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

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

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

L.F. 5/6; H.F. 5/6; R.C. 5/6
Power 7/0; Super-Power 8/-
A.C. Indirectly Heated H.F. and L.F. 9/- each; A.C. Directly Heated Power, 11/0 each; A.C. Directly Heated H.F. and L.F. 10/-; Rectifying Valves, 13/- each; Tungsram Photo-Electric Cells 3 types: Standard 23 10/-, Nova E, 22 17s. 6d., Nova X, 22 17s. 6d.
16 PAGES being the complete résumé of the "EKCO" 1930/31 Programme. Tear it out and keep it by you! "EKCO" is going to be your biggest winner.

EKCO 1930/31 PROGRAMME AND POLICY
Keeping ahead in radio—foresighting next season's demand and meeting it before competitors—ready to give your customers the best in radio reception for years to come—definitely the radio of to-day and the future—that's "EKCO," the foremost name in British Electric Radio, pioneers of the "ALL-ELECTRIC" Unit and specialists all the time.

1. "EKCO" 1930/31 FULL RANGE
2. ALL-ELECTRIC SETS.
3. LOUD-SPEAKERS—Moving-Coil and Cone.
4. ALL-POWER UNITS.
5. H.T. UNITS.
6. COMBINED H.T. UNIT & L.T. CHARGER, & H.T. UNITS FOR PORTABLES.
7. L.T. UNIT.
8. RECTIFIER UNIT.
9. TRICKLE CHARGER.
10. ISOLATING TRANSFORMER.

ASTOUNDING NEW SET FEATURES
The new "EKCO" Sets are beyond your most sanguine expectations. They incorporate two entirely original and exclusive features:
1. Bakelite cases of a rare and choice design in three colourings which match harmoniously with almost every furnishing scheme. These colourings are dark jade, dark mahogany and medium oak.
2. Loud-speakers which are completely matched with the Sets in colourings, cabinet design and proportions, and performance.
Sets and Loud-speakers, therefore, form one harmonious whole, a unique selling feature that is assured of wide popularity.
A big forceful Advertising Campaign starts in September and continues persistently throughout the year. Remember "EKCO" is one of the few radio firms to back your stocks during every month of the twelve with National Advertising. "EKCO" will continue to do so.
Back this Advertising Campaign by making showmanship an integral part of salesmanship. You can do this by displaying a varying range of the new 1930/31 "EKCO" Sales-Aids shown in this supplement.

NEW AND BIGGER DISCOUNTS
RETAIL TRADE DISCOUNT ON "EKCO-LECTRIC" SETS AND LOUD-SPEAKERS IS NOW 33\%.
ON UNITS IT REMAINS AS HERETOFORE AT 30\%.
EVEN BETTER DEFERRED PAYMENT TERMS
Deferred Payment Terms in respect of "EKCO-LECTRIC" Sets and combinations of sets and Loud-speakers are now extended to a period of TWO YEARS INSTEAD OF ONE YEAR.
On all other "EKCO-LECTRIC" products it remains the same as before—one year.
Tune in to "EKCO"! Electrify your sales with "EKCO-LECTRIC" sellers! Meet the overwhelming demand for electric radio with the most advanced technique in electric radio—"EKCO"!
"EKCO" PROGRESS

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

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

Turnover for year 1928/29 was 2.4 times that of year 1927/28.
Turnover for year 1929/30 was 3.28 times that of year 1928/29.

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

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

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

TRADING POLICY. Distribution through the recognised trade channel of Wholesalers and Retailers, with strict adherence to our standard trade discounts, has proved wonderfully successful. Adherence to the reasonable rates of discounts allowed has been most effective in recuing the evil of price-cutting to a minimum.
& POLICY 1930-31

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

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

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

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

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

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

Absolute safety is assured as all our products conform to the latest I.E.E. Rules and Recommendations.
“EKCO-LECTRIC” RADIO RECEIVERS

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

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

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

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

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

MODEL 313
Three valves. Screened Grid, Detector and Power Pentode.

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

WAVELENGTHS

(1) 200-350 metres.
(2) 850-1,900 metres.

Single switch changes from high to low waveband. Weight 20 lbs. Price D.C. or A.C. £22.10.0. (For 25 cycle A.C. Mains £25.0.0.)

MODEL 312
Two Valves. Detector and Pentode.

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

WAVELENGTHS

(1) 200-350 metres.
(2) 1,000-1,900 metres.

Single switch changes from high to low waveband. Weight 15 lbs. Price D.C. or A.C. £14.10.0. (For 25 cycle A.C. Mains £16.0.0.)
"EKCO" LOUD-SPEAKERS.

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

"EKCONE" MODEL L.S.1
CONE LOUD-SPEAKER.

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

Price £4.10.0

"EKCOIL" MODEL L.S.2
MOVING-COIL LOUD-SPEAKER.

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

Price D.C. £8.12.6
A.C. £11.0.0

(The A.C. model can be supplied for use on 25 cycle mains without extra charge.)
"ECKO" ALL-POWER SUPPLY UNITS

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

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

H.T. Output Tappings
S.G. 60-80 volts for Screen of Screened Grid Valves. 0-120 volts variable between 0 and 120 volts and any current from 1-6 m/a, approx supplying exact voltage required for Detector Valve. 120/150 volts. Output from this tapping can be reduced to 100 volts by special plug and two sockets, thus making it suitable for sets not requiring more than 100 volts.
Made for A.C. Mains voltages: (a) 200-250V. 40-100 cycles.
(b) 100-120V. 40-100 cycles
Price £6. 0. 0

A.C. Model C2A provides
(a) H.T., 3 tappings of S.G. for H.T. supply to S.G. Valves. 60 and 120/150 V.
Output 20 m/a.
(b) L.T. 2-6 volts from 2 amp. min. to 3 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed 3 amp.
(c) G.B., 5 tappings up to 12 volts.
Price £10. 17. 6

D.C. Model C2B provides
(a) H.T., 4 voltage tappings of S.G. for H.T. supply to S.G. Valves. 60, 120/150, 170 V.
Output 25 m/a.
(b) 2-6 volts from 2 amp. min. to 4 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed 4 amps.
(c) G.B., 5 tappings up to 12 volts.
Price £6. 17. 6
"Build-in" All-Power Unit. Model ACV for A.C. Valves. Specially designed to appeal to Manufacturers and to Home Constructors. The Manufacturer and Home Constructor is provided with a compact unit, which when built in as a component part of the set makes it All-Electric. The "Power" section is kept apart from the receiver circuit, ensuring ease and simplicity of assembly.

**Specification**

Output L.T. (Raw A.C.)
- 4 volts at from 2.4 amp. for indirectly heated valves.
- 6 volts at 2.5 to 1 amp. for directly heated valves.
- H.T. (smoothed).
  - 150 volts at 30 milliamperes.
  - 80 volts for S.G. Valves at 1 to 1.5 m/a.
- G.B. 11, 5, 6, 9, and 35 volts.

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

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

All-Power Unit A.C. Model CIA provides

(a) H.T. 4 voltage tappings of.
- S.G. for H.T. supply to S.G. Valves.
- 0-120 variable, 120/150 and Power.
- Output 60 m/a.

(b) L.T. 2-6 volts from 3 amp. min. to 1 amp. max., being suitable for any combination of valves of the same filament voltage, provided that the sum total of current consumed by the filaments does not exceed 1 amp.

(c) G.B. 7 tappings up to 21 volts. **Price £17. 15. 0.**
H.T. UNITS.

Ten Milliampere Range.
Suitable for 1-5 valve sets or those requiring not more than 10 milliamperes.

Model 2F.10 D.C. and Model 2A.10 A.C.
2 voltage tappings:
- 60 volts at 2 m/a. approx.
- 120 volts at 8 m/a. approx.

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

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

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

Models 3F.20 D.C. and 3F.20 A.C.
3 voltage tappings:
- S.G. 60-80 volts for screen of S.G. Valves.
- 60; 50 volts at approx. 3 m/a.
- 120/150: 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

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

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

Twenty Milliampere Range
D.C. Model IV.20. Recommended for use with all Portable Sets.
1 voltage tappings.
S.G. 60-80 volts for screen of S.G. Valves.
0-120: Variable between 0 and 120 volts at any current from 1-6 m/a. approx.
120/150: 120 volts at 16 m/a. or up to 150 volts at 10 m/a.

Price ......... £2. 10. 0
H.T. UNITS.

A.C. Model 1V.20. Recommended for Portable Sets and all receivers requiring not more than 20 mA.
- 3 voltage tappings.
- S.G. 60-80 volts for screen of S.C. Valves.
- 0-120: Variable between 0-120 volts at current from 1 to 6 mA, approx.
- 120/150: 120 volts at 16 mA, or up to 150 volts at 10 mA.
- By special plug and two sockets the output from this tapping can be reduced to 100 volts.

Price £4. 12. 6

Thirty Milliampere Range

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

Model 1V.30 D.C. and 1V.30 A.C.
- 4 voltage tappings.
- S.G. 60-80 volts for screen of S.G. Valve.
- 0-120: Variable between 0-120 volts at any current from 1-6 mA, approx.
- 120-150: 120 volts at 5 1/2 mA, or up to 150 volts at 2 1/2 mA.
- 150-170: 150 volts at 25 mA, or up to 170 volts at 20 mA.
- Total output of Unit: 30 mA. at 150 volts.
- 25 mA. at 170 volts.

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

Sixty Milliampere Range

Model 4T.60 D.C. and 4A.60 A.C.
- 4 voltage tappings.
- S.G. 60-80 volts for screen of S.G. Valves.
- 0-120: Variable between 0-120 volts at any current from 1-14 mA, approx.
- 120-150: 120 volts at 16 mA, up to 150 volts at 11 1/2 mA.
- Power: 200 volts at 25 mA, or up to 175 volts at 51 mA, or up to 150 volts at 50 mA.

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

Trickle Charger.

**Model T.500 A.C.** Charges 2, 4 or 6 volt accumulators at ¾ amp. continuously from A.C. Mains and may be utilised for exciting the field of moving-coil Loud-speakers (6v., ½ amp. type) direct from A.C. Mains without use of an accumulator of any description.

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

**Price £2.12.6**

Rectifier Unit

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

**Price £3.10.6**

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

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

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

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

Price £8. 15.0

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

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

Price 15/-
August 9, 1930

THE WIRELESS AND GRAMOPHONE TRADER

13

LITERATURE.

SALES-AIDS

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

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

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

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

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

No. 6. Name Card, 5 in. by 6 in., neat, compelling and selling what the name "Ekco" stands for.

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


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

"Ekco" literature, as shown above, is standard in design and shape, 5½ in. by 3½ in. In all there are five Folders, three on Units, H.T. (No. 11), Portable (No. 12), All Power (No. 13). These are produced in two colours, green and black. One on Sets (No. 14). This is beautifully printed in three colour half-tone showing the harmonious colourings of the "Ekco" Sets. Every Folder has on its back page a cross-reference to other "Ekco" Products so that the reader is at all times acquainted with the full range. Also on the back page is ample room for the overprinting of your name, address and telephone number. See that you write to the Publicity Department for a full range of these unrivalled Sales-Aids and literature!
Strong! Striking! Selling! This window display is both unique and original. Easily and quickly fitted in twenty minutes. Adaptable to any size or shaped window in a number of different ways. Its colourings of orange, black and silver are designed in perfect harmony and create an impression of good taste and good goods.

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

The measurements of the boxes are as follows:

- Tall centre box, 46 in. high, 11½ in. wide and 11½ in. deep.
- Larger side box (in orange), 23 in. high by 23 in. wide by 11½ in. deep.
- Smaller side box (silver), 11½ in. by 11½ in. by 11½ in.

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

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

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

- 5 pieces. Height 46 in. Width 58 in. Depth 18 in.
- 5 pieces. Height 46 in. Width 52 in. Depth 40 in.
- 4 pieces. Height 46 in. Width 46 in. Depth 22 in.

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

Press

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

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

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

Daily News.
"Tuning is simplicity itself."

The Music Dealer.
"Excellent value for money."

Newcastle Evening World.
"Marvelous capabilities . . . the most compact all-mains set I have had."

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

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

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

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

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

Music Seller.
IV.20 A.C.
"Silent output—neat and compact, and works well."

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

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

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

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

Birmingham Mail.
CP1. A.C.
"Very neat and compact—easy to slip into a portable—very satisfactory performance—reception smooth without hum."

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

Public

F. W. F. (N.3).
"I am extremely pleased with this Set. . . . The results are amazing."

C. F. B. H. (S.E.9).
"I am more than satisfied with its performance. . . . I shall not hesitate to recommend it to my friends."

H. B. (Stockport).
"What a good Set you have produced! My sister, after only five minutes' instruction, brought in 18 stations easily."

L. V. H. (Birmingham).
"We have had splendid reception, although we have had no previous experience of loud-speaker sets."

H. L. M. (Hull).
"The results far surpass my expectations. . . . I shall recommend the "EKCO" wherever possible. . . . It is a source of much pleasure in my home."

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

W. D. M. (Parkstone).
"I am delighted with my Set. The interest you take in satisfying your customers is very satisfactory . . . We think the "EKCO" is marvellous."

A. C. (N.2).
"I am very pleased with the S.G.P. Receiver. With no aerial, no earth and no reaction, the two Brookman's Park transmissions can be received with great purity."

G. H. (Chopwall, Co. Durham).
"I have enjoyed great satisfaction from your H.T. Unit. Volume and range have increased . . . absolute purity of reception. I have recommended your Unit to my friends."

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

H. G. (Bristol).
"May I offer my congratulations for such a highly satisfactory Unit?"

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

A. B. (Hyde).
"The Unit is perfectly silent and safe in working. . . . I am perfectly satisfied with it."

G. H. P. (Southey, Sheffield).
"The difference the Unit has made is wonderful. I defy anyone to hear the faintest whisper of hum. I am recommending it to all my friends."
### SUMMARY OF "EKCO" PRODUCTS

**WITH PARTICULARS OF DEFERRED PAYMENTS**

<table>
<thead>
<tr>
<th>&quot;EKCO&quot; Device Model No.</th>
<th>Cash Price</th>
<th>Initial Payment</th>
<th>Anc. 11 Monthly Payments of</th>
<th>Initial Payment</th>
<th>And 23 Monthly Payments of</th>
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<tbody>
<tr>
<td><strong>&quot;EKCO-LECTRIC&quot;</strong></td>
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<td>Receiver</td>
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<td>312</td>
<td>14 10 0</td>
<td>1 5 6</td>
<td>1 6 6 4</td>
<td>2 3 6</td>
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<td>513</td>
<td>22 10 0</td>
<td>1 19 6</td>
<td>2 0 11</td>
<td>7 6</td>
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<td><strong>LOUD-SPEAKERS.</strong></td>
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<tr>
<td>LS.1 &quot;EKCOE&quot;</td>
<td>4 10 0</td>
<td>0 8 0</td>
<td>0 8 0</td>
<td></td>
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<tr>
<td>LS.2 D.C. &quot;EKCOE&quot;</td>
<td>8 12 6</td>
<td>0 15 0</td>
<td>0 15 8</td>
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<tr>
<td>LS.2 A.C. &quot;EKCOE&quot;</td>
<td>11 0 0</td>
<td>0 19 3</td>
<td>1 0 0</td>
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<td><strong>RECEIVERS AND LOUD-</strong></td>
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<td><strong>SPEAKERS.</strong></td>
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<tr>
<td>&quot;EKCO&quot; 312 &amp; LS.1</td>
<td>19 0 0</td>
<td>1 13 3</td>
<td>1 14 7</td>
<td>2 17 0</td>
<td>0 16 6</td>
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<tr>
<td>312 &amp; LS.2 D.C.</td>
<td>23 2 6</td>
<td>2 0 6</td>
<td>2 2 1</td>
<td>3 9 6</td>
<td>1 0 1</td>
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<td>312 &amp; LS.2 A.C.</td>
<td>21 10 0</td>
<td>2 4 9</td>
<td>2 6 4</td>
<td>3 16 6</td>
<td>1 2 2</td>
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<td>&quot;EKCO&quot; 313 &amp; LS.1</td>
<td>27 0 0</td>
<td>2 7 3</td>
<td>2 9 1</td>
<td>4 1 0</td>
<td>1 5 6</td>
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<td>2 14 6</td>
<td>2 16 7</td>
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<td>2 7 7</td>
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<td>2 18 9</td>
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<td>2 10 0</td>
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<td>4F.60 D.C.</td>
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<td>4A.60 A.C.</td>
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<td>0 15 6</td>
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<td><strong>ALL-POWER UNITS.</strong></td>
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<td>C1.A.A.C.</td>
<td>17 15 0</td>
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<td>1 12 4</td>
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<td>C2.B D.C.</td>
<td>6 17 6</td>
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<td>0 12 6</td>
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<td>C2.A A.C.</td>
<td>10 17 6</td>
<td>0 19 0</td>
<td>0 19 9</td>
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<tr>
<td>A.C.V. &quot;Build In&quot;</td>
<td>6 0 0</td>
<td>0 10 6</td>
<td>0 10 11</td>
<td></td>
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<tr>
<td>Control Unit</td>
<td>1 5 0</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>A.C.V. &quot;Build In&quot;-with</td>
<td>7 5 0</td>
<td>0 12 6</td>
<td>0 13 2</td>
<td></td>
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<td>Control Unit</td>
<td>6 0 0</td>
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<tr>
<td>CP.R. Portable</td>
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<td><strong>L.T. UNIT.</strong></td>
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<tr>
<td>LT.1 A.C.</td>
<td>8 15 0</td>
<td>0 15 4</td>
<td>0 15 10</td>
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<td><strong>RECTIFIER UNIT.</strong></td>
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<tr>
<td>R.A.20</td>
<td>3 10 6</td>
<td>0 6 3</td>
<td>0 6 5</td>
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<td><strong>TRICKLE CHARGER.</strong></td>
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<td>T.500</td>
<td>2 12 6</td>
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<td>0 4 9</td>
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<tr>
<td><strong>ISOLATING TRANSFORMER.</strong></td>
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<td>J/Tr</td>
<td>0 15 0</td>
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</tbody>
</table>
4 reasons why you should sell

If your customers listen-in more

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

PRICE 27/6 COMPLETE

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

If your customers listen-in more often it means more business for you. More valves and more batteries will be used and they will take a greater interest in their sets. Sell them B.T.H. Cores and they'll want to listen from the time the programmes start until Big Ben strikes midnight.
This charger will deal with nearly a thousand batteries a week. It has no valves, electrolytes or moving parts—nothing requiring periodical replacement. It makes no noise and requires no attention.

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

The Correct Charging Rate for Car starter batteries and also for Wireless batteries—both high and low tension is always at hand in a

WEPSTINGHOUSE

MULTI-CIRCUIT CHARGING SET FOR A.C. MAINS. Send for Leaflet S.F.11e5.

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

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

CABINET THREE

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

REGIONAL THREE

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

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

Telephones : Bishopsgate 7322 & 7323
THE PORTABLE OF THE SEASON

The NEW

Geisha
No. 3.

OUTSTANDING IN:
TONE
VOLUME
APPEARANCE
NEW IDEAS.

CABINET IN BLUE OR BLACK WITH GILT EDGING IN EACH CASE.
PATENT STARTING AND STOPPING MOVEMENT.
CARRIES EIGHT 10" RECORDS IN DETACHABLE ALBUM.
PATENT SELF-CLOSING NEEDLE CUP.

RETAIL PRICE

£3'10'-

Subject to usual Trade Discount.

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

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

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

THE MUSICAL BEST AT THE LOWEST POSSIBLE PRICE.

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

"GLIMPSES OF THE GREAT OPERAS"

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

"CLASSICS OF JAZZ"

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

DECCA
SUPREME RECORDS

THE DECCA RECORD CO. LTD., 1-3 BRIXTON ROAD, LONDON, S.W.9.
BROWNIE deferred payment sales mean immediate cash profits

BROWNIE VALUE IS PROOF AGAINST SEASONAL TRADE DEPRESSION

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

BROWNIE DOMINION 3 (illustrated above). An amazing three

valves that simply bristles with selling points. Contained in a solid mahogany cabinet, complete with 3 Cossor New Process Valves, built-in long-life batteries and bakelite protected components. Cash price, complete with full 10" cone speaker, and including royalty, only £10.15.0. Deferred payments price only

Write for striking window bill in colours to:

BROWNIE WIRELESS CO. (G.B.) Ltd., NELSON STREET WORKS, LONDON, N.W.1
Let your customers hear GOODSON WHITE DANCE RECORDS and they will buy them!

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

Write for FREE DISPLAY MATERIAL to:
GOODSON GRAMOPHONE RECORD CO. LTD.
12, Old Burlington Street, London, W.1.
Telephone: Gerard 1452-1453, Regent 4685.

1/9
10 inch DOUBLE-SIDED

BIG SELLERS RIGHT AHEAD OF THEIR CLASS

The Pye Portable
The old favourite with an unchallengeable reputation! Completely portable, entirely self-contained, incorporating a five-valve receiver, loud speaker, frame aerial, valves and batteries.
Complete with valves, batteries, royalties, concealed turntable and protective travelling cover.

£19-19-0 RETAIL

Order for immediate delivery from
L.E.S. DISTRIBUTORS, LTD.
9, ST. MARTIN'S STREET, LEICESTER SQUARE, W.C.2
Telephone—Regent 7545. Telegrams—"Electimar Westrand, London."

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

August 9, 1930

AUGUST HITS ON GOODSON
SINGING A SONG TO THE STARS
LOVE ME
I'M IN THE MARKET FOR YOU
SOMEONE ELSE WILL TAKE MY PLACE
DREAM LOVER
A SHADY NOOK, A BABBING BROOK AND YOU
JUST LIKE IN A STORY BOOK
THE WINDING ROAD THAT LEADS TO HOME
SLEEPING BEAUTY WALTZ
DANCING DOLL
PEER GYNT
SPRING SONG

£25-0-0 RETAIL

The Pye All-Electric Three
The big advance in All-Electric Radio. Highly selective, amazingly powerful, reliable always and employing no batteries whatsoever—all the power being taken from the ordinary house A.C. mains.
Complete with full mains equipment, special mains valves and royalties.

£75-0-0 RETAIL

THE WIRELESS AND GRAMOPHONE TRADER
HOW TO MAKE BIG PROFITS ON ELIMINATOR SALES!

30° + 10%

OUTPUT 20% INCREASED TO AT SAME RETAIL PRICES

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

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

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

LISSEN ELIMINATORS
PLUS BIG ADVERTISING THAT CREATES DEMAND

LISSEN LTD Worple Rd Isleworth Middlesex
YOU CAN HAVE the wonderful NOVOTONE and attract new custom by demonstrating the only way of reproducing records with "AMAZING REALISM"
Vide: "Music Trades Review"

ADD YOUR NAME
to the lists of demonstrators and get the Free Sales Aid that results from our publishing your name and address in our advertisements to the public. See:
JULY 18. JULY 26. AUGUST 2.
"World Radio" "Amateur Wireless" "Popular Wireless"

SPECIAL NOVOTONE DEMONSTRATION OFFER
We will send you a specially mounted demonstration model complete with change-over switch, brilliance control and resistance for the

Special Price of £3 - 10 - 0 net
Get in touch with us now.
Add your name to our list.

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

THERE'S £8.6.8 FOR YOU

EVERY TIME YOU SELL A DUBILIER SET

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

DUBILIER ALL-ELECTRIC RADIO

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

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

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

**THE AMAZING**

**CHARACTERISTICS**

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

**NEW REDUCED PRICE**

$27.6$
Profitable Portables at sensationaly reduced prices

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

NATIONAL & SYMPHONY
5 VALVE PORTABLES
The Premier Pair of the Radio World

Write to-day for particulars and trade terms to:
The BRITISH RADIOPHONE LTD. Aldwych House, Aldwych, London, W.C.2 Telephone: Holborn 6-44

STALLOY BRAND
TRANSFORMER LAMINATIONS

DIAPHRAGMS, CONE UNIT REEDS:
JOSEPH SANKEY & SONS LTD.
**THE NUMBERS THAT MULTIPLY SALES**

PM 22
PM 24
PM 26

20/- each
- P.M. 22 2 volts
- P.M. 24 4 volts
- P.M. 26 6 volts

easy to sell
easy to remember.

MULLARD PENTODE

Advert. of The Mullard Wireless Service Co., Ltd., Mullard House, Charing Cross Road, London, W.C.2
1,500 HELSBY CONDENSERS

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

FOLLOW THE LEAD you cannot go wrong

Price - Quality and Delivery are Right

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

Manufactured by:-

BRITISH INSULATED CABLES LTD
PRESIDENT - LANCS.
Makers of PRESCOT and HELSBY cables

Tel. No. PRESCOT, 121.
London Office: Surrey House, Embankment, W.C.2
Tel. No. TEMPLE BAR, 1295, 4, 5, and 6.

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

The Stal Silver Oxide Accumulator Charger is the most economical and efficient instrument yet produced for L.T. charging from A.C. mains. It finally and completely does away with the need of a spare accumulator which often has to be called into use in the middle of an interesting programme, for the Stal Charger can be permanently connected to the set and will charge and keep the accumulator at full strength—even while the set is playing. The Mains current consumption when using the Stal charger is exceedingly small, costing approximately one penny per week. You have only to demonstrate to make a sale—Order now!

The Characteristics of the Stal Charger are:

- 6 at 2 volts
- 5 at 4 volts

Type SCA2 for 200/250 v. Type SCA1 for 110/130 v.

STAL

ACCUMULATOR CHARGER

ELECTRIC LAMP SERVICE CO., LTD.
39-41 Parker St., KINGSWAY, W.C.2
Phone: Holborn 6634.
Eastern Agents: Charieson Metal Co. Ltd., 19, Amber St., Stadehill, Manchester.
The Vital Link—

C.A.V. H.T. Radio Accumulators

Price of 10-volt units:

<table>
<thead>
<tr>
<th>Model</th>
<th>Capacity</th>
<th>Price</th>
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<tbody>
<tr>
<td>M.101</td>
<td>2,500 milliamps</td>
<td>5/-</td>
</tr>
<tr>
<td>M.103</td>
<td>5,000 milliamps</td>
<td>6/3</td>
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<tr>
<td>M.105</td>
<td>10,000 milliamps</td>
<td>12/-</td>
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Price of 30-volt groups with trays:

<table>
<thead>
<tr>
<th>Model</th>
<th>Capacity</th>
<th>Price</th>
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<tbody>
<tr>
<td>M.301</td>
<td>2,500 milliamps</td>
<td>18/9</td>
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<tr>
<td>M.303</td>
<td>5,000 milliamps</td>
<td>23/3</td>
</tr>
<tr>
<td>M.305</td>
<td>10,000 milliamps</td>
<td>42/-</td>
</tr>
</tbody>
</table>

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

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

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

Catalogue No. G.4. and Posters will be forwarded upon application.
The Edison Bell All-Mains Radio Gramophone, as its name implies, has been developed to operate entirely from the ordinary lighting mains, requiring no batteries whatsoever. Cabinets are fitted with ample storage space for Records and are beautifully finished in Oak, Mahogany or Walnut. (A.C. or D.C. Mains).

Ask for full particulars.

<table>
<thead>
<tr>
<th></th>
<th>A.C.</th>
<th>D.C.</th>
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<tr>
<td>Oak</td>
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<td>£84 0 0</td>
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<td>Mahogany</td>
<td>£68 10 0</td>
<td>£87 10 0</td>
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<tr>
<td>Walnut</td>
<td>£72 10 0</td>
<td>£91 10 0</td>
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</tbody>
</table>

Complete, Including Marconi Royalties

EDISON BELL, LIMITED

LONDON, S.E.15
The successful use of two Screened-Grid stages is a unique feature of this new long-range portable receiver.

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

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

**ALL APPARATUS MARKED**

"**PARMeko**" is GOOD!

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

Tell your customers we are specialists in making to specification. We will quote by return for their exact requirements.

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

Write for Price List of Wireless Mains Apparatus and Terms to:

**PARTRIDGE & MEE LTD.**
26, DOVER STREET, 74, NEW OXFORD STREET, LEICESTER.
CENTRAL 22276
LONDON, W.C.1.

**POPULAR WIRELESS SAYS:**

The Ready Radio people are now manufacturing a Logarithmic condenser which retails at 4/6 in either 0.005 or 0.005 mfd. maximum capacity. This will be good news for all constructors, and not only those whose pockets are lean, for the Ready Radio variable is cheap only as regards price.

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

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

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

'PHONE': HOLBORN 6244
LOTUS ALL MAINS PRODUCTS MEAN ALL ROUND PROFITS

Quick and certain profits will be yours if you stock Lotus All-Mains Productions—Receivers, Units and Remote Controls—their quality ensures immediate and lucrative sales to you and satisfaction to your customers.

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

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

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

In Oak or Mahogany: Retail Price £21 cash (complete with valves and Royalties paid), or £1 19s. 9d. down and eleven equal monthly instalments.

LOTUS ALL-MAINS UNIT FOR A.C. MAINS. Supplies complete power for non-battery sets. Acts as H.T. Eliminator for sets with battery-heated valves.

In handsome metal case: Retail Price £7 7s. cash, or 1s. 6d. down and eleven equal monthly instalments.

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

LOTUS ALL MAINS PRODUCTIONS


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

Telephone: CLERKENWELL 255a.
RADIO
FOR
EVERYBODY!
COMING
The World's Wonder — Radio Receivers —
Praise of others

All Electric or Battery driven

No Trickle Charger
No Accumulator
No Battery

£26 : 15 : 6

Model 303

£17 : 17

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

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

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

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

Columbia RADIO

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

as and from AUGUST 1st
the retail price is INCREASED from
39 gns.
to
42 GUINEAS
including valves

radio receivers
Showrooms & Trade Counter: Roxburghe House, 283 Regent Street, London, W.1
Scottish Depot: 28 Berkeley Street, Glasgow.
BURNDEPT WIRELESS (1928) Ltd.
Blackheath - London - S.E.3

BATTERY MODEL
This Model remains unchanged in price—
30 Gns. including valves
It would be FATAL to lose CONTROL

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

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.

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

The Rothermel Corporation Ltd.
24, Maddox St., London, W.1
Phone: Mayfair 0578/9
Continental Sales Office:
27, Quai du Commerce, Brussels, Belgium.

FOR ALL TYPES OF VALVEHOLDERS

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

TWO NEW W.B. VALVEHOLDERS.

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

4-Pin American Type (For Export). Special Spring patented contacts — brown Bakelite finish. Complete with terminals. Special prices on application.

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

Whiteley Boneham & Co. Ltd.
Nottingham Road, Mansfield, Notts.
Telephone: Mansfield 762. Telegrams: "Whitbone, Mansfield."
London Office: 21 Bartlett's Buildings, Holborn Circus, E.C.4
Telephone: Central 8745 (3 lines).
Northern Distributors: W. E. Beardall & Co., Ltd., Victoria Bridge, Manchester.
Let the people who control the largest Factory that exists for this class of work quote you for the manufacture of this most important side of your business; your customers will certainly consider good Cabinet work, equally with your electrical and tonal result.

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

D. M. DAVIES WOODWORK LTD.
TRADING ESTATE, SLOUGH.

PHONE: SLOUGH 316.
ACRES OF FACTORIES.
OCEANS OF SERVICE.
ATTRACTIONLY PLANNED

HIRE PURCHASE SCHEME FOR VARLEY SETS

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

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

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

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

NO SAL-AMMONIAC

has converted thousands of listeners to Pertrix.

By taking advantage of the assistance we offer you, you will keep your battery sales at a really profitable level;

Your business will progress rapidly if you stock Pertrix.

Pertrix flash lamp batteries are also available.

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PERTRIX LTD.

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

Name:
Address:

What a life! 60% Longer Life
PERTRIX LTD., Britannia House, 233 Shaftesbury Avenue, W.C.2

M.C 12
The IGRANIC RESPONSE CORRECTOR is essential where faithful reproduction of electrical gramophone music is required. By its insertion between the electrical pick-up and the first valve of the amplifier, this Response Corrector compensates for the defects inherent in a gramophone record below 200 cycles, thus permitting the output from the Pick-Up to be reproduced in its right proportion for delivery to the amplifier.

The RESPONSE CORRECTOR CORRECTS and AMPLIFIES.

Price £3 : 17 : 6

IGRANIC PRE-SET RESISTORS

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

Price 1/8 each.

IGRANIC SHORT WAVE COILS

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

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

IGRANIC RADIO COMPONENTS ARE MADE for modern circuits by modern methods in a thoroughly up-to-date factory. Designed and made by skilled engineers. May we send you a copy of our Catalogue No. T. 154?
WHEN I say we are making wireless simple, I use the phrase in its broadest sense. We not only make the sets simple to operate, but simple and cheap to maintain, reasonable to buy, and easy for the dealer to service. We have gone over every detail, testing and improving, until we arrived at the new Murphy Radio Portable as it is to-day. Send the coupon for a demonstration of this new set.

4-VALVE SCREENED GRID RECEIVER

SINGLE TUNING CONTROL—COMPLETELY GANGED CIRCUITS CALIBRATED IN WAVELENGTHS.
Fitted in Walnut Cabinet; Weight 32 lbs.
B.R.V.M.A. valves.
No aerial or earth required.
2-Volt 33 A.H. unspillable Accumulator mounted on acid-proof rack.
108-Volt H.T. Battery 12 m/a rating.
Average H.T. Consumption 8-9 m/a.
Gramophone Jack.
External Loud-speaker Jack.
External Aerial and Earth Sockets.
Excellent loud-speech reproduction, giving very enjoyable music and particularly clear speech.
Range and Selectivity equal to, if not better than, any other portable set on the market.

PRICE 17 GUINEAS

including valves, batteries, turntable and Royalties.

COUPON

Murphy Radio, Ltd., Welwyn Garden City, Herts

MURPHY RADIO PORTABLE
Please send Particulars and Trade Terms
Please send a Representative

NAME

ADDRESS

W.T. Aug. 9 Cross out line which does not apply.
"We danced to the band with the curious tone,
Of the cornet, clarinet and big trombone,
Fiddle, 'cello, big bass drum,
Bassoon, flute and euphonium,
Each one making the most of his chance,
Altogether in the Floral Dance."

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

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

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

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

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

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

Traders and the Valve-Price Rebate—an Invitation.

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

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

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

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

It is impossible without this further data to adopt a view differing considerably from that of a week or two ago. The trade must therefore be on their guard to avoid the B.V.A. on this most vital question, and it must also be borne in mind that, even if it is finally shown that many hundreds of dealers are severely affected, the Association must be credited with having made a bona fide mistake, and it must be afforded the opportunity, which courtesy and fair play demand, of admitting the error and taking voluntary steps to remedy it. Meanwhile, let us have your figures.

Not to be Ignored.

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

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

Traders are therefore being asked to provide this service free, and frankly we see no valid reason why any self-respecting retailer should ignore the appeal. With a generous response from the whole trade, the work involved for individual members of it is likely to be very slight; but at the same time the means are being provided whereby retailers who assume the small obligation required of them will in return secure an added prestige with their public.

Furthermore, in certain circumstances, charitably-minded dealers may later on obtain some measure of legitimate profit from their readiness to help now where help is sorely needed. Full details are set out in our news columns.

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

Mr. W. A. Bartlett's Views.

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

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

"A visit to the Atlantic City Show this year," said Mr. Bartlett, "impressed one with the idea that there was nothing essentially new to be seen. This, I would say, was generally true, with one exception, that being a small self-contained set with a built-in speaker, the set and eliminator being at the bottom, and the loud-speaker at the top. It is the type of set which one could stand on mantel-pieces, and, in my judgment, one which would not look out of place there. It was, of course, miniature in size and could not, one must assume, have the range and quality of the larger types. Another point I feel it might be well to mention is, as in the past, single-control sets, so-called, were not, in fact, all that that description would indicate. It is true to say that the tuning was of the single-control type, but invariably there were on the front of each set other controls such as station selecters, sensitivity, volume and tone controls.

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

"It was a little surprising to find that remote control of radio receivers was not thought so well of by some manufacturers as one is led to believe by articles in American papers. In fact, certain manufacturers had discontinued the remote control in their sets for reasons which they felt were sufficiently sound to justify the change. The screened grid valve has definitely found favour in the United States, but the pentode has not reached that position.

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

Reputable Wireless Dealers Wanted to Volunteer for the Installation of Receivers for the Blind.

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

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

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

Already 3,000 out of the 0,000 crystal sets ordered have been delivered, and they are being sent out to the local Blind Registering Authorities for transmission to the individual blind persons. Where these persons are not able to have the sets yet been installed for themselves, they will notify the Registering Authority, who, from the list of local volunteer dealers, will be able to arrange for the installation of the sets by a reputable dealer.

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

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

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

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

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

A Televised Talkie.

"Television as a public entertainment is making big strides." The Coliseum demonstrations have been retained for a second week and have attracted considerable press and public attention. We understand that a screen of increased size will be used for some demonstrations in the future, and further, that television will be available on a much larger scale by Christmas.

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

"Exide's" Gala Day.

On Saturday, July 26th, employees of the Chloride Electrical Storage, Co., Ltd., held their 14th Annual Gala in the sports fields adjoining the "Exide" works at Clifton Junction, Lancs. About 1,400 people attended and the sports events included races, tennis tournaments, hockey and bowing. A fine horticultural and hand made craft exhibition was also a feature of the afternoon. The number of entries in this section totalling nearly 480. Visitors expressed great admiration for the high standard and great variety of the exhibits.

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

A photo taken at the recent "Exide" gala.

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

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

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PUBLIC ADDRESS COACH.

127

Comfort, Speed and Efficiency.

We are able this week to give readers some details of the new Marconiphone public address coach, which takes the road for the first time next week. It is hoped that it will be seen first at Clacton during the following week.

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

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

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

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

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

STOCKPORT ASSOCIATION AT FERRANTI'S FACTORY

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

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

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

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

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

Concessions for the Buenos Aires Show.

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

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

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

PERSONALIA.

THREE Staff Changes by the Marconi-Phone Co., Ltd., are to be recorded.

Mr. C. W. Tebb, who, for the past two and a half years has represented Marconi-Phone in Berkshire, Oxfordshire, Surrey, and part of Wiltshire, has now joined the Sales Development Department at the firm's head office.

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

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

A COINCIDENCE.

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

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

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

To the Editor.

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

The B.V.A. have been decidedly unfair in their method of covering the retailer through the price reduction of "ring" valves.

On checking our stocks we find 156 valves in cartons, and an additional 75 in sets. Only 27 per cent. of these valves have been purchased since May 18th, and the resultant loss is very disturbing indeed.

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

NORTHANTS ELECTRICAL INSTALLATIONS, LTD.
LESLEY L. NEAVISON, Manager.
PETERBOROUGH.

To the Editor.

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

Quite simple!

J. BRYN. MORGAN.

To the Editor.

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

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

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

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

E. & H. GLOVER.

DARLINGTON. H. GLOVER.

To the Editor.

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

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

"We find you are only allowing rebate on valves purchased during the last two months, and as during the two months which are passed we require a smaller number of valves than for any other two months in the year, we find, as do almost several other wireless traders in the country find, while we have over £100 worth of valves in stock, we are only able to claim rebate on quite a small amount, simply because we were willing to maintain our usual stock of valves through the summer and not allow it to get less at the end of the season.

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

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

GRIFFIN BROS.

LEIGHTON BUZZARD.

R. J. GRIFFIN.

<table>
<thead>
<tr>
<th>Valve rebate.</th>
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<tr>
<td>No. of valves, affected by the reduction, in stock on July 18th.</td>
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<tr>
<td>No. of valves on which rebate can be claimed.</td>
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<td>Approximate loss involved.</td>
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The details we require can be set out in the form suggested above.
News While It IS News

1930-31 PLANS AND PRODUCTIONS.

E. K. Cole's Ambitious Programme.

Entirely New Mains Sets and Speakers.

Additional Mains Units and Revised Discounts.

The most comprehensive and "go-ahead" sales and production programme that they have ever put forward is announced by E. K. Cole, Ltd., of Southsea. Apart from the new and striking introductions which make their appearance for the first time, "Ekco"—and taken the step of increasing the trade discount on their all-electric receivers and loud-speakers, (see below) to 33.3 per cent., on the discount on the other lines remaining at 30 per cent.

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

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

Turning now to the new apparatus, there is no doubt that the most important productions are the Models 312 and 313 "Ekco-lectric" mains receivers which replace the existing P2 and S.G.P. 3 sets, these being due for withdrawal from the market on August 16th.

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

Model 312 is a 2-valve receiver incorporating a detector and a pentode, and can be used with an indoor aerial up to 75 miles from a Regional station. Tuning is controlled by a single drum dial working in an escutcheon plate at the centre of the front of the cabinet. The reaction knob, and the combined selectivity and volume control are also mounted on the escutcheon plate. Provision is made for the connection of a gramophone pick-up, and the set is available for A.C. or D.C. operation at 110 volts.

The 3-valve receiver, model 313, is constructed on similar lines, and incorporates a circuit employing an S.G. H.F. stage, a detector, and a pentode output valve. The cabinet is almost identical in external appearance, the tuning dial, worked by a knob, being viewed through a small aperture at the top of the central escutcheon. Several interesting features are included, one being the fact that the output impedance can be adjusted to suit different speakers.

A gramophone attachment is fitted, and sockets are provided for connection to the field of an M.C. type of speaker. This receiver is also available for A.C. or D.C. mains, and is priced at £2 10s. 6d.

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

Model L.S.1 is a cone speaker employing a balanced armature unit, and is specially designed for use with the receiver 312. It sells at £4 10s. The model L.S.2 has the same general appearance, but is a moving-coil speaker designed for use with either the 312 or 313 receiver. The current for the field is taken from the mains, and a tapped input transformer is incorporated. For A.C. operation the speaker is listed at £1 1s. and for D.C. at £8 12s. 6d. Both speakers are arranged to stand on top of the sets.

In the field of mains units—always so comprehensively covered by E. K. Cole—it is announced that the all-power units, C3AD.C. and CWAD.C., will be deleted, and also the following H.T. models 1T10, D.C., 6T6A.C., 5T600, D.C., and 57600 A.C. To replace the all-power unit C2A.D.C., the C2B.D.C. will be introduced as soon as the present stocks of the deleted model have been exhausted. This gives a maximum output of 4A L.F., 25mA H.T. with four voltage tappings, and five G.B. tappings up to 12 V. The price is £6 17s. 6d.

A new H.T. unit to be introduced is the 1V50 for D.C. and A.C. mains. This has four tappings with a total output of 30 mA and retails at £2 19s. 6d. for D.C. and £2 15s. for A.C.

The model L.A 60 at £8 10s. replaces the AT60 A.C. and gives an output of 60 mA with three voltage tappings.

Next comes the rectifier unit, which, up to the present, has incorporated a valve, but in its new form makes use of a Westinghouse rectifier. Known as the RA20 instead of the R20 it will sell at £5 10s. 6d.

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

Later in the season we understand that a radio-gramophone will be introduced. It will probably be available in two models, the first being a pedestal cabinet.
Instrument incorporating an electric motor and M.C. speaker together with a set similar to the model 313. The second radiogram will have a 312 set and a spring motor.

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

In external appearance, the new model is very similar to the original model, and the price remains the same—25s. 6d. A full test report of the new pick-up will be published in our Test Report columns in the near future.

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

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

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

One of the new "Ekco" power units.

This model is the 1.V.30 A.C.

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

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

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

Important Kolster-Brandes Additions.

Entirely New Apparatus to Supplement Existing Lines.

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

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

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

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

The first—and smallest—of the new receivers represents a bid on the part of Kolster-Brandes for the more popular 'all-electric' type of receiver, and has a simple and inexpensive 2-valve A.C. model designed to give the best possible results with a detector and a pentode valve. There are two main controls, a tuning dial with a vernier, and a reaction control.

A pair of turntable units is incorporated, and provision is made for the attachment of a pick-up for the electrical reproduction of records, and the set covers long and short wavelengths. Two models for different mains voltages are available.

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

An entirely new K.B. development is a 5-valve all-A.C. receiver (K.B. 233) with two S.G. valves, a detector and two transformer coupled output stages. A triple gang condenser tunes the aerial and H.F. circuits. The valve used in the output stage is capable of an undistorted output of 24 W. The set is built in chassis form and is thoroughly up-to-date in design, the complete equipment being housed in a table type cabinet. There are two models, the K.B. 233 for 100-120 V A.C. and the K.B. 234 for 220-250 V A.C. supplies.

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

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

**Additional B.A.T. Switches.**

An unusual design is the single pole 4-way rotary switch which has lately been introduced. It is of the Q.M.B. type, and will break a circuit carrying 1 A at 250 V, that is, per contact. An extremely low internal capacity is claimed, and thus the switch is suitable for use in H.F. circuits. Price 38. 9d.

Of interest to manufacturers is the rotary 4-position snap switch which can be produced cheaply in quantities, to special order. It can be supplied as a single pole, double pole, or three circuit switch, and almost any combination of four positions can be arranged.

All the above switches, together with others of the range, are fully described and illustrated in a new 12-page booklet which constitutes the 3rd edition of "Switches for Radio and Power." Twenty circuit diagrams are given, with full explanations. Claude Lyons, Ltd., state that they will supply any dealer with a reasonable number of these booklets for counter use.

**Improved Gripso Switches.**

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

Another interesting component is the "standard" double push-pull switch, which is for switching batteries on and off, and at the same time changing the wave range. This has the same type of dial and spindle as the above switches, and is priced at 2s. 9d., while a super version, with a flush fitting escutcheon, finished in nickel-plate or bronze, costs 3s.

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

**A Self-centre Extension Rod.**

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

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

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

**Universal Ball Joint.**

J. H. Weeden & Co., of East Ham, have introduced this unique self-centring extension rod for loud-speakers, together with four small lock nuts. The price of the extension rod is 1s. 6d. complete.

**The Mullard DO/25 Valve.**

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

The complete characteristics are as follows:

- Filament Voltage: 6
- Filament Current: 1.8 A
- Anode Voltage: 400
- A.C. Resistance: 1,590 O.
- Amplification Factor: 1
- Mutual Conductance: 2.6 m.A/V
- The last three values being taken with 100 V at the anode, and zero grid volts. The price of the DO/25 is 30s.

**Columbia Batteries Reduced.**

In a leaflet issued by J. R. Morris, of 15, Kingsway, London, W.C.2, are described the "Columbia" dry batteries at present on the English market. It is announced that considerable reductions in some of the prices have just been made. In the first place there is the 60 V H.T. high capacity battery, No. 4780, which was formerly priced at 20s., and which now retails at 17s. 6d. The 45 V and 22½ V batteries have been reduced from 10s. 6d. and 9s. to 13s. 6d. and 8s. 6d. respectively, while the 44 V grid battery remains as before.

Then the 45 V "Layerbitt" heavy duty battery, in which the elements are flat formation, now sells at 24s. instead of the former 35s.

The folder referred to also contains particulars of "Columbia" batteries for other purposes.
It has always been one of the chief aims in the Policy of Graham Amplion to supply even their finest speakers in a form which will bring them within the means of the customer of moderate means. At the same time models have been specially designed for these very customers at prices which enable them to obtain really wonderful value for their money. The AMPLION Guinea-Cone hangs in literally thousands of homes—working from every type of set—and yet the demand continues. Quite recently came the TWO GUINEA-CONE, and at once it was acclaimed a favourite—a sturdy little cabinet cone of good appearance, and splendid performance. Both these models are big sellers—are you stocking them? You are sure to have enquiries.
The Amplion Two-Guinea Cone has not been on the market long—but it has been long enough for it to be obvious that in this model, Graham Amplion have again produced a Speaker that has met the demands of the listening Public for a small cabinet speaker of good appearance—sound design—and reliable performance, at a low price.

In the Two-Guinea Cone all four qualifications are found, and while it is sufficiently sensitive to respond to the smallest valve set, yet it is quite able to deal with the output from a powerful receiver.
The popularity of certain types of Loud Speaker may come — and go — but the popularity of the AMPLION GUINEA-CONE goes on for ever.

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

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

IT DID,

IT DOES,

AND IT WILL.

THE GUINEA-CONE

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

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

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

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

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

Let your customers know about it.

GRAHAM AMPLION LTD., Sales Offices and Demonstration Rooms, 26, Savile Row, W.1.
**New Six-Sixty Output Valve.**

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

The characteristics are as follows:
- **Filament Voltage**: 6
- **Filament Current**: 0.8 A
- **Anode Voltage**: 150
- **A.C. Resistance**: 1,200 Ω
- **Amplification Factor**: 3.2
- **Mutual Conductance**: 2.04 m.A/V

Six-Sixty also announce that the characteristics of the small power valve SS.610 P have been greatly improved. Whereas, up to the present, the mutual conductance has been only 1.22 m.A/V, it is now 3.8 m.A/V, and at the same time, the amplification has been raised from 7.2 to 12. Each new valve will be fitted with balanced wire grid.

More News from "Levorga."

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

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

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

The SP/DAT, an aerial coil, the SP/DAP, an H.F. transformer for three electrode valves, and the SP/DAG, an H.F. transformer for S.G. circuits, come next, these being the six-pin dual range type. The wave ranges of these are 235-550 and 1,000-2,000 metres, and they will be priced at 8s. 6d.

Another interesting new product is the dual screened 2-way coil unit type D.C.G. This comprises a dual range aerial coil and an H.F. transformer for use with S.G. circuits. The coils are wound astatically and are surrounded by a leatheroid-covered screen with a moulded top and base. Wavechange switching will be available for rotation or front position. Price 45s. A new dual wave frame aerial will list at 32s. 6d.

**BEL-CANTO ACTIVITY.**

A Radiogram and New Speakers.

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

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

A range of speakers is also being produced, and is divided into four types—the standard, concert, standard grand, and concert grand models. The first three, apparently, only differ in size and price, and are all fitted with balanced armature units. In oak, walnut or mahogany, the standard model is priced at £5 1os., the concert model with a 14 in. cone, at £8, and the standard grand, with a 16 in. cone at £9 10s. in walnut only.

**STANDARD INTRODUCE A SET.**

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

Another very interesting new line takes the form of a pedestal cabinet speaker, designed specially to match the standard model, and can easily be placed on the top. This is in veneer walnut of selected grain, and stands on four long square legs. It incorporates a 20 in. double-cone chassis and a 'Star' speaker unit. The list price will be 6 guineas.

We understand that the Wates radio-gramophone is shortly to be introduced, but other than that it will be priced at £31 10s. in mahogany, and £31 10s. in oak, no particulars are available.

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

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

Have Movement in Your Window.

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

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

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

Perhaps the most useful moving unit for every-day display work is the electrically-driven turn-table. A small-capacity turn-table can be obtained quite cheaply. A model to carry weights up to 2 lbs., for instance, will cost about 25s. for A.C., and 40s. for D.C., the operating expenses being estimated by the makers at about 6d. per week. Of course, it is not usually necessary to have a unit of considerably greater capacity at correspondingly higher cost, a turn-table to carry 70 lbs., for example, costing about £9.

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

One notion is to use it in conjunction with an imitation dial and knob, in order to feature one make of set. The dial should be made of black-sided card, and the names of stations that can be obtained with the set to be featured should be lettered round the dial. The indicator is made from a separate piece of light card, and is caused to revolve slowly round the dial by means of the turn-table (which is supported behind the card) in the manner shown in our sketch. This would prove a highly-effective means of emphasising selectivity and range in a set.

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

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

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

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

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

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

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

Selling by Mail.

THE last paragraph in this feature a fortnight ago, illustrated an excellent circular letter appeal used by a North London trader to
stimulate the sale of additional loudspeakers among known set owners in his locality.

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

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

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

* * *

Capitalising a Ban.

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

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

ILFORD’S BAN ON BATTERIES
Owing to damage caused by spilt acid, Ilford tramway passengers are now prohibited from taking accumulators inside the cars.

ANOTHER REASON WHY YOU SHOULD USE OUR FREE COLLECTION AND DELIVERY SERVICE
Relieves you of all risk and bother. Ask inside for details.

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

* * *

The Bright Note in Technical Advertising.

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

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

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

Another point to note is the life and action in this display. The figures and the headline are again largely responsible for this; they are full of urgency, and suggest a business full of vigour and enterprise. This, above all, is something that quality in advertising concerned largely with things technical. We have dealt with this advertisement at some length because it bears on a subject of great importance to many traders just now. A considerable number who have knowledge and experience do not succeed in “selling” their technical qualifications to the public.
North London Branch, W.R.A.

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

The recent valuable price reductions, as the comment, was then bought up. It was reported that very many retailers had been hard hit by the reductions. One, who kept a comprehensive stock of every receiving valve on the market, actually lost a sum approaching £100. Certainly North London members had taken some losses, but only three days before the reductions were announced, with the result that they, too, lost heavily.

Another question generally agreed was that the recent decision to sever the connection with the latter body is not only the result of Mr. Carter's report on the Executive meeting in London, but also, in the recent letter, in which, by their resignation, was the result of previous deliberations.

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

Mr. Webster's letter on Tuesday last was read, and the report of the special delegates meeting which commenced the controversy. The report is vouched for not only by myself, but by all the other branch representatives who attended the meeting, as being an accurate record of proceedings. With this in mind, some of Mr. Carter's statements on the 15th July, are, of course, due to misunderstanding.

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

The constitution of our Council does not in the first place give them any real rights to exercise the discipline on branches, whereas they should do. Such people never get the provinces point of view at their discussions, for the simple reason that no delegate's expenses are paid, and only London members can attend.

These points will all receive attention when the recommendations of the branch delegates are put into operation.

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

...I have endeavoured to give you my opinions on the points which are likely to be raised at your meeting, and before I close I would like to express the opinion that your branch should undoubtedly rescind the resolution of the 12th instant and settle down to work in co-operation with other branches and with headquarters.

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

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

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

We have received from Mr. A. de Villiers, hon. organising Secretary of the National Federation of Radio Retailers, a short letter concerning the holding of the radio retailers' meeting which was held at the Town Hall, Stoke-on-Trent, on July 30th. The following firms were represented: Messrs.
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. Tungsram Valves.
Sell Oldham on the week-by-week purchase plan...

...every sale means 3 months' steady business

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

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

Standard 10-volt Unit
Capacity 2,750 milliamps

5/6

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

6/9

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

To the Editor.

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

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

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

The other source of trouble is the aerial. If the aerial is not efficiently insulated—and very few aerials are insulated adequately to withstand a supply voltage of the order of 230—a short circuit can occur through the aerial coil of the set, with the result that it is destroyed. Further, the whole aerial is then at a pressure of 200 V or more above earth, and is a source of considerable danger. The trouble is still further accentuated even with the best aerial, if the aerial is earthed by means of a switch as is commonly done. The remedy is, of course, to connect a small condenser, usually about 0.005 mfd. in series with the aerial terminal of the set inside the receiver, so as to prevent the aerial becoming alive.

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

Hollinwood, Lancs. Ferranti, Limited.

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

Programmes Again.

To the Editor.

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

Some action must be taken to see that the majority of listeners and prospective listeners are better catered for by the B.B.C. A ballot on the lines of the recent “Price Cutting” card scheme could be organised. The lack of really alternative programmes and the difficulty experienced by dealers in servicing sets during ordinary business hours might also be mentioned.

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

Let us have: (1) Bright programmes from the majority of stations for the majority of listeners. (2) At least a 24-hour broadcast service to enable traders to test sets at any time during working hours. (3) More than three programmes—entirely different—per day and not repeated in any one week. (4) Advertisements of the British broadcasting service shown on the large poster hoardings throughout the land. Let there be truth in the advertising and for goodness sake don’t let them refer to “Paying 10s. to be educated or uplifted.” (5) Two advertising programmes arranged by some of the large manufacturers, or the press, from one of the high power stations each week. (6) Two request programmes a week from each station.

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

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

Yorkshire.

Manufacturers’ Policies Criticised.

To the Editor.

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

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

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

David Baker,

Birmingham.

Bayrick’s Radio Stores.

**Primus Tricone Chassis.**

**DESCRIPTION AND PRICE.**—As its name implies, this speaker chassis incorporates three cones, although, in reality, there are only two diaphragms, one, conical in shape, and the other, a cone with the apex removed. The wooden frame of the chassis takes the form of a box measuring 18 ins. by 18 ins. by 6 ins., and is finished in black stain. At the front there is a sheet of three-ply with a circular aperture, in which a 1½ in. cone of a treated stiff paper is suspended on a ring of flexible material. The back of the box is closed by another three-ply sheet, which has a large hole, backed by fabric, cut at each corner to reduce box resonance, and a large hole in the centre in which the truncated conical diaphragm, 9 ins. across the mouth, is also suspended on a flexible ring. It is so arranged that the apex of the larger cone projects through the truncated diaphragm to the extent of about 1½ ins., thus forming a smaller cone, the two diaphragms being cemented where they touch.

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

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

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

**TEST RESULTS.**—The complete chassis was tested in comparison with our standard cabinet cone speaker. The sensitivity was very good indeed and, if anything, rather greater than that of the standard. The tone was inclined to be deep, with some bass resonance which gave it a mellow and somewhat rounded effect. High frequencies were moderately well reproduced, but the Primus was not equal in this respect to the standard. It rather lacked crispness and clarity of reproduction, yet nevertheless the tone was pleasant, and would appeal to many people who like a mellow reproduction, free from stridency.

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

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

**Claude Lyons, Ltd., 76, Old Hall Street, Liverpool.**

**Clarostat Continuous Wire Potentiometer, Type M50.**

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

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

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

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

The present prices range from 5½s. for the 100 O type to 8s. 6d. for the 50,000 O potentiometer described above.

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

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

We understand that these Clarostats are largely used by manufacturers in America. They are certainly extremely well made, and give excellent results. The only slight criticism is that where the spindle rotates on the insulating washer at the back some wear takes place.
though this is not likely to be enough to impair the working of the component.

Claude Lyons, Ltd., inform us that they will supply these Clarostats with special resistance values up to 30,000 Ω to manufacturers’ requirements at short notice, and manufacturers interested should get in touch with them in Liverpool or London (40, Buckingham Gate, S.W.1).

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

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

"Quadricol" All-wave Tuner.

Description and Price.—As will be seen from the photograph, our sample "Quadricol" is wound on a plain cylindrical ebonite former, but we understand that in production models the former will be moulded, and will have a drilled flange at the bottom for fixing purposes. In our sample the cylinder has a diameter of 3½ ins. and a height of 5 ins. and there are two brass brackets at the bottom to enable the coil to be mounted vertically on a baseboard.

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

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

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

The price of the coil and switch complete, and with two blue-prints of "Saxon" 3-valve receivers, is £1 s. retail.

Test Results.—The wavelength ranges claimed by the makers on the four studs are 200-500, 530-900, 800-1,400 and 1,300-2,000 metres. Using our sample with a small aerial and a 0.0005 μF tuning condenser in parallel, we obtained wavelength ranges of 200-500, 330-800, 680-1,450 and 1,050-2,250 metres. There is thus considerably more overlap between the ranges, and a rather wider total range than is claimed. The tuner operated satisfactorily, and with a suitable detector valve, correctly operated, reasonably smooth reaction was obtainable on all of the wave ranges.

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

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

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

"Parmeko" L.F. Intervale Transformer.

Description and Price.—Of the heavy duty type, this transformer has a primary winding so designed that its inductance is almost constant, irrespective of the D.C. component flowing, at least up to 15 mA. It is unshrouded, and has a massive construction, the weight being about 3 lbs., and the dimensions 3½ ins. by 3½ ins. by 3½ ins. Its appearance is quite conventional, except for the fact that it is larger than is usual with this type of component. The cast metal frame, which clamps the laminations of the core, is finished in crystalline black, and has four lugs at the bottom for fixing purposes.

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

With no D.C. flowing, the primary inductance is rated as 86 H., while, with 15 mA D.C., the value is given as 75 H.

In the specification, the D.C. resistance of the primary is 1,380 Ω, and the secondary resistance is 11,800 Ω, while the ratio is 2 to 1. The price is £1 15s.

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

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

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

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

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

Naturally, a transformer such as this cannot be produced for a few shillings, but even at 35s. the Parmeko will appeal to many who require a really heavy duty L.F. transformer of undoubted merit.
"Symphony in Two Flats."
Featuring Ivor Novello and Benita Hume.

The play was a success but it is doubtful if the film version will be received in the same light. The story is that of a similar reputation. The film is entirely too "staged," with long periods of dreamy dialogue, and little or no action.

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

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

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

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

Starring Marion Davies.

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

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

In the original version, which I saw recently, Leslie Stuart's melodious "Tell Me Pretty Maiden" was freely used for the theatre scenes where the sextette is seen, but it was not allowed to be used over here. Instead, a similar sort of tune was put in at the last minute, but this sounded rather clumsy compared with the old favourites, however, are lustily sung in one scene. These include, "In the Good Old Summer Time," "Swing Me Higher, Obadiah," "Little Annie Rooney" and "A Hot Time in the Old Town Tonight." In one particularly amusing scene in an old-time saloon, the waiter suddenly bursts into "My Mother was a Lady" for the edification of the customers.

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

"The Love Waltz."
Featuring Lilian Harvey and John Batten.

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

"The Month's Musical Films."

Now several particularly good musical films will be generally on view throughout the country during August, and dealers will find that many of them present splendid opportunities for window "tie-ups." Besides "Is Everybody Happy?" "Jazz Heaven," and "The Vagabond Lover," which were dealt with in our issue of June 29th, other general releases are:

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

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

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

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

The above films represent the best of the August general releases, and if the public wish to see them, good topical displays in connection with the presentation of any of these films at the local cinemas will find that most of the tunes have been recorded.


Records Reviewed.


10 IN., UNBREAKABLE, 18 QD.

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

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

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

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

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

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

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

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

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

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

235.—You Get to Run and Swing Low, Swing Chimbo by The Southerners, vocal quartet.

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

F 10
2 Valves only for Perfect, Full Volume Reproduction

Do you appreciate that the Marconiphone Pick-up, followed by a simple 2-valve amplifier and a good speaker, will give you the finest possible reproduction with full volume.

The average output from the Marconiphone Pick-up is 14 volts R.M.S.—over 2 volts peak. To load a super power valve such as Marconi PX4 or P6s1 A, which operate with 30—36 volts grid bias, it is only necessary to interpose one stage giving a gain of fifteen to twenty. All you need is a resistance-capacity coupled MH4 (for A.C. Mains) or HL60 (six volts) and you have enough volume for dancing to, if you wish.

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For quality the Marconiphone Pick-up stands alone—a moment’s hearing will convince you. The characteristic is level from 250 to 4,500 cycles, with a rise below 250 compensating for the recording loss of low frequencies and a sharp drop at 5,000 which reduces the proportion of scratch without impairing the brilliancy of the upper register.

And it is All British.

Complete with carrier arm (ball bearing) and swivelling head—

The Marvellous
MARCONIPHONE PICK-UP

£33.0
T.C.C. and set construction

Efficient production of sets demands the use of components of a high standard with unvarying quality. Competitive prices and delivery on time are also essentials which T.C.C. supply. Your specification must, therefore, commence "T.C.C. CONDENSERS."

ADVERTISEMENT OF THE TELEGRAPH CONDENSER CO., LTD., WALES FARM ROAD, N. ACTON
Brighton Firm's Activities.

WHEN I called upon Mr. Norman R. Phelps, of 74 Upper Gloucester Road, Brighton, who has recently taken over premises at 54 Queen's Road, Brighton, I learned that business is as good as can be expected during the summer months. Mr. Phelps is at present busy with public address work. The sales of component parts are somewhat slow, but there is a fair amount of repair work on hand, together with a steady battery charging trade. One prosperous branch of the firm's activities is the running of a broadcast relay exchange under the title of The Brighton Broadcast Service Co. Questioned as to whether he found that the advent of the mains-driven set had any appreciable effect upon the sale of H.T. batteries, Mr. Phelps expressed the opinion that the sales of the latter were better than ever, showing no falling off at all. Mr. Victor Short is a member of the firm, and has been associated with the radio trade for many years.

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

Derby Opinions on the Valve Price Reductions.

NEWTON Bros., of St. James' Street, Derby, are stocking Burndey, Marconiphone and IVe receivers, the latter selling best. Had trade appears to be the common lot, and both J. & C. for Wireless, Green Lane, and Mr. Williday, of Osmaston Road, tell me that repair work and conversion of existing battery sets to all-mains working are the chief features at present. The former firm have a very striking window display illustrating the advantages of the all-mains receiver over the old type of home-made set. I have heard at least one complaint with regard to the recent drop in the prices of valves. One trader received his notification the day after the reduction took place, and in this connection there is an idea abroad that two months' rebate is insufficient. It is considered that at least twice as long should be allowed.

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

Edinburgh Thinks Radio-Gramophones too Expensive.

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

The old complaint is being heard again that there are no broadcasting facilities enabling traders to demonstrate sets. Now that the schools are on holiday the afternoon is well advanced before the local stations commence transmitting. Dealers are still looking forward hopefully to the opening of the new Scottish Regional Station. The Innes Electrical and Radio Co. who have well equipped showrooms at 5, Lindsay Place, have found their July turnover an improvement on June. The McMichael has been their best selling portable, while Philips all-electric sets have proved good this summer line. The "Innephone" sets manufactured at the firm's own factory are much in demand, as are their electric gramophones specially designed for small halls and factories. Salesmen say, they are finding a revival in the sales of components.

Hull and the "Empire Melody Maker."

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

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

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

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

Nottingham Mains Change Decision.

ALTHOUGH for some time past Nottingham business has been quiet, there are distinct signs of a change for the better, and this despite no improvement in the industrial situation. A party from the city recently visited the G.E.C. works at Coventry, and were more than favourably impressed with the new Osram "Music Magnet" kit set, and substantial orders have already been given. It was gratifying to note that a guarantee of delivery was given by the sales department.

An important assurance has just been given by an official of the Nottingham Corporation that in the event of a change from D.C. to A.C. mains, the Corporation will be prepared to assume responsibility for making good the equipment affected. This news was regarded with the utmost
Mains Sales Steady in the West, though Portable Falls. 

DESPITE a general slackness in trade, dealers in the West of England are doing their best to keep the point alive and to stimulate sales. The recent valve price reductions are welcomed generally, and good use is being made of the various incidental posters issued by the valve makers.

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

The Wireless and Gramophone Trader

August 9, 1930

Sets at Owner's Risk.

In the Presteigne County Court on July 21st, before Judge Ivor Bowen, K.C., A. S. Powell & Co., wireless dealers of Presteigne, sued the Great Western Railway Co. for £12. 6d. dam-age sustained to a wireless set which had been consigned to the makers at Dagenham, Essex.

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

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

Alleged Conspiracy Case Continued.

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

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

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

Wright had never sufficient funds to discharge the three cheques.

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

Bernard Arthur Brady, cashier of the Southend branch of the Midland Bank, said the senior defendant had an account at that bank, a copy of which he produced. £112 12s. 3d. was paid in by him. On May 3rd a cheque was drawn on the account for £100 14s., and at that time the credit amount was £4. The account was never higher than £25. The large cheque was not presented, and it is thought the intimation "Signature differs." All the defendant's cheques were signed R. H. Spinney, but this one was signed Reuben Spinney. It was never re-presented, and never honoured. Cross-examined by Mr. Moules, witness said he never knew anything of negotiations by which a cheque for a large amount would have been paid in.

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

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

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

Mr. Vine: There are workshops at the back of the house in Glenister Road which are used for assembling goods — Witness: No, sir.

Mr. Mead: 'I heard from Mr. Knowledge — Witness: I was only told by Mr. Powl we could sue Mrs. Saks for her good risk.

They decided to renew the bail.

Debt Case in Wrong Court.

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

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

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

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

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

The jury, without leaving the box, found accused not guilty, and she was discharged.
AN OPEN LETTER TO WHOLESALEERS

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

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

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

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

Pertinent Questions.

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

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

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

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

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

A Missed Opportunity.

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

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

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

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

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

A Valuable Example.

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

August 9, 1930 THE WIRELESS AND GRAMOPHONE TRADER 143
This firm have demonstrated their acceptance of the view that only by co-operation between factors and dealers can the trade be put on a living basis. Here is at once a broad leading principle and also the practical means by which it can be applied. It reveals a spirit of co-operation that has not shirked the work involved. (If the work frightens some of you, it seems that you are easily daunted, to your own future detriment.)

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

Remember that there are two classes of wireless products, and that it is essential for you to include in your business the goods of the price-maintaining manufacturers.

There is no doubt that their patience has been worn thin and if you delay the cleaning up of your part in the industry too long, they will be forced to institute their own registers, with great confusion for you, and the wider result I have already indicated.

There is a better way and one which is likely to lead to general satisfaction. Let every wholesaler in every part of the country consider the institution of his own dealers' register in the same way that one of your numbers has already done.

I put it to you that you take stock of your prestige with those customers whom you know to be bona-fide retailers, and to consider whether you are playing the game with them and whether it would not pay you better to "keep the trade to the trade." Get together and thrash it out. Get together in your own localities and agree upon your lists. Let us have a number of conferences to settle the "dabbling" question in convenient parts of the country, and let us restore confidence between the two great distributing sections of the radio trade.

I may say, in conclusion, that this letter has been submitted to the Council of the W.R.A., and has received their full endorsement. They believe absolutely that it reflects the opinion of the great body of bona-fide radio dealers throughout the country.


"Selector" and "Selecta." RADIO MANUFACTURERS SUCCEED IN TRADE MARK CASE.

A decision was reached a short time ago in a most interesting trade mark dispute between two well-known firms in the radio and gramophone fields. In the course of his ruling the Assistant Comptroller, acting for the Registrar, dealt with one or two particularly noteworthy phases of trade mark law, and for that reason we are giving somewhat extensive verbatim extracts from the actual decision.

Grounds of Opposition.

The Application in this case is made by Selecta Gramophones, Ltd., of 81, Southwark Street, London, S.E.1, and is for the registration, in Part B of the Register, of a trade mark consisting of the word "Selecta" in script with a flourish beneath it, in respect of wireless telephonic receiving sets and apparatus included in Class 8.

The application is opposed by Selectors, Ltd., of 1, Dover Street, London, W.1, upon the grounds, stated shortly, (1) that there has been no substantial commercial user of the alleged trade mark upon or in connection with wireless apparatus as claimed; (2) that the alleged trade mark is not a distinctive mark as applied to the goods in question, and that in particular it cannot distinguish the applicant's goods, because the word "Selector" has become widely known as the trade mark of the opponents by virtue of extensive use in respect of such goods prior to the date of the Application; and (3) that the use of the alleged trade mark by the applicant company is calculated to deceive.

According to the Trade Mark Act of 1919, a mark, in order to qualify for registration, must have been used in the United Kingdom for not less than two years upon or in connection with the goods in respect of which registration is claimed.

The mark now put forward for registration is already upon the Register in the name of the applicants, and in respect of "Triumph," mark. But the mark now used, all being goods included in Class 8." That registration is dated April 6th, 1925, and it was obtained upon a claim to user going back to October 16th, 1927, which, it will be observed, is the date from which user is claimed in the present application.

Mr. G. A. Bryan, of the applicant company, declares that the mark has been consistently applied to wireless receiving sets and parts, loud-speakers and combination wireless and gramophone sets and electrical amplified gramophones ever since 1924, and again that the mark has been extensively and continuously used on such apparatus throughout the period claimed. These statements, however, give one little or no information as to the periods when the word "Selecta" was actually marked upon or used in connection with the applicant's wireless goods. The applicants have exhibited no wireless apparatus bearing the trade mark "Selecta." In certain of the applicants' catalogues, circulars and other documents there are to be found references to and pictures of wireless apparatus. These references and pictures in themselves are not used as a trade mark, but the pictures give some idea as to the marks under which the goods were sold.

On the whole, then, I have no definite evidence that the mark put forward had, before the date of the application, been applied to physically apparatus with the alleged trade mark by the applicant, save the crystal sets described in a leaflet dated January 9th, 1925.

In all these circumstances, I can only say that the applicants have not satisfied me that the mark they put forward for registration was, in fact, used by them as a trade mark upon or in any connection with wireless receiving sets and apparatus during the two years immediately preceding the date of their application, and in these circumstances, they have failed to show that their mark has qualified for registration in respect of the goods in question.

Alternative Grounds.

But in case I am wrong in this I will deal with the second ground of opposition, that is to say, the ground that the mark put forward is not distinctive, and that in particular it cannot distinguish the applicant company's goods because the word "Selector" has become known as a trade mark of the opponents.

The opponents' user of the word "Selector" dates from May, 1926, and at the date of the present application (that is to say, in August, 1928) their sales under the mark were in the neighbourhood of £50,000 per annum and were increasing.

But further, while the evidence shows that to some persons the word "Selector" indicates the applicants' goods, there must it would seem, be many persons by whom the word would be regarded as descriptive of wireless sets generally. It is well known that all wireless apparatus is possess to a greater or less degree the property of selectivity, that is to say, the property of selecting waves of one or more frequencies from other waves in the ether.

A purchaser might quite well ask for, say, "A wireless receiving set with a good 'selector.'" In such a way that this impression would be inadmissible to the ear from "a wireless receiving set, a good 'Selecta.'" The applicants' word is thus phonetically equivalent to a word which describes, or may describe, in ordinary language, some common characteristic of the goods in question, and is not capable of distinguishing the applicants' goods within the meaning of Section 2 (2) of the Act of 1919.

It follows that the applicants have failed to satisfy me either that their mark has qualified for registration in Part B under Section 2 (1) of the Act of 1919, or that it is capable of distinguishing their wireless receiving sets and apparatus under Section 2 (2), and I must therefore refuse their application.

(Signed) M. F. Lindley, Assistant Comptroller.
Receiving Order, Adjudication, First Meeting and Public Examination.


Receiving Order, First Meeting and Public Examination.

Richardson, L. (male), of and lately trading at 209, Baildon Road, Horne Hill, London, S.E., electrical engineer, etc. Court: High Court of Justice. Date of petition: June 18th. Date of order: July 31st. Creditors' petition. First meeting: 11 a.m., August 14th, at Bankruptcy Buildings, Carey Street, London, W.C.2. Public examination: 11 a.m., October 7th, same place.

Receiving Order

Monk, William A. (described in the receiving order as W. T. Monk, male), 9, Rosedale Road, Romford, Essex, electrical engineer, etc. Court: Chelmsford. Date of petition: June 4th. Date of order: July 19th. Creditors' petition.

Adjudication.

Burgess, Leonard C., described in the receiving order as L. C. Burgess (male), trading at 244, Kensington High Street, London, W.8, music dealer, etc. Court: High Court of Justice. Date of petition: April 10th. Date of order: July 31st.

First Meetings and Public Examinations.


Jackson, Charles, Upping Lane, Whib- by, Yorks., trading at and previously residing at 12, Silver Street, Whiby, electrician, etc. Court: Scarborough. First meeting: 4 p.m., August 15th, at the Official Receiver's office, 48, West- brough, Scarborough. Public examination: 12 noon, October 7th, at the Court House, Castle Road, Scarborough. Date of order for summary administration: August 1st.

First Meeting.

Duophone (Foreign), Ltd., Hedges House, 153-155, Regent Street, London, W.1. Court: High Court of Justice. Creditors: 2.30 p.m., August 14th, at Room 53, Bankruptcy Buildings, Carey Street, London, W.C.2. Contributors: Same day and place, but at 3.15 p.m.

Appointment of Liquidator.


Orders made on Application for Discharge.

Baynes, Maudsley, 'Polkur,' Nightingale Lane, Clapham St. Giles, Bucks, lately trading with another as Langham Radio (a firm), 96, Regent Street, London, W.1, wireless manufacturers. Court: High Court of Justice. Date of order: July 4th. Bankrupt's discharge suspended for 23 years, and that he be discharged as from January 4th, 1912.

Draper, Dorothy W., 46, Lorna Road, Hove, Sussex, spinner, trading as Lester Music Stores, 10, Queen's Road, Brighton, music dealer, etc. Court: Brighton and Lewes (at Brighton). Date of order: June 26th. Bankrupt to be discharged as from July 24th.

Intended Dividends.

Kelsall, Harold, (separate estate), Castle Place, Maim Dieu Road, Dover, trading in co-partnership with Leonard Kelsall as Kelsall Bros., Castle Hill Place, Maim Dieu Road, Dover, electrical engineer, etc. Court: Canterbury. Last day for proofs: August 15th. Trustee: A. Wenlock Whistler, 1, King Street, Dover.

Kelsall, Leonard (separate estate), Castle Place, Maim Dieu Road, Dover, trading in co-partnership with Harold Kelsall above. Last day for proofs and Trustee as above.

Dividends.

Smith, Harry R., The Mount, Wistons Lane, Elland, Yorks., trading as Smith's, 22, Westgate, Elland, gramophone dealer, etc. Court: Halifax. First and final dividend of 4s. 4d. in the £ on the assets paid yesterday at the Official Receiver's office, 12, Duke Street, Bradford.

Bird, Sydney J., 6, Westbourne Street, Walsall, trading at 5, Her Majesty's Theatre Buildings, Townsend Bank, Wals- all, gramophone dealer, etc. Court: Walsall. First and final dividend of 7d. in the 4 payable on August 11th at the Official Receiver's office, 191, Corporation Street, Birmingham.

Nottingham, Francis W., trading as Regis Gramophone, at 59, Chiswell Street, London, E.C., gramophone dealer, etc. Court: High Court of Justice. First and final dividend payable any day except Saturday between 11 a.m. and 2 p.m. at Bankruptcy Buildings, Carey Street, London, W.C.2.

County Court Judgments.

The following reports have been received from the Register of County Court Judgments, Treasury, Whitehall, which purports to contain lists of judgments entered up in the respective County Courts of England and Wales, but no distinction is made on the register between actions for debts or damages or properly disputed cases; neither is any note made of any executions or process remaining unpaid at the present time; and it is probable that a larger proportion of the judgments has been settled or the parties or paid. It may also be observed that some of the judgments registered are against defendants in a
The Sutton Electrical Installation Co., 67, Carshalton Road, Carshalton, and 38, Brighton Road, Sutton, both Surrey. The receiving order in this case was made on the debtor's own petition on July 10th, 1930. The statement of affairs showed ranking liabilities of £294 5s. 11d. and assets of £151 7s. 6d., from which there had to be deducted preferential claims of £3,585 10s., leaving net assets of £1 10s., or a deficiency of £202 9s. 11d. The debtor gave "Lack of capital, bad trade and heavy overhead charges" as the cause of his failure. It would appear that he and another concealed the fact of being in June, 1929, at Carshalton, each providing £150 capital. The partner retired in December of last year, and received £75 for his share in the partnership. The business was then continued by the debtor alone, and was removed in May last to Brighton Road, Sutton. The books of account kept by him and his partners' and lenders' ledgers. The debtor states that he became aware of his position in June, 1930.

L. C. Burgess, 244, Kensington High Street, London, W.8, wireless and gramophone dealer. On July 24th, the statutory first meeting of the creditors of the above was held at Bankruptcy Buildings, Carey Street, London, W.C. The statement of affairs showed gross liabilities £6,199, of which £2,574 is unsecured, and assets, one book debt of £3,298, expected to produce nothing. An Official Receiver reported the preceding statements made by the debtor in preliminary examination. In March, 1926, he purchased for £600, on the instalment system, the business of a gramophone and cycle dealer carried on at 9, The Broadway, Barnes. The business was very successful up to the date of the formation of a company to acquire it. At this time he had a balance of assets over liabilities of £1,500, in addition to which he held the premises on lease for 21 years. However, in January of that year he purchased for £600 the business of a music dealer at 78, Church Road, Barnes, with a view of getting an H.M.V. agency, and the business was conducted at this address until the formation of the company. In November, 1928, he opened a gramophone and wireless business at 244, Kensington High Street, setting up the premises at a cost of £1,300, of which some £1,000 or £1,100 had been paid. He conducted the business very successfully for about six months. His present position was entirely due to the failure of the company formed to take over his business. In the absence of any resolution, the case was left in the hands of the Official Receiver.

Frank Walter Charles Hoey 29, Sicilian Avenue, London, W.C., wireless dealer, etc.

An adjourned sitting for public examination under this order was recently held in the London Bankruptcy Court, before W. W. Lake, Official Receiver. The debtor filed his petition on January 7th, and, according to his statement of affairs, his ranking liabilities amount to £5,049 and his assets are very considerable. Examined by the Official Receiver, the debtor stated that he had amended the
P.M.2DX 2-volt detector valve
P.M.4DX 4-volt detector valve
P.M.6D 6-volt detector valve

Mullard

THE MASTER VALVE

NOW 8/6

Once again
King Radio
holds his court

Sunco Radio Service is the most comprehensive in the country

Once more the "rush" season is coming round. Already preparations for the great radio show are in full swing, and retailers everywhere are getting their plans ready.

This year make Sunco your "headquarters store." Every set from the smallest to the largest can be obtained from us—usually from stock.

And not only sets, everything Radio is in stock at manufacturers' prices and at the best terms. We have built up a huge Radio department on sheer reliability, on quality backed by service.

No matter whether you are ordering "giant" sets or a few radio parts, come to Sunco. Our radio experts are always ready to advise you on any and every radio problem; make full use of their services.

There are 224 pages in our current wireless catalogue; it is yours for the asking.

The Sun Electrical Co. Ltd
118-120 Charing Cross Rd., London, W.C.2

'Phone: Temple Bar 3500 (10 lines)
Grams: "Secabilis, Westcoent, London"

LEEDS—49-50, Park Place.
NEWCASTLE-ON TYNE—114, Pilgrim Street.
August 9, 1930

THE WIRELESS AND GRAMPHONE TRADER

cash and goods account he had lodged as ordered by the Court. He had been through them with the examiner of the Official Receiver and he agreed that the order was expedient. The Official Receiver proceeded to question the debtor at length with reference to the supply of certain goods to his firm. He agreed that the goods in question were not required by the bankrupt’s customers, and he alleged that they had been ordered by one G. S. Mansell, an undischarged bankrupt, who had been intimately connected with his business. Eventually, the examination of the debtor was ordered to be concluded.

William Thomas Timmins, The Garage, Cumon Road, Blaconavon, Monmouthshire, radio expert, etc.

The first meeting of creditors in this matter was held recently at 34, Park Place, Cardiff when the statement of affairs presented showed a deficiency of £499. The debtor attributed his failure to heavy overhead charges, ill-health, depression in trade, and judgment costs.

Reginald Ernest Young, 8, Manchester Road, Swindon, Wilts, lately to 10, Cambria Bridge Road, Swindon, Wilts, wireless engineer, etc.

The public examination herein was held on July 23rd at the County Court Buildings, Clarence Street, Swindon. According to the statement of affairs, there were losses amounting to £357 11s. od., against assets of £206 17s. 11d. The debtor stated that he commenced business at Manchester Road and Cambria Bridge Road last year with a capital of £357 11s. od. He attributed his failure to the fact that he knew nothing about practical work, and had to employ labour. Debtor stated that he was doing a fairly good business, but he could not say what his takings had been during the past twelve months. The examination was adjourned for a month.

John Hall Noble, 12, High Bridge, Newcastle-upon-Tyne, electrical engineer. The public examination was held recently at the Court House, 36, Westgate Street, Newcastle. The statement of affairs showed liabilities of £1,013, and there were no assets. The debtor stated that he began trading in wireless sets in 1923, but this business had recently declined considerably. He added that he had drawn £1,413 from the business during the three years ended March, 1930, against net profits of £1,135. Asked why he had not stopped trading when he knew he was insolvent, the debtor said that he had not realised the seriousness of his position, and kept on in the hope that trade would pull round. The examination was adjourned.

Business Names Registered.

Particulars are given herein of wireless and allied businesses recently registered at Somerset House under the Business Names Act, 1920. The name appearing in bold type is the trading name, while in italics are given the names of the proprietor (or proprietors) and the date of the registration. The information is, of course, given in the register with regard to the trade trades of the concern referred to.

The Radio Supply Stores, 86, Castle Foregate, Shrewsbury, wireless retailers. (William J. Jones, "Belmore," Wenlock Road, Shrewsbury. February 14th, 1930.)

H. Terry, 58th, Atlantic Road, Brixton, S.W.9, wireless and general dealer. (Harry Tanenbaum, address as above. February 14th, 1930.)

Caister Radio Supply, 32, High Street, Piastton, E.I., wireless and electrical dealers. (Percy H. Foulkes, 115, Caister Park Road, West Ham, E.15. February 28th, 1930.)

A.Q.A. Wireless Supplies, 34, Corbins Lane, South Harrow, Middlesex, wireless manufacturers and factors. (Arthur C. Young, address as above. February 17th, 1930.)

The Original Wireless Shop, 135G, Sydenham Road, Sydenham, S.E.26, wireless and cycle dealers. (George H. Pearce, 44, Niederwalt Road, Sydenham, S.E.26. March 10th, 1930.)

H. Garton, 135C, Sydenham Road, Sydenham, S.E.26, wireless and cycle dealers. (George H. Pearce, 44, Niederwalt Road, Sydenham, S.E.26. March 13th, 1930.)

Radio Battery Service, 115, Kirkdale Parade, Finchley Road, N.W.11, wireless and gramophone dealers. (Sidney K. Aldridge and Stanley G. Burrows, both of 38, Prospect Road, Chisls Hill, N.W.2 December 10th, 1929.)

Franklin Electric Company, 189, Ilford Lane, Ilford, wireless component dealer (Ethel W. Johnston, 43, Cleveland Road, Ilford January 15th, 1930.)

J. Rolstone & Co., 69, BishopsGate, E.C.2, wireless and electrical dealers. (Leonard J. Armytage, 31, Hanover Street, Harrow, Middlesex; and John F. Rolstone, "Oaklen," Oak Avenue, Ickenham, Middlesex. January 30th, 1930.)

South London Radio-gram Co., 68, Old Kent Road, South London, wireless and gramophone dealer. (Barnett Sheechman, 68, Old Kent Road, S.E.1. February 5th, 1930.)

Selestone Radio Supplies, Han Court Works, QueenSharedPointer Road, Sydenham, S.E.26, wireless manufacturers. (Mark E. Hanpaper, 139, Sydenham Road, S.E.26; Herbert Garton, 135C, Sydenham Road, S.E.26. January 22nd, 1930.)

British Radio Concerts Co., 2, Mersey Road, South Shore, Blackpool, wireless manufacturers and dealers (Herbert E. Parsons, 2, Mersey Road, South Shore, Blackpool. January 13th, 1930.)

Langford & Co., 198, Strand Green Road, N.4, electrical, wireless and sports goods dealer. (Charles K. Langford, 15, (Continued on next page))

With the Trade Associations. Continued from Page 136.

Alcock, P. Lewis, Kelvin Electric Co. (E. Nicollin, C. J. Podmore, Potts & Son, A. Parkins, A. E. Simpson, W. Templemore. J. Walters & Son, Ltd. F. E. Whitaker and Mr. J. Wood. Mr. W. Moody, assistant organisating secretary, was also present.

Mr. P. Lewis was unanimously voted to the chair, and in his opening remarks said that radio traders throughout the country were just beginning to realise that the Federation of Radio Retailers was really doing good and useful work, and he felt sure they were all pleased to welcome Mr. Moody, who had come specially to address them on the present situation in the radio trade.

Mr. Moody said that during the day he had visited most of the radio dealers in the Five Towns and in the course of his travels he had found several persons whose names were on trade lists, but who were living in private houses. He said this applied in many other parts of the country. He also stated that most useful information had been obtained for the National Register of Local Radio Retailers, and that was being compiled by the N.R.R.R. Mr. Moody gave the names of particular firms and individuals whom he considered it to be his duty to report to headquarters for action to be taken. He also addressed the club when in question of price-cutting in the Potteries, and various other matters.

A lively discussion ensued with regard to the music trade radio, and on the recent reduction of short notice in the price of valves, and for the prices of some local wholesalers who were alleged to be supplying newsagents and chemists with radio goods at trade discounts.

Mr. Bell said that they had been waiting for someone to take the lead in organising the radio trade in the Potteries. He then proposed that a branch of the N.F.R.R. be formed to include the Five Towns, and district. This was seconded by Mr. Humphries and carried unanimously. Mr. Westley, seconded by Mr. Potts, Mr. Fred Lew, was unanimously elected chairman of the branch. Mr. Bell proposed and Mr. Pott seconded, and it was carried unanimously, that Mr. Humphries be local hon. secretary.

Mr. Potts seconded a motion to the effect that all bona-fide retailers be urged to join the branch and that at the next meeting each of those present should bring forward the names of not less than three retailers who they considered to be eligible for membership, and that prior to the meeting the secretary should amend the list at present on the head office file in order that all bona-fide retailers should be given an opportunity to attend.

The report includes the announcement that the next meeting has been fixed for Wednesday, September 3rd, at Hanley, when it is hoped to obtain a room at the Y.M.C.A. for that evening.

Mr. Bell proposed and Mr. Potts seconded a vote of thanks to Mr. Moody for attending and working so hard to bring the meeting together, and the proposal was passed with acclamation.

Mr. Moody, replying, said that he had had a wonderful reception at Nottingham, and never at a meeting where equally spontaneous enthusiasm was shown. He wished to assure them that whatever steps could be taken for their benefit were proceeding apace. The number of members was increasing by leaps and bounds, and within the next three months, he said, the number of new members enrolling would assist the trade at large.

The meeting closed at 10.45 p.m.
Brown Bros. at Liverpool

With the opening of their new branch next Monday, August 9, at 3-5, Colquitt Street, Liverpool, yet another link will be added to the chain by means of which Brown Bros., Ltd., serve the requirements of the many retail electrical dealers in the Northwest. Traders in and around Liverpool who have hitherto obtained supplies through the Manchester branch of Brown Bros., Ltd., will appreciate the advantages provided by this "nearer home" depot.

Mr. J. T. Masterton, who has, for some time been assistant manager at the Leeds branch, is manager at Liverpool, and has an efficient staff of assistants. The policy of "Wholesale Only" will, of course, be strictly adhered to, and a hearty invitation is extended to bona fide dealers to pay a visit to their new branch.

The telegraphic address is "limebrowny," Liverpool, and the telephone number Royal 6170.

Some Cleethorpes Requirements

Mr. R. G. Young, who has commenced business a short time ago, and is trading as the Raydio Service, at 3, Humber Street, Cleethorpes, Lincs., as was announced in our columns recently. He is particularly interested in acquiring display material suitable for a medium-sized window, and for backgrounds. He also wishes to be placed on gramophone manufacturers' mailing lists. Mr. Jarvis also wishes to hear from manufacturers issuing circulars of general wireless interest to the public, but which can be overprinted with the trader's name and address.

F. D. Newcombe's New Department

F. D. Newcombe & Co., the wholesale - distributors, of 25, Catherine Street, Exeter, informs us that they have opened a department for the factoring of electrical goods, of large stock, which has been taken in by Crabtree, Tuckers, G.E.C. and Phillips are but four of the manufacturers whose electrical products are carried. Mr. Mogridge, who manages the electrical department, is visiting retailers in the South-West.

Needless to say, F. D. Newcombe & Co. are not giving their new department preference over their older radio activities. In fact, they have, in conjunction with an extension of premises enlarged their radio showroom, to which traders are welcome at all times.

An Accessory Before the Fact

The last success of the National Accumulator Co., Ltd., in supplying batteries for use at big public events is in connection with the Baird Television Demonstration at the Coliseum. For these demonstrations standard "Dagenite" accumulators similar in every way to those sold to the public, are used.

A Change of Name

It should be noted that the concern formerly known as J.H.B., Ltd., who handled Tekade products, have now changed their name to Tekade Radio & Electric, Ltd., and the company are trading at 29, Farrington Street, London, E.C.4.

The change, we are informed, involves no alteration in the management or policy of the firm.

New Bristol Audition Room.

A comprehensive stock of loud-speakers of several makes is carried by the wholesale firm of J. Weight & Son, 24, Bath Parade, Temple Gate, Bristol, and a new demonstration room has been opened. Traders in the West are invited to pay the firm a visit, and to make use of the new department.

Tungsram Extend in Birmingham.

On account of a considerable increase in their sales in the Birmingham district the Tungsram Electric Lamp Works (Great Britain), Ltd., of 72, Oxford Street, London, W.1, have found it necessary to acquire new and larger premises in the Midland City.

Their new Midland address, therefore, is Tudor House, 34-38, Lockport Street, Birmingham, and the telephone number remains the same, namely, Central 7334. These new premises will be opened on Monday next, August 11th.

Extensions in Brigg.

A correspondent informs us that Mr. W. H. Robinson, who has been in the music trade for nearly thirty years, and whose business is in Brigg, Lincolnshire, has opened a branch in Wrawby Street, Brigg. A wireless demonstration shop was opened at the shop which is being run by Mr. Robinson, junior.

A Notice.

Last week, under the heading "County Court Judgments" appeared the name of A. Black, of 25, Westbourne Grove, London, W., the amount of the judgment being £14.11s.6d.

Mr. Alexander Black, the radio doctor of 55, Ebury Street, Westminster, S.W.1. has put out a statement to the effect that he is not the person in question—a fact that readers might note.

Higgs' Novel Circular.

An effective sales letter is now being dispatched by Higgs Motors, of Witton, Birmingham, to the trade.

The letter, which has been produced to push the sales of their 5 h.p. squirrel cage motor, is reproduced four times the size of the usual quarter sheet of notepaper, and the heading, typographical characters, and signature are larger in proportion.


It is learned that Mr. R. Smith has just opened premises at 193, Woodhouse Lane, Leeds, with Mr. G. Dean as his assistant. He is putting on the market a radio-gramophone. This is an S.G. 4-valve all-mains instrument, with M.C. speaker, selling at about £55.

Mr. Smith is also bringing out a cheaper model, an all-mains S.G. 2-valve gramophone, to be priced at about £35. Both these will have electric motors.

Mr. Smith would like to hear from members of the trade who are interested in such instruments, demonstrations can be arranged at the above address. (Telephone, Leeds 26611.)
The Ormond Ornate Slow-Motion Dial.
The double scale enables it to be used with condensers having either a right-hand or left-hand movement. The scale is particularly legible and moves in the same direction as the rotation of the knob. Ratio: 9 to 1.

In dark brown or black bakelite. Price 2/-.

Select Unit.—Can be connected for use as a selectivity unit or as a wave-trap. A really efficient unit produced to deal with the interference problem. Supplied in brown bakelite case, with full instructions. Price 7/6.

Filament Rheostat. The resistance wire is wound on an insulating former, supported on a metal frame, air spaced. “One-hole” fixing. Complete with bakelite cover. For baseboard mounting an additional aluminium bracket may be supplied. Rheostat 6, 15 and 30 ohms. Price 2/- each. 50 ohm Rheostat 2/6. Potentiometer 2 6/.

THE WIRELESS AND GRAMOPHONE TRADER
PREPAID PARAGRAPh ADVERTISEMENTS.

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SITUATIONS VACANT & WANTED.—2s. for 2 words and 2d. for each additional word.

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BOX NUMBERS.—If replies are sent to the office of the publishers, 6d. extra per insertion is charged to cover cost of forwarding them. The Box Office address is counted as six words and charged accordingly.

PRESS DAY.—Copy should not reach us later than first post Tuesday morning. Four days before publication, and should be addressed to The Advertisement Manager, St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4. Phone: Central 7213 (9 lines).

COPY FOR ADVERTISEMENTS is subject to the approval of the proprietors, who retain the liberty to withhold any advertisement which they regard as unsuitable for publication in this journal. The proprietors are not responsible for clerical or printers' errors, although every care is taken to avoid mistakes.

NOTE.—The insertion of an advertisement ordinarily constitutes acknowledgment of the remittance, but for remittances covering contracts for 13 insertions or more a receipt will be sent.

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ALL ADVERTISEMENTS MUST BE PREPAID.

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. 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 charge payable by the buyer for this service is 1/4 on transactions up to £5, 2/6 for £5 and £20, and thereafter 6d. for every £1 or part thereof.

BUSINESS FOR SALE.


FOR SALE.

NATIONAL cash register. Had little use. Press-down keys. Autographic. Shows number of customers served, etc. Write to A. E. Burnham, 40 Wood Lane, Caterham. (194)

MISCELLANEOUS.

LOUD-SPEAKERS, headphones and transformers. Trade repairs. —Howell, 91, Morley Hill, Enfield, Middlesex. (117)

Blocks for your Advertising.

We have a selection of new and attractive designs at specially low prices, that have been prepared to assist our readers in the production of advertisements, bills, folders, etc.

Illustrated List containing prices and sizes will be forwarded with pleasure.

Write:

The Trader Publishing Co. Ltd.
Miscellaneous—continued.

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

FLASH lamp batteries of unlimited guarantee, retail 3s. Also H.T. batteries at very competitive prices.—Write for samples from direct importers. Sole agents required.—Hubber Oil Co., 65, Washington Street, Hull.

NOTICE.

WILL Mr. E. W. Dilley, late secretary of Truphonic Radio, of Peckham, please communicate with Mr. A. A. Wallis, Eign Street, Hereford. (196)

PATENTS.


SITUATIONS VACANT.

RADIO engineer.—F. D. Newcombe & Co., Wholesalers of Exeter, require a young, competent engineer, experienced in all battery and mains receivers. Permanent. (188)

AGENT for Midlands required for well-known firm manufacturing mains sets, eliminators, etc.—State whether own car, other lines carried, etc., in confidence to Box No. 1381, Wireless Trader Office.

SMART young man, about 25, wanted for wireless repairs, demonstrations, and service generally. Must be used to good class business, and experienced.—Full particulars and salary required to Box No. 1380, Wireless Trader Office. (142)

Situations Vacant—continued.

LARGE radio firm require one or two salesmen for London and Provinces. Only men with commercial wireless experience considered.—Apply, giving full particulars to Box No. 1378, Wireless Trader Office. (193)

OUTSIDE representative for South of England wanted by old-established radio manufacturers marketing sets and components. Must own car. State previous experience, ground covered, salary required. No order collectors need apply, only real business getter required.—Box No. 1383, Wireless Trader Office. (107)

WIRELESS representative required by well-known radio factors for Somerset, Wilts, and Gloucester. Preference given to man with live connection.—Write, giving age, experience, salary required, and if disengaged, to Box No. 1384, Wireless Trader Office. (194)

ALTERATION of sales policy. Radio manufacturers (established 1926), require agents or representatives in all centres. Write full particulars in confidence. All applications will be replied to. Box No. 1385, Wireless Trader Office. (196)

SITUATIONS WANTED.

YOUNG man (25) desires situation London area as representative or in service dept. At present managing retail radio-shop.—Box No. 1382, Wireless Trader Office.

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VERONA WORKS BEARLEY ST.
BIRMINGHAM
FOR VALUE AND QUALITY.
WANTED.

WIRELESS GOODS
Clearance or Surplus
WANTED for CASH
P. Kay, 34 Craven Walk, N.16.

M ANUFACTURERS' discontinued stocks wanted. Any quantities.—Box No. 947, Wireless Trader Office.

NATIONAL cash register for small business. Must be in good condition. Send full details to Box N.77, Willings, 86, Strand, W.C.2. (195)

B OOKS, WIRELESS FORMS, ETC.

C OUNTY Court Practice Made Easy (debt collection simplified).—Written by a solicitor, this book deals with all the steps necessary for the collection of debts, from the preliminary letter to the enforcement of judgment and recovering of money. New edition (revised), 3s. 3d., post free, from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

E XACT TUNERS
THOUSANDS IN USE
STOCKED BY ALL THE LEADING FACTORS
THE EXACT MANUFACTURING CO.
Croft Works, Priory Street, COVENTRY, England.

S ell 'HOLDFAST' Now!
EXTENSION UNIT
The best extension unit for every type of balanced armatures. Post price 1/-. Special price for large quantities.

D AYZITE LTD.
17, Little St., Leicester Square, London, W.C.

F RANKLIN
CONDENSERS
FRANKLIN ELECTRIC CO., 187-189, Ilford Lane, ILFORD, Essex. Phone: Ilford 6231.

EPOCH MOVING COIL SPEAKERS
Write for new booklet — 19 models
EPOCH RADIO MANUFACTURING CO. LTD., 3 Farrington Ave., London, E.C.4. Phone: Central 1971

B ooks, Wireless Forms, etc.—continued.

Y OUR Business at a Glance.—A simple account enabling you to see at a glance the position of your business without any knowledge of bookkeeping. Ruled for entries for a period of one year, with profit and loss summary, and balance sheet at end of each quarter, 28. 3d. post free, obtainable from The Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

A GREEMENT Forms (Hire Purchase).—These forms have been specially prepared for The Wireless and Gramophone Trader by a solicitor of the Supreme Court. If you sell on hire purchase they are indispensable. Prices, post free, 4d. each, 25 for 5s., 50 for 7s. 6d., and 100 for 10s. 6d. All orders should be accompanied by remittance and addressed to the Trader Publishing Co., Ltd., St. Bride's House, Salisbury Square, Fleet Street, E.C.4.

R EALISTIC REPRODUCTION
Write now for free 26-page Booklet, "Sound Advice".

B AKER'S SELHURST RADIO
PIONEER MANUFACTURERS OF MOVING COIL SPEAKERS

A N attractive series of Blocks for Traders' Gramophone Advertisements are now ready. Price Lists showing designs and sizes in which stereos are obtainable can be had on application to

The Publicity Department
The Wireless & Gramophone Trader
St. Bride's House, Salisbury Square, E.C.4

August 9, 1930

THE WIRELESS AND GRAMOPHONE TRADER

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Longest Guarantee.

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THURINGIA BATTERIES.

INDEX TO DISPLAYED ADVERTISEMENTS—Continued from Back Page.

| L.E.S. Distributors, Ltd. | 22 | Partridge, Wilson & Co. | 60 |
| Lissen, Ltd. | 43 | Pertux, Ltd. | 41 |
| McMichael, E., Ltd. Inside Back Cover | Potter, E. | 56 |
| Maisner, E. H., & Co., Ltd. | 59 | Prideaux, Junior, Ralph | 32 |
| Marconi Phone Co., Ltd., The | 51 | Pye Radio, Ltd. | 44 |
| Mulia Wireless Service Co., Ltd. | 27 and 53 | Ready Radio Supplies | 32 |
| Murphy Radio, Ltd. | 43 | "Red Star" Radio | 34 and 35 |
| Oldham & Son, Ltd. | 30 | Kotherm Corporation, Ltd., The | 38 |
| Ormond Engineering Co., Ltd. | 55 | Sankey, Joseph, & Sons, Ltd. | 20 |
| Partridge & Mee, Ltd. | 32 | Sun Electrical Co., Ltd., The | 54 |
| Seite: 9

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IF you desire further particulars of several items advertised in this issue, place a tick against the names of the advertisers in the index above and overleaf, and forward the page to the "Trader Information Bureau," St. Bride's House, Salisbury Square, Fleet Street, London, E.C.4, who will see that your request is forwarded.

W.T. 7/130

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5. REASONABLE IN PRICE.

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A 48-page copy of the 3rd Edition (reprinted April, 1930) of the book entitled "Commercial Accumulator Charging and the Rectifying of A.C. Rectifying Equipment", in which 7 models of Davenseet 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 59.)

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<thead>
<tr>
<th>PAGE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker's &quot;Selhurst&quot; Radio</td>
<td>Danapad Rubber Co., Ltd.</td>
</tr>
<tr>
<td>58</td>
<td>18</td>
</tr>
<tr>
<td>Jate, Jabez, &amp; Co.</td>
<td>Davies, D. M. (Woodwork), Ltd.</td>
</tr>
<tr>
<td>57</td>
<td>39</td>
</tr>
<tr>
<td>British Insulated Cables, Ltd.</td>
<td>Daymite, Ltd.</td>
</tr>
<tr>
<td>28</td>
<td>58</td>
</tr>
<tr>
<td>British Radiophone, Ltd., The</td>
<td>Decca Records, Ltd.</td>
</tr>
<tr>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Brown Bros., Ltd.</td>
<td>Detex, Ltd.</td>
</tr>
<tr>
<td>21</td>
<td>49</td>
</tr>
<tr>
<td>Brownie Wireless Co. (Great Britain), Ltd.</td>
<td>Dubliller Condenser Co. (1925), Ltd.</td>
</tr>
<tr>
<td>37</td>
<td>24</td>
</tr>
<tr>
<td>Burndip Wireless (1928), Ltd.</td>
<td>Eastick, J. J., &amp; Sons</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Busby &amp; Co., Ltd.</td>
<td>Edison Bell, Ltd.</td>
</tr>
<tr>
<td>60</td>
<td>56</td>
</tr>
<tr>
<td>Cole, E. K., Ltd. Front Cover, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16</td>
<td>Edison Swan Electric Co., Ltd. 17 and 25</td>
</tr>
<tr>
<td>36</td>
<td>28</td>
</tr>
<tr>
<td>Columbia Graphophone Co., Ltd.</td>
<td>Electric Lamp Service Co.</td>
</tr>
<tr>
<td>58</td>
<td>7</td>
</tr>
<tr>
<td>Concerton Radio &amp; Electrical Co., The</td>
<td>Daly, H. C.</td>
</tr>
<tr>
<td>59</td>
<td>59</td>
</tr>
</tbody>
</table>

TO obtain particulars of several items advertised in this issue place a tick against the name of the advertiser in the index above and overleaf and sign coupon at foot of index on the previous page.

DOES YOUR SWITCH SPINDLE TURN ROUND?

Ask your customers this question by exhibiting the display card of THE LATEST "BUSCO" SWITCH, which has no contact point to turn round and consequently cannot cause "crackling." THEY ARE SELLING READILY AT

1/3 EACH

Because all Wireless enthusiasts recognise that it is what they have wanted for a long time.

SAMPLE DOZEN (INCLUDING DISPLAY CARD) SENT POST FREE ON RECEIPT OF POSTAL ORDER VALUE.

BUSBY & CO., LTD., PRICE STREET, BIRMINGHAM.

SHOWING "OFF" POSITION. PATENTS PENDING.
THE McMICHAEI 1930 SUPER RANGE FOUR
(TABLE MODEL)

A model for the home where an outdoor aerial and earth are not desirable. Comprises a handsome walnut cabinet on a directional turntable: fitted with an exactly similar circuit to the Suitcase Portable. The whole is completely self-contained with Frame Aerial and Loudspeaker ready for immediate use. An additional aerial and earth may be attached to add to the normal and very remarkable range.

RETAIL PRICE £26.00
(Including all Equipment and Royalties)

THE McMICHAEI 1930 SUPER RANGE PORTABLE FOUR

Incorporating the very latest improvements of radio science, this Receiver is sparkling with selling points.

HERE ARE A FEW:

- Screened Grid Amplification
- Single Dial Control
- Superlative Tonal Quality
- Easy Control of Volume
- Lowest Possible Upkeep Cost
- Wide Range
- High Selectivity
- Fitted in Handsome Suitcase with Patent Locking Clips

In every way the McMicheal Super Range Portable Four proves a most attractive proposition—good for prestige—and an effective aid to the production of increased business.

Owing to the high degree of selectivity in this, and our other Screened Grid Portable Receivers, we are able to guarantee complete selectivity between all main B.B.C. stations under the new scheme of wavelengths, as proved by an actual test under the twin aerials at Brookman's Park, when both programmes were received separately without interference, and in addition a number of other British and foreign stations.

This test was made on a standard "Super Range Four" Receiver, under an independent Press observer and was repeated at half-mile intervals with similar results.

Sell more McMICHAEI Receivers by means of our special deferred payments on the Hire Purchase system. If you are not already stockholding and demonstrating this popular Portable, write us or your Factors for terms, and attractive leaflets. The Receiver will prove a revelation to you.

L.M. McMICHAEI LTD

Manufacturers of Wireless and Scientific Apparatus

WE XHAM ROAD: SLOUGH: BUCKS

Telephone: SLOUGH 441-445
Telegram: Radiolites, Slough
London Showrooms: 179, STRAND, W.C.2
(Telephone: Holborn 3486)

RETAIL PRICE £22.00
(Including all Equipment and Royalties)
Decide on YOUR PROFITS—this way

**Earns 19/3 in the £ profit**

THE DAVENSET GARAGE A.C. CHARGER
Will handle 40 2-volt cells per day. Cost of charging at 3d. per unit = 9d. Income at 6d. per cell 20/- You can secure this regular profit for an initial outlay of £10 10s. net or £2 12s. 6d. down and 6 monthly payments of £1 7s.

**Earns £3 in 15 hours**

TUNAGAR 12-AMP TYPE VALVE RECTIFIER
Will handle 120 2-volt cells per 15-hour day. Cost of charging at 3d. per unit = 5s. 8d. Income at 6d. per cell £3. Your outlay to secure this daily return is £31 10s. net or £7 17s. 6d. down and 6 monthly instalments of £4 0s. 9d.

**Earns £25 in week**

CRYPTO TYPE B3 A.C. CHARGER
Constant Potential. Output 8 and 16 volts 200 amps. Will handle 1000 2-volt cells per week at a total charging cost of 47s. (Current at 3d. per unit). Your return at 6d. per cell is £25. This outfit costs £95 4s. net or can be secured for £23 16s. down and 6 monthly instalments of £12 4s.

The above are three typical examples of the profits to be made from efficient battery charging equipment. We specialize in Charging Equipment—Our advice and service is at your disposal.

Send for this Book Now!
There's Money in it.