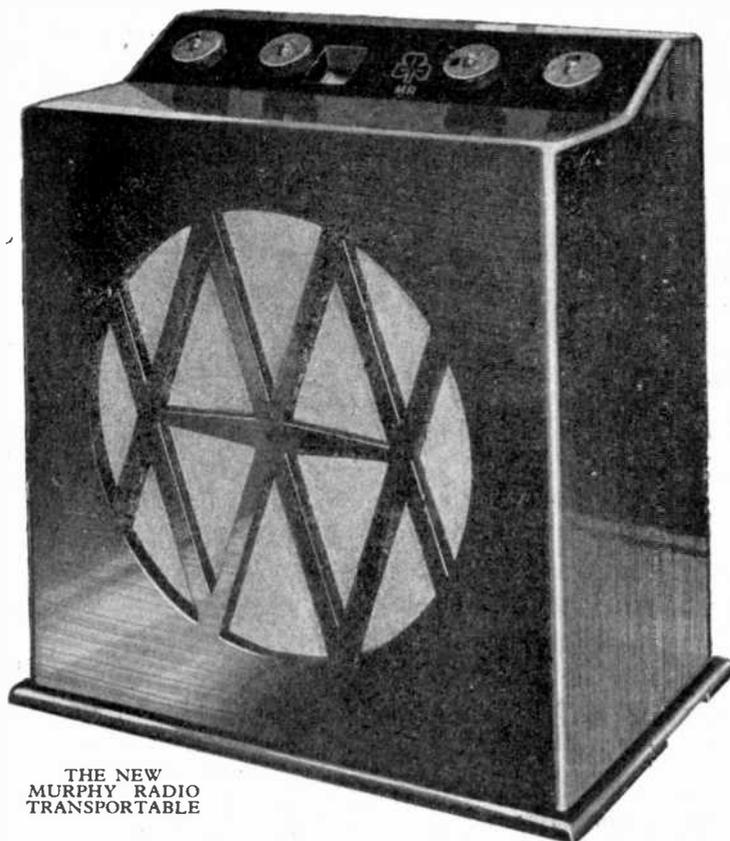
Excellent loudspeaker reproduction,  
giving very enjoyable music and par-  
ticularly clear speech.

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

**PRICE**

**17 GNS**

including valves, batteries,  
turntable and Royalties.



THE NEW  
MURPHY RADIO  
TRANSPORTABLE

# MURPHY RADIO-LTD

Welwyn Garden City, Herts

**MAKING  
WIRELESS  
SIMPLE**

## COUPON.

Murphy Radio, Ltd., Welwyn Garden City, Herts.

### MURPHY RADIO TRANSPORTABLE

*Please send Particulars and Trade Terms.*

*Please send a Representative.*

NAME .....

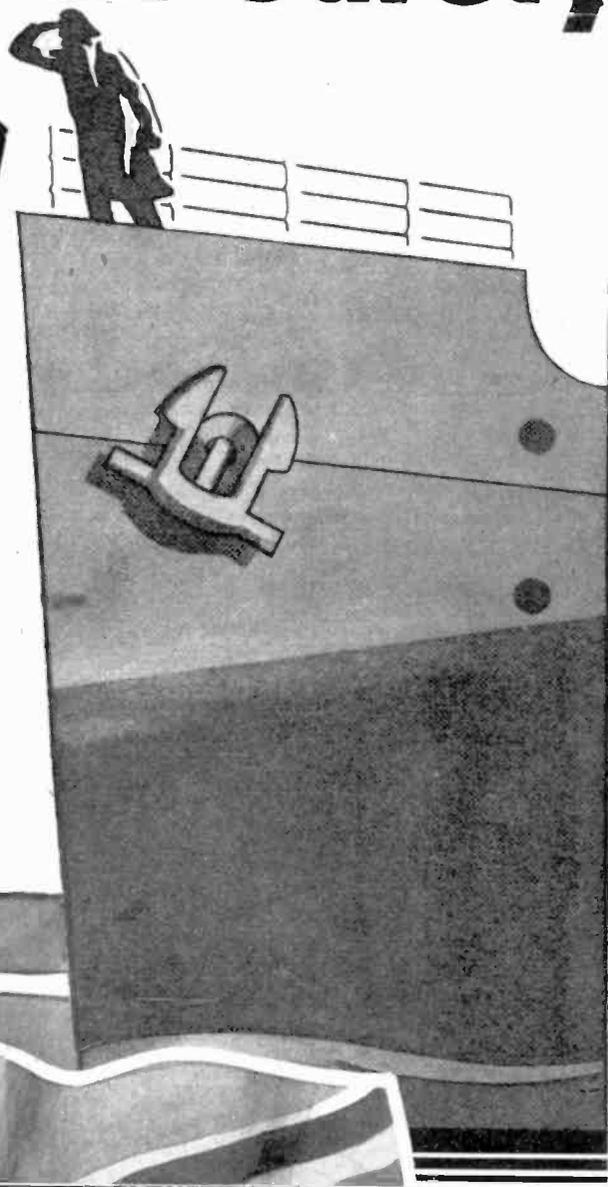
ADDRESS .....

*Please cross out line which does not apply.*

# When Human Safety Depends on Radio!

When hundreds of human lives may well depend upon efficient Radio you may take it that Radio is selected with the most critical care • Can you ignore the fact that it is Marconi Valves that are chosen for the Radio equipment of great passenger liners, as well as by the many other all-important services?

**Tell your customers this when selling them Valves.**



## MARCONI VALVES

The All-British Valves with the All-Better Performance!

# The WIRELESS & GRAMOPHONE TRADER

VOL. XXII.

[NEW SERIES.] No. 304.

SATURDAY,  
JUNE 14TH, 1930.

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

## EDITORIAL VIEWS.

### A Complaint Worth Catching.

WE have spent of late rather more time than usual among manufacturers, and, without the slightest exaggeration, it is really amazing to find so many prominent concerns at this period of the year both satisfied with the present level of business and wholly optimistic for the future.

In the last seven days we have met no fewer than five leading makers who not only can claim that their turnover in May, to take a single month, exceeded that of the same month last year, but also that it reached double and three times the figure achieved twelve months ago. There can be no question of unwarranted boasting in these claims—partly because of the standing and integrity of the firms concerned and partly because we have seen tangible evidence in the works themselves that production is going on without interruption and that sales are treading close on its heels.

And it is refreshing enough in all conscience to see well-filled benches in the radio trade during summer-time! Time was—and not long since—when a visit to a works at any moment between April and September was a cheerless, “echoing” affair, punctuated by apologetic explanations to the effect that “we put most of our staff ‘off’ during the summer.”

Now, as we have said, production in many factories is still in full swing, and that is by no means the end of the story. Off-hand we can recall the names of at least half-a-dozen firms who are either building entirely new works, or are extending their existing premises—another indication that the sounder firms are so far convinced of the future before the radio industry that they are investing past profits where they will yield still better ones, namely in their own businesses.

Still another really encouraging sign is the fact that numbers of the substantial concerns are well ahead with attractive and optimistic schemes for next autumn's innovations. What is more, they are abandoning the silly “hush hush” policy within the trade, and are revealing their plans as soon as they reach concrete form.

We believe that confidence and optimism are contagious, and that is why we consider it to be opportune to chronicle these facts—and we pledge our reputation that they are facts. We wish the other sections of the trade—and particularly traders, in whom we are most interested—would put themselves in the way of “catching” the infection to which we refer.

It would not only raise their hopes for the future, but would undoubtedly instil into them the determination to justify the place they hold in the trade as well during the summer as in the “easy money” months.

### A Suggestion for Manufacturers.

THE foregoing leads naturally to an idea which we like so well that we think it demands a separate heading.

How many manufacturers either realise the propaganda value of a busy works, or attempt at any time to capitalise it among their trade customers? Very few. Why that should be so we cannot imagine. Most makers at some time or another have honoured us with an invitation to inspect their works; others offer us a sincere welcome whenever we call uninvited. Further, they are gratified if we devote a page or two to an illustrated description of their premises, telling us that the feature will increase their goodwill among traders.

We know it will. But we are also sensible enough to know that a personal visit would impress the trader still more. If he had read a description of the factory, and was pushing the maker's goods, his appetite would be whetted to see things for himself; if he visited the works first, he would read with even greater intelligence and interest a subsequent written description of them.

There is the idea in a nutshell. During the summer months, when retailers, like other humans, sometimes give themselves a few days' holiday, manufacturers should make a practice of organising almost daily visits, by small groups of their best trade customers, to their works. Obviously no one manufacturer could hope to show his premises to every dealer stocking his goods; it is equally certain that not every dealer could spare the time and expense involved.

But we do believe that by judicious arrangement and selection manufacturers could operate a scheme on these lines for four or five months in the year. It is surely self-evident that if a dealer has seen a maker's goods in course of production, has witnessed the trouble that is taken over details, and has spent a few hours in intimate contact with executives who hitherto have been merely names on a letter-heading, he will thereafter have a closer interest in the affairs and goods of the manufacturers concerned. Added to that, he will be able to sell them with greater enthusiasm and to impart that air of “inside knowledge” which counts for so much in the trader's relationship with customers

#### 8th Year of Publication.

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

#### Telephone Numbers—

CENTRAL 7713 (5 lines). CITY 4011 (4 lines)

#### Telegrams—

“WIRELESTRA,” FLEET, LONDON.

#### Branch Offices:

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

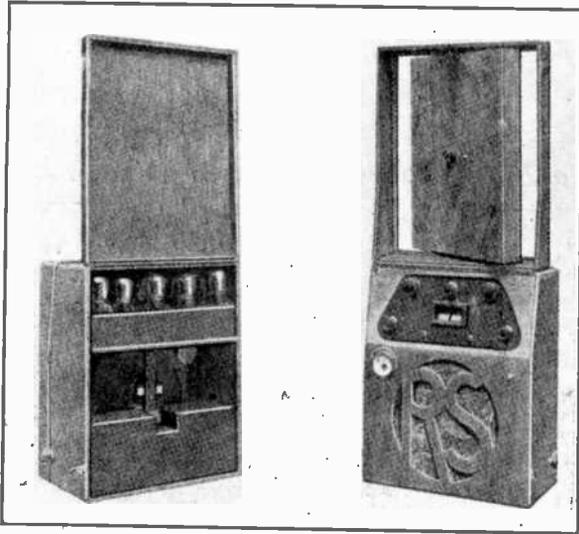
#### Annual Subscription Rates:

United Kingdom, Canada and Newfoundland. All other countries Abroad.

2/- Post free. 10/-

Published Every Saturday.

## Points in French Design seen at

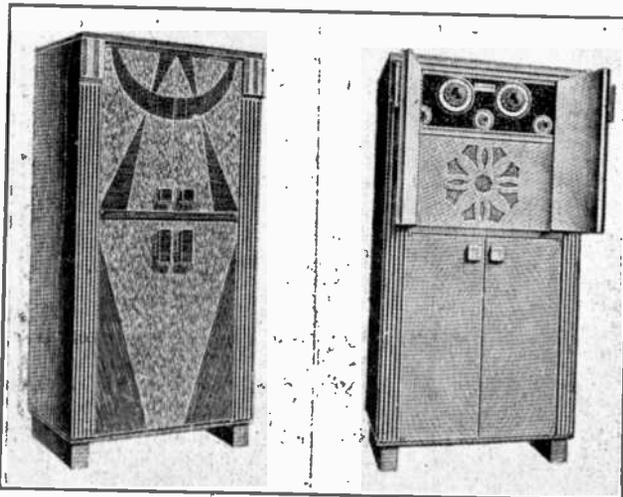


These pictures show the unusual construction of the Radio-Sigma portable, one of the few sets of this type in the Fair. The rotatable frame aerial closes down over the front of the set for carrying.

**T**HE Paris Fair, held in the Parc des Expositions, Paris, accommodated the products of 7,485 firms from 31 different countries. The wireless section occupied about a quarter of the space in the new hall reserved in the very centre of the exhibition ground for the electrical and radio-electrical industries, while the Hall of Music, in a pavilion facing it, was the centre of the gramophone and radio-gramophone exhibits.

The latter section was more advantageously situated than the radio section, being completely self-contained. It was significant that some of the big radio firms, such as Constable-Celestion, Radio-L.L., and Gaumont were to be found among the dignified exhibits of the Hall of Music, a circumstance which was also encountered at the Leipzig Spring Fair.

The Paris Fair wireless show is not an exhibition in the same sense as the annual S.P.I.R. Salon. French products placed on the market at the preceding Winter Salon are shown together with current lines from foreign countries. Most of the new



Typical examples of French cabinet design in instruments costing between £30 and £45. They are carried out in oak, mahogany, walnut, Norwegian birch and violet ebony.

# THE PARIS FAIR.

**I**N a brief survey of the radio and gramophone exhibits at the recent Paris Fair, our Special Correspondent draws a parallel between contemporary practice in France and in this country. He shows that little in the way of innovations has emerged, although progress is being made.

French products are jealously reserved for the forthcoming autumn show, and many well-known S.P.I.R. members did not exhibit at the Paris Fair. This fact must be taken into account when gauging the progress revealed by the wireless section.



On the left is another novel form of cabinet construction, while on the right is the "Sonavox" electric gramophone, for A.C. and D.C., selling at £54.

### A First Impression.

The first general impression left on the mind of a spectator conversant with both British and French practice is that, despite the evidence of a real advance in French workmanship the British manufacturer still maintains the lead. There was nothing very new on show with respect to receiver design, which has not altered appreciably since the last Salon. Single control receivers are definitely increasing in popularity, and though the screened-grid receiver has been making much headway, the supersonic set, generally employing 2 grid valves, still dominates. The mains receiver has made such great progress that one can assert it has come to stay. Therefore the battery maker is arousing himself to further efforts, with the result that there were no less than 15 battery makers' stands in the wireless section of the Fair. Valve and metal rectifiers are largely seen in mains sets, though indirectly heated valves are making great strides.

Among speakers the moving-coil is not at all in favour. The horn model, of course, is practically moribund, but cabinets and open cone types are as popular in France as elsewhere. Four-pole and inductor types especially are in vogue.

In the Hall of Music a range of radio-gramophones of artistic design was to be seen and heard, the wireless section also containing a few models. Although generally of quite good design, no outstanding new machines were on view.

**Around the Radio Stands.**

On entering the Hall of Music, the first stands that caught the eye were those of Constable-Celestion, and the British Equipment Co. The latter exhibited a full range of Cossor valves and several products of S. G. Brown, Ltd. The well-known speakers of this firm in particular aroused much interest. The new Brown 2-valve receiver was the subject of enquiries from those who read the British radio press. It was not available up to the time of writing, but hope was entertained that it would be shown in the course of a few days. Incidentally, the Brown showrooms are no longer in the rue Lincoln, but are at 17, rue Pelleport, Paris, where the British Equipment Co. have their French depot.

Constable-Celestion had one of the best laid-out stands in the Music Pavilion, and exhibited a range of Dual motors, among many other lines. The firm now have an excellent new factory in Levallois, near Paris, where Major Roberts is the general manager. M. Behm, the technical director, who we met on the stand, is an enthusiastic and able exponent of all the qualities of the wide range of Celestion products on show. Visitors were particularly impressed by the "Celestiona Bijou," which gives excellent reproduction of records with an E62 pick-up. It utilises a Dual induction motor and a moving-coil speaker. The machine is naturally mains driven, and sells in Paris for 5,750 francs, or about £46.

Portables have not "caught on" to any great extent in France. They are, with few exceptions, very inferior to British models. However, a suitcase set on the Celestion stand should be excepted. Known as the "Minimax," this receiver was one of the few new lines seen at the Fair. It is sold at about £14, and is both light and compact.

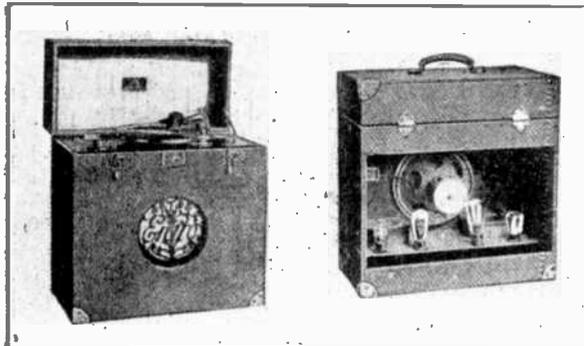
An example of the simplification of receivers was provided by a new Ducretet "radiomodulator," an all-mains set with but one drum tuning control. This new set sells at £27 14s. (without valves) and is in all respects an example of skilled and efficient construction.

M. Lucien Levy had a new 6-valve "super-het" on view. This utilises double-grid frequency changing stages, and costs about £47, suitable for mains operation.

One of the few A.C. and D.C. transportables on the French market was exhibited by Radio-Sigma. This has connections for a pick-up and an external loud-speaker. The price is in the neighbourhood of £34.

Several pick-ups were shown on various stands, the average price being about 50s.

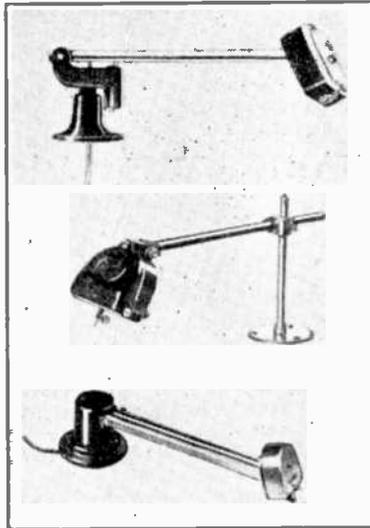
Another interesting set that should be mentioned was the 3-valve "Monopole" all-electric receiver, marketed at £18. A pick-up and gramophone motor can be supplied at an extra cost. Noteworthy among mains operated electric gramophones was the "Sonavox" for A.C. or D.C.



Here are front and back views of an unusual type of portable—a self-contained moving-coil amplifier. This sells complete for £48.

In the battery field the Tudor Company had a novelty known as the "Isocharge." It comprises two accumulators (4 V and 80 V), together with the necessary trickle charging apparatus, and is claimed to have all the advantages of accumulators without the worry of recharging. It sells at about £4 13s. complete.

Many products of Loewe Radio and Philips, well known in Great Britain, were to be seen on the stands of these firms. It will suffice to state that the neat Loewe mains set, type R 553, was one of the biggest attractions in the radio section of the Fair.



Three of the newest pick-ups on the French market. Prices of the top two are £2 13s. and £2 5s. respectively. The centre one is made by the well-known Levy concern.

**The Gramophone Exhibits.**

Judging by the enormous number of visitors, the Hall of Music was among the most interesting pavilions in the Fair. British goods especially came in for a large share of attention.

Throughout the French gramophone trade a great improvement in technique is noticeable, both in respect to recording—invariably done electrically nowadays—and to reproduction, French sound-boxes now having attained a high standard of efficiency. Flexible records, too, are gaining in popularity. A wide range of needle types was to be seen at the Paris Fair, the steel variety being most in evidence. Fibre and similar needles did not appear to have many adherents.

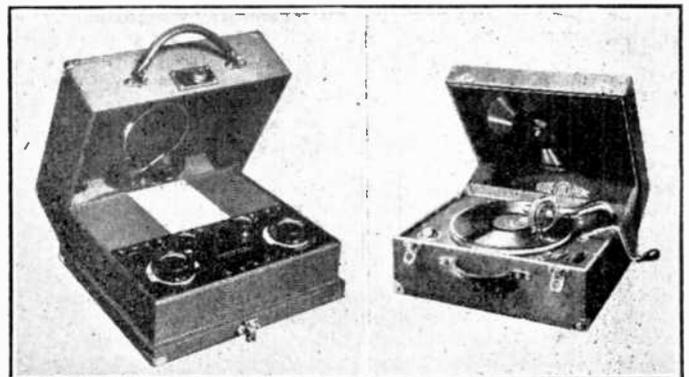
The portable gramophone definitely predominated among machines, and though some excellent models were shown none surpassed current British productions.

Electric gramophones were strongly featured by many firms, and types were available for ordinary home use or for P.A. work. As has been said earlier, many radio-gramophones were shown in the Hall of Music, and these included models by such well-known firms as Gaumont, Homo, and Beaugez, to name but three.

**Trade Slump Affects Business.**

There can be little doubt that the publicity afforded to manufacturers exhibiting at the Paris Fair was extremely valuable. The amount of actual business transacted was however, not very great, owing to the fact that France, in common with many other nations, is at present suffering from a period of industrial depression. Many exhibitors, in fact, did not expect to do much business at the Show, but are counting on good results in the future as the result of publicity gained.

Practically all the British exhibits were of outstanding interest, and consequently the number of enquiries received was most encouraging. These in themselves will prove useful for future circularisation, and will probably amply repay those British manufacturers who had the initiative to show their products at the Paris Fair.



The lightweight Constable-Celestion portable set is shown on the left, while on the right is a rather unconventional form of portable gramophone.

## WITH THE TRADE ASSOCIATIONS

*THIS week we report a recent meeting of the North London Branch of the W.R.A., and also the last fortnightly meeting of the Stockport Branch. Finally we publish a report of the usual monthly meeting of the Portsmouth organisation.*

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

A MEETING of the North London branch of the W.R.A. was held on June 3rd, at the premises of the Hon. Secretary, Mr. T. H. S. Chick, 553, Holloway Road, London, N. After the usual business had been completed, regret was expressed that Mr. Lawrence, of Pertrix, Ltd., was again unable to attend the meeting.

Next followed a general discussion upon a letter from Headquarters appertaining to suggestions from other branches, and the rest of the evening was devoted to discussion regarding the wholesale prices of a certain manufacturer's products.

The plans for a big membership campaign in North London are now nearly complete, and it is hoped to make the North London branch one of the largest in the W.R.A.

The next meeting will be held on July 1st, at the premises of Mr. T. H. S. Chick.

### Stockport Branch, W.R.A.

AT the last fortnightly meeting of the Stockport branch of the W.R.A., at Crossley's Café, Mr. J. W. Heaps presided, and Messrs. W. Norcross (Hon. Secretary), F. Mottershead, Horace Carter, F. Beeley, R. H. Betts, W. A. Southam, A. Howarth, W. Neill, J. H. Wylde, J. T. L. Mallard, H. Goostrey (all of Stockport), W. Webster (Hon. Secretary of the Liverpool branch of the W.R.A.), and B. Mellor (of Macclesfield) also attended.

Mr. Webster dealt with a subject of particular interest to branch members—the possibility of branches amalgamating or combining so that trade matters could be dealt with collectively, without referring them to London headquarters.

Speaking as Hon. Secretary of the Liverpool branch since its inception, he felt that there was a weakening in the W.R.A. organisation, because of finance difficulties. He considered that a guinea subscription was insufficient, as 16s. was debited to London headquarters and the branch retained only 5s. With regard to the Association's last balance sheet, he said that 16s. was only just enough for headquarters work, yet 5s. was insufficient for the branch's funds.

A member pointed out that Stockport had been favoured by the generous action of the Chairman in providing a meeting room, except on special occasions. Hence expenses were kept down. The only outstanding expense was that incurred by an advertising scheme to put down price-cutting—costing 36s. per week, but everyone considered this money well spent.

#### Formation of County Executives Proposed.

Mr. Webster stated that his branch paid 10s. 6d. for a room. The proposal before the Council, he added, was for about six County Executives to be formed, the finances for which were still to be settled by headquarters.

Replying to a member who considered that two guineas was quite a moderate subscription to pay, in comparison with the £5 a year paid by many labourers to their trade unions, the Chairman pointed out that the two organisations could hardly be compared. He proceeded: "Small societies are expensive to run. Upkeep in London ought not to be so great, when local expenses are compared. Instead of branches having 5s. and Headquarters 16s., it should be the other way about."

Mr. Webster confessed that he had agreed with the idea—until he saw the balance sheet of the Association showing how wisely the money was spent.

#### Higher Subscriptions Would Retard Progress.

Mr. Mellor doubted if his friends in Macclesfield would pay two guineas. He considered that the progress of the Association would be retarded by any increase of subscription.

Another member pointed out that the Liverpool branch had a debit, while London had a credit balance of £50. It was also stated that the work at headquarters had been done voluntarily for five years. Against this recognition, however, it was alleged that at the London meetings practically nothing but London affairs were discussed.

Mr. Carter then proposed, and Mr. Howarth seconded: "That we form an association of branches with a view to amalgamating in all our actions on any business that comes

forward. That is, a County or District body be formed, consisting of delegates from all the branches in the area, with a view to acting in co-operation in business of mutual interest." This resolution was passed after discussion.

The question of deciding on the cash allocation desirable was avoided by the passing of a further motion: "That, to finance the working of the County Executive, a levy of 5s. per member of each branch be made; to facilitate the attendance of a delegate from each branch to such Executive, such a levy to be confined to County Executive work and no other."

After cordially thanking Mr. Webster for his address, the members turned to a lighter theme—the plans for the branch excursion to Liverpool on June 19th.

### Portsmouth and District W.T.A.

AT the monthly meeting of the Portsmouth and District Wireless Traders' Association, which was held at the Sussex Hotel, Greatham Street, Portsmouth last week, with Major H. C. Bobbett presiding, the Hon. Secretary (Mr. G. W. Palmer) reported that he had written to the Town Clerk pointing out that the wireless traders of the City were working under a great handicap. While all wireless shops had to close at 8 p.m., Saturdays excepted, there were a number of individuals living in private houses and sweet shops charging accumulators and actually selling wireless components after hours.

In reply, the Town Clerk wrote stating that he had instructed the inspector appointed for the purposes of the Shops Act to give attention to the sale of wireless components when the Act operated. "With regard to the re-charging of wireless batteries by garages and private house occupiers," the Town Clerk stated, "this would appear to come under the provisions of a 'repairing business,' in which there was no sale of an article to a customer, and is not retail trade within the meaning of the Act."

#### Proposed Local Wireless Exhibition.

The proposal to hold a local wireless exhibition during the summer as an incentive to trade was also further discussed. Major Bobbett explained what had transpired since the last meeting, stating that after various halls had been considered, the Secretary of the Chamber of Commerce was approached, and it was arranged that the Connaught Drill Hall should be placed at their disposal if required for six days at a fee of £20, which the local traders themselves would have to bear entirely.

A letter was read in which it was stated that the Secretary to the R.M.A. was not very sanguine about throwing the exhibition open to their members generally, and on the motion of the Chairman, seconded by Mr. Papps, it was decided to defer further consideration of the matter until August.

Following the complaint made as to an article in the April *Brown Budget*, which the Association regarded as an encouragement to "dabblers," the Hon. Secretary reported that he wrote to the firm on the matter, and had received a reply to the effect that the article was never intended to convey that idea. It was added that the publication was only circulated to *bona fide* traders, and that steps would be taken to correct any wrong impression.

#### Quick Co-operation by a Manufacturer.

The Secretary also reported that his attention had been called to the fact that a Burndept screened-grid portable was displayed in the window of a local trader priced at seventeen guineas. He got into touch with the firm by phone and advised them as to the price, but received a reply that they were not going to be dictated to as to the price at which they should sell their goods. He communicated these facts to the Burndept Wireless, Co., Ltd., who replied that they were getting into touch with their representative to inquire into the matter; 24 hours afterwards the proper price was exhibited.

Reference was made to the new policy of the Marconiphone Co. and the steps taken to prevent their goods getting into unauthorised hands, and on the motion of the Chairman, seconded by Mr. Papps, it was decided to send them a letter of appreciation.

The Hon. Secretary stated that no reply had yet been received to his letter with regard to the alleged price-cutting of Triotron valves, and he was instructed to write again to the manufacturers.

# NEWS ITEMS ROUND THE TRADE.

## AMERICA'S RADIO MONOPOLY CHALLENGED

### R.C.A. Organization to be Legally Examined.

**R**ELIABLE information recently received in this country suggests that one of the most important legal actions of modern times, affecting the radio industry more than any other, will shortly open in the District Court of Wilmington, Delaware, U.S.A. It is stated that at the instance of the Federal Government, the entire machinery of the Radio Corporation of America and their affiliated and subsidiary companies will be examined on a test of legality.

The Radio Corporation and their allied businesses have what amounts to a monopoly over the vast wireless trade of the U.S.A.

The Radio Protective Association, formed by a number of independent manufacturers, states that the suit is the result of a three-year fight by the independent radio industry.

It is alleged that a recent re-arrangement of stockholders under which the G.E.C. and the Westinghouse Electric and Manufacturing Co., would gain control of all the interests united under the Radio Corporation of America is a violation of Section 1 of the Sherman Anti-Trust Act.

### Burglars in Manchester.

W. E. Beardsall & Co., Ltd., of Victoria Bridge, Manchester, inform us that their premises were broken into recently and a Burndept screened-four portable de luxe model, Serial No. 50800, and a Lamplugh 5-valve portable were stolen.

Anyone who may be offered these sets is asked to communicate to the address given.

### Organising the H.P. System.

The organisation of a commercial clearing house for the hire-purchase trade was determined upon at a meeting representing various trades held at the Holborn Restaurant, London, W.C.2.

Mr. G. B. Minsholl, the chairman, outlined the purposes of the clearing house.

Then Mr. H. N. Bishop, the organiser of the Hire-Purchase Clearing House, which operates successfully in Australia, gave the meeting the benefit of his experience, and Mr. Harley Denny described how a similar clearing house is worked in the U.S.A.

### Mullard's Annual Outing.

At the invitation of the Directors of the Mullard company, the whole of the works, sales, and administrative staffs are journeying to Margate for their annual outing to-day, June 14th. At this annual celebration of the Mullard companies over a thousand employees will meet together at luncheon and tea at the Casino Restaurant.

The Charing Cross Road premises are, of course, closed to-day.

### Burnley "Mains Unit" Petition.

The Burnley Electricity Committee have received a petition signed by 43 electricity consumers asking them to reconsider a decision refusing to replace mains units rendered useless by the change over from direct to alternating current. Consideration of the petition was deferred until after the annual convention of the Municipal Electrical Association.

ago by Mr. J. L. Baird, but has only recently been rendered as clear as the ordinary television images. The actual artists can also be televised in this way, of course, as well as film images.

In view of the recent publicity given by the daily press to American progress on these lines, it will be very interesting to see the results of Mr. Baird's process. We shall give our impressions after the demonstration.

### Shop Window Smashed.

We learn that during the night of May 15th a large plate glass window at the wireless shop of Mr. J. H. Brown, The Broadway, Leigh-on-Sea, Essex, was smashed, and a police constable hearing the crash, saw a man in a stooping position by the window. The man bolted, but was pursued and arrested, and was later charged at Southend with smashing the window with intent to commit a felony. The man, Albert Selby, of South Chingford, was remanded for enquiries.

## SCREEN TELEVISION BY BAIRD.

### Interesting Demonstration Shortly.

At the moment of going to press we learn that the Baird Television Company will shortly give a special demonstration of a new development enabling a televised image to be shown on a screen comparable in size with that of a cinema. This was actually achieved twelve months

Receiving the Derby results on a Mc-Michael portable in the "Flying Scotsman." Inset is one of the printed cards on which the results were stamped as they came through. The cards were then distributed throughout the train.



## AMERICAN PROGRAMME EXCHANGES.

### B.B.C. Official Announcement.

**T**HE B.B.C. have circulated the following information with regard to statements, purporting to have been issued in New York, which were repeated in the British Press, as to an exchange agreement between the B.B.C. and the Columbia Broadcasting System. These statements are inaccurate in many important particulars. It is stated in effect that an arrangement has been concluded for the exchange of programmes under which the B.B.C. receive payment, whereas the Columbia programmes are at the disposal of the B.B.C. free.

In actual fact discussions took place between the B.B.C. and the vice-president of Columbia last month, leading to the acceptance by Columbia of a draft agreement identical with that which has been accepted by the other main broadcasting system in the United States (the National Broadcasting Company).

The agreement starts from the fact that no rigid system of exchanging programme against programme will work satisfactorily in practice, the essential being that each party should be free to choose items in the other's programmes purely according to their "programme value" for his own purposes. Contrary to the statement issued in New York, it was agreed (subject, of course, to any rights of third parties concerned) that each should have the use of the other's programme items without payment.

Further, provision was made for the increasingly frequent practice of sending out for relay events that are not broadcast in the country of origin. In this case the agreement provides that each party shall pay the other a small fee and out-of-pocket expenses for his assistance.

# PROVINCIAL TRADE NOTES

## Business in Belper.

LOCAL trade depression at Belper is having a bad effect on radio sales, but an endeavour is being made, with favourable results, to maintain interest and to utilise the slack time in preparation for a busier time ahead.

Mr. F. Spendlove, Market Place, tells me that the Lissen transportables and Lissen speakers are doing quite well. There is a steady demand for Pertrix batteries, owing to the lack of mains in this district. On the latter account all-mains sets do not sell.

Demonstrations with a Triotron unit and Gilman chassis are creating sales, while a fair trade is being maintained in portable gramophones. Mr. Spendlove will, within the next few weeks, be moving to new and better equipped premises at Market Head, Belper.

Mr. Moss, at 53, Bridge Street, considers that receiving sets are not used as much as they might be, due to a lack of interest in the B.B.C. programmes. This disinterestedness is put down to the fact that broadcasts are "chopped up into several small items." In fact, less variety (by which is *not* meant vaudeville) in any one day's programme would help in renewing interest.

## "Mazda" Push in Cornwall.

I CALLED recently on Mr. A. J. E. Hoyten, of the "Ediswan" Depot in Wimple Street, Plymouth, and found that very rosy prospects are entertained. A big "Mazda" drive will probably be carried through, in view of the great popularity recently of "Mazda" valves. A big effort to capture the Cornish market will be made, and an all-electric 3-valve A.C. set, specially constructed for working on 25 cycles, the frequency which obtains over nearly the whole of the Duchy, should prove a good line. Mains sets have not been in great use in Cornwall up to the present, and in catering for this specialised market the firm are certainly enterprising. Good sales results are assured, especially as the sets will also work on 50 cycles if necessary, and need not be scrapped when the county changes over to the higher frequency.

The Senior R.K. unit and B.T.H. pick-up and tone-arm are mentioned among particularly "healthy" lines at the moment. All-mains sets are still in steady demand.

The Radio Service Co., Old Town Street, are inviting customers "to convert their gramophones into radio-gramophones for 22s. 6d." Demonstrations with Igranic, B.T.H., and Lissen pick-ups are given, while a suitable window show constitutes the initial attraction.

Webber & Sons, High Street, Exeter, have recently equipped the Dirt Track at Exeter with a Marconiphone public address outfit.

Incidentally, the Plymouth Guildhall will probably be wired for P.A. equipment shortly, and the Land Committee are in touch with the trade on this matter.

## Durham Sales Drop.

TRADE in Durham has appreciably declined during the past month. The falling off in the sale of portables during the summer months still puzzles Durham traders, who are at a loss to account for an explanation.

The decline, however, does serve to indicate that portables, except in rare circumstances, are not used locally for the purpose for which they were originally intended, namely, outdoor use.

Durham retailers, in consequence, are turning to other likely sources of revenue. Mr. H. Alderson, the well-known Claypath dealer, for example, is giving prominence just now to electrical displays.

Devereux-Moodie & Co., at their Elvet Bridge premises, continue to rely largely on the sale of gramophones and records, and their window displays are chiefly devoted to this branch of activity.

Mr. J. M. Lynch, of North Road, too, gives considerable window space to gramophones and records. Portable gramophones are most popular now. All the principal dealers are boosting Philips' Radio at the present time.

Mr. Alderson tells me that, together with Pye apparatus, Philips is selling best, although, as I have stated, the demand is poor. The sale of speakers is steady, but chiefly confined to the less expensive Brown models.

## Liverpool Firm's Developments.

A T most of the Liverpool wholesale depots business, if not brisk, is at least up to the level of last year. Messrs. Downes and Davies find increasing popularity for A.C. sets. More business is expected with portables, among which the Pye is prominent. The Philips also will probably sell well. The demand for radio-gramophones is said to be distinctly better than the supply, and this weakness on makers' parts is not helping distribution and development of this line. All-mains sets are still important and increasingly popular here. Messrs. Downes and Davies are taking up Baird televisions, and hope soon to be in a position to invite the local trade to a demonstration of perfect visual reproduction.

I understand that Philips Lamps, Ltd., at their near-by premises, have already assisted by loaning a room. General interference in this area is severe, however.

The Mullard depot in Stanley Street have a number of new and interesting items which traders should see. Among these, the rectifying valves DW<sub>1</sub> and DW<sub>2</sub> and the PM 256A output valve are noteworthy. Traders who have not already visited the Mullard showroom are requested to call. His many friends will regret to hear that Mr. R. A. Hansford, manager, is being transferred to Birmingham. At the same time they will be pleased to learn that he is to manage a bigger depot than the one he leaves.

Mr. F. P. Bolton, sole proprietor of the Drury Radio Co., desires to make it

known that his firm have no branches or connections with any other business, notwithstanding the widespread belief to the contrary. Mr. Bolton's policy is to keep the radio standard as high as possible. He aptly compares a set with a piano, saying that few people indeed would want a piano with a rough or cheap finish. His attractive radio-gramophone cabinets, especially suitable for Philips 3- or 4-valve receivers, are fine examples of the cabinet-maker's art. This cabinet sells at £20 retail. A special cabinet fitted with a Paillard electric induction motor and pick-up arm is also sold, and can be completed by the purchaser to his own designs.

Since extending their premises, the Drury Radio Co. have now storerooms and a repair shop, besides a large demonstration room. This is for the benefit of traders who bring clients to hear demonstrations. The Drury Radio Co. do no retail radio business at all.

## Lytham St. Annes and the Radio-Gramophone.

A SHORT time ago mention was made in Coventry notes of the dangers of municipal radio trading. A somewhat parallel case has appeared in Lytham St. Annes, on the Lancashire coast. Here the local Electricity Department are running a radio department in direct competition with wireless dealers, and the need is felt for a local trade association. Furthermore, the Department give a three years' guarantee to H.P. customers compared with the 12 or 18 months' guarantee of most dealers.

Mains sets, especially the Columbia and Philips, are selling well at the shop of Mr. Wilkinson, 40, Clifton Street, Lytham. Mr. Wilkinson's main business is at Preston, the premises he occupies in Lytham formerly being known as Kay's Wireless Depot—a fact that manufacturers and factors might note. Although portables are not too bright, McMichael, K-B. and Marconiphone are selling quite well. Among kits the "Music Magnet" and the "Orgola" are outstanding in favour.

Mr. S. I. Holt, 46, The Square, St. Annes-on-Sea, has been in the radio trade for many years, and has large numbers of customers in the locality. At present he finds Burndepot portables good lines, with the K-B. following closely. Mr. Holt is doing very well with his battery service, giving free collection and delivery. Radio-gramophones have not "caught on," due doubtless to the slump in the cotton industry.

The new name of Sumner, Barton & Co., Ltd., appears over the wireless shop at 14, St. Andrew's Road, South, St. Annes, hitherto known as Sumner's, Mr. Barton having joined the firm as managing director of this branch of Mr. Sumner's business. Gramophones are also handled. Several types of receiver are selling well but radio-gramophones are not yet moving at all well.

Goodyears, piano and music dealers, have been making a fine show of radio-

# 5 SOUND REASONS

WHY YOU SHOULD CONCENTRATE ON THE

## Amplion two screen-grid PORTABLE RECEIVER

- 1** The design, lay out, and workmanship of the set leave nothing to be desired.
- 2** The Performance for so compact a receiver is astounding both in quality and power.
- 3** The discount is generous—and what is more, when you sell by the attractive deferred terms, no accommodation fee is deducted from your profits.
- 4** You can sell this receiver confident in the knowledge that it will fulfil the claims made for it.
- 5** The name of Amplion carries the good-will of hundreds of thousands of Broadcast Listeners.

# AMPLION

# OUT OF THE ORDINARY

See the "Wireless Trader," May 31, page 236.

Directly you switch on the Amplion Two Screen-Grid Portable Receiver, you will indeed realise that it is "something out of the ordinary" in the field of Portables.

The reputation of Amplion has been built up on the confidence of thousands of customers in the quality and performance of their products, and no less on the service behind those products.

By selling the Amplion Portable—you will retain the confidence of old customers, and most certainly gain that of new ones.

Each set sold, means new business coming to you, your customers are bound to speak highly of its performance.

Stock and sell the

**AMPLION TWO SCREEN - GRID  
PORTABLE RECEIVER.**

**AMPLION**

**£24'15**

COMPLETE WITH  
ACCESSORIES AND  
ROYALTIES PAID  
OR ON  
DEFERRED TERMS

(See Overleaf)



NOTE.—The large and immediate demand which has arisen for this set has resulted in deliveries being slightly delayed, but every effort is being made to increase production in order to enable delivery to be made by return.

*The new*

**AMPLION TWO SCREEN-GRID**

**portable receiver**

SELL THE

# AMPLION

TWO SCREEN-GRID PORTABLE RECEIVER

BY THE AMPLION

**DEFERRED  
PAYMENT  
SCHEME**

**DEPOSIT**

**£3 - 14 - 3**

**12 MONTHLY PAYMENTS . . . .**

**£1 - 16 - 10**

You receive your full discount (33½%). No accommodation fee is charged.

WRITE FOR DEFERRED PAYMENT FORMS.

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

grams at their showrooms in West Crescent as have Carlisles, another prominent music firm.

Russell & Co., who have a large shop in St. Andrew Road South, mostly concentrate on "Truvox" products. They also stock several radio-gramophones, of which they have sold a number with satisfaction to the users. This includes one to the Lytham Pier Pavilion. In portables, Dorian and Philips are outstanding as easy-sellers, but in the expensive sets the £32 Selector has won favour.

### Ulster Sales Maintained.

THOUGH the volume of wireless trade has slightly diminished with the advent of June, most traders in Northern Ireland are glad that the decline is not a serious one. With the extension of the Ulster Electricity Supply scheme into many districts, traders who are alert enough to keep pace with the times will reap their reward.

With the opening of the first electricity extension to Bangor, three local traders, Messrs. George McCartney and Mr. S. Miller, together with Messrs. Weir and May, staged individual mains apparatus displays simultaneously with the opening ceremony, and very encouraging results have accrued.

In Belfast, Messrs. R. & S. Scott, the

Burndept agents, have been appointed sole distributors in Northern Ireland for "Regentone" mains apparatus, and very good sales have already been made. Commenting on battery replacements, Mr. Scott said that from examination of a record of purchases of his customers he found that no Burndept portable sold during the last five months has required a new H.T. battery.

Mr. Doherty, technical director of the Belfast Radio and Electrical Co., Ltd., Queen Street, Belfast, considers present business quite satisfactory. Sales of G.E.C. and K-B sets are distinctly encouraging. In some cases fortnightly repeat orders for stock are necessary, although it has always been the rule with the Radio and Electrical Co. to have big stocks of all goods.

With S. Suffern & Co., Ltd., 302 and 304, Shankill Road, Belfast, considerable business is done on hire purchase terms, but bad debts are almost unknown, although many customers are working class men. Lissen apparatus is the chief line here.

Mr. Patterson, sales manager for the Belfast branch of B.N.B. Wireless Ltd., in Castle Street, considers prospects generally for the summer season as probably rather better than last year.

McMichael and Philips' products at the moment are well to the fore. The demand for A.C. valves is notably increasing with the spread of the Ulster Electricity Supply scheme.

Robt. Galt & Sons, 85, York Street, Belfast, always keep well in the van of progress, as an inspection of their attractive window will convince. Prominent among their sales are the "RGS" De Luxe 4-valve sets. Even outside Ireland the "RGS" has achieved a deserved reputation, and last month Messrs. Galt shipped several sets to New Zealand.

Mr. W. J. McIlroy, Ulster House, Donegall Pass, Belfast, is always alert to seize every possible opportunity. Summer with him means no slackening down, for on his books are a score of garden parties and other summer galas for which he will provide varied radio-gramophone programmes.

Mr. J. T. McClelland, of Warrenpoint, Co. Down, finds business so increasing that he has found it necessary greatly to increase the size of his accumulator charging plant. A steady demand exists for Philips', McMichael and Pye products.

Mr. J. Ingram, of the Square, Warrenpoint, has completed some good contracts recently in hotel and boarding house wireless installations.

## The H.M.V. Mechanics' Training School. PRACTICAL INSTRUCTION FOR RADIO DEALERS.

AN interesting training scheme has recently been instituted by the Gramophone Co., Ltd., at Hayes, Middlesex. The association of the H.M.V. organisation with the Marconiphone Co., Ltd., is, of course, well known, and the Gramophone Co.'s system is somewhat similar to the scheme shortly to be introduced by the Marconiphone Co., Ltd. and which was described in a recent issue.

The H.M.V. dealers' mechanics' school offers a course of instruction to dealers and their assistants in service technique of electrical instruments—even though they may have little or no radio knowledge at the outset—with the object of enabling them to deal with any kind of breakdown or fault in the modern wireless set or radio-gramophone of any make. It should be stressed that the instructors aim at an all-round knowledge rather than a specialised acquaintance with His Master's Voice products.

An example of what can be done by this essentially practical course is that of three men who entered the school for a five days' training. They were given a radio-gramophone with eighteen separate and simultaneous breakdowns on it, and each of these three men completely repaired the receiver and had it in working order in less than two hours.

### A Remarkable Blackboard.

The Technical Publications Department of the Gramophone Co., which conducts the school, has devised a form of blackboard which is believed to be the only one of its kind, inasmuch as chalk diagrams drawn on the board can be made to become electrically alive. Rubbing out a chalk line, for instance, causes the circuit to be cut out, and the meters inserted in the chalk diagram cease to read.

By this means it is possible for mechanics to have demonstrated to them in a practical way all the conditions they are likely to meet in service work. They are also able with the aid of the board to demonstrate to others, when they become more proficient, what they themselves have learned.

The equipment of the school has already been doubled, and it is probable that it will have to be extended still more owing to its remarkable popularity.

Lodgings can be booked for those living in the provinces, and meals are obtainable in the company's own canteen. Further, old students always have the resources of the school

at their disposal, and are welcome to return and spend a day or more there if they wish.



Two views of the H.M.V. dealers' training school. The remarkable electrical blackboard is shown below. It is stated that chalk diagrams, drawn on the board, become electrically alive, the rubbing out of a line cuts the circuit, and two chalk lines connected as a short-circuit cause the fuse to blow and light line lamps.

# "TRADER" TEST REPORTS

Conducted by our  
Technical Department.



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

**E. K. Cole, Ltd., "Ekco" Works, London Road,  
Leigh-on-Sea.**

**"Ekco-Lectric" S.G.P.3 A.C. Mains Receiver.**

**DESCRIPTION AND PRICE.**—This 3-valve all-A.C. receiver is housed in a polished walnut cabinet measuring 17 ins. by 11 ins. by 10 ins. There are four control knobs mounted on the front, the centre one on a metal escutcheon plate, controlling the drum dial of the ganged tuning condensers. The left-hand knob imparts a rocking motion to the fixed plates of the aerial tuning condenser, thus allowing for slight discrepancies in the tuning of the two circuits. A knob on the right controls the reaction, and the wave-change switch is mounted immediately below the tuning dial. On the left-hand side of the cabinet are mounted a quick-break mains switch and a selectivity control.

The circuit employed comprises an S.G. H.F. stage, a steep-slope detector, transformer coupled to the pentode in the output stage.

Selectivity is adjusted by means of a small solid dielectric variable condenser in series with the aerial, and reaction is controlled by a similar condenser. Both the H.F. and aerial coils are entirely screened.

The S.G. and detector valves are of the indirectly heated type, while the output valve is a directly heated pentode, and all the valves are mounted horizontally. There is an output transformer and provision for a pick-up.

Westinghouse metal rectification is employed for H.T. supply, and the usual "Ekco" plug and sockets for adjusting the set for different mains voltages are provided.

The price of the S.G.P.3 receiver for A.C. mains is £21 complete with valves. There are two models, one for use with 100-120 V A.C., and the other for 200-250 V A.C.

**TEST RESULTS.**—The consumption of the set on 250 V 50 cycle A.C. mains was found to be about 16.5 watts, a satisfactory value. It was tested about 11 miles from Brookmans Park on a small aerial under the roof.

The tone was very good. We are not certain whether the output transformer in the set is specially matched to the pentode, but with a speaker of fairly high resistance a well-balanced output was obtainable. With a lower resistance speaker, we found an external 2 to 1 step-down transformer

very useful. As to the output, the set would run a moving-coil speaker at good strength and tone.

The selectivity control was found to be very useful. At the position of maximum selectivity (minimum volume), London Regional could be eliminated outside a 10-15 degree band, while the National occupied 15 to 20 degrees (100 degree scale). In the maximum volume position, the two stations overlapped.

Many continental stations could be received well, particularly during darkness, while the B.P. stations were working.

On the long waves all the usual stations were at excellent strength. If the selectivity control was carefully manipulated Koenigswusterhausen could be received clear of 5XX, only 4 degrees away. This is very good. Radio Paris and the Eiffel Tower, 10 and 9 degrees away from 5XX were, of course, easily obtainable without interference.

The set was perfectly stable, and the reaction control was smooth. There was practically no hum audible.

We think it would be an advantage to provide indications for the various controls, which on our set are unmarked. A fuse might also be included. The appearance of the set is quite tasteful, while the cabinet is built to stand hard wear. A very commendable production.

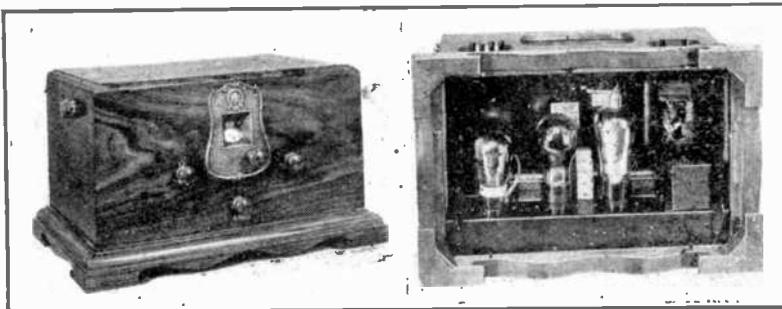
**"Ekco" A.C. Mains Units for Portables.**

**DESCRIPTION AND PRICE.**—The recently introduced "Ekco" combined H.T. unit and L.T. charger, type C.P.1, is housed in a metal case measuring 9 ins. by 5 ins. by 3½ ins., and finished in crystalline brown.

The two controls, one a black knob sunk in a recess, controlling the variable H.T. tapping, and the other the L.T. charger switch, are mounted on the top of the case. A 5-ft. length of flex terminating in a lamp-holder adaptor enters the case through a hole on the left of the controls, while the H.T. and L.T. output leads leave the case through holes on the right. There are four H.T. leads, one marked H.T.— and the others S.G., 0-120 V, and 100-150 V respectively, these being, of course, + tappings. For L.T., there are two leads, + and —, both of which are equipped with spade ends. A small earth terminal is provided.

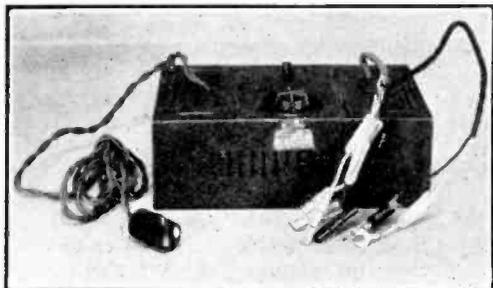
When the metal cover is removed, all the components of the unit, with the exception of the variable resistance and the L.T. switch, can be seen mounted on the hollow metal base. The primary winding of the mains transformer has three tappings, which are taken to three sockets on a block of ebonite mounted over a rectangular hole in the base-plate. By means of a plug, the instrument may be adjusted for use with A.C. mains having voltages of from 200-250. (Another model is made for 100-120 V mains.) In the same way the L.T. charger can be adjusted for 2, 4 or 6 V accumulators.

There is a third ebonite block, with two sockets which are marked "H" and "L" respectively, these letters signifying a high and low H.T. voltage from the power



Two views of the Ekco S.G.P.3 A.C. receiver reviewed herewith. On the right is seen the valve compartment underneath the base, normally closed by a wooden board.

tappings. When the appropriate plug is placed in the "L" socket a resistance is brought into circuit, thus reducing the output, while with the plug in the "H" socket, the resistance is shorted. Westinghouse rectifiers are used. The



The Ekco C.P.1 A.C. mains unit for portables. The 1.V.20 unit is similar, but without the L.T. charger.

S.G. voltage is obtained by means of a fixed potentiometer, and the variable H.T. voltage by means of the adjustable resistance mounted on the cover.

The price of the combined H.T. unit and L.T. charger described above is £6. A similar unit, but providing H.T. supply only, is obtainable at £4 12s. 6d. This is known as the 1V20, for A.C. mains.

**TEST RESULTS.**—We confined our tests to the Model C.P.1, the H.T. side of which is similar to that of the 1V.20 unit. The unit was tested on 250 V 50 cycle mains.

The output of the fixed power tapping was measured, first with the plug in the "high" position. This gave 150 V, 11 mA; 140 V, 14 mA; 130 V, 16 mA; 120 V, 19 mA; 110 V, 21.5 mA; and 100 V, 24.5 mA. In the "low" position the output was 150 V, 6 mA; 140 V, 7 mA; 130 V, 8 mA; 120 V, 10 mA; 110 V, 11 mA; and 100 V, 12.5 mA.

With a fixed load of 120 V, 19 mA on the fixed power tapping, the S.G. tapping gave 63 V, 1.5 mA, and the 0-120 V variable tapping was smoothly variable from 0 to 110 V, 2 mA. On full load (H.T. only) the consumption was just over 7 watts.

On the L.T. side, the charging current for 2, 4 or 6 V accumulators was 0.275 A in each case (batteries fully discharged). Thus the output of the unit agrees very well with the makers' ratings.

Tested in two well-known 4-valve portable receivers, the unit gave very good results. In both cases the hum was very slight, and an earth connection was not needed. In one of the sets only one H.T. tapping was used, but the unit did not affect the stability if the voltage was adjusted to the voltage of the H.T. battery normally used. The unit was very quiet and cool in operation.

A point to be noticed is that the switch on the combined model does not affect the H.T. at all, and the H.T. is therefore always on when the unit is working.

The plug underneath the base enabling the output of the power tapping to be reduced is a useful feature, as otherwise a larger grid bias battery would be necessary. As it is, the user has the choice of the smaller output with the original 9 V G.B. battery, or a larger output, with a larger G.B. battery, and hence better tone and power-handling capacity.

These units can be thoroughly recommended.

**F. A. Hughes & Co., Ltd.,** 204-206, Great Portland St., London, W.1.

**Blue Spot Speaker Units, Types 66P and 66R.**

**DESCRIPTIONS AND PRICES.**—These are two new Blue Spot units, just introduced, which are developments of the now well-known 66K unit. On a first glance at the units the only difference which is apparent is in the sizes, but, on a closer inspection, it is noticeable that the larger unit (the 66R) has several constructional points which differ from those of the 66P.

The magnetic system of the 66R is comprised of a U-

shaped permanent magnet with the laminated pole-pieces clamped to its ends. There are four poles, and the actuating coils, two in number, are situated between them. The armature extends through slots cut in the centres of the coil-formers, and is pivoted at its centre, adjustment being provided by a special Blue-Spot arrangement. When the armature is correctly adjusted, each of its ends is balanced between a pair of pole ends with opposite polarity.

The drive is taken from a projection at one end of the armature, through a damping spring, to a rod screwed at the end for attachment to a cone. Connection is made to the unit through a 6-ft. length of flex which terminates with pin tags. The rated D.C. resistance of the 66R is 500 Ω, and the maximum permissible D.C. current is 50 mA.

In the case of the smaller unit, type 66P, the permanent magnet is considerably smaller than that of the 66R, and the pole pieces consist of plates of metal about  $\frac{1}{4}$  in. thick. The speech coils are correspondingly smaller and have a rated D.C. resistance of 1,000 Ω, the maximum permissible D.C. being 30 mA. The armature is smaller in width and is, apparently, suspended and adjusted in exactly the same way as that of the larger unit.

It should be noted that several forms of Blue Spot chassis specially made for these units are marketed,

The price of the 66R unit is 35s., and of the 66P, 27s. 6d.

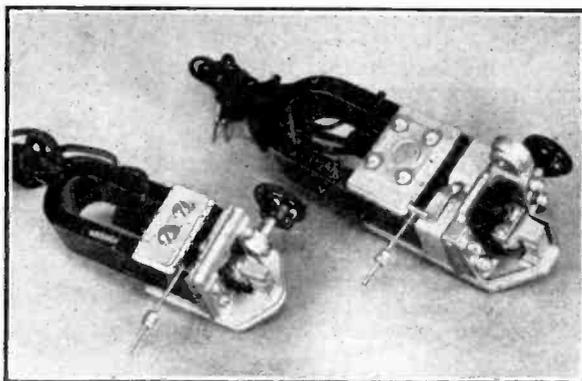
**TEST RESULTS.**—Both units were sent to us mounted on Blue Spot Major chassis. They were fitted to 2 ft. square baffles, and compared with our large standard cabinet cone speaker. In each case the sensitivity was very good, the 66P being fully equal to the standard in this respect, while the 66R was noticeably more sensitive. In each case, too, the power-handling capabilities were above the average.

The tone of the 66R was surprisingly good for a moving iron type of unit. There was a really prominent, clear bass, with a good high note response. The overall tone was rich, full, and well-balanced. Speech was inclined to be deep, but was very clear.

The smaller unit, the 66P, also gave an exceedingly good tone, though rather different from that of the 66R. The bass was almost as good as before, while the high notes were even more prominent. The middle register was not so much in evidence, the resultant tone being therefore rather less full, but extremely clear. Speech was very clear.

Both units can be thoroughly recommended. Some people might prefer the tone of the smaller unit for its clarity, while others would choose the large unit for its richness. In both cases, however, the bass response is well above the average for units of this type.

A criticism might be levelled at the chassis. Different types are needed for each unit. It would have simplified stocking by the dealer if the same mounting could have been utilised in each case, so that only the different sizes of chassis need have been carried.



The two new Blue Spot cone speaker units. On the left is the smaller 66P unit, while on the right is the large 66R model. Both give exceedingly good results.

# THE SELLING SIDE

## Continuing the Summer Appeal.

**A**T the foot of the next column we reproduce the third suggestion in our series of small-space layouts for the trader's summer advertising.

While the general appearance of the advertisement is similar to that of preceding suggestions, the illustration is altered, and the attractions of using a portable are shown from a rather different angle. Even a small sketch of this character can do much to set the reader's imagination working along the right lines; it suggests many other pleasurable incidents in which the portable may play a part, and does the work of many words of "copy."

In the remainder of the advertisement, the "all-occasions" value of the portable is again referred to. This is a point of importance, for however attractive may be the idea of using a portable out-of-doors, the appeal of the apparatus is greatly strengthened if the "prospect" is reminded that it will give him good results at home.

The illustration employed here can be obtained in stereo form, for use in the reader's own advertising, on application to our Publicity Department. Preceding examples appeared in our issues of May 10th and May 24th, and the illustration then employed is also available.

## Best Use of Makers' Display Aids.

**I**N the range of display materials that most manufacturers place at the trader's disposal, the latter has a sales aid of a most effective kind. Unfortunately, the possibilities of many of these productions are never fully realised—not because retailers fail to use them at all, but because only a few employ them skilfully.

The trader who desires to make the most of his display space should reserve a ready welcome for this material, but he should not imagine that it solves his display problems for him. Something more is required than cut-outs, bills, and so forth, to attract interested onlookers—and this "something more" can usually be secured by evolving an idea, or a connected scheme, around them. If the trader does employ a touch of originality in this way, the combination of ideas and well-produced display material will often produce genuinely attractive windows.

An example of what can often be done is provided by a display designed around a cut-out of a valve, such as might be produced by way of the well-

known valve manufacturers. Ordinarily, the trader receiving such a cut-out will suspend it above his counter, or hang it up in his window, and consider that he has made the fullest use of it. A little thought, however, might show several directions in which such a cut-out could be "worked up" to form an arrestive and sales-making display.

Our sketch opposite suggests one "angle" from which the problem could be approached. Here, the cut-out is the "jumping-off point" in the evolution of the display, but the development of the idea would be in the hands of the trader himself.

As will be seen, the valve is suspended against a large "heart"—which could be cut from crepe paper and fastened to the background. This device not only catches the eye, but it lends a certain amount of point to the cards reading, "The Valve is the Heart of Your Set," and "Use Dependable Valves." From the cut-out, ribbons are run to the valves in a set on either side, while stacks of cartons represent the various types of valves stocked.

A one-line display of valves is frequently worth staging—particularly when the trader has a subsidiary window that can be devoted entirely to this purpose for a week or two—and arranged somewhat on these lines it would have considerably more appeal than the more ordinary type of show.

Naturally, the valve cut-out is merely one of a large number of examples that might have been chosen. The designs used by manufacturers for this purpose are almost legion, and

most of them can be adapted with equal readiness.

Cut-outs of pretty girls figure very largely amongst display aids, and these can often be adapted so that they give a valuable human interest touch to the window. Such cut-outs often only include head and shoulders, and in these cases it is a good plan to mount them on circular pieces of wall board or three-ply, suspending them at a height of about four feet from the bed of the window, and arranging a crepe paper drape around them. This creates an illusion of "life-size," and gives them added strength and "attention-value" as a centre-piece.

Sales-making displays of components and accessories can be arranged by much the same means. Just now, for instance, the manufacturer of selectivity components may have issued a window bill or card illustrating his various units, and giving a brief summary of their advantages.

Such a card might be made the basis of a "selectivity display" in the centre of the window, ribbons being run from the card to actual examples of the components dealt with. A bold banner should read, "Make your present set more selective."

## Summer and the Shop.

**P**ROGRESSIVE retailers have recently given increased attention to the advantages of adapting their shops to meet the conditions of the different seasons. Apart from the importance of introducing a summer appeal in display work, which is a subject in itself, it is recognised that preparations should be made for the coming of hot weather, and that there are many details of "atmosphere" that should be varied from season to season, so that the establishment invariably gives customers a pleasant impression.

One of the points that undoubtedly deserves early attention is that of ventilation. The wireless and gramophone showrooms and demonstration rooms are essentially of the type in which the average customer spends a considerable time. The condition of these rooms therefore has time to influence him—favourably or otherwise. There is no doubt whatever that, if the demonstration room tends to become hot and stuffy during warm weather, this fact will prejudice sales, while the room that is cool, and in pleasing contrast with conditions outside, will tempt customers to linger and assist to put them in a buying frame of mind.



**RADIO MUSIC**  
take it  
with you

Get a Portable Radio Set—and enjoy perfect reception **OUTDOORS** as well as **AT HOME**. Hear the best portables without obligation at—

NAME AND ADDRESS

Another summer appeal small advertisement. As with earlier examples in the series, stereos of the block used cost 3s. 6d. (3s. 10d. C.O.D.)

Some of the big stores have experimented with the use of ice in order to keep the various departments cool and fresh. Ice is not available in such liberal quantities that every trader will care to adopt this idea, but a fairly successful substitute has been found in tanks of cold water. Two or three of these, concealed in various corners, help to remove the closeness of the atmosphere.

It is worth remembering that "suggestion" plays quite a big part in creating a favourable impression. A shop can be made to "look cool" without any change being made in the temperature. The use of "cool colours" for furnishings and decorations is the biggest aid toward this end. Exciting colours such as red, and oppressive colours like black and dark brown, should be eliminated as far as possible, and restful colours, such as green and pale blue, should be used. Naturally, wholesale alterations to a furnishing scheme are not always possible, but the change is quite easily made in regard to loose covers on chairs, curtains, and so forth. Light wicker chairs are considerably more attractive during the summer than the heavy upholstered furniture usually found in showrooms.

Summer introduces a number of practical problems in front of the shop, as well as inside. One is that of protecting the goods on display from the effects of strong sunlight.

The direct rays of the sun should never be allowed to remain on records, while it is equally undesirable to stand receivers in strong sunshine. The remedy, however, lies not in removing these lines from the window, and thus reducing its selling value, but in the provision of a good awning.

In this country the possibilities of the awning are scarcely ever realised. Most of them are ugly stretches of canvas that spoil any claims the shopfront may have toward distinction, whereas hardly any more trouble or expense are involved in securing an awning that will add to the appeal of the premises. Tasteful design, distinctive colours, and re-painting at reasonable intervals, are the most important requirements, and a really attractive awning is equally useful at all seasons.

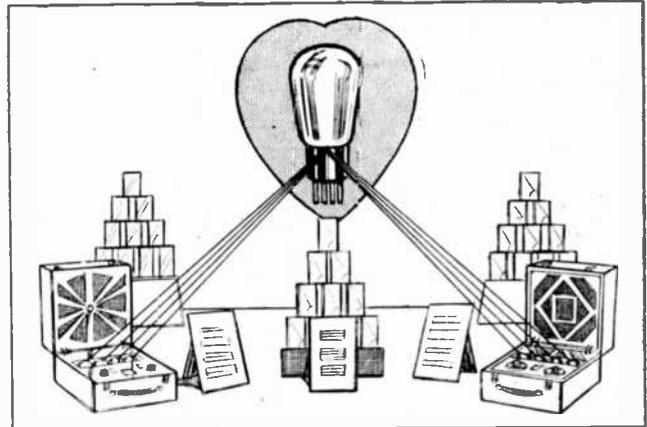
Finally, summer frequently introduces the problem of reflections. In this case it is usually the shop situated on the shady side of a street that suffers most, the plate-glass becoming a most effective mirror for brightly-lighted objects opposite.

The only satisfactory way of alleviating this trouble is to make the interior of the window as light as possible. Dark backgrounds should be eschewed, and the display man

should avoid massing cabinets and other dark objects in the window. Heavy shadows of this description add greatly to the mirror-like qualities of the glass.

In some cases the trader may find

This sketch shows how a cut-out of a valve, supplied by the manufacturer, can be worked up into a striking display, as described on the opposite page.



it worth while to have his display illuminated when reflections prove particularly troublesome.

### A Subscription Club.

A SCHEME that for many years has been a popular practice in other retail trades has just been applied by Mr. E. Gethin Morgan, of Radio House, Ystrad Mynach, Glam. He states that he has found it excellent for stimulating business in the "slack" season.

The club is run for a period of weeks equal to the number of members. In Mr. Morgan's case, there were twenty members, so that it existed for twenty weeks.

Every week each member pays the sum of one shilling, and at the outset a draw takes place in which each member obtains a number, and on the corresponding week to the number drawn, a voucher is issued entitling the bearer to goods to the value of his total subscription over the whole period.

Thus a person drawing ticket No. 5 obtains a voucher in the fifth week by which goods can be obtained after the member has signed a formal agreement promising to pay the weekly subscription for the rest of the period.

The main points to bear in mind are that the members must naturally be of good standing, and secondly a reliable collector must be employed. Mr. Morgan paid his collector at the rate of 7½ per cent. on the total amount obtained.

While the idea could naturally be adapted for purchasing quite expensive products by means of more members and larger subscriptions, it is wiser to restrict it to fairly low priced goods. In Mr. Morgan's case, the vouchers were available for radio parts and gramophone records.

### A Window Blackboard.

WE have often recommended dealers to feature the B.B.C. programmes in their windows as a means of stimulating interest every day of the week.

One dealer of our acquaintance has carried out this idea in a really thorough and effective manner by placing a blackboard in a prominent position in the shopfront.

Selected items for the day should be neatly lettered in coloured chalks, and the outstanding items thrown up by larger letters and contrasting colours.

An example of what can be done, taken from one day's programme this week, is given below :

TIME.	ITEM.	STATION.
2.45	H.R.H. THE PRINCE OF WALES.	Nat.
3.30	Jack Payne and B.B.C. Orchestra.	London Reg.
4.0	Light Orchestral Concert.	Nat.
6.40	Military Band Programme.	Midland Reg.
7.15	VARIETY.	Nat.
9.0	The Gershom Parkington Quintet.	London Reg.
9.40	SYMPHONY CONCERT.	Nat.
11.0	DANCE MUSIC.	{ Nat. London Reg.

National Programme : 261 metres. 1,554 metres.  
Midland Regional : 479 metres.  
London Regional : 356 metres.

It will be noted that the programme given above, with the exception of the Prince of Wales' speech, is a fair example of an ordinary weekday broadcast, the selection of the best features provided by the three stations making it an attractive entertainment.

The chief value of this scheme, of course, will be lost if it is not done regularly. The lettering should also be plain and no attempt made to cram the board with too many details.

Passers-by on the way to work, trains or buses will subconsciously form the habit of glancing at the board to see "what's on to-day," and, apart from interesting those who are already set owners, the evidence of the wide variety of entertainment will eventually cause many non-listeners to take an interest in radio.

## The Week's Court Cases.

### Peto-Scott Winding-up Petition Adjudged.

IN the Chancery Division last week, Mr. Justice Eve had again before him a petition to wind up the Peto-Scott Co., Ltd.

Mr. Stable appeared for the petitioning creditor and said he had just received a copy of an affidavit on behalf of the company setting out details of a proposed scheme.

Mr. Stable said that at the creditors' meeting they decided against a voluntary winding-up and the alternatives were either a compulsory order or an adjournment of the petition in order that they might see whether the scheme was approved.

Mr. Buckmaster, for the company, said the proposed scheme was one to make arrangements for the satisfaction of the creditors. The scheme which had been approved by the creditors proposed to offer the unsecured creditors for £12,500 five shillings in the £, preferential creditors were to be paid in full and two creditors for £14,000 were prepared to allow their claims to remain unpaid until the scheme was in operation. In addition debentures for £7,000 were to be issued. In order to operate the scheme £6,000 was required. The sum of £4,000 was to be raised by first debentures, £1,000 by the realisation of the company's factory and £1,000 by advances on hire purchase contracts. The company would continue to carry on as distributors.

Mr. Stable said the petitioners consented to the petition being adjudged.

The Judge then adjourned the petition for one month.

### REPAIRING AN OBSOLETE RECEIVER.

IN the Folkestone County Court recently, Marchant & Co., electrical and radio engineers, 81, Sandgate Road, Folkestone, sued Georges Honore, Longford Terrace, Folkestone, for £3 17s., due for work done and goods supplied. The defendant counter-claimed for £9. Mr. G. P. Medlicott, for plaintiffs, said that defendant had a second-hand wireless set, and wanted a new component fitted. A lot of re-wiring was done to make the job complete, and after using the set for a time defendant brought back the new component, and asked plaintiffs to give him credit for it, which they did. When payment was pressed for, defendant alleged negligence on plaintiffs' part.

The Judge said he had no doubt that the set was out of date. Plaintiffs did the work on defendant's instructions, and did it to the best of their ability. One of defendant's own witnesses had said that the set when bought was practically useless. As to the counter-claim, when the contract was made for the repairs it was never contemplated that if plaintiffs could not make the set work, defendant should have the opportunity to walk out and buy a new set.

He found for plaintiffs on both the claim and the counter-claim.

### DISPUTE WITH TRANSPORT CONTRACTORS.

AN action for the recovery of damages for the alleged loss of wireless parts, was heard in the Southwark County Court last week before Judge Moore. The plaintiff was Philip Hyams, of 112, Borough High Street, Southwark, London, S.E., wireless dealer, and he sued Joseph Eva, Ltd., of 17, Brunswick Street, Liverpool, transport contractors, to recover £33 13s. 6d. The plaintiff alleged that through the negligence of the defendants a large number of wireless accessories was lost, amounting in all to the amount claimed.

Mr. Taylor appeared as counsel for the plaintiff and said that on March 18th last a lorry subsequently went to Slough to the premises of the Housian Wireless Co., and under the supervision of Mr. Clark, of that company, and the plaintiff, the wireless goods were packed on the lorry, the most valuable being placed on first. The goods were checked by a list in the possession of Mr. Clark, and the plaintiff also made a copy of that list. The lorry left Slough, and instead of arriving at the Borough about a couple of hours later, did not arrive until the following morning, owing to a collision. The goods were transferred to another lorry, and when it arrived at plaintiff's warehouse, and the plaintiff arrived to check the more valuable wireless parts, and found some missing, plaintiff telephoned to the defendants, who sent their driver, who asserted that nothing had been touched.

For the defence, the driver of the lorry gave evidence, and said that only two cases fell off the lorry when the collision occurred, and they were replaced by the police constable who

arrived. The lorry was then towed to a garage, and the night watchman gave evidence that nobody approached the lorry during the night. The parts were then transferred from the broken down lorry to another by backing to one another.

Judge Moore said that the defendants had established a case that the wireless goods could not have been handed to them in the first place, and no negligence had been proved against them. He could not see how the goods could possibly have disappeared. In the circumstances, he would have to give judgment for the defendants, with costs.

### BALANCE DUE ON RADIO SET.

BEFORE Judge Drysdale Woodcock, K.C., at the Dewsbury County Court last week, a case was heard in which Stead & Firth, wireless dealers, of Heckmondwike, applied for a commitment order against Ernest Kilburn, of Hightown. It was stated that defendant bought a wireless set for £15 7s. 6d. but had only paid £1 16s., the judgment summons being issued against him for £8, part of the balance. It was stated that defendant was now unemployed.

His Honour made an order upon defendant to pay 10s. a month and also directed that he should be sent to prison for 40 days if he made any default in payment, having regard to his threat to a member of the plaintiff firm that he would kill him if judgment went against him in the court.

### A CHARGE OF FRAUD.

AT Knutsford, Cheshire, recently, Thomas Harold Stevens was charged with obtaining by false pretences a wireless set and accessories, value £13 15s. 8d., from Arthur James Bleasdale, a wireless dealer, 103, King Street, Knutsford, on April 9th. Prosecutor said that he had had previous transactions with defendant, and he allowed him to have the set on payment by cheque. Defendant tendered a post-dated cheque which was returned by the bank marked "account closed." Later defendant promised to settle the account by the end of May. In reply to defendant, prosecutor admitted that he was agreeable to take back the set if his (defendant's) landlord would allow him to do so.

The Chairman said the Bench were loth to believe that defendant wilfully intended to defraud Mr. Bleasdale. The case would be dismissed, and the set should be returned under a proper arrangement.

### IRISH RADIO DEALER FINED.

AT Dunmurry (Belfast) Petty Sessions, before Mr. A. H. Anderson recently, the Postmaster-General had a summons against John McFarlane, of the Garage, Dunmurry, for having unlicensed wireless apparatus.

Mr. W. G. McCullough, a Post Office inspector, gave evidence of finding two valve sets and an aerial in working order. Defendant told him he had the sets in for repair and had been merely using the aerial for testing purposes.

Defendant pleaded that, as he held a wireless trader's permit, he did not think a licence was necessary. He was not the only dealer who was under that impression. The magistrate said an offence had clearly been committed, and imposed a fine of 20s. and costs.

### ATTEMPTED FRAUD.

AT West Ham Police Court, London, E., recently, Leonard Percival, Henry Hayes, and William Gearing were charged with being concerned in attempting to steal a portable wireless set, value £15 15s., by means of a trick, from Storey's Music Stores, West Ham Lane, Stratford, E. The evidence showed that Percival enquired at the shop about having a portable set on the hire-purchase system, and he paid a deposit of 30s., signing an agreement to pay the balance by instalments. On the salesman requiring proof of his identity, Percival said that he would get a card from his friend outside. He returned with a card bearing the name of "J. Scotty, music publisher."

As the salesman knew Mr. Scotty, his suspicions were aroused, and he told Percival to come back later for the set as it was not ready. It was found that the name and address given by Percival on the agreement were false, and when he called for the set he was arrested, and alleged that the other defendants told him what to do. Percival was sentenced to a month's hard labour, and the other defendants were discharged owing to insufficient evidence.

# ACHIEVEMENT



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

### Specification.

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

## RETAIL

# 8 GNS

Complete and ready for use.  
12 Months' Guarantee.

*Liberal Trade Terms.*

# DETEX

## PORTABLE RADIO

## DETEX LTD.

161 Vauxhall Bridge Road, London, S.W.1

'Phone: Victoria 1303 (6 lines).



# WARNING

**OUR** attention has been called to the fact that Radio Valves are being imported into and sold in Great Britain, constituting an infringement of our *Letters Patent 283941 and 287958* covering certain features in the manufacture of Radio Valves.

We have accordingly found it necessary, for the protection of our rights, and of the radio industry in general, to issue Writs against *Impex Electrical Limited, of 538 High Road, Leytonstone, London, E.11*, and certain other dealers who have been importing or selling infringing Valves.

We feel it our duty to warn both suppliers and users of infringing valves that they are rendering themselves liable to legal proceedings, and our reason for issuing this notice is to avoid, if possible, causing unnecessary annoyance and expense to any such suppliers or users who have purchased valves without knowledge of the existence of the above patents.

*The Mullard Radio Valve Company, Ltd.,  
Mullard House,  
Charing Cross Road,  
London, W.C.2.*

# CORRESPONDENCE

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

## Shropshire Dealer's Service Scheme.

To the Editor.

SIR,—Noting in your recent reference to the above scheme that you would be interested to have an idea of the proportion of replacements that would be entailed, we should like to point out that this particular service scheme was not launched until time and thought had been expended on the details.

As most dealers are aware, a great deal of trouble and unnecessary time are wasted through clients not being versed in the technicalities of wireless. We ourselves have had numberless journeys and found that in probably 99 per cent. of the calls the accumulator terminals were only corroded, or a wander plug was required. As the trade knows, these are items that cannot be charged for, and consequently time and travel have been adding considerably to our overhead costs.

We have found from the data at our disposal that the cost of replacements is practically negligible, and is more than compensated for by the additional business which the scheme brings us.

WEM, SHROPSHIRE.

THE WEM RADIO CO.,

A. REG. ELLIS.

[Note.—It will be recalled that the service scheme operated by the Wem Radio Co. involved a flat annual charge of £1 1s. (for sets not exceeding three valves), and this figure covers the full replacement of any parts, except valves and batteries, which break down in ordinary use.—EDITOR.]

## Two More Letters on Service.

To the Editor.

SIR,—With reference to your "Trade Notes and News" in the issue of May 31st, we observe an article dealing with a service scheme. It may interest you to know that we started a scheme in August, 1925. What is of more interest, however, is the fact that our scheme failed in Scotland because the public were not prepared to accept such service in good faith, although our intentions were entirely honourable. For instance, if a wireless set worked well the owner did not think of service. When it broke down, however, he then called us in, adopted the service scheme, and, in most cases, landed us with a heap of home-made junk to try to keep in order for a year. In many cases we found it necessary completely to rewire the sets to keep our good name.

Technically, the scheme turned out to be unsound, because if one gave regular visits, one found that the high tension batteries might be about two-thirds discharged on one visit. Often it was necessary to give an estimate of the possible further life of the batteries, the result being that the customer felt he could hold us to our estimate, and when the batteries eventually "let him down," he seemed to consider that it was our fault in some mysterious way. The whole scheme turned out to be much more trouble than it was worth, and we are doing better business now making reasonable charges when we are needed than when we were trying to run this scheme.

GLASGOW. CONSULTING & RADIO SERVICE, LTD.,

NORMAN TURNER, Managing Director.

[Note.—Under the scheme of Consulting & Radio Service, Ltd., clients within a radius of ten miles received for £1 per annum four regular visits and two "S.O.S. visits." An extra charge was made for any replacements that may have been necessary.—EDITOR.]

To the Editor.

SIR,—Whenever we receive an enquiry for a complete receiver nowadays, we are asked to give our lowest price, irrespective of the list figure. Our reply in every case is the same: we are willing to give a discount, but our customer must clearly understand that we cannot give the halfpenny and the toffee. Either service or discount—not both. The customer almost invariably chooses our "Service"—showing that the "bluff" is justified.

CRAMP & CRESSWELL,

R. CRESSWELL.

ACCRINGTON.

## "Supplies to Dabblers."

To the Editor.

SIR,—I have read the remarks under the above heading in your issue of June 7th with very much concern, and must draw your attention to the fact that at least some portion is definitely incorrect, and is calculated to do this Federation serious harm, as it seems to imply that we have deliberately misrepresented the position, which is certainly not the case.

In the first place, I wish to point out that the report of the Council meeting submitted to you was altered, and instead of stating that "the case of a joiner and painter working at their trades in the daytime and dabbling in wireless at night was discussed," it was stated that two cases were concerned. The report was also altered in other important respects.

Furthermore, I wish to point out that the portion of the paragraph which says: "Not only had they told the Federation that they were satisfied with the retail and battery-charging business which was being carried on," is definitely incorrect, since no such information had been given to us, which is proved by the correspondence in our possession.

We trust that in support of your claim for impartiality, you will give our reply equal prominence to that of the original paragraphs, in order that traders may fairly judge for themselves.

A. DE VILLIERS, Hon. Organising Secretary,  
NATIONAL FEDERATION OF RADIO RETAILERS.

LONDON, S.E.1.

[Note.—It should be pointed out that the report sent us by Mr. de Villiers and mentioned above was altered solely for the sake of brevity, and the essential facts were recorded without substantial modification. Dealing with our paragraph of last week, there was certainly no intention to "imply that the Federation deliberately misrepresented the position," nor can we believe it had that effect.—EDITOR.]

## Marconiphone's New Policy.

To the Editor.

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

Surely the new Marconiphone scheme is just such an action as you have advocated in your columns for a long time past, and it would be encouraging to the distributing

section of the trade generally, and to other manufacturers, if you would publish your views on the scheme.

I shall look forward to reading your remarks about it in the next issue of THE TRADER.

DALBEATTIE.

ROBERT CLARK.

To the Editor.

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

AYR.

A. J. FAIRBAIRN.

To the Editor.

SIR,—With reference to the new trading policy of the Marconiphone Co., Ltd., this, in my opinion, is another nail in the coffin of the "dabbler" and price-cutter. The company are to be heartily congratulated on the bold step they have taken, and we trust this is only a beginning, and that other firms will soon follow suit. In view of the very great importance of this scheme to the bona-fide trader, it does not appear to have been given the prominence it justly deserved in your issue of May 31st.

BRISTOL.

B. J. TURNER (Hon. Secretary).

BRISTOL RADIO TRADERS' ASSOCIATION

(RETAIL SECTION)

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

"A Charge against British Manufacturers."

To the Editor.

SIR,—We read with interest the letter in your Correspondence columns on May 31st from Mr. Eric Linder, of Holmestrand, Norway.

It may be of interest for you to learn in this connection that we have our literature printed in six languages: French, Spanish, Portuguese, Dutch, Italian, and Norwegian. We circularise every dealer whose name we are able to obtain from the London Chamber of Commerce, THE WIRELESS AND GRAMOPHONE EXPORT TRADER, and the Department of Overseas Trade, each in his own language.

Perhaps we ought to point out that Mr. Linder did not communicate with us, but we have instructed our

Norwegian agent to get in touch with him immediately, and we have also written to him ourselves.

WINGROVE & ROGERS, LTD.,

LONDON, W.C.2.

D. DOBIE, for Manager.

[Note.—Mr. Linder, it will be recalled, wrote criticising the failure of certain English manufacturers to respond to his advances from Norway. With their letter Wingrove & Rogers send copies of attractive leaflets describing many of their well-known components, and printed in the six foreign languages mentioned above.—EDITOR.]

Manufacturers' Production Policies Criticised.

To the Editor.

SIR,—There will be universal feelings of satisfaction and relief to know, as the notice in one of your recent issues indicated, that one of the pillars of the manufacturing side of the trade, Burndept Wireless (1928), Ltd., are not experiencing any more trading difficulties than usual.

Nevertheless their Mr. Hannaford states that, in spite of increased production, they are still behind with deliveries. Why? We have nearly two millions of unemployed, among whom there are as many highly skilled operatives and others as would be wanted. Raw material is—relatively in some cases and actually in others—cheaper than ever, and there must be hundreds of component manufacturers who would be only too glad to co-operate with Burndept's to extricate them from the distasteful position of keeping the trade and public waiting.

I rather fancy that it is the pernicious system of keeping orders in hand that is at the base of the canker spot which keeps the radio trade less healthy than it should be.

SAWBRIDGEWORTH.

N. H. STAINER.

Price-Cutting.

To the Editor.

SIR,—If the manufacturers are really serious in their endeavours and protestations, the price-cutting evil could be stamped out in a very few weeks by the formation of a "Manufacturers' Alliance." All members of this Alliance should manufacture and/or market proprietary lines, and should agree that in the event of any member's products being cut, all other members should immediately shut off supplies to the cutter until he observed the regulations.

Some 25 years ago I formulated this scheme in connection with another trade, and gave the cutters due notice of our intentions. Immediately they "fell over themselves" to meet our views, realising that while they could treat with contempt a few, they could not fight the whole trade.

The Radio Manufacturers' Association has already gathered into its fold practically all the makers who matter, and the Alliance could thus be running very quickly.

LONDON, S.E.26.

E. G. MAYHEW.

A Birmingham Advertisement.

To the Editor.

SIR,—Reading the Correspondence columns and the Editorials on price-cutting in THE WIRELESS AND GRAMOPHONE TRADER each week has prompted me to send you the enclosed advertisement from the Birmingham Mail of May 21st. This is not a single example, for similar advertisements appear three or four times a week. There are to my knowledge three shops in Birmingham who regularly advertise in a similar manner. No doubt the lines offered below the usual prices are obsolete or bankrupt stock which the advertisers have acquired cheaply. My point is that the manufacturers of such products as Ekko, Marconiphone, Ormond, Formo, etc., should take steps to prevent their goods being advertised thus, as by allowing it price-cutting is being encouraged.

BIRMINGHAM.

RICHARD B. GROVE.

**MARTINEAU RADIO STORES.**  
29, MARTINEAU STREET, BIRMINGHAM.

"PROFITTEERING" EFFECTIVELY ABOLISHED IN BIRMINGHAM.  
HIGH PRICES DEALT MORTAL BLOW BY ENTERPRISING NEW RADIO STORE.

SPECIAL UNREPEATABLE BARGAIN LINES—

British-Made "Castles" H.T. BATTERIES new Redwing 1929/30 £9. 0/00. 7/6	Ormond VERNIER DIALS (List 5/1) 2/11
Traction VALVES 400 Over, 1/8	Ormond DRUM VIBRO DIALS (List 5/1) 2/6
T.F.P. L.P. TRANSFORMERS 2/11	Best quality, 500 Variants. CONDENSERS (List 5/1) 2/6
R.L.P. CONDENSERS 2/11	Ormond 1000 and 2000 L.P. CONDENSERS (List 5/1) 2/6
ACCUMULATORS—ready charged 3/6	Formo Reaction CONDENSABLE (List 2/6) 1/11
5 Silver Charge UNITS 1/2	Marconi "Ideal" L.P. TRANSFORMERS (List 2/6) 1/11
5 Silver Charge CABINETS, 1000/100 6/6	Marconi A.C. Mains H.T. TRANSFORMERS (List 2/6) 1/11
COMPLETE KIT for Dome Loud Speaker 1/11	With L.P. Gapping, 50 milliamperes (Usually 2/6)
Daily Mail "WAVE TRAP" Separate the frequencies. Price 2/11	Ormond L.P.A. TRANSFORMERS (List 1/11) 1/11
Decca "PHILHARMONIC" 1/8	White Spot "COSE" CHASSIS (Usually 1/11) 1/11
PELGIN FOUR TUBE 2/11	Black CONE UNITS (List 1/11) 1/11
Ekko "ELIMINATORS" L.V.A.M. for A.C. 1/11	White "Two-Way" COIL-HOLDERS (List 1/11) 1/11
1000/100, 2000/200, variable, and power, 50 milliamperes (List 1/11) 2/11	

SET-MAKERS SPECIALLY CATERED FOR.  
TRADE SUPPLIED.

**MARTINEAU RADIO STORES.**  
29, MARTINEAU STREET, BIRMINGHAM.

This is a facsimile reproduction of the advertisement referred to by Mr. Grove in his letter on this page.

# CHARGING STATION EQUIPMENT

THE section below deals in a necessarily brief fashion with the outstanding types of charging plant at present available. As requirements vary considerably, most manufacturers will undertake to quote for special installations. In any case, traders are advised to write to the manufacturers for full catalogues, as we have in most cases found it impossible to mention all the models available. This feature was unavoidably held over from last week.

## Aeon Radio, Ltd., Horley, Surrey.

This firm make a very wide range of switchboards and accessories. Type X is a simple board for charging from D.C. mains with lamp resistances, for currents up to 5 A. Six batten lampholders, an ammeter, two fuses and a D.P. switch are fitted. The price is £2 5s. At the other end of the scale are the Type N.W. boards, having 6 to 10 circuits, each with its own switch, ammeter and sliding regulating resistance. Terminals and copper links are provided, and enable various charging rates to be obtained. The prices range from 18 guineas to £27, according to the number of circuits.

Switchboard instruments, cut-outs, sliding resistance units, switches and similar accessories are listed, together with a range of D.C. dynamos and motors. **Automatic Rectifiers, Ltd.,** 75, Sancroft Street, Lambeth, S.E.11.

As manufacturers of the well-known "Akk-Emmar" plant, this firm can supply the needs of the dealer who has an A.C. supply. Rotary rectifiers are used, and it is stated that there is a filter circuit to prevent interference with radio sets. The outfit is provided with an automatic cut-out which operates if the current fails, and if it is resumed, the machine starts automatically. The machine is mounted on a cast iron base, and the switch and control board is of teak, mounted vertically on pillars on the base. The outfit can be left running indefinitely without attention.

Model 2 gives a maximum output of 2,000 watts, D.C. Up to 138 cells at a time can be charged at 5 A. Price £38 10s. Several other models are also listed.

**The Crypto Electrical Co., Ltd.** (associated with **The Lancashire Dynamo & Motor Co., Ltd.**), Acton Lane, Willesden, N.W.

This firm state that they were the pioneers of the Constant Potential system of charging in this country, in which bus-bars with a potential of about 7.5 V between them are provided, and the cells are connected in units of 3 across the bus-bars. All the 6 V units are thus in parallel, and the system is of the low voltage-high current type. No regulating resistances are needed (except in the case of new or faulty cells, when slow rate leads are provided). When the cells are first connected, a relatively large current flows, but as the voltage of the cells rises, the current gradually drops, a "taper" charge being given. When the cells are fully charged, they "float" on the bus-bars, practically no current flowing. Thus there is no possibility of over-charging. Also, cells may be removed and connected without disturbing the remainder of those on charge. The machines are rotary rectifiers for A.C. mains and

rotary transformers for D.C. 2- and 3-bar models are made, and the prices range from about £40 upwards. This includes the machine, switchboard, bus-bars, leads, etc. High tension charging equipment costs from £13 extra. An attractive H.P. scheme is available.

For those who prefer the series method of charging, a range of commutating rectifiers is made, with outputs of 16 V, 10 A up to 100 V, 100 A. These machines have voltage tapplings enabling four different voltages to be obtained, to suit the load, and thus the large resistance losses usually occasioned by small loads, are minimised. The prices of these machines range from £10 19s. to £148, and switchboards, and automatic cut-outs, are extra.

**The Edison Swan Electric Co., Ltd.,** 1A, Newnham Street, Oxford Street, W.1.

The B.T.H. Tungal battery chargers are marketed by this firm. Two "public garage" types are made, having 6 and 12 A outputs, but enquiries for larger types are welcomed. The chargers utilise the well-known Tungal rectifying valve, which is claimed to have a life of some 3,000 to 4,000 hours. Naturally, the Tungal chargers are for use on A.C. mains only.

The 6A Tungal charges up to 30 2 V cells at 6 A, or larger numbers of cells in parallel at a lower rate. The 12A Tungal gives double this output, and has two valves, two rheostats and two D.C. ammeters on the panel instead of one of each as in the 6 A type. The prices are £30 and £42 respectively, and spare valves cost £1 18s. 6d.

The chargers are automatic in operation, have no moving parts, and can be purchased on the deferred payments plan.

**Fonteyn & Co., Ltd.,** 2-6, Blandford Mews, Baker Street, W.1.

The Superflux chargers made by this firm are for use on A.C. mains, and incorporate Philips rectifying valves.

The smaller, the U.C.1, will charge up to 24 V of accumulators at 3A. Tapplings are provided for various outputs, and there is also a sliding rheostat and moving coil ammeter. The whole is in a perforated metal case. Price £7 retail, valve 25s. extra.

The U.D.1 is similar, but more elaborate. It has a maximum capacity of 80 V of accumulators at 2-6 A, or ten 120 V H.T. batteries at 0.1 A. Means are provided for varying the output, and fuses are fitted. Price, £18 10s. retail, valve 45s. extra.

**F. J. Gordon & Co., Ltd.,** 92, Charlotte Street, W.1.

This firm are sole agents in the British Isles for the Hobart constant potential charging equipment. The machine is an A.C. or D.C. motor driving a compound

wound dynamo giving about 7.5 V D.C. between the bus-bars. The switchboard is mounted vertically on the casing of the machine. With it are supplied bus-bars, leads, slow-rate clips, and all other accessories.

The popular Type 2 gives an output of 7½ V, 100 A and is priced at £82 10s. (A.C.) or £84 14s. 3d. (D.C.). Other models are made up to 7½ V, 300 A at £152 15s. 9d. (A.C.) and £165 (D.C.). Three bus-bar types are also available (7½ and 15 V output) up to 500 A.

In all cases hire purchase terms are available.

**Higgs Motors, Witton, Birmingham.**

The products of this firm include dynamos, rotary transformers (D.C. to D.C.), and motor generators (A.C. to D.C.) In all cases there is a cut-out and regulating resistance mounted on the machine. The dynamos are made with various outputs from 6-8 V, 16 A to 55-80 V, 3 A, and are all priced at £6 10s. The rotary transformers, with various outputs from 6-8 V, 14 A to 25-37 V, 3.5 A, are all priced at £7 15s. The motor generator outputs range from 6-8 V, 11 A to 55-80 V, 4 A. The prices here are £11 10s. to £11 10s. and the current output of each model depends on the frequency of the supply.

**A. E. Morrison & Son, Ltd.,** Gartree Street, Leicester.

"Regalite" plants are made by this firm, and are obtainable in many types.

First there are the constant potential sets, in 2- and 3-bar types, with various outputs. An 8 V 50 A 2-bar set costs £36, and an 8-16 V, 80 A 3-bar set is obtainable at £50. An H.T. output is obtainable at £8 10s. extra. The set includes direct coupled motor and dynamo, starter, switchboard, cut-out and in, bus-bars, leads, etc. It is obtainable for A.C. or D.C. mains.

Series plant is also made, this also being of the two unit type, direct coupled. The set includes machines, starter, switchboard with ammeter, cut-out, switches, fuses and shunt control. Separate resistance circuits, each with their own ammeter and switch, can be obtained at a slight extra cost. The prices of sets with outputs of 150 to 800 W are £17 to £42. Larger plants are made, up to 45 kW. Several H.T. plants are also made.

Finally, there are small rectifier units (valve or metal rectifier), from 24 V 6 A to 75 V 6 A. The prices range from 10 to 25 guineas. Deferred payments can be made.

**Newtons of Taunton, 6, Grape Street, Shaftesbury Avenue, W.C.2.**

The Newton 8-hour taper charger is, as its name suggests, of the constant potential type. The set consists of a D.C. or A.C. motor flexibly coupled to

the generator. With it is a switchboard giving full control and complete protection of the batteries and plant, starting gear, bus-bars and all the necessary accessories. Models which can be driven from existing engines are also made.

The sets are made with various outputs from 50 A to 400 A in the case of 3-bar sets and 50 A to 200 A 2-bar sets. Prices range from £45 to £200. Means for H.T. charging can be provided at an extra cost. Deferred payments can be made.

**Partridge, Wilson & Co.,** 217A, Loughborough Road, Leicester.

The Davenset "A.C. chargers made by this firm are obtainable in types to suit almost every need. The plant utilises gas-filled valve rectification, and thus there are no moving parts.

The Davenset garage charger gives a maximum D.C. output of 25 V, 6 A, and voltages of 15, 20 or 25 are obtainable from tappings. The complete apparatus is fitted on a vertical "switchboard," and is priced at 10 guineas (net trade), 12s. 6d. extra for 25 cycle supplies.

The Davenset service station charger is larger, and gives a maximum D.C. output of 75 V 6 A. Voltages of 25, 50 and 75 are obtainable. The price is £25 (net trade), and £1 17s. 6d. extra for 25 cycle supplies.

The Davenset H.T. charger, type H.T.2, has two independently controllable circuits, each giving up to 220 V, 150 mA for H.T. charging. Its price is 8 guineas, net trade, plus 5s. for 25 cycle supplies.

The H.T.6 model is similar, but with six independent circuits, each giving 220 V, 150 mA. Price, £18 10s. net trade, plus 15s. for 25 cycle supplies.

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

A comprehensive range of rectifiers for charging from A.C. mains is made by this firm, and all, of course, utilise Philips valve rectifiers. There is no space to list all types here, but one outstanding model will be mentioned. Type 1370 gives a D.C. output of 81 V 6 A, enabling up to 30 2 V cells to be charged at a time. This is priced at £35. A tapping switch and rheostat is provided for regulating the output, which is read on a moving coil ammeter.

About 30 other types are made, the largest having an output sufficient to charge up to 30 cells at 40 A, and being priced at £73 10s.

**L. Russell-Wood,** 20A, Manor Road, N.16. Maywood battery charging boards for series charging from D.C. mains are the products of this firm.

Model 1 is the largest, and is supplied to give charging rates of 4, 6 or 10 A as required. There is an enamelled slate panel, with switches, fuses, ammeter, pilot light and stud switch which works in conjunction with wire-wound resistances on slate formers. Each tapping increases the charging rate by about 1 ampere. Prices vary from £5 7s. 6d. to £7.

Model 4 is a simple type, using lamp resistances. Four batten lampholders are normally provided, but others can be added at 2s. each extra. Price £1 12s. 6d.

Model 16 is for H.T. charging, with one lampholder. Price £1 6s.

**Ward & Goldstone, Ltd.,** Frederick Road, Pendleton, Manchester.

A wide range of charging plant is

made by this well-known firm. First of all there are boards for series charging from D.C. mains, some utilising wire resistances, and others lamp resistances. The first range in price from £5 15s. to £11, according to the maximum charging rate and input voltage. The lamp type retails at £1 8s. to £1 16s. according to the number of lampholders. There is also a charging panel, with a 3-A charging rate, at 50s.

Dynamos, commutating rectifiers, rotary converters and motor generators are all supplied by the firm, with outputs to suit all needs.

**The Westinghouse Brake & Saxby Signal Co., Ltd.,** 82, York Road, London, N.1.

Although a wide range of Westinghouse chargers are made by this firm, we will confine ourselves to the model which has been specially produced for wireless and garage charging purposes, namely, Model R.G.C.1. This was fully described in a recent issue.

It naturally utilises Westinghouse metal rectifiers, and is suitable for use on A.C. mains only. Four separate charging circuits are provided, each with its own fuses, ammeter, regulating resistance and a 3-position switch for low, medium and high loads. The first 3 circuits each allow 120 V of batteries to be charged at rates up to 0.25, .05 and 1.0 A respectively. The fourth circuit allows 36 V to be charged at rates up to 5.0 A.

Thus it is seen that the charger is suitable for all usual needs. It has all the advantages of the Westinghouse rectifier. Price, £40 net, 10 per cent. extra for supplies other than 200-250 V, 40-60 cycles.

## PERSONALIA.

### "EKCO" EXECUTIVES ON TOUR.

**M**R W. S. VERRELLS, Managing Director, and Mr. D. Hart, Sales Manager, of E. K. Cole, Ltd., who are seen below with the car that will transport them, are starting during next week on a tour of the country.

Not, be it noted, to see the beauties of our Island Kingdom—or at least some of them! In point of fact they are calling on their friends and customers—mostly among factors, of course—in the leading centres, and anticipating spending between two and three weeks on the job.

They are leaving Ekco-on-Sea (Sorry! Leigh-on-Sea) next week, so anyone who has a particular desire to see them must seize a pen and write at once. As far as is super-humanly possible, within the necessary limits of the itinerary that has been mapped out, our friends will Verrelly try Hart to fit in such special calls!

A good trip to them!

### HERE'S A GOOD ONE!

**A**LTHOUGH Mr. C. G. Allen, London Sales Manager of L. McMichael, Ltd., now claims to know more about air-sickness than any other member of the radio industry, he is taking another chance next Thursday, when he is accompanying Mr. Bert Hinkler, the famous Australian airman, in a new type De Haviland machine on a special flight to Guernsey, Channel Islands.

This will be only the second occasion on which an aeroplane has landed on the island, and to mark the event Mr. Hinkler and Mr. Allen are to be met by the Bailiff of the Island and will be given a Civic Reception.

During the course of this, by arrangement with McMichael's Guernsey agent, Mr. F. T. Bennett, the well-known dealer, an "M.I." portable set will be presented to Mr. Hinkler by the Governor of the Island, Lord Ruthven. The set, suitably engraved, is intended for use in Mr. Hinkler's wonderful new plane.



Mr. W. S. Verrells and Mr. D. Hart.

### "CLAR" LEAVES "ITH."

**M**R. A. E. CLARKE, of Clarith Reproducers, Ltd., of Leeds, informs us that he has resigned from the position of director and works manager, as from 30th May last. This resignation was accepted by his co-directors with regret.

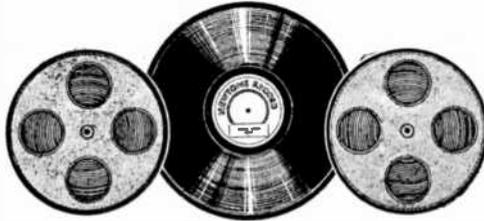
Mr. Clarke, who has done much towards the design and production of the well-known Clarith radio-gramophones, has a cheery personality which we are sure will be greatly missed by his colleagues.

He states that unless he hears of a suitable position in this country in the meantime, he will shortly be taking a situation in California, U.S.A., in connection with talking films.



Mr. A. E. Clarke, late of Clarith, Leeds.

## THEME



## SONGS

*This week we give brief reviews of the latest films dealt with by our own specialist from the particular angle of their musical numbers.*

**"The Rogue Song."**

**Starring Lawrence Tibbett.**

**T**HIS is a highly-polished production—beautifully photographed in colour—but not always so pleasant to listen to. Adapted from "Gypsy Love," the Franz Lehar operetta, "The Rogue Song" appears to have been built up as the production went along. You will barely recognise the original story.

Lawrence Tibbett, who has obviously a great reputation on the operatic stage in America, has been allowed a very free hand, and while I would not go so far as to say that he possesses the finest voice we have yet heard from the screen, he has undoubtedly a remarkable range and can carry off the most trivial melodies in a praiseworthy style.

Possibly, in view of this, and the fact that Tibbett is certainly no ideal talkie actor, his producers have allowed him to sing on every possible occasion. Even while he is being flogged at the whipping post his voice booms out the most lilting melodies.

Then, again, for some mysterious reason, the leading lady is not allowed to sing! Played by Catherine Dale Owen, she is really beautiful to look at, but her repose was not all it should have been when Tibbett was continually singing in her left ear.

Though it is many years since I last heard "Gypsy Love," I have a faint recollection that the score contained a beautiful waltz melody. This, however, appears to be missing from the film. The theme song is called "The White Dove," a waltz by Franz Lehar, but not lilting enough to make it sensational. Another number, well "plugged" by Tibbett, is "When I'm Looking at You."

"The Rogue Song" is anything but disappointing entertainment, but it lends itself to criticism, especially in the over-doses of Mr. Tibbett's singing. Of particular interest to dealers is the fact that Tibbett himself has recorded both the numbers mentioned above for H.M.V., the record being D.A.1102 (Red Label, 6s.).

**"Under a Texas Moon."**

**Starring Frank Fay.**

**H**ERE we have a pleasant satire on the many romantic "epics" Hollywood producers have been turning out since talkies held sway. Frank Fay plays the part of a fascinating bandit, whose weakness is pretty girls. He plays his part well, and you have the idea that he has had his tongue in his cheek the while he was "Don Carlos."

There are no fewer than five leading ladies, all very picturesque Spanish

types, and one of them—I think it was Armida—did a very attractive little Spanish song and dance. The score appears to have been culled from familiar Spanish songs and tangos, while there is a saleable theme song in "Under a Texas Moon" by Ray Perkins.

**"Greek Street."**

**Featuring Sari Maritza.**

**T**HIS Gaumont British talkie is outstanding from a recording point of view, and compared with previous British-made talkies, it almost reaches Hollywood standards.

The story is an obvious one, and not too strong at that. It concerns an orphaned street-singer from Naples who is befriended by a young Italian restaurant proprietor in Soho. While singing in her boy friend's café, she is lured away by the sinister manager of a notorious night club, called "The March Hare."

The night club villain endows the (supposed) innocent girl with a large salary, a beautiful flat complete with maid, and everything that goes with it—including a telephone. Later, the villain attempts to assert what he imagines to be his proprietary rights, which, of course, the girl rejects.

We next see her making her debut in the villain's club. Needless to say, she is a great success, especially when she sings the favourite number she sang in her boy friend's café in Soho. The sentiment of this song touches the girl's heart, and she there and then flees from the villain's clutches to return to her young Italian.

The acting, while being pleasing, is not distinguished, though, as mentioned before, the recording is excellent. This is especially apparent when the heroine sings the theme song, "I've a Little Love Song." This, along with another number called, "The Undress Parade," should lead "Greek Street" to some success. Feldmans are the publishers.

**"The Czar of Broadway."**

**Starring John Wray and Betty Compson.**

**A**HIGHLY polished production of a New York's famous underworld "racket." There is a lot of entertainment in this picture from a thrill point of view. You see Mort Bradley, a political power of the underworld, polishing off his unwanted acquaintances as a sort of daily habit. This becomes such an obsession with him that he is tempted to do the same to his one and only real friend, a young newspaper reporter, who falls in love with his (Bradley's) best girl. But, before he can get the job done, he is "bumped" off himself—a victim of his own confederates.

Betty Compson, who plays the part of a night club hostess, does not have a lot to do, but she is always fascinating. In the club scenes she sings one number, a rather tuneful foxtrot called, "I'm Getting Ready for that old Homestead Daddy of Mine." By the way, the melody is better than the words.

**"Loose Ends."**

**Starring Owen Nares and Edna Best.**

**A**FOXTROT bearing the same title as the play is introduced briefly into the picture. While most of the action takes place in a drawing-room, there is one flash of a night club in which Hal Swain's band features, playing the number. It is also played on the piano by a member of the cast, but to little advantage. Not a likely winner.

**"Song o' My Heart."**

**Starring John McCormack.**

**T**HERE will be no doubt about the appeal of this picture. For all lovers of song it provides a feast of melody that has not been excelled before on the "talkies." Lacking the presence of a romantic hero, or any semblance of Hollywood's conception of a great lover, McCormack nevertheless is the central figure in a gentle story and reveals a sympathetic personality—made more so by his limpid song, of course.

He sings no fewer than eleven songs, all of which are cleverly worked into the action of the story, but never holding it up. The best of these are perhaps "Then You'll Remember Me," "Little Boy Blue" and "I Hear You Calling Me." Other numbers are "A Fairy Story by the Fire," "Just For To-day," "I Feel You Near Me," "Kitty, My Love," "The Rose of Tralee," "Loughi Sereni E Cari," "Ireland, Mother Ireland," and "A Pair of Blue Eyes."

**"Spring is Here."**

**Featuring Bernice Claire and Alex Gray.**

**S**PRING Is Here" is adapted from an American musical play, though no mention of this is made on the programme. The screen version runs very much on stage lines, and comedy is supplied by an interfering father, and a fond mamma, but there is little outstanding from an acting point of view. The song numbers, of which there are five, are well put over. Two are already familiar over here, "Crying for the Carolines" and "Have a Little Faith in Me." The others are "Bad Baby," "With a Song In My Heart" (the theme song) and "Yours Sincerely." The first two are becoming well established and have been recorded by all the principal companies.

# LATEST RECORD REVIEWS

*This week we review a selection of the June bulletin of Goodson records, together with the latest issues of H.M.V. and Zonophone discs.*

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

## GOODSON

10 IN., 1S. 9D.

These records, which have already been described in our columns, are made of a very thin, flexible white material which is stated to be non-inflammable and unbreakable. As the makers point out, the best results are obtained with used steel needles. The discs reviewed below are representative samples taken from the June bulletin, which is made up almost entirely of dance titles.

**204.—St. James' Infirmary (F.T.\*)** by the Bay State Syncopaters, and **When I'm Looking at You (F.T.\*)** by the Astoria Dance Players.

The first is a hot number in slow tempo, with a Louis Armstrong type of vocal chorus. It starts all right but rapidly becomes far too involved for comfort. Armstrong himself has just done the number for the Parlophone "Rhythm Style" series.

The second is a very melodious number from the film "The Rogue Song." It is well played in a fairly straight style and should go over successfully. Satisfactory recording.

**205.—'Tain't No Sin (F.T.\*)**, by the Wolverine Peppercots, and **Have a Little Faith in Me (F.T.\*)**, by the White Way Serenaders.

"'Tain't No Sin" is, naturally enough, taken in breakneck hot style and is managed very well, with some solo work. "Have a Little Faith in Me," one of the two numbers from the film "Spring is Here," receives straightforward and pleasant treatment, and has a good solid rhythm and a harmonised chorus. Recording good.

**209.—Night Time is Love Time (F.T.\*)**, by Carl Fenton and his Orchestra, and **How Long Must I Wait for You (F.T.\*)**, by the Cova Cavaliers.

A straightforward dance record of two

little-known but nevertheless tuneful numbers. It will appeal to those who prefer steady playing. Recording good.

**211.—Yodelin' Bill**, duet by Al Bernard and Harry Gay, and **Prancin' Dancin' Yodelin' Man**, by Bernard and Kamplain.

Quite a good yodeling record of its class, but sung with a pronounced American accent. The recording is very satisfactory.

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

## HIS MASTER'S VOICE

12 IN., RED LABEL, 8S. 6D.

**DB 966.—Prelude (Chopin-Sieveking)**, and **Nocturne in E Flat Major, Op. 9, No. 2 (Chopin-Popper)**, by Pablo Casals, 'cello, with N. Mednikoff at the piano.

Many of Chopin's piano compositions have been arranged for the violin and the 'cello, the well-known Nocturne in E Flat Major being one of the favourites. The D Flat ("Raindrops") Prelude is also very successful. Casals plays with his usual skill, and his instrument is recorded very well indeed. We prefer the Nocturne, which seems to come off the better. A good 'cello disc.

10 IN., RED LABEL, 6S.

**DA 1113.—I Feel You Near Me and A Pair of Blue Eyes**, sung by John McCormack, tenor, with orchestra.

Two of the many songs from Count McCormack's new film "Song O' My Heart," sung very attractively by McCormack himself. In our opinion the first is the better of the two. First class recording. The chief market for this disc naturally lies among those who have seen the film, which is at present showing in London.

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

**C 1883.—A Midsummer Night's Dream, Overture**, Parts 1 and 2.

**C 1884.—A Midsummer Night's Dream, Overture**, Part 3, and **Wedding March (Mendelssohn)**, by the Berlin State Opera Orchestra, under Dr. Leo Bleck.

Two excellent records of Mendelssohn's incidental music to "A Midsummer Night's Dream," written when the composer was only seventeen years old. The well-known overture, with its delicate passages for massed strings, is contained on the first three sides, with the famous Wedding March on the fourth. The playing is precise, and the usual clarity of this orchestra's recordings is noticeable. The march is played as a march and not dragged out as is often the case. Two discs which can be recommended as likely good sellers, and excellent value for money.

**C 1885.—O Dry Those Tears (Del Riego)**, and **Goodbye (Tosti)**, by Essie Ackland, contralto.

Essie Ackland has a delightful contralto voice, and she renders these famous ballads in a fine style. She is ably assisted by the accompaniments, by organ on the first side and orchestra on the reverse. The tone of the disc is exceedingly clear and natural, and it can be recommended as one of the best of the recent vocal recordings.

10 IN., PLUM LABEL, 3S.

**B 3409.—Exhortation (Cook)**, and **Hail de Crown (arr. Robinson)**, by Paul Robeson, with piano accompaniment by Lawrence Brown.

The first is an attractive song of exhortation to display Christian virtues such as "turning the other cheek." It is very capably sung by Robeson, as is also the more dirge-like number on the reverse. The piano accompaniment deserves special praise, while Robeson's voice is heard in all its depth, richness and clarity. Very good.

**B 3425.—Napoli (Bellstedt)**, and **Carnival of Venice (Benedict, arr. Del Staigers)**, by Del Staigers, cornet, with Goldman's Band.

This record reveals Del Staigers as a wonderful exponent of the cornet, that much despised instrument. Both pieces could be called "show pieces" with justification, the first being what is sometimes known as "Funiculi, Funicula." The soloist plays the cornet as we have never heard it played before, managing with consummate skill numerous very intricate passages. The band is mainly composed of brass instruments. An interesting disc.

**B 3438.—Humming a Song of Love (Baker)**, and **Happy Days Are Here Again ("Chasing Rainbows")**, by Phil Baker, accordion.

Two accordion solos in contrasted styles, the first being a soft, crooning number, and the second a lively popular dance tune. In both cases Phil Baker

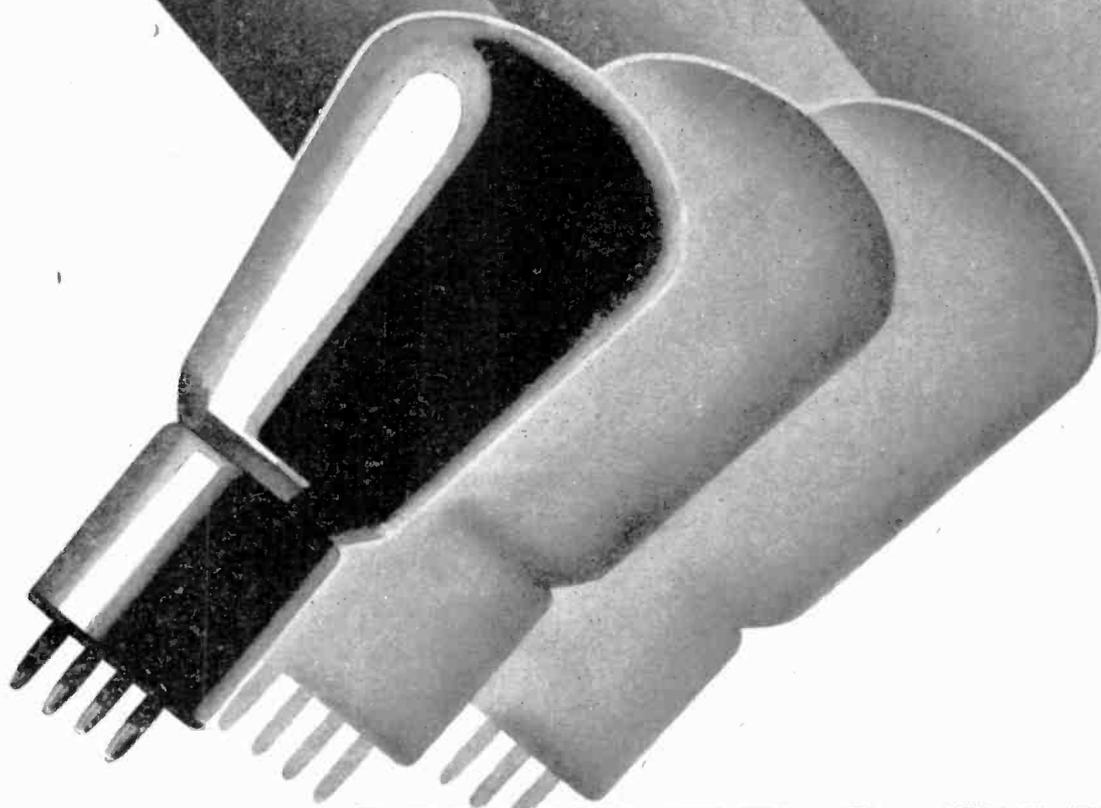


A photograph taken at the luncheon of the Marconiphone Sales Conference referred to last week. Mr. J. H. Williams, Sales Manager, who occupied the chair, is seen in the centre of the table.

**P.M  
2DX**

**P.M  
4DX**

**P.M  
6D**

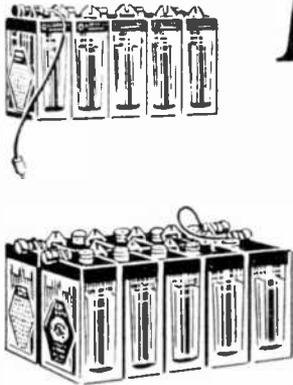


**THE NUMBERS THAT  
MULTIPLY SALES  
MULLARD**

**PRICE 10/6**

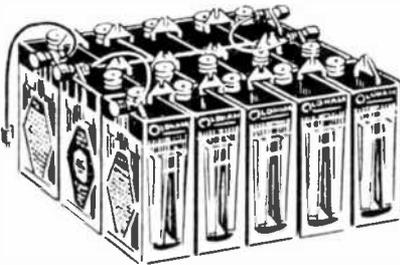
**DETECTOR  
VALVES**

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



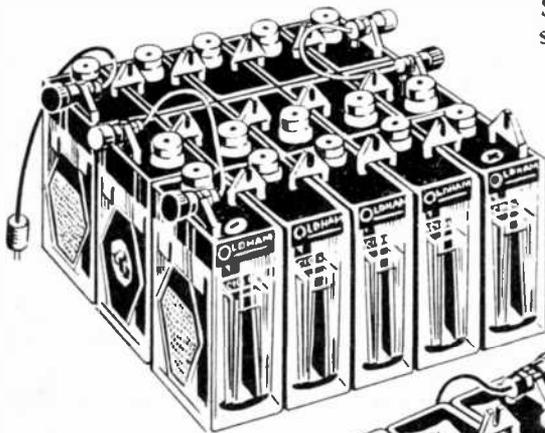
# Here's three months' regular weekly sales...

It takes twelve weeks to assemble a 120-volt Oldham "Air-spaced" H.T. Accumulator on the week-by-week purchase plan. . .



. . . and selling this scheme of building up an Oldham H.T. Accumulator is an easy matter. From the first purchase your customer feels the benefit. He can connect each unit—as he buys it—to existing H.T. Batteries. 5/6d. a week gives him 40 volts a month—he gets every bit of power that he pays for—and his reception improves as the Accumulator grows.

Stock up with Oldham Units—and make sure of steady summer sales.



## OLDHAM

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

Standard 10-volt Unit  
Capacity 2,750 milliamps

**5/6**

Extra Large Capacity  
(5,500 milliamps)  
Per 10-volt Unit

**6/9**

**OLDHAM & SON, LTD., Denton, Manchester.**  
Telephone: Denton 301 (4 lines).

London Office:  
40 Wicklow Street, King's Cross, W.C.1  
Telephone: Terminus 4446 (3 lines).

Glasgow: 200 St. Vincent Street.  
Telephone: Central 4015.

introduces appropriate vocal efforts, while his playing of the accordion is exceedingly good, his instrument having a pleasing tone.

**B 3440.**—*Why Do You Suppose, and As Long as the Windows Face Your Way*, by Patrick Waddington, tenor, with Anne de Nys and William Walker at two pianos.

Two light vocal trifles given in a rather conventional style by "That Certain Trio," the well-known cabaret artists. The second number is the only one that matters—it is from "De la Folie Pure," the English version of the "Folies Bergere" revue. Good recording.

**B 5834.**—*Stein Song (6/8\*)*, and *Love Made a Gipsy Out of Me (F.T.\*)*, by Rudy Vallee and his Connecticut Yankees.

Rudy Vallee certainly knows his public, and his version of the "Stein Song" will probably be a real seller. It is played with spirit and has solo and harmonised vocal work.

The foxtrot is in an entirely different class, being played in a perfectly straight and steady style, and acting mainly as a vehicle for some of Vallee's well-known

"sweet melody" vocalism. Excellent recording.

**The Zonophone Co., Ltd., Hayes, Middlesex.**

## ZONOPHONE

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

**5588.**—*Der Freischutz—Overture*, Parts 1 and 2 (Weber), by the National Symphony Orchestra.

An abbreviated version of Weber's popular overture. As here played it seems somewhat lacking in precision and life, but the recording is good.

**5592.**—*I'll Sing Thee Songs of Araby and The Gentle Maiden*, by Herbert Thorpe, tenor, with orchestra.

Herbert Thorpe puts plenty of effort into these old favourites, and exhibits his powerful tenor voice. His renderings of the songs are good, and the recording is clear. A little less effort by the singer would probably have been advantageous.

**5594.**—*Cryin' for the Carolines* ("Spring is Here"), and *A Little Old Cottage*, by Maurice Elwin, baritone, with orchestra.

Two popular vocal dance numbers of the moment, attractively sung by Maurice Elwin, though not outstanding in any way. There is a good dance orchestra accompaniment

**5595.**—*Eton Boating Song* (Kaps), and *The Choristers—Waltz*, by The International Novelty Quartette.

Two numbers in the old-fashioned fast waltz tempo. The quartette plays more than four instruments, which include a xylophone and tubular bells, together with violin, piano, trumpet and a harmonium (?). Of the two pieces we prefer the second.

**5599.**—*The Empire Party* (Sarony), and *Sweet Carolina* (Kennedy), by Clarkson Rose, comedian, with orchestra.

Clarkson Rose is very good in the "political" number on the first side, which contains some amusing references to the Empire Party. The second side contains the latest "comedy" number, a rather boring affair in which Clarkson Rose is largely assisted by some of the orchestra.

**5603.**—*Leven-Thirty Saturday Night (F.T.)*, and *The Stein Song (O.S.\*)*, by the Arcadians Dance Orchestra.

The first is a very lively foxtrot which is likely to be a good hit. It is here played in a bright style with some "hot" soprano sax and trumpet work. There is no vocal refrain. On the reverse is the big dance hit, "The Stein Song," played in a melodious style and in one-step tempo. This is a very good version of the number, and the disc should sell.

## GRAMOPHONE NOTES AND NEWS.

### A Special "Radio" Issue.

A special "Radio" issue of "The Stein Song" has just been announced by Edison Bell, Ltd., on record No. 1345.

This number, which is stated to be the drinking song of the students at the University of Maine, U.S.A., is rapidly becoming the hit of the moment, and this "Radio" record should find a ready sale. On the reverse is "Leven-Thirty Saturday Night," another likely hit, and both numbers are played by the Radio Melody Boys.

### Interesting Parlophone Records.

Several outstanding numbers appear in the mid-June Parlophone supplement, which, released last Thursday, is of a light nature, and consists wholly of 10-inch records at 3s. each.

On R 669 Mistinguett sings two songs—one in English and one in French—while Elsie and Doris Waters (comediennes with piano) are to be heard on R 667. Past and present members of the well-known "Co-optimists" appear on R 666 and R 665, Melville Gideon singing two songs on the former, and Stuart Ross and Joe Sargent on R 665.

Several dance numbers complete the supplement, and include foxtrots by British and Continental bands. Of especial interest in this connection are several Argentine tangos.

### Bradford Firm's Alterations.

Considerable alterations to their premises at 50, St. James Street, Bradford, have recently been effected by Wiley Bros., the well-known local gramophone firm, with the result that much better displays can be made in the three windows now available. The basement, which contains three sound-proof audition

rooms, was excavated with great difficulty, as it was found necessary to underpin the whole building. Actual gramophone sales are carried out on the ground floor.

This enterprising firm, the proprietors

of which are Messrs. Percy and Herbert Wiley, now have three shops in the Bradford district. They specialise in Gilbert gramophones, and most of the well-known makes of records.

Incidentally, it may be of interest to mention that 1,600 Sterno records of one number, "The Cobbler," were sold over a period of ten weeks. Wiley Bros. wonder whether this is a record in the other sense of the word!

## New Carriage Charges for Records.

A COPY of a circular letter that we have received from the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers is addressed to wholesalers, and it states that any departure from the recognised terms of business between wholesalers and dealers will be regarded as a form of price-cutting and will be dealt with accordingly. The circular is signed by the British Zonophone Co., Ltd., Columbia Graphophone Co., Ltd., Edison Bell, Ltd., and the Parlophone Co., Ltd., and points out that the terms are limited to 2½ per cent. monthly accounts payable on the first of the month following the date of supply, and thereafter strictly net.

Some twenty-four wholesalers of gramophone records have also sent a circular letter, through the medium of the Association, to dealers giving details of the terms under which records and accessories will be supplied as from June 1st, 1930.

The letter states that "orders under the value of £2 will be sent carriage forward or carriage charged when conveyed by rail, employed carrier or post," and when conveyed by the factor's own van, "orders to the value of 10s. will be delivered free; under the value of 10s. a flat charge of 6d. per parcel will be charged."

As is the policy of other trade organisations, the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers reveals in an interim report that action is to be taken with regard to the Board of Trade's Committee on Restraint of Trade, and it is stated that the Federation of British Music Industries is to present a memorandum to the Committee.

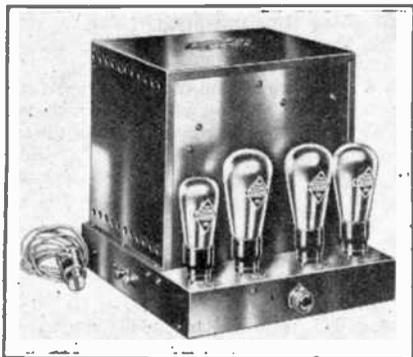
Other information given in the interim report includes a warning to wholesalers against sending goods on a sale or return basis. The danger of this practice is indicated by the report of a retailer who received goods under a "S.O.R." agreement, and then filed his petition. The Official Receiver declined to give up the goods without evidence—in the form of a judicial ruling—in support of this trade custom.

Legal opinion obtained by the Association indicated that no such judicial ruling has yet been given, and consequently the goods would remain the property of the trustee in bankruptcy.

### Tempo Marked on Columbia Records.

A notable new feature of Columbia dance records is that the tempo is marked at the side of each item.

It is undoubtedly a fact that a considerable number of record purchasers like to know at what tempo any record is played, especially now that the present large number of variations has made it impossible to classify each recording.



The recently introduced Cossor Power Amplifier for A.C. mains. It can be supplied with valves to give outputs up to 8 or 12 watts, and should interest the dealer.

#### New Lines by Cossor.

A. C. Cossor, Ltd., of Highbury Grove, N.5, announce the introduction of a battery model of the Cossor 2-valve receiver. It is similar in appearance to the All-Electric Model, and is factory-built and tested. The circuit comprises a detector valve transformer coupled to a Cossor 230 Pentode. An interesting feature is a semi-fixed condenser inside the cabinet acting as a variable selectivity control. Both short and long wavebands are covered by a switch. The price, which includes valves, grid bias battery and battery leads, is £5 10s. retail, H.T. and L.T. batteries being extra. Stocks are now available.

The complete range of 6 V New Process valves is now in production, while two new 2 V valves, the 210 Det. and 215 S.G., have been introduced.

The Cossor Hire Purchase terms are being revised, and details will be ready shortly. Cossor are also shortly introducing a new L.F. transformer, type SST, to retail at 12s. 6d., in addition to the standard model at 21s.

Traders who do a good deal of demonstration work will be interested in the Cossor "A" type amplifier for use on A.C. mains of 110-240 V, 40-80 cycles. This is illustrated herewith, and can be supplied with two different valve combinations to give up to 8 or 12 watts undistorted A.C. output respectively. From left to right the valves are a 41 MLF or 41 MHF; 680 NP or 620 T; 680 XP or 620 T; and 825 BU (rectifier). For the 8 watt amplifier the pick-up voltage should be 6.7 V R.M.S. for full loading. For the 12 watt type, the voltage should be 5, and where the pick-up itself gives a much lower voltage, an input transformer should be used. A choke filter output circuit is fitted, and there is a variable tone control device which varies the high note response.

The amplifiers consume about 100 watts. The prices are £35 or £35 10s., according to the valve combinations. These prices include valves.

#### "Clix" Price Reductions.

Lectro Linx, Ltd., of 254, Vauxhall Bridge Road, London, S.W.1, announce that a reduction of 3d. per unit on the retail prices of all Clix specialities with engraved insulators will take effect immediately. This means that in future the same retail prices will apply irrespective of whether the insulators are

engraved or plain. The "Clix" devices affected by the change are the pin, spade, hook and ring terminals and the "Spring Screw" parallel and "Clix-I-ox" plugs.

Lectro Linx have also prepared a leaflet describing the new principle of resilience which they are now incorporating in certain of their pins and plugs. By the use of helical instead of longitudinal slots in solid-end plugs they claim that the danger of the springy metal leaves collapsing or being damaged is entirely overcome, and the strength of the plugs is materially increased. Moreover, the overlapping of the slots results in the formation of a complete circular cutting edge which cleans the socket walls whenever the plug is inserted or withdrawn. One of the important applications of the new principle is in connection with valve-pins.

#### Radio Cushions.

We understand that an improved model of the radio cushion, which was introduced some time ago is now on the market. It is stated to retain its original efficiency and comfort, and is covered in velveteen in several attractive shades. Comfort is the main feature of this improved model, and it is claimed that reception is definitely good.

The product is being marketed by Radio Cushions, Ltd., 16, Fish Street Hill, London, E.C.3, who have acquired the patents and who are the sole manufacturers. The cushions are sold at the retail price of 12s. 6d.

#### The "Melodyne" Radio-Gramophone.

A correspondent informs us that improved models of the "Melodyne" radio-gramophone have been brought out by A. H. Fellows & Son, of 119, Soho Road, Handsworth, Birmingham. The solid mahogany console instrument, with cabriole legs, is a handsomely designed article of furniture. The cabinet contains three shelves capable of storing 150 records. The price is the same for A.C. or D.C. instruments—40 guineas in mahogany, and 38 guineas in oak. It is a self-contained machine with a five years' guarantee, and it is constructed of high grade components made by leading manufacturers.

Prior to launching out into the making of complete instruments, Messrs. Fellows had supplied customers by fitting up gramophone cabinets with well-known kits and pick-ups. The firm have specialised in portables and gramophones, in addition to being pianoforte and music dealers of long standing. During a demonstration, writes our correspondent, the reproduction generally was clear and smooth, and the tone pleasing. The makers claim efficient selectivity and undistorted volume, whether for home or foreign stations. A special wavelength indicator simplifies the picking up of

desired stations, and the specification includes a screened grid H.F. stage, detector, and a super pentode in the output position of the circuit.

Battery-operated models are supplied from £27 upwards, and can be changed over to mains operation when desired. The firm make a strong point of their service arrangements.

#### The Latest Ormond Speaker.

A new addition to their existing range of speakers is announced by the Ormond Engineering Co., Ltd., of Ormond House, Rosebery Avenue, London, E.C.1.

The new model is a pedestal instrument housed in a distinctive corner cabinet of oak, with a circular fretted grille of the familiar Ormond "ray" design. The cabinet stands 39 ins. in height, and, owing to its special construction, naturally has only three legs.

The speaker incorporates the well-known Ormond 4-pole drive unit working in conjunction with the larger cone chassis. The retail price is £3 19s. 6d.

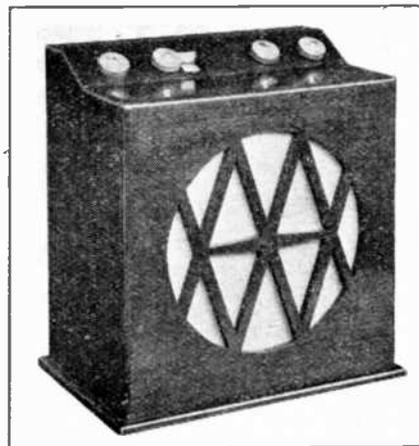
#### Price Alterations in "Microfuses."

Several price changes in connection with "Microfuses" are announced by the Telegraph Condenser Co., Ltd., of Wales Farm Road, North Acton, London, W.3, the sole distributors for these products. The fuses are of the cartridge type with a gold film element, and they are stated to be extremely rapid in operation and suitable for the protection of all delicate instruments.



Here is the front cover of the novel brochure just issued in huge quantities by the Regent Radio Co. for distribution through the trade. The inside pages, as we reported last week, incorporate testimonies with regard to Regentone units from leading portable set makers and other radio authorities.

# FOR TRADERS TO SELL



This shows the unusual appearance of the Murphy Radio Transportable dealt with on this page.

or for the trader's own use. Cards bearing details of trade terms are supplied to retailers.

Three interesting cabinet gramophones are described, and, known as the "Garso-phon" models, sell at very competitive prices. A useful record cabinet is also listed.

In addition to several pedestal radio-gramophone and radio receiver cabinets, some neat table cabinets are illustrated, while traders with a home-constructor clientele will be interested in the constructional cabinets.

Finally, attention should be drawn to the comprehensive range of speaker cabinets manufactured. These are of the table cabinet and floor cabinet types, and appear to be suitable for M.C. or cone-unit speakers.

#### Two Manufacturers' Leaflets.

Full descriptions of the Selector radio-gramophone, portable and all-electric receivers are contained in the attractive new folder just issued by Selectors, Ltd. Details and prices of suitable accessories for the firm's sets are also given. Dealers can obtain supplies of these leaflets on application to the Publicity Department of Selectors, Ltd., 205, Bedford Avenue, Slough Trading Estate, Bucks.

New literature has just been issued by Ferranti, Ltd., covering radio meters, fixed condensers, the anode feed system, and the Ferranti valve tester, while charts Nos. 2, 7 and 8, describing constructional H.T. mains units, will be of especial interest to retailers in districts where home construction is popular.

#### Electric Motor Lists.

Electric motors of every type are listed in a catalogue sent to us by Wolf & Morgan, Ltd., of 66, Victoria Street, London, S.W.1, who are European agents and distributors for the Wagner Electric Corporation, of St. Louis, U.S.A.

Complete details as to price and size are given for single-phase motors, repulsion-start induction motors, D.C. motors, and numerous other types for special purposes. The firm state that they carry full stocks of all these types and will be pleased to send particulars to anyone interested.

The standard popular types, designed to fuse at values between 100 and 1,000 mA have been reduced from 2s. to 1s. 9d. each, but the lower values have been increased. The present retail prices are as follows—150 and 100 mA, 1s. 9d. each; 50 and 20 mA, 2s. 3d. each; 10 mA, 3s. 9d. and 5 mA, 4s. Clips to hold any of the above fuses are obtainable at an extra cost of 9d. each.

#### Aslett and Delmond Coils.

V. Zeitlin & Sons, Ltd., of 54, Lambs Conduit Street, London, W.C.1, inform us that they have recently undertaken the sole distribution of Aslett and Delmond plug-in inductance coils.

It is stated that large stocks of the coils are held, and they are available in sizes from No. 25 to No. 500 at prices between 1s. and 4s. 9d., according to wavelength range and type. Centre and double-tapped coils are also obtainable at slightly increased prices.

#### New Osram Photo-Cell.

The General Electric Co., Ltd., of Magnet House, Kingsway, London, W.C.2, announce the production of a new Osram photo cell known as type C.M.G.8, which has a standard valve cap, and rather resembles an ordinary screened grid valve in external appearance.

Those who are interested in this new cell will find some further information on the subject in the current issue of *The Osram Bulletin*.

#### "Polar" Pre-Set Condensers.

A new addition to the existing range of "Polar" variable condensers is just announced by Wingrove & Rogers, Ltd., of Arundel Chambers, 188-189, Strand, London, W.C.2. This type is being manufactured in response to many requests from traders who stock and standardise "Polar" condensers.

The new model is contained in a brown bakelite case and is available with maximum capacities of .001 and .0003 $\mu$ F. The list price is 2s. in each case.

#### An Unusual Transportable.

We illustrate on this page a new transportable receiver of rather unconventional appearance, which shows evidence of very careful and painstaking design. It is manufactured by Murphy Radio, Ltd., of Broadwater Road, Welwyn Garden City, Hertfordshire.

The instrument has a solid walnut case with a turntable, and it is stated to weigh 32 lbs. complete. There is only one drum tuning control, this ganging two circuits and being calibrated in wavelengths. The set chassis itself is completely screened and all the circuits are properly decoupled. Other interesting features include the provision of a gramophone pick-up jack, and an acid-proof accumu-

tator rack which prevents possible damage to the case, H.T. battery or frame aerial.

The circuit employed takes the form of a screened grid stage, detector, and two transformer-coupled L.F. valves, and it is worth noting that the makers claim excellent selectivity. The inclusive price of the instrument is £17 17s.

#### Revised P.625A Characteristics.

The G.E.C. and Marconiphone announce that the anode voltage rating of the P.625A valve has been increased up to 200 V, with a limit of 5 watts in the permissible anode dissipation. The other electrical characteristics of the valve remain unchanged.

#### The Clarith 1930 Programme.

We have received from Clarith Reproducers, Ltd., of East Street Mills, Leeds, a new folder describing and illustrating their 1930 models. Besides the well-known "Baby" reproducer, priced at 49 guineas for A.C. and 59 guineas for D.C., there is a new model in the form of the "Baby-de-Luxe" radio-gramophone for A.C. mains operation only. This is very similar in outward appearance and layout to the "Baby" but incorporates a screened grid stage on the radio side, this, of course, necessitating a change in the layout of the control panel, which has a flap to cover it when not in use. The price of the "Baby-de-Luxe" model is £70.

Then there is a cheaper radio-gramophone—the "Vivid," in an oak pedestal cabinet, which is for use with A.C. mains, and incorporates a screened grid circuit in the receiver. It has a spring motor, whereas both the "Baby" and the "Baby-de-Luxe" instruments are fitted with electric motors. The controls are mounted on a recessed sloping panel which is covered by two hinged doors when not in use. This instrument is priced at £33.

The Clarith "Condor" A.C. mains receiver is housed in an oak cabinet and is intended primarily as a wireless receiver, but also for use in conjunction with a pick-up as an electrical gramophone.

Apparently the circuit employed in the "Condor" is the same as that in the "Vivid" radio-gramophone, the layout of controls being identical. The price is £23.

There is also a much larger "Console Grand" instrument housed in a very attractive cabinet and selling at £90.

#### A Catalogue of Cabinets.

Cabinets for a very large number of purposes in the radio and gramophone fields are listed in the new catalogue just issued by R. W. Boardman, of 144, Falkner Street, Liverpool. This list is equally suitable for counter distribution

# TRADE NOTES & NEWS

## The First Number of "Radio." A Publication that will Popularise Wireless.

**W**E have now had an opportunity of examining the first issue of *Radio*, the monthly paper sponsored by the Marconiphone Co., Ltd., and published at 56, Farringdon Street, London, E.C.4.

This bright little journal certainly fulfils the promise given in the "dummy" copy circulated to the trade a short time ago (and reviewed in these columns). It is full of bright up-to-the-minute radio news of interest to the public in general, and at the same time it definitely advances the appeal of wireless.

The photographs, reproduced by the Rotogravure process, show some of the month's events that will be relayed by the B.B.C., and they include vivid action photographs of the Aldershot Tattoo, the Epsom Races, the T.T. motor cycle races, and a number of scenes in European towns where popular continental stations are situated.

The articles themselves are brisk and informative, and deal with subjects ranging from personal notes about popular radio "stars" to the delights of summer wireless, and the trend of radio set construction.

Cartoons, competitions, and a few of the well-produced Marconiphone advertisements complete this excellent little publication, which is stated already to be well on the way to a circulation of half-a-million.

Readers will recall from our former announcement that *Radio* is distributed by dealers to the public either free or at the price of one penny per copy, the retailer obtaining his supplies from the publishers at the address given above.

Copies cost the dealer 6s. 6d. per 100, and orders cannot be taken for less than one hundred copies per month or for less than a period of six months. Space is left on the back for the dealer's own name or address, and he can obtain a stereo free of charge, or gummed printed strips at 12s. 6d. per 1,000.

### Mullard Branch Changes.

We have received information that, arising from the recent loss occasioned to the Mullard Wireless Service Co., Ltd., by the death of Mr. A. B. Palmer, the manager of their Birmingham branch, the following appointments have been made:—Mr. R. A. Hansford, as manager of the Birmingham depot; Mr. J. W. Wharton, as manager of the Liverpool depot; Mr. A. E. Dovey, as manager of the Leeds depot.



The appeal of the portable is the keynote of this special Selector set display staged by S. Evans & Sons, Ltd., 16, King Street, Maidenhead, in connection with an Empire Shopping Week. They were awarded first prize for the window.

new premises, comprising works, offices and showrooms, in Purley Way, Croydon, Surrey. The new 'phone number is Croydon 3211 (3 lines), and the telegraphic address, "Instradio," Croydon.

On top of this interesting item of news we learn that a very well-known figure in the radio industry—particularly in manufacturing and wholesale circles—is shortly to join R.I., and to supervise the sales organisation of that company.

### The Xtra-point Adapter.

Owing to an oversight we omitted to mention in our All-mains Number last week the very handy little accessory recently introduced by W. E. Beardsall & Co., Ltd., of Victoria Bridge, Manchester.



This car won three silver challenge cups and two first prizes for its owner, Mr. Laurence White, a K-B.A.D. man, in the Colwyn Bay Carnival Week.

### Devon Trader's Extension.

We learn that the Arcade Cycle & Sports Co., of Okehampton, Devon, have taken additional premises at 10, The Arcade, as showrooms for wireless and gramophones. The firm are wireless and gramophone specialists, and state that the extension will enable them to render a better service than ever.

### R.I.'s Move.

The attention of the trade is drawn to the fact that next Saturday, June 21st, the whole of the business of Radio Instruments, Ltd., will be transferred from Hyde Street, London, W.C.1, to

The "Xtra-point" lamp-holder and plug, inserted in the ordinary lamp socket, permits the use of light only, power only or light or power together, without removing the lamp. The mains unit or set is connected to a small plug in the side of the lamp-holder barrel, and by reversing this plug the light can be switched out.

The "Xtra-point" is well made and costs 4s. 6d., with 1s. 3d. for additional plugs.

### A Successful Carnival Car.

Although the time and trouble expended in preparing decorated cars for carnivals and similar functions is considerable, experience has proved that the publicity accruing from a well-designed car is of very great value. This is borne out by the experience of Mr. L. White, Greenfield Road, Colwyn Bay, who won several prizes, including an award, at the recent Llandudno Carnival, with his attractive radio-van which we illustrate. Prominent among the apparatus shown were several Mullard lines, while K-B sets were also strongly featured, Mr. White being a K-B.A.D. man.

Altogether the display reflects high credit to Mr. White.

### Three Manufacturers' Leaflets.

Although the Osram "Music Magnet" was originally designed for battery operation, many listeners would doubtless prefer to utilise the mains with this receiver, and to them the all-mains unit specially designed for this purpose by Garnett, Whiteley & Co., Ltd., will prob-

ably be of considerable interest. This unit is fully described in two new leaflets, copies of which are obtainable from Garnett, Whiteley, at Lotus Works, Liverpool.

Siemens Bros. & Co., Ltd., have just issued a new leaflet, known as Price Sheet 649, in which is featured the new "Full O' Power" H.T. battery, having an E.M.F. of 60 V, and retailing at 13s. 6d.

\* \* \*

It is of interest to note that the Standard Battery Co., of 184, Shaftesbury Avenue, London, W.C.2, have revised their Standard battery booklet, which now includes descriptions of the new cartridge type H.T. batteries of No. 3 and No. 4 sizes. In addition, of course, several other types of wet H.T. battery are described,

as well as the various components and accessories.

**The K.-B. Radio-Gramophone.**

Readers are asked to note that the price of the Kolster-Brandes radio-gramophone, type 167 or 168, has recently been reduced from £49 10s.—the price given on page 265 of our "All-mains" issue last week—to £37 10s.

**The 92 Elements.**

Circular No. 92A, a folder issued last month by P. C. Kullman & Co., of 110-116, Nassau Street, New York City, will be of interest to chemists, scientists, and those engaged in radio research. It contains a complete list of the 91 elements so far discovered, together with their atomic numbers, symbols, atomic weights, melting points and years of discovery. Copies of the folder can be obtained free

of charge on application to Messrs. Kullman.

**A Film for Radio Societies.**

Many radio dealers are members of or are interested in their local amateur radio society, and to them the proposition put forward by Ensign, Ltd. (Houghton's), should have a particular appeal.

Ensign, Ltd., have produced a cinematograph film entitled "Radio Record," and containing some useful information about radio apparatus generally. The film is of the 16 mm. type, and can be used in any ordinary meeting room or hall. A fully qualified operator, with all the necessary equipment and apparatus, is provided.

Communications should be addressed to Ensign, Ltd., at 40, Shaftesbury Avenue, London, W.1.

## For the Exporter.

### An Overseas Opening.

The Department of Overseas Trade announces that a manufacturer's agent established at Sydney, Australia, desires to secure the British agency for loud-speakers there. Further details of this opening are obtainable from the D.O.T. at 35, Old Queen Street, London, S.W.1, quoting the reference number 426.

### Notes from Paris.

**Paris International Exhibition.**

THE first French International Wireless Exhibition of any real importance will be held from September 26th to October 9th next in the new S.P.I.R. buildings which are in the course of erection in Montparnasse. The S.P.I.R. has formed a special private company for this purpose, and is determined to organise an international exhibition that will compare favourably with, and possibly surpass, all other European international shows.

The site of this new show, though more expensive than that of the Grand-Palais, Avenue des Champs-Élysées, will have a "home" of its own instead of being attached to a motor or bicycle exhibition.

The honorary secretary of the "Spir," M. André Serf, will furnish all necessary particulars to intending exhibitors from all countries.

**Present Business in France.**

The average wireless dealer in Paris does not conceal the fact that for some weeks past business has been very dull. A few of the larger firms succeed in maintaining the turnover of previous corresponding periods of the year. There are different reasons for this slacking off, but the chief trouble is certainly due to the perpetual postponement of the necessary broadcast law.

If one were to judge by the extensions made by some firms and their removal to larger premises, one would conclude that the wireless business is flourishing. The smaller traders, however, say that their gains for the past twelve months have barely balanced their expenses, and that a hand-to-mouth profit is the most that can be made under existing circumstances.

A few months ago it seemed as if the Broadcast Bill were about to become law. Since then two Cabinets have fallen, and this fact has held up all but the most urgent legislation. It is doubtful, therefore, if any legal regulation of broadcast can be made before the end of the present year, though it is quite possible that temporary measures (permission to increase the power of stations and so on) may be taken to improve matters until the time when Parliament will seriously tackle a problem that has already been solved in the majority of other countries.

**An Anti-Publicity Campaign.**

A campaign has been carried on for some time against the publicity carried on by certain British firms through the medium of the Radio-Paris station. The objection—according to the protesting parties—is not so much to the publicity itself as to the fact that it is "in a foreign language that only a certain number understand!"

The *Libre Parole en T.S.F.* complains that the Sunday advertisements are "not even translated." One paper speaks

of the desirability of a strike of French listeners! This, though given in all seriousness, is rather in the nature of a joke, for French listeners do not pay anything towards broadcasting, and the revenue of publicity, plus the generosity of a very small minority, constitute the only resources that stations possess at present.

So far the campaign has had no effect, and there are already signs that the organisers of it are weary of their efforts.

### From Other Countries.

**American Prosperity.**

The new year has opened with increasing activity in the American wireless export trade, for, the shipments during January amounted to a value of £304,630, an increase of £56,103 or about 22½ per cent. over the corresponding month a year ago. During February trade attained a value of £286,603, bringing up the total for the first two months of the year to £591,332, an increase of £118,735 over the corresponding period a year ago. As will be seen from the appended table showing the detail of the exports, each of the items, with the exception of loud-speakers, shows a substantial increase.

	January to February.	
	1930	1929
Transmitting Sets and Parts	£ 53,668	25,680
Receiving Sets	252,071	209,957
Valves	88,177	44,154
Receiving Set Components	105,738	91,644
Loud Speakers	53,609	55,299
Other Receiving Set Accessories	38,069	45,863
<b>Totals</b>	<b>£591,332</b>	<b>£472,597</b>

**Holland and Germany Control Danish Trade.**

It is only lately that the official returns have become available regarding the position of the wireless trade in Denmark during 1928. They show that the imports of wireless apparatus and material into the country during that year attained a value of £394,600, as compared with only £328,150 in 1927. The trade is largely in German and Dutch hands, Germany being credited with about £193,600 of the total and Holland £134,000.

**Polish Imports Fall Off.**

The imports of wireless material into Poland attained a value of only £219,000 during last year as compared with £253,700 in 1928.

**German Transmitter for China.**

A contract has lately been signed by the Chinese Central Government for the erection in Nankin of what is claimed will be one of the most powerful broadcasting stations in the world. The station will be erected by the Telefunken Co., of Berlin, represented by the Siemens China Co., and will be powerful enough to cover the whole area of the Chinese Republic as well as surrounding countries.

The transmitting plant will be erected near the Yangtze River, and two 400-foot steel masts will be a conspicuous landmark of the city in the near future. A number of Chinese wireless engineers will leave shortly on an inspection tour of Germany, where they will have opportunity of studying the organization of the German broadcasting services.

# COMMERCIAL INFORMATION

## GAZETTE.

**Worldcho Records, Ltd.**—At an extraordinary general meeting held at Sessions House, Clerkenwell Road, London, E.C.1, on June 3rd, it was resolved that by reason of its liabilities the company cannot continue business, that it accordingly be wound up, and Mr. William J. McLaughlan, C.A., of 173, St. Vincent Street, Glasgow, and Pomeroy House, 28A, Basinghall Street, London, be appointed liquidator.

**Mayfair Electric Gramophones, Ltd.**—Petition for winding-up was presented to the High Court of Justice on May 30th by Morton, Moller, Sheen & Co., Capel House, New Broad Street, London, E.C.2, C.A., and will be heard at the Royal Courts of Justice, Strand, London, W.C.2, on June 23rd. Those desiring to appear must give notice not later than 1 p.m., June 21st, to Mawby & Barrie, 101, Salisbury House, London Wall, E.C.2, solicitors for the petitioners.

**Electramonic Co., Ltd.**—Meeting of creditors was held last Wednesday at 1, Budge Row, London, E.C.4.

**English Electric Co., Ltd.**—The order of the High Court of Justice, Chancery Division, dated May 26th, confirming the reduction of the company's capital from £5,000,000 to £3,244,472, was registered by the Registrar of Companies on June 2nd. Linklater & Paines, 2, Bond Court, Walbrook, London, E.C.4, solicitors for the company.

## Receiving Orders and Adjudications.

**Tucker, Joseph**, 30, Lower Ashley Road, Bristol, trading as **The Bristol Radiator Co.**, at that address, and formerly at 876, Filton Avenue, Bristol, wireless dealer. Court: Bristol. Date of petition and order: June 4th. Debtor's petition.

**Davies, Daniel J.**, 36, Cambrian Street, Aberystwyth, Cardigan, late of Tegfan, Adpar, Llanyfriog, Cardigan, lately trading at Market Place, Newcastle-Emlyn, Cernarth, Carmarthen, wireless engineer. Court: Carmarthen. Date of petition and order: May 30th.

## First Meetings.

**Recordaphones, Ltd.**, Radio Works, Letchworth, Herts. Court: High Court of Justice. Creditors: 2.30 p.m., June 18th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Contributories: 3 p.m., same day and place.

**"K.N." Electrical Products, Ltd.**, 5, 6, 7, Singer Street, Finsbury, London, E.C.2. Court: High Court of Justice. Creditors: 11.30 a.m., June 20th, at 33, Carey Street, London, E.C.2. Contributories: 12 noon, same day and place.

## Winding-up Orders.

**Dominion Gramophone Records, Ltd.**, Liverpool House, 15-17, Eldon Street, London. Court: High Court of Justice. Date of petition: May 16th. Date of order: June 2nd.

**Gramophone Cabinets, Ltd.**, 79, Lots Road, Chelsea, London, S.W., formerly 8, Grafton Street, Bond Street, London,

W.1. Court: High Court of Justice. Date of petition: January 14th. Date of order: June 2nd.

## Appointment of Liquidator.

**Symphony Gramophone & Radio Co., Ltd.**, 23-4, Warwick Street, Regent Street, London, W.1. Court: High Court of Justice. Liquidator: H. Morgan (with a committee of inspection), 54, New Broad Street, London, E.C.2. Date of appointment: May 28th.

## Applications for Discharge.

**Baynes, Maudslay**, "Polkirt," Nightingale Lane, Chalfont St. Giles, Bucks., lately trading with another as **Langham Radio**, 96, Regent Street, London, W.1, wireless manufacturers. Court: High Court of Justice. Date fixed for hearing: 11 a.m., July 4th, at Bankruptcy Buildings, 33, Carey Street, London, W.C.2.

**Ross, William**, 35, Bridge Street, Haverfordwest, Pembroke, wireless engineer. Court: Haverfordwest. Date fixed for hearing: 11 a.m., July 16th, at the Shirehall, Haverfordwest.

## Release of Trustee.

**Speke, Herbert H.**, Avenue Road, Darlaston, Stafford, trading at 12-17, Bilston Street, Wolverhampton, electrician, etc. Court: Wolverhampton. Trustee: Frederick E. Bendall, 3, Warwick Passage, Corporation Street, Birmingham, Accountant. Date of release: May 2nd.

## Intended Dividend.

**Nottingham, Francis W.**, described in the receiving order as **F. W. Nottingham** (male), trading as **Rex Gramophone Co.**, of and lately trading at 59, Chiswell Street, Finsbury, London, E.C., gramophone dealer, etc. Court: High Court of Justice. Last day for proofs: June 28th. Trustee: E. Parke, Bankruptcy Buildings, Carey Street, London, W.C.2, Official Receiver.

## Dissolution of Partnership.

**Harburn, Frank K.**, and **Thornton, John T.**, trading as the **Venus Radiophone Co.**, Palace Hotel Buildings, Kirkgate, Huddersfield, radio engineers. Dissolved: May 31st. Debts: John T. Thornton, who continues the business.

## Receiverships (Appointment or Release).

**Steval, Ltd.**—F. S. Wilks, of 31, Lombard Street, E.C., ceased to act as Receiver and/or Manager on May 15th, 1930.

**Triotone, Ltd.**—S. B. Hereford, of 1, Leaside Crescent, Golders Green, N.W.1, but formerly of 4, Alba Gardens, Golders Green, ceased to act as Receiver on May 20th, 1930, and C. Latham, of 78, New Oxford Street, W.C., was appointed Receiver and Manager on May 21st, 1930, under powers contained in debenture dated June 7th, 1929.

**Remarks & Co., Ltd.**—W. Mills, C.A., of 31, Budge Row, E.C.4, was appointed Receiver and Manager on May 17th, 1930, under powers contained in deben-

tures dated July 22nd, 1927, and July 26th, 1929.

## Mortgages and Charges.

**Christie & Hodgson, Ltd.**—Issue on May 23rd, 1930, of £70 debentures, part of a series already registered.

**Emery & Company, Ltd.**—Particulars filed of £1,000 debentures authorised May 28th, 1930, charged on the company's undertaking and property, present and future, including uncalled capital, the amount of the present issue being £600.

## Satisfactions.

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

**W. D. Foster & Company, Ltd.** Satisfaction in full on May 20th, 1930, of debenture dated March 18th, 1930, and registered March 28th, 1930. (According to the register of mortgages the debenture registered March 28th, 1930, originally secured all moneys, etc.)

**British Electrical Instruments, Ltd.** Satisfaction in full on May 21st, 1930, of debenture dated August 30th, 1929, and registered September 3rd, 1929, securing £400.

## County Court Judgments.

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

**Everyman's Wireless Co.**, 28, Blatchington Road, Hove, Sussex, wireless agents. Court: Bloomsbury. £41 8s. 8d. May 10th.

**Melhuish, C. D.**, 21A, Conewood Street, London, N.5, wireless instrument manufacturer. Court: Westminster. £14 2s. 8d. April 16th.

**Blackwell, F. H.**, 15, Langdale Road, Hove, Sussex, wireless dealer. Court: Shoreditch. £26 1s. 6d. May 7th.

**Mr. Rubens** (trading as **The Popular Wireless Stores**), 55, Duke Street, Sheffield, wireless dealer. Court: Southend. £21 13s. 8d. May 8th.

**J. D. Wireless Co.**, 108, Breck Road, Everton, Liverpool, wireless dealers. Court: Shoreditch. £15 11s. 4d. May 7th.

**Feather, H.**, 32, Bournemouth Road, Folkestone, wireless dealer. Court: Westminster. £14 4s. 4d. April 25th.

**Sworder, Cyril J.**, High Street, Crowthorne, Berks., electrical engineer. Court: Westminster. £14 15s. 8d. April 25th.

## Private Arrangements.

**T. H. V. Jackson**, trading as the **Sheffield Wireless Depot**, 178, Norfolk Street, Sheffield.

A meeting of the creditors of the above was held recently at Sheffield, when a

# WARNING

**OUR** attention has been called to the fact that Radio Valves are being imported into and sold in Great Britain, constituting an infringement of our *Letters Patent 209730, 229622, 245146 and 245147* covering certain features in the manufacture of Radio Valves.

We have accordingly found it necessary, for the protection of our rights, and of the radio industry in general, to issue Writs against *The Tungsram Electric Lamp Works (Great Britain) Limited, of 72 Oxford Street, London*, and certain other dealers who have been importing or selling infringing Valves.

We feel it our duty to warn both suppliers and users of infringing valves that they are rendering themselves liable to legal proceedings, and our reason for issuing this notice is to avoid, if possible, causing unnecessary annoyance and expense to any such suppliers or users who have purchased valves without knowledge of the existence of the above patents.

*The Mullard Radio Valve Company, Ltd.,  
Mullard House,  
Charing Cross Road,  
London, W.C.2.*

statement of affairs was submitted which showed liabilities of £606 8s. The assets totalled £376 14s. 7d., or a deficiency of £231 13s. 5d. The debtor's solicitor stated that his client had been interested in the wireless trade for a number of years. He commenced trading on his own account last October with a capital of £40, of which £25 was borrowed. No details of the trading were available, but it was stated that the position had been brought about through the bad trade which had been experienced since January last. Recently creditors had been pressing. A resolution was passed in favour of the matter being dealt with under a deed of assignment with Mr. T. A. Stoker, I.A., Leeds, as trustee.

**C. E. Morris**, electrical engineer and radio expert, trading as **Baldwin's**, The Arcade, Littlehampton, Sussex.

The creditors interested herein were called together on June 4th at the offices of Mr. A. E. Orbell, accountant and auditor, 6 and 7, Old Steine, Brighton. The statement of affairs showed liabilities of £400, all due to the trade. The net assets were £93, or a deficiency of £337. Mr. Orbell reported that the debtor had been employed by various firms of electrical engineers, and in April, 1929, he took over the business known as Baldwin's at the Arcade, Littlehampton, agreeing to pay £500 for the stock, goodwill, etc. The debtor estimated the value of the stock at about £250. Later he acquired a lease for 7 years at a rental of £120 per annum. He had no capital of his own, but his mother paid the full purchase price and gave the debtor £50 as capital. Accounts were prepared for the six months to October 31st, 1929, and they showed sales of £1,033, with a net profit of £31, while the debtor's drawings were £153. Recently an execution was levied on behalf of a judgment creditor, but the sheriff's officer withdrew and reported that the assets were insufficient to cover the rent.

The creditors decided that the stock, fixtures, fittings, etc., should be sold, and if there was any surplus after discharging the distrainable rent it should be received by Mr. Orbell, who was also to collect the book debts and distribute the proceeds pro rata amongst the creditors in settlement of their claims.

The following are among the creditors:

Brighton Radio Stores, Brighton	£16
Ensign, Ltd., London	40
Falk, Stadelmann & Co., Ltd., London	11
General Electric Co., Ltd., London	30
Henderson Wireless & Electrical Service, Brighton	39
Marconiphone Co., Ltd.	21
Sloan Electric Co., Ltd., London	12
Truphonic Radio, Ltd., London	12

### Voluntary Liquidation.

**World Echo Records, Limited**, Sessions House, Clerkenwell Green, London, E.C., and Charlotte Street, E.C.2.

The creditors interested herein were called together on June 3rd, when it was reported that the liabilities amounted to £5,802 19s. 4d., of which £778 1s. 11d. was due to unsecured trade creditors. There were partly secured creditors for £2,026 8s. 2d. in respect of plant and machinery ordered, but delivery not taken, less payments on account, £653 10s. 8d., leaving £1,372 17s. 6d., but the amount expected to rank for dividend was £500,

the total assets were £3,882 14s. 7d., from which had to be deducted £468 6s. for preferential claims, leaving net assets of £3,414 8s. 7d., or a deficiency of £2,388 10s. 9d.

It was reported that the company had nominated Mr. W. J. McLaughlan, of Glasgow, as liquidator of the company at a previous meeting of the shareholders. The company was formed at the end of July, 1928, and the accounts which had been drawn up had always shown a loss. For the year to September, 1929, there had been a loss of £16,000, and bad debts had been £3,000. Since September, 1929, to date there had been a further trading loss of £10,000. It was stated that the company had not been pressed by the creditors, but there had been a lack of working capital and the business was not on a profit-earning basis. The Chairman of the company said that from the point of view of the shareholders they would like, if possible, to see the company reconstructed. The expenses had been very much greater, and although matters had considerably improved recently with regard to their records, the directors felt that it was simply impossible to continue as they were at the present time. There was a heavy deficiency every week. He thought that with a moderate capital the company might yet be a success, and when the liquidator had been appointed, some scheme might be placed on foot to reconstruct the company. The recording apparatus was considered to be of the best, and the directors themselves had much improved it. The Chairman was of the opinion that the market to-day was greater than it had ever been. He considered that the prospects of the company were much better than when the business was commenced. After a long discussion it was eventually decided that the meeting should be adjourned for a week.

### Bankruptcies.

**M.E.D.A.S., Ltd.**, radio engineers, etc., 185, Hammersmith Road, London, W.

In the compulsory liquidation of this company the Official Receiver has now issued to the creditors and to the shareholders a summary of the statement of affairs, which discloses liabilities of £2,861, of which £2,021 are returned as expected to rank, and assets estimated at £840. The whole of the latter are absorbed in the payment of preferential claims, and payment in part of those of the four debenture holders. In his accompanying observations the Official Receiver reports that the company was registered on January 11th, 1929, with a nominal capital of £3,150, the objects being to take over as a going concern the business which had been carried on by A. C. L. Covell and D. J. Quenzer at the above address. It is stated that they had carried on business in partnership for about a year, and it was decided to form the company for the purpose of raising capital, subscriptions for which had been promised. Actually, the whole of the capital required was not forthcoming. In January last certain creditors were pressing the company for payment, and two obtained judgment. One creditor levied execution, and on January 29th the debenture holders appointed Mr. C. L. Porter as receiver. He immediately

entered into possession and the execution was withdrawn. He reports that up to the present he has not been successful in obtaining an offer for the business and assets, and that there is no likelihood of enough money being realised to meet the claims of the debenture holders. The company's failure is attributed by the directors to unremunerative contracts, to the heavy expense incurred in connection with an agency which required a considerable outlay before satisfactory results could be obtained, and to the agency transactions having proved unsuccessful.

In the opinion of the Official Receiver the failure is attributable to mismanagement on the part of directors in that the working capital was totally inadequate for the company's needs. Mr. O. G. Sunderland, C.A., 15, Eastcheap, London, has been appointed liquidator.

**M. Cleminson, Ltd.**, wholesale merchant in electrical and wireless goods, 5, 6 and 7, Dysart Street, Finsbury Square, London.

Under a winding-up order made in this case on May 5th on a creditor's petition the statutory meetings of the creditors and of the shareholders were held on Wednesday, last week, at the Board of Trade Offices, London, W.C.2.

It appeared that the company was incorporated in December, 1925, with a nominal capital of £3,500, all of which had been issued, while 1,200 shares were subscribed for in cash. The directors had been Charles E. Cleminson, Nikolaus Branz and James W. Rochester, but Branz resigned on June 11th, 1929. Cleminson had stated that he began business in Bishop Auckland in March, 1923, and he traded as a wholesale merchant, chiefly in electrical goods. In September, 1926, the business was removed to London, and was taken over by the company as from December 31st following. The purchase price was £2,348, which was satisfied by the issue of £2,300 in shares and the balance in cash. The company originally traded at 4, Milton Street, London, E.C., and was largely devoted to the handling of German electrical and wireless goods. In December, 1927, the company took premises in Dysart Street, London. The turnover during the 13 months ending January 31st, 1928, amounted to £42,495, with a gross profit of £4,560 but a net loss of £599. During the subsequent period ending January 31st last the turnover was £46,949, the gross profit £2,974, showing a net loss of £2,198. The statement of affairs had not yet been received, but the gross liabilities had been estimated at £13,860, of which £10,860 were due to unsecured creditors for goods supplied. The balance represented the approximate amount of outstanding bills given by the company. The assets were valued at £440. Cleminson had attributed the failure of the company to its having to meet bills, to bad debts, and to goods being sold at an insufficient margin of profit. In the opinion of the Official Receiver the failure was also due to the fact that the overhead charges were much greater than the turnover and gross profit justified. The meeting passed a resolution for the appointment of Mr. F. S. Salaman, C.A., 1 and 2, Bucklersbury, London, as liquidator of the company.

**George Stone**, 934, Christchurch Road, Pokesdown, trading as **The Gramophone Exchange**, gramophone dealer, etc., late 114, Commercial Road and 299, Wimborne Road, Winton, both Bournemouth, all Hampshire.

The receiving order herein was made on the debtor's own petition recently, and according to the statement of affairs filed there are liabilities of £583 17s. 2d., against assets of £436 13s. 3d., thus leaving a deficiency of £147 3s. 11d. It would seem that the debtor commenced trading in December, 1918, with a capital of £40—£25 grant from a fund and the remainder savings—at 15, The Triangle, Bournemouth, as an umbrella, glass and china dealer, and this business provided a livelihood. In 1927 the debtor commenced dealing in gramophones and gradually discontinued the umbrella and china and glass business. About the same time another advanced him £50 and assisted in the business, but about three months later he requested the return of the loan. Owing to his financial position debtor was unable to repay the amount, and his creditor discontinued his connection with the business. The debtor was then in financial difficulties, but he subsequently made arrangements with a firm of gramophone manufacturers, who allowed him credit to the extent of about £400. This enabled him to recover his position. In April, 1929, the debtor purchased 934, Christchurch Road, Pokesdown, for £1,550, which amount he obtained from his bankers, on the security of the deeds of the premises. He removed his business to that address. He also opened branches at 114, Commercial Road, and 299, Wimborne Road, Winton, both Bournemouth. His principal business was the sale of gramophones under hire purchase agreements, but his capital was never sufficient to finance a business of this nature. A slump in gramophones during the past six months also considerably affected his trade. About the end of March last the debtor returned stock to the value of about £500 to six firms, and then closed his two branch shops. The books kept consist of cash books, petty cash books, debtor's ledger, and a record of his purchases, sales and expenses. The debtor states that he became aware of his position in December, 1929. The debtor attributes his failure to "bad trade during the past six months, heavy trade expenses and insufficient capital to finance hire purchase sales."

The following are creditors :—

Celebrity Gramophones, Ltd., London .. ..	£66
Crystalate Gramophone Record Co., Tonbridge ..	16
Decca Gramophone Co., Ltd., London .. ..	100
Dominion Records, Ltd., London .. ..	30
Dallas, John E., & Sons, Ltd., London .. ..	15
Guinea Portable Gramophone Co., Ltd., London ..	29
Coppock, James T., London .. ..	11
Stone, Mrs. C., Bournemouth .. ..	80

**Harry George Edghill**, 13, Wembley Hill Road, Wembley, Middlesex, electrical and wireless engineer.

The receiving order in this matter was made on the debtor's own petition recently. The statement of affairs filed shows liabilities of £637 4s. 4d. against assets of £130 11s. 6d., thus leaving a deficiency of £506 12s. 10d. The debtor commenced business as an electrical and wireless engineer at a workshop at 2A, Shrewsbury Road, Harlesden, with £10

savings, and in May, 1929, removed to a lock-up shop, at 13, Wembley Hill Road, Wembley, at a rental of £110 per annum. He obtained a private loan of £150 and spent £30 in fitting up the shop and the remainder of the money in carrying on the business, which was not successful and he gradually got into debt. A cash book was kept as well as a duplicate copy of the accounts delivered for work done. He became aware of his position in December, 1929. The debtor attributes his failure to lack of capital, bad trade and insufficient profits to pay expenses.

**"Phantestra" (Renn's Gramophone & Wireless), Ltd.**, 2a, Stannard Road, Dalston, London, E.8.

Under a winding-up order made against this company on May 12th on a creditor's petition, the statutory meetings of the creditors and of the shareholders were held on Friday last week at the Board of Trade Offices, 33, Carey Street, London, W.C., Mr. E. T. A. Phillips, Official Receiver, presiding. A statement of affairs was submitted to the meetings, disclosing liabilities of £71,376, of which £32,548 are returned as unsecured, £750 as preferential, and £38,078 as due on debentures, including interest and premiums on redemption. The assets are estimated to realise £47,822 gross and £8,993 net, or a deficiency of £23,554 with regard to the creditors.

The Chairman reported that the company was incorporated as a public company on November 27th, 1928. The objects were to carry on business as manufacturers of and dealers in gramophones, records and similar goods, and to acquire the trade mark "Phantestra" and the goodwill of the business in connection with which it was used; also to acquire the undertakings of Renn, Hounam & Co., Ltd.; Sterte Manufacturing Co., Ltd.; and Phantom Orchestras, Ltd. The nominal capital was £250,000, divided into one million 5s. shares, of which 840,000 had been issued, 560,000 for cash and 280,000 as fully paid as part of the purchase consideration. A sum of £54,495 was due in respect of unpaid calls. The Woodger Trust issued the company's prospectus, dated December 14th, 1928, offering for subscription 560,000 shares of 5s. each, but the issue proved unsuccessful, only 17,637 shares being applied for by the public.

The failure of the public issue was attributable to its having been made too near Christmas and also at a time of national anxiety concerning the King's illness. The prospectus contained particulars of the properties to be acquired, the terms of the purchase and the purchase prices, together with a valuation of the Renn Hounam, Sterte and Phantom assets, the valuations being: Sterte and Renn Hounam, £102,202; and Phantom, including the Phantestra patent, £46,797. The assets of the Sterte and Renn Hounam companies in existence at the date of the agreement between those two companies and another company called the Unison Trust were charged under debentures and a receiver for the debenture holders was in possession of the Sterte Company's assets, but that matter was not disclosed

in the prospectus. The assets of the Sterte and Renn Hounam, valued in the prospectus at £102,202 and bought by the Unison Trusts for £100,000, and the Phantom assets, valued at £47,797 and bought for £30,000, disclosed a promotion profit of £20,000. The failure of the public issue prevented the company from discharging in full the cash consideration payable under the purchase agreement, and it was arranged with the receiver of the Sterte Manufacturing Co. to modify the terms of the agreement as regarded that matter. On April 11th, 1929, the company issued in lieu thereof debentures for £25,000 out of a total issue of £35,000. The balance of the issue was subscribed for in cash and used as working capital. On February 8th the debenture holders, under powers contained in their debentures, appointed Mr. A. E. Middleton, I.A., as receiver and he had since been in possession of the company's assets and property. The failure of the company was attributed to that of the public issue and to bad management of the company's business. In the opinion of the Official Receiver lack of working capital was a contributory cause. The directors had been called on to lodge a complete statement of the company's affairs, showing the position as at February 8th last, the date of the appointment of the receiver for the debenture holders. This had not yet been submitted. The Official Receiver proceeded to give details of the estimates of the assets and of the liabilities (mentioned above) which had been furnished by the accountants engaged in preparing the statement of affairs.

**Stanley Frederick Cooper, Ernest Charles Willis and Royal Fisher**, trading as **The Merrington Gramophone Co.**, Harmony Works, Stringes Lane, Willenhall, Staffordshire, gramophone manufacturers.

The receiving order herein was made on May 5th on the debtors' own petition. The first meeting of the creditors was held recently at the Official Receiver's office, 30, Lichfield Street, Wolverhampton, when the case, being a summary one, was left in the hands of the Official Receiver as trustee of the estate.

The following are creditors :—

Collaro, Ltd., London .. ..	£235
Bishop, A., Willenhall .. ..	44
Australasia (Eng.), Ltd., London .. ..	18
Forman, T., & Sons, Ltd., Nottingham .. ..	12
Fullwood, G., Wolverhampton .. ..	16
Hill, G., Willenhall .. ..	13
Limit Engineering Co., Ltd., London .. ..	16
Russell, S., & Sons, Walsall .. ..	19
Stilwell, Darby & Co., London .. ..	11
Wood, E. A., Birmingham .. ..	27

**Herbert William Smith**, wireless retailer, trading as **Broadmead Wireless Co.**, 61 and 62, Broadmead, Bristol.

The creditors of the above were called together recently at Bristol, when a statement of affairs was submitted, which disclosed ranking liabilities of £1,809 14s. 6d. After allowing £148 12s. 2d. for preferential claims, the net assets were £812 6s. 9d., or a deficiency of £997 7s. 9d. It was stated that fully secured creditors for £750 held a charge on a private house. The majority of the household furniture was the property of the debtor's wife. A full set of books,

had not been kept, but it was stated that the debtor estimated his turnover for 1929 at approximately £5,000. The deficiency was attributed to a loss on trading, and the depreciation written off the assets in the statement.

In the absence of any offer, it was decided that the matter should be dealt with under a deed of assignment with Mr. A. Taylor, of Exchange Chambers, Corn Street, Bristol, as trustee, with a committee consisting of the representatives of F. Burris & Son, Marconiphone Co., Ltd., and Poppleton & Appleby.

Among the creditors are:—

Simpson, Baker & Co., Bristol .. .. .	£22
Maddrick, H. .. .. .	105
Smith, K. .. .. .	50
Kolster-Brandes, Ltd., Sidcup .. .. .	77
Ferranti, Ltd., Hollinwood .. .. .	39
Phillips Lamps, Ltd., London .. .. .	64
Marconiphone Co., Ltd., Dagenham .. .. .	167
Clark & Moir, Ltd., Bristol .. .. .	25
Burris, F. & Son, Bristol .. .. .	186
National Elec. Co., London .. .. .	57
Electric Lamp Service Co., Ltd., London .. .. .	22
Brown Bros., Ltd., London .. .. .	34
Southern Factors, Ltd., Bristol .. .. .	50
Goodson Gramophone Record Co., London .. .. .	22

**Frank Oscar Leslie Holmes**, Plas Acton Garage, Acton, near Wrexham, wireless dealer, etc.

A meeting of the creditors of the above was held recently at the offices of Mr. John Davies, accountant, Wrexham. The statement of affairs showed liabilities of £1,529 10s. 1d. After allowing £21 10s. for preferential claims, the net assets were £293 2s. 4d., or a deficiency of £1,236 7s. 9d.

It was reported that the debtor commenced business in June, 1926, with £40 capital, but since May, 1929, he had suffered through ill-health, which had resulted in the present position. No books of account had been kept, but it was estimated that the turnover had been about £1,000 per annum. It was stated that the stock mainly consisted of wireless components, and it was not expected that the estimated value of £110 would be realised if the assets were sold by auction. In view of the fact that three creditors were suing, a deed of assignment had been executed to Mr.

J. Davies, accountant, of Wrexham, and the creditors resolved to confirm that deed, and a committee of inspection was also nominated.

The following are creditors:—

Shaw & Fletcher .. .. .	£45
Vacuum Oil Co., Ltd. .. .. .	30
Kolster-Brandes, Ltd. .. .. .	36

**S. K. Y. Cochrane**, trading as **Popular Wireless Stores**, 26, Moorfields, Liverpool, and 267A, Wallasey Village, Wallasey.

A meeting of the creditors of the above was held recently at the offices of Mr. Parkin S. Booth, accountant and auditor, Exchange Chambers, Bixteth Street, Liverpool. The statement of affairs showed liabilities of £227 1s. 11d. The net assets were 14s. 2d., or a deficiency of £226 7s. 9d. Mr. Booth reported that the debtor commenced business in April, 1929, when he purchased the stock and fixtures at 26, Moorfields, from the trustee of the estate. The money was advanced by friends. The turnover at Moorfields had averaged £33 a week, while the expenses included £180 rent and £105 rates a year. Last November, the debtor opened a further business at Wallasey. Mr. Booth added that it was obvious that the business had not been carried on at a profit owing to the heavy overhead expenses. A resolution was passed confirming the deed of assignment already executed to Mr. Booth, and the debtor was requested to obtain the assistance of friends with a view to making an offer of at least 2s. in the £.

The following are creditors:—

Garnett, Whiteley, Ltd., Liverpool .. .. .	£27
Hardman & Co., Ltd., Rochdale .. .. .	11
Ivory Electric Co., London .. .. .	12
Bankers, Liverpool .. .. .	67
Toubkin, J., Manchester .. .. .	26

### Business Names Registered.

*Particulars are given below of wireless and allied businesses recently registered at Somerset House under the Business Names Act of 1916. The name appearing in bold type is the trading name, while in brackets are given the name of the proprietor (or proprietors) and the date of the registration. No information is, of course, given in the register with regard to the trade status of the concerns referred to.*

**The Wellington Electrical**, 306, Garratt Lane, Earlsfield, S.W.18, wireless and

gramophone dealer. (Thomas Ardell, 273, Magdalen Road, Earlsfield, S.W.18. March 18th, 1930.)

**Radio Repair Co.**, 6, Imperial Buildings, Dale End, Birmingham, wireless repairs. (Howard Burbridge, 435, Somerville Road, Small Heath, Birmingham. March 21st, 1930.)

**The Musical Box**, 31, Long Wyre Street, Colchester, wireless and musical instrument dealers. (Edwin J. Markham, 199, Maldon Road, Colchester. March 29th, 1930.)

**Thomas Leslie & Co.**, 66, Cannon Hall Road, Pitsmoor, Sheffield, wireless engineers. (Thomas Mainwood, address as above. April 1st, 1930.)

**Spencer Radio Mfg. Co.**, 27, Market Square, Northampton, wireless dealers. (William J. Wright, "Corinth," 7A, Albion Place, Northampton. April 2nd, 1930.)

**W. A. Cheverton**, "The New Firm," 81, High Street, Newport, Isle of Wight, wireless, musical instrument and cycle dealer. (William A. Cheverton, 24, Caesar's Road, Newport, I. of W., and Anthony Donato, 25, High Street, Cowes, I. of W. April 1st, 1930.)

**Essex Radio & Electrical Co.**, 37, Green Lane, Ilford, Essex, wireless and electrical engineers, etc. (Frederick W. Tyler, 160, Wellesley Road, Ilford, Essex, and Lionel A. Giddings, 48, Holmwood Road, Seven Kings, Essex. March 26th, 1930.)

**British Radio Manufacturers**, 6 and 7, Tavistock Place, Russell Square, W.C.1, wireless apparatus manufacturers. (Charles Ashton, 18, Bassett Road, North Kensington, W.10. Mar. 27th, 1930.)

**P.B. Radio Co.**, 35, Oxford Street, W.1, wireless engineer. (Ronald Pitt, Templeton Avenue Road, Pinner, Middlesex. March 21st, 1930.)

**Wimbledon Park Electrical Service**, 416, Durnsford Road, Wimbledon Park, S.W., electrical and wireless dealer. (Harry Keene, 11, Boutflower Road, Battersea Rise, London, S.W. March 26th, 1930.)

## A Valve Patents Dispute.

IT is announced that the Mullard Wireless Service Co., Ltd., last week issued writs against two of the leading importers of foreign-made valves. The Mullard Company, we understand, will allege the infringement of certain of their patents and will seek injunctions to restrain the manufacture, use or sale of the types of valve in question. These, it is understood, are of the oxide-coated cathode, indirectly heated A.C. and pentode types.

The two importers concerned are the Tungsram Electric Lamp Works (G.B.), Ltd., of 72, Oxford Street, W., and Impex Electrical, Ltd., of 538, High Road, Leytonstone, E.11, who respectively import the well-known Tungsram and Dario valves.

We are also informed that certain dealers in various parts of the country—Newcastle, Leeds, Manchester, Birmingham and Bristol are specifically referred to—who have been handling one or other of these makes of valves, have received writs in the same connection.

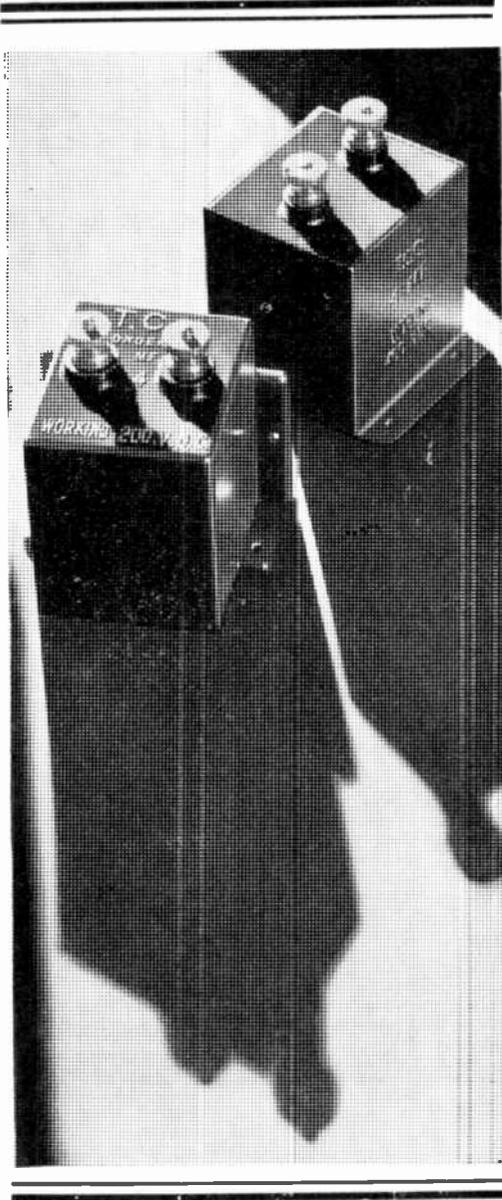
This is, of course, a matter which can only be decided by the Courts, and in the meanwhile, for the guidance of other retailers who may be carrying stocks of Tungsram and Dario valves, we approached both firms concerned for a statement of their views on the position.

Mr. R. Mayer, Managing Director of Tungsram Electric Lamp Works (G.B.), Ltd., informed us that the action commenced against them by the Mullard Company will afford them the opportunity of testing in the Courts the question of the alleged infringement by their valves of certain patents (which, according to Tungsram, are Philips' patents that appear to have been assigned to Mullard's and under which the latter appear to be suing), and also the validity of the patents concerned.

Tungsram also inform us that they will on their part do everything possible to ensure that the questions are decided as quickly as possible, and in the meantime they are prepared to issue a complete indemnity for the protection of their trade friends.

Mr. A. Fevre, Managing Director of Impex Electrical, was unfortunately out of the country, but we were able to discuss the question with Mr. B. W. Emptage, of Philip Conway, Thomas & Co., legal advisers to Impex Electrical.

Mr. Emptage is also a director of Impex, and he was confident that, as in similar circumstances in the past, the firm would readily take steps to protect the interests of their customers. He was sure that there would be no hesitation in granting an indemnity to retailers.



# Condensers of merit . .

Above is illustrated two condensers from the famous T.C.C. range . . .  
 4 M.F. 400v. D.C. working - 8/6  
 4 M.F. 200v. D.C. working - 6/3

. . of absolute reliability—a condenser that is designed and built to a standard—a standard by which other condensers are judged. Don't risk loss of reputation—sell T.C.C.



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

# SET MANUFACTURERS — Here's the valve for you

You can save money—save costs on production if your valves cost you less. You can sell more sets at a lower price—reach a much wider market if your valves, besides costing less, are of better quality. Quality is the keynote of Tungram Valves—they have the famous Barium Filament. This quality costs twice as much in any other valve. Build Tungram into your sets—Tungram D.C. Valves for battery operated sets—Tungram A.C. Valves for all mains receivers—you won't sacrifice an atom of quality but your sets will cost less.



# TUNGSRAM

## BARIUM VALVES

TUNGSRAM ELECTRIC LAMP WORKS (GT. BRITAIN) LTD.

COMMERCE HOUSE, 72, OXFORD STREET,  
LONDON, W.1.

*Factories in Austria, Czechoslovakia, Hungary, Italy and Poland.*

*Branches: Belfast, Birmingham, Bristol, Cardiff, Glasgow, Leeds, Manchester, Newcastle, Nottingham.*

Manufacturers of  
**METAL CABINETS**  
**METAL CHASSIS**  
**ELIMINATOR CASES**  
**SCREENING BOXES**  
 Experts in Wood Finishes  
 on METAL

**CRYSTALLISING AND  
 CRINKLE FINISHES**  
 A SPECIALITY  
 All Classes of Stove enamelling  
 TRADE ENQUIRIES INVITED  
**RIGBY & WOOLFENDEN**  
 Milnrow Road, ROCHDALE  
 Phone: 2948

**"ALWAYS"**  
**CONSTANT RESISTANCES**  
 They Look well, Sell well, WORK well,  
 and show you a decent profit. Send to-day  
 for List and then let us have your Trial  
 order  
 Manufacturers, increase your efficiency and  
 reduce costs by using "ALWAYS" in  
 your Receivers.  
 Trade Terms and Lists on request.  
 Large Stocks Quick Deliveries.  
**ABINGDON WIRELESS SUPPLIES**  
 ABINGDON - - - BERKS.



**"THE MUSIC  
 LOVER'S  
 CHOICE"**  
 Radio-Gramophone  
 music and speech  
 reproduced with  
 amazing and un-  
 canny realism. The  
 most efficient  
 speaker money can  
 buy.

**SEND TO-DAY  
 FOR OUR FREE  
 38-PAGE BOOK-  
 LET "ROUND  
 ADVICE."**

**BAKER'S  
 Selhurst  
 RADIO**  
 Offices: 89 Selhurst Road, S. Norwood, S.E.25  
 Works: 42 Cherry Orchard Road, E. Croydon

**NEW Polar  
 Condensers.**  
 Write now for details.



**POLAR**  
**WINGROVE & ROGERS, Ltd.**  
 188-9 Strand, London, W.C.2

**"TRADER" PAYMENT CARDS:** For customer's receipts  
 in connection with Hire-purchase arrangements.  
 Prices 1 25 50 100 cards  
 Post Free 2d. 2/6 4/6 6/6  
**THE WIRELESS & GRAMOPHONE TRADER,**  
 St. Bride's House, Salisbury Sq., Fleet St., E.C.4

**PREPAID PARAGRAPH  
 ADVERTISEMENTS.**

**SCALE OF CHARGES.**  
**AUCTIONEERS' & OFFICIAL ANNOUNCEMENTS.**—  
 Advertisements under this heading are inserted at a  
 charge of 11s. per single column inch.  
**TRADE & MISCELLANEOUS.**—3s. for 12 words and  
 3d. for each additional word.  
**SITUATIONS VACANT & WANTED.**—2s. for 12  
 words and 2d. for each additional word  
**SERIES DISCOUNTS.**—On contracts for consecutive  
 insertions the above rates are subject to discounts as  
 follow: 13 insertions 5 per cent., 26 insertions 10 per  
 cent., and 52 insertions 15 per cent.  
**BOX NUMBERS.**—If replies are sent to the office  
 of the publishers, 6d. extra per insertion is charged  
 to cover cost of forwarding them. The Box Office  
 address is counted as six words and charged  
 accordingly.  
**PRESS DAY.**—Copy should reach us not later than  
 first post Tuesday Morning, four days before pub-  
 lication, and should be addressed to The Advertisement  
 Manager, St. Bride's House, Salisbury Square, Fleet  
 Street, London, E.C.4. Phone: Central 7713 (9 lines.)  
**COPY FOR ADVERTISEMENTS** is subject to the  
 approval of the Proprietors, who retain the liberty to  
 withhold any advertisement which they regard as  
 unsuitable for publication in this journal. The Prop-  
 rietors are not responsible for clerical or printers' er-  
 rors, although every care is taken to avoid mistakes.  
**NOTE.**—The insertion of an advertisement ordinarily  
 constitutes acknowledgment of the remittance, but  
 for remittances covering contracts for 13 insertions or  
 more a receipt will be sent.  
**ORDERS AND CHEQUES** should be made payable to  
 THE TRADER PUBLISHING CO., LTD., and crossed  
 "and Co." Treasury Notes, being untraceable if  
 lost in transit, should not be sent as remittances.  
**ALL ADVERTISEMENTS MUST BE PREPAID.**  
**DEPOSIT SYSTEM.**  
 To facilitate business between advertisers and  
 unknown or distant readers, we have a "Deposit  
 Department." The buyer sends us the money, and  
 we advise both parties of its receipt. The seller then  
 sends the goods carriage paid to the buyer, who must  
 within three days of receiving them either accept  
 them or return them carriage paid. If he accepts  
 them we forward his money to the seller; if he rejects  
 them we return his money when advised by the seller  
 that the goods have come to hand. We cannot,  
 however, accept any liability in a dispute. Our  
 charges payable by the buyer for this service are:—  
 1/- on transactions up to £5.  
 2/6 " between £5 and £20.  
 5/- " " £20 and £50.  
 And thereafter 6d. for every £5 or part thereof.

**AGENTS WANTED**  
**A**GENTS required throughout the  
 British Isles by firm manufacturing  
 instrument wires and radio wires of all  
 descriptions.—Apply Box No. 1064, WIRE-  
 LESS TRADER Office. (942)

**BUSINESS FOR SALE.**  
**F**OR immediate sale—established elec-  
 trical and radio business with double-  
 fronted lock-up shop in prominent posi-  
 tion, Thames Valley district.—Full par-  
 ticulars Box No. 1113, WIRELESS TRADER  
 Office. (13.2)

**BUSINESS WANTED.**  
**W**ANTED to purchase a manu-  
 facturing business connected with  
 the wireless and gramophone industry.  
 Factory and plant must be modern.  
 Purchase price, excluding stock, not to  
 exceed £20,000.—Particulars to "W."  
 c/o. Greenly's, Ltd., 5, Chancery Lane,  
 W.C.2. (980)



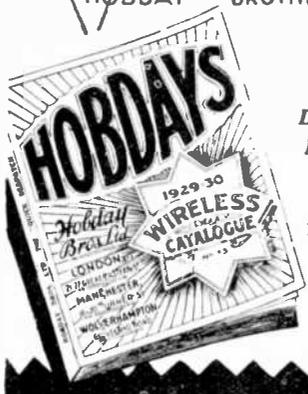
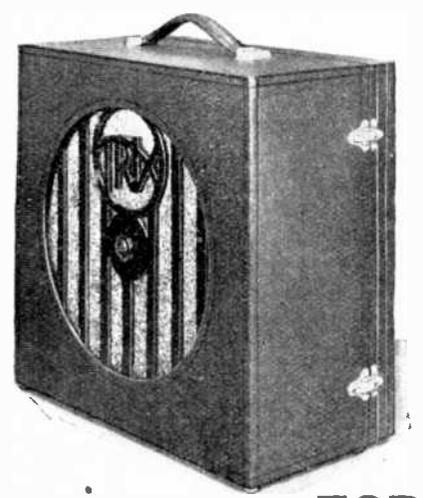
**A Genii  
 to Serve  
 You!**

HEY PRESTO! Hobday's  
 Catalogue at any page puts  
 you in touch with rock-bottom  
 prices, huge stocks of all  
 popular lines. QUICK DE-  
 SPATCH and FREE VAN  
 DELIVERY, embracing 36  
 Counties, offers service akin  
 to magic.  
 Each Catalogue is an "Open  
 Sesame" to keener buying.

**HOBBDAYS**  
 HOBBDAY BROTHERS LTD.

The  
 Quick  
 Despatch  
 Factors.

LONDON  
 MANCHESTER  
 and  
 WOLVER-  
 HAMPTON.

**FOR  
 THIS SEASON!**  
 Introduce the new TRIX All Mains Regional Portable  
 Two. Something different in portable set construction.  
 Complete with A.C. Valves, Loudspeaker and Frame  
 Aerial. Plug for gramophone pick-up. Retail 15 Gns.  
 Full details from manufacturers.

**TRIX ALL MAINS  
 REGIONAL  
 PORTABLE 2**

**ERIC J. LEVER (TRIX) LTD.,**  
 8/9, Clerkenwell Green, London, E.C.1  
 Phone: Clerkenwell 3014/5.

## Re CELEBRITONE LTD.

(In Voluntary Liquidation).

By Order of the Joint Liquidators,  
Charles Latham, Esq., F.L.A.A., and  
Eric F. Wilkins, Esq., A.C.A.

Messrs.

**FULLER HALL & FOULSHAM**  
are instructed to offer for SALE by  
AUCTION ON THE PREMISES  
situate on the CHASE ESTATE,  
PARK ROYAL ROAD, WILLES-  
DEN, N.W., on TUESDAY, JUNE  
24TH, 1930, at 11 o'clock precisely,  
FIRSTLY, the

**GOODWILL OF THE BUSINESS**  
of CELEBRITONE, LTD., includ-  
ing the Patents, and immediately  
afterwards in Lots in detail the  
Stock of

**GRAMOPHONE and WIRELESS  
ACCESSORIES**, including :-  
CINEMA, DOUBLE CLUB  
and SINGLE GRAMOPHONES.  
SIMPLEX PROJECTOR. Gramo-  
phone Motors. Oak and Walnut  
Cabinets. CRYPTO DC/AC CON-  
VERTERS up to 200/240 volts.  
Philips Chargers, Kuprox Trickle  
Chargers. CRYPTO MOTORS and  
GENERATORS up to 110/240 volts.  
M.L. GENERATORS. WESTING-  
HOUSE RECTIFIERS. Variable  
and Non-Variable ELIMINATORS.  
4- to 12-VALVE AMPLIFIERS.  
MOVING COIL LOUD SPEAKERS  
by Brown and others. FERRANTI  
TRANSFORMERS, Valves by  
Mullard and others. Accumulators,  
H.T. Batteries, Fixed and Variable  
Condensers, Grid Leaks, Frame  
Aerials, Switches, Plugs and Sockets,  
Large quantities of D.S.C., D.C.C.  
and enamelled Copper Wire and the

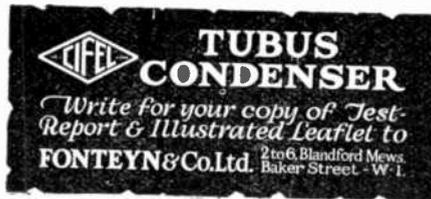
ENGINEERS' MACHINE TOOLS  
comprising Capstan and other  
Lathes; DRILLING MACHINES,  
Grinders, GUILLOTINE, Screw  
Fly Presses, ELECTRIC MOTORS  
UP TO 15 H.P. Benches. 25-CWT.  
MORRIS MOTOR VAN,  
OFFICE FURNITURE and other  
effects.

Catalogues (when ready) may be obtained  
of :-

**CHARLES LATHAM, ESQ.,**  
Certified Accountant,  
78, New Oxford Street, W.C.1

**ERIC F. WILKINS, ESQ.,**  
Chartered Accountant,  
8, Queen Street, E.C.4  
and of

Messrs. **FULLER HALL & FOULSHAM,**  
Auctioneers,  
125, High Holborn, W.C.1



**TUBUS  
CONDENSER**  
Write for your copy of Test-  
Report & Illustrated Leaflet to  
**FONTEYN & Co. Ltd.**  
2 to 6, Blandford Mews,  
Baker Street - W.1



**GRIPSO**  
"STANDARD" PUSH-PULL  
INDICATING SWITCH  
ADAPTABLE DOUBLE DIAL READINGS.  
ON AND OFF-LONG AND SHORT WAVE  
ROBUST CONSTRUCTION  
LISTS FROM READERS  
**THE GRIPSO COY.**  
32, VICTORIA STREET, LONDON, S.W.1

Send Your Orders to :-  
**T. FIELDING & Co. Ltd**  
The EAST ANGLIAN RADIO FACTORS  
King St., GT. YARMOUTH  
Factors of all the best known makes of  
Radio Components

Sell '**HOLDFAST**' Now!  
EXTENSION UNIT  
The best extension unit for every type of  
balanced armatures. Post price 1/-. Special  
price for large quantities.  
**DAYZITE LTD.**  
17, Lisle St., Leicester Square, London, W.C.



**NSF**  
**CONDENSERS**  
EXCEPTIONAL  
QUANTITY  
TERMS TO  
MANUFACTURERS  
**Geo. Becker Ltd.**  
89, GRAFTON ST. W.1  
Maximum 7-39

**EXACT TUNERS**  
THOUSANDS IN USE  
STOCKED BY ALL THE LEADING FACTORS  
**THE EXACT MANUFACTURING CO.**  
Croft Works, Priory Street,  
COVENTRY, England.



**EPOCH**  
MOVING  
COIL  
SPEAKERS  
Write for new booklet - 19 models  
**EPOCH RADIO MANUFACTURING CO., LTD.,**  
3 Farringdon Ave., London, E.C.4. 'Phone: Central 1971

Patents . Designs . Trade Marks  
**ERIC POTTER,**  
Patent Agent,  
3 Staple Inn,  
LONDON, W.C.  
'Phone: Holb. 0632.  
11 Park Row,  
NOTTINGHAM  
'Phone: 3525

## MISCELLANEOUS.

**L** OUD-SPEAKERS, headphones and  
transformers. Trade repairs. —  
Howell, 91, Morley Hill, Enfield, Middle-  
sex. (H7)

**F** ORTY lines and every one a seller.  
Send for lists now and keep busy. —  
A. J. Hewitt, 21, South Street, Green-  
wich, S.E.10. (H4)

**F** LEXIBLES — Radio. R.B., two  
types, cotton braided; rubber  
covered; lighting, heavy quality, maroon  
cotton braided. Tapes—Pure rubber;  
black adhesive. Keen prices and samples  
from A. J. Andrews, 9, Charterhouse  
Street, London, E.C.1. (990)

The  
**SHROPSHIRE SERVICE  
SCHEME.**  
Full details as outlined in *The Wireless Trader*,  
May 31st, 1930, together with Leaflet and service  
coupon, particulars for filing and reference, etc.,  
sent on receipt of P.O. or cheque for £1:1:0 to  
**THE WEM RADIO CO.,**  
Wem, Shropshire.

## PATENTS.

**P** ATENTS obtained, trade marks and  
designs registered at home and abroad.  
Gee & Co., patent and trade mark agents,  
trade mark advisers to THE WIRELESS  
TRADER, H. T. P. Gee, Member Radio  
Society, Great Britain, A.M.Inst. Radio-  
Engineers, 52-54, Chancery Lane, Holborn,  
W.C.2. Telephone: Holborn 1525.

**K** ING'S Patent Agency, Ltd., 146A,  
Queen Victoria Street, E.C.4. Free  
advice and handbook on Patenting  
Inventions and Registering Trade Marks  
Designs. (S1)

## SITUATIONS VACANT.

**R** EPRESENTATIVES required for im-  
portant radio manufacturing com-  
pany for Ireland and Yorkshire.—Please  
write, stating experience, to Box 1161,  
WIRELESS TRADER Office. (981)

**S** ALES MAN representatives required  
by motor and radio wholesale house.  
Preference given to young men with  
proved selling ability. Knowledge of  
southern counties and south Midlands  
an advantage.—Write giving fullest details  
possible, including age, G, Box No.  
1159, WIRELESS TRADER Office. (984)

**W** ANTED, expert man to take  
charge of radio department for  
all mains electrical radio gramophones.  
Must be fully qualified.—Apply Box No.  
1160, WIRELESS TRADER Office. (983)

Actual size  
**ELEX**  
**WANDER PLUGS**  
Nickel plated. 6 Colours. Stan-  
dard size 2DW or Midget 2d. each.  
Write for List W.67.  
**J. J. EASTICK & SONS**  
118 Bunhill Row, LONDON, E.C.1

Retails at  
**6d.**  
The "SOPRANIST"  
ACCUMULATOR TESTER  
Tests all kinds of  
Lead-Sulphuric Acid  
Batteries.  
Efficient. Simple. Handy  
Sole Dis.  
**S. KALISKY (Aldgate) LD.**  
Aldgate High St., London, E.C.  
and  
Vitaklor Co.,  
NELSON, 16 Withy Grove, Manchester.

**Situations Vacant—continued.**

**R**EPRESENTATIVES on commission to sell 2- and 3- valve battery sets. Reply stating commission required, territory covered and number of retailers handled.—Box No. 1162, WIRELESS TRADER Office. (985)

**P**ERSONS wanted to write showcards at home. We instruct you, supply work, and pay cash weekly.—Grant Gray, S.131, St. Albans. (G.2)

**D**UNHAMS, Ltd., require travellers with experience and a good connection. Must not carry competitive lines. Salary and commission. Only first class men need apply.—Write fully and in confidence, Sales Manager, Dunhams, Ltd., Bellerophon Works, New Wharf Road, London, N.1. (D1)

**R**EPRESENTATIVES with own cars required with proved connection with the good class retailers, to handle a first grade transportable selling at a very reasonable price, on liberal trade terms. Tabulate your reply, in confidence, under the following heads:—

1. Age.
2. Married or single.
3. Number of years as a radio representative.
4. Territory covered.
5. Number of retailers handled.
6. Nett turnover for the last 12 months.
7. Amount and form of remuneration required (i.e., fixed salary, or salary and commission, or pure commission).

—Box No. 1169, WIRELESS TRADER Office.

**TWO MORE NEW LINES OFFERED FOR DELIVERY FROM STOCK:—**

(1) CONE WASHERS & EXTENSIONS



Best obtainable Workmanship, N.P.  
( $\frac{1}{4}$  actual size)

(2) MIDGET WANDER PLUGS & SOCKETS

Actual size



Four Colours

Red

Black

White

Blue

UNIVERSAL SPADE TERMINAL (PATENT)  
UNIVERSAL TERMINALS { Red and Black Engraved 30 Wordings

ALSO:—

B.A. Screws, Nuts and Washers, Brass and N.P. General Stamping (Spades and Soldering Tags, etc.) Brass and N.P. Terminals, Red and Black Insulated Spades, Pins, Wander Plugs, etc.

**E. J. FRANCOIS,**  
89, Clerkenwell Road, London, E.C.1  
Telephone: Holborn 6055

TURNED SPECIAL PARTS to SAMPLE or SKETCH

**Situations Vacant—continued.**

**R**EQUIRED by large radio manufacturing concern, outside representatives, with thorough knowledge of industry. Preference given to those willing to reside in the North. References of past career must show unquestionable integrity and prove sound selling ability.—Write giving particulars of experience, age, salary required, etc., to Box No. 1158, WIRELESS TRADER Office. (987)

**SITUATIONS WANTED.**

**R**ADIO.—Required post representative or manager, Scotland. Fully experienced in these posts.—Box No. 1157, WIRELESS TRADER Office. (982)

**TRADE MARKS & DESIGNS.**

**T**RADE marks and names, designs. Registrations effected in all countries.—Trade Marks Registration Agency, Monument Station Buildings, London, E.C.4. Telephone: Royal 2379. (T1)

**WANTED.**

**M**ANUFACTURERS' discontinued stocks wanted. Any quantities.—Box No. 947, WIRELESS TRADER Office. (C9)

**W**ANTED, all types of electrical and wireless apparatus; purchased for cash; large quantities only.—T. W. Thompson & Co., 17, Strutton Ground, S.W.1.

**C**ASH Register. Must be "National." Required for small business. Ticket printer preferred.—Post all details to Box C. 864, Willings, 86, Strand, W.C.2. (989)

**INDEX TO DISPLAYED ADVERTISEMENTS—Continued from Back Page.**

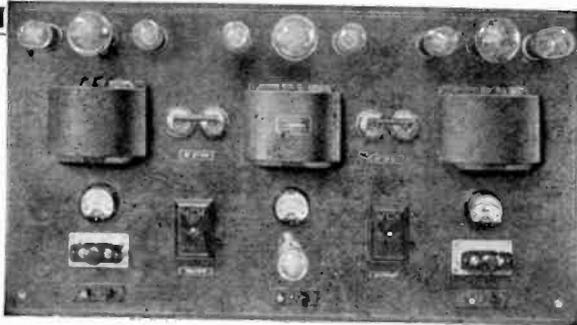
	PAGE		PAGE		PAGE
Ioco Rubber & Waterproofing Co., Ltd., The	14	Oldham & Son, Ltd.	38	Telsen Electric Co., Ltd.	Inside Back Cover
Junit Mfg. Co., Ltd.	4	Ormond Eng. Co., Ltd.	17	Tonex Co., The	16
Kalisky, S. (Aldgate), Ltd.	43	Partridge, Wilson & Co.	45	Tulsemere Mfg. Co.	16
L. E. S. Distributors, Ltd.	8	Philips Radio	23	Tungsram Electric Lamp Works (Great Britain), Ltd.	41
Lever, Eric J. (Trix), Ltd.	42	Potter, E.	43	Vandervell, C. A., & Co., Ltd.	13
London Metal Warehouses, Ltd.	14	Pressland Products, Ltd.	14	Varley (Oliver Pell Control, Ltd.)	18, 19
McMichael, L., Ltd.	21	Prideaux Junior, Ralph	14	Westinghouse Brake & Saxby Signal Co., Ltd.	8
Maisner, E. H., & Co., Ltd.	16	Pye Radio, Ltd.	15	Whiteley Boneham & Co., Ltd.	10
Marconiphone Co., Ltd., The	30	Ready Radio Supplies	16	Wingrove & Rogers, Ltd.	42
Mullard Wireless Service Co., Ltd.	30, 37, 39	Rigby & Woolfenden	42	Wright & Weaire, Ltd.	6
Murphy Radio, Ltd.	28, 29	Rothermel Corporation, Ltd., The	10		
		Telegraph Condenser Co., Ltd., The	40		

**Special Facilities for Readers**

IF you desire further particulars of several items advertised in this issue, place a tick against the names of the advertisers in the index above and overleaf, and forward the page to the "Trader Information Bureau," St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4, who will see that your request is forwarded.

W.T. 14/6/30

→ Sign here ..... Address .....



**DAVENSET SERVICE STATION CHARGER**  
 Price £25 net.  
 Max. D.C. Output 75 volts at 6 amperes

# DAVENSET

**COMMERCIAL ACCUMULATOR CHARGERS AND RECTIFIERS FOR A.C. MAINS ARE THE PRESENT DAY EQUIPMENTS**

BECAUSE THEY ARE

- 1. HIGHLY EFFICIENT.
  - 2. SIMPLE TO OPERATE.
  - 3. PERFECTLY SILENT.
  - 4. NON-RADIATING.
  - 5. REASONABLE IN PRICE.
- e.g. from £8:8:0 net

**TECHNICAL BOOK ISSUED FREE.**

A 49-page copy of the 3rd Edition (reprinted April, 1930) of the booklet entitled "Commercial Accumulator Charging and the Efficiency of A.C. Rectifying Equipment," in which 7 models of Davenset Chargers are both described and illustrated, may be had on application to your usual wholesaler, or direct from the manufacturers **FREE OF CHARGE.** This offer applies to bona-fide traders only.

**PARTRIDGE, WILSON & CO.**  
 LOUGHBOROUGH ROAD, LEICESTER

## INDEX TO DISPLAYED ADVERTISEMENTS.

(Continued on Page 44.)

	PAGE		PAGE		PAGE	
Abingdon Wireless Supplies ..	42	Dubilier Condenser Co. (1925), Ltd.	12	Fonteyn & Co., Ltd. ..	43	
Aeonic Radio, Ltd. ..	24	East London Rubber Co. ..	Back Cover	Francois, E. J. ..	44	
Baker's "Selhurst" Radio ..	42	Eastick, J. J., & Sons ..	43	Garnett Whiteley & Co., Ltd.	Inside Front Cover	
Bate, Jabez, & Co. ..	45	Edison Bell, Ltd. ..	20	Gilbert, C., & Co. ..	7	
Becker, George, Ltd. ..	43	Edison Swan Electric Co., Ltd.	11	Graham Amplion, Ltd.	31, 32, 33, 34	
British Radiophone, Ltd., The	3	Emkabe Radio Co., Ltd. ..	45	Gripso Co. ..	43	
Brown Bros., Ltd. ..	1	Enderlein, E. ..	2	Harris, Williams (Mfrs.), Ltd.	25	
Brownie Wireless Co. (Great Britain), Ltd. ..	9	Epoch Radio Mfg. Co., Ltd. ..	43	Hart Collins, Ltd. ..	14	
Cellgrave Co. ..	2	Exact Mfg. Co. ..	43	Herod, Arthur G., & Co. ..	12	
Concerton Radio & Electrical Co., The ..	Front Cover	Exide Batteries ..	5	Hobday Bros., Ltd. ..	42	
Daly, H. C. ..	6	Fielding, T., & Co., Ltd. ..	43	Hughes, F. A., & Co., Ltd. ..	26, 27	
Danipad Rubber Co., Ltd. ..	4	<p><b>T</b>O obtain particulars of several items advertised in this issue place a tick against the name of the advertiser in the index above and overleaf and sign coupon at foot of index on the previous page.</p>			Igranic Electric Co., Ltd. ..	22
Dayzite, Ltd. ..	43				Impex Electrical, Ltd. ..	6
Detex Distributors, Ltd. ..	35					

**BATE'S "MILLION" EARTH TUBE**

The Tube with the largest sale

**1/6 each**

**1/6 each**

**Guaranteed 5 Years**

Stocked by every factor of repute or direct from—

**JABEZ BATE & CO.** VERONA WORKS BIRMINGHAM

**"ASTRA" DIAL**

Accurate Gearing Movement.  
 Fast and Slow Motion.  
 Fits any Condenser spindle.

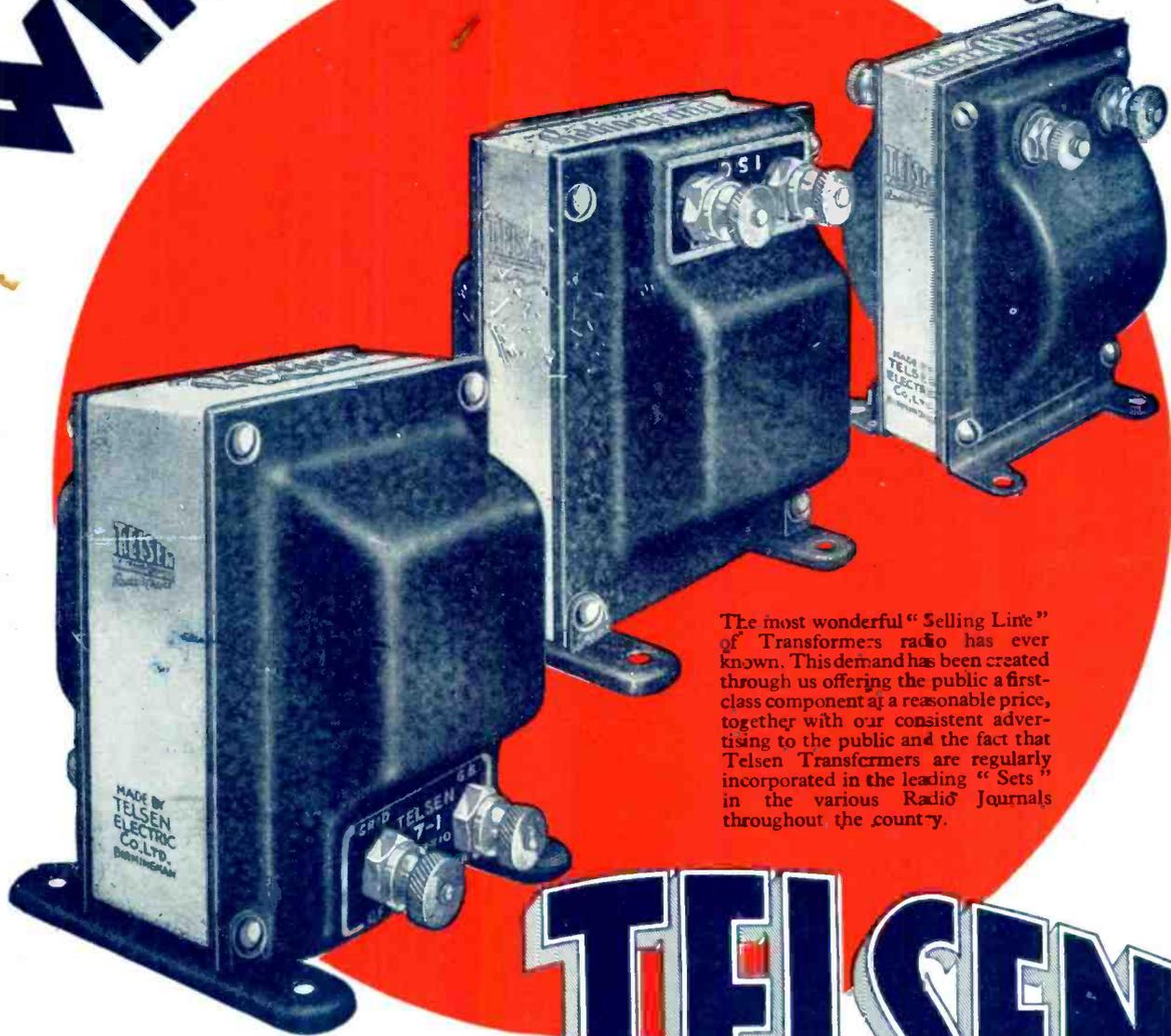
**EMKABE**

EMKABE RADIO CO., LTD.,  
 47 Farringdon Rd., London, E.C.1  
 Telephone: Holborn 6622.

SPECIAL DISCOUNTS TO SET MANUFACTURERS.

# BIG L.S.D FOR THE

# WIRELESS DEALER



The most wonderful "Selling Line" of Transformers radio has ever known. This demand has been created through us offering the public a first-class component at a reasonable price, together with our consistent advertising to the public and the fact that Telsens Transformers are regularly incorporated in the leading "Sets" in the various Radio Journals throughout the country.

# TELSEN

## TRANSFORMERS

Telsens Transformers made in three models as follows:—  
 Telsens "Radiogrand" 7-1 Super Ratio Model Price 17/6  
 Telsens "Radiogrand" Standard Model made in ratios 3-1 and 5-1 Price 12/6  
 Telsens "Ace" Model, the ideal transformer for Portable Sets and where space is limited, made in ratios 3-1 and 5-1 Price 8/6

Advt. Telsens Electric Co., Ltd., Birmingham.

# RADIO

**SETS  
COMPONENTS  
ACCESSORIES &  
ELECTRICAL  
EQUIPMENT  
AND  
NEW LINES**

For all your Radio  
needs, deal with the  
**RADIO SPECIALISTS.**  
Immediate delivery  
from huge stocks.

**EAST LONDON  
RUBBER CO  
LONDON & SHEFFIELD**