

The **WIRELESS** & **GRAMOPHONE** **TRADER**

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

VOL. XXIII. (NEW SERIES) No. 317. September 13th, 1930.

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

FIRST ON MERIT

ON

DEMONSTRATION

Order only the Speakers that sell on demonstration. Compare the reproduction of the D.10, D.12 or Z.20 with any other speaker available

Celestion is definitely first on merit on demonstration

CELESTION LTD.

Kingston
on
Thames

London Showrooms :
106 Victoria Street,
S.W.1

CELESTION

The Very Soul of Music

LOUD-SPEAKERS

RADIO EXHIBITION

OLYMPIA

STAND No.

53

DEMONSTRATION
ROOM "U"

FOREMOST NAME IN SOUND REPRODUCTION

553

SEE ALL OLYMPIA IN MINIATURE!

come
to
Stand
24

On the Dulcetto Stand No. 24 on the Ground Floor you can see and examine—in the space of half-an-hour — everything that matters in 1931 Radio development.

As wholesale distributors for every manufacturer of repute, we not only handle—but can show you on our Stand—every new radio model that is likely to interest you. And if you are interested to the point of placing an order, then "Poly" Service can promise quick delivery of almost any models you may want.

come and see the whole exhibition in half-an-hour at the **DULCETTO** Stand!

Besides factoring every radio set and accessory that matters, Dulcetto-Polyphon Limited have ready for immediate delivery—and are exhibiting on their Stand—three certain winners for 1931.

(1) The **DULCETTO 2 - TURNTABLE AMPLIFIER**

the very latest achievement in amplifiers for hotels, cinemas, etc.

(2) The **DULCETTO JUNIOR AMPLIFIER** for rather smaller premises, cafes, etc.

(3) The **DULCETTO RADIO GRAMOPHONE**

for private houses.

Dulcetto - Polyphon Ltd. are also, of course, the sole manufacturers for Dulcetto & Symphonion Gramophones and the largest wholesale distributors in Britain for:—Columbia, Parlophone, Zonophone, Regal, Edison Bell, Winner and Radio Records and Accessories.

LONDON—23 New-
man Street, W.1.

Phone—Museum 2660

and at GLASGOW and
MANCHESTER.

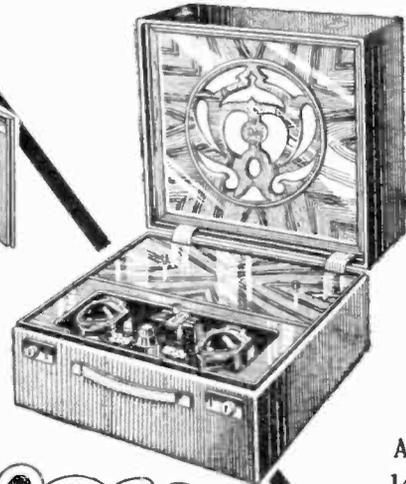


DULCETTO
POLYPHON LTD

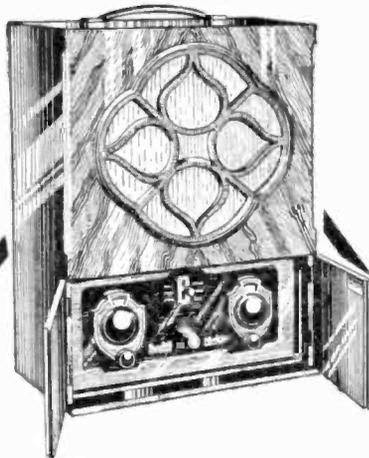
BEETHOVEN Q.O.R. ATTACHE CASE PORTABLE. Incorporating the Montague Quasi Constant Reaction Circuit, which makes tuning so simple. Five Valves, full-size Celestion Loud-speaker, real hide leather case, and polished quartered walnut interior woodwork. Chromium plated fittings. Self-indicating accumulator. Price complete **17 GNS**



BEETHOVEN TWIN SCREEN GRID ATTACHE CASE PORTABLE. The essence of range and power. Five valves including two-screen grid and pentode valves. Full-size Celestion Loud-speaker. Real leather case, polished quartered walnut interior woodwork. Chromium plated fittings, and engine turned aluminium screening. Self-indicating accumulator. Price complete **21 GNS**



BEETHOVEN SCREEN GRID SUPER-4 PORTABLE. A de luxe long-range portable, using screen grid and pentode valves. Figured walnut cabinet, full-size Celestion Loud-speaker, super capacity H.T. Battery and self-indicating accumulator. Price complete **25 GNS**



STAND
143
OLYMPIA

AND
143
OLYMPIA

Beethoven

PORTABLES

SUPER 1931 RANGE

BEETHOVEN Portables are luxury instruments yet all at popular prices. Great skill in design and infinite care in manufacture ensure the utmost satisfaction to the purchaser. Every requirement of the public has been considered, and if range, power and super-reproduction, as well as simplicity of control, are required, there is the exact fulfilment in one of the BEETHOVEN 1931 Super Range.

SERVICE

Scrupulous care in manufacture and testing ensure that service required upon BEETHOVEN Portables is practically negligible. The BEETHOVEN Service Department is organised so efficiently that should any service be necessary, no delay to the customer is caused.

All Beethoven Portables
Carry a Comprehensive
12 Months'
Guarantee.

BEETHOVEN SELF-TUNING PORTABLE. An entirely new departure in portable construction. Enables different stations to be received by means of a switch only. It is a dual purpose receiver and can be operated in the orthodox manner if desired. Price complete **23 GNS**



BEETHOVEN MINOR PORTABLE. A luxury receiver at a popular price. In blue lizard grained case, polished mahogany interior woodwork. Self-indicating accumulator. Price complete **10 GNS**



**MONTAGUE RADIO INVENTIONS
& DEVELOPMENT COMPANY LTD**

**Beethoven Works, Gt. College St.,
Camden Town :: London, N.W.1**

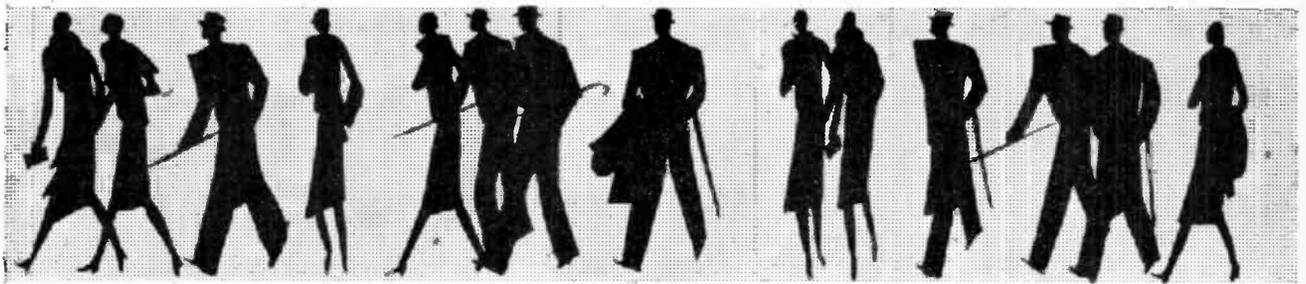


SEE and HEAR AMPLION SETS AND SPEAKERS under normal home conditions . . .

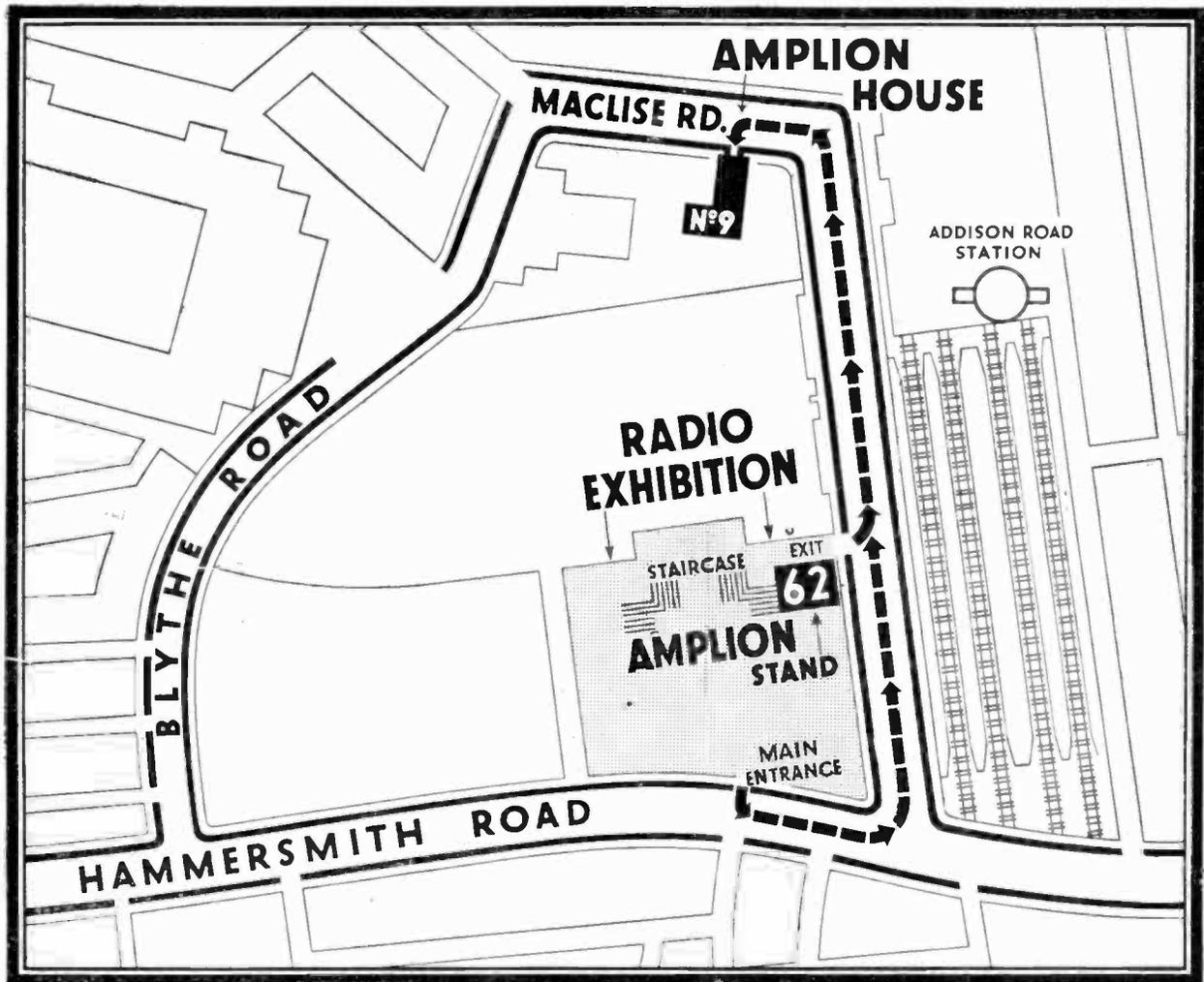
*After visiting the
AMPLION Stand bring
your customers round to
AMPLION HOUSE and
clinch your sales with a
demonstration*

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





HOW TO GET TO AMPLION HOUSE



Continuous demonstration during Exhibition hours.



*Look out for a very special announcement next week by **AMPLION**!*

Announcing STAL lines

STAL SILVER OXIDE CHARGER

This very neat charger is one of the most economical and efficient instruments ever produced. The characteristics of the charger are:—

Type SCA 2 200/250v. .6 at 2 volts Retail Price 17/6
Type SCA 1 110/130v. .5 at 4 volts



STAL L.F. TRANSFORMERS

TYPE M.—Hundreds of thousands of these transformers are giving perfect satisfaction and service in all parts of the world. Retail Price, 4/6.

TYPE P.—Hitherto supplied exclusively to manufacturers and now available for general distribution. Retail Price, 5/6.

TYPE A, as illustrated.—The only nickel iron alloy cored transformer at a reasonable price. Retail Price, 9/6.

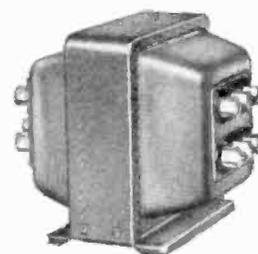


Type A

STAL MAINS TRANSFORMERS

Stal power transformers and chokes are manufactured by specialists in mains components and can therefore be used with the assurance of long and efficient service.

	Type	Mains Voltage	Output	Suitable		Retail Price
				Triotron Valve	Stal Choke	
H.T. Supply	ST.2	200/250v.	250 + 250v. - 45m.a.	G.A.24	CK	16/-
"	ST.1	100/115v.	2 + 2 - 1 amp.	"	"	"
H.T. Supply	SG.2	200/250v.	250 v. - 25 m.a.	G.N.14	MSD	10/6
"	SG.1	100/115v.	4v. - 0.2 amp.	"	"	"
H.T. & L.T. Supply	ST.4	200/250v.	250 + 250v. - 40m.a.	G.A.24	CK	£1 1s. 6d.
"	ST.3	100/115v.	2 + 2v. - 1 amp. 2 + 2v. - 3 amps.	"	"	"
L.T. Supply	MF.2	200/250v.	22 + v. - 4 amps.	—	—	11/6

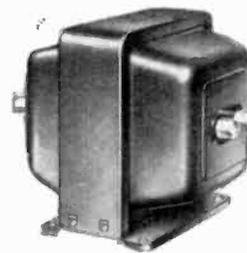


Type ST. 2

STAL MAINS CHOKES

Types C.K., M.S.D., and C.K.2 have dual windings, showing the special advantage of an almost continual inductance independent of the intensity of the current carried. Type M.S. is a single wound choke for D.C. Eliminators, which gives smooth output provided the current is within the limit of the rated value.

Type	Description	Total Self Inductance	Resistance in ohms	Max. load	Specified for	Suitable Stal Transformer	Retail Price
C.K.	Dual Windings	50 Henrys	2 x 420	45 m/a	A.C. Senior Eliminator	ST.2 200/250v. ST. 100/115v.	15/6
M.S.D.	Dual Windings	30 Henrys	2 x 1100	25 m/a	A.C. Junior Eliminator	SG.2 200/250v. SG.1 100/115v.	9/6
C.K.2	Dual Windings	40 Henrys	2 x 1000	35 m/a	D.C. Senior Eliminator	—	17/6
M.S.	Single Winding	35 Henrys	5400	15 m/a	D.C. Junior Eliminator	—	9/6



Type C.K.

STAL COMPONENTS ARE GOING TO HAVE A RECORD YEAR

Important NEW for 1930/31



STAL ELIMINATOR KITS FOR HOME BUILDING

A New Idea that will
bring **BIG SALES**

HUNDREDS of thousands of listeners in this country are still using sets with the now old-fashioned H.T. batteries. The sets themselves are good—probably more efficient than many all-mains sets being marketed to-day. But H.T. current from a dry battery is never fully satisfactory. It is expensive, it is steadily losing efficiency, it is heavy and cumbersome.

That is why Stal Eliminator Kits will be readily bought by the public. These kits enable any amateur to build an efficient H.T. Eliminator in less than two hours, using only a screw driver and a pair of pliers. There are no holes to drill and no soldering to do. Easily followed diagrams and clear instructions for building are given with every kit. The complete kit of parts (less rectifying valve) is packed in an attractive box.

At a time when the spending power of the public is greatly reduced these kits will fill a real need. Stal Eliminator Kits save the builder 40 per cent. We will help you to drive that home by means of striking advertisements in large circulation papers. Remember, every battery user is a potential customer.

A.C. H.T. KITS

A.C. Junior Kit, output 140 volts, 20 m.a., 1 variable tapping. Retail Price **42/-**

A.C. Senior Kit, output 175 volts, 40/50 m.a., 3 variable tappings. Retail Price **60/-**

D.C. H.T. KITS

D.C. Junior Kit, output 120 volts, 20 m.a., 1 variable tapping. Retail Price **30/-**

D.C. Senior Kit, output 150 volts, 30 m.a., 2 variable tappings. Retail Price **45/-**

Send for full particulars
and terms **NOW.**

Liberal discounts. Free
Leaflets for your
:: customers ::

STAL

ELECTRIC LAMP SERVICE COMPANY, 39-41, Parker Street, Kingsway, W.C.2.

Telephone: Holborn 6634, 6635, 0070.

Northern Distributors: CHORLTON METAL CO., LTD., Millgate House, 18, Amber St., Shudehill, Manchester.

Telephone: Blackfriars 7637.

STOCK UP NOW AND GET YOUR SHARE OF THE SALES

They talk of

THEN LET THEM TALK OF LISSEN'S PRICE FOR A NEW 2-VALVE RECEIVER

Who else but Lissen can make a receiver such as this—The Lissen COLOSSUS 2-valve, where every part is Lissen made, every component designed to work with all the others, all produced to the same standard of precision in the mammoth Lissen factories—and where COSTS ARE BASED UPON THE VAST QUANTITY PRODUCTION WHICH THE HUGE SALE OF LISSEN COMPONENTS ALONE CAN JUSTIFY. What a challenge ! What a seller ! It opens up an entirely new market—a market in which big profits and quick profits will once again be made by Lissen dealers.

BUILT TO LISSEN STANDARDS OF BALANCED LISSEN COMPONENTS

Price will sell this set—so will the name Lissen ! The Lissen Colossus circuit is devised to employ standard Lissen components and to provide the public with a simple, trouble free 2-Valve receiver at a price which creates new demand. FULL LOUDSPEAKER VOLUME on the Regional Stations is always available ; a high degree of selectivity is combined with great sensitivity, so that under favourable conditions many Continental transmissions can also be received at Loudspeaker strength.

LISSEN

—COLOSSUS 2-VALVE

LISSEN LTD., WORPLE ROAD, ISLEWORTH, MIDDLESEX.

PRICE, do they?

57/6

OR COMPLETE WITH
LISSEN VALVES

£3 - 10^{s.} - 0^{d.}

LESS 30% & 10% DISCOUNT FOR CASH WITH
ORDER OR ON DELIVERY

A GRAMOPHONE AMPLIFIER AS WELL AS RADIO SET. Terminals are provided for Pickup attachment, and the circuit is so designed that both valves are used for gramophone amplification, while the Lissen Hypernik Transformer employed ensures fine quality of reproduction.

ORDER YOUR SAMPLES QUICKLY
—A WINNING LINE!

ORDERS ACCEPTED IN
STRICT ROTATION—YOU
KNOW YOU ARE ON A
WINNER WHEN LISSEN
SAYS SO—GET IN AHEAD
OF COMPETITION BY
ORDERING NOW!

N.B. This set caters for a
market not so easily reached
by our existing 2-valve set
selling at 8 guineas, which is
also a winner, and which of
course is being retained.

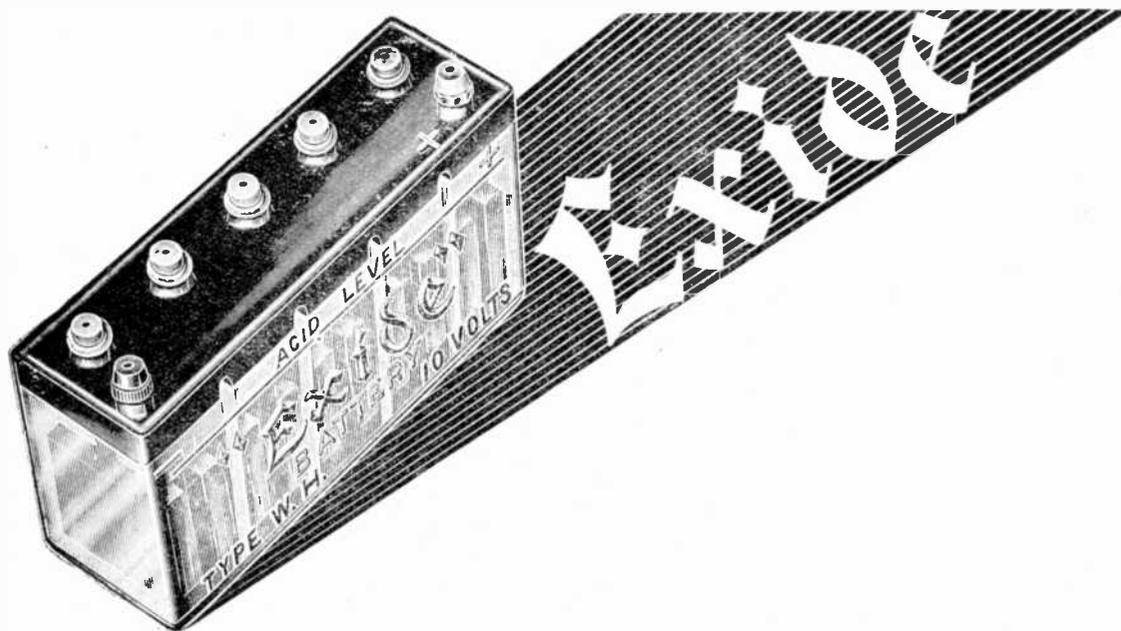


RECEIVER

FACTORIES ALSO AT RICHMOND (SURREY) AND EDMONTON (LONDON)

The most economical H.T. The Exide Battery gives the cheapest form of H.T. Instead of replacing it, as with a dry battery, it can be recharged—and it costs much less than a mains unit.

Makes reception pure – an Exide adds no noise to the reception—no buzz, no crackle, no howl. It's silent right to the end of its charge—helps to eliminate harshness too—distant stations come in clearer. Aids selectivity—helps to cut out interfering stations because voltage does not fluctuate or fall.



The Exide Battery is in almost all the big speech amplifiers. For profit and goodwill always sell the **Exide Battery**

VISIT STAND 54 AT THE NATIONAL RADIO EXHIBITION

Prices per 10-volt unit: W.J. 2,500 milliamps 5/- • W.H. 5,000 milliamps 6/3 • W.T. 10,000 milliamps 12/-

Obtainable from Exide Service Stations or your factor. Exide Service Stations give service on every make of battery

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

L11 0



FAST SELLING

Tungsrham Barium Valves sell fast. Not only because of their quality ; not only because of their low price ; but because their quality rivals valves costing nearly twice as much. Tungsrham Barium Valves satisfy the public—and save them money. Stock them. Prices : L.F. 5/6, H.F. 5/6, R.C. 5/6, Power 7/3, Super Power, 8/-, A.C. Indirectly Heated H.F. and L.F., 9/6 each, A.C. Directly Heated Power, 8/6 each, A.C. Directly Heated H.F. and L.F., 8/-, Rectifying Valves, 10/- each, Tungsrham Photo-Electric Cells, Nava E. £2-17-6, Nava R. £3-3-0.



BARIUM VALVES

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

Makers of the famous electric lamps

Factories in Austria, Czechoslovakia, Hungary, Italy and Poland

Branches : BELFAST, BIRMINGHAM, BRISTOL, CARDIFF, GLASGOW, LEEDS, MANCHESTER, NEWCASTLE-NOTTINGHAM, SOUTHAMPTON.

LOOK UP to BROWNIE



Even the ballot for Stand positions at Olympia has served only to emphasise Brownie supremacy. For it has placed Brownie literally on top . . . Stand No. 102 . . . in the Gallery. So — look up to Brownie! Follow the crowd in the direction of their dominating sign . . . remember that whatever else you miss, you must see Brownie. For Brownie this year have established their leadership more definitely than ever before . . .

LOOK UP TO BROWNIE . . .
STAND No. 102 (GALLERY)

BROWNIE WIRELESS CO. (G.B.) LTD., NELSON ST. WORKS, LONDON, N.W.1

EVERYTHING



ELECTRICAL

SALES ENORMOUS-STOCKS AMPLE

Sell it to-day

the amazing **NEW**

Osram
MUSIC 4 MAGNET



SPECIAL FEATURES

- 1 The two Screen Grid stages give extreme selectivity and sensitivity with an unrivalled range.
- 2 Enormous amplification with perfect stability is given by the complete shielding of H.F. Circuits.
- 3 Equal efficiency guaranteed on both wave length bands.
- 4 Change of wave length is effected by an external switch and the set need not therefore be opened.
- 5 Maximum ease in tuning with a single knob controlling triple gang condenser.
- 6 Assembly is the essence of simplicity.
- 7 Volume control is provided not only to act as such but to procure extreme selectivity.

You have a real sales winner in this remarkable assembly kit. It has been tested for results and tested for sales. In each case records have been made. Be sure to push the "OSRAM MUSIC MAGNET 4"—AND MAKE MONEY.

HIRE PURCHASE TERMS. You can either sell the "OSRAM MUSIC MAGNET 4" for cash or on these attractive HIRE PURCHASE terms: £1:3:6 deposit and 12 monthly payments of 18/6

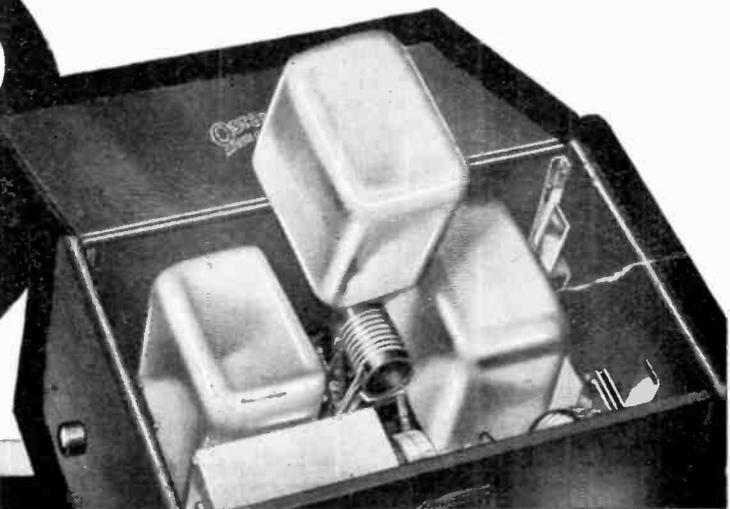
PRICE

£11.15.0

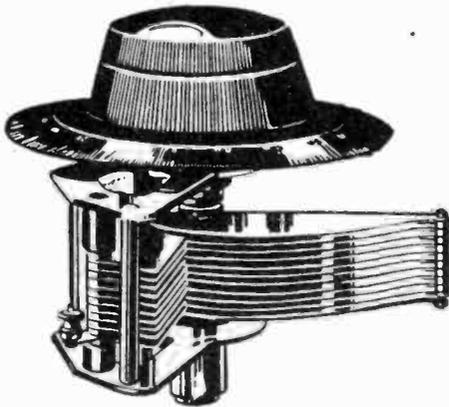
INCLUDING OSRAM VALVES

GRAMOPHONE COMPONENTS

AND POLISHED HEAVY OAK CONSTRUCTORS CABINET



DUBILIER'S BIG PUSH WILL MEAN A LOT TO YOU IF YOU STOCK UP! NOW!

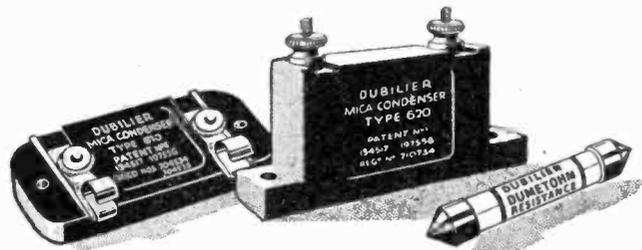


Dubiliers' have a big push coming—big advertising—intensive sales campaign—and reduced prices already announced.

Get in now. This season the public are going to buy Dubilier.

FOR DETAILS OF
REDUCED PRICES
SEE
LAST WEEK'S ISSUE

We are exhibiting at Stand 50
The NATIONAL RADIO EXHIBITION
Olympia (New Hall)
September 19th—27th, 1930



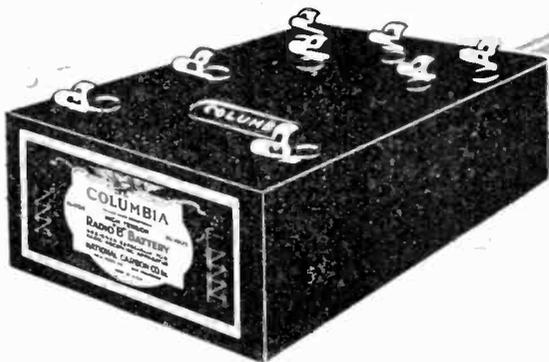
DUBILIER

CONDENSER CO. (1925) LTD.

DUCON WORKS, VICTORIA ROAD, NORTH ACTON, W.3

COLUMBIA

**COST
NOW
LESS**



You can do big business in Columbiathisseason. Columbia Radio Batteries now cost less—Columbia (Triple Capacity) 4780, the world's most economical battery, is now only 17/6. It gives more power to the penny than any other battery. Better radio too, smooth, pure, and entirely trouble free. Give your customers more value for their money. Make good profits and increase goodwill. Sell Columbia 4780.

Columbia 4780
"Triple
Capacity"
17/6

For 2- or 3-Valve Sets,
Columbia No. 4721 10/6
For Portables, Columbia 4755,
99 volts. 18/-
Columbia Grid Bias Battery
9 volts. No. 4756 2/-



The famous "Layer-bilt" — built layer upon layer. No waste space. Equal to 3 ordinary batteries. Price 24/-

Columbia RADIO BATTERIES

J. R. MORRIS, Imperial House, 15 Kingsway, London, W.C.2.

Scotland: J. T. Cartwright, 3 Cadogan St., Glasgow.

ALL MAINS RECEIVERS (FOR A.C. MAINS)

110 TO 130 VOLTS - 220 TO 240 VOLTS

The Best Value on the Market
Handsome Brown Metal Cabinet

Wavelength 200 - 600 900 - 2,000

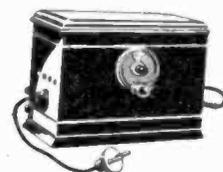
**BRVMA VALVES - GRAMOPHONE
PICK-UP CONNECTIONS**



3-Valve
£7-5-6 NETT



4-Valve (Screened Grid)
£10-19-6 NETT



2-Valve
£5-5-0 NETT

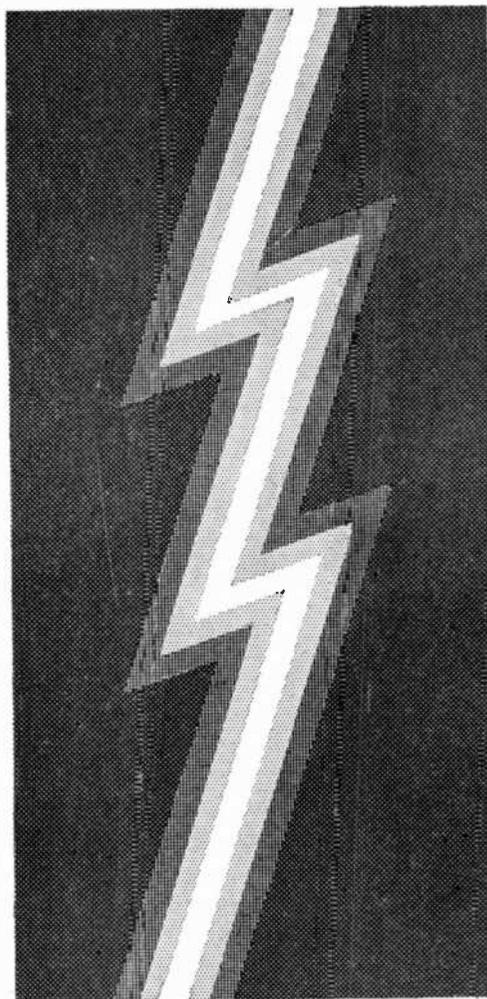
Price includes all Valves & Marconi Royalties

I. & M. STEINER LTD.

15/16 Bartholomew Close, E.C.1

Telephone : Nat. 1751/52

Be in the buy-ways at Radiolympia



**NEW HALL
OLYMPIA:**

**SEPT
19 - 27**

NATIONAL

**PROMOTED BY THE RADIO
MANUFACTURERS' ASSOCIATION**

RADIO EXHIBITION

EVERYTHING **The S.E.C.** ELECTRICAL

your guarantee

THIS WILL SET YOU THINKING



PRICE
13/6
FOR THE
TRIPLE CAPACITY
UNIT

NOW

GET BUSY WITH
THE GREATEST
BATTERY OPPOR-
TUNITY OF ALL.

The complete range of
"MAGNET"
WIRELESS BATTERIES

includes:

TRIPLE CAPACITY TYPE
L.4903 60 volt
Price **13/6**

STANDARD UNIT TYPES
L.4920 60 volt
Price 7/11
L.4922 100 volt
Price 12/11

GRID BIAS BATTERIES
L.6095 6 volt
Price 1/3
L.6096 9 volt
Price 1/9
L.4908 16½ volt
Price 3/3

MADE IN ENGLAND.

AN ENTIRELY
NEW BATTERY
THAT GIVES
A MONTH'S
FREE H.T.

THE NEW
"Magnet"
TRIPLE CAPACITY
H.T. BATTERY

Here's the best selling point on H.T. Battery service with which you have ever been able to go to your public. Now, for the first time, you can sell the New MAGNET Triple Capacity Battery, which gives *three times the capacity of a standard small unit battery at less than twice the price.* The new advertising campaign will set everybody demanding this new Triple Capacity Battery. STOCK—and reap the benefit.

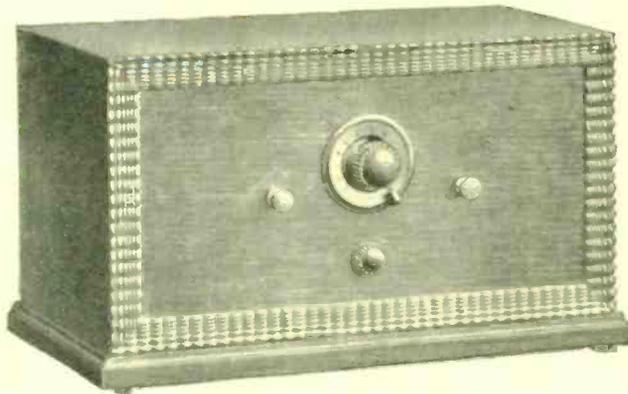
TRIPLE CAPACITY GIVES A MONTH'S FREE H.T.

Advt. of The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.

INTRODUCING

"MONARCH MINOR"

POSITIVELY THE
CHEAPEST RELIABLE
THREE VALVE SET
ON THE MARKET



"MONARCH MINOR"

Highly polished Solid Oak Cabinet with ample room for all batteries.

Incorporating Wide Range Dual Wave Coil and other first-class components resulting in super selectivity, range, tone and volume.

Every Set fully guaranteed for 12 months.

3
VALVE
"MONARCH MINOR"
67/6
ROYALTY EXTRA

Fully Guaranteed.

67/6

Royalty Extra.

W.M. DIBBEN & SONS, LTD.

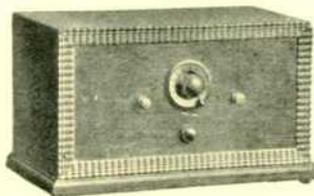
SOUTHAMPTON.

"MONARCH" AND

3
VALVE
"MONARCH MINOR"
67/6
 ROYALTY EXTRA

Fully Guaranteed.

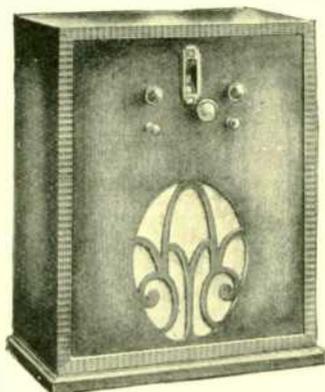
Unequaled for Value



"MONARCH MINOR"

Oak Cabinet, 3-Valve, Dual Range Tuning, Super Selectivity. Remarkable Value.

67/6
 Royalty Extra.



"MONARCH III" Type "TS"

3-Valve Receiver. Similar to Type "T," but incorporating Balanced Armature Speaker in Metal Chassis. Smart Polished Oak Cabinet.

£7-7-0
 Royalty Extra.



"MONARCH III" Type "SG"

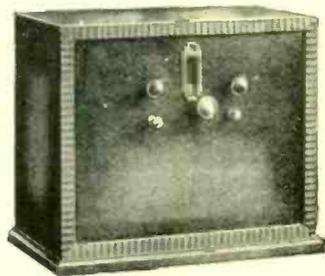
Appealing Cabinet-work, 3-Valve, Screened Grid, Single Drum Control, Balanced by Rocking Stator. Tremendous output.

£8-8-0
 Royalty Extra.

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

"CROMWELL" RECEIVERS

Most Complete Range



"MONARCH III" Type "T"

Improved Shaded Oak Cabinet. 3-Valve. Drum Tuning Control. Plug and Switch for Pick-up. Smartly finished.

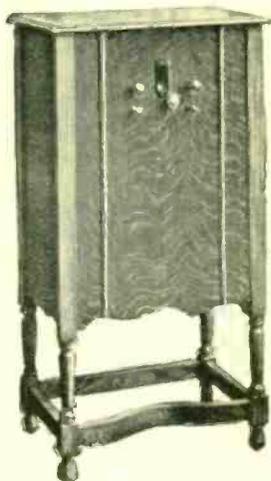
£5-5-0

Royalty Extra.



3
VALVE
"MONARCH MINOR"
67/6
ROYALTY EXTRA

Fully Guaranteed.



"CROMWELL III"

3-Valve. Transformer coupled with Drum Tuning. In handsome Figured Oak Pedestal Cabinet.

£7-17-6

Royalty Extra.



"CROMWELL III WS"

Similar to "Cromwell III," but incorporating Balanced Armature Speaker in Metal Chassis. Wonderful tone.

£9-9-0

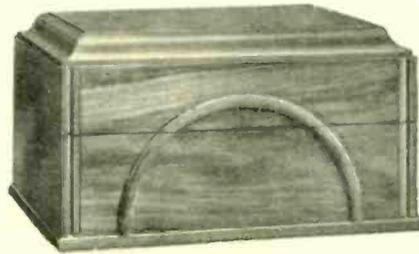
Royalty Extra.

W.M. DIBBEN & SONS, LTD.

SOUTHAMPTON.

"CROMWELL ALL-ELECTRIC"

**POSITIVELY THE
CHEAPEST RELIABLE
ALL-ELECTRIC
RADIO-GRAMOPHONE**



**"CROMWELL ELECTRIC
GRAMOPHONE UNIT"
10 GNS.**

"Cromwell All-Electric."

Handsome Walnut Cabinet. 3-Valve Screened Grid, Detector, Super Pentode. Single Drum Control balanced by Rocking Stator. Large A.C. Moving Coil speaker. Volume and Tone unsurpassed on three valves. Supplied 200 250 volts A.C.



**"CROMWELL ELECTRIC
RADIO-GRAMOPHONE"**

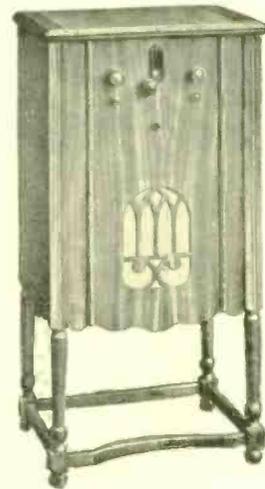
Complete **45 GNS.**
Royalty Extra.

**"Cromwell Electric
Radio-Gramophone."**

Receiver similar to above, but with addition of special Electric Motor and Gramophone Pick-up, which can be used on or off the Cabinet to suit convenience.

**"Cromwell Electric
Gramophone Unit."**

A Unit comprising an Electric Motor, Pick-up and Leads for use with "Cromwell All-Electric" or any other good Electric Receiver.



**"CROMWELL
ALL-ELECTRIC"**

Complete **35 GNS.**
Royalty Extra.

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



THE ORIGINAL Jelly Acid Non-Spillable Cell

TYPES and PRICES

Type	Volts	Cap at 20 hour rate	Weight Charged	Dimensions (in inches)			Price
				L.	W.	H.	
2NS9	2	10	2 lbs	1 1/2	3 1/2	4 1/8	12/-
2NS13	2	15	2 1/2 lbs	2 1/2	3 1/2	4 1/8	14/6
2NS17	2	20	3 1/2 lbs	3 1/2	3 1/2	4 1/8	16/-
2NS21	2	25	4 1/2 lbs	3 1/2	3 1/2	4 7/8	18/-
2AN7	2	30	5 1/2 lbs	2 1/2	4 1/8	7	16/-

The popularity of the C.A.V. Jelly Acid Battery is not explained by the mere fact that it contains jelly electrolyte—there are other jelly electrolyte batteries! There are three reasons why the C.A.V. is the most effective non-spillable yet produced.

THE JELLY ACID. Its composition is unknown outside our own laboratories. It maintains perfect contact with the whole of the plate surfaces, yet allows unrestricted gassing when on charge. It is chemically pure, and allows maximum conductivity.

THE CONTAINER. Of special construction, contains a baffle plate and moistening pad, which serves the triple purpose of arresting acid spray during charge, feeding the electrolyte with moisture to maintain an even consistency, and definitely confines the jelly to the plate chamber.

THE PLATES These have been specially developed to give the utmost possible capacity when used with C.A.V. Jelly acid.

THE WHOLE. The C.A.V. is the lightest, cleanest, and most compact non-spillable on the market. By avoiding cumbersome acid traps, the greatest possible capacity for bulk is obtained.

- AND BEST

The thousands of satisfied users of C.A.V. Jelly Acid Batteries will bring a demand for thousands more. Obtain your share of the profits from this business during the coming season, and send your stock-order now.

C.A.V. Vandervell & Co. Ltd.
ACTON, LONDON, W. 3

Supplies of literature will gladly be forwarded on application to Dept. G4

**ALL POSITION
NON-SPILLABLE**

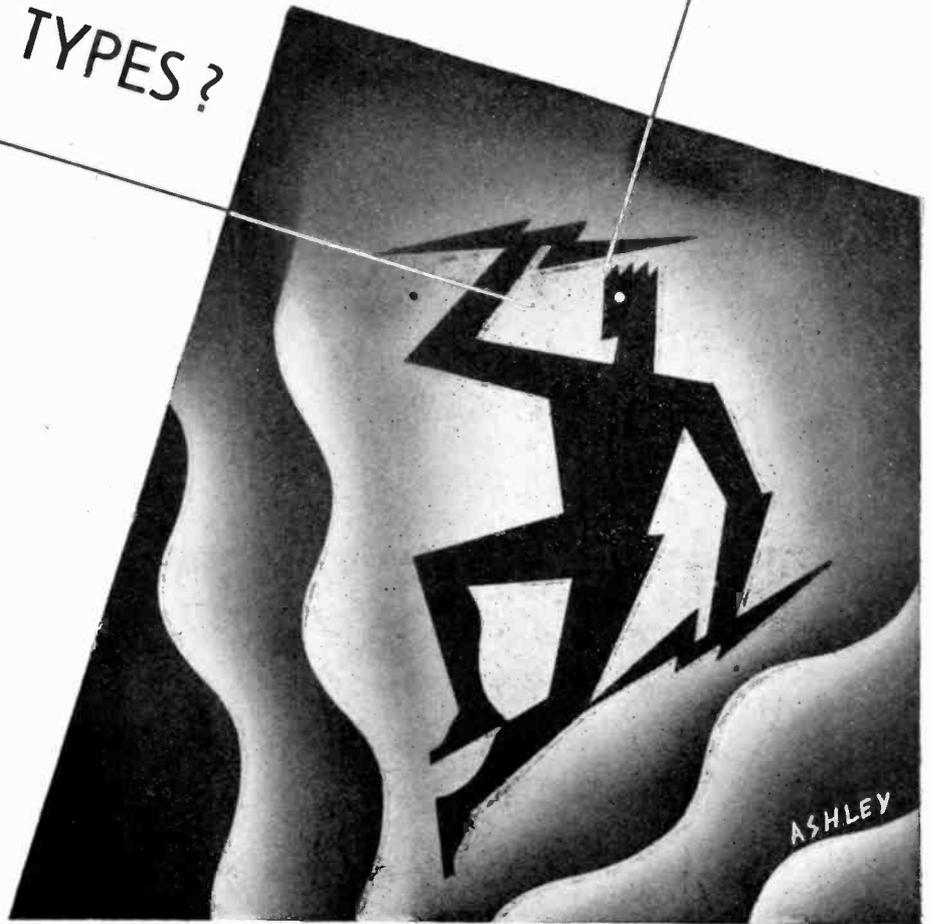


STAND No. 7.
RADIO EXHIBITION
OLYMPIA, Sep. 19th - 27th



Perfect for Portables

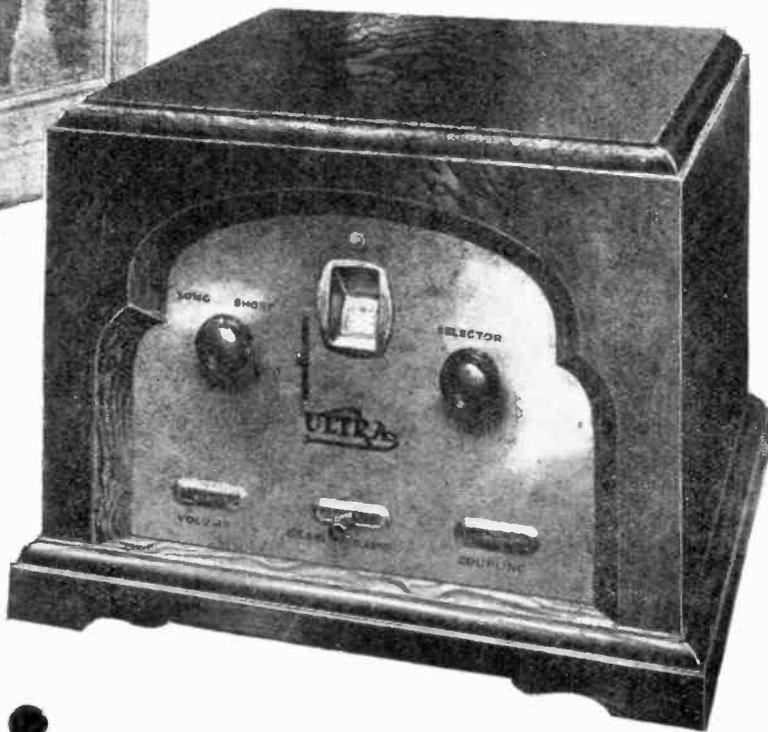
THE LONGER THE NIGHTS
THE BIGGER GROW SALES
OF ACCUMULATORS. ARE YOU
READY TO SUPPLY THE
DEMAND FOR
DAGENITE TYPES?



Peto & Radford and the Hart Accumulator Co. are now merged in the National Accumulator Co. But the same skilled workmen who made the famous P. & R. and Hart accumulators are now making the new Dagenite series. Every style of radio accumulator. Types and capacities for every need. Full particulars of prices, discounts and free advertising material available on request to the National Accumulator Co., Ltd., 93 Great Portland Street, London, W.1. Branches: Glasgow, Manchester and Northampton.



THE SWITCHBOARD TO EUROPE
SENSATIONAL
POWER
RANGE and TONE



£23
COMPLETE
A.C. & D.C.

IN handsome solid Walnut cabinet of original design with quarter-matched Walnut top. Built on all-metal chassis and screened. Employs three valves. Screened-grid high-frequency producing sensational range, balanced sensitivity and selectivity over full waveband. 220 to 2,000 metres. Screened-grid double amplifying detector giving straight line distortionless detection. Pentode power output valve. 7-watt feed to Speaker. Special speaker isolating circuit. Single drum selector tuning control; Fine tuning adjustment; Waveband Switch, Volume, Coupling, Radio-Gram. Pilot indicator. Terminals: Aerial, Earth, Pick-up, L.S. Full-wave valve rectification, mains equipment of highest efficiency free of mains hum.

Recommend the Ultra Air Chrome Double Linen Diaphragm Speaker. In Attractive Cabinets from £2 10 0, and in Chassis form from 37s. 6d.

ULTRA ELECTRIC LIMITED, 661-3, HARROW ROAD, LONDON, N.W.10

WARNING

FOTOS VALVES

With reference to the previous Warnings issued by us in respect of Radio Valves imported into and sold in Great Britain constituting an infringement of (amongst others) our Letters Patent 245,146, 245,147, and 287,958* We now find it necessary to warn the trade that we have issued Writs against certain dealers in respect of Radio Valves branded or known as Fotos Valves which infringe the above patents.

The names of the dealers against whom Writs have been issued up to the present are as follows:—

PEARL & MOORE

168, Strand, London, W.C.2.

**WILLIAMS ELECTRIC & GAS LIGHTING
CO.** 21, High Street, Kingsland, E.8.

**THE NORTH WESTERN LIGHT SUPPLY
CO. (Proprietor H. Usick)**
40, High Road, Kilburn, N.W.6.

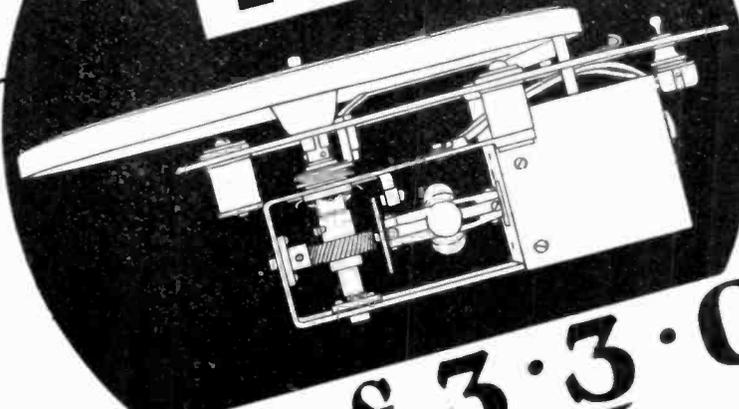
We have taken these proceedings for the protection of our rights and in the interest of the radio industry in general, and we are publishing this warning in order to prevent any unnecessary annoyance and expense being caused to suppliers and users of valves who have rendered or may render themselves liable to legal proceedings by purchasing infringing valves without knowledge of the existence of the above patents.

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

worth waiting for

SELL IT!

PROFIT!



PRICE £3.3.0

Sell also the B.T.H. Super Motor at £6 6 0 complete
Get your stocks now!



Be prepared for a large demand.

**ELECTRIC
GRAMOPHONE
MOTOR**

Your customers do not like winding their gramophones. Everyone wants an electric motor. Here is a fertile market.

The only drawback in the past has been the price. Now with the new B.T.H. Electric Gramophone Motor at £3 3 0 the last obstacle is removed.

It's cheap to run—trouble-free—and the most moderately priced motor on the market



THE EDISON SWAN ELECTRIC CO., LTD.

Radio Division:

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

EDISWAN



RETAIL PRICE

(Including all Equipment and Royalties)

22 GNS.



RETAIL PRICE

(Including Valves and all Royalties.)

20 GNS.

L. M^C MICHAEL LTDManufacturers of Wireless and Scientific Apparatus
WEXHAM ROAD, SLOUGH, RUCKS:Telephone: Slough 441-442 Telegrams: Radiether, Slough.
London Showrooms: 179 Strand, W.C.2—(Telephone: Holborn 2466)

This to Thank Our Many Friends in the Trade

FOR THEIR PRACTICAL EXPRESSION OF
CONFIDENCE AND CONTINUED SUPPORT

ON THIS OUR TENTH
YEAR OF TRADING

BY THEIR HAVING PLACED

An ENORMOUS VOLUME
OF ORDERS

FOR IMMEDIATE DELIVERY OF

THE **M^C MICHAEL**

Super-range **PORTABLE
FOUR**

ALL OF WHICH HAVE NOW BEEN

DELIVERED

BEFORE the EXHIBITION

IN ADDITION, ORDERS AND CONTRACTS FOR

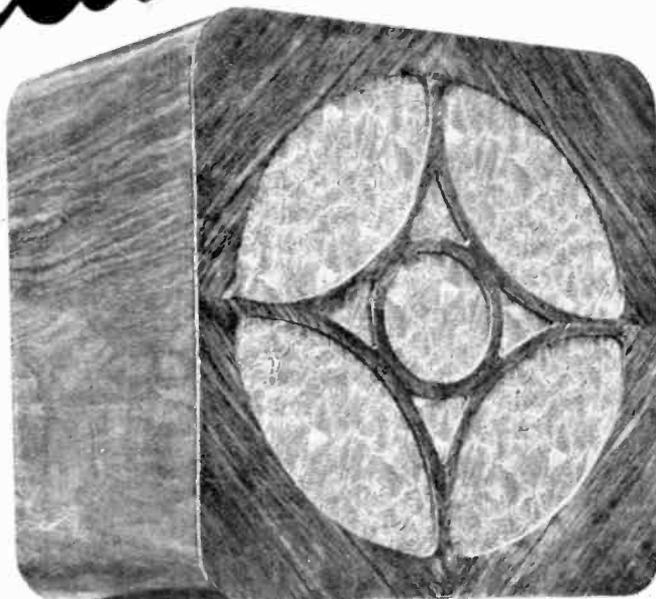
The New McMichael
Mains Three Receiver

(which have definitely established the popularity of this new model) have far exceeded our most optimistic expectations. Delivery has now commenced, and our programme ensures early rotational completion of these advance orders.

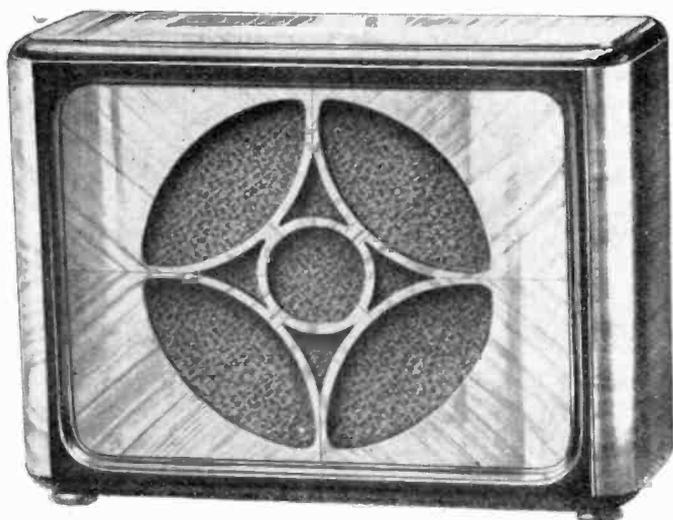
NATIONAL RADIO EXHIBITION — OLYMPIA, SEPTEMBER 19-27, STAND NO. 57.

Two wonderful Speakers!

These two new speakers represent all that is highest in loudspeaker reproduction. They are both fitted with the finest unit in the world—66R—and they are both perfect pieces of the cabinet makers art. Both are housed in beautiful walnut cases, the 51R being of unconventional design to suit the modern room.



BLUE SPOT 51R, £4-4-0



BLUE SPOT 71R, £4-15-0



Meet us at

OLYMPIA, Sept. 19-27, Stand No. 217.
MANCHESTER RADIO SHOW,
Oct. 8-18, Stand No. 30.

● THE BRITISH BLUE SPOT COMPANY LTD. ●

BLUE SPOT HOUSE, 94/96, ROSOMAN STREET, ROSEBERY AVENUE, LONDON, E.C.1
Phone—CLERKENWELL 3570. Grams—BLUOSPOT, SMITH, LONDON.

Distributors for Northern England, and North Wales. H. C. RAWSON (Sheffield and London) LTD., 100, London Road, Sheffield;
22, St. Mary's Parsonage, Manchester; 183, George Street, Glasgow.

TYPICAL EXAMPLES OF HALCYON LEADERSHIP



"GRANDOLA" DE LUXE RADIO GRAMOPHONE

This is Halcyon's most sensational achievement—designed to give the most perfect results on both radio and gramophone. Built solely with this end in view—regardless of price—it is just the modern up-to-date musical instrument for which the Wireless and Music Trades have been waiting.

Incorporating the very latest improvements in radio science, its results are in every way worthy of its handsome appearance. And, by a special method of amplification, undistorted reproduction of either gramophone records or wireless programmes has been achieved. It is the finest Radio-Gramophone yet produced—and correctly priced at 85 Guineas, including full equipment and Marconi Royalty.

Full Specification in last week's "Wireless Trader."

These two models will be exhibited on our Stand No. 144 at the National Radio Exhibition, and also at our Trade Showrooms, 72, Newman Street, W.1, and during the period of the Exhibition at our Special Demonstrating Room, 79, Hammersmith Road, W.14—exactly opposite Olympia.

THE ALL-MAINS TABLE RADIO GRAMOPHONE

This special model is the result of a demand for a Radio-Gramophone with the famous Halcyon performance at a price within the reach of all who are content with only the very best. It has been built after a long period of experiment and the screened-grid 4-valve Radio Receiver is distinguished for wide range, selectivity and perfect reproduction. The pick-up is of unique design specially matched for use with the Halcyon Moving Coil Loud-Speaker.

This model can also be supplied with a special Record Pedestal Cabinet (in figured Walnut to match), holding a very considerable quantity of Gramophone Records. Price (inclusive of Marconi Royalties and full equipment) 55 Guineas PLUS Record Pedestal 65 Guineas.

Full Specification in last week's "Wireless Trader."



THE HALCYON WIRELESS CO., LTD.,
27a, PEMBRIDGE VILLAS, NOTTING HILL GATE, W.11
Telephone: PARK 6541-2-3. Telegrams: HALCYON-WESTBOURNE-LONDON

Halcyon

STAND No. 144 OLYMPIA



10
TEN TIMES TESTED

*80%
Higher
Constancy*

RED LINE
A wonder battery. Expertly constructed. For two and three valve receivers of average power.

BROWN LINE
For faithful service. Densely packed with long-lasting, smooth power.

BLUE LINE
A supercharged Straight Line Battery that has won the confidence and tribute of the leading set manufacturers. Oversize cells.

GIANT STRIDES AHEAD

Brings radio sets to life, adding wider range building greater volume, and creating better tone. Giant strides ahead of the old standard. A brilliant achievement. Scientifically manufactured. **TEN TIMES TESTED.** Expertly constructed. Every cubic inch richly supercharged with constant, abundant, long-lasting, smooth electric power—and power to spare. In Three Grades. **RED LINE, BROWN LINE, BLUE LINE.** Keep full stocks. It is imperative.

STRAIGHT LINE HIGH TEST BATTERY

Stock and recommend the **TURNLIGHT**—the most ingenious British Pocket Lamp invented and Straight Line High Test Re-Fill Batteries for Torches, Pocket Lamps, Cycle Lamps and Hand Lamps.

GROSVENOR ELECTRIC BATTERIES LIMITED,
2/3, WHITE STREET, LONDON, E.C.2.
OLYMPIA. STAND No. 263



Watch our weekly full page advertisements in *The Radio Times*

Your Factor or Wholesaler has full supplies

POWER... AND POWER TO SPARE

1923

EVERYTHING *The* **G.E.C.** ELECTRICAL
your guarantee

DE5

DE5A

LS5

LS5A

P625

P625A

PX4

LS6A

DA60

1930

A Long Line of Famous

OSRAM

POWER VALVES

The Valves with a Pedigree

Each has become the standard in its own class. Experts in sound reproduction always choose OSRAM POWER VALVES for reliability in performance, consistency in characteristics, and maximum undistorted output.

MADE IN ENGLAND

AND LARGER VALVES



A NEW BOOKLET

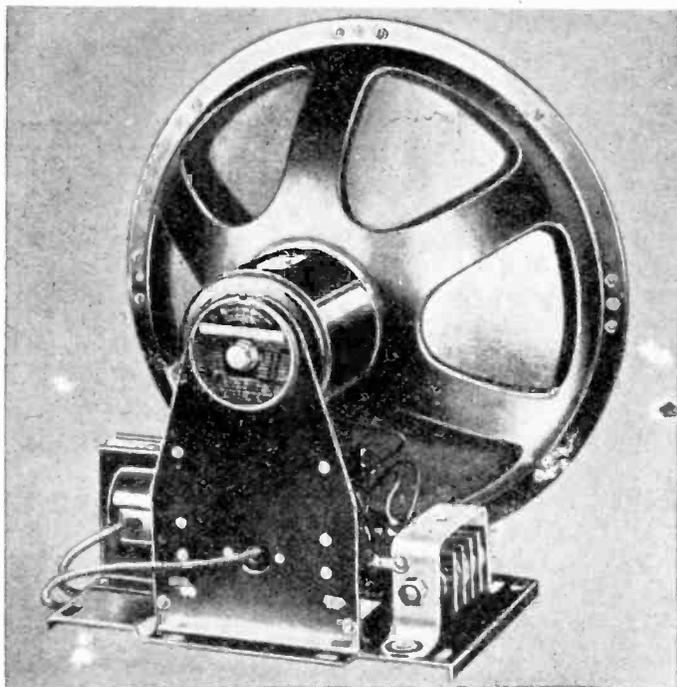
"OSRAM VALVES

for Power Amplification"

containing invaluable information of all types of large OSRAM POWER VALVES from 5 watts up to valves big enough for talking picture and public entertainment amplifiers, hints as to their use, explanation of characteristic curves and complete technical data.

Osram
Valves
for
POWER AMPLIFICATION

and NOW the **MAGNAVOX** SENIOR AND JUNIOR MODELS



JUNIOR MODELS.

No.	Field Voltage.	Price
		£ s. d.
116.	110-190 D.C. ...	5 7 6
118.	180-300 D.C. ...	5 7 6
210.	6-12 D.C. ...	5 7 6
410.	105-120 v. 50 cy. A.C.	8 5 0
414.	220-240 v. 50 cy. A.C.	8 5 0

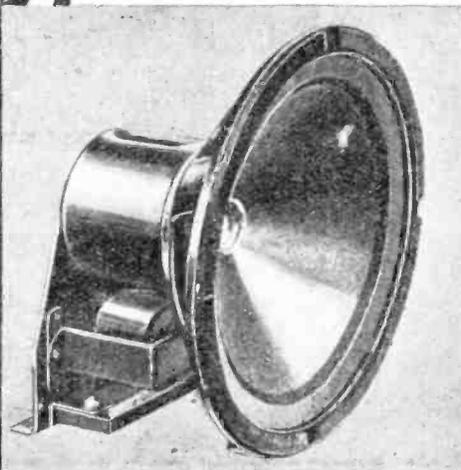
SENIOR MODELS.

117.	110-190 D.C. ...	6 10 0
119.	180-300 D.C. ...	6 10 0
211.	6-12 D.C. ...	6 10 0
411.	105-120 v. 50 cy. A.C.	9 15 0
415.	220-240 v. 50 cy. A.C.	9 15 0

PERFORMANCE COUNTS

The purchaser knows that the name Magnavox means something definite, and that it indicates a maintenance of leadership for fifteen years in the manufacture of loud speakers. The Magnavox moving coil or dynamic speaker is the only type of unit capable of giving a perfectly natural performance and reproduction which cannot be distinguished from the original. There are positively no other loud speakers, irrespective of cost, which can possibly compare with a Magnavox in respect to design, construction and quality of reproduction.

The moving-coil type of loud speaker was originated by the Magnavox Company, and we have to thank their engineers for the great part they have played in this great development. Write for the new Dynamic Booklet and Special Folder.



THE ROTHERMEL CORPORATION LTD

24, MADDOX STREET, LONDON, W.1.

'Phone : Mayfair 0578/9

CONTINENTAL SALES OFFICE : 27, Quai du Commerce, Brussels, Belgium.

UNFETTERED REPRODUCTION

The New **Brown** Range

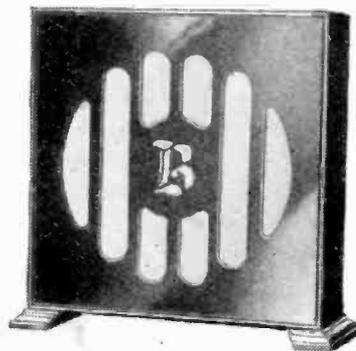
—for Steady Profits



Brown Grosvenor Moving-Coil Loud Speaker.

Handsome walnut cabinet. Speaker can be lowered into the legs for packing and storing purposes. Pitch control fitted.
 Price, fitted with 6-volt pot and high resistance speech coil £17 17 0
 Fitted with permanent magnets and high resistance speech coils £20 0 0
 Fitted with pot energised direct from A.C. mains, complete with rectifier and high resistance speech coil £21 0 0

Tell your customers about the entirely new range of Wireless products designed and built by the makers of the famous **Brown Loud Speaker**. British throughout. Be sure of good business this season by stocking **Brown** products.



Brown Austral Loud Speaker.

Placed on market for first time after an overwhelming success in Australia. Fitted with movement on "Vee" principle, and Duplex diaphragm. An unusually good loud speaker for the price.

Dimensions: 12 7/8 ins. high, 11 1/2 ins. wide, 4 ins. deep. Supplied in Oak only. Price £2 10 0



Brown 4-Valve Portable Set.

In a handsome mahogany cabinet. Duplex diaphragm, standard ball-bearing turntable, special **Brown** Movement for Portable Sets, wave change coils—covering all wavelengths. Additional Loud Speaker or Pick-up can be connected.
 Complete with valves, batteries, unspillable accumulator £19 19 0

**100%
BRITISH
THROUGHOUT**



Brown Royal Loud Speaker.

Cabinet designed to avoid box resonance common to a number of speakers; therefore gives remarkably clear reproduction. Fitted with famous **Brown "Vee" Movement** and Duplex diaphragm.
 Price, mahogany only £12 10 0

S. G. BROWN, LTD., WESTERN AVENUE, N. ACTON, W.3.

JUNIT MAINS UNIT

ORDER NOW FOR
QUICK DELIVERY



SERVANT

OF THE SET

STAND
NO.

65

OLYMPIA SEPT. 19-27

Advertisement of the Junitt Manufacturing Co., Ltd., 2 Ravenscourt Square, London, W.6.

These new Units will operate on all voltages from 200—240 volts.

The output is guaranteed true to specification. Each Unit is chassis built and is 9 by 5 by 3½ ins. overall.

When fitted into vertical or horizontal battery recess, the unit is so designed that controls are always accessible, and existing H.T. leads will easily reach the unit terminals.

Get particulars from us or your factor NOW.

UNIT TYPE 150/4 A.C.

Giving 150 volts at 25 milliamperes.

Tappings :

One variable 0-150
One fixed 150
One fixed S.G.

Incorporating 4 volt centre tapped winding for supplying filament current for indirectly heated valves.

Suitable for operating at full capacity such sets as the Orgola A.C. Model and the new Mullard sets.

Price £5 : 0 : 0

UNIT TYPE 120

Giving 120 volts at 20 milliamperes.

Tappings :

One variable 0-120.
One fixed 120
One fixed S.G.

May be incorporated within sets which are to be converted to all electric operation.

Price £4 : 7 : 6

UNIT TYPE 120/ T.C.

Giving 120 volts output at 20 milliamperes.

Tappings :

One variable 0-120
One fixed 120
One fixed S.G.

Containing trickle charger for 2, 4 or 6 volt accumulators. Can be fitted in a portable receiver in place of the H.T. Battery.

Price £5 : 17 : 6

MASTER OF THE MAINS

Telephone Riverside 0274.

M.C. 14

C 13

POLAR

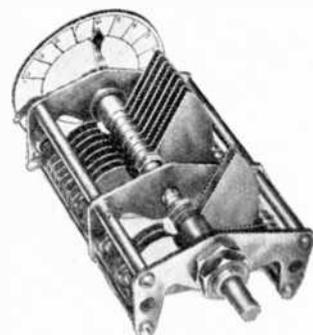
**SUPPLY THE WIDEST RANGE
OF BRITISH MADE CONDENSERS**

Many new types now available.
Knob-dial, Dial, Disc and Drum
Drive controls. Direct Drive and
Fast and Slow motion.

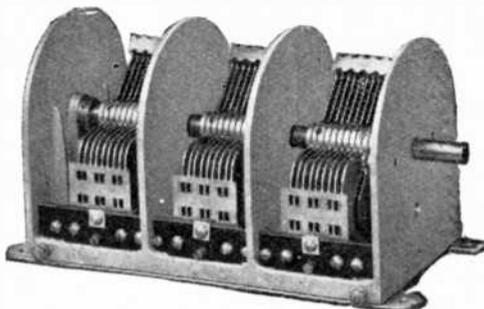
Write for full details of complete Polar range.



**POLAR
SLOW MOTION
DIFFERENTIAL
CONDENSER**



**POLAR
ULTRA-SHORT
WAVE
CONDENSER**



POLAR Fully Screened "TUB" CONDENSER

**STAND 118
OLYMPIA
EXHIBITION (GALLERY)**

**STAND 118
OLYMPIA
EXHIBITION (GALLERY)**

WINGROVE & ROGERS LTD.

188-9, Strand, London, W.C.2.

Polar Works, Old Swan, Mill Lane, Liverpool

Telephone: Temple Bar 2244, 5, 6.



V. Zeitlin & Sons Ltd. will be showing—

a collection of astounding bargains at the National
Radio Exhibition on Stand No. 26 on the Ground
Floor and Stand No. 127 in the Gallery.

Products issued by the finest Radio Manufacturers, including
Marconiphone, B.T.H., Ediswan, Metro-Vick, Igranica, etc., will
be offered to the Trade Only.

Do not fail to ask for our Bargain Catalogue.

Our General Radio Catalogue will soon be ready. Leave us your
address for a copy.

Huge stocks always available for immediate delivery (our own vans
deliver daily all over London) and ALL orders are sent carriage
and packing free.

V. ZEITLIN & SONS LTD.,

Est. 1890.

**Wholesale Warehousemen,
54, Lambs Conduit Street, London, W.C.1.**

Telegrams: Veezed, Holb. London.

Phone
Your
Orders
Holborn
8317
(3 lines)

Efescaphone Sets

NEW SEASON'S MODELS

THE Henley all-electric three is another step towards trouble-free wireless. The absence of batteries and accumulators obviates all trouble, while ensuring the set working always at maximum efficiency. Operates direct off A.C. mains and has only to be connected by an ordinary plug.

Price £23 Including Royalties.

Other new models include:

- "New Waterloo" screened Three. For battery operation in handsome sloping front mahogany cabinet .. £16 10s. Complete.
- Warwick Transportable Five in walnut cabinet .. £17 17s. "
- Epsom suitcase Portable Five .. £15 15s. "
- Regional Three portable .. £12 15s. "
- Grenville Radio Gramophone £24 0s. "

The PURAVOX CONE LOUD SPEAKER

Embodies six points for perfect reception:

- (1) Piston motion drive.
- (2) Spider diaphragm instead of reed.
- (3) Undamped armature movement.
- (4) Multiple connections to cone.
- (5) To and fro cone motion as in moving coil system.
- (6) Unbaffled free edge cone.

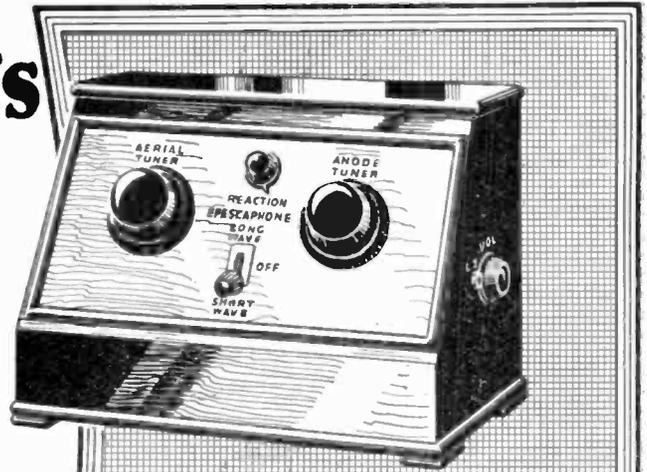
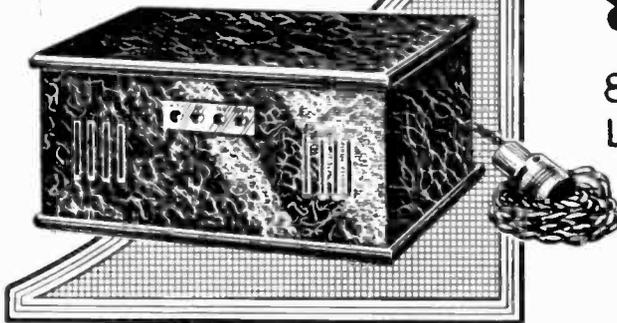
Models from 35/- to 90/-

EFESCA MAINS UNITS.

Comprise H.T. eliminators for A.C. and D.C. and all-power units for use with A.C. valves. A.C. models now incorporate Westinghouse metal rectifiers.

Illustration shows Junior A.C. model, price 80/-

EFESCA MAINS UNIT



The "HENLEY" ALL-ELECTRIC THREE



The PURAVOX CONE LOUD-SPEAKER

FALK STADELMANN & COMPANY LIMITED

83-93 FARRINGDON ROAD, LONDON. E.C.1.

STAND No. 119, RADIO EXHIBITION, OLYMPIA.

BRANCHES?
GLASGOW · MANCHESTER · BIRMINGHAM · NEWCASTLE
DUBLIN · CARDIFF · LEEDS AND LIVERPOOL.

WRITE FOR COPY OF SUPPLEMENTARY CATALOGUE No. 632 CONTAINING PARTICULARS OF THE ABOVE IF NOT ALREADY RECEIVED.

A FEW OF THE NEW CLIX LINES

The new Clix principle of Plug and Socket Contact in which the socket is resilient and grips the plug, is an enormous improvement on all other forms of plug and socket contact

**No. 22
RESILIENT SOCKET**

Long. For panels up to 1/2" thick. Flush mounting.

Retail 1 1/2d.



22 Pro. Pat.

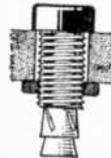


23 Pro. Pat.

RESILIENT SOCKET.

Short, for thin panels. Flush mounting.

Retail 1d.



24 Pro. Pat.

INSULATED SOCKET.

For use with metal or any type of panel. Red or Black. Retail 2d.

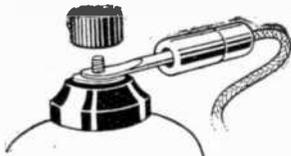


25 Pat.

**No. 25.
SOLID PLUG.**

Maximum tensile strength. For use with resilient sockets. Engraved or Plain, Red or Black.

Retail 2d.



No. 6 Pro. Pat. Regd

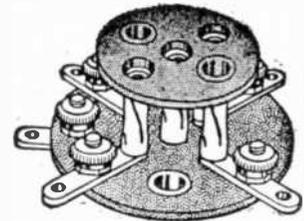
**No. 6.
ANODE CONNECTOR.**

For Screened Grid Valves. A certain and safe push-pull contact. Impossible to short anywhere. Resilient socket entirely insulated. Solid Pin Tag is permanently fixed to valve terminal. Black insulator. Engraved or plain. Retail 3d.

**No. 27.
4.5 PIN VALVEHOLDER**

Incorporating the new Resilient Sockets. Perfect contact with solid or any other type of valve pin with easy insertion and withdrawal of valve. Sockets air-electrically insulated and self-aligning.

Type B for baseboard mounting. Complete with screw terminals 10d. Without screw terminals 8d.



No. 27 Pro. Pat. Reg. Design.

SEE CLIX
ON
STAND 131
OLYMPIA

LECTRO LINX, LTD.

254 VAUXHALL BRIDGE RD., LONDON, S.W.1

WRITE FOR
LEAFLETS &
TRADE LISTS

GOODSON WHITE DANCE RECORDS

are growing in popularity by leaps and bounds. You only need to play Goodsons to your customers, and tell them the real facts, in order to double your record sales. Try it!

GOODSON RECORDS

are unbreakable
are pliable
are featherweight

are portable
are non-flam
are perfect

Every time you play a Goodson
—you make a sale.

RETAIL
PRICE

1/9
10 in.
DOUBLE-
SIDED

Write for FREE
DISPLAY MATERIAL to:—
GOODSON GRAMOPHONE
RECORD CO., LTD.,
12, Old Burlington St., London, W.1.
Telephone:—
Gerrard 1452-3. Regent 4685



The GOODSON SEPTEMBER LIST

includes

I LOVE YOU SO MUCH
RO-RO-ROLLING ALONG
WHERE CAN YOU BE?

LINDA

ON THE SUNNY SIDE
OF THE STREET

SING YOU SINNERS

THE SACRED FLAME

I'M NEEDING YOU

LOVE MADE A GYPSY
OUT OF ME

WHEN SHADOWS FALL
SWINGIN' IN A HAMMOCK
OVER AND OVER AGAIN

C.F.H.

EVERYTHING **G.E.C.** ELECTRICAL

The **G.E.C.**
your guarantee

4

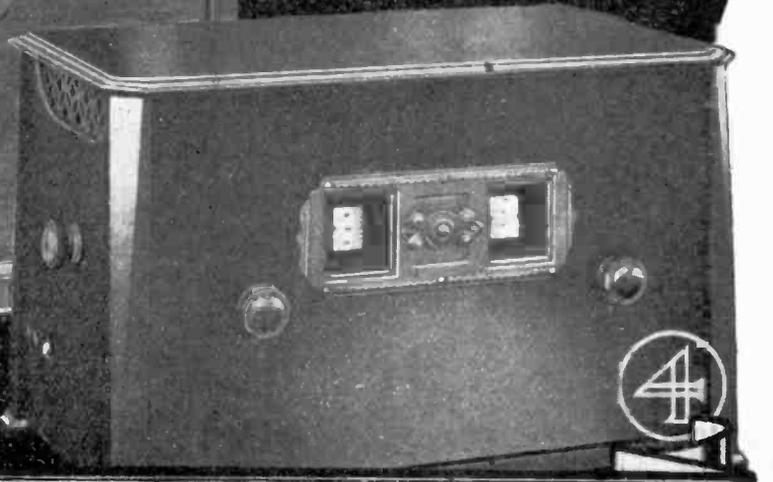
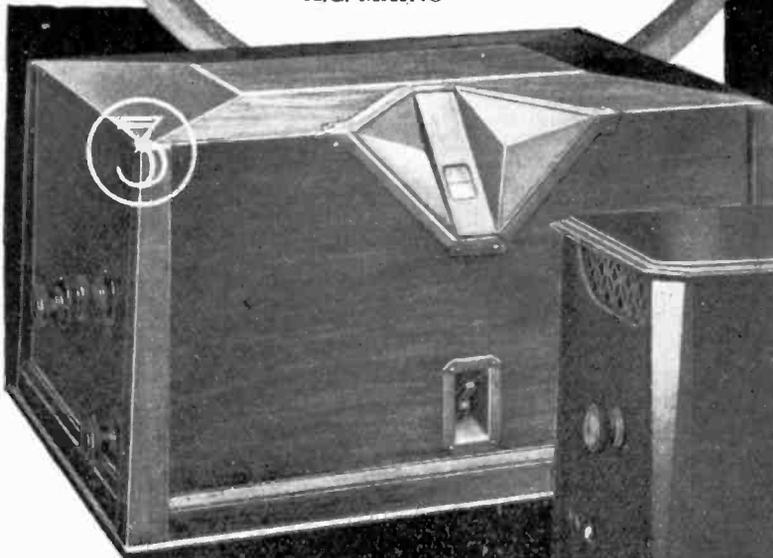
**EXAMPLES
FROM THE NEW**

GECOPHONE

REGISTERED TRADE MARK

RANGE

- | | |
|--|--------|
| 1. "STORK" CABINET
LOUD SPEAKER | £3:5:0 |
| 2. PORTABLE SCREEN-
GRID FOUR RECEIVER | 20 GNS |
| 3. FOUR-VALVE ALL-
ELECTRIC RECEIVER
for A.C. MAINS | £30 |
| 4. THREE-VALVE
ALL-ELECTRIC
RECEIVER for
A.C. MAINS | £18 |



**MADE IN
ENGLAND**

Nos. 2, 3 & 4 can be sold on Hire Purchase Terms. Full details supplied on application.

Advt. The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.

SERVIS

RECEIVERS

See our announcement on page 45.

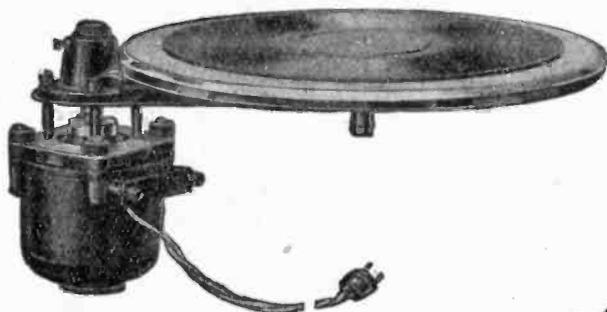
IMPORTANT: WE PARTICULARLY ask the Trade to note, when comparing prices, that our Receivers, including the Table Model "Three," are complete with B.R.V.M.A. VALVES, LOUDSPEAKER, BATTERIES and ACCUMULATOR.

They are still the Trade's most Competitive Lines.

HARRIS WILLIAMS (Mfrs.) LTD., 5, NEW ZEALAND AVENUE,
 BARBICAN, LONDON, E.C.1.
 Telegrams: Elegaslite, Barb, London. Telephone: NATIONAL 5594.

102

YOU CANNOT HAVE A BETTER GRAMOPHONE MOTOR



than the "Harlie Electric Motor"

Designed by men who know what a good motor must do. Perfected in every feature. Absolutely silent both electrically and mechanically. Constant in speed under all conditions. Gives years of service without attention, renewals or adjustments.

Retail Price £3-17-6

Advertised extensively in leading Technical Journals. Sells on demonstration.

Motor with Turntable, Harlie Pick-up, Volume Control and Automatic Stop. Mounted on metal stand or In Oak Cabinet. For 100—240 volt, 50 cycle A.C. Supplies. Full particulars of other models are described in our Illustrated Lists, copies of which will be gladly forwarded on receipt of enquiry.

Harlie

SEND FOR
FULL
DETAILS
NOW!

The
**HARLIE
PICK-UP**
Parallel
Tracking



Acclaimed by experts as the finest they have ever heard.

Pick-up only - 27/6 With Tone Arm and Volume Control 37/6
 With Tone Arm 35/6 Tone Arm only 6/9
 Tone Arm with Volume Control 9/6

HARLIE BROS.

(Edmonton) LTD.

BALHAM RD., EDMONTON, N.9
 Telephone - - Tottenham 4372/3

GAMBRELL is the name to know
for All-electric **RADIO**

Always Ahead as Usual

**THE GAM-BRELL 1930-1931
ALL-ELECTRIC RECEIVERS**

The finest and most complete range obtainable. New circuits—Greater selectivity—Marvellous tone. Enhanced in appearance—Pedestal and Table models.

ALL-ELECTRIC THREE
D.C. £24-0-0 A.C. £26-15-0



All-Electric Three

Every instrument is of new design, and these greatly improved models are obtainable for use with either D.C. or A.C. supply. Cabinets of choice Oak and Mahogany.



FOUR-VALVE PEDESTAL MODEL.

D.C. Oak £37. D.C. Mahogany £38
A.C. Oak £45. A.C. Mahogany £46

ALL ELECTRIC AND TROUBLE FREE. VARIABLE SELECTIVITY GIVING HAIR LINE TO BROAD TUNING AT WILL. FAST AND SLOW MOTION DRUM CONTROL CONDENSERS.

Numerous stations received with use of aerial and a number without. General efficiency and quality of reproduction, far ahead of the fine Gambrell achievements of last season. Every instrument has a multitude of excellent selling points and there will be no finer radio value obtainable than that now offered by the acknowledged pioneers of all-electric radio in this country.



GAM-BRELL RADIO-NOVOGRAM.

D.C. Oak 62 Gns.
A.C. Oak 70 Gns.
D.C. Mahogany 64 Gns.
A.C. Mahogany 72 Gns.

**OLYMPIA—STAND 106 GALLERY
DEMONSTRATION ROOM "R" OPPOSITE.**

Supplies of Illustrated Literature and "Sales-aids" sent on request.

STOCKS WILL BE READY BY SEPTEMBER 15th

GAMBRELL RADIO LTD., 6, BUCKINGHAM STREET, LONDON, W.C.2



The "Perfectavox"

3-Valve Circuit, Screened Grid Stage and Detector followed by indirectly heated Pentode. MOVING COIL SPEAKER. ELECTRIC GRAMOPHONE MOTOR. BRILLIANCY CONTROL. AUTOMATIC STOP. ALTERNATIVE MAINS AERIAL.

STAND NO. 241—OLYMPIA
DEMONSTRATION ROOM K.

MINOR
47
GUINEAS RETAIL

Other "PERFECTAVOX" Models:—

"SENIOR" Console
in Burr Walnut
120 Guineas

"SENIOR" Screened Grid
in Oak
80 Guineas

"JUNIOR" Screened Grid
in Oak
65 Guineas

Send for Illustrated
Particulars—

PERFECTAVOX LTD., ALEXANDRA WORKS, HIGH STREET, YEADON, LEEDS.

Phone: RAWDON 308



The "Royal," a Complete solid Oak Bedroom Suite

Is constructed of splendid quality seasoned Oak and finished in a warm shade of Dark Brown Oak (Fumed colour if desired) comprising a Fitted Wardrobe 3 ft. wide enclosed by an Oak panelled door. Dressing table 2 ft. wide with three roomy drawers surmounted by a Frameless adjustable toilet Mirror. 2 ft. Chest of Drawers, an excellent full panelled Bedstead with a combination Spring Mattress 3 ft. or 2 ft. 6 in. wide. A strongly made Bedside table and Cane-seated Bedroom Chair. Complete for

14 Gns. nett.

Why not make this Catalogue your Silent Salesman. It costs you nothing. You can sell from its 617 full-sized illustrations and make some profit. Write for your copy to-day.

YOU CAN SELL FURNITURE — NOW.

also Portable Wireless at a keen price.

The "Resselbell" (Regd.)

Four Valve Screened Grid Suitcase Portable.

Entirely self-contained Receiver incorporating popular Resselbell loud-speaker. Finest hide or leather cases. Screened grid models require finer tuning, but bring in more distant stations.



Circuit. The screened grid valve is choke coupled to a tuned grid detector, followed by two transformer coupled valves.

From £9 10s. od. nett.

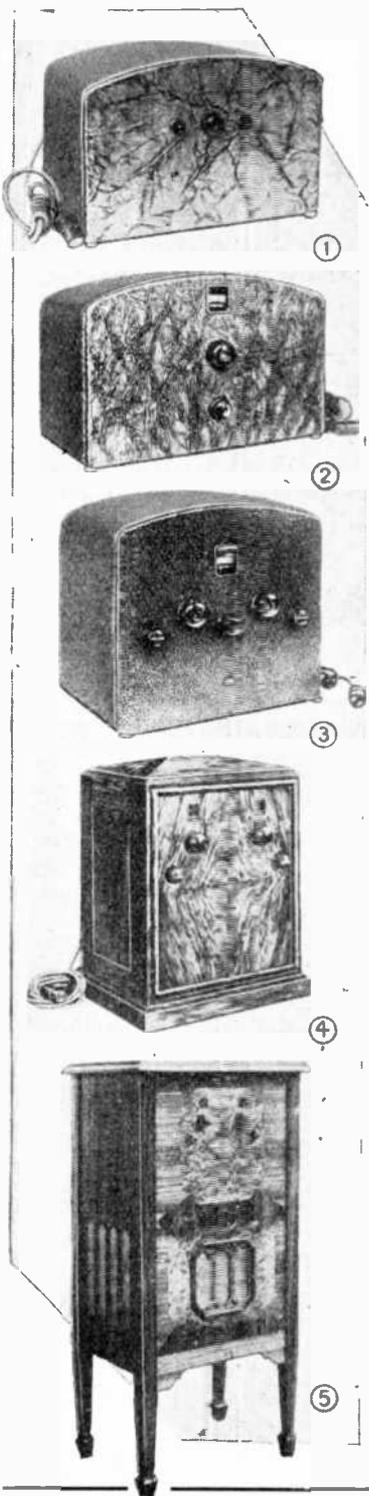
The "Resselbell" (reg.) are popular and quick selling. They are well constructed and famed for their Tonal Purity, exceptional Range and great volume without distortion. The finest components have been incorporated in every model.



PORT OF LONDON CABINET WORKS, CUTLER STREET, LONDON, E.1

FERRANTI

Principal lines for the coming season



1. 2-Valve A.C. Set in Metal, covered with handsome figured Rexine in choice colours. Specially designed for the Regional Scheme. The operation of a switch will give one or the other of the two programmes from a Regional Station. No dial. No tuning.
Price £16 0 0

2. 2-Valve A.C. Set in Metal Cabinet as above. A magnificent local station set for a Moving Coil Speaker.
Price £16 0 0

3. 3-Valve A.C. Set in Metal Cabinet, covered with handsome figured Rexine in choice colours. Performance equivalent to the famous Model 31 (No. 4).
Price £25 0 0

4. 3-Valve A.C. Set in Oak, Mahogany or Walnut Cabinet. Good range, ample volume and power to work a Moving Coil Speaker. Price in Oak £27 0 0
Walnut or Mahogany £28 0 0

5. Console in Walnut, Mahogany or Dark Oak. A very high grade outfit giving Radio music of delightful quality. Price: Walnut, £55 0 0 Mahogany, £55 0 0. Dark Oak, £53 0 0. Also in Metal Cabinet, covered with Rexine in Blue, Brown or Grey. £37 10 0

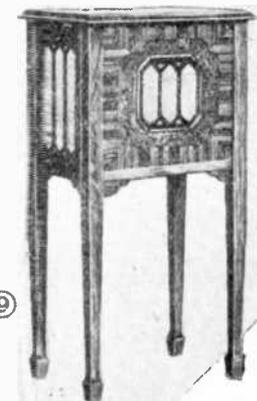
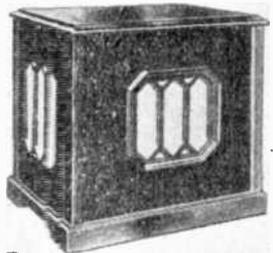
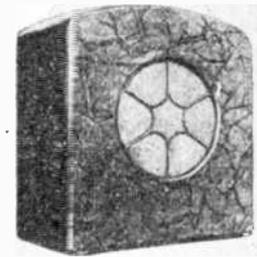
6. Magno-dynamic Moving Coil Speaker in Metal Cabinet, covered with Rexine of artistic colours. A fine instrument giving very nearly perfect reproduction
Price £12 10 0

Dynamic Speakers A.C., D.C., and Permanent Magnet types in Oak, Walnut, or Mahogany Cabinets.
A.C. Oak .. £17 10 0. Walnut or Mahog £18 19 0
D.C. Oak .. 11 12 6. " " £13 1 6
Permanent Magnet Oak. 15 5 0. " " £16 14 0

8. Dynamic Speakers, chassis only, ready for mounting in cabinets or baffle.
Magno. £9 10 0. A.C., £11 15 0. D.C., £5 17 6

9. Dynamic Speakers, similar to No. 7, but in handsome Pedestal Cabinets.
A.C. Oak .. £20 10 0. Walnut or Mahog £22 5 0
D.C. Oak .. 14 12 6. " " 16 7 6
Permanent Magnet Oak. 18 5 0. " " 20 0 0

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





MARCONIPHONE
Model 55
5-valve Portable
£18 - 18 - 0
Retail
W
..

RICHARDSONS of Manchester & Liverpool

have pleasure in announcing that they have been appointed Official MARCONIPHONE Distributors for Manchester and Liverpool.

MARCONIPHONE Agents can rely upon full stocks and immediate deliveries of all models.

Place your stock orders now!

Wholesale Distributors B.R.V.M.A.

MANCHESTER
24 ST. JOHN STREET,
DEANS GATE.

City 5718-9.

RICHARDSONS

(JOSEPH RICHARDSON)

'Grams : "TRUTONE."

LIVERPOOL
24 PARK LANE,

Bank 5443-4.

**REVOLUTIONARY
AERIAL INVENTION
COLTONE PATENT NO-MAST AERIAL**
POLE & MAST AERIALS ENTIRELY SUPERSEDED
VOLUME, PURITY AND RANGE INCREASED

**NOT ONLY SELLS ITSELF
BUT SELLS COMPONENTS
AND COMPLETE SETS**

Because of our confidence in the outstanding merits of the Patent Coltone No-Mast Aerial, a large sum has been allotted to advertise this line in papers like the "Daily Mail," "Daily Express," "Radio Times," "World Radio," etc. We advertise "Can be supplied by all first-class Radio Dealers." Are you stocking this line?

Outstanding features:
ABSOLUTE SECURITY IN THE WORST GALES. ABOLITION OF UNSIGHTLY MASTS AND POLES.
INCREASED SELECTIVITY AND VOLUME. EASE, RAPIDITY AND CHEAPNESS IN FIXING.

Recommend it to your customers, call their attention to its merits, distribute the pamphlets. We will gladly let you have a good supply on request. Deliveries are prompt.

GOLTONE PATENT NO-MAST AERIAL

24/-

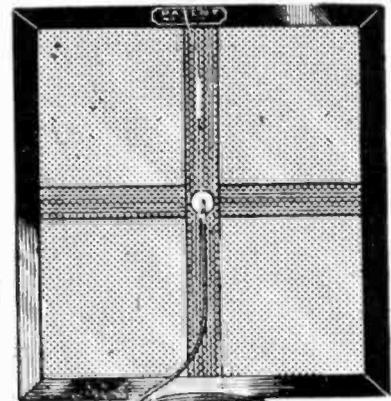
Complete with heavily insulated downlead wire and full instructions for fitting. List No. R48/22

No Aerial wire required other than that supplied. Subject to liberal trade discount.
(NEW EDITION OF RADIO CATALOGUE NOW READY - SENT ON REQUEST)

DEPOTS AT

LONDON: 5 & 6 Eden St., Hampstead Rd., N.W.1
LEEDS: Upton's Yard, 49a Briggate
GLASGOW: Baltic Chambers, 50 Wellington St.

Ward & Goldstone
PENDLETON. MANCHESTER, LTD



**OLYMPIA
RADIO EXHIBITION**
The following wholesale distributors are exhibiting the "GOLTONE" patent "NO-MAST" Aerial on their stands where full particulars may be obtained.
BEAVER ELECTRICAL SUPPLY CO. Stand No. 206
ENSIGN LTD. Stand No. 10
EAST LONDON RUBBER CO. Stand No. 40 & 41

CALL AT STAND No. 29

and please
ask questions

DEMONSTRATION
ROOM S

RADIO EXHIBITION 1930-31

EVERYTHING PERTAINING TO RADIO

- | | |
|--|---|
| All Mains Radiograms | Pick-ups |
| All Mains Two and Three Valve Sets | Volume Controls |
| All Mains H.T. and L.T. Units | Scratch Filters |
| All Mains Electric Gramophones | Rejector Units |
| Sets Two to Five Valves. All Mains and Battery Types | Grid Leaks — Hermetically Sealed |
| Jacks and Plugs | Terminal Boards |
| Coil Holders—Single, Twin | Series Parallel Variometers |
| Condensers—Fixed | Anti - Microphonic Valve Holders |
| Condensers—Variable | Loud Speakers—Cone and Cabinet |
| Earthing Switch | Resistance Coupling Units |
| Coils — Plain and Tapped | Reaction Controls |
| Resistances — Wire Wound | Chokes |
| Resistances—Hermetically Sealed | Bakelite Mouldings, etc., etc. |
| Transformers | Gramophone and Loud Speaker Attachments |

**Write to be put on
our Mailing List.**

EDISON BELL LTD

LONDON, S.E.15, and HUNTINGDON



The **SAXON**—
“QUADRICOIL”

“The All-wave Tuner of To-morrow”
 200—2,000 Metres.

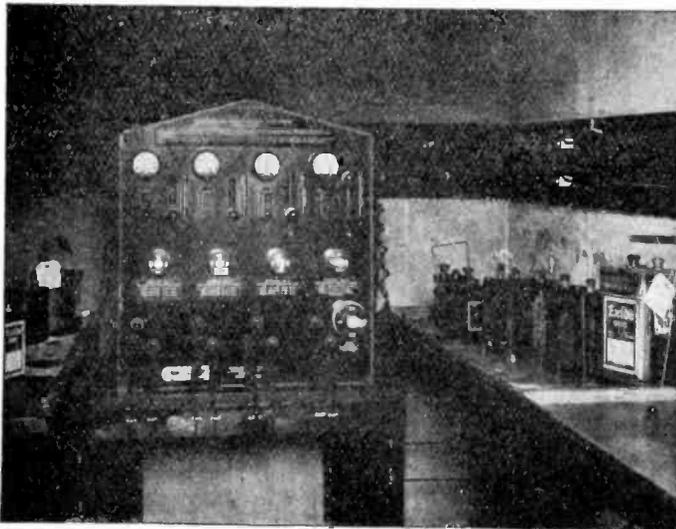
Designed to meet modern requirements for a really efficient All-Wave Tuner. You can sell the Saxon “QUADRICOIL” with the greatest confidence that every customer will be satisfied. Covers completely the 200-2,000 metre wave-band. Provision for condenser-controlled reaction. No moving parts in the “QUADRICOIL”—no risk of faults—nothing to wear and cause breakages of wiring. Smooth in action—silent—effective over the entire wave-band.



Extracts from “The Wireless and Gramophone Trader” August 9th, 1930 —

“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.”

Write for a **FREE COPY** of our 1931 Book of Circuits and details of SAXON components.



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

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

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

**The
 Correct
 Charging
 Rate**

for high and low tension Wireless batteries, and also for car starter batteries

is always at hand in a



MULTI-CIRCUIT

CHARGING SET

FOR A.C. MAINS.

SEE IT ON STAND 239 AT OLYMPIA
 OR SEND FOR LEAFLET S.F.11e5.

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

**WE INVITE YOU TO OUR
 STAND No. 142
 AT OLYMPIA
 WHERE YOU WILL SEE THE
 TWO BEST SELLERS**

**THE
 SERVIS**

Suitcase Portable "Five" & The Table Model "Three"

BOTH FITTED WITH B.R.V.M.A. VALVES

RETAILS AT

£7-19-6

COMPLETE

With Valves, Batteries, and
 Accumulator, 6-60 Loud-
 Speaker.

We are also showing a complete
 range of pedestal models, Radio-
 grams, and Transportables.

WE ARE EXHIBITING AT



THE NATIONAL RADIO
 EXHIBITION
 OLYMPIA (LONDON)
 SEPT 19th - 27th 1930

RETAILS AT

£5-17-6

COMPLETE

With Valves, Batteries, and
 Accumulator, 6-60 Loud-
 Speaker.

Screened Grid Portables, De-Luxe
 Suitcase Portables, All-Mains
 Sets, etc.

To avoid possibility of delay, WRITE NOW FOR CATALOGUE AND FULL PARTICULARS.

HARRIS WILLIAMS (Mfrs.) LTD.

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

Telegrams : Elegaslite, Barb, London.

Telephone : NATIONAL 5594



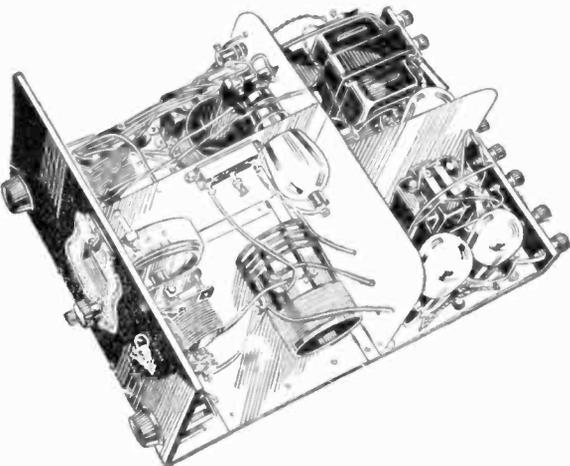
BEST BY TEST

**CONSTRUCTIONAL KIT OF PARTS
THREE-VALVE
ALL-ELECTRIC RECEIVER**

A.C. Screened Grid-Detector-Power or Pentode
Everything Supplied Nothing Else to Buy
All the Latest Refinements
£9 - 10 - 0



One knob control—
Illuminated pilot dial
—Condensers in gang
—Automatic grid bias
—Switch for gramophone pick-up and for connecting and disconnecting to mains—Selectivity adjustment to regulate capacity of aerial—
No soldering—A screwdriver and pliers is all you require—
Panels and Screens drilled—Fullsize blue print—Everything supplied down to the smallest screw.
Handsome window display carton containing 20 compartments for displaying the parts used in this highly efficient receiver, is given free to dealers.



This highly efficient All Mains Receiver is 'unique' in many respects. It has been specially designed by one of the most highly qualified radio engineers in Great Britain. Simple to build—Simple to operate—It has truly remarkable *Selectivity—Sensitivity and Purity of Reproduction*. It is not only selective enough to cut out the twin stations when these are but five miles away but will bring in at moving-coil speaker strength all the principal European stations. We say without exaggeration that there is no commercial receiver on the market at anything approaching its price that will receive such a variety of Continental programmes with such beautiful quality of reproduction. The two regionals that come in at enormous volume are easily separated without a trace of interference five miles from Brookmans Park, and by a single turn of the one knob control Eifel Tower at moving-coil strength quite free from Daventry 5XX—Langenberg free from Daventry 5 GB—Rome, Budapest, Milan and a great many other stations are consistently received five miles from Brookmans Park. Do you know of any commercial receiver at pounds more in price that will perform like this one?

PATENT PENDING. REG. DESIGN 755274. COPYRIGHT
THE WHOLESALE WIRELESS Co., 103 Farringdon Rd., LONDON, E.C.1.
Telephone - Clerkenwell 5312.



GET HOLD OF THIS
it sells as good as it sounds!

WATES STAR PICK-UP

Wates Star Pick-up, oxydised copper finish, complete with adapter to fit any type of tone arm.
Retail price **21/-**

Like all Wates Radio Products, this fine Pick-Up has won instant success!

Any good record reproduced through the Wates Pick-Up loses nothing! The perfect balance and exact weight scientifically calculated to exert the correct pressure upon the delicate indentations in the grooves, reproduces all those subtle gradations of tone without which music loses most of its charm. Actual side-by-side test with other instruments immediately reveals the beautiful quality of reproduction on which the Wates Pick-Up has earned its popularity.

Test it out—the difference is immediately evident.

WATES PICK-UP ARM

Wates Pick-up Arm. finish to match pick-up.
Retail price **7/6**



WRITE NOW FOR DETAILS OF TRADE TERMS TO
THE STANDARD BATTERY CO. (Dept. W.T.)
184-188, SHAFTESBURY AVENUE, LONDON, W.C.2.

**SELL A DUBILIER
ALL ELECTRIC SET
FOR £3.17.0 DOWN-
AND £8.15.0 GOES
IMMEDIATELY
INTO YOUR
TILL**



ALL you need do is to take £3 17s. 0d. from your customer and leave the rest to us. Your immediate profit is £8 15s. 0d. This is surely a proposition to appeal to you as a discerning dealer.

You have no servicing troubles and no liability in case of default, so that you cannot fail to recognise the wonderful possibilities of this scheme.



PRICE £25 A.C. or D.C.
Any voltage or periodicity.

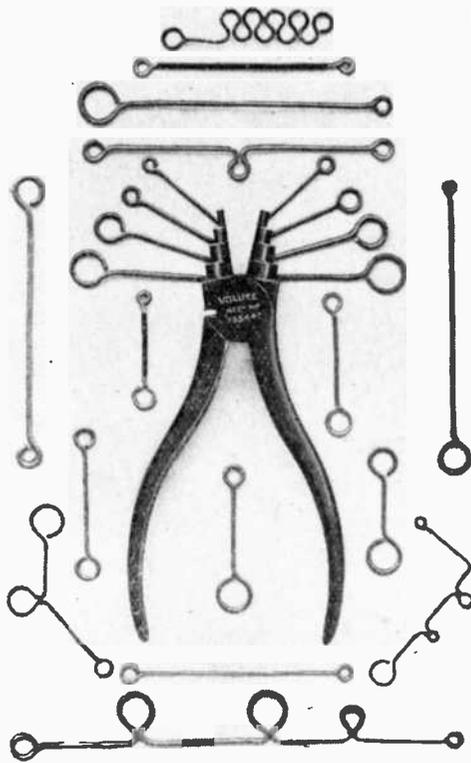
**[We are exhibiting at Stand 50,
THE NATIONAL RADIO EXHIBITION
Olympia (New Hall),
September 19-27th, 1930.]**

DUBILIER
ALL ELECTRIC RADIO

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

ENTIRELY NEW-
already in great demand!

*Deliveries Shortly
Make Your Contract Now!*



An important accessory to all Electrical, Wireless, and Mechanical Outfits, for gaining the highest efficiency, careful and neat wiring, whether employed by the expert or amateur.

**RETAIL
PRICE
4/-
EACH**

WHOLESALE
ONLY.

Entirely British in design and manufacture, they are invaluable to everyone associated with the Wireless, Electrical, and kindred trades. Made of the best tool steel, hardened and tempered, there are eight gauges on one tool, each gauge giving, in one simple operation, a neat and accurate loop, ensuring perfect electrical contact. Loops easily adjusted to terminals, screws, and other circular connecting devices. Wire cropper incorporated in circular joint.

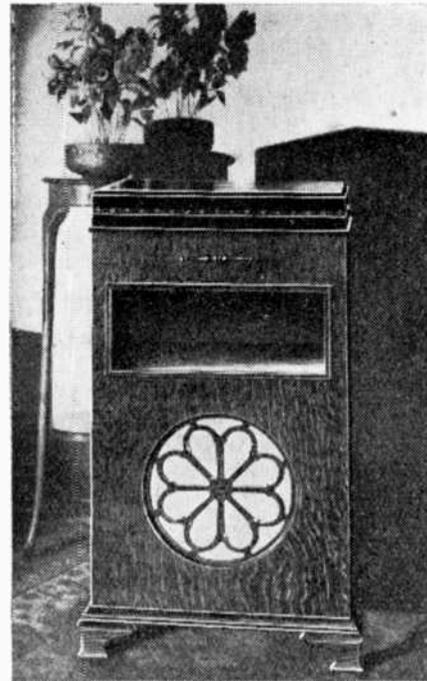
No guessing or unsatisfactory loops—perfect loops in a fraction of a minute.

VOLUTE PLIERS COMPANY
19 Victoria Square, London, S.W.1

Phone: Victoria 7553.

Proprietor: F. P. Delacour.

See it at
OLYMPIA-
Stand 140



The Magnificent



**WAVERLEY
Cabinet**

This magnificent Radio-Gramophone cabinet is only one of many about which we are telling the public in our increased advertising. See it at Stand 140, Olympia. There'll be a big demand for Camco Cabinets this season. Write for our new 24-page Catalogue at once, or call at our Stand and inspect the full range.

CARRINGTON
MANUFACTURING CO., LTD.,

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

Phone: Holborn 8202.

Factory: Camco Works, South Croydon. ♡ 5797.

THE FINEST OUTPUT VALVE FOR PORTABLES

The Mazda P.220a is the most remarkable 2-volt 2-amp. power valve yet produced.

It gives you one of the best selling stories you have ever had. Tell your Customers that P.220a efficiency is far greater than that of any other valve in its class. It will give more power, greater volume, better tone; will give their portables a performance hitherto unattainable.

It's an irresistible sales-argument. The P.220a is going to sell like "hot cakes." Are your stocks ready for the demand?



The amazing

MAZDA RADIO VALVES

MAZDA P.220a			
CHARACTERISTICS			
Filament volts	2.0
.. amps	0.2
Max. H.T. volts	150
Amplification factor	6.5
Anode A.C. resistance (ohms)	1850
Mutual A.C. conductance (mA/V)	3.5
PRICE - 13/6			

**See the EDISWAN Stand
No. 67 at OLYMPIA**

V.78



THE EDISON SWAN ELECTRIC CO., LTD.
 Incorporating the Wiring Supplies, Lighting Engineering,
 Refrigeration and Radio Business of The British Thomson-
 Houston Co., Ltd.
 Radio Division,
 12, Newman Street, Oxford Street, W.1.
 Showrooms in all the Principal Towns

EDISWAN

SOUND SERVICE

AT
OLYMPIA

STAND 18

We shall be the only
Factors from the North of
England.

If your business is within
100 miles of Leeds and
you want Sound Service,
be sure to give us a call.

DON'T FORGET—STAND No. 18

We have always had the new lines first
—and we'll do it again this year.

DON'T FORGET—leave your
order at **STAND No. 18.**

We are Super Distributors for
PYE, PHILIPS, MARCONI, McMICHAEL,
BURNDEPT, EKCO, etc.

If it's Radio and it's Good, you will get
your supplies soonest from
THE SOUND SERVICE FACTORS, STAND No. 18

PUT OLYMPIA IN
YOUR WINDOW—QUICK!

**Hillman Bros
of Leeds**

123-125, ALBION STREET.

'Phones:
LEEDS 29574-5.

'GRAMS:
"AERIAL, LEEDS."

The Only Northern Factors at OLYMPIA.



OLYMPIA!

We invite you to call at Our
Exhibition Showrooms at:—

13 MACLISE RD, W.14.

(Opposite Addison Road, Olympia exit)

Telephone: RIVERSIDE 5821-2-3.

SEPT. 19th to SEPT. 27th
to inspect our range of—



**RADIO
PRODUCTS**

Metal and Bakelite transformers—Mains, trans-
formers and chokes—Battery chargers for home,
garage and commercial use—H.T. Batteries—
Measuring instruments, flex, ebonite panels
and radio cabinets.

A VISIT WILL REPAY YOU

FONTEYN & CO., LTD.

2, 3, 4, 5 & 6 Blandford Mews, Baker Street, W.1.

Telegrams:
FONTYN, LONDON.

Telephones: WELBECK 4144-4-5.
WELBECK 2125.

**PORTABLE CABINETS
OF EVERY DESCRIPTION**



All fittings
are of the
best make
and finish

Cases
made to
Customers
own re-
quirements

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

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

**OF VITAL IMPORTANCE
TO
EVERY RADIO DEALER!**



Have you had yours yet?

Post the coupon below to-day for your new Glazite Price Tickets. Just fill in the number you require with your name and address, and we will send them by return post free!

LEWCOS
REGD.

THE LONDON ELECTRIC WIRE COMPANY AND SMITHS LIMITED

GLAZITE
BRITISH MADE REGD.



LEWCOS RADIO PRODUCTS FOR BETTER RECEPTION

Stocks held at the following Branches:
 BELFAST
 BIRMINGHAM
 CARDIFF
 DUBLIN
 GLASGOW
 LEEDS
 LIVERPOOL
 LONDON
 MANCHESTER
 NEWCASTLE
 NOTTINGHAM

COUPON
 The London Electric Wire Company & Smiths Ltd.
 Church Road, Leyton, London, E.10
 Please forward..... Glazite price tickets.
 Name.....
 Address.....

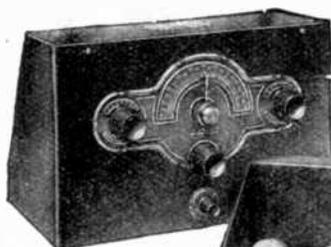
Quality of product, position in public favour, distribution, service, strength of selling and sales promoting organizations, the determination to put a job over—a good buyer takes every advantage, he likes a quick moving stock.

**Stand numbers 36 and 101.
Demonstration Room B at Olympia, Sep. 19—27.**





An EXCEPTIONAL FOR TRADERS



The
"Popular
Three"

Price complete, including Valves and Royalties.

£7-5-0



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



**A.C.
All-Electric
POWER
UNIT**

State voltage and frequency of supply on ordering.

This specially designed unit will appeal to set manufacturers and Home Set Constructors who wish to build up an all-mains A.C. Receiver or Amplifier. By its inclusion all Batteries are entirely eliminated. It supplies:—

SMOOTHED H.T. VOLTAGE.

80 Volts for S. Grid Valves.

150 Volts for Detector or 1st Amplifier Stages.

250 Volts for Output Power Stages at 60m/A.

and all L.T. Voltages, 2, 4 or 6 Volts; also Grid Bias Voltages, 15 or 30Volts. By using external Resistances modifications can be made to the various outputs of this Unit. Price complete, including Valve **£7-15**



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

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

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

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

**LAMPLUGH RADIO IS
SUPPLIED ON ATTRAC-
TIVE DEFERRED TERMS**

**VERY GENEROUS
TERMS TO
RADIO DEALERS**

LAMPLUGH SILVER GHOST RADIO

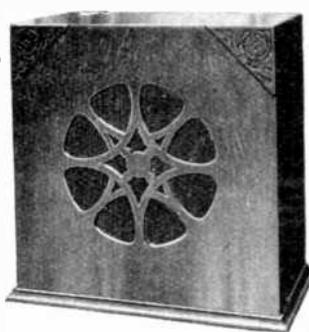
S. A. LAMPLUGH LIMITED
KINGS ROAD - TYSELEY - BIRMINGHAM.

PRESENTS OPPORTUNITY ON STAND No. 124

Licensed under
FARRAND &
LEKTOPHONE
STANDARD
HOPKINS
PATENTS and
Patent Applica-
tions.



The New **LAMPLUGH** INDUCTOR DYNAMIC SPEAKER



Chassis

£3-10

STANDARD
Cabinet Model **£5-10**

DE LUXE
Cabinet Model **£6-10**

LAMPLUGH LEADS AGAIN WITH THIS ALL-BRITISH SPEAKER!

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

ADVANTAGES.

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

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

SET MANUFACTURERS

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

LAMPLUGH



INDUCTOR DYNAMIC SPEAKER

Naturally—**THE BEST**

SEE IT ON STAND 124

HEAR IT IN DEMONSTRATION ROOM “L”

SELECTORS NEW Wins the Approval

THE Trade having now had an opportunity of considering the provisions of the new Selector Selling Policy are unanimous in their approval of it.

The Selector Policy is clear cut and free from ambiguity. It is fair in conception and in practice. It places no undue burden of conditions on the dealer. It gives him all that he asks for—first class lines to sell, help in making sales and a good profit for himself. It offers in addition several worth-while advantages that are available only for Selector Agents.

We print below an abridged statement of the Selector Selling Policy and urge you to write at once for full details.

WE GIVE

- 1 Larger Discounts.
- 2 Appointment as Selector Agent.
- 3 Maintenance of Prices.
- 4 Co-operative Advertising.
- 5 Sales Letters.
- 6 Deferred Payments.

N.B.—Under the Selector Scheme the dealer gets his full profit at once and takes no responsibility.

- 7 Advertising enquiries referred to Agent.
- 8 Free Training of Agent's Staff at our Factory for any period.
- 9 Indemnity against Price Reduction.
- 10 Window Displays.
- 11 A New Model at a Popular Price.

YOU GAIN

- 1 Bigger Profits.
- 2 Increased Prestige.
- 3 Protection.
- 4 More Sales.
- 5 Lower Selling Costs.
- 6 Easier Sales.

- 7 Steady flow of live prospects.
- 8 More efficient salesmanship and high standard of service to customers.
- 9 Maintaining value of stock.
- 10 New customers from passers-by.
- 11 A real chance to prove the value of our new selling policy.



SELECTORS LTD., 206 Bedford Avenue, Slough Trading Estate, Slough, Bucks.

Telephone—Slough 818.

LONDON OFFICE—1 DOVER ST., S.W.1.

Telegrams—"Selectors, Slough."

Telephone—Regent 4771.

SELLING POLICY of the Trade!

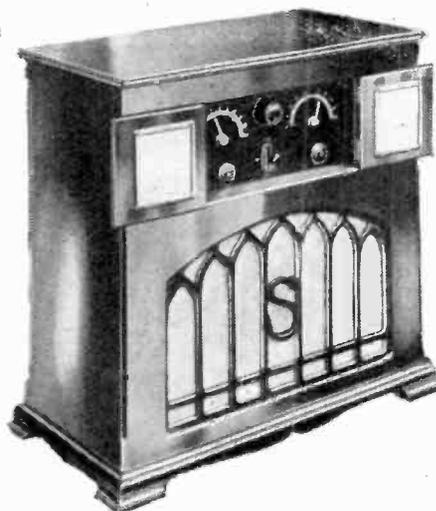


THE NEW SELECTOR "22" SCREENED GRID PORTABLE

This Receiver has all the essential quality of the most expensive Sefector Portables. Home and Foreign Stations are received with ease. Reproduction is beyond reproach.

It represents the very best value in wireless to-day.

Price
complete 22 gns.
or £3 - 10 - 0 down and 12
monthly payments of 36/6.



THE SELECTOR ELECTRIC "42" FOR A.C. OR D.C.

Represents the highest degree of efficiency in all-mains receivers. Selectivity has been developed to the stage where Home and Foreign Stations can be received accurately and speedily by a simple turn of the controls. The quality of reproduction is exceptional.

The Selector "42" is operated from any mains supply furnishing A.C. or D.C. current. No aerial or earth wires, batteries or accumulators are needed. The set simply connecting to any wall or light socket.

Price
complete 42 gns.
or £7 down and 12 monthly
payments of £3 - 8 - 0.



SELECTORS LTD., 206 Bedford Avenue, Slough Trading Estate, Slough, Bucks.

Telephone—Slough 818.

Telegrams—"Selectors, Slough."

LONDON OFFICE—1 DOVER ST., S.W.1.

Telephone—Regent 4771.



ESTABLISHING NEW STANDARDS IN RADIO

In three short weeks
the new Pye TWIN-
TRIPLE Portables
have become the
dominant feature of
the new radio season

The New Pye TWINTRIPLE PORTABLES

**TWINTRIPLE
BATTERY
PORTABLE**
(List No. B4D.)

Price 22 Gns., or
twelve monthly pay-
ments of 41/-. Can
also be supplied in
rectangular cabinet
with strap handle at
12/- less.

**TWINTRIPLE
A.C.
ALL-ELECTRIC
PORTABLE**

(List No. AC4D.)

Price 28 Gns., or
twelve monthly pay-
ments of 52/.

**TWINTRIPLE
D.C.
ALL-ELECTRIC
PORTABLE**

(List No. DC4D.)

Price available later.
Will not exceed that
of AC4D Model.



The cabinet is in beautifully finished figured walnut,
with wings and headpiece, in ebony finish, or in all
walnut, as desired.



GET IN FRONT OF THE BIG DEMAND ORDER NOW

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

The Pioneer
Trade Journal—
Weekly since 1924.

The WIRELESS & GRAMOPHONE TRADER

News, views and
reviews for the
allied industries.

VOL. XXIII. No. 317.

ESTABLISHED 1923.

SEPTEMBER 13TH, 1930.

EDITORIAL VIEWS.

A Good Season Ahead.

AT this time last year we were impelled to address a lengthy message to each of the three individual sections of the trade. Manufacturers were in part (but a comparatively small part) commended for approaching the Show with their season's plans completely laid and production already commencing; they were also criticised in that numbers of them still followed the policies of "secrecy" and unpreparedness which in past years had proved to be both fruitless and costly. To wholesalers we sounded a note of warning by suggesting that they owed it to the industry and themselves, and had it in their power, to improve the tone and character of their section and secure some form of reasonable control over those aspiring to recognition in their ranks. We also urged on them the desirability and necessity of supporting with real *wholesale* orders those manufacturers who had demonstrated their confidence in the trade by producing new goods early in the autumn. Almost similar comments were offered to traders, who were also urged to employ all their ability and enterprise in capitalising what we forecast as a most successful season—which it actually proved for many people to be.

Much of the same ground could be covered again now—with, however, one or two important modifications. Outstanding among these is the fact that a still greater proportion of the manufacturing industry is well prepared, with active production and pre-Show deliveries, for the opening of the season. Some of the 1930-31 lines are already being sold in the trade, while in many cases September 19th will see producers and wholesalers alike with stocks available to meet initial trade orders. They may both fall behind again later on, but it is a noteworthy advance that so many makers are able to meet some of the demand right from the beginning. At the same time, conditions in the wholesale and retail trades, while still by no means all that could be desired, have definitely improved. Abuses generally are less flagrant, and some of them, at any rate, are actually less prevalent.

And, moreover, we believe that the trade is approaching another very good year. Turnover figures in many of the largest factories have maintained throughout the summer a uniform rate of increase over those for 1929; and it is not

on false hopes that upwards of a dozen manufacturers have either built new works or have enlarged their existing premises.

Still better merchandise at still lower average prices will be seen at Olympia next week, and we look forward to the new trading year with real confidence.

The Kit Trade.

THE entry of yet another leading valve-maker into the complete kit field calls for some speculation as to the possibilities of future trade in this class of merchandise.

Compared with the *potential* market for complete sets, the actual openings for kit sales are limited; obviously there must be a vast preponderance of people who will eventually regard wireless as a "box of music" and will buy it only in that form. On the other hand there have always been, and there undoubtedly always will be, very many people who take an extraordinary pride in being able to say that they "made it themselves." Generally this pride is strong enough to overcome the almost inevitable indifference in performance and appearance which characterises the "home-made" article.

But in radio, poor performance, at any rate, becomes an infliction even to the constructor, and in these circumstances the properly designed and factory prepared kit comes as nothing less than a boon. At one and the same time it satisfies the pride of the enthusiastic "handy-man," in that he can still claim to have built his own receiver, and also it ensures a standard of performance, appearance and mechanical construction closely approaching that of the completely factory-built article.

A final important point is that the kit method also enables the manufacturer to effect considerable savings in cost, which can be handed on to the consumer in the form of attractively low prices compared with those of the complete set.

On the whole, therefore, we hold to the view that the kit trade as it exists at the moment will continue to offer a valuable medium of profit to the trade—unless and until, that is, radio design becomes so complicated that even kit-sets are not safe in the constructor's hands, or alternatively complete set prices drop to a level when no really considerable saving can be effected by this means.

But neither of these contingencies will arise in 1930-31.

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

Telephone Numbers—

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

Telegrams—

"WIRELESTRA," FLEET, LONDON.

Branch Offices:

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

Annual Subscription Rates:

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

8/- Post free. 10/-

Published Every Saturday.

Trade News

On the Last Lap.

A HECTIC WEEK OF PREPARATION FOR OLYMPIA.

A Request from the Organisers.

THE next five days will involve many people in and around the radio industry in a feverish rush of activity. Leading manufacturers and wholesalers and the whole of the press associated with the industry will be engaged in a rush of work to introduce to the trade and public all that the new season has brought in the way of technical and commercial developments.

The organisers and exhibitors at Olympia have a particularly arduous task. The Radio Manufacturers' Association only take over the building on the morning of Wednesday next, and forty-eight hours later the whole of the constructional, electrical and display work has got to be complete in time for the opening of the Show at 11.0 a.m. Friday.

Exhibitors will not be able to bring in their goods until some time on Thursday, and they will have less than twenty-four hours to do all the work which their display schemes demand.

In this connection the Exhibition's Organiser of the R.M.A. has asked us to reiterate and emphasize his appeal to exhibiting firms to support him in the effort to have the Show complete by Friday morning.

To facilitate this the exhibition buildings are to remain open throughout the whole of Thursday night, and exhibitors

See Us At
THE SHOW
STAND NO. 3

"The Trader" Information
Bureau will be available
throughout the Exhibition.

will be expected to take the fullest possible advantage of the circumstance.

THE TRADER itself heartily endorses the organisers' views in this direction. Nothing can have a worse effect, both upon individual firms and upon the Show as a whole, than signs of incompleteness when the public are admitted. Moreover, we are anxious to produce our Show Report in record time next week, and this end will not be assisted if exhibitors "down tools" too early on Thursday.

THE TRADER men have got to see every stand, and every item on them, and our photographers also have some rapid work to perform. Therefore we ask exhibitors to back us and the R.M.A. up.



THE TRADER Display Cup.

WELL-KNOWN DISPLAY MAN TO JUDGE THE CONTEST.

FOR the sixth year in succession THE WIRELESS AND GRAMOPHONE TRADER is offering this handsome silver trophy for competition among the exhibitors at Olympia. The first cup was won by Graham Amplion, Ltd., at the 1925 exhibition at the Albert Hall; in the three succeeding years it was won by (and therefore became the property of) M.P.A. Wireless, Ltd., while last year it was awarded to the Edison Swan Electric Co., Ltd.

The cup is awarded for the most compelling stand at the exhibition, and an independent judge, with no interest either in THE TRADER organisation or the industry, has been appointed.

The judging will actually take place on Friday, the opening day of the Show, and exhibitors are therefore requested to have their stands complete as early as possible.

The Conditions.

The simple conditions of the contest are already well known to exhibitors, but they are briefly set out here.

The winners of the Cup will be the firm adjudged to have the best and most artistically displayed exhibit irrespective of the size and location of the stand itself or the beauty and merit of the apparatus exhibited. These conditions are specifically imposed to ensure that every stand-holder has an equal chance of winning the Cup. Originality, artistic appearance and particularly sales value are the points on which the judge will base his award.

The winners of the Cup hold it for

one year, after which it is again open for competition, subject only to any firm winning it for three successive years, when it becomes their own property.

If, in the judge's opinion, other exhibits approach very closely to the standard of excellence set by the winning display, awards of special merit will be made in the form of silver-framed photographs of the stands. Not more than two such awards will be made.

The Judge.

This year's judge is Mr. H. C. Ferraby, who is editor of the *Advertisers' Weekly*, and was also the first editor of *Advertising Display*. His position gives him an impartiality of opinion about advertising and display matters which has led to his being asked to judge a large number of display contests for leading national advertisers and organisations like the Royal Society of Arts.

He has devoted a good deal of study to Continental display methods, and was one of the organisers of the two big Exhibits of Continental Material for Advertising Display which were staged at the Conventions at Birmingham and Newcastle, and were subsequently shown in London at the Galleries of the Royal Society of British Artists.

PERSONALIA

MR. HARDY WITH AMPLION AGAIN.

AFTER an absence of five months in Scotland, Mr. H. W. Hardy has returned to Lancashire to join Mr. A. R. Williams, and in future he will be devoting his energies to the sale of Amplion products.

Mr. Hardy hopes to revisit his many friends in due course, and looks forward to many happy reunions.

A SELECTORS NOTE.

We learn from Selectors, Ltd., that they have recently appointed Mr. Simmonds as their representative for London.

ULTRA'S MIDLAND REPRESENTATIVE.

Mr. S. Beasley, who is already well known to the trade as the late Midland



Mr. S. Beasley

representative for Six-Sixty Radio, is now with Ultra Electric, Ltd., and is operating in the same district.

MR. COLIN O. TAYLOR AND REGENT.

Mr. Colin O. Taylor has asked us to announce that he has resigned his position with Clark & Moir, Ltd., and is now representing the Regent Radio Supply Co., in South London, Surrey, Sussex and Kent—a fact that his many trade friends in that territory might note. Mr. Taylor's private address is 30, Manor Way, Barnehurst, Kent.

NEW "H.M.V." CHAIRMAN.

Following a meeting on Wednesday of the directors of the Gramophone Company, Ltd., it was announced that Mr. Alfred Clark had been elected as chairman in succession to Mr. E. Trevor L. Williams. Mr. Williams has retired in accordance with the announcement made by him at the annual meeting last November, but he still remains a director.

RADIO DEALER IN CARNIVAL.

An interesting display was made in the class for decorated trade vehicles at a carnival held at Andover recently by Mr. H. J. Clifford, a local wireless dealer.

His display was designated "Wireless For All," and he was highly commended by the judges.

Mullard Enter the Kit Trade.

NEW "ORGOLA" SETS TO BE SOLD IN BOXES.

ONE of the most important items of news concerning the new season's trade has just been released by the Mullard Wireless Service Co., Ltd., who announce that they are making at Olympia their first entry into the complete kit trade.

In past years numbers of highly popular receiver designs have been published in "Radio for the Million."

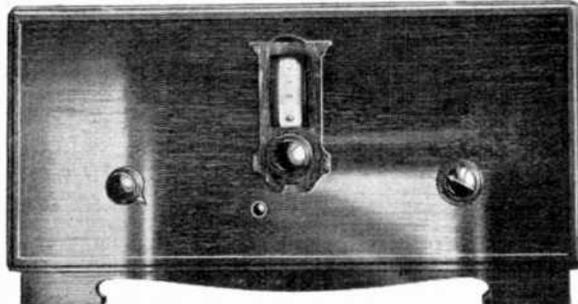
Mullard's well-known constructor magazine, and considerable business in the components for building them has been done by practically every dealer in the country.

This year, however, the new "Orgola" receivers described in the September edition of "Radio for the Million" are to be boxed and sold in complete form, with the cabinet and valves, at inclusive figures.

It is felt that this simplification in buying and stocking will be an immense advantage both to wholesalers and distributors, while, at the same time, there will be plenty of opportunity for the sale of the individual components to convert an existing Mullard design.

The new sets are described in detail on page 285 in our advance review of the "Radio for the Million" stand (No. 101 in the Gallery). They are a 3-valve screened grid-detector-pentode combination (the "1931 Orgola") and the "Orgola Four," a two-screened grid, triple-gang tuning circuit of considerable power. There is, in addition, a special power unit for converting either design into all A.C. sets.

Only battery models will be available in kit form, since the different components



Both the new Orgola receivers have the neat external appearance shown by this photograph.

required for A.C. operation are so few that it is felt the dealer can, when required, make the necessary substitution. In addition, and with the same point in mind, only 2 V valves are included in the boxed kits, while the 3-valve set will be sent out with a small power valve, instead of a pentode, which again can be substituted by the trader when necessary.

The designs will be first revealed to the public at Olympia, and we are assured that there will be no delays in delivery; in fact, supplies will be available for the trade before the Show opens.

Finally—and the most important point of all, perhaps—here are the prices: "1931 Orgola," £8, and "Orgola Four," £13 12s. 6d. Both figures include valves and cabinet, but the former will be invoiced separately.

LISSEN VALVES DOWN TO 5s. 6d.

Reductions Throughout the Range.

THE TRADER learns that Lissen, Ltd., are about to announce an all-round reduction in the prices of their valves, now firmly established on the market. Generally speaking, prices are now roughly three-fifths of those of B.V.A. member firms.

The actual reduction took effect from Monday last, September 8th, and we are given to understand that suitable arrangements are being made with regard to rebates.

The valves now range in price from 5s. 6d. for the ordinary H.F. and L.F. types in the 2 V and 6 V ranges, up to 12s. 6d. for 2 V S.G. and pentode, and 20s. for the 6 V pentode. The prices of the complete range are given in the advance description of Lissen's Olympia exhibit on page 278.

New Exide West-of-England Depot.

BIG NEW PREMISES IN BRISTOL.

IN order to provide an efficient battery-charging and sales organisation for the West of England, the Chloride Electrical Storage Co., Ltd., have recently opened a new and well-equipped depot at 16-18, Broadmead, Bristol. This branch will supersede the former premises at Victoria Street.

At this depot—as in the case of the other 600 stations in the British Isles—new Exide batteries, repair, recharge and overhaul services will be available.

The new Bristol premises occupy a commanding position in the town, and comprise showrooms, stores, power house, and fine repair, despatch, and executive departments. The front portion of the ground floor is occupied by the showroom and sales department.

A very interesting arrangement is the system of trickle-charging adopted in order to keep the charged stock of

batteries in first-class condition, and also for maintaining the fully charged groups of plates ready for the Exide "two-hour battery repair service." There are seven panels for these circuits, which are fed from a motor generator set.

The new depot is now in full operation giving an efficient battery service for the whole of the West of England.

Selectors' New Trading Conditions

New Discounts : Hire-purchase Scheme : Free Technical Instruction.

TWO important announcements have just been made with regard to Selectors' trading conditions. The first is in connection with their selling policy.

As from the beginning of this month Selector products will be sold only through four channels: the distributor agent, service agent, factor, and trader. It is stated that many advantages for the trader will be obtained from the new scheme, such as the maintenance of list prices and protection against reductions, co-operation in local advertising, special publicity and circularising campaigns, and free training for the technical members of the staffs of the service agents at the Selector Works, Slough.

The functions of the distributor-agent and factor are obvious, and the most important of the new channels will be the service agents. In this connection the scheme has been evolved with the aim of enlisting the close co-operation of the best dealers in the country and giving an appointment which will carry with it worth-while advantages.

A special discount of 30 per cent. and 10 per cent. off list prices has been fixed for service agents, while all other traders are to receive a discount of 30 per cent. only. Thus Selector service agents will be able to supply ordinary traders at 30 per cent. discount, still allowing themselves a good margin of profit.

The only stipulation made by the manufacturers is that the agent must place an original order for Selector products to the retail value of £75. This order may be spread over four weeks from the signing of the agreement.

At the same time the firm announce that they have just made arrangements whereby any dealer can sell Selector sets by deferred payments at no risk to himself.

The general outline of this scheme is as follows: The dealer and his customer fill in the agreement form, and this—together with the initial payment—is forwarded to Selectors, Ltd. Upon acknowledgment of acceptance, the dealer can forward the set to his customer, obtain the latter's receipt for the set, and Selectors will then send the dealer a cheque for the list price of the model (less 5 per cent.) if the account is clear, or a credit note if the dealer's account is outstanding.

Terms are available for all the firm's products. For instance, the new "Attaché 22" is obtainable on an initial payment of £3 10s., followed by twelve monthly payments of £1 16s. 6d.

Full particulars of both these new schemes are now available, and agreement forms for traders who are desirous of becoming a Selector distributor agent or service agent can be obtained from 205, Bedford Avenue, Slough.

THE PICK-UPS USED BY THE B.B.C.

It is interesting to learn from the Burndept Wireless, Ltd., that the pick-ups used by the B.B.C. during the gramophone record transmissions are Burndept needle armature models.

These pick-ups are absolutely standard models as sold to the public, and the trade will probably find that the publicity to be given by the manufacturers to this fact will considerably assist sales in the near future.

MANCHESTER BRANCH, W.R.A.

MONDAY'S MEETING.

An innovation has been introduced for the meeting of the Manchester Branch of the W.R.A., to be held at the Deansgate Hotel on September 15th. Instead of starting at 8 or 8.30 p.m. as hitherto, the proceedings will commence at 10.30 a.m.

Besides allowing members who come from the suburbs to reach home again at a reasonable hour, it is also thought that they will be able to combine the branch meeting with visits to wholesalers and manufacturers at the same time.

"POLY" AT THE ZOO.

A new "Poly" has lately been admitted to the London Zoo.

The new arrival is a double turntable electrical gramophone equipment installed by Dulcetto Polyphon, Ltd., of 2 and 3, Newman Street, W.1. The apparatus comprises two amplifiers arranged in parallel and feeding four loud-speakers, provision having been made for the addition of extra speakers if it is subsequently found to be necessary.

The installation, we are told, is giving excellent results and both Dulcetto-Polyphon and the Zoo authorities are very satisfied with their efforts.

K-B "ON THE WIRE." TELEGRAM-GREETING TO AUTHORISED DEALERS.

At this time of the year, when dealers are being inundated with literature, Kolster-Brandes have found a direct method of approach which is so enterprising that it should bring very substantial results.

This week every K-B dealer received from Mr. W. A. Bartlett, the managing director, a telegram of good wishes for the season, together with an invitation to visit the firm's stand at Olympia. All the telegrams were sent in the ordinary way through the Post Office, and therefore they commanded the personal attention of the principal of every K-B dealer throughout the country.

COLOURED WIRING SYSTEM FOR MARCONIPHONE SETS.

A new system of colour coding, which will materially assist service work, is being introduced this season by the Marconiphone Co., Ltd., in connection with the wiring of all Marconiphone radio instruments.

The new system, which will be standardised throughout the Marconiphone range, means that all the wiring of grid circuits, for example, will be carried out in, say, blue, all the H.T. wiring in red, and so on. These colours which we have just mentioned have merely been chosen for the sake of example, and have not necessarily been fixed for the circuits named.

The colours which are selected will be adhered to permanently, and the colour code will be released generally to the trade and will be introduced from now on into all "Marconiphone" and "His Master's Voice" Service Manuals.

Although the colour coding system has been extensively used in telephone work for many years, we believe that this is the first time that the idea has been developed on really large scale lines for radio manufacturing; but, of course, some radio firms have employed the system to a certain extent.

The Marconiphone exhibit at Olympia will include specimen receivers manufactured under the colour code-system.

BIRMINGHAM'S VISIT TO OLYMPIA. W.R.A. BRANCH ORGANISING DAY TRIP.

All members of the trade—including non-members of the W.R.A. and wholesalers, too—are cordially invited to join the special party that is being arranged for a cheap day trip to Olympia on Wednesday, September 24th.

The Birmingham Branch, W.R.A., have been in touch with the railway companies and, as recorded in a report of their last meeting elsewhere this week, have arranged for a special coach on the 9.0 a.m. train from Snow Hill on the day mentioned. The return train will be at 7.10 p.m., and the cost, inclusive of the coach fee, will be 15s. each.

Details are obtainable from Mr. S. Dagnall.

258

B or C	POST OFFICE TELEGRAPHS.	258
Charges to Pay	Telegram for INLAND addresses may be handed to the messenger who delivers this form. The Post Office accepts telegrams by telephone.	
1/25	126 Kingsway 15 29	
	Kraft High At the top	
	K. B. Invites you stand 55 Olympia	
	9 new Models in addition present	
	Range dealer policy prices and	
	rebates maintained Good luck new season	
	Bartlett	

This telegram, which was sent to all K-B dealers on Wednesday last, is one of the smartest sales moves of which we have heard.

THE EVER-READY DISPLAY COMPETITION.

Dealers are reminded that the Ever-Ready Selling Week opens on September 22nd, and that £800 in prizes are offered for the best window displays in the following areas: Southern counties, London and Eastern counties, Midlands and Wales, and Scotland and Ireland.

There are two sections for each area: (a) windows with a frontage of more than 7 ft., and (b) for smaller windows. A first prize of £50 is to be offered, besides a second of £25, and five consolation prizes of £5 each.

Advertising campaigns, "free £1 note" distributions to the public, and an offer to pay 50 per cent. of the cost of dealer's own newspaper advertisements will help to make the Week a big success.

THE EXIDE FORTNIGHT. OCTOBER 6th-18th.

All Exide service agents and wireless dealers can participate in the Exide sales "push."

For the public there will be an Exide battery ballot, and for the trade a window-dressing contest, the latter carrying prizes to the value of £250.

Publicity material and details are available from the company.

RADIO INSTRUCTION FOR COLUMBIA DEALERS.

It is particularly interesting to hear from the Columbia Graphophone Co., Ltd., that their scheme for the instruction of Columbia agents in the theory and practice of radio has been accorded the enthusiastic support of the trade.

The scheme, it will be recalled, was introduced about six months ago, since when large numbers have taken the course of instruction—with beneficial results to all concerned. The sessions are held at Colas House, Vanden Street, Westminster, on Mondays to Fridays, from 10 a.m. to 5.30 p.m.

RADIO INSTRUCTION IN N. LONDON.

Notice has just been given by the Dalston Evening Institute, Colvestone Crescent, E.8, that during the coming season the syllabus will include a course in radio instruction by Mr. R. W. Minter, A.I.E.E., A.I.R.E.

The lectures will be given every Friday from September 26th at 7.45 p.m., and the fee will be 6s. for the course.

BELLING-LEE OUTING.

Nearly a hundred employees of Belling-Lee, Ltd., enjoyed the annual staff outing which took place last Saturday, at Canvey Island.

DUBILIER'S SPORTS DAY.

The Sports Association of the Dubilier Condenser Co. (1925), Ltd., held their fifth annual sports meeting in the works grounds at Victoria Road, North Acton, recently, and an interesting afternoon's sport was enjoyed, and in the evening a dance was held.

In an interval during the dancing, the sports prizes were presented to the winners by Mrs. Hollings (wife of the company's secretary).

AEONIC'S SUCCESSORS IN BUSINESS. "TRADER" REPRESENTATIVE INTERVIEWS CHAIRMAN.

THE announcement that a new company had been formed to take over the factory and business of Aeonic Radio, Ltd. (in liquidation) has undoubtedly caused considerable interest and comment throughout the trade. Evidence of this has been forthcoming in the number of enquiries which have been reaching us as to the financial resources and trading intentions of the new company. THE WIRELESS AND GRAMOPHONE TRADER, therefore, acting in the interests of distributors who are being asked to handle the new concern's products, took the first available opportunity of investigating the position as deeply as possible.

The actual occasion was at the company's first sales conference at Horley this week, when the travelling representatives of the firm, a number of members of the trade and several Pressmen visited the works at Horley and were able to inspect both the plant and the new goods.

At luncheon the gathering was addressed by Mr. H. W. Wayne, who is chairman of the company and is well known in financial and business circles. He was one of the founders, and is now a Fellow of the International Sales Managers' Association, and is a past vice-president of the Hire Traders' Association. He was the principal speaker at the 1925 Convention of the Associated Advertising Clubs of the World, and was the British Government representative at the pan-American conference.

The Chairman's Remarks.

In his remarks to the company at Horley, Mr. Wayne spent no time in "beating about the bush." He realised, he said, that his hearers had probably come to Horley that day with some feelings of suspicion. They no doubt recalled the past of Aeonic Radio, Ltd., and wondered what the new company would do.

Speaking for the Aeonic executives, he said they had realised their mistakes and had learned a very expensive lesson. Mr. Wayne gave his hearers to understand that the conduct of the new company would be infinitely more prudent. Their efforts would be devoted to the production of goods that would sell and would stay sold, and by this means they were hoping to restore the confidence of the trade in them and their products. Mr. Wayne appealed frankly to the representatives to put their whole endeavours into the difficult task of securing the goodwill of the distributing trades.

Afterwards, the Editor of THE TRADER made a detailed inspection of the works, and had a long private discussion with Mr. Wayne, in which he asked many direct questions of particular importance to the trade. The responses they elicited are indicated here, and on their face value, at any rate, they seem to indicate a different attitude from that of the old Aeonic concern.

The factory is undoubtedly equipped for excellent and speedy production of practically everything required in the modern radio set, as well as dry batteries and electrical switch-gear, although it is at present working to only about a third of its full capacity.

Trading and Finance.

In our talk with Mr. Wayne, we naturally asked a number of questions relating both to the future trading policy and the financial resources of the

company. With regard to the former, the chairman gave us his personal assurance that the standard of manufacture would be maintained. He also authorised us to state, on his personal guarantee, that retail prices and trade discounts would be rigidly maintained at the figures and rates now laid down, and added that a ruling on this point is incorporated in the Board minutes, which also provide that prices and terms can only be varied with the full assent of the Board. In the same terms Mr. Wayne told us that there would definitely be no preferential trading with any big stores in standard lines of merchandise.

On the financial side, the position is given below in a letter sent us for publication by the Secretary of the company. It should be pointed out that the new capital is stated to have been subscribed by Aeonic shareholders, and that 2s. of all the issued 2s. 6d. shares is paid up.

To the Editor.

Sir,—At the request of Mr. H. W. Wayne, the Chairman of this company, I am writing to inform you that the company was registered on July 3rd with a share capital of £1,000 in 8,000 shares of 2s. 6d. each, but this was increased on July 30th to £300,000 by the creation of 2,392,000 new shares at 2s. 6d. each. Up to the time of writing (September 9th) 1,200,000 shares have been allotted for cash.

The creditors of Aeonic Radio, Ltd., whose claims are passed by the liquidator of that company, will be paid in full by the liquidator or by this company.

A. E. KENT, Secretary,

Electrical & Radio Products, Ltd.

To this information Mr. Wayne added the statement that the Aeonic debentures had already been paid off, and the liquidator would be retiring at the end of the month. Meanwhile he is selling off cheaply the old stock of Aeonic sets.

We were also told that expenditure of anything more than a purely nominal amount for trading purposes was controlled and could only be sanctioned by the Board, while the executive appointments could only be varied, terminated or increased by the directorate as a whole. Mr. J. L. Gottlieb continues as managing director, and, apart from a remuneration of £200 per annum, the directors are limited in their drawings to 5 per cent. of the net profits remaining in each year (after a dividend of 15 per cent. has been paid), to be divided between them.

That is, in its entirety, the story of Electrical & Radio Products, Ltd., as it was told to us. It is obviously impossible yet to impose a check on some of the statements made since they deal so largely with the future, and can only be established by the passage of time.

OLYMPIA— Creates Desire and



This is a photographed model of the simpler of our two display schemes. Crepe paper designs give the "spot-light" effect to throw the new goods into prominence.

THE Radio Exhibition—the big once-a-year propaganda effort on behalf of the wireless industry—is here again. During its run tens of thousands of people will spend interested hours studying recent developments; learning of the enjoyment that modern radio can bring into their homes; *having implanted in their minds the desire to own one of the newer sets or accessories.* Even those who do not visit the Exhibition will read of it in their newspapers or in the wireless journals, and in many cases the buying interest aroused will be no less effective.

The trader receives this number, therefore, when he is on the threshold of the year's big opportunity for selling. The initial steps toward scores of sales will be made for him next week; his part is to turn the half-formed "desire to buy" into definite intention, to translate "interest" into "action."

By having, wherever possible, selections of the new goods available, and by exploiting every sales-promotion and publicity medium that his resources permit, the trader can effectively play his part as the point of contact with the public. To employ an electrical simile, his business is the last stage in the circuit of "selling force" that is generated at Olympia. Only when he is functioning efficiently—"making good contact"—can the full force of Olympia propaganda flow into his district and energise his local public.

In this article we devote special attention to Olympia display "tie-ups" and related newspaper advertising. These are the two factors of biggest importance to the average trader in capitalising the Show.

Topical displays and the interest

Striking displays, focussing all possible attention on the *new* lines, and having a clear link with the Exhibition, are of the utmost importance. They will attract the attention of everybody who has visited the Show, and will have an instant appeal to those who have read newspaper descriptions of its attractions. They tell the passer-by at once that the new lines are in stock; they are the most effective means of spurring him to a decision, and so avoiding the danger that he will put off buying.

Newspaper advertising can achieve much the same results, although in a different way. Here again the emphasis should be on "stocks"; the reader must be told that the new lines he saw at Olympia can be obtained from his local trader *at once.* One of the best ways to sell to the Olympia visitor is to "strike while the iron is hot." Don't let his enthusiasm wane; don't let Show-time impressions wear off.

The examples that illustrate this article suggest some of the ways in which this essential Olympia link-up can be achieved by the average retailer. As every reader will appreciate, they can only be typical of scores of other displays and advertisements that would be equally if not more effective. They are, however, put forward as a guide for the trader who lacks the time or the ability to evolve such ideas for himself.

Making Use of the Show Poster.

Our first display is a bright, colourful effort which, although it can be staged at a cost, literally, of a few shillings, should prove a successful means of focussing attention on the new sets. This has been made up in model form to show the trader the effect aimed at. Crepe paper drapes are used to give the suggestion of spotlights, each one drawing attention to a new line, and the whole uniting to provide a colour-combination that will catch the eye of the most hurried passer-by.

No difficulty will be met in carrying out a display on these lines. Varied colours of crepe paper should be used for the drapes, such as red, yellow, blue, green, and orange. The big essential in carrying out such a window is to obtain a neat, "finished" result; any untidiness in the drapes will rob it of much of its effect. Fasten each strip of crepe paper securely in the correct position at the bed of the window, and then, pulling it.

THE TRADER Makes the Sales.

advertising to capitalise
Olympia creates.

as taut as possible, fasten the other end at the back of the display space. At the lower end of each drape, spread on the bed of the window, is a circular piece of crepe paper of the same colour, which completes the "spotlight" suggestion.

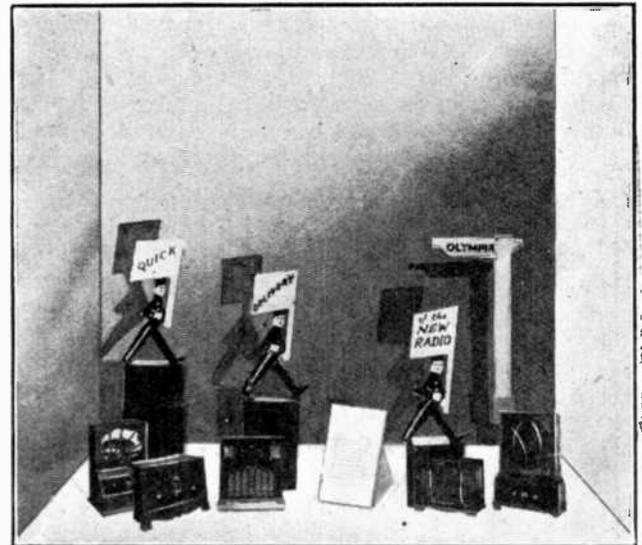
The "caption" of this window—"Successes of the Show"—should preferably be lettered on a banner carried across the front of the display, while the R.M.A. poster is placed in the foreground. Another card should emphasise the fact that the new lines, as on view at the Radio Exhibition, can be seen and heard inside. The trader may, if he desires, introduce a greater variety of lines than are shown in our model, without spoiling the effect, but the drapes should be used to single out those of greatest interest and sales value.

A More Elaborate Display.

Our second model is designed to place emphasis on the fact that the trader can give quick delivery of the new lines. We have already pointed out the importance of this point as an order-getter, and it is well worth giving special treatment in this way. Although slightly more elaborate than our former example, it is still well within the average trader's scope.

Three cut-outs, representing hurrying page-boys, are the central feature. These serve two purposes—they catch the eye, and they introduce a note of urgency that emphasises the main point of the display. It is not suggested that the average trader will be able to design and produce these cut-outs himself, but he will be able to have them made by a local sign-writer. Stout card or wall board should be used, and as they are essentially simple in design, with no elaborate detail, the cost should be quite moderate. Bright colours should be used for the cut-outs, such as blue and gold for the uniforms, with black letters on a gold ground for the words, "Quick Delivery of the New Radio." This will ensure adequate attention being devoted to this sales-argument.

The cut-outs should be placed on stands of graduated heights, as shown in the example. A simple means of constructing such stands was described in connection with the model displays reproduced in our issue of August 30th. On the right-hand side of the window is a cut-out of a sign-post, carrying the wording, "To



Capitalising the appeal of Olympia by emphasising delivery of the new lines. The cut-outs are the only part for which the trader need enlist professional aid.

Olympia," which helps to clarify the idea, while a fairly "open" display of new lines may be arranged in the foreground. The official Exhibition poster should be given a place of prominence toward the right, while a card should point out that many of the new season's sets, as now being featured at Olympia, are available for immediate delivery.

Attracting Exhibition "Prospects."

We have endeavoured to show in our advertisement examples, by means of two specimens, the angles of appeal which should help the trader to bring Exhibition "prospects" to his shop. Whether the trader proceeds exactly on these lines will depend on several factors that he alone can decide, such as the size of space he desires to use, the precise nature of his territory and the character of his customers. To a very large extent, however, these examples suggest the *points* that should be present in advertising at this time.

The larger of the two advertisements, for instance, uses the Show to intensify local radio interest. "Olympia heralds a new season of better radio" is a head-line that should do much to give a spurt to latent buying interest, and the following "copy," with its suggestion that big advances have been made, that widespread public interest is being taken in the new season's introductions, is all calculated to persuade the reader that something of importance is afoot and that he must be in it. It will be noticed that "copy" of this kind is of equal interest to those who have visited Olympia, those who intend to, and those (an almost incredibly large number,

in spite of the very real and wide appeal of the event) who before they noticed the advertisement were only dimly aware that a Radio Exhibition was being held at all!

The rest of this advertisement is devoted to arguments intended to induce the reader to visit the trader's shop, and sets out what are, in the case of the average trader, actually some of the most effective points in securing this result.

Stressing "Quick Delivery."

In the case of the second example, the copy-writer assumes rather more acquaintance with the existence of the Show, and it is addressed directly to the man who has visited Olympia, although, obviously, it is not actually limited in appeal to him. Here, "Quick Delivery" is presented as a big argument in favour of ordering the new sets and accessories from the advertiser, and, assuming as we must that the trader can live up

to his claim, it should be found a most effective one indeed.

The remainder of the advertisement reinforces this main point with others, although they are given less prominence owing to the copy-writer's desire to focus attention on the delivery argument.

As we have pointed out, we do not suggest that these advertisements will meet the needs of every trader, and they are to be considered as examples rather than as models.

The illustrations shown, are however, at the disposal of all subscribers who may intend to carry our suggestions into practical effect, and who find the cost of special drawings and blocks unduly heavy. They are provided in stereo form at the moderate prices quoted below the reproductions, and can be obtained on application to the Publicity Department of "THE WIRELESS AND GRAMOPHONE TRADER."



RADIO EXHIBITION

Olympia heralds
a new season of
still better radio

Once again wireless enthusiasts are flocking to London for the Radio Show. Yet again big improvements can be announced. Better sets at lower prices; greater simplicity; finer appearance; increased selectivity to meet new conditions.

If you go to Olympia, remember that the easiest, *quickest*, most satisfactory way of obtaining any set or accessory that you see there is to order it from **WIRELESS SUPPLIES** when you return. *Our local service guarantees your satisfaction.* If you cannot visit the Show, see and hear the pick of the new sets in our showrooms.

*See them all at Olympia—
Buy the best at*

WIRELESS SUPPLIES,
52 BLANK STREET, BATH



After you have visited the Radio Show at Olympia this week, come to Wireless Supplies for

QUICKEST DELIVERY!

OF ANY NEW SET OR ACCESSORY

Make your final choice of the new radio in the quiet and comfort of our demonstration salon. Anything you see at the Show can be obtained from us, backed by our famous LOCAL SERVICE, which ensures satisfaction.

The two best places to see the new radio—Olympia and

WIRELESS SUPPLIES
52 BLANK STREET, BATH

Here are two advertisement designs which can be used or adapted in the next week or two. As usual, stereos of the blocks employed are available from our Publicity Department. The large one on the left costs 5s. (5s. 4d. C.O.D.), while the two used in the smaller advertisement—"Quick Delivery" is, of course, drawn—are 3s. 6d. and 2s. 6d. each respectively (3s. 10d. and 2s. 10d. C.O.D.).

MAKING · WIRELESS · SIMPLE



MURPHY·RADIO·L^{TD}

STAND 252, EMPIRE HALL
Demonstration Rooms, 11 Hammersmith Rd., W.14

M.C.120

YOUR LAST CHANCE TO WIN EVER READY £50!

BATTERY AND TORCH SELLING WEEK BEGINS SEP. 22nd.

In 9 more days the biggest and best "Ever Ready" Selling Week will have begun and your chance to enter the monster "Ever Ready" £800 Window Display Competition and win a big prize will have vanished! Don't delay a moment longer. Send for the entry form (Coupon below), and take the money! Put *your* idea of an "Ever Ready" display into your window!

The 1930 "Ever Ready" Selling Week has been timed just right—when nights are getting dark and your customers are beginning to think again of torches, cycle lamps, and wireless batteries. If you enter

the Window Display Competition, they will see your name and address at the bottom of big "Ever Ready" advertisements in their papers (We put it there, free). If you enter the Competition, they will see your "Ever Ready" display. And when they are in your shop, if you enter the Competition, they will quite probably find the "Ever Ready" man handing them a £1 note (there are 180 of them for "Ever Ready" customers). And, finally, if you enter the Competition, there is no reason why you should not win one of the substantial prizes. Eight £50 prizes, eight £25 prizes, forty £5 notes. You may win any one of these by a good "Ever Ready" Display, over and above record sales!

Only 9 days more! Fill in that Coupon now. Make sure about it. Post it to-day, with a halfpenny stamp. Then think out the winning display.

POST THIS COUPON FOR ENTRY FORM

To The "Ever Ready" Co. (Great Britain), Limited, Hercules Place, Holloway, London, N.7
Please send me Entry Form and full particulars of the "Ever Ready" Selling Week Window Display Competition

Name.....

Address.....

W. T. 13-9-30.

With the Trade Associations.

Birmingham Branch, W.R.A.

THERE was a good attendance at the monthly meeting of the Birmingham branch of the W.R.A. which was held at the Whitehorse Hotel last week, the Chairman (Mr. J. Wellings) presiding.

The Chairman reported that the result of the interview regarding the Dunlop Works radio club had been most satisfactory.

Mr. S. Dagnall (Vice-Chairman), who had enquired as to arrangements for a visit to Olympia on September 24th, said the fare would be 13s. 11d. plus the saloon fee of 30s. It was decided to travel by the 9 a.m. train from Snow Hill, the return train leaving at 7.10 p.m. To cover expenses, including circularising the members, the meeting considered 15s. should be charged, and wholesalers and all connected with the trade are invited to join the party.

Co-operative Advertising.

An optimistic feeling prevailed on the proposal for co-operative advertising. Mr. Dagnall said he had been in touch with an advertising contractor, and for a cost of £201 they could secure fourteen insertions of a 7-inch double column advertisement. Supposing they could obtain 40 contributors, £5 apiece would cover them, or for 25 it would run to £7 10s. It was proposed to order five insertions in October, four in November and five in December; and the advertising contractor, when the matter was fixed up, would proceed to take instructions as to the policy and make-up of the advertisements.

The Chairman remarked that the names and addresses of the members subscribing would be published in each advertisement, and Mr. Dagnall's suggestion was that it should specially set out a particular article in each successive advertisement. The Ostram "Music Magnet," for example, would be a good subject at the moment.

The Chairman thought they might be able to secure some assistance from the manufacturers, which led Mr. Dagnall to express the view that the cost per head might, on this account, be much less than had been stated.

Valve Discounts and Faulty Batteries.

On the question of B.V.A. discounts, the Secretary believed headquarters had taken the matter up, while the Chairman said THE TRADER had also done so. Mr. Martin stated that his invoices had been applied for, and he had forwarded them but he had heard nothing since. Mr. S. M. Spain said he had adopted a similar course. Mr. Martin then drew attention to a letter in THE TRADER complaining of inactivity on the part of the W.R.A. on this question, and the Chairman announced that he had replied to the complaint. Mr. Dagnall said it all came back to the suggestion which had been made at their meetings, that all agreements be signed and sent to headquarters to deal with. The Chairman and Secretary endorsed Mr. Dagnall's suggestion.

Mr. L. Spain then proposed with Mr. Dagnall "that in future all agreements with the B.V.A. be signed by members and sent to headquarters for negotiation by that office." Replying to Mr. Kendall, the Chairman believed headquarters were prepared to act, and answering Mr. Dagnall, Mr. Wellings also thought that head office would circulate the resolution to the branches.

There was a good deal of useful discussion of an informal nature on battery faults and the working of different types. A representative of one manufacturing firm invited the views of the branch on the exchange of alleged faulty batteries.

Arising out of a message from an official of the G.E.C., who said any concrete evidence of irregular trading in their goods would be welcomed, an Erdington member stated that his district was flooded with batteries supplied on trade terms through a works club.

Provident Club Trading.

The Chairman gave a report in reference to a firm of factors who, he said, were now "coming into line," which announcement the meeting received with great satisfaction. Another member reported that a manufacturing firm was supplying wireless goods to warehouse concerns, factors in other trades, and motor firms. Some discussion arose on the attitude of the R.W.F., following which the Chairman drew attention to the supply of goods at trade prices on hire-purchase through the medium of thrift clubs. Considerable discussion on this point followed.

At the close of the debate the Chairman did not think the question had been considered by the W.R.A., and said if the meeting thought fit he would obtain a ruling on the matter. **Technical Qualifications.**

Alluding to the Institute of Wireless Technology, the Chairman remarked that if that body would handle examinations for the trade so much the better. He had previously suggested that some course or test would be welcomed by genuine wireless traders, so that their qualifications could be known, and Mr. L. Spain now said that the idea was one which should be pursued. The Chairman further said that it was largely a matter of the trade agreeing as to what should form a representative examination for all radio dealers, and thus lead up to the establishment of suitable classes. He suggested that a general curriculum would be sufficient for the majority of dealers, with an honours' section for those who desired to specialise in particular branches such as A.C. mains work and eliminators, and so forth. Mr. L. Spain thought the classes would be on theoretical lines rather than dealing with practical work, after the manner of that for the A.M.I.E.E. Before the meeting closed several orders were given for the window poster of the W.R.A. which announces: "Every W.R.A. Dealer is pledged to give full service consistent with fair trading" and invites the public to "Deal with the Dealer Showing this Sign."

South Wales Branch, W.R.A.

WHILE the officials of the South Wales Branch of W.R.A. have maintained activity in keeping the organisation propaganda and work in the forefront in the recent months, there has been no executive committee meeting owing to members being on holiday. However, on September 16th, at 11 a.m., the Committee meets at the premises of Mr. Herbert T. Morgan (Dan Morgan, 218, Oxford Street, Swansea), and matters will then be arranged for presentation to the forthcoming annual general meeting of the branch and for transaction, as necessary, in London at headquarters, when the officials are up for the Olympia Show. It will be recalled that the year of the branch expired in May last, and the usual annual meeting was called and held then.

At this meeting members advanced the view that an annual meeting should assist in recruitment to membership of the branch and suggested that this would be best assisted by holding the annual meeting immediately after the Show and with the winter season trade in view. Accordingly, officials were only elected for the interim period until an annual meeting following the Show was called. This meeting has now been fixed for October 7th, at 7.30 p.m., at the Y.M.C.A. Swansea.

Traders are asked by the Committee to interest any non-member traders in their districts in the meeting and bring them to attend it. The meeting will be open to all *bona-fide* traders, whether members or not.

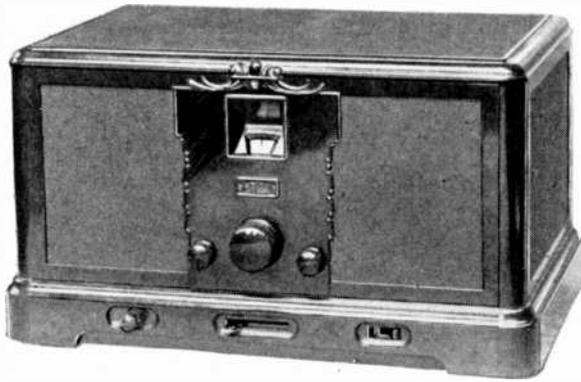
Sheffield Branch, N.F.R.R.

IT is stated by the Hon. Organising Secretary of the N.F.R.R. that a meeting of retailers of Sheffield and district was held in the Cutlers' Hall, Sheffield, on Monday, when there were twelve people present, in addition to Mr. Moody, of Head Office.

Mr. Moody opened the meeting by welcoming all those present. He then read the address which Mr. de Villiers, Hon. Organising Secretary, had hoped to deliver himself. A long and varied discussion then followed, in which nearly every member present joined. After this it was resolved that the meeting should endorse the formation of a local branch of the N.F.R.R.

The election of officers was the next item on the list, and resulted in the election of Mr. R. P. Radcliffe as Chairman, and Mr. A. E. Kent as Secretary. Some very outspoken comments were later made on the behaviour of certain price-cutters in Sheffield and district, and this led to much useful information regarding certain split-discount factors being revealed. Mr. Moody promised to deal with this on his return to London.

It was decided that the next meeting should be held in one month's time at the Cutlers' Hall, and that each member should endeavour to bring at least one new member. A committee was also formed to investigate abuses, and to arrange technical lectures for future meetings.



THE new Ekco receivers, manufactured by E. K. Cole, Ltd., form very good examples of chassis-built sets designed for mass production. 2- and 3-valve models are made, for A.C. or D.C. mains. The set under review is the 3-valve A.C. model.

The Set Described.

The sample we have is in a mottled jade green case, moulded in "tenacit" bakelite, a very hard and tough variety of this material. We understand that imitation dark mahogany and medium oak varieties are also obtainable. The case is an excellent example of the moulder's art. It measures about 17 ins. wide, 11 ins. deep and 9½ ins. high, and the top, front and sides form one large moulding. There is a removable back and bottom, while the chassis rests on ledges inside the case and is held in position by four screws passing through the ledges. By removing the four screws and also the control knobs the complete chassis can be withdrawn from the cabinet, and then has the appearance of the drawing opposite.

The circuit incorporates a screened grid H.F. stage (Mullard S4VA), and a grid detector (Mullard 354V) transformer coupled to a power pentode (Mullard 24B). All these valves are run with raw A.C. on their heaters, the H.T. and G.B. being supplied by a Westinghouse metal rectifier of the latest type.

Looking at the front of the cabinet, the main control in the centre is the slow motion adjustment of the twin-ganged tuning condenser. The scale of this is behind a sunk sloping window, and is not illuminated when working. The scale is calibrated in metres, and a bent wire forms the indicator. To the left of the main tuning control is a small knob operating a trimming condenser in parallel with the first tuning condenser, while to the right is the knob of the reaction condenser. Both of these small condensers are of the solid dielectric type. Beneath these three control knobs there are three more, partially sunk in recesses in the cabinet. On the left is the small knob of the selectivity-volume control, which, through a crank and connecting rod, operates a small aerial coupling coil inside the aerial-grid coil assembly. This is shown in the drawing opposite. In the centre is the lever arm of the medium-long waveband switch, which is of the rotary contact arm and stud type and is also shown opposite. On the right is the mains switch.

At the back of the chassis there is a terminal strip, and holes are cut in the removable back of the cabinet to clear the various plugs and sockets. On the extreme left are the loud-speaker sockets, with a wander plug and three sockets to adjust the output choke to the impedance of the speaker in use. Next come the two sockets for a gramophone pick-up (no switching device is used). The earth and three alternative aerial sockets are towards the right, and the mains connector, taking the form of two split plugs, is on the extreme right. A mains lead, provided with a socket to fit these plugs, is supplied, the other end terminating in a lampholder plug. Twisted up with the mains lead is a braided wire, not connected in any way to the mains, and terminating at the receiver end in a plug which fits into any of the aerial sockets. This allows the user to dispense with an external aerial, the pick-up being obtained by the coupling between the twisted lead and the mains lead.

Beneath the projecting plugs for the mains connection are two sockets, wired in parallel, into which an ordinary 5 A power plug can be fitted to enable an A.C. moving-coil speaker to be operated without having to use another mains connection.

Removal of the back of the cabinet allows the valves to be inserted, and the receiver to be adjusted (by means of a wander plug and three sockets) for the particular mains voltage in use.

The Ekco-Lectric A.C. Model 313

The second of a new series of illustrated test reports on 1930-31 receivers, selected by the Technical Editor as being of outstanding interest.

It will be noted from the drawing opposite that there is not much wiring above the horizontal platform of the chassis, most of it being beneath, where it is quite accessible for service, if needed. The coils, of the single layer type, are completely screened by metal containers, which are removable. The S.G. valve itself is not screened, while there are only small screens between the variable condensers. An interesting feature is that the transformer and choke cores are actually bolted to the horizontal platform, through which part of the windings project. The price of the set is £22 10s. complete (or £25 for use on 25 cycle A.C. mains), and an instruction book is supplied.

Test Results.

Tested on 250 V 50 cycle A.C. mains, the consumption of the receiver proved to be about 28 watts, a normal value. Using a moving-coil speaker, the hum produced by the set was hardly perceptible. We notice that in the instructions given for connecting the loud-speaker it is stated that the left-hand socket is for a moving-coil speaker and the other two for cone models. This is a little misleading in that moving-coil speakers naturally can be obtained in various impedances. Presumably the instructions refer to the new Ekco M/C speaker. All three sockets should generally be tried to see which gives best results. Using a moving-coil speaker of fairly high impedance, we obtained very good tone from the set. The volume could be brought up to a much greater strength than normally required for home use, without distortion. On the other hand, it appeared that the 24B pentode was being run well under its maximum permissible H.T. and screen voltage.

The pick-up arrangements were satisfactory, providing that short pick-up leads and an external volume control were used.

The selectivity and sensitivity on the short waves were very good indeed. Naturally, since the set was being used on an indoor roof aerial, 11 miles from Brookman's Park, the selectivity control had to be fairly near its maximum position if the spread of the B.P. stations was to be reduced to a reasonable amount. It was possible to cut them down to a band of 20-30 metres each, and at the same time receive the more powerful continentals at a reasonable strength. Toulouse was easily obtained clear of London Regional, and Langenberg clear of 5GB. With some of the other continental stations the selectivity could be reduced, and they were then obtainable at full L.S. strength. We found the selectivity-volume control a little critical in use, its greatest effect being towards the maximum selectivity position, where a slight movement of the knob made a very big difference. It is a pity that a large knob, giving a finer control, could not have been used here. Incidentally, the stop in our sample was not quite at the maximum selectivity position.

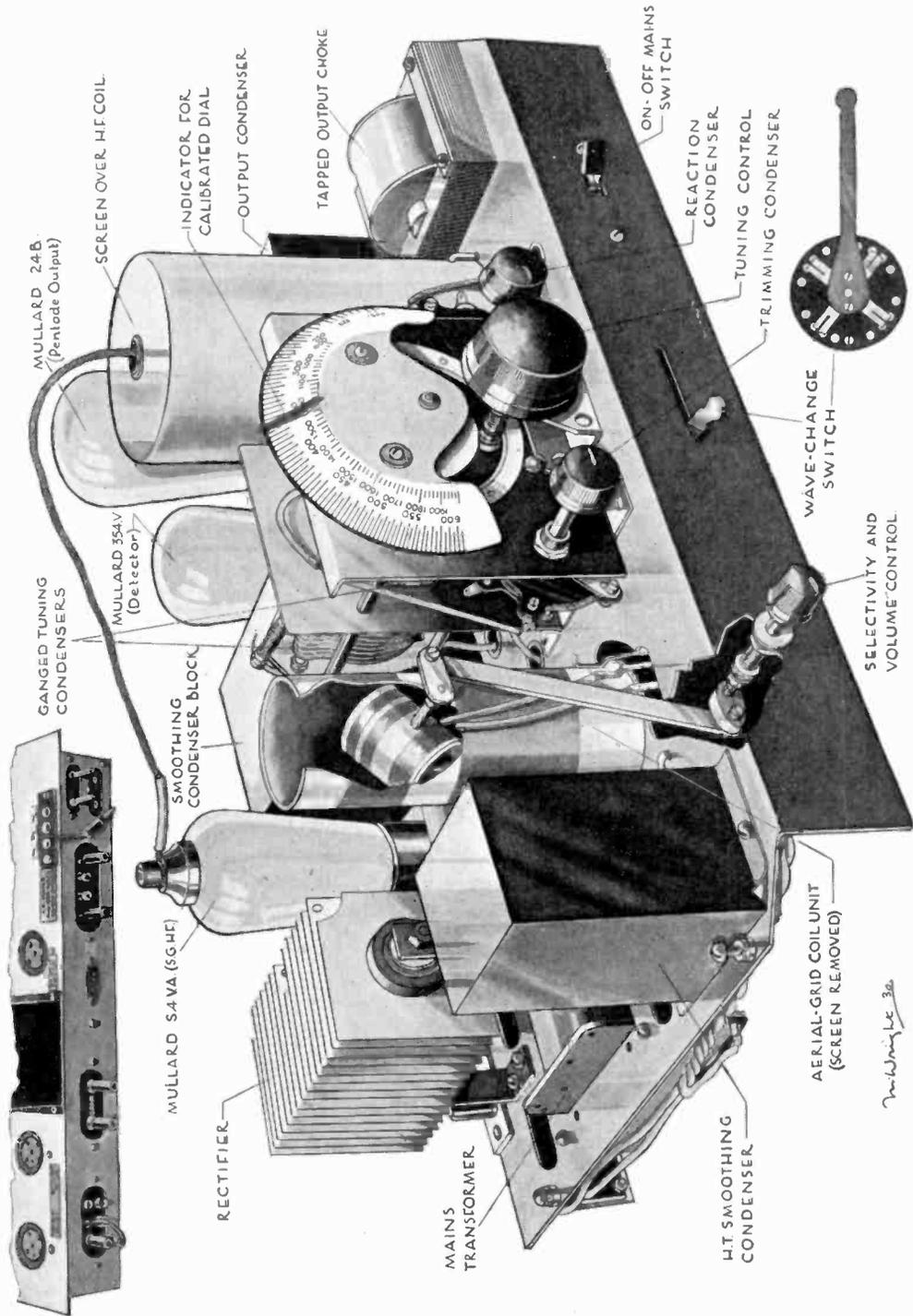
On the long waves the results were quite good, all the usual stations coming in, though Koenigswasterhausen was not clear of 5XX. Radio Paris was clear with the selectivity control fairly well advanced.

The mains aerial worked very satisfactorily on the short waves, the two B.P. stations and 5GB coming in well, without any crackling or mains hum. The results on the long waves with the mains aerial were, however, not very good.

The wavelength calibration of our set was less than five per cent. out over most parts of the scale, the maximum error being about five per cent. at the upper end of the long wave range. The trimming condenser hardly needed to be touched, and was left at zero for most of our tests. There was a small amount of reaction overlap on both ranges, but as critical reaction was rarely needed, this is not important.

It will be gathered from the above results that this new Ekco set is in the first class of receivers of its type. Add to this its very attractive appearance and good construction, and it will be seen that it is likely to be very popular.

W. E. M.



"EKCO-ELECTRIC" 313 A.C. RECEIVER.

Above is a general view of the chassis removed from the cabinet. Certain parts are cut away to show interesting constructional details. At the bottom right is an underneath view of the wave-change switch, while at the top left the rear terminal strip is shown.

McWhorter 313

A Bigger Show Than Ever

STAND NO. 1.

Bernard Jones Publications, Ltd., 58, Fetter Lane, London, E.C.4.

The two popular journals, *Amateur Wireless* and *The Wireless Magazine* will be featured on this stand, together with circuit designs and the various technical books which are published by the firm.

STAND NO. 2.

Dunhams, Ltd., Bellerophon Works, New Wharf Road, London, N.1.

Two brand new receivers, including a portable, will, together with a mains unit, form the leading features on this stand. The first of the receivers, a 3-valve model, is, of course, of the all-mains type, and is contained in a walnut cabinet, which also incorporates a speaker and a frame aerial. The second set is a 4-valve battery-driven portable, which is priced, in suitcase form, at 20 guineas.

Also of interest, is the new A.C. mains unit which incorporates an arrangement giving automatic G.B., and utilises Westinghouse metal rectification.

Other receivers in the Dunham range will also be exhibited, and it should be noted that, although greatly improved this year, the 5-valve portable, and the cabinet transportable, both retail at £17 17s., as last year.

STAND NO. 4.

Iliffe & Sons, Ltd., Dorset House, Tudor Street, London, E.C.4.

The Iliffe radio publications—*The Wireless World* and *Experimental Wireless*—will naturally be the main features of the stand, and staff members will be in constant attendance in order to be of assistance to visitors.

Representative receiver designs will also be displayed on the stand.

STAND NO. 5.

Amalgamated Press, Ltd., Fleetway House, Farringdon Street, London, E.C.4.

As in past years, the three radio journals—*Popular Wireless*, *Modern Wireless*, and *The Wireless Constructor*—published by this firm will occupy this stand, and various members of the staff will be in attendance throughout the Show.

STAND NO. 6.

Odhams Press, Ltd., Long Acre, London, W.C.2.

Our contemporary, *The Broadcaster*, will be available here, together with the various technical and business-aid publications associated with it.

STAND NO. 3.

THE WIRELESS AND GRAMOPHONE TRADER, St. Bride's House, Salisbury Square, E.C.4.

This is a new site for our own stand, but it is even easier to find. Turning right from the main entrance, we are located on the left of the entrance to the Addison Grill Room and the café—conveniently situated to entertain or be entertained by our trade friends who call to see us!

Naturally, **THE TRADER** itself will be the most prominent feature of the stand; but its main purpose, we would remind readers, is to give every possible help and advice to *bona fide* members of the trade. For this purpose the staff of **THE TRADER** Information Bureau will be available throughout the Show.

Readers are cordially invited to come and see us—either on business or just



“The
Trader”

Display
Cup.

This handsome trophy will again be awarded for the best stand in the Show. (See News page.)

for a friendly chat. In either case they will be welcome.

A final point is that traders may place or renew their subscriptions at the stand, while orders may also be placed there for the new edition of the **YEAR BOOK AND DIARY**, which is due for publication shortly after Olympia closes. Our other published aids to business—hire purchase agreements, accumulator-charging labels, and so on—will also be shown.

What to See

THE National Radio Exhibition, organised by the Radio Manufacturers' Association, opens at Olympia, at 11 a.m. on Friday next, and runs until Saturday, September 27th. It occupies the entire National Hall (formerly New Hall) and also the first floor of the New Empire Hall adjoining.

Visit us at

STAND NO. 7.

C. A. Vandervell & Co., Ltd., Acton, London, W.3.

Pride of place on the C.A.V. stand will be given to the well-known range of non-spillable accumulators, which, we understand, have done very well during the past season. The actual construction of these cells has been the subject of very careful experiment, and the separators and plates have been specially designed for use with the solidified electrolyte. An interesting feature of the exhibit will be a mechanically operated display illustrating the non-spilling properties of the accumulators.

The range of H.T. batteries will be on view—particularly the all-moulded battery with mass type plates; 2,500, 5,000 and 10,000 mA hour models list at 5s., 6s. 3d., and 12s. each respectively. These prices are for 30 V groups in moulded trays, but in addition and for the first time, 60 V assemblies in oak trays will be on view.

Finally, there will be the existing L.T. accumulators, and some new models. In addition to the AGM 20 AH mass type battery, C.A.V. are introducing the BGM 45 AH. model at 8s. 6d. complete with metal carrier. The Acton glass and celluloid models will, of course, be continued.

STAND NO. 8.

The Wireless Retailers' Association, 70, Finsbury Pavement, London, E.C.2.

The W.R.A. stand occupies the same position as it did last year—to the left of the main entrance, in the corner of the hall and adjoining the stairs leading to the gallery.

Members of the Council will be present throughout the Show, led by Mr. A. E. Betambeau and H. A. J. Shearman Dyer, the chairman and vice-chairman respectively.

Every dealer who is interested in the trade associations should call at the stand—where he will find a welcome from kindred spirits; those who believe unity is “no good” should make an equally strong point of calling at the stand, to give the W.R.A. people a chance to convert them.

STAND NO. 9.

Turner & Co., 54, Station Road, London, N.11.

On this stand, the chief item of interest to the trader will undoubtedly be the new “Tunewell” departure, in the form of a 3-valve battery-driven receiver,

At Olympia

HERE is an advance review of all the exhibits, with one or two isolated exceptions, of interest to the trade. Plans of the space and a list of the stand-holders appear on page 281. Next week we shall publish a first-hand fully illustrated stand-to-stand report of the Show.

Stand No. 3.

This, as we have already announced, retails at the competitive price of £3 19s. 6d., and carries with it a guarantee for twelve months.

Of course, the exhibit will also include a comprehensive display of the well-known "Tunewell" coils, chokes, and components.

STAND NO. 10.

Houghton's the Wholesalers (Ensign, Ltd.), 88, High Holborn, London, W.C.1.

In Houghton's own words, their stand will be "built for the trader," and the public are "warned off." The actual exhibits will comprise the selected "best sellers" of the entire Show.

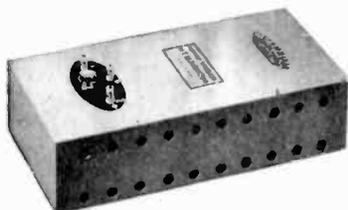
In addition a feature will be made of the many ways in which Houghton's aid their customers. The trade catalogue, *Houghton's Radio News*, the firm's own H.P. plan, whereby the retailer is enabled to sell on hire purchase any make of goods over £5 in value, and sales aids will be prominent.

STAND NO. 11.

Wm. Dibben & Sons, Antelope Buildings, St. Mary's Road, Southampton.

This will be a receiver and speaker exhibit. The former are divided up broadly into three chassis forms—a "straight three," with two transformer-coupled L.F. stages; a 3-valve "S.G.P." combination, with either power or pentode output, and an A.C. chassis embodying substantially the same circuit as the second, but with power-pentode output.

The first type is available in four cabinet styles, all with neat oak casework—a table model at 5 guineas, a table model with built-in balanced-armature speaker chassis at 7 guineas, a floor model (re-designed since last year, and reduced in price) at 7½ guineas, and lastly a floor-type set with speaker at 9 guineas. In each case the set has provision for the permanent



DUNHAM.—A new mains unit, produced in compact form without protruding controls.

connection of a pick-up, and prices are exclusive of royalties.

The S.G.P. chassis is available only in a table-type cabinet at 8 guineas (plus royalty), while the 200-250 V A.C. set is put up in a walnut pedestal enclosing a moving-coil speaker, the price being 35 guineas complete (without royalty).

Two other new developments are the radio gramophone (similar to the A.C. receiver, but with a small cabinet attachment housing an electric motor), and a gramophone unit, comprising an electric motor, pick-up and leads, for use with the firm's own A.C. set or any similar



DIBBEN.—The "Cromwell" mains driven radio-gramophone. It consists of the "Cromwell 3" all-electric receiver with a separate gramophone unit on top.

instrument. These two lines sell at 45 guineas and 10 guineas each respectively.

Another entirely new line is the "Monarch Minor" receiver, but apart from the fact that it is described as "the cheapest reliable 3-valve set on the market," we have no details at the moment.

Dibben are continuing the "Boudoir" 4-pole balanced armature cabinet speaker at 47s. 6d., and have also introduced a pair of M.C. types—selling at 4½ guineas (D.C.) and 7½ guineas (A.C.).

189 Individual Exhibits

STAND NO. 12.

Watmel Wireless Co., Ltd., Imperial Works, High Street, Edgware.

The special features, for which the trader should look on the Watmel stand are, without doubt, the recently introduced "Universal" dual-range tuner, and the two H.F. chokes, types D.X.2 and D.X.3. The former component, at 17s. 6d. is a very attractive proposition, and the chokes, retailing at 4s. and 6s. for the D.X.2 and D.X.3 respectively are claimed to have extremely good curves.

Among the other exhibits, of outstanding interest, are the pick-up carrier at 7s. 6d., the speaker unit at 18s. 6d., and the kits of parts for building a cabinet speaker at 55s.

STAND NO. 13.

Hobday Bros., Ltd., 21/27, Great Eastern Street, London, E.C.2.

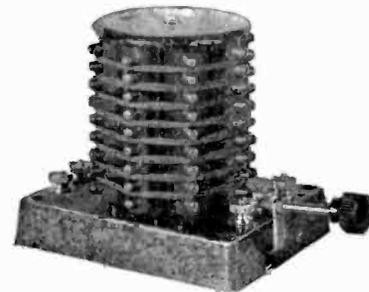
The Olympia exhibit of Hobday Bros., Ltd., will give the trade an opportunity of viewing a large selection of the new season's goods, and the firm will endeavour to show as many of the latest radio products as the size of the stand will allow.

All the lines exhibited will, of course, be available for despatch to Hobday's customers from stock from their London, Manchester and Wolverhampton premises in the 38 counties covered by their delivery service.

STAND NO. 14.

The Sel-Ezi Wireless Supply Co., Ltd., 6, Greek Street, London, W.1.

"Red Star" receivers will be strongly featured on Sel-Ezi's stand, as the firm are, of course, special distributors of these



WATMEL.—The recently-introduced dual range tuning coil.

sets for London and the S.E. counties. Telsen's new lines will also be on view at this exhibit.

While the above products will form the main display, traders will find that most of the outstanding new products of the season will also be available for inspection.

STAND No. 15.

A. J. Dew & Co., 32-34, Rathbone Place, London, W.1.

A complete range of practically all of the lines handled by this well-known wholesale firm will be seen on Stand No. 15, including radio-gramophones, receivers, speakers, components and accessories. Among the latter the "Dumolite" range of L.T. accumulators will be featured. In addition a selection of cabinets will be on view.

STAND No. 16.

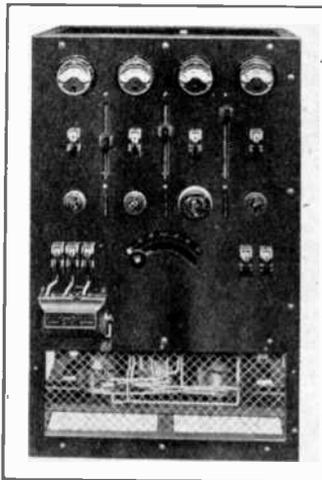
L.E.S. Distributors, Ltd., 9, St. Martin's Street, London, W.C.2.

Representative examples of the various lines by leading makers factored by L.E.S. will be shown. The firm market one product of their own—the L.E.S. earth tube—which will, of course, be exhibited.

STAND No. 17.

Brown Bros., Ltd., Great Eastern Street, London, E.C.2.

Although a full range of the sets, radio-gramophones and accessories carried by



BROWN BROS.—This "Hewittic" automatic charger will be a feature of the exhibit. It has a mercury arc rectifier.

Brown Bros., Ltd., will be exhibited here, special attention is to be devoted to the display of charging equipment for traders' use. In this field the Hewittic equipment, with a mercury arc rectifier, is expected to attract more than usual attention.

STAND No. 18.

Hillman Bros., 123-125, Albion Street, Leeds.

Of especial interest on the stand of this North Country factoring firm will be the "Sound Service" home recording outfit, used in conjunction with an ordinary 3-valve set and a gramophone pick-up. It retails at 5 guineas, blanks for recording selling at 6d. each. This outfit is produced by the Home Recorder Co., of 1, Bower Street, Bradford, Hillman Bros. being sole distributing agents.

Examples of the products handled by Hillman's will also be exhibited on Stand No. 18.

STAND No. 19.

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

New season's products only will be shown on this wholesale firm's stand, and no apparatus will be on view that has been current during the year, and is to be continued in 1931.

STAND No. 20.

East London Rubber Co., 29/33, Great Eastern Street, London, E.C.2.

This firm of wholesalers will be exhibiting all the latest lines of prominent manufacturers on their stand, which will give dealers an opportunity of examining and comparing the new season's lines side by side.

STAND No. 21.

Itonia Gramophones, Ltd., 58, City Road, London, E.C.1.

The leading feature will be a new all-electric radio-gramophone, to be known as Model 501. This instrument will embody a 3-valve receiver having two screened grid valves and a power pentode output valve, and the prices will be 50 guineas in oak and 55 guineas in walnut. An additional model fitted with an Air Chrome linen diaphragm speaker is listed at 45 guineas.

In addition, the exhibit will include the two 16-guinea portable receivers—the Itonia Autocrat Five and the Itonia Transportable Five—together with the screened grid 4-valve instrument which sells at 20 guineas.

Apart from their own apparatus detailed above, Itonia—as factors for the music trade—will be displaying all the leading makes of receivers and accessories.

STAND No. 22.

Flinders (Wholesale), Ltd., East Stockwell Street, Colchester.

Flinders are wholesale distributors in several eastern counties for the products of many leading manufacturers, and as such will be making a representative display of the lines carried.

STAND No. 23.

S. Kalisky (Aldgate), Ltd., 75, Aldgate High Street, London, E.C.3.

Sets, mains units and general components will be shown here, together with a special display of wires of all descriptions, including "Lectaerial" wire. The "Sopranist" battery tester will also be featured.

STAND No. 24.

Dulcetto-Polyphon, Ltd., 2-3, Newman Street, London, W.1.

As wholesalers Dulcetto will be exhibiting a wide range of the radio products they carry, but several of their own new lines, recently placed on the market, will be shown.

Outstanding among the latter will be the "Junior" gramophone amplifier. It is a single turntable model at 75 guineas, with one cabinet M.C. speaker, and is, of course, mains driven.

Another all-mains line to be exhibited will be the Dulcetto radio-gramophone, incorporating an S.G.P. circuit, with a laboratory tested M.C.

speaker. Housed in a mahogany console cabinet, it sells at £75 for D.C. and £80 for A.C.

Finally, there will be various M.C. speakers on view at Stand No. 24, including the chassis model that we recently tested.

STAND No. 25.

Dayzite, Ltd., 17, Lisle Street, London, W.C.2.

Here again a complete range of sets—portables, kits and complete models—as well as the many other radio products factored, will be shown. Dayzite, Ltd., will also be exhibiting their sound-on-film "head" for talking pictures.

STANDS NOS. 26 AND 127.

V. Zeitlin & Sons, Ltd., 54, Lambs Conduit Street, London, W.C.1.

Most of this firm's wholesale lines will be exhibited. As Zeitlin's are distributors for "Neutron" and "Sylverex" products it is to be expected that these also will be shown.

STAND No. 27.

Climax Radio Electric, Ltd., Haverstock Works, Parkhill Road, London, N.W.3.

Mains products will be to the fore on the Climax stand. The receiver field will be represented by two instruments, a 2-valve set at 9 guineas, and a 3-valve model at 16 guineas, while among units the D.C. model in an improved form will be featured.

Dealing first with the receivers, the 2-valve model is intended for use within 100 miles of a regional transmitter, and has single dial control. The 3-valve set utilises an S.G.P. circuit, and has two tuning controls, while a volume control is fitted. A gramophone pick-up can be used, an interesting feature in each receiver being the provision of a tone control.

In the improved version of the Climax D.C. mains H.T. unit there are three fixed and one variable tapings. Compact in design, this unit can be used in a portable receiver if desired.

Many of the other mains products for which Climax are well-known will, of course, be shown.

STAND No. 28.

Stratton & Co., Ltd., Balmoral Works, Bromsgrove Street, Birmingham.

One of the few firms to specialise in short wave apparatus, Stratton's are to exhibit several lines in this connection. Of primary interest doubtless will be



THE WIRELESS TRADER makes another record—this time on the Home Recorder outfit distributed by Hillman Bros., and installed in our laboratory.

Telling & Selling[★]



Actual Amplification

— the acid test of a Screened Grid Valve

Record low inter-electrode capacity of new Cossor 215 S.G. ensures highest effective amplification.

The inter-electrode capacity of a Screened Grid Valve largely controls the actual amplification per stage that can be obtained. The lower the self-capacity of the valve the greater its available stage amplification. Cossor research has been steadfastly focussed on this vital problem. To-day the new Cossor 215 S.G. has a lower inter-electrode capacity than any other Screened Grid Valve. This minute capacity—so small that specially designed apparatus is necessary to measure it—is of the order of .001 micro-microfarads. Due to this—and to other exclusive features such as a new box-type screening grid—the new Cossor 215 S.G. permits a degree of effective amplification which a year ago would have been considered quite impracticable.

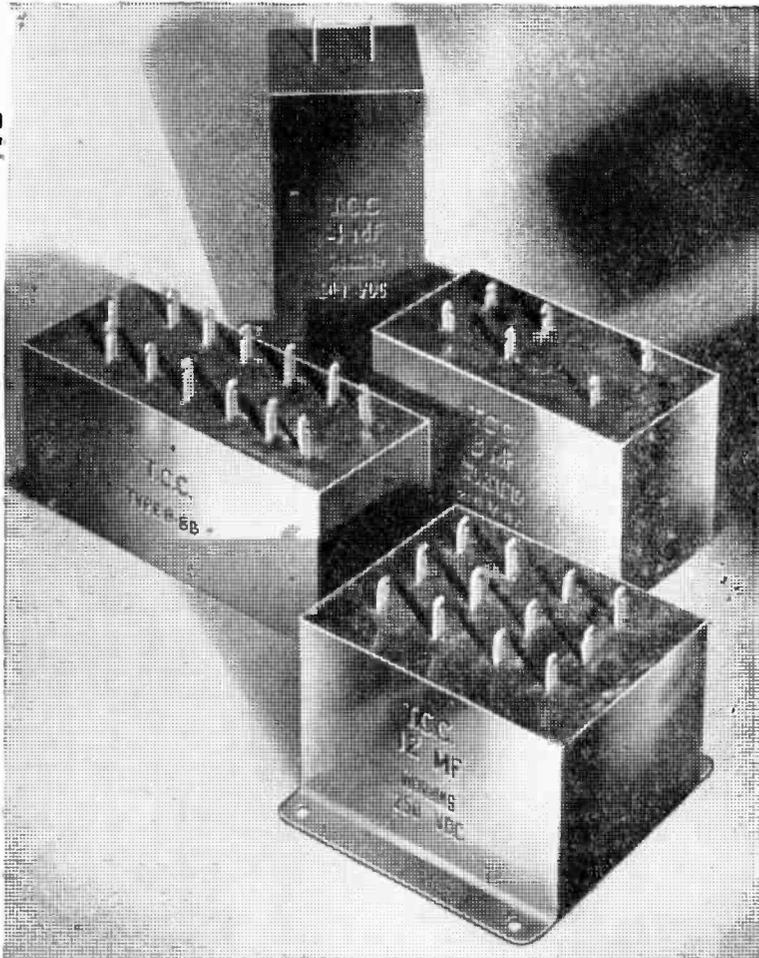
Cossor 215 S.G. 2 volts.
15 amp. Impedance 300,000.
Amplification Factor 330.
Mutual Conductance
15 ma. V. Control
Anode Vols. 120. Positive
Voltage on
Screen (approx.
to Plate) **20-**

THE NEW
COSSOR
215 S.G.

HIGHEST ACTUAL AMPLIFICATION

THE NEW
COSSOR
215 S.G.

★
The facts about the New Cossor Screened Grid Valve are being forcefully told to Radio enthusiasts everywhere. Here is a reduced facsimile of one of the advertisements in the great New Cossor Campaign now appearing both in the national press and leading Wireless papers. To get the full benefits of increased Cossor demand, link up with the advertising without delay.



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

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



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

the 4-valve set tuning from 12.5 metres upwards. Designed for tropical use, the "Eddystone All-Wave Four" utilises an S.G.P. circuit with one R.C. and one transformer coupled L.F. stages. A pick-up can be used with the set. Price £27, with coils and valves.

Known as the "Homeland Four," a 4-valve S.G. short-wave kit set is to be displayed. The price of 10 guineas includes coils covering from 12.5-85 metres and 250-500 metres.

A comprehensive range of short wave components will complete the exhibit, and will include chokes, variable condensers, coils and so on. Among the latter will be 6-pin and ordinary plug-in types, a tuning unit covering from 14-90 metres at 22s. 6d., and some 20 and 40 metres transmitting coils.

STAND No. 29 AND DEMONSTRATION ROOM S.

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

No fewer than four new sets, three radio-gramophones and an electric gramophone—all mains driven—will be shown on Edison Bell's stand.

The first of the new receivers is a 2-valve detector-and-pentode set. For use on A.C. mains, it sells at £14 14s. Next should be mentioned the 3-valve A.C. set at £19 19s. It utilises two L.F. stages—one R.C. and one transformer—and, contained in a walnut cabinet with a cone speaker, is intended for use on 200-240 V mains. Another 3-valve set to be shown utilises an S.G.P. circuit, and is built into a metal cabinet. There is provision for a pick-up and the price is £25 10s. The fourth new receiver is a 4-valve S.G. transportable with a pentode in the second L.F. stage. For mains drive it sells at £21, and for battery operation at £14.

Of the three radio-gramophones to be shown the No. 1 Junior model utilises a 2-valve circuit with a pentode valve in the L.F. stage and sells at £42. The No. 2 Junior model incorporates an S.G. 4-valve circuit, and is housed in an oak console cabinet, with a cone speaker. An Edison Bell pick-up and arm and a double spring motor are fitted, but there is also an independent acoustic system. Price £37 10s. A larger instrument, the

Senior, also employs an S.G. 4-valve circuit, which drives an M.C. speaker. A separate mains unit is used, and delivers 75 mA at 400 V. Price, in oak, £75. At £50 there will be a new all-electric gramophone giving 2½ W output.

An interesting pick-up in a moulded case will complete the new lines exhibited. Certain lines that are being continued will be shown, together with some "talkie" equipment.

STAND No. 30.

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

Six entirely new all-mains 3-valve receivers will be of particular interest on the "Lotus" stand. All of them, apparently, utilise valve rectification, and the price in each case includes valves and royalties. First should be mentioned the console set, with self-contained aerial and speaker. In William and Mary style it sells at £35, or £33 in Hepplewhite design—not at £35, also, as was stated last week. A third set employing a similar circuit to these two instruments sells at £21 10s. It is intended for use with an external aerial, and does not incorporate a loud-speaker. Another cabinet set utilises an S.G.P. circuit, with the speaker in the hinged lid. It is to be used with an external aerial system. The price is £22. The fifth receiver is an A.C. transportable at £25 10s. There will also be on view a radio-gramophone A.C. chassis. This is a 3-valve S.G.P. receiver in chassis form for inclusion in "radiograms," and sells at £19. A battery model will be shown at £12.

The exhibit will be completed by a representative selection of "Lotus" components and accessories, including the newly introduced dial for ganged condensers. Many current lines at reduced prices will also be seen.

STANDS Nos. 31 AND 32.

Pye Radio, Ltd., Radio Works, Cambridge.

The Pye Pied Piper advertising figure will undoubtedly be prominently featured in the display of the new Pye portable, which has already been dealt with in THE TRADER.

This set—a twin S.G. triple-tuned model—is available for D.C., A.C., or

battery operation. The prices are (for battery operation) 22 guineas less 12s. in ordinary rectangular walnut cabinet—for A.C. mains—28 guineas for either model. The prices of the D.C. types are not yet available.

Besides this important new model, the existing Pye lines will be shown. These will comprise the straight-five portable at 19 guineas, the "all-electric 3" (£25), the 4-valve screened-grid receiver (£21 10s.), the "All-Electric Radio Console" at the reduced price of 35 guineas, and the All-Electric Radio-Gramophone (60 guineas). In addition, among smaller sets, there remain the "Popular Two," the "Presentation Two" and the "All-Electric Presentation Two" at £7 2s., £12, and £17 10s. respectively. H.P. terms apply to all the receivers mentioned above.

We spent a most interesting day down at Cambridge last week with Mr. R. M. Ellis and Mr. T. A. W. Robinson, joint managing directors of the company. The works are undoubtedly a wonderful organisation, and we are taking an early opportunity of describing them in detail.

Meanwhile production of the new sets—which are "built like a battleship"—was going ahead, and no doubt trade deliveries have now commenced.

STAND No. 33.

Bullphone, Ltd., 38, Holywell Lane, Great Eastern Street, London, E.C. 2.

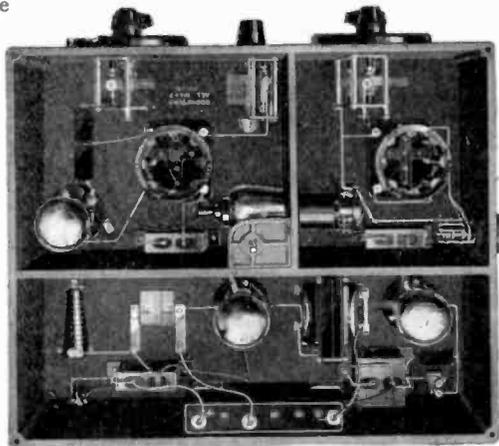
At the time of going to press the prices of Bullphone's lines were not available, but we understand that they will be showing two sets, an all-mains receiver in a bakelite cabinet and a 3-valve S.G. model.

Among the new lines on view will be dual-wave coils for screened-grid circuits, a valve-holder, and two transformers housed in bakelite cases.

Their exhibit will also include D.C. and A.C. mains units complete with trickle chargers and a range of variable condensers.



GARNETT, WHITELEY.—An unusual instrument, the "Lotus" all-electric 3-valve table receiver. In design it is a development of the portable.



STRATTON.—An interior view of the "Eddystone" All-Wave Four receiver, specially suitable for short wave work overseas.



EDISON BELL.—One of the new series of pedestal radio-gramophones.

STAND No. 34.

The New London Electron Works, Ltd.,
East Ham, London, E.

Electron wire, Superial, insulator pins, extension wire, earth mats, and the Superial "simple strip," will be exhibited on Stand No. 34.

A special feature will be made of the Superial at 2s. 6d. per 100 ft., and the insulator pins at 6 for 6d. The latter lines will be on view in the display cartons available to the trade.

STAND No. 35.

Rolls Radio, Ltd., 138, St. John Street,
London, E.C.1.

The three outstanding lines for which the trader should look on this stand take the forms of a portable receiver and two radio-gramophones. The receiver, utilising 4 valves, is of the suitcase type, and, in a hide-covered case, retails at 34 guineas.

The first of the radio-gramophones is a table model and incorporates a 3-valve circuit. It is an all-mains instrument for A.C. only, and in a walnut cabinet it is priced at 34 guineas.

Also for A.C. mains operation, the Rolls pedestal radio-gramophone uses a similar circuit, and lists at 55 guineas in walnut.

STAND No. 36 AND DEMONSTRATION ROOM B.

Mullard Wireless Service, Ltd., Charing
Cross Road, London, W.C.2.

Our news pages this week (see p. 265) reveal the developments which will undoubtedly attract greatest attention on the Mullard stand at Olympia. The new Orgola designs, given in the September edition of "Radio for the Million," are to be sold in complete boxed kit form. They are described in our review of the "Radio for the Million" stand (No. 101) on another page.

The prices are attractive—the Screened-Grid Three (1931 Orgola) listing at £8, and the Orgola Four (two S.G. stages and pentode output) will cost £13 12s. 6d. These are, of course, for the battery models, and the prices include valves (invoiced separately) and cabinet.

In addition, particular attention will no doubt be directed to the popular Mullard Type H speaker, which has just



ROLLS RADIO.—Another very distinctive design—the Rolls table radio-gramophone. It is all-electric and sells at 34 guineas.

been reduced to £4 7s. 6d. The other Mullard speakers and components will, of course, be featured, together with the complete range of receiving and transmitting valves, and the new series of rectifiers introduced a month or two ago.

The latest valves introduced are the A.C. types 044, 064, and 104, which are directly heated output valves for ordinary receivers, and the 00/25, a large output valve for power amplifiers.

STAND No. 37.

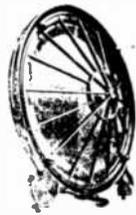
Electrical & Radio Products, Ltd., Horley,
Surrey.

This firm are successors to Aeonic Radio, Ltd., who are now in the hands of the liquidator. They have taken over the entire works and business of Aeonic, and an announcement in connection with their future trading appears in our news pages this week.

A complete range of new products has been introduced for the new season, and each item is briefly described below.

The S.G. Suitcase 4-valve is contained

THE SAME
SPEAKER WITH
THE SAME
MARVELLOUS
PERFORMANCE



REDUCED
TO
£4-7-6
MODEL
"H"
PRICE IN I.F.S. £5-0-0

Mullard
MASTER RADIO

MULLARD.—The Mullard window bill which has been issued in connection with the price reduction of the model H speaker

in a leather suitcase, and is priced at 17 guineas. The weight is 28 lbs. At the same price there is a transportable model in a walnut cabinet. This is also a 4-valve model.

A table model radio-gramophone is also to be introduced. The frame aerial is contained in the lid, which rotates on the set. A double-spring motor is employed, and the radio section consists of a 4-valve set. Price 25 guineas.

A transportable "two" is to be marketed at £15 for mains drive, and for battery drive at £9 17s. 6d.

A portable 3-valve set in leather suitcase, using S.G., detector and pentode valves, is announced at a price of 16 guineas, while a "straight" 5-valve is also to be shown at the same price.

The S.G. "Three" all-mains set is available at 19 guineas. This set makes use of S.G., detector and power valves. A 4-valve model lists at 32 guineas. This latter receiver is contained in a console cabinet, complete with loud-speaker.

Then there is a radio-gramophone de luxe for all-mains use, at 65 guineas.

Apart from the sets the firm will be showing a battery eliminator, for A.C. or D.C., at 7 and 6 guineas respectively, and a range of H.T. batteries.

STANDS Nos. 38, 120, AND DEMONSTRATION ROOM E.

Marconiphone Co., Ltd., 210-212, Totten-
ham Court Road, London, W.1.

In addition to current receivers three



MARCONIPHONE.—Here is the new Marconiphone Model 220 two-valve A.C. receiver which we have already described. A similar battery model is also available.

new models will be shown by Marconiphone. Model 220 is among the latter. It is a 2-valve A.C. mains set at £11 10s. A battery model is available, with a pentode output valve. Known as the Model 221, it sells at £8.

At the other end of the scale is the Model 560, which will be prominently displayed. It is completely self-contained. The 4-valve S.G.P. circuit has two S.G. stages, and the consumption is 44 W. The price is 38 guineas. Two new speakers will be on view, the Model 62 plaque at £1 15s. and the Model 63 cabinet cone at £4.

Marconiphone are to show two new rectifying valves, the U10 at 17s. 6d. and the large GU1 at 40s., while a representative range of Marconi valves will be displayed.

STAND No. 39.

National Accumulator Co., Ltd., 93,
Great Portland Street, London, W.1.

It is well known that at the beginning of the year, the resources of the Peto & Radford and Hart concerns were combined, and that they are now producing accumulators under the above name. On Stand 39, a comprehensive display of "Dagenite" accumulators, suitable for every radio purpose, will be staged. Included in this display will be a series of L.T. acid-electrolyte accumulators fitted with "tell-tale" devices. Also, for portable set use, there is a special "Dagenite" model with jellied acid electrolyte.

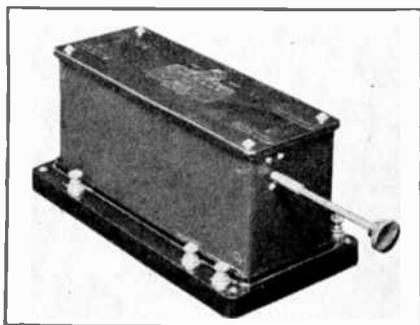
The trader should notice particularly the "Dagenite" trickle charger for H.T. accumulators. This is available for either A.C. or D.C. mains operation, and incorporates some special safety devices.

STAND No. 40.

Lissen, Ltd., Worpole Road, Isleworth,
Middlesex.

Lissen, Ltd., will undoubtedly prominently feature their new Colossus 2-valve set, selling complete with valves at £3 10s. The set can also be used as a gramophone amplifier.

The Lissen radio-gramophones will



LEWCOS.—The London Electric Wire Co. & Smiths Ltd. are introducing this dual 2-way screened coil unit.

also be on view, as well as their mouldings, components, accumulators, H.T. batteries and valves.

Regarding the valves, it is announced that, as from September 8th, the prices have been reduced as follows: The 2 V types, H210, H.L.210, L.210, are now priced at 5s. 6d., and the P220 at 7s. 3d. Similar reductions are now in operation for the 6 V types in this range.

Other new prices are: P625 (6 V power) 8s., PX240 (2 V super power) 8s., S.G.215 12s. 6d., PT225 (power pentode) 12s. 6d., PT240 (super power pentode) 16s., PT625 (6 V pentode) 20s.

As yet, no details of the period of rebates on these valves are available.

STAND No. 41.

London Electric Wire Co., & Smiths, Ltd., Church Road, Leyton, London, E.10.

Among the many and varied products to be seen on the "Lewcos" stand, there will be several of outstanding interest, which should be specially noted. In the first place there is the entirely new L.F. choke, type LFC, which lists at 17s. 6d. Then follows a new L.F. transformer with a ratio of 3 to 1. This, in a metal case, is priced at £1, while the well-known L.F.T.5 transformer at 25s., will be shown both in a metal and a bakelite case.

Prominent in the unscreened coil range are the D.W.A. and the D.W.G., which are dual-range coils, priced at 15s. each. Then there are three new six-pin coils at 12s. 6d. each.

Another interesting new product to be exhibited is the dual screened 2-way coil unit which comprises an aerial coil and an H.F. transformer for use with S.G. valves. It is priced at 45s. The new Litz-wound frame aerial listing at



EAGLE ENGINEERING.—The new "Chakophone" radio-gramophone, which we have already illustrated in pedestal form, is here shown as a table instrument.

32s. 6d. will, of course, be on view, together with the two recently introduced plug-in coils. A twin rejector wavetrap which is a direct development of the type R.W.4 at present on the market will also be shown for the first time.

Of particular interest is the new "Lewcos" departure in the form of a range of wire-wound anode resistances. These are unconventional in appearance and, at the price of 5s. each, will catch the eye of the trader. Side by side with the already established fixed potentiometer there will be a new model at 2s. 9d.

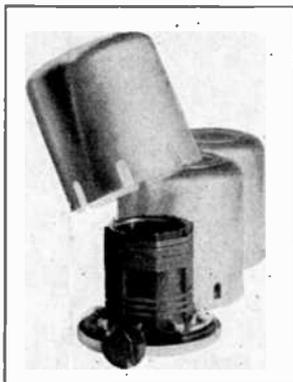
STAND No. 42.

Standard Battery Co., 148-188, Shaftesbury Avenue, London, W.C.2.

Several interesting new lines will be on view at Stand 42. A new receiver will be a 4-valve all-mains model for A.C. operation in an American-type cabinet of oak, mahogany or walnut.

A pedestal cabinet speaker has also been produced to match this receiver. It is made in veneer walnut of selected grain, and it incorporates a 20-in. double-cone and a "Star" speaker unit.

Prominent on the stand will be a



COLVERN.—An interesting ganged dual-range coil assembly, with coupling condenser and switches.

radio-gramophone, priced at £51 10s. in mahogany, or £54 10s. in oak.

The rest of the display will consist of a new test plug for valves at 2s. 6d., and a comprehensive range of Wates' meters, pick-up arms, and "Standard" sac Leclanche H.T. batteries.

STAND No. 43.

Eagle Engineering Co., Ltd., Eagle Works, Warwick.

Several items exhibited by this firm will undoubtedly attract the attention of the trader. There is the radio-gramophone, for all-mains or battery operation, at 35 guineas, the "Senior Two" series of receivers ranging in price from £6 17s. 6d. to £13, and the "All-in" series of transportables, in 2- and 3-valve types, priced at 9 guineas and £11 respectively. Then there are two portables, the 5-valve "Warwick" at £16 16s., and the "S.G.4" at 17 guineas.

The new "Chakophone - Colassi" speakers will be seen in two models, namely the "Popular" and the "De Luxe," at 45s. and £12 respectively.

A greatly improved form of the well-known "Chakophone" aerial tuner, together with an increased range of "Eagle" H.T. batteries, will also be on show.

STAND No. 44.

C. F. & H. Burton, Progress Works, Bernard Street, Walsall, Birmingham.

A fine range of new receivers will be displayed by this firm at Olympia. One of the most interesting is a compact 2-valve battery model for short and long range, a 3-valve S.G. battery-driven set, which is stated to be very selective, the simple-to-operate "Empire" self-contained 3-valve set, an all-mains 3-valve receiver suitable for use in conjunction with a moving-coil speaker, an all-mains 2-valve model similar to the set just mentioned, and a 3-valve S.G. all-mains set.

A S.G. portable, employing an S.G. H.F. stage, and two transformer-coupled L.F. stages will also be shown.

In addition, of course, the comprehensive series of Burton accessories and components will also be displayed.

STAND No. 45.

Colvern, Ltd., Mawneys Road, Romford, Essex.

In addition to their already extensive range of components, Colvern will show a complete range of fixed resistances and a new dual range coil for the new season. The resistances are wound on glass formers and are available up to 100,000 O.

The new tuning coil, type R.M.2, sells at 8s. 6d. One type of screened coil is illustrated—a dual range model.

New single and double-pole resistances will also be exhibited, of values up to 50,000 O.

STAND No. 46.

Osram Valves (G.E.C.), Magnet House, Kingsway, London, W.C.2.

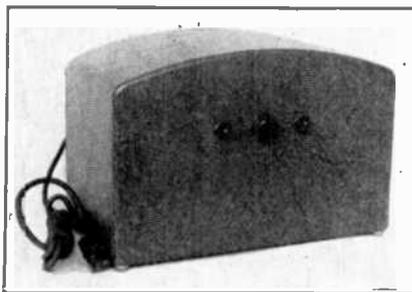
As at last year's show, the G.E.C. will this year exhibit their range of Osram valves on an entirely separate stand. This range, as is well known, includes thermionic valves of all types for all uses. Among the new valves to be shown are two rectifiers, one, the U.10, and the other, the G.U.1, with a large output.

STAND No. 47 AND DEMONSTRATION ROOM H.

Ferranti, Ltd., Hollinwood, Lancs.

The new Ferranti sets are of striking appearance, and are bound to attract considerable attention. They are, of course, to supplement the present range of receivers.

The 3-valve set for A.C. mains operation is priced at £25 inclusive, while there will be two 2-valve receivers on view. One is of the dual wavelength type, and the other is specially tuned ready for switching on one or other of the Regional stations. Both are priced at £16.



FERRANTI.—Among the simplest exhibits in the Show will be this Ferranti "fixed-tuned" receiver—an all-electric design.

Another prominent exhibit will be the Ferranti dynamic speaker at the attractive price of £12 10s.

Among the large range of components will be the new A.C. transformer and the new fixed condensers.



CELESTION. Representative of the new Celestion speakers, this is the model Z. 20.

Incidentally, the trade should remember that the discounts on Ferranti sets and speakers have just been increased. They are 25 per cent. and 10 per cent. to traders and 25 per cent. and 20 per cent. to factors. A selected list of dealers and wholesalers is being compiled.

STAND NO. 48 AND DEMONSTRATION ROOM T.

E. K. Cole, Ltd., Ekco Works, Southend-on-Sea.

At this stand great interest will doubtless centre round the new "Ekco" sets and speakers. Of the former a test report upon the 3-valve Model 313 appears elsewhere in this issue. The 2-valve Model 312 utilises a detector-and-pentode circuit, and for A.C. or D.C. sells at £14 10s.

Among the new speakers the LS1 is a balanced armature instrument at £4 10s., intended for use with the receiver 312. The LS2 is an M.C. speaker for use with either of the receivers, and sells at £11 for A.C. and £8 12s. 6d. for D.C.

Naturally, mains units of a variety of types will be exhibited, including several new models such as the C2B D.C. all-power unit, the 1V30 and 4A60 H.T. units, and the RA20 rectifier unit.

STAND NO. 49.

Ever Ready Co. (Great Britain), Ltd., Hercules Place, Holloway, London, N.7.

From the radio point of view this will be an all-battery exhibit, and the whole of the very comprehensive range of Ever Ready H.T. and L.T. batteries will be displayed.

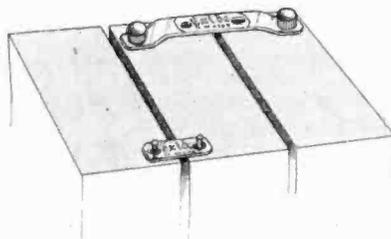
As at last year's show, considerable prominence will be given this year to the Ever Ready Selling Week, which has been fixed for September 22nd to 27th. The now well-known window display competition will be featured and full details will be available at the stand.

STAND NO. 50.

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

New Dubilier apparatus on view will include three radio-gramophones and a 2-valve all-electric receiver. The latter is a compact instrument for A.C. use selling

at £15 in walnut. The first of the radio-gramophones is a 2-valve A.C. model in a walnut pedestal cabinet, which also incorporates a speaker. An electric motor is fitted as standard, and the price is £42. The second radio-gram utilises 3 valves, an electric motor and an M.C. speaker and lists at £60, while the remaining model, with 4 valves, sells at £80. With regard to the Dubilier components



CHLORIDE. Every "Exide" 10V H.T. unit is now being supplied with a lead strip connector. As shown here, it may be used in its original form or cut down to provide a shorter link.

and accessories to be exhibited, it will be remembered that the great majority of these were reduced in price on September 1st under a scheme which has already been fully dealt with in these columns.

STAND NO. 51.

Regent Radio Supply Co., Regentone House, Bartlett's Buildings, Holborn Circus, London, E.C.4.

Needless to say, a splendid display of mains units of every type will be seen here—D.C. and A.C. H.T. models, D.C. and A.C. combined H.T. and L.T. units for every kind of receiver, including portables. Although prices remain about the same as last year, several improvements have been introduced.

A great attraction on the stand will undoubtedly be the new 4-valve A.C. set in a simple but pleasing cabinet, the price of which is 30 guineas.

The series of Regenstat resistances will also be on view.



DUBILIER. A series of three radio-gramophones to be shown by Dubilier are all generally similar to this model. Two-, 3- and 4-valve models will be available.

STAND NO. 52.

A. C. Cossor, Ltd., London, N.4.

Cossor's big line for 1930-31—the "Empire Melody Maker" kit—will be the main attraction here, but a line that will run it close in popularity will be the 4-valve S.G. kit at £7 10s.—little more than the £6 17s. 6d. for the former kit.

Cossor's new L.F. transformer at 12s. 6d. will be another line to be exhibited, while examples of the wide range of Cossor valves will be shown. Certain other new lines will probably be exhibited.

STAND NO. 53 AND DEMONSTRATION ROOM U.

Celestion, Ltd., London Road, Kingston-on-Thames.

As we have already announced, a number of new and improved Celestion speakers, together with a new radio-gramophone and the already well-known electric and radio-gramophones, will be featured this year, and the trader would be well advised to look for them at the Show. In the speaker range, the D.10 at £3 replaces the old C.10, and the D.12, at £5 in oak, similarly replaces the former C.12. The Z.20 in its improved cabinet should also be noted. Another entirely new speaker is the D.50, which, in oak, retails at £8, and has a new type of unit.

In addition to the already popular "Senior" and "Standard" radio-gramophones, a new model, the Kingston, at 55 guineas, will be shown for the first time.

The recently introduced "Tiltatone" will, of course, be prominently featured, together with the Celestion-Woodroffe pick-up which is now fitted to a well-designed arm.

STAND NO. 54.

Chloride Electrical Storage Co., Ltd., Clifton Junction, near Manchester.

Prominent on this stand will be the comprehensive range of "Gel-Cel" jellied acid accumulators, which are, of course, for portable set use. Another outstanding feature that should be noted is the new unspillable cell with liquid electrolyte.

On the H.T. accumulator side there is a new 10 V heavy duty unit, which will be shown, together with the complete range of already established "Exide" H.T. accumulators, and, of course, the range of "Exide" L.T. accumulators at present on the market will be on view.

STAND NO. 55 AND

DEMONSTRATION ROOM I.

Kolster - Brandes, Ltd., Cray Works, Sidcup, Kent.

As at last year's Show, Olympia will, this year, provide many traders with the opportunity of hearing and seeing, for the first time, the new K-B products, which we have described in detail in



E. K. COLE. Apart from their 1930-31 receivers and other new lines, E. K. Cole will be showing this new C2.B. D.C. mains unit.

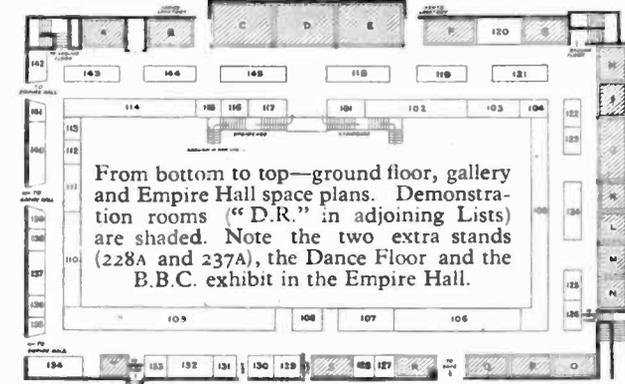
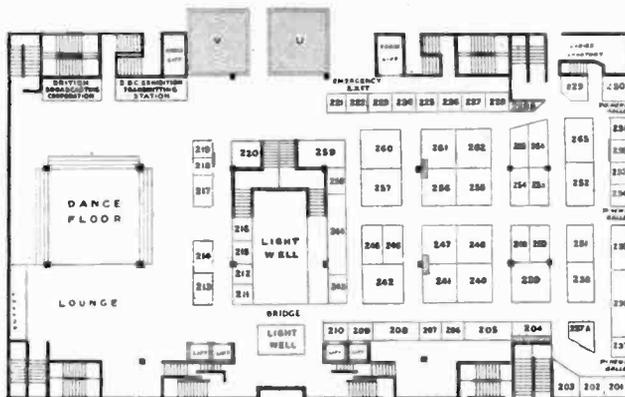
OLYMPIA

EXHIBITORS.

Adev Radio, Ltd.	261
Amalgamated Press, Ltd.	5
Arding & Hobbs, Ltd.	262
Atalanta	232
Automatic Coil Winder & Elec. Equipment Co., Ltd.	107
Baird Television Co., Ltd.	216
Bakelite, Ltd.	255
Baker's Selhurst Radio	137
Beaver Electrical Supply Co.	206
Bel-Canto Radio, Ltd.	264
Belling & Lee, Ltd.	134
Benjamin Electric, Ltd.	115
Bernard Jones Publications Ltd.	1
Bird, Sydney S., & Sons, Ltd.	73
Birkbys, Ltd.	245
British Blue Spot Co., Ltd.	217
British Broadcasting Corporation	220
British Ebonite Co., Ltd.	253
British General Mfg. Co., Ltd.	59
British Radiophone, Ltd.	223
Brown Bros., Ltd.	17
Brown, S. G., Ltd.	78
Brownie Wireless Co. (of G. B.)	102
Bulgin, A. F., & Co., Ltd.	103
Bullphone, Ltd.	33
Burnpedt Wireless (1928), Ltd.	56
Burne-Jones & Co., Ltd.	121
Burton, C. F., & H.	44
Ca'disch, R., & Sons	259
Carrington Mfg. Co., Ltd.	140
Cateshys, Ltd.	260
Celestion, Ltd.	53 & D.R. "U"
Chloride Electrical Storage Co., Ltd.	54
Clark & Moir, Ltd.	205
Clarke, H., & Co.	211
Classic Radio & Gramophone Co.	113
Climax Radio Electric, Ltd.	27
Cole, E. K., Ltd.	48 & D.R. "T"
Columbia Graphophone Co., Ltd.	71 & D.R. "C"
Colvern, Ltd.	45
Concordia Elec. Wire Co., Ltd.	209
Cossor, A. C., Ltd.	52
D.X. Coils, Ltd.	237
Danipad Rubber Co., Ltd.	208
Darwins, Ltd.	254
Davzite, Ltd.	25
De la Rue, Thos., & Co.	128
Dew, A. J., & Co.	15
Dibben, Win., & Sons, Ltd.	11
Donotone (Regd.) Loud Speakers	139
Downing, John S., & Sons, Ltd.	210
Dubilier Condenser Co. (1925), Ltd.	50
Dulcetto-Polyphon, Ltd.	24
Dunhams, Ltd.	2
Dyson, J., & Co. (Works), Ltd.	104
Eagle Engineering Co., Ltd.	43
Eastick, J. J., & Sons	236
East London Rubber Co.	20
Econasign Co., Ltd.	230
Edison Bell, Ltd.	29 & D.R. "S"
Edison Swan Electric Co., Ltd.	67 & D.R. "D"
Electrical & Radio Products, Ltd.	37
Ensign, Ltd.	10
Epoch Radio Mfg. Co., Ltd.	203 & D.R. "O"
Ever Ready Co. (G.B.), Ltd.	49
Falk Stadelmann & Co., Ltd.	110
Ferranti, Ltd.	47 & D.R. "H"
Flinders (Wholesale), Ltd.	22
Formo Co.	72
Fuller Accumulator Co. (1926), Ltd.	221 and 26
Game, A. W., Ltd.	214
Gambrell Radio, Ltd.	106 & D.R. "R"
Garnett Whiteley & Co., Ltd.	30
Garrard Engineering & Mfg. Co.	256
Gen. Electric Co., Ltd.	68 & D.R. "P"
Graham Ampion, Ltd.	162
Graham Farish, Ltd.	76 and 108
Gripsco Co., The	202
Grosvenor Battery Co., Ltd.	263
H.S.P. Wireless Co.	122
Halevon Wireless Co., Ltd.	144
Harlie Bros. (Edmonton), Ltd.	141
Henderson Wireless & Electrical Service	231
Hillman Bros.	18
Hobday Bros., Ltd.	13
Hunt, A. H., Ltd.	133
Hustler, Simpson & Webb	247
Igranite Electric Co., Ltd.	240
Iliffe & Sons, Ltd.	4
Itonia Gramophones, Ltd.	21
Jackson Bros.	63
Jewel Pen Co., Ltd.	138
Johnson & Bolsom, Ltd.	142
Junit Mfg. Co., Ltd.	65
Kalisky, S. (Aldgate), Ltd.	23
Kolster-Brandes, Ltd.	55 & D.R. "I"



"The Trader" Stand—No. 3 on the ground floor. Come and see us!



From bottom to top—ground floor, gallery and Empire Hall space plans. Demonstration rooms ("D.R." in adjoining Lists) are shaded. Note the two extra stands (228A and 237A), the Dance Floor and the B.C. exhibit in the Empire Hall.



L.E.S. Distributors, Ltd.	16
Lamplugh, S. A., Ltd.	124 & D.R. "L"
Lectro-Linx, Ltd.	131
Lever, E. J. (Trix), Ltd.	249
Lissen, Ltd.	40 & D.R. "V"
Lithanode Co., Ltd.	135
Lock, W. & T., Ltd.	132
Loewe Radio Co., Ltd.	207
London Electric Wire Co. & Smiths "Loud Speaker" Co., Ltd.	41
M-L Magneto Syndicate, Ltd.	222
M.P.A. Wireless (1930), Ltd.	213
McMichael, L., Ltd.	57 & D.R. "A"
Mainten Mfg. Co., Ltd.	219
Manufacturers Accessories Co. (1928), Ltd.	201
Marconiphone Co., Ltd.	38, 120 & D.R. "E"
Matchless Radio Mfg. Co.	246
Mayfair Enterprises, Ltd.	212
Montague Radio Inventions & Devt. Co., Ltd.	143
Mullard Wireless Service Co., Ltd.	36 & D.R. "B"
Murphy Radio, Ltd.	252
National Accumulator Co., Ltd.	39
New London Electron Works, Ltd.	34
Odhams Press, Ltd. (Broadcaster)	6
Oldham & Son, Ltd.	64
Ormond Engineering Co., Ltd.	75
Osborn, Charles A.	258
Osram Valves (G.F.C.)	46
P.R. Products	224
Pandona, Ltd.	218
Parrousi, E.	227
Partridge & Mee, Ltd.	248
Partridge, Wilson & Co.	251
Perfectavox, Ltd.	241 & D.R. "K"
Pertrix, Ltd.	243
Peto Scott Co., Ltd.	110
Pioneer Manufacturing Co.	226
Pye Radio, Ltd.	31 and 32
Quest Radio Mfg. Co.	238
Radio-Gramophone Development Co.	126 & D.R. "N"
Radio Instruments, Ltd.	61
Radio for the Million (Mullard)	101
Radio Loud-Speakers, Ltd.	228A
Radio Service (London), Ltd.	235
Radio Society of Gt. Britain	229
Kedfern's Rubber Works, Ltd.	204
Red Star Radio, Ltd.	109
Rees Mace Mfg. Co., Ltd.	117
Regent Radio Supply Co.	51
Rolls-Caydon Sales	237A
Rolls Radio, Ltd.	35
Selectors, Ltd.	114
Sci-Ezi Wireless Supply Co., Ltd.	14
Selfridge & Co., Ltd.	242
Sheffield Magnet Co.	125 & D.R. "M"
Sherwood, A. M. E.	130
Siemens Bros. & Co., Ltd.	70
Six-Sixty Radio Co., Ltd.	58
Smurthwaite, F. W.	116
Sovereign Products, Ltd.	136
Standard Battery Co.	12
Stratton & Co., Ltd.	28
Sun Electric Co., Ltd.	19
Swift Levick & Sons, Ltd.	120
Sylvex, Ltd.	127
"Tannoy Products"	111
Telegraph Condenser Co., Ltd.	145
Telsen Electric Co., Ltd.	69
Tonex Co.	233
Trelleborg Ebonite Works, Ltd.	228
Turner & Co.	9
Ultra Electric, Ltd.	77 & D.R. "F"
Unelco, Ltd.	234
Universal Gramophone & Radio Co.	123 & D.R. "J"
Vandervell, C. A., & Co., Ltd.	7
Varley (Oliver Pell Control)	105 & D.R. "Q"
Voltron Electric, Ltd.	215
Watnel Wireless Co., Ltd.	12
Westinghouse Brake & Saxby Signal Co., Ltd.	230
Whiteley Boneham & Co., Ltd.	66
Whiteley, Wm.	257
Whittingham, Smith & Co.	74
Wilkins & Wright, Ltd.	60
Wingrove & Rogers, Ltd.	118
"Wireless & Gramophone Trader" Wireless Retailers' Association of Great Britain	3
Wright & Weaire, Ltd.	250
Young Accumulator Co. (1929)	225
Zeitlin, V., & Sons, Ltd.	26

previous issues. Among the new lines that should not be missed are the 2-valve all-mains receiver at £11 15s., the 4-valve "transportable" receiver, in a striking oak cabinet, at 39 guineas, and the two radio-gramophones, both of which are massive instruments.

All the above, are, of course, in the all-mains operated class, and among the battery-driven receivers on view, there will be a new 4-valve model.

The K-B 232 cabinet cone at £3, and the new dynamic speaker, are two models of particular interest, and should be looked for in the exhibit.

Another receiver (K-B 245) is for D.C. mains operation, and is the first D.C. set placed on the market by K-B. It utilises 3 valves and is priced at £21 10s. in mahogany.

STAND No. 56.

Burndept Wireless (1928), Ltd., Blackheath, London, S.E.3.

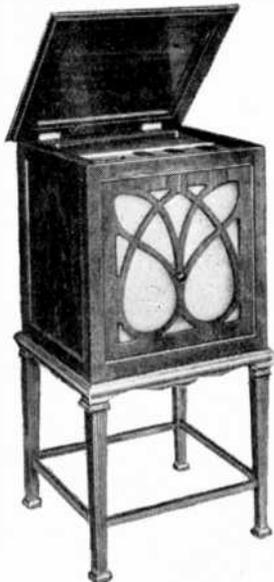
Although, up to the present, only details of one or two new Burndept instruments are to hand, we are informed that several other interesting new products are on the way, and may be completed in time to be exhibited at the Show. The first of the new instruments is an A.C. receiver de luxe at 33 guineas, in oak. This is entirely self-contained and incorporates a speaker in its cabinet. To the "Universal Five" series of receivers, a new console type receiver has been added, and is priced at 60 guineas.

Then, of course, there will be the already well-known Burndept instruments, including battery and mains operated receivers, radio-gramophones and speakers, together with the complete range of components and accessories.

STAND No. 57 AND
DEMONSTRATION ROOM A.

McMichael, Ltd., Wexham Road, Slough, Bucks.

The most important new line among receivers here will, of course, be the "M a i n s Three," an A.C. set with an S.G.P. circuit. It lists at 20 guineas. A battery model of similar design will also



GRAHAM AMPLION.—Additional new receivers on the Amplion stand this year will include this 2-screened grid Cabinet Radio.

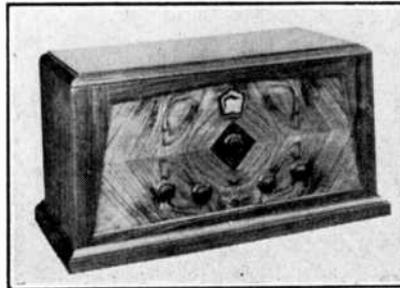
be on view. Although various current models will be shown, pride of place in this category will be given to the popular "Super Range Portable Four."

A range of "M.H." components and accessories will be shown, but two entirely new speakers will be especially featured. These are a permanent magnet M.C. speaker with variable impedance to match various types of output valves, and a balanced armature cabinet cone.

STAND No. 58.

Six-Sixty Radio Co., Ltd., 17-18, Rathbone Place, London, W.1.

An unusual line that will interest many traders here will be the A.C. con-



KOLSTER-BRANDES.—One of many new lines—The K-B 5-valve A.C. set.

version kit for the conversion of a battery set to all-mains working. It utilises Six-Sixty A.C. valves, and can be used with numerous well-known receivers. Prices range from £8 5s.

All the newly introduced valves will be shown, with most of the other well-known Six-Sixty lines, such as the cone-speaker assembly, valve tester, portable turntable and several components.

STAND No. 59.

British General Manufacturing Co., Ltd., Brockley Works, Tyrwhitt Road, Brockley, London, S.E.4.

At the time of going to press no details of this firm's stand were available.

They will probably be showing their various lines in chokes, mouldings, transformers and other components.

STAND No. 60.

Wilkins & Wright, Ltd., Utility Works, Holyhead Road, Birmingham.

Condensers and switches—and their accessories—are specialties of Wilkins & Wright, and will be seen in a considerable variety of types on Stand No. 60.

Three new condensers will be displayed:

a "Mite" log. condenser, a thumb control model and a double balancing log condenser. Among dials are to be shown a finger-controlled drum dial with a 2-1 reduction, selling at 14s. with .0005μF condenser and 13s. 6d. with .0003μF condenser, while a knob-controlled type will be shown at 2s. 6d. extra.

Four new anti-capacity switches are to be exhibited, prices ranging from 5s. 6d. for a 2-pole model to 9s. 6d. for a 6-pole type.

STAND No. 61.

Radio Instruments, Ltd., Purley Way, Croydon.

All-mains apparatus will be well to the fore here. The 3-valve S.G.P. receiver for A.C. or D.C. at £30, known as the "Madrigal" will be outstanding, but an entirely new 4-valve "Madrigal" at £39 10s. will be on view for the first time. For each set a pedestal with M.C. speaker can be supplied.

Also of interest will be the R.I. mains units for H.T. Type A20/3 is an A.C. model at £4 15s., and type D20/3 for D.C. at £2 12s. 6d.

Of course, R.I. components will be featured in large numbers. Among the latest should be the "Hypermite" L.F. transformer at 12s. 6d., and the "Hypercore" L.F. choke, passing up to 75 mA and retailing at 17s. 6d. Two other new components will arouse interest—the variable ratio output transformer (23s. 6d.) and a similar component for push-pull at 1s. 6d. extra.

STAND No. 62.

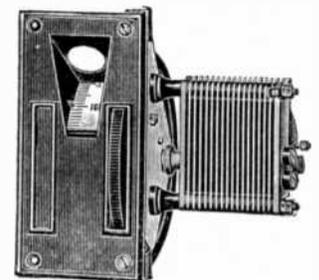
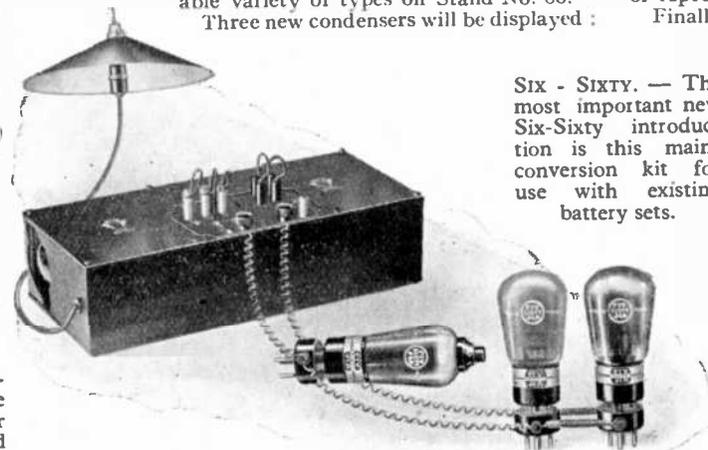
Graham Amplion, Ltd., 26, Savile Row, London, W.1.

As was the case last year, Amplion will be running a demonstration room near Olympia—at 9, Maclise Road. Among the sets to be displayed on Stand No. 62 will be the new Two-Screened Grid Cabinet Radio, utilising a similar circuit to that of the 4-valve portable, which will be given prominence. The receiver range will be completed by the new 2-valve A.C. set; the AC50 Cabinet Radio, a handsome mains operated console, with a two S.G. receiver, selling at 38 guineas, and the radio-gramophone.

Speakers to suit all tastes—and pockets—will naturally be featured, from the "Guinea" cone up to the 18 in. "Lion." The balanced armature models will be of especial interest.

Finally, there will be the "Electravox" pick-up outfits and the Amplion trickle charger.

SIX - SIXTY.—The most important new Six-Sixty introduction is this mains conversion kit for use with existing battery sets.



WILKINS AND WRIGHT.—Here is one of the latest "Utility" condensers, with the new pattern thumb drive.

stage an all-condenser display, which will include several new models besides the many already established variable condensers. The first of the new models for which the trader should look, is the "Chassimount Drumthumb" dual condenser which is available in two capacities. The .0005 μ F type is priced at 25s. Secondly there is the series of "Chassimount" ganged condensers, which are made with from two to six "stages," with or without drum drive. Then there is a new differential reaction condenser which is available in five capacities with prices ranging from 4s. to 4s. 3d.

Another new "J.B." product to be shown is an illuminated vernier dial priced at 5s.

STAND No. 64.

Oldham & Sons, Ltd., Denton, Manchester.

Particular interest will attach to the display on this stand of the three new Oldham—U.S.L. low tension glass accumulators, to which mention was made last week. The "Lively 'O' in Radio," the keynote of Oldham publicity, is to be found on the label of each of the new cells. A green "O" denotes the Type O 25, a 2 V 25 A.H. accumulator (5s. 6d.); a red "O" the Type O 50, 2 V 50 A.H., at 9s.; and a blue "O" the Type O 75, 2 V 75 A.H. at 12s. 6d.

In addition to the many other batteries to be shown, mention should be made of the Oldham—U.S.L. H.T. accumulator, which will be strongly featured.

STAND No. 65.

Junit Manufacturing Co., Ltd., 2, Ravenscourt Square, London, W.6.

An entirely new departure for Junit is the manufacture of mains units, and, of course, these lines will take pride of place on this stand. Type 150/4 AC has three H.T.appings and a 4 V centre tapped winding for indirectly heated valves. The price is £5. Next, the Type 120 also has threeappings, and sells at £4 7s. 6d. The third model, Type 120/TC, with three H.T.appings also embodies a trickle charger for 2-6 V accumulators. This unit is stated to be suitable for use in portables, and is priced at £5 17s. 6d.

In connection with mains apparatus the Junit universal valve-holder for 4- or 5-pin valves will merit attention, while the various switches to be shown should

be examined. Naturally, the popular Junit soldering outfit will be shown.

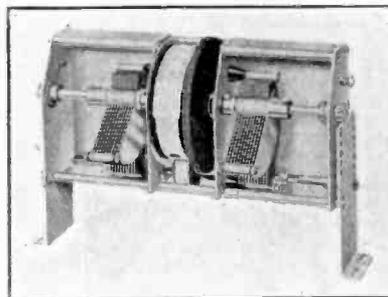
We are asked to point out an error in Junit's advertisement on p. 33 of last week's issue. The dimensions of the two 120 V. units were given as 5" x 5" x 3½" instead of 9" x 5" x 3½".

STAND No. 66.

Whiteley Boneham & Co., Ltd., Nottingham Road, Mansfield.

Cabinet speakers of the reed and M.C. types will be seen among the new lines here. In oak and mahogany, the former sells at £2 7s. 6d. and £2 9s. 6d., and the latter at £8 8s. and £8 18s. 6d.

W.B. components are well known and will be exhibited prominently. The range will include the new push-pull switch and the 4- or 5-pin valve-holders, though



JACKSON BROS.—A new "J. B." dual condenser known as the Chassimount Drumthumb model.

examples of the many other valve-holders and speakers will be available for inspection.

STAND No. 67 AND DEMONSTRATION ROOM D.

Edison Swan Electric Co., Ltd., 1a, Newman Street, London, W.1.

On this stand, the most outstanding exhibit will be the comprehensive range of Mazda valves which includes all types for all purposes in radio. Among the new valves to be shown are the indirectly heated pentode, and the 2 V super power valve, type P 220A.

The new Ediswan receivers will also be very prominent and will undoubtedly catch the eye of the trader. In the first place there is the 1931 version of the former 3-valve battery receiver, then

the "Power Pentode Three," which incorporates the A.C. pentode, and a greatly improved version of the A.C. transportable. Another interesting receiver, which is entirely new, is the Ediswan "Power Pentode Two," an all-mains set designed for Regional working.

Among the speakers on Stand 67, interest will be centred on the new permanent magnet R.K. speaker, which will be shown side-by-side with the "Senior" and "Junior" models.

In the small component line, a new range of fixed condensers will be on view, together with pick-ups, mains units, battery chargers and all the other Ediswan products.

STAND No. 68 AND DEMONSTRATION ROOM G.

General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.

As one of the leading kit set makers, G.E.C. will particularly feature the new Osram "Music Magnet," which, as readers are aware, is a 4-valve set at £11 15s., with valves. Among new complete sets to be shown should be mentioned the two A.C. screened grid receivers—a 3-valve model at £18 and a 4-valve at £30. A 4-valve circuit is used in the G.E.C. radio-gramophone at £70, also probably to be exhibited.

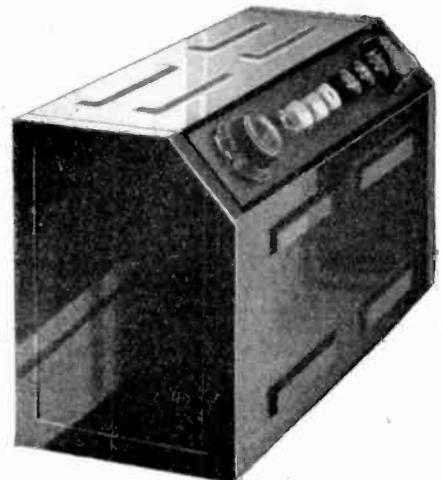
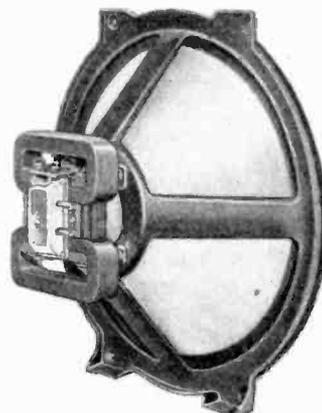
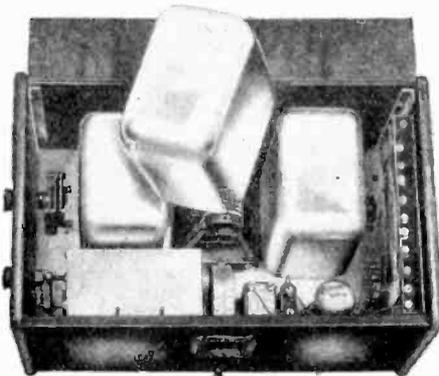
Not only in the receiver field are new lines to be shown; an inductor dynamic speaker will be displayed in chassis and cabinet forms. Some examples of the G.E.C.'s manufacturing activities in the production of high power amplifiers, it is expected, will be on view, together with such accessories as the gramophone turntable and the M.C. speaker.

A special display of "Osram" valves will be found on Stand No. 46.

STAND No. 69.

Telsen Electric Co., Ltd., Miller Street, Birmingham.

The "Ace" and "Radiogrand" L.F. transformers have been Telsen's primary exhibits in past years, but at the forthcoming Show many new components will be seen on the Telsen stand. The transformers will still be featured, but in a new and improved form.



G.E.C.—Intimate views of two of the new season's G.E.C. lines—the "Music Magnet Four" and the inductor dynamic speaker.

JUNIT.—The features of the Junit stand are to be the mains units, one of which is shown here.

Among the new products to be shown will be the range of fixed condensers, available in values of up to $001 \mu\text{F}$ all at 1s. each, as well as an H.F. choke at 2s. 6d. A third new component will be seen in the shape of a valve-holder listing at 1s. Competitive prices are thus seen to be the keynote of the new Telsen components to be exhibited.

STAND No. 70.

Siemens Bros. & Co., Ltd., Woolwich, London, S.E.18.

Of outstanding interest on the Siemens stand this year is, without doubt, the entirely new range of radio batteries of "Full O' Power" design, which has been introduced to supersede the former series of dry batteries. There will be four different types of H.T. batteries in several voltages on view, these being known as the "Popular," "Power," "Special," and "Super Radio" types respectively. In the former class, the 100 V model lists at 13s., while the "Power-Sixty" will sell at 13s. 6d. The "Special" models have been specially designed for use with portables.

A series of "Full O' Power" G.B. batteries, with voltages ranging from 9 V to 18 V, will also be shown for the first time, together with torch and flash-lamp batteries.

Two "Crystacel" 2 V accumulators and a radio testing instrument will complete the exhibit.

STAND No. 71 AND
DEMONSTRATION ROOM C.

Columbia Graphophone Co., Ltd., 92, Clerkenwell Road, London, E.C.1.

Included in the Columbia exhibit will be several receivers and radio-gramophones, M.C. and cone speakers, power units, and accessories. Several new models will be on view—the 307, an all-electric 3-valve S.G. set similar in appearance to the well-known 304, and a radio-gram, model 308, incorporating a 3-valve



COLUMBIA.—Among several important introductions is this Model 308 radio-gramophone, shown here in mahogany.

circuit—being two of them. The latter instrument incorporates a 3-valve circuit, an M.C. speaker, and a special gramophone amplifier and is priced, in a figured walnut pedestal cabinet, at 69 guineas.

Another new receiver is the 331, which is, in reality, the 307 fitted in a pedestal cabinet available in either walnut or mahogany.

A range of dry H.T. and G.B. batteries



ULTRA.—The "Ultra" gramophone pick-up, which has a properly designed counter-balanced carrying arm.

and L.T. accumulators will also be on view.

STAND No. 72.

Formo, Golden Square, London, W.1.

Condensers—fixed and variable—will constitute the chief new products to be shown here, though many of the familiar Formo components will again make their appearance.

An interesting triple and four-gang condenser in a solid metal casting, and with an illuminated drum dial will be an interesting line to be shown. Some very competitively priced fixed condensers should also be seen. These are of the mica type and range in price from 6d. for a $0001 \mu\text{F}$ condenser to 10d. for one with a capacity of $002 \mu\text{F}$.

STAND No. 73.

Sydney S. Bird & Sons, Ltd., Cyldon Works, Sarnesfield Road, Enfield Town, Middlesex.

Besides exhibiting their existing apparatus as before, the firm will be showing a large range of new products, the prices of which have not yet been fixed.

These will include an illuminated slow motion drum dial, slow motion condenser, gang condenser, and a new range of air dielectric differential condensers.

There will also be a special display of unusual designs in condensers and other components for manufacturers.

STAND No. 74.

Whittingham Smith & Co., Portadyne Works, Chase Estate, Park Royal, London, N.W.10.

This will be one of the few "exclusively portable radio" stands of the Exhibition. A full range of the



S.G. BROWN.—The "Grosvenor" model moving coil speaker, shown here, is decidedly out of the ordinary in appearance.



FORMO.—Here is one of the newest Formo lines, the "Mika Densor" fixed condenser.

various types of "Portadyne" set will be displayed here.

The latest model is a 4-valve S.G. instrument, contained in a solid hide case of crocodile finish. Inclusive of royalties this set lists at 22 guineas.

STAND No. 75.

Ormond Engineering Co., Ltd., Ormond House, Rosebery Avenue, London. There are few branches of radio manu-

facture in which Ormond are not interested, and their Olympia exhibit will be very varied. It will range from complete receivers—and probably radio-gramophones—to semi-variable condensers. Other condensers of numerous types will be seen as well.

Several loud-speaker lines will be shown, including a new corner cabinet model, and, of course, units and different sizes of chassis.

Among variable condensers some new models will be shown, as well as a new Duo D.I.D. dial at 6s. and a change-over switch at 1s. 6d.

STANDS NOS. 76 AND 108.

Graham Farish, Ltd., Masons Hill, Bromley, Kent.

In addition to their usual lines, Graham Farish will be showing for the first time several new products.

Perhaps the most important of these is the entirely new departure, in the form of a radio-gramophone, which incorporates several new features. Then follows a greatly improved "Electroefficient" pick-up which lists at 22s. 6d., and a new 5-1 L.F. transformer supplementing the already established 3-1 model. It may be remembered that, a short while ago, Graham Farish offered a range of "Postage Stamp" condensers to manufacturers, and now they have placed this range on the retail market.

In addition to the above lines, an entirely new 4-pole speaker unit will be shown for the first time. To be known as the "Audion," this will be priced at 14s. 6d., while, when incorporated with a diaphragm in a cabinet, it lists at £2 2s.

STAND No. 77 AND
DEMONSTRATION ROOM F.

Ultra Electric, Ltd., 661, Harrow Road, London, N.W.10.

A new line that should arouse much interest on Ultra's stand by reason of its unusual features is a 3-valve S.G. receiver with a screened-grid detector, A.C. valves being utilised. The price is £23.

Those requiring loud-speakers for this set will not need to go beyond this stand, for a complete range of the popular Air Chrome speakers will be shown.

Ultra's new lines to be shown are not confined to the receiver field, as they have

also produced a gramophone pick-up, selling at 42s., complete with leads. It has a 4-pole balanced armature, and is marketed complete with a ball-bearing tone arm.

STAND No. 78.

S. G. Brown, Ltd., Western Avenue, London, W.3.

Several receivers of quite recent development will be shown on Stand No.



SIEMENS. — The "Popular Sixty" at 8s. is being added to the Siemens "Full O'Power" series of H.T. batteries.

78. The new Brown S.G. 4-valve portable will, in all probability, be displayed. It lists at 19 gns. A still more recent line will be the dignified "Dorchester" pedestal receiver at £45 to £48, according to the M.C. speaker fitted. Other sets that will be displayed will be the S.G. Types A and AM self-contained table sets, also made as Types B and BM without speaker. For the listener who requires a Regional receiver the 2-valve instrument of S. G. Brown will appeal at £6 5s.

Of their very well-known range of speakers the most recent introduction is the "Grosvenor" M.C. pedestal model, available from 17 gns. to 20 gns. according to type. Several others, utilising the well-known "Vee" movement, will also be on show, with the many other familiar models.

An important new gramophone line is the No. 4 pick-up and tone-arm at 3 gns. This, being of very recent development, will, of course, be featured.

STAND No. 101.

Radio for the Million.

This stand is at the top of the grand staircase from the main hall to the gallery, and here will be featured the new Orgola set designs dealt with in our news pages (265) and under the Mullard stand (No. 36) in this feature. The sets are now, as revealed in these pages, in complete kit form.

Two circuits are employed; firstly a screened-grid—detector—pentode arrangement in the "1931 Orgola," and secondly a two-screened-grid, triple gang tuned 4-valve combination, again with pentode output. The sets are housed in oak cabinets of identical design and almost the same front appearance.

An outstanding feature in the construction is the fact that there is no panel in the ordinary sense of the word, the Jackson "Chassismount" gang condensers being employed. These are housed in metal cases, with robust metal sub-panels, and they support all the panel components and controls.

The tuning condensers are thumb

operated by a single slow-motion control, and the use of a trimmer has been avoided by the provision of a separate, independent thumb control for the aerial condenser only, which enables the two circuits to be easily balanced. Differential reaction and Colvern coils of an entirely new design are employed, and selectivity is stated to be of a high order. Variable aerial coupling is provided.

The 4-valve set employs all these



RADIO FOR THE MILLION.—Apart from the new Orgola receivers this Orgola Junior H.T. and L.T. mains unit will be on view as a brand new line.

characteristics, and, in addition, has triple-tuned circuits, and a point of interest is that the efficient screening of the condensers and coils removes the necessity for screening the valves. Power-grid detection, without reaction, is employed.

Both sets can be converted for mains operation by the use of A.C. valves and the "Orgola" Junior power unit, which is the third feature of the new edition of "Radio for the Million." The unit gives up to 25 mA at 180 volts.

Finally, it should be mentioned that the list of well-known makers co-operating in the "Orgola" designs is substantially the same as last year's.

STAND No. 102

Brownie Wireless Co. of G.B., Ltd., Nelson Street Works, Mornington Crescent, London, N.W.1.

As the result of the valve price reductions it has been found possible to make corresponding reductions in the price of the "Dominion Console," "Dominion Three," and the 2-valve set.

In addition to these battery sets two new A.C. mains sets will be featured at



GRAHAM FARISH. — This concern enter a new field with their "Audion" L.F. transformer.

the Show. The "Mainset Two" sells at £12 15s., and the "Mainset Three," an S.G. receiver, at £18 10s. Yet two other new receivers—battery driven—have been produced, the "Dominion Screened Grid Three," at £10 15s., and the S.G.3A at £8 15s. Both utilise an S.G.P. circuit.

The Brownie display will be completed by a range of the well-known components.

STAND No. 103.

A. F. Bulgin & Co., Ltd., 9-11, Cursitor Street, London, E.C.4.

As is well known, this firm produce mainly small, but extremely useful components, and on their stand this year they will be exhibiting a complete range of those already on the market, in addition to a large number of entirely new lines. Among these are several switches for mains use, panel and turntable lights, mains connectors, and so on.

Of foremost interest will be the range of wire-wound anode resistance links, which range in values from 5,000 Ω to 100,000 Ω, and in price from 1s. to 2s. 6d.

STAND No. 104.

J. Dyson & Co., Ltd., 5-7, Godwin Street, Bradford.

Many of the existing lines—chiefly mains supply units—will be continued as before, and, in addition, several new units will make their appearance. We do not propose to describe these in detail at the moment, but the general types and prices are as follows. Unless otherwise stated, the units are for A.C. mains supplies.

Type AH. Maximum output 50 mA at 120 V. Full wave rectification and one variable tapping, £5 10s. Types A and ASV have smaller outputs, and sell at £3 7s. 6d. and £4 7s. 6d. each respectively.

A new all-power unit giving 20 mA at 120 V, an L.T. output of ½ A and four bias tapplings, lists at 10 guineas.

The LTH is an L.T. unit giving ½ A at 2, 4 or 6 V, and listing at 6 guineas. The LTP has double the output and lists at 7 guineas. Both employ Westinghouse rectification. Two new grid bias units, the GBS and GBL, sell at 12s. 6d. and 15s. 6d. each respectively.

For portables, two new A.C. units are



WHITTINGHAM SMITH.—22 guineas is the price of this new "Portadyne" screened grid four-valve portable.

to be introduced—the PW, an H.T. model at £4 17s. 6d., and a second unit incorporating an L.T. trickle charger, and selling at £5 17s. 6d.

Finally—two new D.C. units, types DSH and DSV; both have the same output (15 mA at 150 V), but the former has two fixed tappings and sells at 35s., while the latter has a variable control, the price being 37s. 6d.

STAND NO. 105.

Varley (Oliver Pell Control), 103, Kingsway, W.C.2.

Several re-designed Varley all-electric receivers will be seen here. There are two Junior models, the AP1, a 2-valve A.C. set, and the AP11, a 3-valve D.C. receiver. The prices are 15 and 16 guineas respectively. Similarly, there are two Senior all-electric transportables, the AP12 for A.C. and the AP13 for D.C. The latter may be easily converted to D.C. operation. Both types are priced at £26. Pedestals are obtainable for these sets. The Varley all-electric console radio-gramophone will be a prominent exhibit, in a burr-walnut cabinet at 85 guineas. With two 10-watt valves in parallel in the last stage, the output from the Baker Super Power M/C speaker, which is built in, should be very great.

The famous Varley pick-up will be seen in its re-designed form, with a special needle-holder needing no clamping screw.

The transformers and chokes introduced by Varley last year, all in uniform types of black bakelite cases, are well known to the trade. They are being continued, and will be supplemented by several new and interesting types. In addition, there will be a full range of Varley components, of which a large proportion is for mains use.

STAND NO. 106 AND

DEMONSTRATION ROOM R.

Gambrell Radio, Ltd., Buckingham House, Buckingham Street, London, W.C.2.

Apparatus already current will be seen side by side with several new receivers



GAMBRELL.—The "Novogram" radio-gramophone incorporates a "Novotone" tone compensating device among its other distinctive features.

here, all mains driven, of course. There is to be a reasonably priced 2-valve detector-and-pentode receiver, as well as a 4-valve instrument available as a table model or as a floor model incorporating a moving-coil speaker. Then there will be a 3-valve set embodying many of the features of the 4-valve model.

A fourth new line produced for the Show is the "Radio Novogram," a radio-gramophone incorporating many unusual



TANNOY.—One of several new "Tannoy" receivers—the R.4 mains-driven model at 40 guineas.

features. A 4-valve S.G. receiver is incorporated, with a special selectivity control. There is a B.T.H. pick-up working through a Novotone, with a moving-coil speaker. The price is 62-72 guineas, according to finish.

All these four new products are available for A.C. or D.C. mains.

STAND NO. 107.

Automatic Coil Winder & Electrical Equipment Co., Ltd., Winder House, Douglas Street, London, S.W.1.

On this stand will be shown a number of coil-winding machines, including the latest type "Macadie" machine. With this new model paper can be included between the layers of wire if desired.

They will also be showing the hand-driven "Douglas" machine. Traders should note that this model can also be converted for power drive. Lastly they will exhibit the latest model "Avometer," a feature of which is a screw-in fuse.

STAND NO. 109.

Red Star Radio, Ltd., Aston Road, Birmingham.

This stand occupies nearly the whole of one side of the main hall gallery, and it will, of course, feature the two low-priced receivers to launch which the Red Star concern has been founded.

It will be recalled from our special article about them a few weeks ago, that they are attractive price-appeal receivers, 2-valve and 3-valve types costing respectively £3 3s. and £4 4s. each without valves and batteries.

Their novel technical features—the variable screening, variable aerial coupling and alternative detection method—have been fully dealt with and the trade is also aware of the intensive publicity campaign which has been launched in connection

with the sets. It is understood that deliveries will commence shortly.

STAND NO. 110.

Peto-Scott Co., Ltd., 77, City Road, London, E.C.1.

There is not much on this stand to interest the trader, as, this year, the display has a purely public appeal.

STAND NO. 111.

Tannoy Products, 1-7, Dalton Street, London, S.E.27.

As we have previously announced, there will be some interesting new receivers and radio-gramophones exhibited on the Tannoy stand, in addition to the present wide range of mains units and chargers. The Senior radio-gram incorporates a 4-valve circuit with a 10 W output stage and in a walnut pedestal cabinet it lists at 65 guineas, while the Junior model, on similar lines, but with a smaller output, is priced at 45 guineas in oak.

Of the four new receivers, the R.4 is the largest and is priced at 40 guineas, while the R.3, a 3-valve model, lists at 19 guineas in a walnut cabinet. Then there are two 2-valve receivers both priced at 12 guineas. All the above instruments are of the all-electric class.

An addition to the present range of Tannoy mains units, in the form of a combined H.T. unit and L.T. charger for portables, will also be on view.

STAND NO. 112.

The Ridged Cone Co., York House, Southampton Row, W.C.1.

The exhibit here will be mainly devoted to the well-known R.C. indoor aerials. The newest of these is the Regional model, of the cage type, 14 ft. long and 4 ins. in diameter, priced at 6s. retail. The R.C. Popular Super is a flat type, 12 ft. long and 4½ ins. wide, and retails at 4s. The R.C. Standard at the reduced price of 2s. is likely to be more popular than ever. It is a cage type, 12 ft. long. Finally, there is a collapsible spiral aerial.

In addition to these aerials, this firm will be exhibiting the Rapid pole finder, at 4s. (up to 250 V) and 5s. (up to 600 V).

STAND NO. 113.

Classic Radio & Gramophone Co., Ltd., 25, Eccleston Street, London, S.W.1.

Portables will be the "speciality"



GAMBRELL.—Another new Gambrell product—the 4-valve all-electric floor model receiver.

STAND NO.
60

**RADIO
EXH'BN**

Seven Years of Leadership!

GUARANTEED

**WIRELESS
INSTRUMENTS**

The fact that "Utility" Wireless Components have been marketed with great success over the past seven years, and are included in many of the most popular sets of to-day, indicates a progress and solidity interesting to set manufacturers and dealers. For season 1930-31 the range has been considerably widened, and all our standard lines modified in accord with the very latest practice. The high value upon which "Utility" popularity is based, is maintained, and the "Utility" Guarantee—our own mark of confidence in our productions—still applies. Link up with this successful organisation and you can depend upon success yourself. You will be welcomed at our Show Stand, or full particulars of 1930-31 lines will be posted on application to one of the addresses below.

WILKINS & WRIGHT LTD
HOLYHEAD? *Utility* BIRMINGHAM

Agents—London: E. R. Motton, Ltd., 22, Bartlett's Buildings, Holborn Circus, E.C.1.
Scottish: E. B. Hammond, 113, Victoria St., Glasgow.



New Pattern Anti-Capacity Switch. Oxidation effectively combated by **Solid Silver Contacts**. Contacts mounted on Bakelite, and provision also made for connection by means of terminals or soldering lugs. Lever operated—one hole fixing—very compact (inside panel dimensions of two-pole type only 1 1/2" deep by 2 1/4"). Finish: Nickel Plated.

Retail Prices:

Cat. No. W.215/2.	2 Pole Change-over	5/6
" " W.215/3.	3 " " " "	6/6
" " W.215/4.	4 " " " "	7/6
" " W.215/6.	6 " " " "	9/6



Ganging Pattern Anti-Capacity Switch. Prov. Pat. 28495/29. Embodies essential anti-capacity characteristics, but very compactly designed. Can be ganged. Fixed contacts moulded into bakelite arc, moving contacts of spring-temper Nickel Silver. Stocked 1- to 6-pole change-over but multi-pole sizes to order.

Prices:

Cat. No. W.190/1.	1 Pole Change-over	4/6
" " W.190/2.	2 " " " "	5/-
" " W.190/3.	3 " " " "	6/-
" " W.190/4.	4 " " " "	7/6
" " W.190/5.	5 " " " "	9/6
" " W.190/6.	6 " " " "	9/6



'Mite' Double Condensers. embodying New Balancing Device. P.P. No. 29752/29. Pat. Nos. 323108, 326800. This instrument introduces a new method of

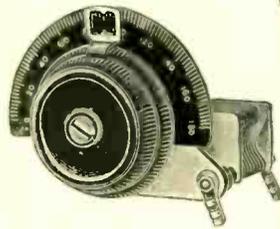
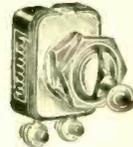
balancing out stray capacities in circuits tuned by a double gang condenser. Balancing performed by knob on panel and whole unit operated by our 3" Drum Dial. Condenser units are our standard "Mite" pattern. **Prices:** Cat. No. W.213, Double '0005 with 3" Drum Dial, 22/6. Cat. No. W.214, Double '0003 with 3" Drum Dial, 21/6. (Brass Vanes 6d. extra per unit.)

Anti-Capacity Change-Over Switches (Lever Pattern). Pat. No. 209241. Cat. No. W.1471



A compact switch with Nickel Silver self-cleaning contacts. Lever operation. Definite central "off" position. Supplied black, bronze, or nickel-plated finish. Standardised in sizes 1 to 6-pole change-over at following prices:
1 Pole Change-over ... 3/6 each
2 " " " " ... 4/- " "
3 " " " " ... 5/- " "
4 " " " " ... 6/6 " "
5 " " " " ... 8/- " "
6 " " " " ... 8/- " "
Nickel Plated 6d. each extra.

Snap Switch. Mechanism enclosed in Bakelite. Current-carrying capacity of 1 ampere at 250 volts, or 3 amperes at 125 volts. Useful for short-circuiting aerial or transformer coils, for changing wavelengths. One-hole fixing. Cat. No. W.221. Price 2/6.

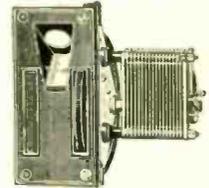


'Mite' Condensers. On account of the space economy possible by the use of the diminutive but highly efficient "Mite," this Condenser is still a first favourite. It is designed on low loss principles and the solid dielectric has been reduced to the absolute minimum. The moving vanes rotate upon a ball-bearing centre spindle and electrical continuity is ensured by an unique INTERNAL CONNECTION. (See full-size sectional sketch.) The '0005 Capacity occupies space only 2 1/2" by 2 3/8" by 2" when vanes are fully extended. Prices are as follows:

Cat. No.	Cap.	With 3" Dial	Less Dial	With Vernier (as illustrated)
W.197	'0005	7/6	6/6	10/-
W.198	'0003	7/-	6/-	9/6
W.199	'0002	6/-	5/-	8/6
W.200	'0001	5/-	4/-	7/6

New Pattern Drum Dial.

Makes full revolution giving very open scale and reduction of 2-1. Price includes nicely moulded finger plate. For time being, supplied only with our make Condensers, but designs in hand for fixing to all types. (Special lighting bracket for illuminating this Dial extra price, 9d.)



Prices: Cat. No. W.270, with '0005 "Mite" Condensers, 14/-; Cat. No. W.271, with '0003 "Mite" Condensers, 13/6.

Micro-Dial, W.181.

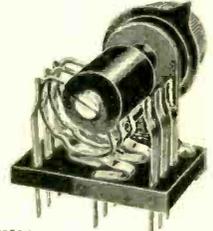
With fixed aluminium dial surveyed by a hair line cursor. Dial designed to read clockwise or anti-clockwise, thus entirely suitable for S.L.F. Condensers. Small central knob provides vernier adjustment. Used on all makes of Condensers. Price, 7/8.



W.170, a Micro-Dial with engraved bakelite scale supplied same price.

Anti-Capacity Change-Over Switches (Knob Pattern). Pat. No. 209241.

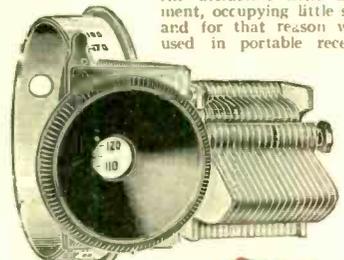
A switch in which electrostatic capacity has been reduced to the minimum. Provided with definite central "off" position. Nickel Silver self-cleaning contacts. 4, 5 and 6-pole are fitted with double bracket.



Prices:

No. W.130/1.	1 Pole Change-over	3/- each
No. W.130/2.	2 " " " "	3/6 "
No. W.130/3.	3 " " " "	4/6 "
No. W.130/4.	4 " " " "	5/- "
No. W.130/5.	5 " " " "	6/- "
No. W.130/6.	6 " " " "	7/- "

'Mite' Drum Dial Condensers. Pat. Nos. 323108, 326800. Supplied for left or right-hand operation.



An attractive little instrument, occupying little space, and for that reason widely used in portable receivers.

Cat. No.	Cap.	Price
W.201	'0005	11/6
W.202	'0003	11/-
W.203	'0002	10/0



Write for illustrated list

NEW SETS! NEW



The LOTUS 4-Valve (One Rectifier) All-Electric Receiver (A.C.) In Mahogany. **£21 10s. 0d.** Complete with Valve, Royalties paid, or twelve monthly payments of £1 18s. 6d.



LOTUS

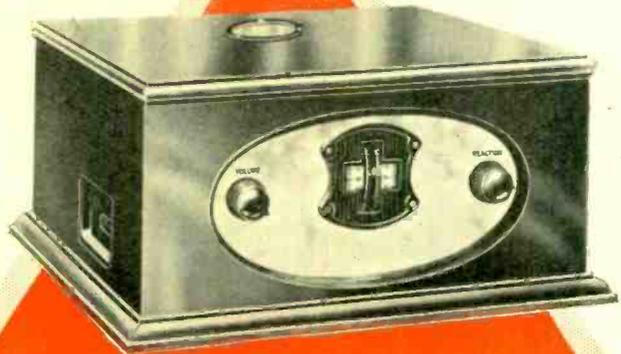
The LOTUS 4-Valve (One Rectifier) All-Electric Console Model (A.C.) In Walnut. **£35 0s. 0d.** Complete with Valves, Royalties paid, or twelve monthly payments of £3 3s.

The full range of Lotus Sets with attractive advertising
GARNETT, WHITELEY & CO., Ltd., Lotus Works, Mill Lane, Liverpool.

NEW MODELS! PRICES!



The LOTUS 3-Valve All-Electric Receiver (A.C. or D.C.) with Loud-speaker in Lid. In Oak or Mahogany. **£22 0s. 0d.**
Complete with Valves, Royalties paid, or twelve monthly payments of £1 19s. 6d.



The LOTUS 3-Valve S.G.P. All-Electric Receiver (A.C.) In Oak or Mahogany. **£19 10s. 0d.**
Complete with Valves, Royalties paid, or twelve monthly payments of £1 15s.



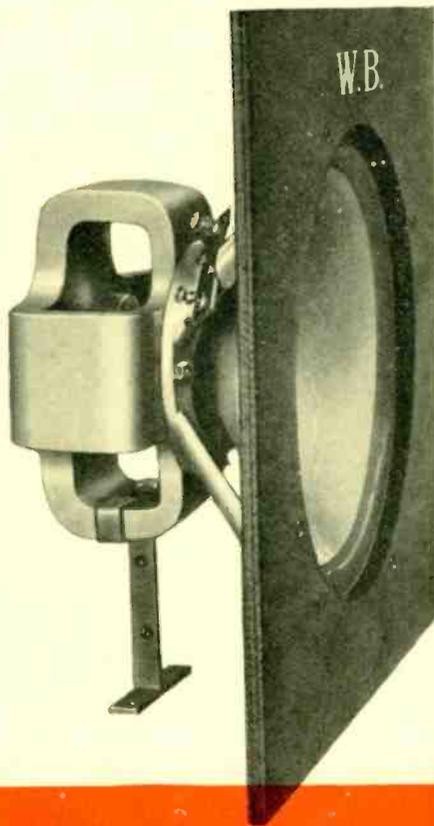
LOTUS

The LOTUS 4-Valve (One Rectifier) All-Electric Transportable Receiver (A.C.) In Oak, Mahogany or Walnut. **£25 10s. 0d.**
Complete with Valves, Royalties paid or twelve monthly payments of £2 5s. 9d.

literature will be shown at Olympia—Stand No. 30.
Branch Depots at London, Birmingham, Leeds and Glasgow.

WB

Immediate **PERMANENT MAGNET**



From the moment it was announced the W.B. Permanent Magnet Moving-Coil Speaker has been a success. Thirty demonstrations — and every one booked an order. That is the first week's record. The W.B. Permanent Magnet Speaker is the most sensitive Speaker on the market. It has a Sheffield-made cobalt steel Permanent Magnet weighing $10\frac{1}{2}$ lbs. and guaranteed for five years. Supplied with High or Low Resistance-

VISIT OUR STAND

**WHITELEY, BONE
NOTTINGHAM, ROAD,**

*Made by the Makers of the famous
Telephone : Mansfield 762.*

London Office : 21 Bartlett's

Telephone : Central

Nothern Distributors : W. E. Be. rdall

WW

WB

success of new **MOVING COIL SPEAKER**

Windings Moving Coil. Obtainable completely assembled with baffle board and chassis, or in an attractive oak or mahogany cabinet.

Write to your factor for sample. In case of difficulty write direct to us.

Completely assembled with 14-in. baffle board and chassis

£6 6 0

In handsome oak £8 8 0

or mahogany cabinet £8 18 6



№66 AT OLYMPIA

**HAM & CO., LTD.
MANSFIELD, NOTTS.**

*Whiteley Boneham valve holders.
Telegrams: Whitebon, Mansfield.*
Buildings, Holborn Circus, E.C.4
3745 (3 lines).
& Co., Ltd., Victoria Bridge, Manchester.

B

Burndept still leading

RADIO - GRAMOPHONES OF QUALITY

The ever-growing market for first-class radio electrical receivers which also give reproduction from gramophone records is now catered for by the range of Burndept Radio-Gramophones described on these pages.

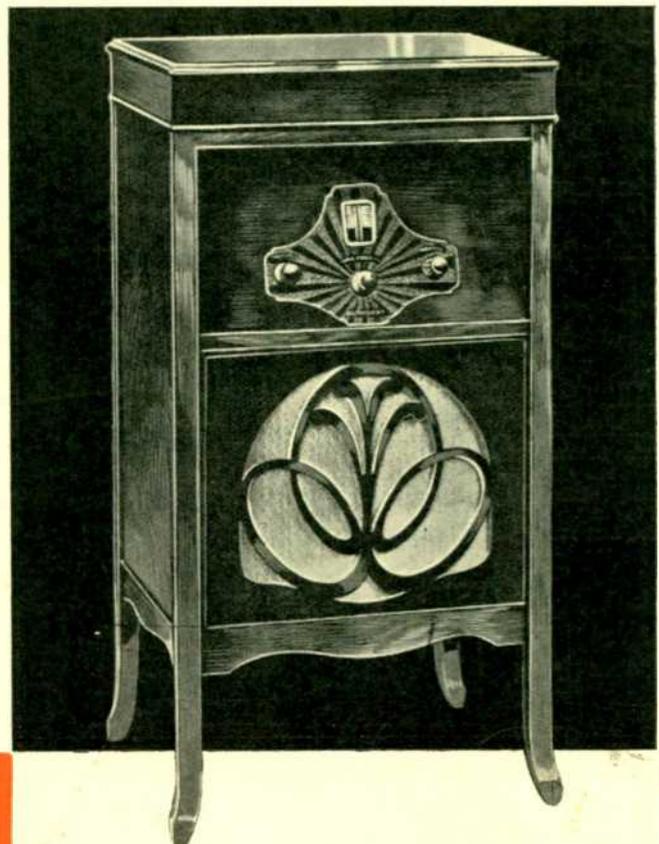
STAND NO.

56

AT THE NATIONAL
RADIO EXHIBITION

The Burndept A.C. Radio-Gramophone Model 1860 and 1861 illustrated here, is fitted with a first class balanced armature cone speaker made to Burndept specification and the appropriate electrical gramophone equipment, all driven from the mains.

A specially designed cabinet has been prepared, embodying a sloping panel for the radio receiver, which facilitates easy tuning and gives the instrument a handsome appearance. The cabinet is so designed to take up minimum space in the room. Retail prices are Oak, Catalogue No. 1860, 50 Guineas; Mahogany, Catalogue No. 1861, 52 Guineas.





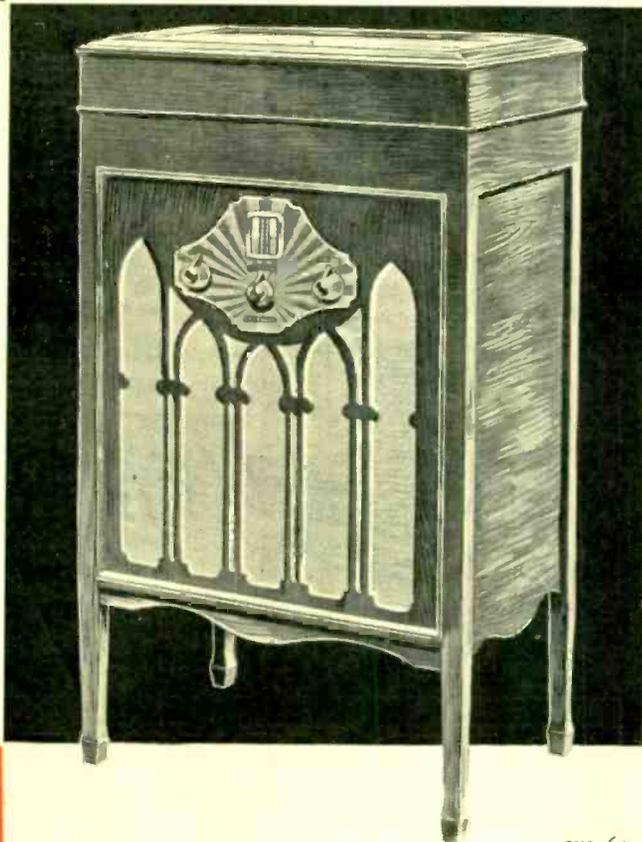
THE BURNDIPT RADIO-GRAMOPHONE DE LUXE embodies the famous Universal Screened Five Receiver affording reception on ultra short, short, and long wave-lengths, with a moving-coil reproducer of the highest class and an all-electric gramophone. Everything is included in a very fine Mahogany cabinet of the Console type, space being provided for the storage of records. This instrument is without parallel among Radio-Gramophones of the De Luxe class, and affords the very highest standard of quality that is obtainable anywhere. Price 95 Guineas.

The Burndipt Radio-Gramophone Model 1755 incorporates the same radio receiver (Model 1860) as illustrated opposite with a moving-coil loud speaker and is eminently suitable where great volume and fine quality are specially required. The model is much more than an instrument for the home, and can be utilised in cafés, halls, etc. An upright type of cabinet is provided and may be obtained either in Oak, Catalogue No. 1755, 58 Guineas, or in Mahogany, Catalogue No. 1756, 59 Guineas.

**BURNDIPT WIRELESS (1928) LTD.
BLACKHEATH, LONDON, S.E.3**

Showrooms & Trade Counter :
Roxburghe House, 283 Regent Street,
London, W.1

Scottish Depot :
28 Berkeley Street, Glasgow.



**10 YEARS
OF RADIO**

"RED

The World's Wonder

Will be
The Sensation

The event of the year—"Red Star" Radio Receivers—The World's Wonder Radio Receivers. Sets which have been designed for the multitude, sets which at their remarkably low prices open up a market for the dealer hitherto undeveloped.

"Red Star" sets which have been designed to meet the limited purchasing powers of the great masses of people—sets designed to give pleasure and delight to people who in the past have looked upon many wireless sets as quite out of their reach—but now, "Red Star" have made it possible for everyone to possess a Modern Radio Receiver.

"Red Star" Radio Receivers are simple to operate, give wonderful volume and performance on both wavelengths, speech and music is clear of all traces of distortion, are economical to run and trouble free.

Traders! "Red Star" will sell in thousands—hundreds of thousands. Get ready—there's money in "Red Star." The World's Wonder Radio Receivers!

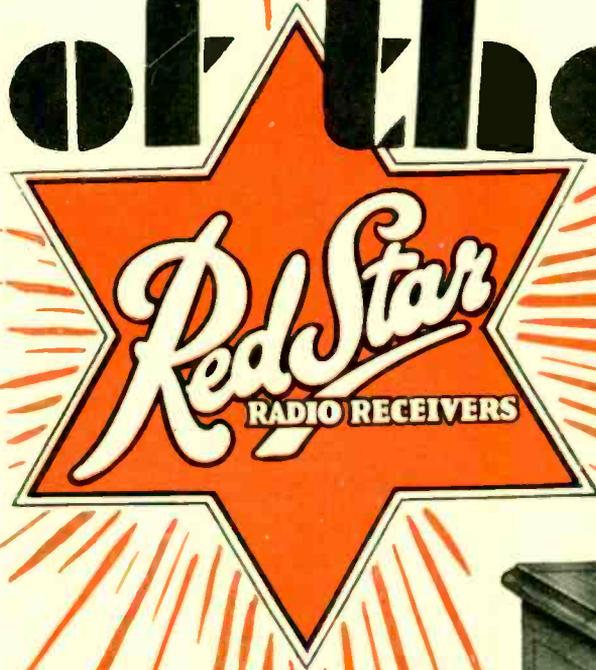
RED STAR PUBLICITY

ADVT. OF "RED STAR" RADIO, LTD., ASTON ROAD, BIRMINGHAM.

STAR

Radio Receivers!

of the year!



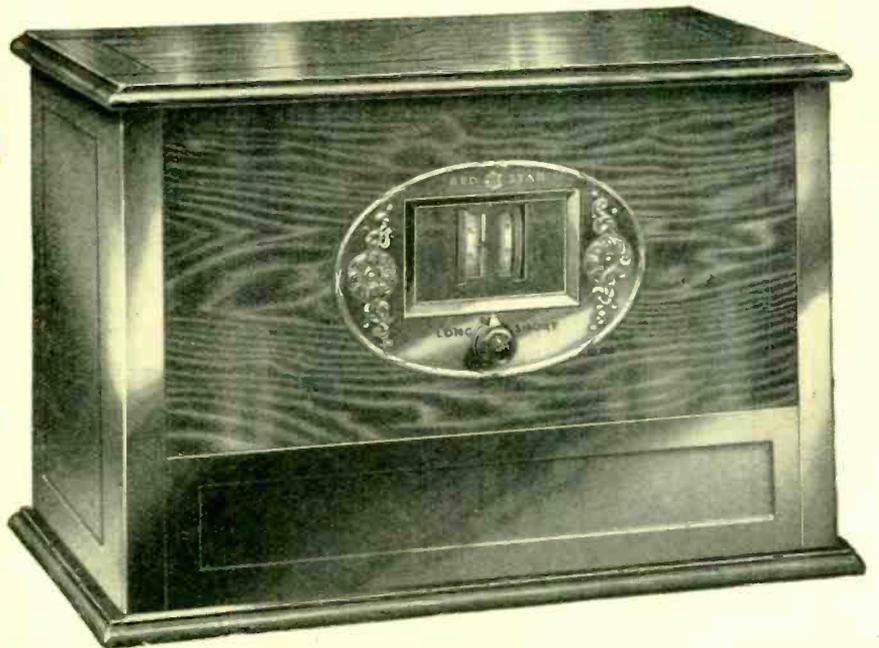
2 VALVE SET

63¹/₂

3 VALVE SET

84¹/₂

FREE OF ROYALTIES



WILL BRING BIG BUSINESS

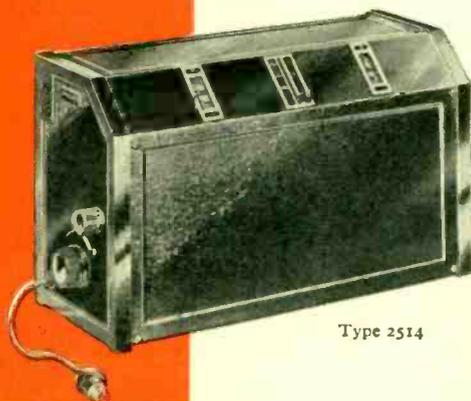
PHILIPS ALL-COVERS EVERY NEED OF



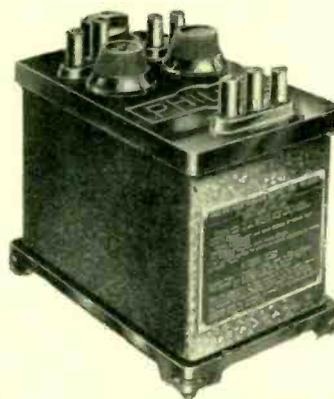
Type 2522



Type 2515



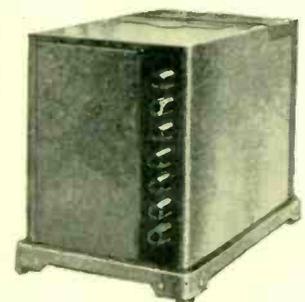
Type 2514



Type 3005



Type 2511



Type 3002

The Philips range of all-electric receivers, speakers and H.T. Units is now the most complete ever offered to the public. There is a set to fill the needs of every user of electric light. Two valves, three valves, four valves, portable radio, battery sets,

PHILIPS PORTABLE.

Type 2522 .. Price £25 0 0

PHILIPS ALL-ELECTRIC RECEIVERS.

Type	Price
2515, 2-valve A.C. ..	£12 10 0
2523, 2-valve D.C. ..	£12 10 0
2514, 3-valve A.C. ..	£21 0 0
2531, 3-valve A.C. ..	£23 0 0
2511, 4-valve A.C. ..	£35 0 0

PHILIPS LAMPS LTD., Philips House, 145, Charing Cross Road, London, W.C.2.

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

radiogramophone—a set or an H.T. Unit for every purpose and every pocket. There are several loudspeakers designed for use with each set, so demonstrate and sell a Philips Loudspeaker with every Philips receiver.



Type 2024

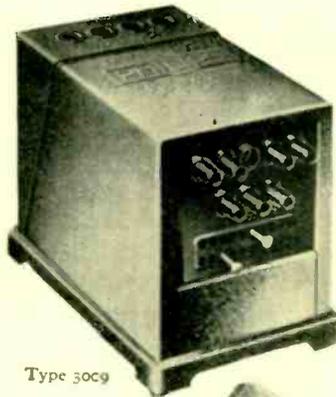
PHILIPS LOUD-SPEAKERS.

Type 2016 ..	Price	£2 10 0
Type 315 ..	Price	£3 15 0
Type 2024 ..	Price	£4 10 0
Type 2007 ..	Price	£5 5 0

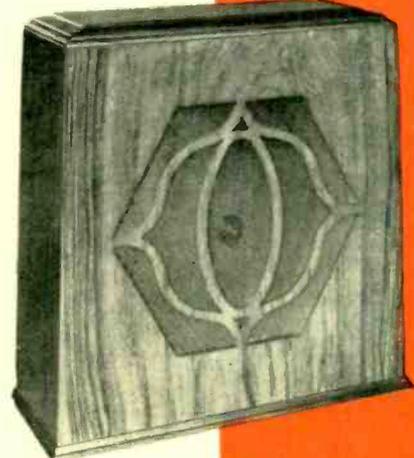
PHILIPS BATTERY ELIMINATORS.

Type 3005 ..	Price	£3 17 6
Type 3002 ..	Price	£5 10 0
Type 3009 ..	Price	£5 15 0

OR ON EASY HIRE PURCHASE
TERMS.



Type 3009



Type 315



Type 2531

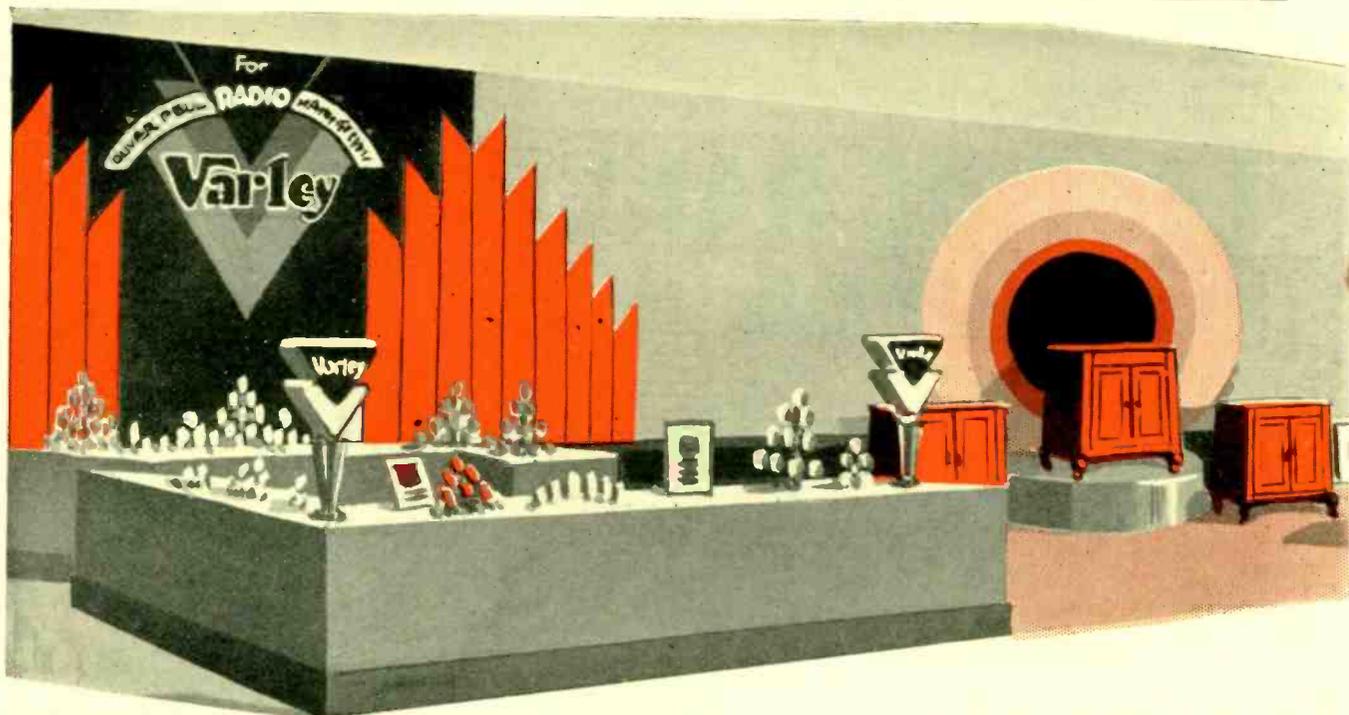


Type 2016



Type 2007

PHILIPS LAMPS LTD., Philips House, 145, Charing Cross Road, London, W.C.2.



HUGE 1,000 SQ. FT. TO OPEN Varley's

New Varley Components

L.F. POWER CHOKE. List No. E.P.15 £3 0 0

HIGH INDUCTANCE L.F. CHOKE. List No. D.P.16 £1 5 0

MULTI-VOLT POWER TRANSFORMER FOR VALVE RECTIFIERS. 60 watts. List No. E.P.14 £2 10 0

IMPEDANCE MATCHING OUTPUT TRANSFORMER. 6 Ratios. List No. D.P.14 £1 2 6

PUSH-PULL PENTODE OUTPUT CHOKE. List No. D.P.15 £1 7 6

3 HENRY L.F. TAPPED CHOKE. List No. D.P.18. 8/6

NICORE L.F. AUTO-TRANSFORMER. Ratio 7-1. List No. D.P.13 £1 5 0

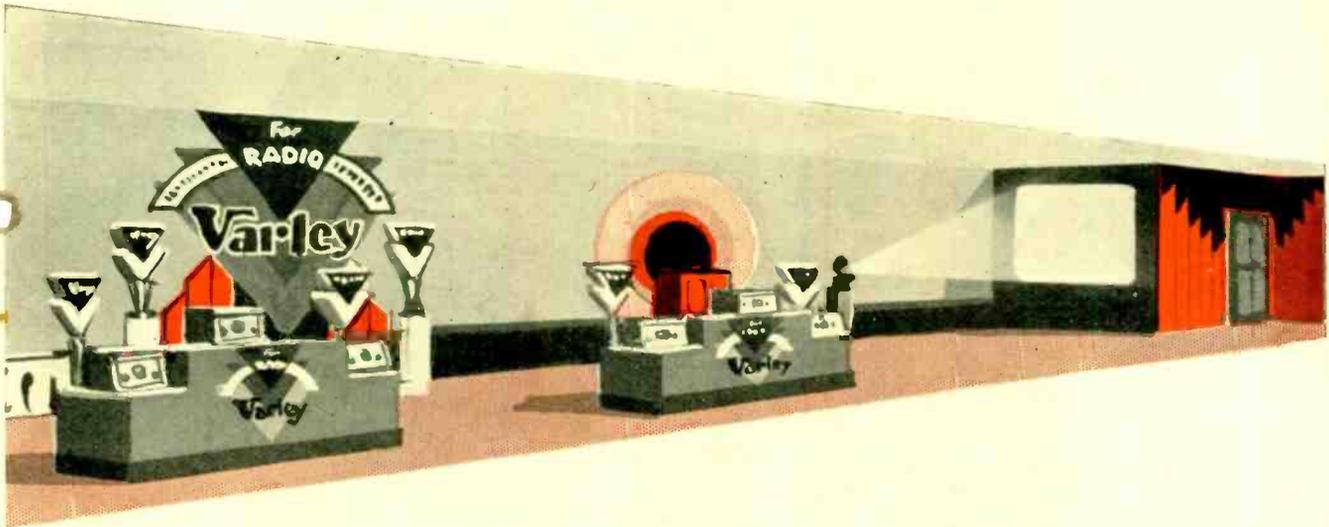
DOUBLE PUSH-PULL INPUT TRANSFORMER. Ratio 2.5-1. List No. D.P.17 £1 7 6

STAND No.
105
OLYMPIA

Varley start their biggest season on this huge stand. Occupying more than 1,000 sq. ft., it will display the complete range of Varley products—All-Electric Sets, Radio-Gramophones and Components.

A big new feature of Varley's sales policy is Hire Purchase Terms for All-Electric Sets and Radio-Gramophones—making them as easy to buy as they are attractive to own.





STAND AT OLYMPIA BIGGEST SEASON

And Varley Components—the season's range includes eight new products with this year's successful models—and every one is unequalled in performance.

At Olympia the Varley display will pull the public and give a great start to Varley's biggest season. It offers you a great opportunity.



New Varley All Electric Receivers and Radio-Gramophones

JUNIOR ALL-ELECTRIC RECEIVERS. (For Medium and Long Wavelengths).
List No. AP1. A.C. Model (2-valve) £15 15 0 complete
List No. AP11. D.C. Model (3-valve) £16 16 0 complete

SENIOR ALL-ELECTRIC TRANSPORTABLE RECEIVERS. (For Medium and Long Wavelengths). List No. AP12. Senior Model for A.C. £26 0 0 complete

SENIOR ALL-ELECTRIC TRANSPORTABLE RECEIVER. (For Medium and Long Wavelengths). List No. AP13. D.C. Model. £26 0 0 complete

ALL-ELECTRIC CONSOLE RADIO-GRAMOPHONE. (For Medium and Long Wavelengths). List No. AP14. A.C. Model. 85 Guineas complete

**STAND No.
105
OLYMPIA**

GREAT RANGE OF THE WORLD FAMOUS TELSEN COMPONENTS

The range of components that we are introducing this season bid fair to rival the popularity of the famous Telsen Transformers.

Every component has been designed and produced with the same technical perfection and beauty of finish so well known to Telsen Transformers. Designed by radio experts and manufactured with the finest of raw materials throughout, they enjoy a reputation second to none—each sale means a sale of satisfaction to your customer—which inevitably results in repeat business, the basis of successful business trading.

The outstanding performance of Telsen Components are fully illustrated through the fact that they are regularly incorporated in the sets described in the various radio journals throughout the country.



TELSEN COMPONENTS

ADVT. OF TELSEN ELECTRIC CO. LTD. BIRMINGHAM

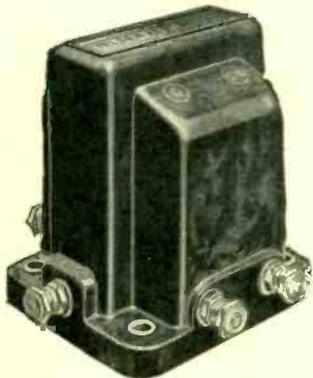
TELSEN COMPONENTS

POPULAR COMPONENTS

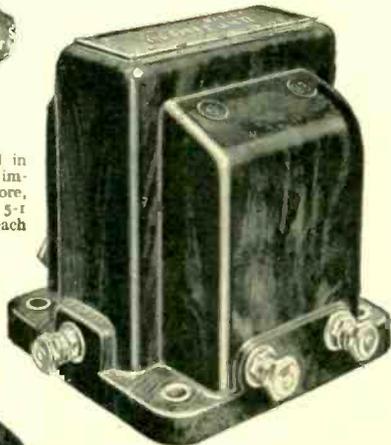
The "Live" Dealer fully realises the value of "Stocking" good selling lines—the quicker the "turn-over" the quicker the profit—and it's profit that count!

Stock popular components and meet the demand. No more popular components exist than the Telsen range—components that with their remarkable value for money, together with our enormous advertising to back up the trader will definitely result in their being in popular demand.

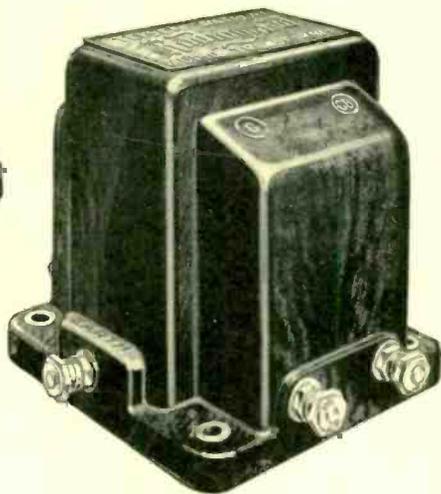
Telsen Components—Popular Components—at Popular Prices.



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



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



Telsen 7-1 Super-Ratio "Radiogrand" Transformer, shrouded in Genuine Bakelite Mouldings, with improvements in the Windings and Core, fitted with earth terminal. Price 17/6 each



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

Telsen Valve Holders, Pro. Pat. No. 20,286/30. An entirely new design in Valve Holders embodying Patent Metal spring contacts, allowing the valve to be inserted or withdrawn with an easy sliding movement. Low capacity. Self-locating, and made in Genuine Bakelite Mouldings. Price 1/- each



TELSEN COMPONENTS

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

ALL MAINS CONVERSION EQUIPMENT

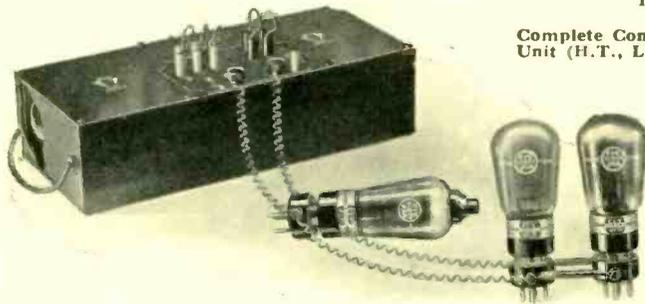
THERE'S nothing like this new Six-Sixty All-Mains Conversion Equipment on the market—it meets every requirement of the owner of practically every battery-operated receiver who wants to convert his Set for A.C. Mains.

Simple, comprehensive, reliable! There are no internal wiring alterations whatever—the special Six-Sixty Valve Adaptors make 4-pin existing Valve-holders fit 5-pin valves. It is a Unit in the fullest sense, an eliminator, H.T., L.T. and G.B., and a set of specially selected A.C. Valves with Valve Adaptors built by *one* manufacturer to work perfectly together. Fitted as simply as a battery.

IT IS A PRODUCT THAT WILL SELL.

PRICES.

Complete Conversion Equipment from Unit	..	£8	5	0	
Unit (H.T., L.T., and G.B.) only	£6	6	0



SIXTY



VALVES

- 4 New Rectifiers.
 - 4 New Output Valves (A.C. and D.C.)
 - 1 Super S.G., A.C. Valve.
- The famous Six-Sixty 2-volt range.



GRID LEAKS.

Six-Sixty are this season marketing a range of Grid Leaks. (Both Retail and Set-Makers' types.) The Retail Type are available carded offering attractive and self-selling display, and ensuring maximum convenience of storage. In addition, "carding" helps to maintain stock with maximum ease, replacements being ordered to fill the gaps.

Price (Retail Type) . . . 1/6 each



- Six-Sixty Valve and Set Tester . . . £8 16 3
- De Luxe Model . . . £12 12 0
- Six-Sixty Valve Adaptors . . . 1/6, 1/9 and 2/-
- Six-Sixty Gramophone Pick-up Attachments, A.C. or D.C. types. . . 2/- each



- Six-Sixty Cone Speaker Assembly . . . 15/- complete
- Unit only . . . 12/-
- Six-Sixty Cone Speaker Paper . . . 1/9 and 2/9
- Six-Sixty Turntable . . . 5/-

Write for this season's Literature and the new Six-Sixty Display.

The SIX-SIXTY RADIO Co. Ltd.
 SIX-SIXTY HOUSE, 17-18 RATHBONE PLACE OXFORD ST. LONDON, W.1.

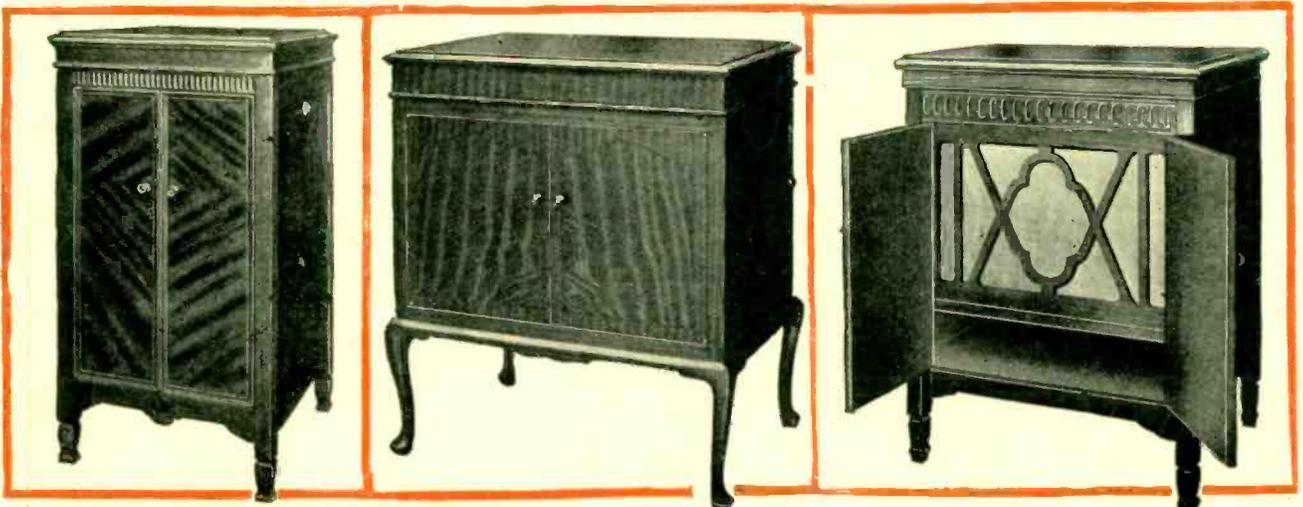
Telephone: Museum 6116/7.

VALUE

Brighter business this Autumn is the confident prophecy of the experts—and even in the less prosperous areas the new Dulceola programme will mean bright business. Dulceola stands for value—the utmost quality at the lowest price. Study the specifications—they're a revelation of honest worth at figures which command attention.



MODEL D39.—Of polished figured Oak, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£6 15 0**



MODEL D38.—Mahogany, satin finish, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£7 7 0**

MODEL D43.—Of Mahogany, satin finish, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£11 11 0**

MODEL D40.—Of polished figured Oak, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£6 15 0**



MODEL D36.—Mahogany, satin finish, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£6 19 6**



MODEL D34.—Of polished figured Oak, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£5 5 0**



MODEL D41.—Of mahogany, satin finish, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£7 15 0**



MODEL D35.—Of polished figured Oak, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£5 19 6**



MODEL D37.—Of polished figured Oak, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£6 6 0**



MODEL D42.—Of polished figured Oak, fitted with the famous Garrard motor and new fool-proof **AUTOMATIC BRAKE** which requires no setting. Scientifically designed all-metal soundchamber constructed to match new tone arm and metal diaphragm soundbox. Retail price **£8 15 0**

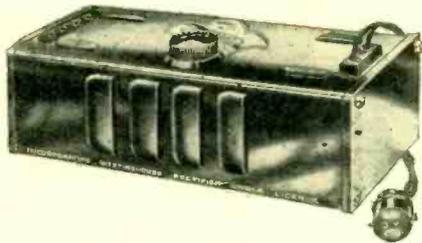
Dulceola

GRAMOPHONES

Write for New Complete Catalogue in full colours, supplies of which are now ready for distribution
THE DECCA GRAMOPHONE CO., LTD., 1-3, BRIXTON ROAD, LONDON S.W.9. Sole concessionaires of the world famous gramophones and accessories of the Decca Record Co., under their Regd. trade marks, "Salon," "Decca," and "She shall have music wherever she goes."



MAINS UNITS



MODEL W.I.C. Size,
9 × 5 × 3½. 3 Tappings
(1 Variable). 120 Volts at
20 m/a. £4 7s. 6d.



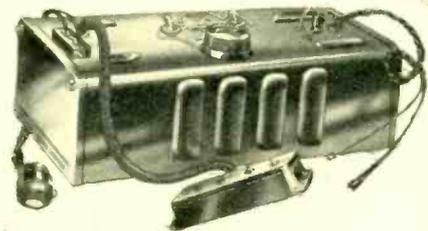
MODEL W.I.B.S.G. Size,
10½ × 6 × 4. 3 Tappings (2
Variable). 120 Volts 20 m/a.
£4 19s. 6d.



HALF-AMP. CHARGER, for
2, 4 and 6 volts. £2 7s. 6d.
1 Amp. Charger, for 2, 4
and 6 volts. £2 18s. 6d.

Last year Regentone Mains Units were good — this year they are even better. Last year Regentone Mains Units were amazingly popular — this year everything points to sales being trebled

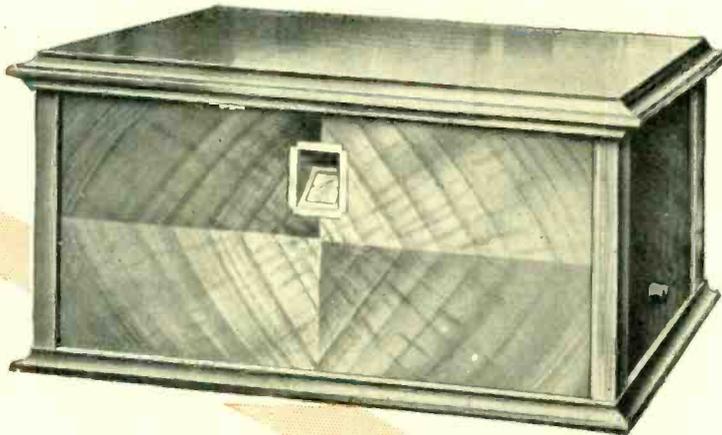
The far-seeing retailer will carry comprehensive stocks of the Regentone range.



COMBINED MAINS UNITS
(H.T. with L.T. Charger).
Model W.5 for A.C. Mains.
120 Volts at 20 m/a.
£5 17s. 6d.

**COMBINED MODEL FOR
D.C. MAINS** (H.T. and L.T.
Charger). 130 Volts at 20 m/a.
£3 19s. 6d.

The NEW 4-VALVE ALL-MAINS RECEIVER



WHEN it's a question of All-Electric Radio, the name REGENTONE is a guarantee of reliability and efficiency to thousands of the public throughout the length and breadth of the British Isles. These are the people who will appreciate the new Regentone 4-Valve All-Electric Receiver. Any Trader associated with this Receiver will add distinction to his own reputation.

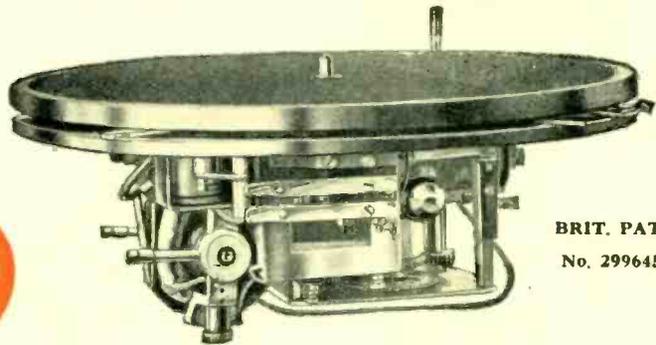
This new 4-Valve All Electric Receiver (Two Screened Grid H.F. Stages) employs *single nob control*. Adjustable reaction is not used. It is very selective and quality of reproduction is beyond reproach. It is silent—there is *no mains hum*. The Receiver is assembled on an aluminium chassis of great strength with the power Unit in its own case.

Beautifully finished walnut cabinet.

Price—30 Guineas complete.



THE NEW



BRIT. PAT.
No. 299645.

**SELF-WINDING
GRAMOPHONE MOTOR**

No Interference. Silent Running.
Complete on Unit Plate with
Electric Automatic Stop.

Combines all the advantages of both clockwork and electrical drive.

Universal for A.C. or D.C.

ON VIEW AT NATIONAL RADIO EXHIBITION ON STANDS OF :
Messrs. Houghton-Butcher, Ltd. and Henderson Wireless and Electrical Service
(STAND No. 10.) (STAND No. 231.)



PROV. PAT.

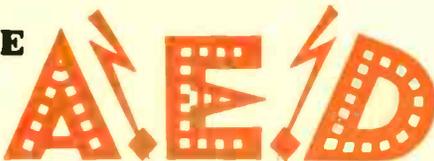
WILL ALSO BE SHOWN
ON ABOVE STANDS

THE



SUPER PICK-UP AND TONEARM
of Outstanding Performance and
Novel Design. Price Complete 2 Gns.

THE



All Mains D.C. ELECTRIC Gramophone

Including Amplifier, Moving Coil Speaker, A.E.D. Motor, A.E.D. Pick-Up and
Tonearm—available in OAK, MAHOGANY, or WALNUT CABINETS. From 37 Gns.

CALL & INSPECT AT STAND No. 231

Illustrated and descriptive leaflets from :

Telephone :
BRIGHTON
2404.

AUTO ELECTRIC DEVICES, LTD.
DIAMOND WORKS, BRIGHTON, SUSSEX

Telegrams :
"SELFWIND"
BRIGHTON.

Clarith

RADIO - GRAMOPHONES

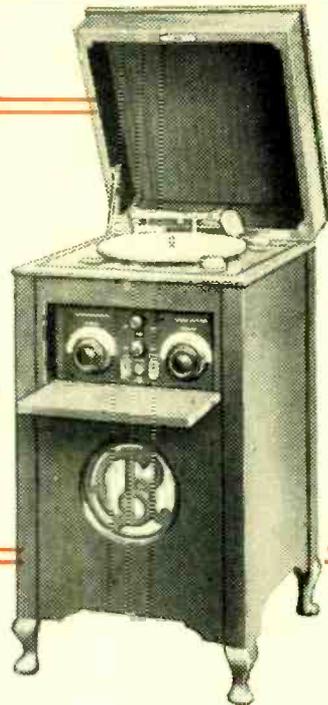
can be heard at
The Piccadilly Hotel
 Suite 321
 during the RADIO SHOW



THE "VIVID" (A.C. Model)

New value in Radio-Grams. S.G., Det., Pentode, electrically driven motor, oak cabinet. A sure seller at (retail)

38 GUINEAS



THE "BABY-DE-LUXE" (A.C. Model)

Supersedes the D.C. "Baby" which proved such a success last year. Lifelike reproduction, S.G. circuit, wide range of stations, walnut cabinet. Retail price

£70

Also
 "THE BABY"
 D.C. Model
50
 Guineas



THE "CONSOLE GRAND" (A.C. Model)

Designed for use in Large Rooms and Hotels. Efficiently works two external speakers. Cabinets in oak, walnut and mahogany. A superb instrument. Retail price

£90

YOU will be in London for the Radio Show—and you're certain to be in Piccadilly—call around at our demonstration of all "Clarith" models in

**SUITE 321
 PICCADILLY
 HOTEL, LONDON.**

Demonstrations arranged at your own address

CLARITH REPRODUCERS LTD.
 East Street Mills, LEEDS

Have you smiled lately?

a smile a day keeps depression away—

WITH EASTICKS FACTORING BEHIND YOU—

A COPY OF THE OLYMPIA NUMBER OF THE 'EELEX' BULLETIN will make you smile at its humour, and benefit as well by the useful information it contains. You will see good business roll in if you keep cheery.

BUT YOU MUST HAVE THE STOCK AFTER **OLYMPIA**

THE RUSH WILL COME

Be Prepared—The Eelex Service will back you up and help you to get your share by prompt and efficient service. Easticks not only send you your goods on time, but they are open earlier and later than any other factor and help you in many practical ways to sell your goods. These special services are given free each month in the Bulletin, and advice on any selling problems, advertisements for your local paper, window displays and overdue account collection letters. Easticks are authorised factors for all leading makers including B.R.V.M.A. Valves, McMichael, Burndept, Marconiphone, Philips, etc.

STAND
236
OLYMPIA

J. J. EASTICK & SONS

THE LEADING HOUSE OF
RADIO WHOLESALERS

110, SOUTHWICK ROAD, LONDON, E.C.1. Phone 2: Metropolitan 8035-7-8

ESTABLISHED 1909

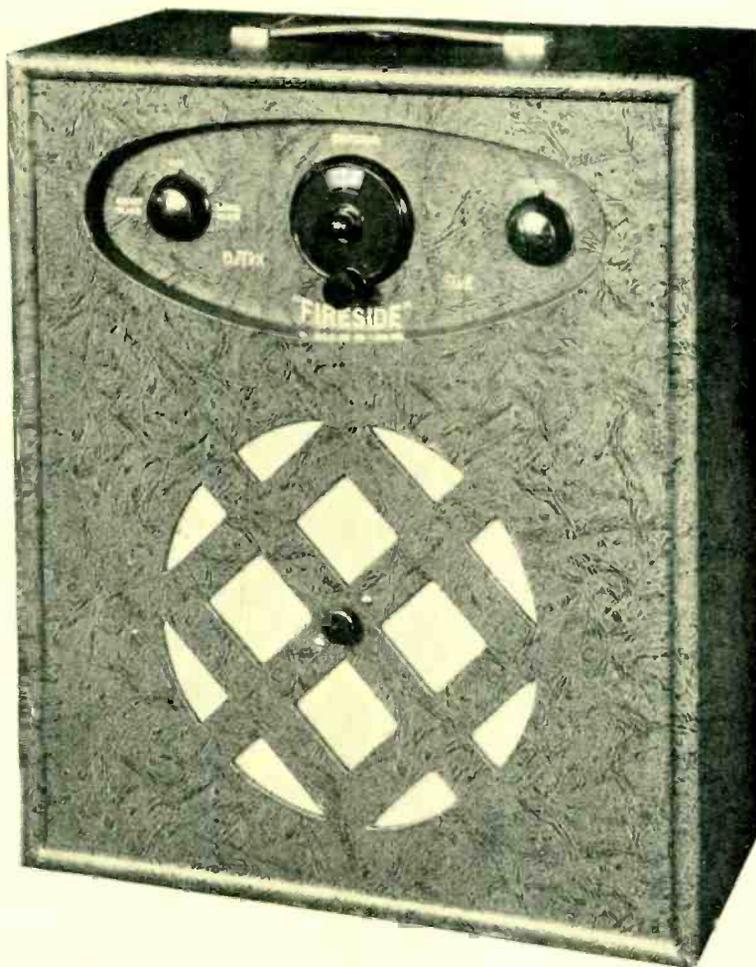
Branches: Commercial House, Commercial Place, Commercial Rd., Portsmouth & 10-11 St. Helens Rd., Swansea.

TAKE YOUR SHARE OF THE "BOOM" WITH EASTICK'S

DETEX "FIRESIDE FIVE"



LIBERAL
TRADE TERMS



DETEX PORTABLE RADIO

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

'Phone : Victoria 1303 (6 lines).

'Grams : Detexacrys, Churton, London.

**JUST TIME
TO GET IN!**

If there are any manufacturers who have not secured adequate advertisement space in the big stand-by-stand report number of "The Wireless and Gramophone Trader" there is still time for the omission to be rectified. Copy for pages in black only can be accepted (no proofs) up to 6 p.m. on Monday next.

**BIG SHOW
REPORT
ISSUE
CLOSING
6 P.M.
MONDAY 15th Sept.**

**TWO MORE OLYMPIA
SHOW ISSUES YET**

**PROGRESS
NUMBER**

Published Saturday, September 27th.

Reaching the trade on the last day of the Show, and reflecting Exhibition business and the season's technical progress.

Closes for Press :

If proofs are required, September 18th.
Without proofs, September 20th.
Pages in two colours 2 days earlier.

**TEST REPORT
NUMBER**

Published Saturday, October 4th.

Combining test report by our technical staff on outstanding new lines seen at Olympia, with a forecast of the Manchester Show.

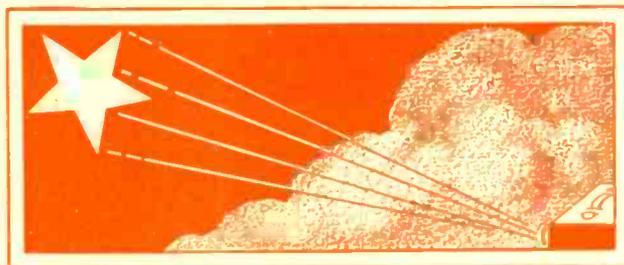
Closes for Press :

If proofs are required, September 25th.
Without proofs, September 27th.
Pages in two colours 2 days earlier.

**BOOK POSITIONS
NOW!**

The **WIRELESS
& GRAMOPHONE
TRADER**

**SEND COPY
EARLY.**



EXPERIENCE

ROLLS-CAYDON

will be showing a
wide range of instru-
ments including —

a new two-ganged screened grid suitcase model

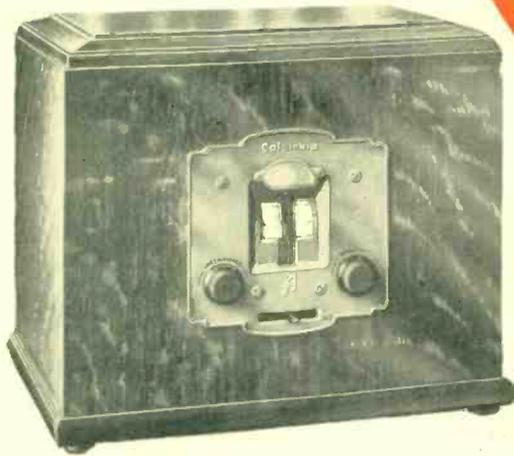
THE SET FOR 60 STATIONS

retailing at **22** Guineas

ITS SUCCESS IS ALREADY ASSURED

OLYMPIA—STAND N^o 237^A

Columbia's New Model



**3 VALVE
RECEIVER**

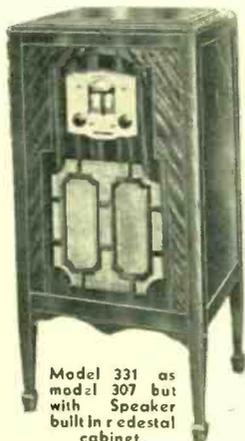
MODEL N^o

307

£21

In Oak Cabinet, also
in Mahogany cabinet
21 GNS.

Another very efficient station-getter by Columbia. 3 Valve Circuit employing Screen-Grid, Detector and Pentode. Easiest of all tuning with illuminated drum calibrated in wavelengths. Variable aerial coupling for maximum selectivity. Adaptable for Gramophone reproduction. Tone of wonderful purity throughout. Low cost of upkeep from A.C. and D.C. Mains.



Model 331 as
model 307 but
with Speaker
built in pedestal
cabinet.

In Mahogany 30 gns.
In Walnut 31 gns.

**ALL ELECTRIC
Columbia
RADIO**

MADE BY:

THE COLUMBIA GRAPHOPHONE CO., LTD., 102-108, CLERKENWELL ROAD, LONDON, E.C.1.

here. One of the latest is the super-range model, a 4-valve S.G. suitcase set listing at 20 guineas. Other portables to be exhibited will be the 5-valve suitcase "Ariel Pigmy" at 15 gns., a 4-valve S.G. "Pigmy" model at 18 gns., the standard 5-valve suitcase model at 14 gns., and finally a 5-valve cabinet portable also at 14 gns.

STAND No. 114.

Selectors, Ltd., 205-7, Bedford Avenue, Slough Trading Estate, Slough, Bucks. The well-known range of Selector portable and transportable receivers and the Selector-Vox radio-gramophone will be seen here.

The most recent of the range is the Selector Attaché "22," a suitcase type of portable utilising a screened grid circuit and priced at 22 guineas. The attaché "32" and Cabinet "32" have similar circuits, but different containers. Both are priced at 32 guineas. The Selector Electric "42" is an A.C. or D.C. transportable at 42 guineas, while the Electric "55" is for A.C. only, and incorporates a moving-coil speaker.

The Selector-Vox combined radio-gramophone, for A.C. mains, is an imposing twin-turntable machine, with moving-coil speaker, and is priced at 150 guineas. This should be well worth examination on the stand.

STAND No. 115.

Benjamin Electric, Ltd., Brantwood Works, Tariff Road, London, N.17.

Of outstanding interest on the Benjamin stand this year are the new rotary switches—one, a simple on-off model at 1s. 9d., and the other of the D.P.D.T. type selling at 3s. 6d. In addition, the trader will see the full range of Benjamin components, including valve-holders of all types, switches and portable set turntables.

STAND No. 116.

F. W. Smurthwaite, 15A, Onslow Gardens, Wallington, Surrey.

Mr. Smurthwaite undertakes the manufacture of all types of radio apparatus to specifications, and examples of his work will be shown on Stand No. 116. Not only are receivers manufactured to order, but high power amplifiers, hospital sets and so on can be turned out to order.

STAND No. 117.

Rees Mace Mfg. Co., Ltd., 32A, Welbeck Street, London, W.1.

The latest product by this portable manufacturing concern is the "Welbeck Major," an S.G. 4-valve suitcase set to sell at 22 gns. The popular "Gnome" portable has been altered in certain

respects, and known as the "1931 Gnome" sells at 19 gns., both in suitcase and transportable cabinet form. An S.G. 4-valve circuit is used.

Being one of the few 7-valve portable super-heterodyne receivers on the market, the "Tourist Seven," which is being continued this year, should arouse especial interest on Stand No. 117. It lists at 39 guineas.

STAND No. 118.

Wingrove & Rogers, Ltd., Arundel Chambers, 188, Strand, London, W.C.2.



CLASSIC.—The newest Classic receiver is this super range portable model.

Among the series of high-class components that will be exhibited on the "Polar" stand will be the Q.J., Volcon, Differential, Universal, short-wave, preset, 2-, 3- and 4-ganged, tub, and Trimmer types of condensers.

They will also be showing their two new drives suitable for fitting to any type of standard condenser, either single or ganged.

"Polar" chokes, dials, potentiometers, and other products will complete the exhibit.

STAND No. 119.

Falk, Stadelmann & Co., Ltd., 83-93, Farringdon Road, London, E.C.1.

The number of new "Efescaphone" receivers due for exhibition is not inconsiderable. A 3-valve S.G.P. set will be shown, known as the "New Waterloo"

for battery operation and the "Henley" for mains drive, the respective prices being £16 10s. and £23. Known as the "Warwick," a 5-valve transportable will be shown, as well as an "Épsom" 5-valve suitcase portable. An unusual line will be the new "Grenville" suitcase portable radio-gramophone at £24. Several current fixed and portable sets that are being continued in 1930-31 will also be shown.

Five mains units will be shown, including an A.C. all-power unit at £7 15s., while there will also be a trickle charger. All these utilise Westinghouse rectifiers.

Of "Puravox" speakers four models will be seen, each incorporating a patented unit.

STAND No. 121.

Burne-Jones & Co., Ltd., 296, Borough High Street, London, S.E.1.

Prominent on the Burne-Jones stand will be the new radio-gramophone and the "Band Pass 4" receiver. The former, for A.C. mains, is housed in a mahogany cabinet and lists at £45, while the 4-valve set, also for A.C., is priced £30. The trader should also note the two other "Magnum" mains sets—one, employing 2 valves, at £12 10s., and the other a 3-valve transportable at £25.

As we have already announced, several new "Magnum" components have recently been introduced, and will be seen on the stand. These include decoupling resistances, ganging switches, a wire-wound potentiometer, and an L.F. choke. A range of fixed mica condensers will also be on view.

STAND No. 122.

H.S.P. Wireless Co., Langford Works, Weston-super-Mare.

Portable receivers will form the bulk of the exhibit here, the new 4-valve model with two tuned S.G. stages, a detector and pentode, being one of the most interesting. This set is stated to have numerous interesting points, one of which is the method of stabilising the H.F. stages. Known as the Super Twin Four, this set retails at 22 guineas complete.

In addition there are three 5-valve portables made by this firm, at prices of from 17 to 22 guineas, together with an S.G.4 model at 19 guineas.

Several 3-valve battery and all-mains sets are also stated to be in production.



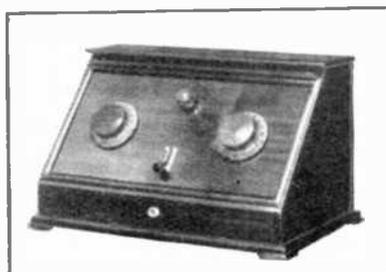
REES-MACE.—The Rees-Mace "Gnome" suitcase portable has become exceedingly popular during the year. Now it is to be shown in cabinet form.



WINGROVE & ROGERS.—A full range of "Polar" condensers will be shown at Olympia, including this new "Trimmer" model.



H.S.P.—One of the series of H.S.P. portable receivers. They can all be seen on Stand 122 next week.



FALK, STADELMANN.—The newly-introduced "Waterloo" receiver which is to be featured on Stand 119.

STAND NO. 123 AND
DEMONSTRATION ROOM J.
Universal Gramophone & Radio Co., Ltd.,
Ryland Road, London, N.W.5.

"Truvox" radio-gramophones will be the chief feature on this stand—the newest addition being the "Ideal" 3-valve model. Other instruments in the range include the "Junior Grand"—an all-electric model at £50 (or £38 for battery drive), the "Concert Grand" comprising a 3-valve circuit arrangement with "Truvox" super pick-up and exponential horn speaker, and an all-mains electrical gramophone listed at £30, for A.C. or D.C. operation.

A 2-valve D.C. or A.C. table model receiver known as the "Midget Marvel" will be a feature of the stand. This instrument may be used as a gramophone amplifier and it is also made to include an exponential horn speaker.

In addition, many other "Truvox" products will be exhibited, notably the "Super" pick-up (which is adaptable to all types of tone-arm,) loud-speakers, horns, drive units and battery eliminators.

STAND NO. 124 AND
DEMONSTRATION ROOM L.
S. A. Lamplugh, Ltd., King's Road,
Tyseley, Birmingham.

Some new "Silver Ghost" receivers will be seen here, notably an S.G.4 console model for A.C. mains. A Lamplugh inductor dynamic speaker is included and the price is £33 15s.

Console and table model "Standard 111" battery receivers at £14 10s. and £9 5s. complete will also be seen. These include a wavetrap for the medium wave-band. A balanced armature speaker is fitted in the console model.

Several of the older "Silver Ghost" sets are also being continued.

A large A.C. mains unit, giving H.T., G.B. and raw A.C. L.T. supply, is being produced at £7 15s.

A big feature of the display will be the Lamplugh inductor dynamic speaker in chassis and cabinet form at £3 16s. and £6 10s. respectively. This will no doubt cause a good deal of interest, and should certainly be inspected.



R.G.D.—An excellent example of a modern radio instrument—the S6 de-luxe radio-gramophone by the Radio Gramophone Development Co., Ltd.

STAND NO. 125 AND
DEMONSTRATION ROOM M.
Sheffield Magnet Co., Broad Lane,
Sheffield.

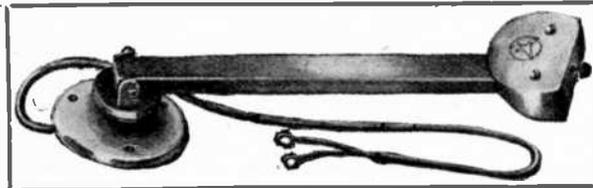
In addition to the popular "Kukoo" unit, a new speaker unit, the "Skylark," will be exhibited, and is to sell at 10s. 6d. A cabinet speaker incorporating it will be priced at £1 7s. 6d. Another unit, the "Honesty," will be shown at 30s., and as a cabinet speaker from £6. A triple linen diaphragm cone will be yet another new line.

The "Gardner" permanent magnet M.C. speaker is being continued, and will be supplemented by a new cobalt magnet M.C. speaker.

STAND NO. 126 AND
DEMONSTRATION ROOM N.
Radio Gramophone Development Co.,
72, Moor Street, Birmingham.

The whole range of "R.G.D." radio-gramophones, speakers pick-ups and amplifiers will be on view, together with a new instrument in the form of the type S6 radio-gramophone de luxe. This incorporates a powerful radio receiver and is for all-mains operation, the price being £85 in mahogany.

R.G.D.—Another Radio Gramophone Development line is the pick-up shown here.



A new M.C. speaker—the "Junior"—has been introduced and will be seen on the stand with the senior model which is being continued.

Finally, it should be noted that the "R.G.D." pick-up has been greatly improved and sells at £2 7s. 6d. in its standard form.

STAND NO. 127.
Sylvex, Ltd., 144, Theobald's Road,
London, W.C.1.

Although complete details of this exhibit are not available, we are informed that the chief feature of the stand will be a display of parts for cone speakers, including cone paper and tinsel.

STAND NO. 128.
Thomas De La Rue & Co., Ltd., Shern
Hall Street, London, E.17.

This firm, of course, specialise in mouldings of all types, of which numerous examples will be seen on the stand.

In addition to the usual types of mouldings in bakelite and plastic materials, they will be showing moulded grilles designed to replace the more usual plywood fretted types.

Examples will be shown in which moulding is extended to the actual cabinet work, moulded imitations of various woods being exhibited.

Completely moulded instrument relays, with iron laminations and the actual connections embedded in the moulding material, will demonstrate the potentialities of the moulding art in cheapening production costs, and producing accurate and attractive component parts.

STAND NO. 129.
Swift Levick & Sons, Ltd., Clarence Steel
Works, Sheffield.

This firm are well known for their

different types of permanent magnets for every conceivable electrical use. Samples will be exhibited.

A new cross type of magnet for M.C. speakers has been developed, giving a flux density in the gap of 8,500-11,000 lines. It will be given a prominent position on Stand No. 129.

STAND NO. 130.
A. M. E. Sherwood, 66, Hatton Garden,
London, E.C.1.

The exhibit will comprise "Londona" permanent magnet moving-coil speakers, all embodying the same type of magnet, but put up in five distinct models, varying in price from 4 to 7 guineas. The prices depend upon the weight and strength of the magnet and the size of the cone and chassis. All models are assembled ready to fix to a baffle board, or, alternatively, they are available in suitable cabinets.

Furthermore, a home constructor's set will be shown, the retail price being 72s. 6d. The magnet supplied in this kit weighs 7 lbs. and has a gap of 1½ mm.

STAND NO. 131.
Lectro Linx, Ltd., 254, Vauxhall Bridge
Road, S.W.1.

A full range of the well-known "Clix"

products will be shown here. The new type of resilient construction, already described in our columns, will be featured.

The new All-in terminal, completely insulated, and consisting essentially of a shielded plug and shielded socket, is worthy of note, while there is also a valve-holder of skeleton construction, fitted with resilient sockets, and priced at 10d. Another new line is a S.G. anode connector at 3d. retail.

Naturally, all the usual products, such as spade, hook and ring terminal tags, multi-plugs, connectors, and so forth, will be on view.

STAND NO. 132.
W. & T. Lock, Ltd., St. Peter's Works,
Bath.

Cabinets of every description will be seen on this stand, including a new table model M.C. type, as well as ordinary cabinet patterns. Receiver cabinets of a wide variety to suit all pockets will naturally figure prominently, while radio-gramophone cabinets are also to be shown.

Lock's can, of course, manufacture cabinets for manufacturers' specifications, as well as supplying the standard models if desired.

STAND NO. 133.
A. H. Hunt, Ltd., Tunstall Road, Croydon,
Surrey.

As was the case last year, A. H. Hunt are not proposing to display many goods on their stand, but intend instead to make it a comfortable and convenient meeting place for their trade friends. A full staff of travellers will be in attendance most of the time, including those from provincial areas.

STAND No. 134.

Belling & Lee, Ltd., 1, Queensway, Ponder's End, Middlesex.

A large variety of small parts will be exhibited here, prominent among them



W. & T. LOCK.—The R.G.2 radio-gramophone cabinet sells at £5 19s. 6d. in oak.

being the firm's latest products. One of these is a terminal mount, consisting of a bakelite moulding to take two terminals of any make, and to accommodate the non-rotating type made by Belling & Lee. It can be used in practically any position, and the price is 8d.

The other new product is the "Wander-fuse," designed for use where the fuse is usually placed in H.T. lead. It is made in black or red at 1s. 6d.

Belling-Lee will also be exhibiting a change-over input plug for mains sets, facilitating the change-over from mains of varying voltages. This line is for manufacturers only.

STAND No. 135.

Lithanode Co., Ltd., 190, Queen's Road, London, S.W.8.

A prominent feature on Stand 135 will be the unspillable acid trap of improved design, which is incorporated in the most popular Lithanode accumulators this year. In addition there will be four new unspillable models, namely, the H.S.L., the EP30, the EM30 and the PN40. Also, the range of L.T. glass accumulators has been supplemented by the GCS51, a 20 AH cell, and this, of course, will be shown.

The trader should also note the two slow-discharge types of cells which are fitted with triple girder plates.

The exhibit will be completed by the display of Lithanode "G" type celluloid accumulators in all types and sizes.

STAND No. 136.

Sovereign Products, Ltd., 52-54, Rosebery Avenue, Clerkenwell, London, E.C.1.

A novel scheme in this exhibit is that the stand, showcards, and containers will be carried out in a harmonising colour scheme of blue, gold and yellow.

A very large range of new components will interest the trader here. They will include H.F. chokes of various types, compression type condensers, dual range coils, power resistances, wire-wound volume controls, potentiometers, rheostats, wavetraps, six-pin bases, and wall-plugs and sockets.

It is naturally impossible to give full particulars here, but the trade will be well

repaid by an inspection of the lines on view.

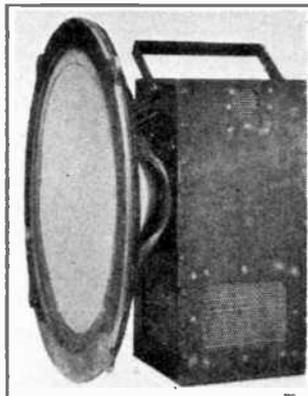
STAND No. 137.

Baker's Selhurst Radio., 89, Selhurst Road, South Norwood, S.E.25.

Moving coil speakers will be featured on this stand, where Mr. Baker's 1931 models will be seen. First, there is the 1931 Super Power model, for battery or D.C. mains operation, at £6, and A.C. operation at £9 10s. Various windings are supplied to match any output valve. The pentode model has a linen diaphragm. A feature is being made of the fact that D.C. models can be fitted with A.C. equipment to run on A.C. mains, while A.C. mains models with the rectifier removed can be used on D.C. mains. This is quite useful, and the rectifier portion can also be used for charging H.T. accumulators from A.C. mains if desired.

The 1931 Standard speaker is rather lighter and cheaper (£4 15s. for D.C. and battery, and £8 15s. for A.C. operation), but it is otherwise similar to the Super model.

The Permanent Magnet model, at £6, should be a good line; while for high-power work there is the 1931 Cinema model, fitted with a 4 ft. exponential horn.



BAKER.—The most powerful M.C. speaker in the Baker range—the 1931 Cinema model. It is also available with a large exponential horn.

STAND No. 138.

Jewel Pen Co., Ltd., 21-22, Great Sutton Street, London, E.C.1.

The Jewel Pen display will be composed of the many small ebonite and similar components and parts for which the firm are well known. Many of the existing lines are being continued as before—notably the "Red Diamond" permanent crystal detector which is used in the receivers that are being made in connection with the "Wireless for the Blind" scheme.

Two entirely new switches will be introduced. They are 2- and 3-point models, known respectively as RD 49 and RD 47, and selling at 1s. 3d. and 1s. 6d.

STAND No. 139

Donotone Loud-Speakers, 40, Furnival Street, London, E.C.4.

Tuned gongs are a feature of Donotone speakers, of which the latest model is the "Ideal," contained in a circular cabinet and listing at 6 guineas. This will constitute one of the most important lines here, together with the Super Donotone at 10 guineas. A departure for the firm

is the production of a radio-gramophone, known as the "Donogram" and selling at 75 guineas.

STAND No. 140.

Carrington Manufacturing Co., Ltd., Camco Works, Sanderstead Road, South Croydon.

A comprehensive display of modern style cabinets in keeping with the new receivers is to be staged by Carrington. Radio-gramophone cabinets will form an important section of the display—notably the "Berkeley," in quartered mahogany veneer or walnut; the "Waverley," at £5 10s., in oak; and the "Mayfair" pedestal cabinet for speakers.

Several other speaker cabinets will be shown, including a pedestal model at £3; the "Triumph," in an ebonized case with an oxidised silver front, at 12s. 6d.; a moving-coil speaker cabinet, at 38s.; and the "Master" cabinet, at £4 10s.

In addition, the 2514 and 2511 cabinets for the Philips receivers will be on view, together with two entirely new types designed to accommodate gramophone motors and equipment as well as the receivers themselves.

Quite apart from all the above-mentioned lines one of the most important and interesting developments will be the "Camco" cabinet, which has been specified for the new "Radio for the Million" circuits, the "1931 Orgola," and the "Orgola Four." This year the cabinet is of particularly handsome design, and it is priced at 19s. 6d. in oak and 27s. in mahogany—inclusive of baseboard in both cases.

An important announcement with regard to the distribution of this cabinet is to be made next week.

STAND No. 141.

Harlie Bros. (Edmonton), Ltd., Balham Road, London, N.9.

Harlie are devoting a considerable amount of attention to the production of electrical gramophone lines, and most of their new products to be exhibited will be concerned with this sphere. For instance, there will be an A.C. electric induction motor, an automatic stop for electric motors, and the Harlie pick-up in a new



CARRINGTON.—Some very interesting examples of modern cabinet work will be shown by Carrington. This is an example from the range.

and improved form. A pick-up adaptor will also be seen.

Among general lines examples of most of the firm's current components will be displayed, but a new 5-pin valve-holder should be mentioned. It will be shown both for retailing and for manufacturers' use.

STAND NO. 142.

Johnson & Bolson, Ltd., Carlisle Works, Carlisle Street, London, S.E.1.

Here will be shown the "Servis" receivers which are distributed by Harris Williams (Mfrs.), Ltd., of 5, New Zealand Avenue, E.C.1, and who are sole concessionaires for the makers. Without doubt, the most outstanding of these is the "Servis Three," a transportable receiver incorporating a speaker and containing in its cabinet all the necessary batteries. This lists at the extremely low price of £5 17s. 6d. complete.

STAND NO. 143.

Montague Radio Inventions & Development Co., Ltd., Beethoven Works, Great College Street, London, N.W.1

"Portables for all purses" will be the impression gained from a visit to this stand. The "Minor" is contained in a case of blue lizard finish, with polished mahogany interior woodwork, and is fitted—like the other Beethoven models—with a self-indicating accumulator. The price is 10 guineas.

At 17 guineas there is the "Q.R.C." 5-valve model in a leather case, with chromium plated fittings, and woodwork interior of walnut.

In a somewhat similar case is the Twin Screened Grid model, at 21 guineas, with four valves (and not five as stated in our issue of September 6th). The circuit includes two S.G. valves and one pentode. Aluminium screening is used.

The "Self-Tuning" model is fitted with a rotary switch which has six positions, five of which automatically receive five different stations—London Regional, Midland Regional, National, 5XX, and Radio-Paris. The sixth position allows the receiver to be used in the normal manner.

Thus it will be realised that the set can be adjusted for considerably more than the two Regional transmitters, which was



MONTAGUE.—A very comprehensive series of "Beethoven" portables is available this year. Here is the unique "Self Tuning" model at 23 guineas.

the impression given in our description last week. The price is 23 guineas.

Lastly, there will be shown the S.G. Super Four, selling at 25 guineas.

STAND NO. 144.

Halcyon Wireless Co., Ltd., 72, Newman Street, London, W.1.

The design and appearance of modern radio sets will be ably demonstrated on the Halcyon stand. They will be showing the "Grandola" radio-gramophone (price 85 guineas) for A.C. or D.C., with moving-coil speaker and self-contained aerial.

A table model radio-gram on view will be a 4-valve S.G. model for A.C. or D.C. at 55 guineas, while a pedestal cabinet to match, with space for records, is available for 10 guineas extra.

Two sets will be shown, the first being a 4-valve transportable, with an Air-Chrome speaker, priced at 40 guineas for A.C. or D.C. mains; with batteries and mains unit, 42 guineas; and batteries only, 32 guineas. The other product on view will be the new 4-valve portable in brown crocodile hide case. Price complete, 28 guineas.

Traders should remember that H.P. terms can be arranged for all these instruments; and further it should be noted that as from September 1st the discount is 33½ per cent. off list price, as compared with the 30 per cent., less Marconi Royalty fee, which has been in operation up till now.

STAND NO. 145.

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

As the trade is well aware, T.C.C. concentrate wholly upon fixed condensers. They will be showing a very comprehensive range on their stand, with paper and mica dielectrics. A feature will be the new non-inductive type of condenser in capacities between .005 μ F and 2 μ F. This is stated to be especially suitable for use in S.G. sets.

Several new electrolytic condensers will be among the outstanding lines, and will be of especial interest since one has a working voltage of 100—not hitherto easily attainable with condensers of this type. The other two have working voltages of 40 and 12.

STAND NO. 201.

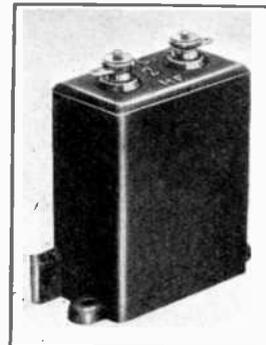
Manufacturers' Accessories Co. (1928), Ltd., 85, Great Eastern Street, London, E.C.2.

This firm will be exhibiting quite a



HALCYON.—The largest product manufactured by Halcyon is this imposing radio-gramophone, to be shown on Stand 144.

number of new products on this stand. One of them is a pick-up, complete with volume control, at £1 19s. 6d. Then there are two new accumulators to be known as "Maco" models. The 2 V 20 model will sell at 3s. 6d. and the 2 V 40 at 7s. 6d., complete with metal carriers.



T.C.C.—An example of the new T.C.C. non-inductive fixed condenser. It has a moulded case, with alternative fixing feet.

"Reliomac" lines will include a line of variable condensers at 3s. 6d. each, and a slow motion dial selling at 2s. 3d.

STAND NO. 202.

The Gripso Company, 32, Victoria Street, S.W.1.

Switches form the main product of this firm, and accordingly their display will consist of a wide variety of this type of component. The indicating models will be featured. There are three entirely new patterns, a 2-point, 3-point and Q.M.B., priced at 1s. 9d., 2s. and 2s. 6d. The earlier models will be continued at reduced prices.

Another new product to be seen is a G.B. battery clip.

STAND NO. 203 AND DEMONSTRATION ROOM O.

Epoch Radio Mfg. Co., Ltd., Farringdon Avenue, London, E.C.4.

Over fifty varieties of moving-coil speaker will be on view here. One of the most interesting will be the Domino, Model 101, stated to be an entirely new development in energised field types.

The new cinema model should be worth examination. It replaces the earlier model shown at Olympia last year, which has had a big success in cinemas, and is stated to be only second in numbers to the Western Electric speakers.

Improvements and reduced prices should make the Models 66 and 99 even more attractive than in the past.

The "Cross Type" permanent magnet models will no doubt create much interest, while we are also promised a surprise which will not be revealed until the opening of the Exhibition.

STAND NO. 204.

Redfern's Rubber Works, Ltd., Hyde, Cheshire.

This exhibit will not, as might be thought, be devoted exclusively to ebonite products. The several ebonite lines—panels, formers and so on—for which Redfern's are well known will naturally be on view, but by an arrangement with the Plymouth firm of Stonehouse Radio Supplies it has been found possible to show on Stand No. 204 some

of that concern's short-wave apparatus. The "S.R.S." ultra short-wave receiver will take a prominent place—it was described in our issue of August 16th—and will be accompanied by the "S.R.S." short-wave unit, which is incorporated in the set itself.

STAND No. 205.

Clarke & Moir, Ltd., 147-149, Newington Causeway, London, S.E.1.

As wholesalers this firm will be exhibiting the latest products of many of the leading manufacturers, including McMichael, Celestion, Graham Amplion, Marconiphone, Pye, etc., for trade inspection. We understand that throughout the Show Mr. Clarke and Mr. Moir will be in attendance to give customers the benefit of their personal attention. Customers from the Midlands will also be able to interview Mr. Pickard, the new Nottingham manager.

STAND No. 206.

Beaver Electrical Supply Co., 5, Great Chapel Street, Oxford Street, London, W.1.

Lines by most of the leading manufacturers will be shown, a special display being made of "Elite" components. These include new and improved H.F. chokes in three forms, selling at 2s. 3d., 3s., and 3s. 6d. (binocular pattern), tuning coils and 5- and 7-way battery cords, which list at 2s. and 2s. 6d. each respectively.

Among receivers, the "Corona" 5-valve portable model, at 9 guineas list, will be a prominent feature, while the Ward & Goldstone "No-Mast" aerial will also be shown.

STAND No. 207.

The Loewe Radio Co., Ltd., 4, Fountayne Road, Tottenham, N.15.

First of all there will be the two well-known Loewe receivers on view here, both of which employ a multiple valve. The OE333 is a plain detector and two L.F. (R.C. coupled), retailing at £3 3s. complete. The RO433 is similar, but uses the RNF7 valve, which permits reaction to be used, thus making the set more sensitive. Price, complete, £3 10s. The 3NF valve used in the first set and the RNF7 both cost £2 3s. 6d. There will also be the 2HF valve (two R.C. coupled H.F. stages) at £1 12s. 6d.

The 4-pole speaker, EB85, at £2 2s., and the 2-pole model, EB71, at £1 19s., will complete the Loewe exhibit.

STAND No. 208.

Danipad Rubber Co., Ltd., 5-7, Market Street, London, E.C.2.

Hitherto Danipad have made a speciality of their 4 guineas "Regional Three" receiver, but additional receivers, at equally competitive prices, have made their appearance, and the complete range will be seen on this stand. All, by the way, are now available on H.P. terms.

In addition to the 4 guinea set in a metal cabinet, a 5-guinea "Cabinet Three" in a wooden cabinet containing all batteries will be seen. Two 4-valve sets will complete the exhibit. One is an upright transportable at 10 guineas, and the "Transol Four," with a sloping panel and the speaker situated above it, at 12 guineas. All these prices include valves.

STAND No. 209.

Concordia Electric Wire Co., Ltd., New Sawley, nr. Nottingham.

In addition to their usual lines of cotton, silk and enamelled copper and resistance wires, Concordia will be showing a comprehensive range of bare and enamelled aerial wires, frame aerials, and flexible cords of all descriptions. Also, it should be noted that the firm are specialising in the production of lead-covered connecting cords for use in mains receivers, and samples of these will be exhibited, together with various types of anti-inductive wiring.

Another innovation which will be seen, is the range of anode resistances. These are fitted with terminals, and are made to various specifications.

STAND No. 210.

John S. Downing & Sons, Ltd., Crown Works, Commercial Street, Birmingham.

This will be an all-cabinet display, and will include every type of radio cabinet from the simple American type to the largest pedestal models for radio-gramophones. It should be mentioned that this firm will undertake the manufacture of cabinets to any special design.

STAND No. 211.

H. Clarke & Co. (M/C), Ltd., Atlas Works, Old Trafford, Manchester.

The range of Atlas mains apparatus is not being greatly modified for the coming season, and most of last year's models will again be shown. The model A.C.188, a combined H.T. unit and L.T. trickle charger, giving 150 V, 25 mA, and 2, 4 or 6 V, 0.5 A, is about the only new unit. It retails at £6.

Naturally, all the other Atlas products will be on view. The firm are, of course, specialists in insulating material, and their Pirtoid tubing will be featured. Mains transformers, chokes, L.F. couplers, and the well-known "Rheogrades" should also be noted on this stand.

STAND No. 212.

Mayfair Enterprises, Ltd., 5-6, Cork Street, Bond Street, London, W.1.

Mayfair Enterprises, Ltd., have recently acquired the business of Jones & Stewart, of Glasgow, and the amalgamated firms will be exhibiting on Stand 212 under the new name of Dynic International Radio, Ltd. This is the title under which they will be known in the future.

The exhibits themselves will comprise "Sonodyne" all-electric radio-gramophones and "Dynic" battery eliminators, and other electrical products. The centre of attraction, however, will most cer-

tainly be the "Sonodyne" automatic radio-gramophone, a radio receiver combined with a fully automatic electrical gramophone, capable of playing up to fifty records without attention.

Other models on view will be the Sonodyne Senior and the Sonodyne Junior radio-grams.

STAND No. 213.

"M.P.A." Wireless (1930), Ltd., 62, Conduit Street, London, W.1.

This firm will be exhibiting a comprehensive range of receivers, amplifiers, radio-gramophones, and speakers, most of which are new productions. Among the "Ethatrope" radio-grams will be found the home model at 90 guineas, the "Radio-Exchange," an instrument equipped with two turntables and priced at 170 guineas, and the 3-valve model at 65 guineas. Two all-mains receivers, one a 4-valve transportable and the other a 3-valve S.G. model, will also be on view, together with a range of amplifiers with large outputs, and a series of speakers.

STAND No. 214.

The "Loud-Speaker" Co., Ltd., 2, Palmer Street, London, S.W.1.

On this stand will be seen a 3-valve portable, the "Enemains," working off any A.C. supply, with or without an external aerial. It incorporates certain unusual features for a portable, such, for example, as the use of a moving-coil speaker. There is provision for a pick-up, and the set weighs 40 lbs. The price is 30 guineas.

Four- and 5-valve "Enemains" sets are also made.

STAND No. 215.

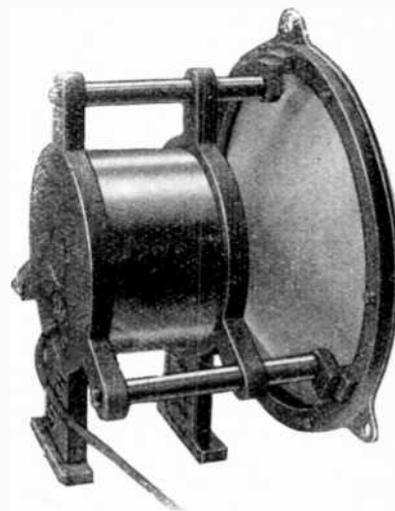
Voltron Electric, Ltd., Queensway, Ponders End, Middlesex.

Featured on this stand will be the Dynaplus Screened 3 kit set, for which a complete set of parts retails at £3 12s. 9d.

A cabinet fitted with a loud-speaker, and designed to take the Dynaplus Screened 3 set and its batteries, will also be seen. For those who have mains supply, an all-mains unit for running the kit set will be shown. This will naturally



A. H. CLARKE.—The Atlas "Rheograd" variable resistance for use in mains sets and units, and similar apparatus.



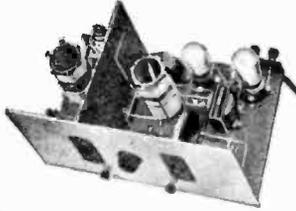
EPOCH.—The Epoch "Domino" M.C. speaker is the latest line announced so far, but we understand that a further new development will be released.

be suitable for other similar receivers. It incorporates a trickle charger as well as the H.T. supply.

STAND No. 216.

Baird Television Co., Ltd., 133, Long Acre, London, W.C.2.

Although only a small stand has been taken by this firm, it will undoubtedly attract considerable attention.



VOLTRON.—Voltron Electric are marketing a kit of parts to make up the complete "Dynamplis" receiver shown here.

A Baird televisor and a Baird A.C. mains 4-valve set will be exhibited, besides a good display of literature and books related to television.

We also understand that television demonstrations are to be given at a showroom near Olympia.

STAND No. 217.

The British Blue Spot Co., Ltd., 94-96, Rosoman Street, London, E.C.1.

As exclusively announced in THE TRADER for August 30th, this year's Olympia Show will be the first at which British-made "Blue Spot" products will be exhibited.

The three "Power" units will, of course, be featured—the 66K at 25s., the 66P at 27s. 6d., and the largest 66R model at 35s. The latter will stand a D.C. current of 50 mA and is suitable for large power work. The range of cone chassis includes seven different forms.

A full series of complete speakers will be on view—including some new models. The range comprises the 41K and 51K speakers in walnut at 50s. and 84s. respectively; the 101K, a mahogany Trolite model, selling at 75s.; the 29R, the new "Goliath," which is stated to be capable of exceptional results, and sells at £6 6s.; the 71R walnut model at 95s.; the well-known 99K and 29K (Goliath) models at 75s. and 105s. respectively. The 99K, 101K and 29K speakers are not new, of course, but they were reduced in price on September 1st, the new prices being quoted above.

Finally, apart from the speakers and units, the display will include the Blue Spot gramophone pick-up.

STAND No. 218.

Pandona, Ltd., 184, Aston Road, Birmingham.

An improved Pandona 5-valve portable will be seen here, which, while it retains the general circuit and form of the original model, is considerably improved in appearance. It is of the vertical cabinet type, and retails at 16 guineas.

Two more receivers, a "Super Five" suitcase model at 17½ guineas, and an S.G.4 also at 17½ guineas, will be featured, while there will also be a 5-valve radio-gramophone listing at 32 guineas.

STAND No. 219.

Mainten Manufacturing Co., Ltd., 22, Gray's Inn Road, London, W.C.2.

The Mainten Co. will be showing a

variety of mains units. The first, selling at £5 7s. 6d., is styled as a portable H.T. eliminator and trickle charger for A.C. It is suitable for sets having a total anode consumption of not more than 20 mA. An A.C. trickle charger giving an output of ¼ A is priced at £2 7s. 6d. complete.

For D.C. mains there will be an H.T. eliminator, giving an output of 20 mA, at £2 10s.

A portable H.T. eliminator for A.C. mains will be available at £4. For high-powered sets there will be the D.C.M.50, giving an output of 50 mA, at £3 15s.

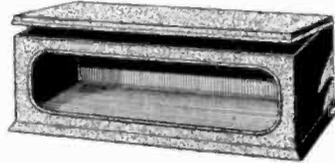
Besides these products they will also show a Mainten turntable for portables at 3s. 6d. There will also be a display of metal cabinets. These range in price from 9s. to 13s.

STAND No. 220.

British Broadcasting Corporation, Sauoy Hill, W.C.2

This part of the B.B.C.'s exhibit, we understand, will be devoted to the publications of the Corporation, but an attraction of greater public appeal will be staged a short distance away opposite the dance floor at the western end of the Empire Hall.

One stand here will be devoted to a working amplifier, installed for the R.M.A., which will provide the output



MAINTEN.—One of the range of metal cabinets for receivers, units, etc., manufactured by the Mainten Mfg. Co., Ltd.

for the demonstration points on exhibitors' stands, as well as the incidental and dance music for the Show as a whole.

This exhibit will be effectively contrasted, a few feet away, with the original 2LO transmitter used at Marconi House. There will also be on view a selection of the apparatus used in the Regional transmitters, together with a display of portable apparatus used for line testing, and five different types of microphone.

STANDS Nos. 221 AND 265.

Fuller Accumulator Co. (1926), Ltd., Chadwell Heath, Essex.

This firm will feature very prominently their entirely new dry H.T. battery which has been specially designed for use with portable receivers. The battery, known as the "Sparta" W.O.P. 100, has a voltage of 108 V and gives a guaranteed emission up to 20 mA.

On stand 265 the Fuller L.D.G. accumulator will be conspicuous among the wide range of accumulators at present on the market. This model has a glass case, and is specially designed for supplying small intermittent currents for radio work. Another exhibit will be the D.M.H.G. 10 V H.T. accumulator.

STAND No. 222.

M-L Magneto Synd., Ltd., Victoria Works, Coventry.

All the typical M-L lines—rotary converters and motor generator sets—will be displayed. Of the former it is hoped to exhibit a new 250 W. model.

A D.C. to A.C. rotary transformer that

has proved very popular will be shown. It is particularly suitable for use on country house D.C. lighting plants, and renders possible the operation of A.C. receivers from D.C. supplies.

STAND No. 223.

British Radiophone, Ltd., Aldwych House, Aldwych, W.C.2.

The well-known National and Symphony portable receivers now handled by this firm will be featured here, but in addition there will be a cabinet cone speaker retailing at 29s. 6d., a speaker unit at 10s. 6d., and a ball-bearing turntable at 4s. 6d.

STAND No. 224.

P.R. Products, P.R. House, Newgate Street, London, E.C.4.

At the time of writing no particulars were forthcoming with regard to the lines to be shown by this firm. Their chief products are sets, aerial masts and L.F. transformers, and we assume that they will exhibit these.

STAND No. 225.

Young Accumulator Co. (1929), Ltd., New Malden, Surrey.

It is hoped that the electrolytic rectifier for A.C. mains of up to 250 V as developed by this firm will be on view here. In addition, there will be a complete range of Young accumulators, which have recently been greatly improved.

STAND No. 226.

Pioneer Mfg. Co., Cromwell House, Fulwood Place, W.C.1.

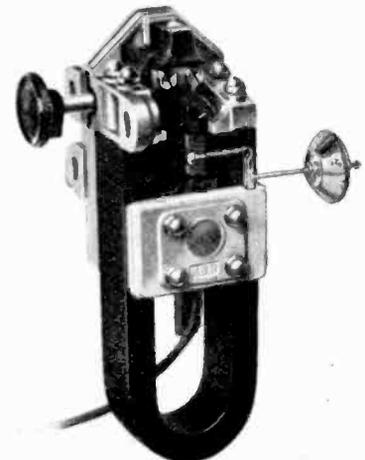
The chief productions of this firm are the Pioneer push-pull switches, made in various types. Model P3 is a dual contact on-off switch retailing at 1s. 3d. P2 is similar but has an insulated spindle. It sells at the same price. P4 is a 3-contact wavechange switch, at 1s. 6d., while P5 is a single-pole double-throw type, retailing at 2s.

Other new lines which will be seen are compression condensers; a midget variable condenser with brass vanes, bakelite spaced; reaction condensers; and an improved indoor aerial.

STAND No. 227.

E. Paroussi, 10, Featherstone Buildings, London, W.C.1.

Continuing their policy of supplying



BLUE SPOT.—Blue Spot speaker units enter the Show for the first time this year, since they are now British made. This is the 66R model.

special components to meet current practice, Paroussi are to display some television scanning discs at Olympia. Some new wood-aluminium panels at 7s. 6d. each will be numbered among the new lines, together with an S.G. valve-holder for 4- or 5-pin valves, at 2s. A fourth new line will be some improved types of drum dials and escutcheon plates in bakelite at 5s. 6d. per set.

There will also be the usual range of "Parex" components and accessories.

STAND No. 228.

Trelleborg Ebonite Works, Ltd., Union Place, Wells Street, London, W.1.

This stand is of special interest to manufacturers, for samples of almost any type of ebonite products will be on view. Drum dial discs, slotted panels, choke and coil formers and switch blocks and pillars are but a few of the manufacturers' lines produced by the firm.

STAND No. 228A.

Radio Loud-Speakers, Ltd., Cranmer Court, High Street, London, S.W.4.

These speakers, which are stated to be an entirely new departure, will be on view for the first time at Olympia. There are four models, each contained in cabinets of pleasing appearance.

Model S14 sells at £5 5s. and £5 15s.; S16 at £7 15s. and £8 10s.; and S18 at £12 and £13 10s., in each case the extra cost being for a mahogany cabinet instead of an oak one. The S18 can be obtained with a pedestal stand at an extra cost of £1 5s. (oak) and £1 10s. (mahogany).

A cheaper model is to be on view at £4 4s.

STAND No. 229.

Inc. Radio Society of Great Britain, 53, Victoria Street, London, S.W.1.

This stand will mainly be a rendezvous for amateur transmitters. Trader-transmitters will be sure of a welcome here.

STAND No. 230.

Econasign Co., Ltd., 137, Victoria Street, London, S.W.1.

The Econasign needs no introduction to the majority of our readers, but those who are not familiar with it should not



ROLLS-CAYDON.—The Rolls-Caydon "Ranger" portable receiver, which has two S.G. H.F. stages.

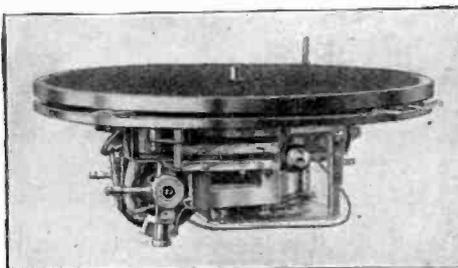
fail to visit this stand and have the equipment demonstrated to them. It provides an extremely simple and inexpensive method of producing attractive showcards by means of stencils, and outfits can be obtained at prices to suit any trader's requirements.

STAND No. 231.

Henderson's Wireless & Electrical Service, 54, Queen's Road, Brighton.

This will be a general factoring display, Marconiphone apparatus being featured.

In addition there will be a fair amount of space devoted to the A.E.D. Electric Clockwork gramophone motor. This is an interesting line for use in electrical gramophones, and is so arranged that it runs from a clockwork motor which is electrically wound. When the motor is switched on, it is driven by clockwork, and hence no electrical interference can take place. As soon as the automatic switch comes into operation the clockwork is stopped, and an electric motor comes into operation and winds it up. It automatically stops when the clockwork motor is fully wound. The price of this interesting product, which is for use on A.C. and D.C. mains, is 6 guineas.



HENDERSON.—This is the A.E.D. combined spring and electric gramophone motor, to be included among the exhibits on the Henderson stand. A subsidiary electric motor automatically re-winds the spring part when it runs down.

STAND No. 232.

Atalanta, 1-3, Brixton Road, London, S.W.9.

This concern, staffed entirely by ladies, will, as at past exhibitions, display a complete range of the various tools that they manufacture. Certain of them will be of interest to the trader for retail sale, while others will be more of use for manufacturing purposes.

STAND No. 233.

The Tonex Co., Walker Street, Blackpool.

Prominent on this stand will be the new Tonex Unibox screened-grid unit by which the popular S.G. type of circuit may be incorporated or added to any valve receiver.

The unit is contained in a compact metal box, and the price is 30s.

STAND No. 234.

Umello, Ltd., 12, Doughty Street, London, W.C.1.

As this firm are trading direct with the public, their exhibit is of no appeal to the trader.

STAND No. 235.

Radio Service (London), Ltd., 105, Torriano Avenue, London, N.W.5.

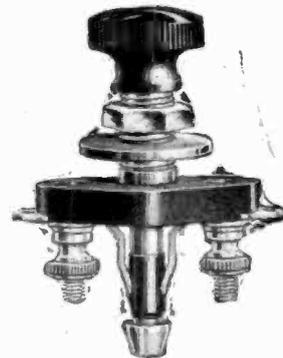
This firm run a charging service

and loan accumulators to listeners. Their express accumulator delivery vans are well known in the London district.

STAND No. 236.

J. J. Eastick & Sons, Bunhill Row, E.C.1.

It is hardly necessary to describe the various Eelex products which will be on view here, as they are all well known to the trade. Standardised plugs and sockets will be prominent, together with the treble duty terminals. Dealers, incidentally, will be interested in the various display cabinets supplied with these



PIONEER.—Several types of battery switches will be shown on Stand 226, this model having rather unusual contacts.

products enabling an excellent counter display to be made.

The Eelex test prods, with disappearing contact points, spring controlled, will also be featured. These retail at 3s. 6d. per pair.

Finally, the stand will contain a comprehensive factor's display.

STAND No. 237.

D.X. Coils, Ltd., 542, Kingsland Rd., E.8.

Although this firm state that they will be exhibiting all their lines of the previous season, we also understand that several new products will be introduced.

STAND No. 237A.

Rolls-Caydon Sales 77 Rochester Row S.W.

In the display on this stand, two new receivers will be prominently featured. The first, known as the "Ranger," is a 2 S.G. portable employing 4 valves, and in a leather-covered case, is priced at 22 guineas. The other instrument, the "Uni-knob," is a 3-valve all-mains receiver with an S.G. circuit. Contained in a walnut cabinet, it lists at 20 guineas.

STAND No. 238.

Ready Radio, 159, Borough High Street, London, S.E.1.

Competitively priced components will be seen on this stand, the most striking examples being the new "Readirad" fixed condensers at rod. each, in capacities from .0001 μ F to .001 μ F. Just as inexpensive, however, is the new H.F. choke. It retails at 2s.

Additional lines, it is stated, will be added soon, and will possibly be on view.

STAND No. 239.

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

Westinghouse dry metal rectifier units of all types will comprise this exhibit.

The existing range of constructors' units will be extended by the addition of three new models known as the H.T.5, H.T.6 and H.T.7 respectively. These are of entirely new design and are introduced with a view to providing reliable metal

rectifiers at the lowest possible cost. Unlike the original models which have heavy gauge sheet metal cases with a cellulose enamel finish, the new units have lighter gauge metal cases and smaller terminals.

The units give half-wave rectification, or one for use with the full-wave voltage doubler circuit. The H.T.5 is rated to give 120 V, 20 mA; the H.T.6, 175 V, 25 mA; and the H.T.7 200 V, 28 mA. Prices are 15s., 17s. 6d., and 21s. each respectively. Arrangements are being made for suitable transformers to be marketed.

The remainder of the display will consist of the larger rectifier units, those intended for grid bias and the service station battery charging models, including the RGC1 four-circuit charger.

STAND No. 240.

Igranic Electric, Ltd., 149, Queen Victoria Street, London, E.C.4.

As stated in our issue of August 23rd, Igranic have already introduced two new slow-motion knobs and dials, but it is also probable that a number of new products will be introduced at the Show. Details of these products are not available.

STAND No. 241 AND DEMONSTRATION ROOM K.

Perfectavox, Ltd., Alexandra Works, High Street, Yeadon, nr. Leeds.

The chief exhibit among radio-gramophones on this stand will be the "Perfectavox" Minor radio-gramophone at 47 guineas. It incorporates a moving-coil speaker, electric gramophone motor, and a 3-valve radio set incorporating an S.G. stage, detector, and an indirectly-heated pentode.

In addition, they will exhibit the Junior S.G. Lion model at 65 guineas (oak), 68 guineas (mahogany), and 69 guineas (walnut); the Junior mahogany console at 80 guineas; the Senior S.G. Lion model at 80 guineas (oak), 83 guineas (mahogany), and 85 guineas (walnut); and lastly the Senior S.G. burr walnut console at 120 guineas.

STAND No. 242.

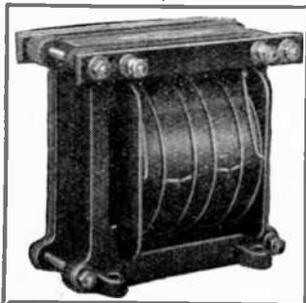
Selfridge & Co., Ltd., Oxford Street, London, W.1.

The appeal of this exhibit by the Selfridge radio department will be directed at the public, and thus contain nothing of interest to traders.

STAND No. 243.

Pertrix, Ltd., 233, Shaftesbury Avenue, London, W.C.2.

On this stand will be exhibited a complete range of Pertrix H.T. batteries,



PARTRIDGE & MEE.—Partridge & Mee are also showing their extensive range of transformers, including this intervalve L.F. pattern.

G.B. batteries, L.T. dry batteries, L.T. accumulators, H.T. accumulators, and accumulator accessories.

STAND No. 244.

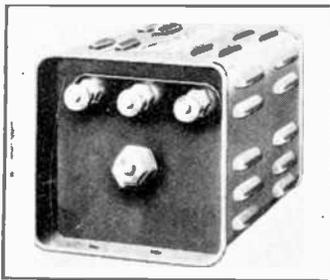
A. W. Gamage & Sons, High Holborn, London, W.C.

Public appeal only.

STAND No. 245.

Birkbys, Ltd., Liversedge, Yorks.

This exhibit is mainly of interest to manufacturers. Its chief feature will be "Elo," a synthetic resin product, which is claimed to be superior to such materials as ebonite, hard rubber, bitumen and



WESTINGHOUSE.—The new Westinghouse H.T. rectifiers will resemble the sample shown here. They will be rather lighter in construction and lower in price.

pitch, in many respects. Samples of "Elo" mouldings, moulding powders, and insulating powders will be shown, together with specimens of variegated "Elo" ware.

STAND No. 246.

Matchless Radio Manufacturing Co., Ltd., 105, Great Eastern Street, London, E.C.

A range of polished wooden cabinets will be shown on this stand, while the firm will also build cabinets to any specification.

Other lines on view will be variable condensers, H.F. chokes, coils for the popular "kits," and wooden and aluminium parts for cabinets.

STAND No. 247.

Hustler, Simpson & Webb, Ltd., 55, Tanner Street, London, S.E.1.

This new firm of manufacturers trade direct with the public only, and their exhibit will therefore appeal only to them.

STAND No 248.

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

Amplifiers and mains apparatus of high quality will be featured on this stand. The Parmeko mains units, chokes, mains transformers and the new L.F. transformer are already well-known to our readers. There is a series of "Baby" amplifiers in 20, 40 and 60 watt sizes. These incorporate two stages of amplification, and are naturally entirely mains driven. A universal output transformer enables speaker matching to be easily performed. A Ferranti milliammeter is fitted in the anode circuit of the output stage, and the whole amplifier is fitted in a heavy steel case. The prices, including valves, are £33 10s., £36 and £40 for the 20, 40 and 60 watt sizes respectively. These are suitable for use in restaurants, dance halls and cinemas. In addition, double path amplifiers from 60 to 120 watts and a 1 kW duplex amplifier will be on view.

STAND No. 249.

Eric J. Lever (Trix), Ltd., 8-9, Clerkenwell Green, London, E.C.1.

The "Trix" exhibits to be shown at Olympia fall broadly into three groups—amplifiers, receivers and accessories.

Three amplifiers will be available, at prices from about £25 to £50 each. The instruments are totally enclosed in iron cases and are entirely A.C. mains operated. The 25 watt model has an LS.6 A output with 400 V H.T., and is intended for use in cafés, dance halls, etc. The 60 watt model is very much more powerful, and is suitable for cinemas and outdoor work, while the 10 watt D.C. model is for average use where D.C. only is available.

The receivers comprise the well-known "Trix" 5-valve portable with its "mains or battery" feature (17 guineas plus royalty), a new 22 guinea 4-valve S.G. portable incorporating the features of the above set, but with the advantages of the S.G. stage, and the "Combinola." This is an electrically-driven radio-gramophone, the radio portion of which is in the form of a portable set which may be removed and used separately. Good volume is ensured by the use of a super-power valve, and the instrument sells at 55 guineas complete.

In addition, a new design of all-mains A.C. receiver will be shown.

The accessories mentioned above include an entirely new combined H.T. eliminator and trickle charger having a charging rate of 1.3 A, and a complete series of "Trix" components. The requirements of manufacturers will also be catered for.

STAND No. 250.

Wright & Weaire, Ltd., 740, High Road, London, N.17.

Wearite products will be exhibited here, and they have recently been augmented fairly extensively. Two new dual range binocular coil units, types D and E, will be seen, priced at 17s. each.

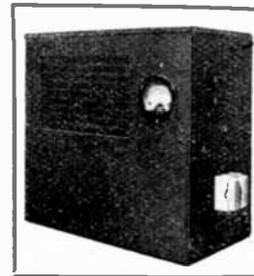
A wide and new range of quick-break switches of neat design, to cover all the usual needs, has been produced. Two new valve-holders, a preset condenser and a wide range of resistances of various types should also be seen.

Two L.F. coupling units, one fixed and one with a switch for changing the ratio, are announced. These are apparently of the choke and resistance type, and the variable model sells at £1.

STAND No. 251.

Partridge, Wilson & Co., Loughborough Road, Leicester.

As in previous years, the firm's exhibit



PARTRIDGE & MEE.—"Parmeko" amplifiers for all purposes will be on view at Olympia, this particular model being known as the "Baby."



**READ
THIS BATTERY
SPECIFICATION**

Study each point carefully. Compare the battery, component by component, with any other make. Remember that the Sparta battery is made by Fullers—one of the oldest manufacturers of Wet and Dry Batteries in the Kingdom. Experience will tell—and, in the intricate business of making accumulators, Fullers have the enormous advantage of a long start.

PLATES: Fuller's "M mmoth" plates. The plate that the modern type of valve demands. Reduces recharging requirements to a minimum. Does not sulphate even if left 12 months in a partly discharged condition.

PASTE: Micro-porous—another unique "Fuller" feature. Even more porous than ordinary "crumbly" paste—yet strong and permanent under constant use.

TERMINALS: Fuller's double grease-cup type, non-corroding, giving perfect contact with wiring.

GLASS CONTAINER: Specially manufactured of finest hard glass. Recessed panel for owner's name.

CARRIER: The only fool-proof carrier yet designed. Cannot slip. Yet the interlocking handles fold right out of the way when not required.

Every dealer should stock the Fuller L.D.G.—2 v. 60 a.h.—Price 9/6.
Full list of H.T. Batteries and L.T. Accumulators on request.

F U L L E R
S P A R T A S U P E R B A T T E R I E S
FULLER ACCUMULATOR CO. (1926) LTD. CHADWELL HEATH, ESSEX

RECORD

VALUE!



6-17-6

Latest Screened Grid Circuit—dual-range coils—exceptional performance—handsome oak cabinet—all for £6 17 6! Never before has such outstanding value been offered to the public. And never before has the Trade had such an opportunity of quick profits. National Advertising starts shortly—are you ready for the demand it will create? Order at once.

A. C. COSSOR LTD.
Highbury Grove,
London, N.5.

Depots at: BIRMINGHAM, BRISTOL, DUBLIN,
 GLASGOW, LEEDS, LIVERPOOL, MANCHESTER,
 NEWCASTLE and SHEFFIELD.

COSSOR
Empire
Melody Maker

will be devoted almost entirely to charging apparatus, of which there will be a comprehensive display shown. Although particulars are not yet to hand, we understand that two new lines, in the forms of the H.T.3 and the U6, will be on view for the first time at the Show. These will be supplemented by the range of "Davenset" transformers and power chokes.

STAND No. 252.

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

The whole of Stand 252 will be devoted to a single product—the newly-introduced Murphy Radio screened grid portable, which retails at 17 guineas complete.

The set is in many respects out of the ordinary, and is the outcome of an attempt to obtain the best possible results from a combination of 4 valves. It has a single tuning control operating ganged condensers, and calibrated directly in wavelengths. The control knobs themselves are unusual, and they are located on a sloping panel, giving ease of operation. Other features of the set are its distinctive walnut cabinet, acid-proof accumulator rack, 108 V H.T. battery rated for a 12 mA discharge, and provisions for external speaker, pick-up and aerial connections.

STAND No. 253.

The British Ebonite Co., Ltd., Nightingale Road, Hanwell, W.7.

Be-col ebonite in panels, rods, tubes, and its many other forms will constitute the display here, while the well-known 4- and 6-pin coil formers and bases will be seen in an improved form. They have smaller bases and flush contacts, and are also reduced in price. Ribbed former material in various sizes will be shown, including types for winding H.F. chokes.

Examples of extruded sections of ebonite, and also sheets with various standard finishes, will also be included in the display.

STAND No. 254.

Darwin's, Ltd., Fitzwilliam Works, Sheffield.

Magnets will naturally be an outstanding feature here, and cobalt steel magnets for moving-coil and balanced armature loud-speakers, gramophone pick-ups, and so on, will be shown.

Particularly interesting lines will be the new 4-claw cast cobalt steel magnets for moving-coil speakers, and a range of these is to be shown with air-gap densities from 5,000 to 10,000 lines per sq. cm. Loud-speakers incorporating these magnets will be shown on the stand.



GROSVENOR.—The complete new range of Grosvenor "Straight Line" radio batteries will be featured by the manufacturers. Here is the 9V grid bias battery.

STAND No. 255.

Bakelite, Ltd., 68, Victoria Street, London, S.W.1.

Bakelite, Ltd., propose to exhibit a selection of components made by many of the well-known radio manufacturers, in which bakelite materials have been employed.

In addition, examples of bakelite laminated sheets and moulded parts will be shown, together with a general display illustrating the increasing number of applications for which bakelite materials are used.



FULLER.—This is the standard 60V. Fuller H.T. battery. One of the most important new products will be a 15s. 100V battery specially designed to stand up to the heavy discharge of the average portable set.

STAND No. 256.

The Garrard Engineering & Mfg. Co., Ltd., Swindon, Wilts.

Two electric gramophone motors will be seen on this stand. First, there is the Universal model, for A.C. and D.C., which retails at £5 15s. In addition, there will be an entirely new model, the Garrard Induction motor, for use on A.C. only. The price of this is not yet available. Those who saw the large (N20) model of the Universal motor at the B.I.F. this year will be interested to know that this will again be exhibited, together with a similar model of the induction motor.

The spring motors produced by this firm are standard on many gramophones, and do not need detailed description here. Suffice it to say that the Garrard Super model, a completely enclosed motor, running in oil, is probably the best spring gramophone motor in the world.



OSBORN.—The complete set of parts for the assembly of this cabinet (in oak) are supplied by Chas. A. Osborn at the low figure of £3.

STAND No. 257.

William Whiteley & Co., Queen's Road, London, W.2.

Public appeal only.

STAND No. 258.

Chas. A. Osborn, Regent Works, Arlington Street, London, N.1.

A splendid display of cabinets will be on view here, either assembled and unpolished, or else polished ready for use.

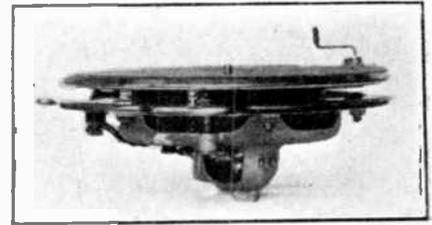
Traders will find that the prices are attractive, and

there are many models in mahogany walnut and oak.

STAND No. 259.

R. Cadisch & Sons, 5 and 6, Red Lion Square, London, W.C.1.

As general factors Cadisch will be showing a comprehensive range of the latest radio apparatus, including receivers, components and sundries.



GARRARD.—This new Garrard electric induction gramophone motor is certain to attract the attention of both manufacturers and the public.

STAND No. 260.

Catesbys, Ltd., 64, Tottenham Court Road, London, W.1.

Public appeal only.

STAND No. 261.

Adey Radio, Ltd., 99, Mortimer St., W.1.

Adey portable receivers will be featured here, and they have, as in the past, a number of unconventional points. They are stated to embody a new and patented circuit and each set is controlled by a "key" at the top.

The present range consists of three sets—the smallest being one of the very few single-valve portables on the market. It is for headphone reception, and, with phones, costs £3 17s. 6d.

The other sets are 2-valve and 4-valve models, both incorporating a Celestion speaker. The retail prices are respectively £8 15s. and £12 15s.

STAND No. 262.

Arding & Hobbs, Ltd., Clapham, S.W.11.

Public appeal only.

STAND No. 263.

Grosvenor Electric Batteries, Ltd., 2-3, White Street, London, E.C.2.

As we have already announced, Grosvenor have produced an entirely new range of dry batteries of the H.T., G.B., and flashlamp types, and a comprehensive display will be on view at stand 263. This will include the "Standard," high capacity, popular, and super capacity types, and a special range for portable sets. Manufacturers should note that specially constructed batteries can be produced to fit all portable receivers.

STAND No. 264.

Bel-Canto Radio, Ltd., Warple Way, The Vale, London, W.3.

Bel-Canto Radio are now manufacturing on a much larger scale than in previous years, and will be exhibiting several entirely new lines on their stand. Foremost of these is the radio-gramophone, an all-electric machine which, housed in a pedestal walnut cabinet, sells at £75. Numerous loud-speakers will also be featured, all utilising balanced armature units.

The remaining line is a balanced armature speaker unit incorporating a cobalt steel magnet and selling at 35s. Two chassis for use with this will also be shown.

"TRADER" TEST REPORTS

Conducted by our
Technical Department.

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

The Wholesale Wireless Co., 103, Farringdon Road,
London, E.C.1.

"Sensitite Electric Three" Kit of Parts.

DESCRIPTION AND PRICE.—The "Sensitite Electric Three" is, as its name implies, a 3-valve all-electric receiver, and it is available only in the form of a kit of parts. Every dealer can be supplied with one special displayed set of components attractively boxed in a large carton which is eminently suitable for use in a window or counter display. In this carton the components are situated in compartments, and are packed with orange-coloured paper, while the panel, baseboard, and screens—already drilled—are inside the hinged lid.

The completed receiver is in chassis form, and has the panel, on which all the controls are mounted, vertically fixed at the front. A circuit employing an S.G. H.F. valve, a detector and an output valve is incorporated, the former two valves being of the indirectly heated class, while the latter, directly heated, may be of the super power or pentode type. On the panel, the metal escutcheon plate, through which the tuning dial is viewed, is mounted in the central position while in the left- and right-hand bottom corners are the knobs controlling the 50,000 Ω reaction potentiometer (supplying the screening grid voltage to the H.F. valve) and the small trimming condenser. The push-

pull wave-change switch is situated immediately below the escutcheon, and the mains switch is at the top. The six terminals and the radio-gramophone change-over switch are mounted on a strip at the back.

The remaining components—including mains equipment—are situated in four compartments formed by the vertical metal screws. Ganged tuning is employed, and the coils are wound on ribbed ebonite formers.

The mains equipment includes a transformer and the necessary smoothing choke and condensers, and utilises a Philips 506 full-wave rectifying valve.

Each kit of parts is supplied boxed and sealed, complete with an instruction booklet, detailed wiring instructions and a blue-print. The retail price of the kit (without valves) is 49 10s., and an oak cabinet to suit the receiver is available at 11 5s.

TEST RESULTS.—We tested a receiver built up from the kit of parts. The supply voltage was 240 A.C., 50 cycles, and the mains consumption of the receiver proved to be about 27 watts, which is quite satisfactory. The set supplied had a pentode in the output stage, and the tone was found to be quite satisfactory if the speaker was correctly matched to this. Unfortunately, the set does not include a choke-filter or output transformer, and if the speaker does not happen to match up with the last valve an external matching transformer must be used. In any case, a mains receiver should incorporate some sort of output filter circuit. With a high impedance moving-coil speaker the set gave good tone and plenty of volume for ordinary home use. There was practically no A.C. hum due to the receiver.

The set was used on an inside roof aerial 11 miles from Brookman's Park. It was found that the selectivity could be adjusted so that each of the Brookman's Park stations only spread over about 10 degrees of the 100 degree scale, which is quite good. The controls were found to be a little unusual at first, particularly the adjustment of the semi-fixed condensers, to allow smooth reaction to be obtained from the potentiometer feeding the screen of the S.G. valve. Once correctly set, however, and after a little experience, no trouble was encountered. On the short waves a good many of the well-known continental stations were obtained at good strength. With the reaction slightly advanced, many stations came in merely by rotating the main tuning dial. The fine tuning control, once adjusted, rarely required alteration.

On the long waves the results were fair, most of the usual stations coming in quite well. Koenigswusterhausen was, however, jammed by 5XX. There was not quite the "punch" we normally expect to find on this range, but the results were sufficient for ordinary needs. Our sample set was not too successful when used as a gramophone amplifier. The reaction control could be arranged to be quite smooth.

The set seems reasonably easy to build, and very full instructions are supplied. We should suggest the fitting of an output circuit of some sort.



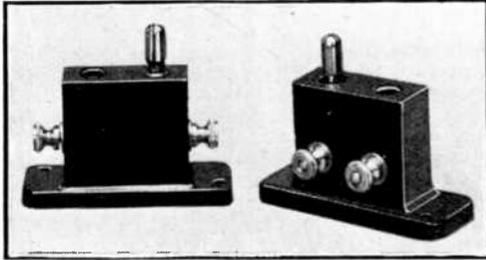
Above is the dealers' display carton of the Sensitite Electric Three, while on the right is the completed receiver.

Franklin & Freeman, Ltd., 17-19, Finsbury Street, London, E.C.2.

"Critic" Baseboard Coil Plug.

DESCRIPTION AND PRICE.—This small component is produced in two models, one, with the connecting terminals at the front, and the other with side terminals. Both are conventional in appearance, and have bodies of black moulded bakelite, with overall dimensions of 2 ins. by $\frac{3}{4}$ ins. by $1\frac{1}{8}$ ins.

They are, of course, of the vertical mounting type, and have flanges at the bottom drilled with two holes for fixing



The two versions of the "Critic" baseboard coil plug.

purposes. As is usual, there is one socket and one plug, which are arranged to accommodate any standard plug-in coil. In both models direct connections to the plugs are made by brass screws which are equipped with terminal tops.

We tried our sample plugs with various coils, and in each case efficient contact was made. The insulation resistance, as would be expected, proved to be of a very high order. It is noticeable that in the side terminal model the makers have arranged the fixing holes so that a screwdriver can be used without necessitating the removal of the terminals. Although, at the present time, the demand for this type of component is not as great as in the past, designs for sets using such coil plugs are still being produced, and, at the price of 9d., these plugs can be recommended as sound, nicely finished components.

Saxon Radio Co., Henry Street, Blackpool, Lancs.

Saxon R.C.C. Unit.

DESCRIPTION AND PRICE.—This resistance capacity coupling unit is contained in a highly polished black moulded case, measuring about $2\frac{3}{4}$ ins. by $2\frac{3}{4}$ ins. by $\frac{3}{4}$ ins. high. Two lugs, moulded on, are provided for baseboard mounting. On top of the case are four medium sized nickelled terminals, with the usual indications moulded on the case. Inside are the components of the unit, a composition anode resistance, impregnated strip grid leak, and copper foil and mica coupling condenser.

Price, 6s. 6d. retail.

TEST RESULTS.—On test we found that the approximate values of the components were: Anode resistance, 200,000 Ω , grid leak, 1.6 MO and coupling condenser, .0011 μ F. Thus the unit is best used following a valve of fairly high A.C. resistance, say 40,000 to 60,000 Ω . Used after a valve of the latter value, the results obtained from the unit were perfectly satisfactory, very good tone resulting from the combination. We should advise the use of a grid leak of better material, as that at present used might possibly give trouble, particularly in damp and hot climates. The anode resistance would appear to be satisfactory, as, although it is not wire wound, it is of a robust nature, and carries the small current of a valve of high A.C. resistance with ease. The coupling condenser is also satisfactory, and showed a high insulation resistance when tested at 500 V D.C. This, of course, is most important in a coupling condenser used in an R.C.C. unit. Altogether, this Saxon unit is a well-made product.

Reproducers and Amplifiers, Ltd., Frederick Street, Wolverhampton.

Speaker Units, Types 30 and 30A.

DESCRIPTION.—These two units are available only for

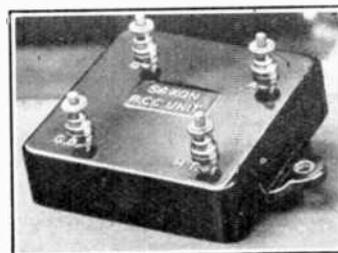
the use of manufacturers, the type 30 being for general use, and the type 30A, with slightly different characteristics, for incorporation in portable receivers. Type 30 is compactly housed in a black enamelled metal case measuring $2\frac{3}{4}$ ins. by $1\frac{1}{8}$ ins. by $1\frac{1}{8}$ ins., and is built on to the underside of the lid, which, incidentally, is at the rear of the unit. It is of the four-pole balanced armature type, and utilises a single actuating coil and two field magnets which, although being relatively small in size, are very powerful. A very notable point in the construction, is that all the poles are die-pressed into the baseplate (of a non-magnetic metal), while the magnets are firmly held in place by clamping screws working in lugs cast on to the plate. The whole assembly is copper plated. The armature is fixed at one end, and for a certain distance along its length is specially cut away and slotted to enable a movement of large amplitude to take place for the reproduction of the bass register. The armature works through the centre of the speech coil and in gaps between the pole-pieces which have been machined in order to ensure that they are absolutely parallel. The driving rod is attached to the centre of the armature, and adjustment is effected by a sprung screw.

Type 30A has a similar construction and dimensions, but has a higher L.F. cut-off. It is specially made for use in portable receivers. Apparently, in this model, the armature is more rigid, with smaller movement than the type 30.

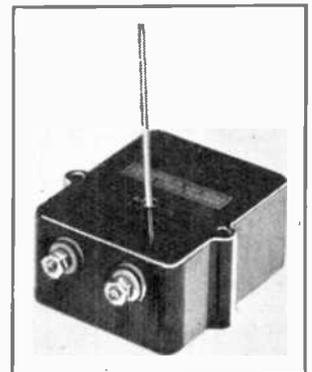
The prices for quantities of these units are available on application to the makers, who are able to produce special types to order. The prices are, to our mind, exceedingly low for such well-designed products.

TEST RESULTS.—Both units were tested with a 12-in. cone in a small open-backed box-like chassis, the cone being suspended to permit of free movement. In each case really excellent results for small units were obtained. The sensitivity was decidedly above the average, the output for a given input being, if anything, rather greater than that of our standard cabinet cone speaker. The tone was also very good. The bass response was above the average for a unit of this type, while the high frequencies were present to a satisfactory degree. The overall tone was well balanced, and free from objectionable resonances. It was, perhaps, not quite so crisp as that of our standard, but it was clear and open, with no drumminess or woolliness. There was little to choose between the two types as far as we could judge, the 30A model, if anything, having slightly less bass. The volume these units were capable of handling was not quite so great as that of some types, as the large movement of the reed produced by the bass notes caused some rattle. On the other hand, the volume was quite adequate for ordinary needs.

We can thoroughly recommend these units, which show evidence of careful design and high class construction, to all manufacturers looking out for something of this nature to include in their new products.



The Saxon R.C.C. unit, a neat and well-made product.



One of the two loud-speaker units made by Reproducers & Amplifiers, Ltd. Both gave very good results on test.

FROM ALL QUARTERS

Notes and News for the Radio Exporter.

Notes from Paris.

IN order to combat trade evils in France an association of about 100 manufacturers of components and accessories has been formed. The new organisation has been formed by both the S.P.I.R. (Traders and Manufacturer's Association) and the new S.N.I.R. (National Union of Radio-electric Industries), which is a good sign, as rivalry is fatal to the success of trade protection. (Equally encouraging, by the way, is the agreement arrived at between the two unions mentioned, to co-operate in the one and same wireless exhibition. It is intended to take vigorous steps to put down the rampant price-cutting and discount-splitting so evident at present.

Rise of Prices Caused by an Act of Parliament.

The new French Insurance Act, which has just come into operation, provides old age pensions, sickness allowances and family grants financed from a fund formed by obligatory payments of 8 per cent. of all wages and salaries (4 per cent. by the employer and 4 per cent. by the employed). It is calculated that in the wireless industry, this new burden will add 5 or 6 per cent. at least to cost, which will bring about a proportionate increase in present prices.

Two well-known radio manufacturers, have decided to take a step which will ensure for them more cordial co-operation from their workers. These firms have announced that every six months they will repay to their employees the 4 per cent. that the new law compels them to deduct from the pay.

French Colonial Exhibition.

The year 1931 will witness important changes in French wireless show arrangements. In May an International Colonial Exhibition will be opened in the Bois de Vincennes—a Paris suburban park—and will continue for six months. Already some of the buildings are in course of erection—they will be unique from an architectural and sculptural standpoint.

The radio and electrical industries will be in a special hall of their own, and the French industry intends to make a special effort in the way of display. In these circumstances it would be difficult for the S.P.I.R. (organisers of the annual wireless salon) to hold the usual September-October Show. Accordingly, it has decided to abandon it for 1931.

This International and Colonial Show will be one of the "star" events of the year, and British firms who exhibit their latest products will certainly reap their due reward.

The 1930 International Wireless Show.

No important obstacle has come in the way of the seventh Paris Salon—(international this year)—which will be open from September 26th to October 9th, at 233, Boulevard Raspail, Paris, where the new S.P.I.R. Exhibition buildings are situated. The entries, which exceeded 300 last year, will probably be only two hundred this year, on account of the much higher stand rent. The Salon will, of course, be open only to countries granting reciprocal privileges to French manufacturers at their national shows. Inquiries about the Show, should be sent to M. Julien, 16, Rue Antoine-Chantin, Paris.

From Other Countries.

Long Range Sets Required in Palestine.

SOME interesting news about radio in Palestine was given recently by Mr. T. S. Boutagi, of Jerusalem, on a visit to London. He was representing the store that bears his name, one of the principal in Jerusalem, and has been negotiating for the suggested foundation of a K-B agency out there.

Mr. Boutagi has never stocked wireless before, but he is fully conversant with the state of radio in the Holy Land. The native market, he thinks, is of no importance. The greatest buyers are the English and French official classes. The sets already on sale in Palestine are mostly 3-valve receivers, which, while they pick up Constantinople and East European stations, do not get Paris and London. These are the two stations which all set owners in Palestine want to receive.

The urgent need of the country, in Mr. Boutagi's opinion, is for highly-powerful extra-long range sets—the price factor is of little importance.

Trade in Czecho-Slovakia.

It is estimated that out of the 282,000 registered wireless sets in operation in Czecho-Slovakia at the end of March last, 60 per cent. were of the crystal and 40 per cent. of the valve type, about 10 per cent. of the latter being of the all-mains pattern; 30 per cent. of all types of receivers are made by amateurs. All-mains sets are becoming more and more popular in the country, while the market possibilities for battery sets are less encouraging owing to the expense and inconvenience connected with charging batteries, particularly in rural districts.

On the basis of the last census, it is estimated that there are now 3,200,000 families in Czecho-Slovakia, almost 50 per cent. of whom are users of electric current for lighting.

Receiving sets of the German Telefunken Co. and the Dutch Philips Co., dominate the Czecho-Slovakian market, the former having been established there for a long time, while the latter have been gaining considerable ground during the past two years owing to extensive advertising.

Both firms distribute a great variety of moderately priced and cheap sets and make a feature of free installation service.

Swedish Wireless Exports.

A return lately to hand shows that the exports of wireless apparatus from Sweden last year attained a value of £173,000 as compared with only £114,590 in 1928. Denmark and Finland are the two best markets for Swedish apparatus, followed by Norway, Germany, France, and Spain.

The Belgian Gramophone Trade.

The official returns just to hand show that there is a growing market for gramophones in Belgium, no fewer than 9,342 instruments valued at £54,869 having been imported into that country during the six months ending June last, as compared with only 7,813 and £42,005 respectively in the corresponding half of 1929. It is satisfactory to find that Great Britain has the major portion of the business, this country being credited with 6,107 machines (26,937) of the total, Germany following with 1,724 (£15,697), France 1,170 (£3,691) and the United States 224 (£3,057).

As regards gramophone records the Belgian imports during the periods under review advanced from £46,270 to £90,960. The bulk of the imported records come from Gt. Britain, followed by Germany and France.

Wireless Valves in Belgium.

A return just issued shows that so far this year there has been a remarkable decline in the importation of foreign wireless valves into Belgium, the total value being £14,985 during the six months ending June last, as compared with £75,005 in the corresponding half of 1929. Although the major portion still comes from Holland, imports from that country declined from £65,680 to £10,760, from Germany from £4,765 to £750, and from France from £3,190 to £1,625.

Britain Losing Ground in Australia.

The official returns for the fiscal year 1928-29 show that the imports of wireless apparatus and allied material into Australia during that period attained a value of £399,000, as compared with £376,000 in the preceding twelve months. The United States is credited with the bulk of the imports, the American share having increased from £208,000 to £251,000. On the other hand the imports from Great Britain declined from £119,000 to less than £80,000. The balance of the imports came mainly from Holland, Germany and France.

The imports of wireless valves during the year amounted to £225,000 as against only £179,000 in 1927-28. In this field Holland leads with £105,000, followed by Great Britain with £60,000 odd (a decrease) and the United States £53,000.

COMMERCIAL INFORMATION

GAZETTE.

Notice is given in the London Gazette that the undermentioned companies will, unless cause is shown to the contrary, be struck off the register and the companies will be dissolved:—**New Bulldog Record Co., Ltd., Talking Machine Co., Ltd.**

Symphony Gramophone & Radio (Foreign), Ltd. At an extraordinary general meeting held at Caxton Hall, Westminster, S.W.1, on September 3rd, the following special resolution was passed: "That the company be wound up voluntarily by a members' voluntary winding-up, and that Percy G. Lambirth, 4, Broad Street Place, E.C.2, chartered accountant, be appointed liquidator."

Dissolution of Partnership.

Notice is given that the partnership between **Arthur R. Smith, Geo. Jackson and Fred G. Shaw**, trading as **A. R. Smith & Sons**, 8, King Street, Leicester, electrical engineers, etc., has been dissolved as from May 30th, so far as F. G. Shaw is concerned. All debts due and owing by the firm will be paid by A. R. Smith and G. Jackson, who will carry on the business as hitherto.

Receiving Order.

Smith, Robert, and Smith, Doris A., of 41, Skerton Road, Old Trafford, Manchester, and lately trading as **A. R. Smith & Co.**, wholesale wireless dealers. Court: Salford. Petition: August 14th. Order: September 4th. Creditor's petition.

Appointment of Trustee.

Spero, George E., late of 10, Lancaster Gate Terrace, W.2, and trading as the **Truphonic Wireless Co.**, 121, Rosebery Avenue, E.C.1, but whose present address is unknown. Court: High Court of Justice. Trustee: Ebenezer H. Hawkins, 4, Charterhouse Square, London, E.C.1, Incorporated Accountant. Certificate of appointment: August 29th.

Release of Trustees.

Turton, John W., Market Place, Banbury, electrical engineer, etc. Court: Banbury. Trustee: G. Mallam, 37, Cornmarket Street, Oxford, Official Receiver. Release: August 14th.

Woodhead, Titus E., "Shandon," Rossall Road, Cleveleys, and trading at 20, Central Drive, Blackpool, electrical factor, etc. Court: Blackpool. Trustee: Harold Parker, 9, Canon Street, Preston, Official Receiver. Release: August 14th.

Wright, Donald R., 11, Buller Street, Derby, and trading as **Wright Bros.**, at 36, Normanton Road, Derby, as a wireless dealer. Trustee: Leslie A. West, 22, Regent Street, Parkgate, Nottingham, Official Receiver. Release: August 8th.

Clarke, Harry B., 2, Devonshire Road, Carrington, Nottingham, electrical engineer, etc. Court: Nottingham. Trustee: Leslie A. West, 22, Regent Street, Park Row, Nottingham, Official Receiver. Release: August 8th.

Tattersall, John H. B., trading as **H. Tattersall**, electrician, etc., 456, Burnley Road, Scout Bottom, Waterfoot. Court: Rochdale. Trustee: John D. Turner, Byrom Street, Manchester, Official Receiver. Release: August 14th.

Notices of Dividends.

Kelsall, Harold (separate estate), 18, Churchill Street, and trading in co-partnership with L. Kelsall as **Kelsall Bros.**, Castle Hill Place, Maison Dieu Road, Dover, electrical engineer, etc. Court: Canterbury. First and final dividend of 3s. 9.354d. paid yesterday at 1, King Street, Dover.

Kelsall, Leonard (separate estate), residing at Castle Hill Place, Maison Dieu Road, Dover, and trading in co-partnership with Harold Kelsall as **Kelsall Bros.**, at Castle Hill Place, Maison Dieu Road, Dover, electrical engineers, etc. Court: Canterbury. First and final dividend of 9s. 8.953d. in £, paid on September 12th, at 1, King Street, Dover.

Mortgage and Charge.

Hart Bros. Electrical Manufacturing Co., Ltd. Issue on August 12th, of £600, and on August 27th, 1930, of £1,100 debentures, parts of a series already registered.

County Court Judgments.

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

Hyman, S., 353, Attercliffe Common, Sheffield, wireless dealer. Court: Sheffield. £14 17s. July 28th.

Hyman, S. as above. Court: Sheffield. £18 os. 1d. July 29th.

London Radio Television Co., 60, Richmond Road, Twickenham, Middlesex, wireless dealers. Court: Clerkenwell. £12 4s. July 23rd.

The Star Wireless Stores, 353, Attercliffe Common, Sheffield, wireless dealers. Court: Clerkenwell. £16 17s. 4d. July 23rd.

Bank Radio Co., 58, Queen Victoria Street, E.C.4, wireless dealers. Court: Clerkenwell. £13 2s. 4d. July 28th.

Ormskirk Wireless Supplies, 44A, Burscough Street, Ormskirk, Lancs, wireless factors. Court: Liverpool. £14 7s. 8d. August 11th.

Chilton, F. A., Church View, 24, Price Street, Cannock, Staffs, wireless dealer. Court: Westminster. £12 18s. 6d. July 16th.

Longthorpe, W. V. (trading as **Evans & Co.**), Farnham Royal, Slough, Bucks, wireless dealer. Court: Bloomsbury. £12 7s. 9d. August 8th.

Montague Radio Inventions & Development Co., Ltd., R/O, 117, Regent Street, W.1, electricians and wireless dealers.

Court: Croydon. £25 12s. 5d. August 8th.

Wedell, S., 18, Hemstal Road, N.W.6, wireless and electrical factor. Court: Edmonton and Wood Green. £39 13s. 8d. August 9th.

Sacks, David, 130, Kentish Town Road, N.W.5, wireless dealer. Court: Westminster. £11 16s. 10d. July 18th.

Leslie Cycle Co., 17A, Park Avenue, Whitley Bay, Northumberland, wireless dealers. Court: Westminster. £10 2s. July 18th.

Fish, N. F., Station Road, Thornton-le-Fyde, Lancs., wireless dealer. Court: Blackpool. £21 11s. 5d. August 5th.

Mold, Mr., 96, Robin Hood Chase, Nottingham, wireless dealer. Court: Nottingham. £20 2s. 3d. July 29th.

Park Lane Wireless & Gramophone Stores, 217, Park Lane, Tottenham, N.17, wireless dealers. Court: Westminster. £13 19s. 8d. July 18th.

Pratt, A. W., The Rainhill Radio Stores, Station Road, Rainhill, Lancs., wireless and music dealer. Court: Clerkenwell. £15 18s. 4d. July 30th.

Spa Radio Stores, 16, Clarence Road, Cheltenham, Glos., wireless dealers. Court: Clerkenwell. £18 17s. 9d. July 30th.

Sawbridge Bros., 94, Staughton Street, Leicester, wireless dealers. Court: Clerkenwell. £25 14s. 2d. July 30th.

Whincup, S. R., 81, Salisbury Road, Kilburn, N.W.6, wireless dealer. Court: Westminster. £10 19s. 10d. July 23rd.

Phillips Carter & Co., Ltd., 26, Weston Chambers, Weston Road, Southend-on-Sea, Essex, wireless manufacturers. Court: Westminster. £20 13s. July 23rd.

Bankruptcies.

L. C. Burgess, music and wireless dealer, 244, Kensington High Street, London, W.8. The debtor's public examination was held in the London Bankruptcy Court on Tuesday, before Mr. Regr. Mellor. According to his statement of affairs his liabilities amount to £5,408, of which £4,834 are returned as expected to rank, and he has no assets.

It appeared that the debtor was employed in a gramophone and cycle dealer's business until early in 1924. He then went to Australia and was engaged with a firm of gramophone manufacturers until December, 1925, when he returned to this country. In March, 1926, with a capital of about £60 he bought for £635, payable by instalments, the business of a gramophone dealer, etc., at 9, The Broadway, Barnes, where he also traded in wireless goods. In January 1927, the debtor also bought the business of a music dealer conducted at 78, Church Road, Barnes, and obtained an advance of £400 on the lease. In August, 1928, he acquired a lease for 21 years of 244, Kensington High Street, expended about £1,300 in fitting up the premises, and there opened a gramophone, wireless, and music depot. On December 20th, 1928, L. C. Burgess, Ltd., was incorporated with a nominal capital of £12,000 to acquire his business as from October 1st,

1928, for £8,999 payable as to £6,999 in fully paid shares, and £2,000 in cash payable by instalments out of profits. In October last, however, the company went into voluntary liquidation, and he was now employed as manager of a gramophone business. The debtor attributed his failure and insolvency to the failure of the company and to guarantees given by him and liabilities accepted on its behalf. The examination was concluded.

William Albert Hollingworth, 3, Barton Terrace, Stanley Street, late 23, Princes Avenue, and 2, Arnold Street, all Kingston-upon-Hull, wireless and gramophone dealer.

The following are creditors in this recent failure :—

Barker, R., Hull	£36
Beadle & Co., T., Hull	16
Cossor, Ltd., A. C., London	19
Edison-Swan Electric Co., Ltd., Ponder's End..	16
East London Rubber Co., Sheffield	22
Gilbert & Co., Ltd., C., Hull	40
Hull Corporation, Hull	50
Hollingworth, G. W., Hull	12
Jarratt, Mrs. B. A., Hull	145

Oliver Hubert Bradford, 2A, Hill Street, Griffithstown, Mon., wireless engineer, etc.

The first meeting of the creditors interested herein was held on September 4th at 34, Park Place, Cardiff, when the statement of affairs presented disclosed a deficiency of £740 os. 3d. The debtor attributed his failure to insufficient capital, trade expenses and personal drawings being in excess of profits.

The case, being a summary one, was left in the hands of the Official Receiver.

British Automatic Gramophones.

THE adjourned first annual meeting of the British Automatic Gramophone Co., Ltd., was held on Monday at the Hotel Metropole, London. Owing to the absence of Mr. C. K. Sugden, the chairman and managing director, the meeting elected Mr. G. Fainstone, chairman of the Shareholders' Committee, to take the chair.

The Chairman said that the company were in a very serious state, having no more money left. That was partly due to heavy unremunerative expenditure by the board and partly to the failure of the American Company to fulfil their obligations to the British Automatic Gramophone Co. The committee had drawn up a report in which they stated that the licence for the manufacture and sale of the gramophone in various countries was purchased for £160,000, of which £40,000 was in cash and £120,000 by the allotment of 480,000 Ordinary shares of 5s. each credited as fully paid. In the event of the company going into voluntary liquidation the rights acquired under the licence would revert to the American company. The licence was a most valuable one. The discussion on the question of what practical action could be taken was then resumed. It was announced that only Mr. Sugden and another member of the board remained in office as directors and that the former had expressed his intention of resigning. Eventually, Mr. Fainstone, Mrs. A. O. Macleod, and Mr. Johnston were appointed directors, the first-named as joint managing director. A resolution not to adopt the accounts was unanimously carried.

The Columbia Graphophone Co., Ltd. The Rumours of Amalgamation "Should be Ignored."

THE trade has undoubtedly been interested in the remarks made by the Chairman of the Columbia Graphophone Co., Ltd., at the meeting held last week, with regard to the amalgamation rumours.

Lord Marks said: "Various rumours have been current throughout the year in connection with negotiations alleged to have been going on with various other members of the trade. Naturally in a business so world-wide as this, we are continually in contact with our competitors in various parts of the world, and ways and means of co-operation are continually being discussed.

"Shareholders may rest assured that if any negotiations should ever materialise in anything of concrete importance and of immediate interest to shareholders, they will be notified at the earliest possible opportunity. In the meanwhile it is suggested that the various rumours continually afloat should be ignored."

Dealing with trade conditions, the Chairman pointed out that, in common with others, their business had recently been affected by the almost universal slump. In the U.S.A. in particular the effects of the recent upheavals have been most severely felt, and also in some of the other parts of the world. In Great Britain itself sales and profits were actually greater this last year, while new fields of development have provided additional revenue, so that they are able to report a profit of £580,158, as compared with £505,120 a year ago.

Patents and Goodwill.

The whole of the patents, trademarks, copyrights, and goodwill stands in the balance-sheet at the nominal figure of £1, even though during the past year they have protected their newly invented processes and improved machines by additional patents that are of great commercial value. Similarly, while it has been necessary to increase and extend the offices and to enlarge the studios with further equipment in the form of new tools, dies, mechanical devices, and to add to their equipment of motor-cars, lorries, etc., it will be seen that the whole of such items stand at £1.

Investments in subsidiary companies have increased by £56,460. This increase represents the net effect of a number of transactions.

Referring to their trade connections, the Chairman added that the amount of capital involved is large, and more capital is being absorbed as the development proceeds. The company now has the means to carry through the programme.

The next important item was "Balances due by subsidiary companies," and it was greater than the corresponding item in the previous year by nearly £330,000.

The stock shows an increase of only £11,000. This is due to the inclusion of stocks of new lines—namely, radio and radio-gramophone instruments.

Investments and cash, taken together, amount to over £1,582,000.

After dealing with the reserve account (now £2,751,552), and the subsidiary companies' affairs, the speaker turned to the new developments.

Latest Developments.

He mentioned that to meet the decreased spending power for which they have to cater in many parts of the world they have developed a new Columbia portable instrument, which in this country retails at 57s. 6d. They have already sold and delivered many tens of thousands of these "Cadet" models.

Last autumn they announced their first two radio models. They are satisfied with the progress made, and in the coming season their radio lines will be very much extended.

With the large development they have made in their research department they were able to place on the market at the beginning of this year a line of radio-gramophones. This, being a new development, they have proceeded very cautiously but sales have exceeded their manufacturing capacity.

As a result of experience obtained, they are now placing on the market further models at various prices.

The payment of the Preference dividend was confirmed, and the payment of a final dividend of 25 per cent., less income tax, making, with the interim dividend, 40 per cent. for the year on the Ordinary shares, was approved.

Business Names Registered.

Particulars are given below of wireless and allied businesses recently registered at Somerset House under the Business Names Act of 1916. The name appearing in bold type is the trading name, while in brackets are given the name of the proprietor (or proprietors) and the date of the registration. No information is, of course, given in the register with regard to the trade status of the concerns referred to.

United Radio Co., 67, King Street, Stretford, Manchester, radio dealers. (Alfred G. Reeve, 307, Edgeley Road, Stockport, Cheadle Heath), and Norman A. Twemlow, 302, Wellington Road, Heaton Moor, Stockport. July 24th, 1930.

Independent Battery Supply Co., 373, Camden Road, N.7, wholesale radio distributors. (Leonard S. Lowe, address as above. July 29th, 1930.)

Norman's, 67, King Street, Stretford, Manchester, wireless and gramophone dealers, etc. (Norman A. Twemlow, 4, Alford Road, Heaton Chapel, Stockport. July 18th, 1930.)

The Lobby Stores, 31, West Street, Buckingham, wireless and gramophone dealers. (Harold P. Clewer, Bridge Street, Buckingham, and Edmund A. Hounslow, Bourton Grounds, Buckingham. July 19th, 1930.)

East Dereham Battery Service Station, Norwich Street, E. Dereham, accumulator charging and wireless dealer. (Frank Edwards, Norfolk House, Norwich Street, E. Dereham. July 23rd, 1930.)

The Ryall Manufacturing Co., 38A, Goldstone Villas, Hove, wireless and electrical engineers. (Frank Moss Kinsey, Ashmore, Meadway, Shoreham-by-Sea.)

Sports & Radio, 56, Church Street, Newton Heath, M/C, wireless and sports goods dealer. (Emma Broadbent, 54, Church Street, Newton Heath, M.C. July 26th, 1930.)

Art Radio Co., Albion Works, North Street, Clapham, S.W.4, wireless receiving set manufacturers. (Thomas B. Smith, Pednor Close, Chesham, Bucks. July 28th.)

Allied Engineering Co., 7, 8, 9, Cambridge Place, Praed Street, Paddington, W.2, wireless and electrical dealers. (Norman H. Fletcher, 6, Broad Street Place, E.C.2, and Robt. J. Crowfoot, 50, Star Street, Paddington, W.2. July 31st, 1930.)

Ridged Cone Co., York House, Theobald's Road, W.C.1, wireless and electrical dealers. (Walter A. Sanders, 1A, Colworth Road, Leytonstone, E.11. July 29th, 1930.)

Continued on p. 301.

ORMOND'S Sensational Announcement!

A condenser of entirely new design of the highest efficiency, very rigid and robust, and although of skeleton like appearance, extremely handsome.

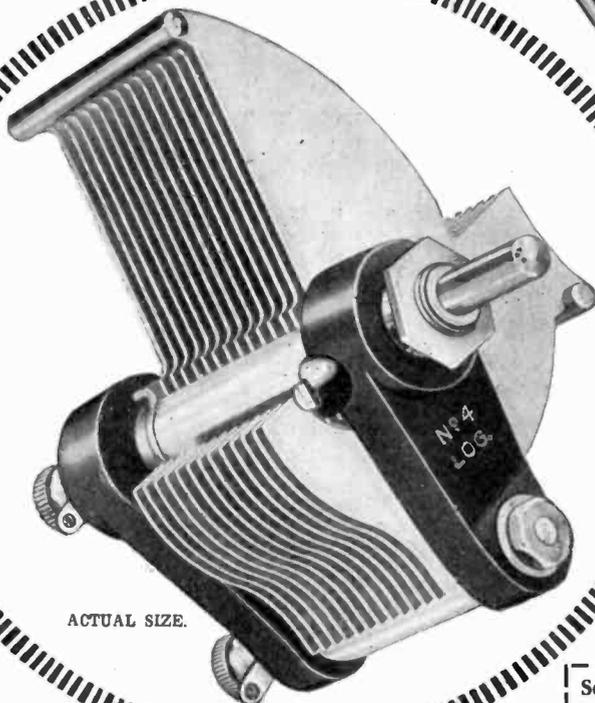
ORMOND No. 4 LOG SLOW MOTION CONDENSER

Direct Drive is obtained by means of a beautifully finished 2½ inch diameter bakelite dial engraved 0 to 180 degrees. Slow motion ratio approximately 9 to 1 is obtained by means of the upper small Knob. Complete with 2½ inch dial and slow motion control Knob.

Cat. No.	Capacity.	Price.
R/424	.00025	6/-
R/425	.00035	6/-
R/426	.0005	6/-



ACTUAL SIZE.



ACTUAL SIZE.

ORMOND No. 4 LOG PLAIN CONDENSER

Designed to follow the Logarithmic Law, it will be found very suitable for use in the modern receiver. The vanes are of aluminium, firmly secured to slotted spindles. The condenser ends are of best quality bakelite, with the greatest possible reduction in size. This Condenser is not supplied with dial.

Cat. No.	Capacity.	Price.
R/421	.00025	4/-
R/422	.00035	4/-
R/423	.0005	4/-



See them at OLYMPIA STAND 75 New Hall Ground Floor

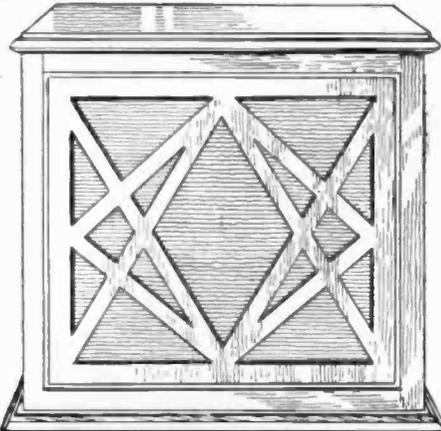
THE ORMOND ENGINEERING CO., LTD.,

Ormond House, Rosebery Avenue, London, E.C.1.
Phone: Clerkenwell 5334/5/6 and 9344/5/6.
Telegrams: "Ormondengl, Smith."

Rigid, Strong and Accurate!

AVAILABLE ON OR ABOUT SEPTEMBER 15

*Demonstrate —
and you will SELL*



BEL-CANTO

'REALISM
IN
RADIO'

SPEAKERS

Perfect reception is the eternal quest of the radio enthusiast. Let your customers hear Bel-Canto and they will hear a 'speaker' that gives expression and beauty to every type of broadcast.

It is reproduction at its best, and will sell on its own high merits—further sales will follow by recommendation—a real testimonial and a sound basis for good business. Be ready to supply the demand and place your order now. Full stocks facilitate quick sales. Bel-Canto Speakers are a product of:

Bel-Canto

'REALISM IN RADIO'

Sales Manager BEL-CANTO RADIO LIMITED

Warple Way, The Vale, Acton, W.3

Telephone: Shepherds Bush 1663 Est. 1926

Northern Branch: 2 Observer Chambers, Market Street, Huddersfield Telephone 1638



WIRELESS GOODS BUYERS



Come to the Fair!

BRITISH Manufacturers are determined that the 1931 British Industries Fair shall create record sales. The display of British goods will be so comprehensive that no Trade Buyer can afford to miss it. At no other time or place can the products of the Empire be seen in so short a time, or in such comfort.

See the Goods at the

BRITISH INDUSTRIES FAIR

LONDON & BIRMINGHAM
February 16TH — 27TH, 1931

Full particulars and invitation tickets may be obtained from:
THE DEPARTMENT OF OVERSEAS TRADE,
35, OLD QUEEN STREET, LONDON, S.W.1



C.F.H.

Business Names Registered.

(Continued from page 300.)

Premier Radio Co., 133A, Peckham Road, S.E., wireless dealers and accumulator charging. (Leonard Barker, 34, Arngask Road, Catford, S.E.6. August 17th, 1930.)

M. Windle, 5, Pendle Street, Nelson wireless and electrical wholesalers. (Barnard Windle, "Lingfield," 277, Barkerhouse Road, Nelson. August 13th, 1930.)

Mello-Tone Wireless Service, 121, Portland Road, Hove, Sussex, wireless manufacturer and factor. (Frank C. Hay, address as above. May 30th, 1930.)

Segall's, 151, Pitshanger Lane, North Ealing, W.5, wireless, gramophone and electrical dealers. (Joseph Segall, 2, Kennure Mansions, North Ealing, W.5. June 20th, 1930.)

The Centurion Electrical & Radio Gramophone Co., 1, Plymouth Grove West, Longsight, Manchester, wireless, gramophone and electrical manufacturers. (Leonard A. E. Parkes, 872, Stockport Road, Longsight, Manchester, and Willie Nightingale, 1, Marley Road, Levenshulme, Manchester. June 18th, 1930.)

The Reliability Stores, 99, Blatchington Road, Hove, wireless dealers, etc. (Anthony A. E. Stanhope-Bull, 12, Tisbury Road, Hove, and Maurice R. Balsdon, address as above. May 24th, 1930.)

Mersey Radio & Photographic Co., 19, Water Street, Liverpool, wireless manufacturers and dealers, etc. (William P. Woodyer, 28, Lanville Road, Aigburth, Liverpool, and Edward E. Jones, 18, Pendennis Road, Wallasey. June 30th, 1930.)

Giles Bros., 2, Oak Tree Lane, Selly Oak, Birmingham, wireless and electrical dealers. (Robert B. Giles, and Stanley B. Giles, both of 115, Selly Park Road, Birmingham. July 1st, 1930.)

British Kinetone Co., 3, Grand Parade, Muswell Hill, N.10, wireless manufacturers. (Hugh Arkell-Hardwick, 4, Lyndhurst Mansions, Muswell Hill, N.10; John J. Edwards, 35, St. James Avenue, W.13; and Harry E. Ross, 72, Sylvan Avenue, Bowes Park, N.22. June 25th, 1930.)

New Companies.

Wireless Consultants, Ltd. (248,881). Private company. Capital £100 in £1 shares. Objects: To carry on the business of wireless consultants and experts, etc. The directors are: A. G. L. Pennock (permanent director and chairman), 34, Dugdale Road, Coventry; H. G. Scott Jones, 161, Gulsdon Road, Coventry. Secretary: A. G. L. Pennock.

Bishop Radio Stores, Ltd. (248,888).—Private company. Capital £100 in £1 shares. Objects: To acquire the business of electrical engineers, etc., carried on by J. Lipowsky and Rose Lipowsky at 309, Roman Road, Bow, E.3. The directors are: J. Lipowsky and Mrs. R. Lipowsky, both of 309 Roman Road, E.3. Qualification: £5 shares. Remuneration: As fixed by the company. Secretary: F. Lipowsky. Solicitors: Saunders, Sobell & Co., 166 and 168, Bishopsgate, E.C.

Rex Gramophone Co., Ltd. (248,936).—Private company. Capital £20,000 in 10,000 ordinary shares of 1s. each, and 1,500 7 per cent. preference shares of £1 each. Objects: To carry on the business of manufacturers of and dealers in gramophones, wireless instruments, etc. The directors are:—F. W. Nottingham, 32, Glendarvon Street, Putney, S.W.15; C. H. D. Elliot, Heather Lodge, Kingston Hill, Surrey. Qualification: One share. Remuneration (except managing director): £50 each per annum. Solicitor: H. H. James, 18-19, Ironmonger Lane, E.C. Registered office: 59, Chiswell Street, E.C.1.

Young & Wildsmith, Ltd. (248,936).—Private company. Capital £11,000 in £1 shares (7,000 7 per cent. cumulative preference and 4,000 ordinary). Objects: To acquire the business of electrical and radio distributors and merchants and factors in all kinds of electrical apparatus and goods carried on by E. D. Young and A. B. Wildsmith, trading as "Young & Wildsmith," at 35, Little Russell Street, W.C., and elsewhere. The permanent managing directors are: E. D. Young, 18, Warwick Park, Tunbridge Wells; A. B. Wildsmith, 58, Cleveland Road, Ealing, W.13. Qualification of directors: 500 Preference or 100 ordinary shares. Registered office: 35, Little Russell Street, W.C.

Webb Condenser Co., Ltd. (248,952).—Private company. Capital £500 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in wireless apparatus, etc. To adopt an agreement with L. C. Walker. The directors are: A. E. Cox, 24, Elmfield Road, Chingford, Essex, accountant; L. C. Walker, 79, St. George's Avenue, Tufnell Park, N.7. Solicitors: Birkbeck, Jullus Edwards & Co., 49, Moorgate, E.C. Registered office: 42, Hatton Garden.

Stanleys Radio (1930), Ltd. (249,067).—Private company. Registered June 26th. Capital £1,000 in £1 shares. Objects: To acquire the business of a manufacturer of and dealer in all kinds of wireless apparatus now carried on by M. Skulnick at 174, London Road, and 91, Victoria Street, Liverpool, as "Stanley & Co." The subscribers (each with one share,) are: M. Skulnick and Miss K. Skulnick, 71, Mulgrave Street, Liverpool. M. Skulnick is permanent managing director. Qualification of directors: £50 shares. Registered office: 174, London Road, Liverpool.

Hadder's Insulations, Ltd. (250,502).—Private company. Capital £1,000 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in insulating materials, etc. The subscribers (each with one share) are: G. H. Hadder, 69, Grierson Road, Honor Oak Park, S.E.23, electrical engineer; W. H. O'Reilly, 47, Powis Street, Kensington, W.11, mica agent. The first directors are not named. Remuneration: As fixed by the company. Solicitor: W. B. Watton, 31, Budge Row, E.C.4. Registered office: Phoenix Works, 192-202, High Street, Peckham.

Freeddy Accessories, Ltd. (250,575).—Private company. Capital £750 in £1 shares. Objects: To carry on the business of manufacturers of and dealers in gramophones, wireless goods, gramophone, wireless parts and accessories, etc. The directors are:—L. I. Friedentag, 4, Great St. Andrew Street, W.C.2, gramophone dealer; M. Freedman, 86, Theobalds Road, W.C.1, gramophone dealer. No share qualification required. Secretary: J. G. Johnston, 123, Salisbury Road, N.22.

New season's publicity material. Above we illustrate some of the latest productions of manufacturers in this respect. At the top (centre) is a very attractive display card by Amplion; on the left a bill advertising the Voltron "Dynaplus" kit, and on the right a brilliantly coloured Exide poster. Sure-a-Lite advertising is illustrated by the two large posters of a "popular appeal" character, and a window pelmet (centre). Below the latter is the Mainten display centre-piece, with one of their price tickets to the left of it. At the bottom (centre) is a new Mullard window pelmet with a "winter radio" appeal.

BUSINESS ITEMS.

New Ultra Literature.

Ultra Electric, Ltd., have just issued a trade folder setting out their 1930-31 sales campaign. All the Ultra products are described and illustrated, together with full particulars of the new range of publicity aids and showcards. The Ultra hire purchase plan—already fully reported in *THE TRADER*—is also comprehensively covered. Copies of the folder are obtainable on application by those who have not already received them.

The Mains-Radio Mfg. Co.

We hear from Mains-Radio Mfg. Co., 42, Green Lane, Thornton Heath, S.W., that Mr. S. B. West (late of Rolls-Caydon Sales) has been appointed as their London representative.

Incidentally, the firm's telephone number is now announced as Pollards 3373.

Ayrshire Dealer's Service Scheme.

It is announced that Mr. W. Randall Wylie, wireless engineer, 15, Bank Street, Kilmarnock, has arranged a new service for the Ayrshire district for the charging of batteries, maintenance of sets, etc.

For this purpose no less than 20 towns in the district will be regularly visited, with free collection and delivery of batteries.

Irish Firm Expand.

On account of their ever-expanding trade, Eirco, Ltd., have now opened a new branch at 20, Waring Street, Belfast,



One of the attractively-coloured bills now being issued for Blue Spot dealers. It also appears on their packing cases and crates.

in addition to the premises at 31, Rosemary Street.

The new branch will be devoted entirely to their wholesale business.

A Notice for Factors and Manufacturers.

We have been asked by Mr. E. E. Worrell, who was till last year the owner of a radio business at Blaxhall, Tunstall, Suffolk, to state that he is still receiving literature from manufacturers. As he has been compelled to enter hospital owing to ill health following wounds, he wishes his name to be removed from their mailing lists.

We hope, however, that Mr. Worrell will soon recover sufficiently to return to active business.

New "Full-o'Power" Booklet.

Siemens Bros. & Co., Ltd., of Woolwich, S.E.18, have just prepared a new booklet describing their "Full o'Power" batteries. Supplies are now ready for distribution to dealers throughout the country.

The chief aim of the compilers of the booklet has been to assist the non-technical wireless user to select the right kind of battery for his set, and this the new booklet certainly does.

There are, of course, several new H.T. batteries listed, and to push the sales of these, the makers have also prepared an attractively-coloured window bill, while dummy cartons are also available.

Hobday's New Representatives.

Hobday Bros., Ltd., announce that they have appointed the following representatives: Mr. J. W. Curl, 171, Queen Alexandra Mansions, Judd Street, London, W.C.1, for the London district and the Channel Isles; and Mr. F. Dancey, Birdwell House, Long Ashton, Bristol, for Gloucester and Wilts.

Last week, through a misconception, we mentioned under the heading of "Changes at Brown Bros." that Mr. Maurice Harcourt, 86, George Borrow Road, Norwich, had been appointed a representative in Norfolk and Suffolk. Actually this appointment referred to Hobday Bros., Ltd.

Rothermel's Exhibition Showroom.

It is announced that the Rothermel Corporation, Ltd., have taken showrooms for the period of the National Exhibition at 3, Hammersmith Road, London, opposite Olympia. Here the trade will be able to inspect the new "Magnavox" Senior and Junior dynamic speakers, as well as the 1931 range of Rothermel equipment.

"Edibell" 1930-31 Catalogue.

Edison Bell, Ltd., have just sent us a copy of their 1930-31 gramophone catalogue, which describes in detail their portable, console and radio-gramophone models, besides the radio portables and gramophone accessories.

Besides being very comprehensive, it is most attractive in appearance, and a large part of it is printed in colour. Traders desiring a copy should ask for List No. 502.

P.A. at the Ulster Show.

On page 158 of our issue of August 16th, our correspondent, in supplying us with a report of a meeting of the Ulster Wireless Traders' Association, stated that Ferranti, Ltd., were to supply the P.A. equipment at the Ulster Show.

Actually, the Igranic Electric Co., Ltd., will be responsible for this service.

Publicity for the New "Music Magnet."

An unusually comprehensive publicity scheme has been launched by the G.E.C. in connection with their new season's products, particularly with regard to the 1930-31 "Music Magnet."

As we state on another page, this kit will be one of the principal features of the G.E.C. Olympia stand, while window bills



An illustration of a representative sales-aid issued for the G.E.C. "Music Magnet."

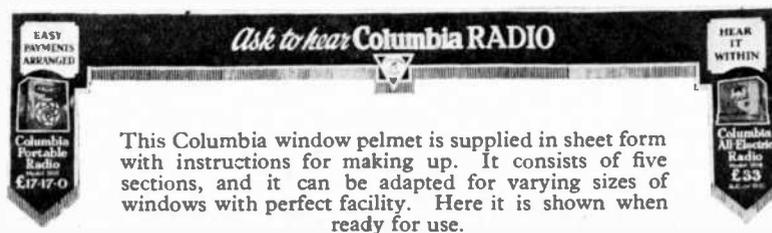
and showcards (one of which is illustrated here) are now being distributed to dealers.

In addition, dealers can overprint their names and addresses on the handy booklets which have been prepared in connection with Osram valves.

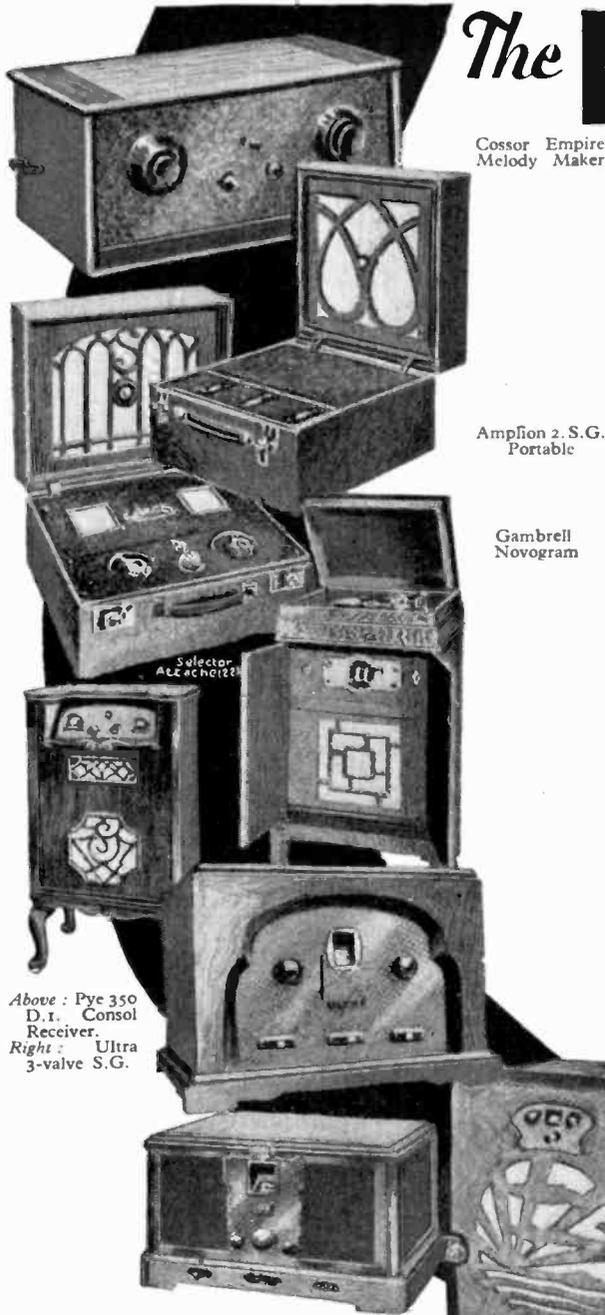
This information is also available for the public in the small pocket-books which dealers can distribute free. Space is given in these pages for listeners' own notes.

As would be expected from the examples of previous seasons, the instruction sheet for the kit is a fine piece of publicity work in itself, and will make the job of construction simple for the veriest tyro. Quite an ingenious idea is the Swift Station Selector. Two ruled strips are printed. "A" consists of figures only, while "B" has most of the European stations listed.

The listener then tunes in his local station, takes the reading of the drum indicator, and pastes the corresponding figure on "A" alongside the station's name on "B." Thus he knows accurately at what reading any other station can be tuned in.



The NEW Sets are all in Stock at the SUNCO



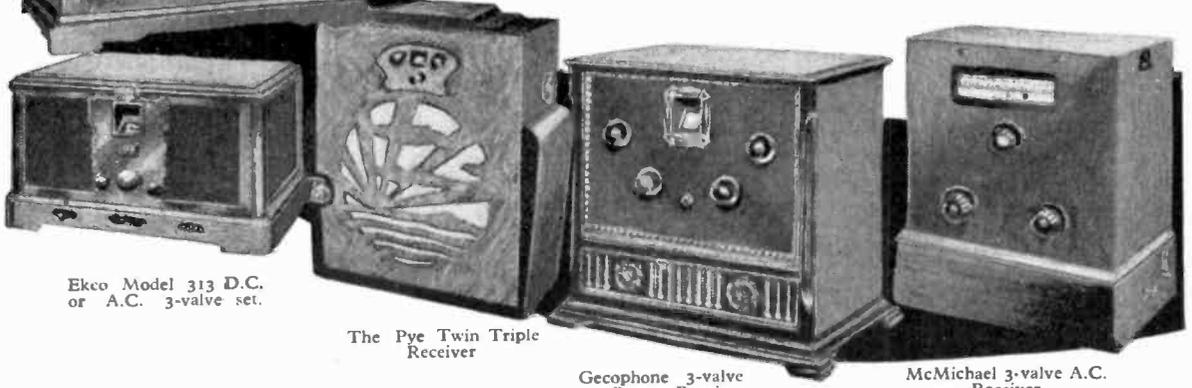
Here are a few of the instruments that will make Radio history during the coming season. It is, of course, only a selected few ; there are many others in the Sunco range—and every one a winner.

It is not so long since radio sets were dear and of doubtful efficiency—still less since they were of proved efficiency but none the less dear. Now—the majority of sets are both cheap and good and we believe that the public will respond this year as never before.

THEREFORE—concentrate on the sets in the Sunco range—they only handle the best.

The Sunco Catalogue of Receivers and Loud Speakers will be available at our stand, No. 19 at Olympia. This preliminary issue is limited—don't miss your copy.

Above : Pye 350 D.I. Consol Receiver.
Right : Ultra 3-valve S.G.



THE SUN ELECTRICAL CO LTD

118 - 120 CHARING CROSS ROAD, LONDON, W.C.2
 Phone : Temple Bar 3500 (10 lines) Grams : " Secablis, Westcent, London "

BRANCHES:

LEEDS - 49-50, Park Place.

NEWCASTLE-ON-TYNE - 112 Pilgrim Street.

In Your Interests

and for all those engaged bona-fide in the Wireless, Radio & Allied Industries

A non-profit Association to protect and assist legitimate manufacturers and traders to regulate credit conditions and report on the status of persons or concerns requiring credit.

Annual Subscriptions :-

SEND FOR PARTICULARS **£2 - 2 - 0** JOIN NOW

THE RADIO & GRAMOPHONE TRADES GUARDIAN ASSOCIATION LTD.

(By Guarantee)

78 NEW OXFORD STREET, LONDON, W.C.1

“ELITE” INDUCTANCE COILS FOR ALL CIRCUITS

We specialize in making all types of Coils to Manufacturer's Specification.

SEND US PARTICULARS OF YOUR REQUIREMENTS

The BEAVER ELECTRICAL SUPPLY CO.

5 GREAT CHAPEL STREET, W.1.

BECOL EBONITE LOW LOSS FORMERS

CONTACT FORMERS (NO PINS), SHEETS, PANELS, RODS, TUBES

LOOK FOR TRADE MARK.

Sole makers : **The British Ebonite Co., Ltd.,** HANWELL, LONDON, W.7
SEE OUR STAND NO. **253** Olympia Exhibition

SIMPLIFY YOUR ACCUMULATOR CHARGING

By using any of the following you can tell at a glance when your customer's accumulator was left, when it is being called for, and how much it will be, etc. No further book-keeping is needed.

ACCUMULATOR CHARGING TAGS printed in 3 sections, 1 to be attached to accumulator, 1 to file for reference, 1 for customer. **5/9** per 1,000

ACCUMULATOR CHARGING PADS 100 leaves in duplicate. **1/6** per Pad

BOOKS OF 100 LEAVES in triplicate with your name on each leaf. **21/6** 12 Books

These are printed with all necessary details such as name, address of customer, when wanted, etc.

TRANSPARENT LABELS for fixing permanently to accumulators printed with your name and address **10/6** per 100

Send for Free Samples to :

BURALL BROS.

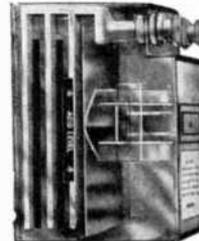
THE PATENT LABEL FACTORY, WISEBCH.



Postage on small Orders 9d. extra in U.K. only All Foreign orders must include sufficient to cover cost of postage

“EDWARDS” Patent Two-Position Unspillable Accumulator

For all Wireless Portable Sets of the Suitcase type. Other models for Transportable Sets. Free acid circulation only —no substitutes. No creeping of acid — Always **CLEAN & DRY**



See our Show Case on

STAND No. 142

ROWLAND EDWARDS & CO. LTD.
Southampton House
317 High Holborn
London, W.C.1
Phone: Hol. 1331

Type “EFA” Unspillable in any position



RADIO RECEIVERS AND COMPONENTS

The “Chakophone” range includes sets to meet the demand of every class of Radio Enthusiast. Portables... Suitcase and cabinet types. All electric two valve sets — Radiogramophones and components including the World famous “Eagle Tuning Coll.” H.T. Batteries, Etc. All sets are guaranteed and trade terms are very generous.



THE ‘ALL IN THREE’

Recently introduced—a revelation in entirely self-contained sets—gives an amazing performance on frame aerial incorporated in set. Provision is made for external aerial and earth connections. Sold complete with valves and batteries.

2 Valve set **£9 - 9 - 0**
3 Valve set **£11 - 0**

EAGLE ENGINEERING CO., LTD., WARWICK. Stand No. 4

Your Passport

FOR 1930-1931

The demand is for portables of the 4v. Screened Grid and Straight Five Types.

“PASSPORT” PORTABLES are steady sellers. Write or phone **HART COLLINS LTD.**

38a, Bessborough St., S.W.1.
Telephone : Victoria 3738.



MOULDINGS

of Guaranteed Accuracy
in

BAKELITE AND EBONITE

Ebonite Sheet, Rods & Tubes

UNITED EBONITE MANUFACTURERS LTD.

Phone :—
Seven Kings 2171/3.

Chadwell Heath, ESSEX.

“IOCO” PANELS

ARE IN GREAT DEMAND.



Send for Trade Terms.

The IOCO RUBBER &
WATERPROOFING CO., Ltd.,
Netherton Works, Anniesland,
GLASGOW, W.3.

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

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



**To MANUFACTURERS
of Wireless Sets
and Appliances**

**WE SOLICIT
Your Enquiries for
SISTOFLEX SLEEVING
ESSELLITE connecting WIRES
PANELS AND SHEETS
in EBONITE and LEBAKITE in Various
Beautiful Designs**

FOR YOUR NEW PRODUCTS

We guarantee **FIRST CLASS QUALITIES
AND KEEN COMPETITIVE PRICES**
Wholesale Only

SPICERS LIMITED
Insulation and Wireless Dept.
19 NEW BRIDGE STREET, LONDON, E.C.4
Phone: City 6251. Private Exchange: 49. Grams: 'Nykooping, Lud, London.'

IMPORTANT
ON STAND **25**

YOU ARE INVITED

to inspect all the latest Sets and Components for your next season's trade. Make yourself known, and see that your name is on our Mailing List. We are always at your service.

**PROMPT DELIVERIES
BY OUR NEW MOTOR SERVICE
CATALOGUE FREE, BY POST 6d.**

DAYZITE LTD.
17, LISLE ST.
W.C.2

PHONE: Regent 0921.22

Trelleborg's GUARANTEED GENUINE EBONITE

- | | |
|---|---------------------------------|
| ☞ Highest dielectric insulation 120,000 v. per m.m. | ☞ No surface leakage. |
| ☞ Lowest power factor. | ☞ Easy machining. |
| ☞ No current absorption. | ☞ Best polished surface. |
| ☞ Unconditionally guaranteed perfect. | ☞ Super fine consistent quality |

PANEL PRICES

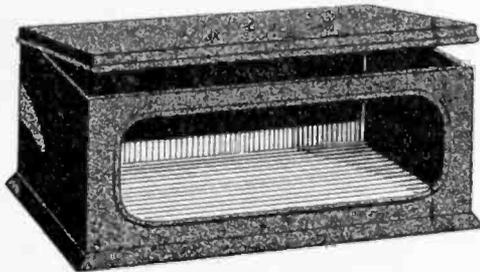
	PER SQUARE INCH	1/4" thickness	1"
Black Highly Polished	::	1/4 d.	1 d.
Mahogany Ditto	::	1/4 d.	1 d.

We recommend
Trelleborg's
GUARANTEED
GENUINE EBONITE
and Stock it.

120,000 VOLTS PER M/M National Physical Lab Report
PANELS, SHEETS, TUBES, RODS Black Mahogany, Tan Matt, Polished
Ask for free Sample and Price List.

TRELLEBORG EBONITE WORKS, LTD.
UNION PLACE, WELLS ST., W.1. TEL. MUSEUM 6200

We Solicit your Enquiries for:—



**METAL CABINETS
ELIMINATOR BOXES
TRANSFORMER CASES, &c.**

We are working under contract for several of the largest firms in the Wireless industry.
WHY NOT FOR YOU?

We Specialise in:—
CRINKLE & CRYSTAL-LISING FINISHES IN ALL COLOURS.

C. HOUNSLOW & Co. (Sheet Metal Works)
96A, Coleridge Street, Hove, Brighton.
Phone: Hove, 4878. Telegrams: Hovoware, Phone, Hove.

Your Opportunity—

SEE—**REDFERN'S**
REC. NO. 469436
Ebonart
NON-METALLIC SURFACE EBONITE
RADIO PANELS & COIL FORMERS
including the well-known
W.W. (Deep Ribbed Type)
and other RADIO ACCESSORIES at
STAND NO. 204

NATIONAL RADIO EXHIBITION, EMPIRE HALL,
OLYMPIA, Sept. 19th to Sept. 27th, 1930.

SEL-EZI for SERVICE!

WE ARE THE SOLE LONDON AND SOUTHERN AGENTS FOR TELSEN TRANSFORMERS AND CAN GIVE IMMEDIATE DELIVERY OF ALL MODELS.

Orders received by First Post are delivered to London and Suburbs the same day.



SEL-EZI, LTD.
6 Greek Street, London, W.1
Phone: Regent 6661.

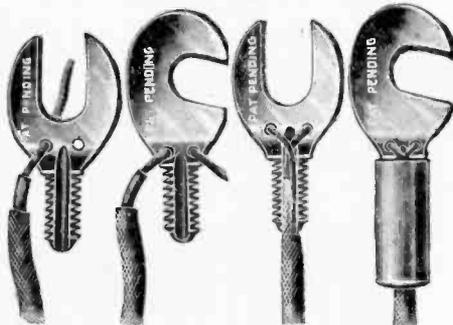
UNIVERSAL SPADE TERMINAL
(Patent No. 327236)

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

CONNECTIONS TO BE EFFECTED THUS:—

FEATURES:

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



1st Stage 2nd Stage 3rd Stage Final Stage

Advt. of **E. J. FRANCOIS**,
89, Clerkenwell Road, London, E.C.1
Telephone: Holborn 6055.

RETAILS AT
1 10.
2 EACH

Also Switches, Wall Plugs and Sockets, Lead-In Tubes, Cone Washers and Extensions, Midget Wander Plugs and Sockets, Terminals, Screws, Nuts and Washers Brass and N.P.—Red and Black Insulated Spades, Pins and Wander Plugs.—General Stamping (Brass, N.P. and Tinned), etc.

TURNED SPECIAL PARTS TO SAMPLE OR SKETCH.

METAL THREAD SCREWS, NUTS & WASHERS
Brass or Steel. B.A. or Whitworth Thread

WOOD SCREWS
IRON OR BRASS
BRIGHT, NICKEL PLATED or JAPANNED FINISH

TORMO Ltd., 57, OLD ST., LONDON, E.C.1

PARFAIT
THE PERFECT
EBONITE PANEL
ONE QUALITY ONLY
THE BEST

SUPPLIED IN SIX FINISHES

Matt	Semi-Polished Mahogany	Highly Polished Black
Cube Surface	Highly Polished Mahogany	Semi-Polished Black

Send for price list and generous trade terms
H. B. POTTER & Co., Ltd., Station Buildings, ROCHDALE.

**The 1930
CLAROSTAT
BOOK**



TRADERS!

**FREE
48-PAGE BOOK IS OF
VITAL IMPORTANCE
TO YOUR PROSPERITY**

It will circulate to **50,000**
potential Customers.

Send to-day for Specimen
—**FREE and POST FREE**—

This Book is being extensively
Advertised, advising the Public
to obtain their copy through
a Trader who is Stocking

“CLAROSTATS”
SEE THAT YOU ALSO STOCK
**“CLAROSTAT VOLUME
CONTROLS.”**

We send a generous supply
of this “1930” Wonder
Book, for counter use, with
every order.

“CLAROSTATS” are regular-
ly specified by all the Radio
Journals, therefore the demand
is consequently increasing.

**WE WANT YOU TO OBTAIN A
SHARE IN THIS WONDERFUL
BUSINESS.**

*Generous Discounts to Traders.
Special Quotations to Manufac-
turers for Quantities.*

CLAUDE LYONS LTD
76 OLDHALL ST., LIVERPOOL.
40 BUCKINGHAM GATE, S.W.1.

**PREPAID PARAGRAPH
ADVERTISEMENTS.**

SCALE OF CHARGES.

AUCTIONEERS' & OFFICIAL ANNOUNCEMENTS.—
Advertisements under this heading are inserted at a
charge of 11s. per single column inch.

TRADE & MISCELLANEOUS.—3s. for 12 words and
3d. for each additional word.

SITUATIONS VACANT & WANTED.—2s. for 12
words and 2d. for each additional word.

SERIES DISCOUNTS.—On contracts for consecutive
insertions the above rates are subject to discounts as
follow: 13 insertions 5 per cent., 26 insertions 10 per
cent., and 52 insertions 15 per cent.

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

PRESS DAY.—Copy should not reach us later than
first post Tuesday Morning, four days before pub-
lication, and should be addressed to The Advertisement
Manager, St. Bride's House, Salisbury Square, Fleet
Street, London, E.C.4. Phone: Central 7713 (9 lines).

COPY FOR ADVERTISEMENTS is subject to the
approval of the proprietors, who retain the liberty to
withold any advertisement which they regard as
unsuitable for publication in this journal. The Prop-
rietors 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.

ORDERS AND CHEQUES should be made payable to
THE TRADER PUBLISHING CO., LTD., and crossed
“and Co.” Treasury Notes, being untraceable if
lost in transit, should not be sent as remittances.

ALL ADVERTISEMENTS MUST BE PREPAID.

DEPOSIT SYSTEM.

To facilitate business between advertisers and
unknown or distant readers, we have a “Deposit
Department.” The buyer sends us the money, and
we advise both parties of its receipt. The seller then
sends the goods carriage paid to the buyer, who must
within three days of receiving them either accept
them or return them carriage paid. If he accepts
them we forward his money to the seller; if he rejects
them we return his money when advised by the seller
that the goods have come to hand. We cannot,
however, accept any liability in a dispute. Our
charges payable by the buyer for this service are:—

- 1/- on transactions up to £5.
- 2/6 ” between £5 and £20.
- 5/- ” ” £20 and £50.

And thereafter 6d. for every £5 or part thereof.

BUSINESSES FOR SALE.

ELECTRICAL contracting and radio
business for sale, N.E. Lancashire.
A genuine, good business. £300.—Box
No. 1521, WIRELESS TRADER Office. (261)

WIRELESS business for sale in busy
main road, South London. Hand-
some seasonable opportunity for investor.
Must sell. £250.—Box No. 1526, WIRE-
LESS TRADER Office. (272)

FOR SALE.

TWO cash registers (“Nationals”) for
disposal. Both issue tickets and
add totals. Good condition. Will sell
separately.—Write for all parties. to
A. E. Jones, 149, Sidar Road, Wood
Green, N.22. (268)

TWO Crypto battery chargers. 240
volts A.C. Output 50 volts, 10
amps. H.T. board 100 volts, 1.5 amp.
Almost new.—Box No. 1519, WIRELESS
TRADER Office. (267)

**Our
Responsibility
to You**

THE first duty of a trade
journal is to provide
for its readers news of
every circumstance of trade
importance; to give them
the news immediately
while it is news, and not
two or three weeks after-
wards when it has become
common knowledge.

Equally important, an
efficient trade journal in-
forms its readers of all
commercial and technical
developments. It furnishes
regularly helpful articles
on progressive business
opportunities, and discus-
sions and criticism of the
latest selling methods. In
short, it gives an abun-
dant of information that
has a real purpose in
business development.

This is the policy that
**THE WIRELESS AND
GRAMOPHONE
TRADER** adopted at its
inception nearly 7 years ago.
With a full realisation of
the responsibilities due to
its readers, it endeavours
to provide each week an
up-to-date bulletin of news
and information calculated
to supply the fundamentals
which will result in
ultimate expansion of
business and increase of
sales.

W.T. 6c

STAND 76
MAIN HALL

108
GALLERY

GRAHAM FARISH

PROVED
COMPONENTS

MISCELLANEOUS.

FLASH lamp batteries of unlimited guarantee, retail 3½d. Also H.T. batteries at very competitive prices. Write for samples from direct importers. Sole agents required.—Humber Oil Co., 65, Washington Street, Hull.

LLOUD-SPEAKERS, headphones, and transformers. Trade repairs.—Howell, 91, Morley Hill, Enfield, Middlesex. (H7)

ADVERTISING Calendars for 1931. Rock-bottom prices. Samples free. Our value will astonish you.—Andrew Junior, 17, Gartmore Road, Goodmayes, Essex. (A)

ELMINATOR Kits. Everything supplied, including valve; 120 volts, 16 milliamps. Dealers' nett price, 28s.; post, 1s. extra.—Fel-Ectric Radio, Garden Street, Sheffield. (F1)

ENGRAVING, quickly, cheaply, accurately. 'Phone requirements.—Stebbing, 6, Warwick Street, W.1. (Regent 1312). (S5)

DIFFERENTIAL condensers 17s. 6d. doz. Reaction condensers, '0001, 16s. 6d. doz. Binocular chokes, 18s. doz. All nicely boxed.—Dawson's Radio, 227, Balls Pond Road, N.1.

RELIANCE products, high tension batteries, loud-speakers, valves, 5-valve portables and earth tubes, are all fully guaranteed. Prompt deliveries. Satisfactory terms.—Obtainable from Emaree, Ltd., 29, High Street, Clapham, London. (E.1)

PATENTS.

KING'S Patent Agency, Ltd., 140A, Queen Victoria Street, E.C.4. Free advice and handbook on Patenting Inventions and Registering Trade Marks Designs. (S1)

PREMISES TO LET.

SHOP and house to let, lease, rent £125. Busy position, Weybridge.—Write L., 21, Victoria Road, Surbiton. (260)

ROOM to let for demonstrating wireless during the Manchester Radio Exhibition, one minute Exhibition Hall.—Mrs. Wilson, 53, Byrom Street, Deansgate, Manchester. (278)

SITUATIONS VACANT.

FIFTEEN per cent. commission offered representatives to sell well-known power amplifiers to hotels, cafés, dance halls, cinemas, etc. Preference given to car owner, who could assist at forthcoming Radio Exhibition where above commission would operate.—Apply by letter Box No. 1518, WIRELESS TRADER Office. (269)

WIRELESS salesman with trade experience and knowledge of latest sets.—Apply Manager, Jarrold & Sons, Ltd., Norwich. (265)

RADIO salesmen wanted. Previous retail counter experience essential. Also radio mechanics used to assembling and service.—Apply District Supplies, Ltd., 266-270, Lavender Hill, Clapham Junction. (264)

TANNOY
PRODUCTS

ALL ELECTRIC
RADIO GRAMOPHONE
INCORPORATING M.C. LOUD-SPEAKER



Innumerable improvements in the art of combining Radio with Gramophone have been made by skilled hands in the production of the new Tannoy Radiograms.

Prices from 45 GNS.
Write for coloured brochure giving all details to:—

Tannoy Products, 1-7 Dalton St., S.E.27

PILOT LEADS!



“THE PILOT L.F. TRANSFORMER IS A COMPONENT THAT SPEAKS FOR ITSELF IN A SET.”

—The Technical Editor, “POPULAR WIRELESS,” August 23rd, 1930

CLEAR & CRISP REPRODUCTION
NO RESONANCE

In three ratios: 2-1, 3½-1, 5-1

EACH 9/6

ENSURES PERFECT RECEPTION

Write for Catalogues of all parts manufactured by the Pilot Radio and Tube Corporation of Lawrence, U.S.A., to:—

THOMAS A. ROWLEY LTD.
59 Skinner Lane, Birmingham

Sole agents for Great Britain and Ireland

**VISITORS TO THE
RADIO EXHIBITION
SHOULD STAY AT THE
WEST CENTRAL HOTEL**
Southampton Row, London, W.C.1

**BEDROOM AND BREAKFAST
FROM 8/6 to 10/6**

Reasonable board terms.
H. & C. water in all rooms.
Good food, excellent service.
Centrally situated.



**This is BAKER
Speaking !!**

Just a word to
tell you that my
1931 Moving
Coil Speakers
beat all comers.

:: SEND FOR ::
FREE BOOKLET

*Ask for details
of my special
demonstration
offer—*

BAKER'S SELHURST RADIO
Offices: 89 Selhurst Road, S. Norwood, S.E.25
Works: 42 Cherry Orchard Road, E. Croydon

Passinghams (Bfd.) Ltd.
Bradford

Our buyers will be in London during Show Week and Manufacturers and others having clearing lines are invited to communicate, stating class of goods and quantities. We are spot cash buyers to any amount.

**"ALWAYS"
CONSTANT RESISTANCES**

We have now introduced fourteen New Types for the Manufacturer and Trader

Grid Leaks with Wire Ends 6d.
Vacuum Type 1/- less Discount

YOU CANNOT AFFORD TO BE WITHOUT OUR LATEST LIST "ALWAYS" used by the best Makers.

Large Stocks, Quick Deliveries

ABINGDON WIRELESS SUPPLIES
ABINGDON - - - - - BERKS.

Situations Vacant—continued.

TEST room supervisor required by prominent radio factory in N.W. London. Previous experience in mains radio essential. Progressive opportunity to the right man.—Apply, stating age, salary and experience, to Box No. 1520, WIRELESS TRADER Office. (262)

OUTSIDE representative for South-East of England wanted by old-established radio manufacturers marketing sets and components. Must own car. State previous experience, ground covered and salary required. Only real business getter required.—Write Box No. 1530, WIRELESS TRADER Office.

SALES MAN required, radio experience and connection essential, for Lancashire and South Coast districts. Own car preferred.—Apply Selectors, Ltd., 206, Bedford Avenue, Slough Trading Estate, Slough, Bucks. (277)

WANTED travellers, commission basis, to push well-known make transformers and chokes.—Box No. 1531, WIRELESS TRADER Office. (279)

SITUATIONS WANTED.

GENTLEMAN, A.M. Inst. B.E. (age 34), desires post on sales staff of progressive firm. Fifteen years radio experience, eight years manager. Fully conversant with technical and business sides of modern radio.—Box No. 1525, WIRELESS TRADER Office. (276)

REPRESENTATIVE, excellent connection, education, testimonials. Experienced indoor salesman.—Box No. 1533, WIRELESS TRADER Office. (274)

SALES manager. Live. Well known in Strade. Sound selling and organising experience. Will be requiring position with good company.—Box No. 1532, WIRELESS TRADER Office. (275)

CAPABLE sales organizer would take active financial interest in small, sound concern requiring development. Send particulars.—Box No. 1529, WIRELESS TRADER Office. (T.3)

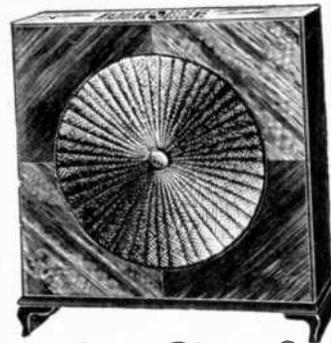
RESPONSIBLE position required by live, adaptable, single man. Accustomed big business, organizing, control. Excellent credentials.—Box No. 1527, WIRELESS TRADER Office. (T.3)

ADVERTISER, with London office, open to represent firms requiring live agent. Commission or buying basis considered.—Box No. 1528, WIRELESS TRADER Office. (T.3)

YOUNG man (25), managing retail shop, desires position sales department or as representative. Several years trade experience, set-making, service, sales, buying. Drive car.—Box No. 1524, WIRELESS TRADER Office. (13.4)

SALES MAN representative (28), with car, would consider appointment with well-established firm on salary, commission and expenses basis. Nine years wholesale and retail experience Midlands and Eastern Counties. Thorough technical knowledge.—Box No. 1523, WIRELESS TRADER Office. (273)

MALE CLERK (22) desires progressive post. Three years experience radio manufacturers. Correspondence, typewriting, book-keeping, invoicing, despatch, interviewing etc.—L, 36 Wateville Road, N.17. (203)



**LATEST &
GREATEST
IN CONE!
SPEAKERS!**

—The new LOEWE RADIO model ER 85—
Radio's greatest advance in Cone Speaker
manufacture. Price 42—complete. Unit only
12—. Unit and chassis 16 6. Full details from:
THE LOEWE RADIO CO., LTD.
4, Fountayne Road - Tottenham, N. 15.
Phone: Tottenham 3911 2



**Accumulator
Charging Labels**

Designed to provide all necessary information with minimum of writing, these labels ensure that amounts chargeable to customers' accounts are not overlooked; give easy and rapid means of identifying the battery with the customer and are sufficiently strong to endure rough handling. A thin top sheet remains fast in book containing details which are duplicated to a thick manilla undersheet. This is separated into two pieces; one fixes to battery giving particulars of job, the other bearing customer's name and address, goes to alphabetical spiked file or board. Top sheet and both sections of bottom sheet are numbered similarly with large identification number.

In Books containing 100 Labels in duplicate
PRICE, post free 1/9
PER BOOK
6 for 10/-

Remittance must accompany order. If C.O.D. is desired, fee will be added to all orders under £5 in value

Obtainable from
The Trader Publishing Co. Ltd.
St. Bride's House, Salisbury Sq.,
Fleet Street, London, E.C.4.

W T. 14A



DARIO VALVES
Best and most reliable
Lowest Prices!

Write for Sales Aids to:—
 IMPEX ELECTRICAL Ltd.
 Dept. W. T., 538, High Rd., Leytonstone, London, E.11

HEGRA DISTRIBUTORS AND STOCKISTS
 FOR BRISTOL & WEST OF ENGLAND
J. H. LEWARN & SON
 2a Bath Parade, BRISTOL

Patents . Designs . Trade Marks
ERIC POTTER,
 Patent Agent.
 8, Staple Inn, LONDON, W.C.
 'Phone: Holb. 0632.
 11, Park Row, NOTTINGHAM.
 'Phone: 3525.

Retails at **6d.**
The "SOPRANIST" ACCUMULATOR TESTER
 Tests all kinds of Lead-Sulphuric Acid Batteries.
 Efficient, Simple, Handy
 Sole Dis.
S. KALISKY (Aldgate) LD.
 Aldgate High St., London, E.C. and
 16 Withy Grove, Manchester.
 Manfrs. Vitaklor Co., NELSON.



Situations Wanted—continued

YOUNG man (30), entering sales field. Sound knowledge representative work and methods. Extensive technical knowledge all equipment on British market. Seeks post with expanding manufacturing business.—H., 27, Gonville Road, Thornton Heath, Surrey. (270)

TRAVELLER with experience and connection in London desires engagement with established wireless firm. Own car.—Box No. 1517, WIRELESS TRADER Office. (271)

TRADE MARKS & DESIGNS.

TRADE marks and names, designs. Registrations effected in all countries.—Trade Marks Registration Agency, Monument Station Buildings, London, E.C.4. Telephone: Royal 2379. (T1)

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

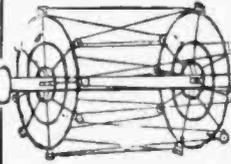
MANUFACTURERS' discontinued stocks wanted. Any quantities.—Box No. 947, WIRELESS TRADER Office.

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



GRIPSO
 "STANDARD" PUSH-PULL INDICATING SWITCH
 ADAPTABLE DOUBLE DIAL READINGS ON AND OFF-LONG AND SHORT WAVE
 ROBUST CONSTRUCTION LISTS FROM MAKERS
16^d EACH
THE GRIPSO COY.
 32, VICTORIA STREET, LONDON, S.W.1

Big Profits Quickly on—
5/6 fotos 7/6
 GENERAL PURPOSE CONCERT VALVE SUPER POWER
CONCERTON RADIO & ELECTRICAL CO., LTD
 256/7 BANK CHAMBERS, 529 HIGH HOLBORN LONDON, W.C.1.



ASHTON PERFECT AERIAL SPREADERS
 Fit any Pole Any length Aerial.
 Trade 9/8 Pair
 8-10, Bull's Head Yard Manchester.



TRUVOX



See the full "TRUVOX" Range, which includes the "TRUVOX" Ideal Radio Gramophone, self-contained, S.G. three-valve pentode, on Stand 123, Radio Show, London; No. 87, Manchester; and No. 8, Dublin.

UNIVERSAL GRAMOPHONE & RADIO CO. LTD., Ryland Road, Kentish Town,
 'Phone: Hampslead 0226/7/8. N.W.5

WRITE IMMEDIATELY FOR FULL PARTICULARS OF THE

1930 LONG RANGE

Portadyne

SCREENED GRID FOUR

Sole Manufacturers: WHITTINGHAM, SMITH & CO. PORTADYNE WORKS, GORST ROAD, Tel.: Willesden 7541/2 N. ACTON, N.W.10

STAND No. 74 National Radio Exhibition



LISENIN

POSITIVE GRIP TERMINALS
 (Patented)
 Stocked by all Members of RADIO WHOLESALERS FEDERATION

Plug and Socket, new banana type .. each 4d.
 Slide End .. each 3d. Wander Plug .. each 2d.
 Chubby Wander Plug, each 2d. Pin End .. each 2d.
 All Mains Socket and Plug .. each 6d.

Standard Colours: Red, Green, and Black
 Descriptive leaflet free on receipt of p.c.

THE LISENIN WIRELESS CO., SLOUGH



SHOWING "OFF" POSITION.
PATENTS
PENDING.

DOES YOUR SWITCH SPINDLE TURN ROUND ?

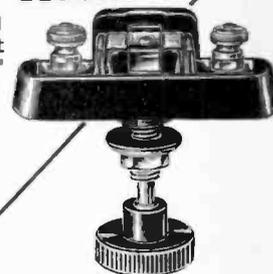
Ask your customers this question by exhibiting the display card of **THE LATEST "BUSCO" SWITCH**, which has no contact point to turn round and consequently cannot cause "crackling."
THEY ARE SELLING READILY AT

1/3 EACH

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

SAMPLE DOZEN (INCLUDING DISPLAY CARD) SENT POST FREE ON RECEIPT OF POSTAL ORDER VALUE **10/-**

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



SHOWING "ON" POSITION
(From cut away to show action.)

INDEX TO DISPLAYED ADVERTISEMENTS—Continued from Back Page.

	PAGE		PAGE		PAGE
McMichael, L., Ltd.	26	Radio Instruments, Ltd.	Back Cover	Trelleborg's Ebonite Works, Ltd. . .	101
Montague Radio Inventions & Development Co., Ltd.	1	Red Star Radio	72 & 73	Tungsram Electric Lamp Works (Gt. Britain), Ltd.	9
Morris, J. R.	13	Redfern's Rubber Works, Ltd.	102	Ultra Electric, Ltd.	23
Mullard Wireless Service Co., Ltd.	24, 54 & 55	Regent Radio Supply Co.	84 & 85	United Ebonite Mfrs., Ltd.	100
Murphy Radio, Ltd.	61	Richardsons	42	Universal Gramophone & Radio Co., Ltd.	106
National Accumulator Co., Ltd.	22	Rolls-Caydon Sales, Ltd.	91		
National Radio Exhibition	15	Rothermel Corporation, Ltd., The	31		
		Rowley, Thomas A., Ltd.	104		
Ormond Eng. Co., Ltd.	95	Saxon Radio Co.	44	Vandervell, C. A., & Co., Ltd.	21
		Sel-Ezi Wireless Supply Co., Ltd.	102	Varley (Oliver Pell Control, Ltd.)	76 & 77
Partridge, Wilson & Co.	46 & 108	Selectors, Ltd.	58 & 59	Volute Pliers Co.	50
Passinghams (Bradford), Ltd.	105	Six-Sixty Radio Co.	80 & 81		
Perfectavox, Ltd.	40	Spicers, Ltd.	101	Ward & Goldstone, Ltd.	42
Philips Radio	74 & 75	Standard Battery Co.	48	West Central Hotel	105
Port of London Cabinet Works	40	Steiner, I. & M., Ltd.	14	Westinghouse Brake & Saxby Signal Co., Ltd.	44
Portadyne	106	Sun Electrical Co., Ltd., The	97	Whiteley, Boneham & Co., Ltd.	68 & 69
Potter, E.	106	Tannoy Products	104	Whittingham, Smith, & Co.	106
Potter, H. B., & Co., Ltd.	102	Telegraph Condenser Co., Ltd., The	64	Wholesale Wireless Co., Ltd.	48
Pye Radio, Ltd.	60	Telsen Electric Co., Ltd.	78 & 79	Wilkins & Wright, Ltd.	65
Radio & Gramophone Trades Guardian Association, Ltd.	100	Tonex Co., The	98	Wingrove & Rogers, Ltd.	34
		Tormo, Ltd.	102	Zeitlin, V., & Sons, Ltd.	34

Special Facilities for Readers

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

Sign here

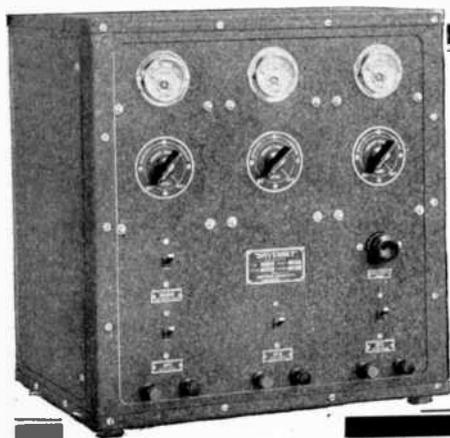
Address

W.T. 13/9/30

INDEX TO DISPLAYED ADVERTISEMENTS.

(Continued on Page 107.)

	PAGE		PAGE		PAGE
Abingdon Wireless Supplies	.. 105	Detex, Ltd.	.. 89	General Electric Co., Ltd.	11, 16, 30, & 37
Ashton, Harold, A.M.I.E.E.	.. 106	Dibben, Wm., & Sons, Ltd.	17, 18, 19, & 20	Goodson Gramophone Record Co., Ltd.	.. 36
Auto Electric Devices, Ltd.	.. 86	Dubilier Condenser Co. (1925), Ltd.	12 & 49	Graham Amplion, Ltd.	.. 2 & 3
Baker's "Selhurst" Radio..	.. 105	Dulcetto-Polyphon, Ltd.	Inside Front Cover	Graham Parish Mfg. Co.	.. 104
Beaver Electrical Supply Co.	.. 100	Eagle Engineering Co., Ltd.	.. 100	Gripso Co.	.. 106
Bel-Canto Radio, Ltd.	.. 96	Eastick, J. J., & Sons	.. 88	Grosvenor Battery Co., Ltd.	.. 29
British Blue Spot Co.	.. 27	Edison Bell, Ltd.	.. 43	Halcyon Wireless Co., Ltd., The	.. 28
British Ebonite Co., Ltd., The	.. 100	Edison Swan Electric Co., Ltd.	25 & 51	Harlie, Bros.	.. 38
British General Mfg. Co., Ltd.	.. 98	Edwards, Rowland, & Co., Ltd.	.. 100	Harris, Williams (Mfrs.), Ltd.	38 & 45
British Industries Fair	.. 96	Electric Lamp Service Co.	.. 4 & 5	Hart, Collins, Ltd.	.. 100
Brown, S. G., Ltd.	.. 32	Emkabe Radio Co., Ltd.	.. 99	Hillman, Bros., of Leeds	.. 52
Brownie Wireless Co. (Gt. Britain), Ltd.	.. 10	Epoch Radio Mfg. Co., Ltd.	.. 99	Hounslow, C., & Co.	.. 102
Burall, Bros.	.. 100	Erskine Silverbell Co.	.. 98	Hyatt, J., & Co.	.. 52
Burgoyne Wireless (1930), Ltd.	.. 98	Ever Ready Co. (Great Britain), Ltd.	62	Impex Electrical, Ltd.	.. 106
Burndept Wireless (1928), Ltd.	70 & 71	Exact Mfg. Co.	.. 106	Ioco Rubber & Waterproofing Co., Ltd.	.. 101
Busby & Co., Ltd.	.. 107	Exide Batteries	.. 8	Jackson, Bros.	Inside Back Cover
Carrington Mfg. Co., Ltd.	.. 50	Falk, Stadelmann & Co., Ltd.	.. 35	Junit Mfg. Co., Ltd.	.. 33
Celestion, Ltd.	.. Front Cover	Ferranti, Ltd.	.. 41	Kalisky, S. (Aldgate), Ltd.	.. 106
Clarith Reproducers..	.. 87	Fonteyn & Co., Ltd.	.. 52	Lamplugh, S. A., Ltd.	.. 56 & 57
Clarke, H., & Co. (Manchester), Ltd.	46	Francois, E. J.	.. 102	Lectro Linx, Ltd.	.. 36
Clarostat	.. 103	Fuller Accumulator Co. (1926), Ltd.	93	Lewarn, J. H., & Son	.. 106
Columbia Graphophone Co., Ltd.	.. 92	Gambrell Radio, Ltd.	.. 39	Lisenin Wireless Co., The	.. 106
Concerton Radio & Electrical Co., The	.. 106	Garnett, Whiteley & Co., Ltd.	66 & 67	Lissen, Ltd.	.. 6 & 7
Cossor, A. C., Ltd.	.. 63 & 94	<div style="border: 1px solid black; padding: 5px;"> <p>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.</p> </div>			
Davies, D. M. (Woodwork), Ltd.	.. 47				
Dayzite, Ltd.	.. 101				
Decca Gramophones..	.. 82 & 83				



SEE OUR NEW MODELS AT OLYMPIA ON STAND
No. 251

Davenset Charger Type H.T.3. Price 23 Gns. Max. D.C. output 150 volts 3 amps.

DAVENSET
COMMERCIAL ACCUMULATOR CHARGERS AND RECTIFIERS FOR A.C. MAINS ARE THE PRESENT DAY EQUIPMENTS

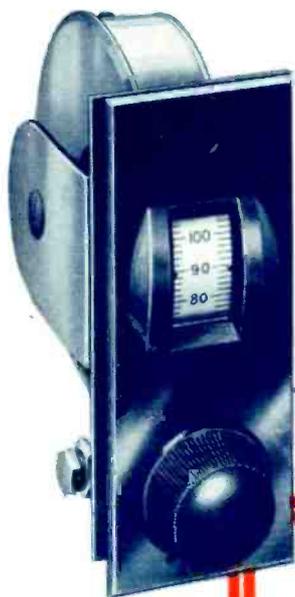
- BECAUSE THEY ARE
- 1. HIGHLY EFFICIENT.
 - 2. SIMPLE TO OPERATE.
 - 3. PERFECTLY SILENT.
 - 4. NON-RADIATING.
 - 5. REASONABLE IN PRICE.
- e.g. from **£8 : 8 : 0 net**

TECHNICAL BOOK ISSUED FREE.
A 64-page copy of the 4th Edition (reprinted Sept., 1930) of the booklet entitled "Commercial Accumulator Charging and the Efficiency of A.C. Rectifying Equipment," in which 10 models of Davenset Chargers are both described and illustrated, may be had on application to your usual wholesaler, or direct from the manufacturers FREE OF CHARGE. This offer applies to bona-fide traders only.

PARTRIDGE, WILSON & CO.
LOUGHBOROUGH ROAD, LEICESTER.



**OLYMPIA
STAND.
No. 63.**



**THE J.B. DRUM
DIAL**
*Exceptionally
smooth in action,
and free from slip
or backlash. Ver-
nier Ratio 16/1.
Bronze or Oxid-
ized Silver finish.*
Price 10/6

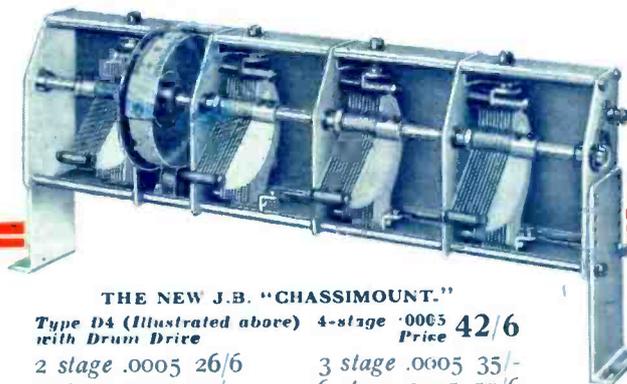
PRECISION INSTRUMENTS

It pays to stock J.B. Precision Instruments. Accurate in workmanship, and faultless in design and finish, they have won by sheer merit the highest place in the Industry.

This season will witness a big demand for the "Chassimount" in all its forms. It is the newest and most effective method of one-dial control. Another new Precision Instrument is the J.B. Differential Condenser. The capacity change is the same for both halves, and is constant throughout the range. See that you have a good supply of every J.B. line to meet the Autumn demand.



**THE NEW J.B. DIFFERENTIAL
REACTION CONDENSER.**
*Bakelitz dielectric between vanes.
Insulated centre spindle.*
.0001 4/- .00015 4/-
.0002 4/3 .00025 4/3
.0003 4/6



THE NEW J.B. "CHASSIMOUNT."
Type D4 (Illustrated above) 4-stage .0005 **Price 42/6**
with Drum Drive
2 stage .0005 26/6 3 stage .0005 35/-
5 stage .0005 50/- 6 stage .0005 57/6



PRECISION INSTRUMENTS



1930-31

A Great Programme



The Improved
MADRIGAL
All-Electric Transportable



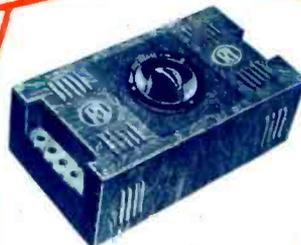
The
Hypermu



and **Hypermite**



The Amazing
HYPERCORE
L.F. Choke



A wonderful
New All-Insulated
H.T. UNIT
for A.C. and D.C.

Based on all the resources of modern manufacturing methods and up-to-date factory production, plus laboratory research practice of the highest scientific order, second to none in the radio industry, we have prepared an intensive sales and advertising campaign in which the successes of last season will be repeated and **NEW LINES** introduced that will create a public demand beyond all precedent.

Keep in touch with us and let us keep in touch with you. Our Sales Promotion Department is at your service.

WRITE for particulars NOW and STUDY THE NEW R.I. PROGRAMME.

Keep up with demand for



RADIO INSTRUMENTS LTD., 'MADRIGAL WORKS,' PURLEY WAY, CROYDON