

# The Broadcaster & WIRELESS RETAILER

*Incorporating The RADIO TRADE REVIEW*

LARGEST  
AUDITED  
NET SALE

MUSIC  
CLUB  
SALES

No. 339. Vol. XXVI. SATURDAY, APRIL 20

Circulated weekly to the Radio, Music, & Gramophone Industries at 10/6 per annum

# EKCO

**MODEL AD 36**

***A COMPLETE SELLING***

***STORY IN ITSELF...***



**GNS.**

# McMICHAEL'S

## latest triumph

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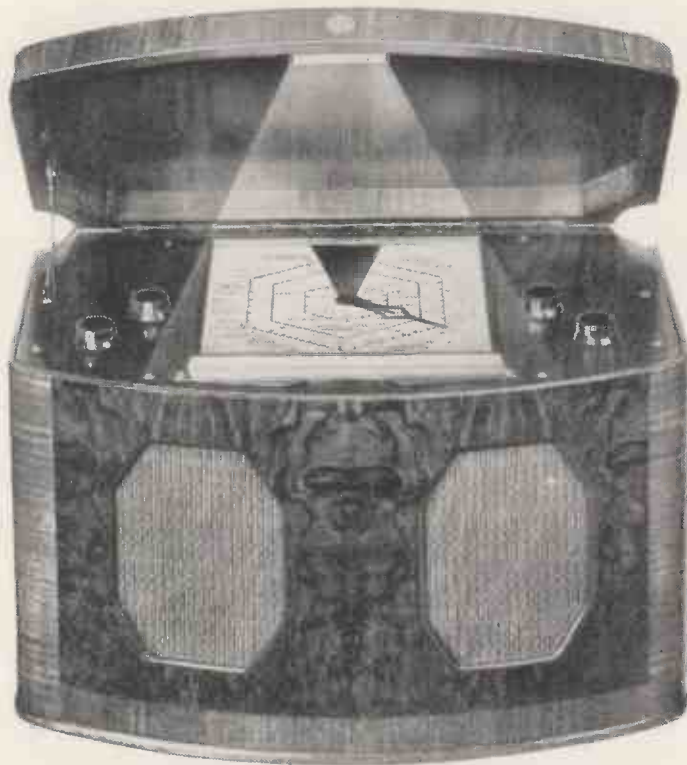
### MODEL 135

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## TWIN SPEAKER SUPERHET

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*Constructed to satisfy the public demand for simplified Radio.*



**PRICE £15 · 15 · 0 (A.C. ONLY)**  
 Figured Walnut Stand to match—2 guineas

Large space advertising in the National and Provincial press on this new receiver has been reserved for the very near future and this will bring you many enquiries. Convert them into profitable customers by demonstrating the outstanding features, especially the extra large, easily read station-name dial, which makes tuning easier than ever before.

● *Other profitable points are :-*

Seven Tuned Circuits.  
 Band Pass Tuning.  
 Single knob control.  
 Variable Tone control.  
 Large reserve of Volume: Output 2.5 watts.

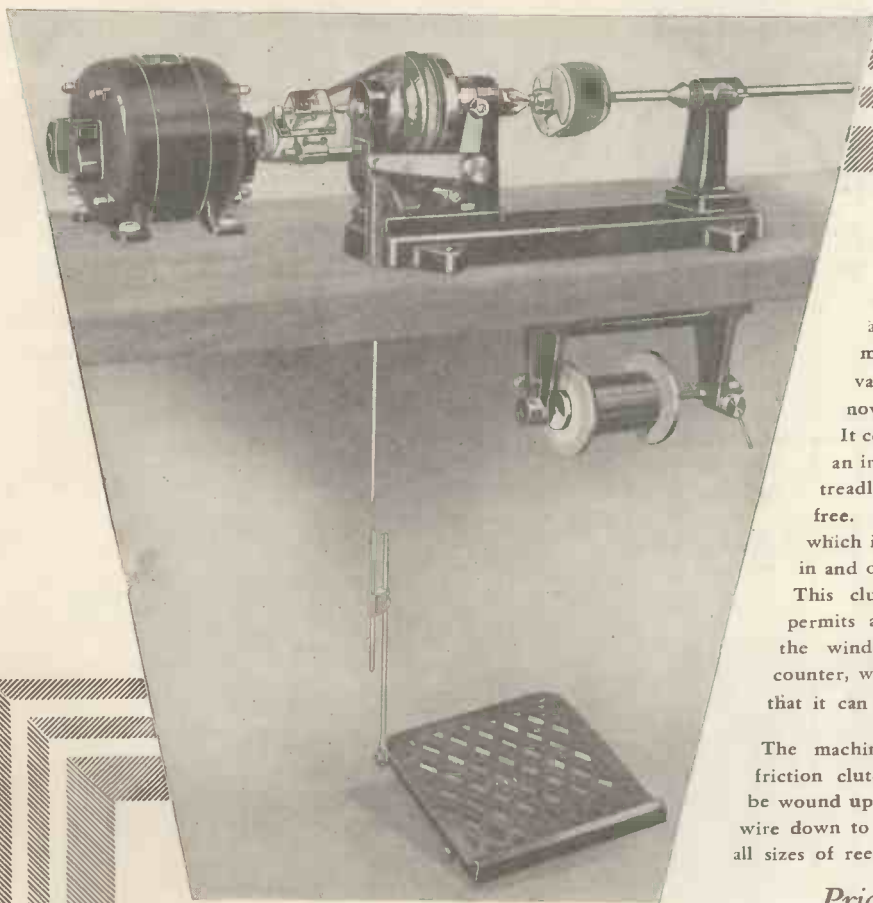
Sockets for additional loudspeaker and switch for disconnecting internal speakers.  
 Image Suppression Circuits.  
 Automatic Volume Control: latest type.  
 Two balanced Duo-Dynamic Speakers giving stereophonic reproduction of sound.

Orders for this instrument must be placed direct to **McMICHAEL RADIO LTD., SLOUGH, BUCKS.**

# Fulfilling a long-felt want

## An inexpensive new DOUGLAS Automatic COIL WINDER

For winding a very large range of Coils



This new machine has been designed for manufacturers and repair services requiring a robust and efficient coil winder at a moderate price, and suitable for a wide variety of purposes. It embodies the renowned reliability of all "Douglas" Machines. It comprises a head and tail-stock mounted on an iron base, an iron supply reel-carrier, and a treadle control which leaves the operator's hands free. The spindle is fitted with a loose pulley, which is constantly driven by the motor, and put in and out of action by means of a friction clutch. This clutch, operated by the treadle control, permits a very gradual starting and stopping of the winding spindle. A four-figure revolution counter, which can be set back to zero, is so placed that it can be easily read.

The machine is ball-bearing throughout and the friction clutch has a ball-bearing thrust. Coils can be wound up to 6" in length and 8" in diameter, with wire down to 18 s.w.g. The supply reel-holder takes all sizes of reels up to 4 $\frac{3}{4}$ " wide and 4 $\frac{3}{4}$ " in diameter.

Price **£12** (WITHOUT MOTOR)

# DOUGLAS

POWER DRIVEN  
**Model H.F.** (HAND FEED)

OTHER HAND & POWER OPERATED COIL WINDERS FOR EVERY NEED. SEND FOR CATALOGUE.

THE AUTOMATIC COIL WINDER & ELECTRICAL EQUIPMENT CO., LTD.  
Winder House • Douglas Street • London • S.W.1. Telephone: Victoria 3404/7.

WHEN REPLYING TO ADVERTISEMENTS PLEASE MENTION "THE BROADCASTER."

A



# DAVENSET

## ● STILL THE FINEST RANGE OF CHARGING EQUIPMENT

### Davenset Garage Charger

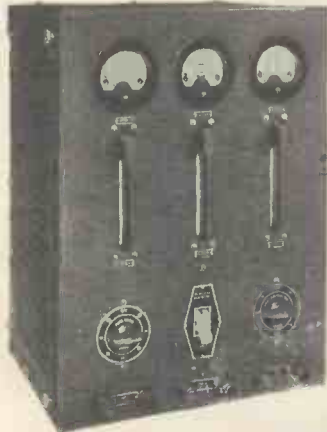
Designed for charging simultaneously L.T. and H.T. accumulators at variable rates. The maximum D.C. output is 25 volts 6 amps, and the full load mains consumption is 200 watts.

Complete with instruction chart and twelve months' guarantee. **9 Gns.** Nett Trade



### M.G.C. Charger Type 3.

The M.G.C. range of Battery Chargers provides positive overload protection and require no supervision. They are as simple and efficient as Battery Chargers can be. Tapping switches enable output voltages to be varied—a full load or a few cells can be charged **14 Gns.** at varying rates. Nett Trade



### M.G.C. Charger Type 4.

The M.G.C. range provides enormous strength with utmost simplicity. Types 2 and 3 are specially designed for the Motor Trade, and Wireless **25 Gns.** types 4 and 5 for the Trade. Nett Trade

● Write for 74-page book on Battery Charging.



## PARTRIDGE, WILSON & CO., LTD., LEICESTER

Dept. No. 23

London Showrooms: 167, Shaftesbury Ave., W.C.2  
Scottish Branch: 21, Douglas Street, Glasgow, C.2

By Direction of Messrs.

**TELSEN SALES CO., LTD.**  
who have sold the factory and are moving to Manchester.

On Monday, APRIL 29th

AND THE THREE FOLLOWING DAYS

at Eleven o'clock sharp, on each day at

**TELSEN WORKS**  
**THOMAS ST., ASTON**

Leonard A. Ouston & Moore are instructed to sell a Capital, Nearly-new

### RADIO MANUFACTURING PLANT FITTINGS, FIXTURES

#### AND STOCK-IN-TRADE, INCLUDING:—

A "Pallas" Universal Milling Machine, with dividing heads.  
A "Pallas" Vertical Milling Machine.  
A Plain Milling Machine.  
A 6½ in. Centre Charles Taylor Spinning Lathe.  
Two Horizontal Compressors and Blowers.  
Thirty Paper Foil Winding Machines for hand or power.  
A self-contained Gas Heated Steam Boiler and fittings.  
A 30 gallon Water Distilling Plant.  
Eighty Kandula High Speed Universal Coil Winding Machines.  
A quantity of Slot and Layer Coil Winding Machines.  
A "Samsonwerks" Surface Grinder.  
Two Machine Tool Grinders.  
Two 30 in. Guillotines by Kendrick.  
An 80 ton Hydraulic Press.  
200 New Fly Presses, sizes No. 2, No. 3 and No. 4.  
Bench and Pillar Drilling Machines.  
1½ miles of new Press Benching on Cast Iron Legs, in convenient lengths.  
Several Thousand Feet of New Shafting and Pulleys, with Hoffman Ball Bearing Hangers.  
Several pairs of nearly new Avery Computing Scales, 100-l.  
Several pairs of new Platform Weighing Machines.  
250 Singer Revolving Stools.  
A valuable Electrical Switchboard and Distributing Centre.  
Valuable Laboratory and Electrical Testing Instruments by Ferranti, Elliott, Cambridge, etc.  
A valuable Gang Condenser Bridge by E. K. Cole

#### Also OFFICE FURNITURE, including:—

Oak Knee-hole and other Desks.  
New Time Recording Clocks.  
Two expensive Elliott-Fisher Invoicing Machines.  
Several hundred Bentwood and other Office Chairs.  
Complete Canteen Equipment, including Washing Machine, Gas Ovens, Electro Plate Ware, China, Forms, Collapsible Tables, Cutlery, etc.

#### THE STOCK-IN-TRADE AMOUNTING AT COST PRICES TO ABOUT £20,000, COMPRISING:—

Radio-Gramophones, Bandpass A.C. Receivers.  
Large varied stock of Wireless Components.  
2,000 Moving Coil Loudspeakers.  
Valves from Research and Test Departments.  
A quantity of Battery and A.C. Superheterodyne Receivers.  
Large stock of "Erie" and "N.S.F." Resistors.  
Half a Million named Wander Plugs.  
Two Bitumen Filling Containers, electrically heated.  
500 Steel Clamps.  
A quantity of Impregnating Trays, and various Wooden Work Trays.  
Fire Station Boxes, Hoses, Buckets, and Extinguishers.  
Letter Presses by Waller of London.  
Gas Heated Galvanised Scouring Troughs.  
Complete Mercury Filter Plant.  
Vacuum Pumps.  
A large quantity of Eureka Metal Strip.  
Gas Drying Ovens.  
Dipping Plant.  
Slingsby Box Trucks.  
A quantity of Portable Work Trolleys, stock of Moncrieff Soda Glass Tubing, Conduit and Gas Piping, New Leather Belting, Vices, etc., etc.  
3 Ford 30 cwt. Vans.

Catalogues, in due course, may be obtained from the Auctioneers' Offices, 1 & 2, Waterloo St., Birmingham.

Telephones: Mid. 4671-2.

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# £1,110 for DEALERS' JUBILEE WINDOWS!

R.M.A. offer £555

Eastick offer £555

The R.M.A. offer £555 in prizes to dealers for Jubilee Window Displays. J. J. Eastick & Sons, in celebration of their own 25 years of business, are prepared to double these prizes, making a total of £1,110 to be won. The only conditions to gain this extra prize-money are that successful competitors should have either:

(1) Purchased from Messrs. J. J. Eastick & Sons up to £25 worth of radio goods in the 12 months immediately preceding the announcement of the competition, March 30th last.

or

(2) Purchased goods from them during any 5 of Eastick's 25 years of existence.

The decision of the R.M.A. must be accepted as final. Please notify us if you have entered the R.M.A. Competition.

**J. J. EASTICK & SONS**  
118, Bunhill Row, London, E.C.1  
*(Met. 0314, 6 lines)*

# PLAY FOR SAFETY—

*NOW—and for all time*

A bit early to consider "next season's" programme perhaps, but it's worth while starting right—worth while to make sure the components you are going to use are **DEPENDABLE** now—and for all time. You can't let after-sales servicing bite into your profits with prices as they are . . . then play safe **NOW**, insist on your fixed condensers being **DEPENDABLE**—be sure they are made by specialists—that they have a backing—that they are known to live up to reputation—be sure they are **T.C.C.**

## T.C.C.

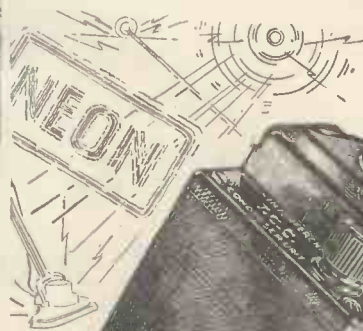
ALL-BRITISH  
CONDENSERS



The Telegraph Condenser Co., Ltd.,  
Wales Farm Rd., N. Acton, London, W.3

—Here's more  
**JUBILEE BUSINESS**

Jubilee programmes will mean more listening, but Jubilee festivities mean illuminations, neon signs — **INTERFERENCE**. Your customers will appreciate the means to cut it out—they will want to hear the celebrations free of interference. Tell them how simple it can be done —how they can *always* listen on a background of silence with the T.C.C.



### ANTI-INTERFERENCE UNIT

RETAIL  
PRICE  
**10/6**

Complete with  
instructions.





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BIRMINGHAM  
NOTTINGHAM  
MANCHESTER

The NATIONAL  
Radio Distributors

Telegrams: All Branches  
'Peeanef'

**Priestly & Ford**

Proprietor: JOHN PRIESTLY

**IN STOCK?  
OF COURSE IT IS!**

WHEN REPLYING TO ADVERTISEMENTS PLEASE MENTION "THE BROADCASTER."

# It's the *Silver* jubilee—it's your *Golden* opportunity



No larger than an ordinary portable gramophone, this instrument incorporates a Philips all-electric amplifier, and reproduces gramophone records at unusual volume through either one or two moving coil speakers. Output: approx. 5 watts undistorted. Electric turntable, pick-up, automatic brake and scratch filter. Magnetic needle chuck which permits the needle to move freely in the record groove. For A.C. Mains. Price complete with separate moving coil speaker 26 Gns. *Deferred terms on application.*

MAKE REAL MONEY BY SELLING PHILIVOX TO HOTELS, RESTAURANTS & BOARDING HOUSES.

Philips Electric Power Gramophone is the ideal instrument for impromptu dances. It is small in size and finished with exquisite care and it gives unsurpassed reproduction at sufficient volume for large halls. Send us the coupon for full details of this and other models.

## PHILIPS PHILIVOX ELECTRIC POWER GRAMOPHONE

### COUPON

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

Please send me full particulars and terms for the Philivox Electric Power Gramophone.

NAME.....

ADDRESS.....



**IMPORTANT**  
Your trade card  
or letter heading  
**MUST** be attached,  
please.

# One Letter instead of SIX . . .

**YOU** have probably made a mental note already to get further details of quite half a dozen products advertised in "The Broadcaster." But that means half a dozen letters and a good deal of time in writing them.

Much the simpler way is to accept the Free

WHEN REPLYING TO ADVERTISEMENTS

"The Broadcaster" April 20

## POSTAGE SAVING COUPON

Please send further details of the following advertisements.

ADVERTISERS NAME AND ARTICLES ADVERTISED.	PAGE NO.

Name.....

Address.....

No enquiries will be dealt with unless accompanied by TRADE CARD or TRADE LETTER HEADING.

Service offered by "The Broadcaster." It costs you nothing.

Just send the completed coupon to the Advertisement Manager, "The Broadcaster," 29, Bedford Street, W.C.2.

The information will be sent along to you.

PLEASE MENTION "THE BROADCASTER."



# SIEMENS

## FULL O'POWER

### RADIO BATTERIES

## NEW REDUCED PRICES

#### CADET RANGE

H.60	60 Volts	<b>3'9</b>
H.99	99 Volts	<b>6'3</b>
H.108	108 Volts	<b>6'9</b>
H.120	120 Volts	<b>7'6</b>

#### STANDARD RANGE

H.1	60 Volts	<b>5'6</b>
H.2	108 Volts	<b>9'6</b>
H.3	120 Volts	<b>10'6</b>
V.1	} 60 Volts	<b>5'6</b>
V.1B		
V.2	100 Volts	<b>9'-</b>

#### GRID BIAS

CG.1	4½ Volts	<b>7d.</b>	
CG.2	9 Volts	<b>10d.</b>	C.2
CG.3	16½ Volts	<b>1'6</b>	C.3
			9 Volts
			16½ Volts
			<b>1'3</b>
			<b>2'-</b>

● **AN EXPLANATORY ANNOUNCEMENT HAS BEEN MAILED TO THE TRADE——**

**If you have not received your copy please communicate with our nearest Branch or direct to . . . . .**

**SIEMENS ELECTRIC LAMPS AND SUPPLIES LIMITED**  
**38-39, Upper Thames Street, London, E.C.4**

*Branches:* BELFAST, BIRMINGHAM, BRISTOL, CARDIFF, DUBLIN, GLASGOW, LEEDS, LIVERPOOL, MANCHESTER, NEWCASTLE, NOTTINGHAM, SHEFFIELD, SOUTHAMPTON  
**WHEN REPLYING TO ADVERTISEMENTS PLEASE MENTION "THE BROADCASTER."**



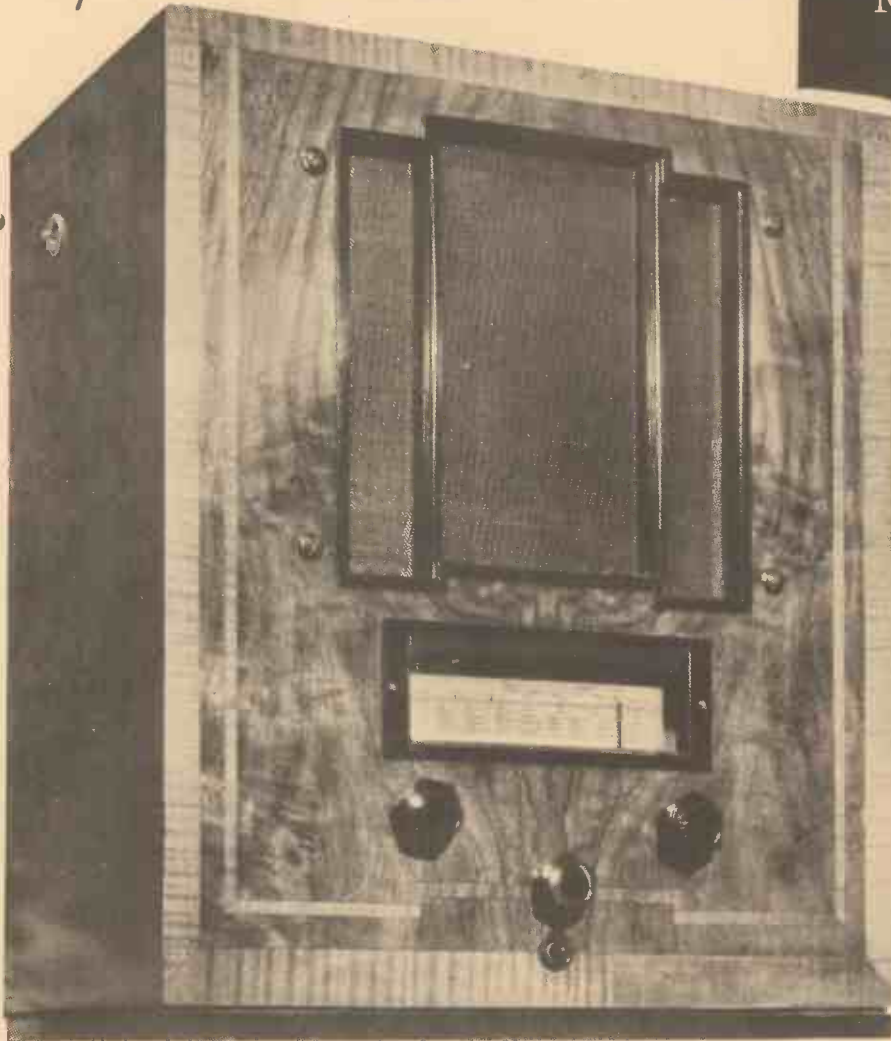
A "HIS MASTER'S VOICE" SUPERHET

# FOR ALL MAINS AND ALL POCKETS

DC/AC UNIVERSAL RECEIVER

MODEL 340

11½  
GUINEAS



AT 11½ GUINEAS this "His Master's Voice" Superhet Four enables you to offer what experts will consider unquestionably the finest value radio manufacture has yet made possible. Designed for both DC and AC mains, and embodying all those characteristics for which the name 'His Master's Voice' is famous, the appeal of this set is practically universal. If you have not already done so, we advise you to make sure of your supplies immediately.

*Order  
Now!*

# 'HIS MASTER'S VOICE'

THE GRAMOPHONE COMPANY LTD., 98-108, CLERKENWELL ROAD, LONDON, E.C.1.

**BURGOYNE**  
 INEXPENSIVE RADIO OF QUALITY  
 (EALING 2091)  
**MAINS AND BATTERY RECEIVERS**  
 Send for Lists and Particulars of H.P. Terms.  
 BURGOYNE WIRELESS (1930) LTD  
 GREAT WEST ROAD, BRENTFORD

# The Broadcaster

& WIRELESS RETAILER

**BURGOYNE**  
 INEXPENSIVE RADIO OF QUALITY  
 (EALING 2091)  
**MAINS AND BATTERY RECEIVERS**  
 Send for Lists and Particulars of H.P. Terms.  
 BURGOYNE WIRELESS (1930) LTD  
 GREAT WEST ROAD, BRENTFORD

No. 339. Vol. XXVI.

SATURDAY, APRIL 20

## HIGH TENSION BATTERIES

### 120 Volts for 10s. 6d., Discount 25 Per Cent.

### NEW MOVES BY MAKERS

#### Siemens Reductions

"BROADCASTER" understands that battery manufacturers will announce during the next few days new batteries of the higher capacity type at the price of 10s. 6d. for 120 volts, the discount to be 25 per cent. Siemens Electric Lamps and Supplies have reduced prices and discounts of the "Cadet" range, and of the Standard range of batteries. The discount on the "Cadet" range is now 25 per cent., and the following prices have been fixed:—60 volts, 3s. 9d.; 99 volts, 6s. 3d.; 108 volts, 6s. 9d.; and 120 volts 7s. 6d. The Standard range is to be 60 volts, 5s. 6d.; 100 volts, 9s.; 108 volts, 9s. 6d.; and 120 volts, 10s. 6d., with a 25 per cent. discount. It is believed that an entirely new range of Drydex batteries is to be released during the first week in May, and that while the 120 volt type will be priced at 10s. 6d., the capacity will be 33 1/3 per cent. in excess of the old 11s. battery. It is also understood that the Ever Ready group may release high capacity batteries on similar lines priced 10s. 6d. for 120 volts. Vidor state that no change will be made.

#### Ever Ready Trust Report

The full report of the Ever Ready Trust Co., Ltd. shows a net revenue, after meeting expenses, of £25,100, against £28,766 for the preceding fifteen months to March 31, 1934. The dividends already announced are 7 per cent. on the ordinary and deferred shares for the year, leaving £1,502 to be carried forward. The gross income for the year amounted to 9.4 per cent. on the company's capital. It is proposed to convert the ordinary shares into stock to reduce the amount of clerical work in the share department, which will not affect the rights of shareholders.

#### 57,000 NEW LISTENERS

During March, 57,328 new listeners were registered by the Post Office. This substantial increase for the month brings the total number of licences in force up to 7,011,616, which actually represents an increase of 751,963 since March, 1934. The issues of licences for March this year included 520,133 renewals.



Mr. Elliff, a Leeds dealer, puts his portrait in Press ads. This is how a customer used it to address a letter. Posted in the afternoon, it reached Mr. Elliff the same day.

### Golf Society for the Midlands?

Mr. Eric Constable, of the Information Department of the B.B.C., addressed the Midland Radio Luncheon Club on April 17 on "The Midlands Through the Microphone." Mr. Gordon Baynton presided. Mr. Constable said that he has been thirty years in journalism and only three in broadcasting, and there were few things of more value than a penny newspaper and a 10s. wireless licence. The B.B.C. knew what the public thought it wanted and gave it a little bit better. We still had something to learn from America as we had not yet achieved its slickness, but we did not want sponsored programmes. Members of the club are making plans for the formation of a golf society. The general meeting of the radio club on the completion of its first year will be held on Wednesday, May 15

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### JUBILEE DAY PROGRAMME

#### SPECIAL BROADCASTS FOR MAY 6

Arrangements for the special Jubilee programme to be broadcast by the B.B.C. on May 6 are now available. This will precede the King's message to the Empire at 8 p.m., and will fall into three main parts. These are "Twenty-Five Years," "The Empire's Tribute," and then a message from the Prime Minister on behalf of the United Kingdom. "Twenty-Five Years" begins the programme at 6.30 p.m. This section, compiled by Dr. Harold Temperley, and produced by Laurence Gilliam, is described as a radio-dramatic survey of the leading features of the Jubilee period. The second section starts at 7.40 p.m. This, "The Empire's Tribute," is to consist of loyal messages of greeting to the King, relayed from the Empire overseas.

#### P.A. in London

More than £10,000 worth of P.A. apparatus is to be used by Film Industries, Ltd., on Jubilee day in London. This company has secured the contract from the City of London Corporation to erect a P.A. network embracing Fleet Street, Ludgate Hill, St. Paul's Churchyard, Cannon Street, Queen Victoria Street, and the Victoria Embankment. Receivers are to be installed at various distributing points, and the waiting public at any point will be able to hear the B.B.C. commentary on the procession, see it pass where they are standing, and afterwards hear the St. Paul's Cathedral service and the return of the procession. From 9 a.m. the waiting crowds are to be entertained by a special B.B.C. programme, while microphones are being installed at key points for use as police control and for the relaying of S.O.S. messages. In addition, Film Industries, Ltd., will be responsible for a similar installation along the south side of the Mall and Constitution Hill for the Office of Works.

#### JUBILEE RADIO IN SCHOOLS

No listening licence fee is to be charged by the P.M.G. for receivers installed temporarily in schools or other public buildings for the reception of the special Jubilee programme, which includes the King's message.



## SPECIAL FARES FOR DEALERS

### RAILWAY COMPANIES APPROACHED

Representations have been made by a Trade organisation to the Railway Clearing House to bring retailers and members of their staffs into line with commercial travellers in respect to fare concessions. It was pointed out that, while a commercial traveller could travel at ordinary single fare for the double journey, a retailer whose business entailed visiting a buying centre had to pay the full fare.

Proof that the retailer was definitely travelling on business could be provided by, say, the wholesaler or manufacturer endorsing a concession voucher when the ticket was issued. The railway authorities replied they were prepared to receive applications, each of which, however, "would be considered on its own merits."

A retailer has been refused the concession on the grounds that his average expenditure with the railway company on whose lines he proposed to travel was less than £300 a year.

### FOR YOUR SERVICE ENGINEER

#### PHILCO VADE-MECUM

All the service bulletins on Philco sets ever sold in this country, complete technical information on car radio, advice on "re-balancing," characteristics of Philco valves, and full service information are contained in a volume published this week by Philco for the use of their dealers. A loose-leaf binder in leatherette provides for keeping the volume up to date as new technical information is issued.

"Service Bulletin No. 21" is the name given to a new Philco data sheet which gives full details of Philco valves, including diagrams of connections, and dimensions. Valves are listed under filament voltage headings, while the list includes ballast valves and pilot lamps.

Advice on the elimination of excessive hum, the use of a specially designed crystal-controlled oscillator for balancing short-wave receivers, is given in the latest issue of the *Philco Serviceman*.

#### Lissen

A service sheet dealing with their model 8093 A.C. mains four-valve receiver is now available from the service department of Lissen, Ltd., of Worples Road, Isleworth, or from the firm's area supervisors and service engineers.

Sheets dealing with other models are to be issued from time to time.

#### Everett Edgumbe

"Modern Service Methods" is a new edition of the Radiolab tester instruction booklet which has grown out of the original pamphlet issued some 18 months ago. Copies are available from Everett Edgumbe and Co., Ltd., at 7½d., post free.

#### Ediswan Valve Data

Six sheets dealing fully with Mazda products have been prepared by the Edison Swan Electric Co., Ltd., of 115, Charing Cross Road, London, W.C.2, for inclusion in the firm's loose-leaf valve binder. Copies of the sheets are available on request. The new sheets deal with the AC/HLDD, AC/VP1, AC/TP, EHT15, MU1 and MU2, and the AH and BH cathode-ray tubes.

Burdent, Ltd., have issued service notes on the 203 and 211 A.C./D.C. models.



*Ferranti, Ltd., are to move to a new factory, so that it was appropriate that "Fresh Fields," by Ivor Novello, was given recently in the Works Theatre. Here are some of the Ferranti Amateur Dramatic Society in a big scene from the play.*

## News from Everywhere

In a mailing shot, C. E. Garratt and Co., of 128, Hawthorne Road, Kingstanding, Birmingham, is offering to fit a Droitwich filter for 5s.

Gothic Electrical Supplies, Ltd., of Severn Street, Birmingham, have been appointed distributors of Alba-Crosley refrigerators in Birmingham and district.

Radio-Grant, of 207, Lavender Hill, Clapham Junction, London, S.W., recently gave a demonstration at the Battersea Town Hall of the H.M.V. high-fidelity radiogram.

Bucks Music Stores, of High Street, Slough, have organised an "Old Radio Contest," with a prize of a speaker or pick-up to the person who has the oldest receiver in the district.

Great improvement has been made at the Redcliffe Hill branch of Bristol Wireless, Ltd., where the old double shop-front has been replaced by an up-to-date frontage in black and stainless steel.

#### o You Know ?

### Licence for a Relay

*A Clacton dealer who thinks of starting a relay is asking about the G.P.O. Relay Licence.*

ALL relays have to be licensed by the P.M.G. This licence costs £1 a year, and imposes upon the licensee certain obligations. Subscribers to relay services must hold an ordinary P.O. receiving licence. The relay firm must disconnect any subscriber who ceases to hold a listening licence.

In addition, the G.P.O. has to be advised monthly of new subscribers' names and addresses, and of the expiry dates of their listening licences.

The names and addresses of people who have ceased to be subscribers and the date when they ceased to be subscribers have also to be returned monthly.

A "log" of programmes relayed has to be kept, and there are certain other programme regulations.

Further information on the subject of relays is given in THE BROADCASTER ANNUAL for 1935 price 5s. (2s. 6d. to BROADCASTER subscribers), and obtainable, post free, from 29, Bedford Street, Strand, London, W.C.2.

## JUBILEE SALES AIDS

From Marconiphone Sales Development comes an attractive Jubilee sales aid in the form of shield and flags. The shield measures 16 in. square, and is arranged to take five flags, each made of one yard of wool bunting. Flags are mounted on masts with gold finials.

The price, delivered, is 16s. 6d. for the shield and flags, and delivery will be made seven days from receipt of order. Applications should be made direct to Marconiphone, Radio House, Tottenham Court Road, London, W.1.

Simplicity is the keynote of a new range of sales aids produced by H.M.V. in connection with the new Model 340 D.C./A.C. receiver. With the exception of a leaflet giving circuit details, these aids are all in simple non-technical language. A poster, a streamer and a showcard are included.

A circular window sticker advertising the price reductions of the Lissen H.T. batteries is available from Lissen, Ltd., of Worples Road, Isleworth, Middlesex. Printed in red, black and blue, the sticker measures 12 inches across.

Orr Radio, Ltd.—Two-colour leaflet on the A.C./45 set gives performance and fidelity curves.

Pifco, Ltd.—Spring catalogue contains details of radio testing apparatus.

### New Premises

C. and H. Bloom have opened premises at 35, Caroline Street, Bridgend.

Plans have been approved for extensions to the 32, Sheffield Road, Barnsley, branch of H. Wigfall and Sons, Ltd.

Trading as Wild's Radio Stores, J. and H. Wild have opened new premises at 32, Victoria Road, Fenton, Stoke-on-Trent.

Silvester Bros., Ltd., have removed from 133 to 109 and 111, High Street, Fenton, Stoke-on-Trent.

Mr. J. Risley has opened a shop in High Street, Pitts Hill, near Tunstall, Staffs.

Mr. W. Cartlidge has taken over an additional branch at 177, High Street, Fenton, Staffs.

Trading as the "Comet" Radio Service, Mr. D. W. Finney and Mr. R. L. Greaves have opened at 5a, Eastgate Street, Stafford.

# REORGANISATION OF CELESTION MARKETING

## Alterations Made to Personnel and Factory

Considerable reorganisation has been carried out by Celestion, Ltd., and the firm is planning big business for the coming season.

New plant and equipment has been installed at the works at Kingston to increase and speed up production, while the laboratory and its equipment has been considerably enlarged and improved.

Changes have also taken place in the personnel arrangements of the company. By mutual agreement between the members of the board, Mr. Cyril French, the managing director, has resigned, and Mr. R. B. Page fills the vacancy thus created.

Following this, Celestion, Ltd., has granted Mr. Cyril French the sole selling rights in Celestion speakers to the wholesale and retail Trade in Great Britain and Northern Ireland.

On the other hand, Celestion, Ltd., retains all set makers business.

## Starts in May

This new sales arrangement comes into force on May 1, after which all inquiries for retail supplies and for service coming through retail channels must be sent direct to Mr. C. French, at 29, High Street, Hampton Wick, Kingston - on - Thames (telephone: Kingston 2240). It was from this address, by the way, that Mr. French started the Celestion speaker business.

All other inquiries are to go direct to Celestion, Ltd., at the present address, London Road, Kingston-on-Thames.

Mr. C. French is to be assisted by Mr. Scott, who is well known to the Trade through his connection with Celestion as manager of the firm's Victoria Street, London, showrooms. He joins Mr. French as chief salesman, while later this year Celestion is to give up the Victoria Street showrooms.

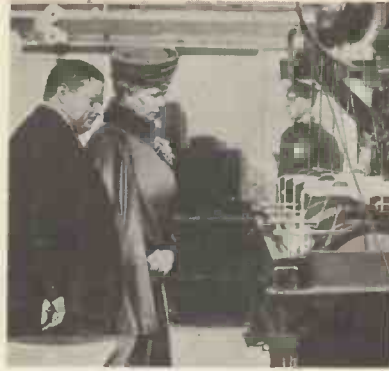
Mr. F. J. Tyrrell, who for a large number of years has been responsible for the design of Celestion speakers, has renewed his contract with the firm and will continue as chief engineer to the company. Mr. E. G. Warren also remains as works manager.

## GRAMOPHONE NEEDLE MARKING ORDER INQUIRY

An inquiry into an application that imported metal gramophone needles among a number of similar articles, should be marked, was heard on Monday and Tuesday by the Board of Trade Standing Committee.

The applicants considered all the articles should bear an indication of origin conspicuously applied to the outside and front of every wrapper or container, and where the goods were not in a container, on a label securely attached to each article. In addition, if any of the articles had any inscription whatever denoting size, description, trade mark or maker's name, such article should also bear an indication of country of origin not less conspicuous. If goods were to be marked only on sale after importation, great additional expense in marking would be incurred, and dealers might not know the country of origin.

The committee is to report its findings to the Board of Trade.



*As Royal Warrant Holders to Their Majesties The King and Queen and H.R.H. The Prince of Wales, H.M.V. have often had the honour of visits by Royalty to their Hayes factories. Here Her Majesty is seen displaying close interest in a factory process.*

## SIX NEW CHALLENGE TROPHIES FOR R.I.G.S.

Fourteen new members of the society elected on Tuesday brings the R.I.G.S. total to the record figure of 157.

Six additional challenge trophies have been presented to the society.

Four of them will be for the July 25 meeting at Berkshire Golf Club, and are to be presented by Messrs. C. O. Stanley, F. H. McCrea, F. H. Robinson, and Colonel G. D. Ozanne, M.C.

On August 20, when the finals of the Marconiphone Cup will be held at the R.A.C. Club, challenge trophies will be presented by Messrs. J. G. G. Noble and S. Grey.

Arrangements for the Marconiphone Cup competition have been completely revised.

One preliminary round only must be played during the month of June.

## Open to All

Again the competition is open to all members of the industry.

Full details, together with an entry form, will be circulated shortly. On receipt of the entries the R.I.G.S. committee will decide upon a number of "areas" in accordance with the number of entrants and their geographical disposition.

A day will be arranged in each area best suited to the requirements of the majority of entrants in that area, and a 36-hole medal round must be played on that day under supervision of an official appointed by R.I.G.S. committee.

The number to be invited to participate in the finals on August 20 will be decided by the committee after all scores have been returned from the preliminary area competitions.

R.I.G.S. members will play off lowest society handicap.

Non-R.I.G.S. entrants off handicaps certified by the secretaries of their clubs, and unattached members will be awarded handicaps by the committee.

This year's Paris Wireless Salon is to be bigger than ever, and is to be held from September 5 to 15, instead of in June as in previous years. All sections of the Industry will be represented, and the exhibition space includes the new halls in the Grand Palais.

# Service Engineers' Qualifications

## Watford's Suggestions for N.R.E.A.

A discussion on "What Should a Radio Engineer Know?" was the principal business at the meeting of the St. Albans and Watford branch of the N.R.E.A., held at the Red Lion, Vicarage Road, Watford, on Tuesday evening.

Mr. J. de Gruchy, national secretary and organiser, was assisted by the local organiser, Mr. P. Goodchild.

Mr. de Gruchy sought the opinion of the members on tests that would establish N.R.E.A. members as radio engineers in the widest sense so that they could go without fear into the manufacturer's workshop or the retailer's service department. He pointed out that if overcrowding of the Trade and inefficiency were to be kept down, the standard must be fairly high. The N.R.E.A. did not seek to put every manufacturer's defects right, but to supply them with men who really knew the principles of radio and to supply retailers with engineers who knew the faults of receivers, how to trace them and how to remedy them.

The meeting decided on the technical standard to be expected of members and arranged for meetings to be held fortnightly. The next meeting will be held on Monday, April 29, at the Red Lion, Vicarage Road, Watford.

Mr. de Gruchy urged each member to bring along another engineer to the meeting.

A member raised the question of television tests, but Mr. de Gruchy said that matter would have to arise at a later period.

Appreciative reference was made to THE BROADCASTER series of articles on "Television for Dealers."

## Nottingham

A meeting called by the National Radio Engineers' Association was held in Nottingham on Thursday, April 4, to establish a local branch.

Mr. E. Linwood presided, and among those present were Mr. de Gruchy (national secretary), Mr. W. Ridgeway (organiser at Leicester), Messrs. Henderson, Priestley and L. Hall (the hon. secretary of the Nottingham branch of the W.R.A.).

Mr. de Gruchy explained the objects of the organisation, and explained that it must not be mistaken for a trade union. A discussion ensued in which Mr. Hall said he hoped to obtain the support of his Association.

Mr. Linwood was appointed hon. secretary, and it was arranged that a further meeting should be held in the near future in the Albert Hall Institute.

## Tyneside

A meeting of the National Radio Engineers' Association has been arranged for Wednesday next, April 24, at 8.15 p.m., at the Crown Hotel, Clayton Street West, Newcastle-on-Tyne, when Mr. J. Wilson will be in the chair.

The secretary, Mr. J. de Gruchy, will explain the aims and objects of the association, and the meeting will be open to all engaged in the Industry.

## EKCO MANCHESTER EXTENSION

It has been decided to extend the scope of the Ekco Manchester Service Depot by adding the Isle of Man, Anglesey and the Welsh counties of Merioneth and Montgomery to the service area, details of which were given in THE BROADCASTER last week.

As already announced, the depot commences operation on April 29, at Bombay House, 59, Whitworth Street, Manchester.



## Dealer Loses Static Case

### Customer Returns Receiver

An Ipswich woman who said she would buy a receiver if it would cut out all interference appeared at Ipswich County Court on Thursday, April 11, when Avis, Cook and Co., of High Street, Ipswich, sued for 17 guineas, the cost of a set. It was stated bus interference was bad in the town.

Judgment was given for the woman, a Mrs Fiddiman.

Evidence was given that the woman ordered the set in December last, and several were sent to her house on trial. She complained of interference, but finally purchased a set. A witness for Avis, Cook and Co. said no condition about there being no interference was made, and added this was a matter no radio dealer could guarantee. Complaints regarding interference were made by Mrs. Fiddiman, and finally the set was returned in March.

A P.O. official who investigated the complaints said the set gave perfect reception, and added that he heard no interference.

For the defence it was stated that at first fairly good reception was obtained, but on Christmas Day the noise of the interference was like machine-gun effects at a cinema. Mrs. Fiddiman said she told a representative of Avis, Cook and Co., who was called in, that unless the interference was cut out she would not make a purchase.

Giving judgment, Judge A. Hildesley, K.C., said it would be in defendant's favour because she only said she would have a set that would cut out all interference, of which there appeared to be a good deal in the locality. He did not think the set could be said to have overcome that difficulty.

### JUDGE WARNS DEALER ABOUT H.P. RIGHTS

A strong warning to traders regarding their rights under H.P. agreements was given by Judge Longson at the Chesterfield County Court on Friday, April 12.

This was in a case in which Mr. Arthur H. Hatfield, of Clumangate, hon. secretary of the Chesterfield branch of the W.R.A., was the plaintiff in a claim for £5 against Alfred West, Holmewood, for arrears on a set. It was stated that Mr. Hatfield had sent respondent a letter threatening to send a County Court bailiff to collect the receiver if the amount was not paid.

Judge Longson: The suggestion in the letter to your debtor is that you have clothed yourself with the power of being able to send a County Court bailiff to do your work. You have no such power. It is a very serious matter, and I warn you that you can be seriously punished for such an offence.

Plaintiff expressed his sincere regret, adding that when warned about the objection to such typewritten letters, he destroyed them.

Judgment was given for the plaintiff for £1.

### TRADE MARK APPEAL BY PHILIPS DISMISSED

A majority verdict of the Irish Free State Supreme Court, delivered on Friday, April 12, dismissed the appeal of Philips, of Holland, from the determination of the High Court that the application of the Philadelphia Storage Battery Company, of Ontario, Canada, and Pennsylvania, U.S.A., for the registration by them of the word "Philco" over-printed by a representation of a lightning flash, was to be permitted.



This Jubilee sales aid has been produced by the Sales Development branch of the Marconiphone Co., Ltd., and is available to dealers at a low price.

## PIANO TOUCH WEIGHTING DISCUSSED AT LECTURE

THE technical aspects of piano touch weighting were dealt with in a lecture by Mr. Newton Marsden at an Old Boys' Association meeting of the Music Trades School at the Northern Polytechnic on Thursday, April 11. The lecture was fully illustrated by lantern slides, which showed the large variations met with in pianos.

He pointed out that in some cases which he had encountered the weighting needed varied from 1½ oz. to 5½ oz.

Much of the difficulty that pupils had in learning to play the piano was due to touch weight variation, Mr. Marsden pointed out. He contended that much of the drop in piano playing could be attributed to bad touch in pianos, which handicapped the beginners and discouraged them.

In one instance two pianos made by the same firm and of the same type had differences in touch owing to the different fitting of the action in the case. Another was impossible to play softly upon.

It was only by turning out instruments that were as good as they could possibly be made at the price that the piano would completely return to popularity. If manufacturers made pianos that were difficult to play, how could they expect people to buy them?

The secret of obtaining even touch, he thought, was that the workers should be allowed more time to assemble and check up the instrument.

### JUBILEE ISSUE OF GILBERT BULLETIN

The Jubilee edition of the Gilbert Bulletin, published by C. Gilbert and Co., Ltd., of Arundel Street, Sheffield, is a "bumper number."

Containing twenty-four pages and printed in the well-known style, the Bulletin is, in effect, a miniature catalogue of best-selling lines. Nearly eighteen illustrated pages are devoted to radio alone, sets, radiograms, batteries and accessories being listed. The rest of the Bulletin contains details of a selection of electrical lines and accessories.

Copies are available on application.

### PUBLICITY AIDS WANTED

Manufacturers are asked to send publicity material to "Comet" Radio Service, Eastgate Street, Stafford; Wild's Radio Stores, 32, Victoria Road; W. Cartledge, 177, High Street; Silvester Bros., Ltd., 111, High Street; all in Fenton, Stoke-on-Trent, Staffs.

## W. Regional Station for Plymouth?

### Relay May Serve Bristol Area

Developments in programme service by the B.B.C. in Wales and the West of England are to be considerably improved in the near future.

This step has been made possible through the success achieved during the past few months of operating three medium-wave transmitters in synchronisation on a common wavelength.

For the first time, states the B.B.C., it seems there is a prospect of being able to operate further stations in this way. It may be practicable for a wavelength to be provided for a West Regional transmitter near Plymouth with a relay to serve the Bristol area.

Although such a station and its relay could not serve the whole of the West and South-West Counties, it is added, it would serve a large proportion of the population concerned, and would make it possible to allot the present West Regional transmitter at Washford Cross to the Welsh service, and to synchronise this with a relay station which is to be established in the Bangor area to cater for North Wales.

Such a course would go a long way to removing the causes of complaint both in Wales and the West Country, but it could not be said that in either of these regions a service could be guaranteed to every listener. The construction of the proposed new station in the South-West could not begin until the feasibility of synchronising the other stations concerned had been demonstrated.

### Wavelength Change

In the meantime the recent change in the wavelength of the Regional transmitter at Washford Cross from 307 to 373 metres has considerably benefited the Region, both by increased range and avoidance of interference from Poste Parisien. On the programme side there has been a continual increase in Welsh material from the station.

Irrespective of technical considerations, the B.B.C. has decided to separate the two parts of the present region for administrative and programme purposes, with co-ordination and joint services under the present Regional Director.

The new transmitter in Northern Ireland, which is to open towards the end of the year, is progressing satisfactorily, and machinery is being installed. Building has begun on the new North Scottish station at Bughhead, near Elgin. The site has not yet been chosen for the North-East England transmitter.

### PROGRESS IN FORMATION OF SOUTH WALES, I.R.E.

Further progress in the formation of a South Wales branch of the I.R.E. was made at Cardiff on Monday, April 15, the meeting being convened by Mr. A. Cross, M.I.R.E., of Swansea.

A large number of representatives of the Industry in the area were present, and after Mr. Cross had outlined the history and objects of the organisation, it was decided to give full support to the project. The meeting elected Messrs. J. F. Paul and A. E. Hay to represent the Cardiff area on the Management Committee.

A fire at the premises of J. F. Swallow, of Finkle Street, Richmond, Yorks, has destroyed the whole of their service department. Manufacturers are asked to send service data and manuals.



# GERMANY EXPORTS SHILLING SETS

## March Trade Balance Favourable Although Imports Rise

A favourable balance of trade amounting to £28,873, was the result of Great Britain's international trade in radio during March.

The figure compares with favourable balances of £55,609 in March, 1934, and of £50,098 in February of this year.

The drop is due to a rise in the total imports of about £10,000 since the previous month, and a drop in our exports amounting to about £12,000.

Two figures stand out among the set imports. Some 1917 receivers came from Germany at the total price of £94. This works out at just under one shilling each, although

the figures may include dearer sets which bring up the average.

Presumably these cheap sets are of the crystal type. They may possibly be the toy "matchbox receivers" which have been seen on the market from time to time.

The second item worth commenting upon is the high total of the U.S.A. exports to this country. During March we imported £14,566 of sets; £14,061 came from the United States.

Valves were imported mainly from the Netherlands, Austria and the U.S.A. Our exports in the same line went chiefly to the Irish Free State, Australia (£5,000), Sweden, Denmark, the Netherlands, and Belgium.

Sets were exported from Britain mainly to the Irish Free State, New Zealand, the Netherlands, and Brazil.

Components came in the largest quantities from Germany, the Netherlands, Switzerland, and the U.S.A. Our biggest exports were to the Channel Isles, South Africa, British India, Australia, the Netherlands, Belgium, France and Spain.

Radiograms were imported in the largest quantities from Germany and the U.S.A., while our chief exports of the month were to British India.

Transmitting apparatus in large shipments went to Hong Kong, Spain, Czecho-Slovakia and Brazil.

### Exports from Great Britain and Northern Ireland

Country of destination.	Receiving sets, excluding valves.				Transmitting apparatus, excluding valves.			Valves.			Other parts and accessories.			Radiogramophones, including parts.					
	Feb., 1935.		March, 1935.		In. (+) or De. (-).	Feb., 1935.	Mar., 1935.	In. (+) or De. (-).	Feb., 1935.		March, 1935.		In. (+) or De. (-).	Feb., 1935.	Mar., 1935.	In. (+) or De. (-).			
	No.	£	No.	£					No.	£	No.	£							
Irish Free State	477	3,094	541	3,071	+ 23	—	—	—	6,375	2,958	7,878	4,062	+ 1,104	1,811	945	+ 866	£ 707	98	+ 609
Channel Islands	103	607	96	425	- 182	—	—	—	886	501	793	396	- 105	1,477	1,843	+ 366	63	217	+ 154
Malta and Gozo	18	122	59	509	+ 387	—	—	—	638	145	271	88	- 60	164	128	+ 36	1	31	+ 30
South Africa	109	752	89	751	- 1	1,070	871	- 199	1,637	932	1,729	904	- 28	2,239	3,398	+ 1,159	420	204	+ 216
British India	180	919	75	387	- 582	252	—	- 252	3,567	975	1,938	783	- 192	1,761	1,189	- 572	913	1,216	+ 303
Straits Settlements	1	18	12	74	+ 56	—	—	—	119	3	383	292	+ 261	1,294	502	- 792	239	407	+ 168
Hongkong	1	22	—	—	- 22	—	—	—	6	31	31	230	+ 227	85	153	+ 68	128	92	+ 36
Australia	—	—	—	—	—	4,561	—	- 4,561	7,873	1,017	33,142	5,031	+ 4,014	1,425	1,041	- 384	313	151	+ 162
New Zealand	83	312	202	1,038	+ 726	—	—	—	965	566	1,672	425	- 141	676	677	+ 1	33	10	+ 23
Canada	1	21	1	8	- 13	—	—	—	168	848	167	839	- 9	393	308	- 85	—	—	+ 450
Other British Countries	85	808	75	918	+ 110	583	858	+ 275	743	413	1,160	839	+ 426	1,148	1,601	+ 453	313	763	+ 450
<b>Total, British Countries</b>	<b>1,058</b>	<b>6,675</b>	<b>1,150</b>	<b>7,131</b>	<b>+ 456</b>	<b>6,466</b>	<b>3,257</b>	<b>3,209</b>	<b>22,976</b>	<b>8,392</b>	<b>49,104</b>	<b>13,889</b>	<b>+ 5,497</b>	<b>12,473</b>	<b>11,785</b>	<b>- 688</b>	<b>3,130</b>	<b>3,189</b>	<b>+ 59</b>
Lithuania	79	356	87	583	+ 227	170	—	- 170	644	263	550	248	- 15	140	62	- 78	—	—	+ 58
Sweden	109	346	71	243	- 103	42	—	- 42	16,668	10,787	24,699	7,889	- 2,898	948	625	- 323	458	516	+ 58
Norway	54	101	3	19	- 82	—	—	—	188	115	162	80	- 35	857	312	- 545	—	13	+ 13
Iceland	—	—	13	75	+ 75	—	—	—	266	90	76	38	- 52	57	38	- 19	41	50	+ 9
Denmark	22	90	24	110	+ 20	3,005	—	- 3,005	11,465	2,421	10,063	1,819	- 602	1,130	310	- 820	184	16	+ 168
Poland	1	11	—	—	- 11	238	240	+ 206	144	447	74	595	+ 148	60	27	- 33	23	38	+ 15
Netherlands	1,325	4,567	2,223	7,329	+ 2,762	206	—	- 206	11,886	1,982	14,271	2,302	+ 320	9,795	9,107	- 688	201	81	+ 120
Belgium	144	550	127	589	- 11	—	—	—	6,063	1,857	4,534	1,126	- 731	1,345	1,160	- 185	175	392	+ 217
France	154	964	23	176	- 788	1,463	—	- 1,463	8,620	1,629	2,519	405	- 1,224	941	2,723	+ 1,782	290	432	+ 142
Switzerland	23	201	—	—	- 201	—	—	—	385	613	432	492	- 121	63	181	+ 118	—	494	+ 494
Portugal	5	54	6	44	- 10	—	—	—	181	96	162	189	+ 93	44	138	+ 94	—	—	+ 55
Spain	6	291	19	720	+ 429	732	1,006	+ 274	1,203	741	820	423	- 318	2,823	2,215	- 608	306	—	+ 306
Czechoslovakia	—	—	1	6	+ 6	4,500	5,914	+ 1,414	328	1,225	986	416	- 809	2,492	8	- 2,484	—	—	+ 55
Roumania	30	186	1	5	- 181	—	—	—	374	223	39	225	+ 2	147	150	+ 3	—	—	+ 278
Egypt	63	371	42	229	- 142	—	—	—	557	257	389	415	+ 158	163	294	+ 131	447	169	+ 55
Iraq	33	271	29	158	- 113	179	—	- 179	190	68	282	94	+ 26	79	80	+ 1	—	18	+ 18
China	4	325	—	—	- 325	517	—	- 517	128	389	126	1,026	201	128	898	279	393	+ 114	1
Japan	—	—	—	—	—	601	—	- 601	247	1,293	78	62	- 1,231	—	—	- 12	—	54	+ 42
Brazil	504	1,925	500	1,771	- 154	—	—	- 1,187	350	1,035	46	168	- 867	429	38	- 391	—	—	+ 72
Argentine Republic	192	589	—	—	- 589	—	—	—	2,026	500	2,573	930	+ 430	1,331	838	- 493	78	—	+ 405
Other Foreign Countries	303	1,585	182	1,046	- 539	2,682	3,304	+ 622	2,458	3,417	1,756	2,281	- 1,136	1,678	1,659	- 19	737	382	+ 285
<b>Total Foreign Countries</b>	<b>3,051</b>	<b>12,783</b>	<b>3,351</b>	<b>13,053</b>	<b>+ 270</b>	<b>13,734</b>	<b>12,811</b>	<b>- 923</b>	<b>64,369</b>	<b>30,085</b>	<b>64,712</b>	<b>20,325</b>	<b>- 9,760</b>	<b>24,801</b>	<b>20,358</b>	<b>- 4,443</b>	<b>2,996</b>	<b>2,711</b>	<b>- 285</b>
<b>Total</b>	<b>4,109</b>	<b>19,458</b>	<b>4,501</b>	<b>20,184</b>	<b>+ 726</b>	<b>20,200</b>	<b>16,068</b>	<b>- 4,132</b>	<b>87,345</b>	<b>38,477</b>	<b>113,816</b>	<b>34,214</b>	<b>- 4,263</b>	<b>37,274</b>	<b>32,143</b>	<b>- 5,131</b>	<b>6,126</b>	<b>5,900</b>	<b>- 226</b>

### Re-Exports

Irish Free State	1	4	5	37	+ 33	3	—	—	3	105	56	27	10	46	52	61	+ 9	—	—
Channel Islands	—	—	2	16	+ 16	—	—	—	—	22	13	49	30	17	1	18	+ 17	—	—
Australia	—	—	—	—	—	—	—	—	—	—	—	12	11	11	2	30	+ 28	—	—
Other British Countries	1	7	—	—	- 7	—	—	—	—	12	14	19	41	27	110	8	- 102	16	+ 16
Germany	3	24	—	—	- 24	—	—	—	—	15	8	—	—	8	27	1	- 26	—	—
Netherlands	3	26	—	—	- 26	—	28	+ 28	—	216	48	25	9	39	639	996	+ 357	949	+ 949
France	—	—	—	—	—	—	—	—	—	—	—	21	59	15	2	13	- 21	—	—
Other Foreign Countries	11	40	53	281	+ 241	—	—	—	1,194	181	1,499	177	4	189	84	- 105	—	—	—
<b>Total</b>	<b>19</b>	<b>101</b>	<b>60</b>	<b>334</b>	<b>+ 233</b>	<b>3</b>	<b>28</b>	<b>+ 25</b>	<b>1,564</b>	<b>320</b>	<b>1,652</b>	<b>337</b>	<b>+ 17</b>	<b>1,035</b>	<b>1,200</b>	<b>+ 165</b>	<b>—</b>	<b>986</b>	<b>+ 986</b>

### Imports

Australia	1	5	—	—	- 5	—	—	—	—	11	11	—	—	11	211	—	—	—	—
Canada	5	13	7	26	+ 13	—	—	—	—	27	5	29	4	1	1,930	- 850	- 1,080	—	—
Other British Countries	11	57	8	43	- 14	—	—	—	—	460	60	33	22	38	—	—	—	—	—
Germany	3	28	1,917	94	+ 66	84	30	- 54	98	203	4,962	512	+ 309	2,596	4,039	+ 1,443	1,212	3,460	+ 2,248
Netherlands	67	179	156	197	+ 18	28	1	- 27	9,879	1,874	6,043	2,297	+ 423	23,458	30,147	+ 6,689	133	395	+ 262
Belgium	2	8	2	5	- 3	—	—	—	82	23	17	5	- 8	18	3	5	—	—	—
France	3	5	9	83	+ 78	34	—	- 34	5,284	460	31	9	- 451	416	127	- 289	—	42	+ 42
Switzerland	—	—	—	—	—	—	—	—	330	71	—	—	—	71	1,752	1,680	72	14	+ 34
Austria	1	9	—	—	- 9	—	—	—	51,165	5,231	65,782	6,756	+ 1,525	1,323	670	- 653	—	—	—
Hungary	—	—	—	—	—	—	—	—	58,762	1,279	7,057	429	- 850	830	842	+ 12	—	—	—
U.S. America	5,021	14,429	4,545	14,061	- 368	6	1,119	+ 1,113	51,359	5,888	39,455	4,299	- 1,589	5,700	8,331	+ 2,631	2,155	1,594	+ 561
Other Foreign Countries	6	34	21	57	+ 23	—	—	—	17	3	136	41	+ 38	133	168	+ 35	3	30	+ 27
<b>Total</b>	<b>5,120</b>	<b>14,767</b>	<b>6,665</b>	<b>14,566</b>	<b>- 201</b>	<b>152</b>	<b>1,150</b>	<b>+ 998</b>	<b>177,774</b>	<b>15,</b>									

## The Broadcaster & WIRELESS RETAILER

GENERAL OFFICES: 29, BEDFORD STREET, STRAND, LONDON, W.C.2.

Telephone: Temple Bar 2468 (39 lines)

Telegrams: Broadcaster,  
Southernwood, Rand, London

Editor: F. H. Robinson. Asst. Editor: John May.

### SELLING STARS

"BREAD AND BUTTER" lines is a phrase frequently used by radio dealers to denote radio replacement sales of valves, batteries and wire. Seldom is it applied to gramophone records.

Yet records are "bread and butter" lines with plenty of butter.

During recent years radiogram sales have increased the demand for records to an enormous extent.

Every radio dealer who stocks radiograms should stock and sell records.

For some makes the dealer may find it difficult to obtain a "dealership," but there are always others, and most of the recording companies are keen enough to assist dealers who make a real attempt to establish a gramophone record clientele, and who do not relegate them to the background.

#### A New Feature

In this issue of THE BROADCASTER is published a new feature in "Music," our special monthly section which is devoted to music trading as apart from radio.

"Stock the Stars" is designed to draw particular attention to certain artistes standing high in the public favour, and whose recordings never cling to the stock shelf.

The feature stresses selling possibilities, and gives interesting facts and some biographical data of which good use can be made.

This time it is Layton and Johnstone. Now an advertisement with a Layton and Johnstone headline will always be read.

A window display stressing Layton and Johnstone recordings can be made so that few will pass by without looking at it.

Records sales can and should be made a sound and solid percentage of radio retail sales.

### THE BATTERY MOVE

APPARENTLY an endeavour is to be made to standardise the dry battery market on the basis of 10s. 6d. for a really good-class 120-volt battery with a trade discount in the neighbourhood of 25 per cent.

It is not too much to ask the public to pay 1½d. a cell for a good-class dry battery which will give them service for several months. Also, it is, in our opinion, quite reasonable to expect the retail trade to sell at a discount of 25 per cent.

If this price scale and this discount can be stabilised we think that an equitable solution of a most difficult problem will have been found.

# Successful Ulster-Golf

THE "international" golf match between the Ulster Radio Traders' Association and Scottish Radio Golf Society at the Royal Belfast Golf Club, Craigavad, on Wednesday, April 10, was a great success.

The Scottish visitors—among whom were Captain J. B. H. Warden, Secretary J. R. Patterson and Past-president P. Mackenzie—and their hosts began the day with a visit to the U.R.T.A. clubroom. After a look at the new Bellevue Zoo, they proceeded to the Carlton Restaurant for lunch.

Over 40 were present, and Mr. R. Scott took the opportunity to formally welcome the Scottish team on behalf of the sports committee of the U.R.T.A. Mr. Robert Hazelton (Portadown), chairman of the Ulster organisation, also expressed the pleasure of the hosts, and Messrs. Warden and Mackenzie responded.

\* \* \*

Reinforced by several late-comers, the party went along to the course for the serious business of the day. The results were inconclusive, but highly satisfactory. Each side won seven matches, and one match was halved.

For prizes, cards were marked and stymies waived. Mr. G. M. Young had the best net score, and Mr. K. Bradbury was runner-up. Mr. R. J. Frizzell had the best gross, Mr. A. Early won a hidden nine holes, and Messrs. A. W. Malcolm and L. Garry Black tied for putting.

Before boarding the boat the party assembled at the Grand Central for a final toast. Members of both associations were unanimous in a desire to make the occasion an annual, if not bi-annual, event.

### The Bakelite Golf Trophy

A tournament was held jointly at both Beaconsfield, Bucks, and Blackwell, near Birmingham, on Wednesday, April 10, for the Bakelite Trophy.

Held under the auspices of the Institute of Plastic Industries Golfing Society, the event attracted 31 entries, but the golf as a whole was poor, owing to gales and general bad weather.

The winner of the trophy and replica, which, of course, are presented by the directors of Bakelite, Ltd., was Mr. W. W. Bode, London manager of Alfred Herberts, Ltd., who returned a score of 3 down on bogey.

The runner-up was Mr. J. Butler, of British Cyanides Co., Ltd., who received two dozen golf balls, presented by Mr. H. V. Potter, the managing director of Bakelite, Ltd. The events were followed by dinner at both sections.

\* \* \*

Last Saturday saw the fifth renewal of friendly hostilities between the social and sports clubs of Mullards and E. K. Cole, Ltd.

The Southend contingent, travelling by road to the Mullard sports ground, at Sutton (Surrey), made the journey a "busman's holiday," for the five "Westcliff" coaches which carried them were fitted with Ekco car radio.

Although the Ekco footballers won their "first" and "second" games by 2-0 and 9-0, and their netball matches by 14-6 and 18-4, Mullard took their revenge at hockey, when their teams, ladies' and men's, won by 3-0 and 2-0, respectively.

After tea, provided on the ground, victors and vanquished set off again in coaches to



Mr. David Sarnoff (left), president of the R.C.A. of America, receiving the congratulations of the French consul-general after being presented with the Legion of Honour in recognition of "pioneering in the science of radio."

resume social acquaintances at the Northumberland Rooms in Trafalgar Square.

Mr. E. K. Cole and Mr. E. B. Willcocks were among the Ekco party, and Mr. Eriks, Mr. A. W. Welton and Mr. H. C. A. Thieme upheld the Mullard banner.

Witty after-dinner speeches were made by Mr. Welton, "welcoming the visitors," and Mr. Willcocks, whose reply expressed the appreciation of the Ekco social and sports club. After which everyone obeyed the Byronic inscription on the menu—"On with the dance; let joy be unconfined. . . ."

\* \* \*

I see that Gordon Baynton, joint general and sales manager of R.G.D., has entered for the British Amateur Golf Championship.

I am not sure if I should congratulate him upon being drawn to play the holder of the championship, Stanley Lunt, in the first round!

The contest will be held during the week beginning April 29.

\* \* \*

At the end of my report of the last meeting of the Lancashire and Cheshire R.I.G.S. last week, I gave the date of the society's next gathering as May 10.

I was wrong. The date is Wednesday, May 8.

The meeting will be held at the Manchester links, Hopwood, and the R.M.A. cup is the principal object of contention.

### Tournament for Leeds Lunchers

The new Leeds radio luncheon club is not letting the grass grow under its feet. It has now fixed up a handicap golf tournament, to be played at Moortown Course, Leeds, provisionally on May 10.

Mr. H. W. Sellers, the chairman, is presenting a silver trophy for competition, and the two vice-chairmen, Mr. Robson Elliff and Mr. L. J. Smith, are offering silver tankards.

The Moortown Course has been the scene



# Scotland Match

of many important tournaments, including, a few years ago, the Ryder Cup match between the American and British professionals.

Capt. S. R. Mullard, chairman of Mullard's, has been elected to the council of the Electrical Industries Benevolent Association.

His many friends in the Trade will be glad to hear that Mr. Herbert Sinclair, editor of the *Pianomaker*, came out of the nursing home on Thursday. It was five weeks or so ago that he was laid low with pneumonia and pleurisy.

The doctors have attached one condition to his "release": he must not attend any evening engagements for a year.

Never mind, "Sinc."—may your days be happy!

Mr. Harold Stainsby, the representative of Gledson and Son, the wholesalers, of Blackett Street, Newcastle, had an alarming accident with his car at Rushyford, near Ferryhill, Co. Durham, last week.

He was travelling towards Rushyford in the same direction as a very large lorry, fully loaded and pulling a trailer. Somehow the front bumper of Mr. Stainsby's car got hooked on the side of the lorry. The car was pulled along and forced on to the path.

Fortunately Mr. Stainsby was unhurt, except for some minor injuries to his hand, but the car had its front end badly damaged.

## Marriage of Richard Arbib

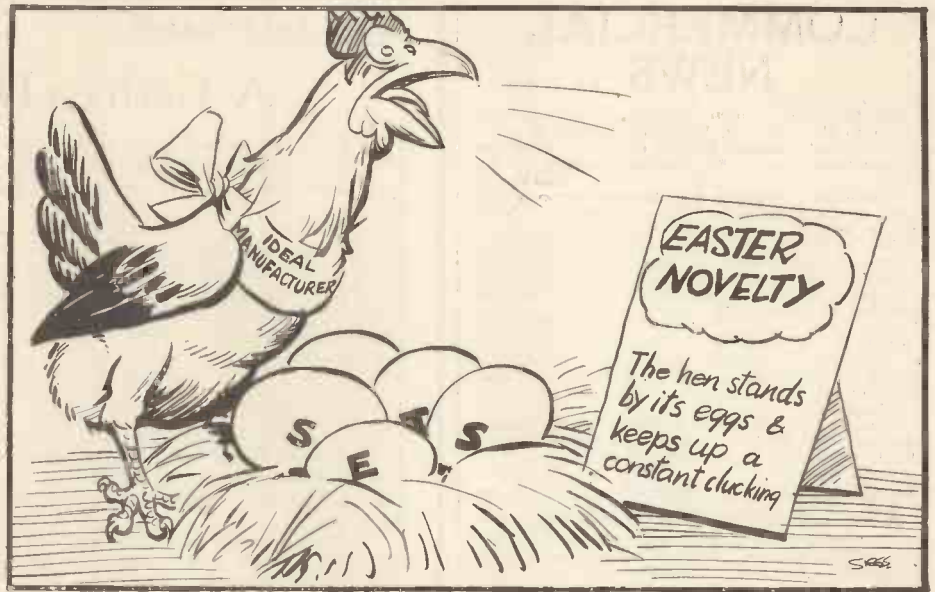
Did you see the charming picture which appeared in the daily Press of Mr. Richard Arbib and Miss Denise Kelsey leaving the Liberal Jewish Synagogue, St. John's Wood, after their marriage?

Mr. Arbib, of course, is H.M.V.'s Press Manager—the man who secures all those editorial mentions.

I tender Mr. Arbib my congratulations and best wishes.

Whiteley Electrical are good losers. I have received from G. S. Taylor a good-humoured account of a burglary which took place at the W.B. Mansfield factory on the night of Friday, April 12.

The burglar climbed into the research department on the first floor and helped himself to several drills and other implements as he went through. He then went into the steel



GOOD EGG! Consistent advertising of complete ranges of receivers is urged by "The Broadcaster."

store and armed himself with some steel bar for use as a lever.

With these materials he drilled the safe and forced it open. After helping himself to £35 petty cash he considerably cleared up before leaving.

"The burglar wore gloves," says Mr. Taylor, "and was most gentlemanly about the whole affair. Whether on this account or not. I do not know, but the police are convinced that it was not an 'inside job.'"

Parmenter's, the retailers, of 26, Brecknock Road, London, N.7, have also been visited by thieves.

On the night of April 13 smash-and-grab raiders smashed the window but, thanks to wire netting, failed to grab.

They must have mis-read the omens. Besides the day being the 13th—there were 13 sets in the window.

Philips Industrial (Philips Lamps, Ltd.), in conjunction with Mr. Andrew H. Baird, have recently supplied equipment comprising three desk stand microphones, one floor stand microphone, one four-way microphone control box, one microphone adaptor unit, and eighteen permanent-magnet moving-coil speakers on baffle boards, for St. Cuthbert's Church, Edinburgh.

The congregation is now able to hear every part of the service clearly and distinctly throughout the church.

The communion table, pulpit and reading

has been transferred to the Birmingham area, and has been succeeded in the West by J. A. Hunt.

H. S. Atkins, of 51, Stratford Street, Camp Hill, Birmingham, has resigned his position as manager to Gothic Electrical Supplies, Ltd., in Birmingham. Mr. Atkins has been with Gothic since the formation of the company eight years ago.

A. J. Kilbey has now joined the research staff of Goodlass Wall and Lead Industries, Ltd., of 3, New London Street, London, E.C.3. Mr. Kilbey, whose connection with the battery industry extends over a period of twenty years, was previously with Oldham and Son, Ltd., and before that he was responsible for technical developments with the Hart Accumulator Co., and also C. A. Vandervell, Ltd.

desks are to be supplied with microphones, for which special stands are being constructed.

Congratulations to Mr. Jack McKenna, manager of the Newcastle branch of Itonia, Ltd., who was presented with a son on Wednesday, April 10.

Six hundred were present at another of the jolly dances held by the Cossor social and sports club at the Tudor Ballroom, Alexandra Palace, on Friday, April 12.

The dance commenced at 7.30, and continued, to the music of an excellent band, until a late hour.

Among those present were Mr. J. H. Thomas, the general manager, and Mr. J. S. Mitchell, the sales supervisor.

Also on Friday last week Cossor's were visited by 65 members of the Sales Managers' Association.

The party was organised and conducted over the whole factory by Mr. J. S. Mitchell, Cossor's sales supervisor, who is a member of the association.

The trip finished up in the canteen with an informal lunch.

## Money in Beethoven Records

Beethoven is booming. During the last three years over £24,000 has been spent in England alone on gramophone records of his pianoforte sonatas.

This astonishing testimony to the popularity of Beethoven's pianoforte music comes from the Beethoven Sonata Society, which, of course, was formed three years ago for making gramophone records by Arthur Schnabel of all of the 32 sonatas. Eighteen have now been recorded and published.

The first volume, containing seven records, published in March, 1932, was quickly over-subscribed, and is now highly prized as a collector's piece. A second-hand specimen of the volume fetches anything from £6 to £15, according to the condition.

The £24,000 represents the subscription to the British branch of the society only. Since there are branches of the society in all parts of the world, probably some £80,000 has been spent on records of the sonatas in the past three years.

*The Speaker*

## STAFF NEWS

H. J. Radford is to represent E. K. Cole, Ltd., in the Gloucester, Wiltshire and East Somerset area, in place of T. M. Davies, who has resigned to take up an executive position with a firm of West of England factors.

H. Musselwhite has also joined the Ekco sales force and is taking up duties in Cheshire and Shropshire.

Charles S. Plant, of 6, Blenheim Avenue, Archery Road, Leeds, late of Igranic, is now covering Yorkshire and part of Lincolnshire for Gramplan Reproducers, Ltd.

K. R. Dodd, who for some years has represented Exide on the Bristol, Gloucestershire, Wilts, Somerset, and Bournemouth territory,



## COMMERCIAL NEWS

The following companies will, unless cause is shown to the contrary, be struck off the Register and dissolved: **Dacapo Record Co., Ltd.**; **Silvatore Gramophones, Ltd.**, and **Wireless Pictures (1928), Ltd.**

A meeting of creditors of **Cranley Radio, Ltd.**, lately of 32, Craven Park Road, London, N.W.10, will be held on Wednesday, April 17, 12 noon, at **Globe Chambers**, 493, New Cross Road, London, S.E.14, for the purpose of appointing a liquidator to conduct the winding-up of the company.

At an extraordinary general meeting of **British Goldring Products, Ltd.**, held at **Balfour House**, Finsbury Pavement, London, E.C.2, on Thursday April 11, it was resolved the company be wound-up as a members' voluntary winding-up; and that **Mr. R. J. Hayward**, of **Story, Hayward and Co.**, 103, Cannon Street, London, E.C.4, be appointed liquidator.

A meeting of creditors of **Mains Power Radio, Ltd.**, will be held at **Winchester House**, Broad Street, London, E.C.2, on Thursday, April 18.

### Receiving Orders, Adjudications, First Meetings and Public Examinations

**Lillian Haigh**, 25, Lynthorne Road, and trading as **S. Haigh and Co.** at 288, Keighley Road, both **Frizinghall, Bradford**. Petition filed and orders dated April 8; on debtor's petition. First meeting April 26, 11 a.m., **Official Receiver's office, Hallfield Chambers**, 71, Manningham Lane; public examination May 24, 10.45 a.m., at the **County Court, Manor Row**, both **Bradford**. Order for summary administration dated April 11.

**Maurice Cohen**, 2, Priestfield Road, **Ellesmere Port**, lately trading at 15a, **Bebington Road**, **New Ferry**, both in the county of **Chester**, as the **Lightning Radio Co.** Petition filed March 14; orders dated April 8 and 10; on creditor's petition. First meeting April 24, 11.30 a.m., at the **Official Receiver's office, Government Buildings, Victoria Street, Liverpool**; public examination May 29, 10.30 a.m., the **Court House, Pilgrim Street, Birkenhead**.

### Receiving Orders and Adjudications

**Albert Edward Beaumont**, 65, **Blackmoorfoot Road, Crosland Moor**, and carrying on business at 216, **Manchester Road, Thornton Lodge**, both **Huddersfield, Yorks.** Petition filed and orders dated April 11; on debtor's petition.

**John Chipperfield De Wardt**, 53, **Pelham Road**, and trading as **De Wardt Radio** at 10, **Windmill Street**, both **Gravesend, Kent**. Petition filed and orders dated April 11; on debtor's petition.

### Dissolution of Partnership

Notice is given that the partnership between **Glyn Owen Tripp** and **Joseph Ashurst Lawrenson**, trading as **Lawrenson and Tripp**, at **Cowley Hill Garage, St. Helens, Lancs.** has been dissolved as from January 10. All debts by **J. A. Lawrenson**, who will continue the business.

### Release of Trustees

**Frederick Aslett Coulson**, 273, **Archway Road, Highgate, London, N.** Trustee, **E. H. Hawkins**, 4, **Charterhouse Square, London, E.C.1**; released February 19.

**Edward Walter Woodell**, trading as **Guys Electrical Stores**, at 162, **Uxbridge Road, Shepherd's Bush, London, W.12**. Trustee, **E. H. Hawkins**, 4, **Charterhouse Square, London, E.C.1**; released March 8.

**Bert Seriol Jones**, residing and trading at **Buxton House, Barmouth**, as the **North Wales Battery Service**. Trustee, **H. W. Thomas**, 4, **Queen Street, Carmarthen**; released April 4.

**Geoffrey West Roberts**, 37, **Longfield Road, Bishopston**, and trading as the **Western Wireless Association**, at 59, **Park Street**, both **Bristol**. Trustee, **F. P. Leach**, **Severn House**, 25, **Upper Maudlin Street, Bristol**; released March 27.

**Mrs. Lucy Thornton**, 17, **High Street**, and trading at 94, **Commercial Street**, both **Brighouse, Yorks.** as **Thornton and Boothroyd**. Trustee, **J. O. Morris**, **Hallfield Chambers**, 71, **Manningham Lane, Bradford**; released March 29.

**John Thomas Thackra**, 22, **Rose Avenue, Cowlesley**, and carrying on business at 82, **Market Street, Milnesbridge**, both near **Huddersfield**. Trustee, **J. O. Morris**, **Hallfield Chambers**, 71, **Manningham Lane, Bradford**; released March 29.

**Robert Charles Stevens**, 61, **Central Avenue**, and carrying on business at **The Green**, both **Billingham**. Trustee, **C. L. Townsend**, 80, **High Street, Stockton-on-Tees**; released March 28.

### Appointment of Receivers

**Pollson, Ltd.**, 2, **Northwell Buildings, London, N.16**—**A. E. Hepburn**, of **Abford House, Wilton Road, London, S.W.1**, was appointed Receiver and Manager on April 10 under powers contained in debenture dated June 27, 1933.

**Technical Industries, Ltd.**, 9, **Woodfield Road, London, W.**—**E. F. Kellert**, of 1, **King Street, Acton, London, W.3**, was appointed receiver and manager on April 2, under powers contained in debenture dated September 1, 1933.

### WARE THESE RAMPS!

## A Cash-on-Delivery Scandal

THE BROADCASTER has received a number of letters describing tricks that have been tried out on readers at their homes.

In one case a door-to-door salesman called and showed certain furnishing fabrics. The lady of the house, knowing that they were goods which her husband, newly in business, wanted at his shop, placed an order. She bought from samples which were excellent value for the price quoted.

The traveller thanked her and said that a van would bring the goods along next day, and she could then pay on delivery after inspection, to ensure the firm's bona-fides.

The parcel came next day, but not by the firm's van. It arrived cash-on-delivery, through the post.

### Adjudication

**Lionel Launcelot Morgan**, 7, **High Street**, lately carrying on business at 4, **Bridge Parade**, both **Purley, Surrey**. Petition filed February 20 and order dated April 5.

### Orders Made on Application for Discharge

**George Clough**, residing and carrying on business at 61, **Victoria Street, Blackburn**. Order dated March 18, that bankrupt's discharge be suspended for three months, and that he be discharged as from June 18.

**William Stuart Handley** and **George Taylor**, trading in co-partnership as **Handley and Morgan** at 55, **Lower Union Street, Bristol**. Order dated March 21, that the bankrupt's discharge (**Geo. Taylor**) be suspended for six months, and that he be discharged as from September 21.

### Satisfaction

**Henry Wigfall and Son, Ltd.**, **Royal Cycle Works, Rutland Road, Sheffield**.—Satisfaction to the extent of £2,000 on March 28 of mortgage dated September 11 and registered September 25, both 1928.

### Increases of Capital

**Battery Services (Kettering), Ltd.**, 125, **Wood Street, Kettering**.—The nominal capital has been increased by the addition of £3,000 beyond the registered capital of £3,000. The additional capital is divided into 1,500 ordinary and 1,500 6 per cent. preference shares of £1 each.

**Jewish Radio, Ltd.**, 8, **Lime Street Square, London, E.C.3**.—The nominal capital has been increased by the addition of £10,000 beyond the registered capital of £1,000. The additional capital is divided into 40,000 "B" ordinary shares of 5s. each.

### Dividends Declared

**James Howarth Ashworth**, 92, **Lord Street, Macclesfield**, and carrying on business at **Radio House, Stanley Street, Leek**, both **Staffs.** First and final of 1s. 10d. per £, payable April 18 at the **Official Receiver's office**, 12, **Lonsdale Street, Stoke-upon-Trent**.

**Frank Birtwistle**, residing and trading at 389, **Holcombe Road, Helmshore**, near **Manchester**, as **F. and J. Birtwistle**. First and final of 5d. per £, payable April 26 at the **Official Receiver's office**, 8, **Forbury, Reading**.

**Percy Walton John Layton**, 115, **Elthorne Park Road, Hanwell**, and **Matthew Henry Chaplin**, 4, **The Green, Heston**, both in the county of **Middlesex**, trading as **Layton and Co.** at 10, **South Road, Southall**. First and final of 3s. 6d. per £, payable April 30 at 64, **Gresham Street, London, E.C.2**.

### Intended Dividends

**Stanley Alfred Sears**, formerly of "Romany," and carrying on business at 98, **High Street**, both **Redbourn, Herts.** Profits by May 7 to **J. S. B. Hole**, 240, **High Holborn, London, W.C.1**.

**George William Brown**, 48, **Wincobank Avenue**, and trading as the **Gramophone Stores** at 168, **Atercliffe Common**, both **Sheffield**. Profits by May 1 to **L. J. Clegg**, 14, **Figtree Lane, Sheffield**.

**Robert Moorhouse**, residing at 229, and lately carrying on business at 255, **Castleford Road, Northampton, Yorks.** Profits by May 1 to **B. S. Briggs**, 13, **Burton Street, Wakefield**.

### Mortgages and Charges

**Appliances Finance, Ltd.**, 6, **Cathedral Street, Manchester**.—Debenture, dated March 26, to secure

Now when a packaged article arrives by Post Office C.O.D. the recipient is unable to inspect its contents before paying.

\* \* \*

The postman's instructions are that he must collect the money before handing over the parcel—naturally, or there would be doorstep quibbles about what had been sent, which is no concern of the postal authorities.

So the housewife paid—only to find that the goods were rubbish.

An immediate demand was made for refund of the cash. The letter was returned, marked "Gone Away."

This is an all-too-common dodge in many parts of the country. It is used in connection with all kinds of goods which are sufficiently bulky to make delivery at some later time seem reasonable.

£1,000, charged on the company's property, present and future, including uncalled capital.

**D. W. Thompson, Ltd.**, **Sycamore Corner, Amersham-on-the-Hill**.—Debenture, dated March 23, to secure £165, charged on the company's undertaking and property, present and future, including uncalled capital.

**Leslie Fink, Ltd.**, **Old Colony House, South King Street, Manchester**.—Mortgage on 3, **Thorn Avenue, Brook Road, Flixton, Lancs.** dated April 3, to secure £270 and any further advances. Holders: **Halifax Building Society**.

### Voluntary Liquidation

**Mavox Radio, Ltd.**, 21, **Store Street, London, W.C.1**.—The statutory meeting of creditors was held on April 15 at the **Kingsway Hall, Kingsway, London, W.C.**, when the statement of affairs disclosed ranking liabilities of £2,533 3s. 4d. The net assets totalled £162 11s. 5d., or a deficiency, so far as the creditors were concerned, of £2,370 11s. 11d. The issued capital was £2,000 and, as regarded the shareholders, there was a deficiency of £4,370 11s. 11d.

A resolution was passed in favour of the appointment of **Mr. W. L. Glide, C.A.**, of 17, **Basinghall Street, London, E.C.**, as liquidator, with a committee.

### Bankruptcies

**Charles Edward Moore**, trading as **C. E. Moore and Co.**, 35, **High Street, St. Neots, Hants**.—The application for discharge was heard at the **Law Courts, Peterborough**, recently. Debtor attributed his failure to trade depression, competition and absence from the business owing to illness of his mother. The discharge was granted subject to twelve months' suspension.

**Charles Claude Roberts**, 153, **Prince of Wales Lane, Warstock**, and 325, **Highfield Road, Hall Green**, both **Birmingham**.—The first meeting of creditors was held on April 15 at the **Official Receiver's office**, 159, **Gt. Charles Street, Birmingham**, when it was stated that there were gross liabilities of £319 15s. 10d., of which £293 7s. 10d. was expected to rank for dividend. There were net assets of £95 16s. and a deficiency of £197 11s. 10d.

Failure was attributed to loss at a branch shop and depreciation of stock in trade and effects. The matter was left in the hands of the **Official Receiver**.

## NEW COMPANIES

**Anglo-American Renters, Ltd.**—Private co. Nominal capital £100. Manufacturers of and dealers in gramophones and radiograms, radio and television apparatus, etc. Subscribers: **Theresa J. Davies** and **Edward J. Farrell**. Registered office: **Pinners Hall, Austin Friars, London, E.C.2**.

**British School of Radio, Ltd.**—Private co. Capital £3,000. To acquire the business of instructors in radio services carried on by **Thos. Lee** and **Peter Ashton** at 12a, **Withy Grove, Manchester**, as the **British School of Radio**. Permanent directors: **Thos. Lee** and **Peter Ashton**. Solicitors: **Hibbert and Pownall, Ashton-under-Lyne**.

**F. A. Burchell and Co., Ltd.**—Private co. Capital £5,000. To acquire the business of **F. A. Burchell and Co.** carried on by **F. A. Burchell** at 2, **Union Street**, and 32, **Wood Street**, both **Stratford-on-Avon**. Manufacturers of and dealers in radio receivers and valves, gramophones, etc. Subscribers: **Frank A.**

(Continued on opposite page.)



Radio Executives



J. A. MORT

Managing Director of Ellis & Mort Ltd.

BUSINESS NAMES

The following businesses have been registered under the Business Names Act of 1916. The trading name is given in heavy type. In brackets is the name of the proprietor or proprietors. The date is that of registration.

- Frank Armfield**, 247, Westbourne Grove, London, W.11 (F. Armfield, 25, Neville Road, and N. H. Armfield, 37, Denison Road, both Ealing, London, W.5.) March 21.
- Associated Mail Supplies**, 3, Ashland Place, Paddington Street, London, W.1 (D. P. Binning, 5, Lulworth Gardens, South Harrow, Middlesex.) March 28.
- Barnet Radio**, Birmingham Road, Marlbrook, near Bromsgrove (H. J. Barnett, of the above address.) March 29.
- Bell Radio**, 90, Bell Lane, Bury, Lancs (B. Wallwork, of the above address.) March 30.
- Capitol Cycle and Radio Works**, 49, Osborne Road, Thornton Heath, Surrey (Mrs. D. M. Cunningham, of the above address.) March 30.
- Coastal Radio Contracts**, 15, Warwick Street, Worthing, Sussex (W. Gregory, 14, Norfolk Square, Brighton.) March 27.
- Electrical and Wireless Supply Co.**, 107, Liverpool Road, Patricroft, near Manchester (W. Lucas and Sarah J. Lucas, both of 64, Worsley Road, Winton, Patricroft, near Manchester.) March 26.
- Francis Radio and Cycle Store**, 153, Francis Road, Leyton, London, E.10 (W. Saintry, 76, Dawlish Road, Leyton, London, E.10.) April 1.
- Hyson Radio**, 72, Gregory Boulevard, Nottingham (R. H. Bullough, of the above address.) March 30.
- Jones Radio**, 308a, Bury New Road, Higher Broughton, Salford, 7 (Miss E. Jones, 17, Wilton Road, Pendleton, Salford, 6.) March 19.
- Jubilee Electric Co.**, 136, Great Clowes Street, Lower Broughton, Salford (T. Nevin, of the above address.) April 2.
- Midwest Radio**, 82, High Street, Clapham, London, S.W.4 (G. Hayes, 68, Canford Road, West Side, Clapham, London, S.W.11.) April 3.
- Alfred Richardson**, 18, Northumberland Court, Newcastle-upon-Tyne (T. J. Turner, 219, High Street, Jarrow.) March 23.
- St. Giles Radio**, 92, St. Giles Street, Norwich (E. S. Hale, 36, Park Lane, Norwich.) March 25.
- Wells and Co.**, 78, Midland Street, Ellistown, Leicester (G. A. Wells, 142, Whitehill Road, and A. N. Tilley, Rutland House, Whitehill Road, both Ellistown.) March 29.
- West Cornwall Radio Service**, 2, Albert Buildings, Taroveer Road, Penzance (H. S. Gee and Reginald Pallant, both of 41, Richmond Street, Hea Moor, Penzance.) February 2.
- Western Radio Service**, 38, Pembridge Road, Notting Hill Gate, London, W.11 (G. W. Norman and E. D. Gibbins, both of Pembridge Road, London, W.11.) March 27.
- Women's Wireless Information Bureau**, Imperial House, 84, Regent Street, London, W.1 (E. A. Beesley, Pioneer Club, 12, Cavendish Place, London, W.1.) March 27.

Tannoy high-fidelity P.A. equipment was installed at the Streatham Hill Theatre on Sunday, April 14, at a concert organised for the benefit of the Wireless for Hospitals Fund.

# FORMATION OF ISMAY TRUST, LTD.

## With Capital of £750,000

Ismay Trust, Ltd., formed this week, has a capital of £750,000 in 150,000 5½ per cent. first preference shares of £1 each, 100,000 second preference shares of £1 each, and 2,000,000 ordinary shares of 5s. each.

The trust has been formed to acquire a holding of the ordinary shares of John Ismay and Sons, Ltd., and also substantial interests in the lamp manufacturing industry as well as in the refrigerator business.

The directors of the trust are Mr. John Ismay, chairman and managing director of John Ismay and Sons, Ltd.; Mr. T. S. Cornwell, who is also a director of John Ismay; and Mr. G. S. Hewitt.

During the next two or three months a public issue of shares will be made by the new trust.

### Dagenham Works

The manufacture of electric lamps by John Ismay and Sons has now become the largest and most profitable department of the business, and earlier this year new capital was raised to finance expansion which the directors said was on a considerable scale. For this purpose works at Dagenham were purchased where the production of a new type of refrigerator has been undertaken. This product is manufactured by Ismay Zeros, Ltd., in which John Ismay has a substantial interest. Halcyon Radio, Ltd., an associate

company, is centred at Dagenham, where the new range of superhets is being produced.

### K-B. SHAREHOLDERS' MEETING

#### Record Sales of Sets

Of the many problems facing the radio industry, keen competition and consequent price-cutting was the most difficult to cope with, according to Mr. Frank Gil, the chairman of Kolster-Brandes, Ltd., speaking at the annual meeting of shareholders on Tuesday.

The company made and sold more sets during the past year, he said, and reductions in expenses and the cost of manufacture were effected. This was reflected in the results, for although these showed a net loss of £32,063, this compared with a loss in the preceding year of £150,058.

As a result of intensive competition the public were getting sets yielding little or no profit to the manufacturer, and Mr. Gil considered that the radio industry could not be put on a satisfactory basis until this aspect of the situation had been dealt with.

Reference was also made to television. The company, it was stated, is keeping abreast of the science of this subject.

## COUNTY COURT JUDGMENTS

The following list of judgments given in the County Courts of England and Wales relating to the Radio Industry has been furnished by the Registry of County Court Judgments.

Only judgments of, or exceeding, £10 are recorded on the register, and no differentiation is made between actions for debts and disputed cases. In certain instances the judgment is entered against a defendant acting in a representative capacity.

The appearance of a judgment in this list does not necessarily indicate that the amount still remains unpaid, and it should be understood that some of the judgments may have since been settled or paid. The name of the court is in brackets.

- Amrhein, J. F.**, trading as the Radio and Electrical Wholesale Supply, 6, Conduit Street, London, W.1. (Westminster.) £11 14s. 7d. March 9.
- Amrhein, J. F.**, trading as the Radio and Electrical Wholesale Supply, 6, Conduit, Street, London, W.1. (Westminster.) £14 10s. 7d. March 9.
- Buttress, M.**, 15, Scholars Lane, Stratford-on-Avon, Warwick. (Bristol.) £19 11s. 11d. March 20.
- Clarke, A. E.**, 11, Kingsmead Road, Tulse Hill, London, S.E.22. (Westminster.) £11 11s. March 6.
- Eastonia Radio Supplies** (a firm), 12, Church Street, Wolverhampton, Staffs. (Westminster.) £11 6s. 3d. March 14.
- Enser, J. O.**, 109, Wolverhampton Street, Dudley, Worcs. (Birmingham.) £41 9s. March 8.
- Falrey, S. T.**, Glenville, Home Road, Matlock, Derby. (York.) £14 0s. 4d. March 18.
- Harmony Electric, Ltd.**, rear of 226, Cowley Road, Oxford. (Marylebone.) £20 12s. 3d. March 20.
- Harwood, F. A.**, trading as Digswell Wireless, 14, Mill Lane, Welwyn, Herts. (Clerkenwell.) £18 2s. March 5.
- Jacobs, E. V.**, 1, Rugby Avenue, Wembley, Middlesex. (Stourbridge.) £28 10s. 5d. March 7.
- Lawrence, H. F.**, Alexandra Road, Margate, Kent. (Westminster.) £16 4s. 5d. March 15.
- Macks Radio** (a firm), 28, The Forum, Edgware, Middlesex. (Bloomsbury.) £20 6s. 6d. March 7.
- Miss Marks**, trading as **Combinette**, 21, High Street, South Norwood, Surrey. (Croydon.) £11 10s. 8d. March 11.
- Metcalfe, J. H.**, 245, South Road, Handsworth, Birmingham. (Birmingham.) £12 6s. 1d. March 8.
- Nettleton, J.**, Tithe Barn Street, Horbury, Wakefield, Yorks. (Cheltenham.) £10 5s. March 19.
- New Plan Books** (a firm), 38, Clerkenwell Green, London, E.C.1. (Uxbridge.) £11 10s. March 20.
- Nixon, W.**, trading as **G. Morris and Co.**, 42,

Heywood Road, Castleton, Rochdale, Lancs. (Manchester.) £15 3s. 7d. March 21.

**Raglan Lighting and Radio Co.** (a firm), 174, Ashted Road, Birmingham. (Birmingham.) £10 17s. 2d. March 11.

**Sinclair Speakers, Ltd.**, rear of Vale Royal, York Road, London, N.7. (Clerkenwell.) £12 15s. March 13.

**Trace and Hill** (a firm), 12, Broadway Arcade and Dennis House, both Catford, London, S.E.6. (Canterbury.) £10 19s. 6d. March 18.

**Ward, F.**, 2, Railway Terrace, Rugby, Warwick. (Westminster.) £11 5s. 10d. March 8.

## NEW COMPANIES

(Continued from opposite page.)

- Burchell and Mrs. Mabel Burchell**. Registered office: 2, Union Street, Stratford-on-Avon.
- Cinecraft Supplies, Ltd.**—Private co. Capital £2,500. Manufacturers and suppliers of kine apparatus, appliances and accessories, television apparatus and equipment, etc. Directors: Arthur H. Bolitho and Edgar J. Chard. Registered office: 6-7, Queen Street, Cheapside, London, E.C.4.
- Domestic and Overseas Merchants, Ltd.**—Private co. Capital £500. Manufacturers and producers of radio and electrical goods. Directors: James B. Swindell, William G. Muriel and Albert W. Saunders. Registered office: 7, Sicilian Avenue, Southampton Row, London, W.C.1.
- Electrico (Croydon), Ltd.**—Private co. Capital £1,000. Manufacturers of and dealers in radio, gramophones and sound reproducing machines, etc. First directors: Nathan Rosen and Alan C. Coad. Registered office: 97, George Street, Croydon, Surrey.
- Gordon Radio, Ltd.**—Private co. Capital £250. To acquire the business carried on by Saul Gordon at 56, Old Compton Street, London, W. Subscribers: Saul Gordon and Victor C. Gordon.
- Park Square Trust, Ltd.**—Private co. Capital £500. Financiers for the promotion of the sale for cash, or on credit, or on the instalment plan, hire purchase, hire agreement, or easy payment, or otherwise of gramophones, radio television sets, musical instruments, etc. Subscribers: Ralph N. Batty, Frederick H. Leach and Mary Shepherd. Registered office: 5, Park Square, Leeds. 1.





## BRANCH REPORTS

### BURY Branch on Battery Sales

BURY radio dealers, who have recently formed themselves into a branch of the Wireless Retailers' Association, which supersedes an independent local association, held a meeting on Monday.

The principal business discussed was the dry battery situation. In view of the need to render available to the public a low-priced article in competition with batteries offered by the chain stores, the dealers of the town are distributing a line of their own with the distinctive name of "Pep."

Dealers related their experiences in the matter of battery sales, and it was obvious from what was said that there is still a good turnover in well-known standard makes.

Mr. J. Smith, who presided, intimated that the North-Western Area Council of the W.R.A. had this matter in hand. The meeting passed a resolution in support of the principle of 33 1/3 per cent. discount on batteries.

The Chairman also referred to conditions affecting that newly formed branch. He believed that they would do good work in association with the W.R.A. movement.

Discussion took place on guarantees. The meeting recorded the opinion that all radio receivers, including valves, which were stated to be the cause of 75 per cent. of the trouble dealers experienced, should be covered for six months.

As regards television, Bury W.R.A. shares the view that has been expressed at other Lancashire branches of the W.R.A., that an experimental television transmission station should be set up for the south-east Lancashire area.

Mr. J. Smith, who attended the last meeting of the North-Western Area Council, presented a brief report and directed attention to the annual general meeting, which will be held at Manchester on May 14. This would be preceded by a luncheon, he said, which, it was hoped, would be the means of assembling dealers from many of the branches in the Lancashire area.

### E. MIDLANDS Re-Elects its Officers

THE annual meeting of the W.R.A. East Midlands Council was held at the Pheasant Hotel, Retford, on Tuesday. There was one of the largest attendances since the inception of the Council.

Mr. Percy L. Harrison (Lincoln) presided, and Capt. Bain, the National Secretary, was a welcome visitor. Those present were Mr. A. V. Day and Mr. J. Thornton (Nottingham), Mr. E. Peatfield (Retford-Workshop), Mr. L. Hall (hon. secretary), and Messrs. Carr and Russell (of the local branch).

The chief business was the election of officers. On the motion of Mr. Peatfield, Mr. Harrison (Lincoln) was re-elected chairman and Mr. Lewis Hall (Nottingham) hon. secretary and treasurer.

A long discussion took place regarding the activities of an alleged cutter.

Ultimately, it was decided that the manufacturers be urged to keep this name on the stop list. A complaint was brought forward by the Chairman that a Nottingham firm of wholesalers was supplying a dabbler in Lincoln. Documentary proof was produced and it was decided that the Council get in touch with the firm, and failing adequate explanations further action should be taken.

Nottingham brought forward a resolution calling for a guarantee of six months on valves in receivers. It was mentioned that one firm had given a guarantee for three months and it was believed others would fall into line. It was contended that this

should be extended. The matter was approved and Capt. Bain promised to bring it at once before the National Council.

Capt. Bain gave a short résumé of matters being dealt with by the Council at the moment, and expressed the hope that in the immediate future there would be encouraging reports of progress and achievement.

Another matter dealt with was a complaint by Nottingham of a notorious firm of price-cutters openly offering co-operative discount rate to both members and non-members of the local Co-operative Society. It was decided to take action at once.

In a discussion on the National Radio Engineers' Association, Capt. Bain said he had every sympathy with their aims, but sufficient was not known of the scheme for the W.R.A. to approve. It was agreed to defer action.

A question was asked on the outlook for suppression of interference, and Capt. Bain gave information on the latest official action to check this. He complimented Nottingham on its activities in this matter, remarking that its opposition to the Arnold clause of the Nottingham Corporation's Bill had had national effects.

The mains-relay question was raised. Capt. Bain expressed the opinion that the coming fight on this matter in the House of Commons would be a severe one, but the National Council was prepared and optimistic as to the outcome.

It was also intimated that the W.R.A. "boost" circular would be issued within the next month.

## Coming Events

### Next Fortnight

(April 20—May 4)

Cambridge W.R.A., Tuesday, April 30, 8 p.m., Allin's Garage, Bridge Street.  
 Manchester W.R.A., Thursday, May 2, 10.30 a.m., office of E. Kemp, Brazennose Street, Manchester.  
 National Radio Engineers' Association, Monday, April 29, Red Lion, Vicarage Road, Watford.  
 North London R.T.A., Monday, April 22, 8.30 p.m., Delhi Hall, 489, Holloway Road, London, N.7.  
 South London W.R.A., Thursday, May 2, 8.30 p.m., 57, Bedford Hill, London, S.W.  
 Watford W.R.A., Tuesday, April 23, 8.30 p.m., Red Lion, Vicarage Road, Watford.  
 W.R.A. National Council, Wednesday, May 1, 2.15 p.m., First Avenue House, High Holborn, London, W.C.1.

### Future Dates

Brighton W.R.A., monthly meeting, Tuesday, May 7, 8 p.m., Wattle Lounge, Preston Street.  
 Essex and East London W.R.A., Tuesday, May 7, 8.30 p.m., Manor Park Constitutional Club, 500, High Street North, London, E.12.  
 Manchester Radio Trades Luncheon Club, Monday, May 13, 12.45 p.m., Grand Hotel, Manchester.  
 Manchester Radio Trades Luncheon Club, Monday, June 3, Mr. E. A. Lever, of Pye Radio, Ltd., will discuss "Radio and Television in U.S.A."  
 National Radio Exhibition, Wednesday, August 14, to Saturday, August 24, Olympia, London.  
 Newcastle and District W.R.A., Tuesday, May 14, 8.30 p.m., Haymarket Club Room, Haymarket Theatre.  
 N.E. Area Council W.R.A., Tuesday, May 21, at West Hartlepool.  
 Northern National Radio Exhibition, Friday, September 20, to Saturday, September 28, City Hall, Manchester.  
 N.W. Area W.R.A., Tuesday, May 14, Nag's Head Hotel, Manchester.  
 Oldham W.R.A., Thursday, May 23, 10.30 a.m., Café Monica, Union Street, Oldham.  
 Retford and Workop W.R.A., Tuesday, May 14, 8 p.m., Pheasant Hotel, Retford.  
 Scottish National Radio Exhibition, October 9 to 19, Edinburgh.  
 Scottish Radio Exhibition, Friday, August 30, to Saturday, September 7, Kelvin Hall, Glasgow.  
 South-east-on-Sea Radio Section of the Chamber of Trade, Tuesday, May 21, 8.30 p.m., Council Chambers, Victoria Avenue.  
 West Herts R.R.A., Tuesday, May 14, 8.15 p.m. Annual meeting, Carlton Tearooms, Queen's Road, Watford.

### N.E. AREA Discount Resolution

"WE ought to kick it hard and kick it early," declared Mr. R. W. Drewery, of Sunderland, at a meeting of the W.R.A. North-East Council held at Middlesbrough on Tuesday, when he referred to a circular from an accumulator manufacturer intimating that it was proposed to market an accumulator at 25 per cent. discount.

The meeting, which was attended by representatives of the Trade from Newcastle, Darlington, West Hartlepool, Middlesbrough, and Sunderland, was presided over by Mr. G. A. Williams, of Darlington.

Mr. Drewery said he thought it was essential that retailers should let manufacturers know that they disapproved of an attempt to reduce discount. On his proposal the meeting unanimously adopted the following resolution:—

This North-Eastern Area Council views with considerable concern the announcement of a manufacturer to market accumulators at a discount of 25 per cent., and affirms that the attitude of its membership will be to do its utmost to prevent the sale of any commodity showing less than 33 1/3 per cent. discount.

Reporting on the deliberations of the annual general meeting in London, Mr. Walter Upton, of Middlesbrough, described it as the most peaceful in the history of the W.R.A.

He said it was hoped that an association representing the battery manufacturers would be founded by next August, and everyone in the Trade was hopeful that it would have a beneficial result and effect a better understanding.

The delegates spent some time in discussing a letter received from the Radio Wholesalers' Federation regarding supplies of sets to Provident Clothing and Supply Co., Ltd. It was pointed out that the matter had received consideration from the Radio Wholesale Trading Stop List Committee and stating that any specific cases of retailers supplying ticket agents or similar concerns at a discount would be dealt with by the Committee.

It was decided that the whole of the branches in the North-East area should be circularised as to the contents of the letter from the Wholesalers' Federation.

A complaint was made regarding a large shopping establishment advertising sets and making an allowance of £4 10s. on customers' old valve sets. It was agreed to ask Mr. Drewery to interview the principal director of the firm concerned.

### BORDER BRANCH FOR S.R.R.A.

#### GALASHIELS MEETING

It was decided to form a Border branch of the S.R.R.A. as the result of the visit of members of the Executive of the Edinburgh branch of the Scottish Radio Retailers' Association to Galashiels on Wednesday, April 10.

The meeting was held in the Galashiels Café, and the company from Edinburgh included Mr. R. B. Donaldson, president of the Association; Mr. A. Stewart, Mr. C. M. Brown, Mr. A. Redpath, Mr. James Wright, Mr. D. P. Gilchrist, and Mr. Cameron.

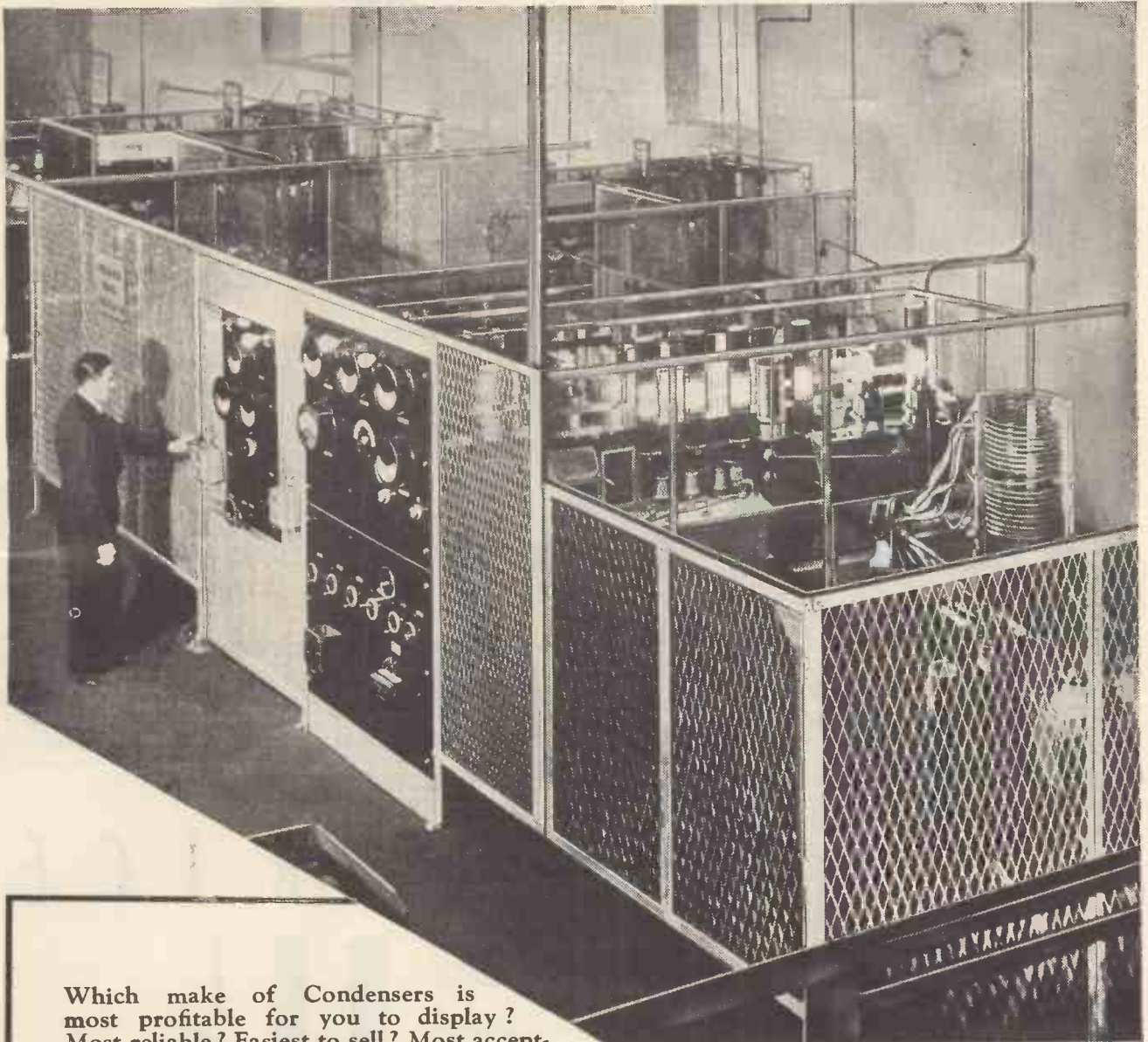
About a dozen of the Border retailers attended the conference. The view was expressed that relays might seriously affect their business.

After discussion, in which the advantages to be gained by membership of the Association were put forward by the Edinburgh representatives, it was agreed to form a branch of the Association in the Border district.

At present the headquarters of the Border branch will be at Galashiels.

As the meeting of the Area Council was due to take place at Retford on Tuesday, the monthly meeting of Retford and Workop W.R.A. was dispensed with and there will be no meeting until May.





Which make of Condensers is most profitable for you to display? Most reliable? Easiest to sell? Most acceptable to your customers? Consider them all . . . Nowhere can you find such a combination of qualities as possessed by Dubilier Condensers.

Their specification by manufacturers to the exclusion of all others is a guarantee of their unapproachable superiority.

*Illustration shows a corner of the radio high frequency and high voltage test plant.*

# DUBILIER CONDENSERS *and* RESISTANCES

*Test Plan.*

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

WHEN REPLYING TO ADVERTISEMENTS PLEASE MENTION "THE BROADCASTER."



# Mullo-

THIS IS THE NEW MARCONI

## A.C.-D.C SUPER-

Perfected A.C.-D.C. 4-valve 7-stage reflex circuit—finest A.C. superhet performance — quantity-produced for a double market at a highly competitive price—an outstanding proposition for practically every electricity user.

### ADVANCED SPECIFICATION.

**Circuit.** A 4-valve (inc. rect.) reflex superhet with full delayed A.V.C., Marconi multiple Universal valves and elaborate mains filters. The arrangement consists of a heptode frequency-changer, a double-diode-pentode as I.F. amplifier, detector, L.F. amplifier and A.V.C. and a catkin output pentode. The fourth valve (U.30) acts as an H.T. rectifier on A.C. and a low series resistance on D.C.

**Automatic Volume Control.** A fully delayed system is used.

**Controls.** Volumes, tuning and wavechange with a supplementary Sensitivity switch and a separate on/off switch.

**Tuning Scale.** Wide-vision rectangular style uniformly flood-lighted.

**Speaker.** High quality mains energised moving coil. Output. 2½ watts approx.

**Mains input:** 195/255 volts, A.C. or D.C., 25-60 cycles.

### P R I C E

11 1/2 GNS

**Released on May 1st. Delivery ex stock.**

OR 30/- DEPOSIT AND 12 MONTHLY PAYMENTS OF 19/-

# MARCONI MODEL

THE MARCONIPHONE COMPANY LTD., RADIO HOUSE,

WHEN REPLYING TO ADVERTISEMENTS PLEASE MENTION "THE BROADCASTER."

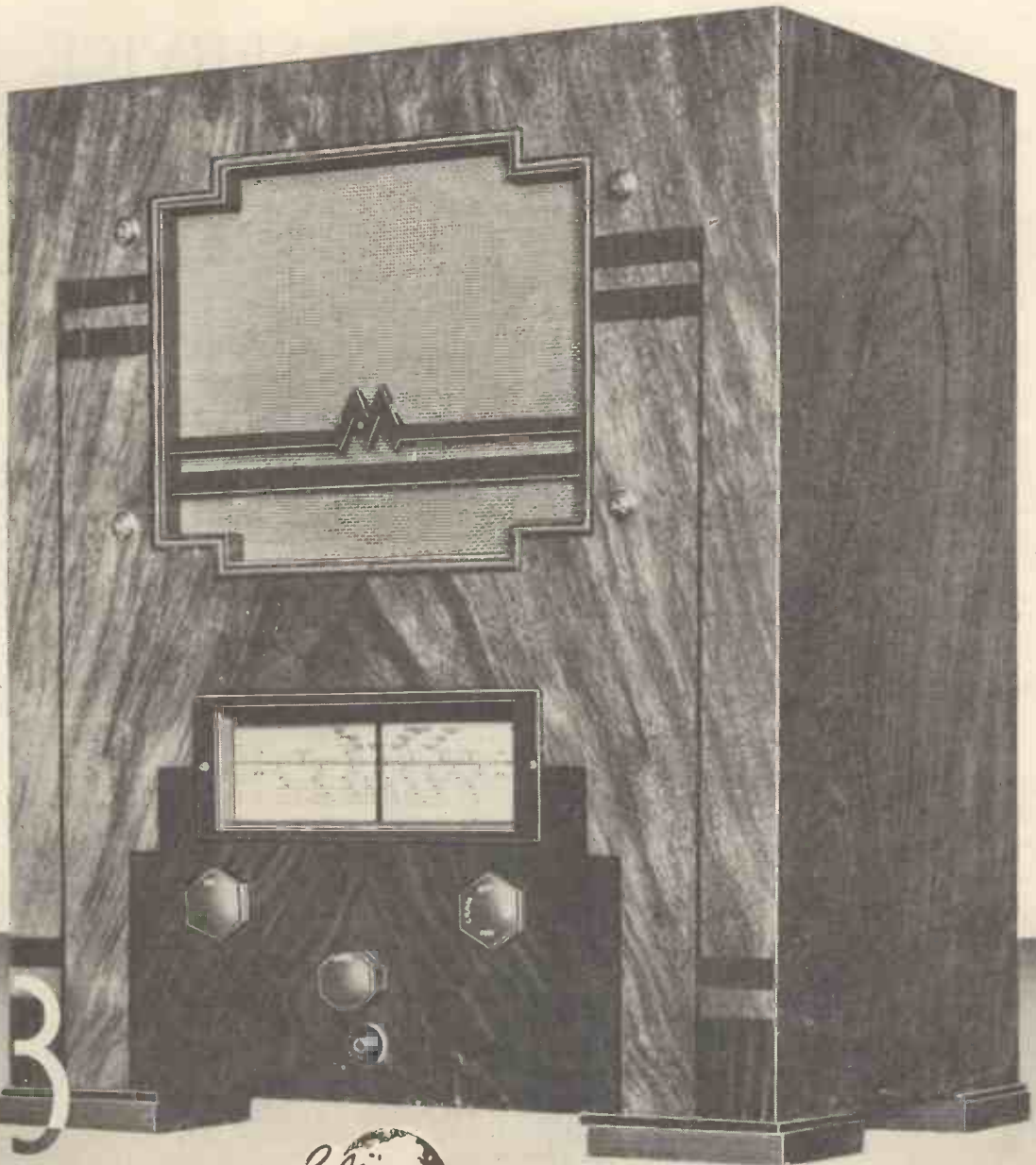
# WHAT'S THIS ?



## HET



# 223



210-212, TOTTENHAM COURT ROAD, LONDON, W.1.

WHEN REPLYING TO ADVERTISEMENTS PLEASE MENTION "THE BROADCASTER."



## LUNCH CLUB IDEA GROWING

### TEES-SIDE CALLING MASS MEETING

Another meeting of the interested parties in the formation of a lunch club for Middlesbrough was held at Binns' Café, Middlesbrough, on Thursday. One of the visitors was Mr. J. Elliott, of the E.M.I. records section.

Informal discussion revealed that there was a desire for a lunch club on Tees-side, where members of the Trade, retailers and distributors, could meet and discuss matters to their mutual benefit.

A question arose as to the most suitable day for the meeting of the club and it was suggested that Tuesdays might be better than Thursdays. Mr. Gordon Carr, the hon. secretary *pro tem.*, is going to try to solve the problem. He is to write to retailers and distributors to get their views, and another meeting will be held shortly, when it is hoped there will be a full attendance to support the sponsors.

#### Sheffield Installation

The sub-committee of the Sheffield Lunch Club entrusted with the task of raising the £300 necessary to equip the Sheffield Royal Infirmary with wireless are still busy with plans towards that end. Swimming galas, tennis tournaments and flannel dances are among the suggestions under consideration.

As a result of the co-operation of G.E.C., who have built the amplifier, and other manufacturers, hospital patients will not have to wait until all the money has been raised before the installation is made. It is in fact hoped they will be able to hear the broadcasts in connection with Their Majesties' Silver Jubilee celebrations.

#### Watford Moves

As exclusively reported in THE BROADCASTER, plans are being considered for a Watford Lunch Club.

The matter will be brought up by Mr. Fred Luckhurst at next Tuesday's W.R.A. meeting at the Red Lion, Vicarage Road, Watford.

Several interesting technical lectures have been arranged by the Watford W.R.A. and at next Tuesday's meeting it will be proposed that these lectures be thrown open to anyone interested in radio technology, including amateurs, who would, of course, be admitted only after the general business of the branch had been conducted.

### LECTURE MEETINGS FOR SOUTHEND DEALERS

The radio section of the Southend-on-Sea and District Chamber of Trade have decided to have more business talks from experts.

At the meeting on Tuesday, at the Chamber of Trade offices, Mr. T. F. Heath in the chair, it was decided to arrange talks on advertising and television in the near future.

This decision arose out of an argument as to the advisability of running summer meetings. It was thought that meetings at any season would be well attended if only good fare was offered to the members.

It was further suggested that the Association would increase in popularity should outings to places of radio interest be fixed. It was decided to hold over the full discussion of the programme till the next meeting.

Mr. L. V. Bridge, the secretary, suggested that members of dealers' staffs should also be invited.

In order to popularise further the Southend Radio Association, members are to be canvassed to ascertain the most popular night for meetings.

A profitable interchange of advice was given on how to handle the doubtful and bad payer.



Ferranti's new radio factory at Moston, Lancashire, from the air. It has a floor area of 270,000 square feet and is being devoted entirely to the production of radio. Production is to begin in a few weeks.

#### Letter Bag

## MAKING SERVICE PAY

TWO years ago we determined to put our service department on a proper paying basis, and quickly found that it could not only pay its way but show a reasonable profit.

Our first difficulty was to get the customer to realise we were not prepared to give unlimited free service. Although we gave each customer a guarantee card with three free-visit postcards attached, we found that our public were slow to understand that after three calls they would have to pay for subsequent visits.

We stopped our service engineers collecting these postcards when they visited a set. Instead, we posted an account for the visit and attached a printed slip, which read, "This account may be paid by one of the free service cards issued with your guarantee." When the card and the account came to our office the account was receipted in the ordinary way.

#### No Trouble

Customers soon learned that a free service card was the equivalent of money, and when a fourth account was rendered it was paid by cash without trouble.

Our experience has been that people are prepared to pay reasonably for service, and if they get a competent engineer—instead of the usual boy—they will not only be satisfied but will tell their friends about the efficient way the repair was carried out.

I can add that our town is a hot-bed for free-service merchants who consistently advertise twelve-months' free service.

HECTOR RUSSELL AND CO., LTD.,

HECTOR G. RUSSELL,

Managing Director.

Greenock.

### The R.T.S.A. Sign

THE R.T.S.A. sign is given to retailers in consideration of an undertaking that goods displayed and sold will conform to the advertised description.

In my opinion, such a policy does not meet the requirements of the radio industry, although it may be admirable for drapers, milliners and hosiers. I think it is undisputed that wireless dealers must be included among the most technical section of distributors to the public, and the sign, to be of any value, must include not only their willingness to give the public a square deal, but their capability to do so.

The radio retailer will readily appreciate that the approved sign conferred by the Wireless League is of great value in this respect, as it covers not only the willingness of the

dealer but his capacity to give good service. No matter how high the ideals of the R.T.S.A. movement may be, unless it incorporates the technical ability of dealers it cannot fulfil the requirements of our industry.

ALFRED T. FLEMING, M.I.W.T.

### In Praise of Factors

I SHOULD like to ask: Are the manufacturers going to give the dealers the discount they save by not supplying the factors? Of course not!

I wonder what the retail trade would do if suddenly all the manufacturers decided to sell direct and cut us out. Then it would be our time to cry out, instead of just reading what the manufacturers are doing, and saying "What a shame"!

How many retailers would be able to carry on if all manufacturers followed the suit of the one who has just decided to cut out the factor? Retailers throughout the country should absolutely refuse to stock any receiver that cannot be obtained through a factor.

Here are a few of the benefits of trading through a factor:—

(1) Quick service.

(2) Exchange of an instrument at once if the one delivered is faulty, without having to pay carriage.

(3) A showroom to take customers to see receivers which the dealer is not able to hold in stock.

I must say I have always found the factor a friend, and think retailers have a lot to thank him for.

R. HOLFORD.

Bournemouth.

## VAUXHALL FITTING PHILCO CAR RADIO

### OPTIONAL EQUIPMENT

Vauxhall Motors, Ltd., is offering Philco car radio as standard optional equipment on its cars, and the remote control heads used will carry the name Vauxhall in addition to Philco.

To cater for orders for fitting subsequent to the initial purchase of a Vauxhall car, Delco-Remy and Hyatt, Ltd., the motor trade distributors for Philco car radio, have notified Vauxhall distributors of the location of Philco-Delco stations throughout the British Isles. In addition, Philco has supplied technical bulletins to Vauxhall dealers' electricians, and has invited them to the factory to acquire first-hand fitting instruction.





# Brand

# New

## H.M.V. D.C.-A.C. Superhet

*Supplies: Shortly.*

The Gramophone Co., Ltd., of 98-108, Clerkenwell Road, London, E.C.1, is issuing a D.C./A.C. superhet to retail at 11½ gns.

The "H.M.V." Universal Superhet Four, Model 340, employs a new valve which combines the functions of an I.F. amplifier and normal double diode triode.

**CIRCUIT.**—Four-valve, 7-stage, the valve combination being X30 frequency changer, WD30 combined I.F., 2nd detector, L.F. and A.V.C. valve, N.30 output pentode, and U.30 rectifier. A local-distance switch is provided, while there are alternative aerial tapplings for use with normal or high capacity aerials. An acceptor circuit turned to 456 kcs between aerial and earth is provided to by-pass Morse interference.

**CONTROLS.**—Tuning, operating an illuminated, full vision, station name scale; wave change-volume; and local-distance switch. The main on/off switch is at the top left-hand side of the cabinet.

**SPEAKER.**—Energised M.C. type. Sockets for pick-up provided.

**MAINS SUPPLIES.**—195-255 volts D.C. or A.C. 25-60 cycles. Consumption approx. 90 watts. A cut-out switch operates when the back of the set is removed, while .75 amp. fuses are fitted in each mains lead. Spares are included.

**CABINET.**—Upright table type in walnut and macassar ebony, measuring 17½ in. high, 14½ in. wide and 9½ in. deep.

**H.P. TERMS.**—Deposit £1 10s., followed by 12 monthly payments of 19s.

## Portadyne Battery Three

*Supplies: Available.*

A battery straight three receiver has been added to the Jubilee range of Portadyne Radio, Ltd., of Gorst Road, London, N.W.10.

**CIRCUIT.**—S.G. H.F. triode detector and pentode output. Droitwich filter fitted. Litz-wound coils.

**CONTROLS.**—Tuning operating wavelength and station calibrated dial; volume; reaction; wave-change/on-off switch. Sockets for a pick-up and terminals for an extension speaker are fitted.

**CABINET.**—Horizontal table type in walnut.

**PRICE.**—£6 15s. without batteries. H.P. terms are 15s. deposit and twelve monthly payments of 11s. 9d.

## Midget Epoch Speaker

*Supplies: Shortly.*

Epoch Reproducers, Ltd., of Aldwych, London, W.C.2, have produced a midget energised speaker for use in car radio and miniature receivers. Known as Type E5, it lists at 25s.

It is rated to handle three watts, and can be supplied wound for 6 or 12 volt supplies or with a 2,500 ohm winding for standard A.C. sets. The speaker measurements are 5 in. maximum diameter and 2½ in. deep. The finish is brown crackle enamel, now common to the Epoch range.

Changes have also been made to the existing Epoch P.M. range, these being fitted with aluminium-nickel magnets. Prices are unchanged.

A complete range of new cabinets is also available, these alone retailing at 12s. 6d. for the cabinet for the 20C speaker, 2 gns. for the A2½ and B5 units, 3 gns. for the D3 and Domino types, and 4 gns. for the Auditorium model.

## School Hymn Descants

Twenty-four well-known hymn tunes have been arranged with descants for school use, and published by J. B. Cramer and Co. Ltd., 139, New Bond Street, London, W., at 1s. 6d. together with accompaniments.

Other publications from Cramer's this month include two song settings of poems by Ella Wheeler Wilcox and Christina Rossetti, and a new rhythmic piano solo, "Dominos," which has been broadcast and featured on several occasions.

From the Oxford University Press, 36, Soho Square, London, W., comes the first systematic study upon the formation of school choirs consisting solely of adolescents. It informs teachers that only misuse, not use, of the voice during this period is harmful. Titled "The Boy's Changing Voice," by Norman Mellaieu, this book imparts the fundamentals of voice training, and shows the safeguards against voice straining. Priced at 1s., it should interest any music teacher of adolescents.

## Marconiphone Reflex Superhet

*Supplies: Shortly.*

A reflex circuit using a new Marconi valve is a feature of the latest receiver produced by the Marconiphone Co., Ltd., of 210-212, Tottenham Court Road, London, W.1. This is Model 223, a 4-valve A.C./D.C. superhet to retail at 11½ gns.

**CIRCUIT.**—First valve is an X30 heptode, which is followed by the reflex stage. The valve here is the WD30, a double diode pentode combining the functions of an I.F. valve and a double diode triode giving 2nd detection, L.F. amplification and delayed A.V.C. The output-stage is an N30 Catkin pentode, and the final valve a U30 rectifier. Marconi valves are used.

**CONTROLS.**—Tuning with a rectangular, full-vision scale calibrated in station names and wavelengths, volume, wavechange and a push-pull local/distant switch. The on/off switch is on the left-hand side of the cabinet.

**SPEAKER.**—Energised M.C. type, the output approx. 2.5 watts. Pick-up sockets provided.

**MAINS SUPPLIES.**—195/255 volts D.C. or A.C. 25/60 cycles. Consumption approx. 90 watts. Mains leads fitted with .75 amp. fuses with spares. Safety switch fitted to back.

**CABINET.**—Upright table in figured and inlaid walnut and macassar ebony measuring 17½ in. high, 14½ in. wide and 9½ in. deep. Special chassis-cooling cowl fitted.

**H.P. TERMS.**—Deposit of 30s. followed by 12 monthly payments of 19s.

## Marconi and Osram H.F. Pentodes with Diodes

*Supplies: Available.*

Two double diode H.F. pentodes have been produced by the General Electric Co., Ltd., of Magnet House, Kingsway, London, W.C.2, and the Marconiphone Co., Ltd., of 210-212, Tottenham Court Road, London, W.1. These are the WD30 and the WD40, and both retail at 20s. each. They are indirectly heated types, the first having a 13 volt 3 amp. heater for A.C./D.C. receivers, and the second 4 volts 1 amp. for ordinary A.C. sets.

The valves can be used in a variety of ways, the chief being as combined I.F. amplifier, second detection and A.V.C. valve, or as a high gain I.F. amplifier.

With the exception of the heater ratings, the characteristics of the valves are identical. These are:—Anode volts 200, screen volts 100, control grid volts -1, anode current 7.7 m.a., screen current 4.7 m.a., impedance 700,000 ohms, slope 2.6 m.a./volt, and at -30 volts .03 m.a./volt, amplification factor 1,820.

Nine-pin bases and dome-shaped bulbs are used, the control grid being taken to a metal cap on top.

## Cossor Console Battery Three

*Supplies: Available.*

A console battery three receiver has been introduced by A. C. Cossor, Ltd., of Highbury Grove, London, N.5.

Listed as Model 3535, it has a V.M. S.G. valve in the H.F. stage, an H.F. pentode detector and an economy output pentode.

The retail price is £7 15s., and H.P. terms are to be announced.

The price of the Cossor Model 357 A.C. Melody Maker kit has been reduced from £7 19s. to 7 gns. The new H.P. terms are 14s. deposit and 11 monthly payments of 14s.

### Cathode Ray Tubes

Three cathode ray tubes for television, with diameters of 6½ in., 10 in. and 12½ in., have been produced by A. C. Cossor, Ltd., of Highbury Grove, London, N., to retail at 8 gns., 12 gns., and 15 gns. Two versions of each tube are available, type J with a screen giving a light blue image, and type H a sepia image.

## Ferranti 1935 Range

On inquiry at the works of Ferranti, Ltd., Hollinwood, on Tuesday, THE BROADCASTER was informed that in about seven days' time all dealers and wholesalers will receive details of the new season's Ferranti receivers, together with particulars of policy in relation to discounts and hire-purchase facilities. The alterations in discounts, it is understood, are slight, and refer to particular receivers.

From Wednesday, May 1, and until further notice, the following hours of business will be observed at the head offices, shop and warehouse of Brown Brothers, Ltd., at Great Eastern Street: Mondays to Fridays, 8.40 a.m. to 5.30 p.m.; Saturdays, 8.40 a.m. to 12.30 p.m.



A reflex circuit using a new double diode H.F. pentode is a feature of this Marconiphone A.C./D.C. 4-valve superhet which retails at 11½ gns.

## CHAPPELL CAPITAL PLAN PASSED

### DEBENTURE STOCK FOR SHARES

At an extraordinary general meeting on Monday, the resolutions put forward by Chappell and Co., Ltd., for a reduction in the capital to £100,000 were passed.

The scheme involves the paying off of the whole of the 150,000 preference shares of £1 by issuing to holders £150,000 of debenture stock and cancelling such shares. Capital lost or unrepresented by available assets is also to be cancelled to the extent of 3s. 8d. on each ordinary share, and by paying off capital to the extent of a further 3s. on each ordinary share by issuing to holders of preference shares £22,500 of debenture stock in consideration of preference shareholders giving up all claims to arrears of dividend.

The written-down ordinary shares of 13s. 4d. are to be sub-divided into two shares of 6s. 8d. each.

### Decca Debentures

In the Chancery Division on Monday, the debenture proposals of the Decca Record Co., Ltd., were sanctioned by Mr. Justice Bennett. These involve the issue of £100,000 of debentures at par.

### Marconi W.T. Report

Marconi's Wireless Telegraph Co., Ltd., has declared a dividend of 6 per cent. on the ordinary shares, the payment being the same as in the previous year. The report states that during the past twelve months the company has supplied transmitting apparatus to the B.B.C., India, Africa, Egypt, Palestine, Sweden, Finland, Roumania, Poland, Switzerland, Iceland, and Brazil.

## Brief Brand New

The Philco Radio and Television Corporation, of Aintree Road, Perivale, Middlesex, has reduced the price of the Model O24 signal generator from £6 to 4 gns.

A range of carbon resistors in values from ½ megohm to 5 megohms is announced by Ampliou (1932), Ltd., of 82-84, Rosoman Street, Rosebery Avenue, London, E.C.1. Fitted with wire ends and colour-coded, the resistors retail at 1s. each.

A Jubilee decoration consisting of the letters "G.R." cut out of plywood, is available from Electrico (Croydon), Ltd., of 97, George Street, Croydon. In gilt or silver finish, complete with eleven mixed coloured lamps, and wired up, it lists at 21s. Without lamps the price is 15s., and the figure alone 9s.

Included in a new range of receiver tables marketed by Frederick Waterhouse, Ltd., of Ashwood Street, Dudley Hill, Bradford, are types to retail at 25s. each, to suit the latest sets of Marconiphone, Philips, H.M.V., Ultra and Murphy. Another type is a bookcase pedestal at 2 gns.





## Philips Superhet Model 584A

Dimensions .....	17½ in. × 15½ in. × 9½ in.
Wavelength Range .....	200-565, 750-2,000 metres
Loading .....	62.4 watts
Ripple .....	1 volt
Price .....	12½ gns.

A LARGE, full-vision inclined tuning scale, which incorporates a visual tuning indicator, is a feature of the 584A superhet receiver recently marketed by Philips Lamps, Ltd., of Charing Cross Road, London, W.C.2. The cabinet design is modern and distinctive. The long tuning scale is carried on a slanting recessed panel at the top. The speaker opening comes below, and the controls are right at the bottom.

The knob on the left controls the volume, and that on the right is for tuning. In the centre are a master control switch and a tone control concentrically mounted.

### Safety Connector

The back of the cabinet is closed with a sheet of laminated fibre, and, as usual, is fitted with a mains connector. Removal of the back cover disconnects the chassis from the mains.

The chassis is the five-valve model already familiar. It is very accessible. There are connections for extra speaker, pick-up, aerial and earth. The speaker is carried on a sub-baffle and is slightly offset. The tuning scale and the associated apparatus form a large structure.

The scale is marked in wavelength ranges and also printed columns showing the names of the main stations. The indicator is a straight line driven by a phosphor bronze tape connected with the condenser shaft. Included in the tuning-scale structure is a needle-type tune point indicator.

The circuit is fairly conventional. The frequency-changing valve, a Mullard FC4, is preceded by a capacity coupled band-pass input. Coupled circuits lead to a VP4A variable pentode, and a further pair forms the link to a separate double diode valve. This, a Mullard 2D4, is used for A.V.C. and second detection.

An unusual feature is the use of an SP4 as an L.F. amplifier feeding the output valve. This is a Mullard PM24M directly heated pentode. For H.T. a Philips full-wave 1821 rectifier is used.

Sensitivity is very good. With a small indoor aerial the set is capable of giving good programme strength from many of the main stations. With a slightly larger aerial all the usual transmissions are easily obtained, and the background is quiet.

Tests were also carried out with a large aerial in a swamp area, and under these conditions only the channels adjacent to the local station were subject to interference.

The long-wave performance is excellent, and with Radio Paris and Droitwich working the interference on Deutschlandsender is confined to a little side-splash.

Tone is representative. We found that on most transmissions, and particularly those on the long waveband, best results are obtained

with the tone control in the minimum position. The control is fully effective, and cuts a large proportion of top in the maximum position.

General brilliance and attack are satisfactory, and there is very little noticeable colouration either on speech or music.

To sum up, the set has a very good all-round performance, is easy to operate, and has an attractive appearance.

## Clix "Airsprung" Valveholder

Dimensions .....	1½ in. × 1½ in. × 1 in.
Price .....	Without terminals, 1s. 1d.; with terminals, 1s. 4d.

A 7-pin "Airsprung" chassis-mounting valveholder is a new product of Lectro Linx, Ltd., of 79a, Rochester Row, London, S.W.1.

It consists of three bakelite discs held together by eyelets which serve as fixing holes, and the sockets which are carried on the middle bakelite disc. This has a number of slits to reduce the leakage path between sockets.

In order to ensure good contact the sockets have the usual Clix spiral axial slits and are slightly compressed so that a very firm contact is obtained when the valve pin is inserted. The sample examined was fitted with terminal screws at the end, but the holder can be obtained with slots for soldering.

The holder is carefully constructed and the sockets are accurately aligned. They are really rigidly anchored to the central plate and the method of mounting affords considerable flexibility.

High-grade bakelite sheet is used and accordingly the losses are very low. The slit construction of the central disc definitely increases the insulation and tends to lower the losses.

## Philco 048A Test Meter

Dimensions .....	11½ in. × 8½ in. × 8½ in.		
Tolerance:—			
Range.	Per cent.	Range.	Per cent.
0-150 ohm ±0		0-10 m.a. —6.6	
0-15,000 ohm +3.0		0-100 m.a. —4.0	
0-1.5 megohm ±0		A.C. volts —12.5	
0-10 volt ±5.0		0-30 volt +12.3	
0-30 volt ±0		0-100 volt +3.5	
0-100 volt ±5.6		0-300 volt —2.0	
0-300 volt —2.0		0-1,000 volt ±0	
0-1,000 volt —5.0			
Wave range of signal generator:—			
180-400 metres	600/1,350 metres		
300-630 metres	1,250/2,850 metres		
Resistance .....	700 ohms per volt.		
Price .....	12 Gns.		

WE reported some time ago on a Philco all-purpose tester. A new model, known as the type 048A, which enables an even more extended range of measurements to be undertaken, has now been introduced.

A very well-made, polished wood cabinet is fitted with a detachable lid and has a large leather carrying handle. The corners of the case are protected by metal guards.

The tester combines a universal meter arranged for voltage, current and resistance measurements, and a self-contained miniature signal generator with a separate modulation switch. Current and voltage ranges are obtained by alternative sockets on a metal panel, which carries all the switches and controls and the meter. The sockets are provided with a pair of test leads.

Two D.C. ranges, two A.C. ranges and a resistance scale are provided on the meter. The resistance ranges provide for maximums of 150 ohms, 15,000 ohms and 1.5 megohms. There are current ranges for 10 milliamps, 100 milliamps and 10 amps and voltage ranges of 10, 30, 100, 300 and 1,000 volts. The various ranges are selected by a rotary switch; for

## Tested by Broadcaster

the 10 amp range, however, terminals are provided in addition.

For resistance measurements the meter is fitted with a zero-adjusting knob to compensate for slight changes in the voltage of the internal battery.

Calibration of the oscillator is in kilocycles, working on the harmonic principle. Four scales are arranged in two groups, which are selected by a switch. There is an on-and-off switch for the oscillator and a separate switch for the modulation.

The output is taken by terminals, to which is connected a screened lead. The output is controllable by a small knob labelled "Attenuator."

Finally, mention must be made of the capacity scale which is shown on a chart. The capacities are measured by means of the voltage drop across a resistance connected in series with the condenser. For this purpose an external potentiometer and fixed resistance are provided.

### Well Made

The instrument is extremely well made, and the arrangement is exceptionally compact and well carried out. The arrangement of the sockets and various switches is convenient, and the tester is definitely easy to handle.

It will be seen from the above table that the tolerances of all ranges are extremely good and well up to the requirements of the service engineer. The modulated oscillator gives a fairly good note, and the wave form is reasonable.

The fitting of a slow-motion knob to the tuning condenser is an improvement on the previous model, and we found it decidedly useful on the medium waveband. The degree of control given by the attenuator is such that the tester is suitable for use with simple sets and also highly sensitive superhets.

We recommend the tester as an exceptionally useful and entirely sound production.

## Amplion Cartridge Fuses

Dimensions .....	1½ in. × ½ in. × ½ in.
Carrying currents.	Fusing current.
60 m.a.	150 m.a.
150 "	300 "
250 "	450 "
750 "	1.5 amp.
1 amp.	1.8 "
2 "	3.8 "

Resistance of 150 m.a. ..	17.5 ohms.
Resistance of 100 m.a. ..	32.0 ohms.
Price .....	6d. each.

AMPLION (1932), LTD., of 82, Rosoman Street, Rosebery Avenue, London, E.C.1, are now producing a series of cartridge fuses. Tests have been carried out on some representative samples which are supplied on an attractive card.

The card carries 24 fuses in various ratings from 60 milliamps to 3 amps. The fuses are quite conventional productions, the wire being mounted in a glass tube fitted with nickel-plated end caps. For identification the fuses are colour-coded by a slip fitted inside the tube. The slips are also marked with the current-carrying capacity of the fuse.

A series of blowing tests was carried out, and it will be seen from the table that the blowing current was substantially double the nominal current-carrying capacity. This is an orthodox rating. The tests also showed that the blowing was substantially instantaneous.

The resistance of the lower values was measured, and it will be seen that the values are reasonable.



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(Continued)

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 85, LONG ACRE, LONDON W.C.2

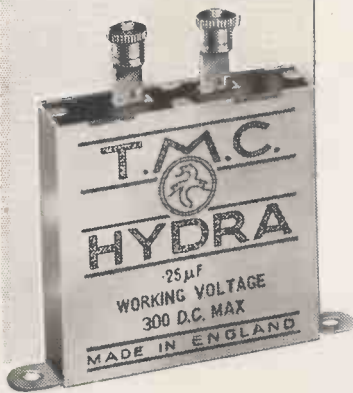
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BRITISH MADE

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replaces  
Type 25  
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TYPE 30 is ideal for D.C. mains and battery operated receivers and for High Frequency circuits for decoupling and by-pass purposes. See about supplies to-day.

T.M.C. Hydra type No. 25 has been withdrawn, its place being taken by type 30. The prices of type 30 will be the same as those formerly applying to the type 25.

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## EASTER

### Turning-point or Milestone?

To the majority of folk in the radio industry, Easter represents a definite turning-point. It marks the end of a season. "Well, that's that," they say, in effect. "That's another season over and done with." They proceed to count up the gains and losses, patting themselves on the back for successes and holding post-mortems on failures.

At about this time, designers develop worried looks and furrowed brows. The onus falls on them to think up something which will beat the world for next season. The rest of the workers stretch themselves luxuriously and start wondering how to fill in their time until the next show.

We, at Milnes Radio, and our dealers all over the country, reach no such turning-point. For us, Easter is just another milestone on the year's progress. The Milnes Unit has no seasons. People still listen in, summer and winter alike, and those with battery sets must have L.T. supply. Every week, hundreds of them decide that it is time they solved the H.T. problem once and for all, so they buy Milnes Units.

Many of our dealers say that the Milnes Unit is about the only line on which they can count for consistent summer sales.

Our designers have no seasonal worries. They are a hard-working, hard-thinking lot, but they spread their efforts equally over the twelve months. The design of the Milnes Unit is not subject to the whims of fashion. Last year's Units are just as up to date and in every way as good as this year's. It is impossible for a dealer to have an out-of-date Milnes Unit and "jobbing-off" is a practice absolutely unknown.

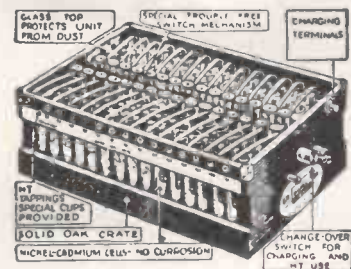
If you are not yet selling Milnes Units, make Easter your FIRST milestone on the road of success. Write us for full details.

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Telephone: Bingley 600-1-2-3.

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**CELESTION***The Very Soul of Music***CYRIL FRENCH**

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**C**ELESTION LTD. announce important changes in their organisation and advise all set manufacturers that new plant and equipment is being installed in order to meet the greatly increased demand for Celestion Loudspeakers.

**Mr. R. B. PAGE**

has been appointed

**SOLE MANAGING DIRECTOR**

Mr. C. French has, by mutual agreement, resigned his position as a Director of Celestion Ltd. and has been appointed

**Sole Distributor for Celestion Loudspeakers to the Wholesale and Retail Trade in Great Britain and Northern Ireland.**

As from 1st May, 1935, all enquiries in connection with the Wholesale and Retail Trade should be addressed to:

**CYRIL FRENCH**

**29, High Street, Hampton Wick,  
KINGSTON-ON-THAMES**

All other enquiries should, as heretofore, be addressed to

**CELESTION LTD.,  
KINGSTON-ON-THAMES**

(Phone: KINGSTON 5658)

**C**YRIL FRENCH announces that as a result of arrangements with Celestion Ltd., he is commencing business and will trade as

**CYRIL FRENCH**

**29, High Street, Hampton Wick,  
KINGSTON-ON-THAMES**

'Phone: Kingston 2240

He has been appointed by Celestion Ltd. as

**Sole Distributor for Celestion Loudspeakers to the Wholesale and Retail Trade in Great Britain and Northern Ireland.**

As from 1st May, 1935, all enquiries from the Wholesale and Retail Trade for Celestion Loudspeakers, and all Loudspeakers for servicing must be addressed to Cyril French as above.

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# music

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Every instrument is fully guaranteed. Built by the World's Greatest Musical Instrument Manufacturers. Definitely best value ever offered!

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<p><b>"BURNS"</b> "TROUBADOUR" and "VALENCIA" GUITARS 4 AND 6 STRINGS</p>	<p><i>Alex Burns Ltd.</i> PALACE HOUSE, 128-130-132, SHAFESBURY AVENUE LONDON, W.1. Telephone: Gerrard 3796</p>		<p><b>"SIOMA"</b> CLARINETS ALL MODELS HIGH- AND LOW-PITCH WOOD AND METAL</p>



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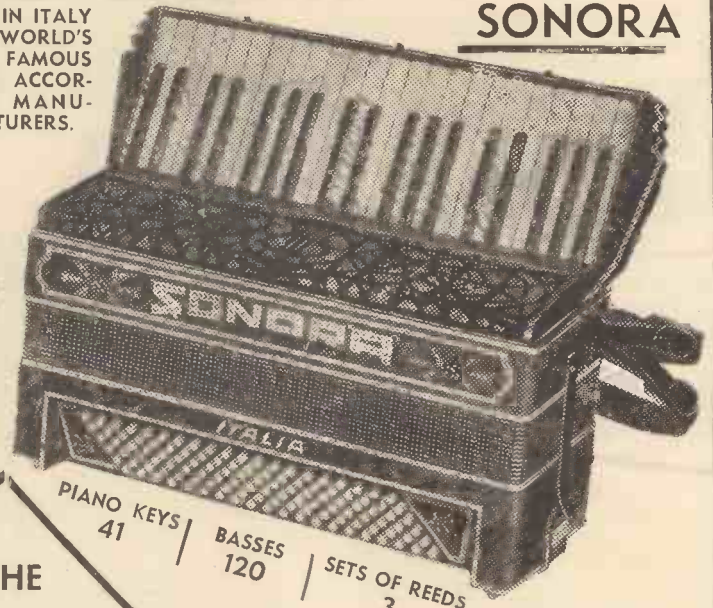
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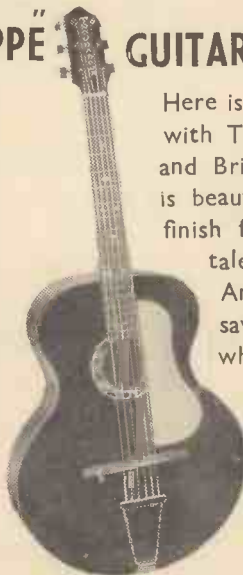


PIANO KEYS 41 | BASSES 120 | SETS OF REEDS 3

PIANO KEYS 41 | BASSES 120 | SETS OF REEDS 3

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**"GIUSEPPE" GUITAR**



Beautiful design, wonderful nacrolaque finish in several colours, metal chassis and metal Bass Construction (5 voices in the Bass), non-rusting, blue steel reeds. Quick release bass straps. Special device for securing straps while in playing position.

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Magnificent construction and nacrolaque finish in many colours, 5 sets of reeds in bass, de luxe beading covering the entire instrument. New type of shifting coupler.

Here is a Guitar with Tonal Power and Brilliance. Here is beauty of model and finish fit to grace the talent of any artist. And here is a price saving instrument which no sensible guitarist could afford to ignore. You owe it to yourself to stock a Giuseppe.

All metal chassis, finest rustless blue steel reeds. All metal Bass construction. Quick release bass straps. Special device for securing straps while in playing position. (Similar to the "Coronado.") Truly a de luxe model. Worth double the price.

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# MUSIC CLUB SALES

*Clifford Essex, England's founder of fretted instrument clubs, tells how it is done*



**B**ACK in the 'seventies a man was articulated in the law while his hobby was music. Eventually his profession gave way to his hobby. So in 1850 a new force was felt in the music trade.

The man was Clifford Essex, the founder of what was destined to become a world-wide chain of banjo-mandolin-guitar clubs; the first man to introduce the banjo into a dance band in 1913 and thereby revolutionise dance music; and who has become perhaps the greatest influence in the fretted instrument trade.

Yet it was only three years ago that Mr. Essex took a close and personal interest in an individual B.M.G. club. This is the story that he tells:—

"While I had naturally taken a great interest and aided in the formation of dozens of B.M.G. clubs, it was not until 1931 that I really discovered, by personal experience, the secrets of success in the running of such clubs. This was when I became a leader of a London club.

## Starting the Club

"I had noted that there were a large number of people in Acton and Ealing who played fretted instruments and were more or less isolated. It seemed to me that a club might be formed to get them together. As there was no one in the district to give the idea a lead I determined to do it myself.

"As a start I looked through the files of our card index in the area. This index, I may add, is of great value in showing area distribution, and enables us to co-operate with teachers and dealers in providing information.

"It was necessary to hold a preliminary meeting to form the club, so I went along to a local dealer and asked if he would co-operate by lending a room on his premises. I pointed out the advantages that it should

mean to him. However, the particular room that was suggested was being used for storing instruments and the dealer did not think it worth his while to move them.

"So a local hall was hired for 11s. 6d. for the purpose.

"A letter was written to ninety people, players of fretted instruments, asking whether the idea of such a club appealed to them, and if so, to attend a preliminary meeting on a certain date. Out of that ninety, about twenty put in an appearance, and all seemed pleased with the idea.

"At the meeting it was agreed to form the club, and I was appointed leader-teacher. I purposely did not suggest the formation of a committee or other official posts. A club works best when one man runs it, rather than a lot of people who are apt to waste their time in talk."

The entrance fee to the club was fixed at 5s., and the subscription at 10s. a year. It was agreed to hold meetings every other week, with the exception of the "peak" summer months of July and August. So with 20 meetings the subscription works out at the low cost of sixpence a meeting.

The hall was booked for twelve months at a lower cost than the original rent. It may be mentioned that soon after the club had begun the dealer whom Mr. Essex had originally approached offered him the free use of his room.

The practice evenings of the club were arranged for the first and third Wednesdays in the month. The hours were 8 to 10 p.m.

"We started with 20 members. Now we have 50 members, including both men and women. This increase has been gained with-

out any "canvassing." Merely as a result of recommendations and the publicity the club has gained, people now write to the club asking to join," Mr. Essex says.

"They come from as far afield as Hendon, Harrow, Wembley, Shepherd's Bush, Uxbridge, and Brentford. One motor-cyclist musician used to come all the way from Sutton, until a club was formed there.

"As the membership increased I was able to give them all their music free.

"In spite of the fact that I did not start the club to make money, it has benefited trade. During the past three years members have bought not far short of £150 worth of instruments. This would probably come to nearly £200 if strings, gadgets and repairs were included.

"The instruments automatically 'sold themselves.' Members who had gained proficiency realised that they would play better on a high-grade instrument. I never attempted to sell one.

"Previously some of these isolated players had encountered all sorts of difficulties in following their hobby. One player told me he had to practise in the bathroom."

The club holds a public concert each year. This gives members something to work for and look forward to.

## Leader's Personality

Undoubtedly the most important factor of a B.M.G. club is the personality of the leader and conductor.

He must be able to aid the members in their playing and retain their enthusiasm for the club. Each member must be made to feel that he or she matters. Mr. Essex told of clubs where new members were not even welcomed or introduced.

"At the Acton and Ealing club I always make a point of introducing new members and making them feel at home.

"Absenteeism' is the greatest bugbear and is frequently responsible for the decline of a club. A member misses a meeting—nothing happens. He misses a couple more times, and then comes to the conclusion that he is not wanted at all.

"We have got over this difficulty. If a member does not turn up at a meeting I send him a reminder to show he was missed. These 'reminders' are personal letters in which I tell the member what happened and how he was missed, concluding with the hope that he will be present at the next meeting.

"Such a system of personal interest in each member is essential, otherwise enthusiasm dwindles, and before a leader realises it the club is dying.

"There are still thousands of players of fretted instruments who are not affiliated to any club. The Clifford Essex firm have more than 16,000 names of players on the books, yet there are less than a hundred clubs in England.

"I have proved that the amateur player is the greatest force in present-day music," continued Mr. Essex. "This business has been founded and has succeeded because of the amateur. His enthusiasm benefits dealer and teacher alike. It is generally the local teacher who is the prime mover in bringing a club into being.

"The teacher usually has a nucleus of pupils from whom a club may be formed. We can always supply retailers with the names of teachers in their area so that active co-operation may take place."



A successful banjo-mandolin-guitar club at Cardiff. The article above tells how any dealer can start a similar club.



# Is the Music Angle of Radio Overlooked?

THE superhet is undoubtedly the set of to-day. Whether it will be the set of to-morrow is another matter. The outstanding advantage of the superhet is that it can be made to have a degree of sensitivity and selectivity which permits it to receive, at reasonable entertainment value, an almost incredible number of distant stations.

Its disadvantages, which it shares with all other super-selective circuits, are that in order to obtain the necessary high selectivity, side-bands are so severely cut that quality can only be rendered a colourable semblance of fidelity by the inclusion of various tone-compensating devices.

In other words, ability to receive a large number of stations is obtained only by the use of an admittedly complicated and expensive arrangement and at the sacrifice of good quality, which must then be restored by the use of further expensive gadgets.

In perpetuating and multiplying this type of receiver, set manufacturers are open to the criticism that they are overlooking what is already an important section of the market and one which will, as time goes on, become still more important—namely, those listeners who demand, first and foremost, good quality reproduction, and have no desire for more than a very few alternative programmes.

INQUIRY among representative owners of modern sets brings out the fact that very few of them habitually listen to foreign programmes. Having bought a new "long range" set, they "play with it" for a week or so, soon decide that foreign listening is scarcely worthwhile, and finally settle down to regular reception of the home stations with a very occasional trip abroad on Sunday.

It may be asked why, in the face of this argument, do the public continue to buy superhets? The answer is 'swank and the power of advertising. The listener feels compelled to buy a superhet partly because it is the fashion, partly because he wants to have something which is considered to be better than his neighbour's set, and partly because, on the strength of the manufacturer's advertisements, he vainly hopes that this time he is going to get something worthwhile from abroad.

But since the public are content to buy these sets, why not let them go on buying them? There are plenty of inexpensive sets of the straight type for those who do not care for foreign listening. These will be the next arguments.

On the face of it, it may appear good business to sell just what the public will buy, but there is another aspect of the question, namely, that there is at least a latent demand for receivers of the medium range, good-reproduction type.

Existing straight sets do not go even a short way to meet this demand, which is at present catered for only by a few and comparatively expensive models. The average straight set is an inexpensive instrument, admittedly built on a competitive basis to capture the low-price market. In battery models, everything is sacrificed to saving high tension, and with "economy" pentodes and midget speakers, the set does not pretend to give more than passable reproduction. Mains sets in this class are also of the competitive

## Harley Carter raises the question of quality local-station sets

variety, and although the quality of reproduction is inherently better owing to the larger permissible output, it leaves much to be desired by the discriminating listener.

Can a "quality" receiver be built at a price comparable with that of a decent superhet—say, about 15 guineas? Both the public and the dealer seem to have formed the impression that it cannot be done, but no set designer would deny the practicability of the idea.

It is admitted that a certain standard of selectivity must be attained in order to ensure interference-free reception of, say, half a dozen or so of the best transmissions. But both theory and practice indicate that selectivity need not be such as to render good reproduction impossible of achievement, or even difficult.

Substantially flatter tuning than is now considered desirable, combined with some sacrifice of sensitivity in the amplifying stages (which is, to some extent, a corollary to flatter tuning), would be the basis of the radio-frequency side of such a receiver. Diode detection would, of course, be employed, and since modern diodes are able to handle signal voltages far greater than those which can be satisfactorily rectified by amplifying detectors, there should exist no major problem in the design of the audio-frequency stages. The output stage should be capable of a maximum undistorted output of at least 5 watts, and this could be obtained either by a push-pull arrangement or by a single high voltage triode.

The weakest link in the chain will, of

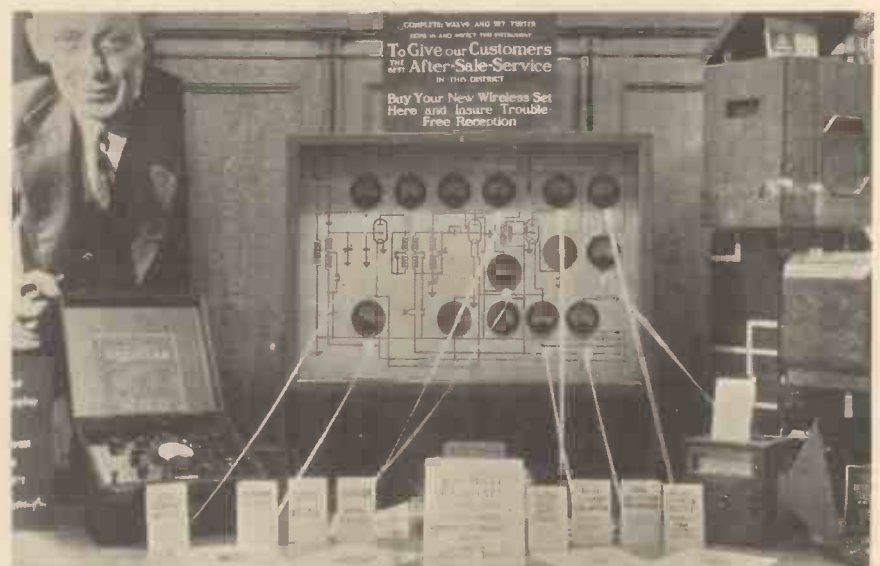
course, be the speaker, still the least satisfactory radio component. But some of the latest energised models register a very great advance on previous types, and possibly a dual arrangement including a "tweeter" would prove the most satisfactory. At any rate, the musical performance of such a set would be far and away in advance of anything now available except those few sets to which reference has already been made.

On the score of price, a set of this type would definitely cost more than the average "competitive" straight set, but it need not be more expensive, or at any rate very much more expensive, than a good-class superhet. It would not contain a greater number of valves—possibly fewer, and of simpler type. The tuning system would be simpler and therefore less costly, and would need less critical adjustment at the factory. In the better class of set there might not be any great saving in tone-corrector devices, although for a cheaper model these might not be necessary. The speaker or speakers, however, would be somewhat more expensive than those normally fitted to a superhet.

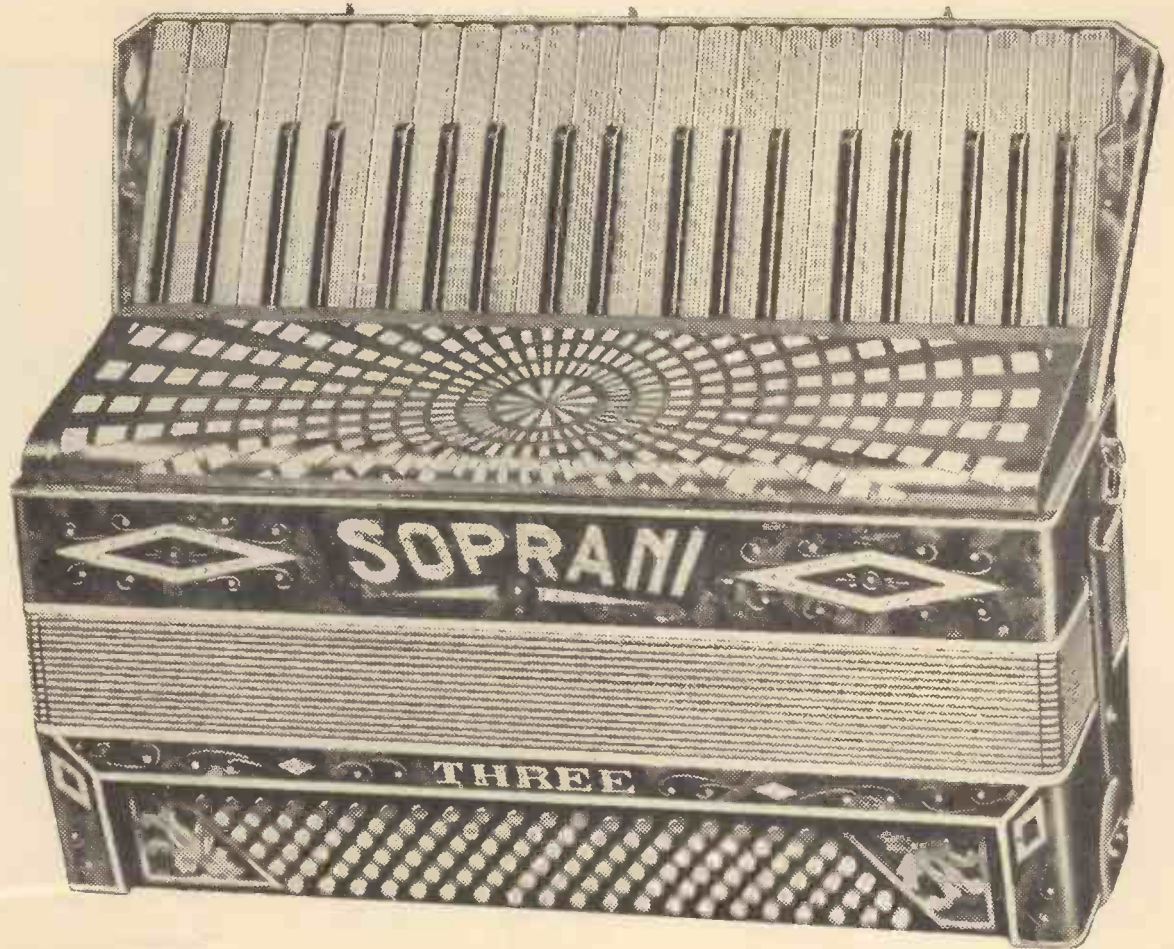
ON balance, however, the costings should be substantially the same.

It must be admitted that performance might not be uniform in all parts of the country, since reception conditions are not uniform; and a certain amount of investigation on this point would have to be undertaken. Possibly it might be found advisable to provide some form of variable selectivity control, but this need not be a costly matter.

The main point at issue is, however, that a large proportion of British listeners really need a "quality" set, although many of them do not realise it at present; and that many more will demand such a receiver when they have heard "real quality" and know it is available. Demand is bound to develop on these lines, and the manufacturer who is first in the field will be the first to reap the benefit.



Measuring the music—Webb's Radio of 14, Soho Street, London, W.1, recently staged this display showing, by means of separate meters, the many uses to which a single Radiolab tester can be put in checking up a receiver



**The  
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Priced  
3 Voice  
De Luxe Accordion  
ever Produced**

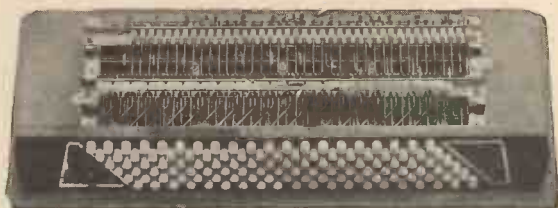
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ACCORDION FACTORY IN ITALY**

*Other Models included  
in this Popular Range*

12 BASS	25 TREBLE	£6.15.0
24 "	25 "	£7.15.0
36 "	34 "	£10.15.0
48 "	34 "	£12.15.0
80 "	34 "	£13.15.0

And the 4-Voice, 120 Bass, 41 Treble  
with Octave Coupler at £20.15.0

*All prices include case.*



The lowest-priced three-voice de luxe accordion ever produced, this is a really superb instrument. Designed for professional use, it is perfect for orchestral or solo work. It has a full 41 piano keyboard and 120 basses, trebly voiced, it is of course trebly powerful. The octave coupling principle is of the three lever type, the bass action is all metal and wear-proof, and the reeds are of hand-fashioned Swedish steel. Supplied in a wide range of first-class colour schemes, the most popular of which are black, white, blue and green pearl, with metal protection to the bellows corners.

**Price £17.15.0** complete with case and tutor valued 5/- **Less 33 1/3%**

H.P. TERMS. Facilities available for your customers and to the trade.



**SPECIAL.** All-metal patent-ed bass mechanism as used in the Genuine Soprani Accordion.

**SETTIMIO SOPRANI**

DAVIS BLDGS., MOOR ST.

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Telephone: Gerrard 2575



Stock the Stars

# Layton and Johnstone

*Certain records of certain "stars" are best sellers which every dealer should stock and can be sure of selling. This feature deals every month with such artistes and their discs. The biographical facts will provide useful "sales talk" material for the shop.*

**T**HE success of Layton and Johnstone is a story of the triumph of art in song. In America they had never appeared on a stage, and it was Lord Louis Mountbatten's suggestion that they try their luck in London.

So they came in 1924, utterly unknown to British audiences, and it was Elsie Janis who put them on their feet in her revue, "At Home." The show was a "flop," but London went crazy over the new duettists. Society flocked to the Café de Paris to hear them; the Prince of Wales commanded them on several occasions to entertain him at St. James's Palace; the Columbia Company snapped



Recording in the Columbia studios.

them up on a long-term contract to record for them exclusively.

Then they began to broadcast. It had the effect of introducing them to the British public in general and increasing the sale of their records roughly 300 per cent.

The London music-halls next claimed them, and it was but a step to touring the provinces; everywhere they went they were wildly acclaimed. In Paris they were a sensation. A concert tour of Europe followed, already heralded by their discs.

A month or two back they celebrated their tenth year of continuous recording and appearing before the British public. During these ten years, ten million of their gramophone records have been sold, and

to-day their hold upon the gramophone public is as strong as ever.

Their royalties on the sale of their gramophone records represent a fortune, and during the boom years one quarter's royalty cheque was only thirteen pounds short of £10,000.

As identification is still a matter of conjecture with many people, it is interesting to note that Turner Layton is the pianist with the tenor voice, while Clarence Johnstone is the white-haired vocalist who usually sings the comedy numbers.

Both Layton and Johnstone have similar tastes and are alike in one great respect—when they themselves are not singing or playing they enjoy nothing better than a peaceful hour with their gramophone listening to others.

## Schott's PIANO-ACCORDION ALBUM In Three Books

3/- net each

Book I  
by ..

M. THONI  
16 Selected Pieces

Book II  
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E. LORENZ  
20 Charming Melodies  
(Easy)

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THE ACCORDION STUDENT  
30 Favourite German and Austrian Melodies  
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#### TO DEALERS

All the above are good stock lines in view of the increasing demand for Music for this popular instrument

LIBERAL DISCOUNT

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## USE TANNOY P.A. FOR JUBILEE DAY

**Prestige:** No dealer of standing can afford to be without **good** amplifying equipment — at Jubilee or any other time.

**Profit:** The Jubilee Celebrations provide an excellent opportunity to cover a larger proportion of the cost of your TANNOY equipment.

Thereafter your hire work will be almost entirely clear profit.

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'Phone: Central 6830.

# STARTING IN MUSIC

MR. C. J. BAYLEY is the proprietor of a radio shop in the High Street of Uxbridge, a rapidly growing suburb of London.

For nearly six years he has been selling radio. About a year ago he moved to his present and larger premises. Now he is selling radio, and pianos, accordions and music.

According to him, it was the only and obvious course that he had to take in developing his business. He came to his decision for two reasons.

The first was the increasing interest taken in music and music-making by the residents of the town.

The second was the constant growth of the town's population.

He realised that if he did not start selling music, somebody else would. The demand was undoubtedly there, and it was up to him to supply it.

If he did not, then the probable result would be that a music shop would open in the neighbourhood, and this would inevitably include the sale of radio. So that he would be faced with extra competition from two points.

Mr. Bayley also realised that selling music was not just a matter of putting a few instruments in the window and hoping for the best.

He had to plan his expansion. And the most important detail was the arrangement of expert assistance and service.

He carried this out in two widely different ways.

By obtaining the services of a piano tuner, and also of an expert accordionist.

It was his opinion that music must be tackled in the same way as radio—with adequate after-sales service to the customer so that they are retained, and are likely to introduce new custom.

Especially was this the case with the accordion, Mr. Bayley considered. It was a waste of time to try to sell accordions to people who had no opportunity of learning to play them, and a club aided in keeping his customers enthusiastic.

He has started with modest stocks at low prices.

High-priced instruments would mean the locking up of large sums of capital and involve a more limited range.

So he decided to begin with six pianos, their prices ranging about the £45 mark. There are five upright models of different brands and one baby grand.

His stocks of piano-accordions range from five of the button type accordions to six piano-accordions at a top price of £30.

Window display of these instruments, advertisements in the local Press, and circulars to his customers and others who are likely to be interested, have made the foundation for what is likely to be a very successful branch of the business.

## Selmer Finance Dealer H.P.

A UNIQUE scheme in the music trade to help dealers has been introduced by Selmer, of Davis Building, Moor Street, London, W., and all their associated companies. It enables dealers to handle hire-purchase arrangements as if they were cash sales.

The associated companies include Handcraft Instruments, Ltd., and Truvoice, Ltd.

All dealers who participate in the scheme are fully supported by the backing of the companies, and are thereby safeguarded from losses by defaulting customers, but they get cash credit for all their sales, no matter how many months the H.-P. is spread over.

In effect, each hire-purchase transaction is a cash sale, and the dealer is rid of any possible trouble that may follow. The only charge made for the service is 5 per cent. of the amounts financed, half of which fee can be recovered by taking advantage of the 2½ per cent. discount given by the firm for monthly settlements.

The actual practice of the scheme is simple.

Any dealer desiring to take advantage of it is supplied with hire-purchase forms. When a customer buys an instrument on these terms he fills up one of the forms, which the dealer then forwards to Selmer. At the same time the customer naturally makes a cash deposit, which is retained by the dealer.

Upon finding the buyer's references satisfactory, Selmer immediately credit the dealer with the net amount borrowed by the customer, less the accommodation fee of 5 per cent. A "satisfaction note" is also sent along at the same time, so that the dealer can make delivery of the instrument and obtain the customer's signature to the note.

These principal points of the scheme are not affected by variations in the time given for purchase, whether it is six or eighteen months, or whether a secondhand instrument is taken in part exchange.

This is the only finance scheme of its kind known in the music trade, and in introducing it at the beginning of the summer Selmer are following their plan of always aiding the dealer to get mid-year sales.

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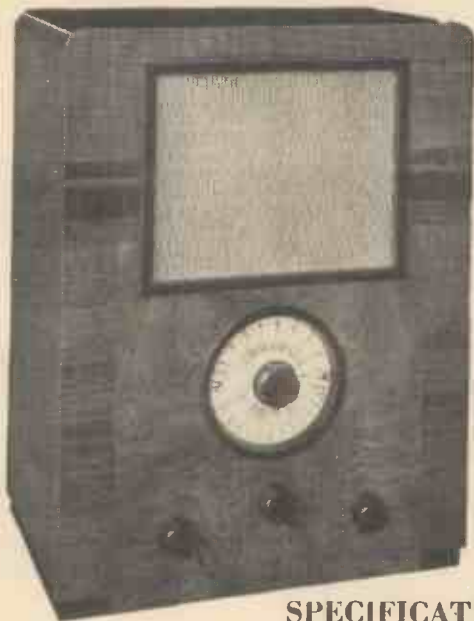


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