

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

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

VOL. XXIII. (NEW SERIES) No. 309.

July 19th, 1930.

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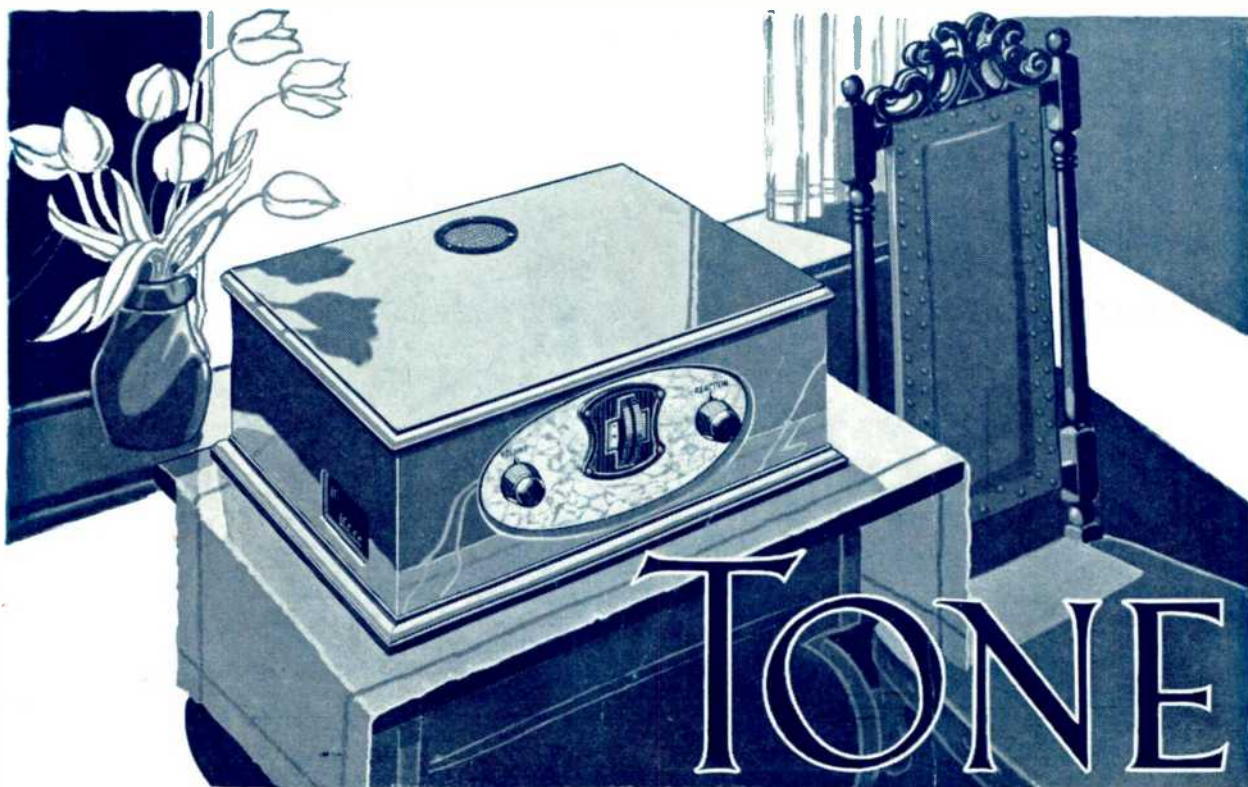
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and Beacon Stations,
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Beam Service—all



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DECCA 1930

STOCKROOMS WILL BE ARRANGED AS FOLLOWS

Mr. H. Simons

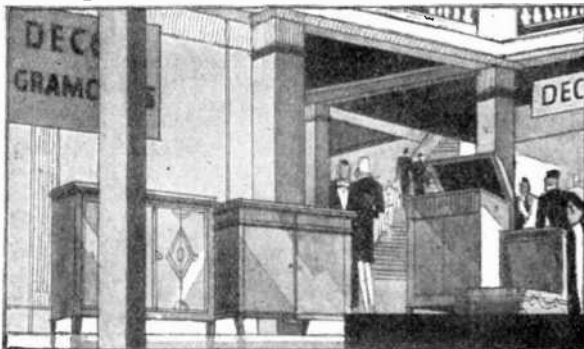
- July 23rd/24th :— Bell Hotel, Norwich
- Aug. 11th to 14th :— Crown Hotel, Southampton.
- Aug. 18th to 21st :— Royal Pier Hotel, Southsea
- Aug. 25th to 28th :— Clarence Hotel, Brighton

Mr. J. Morris

- July 29th to 31st :— Grand Hotel, Bristol
- Aug. 18th to 20th :— Royal Hotel, Plymouth
- Aug. 21st/22nd :— Bude Hotel, Exeter
- Aug. 25th to 29th :— Midland Hotel, Birmingham
- Sept. 2nd to 4th :— Park Hotel, Cardiff

Mr. A. R. Morris

- July 7th/8th :— Grand Hotel, Leicester
- July 9th/10th/11th :— Victoria Station Hotel, Nottingham
- July 14th to 25th :— Grand Hotel, Aytoun St. Manchester
- July 28th to Aug. 6th :— St. Enoch Station Hotel, Glasgow
- Aug. 7th/8th/9th :— North British Station Hotel, Edinburgh
- Aug. 11th to 15th :— Hotel Metropole, Leeds
- Aug. 18th to 22nd :— Royal Turks Head Hotel, Newcastle-on-Tyne
- Aug. 25th to 29th :— Stork Hotel, Liverpool
- Sept. 3rd/4th/5th :— Grosvenor Hotel, Hull



Mr. A. G. BURCHELL

will be in permanent attendance at the head office

THE DECCA GRAMOPHONE CO. LTD. 1-3, BRIXTON ROAD, LONDON, S.W.9

Sole concessionaires of the world-famous gramophones and accessories of the Decca Record Co., under their Regd. trade marks, 'Salon,' 'Decca' & 'She shall have music wherever she goes.'

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AERIAL Wire is one of those little lines that many dealers are apt to ignore. Yet a good aerial is the first essential of good reception.

Sell Wiretron Aerial Wire and your customers will be delighted with the results they obtain. And when a customer is satisfied with what you sell him, he is satisfied with you. You have even his confidence. He will come back and buy all he needs from you.

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tidy shelves and easy storing. It can be used for indoor or outdoor aerials and its perfect insulation eliminates the need for a lead in. Wiretron can be attached direct to the set.

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half actual
size of box*



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COMPANY**

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INDEMNITY BY IMPEX ELECTRICAL LIMITED

IMPORTANT NOTICE

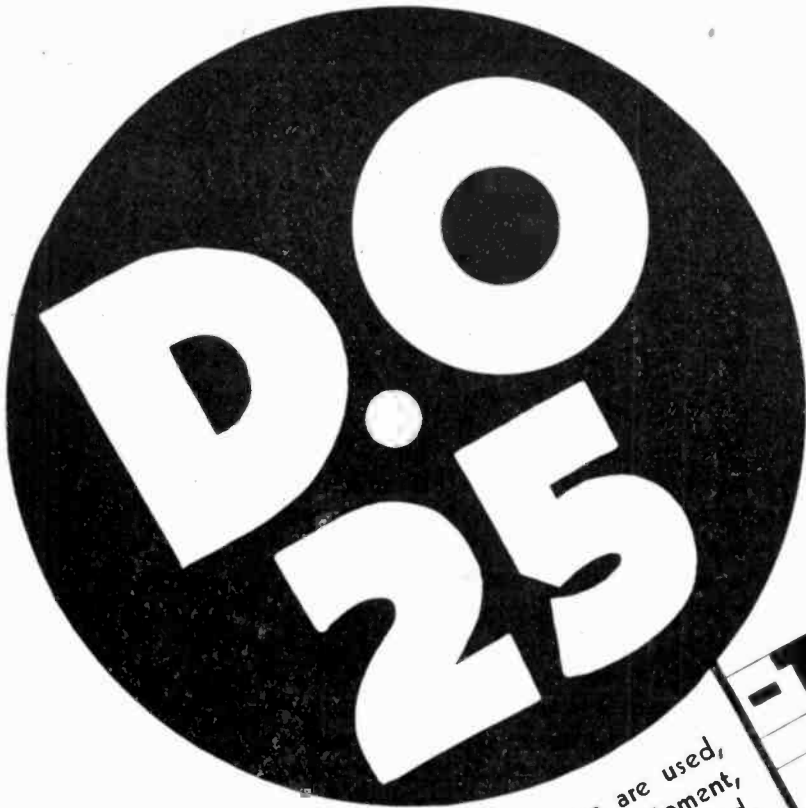
Messrs. The Mullard Radio Valve Co., Ltd., have recently published notices in the trade press intimating that they intend to take legal proceedings against retailers and others who may infringe certain Letters Patent owned by them, amongst which are Letters Patent No. 283,941.

We are satisfied that the construction of our well-known Dario Valves is not such as to constitute an infringement of Letters Patent No. 283,941 and we desire to give notice to our trade friends that we undertake hereby to indemnify any person who may be sued for infringement of Letters Patent No. 283,941 by the sale of our Dario Valves in respect of any costs and damages which may be awarded against him provided that our Solicitors, Messrs. Philip Conway, Thomas and Co., of 80 Rochester Row, Westminster, London, S.W.1, shall have the conduct of any action brought to recover such damages.

For the purpose of enabling any retailer conveniently to avail himself of the benefit of this indemnity we are depositing with our Bankers in England in the joint names of ourselves and our Solicitors a large sum of money to be utilised for the purpose of making this indemnity effective.

In future, should any claim be made against any customer of ours for infringement of Letters Patent No. 283,941 by the sale of our Dario Valves, the document containing the claim should be sent immediately unanswered to our Solicitors at the above address in order to obtain the benefit of this indemnity and relief from the trouble of conducting legal proceedings.

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Where big radio gramophones are used, where there is public address equipment, where demonstration outfits are installed, there must be an output valve of exceptionally high efficiency. It is for this use that the new Mullard D.O. 25 has been designed.

Here are figures that tell their own story:—

- Max. Filament Voltage - - - - - 6.0 volts.
- Filament Current - - - - - 1.8 amps.
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- *Anode Impedance - - - - - 1,150 ohms.
- *Amplification Factor - - - - - 3
- *Mutual Conductance - - - - - 2.6 mA/Volt.
- *At Anode Volts 100, Grid Volts Zero.

**-THE TYPE
NUMBER OF
THE AMAZING
NEW
OUTPUT
VALVE**

MULLARD
THE MASTER VALVE





CELESTION PROGRAMME 1930=31

THE Celestion Programme for 1930-31 contains many new and progressive items in which the public will undoubtedly take as lively an interest as it has done in previous Celestion products.

Your Programme for 1930-31 will be incomplete unless Celestion is prominently featured. You will consequently be well advised to reserve your decisions on all matters relating to Sound Reproduction until you have the details of Celestion's latest products. Whether it be Gramophone Pick-ups, Loud-Speakers, Tone Controls, or indeed anything relating to true Sound Reproduction, we can assure you that

the New Celestion Instruments will be unquestionably the finest procurable during the coming season

Full details of the Celestion 1930-31 Programme will be published during August.

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The Very Soul of Music
LOUD-SPEAKERS

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Kingston-on-Thames

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the Portables that are Different



The **BEETHOVEN**
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price £10 - 10 - 0
inclusive

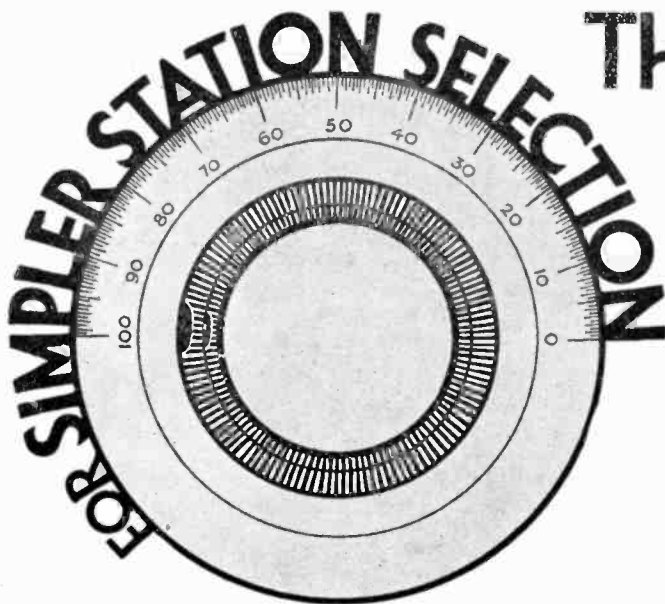
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Station selection is easier with the K.C. because of the careful design of the plates which ensures even spacing round the dial, and because of the unique slow motion device which gives a reduction ratio of 10-1. The movement is positive and the construction so sturdy that your customers cannot fail to see its obvious advantages.

PRICE **12/-**
with knob, dial and
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PRICE **8/-**
without knob, dial or
slow motion device

DUBILIER CONDENSER CO. (1925) LTD., Ducon Works, Victoria Rd., North Acton, London, W.3.

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The NEW

Geisha

No. 3.

OUTSTANDING IN:—
TONE
VOLUME
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NEW IDEAS.

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

PATENT STARTING AND STOPPING MOVEMENT.

CARRIES EIGHT 10" RECORDS IN DETACHABLE ALBUM.

PATENT SELF-CLOSING NEEDLE CUP.



RETAIL PRICE

£3/10/-

Subject to usual Trade Discount.

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

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

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

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**REGIONAL
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Price £12.15.0
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This set has been specially designed for receiving the dual programmes from the Brookman's Park Station. It will separate the Regional from the National wavelength clear of interference, as close as one mile, and gives good loud-speaker strength within a radius of approximately 40 miles.

It serves a large population, and offers, therefore, a rich potential market to the enterprising dealer.

Its price—£12 15s. complete—is within the reach of households of quite modest means, while H.P. facilities are available, if required.

Only three Valves are employed, and Battery consumption and cost of upkeep generally is therefore much more economical than the average Portable Set.

The Efescaphone Regional Three is entirely self-contained and requires neither an Indoor nor Outdoor Aerial.

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LONG RANGE

Two Strong Selling Sets

SELECTIVE

POPULAR

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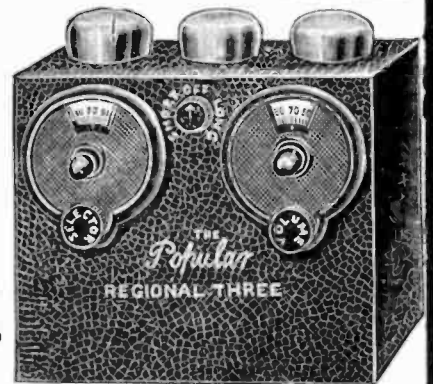
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£5 : 15 : 6 (subject)

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

FIXED
 RETAIL
 PRICES
 INCLUDING
 VALVES
 FREE FROM
 ROYALTIES



4 GUINEAS (subject)

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

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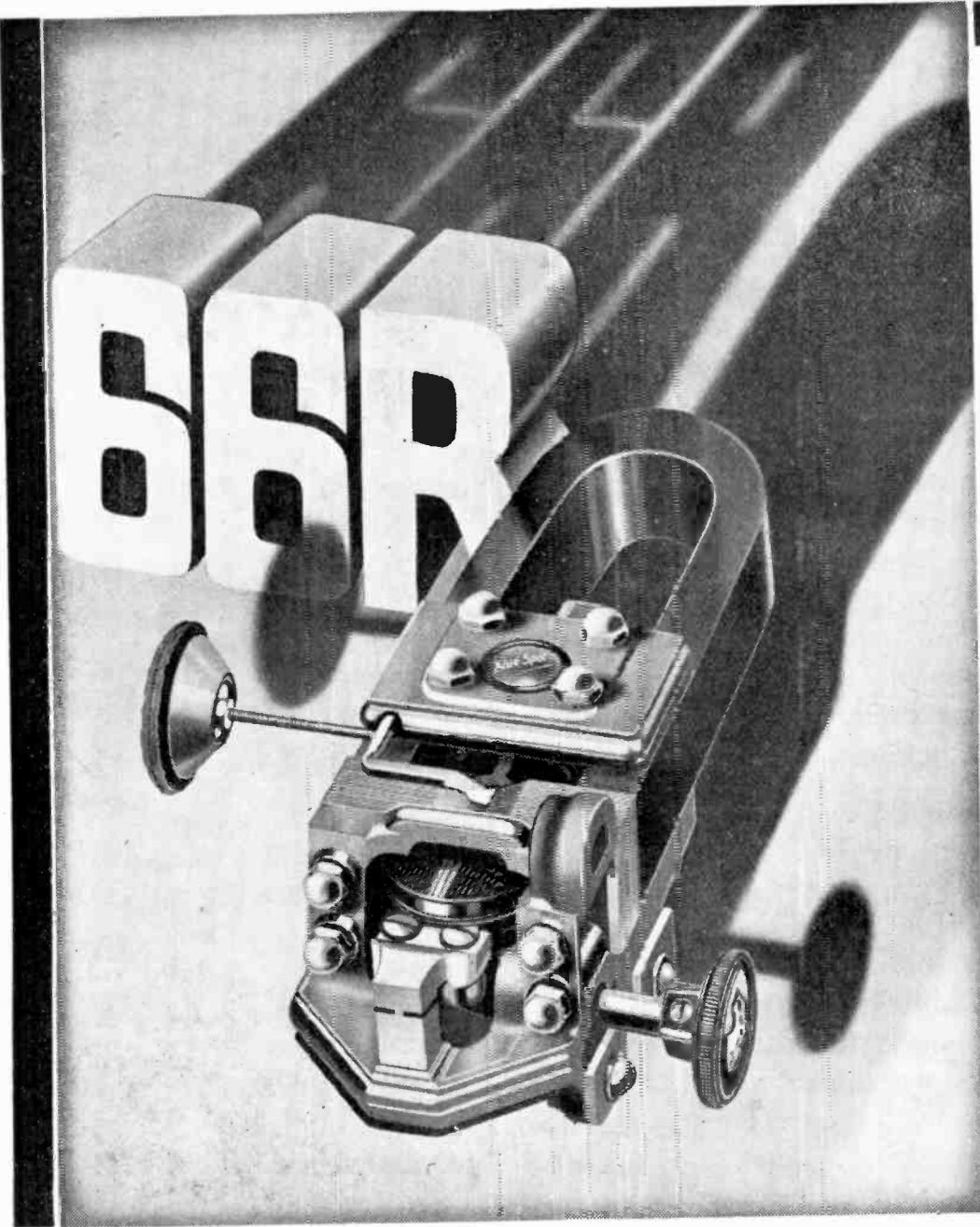
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LOW PRICE



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DETEX

PORTABLE RADIO

AN INDEMNITY

With reference to the warning issued by the Mullard Radio Valve Company Ltd. to users of Tungram Valves, we would call the attention of our Trade friends to the indemnity issued by the Tungram Electric Lamp Works (G.B.) Ltd. Their indemnity fully covers our customers, whose particular attention we would draw to the fact that Messrs. Tungram hold that their valves do not infringe any of Messrs. Mullard's patents, and/or that the respective patents are invalid.

We should like to make it quite clear that under the above indemnity every Detex stockist is entitled to call upon Messrs. Tungram for his defence in respect to any alleged infringement by the distribution of Tungram valves. Should any of our friends receive information of certain firms having submitted to judgments or injunctions, we should like to make it clear that these have been obtained against firms who have chosen not to defend the action and who have not offered Messrs. Tungram the opportunity of defending on their behalf. Such judgments or injunctions have effect only between the particular parties, and the material questions of alleged infringement of Messrs. Tungram's valves and of the validity of these Mullard patents, have not been tested in such actions.

DETEX LTD.
161, Vauxhall Bridge Road
:: LONDON, S.W.1 ::

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

EDITORIAL VIEWS.

The W.R.A. Advances a Step.

WE think the W.R.A. has done the right thing in giving ear to the demand from members for a substantial modification in the provincial constitution of the organisation. In the first place it should effectively silence the critics who complain, as some have done, that the Association is a London body, controlled by and operating mainly for the benefit of traders in and around the Metropolis; equally it should see an end to the complaint that the opinions of the members generally carry little influence with the London executive organisation. If it has been the case in the past that the "tail" has sometimes wagged the "dog," the official adoption of last week's representative resolution will provide the members with all the power they can reasonably demand or employ.

The area organisation scheme will also have the effect of relieving that large proportion of the membership who are unattached to any of the branches of the possibly excusable feeling of isolation and neglect which some of them now profess.

There is adequate and encouraging precedent for this particular system of organisation, and, provided that members generally will appreciate the impossibility of having an influential centre at the doorstep of every one of them, and so long as the majority will realise that they must be prepared occasionally to spend some shillings and hours to attend the nearest area meeting, then the system holds out the highest possible hopes of success for the Association as a whole. Its particular advantage, of course, is that even in the absence of local branches (the development of which still ought to be one of the Association's prime tasks), it does give every member an opportunity of voicing his opinions and of meeting and hearing the views of his fellow traders.

The proposal to increase the annual subscription to £2 2s. od., although it emanated from rank and file members and not from the executive, is still bound to meet some degree of opposition. But the point for the individual trader to decide is not whether the W.R.A. can give him two guineas' worth of value *now* (since its organisation must be admittedly incomplete), but whether, under the new constitution that is envisaged, and by throwing in his own weight and influencing others to follow suit, he can *make* it yield him a valuable return for the cash invested. Obviously, since in any association the members make the body, and in the last resort control its destiny, this should be possible—and easy, too.

Traders and "Nuisance" Laws.

THE dealer in Stockport who has just successfully contested a charge of nuisance by noise preferred against him by the authorities is undoubtedly to be congratulated on the expert use of the law in securing a favourable decision from the court. Everyone in commerce should have a broad knowledge of the statutes governing business life generally, while the retail trader should take additional care to see that he is acquainted with particular local regulations and by-laws which may affect his trading activities in one way or another.

Dealing with this particular case (and, we hope, without giving offence to the dealer concerned), we may point out that the loud-speaker was stated by the police to be audible fifty yards away even after it had been removed from the fanlight over the door-way into the shop itself. If that were the case, we can well understand the feelings of others in the locality who may have been trying to conduct business of a quieter nature! Even though a demonstration speaker is giving reproduction with which the severest critic could not quarrel on the score of quality (and that unfortunately is a circumstance rarely encountered even to-day) it is still probable that excessive volume would be an annoyance to others in the neighbourhood. It is, indeed, a fact that even the most perfect rendering of music becomes offensive when heard from a distance and in competition with other closer sounds.

Particular point is given just now to observations on this subject by the fact that more and more local authorities are introducing by-laws prohibiting the "use of loud-speakers and gramophones, in or near the public street, in such a manner as to cause annoyance," and there is evidence in many of these instances that the measure is a more or less direct result of "indiscretions" by members of our own trade.

Popular opinion is surely reflected by this tendency, and it is only reasonable to assume that, once the regulations are framed and passed by the Home Office, they will be given full effect by police and magistrates alike. For ourselves we think it is debatable whether shop-door demonstrations are a dignified or desirable means of publicity for the trader to adopt at all; but since so many are apparently too deeply attached to the practice to abandon it voluntarily, we can only counsel them to be reasonable and moderate in its operation—not only to keep on the right side of the law, but also, it may be added, to preserve their reputations with the discriminating public.

8th Year of Publication.

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

Telephone Numbers—

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

Telegrams—

"WIRELESTRA," FLEET, LONDON.

Branch Offices:

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

Annual Subscription Rates:

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

8/- Post free. 10/-

Published Every Saturday.

Philips Van on the South Coast.

Great Publicity Campaign During the Summer.

FOLLOWING upon the provincial tour which has been reported from time to time in THE TRADER, the Philips publicity van has now commenced a tour round the seaside resorts of the South Coast, where it will push the local sales of Philips all-electric radio during the holiday season.

The *Daily Mirror* is working in collaboration with Philips, and that journal will from time to time publish details of the programmes to be given, so that the public will be kept fully informed of the movements of the van. In making these arrangements the trade aspect has not been forgotten, and in several centres well-known traders and factors are linking up with the Philips van to ensure the success of the visit to their respective towns.

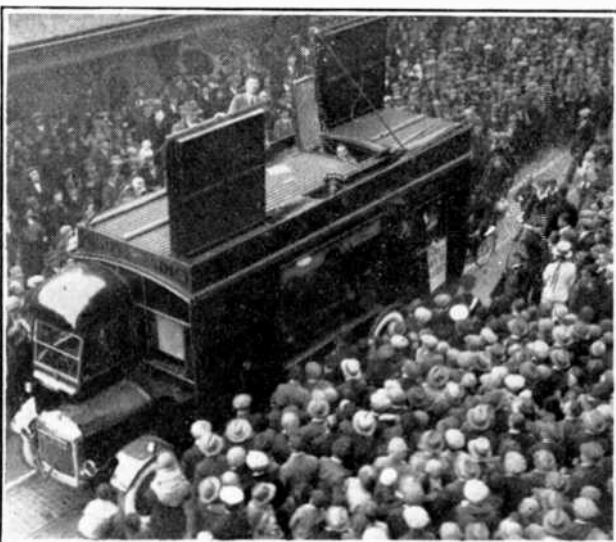
Window displays, we are informed, will also play a prominent part in the campaign, as also will the direct mail "drives" which many of the trade are participating in during the van's tour.

Philips have ensured that when the van reaches a town everybody—trade and public alike—will know that it is there. In many cases the van will be the centre of a spectacular programme to be given where everybody can see and hear.

Many south coast towns, indeed, are featuring the Philips visit in the official guides and have made it the "star" attraction of the week. The van will also call on as many local traders as possible, but, owing to its huge bulk, it will not always be possible for the vehicle to drive down narrow streets, or stand for any length of time in the congested traffic routes.

To-day the van is at Brighton, where it will provide a running commentary on the regatta with incidental music. On Monday the van will call on Brighton traders.

During the rest of the week the programme will be:—



Some idea of the great interest evinced by the public in the Philips van can be judged from this photograph, which was taken in one of the main streets of Plymouth.

K-B Concert Time Altered.

Kolster-Brandes, Ltd., inform us that in future the concerts they broadcast from Hilversum every other Sunday evening will commence at 6.30 p.m. instead of 5.40 p.m. as at present.

Television in Aberdeen.

Good television reception in Aberdeen is certainly something to be proud of, but this is the record set up by Mr. J. N. Piper, of 118, Union Street, who tells us that he has obtained wonderful results after a short period of experimenting.

Mr. Piper is arranging a demonstration for his customers, and intends to open a special television department.

Stamp Propaganda.

The German postal authorities are endeavouring to popularise radio by printing the words "Become a radio listener" on certain German postage stamps.

Bexhill and a Radio Exchange.

Bexhill-on-Sea Town Council, have, we hear, received from A. & E. Wallis, of Clacton-on-Sea, an application for permission to carry wires across roads in connection with a wireless relay exchange proposed to be established in the town. The Highways Committee expressed the opinion that any application of this nature should be considered only in respect of specified points, and on their recommendation consideration of the matter has been deferred pending the receipt of further information.

Derby Fire.

A correspondent informs us that a fire occurred on July 10th, at the accumulator charging depot of Mr. Willday, electrical and radio engineer, Morleston Street, Derby. Damage was done to several wireless sets and to the workshop premises.

COMPANY NEWS.

The "Goltone" Accounts.

Ward & Goldstone, Ltd., have sent us a copy of their directors' report and balance sheet as at March 31st, 1930.

A net profit of £12,587 18s. 4d. is shown, after providing for bad and doubtful debts, salaries, commissions, staff bonuses, advertising and all general changes. From this has to be deducted directors' fees £400, income tax £3,538 4s., and depreciation of plant and accessories £3,170 8s. 11d. To the remaining £5,479 5s. 5d. must be added the balance brought forward from last year, namely £25,668 8s. 5d., making a balance of £31,147 13s. 10d. After deducting £8,008 15s. 11d. (comprising interim dividends already paid, 7 per cent. Preference £4,480, and 7 per cent. Ordinary £3,528 15s. 11d.), the balance to be carried forward to the next account is £23,138 17s. 11d.

The reduced profits for the year are attributed, among other causes, to the fall in the value of copper and rubber, largely used by the company. This has necessitated the writing down of stocks.

The output and sales during the year, it is stated, have been well maintained. Selling prices leave little margin over costs owing to the keen competition from the Continent, where wages and taxes are greatly below those in this country.

De la Rue's Report.

The accounts of Thomas de la Rue & Co., bakelite moulding manufacturers, etc., show that the net profit for the year ended March 29th was reduced from £30,155 in 1928-29 to £16,241 in 1929-30.

The report states that the very severe setback in general trading conditions had an immediate and sharply adverse effect on the company, with the result that the year's figures have been seriously prejudiced. In the circumstances the directors recommend that the profit be added to the carry-forward of £12,219, subject to provision of £5,000 for depreciation of freeholds and special repairs of buildings.

Australia has in the past been the best of the company's oversea markets, and in this case trading conditions have become particularly difficult.

Selectors Play Tennis.

Selectors, Ltd., tell us that a tennis tournament was held recently at Slough between the headquarters staff and the London office employees.

After an exciting afternoon Slough won, 5-3.



Here is a photograph of some of the Selectors London office team who took part in the recent tournament.

THIS YEAR'S MANCHESTER SHOW.

First List of Exhibitors and Preliminary Details.

BELOW we give some advance information about the Manchester Radio Exhibition, to be held next October, together with a preliminary list of exhibitors. At the time of writing, ninety-three firms have taken stands, though as some space yet remains to be allotted, the final muster will probably approach last year's total of 120 exhibitors.

SECOND in importance only to the Olympia Show the seventh Manchester Radio Exhibition will be held this year from Wednesday, October 8th, until Saturday, October 18th, as usual, in the City Hall, Deansgate, Manchester. It is being organised by the Radio Manufacturers' Association, the Manchester Evening Chronicle and Provincial Exhibitions, Ltd., to whom the success of last year's Show was largely due.

At the time of writing practically all the exhibiting space in the City Hall, New Hall and gallery has been booked, and though one or two sites are still vacant, it is expected that these will have been allocated before these words are in print.

Demonstrations.

Although it has not been found possible to offer facilities in the Concert Hall for the demonstration of amplifiers, the organisers have arranged for a limited amount of gallery space to be allotted for the purpose of demonstrations in sound-proof rooms—a feature that will be appreciated by the trade and public alike.

Exhibitors themselves will be responsible for the erection of their demonstration rooms on the space they book for that purpose, though arrangements will be made for leads to be supplied

from a common amplifier wherever necessary.

Thus, it is seen, it will be possible to demonstrate the gramophone and low frequency portion of a radio-gramophone. Exhibitors must, however, communicate with the organisers giving details of the apparatus that it is proposed to demonstrate. Upon receipt of these the organisers will state the charge that will be made.

As at last year's Manchester Show, it will be possible for exhibitors to demonstrate loud-speakers from their stands. One pair of leads will be run from the common amplifier—in this case free of charge—to each stand. Only one loud-speaker may be demonstrated at any one time.

The Exhibition Halls.

The actual layout of the various stands does not differ materially from that of last year.

The largest number of stands will, of course, be found in the main City Hall itself. There is, however, quite a large, annexe. This consists of the New Hall, with the Tonman Hall on one side, providing a connection with the main hall, and the Concert Hall on the opposite side. The Concert Hall naturally will contain no actual exhibiting stands.

Exhibitors will probably be given a free hand in the design of their stands, as was the case last year. Another rule stipulates that no literature shall be handed out from any point other than on the actual stand itself. Assistants will not be permitted to parade the gangways between the stands, or the Exhibition Hall, or its surroundings for distributing publicity material or for advertising purposes.

General exhibits will be received from noon on October 4th until noon of the opening day, while all goods must be cleared by noon on October 20th. Special exhibits will be permitted before 11 a.m. on any exhibition day.

The Show itself will be opened on the first day at a suitable hour to be arranged by the management, and on each following day the doors will be open from 11 a.m. until 10 p.m.

Although a number of firms will be missed from this year's Manchester Radio Exhibition one or two newcomers will be noticed. We give a provisional list of exhibitors below, but would emphasise that this is not final. As we have said earlier, all the space is not yet allotted, and until it is, of course, it will not be possible to give a final list of stand-holders, with their stand numbers and positions.

The Exhibitors.

Allied Newspapers, Ltd. (Manchester).

Baker, A.
Beardsall, W. E., & Co., Ltd. (Manchester).
Belling & Lee, Ltd.
Brown Bros., Ltd.
Brown, S. G., Ltd.
Brownie Wireless Co. (G.B.), Ltd.
Bernard Jones Publications, Ltd.
Burndept Wireless (1928), Ltd.

Crossley, G., & Son, Ltd. (Manchester).
Celestion, Ltd.
Chloride Electrical Storage Co., Ltd.
Clarke, H., & Co. (M/C), Ltd.
Cole, E. K., Ltd.
Cossor, A. C., Ltd.
Continuous Gramophones, Ltd.
Concerton Radio & Electrical Co., Ltd.
Coranto Cabinet Co.

Dulcetto Polyphon, Ltd.
Dubilier Condenser Co. (1925), Ltd.
Diggle, A., & Co. (Rochdale).

Econasign Co., Ltd.
Edison Swan Electric Co., Ltd.
Ensign, Ltd.
Epoch Radio Mfg. Co., Ltd.
Ever-Ready Co. (G.B.), Ltd.

Ferranti, Ltd.
Ponteyn & Co., Ltd.
Formo Co.
Fuller Accumulator Co. (1926), Ltd.

Garnetts (Salford).
Garnett, Whiteley & Co., Ltd.

General Electric Co., Ltd.
Graham Amplion, Ltd.

Hardman & Co., Ltd. (Rochdale).
Harlie Bros.
Hollingdrake, Henry, & Son, Ltd.
Hobday Bros., Ltd.

Igranic Electric Co., Ltd.
Iliffe & Sons, Ltd.
Impex Electrical, Ltd.

Junit Electrical, Ltd.
J. R. Wireless Co.

Kalisky, S. (Aldgate), Ltd.
Kolster-Brandes, Ltd.

Lectro Linx, Ltd.
Lissen, Ltd.
London Electric Wire Co. & Smiths, Ltd.
Loud Speaker Co., Ltd.

McMichael, L., Ltd.
Marconiphone Co., Ltd.
Moore, John, & Co.
Mullard Wireless Service Co., Ltd.

National Accumulator Co., Ltd.
Northern Steel & Hardware Co., Ltd (Manchester).

Oldham & Son, Ltd.
Ormond Engineering Co., Ltd.

Partridge Wilson & Co., Ltd.
Pegasus, Ltd.
Pertrix, Ltd.
Potter, H. B., & Co., Ltd.

Philips Lamps, Ltd.
Provincial Incandescent Fittings Co.
Pye Radio, Ltd.

Radio Instruments, Ltd.
Rawson, H. C. (Sheffield and London), Ltd.
Redfern's Rubber Works, Ltd.
Rialton Radio.
Richardsons (Manchester).
Ritberdon & Co., Ltd.

Scott, G. L., & Co., Ltd.
Selectors, Ltd.
Siemens Bros. & Co., Ltd.
Sifam Electrical Instrument Co., Ltd.
Six-Sixty Radio Co., Ltd.
Squire, Frederick, Ltd.
Standard Battery Co.

Telsen Electric Co., Ltd.
Trader Publishing Co., Ltd.
Trio-tron Radio Co., Ltd.
Tungram Electric Lamp Works (G.B.), Ltd.
Tutills, Ltd.

Ultra Electric, Ltd.
Universal Gramophone & Radio, Ltd.

Vandervell, C. A., & Co., Ltd.
Varley (Oliver Pell Control, Ltd.).

Ward & Goldstone, Ltd.
Watmel Wireless Co., Ltd.
Wellworth Wireless Co., Ltd. (Manchester).
Westinghouse Brake & Saxby Signal Co., Ltd.
White, J. C., & Co., Ltd. (Manchester).
Wilkinson, C. B., & Co. (Rochdale).
Wright & Weaire, Ltd.

IN THE COURTS.

Three Winding-up Petitions.

IN the Chancery Division on Monday Mr. Justice Bennett again had before him the petition for the winding up of Enterprise Manufacturing Co., Ltd. Mr. Stable said it had been agreed that the petition should be dismissed.

The company would pay the petitioners' costs and would undertake to go into voluntary liquidation within fourteen days. Mr. Cecil Turner, for the company, assented.

Mr. Stable said it was clear there must be a winding up because the company had sold its goodwill, and the book debts had to be obtained.

His lordship dismissed the petition on the agreed terms.

* * *

A PETITION to wind up Truphonic Radio, Ltd., came before Mr. Justice Bennett in the Chancery Division this week.

Mr. J. B. Linden said this was the company's own petition. A debenture holder had appointed a receiver and there was owing to the bank £11,000. The former managing director of the company appeared to be liable for a very considerable sum and judgment had already been obtained for over £10,000. The directors felt that the best course in the interests of the company was to wind it up compulsorily. There was no opposition.

The judge made the usual compulsory order.

* * *

A PETITION for the compulsory winding-up of Duophone (Foreign), Ltd., presented by Celebrity Gramophones, Ltd., of Budge Row, E.C., also came before Mr. Justice Bennett in the Chancery Division on Monday last.

Counsel for the petitioners said they were creditors for £150. The petition was not opposed by the company.

Another counsel said he appeared for the liquidator of World Echo Records who had a judgment for £676, and a contingent claim for £2,500.

The judge made the usual winding-up order.

FIRM'S FINANCIAL DISPUTE.

IN the King's Bench Division on Tuesday, before Mr. Justice Roche, Mr. Harold George Furlong, of High Holborn, and a director of the Voltron Company, Ltd., radio manufacturers, of Queensway, Ponders End, was a defendant in an action brought by H. C. Rowland and Co., Ltd., of Cloak Lane, London, E.C.

Plaintiffs claimed that Mr. Furlong was liable to them, having, they alleged, guaranteed Voltron's account up to £2,000. Mr. Furlong denied liability.

Mr. Justice Roche held that Mr. Furlong was liable under the guarantee for £1,700, and gave judgment for that amount for Rowland's with costs.

A stay of execution was granted.

TWO "NOISE" CASES DISMISSED.

THE Stockport Borough bench recently gave its decision in the case in which, as reported last week, Abraham Hitner, managing director of the Universal Electric Supply Co., wireless dealers, of Linden Grove, Fallowfield, who has business premises in Prince's Street, Stockport, was summoned under a local by-law for causing an alleged nuisance at his business premises by using a loud-speaker.

The defending solicitor had contended that the by-law under which the proceedings were taken referred only to noisy instruments being actually played in the street, and could not refer to a loud-speaker or other instrument played in a shop, the noise of which passed into the street.

The chairman of the bench said the magistrates had given serious consideration to the point of law which had been raised, and they had come to the conclusion that the alleged offence did not come within the meaning of the by-law. The case would therefore be dismissed. Mr. H. Finklestone, who defended, asked for costs against the police, who, he said, had not sustained the charge.

The clerk to the bench, Mr. H. Newton, said that the magistrates had decided the case upon the wording of the by-law, but they were satisfied that there had been a nuisance caused by the continual use of the loud-speaker, and that the Chief Constable was justified in bringing the case forward. The bench were, moreover, of the opinion that there should be a mitigation of the nuisance.

The chairman announced that the application for costs would not be granted.

* * *

A SIMILAR case was heard at Blackpool recently, when Mr. William Diggle, wireless dealer, Adelaide Street, was summoned for operating a loud-speaker so as to cause annoyance. The by-law under which the case was taken came into operation only on May 19th, and this was the first case to be heard.

A constable said the loud-speaker was making a terrific noise, but Mr. Diggle said the noise could be heard because a woman had inadvertently left the shop door open.

The case was dismissed on payment of costs.

[NOTE.—The two interesting cases reported above form the subject of a leading article this week.—EDITOR.]

SOUTH LONDON THEFT SEQUEL.

THE final hearing of the case, reported in our last issue, in which Stanley Frederick Walsh was charged on remand at Tower Bridge Courts, with stealing wireless parts worth £11 12s. 6d., the property of his employers, the Reliance Manufacturing Co., came before Mr. Oulton last week.

Accused, who pleaded guilty, was placed on probation for twelve months by the magistrate.

THEFT OF RADIO PARTS.

AT Wilnecote Sessions recently, a postman named William Frederick Faulkner was charged with stealing a quantity of wireless components, value £5, the property of Mr. Leslie Jackson, wireless dealer, 50, Argyle Street, Glascote. The Bench fined defendant £4, and placed him on probation for twelve months.

REMARKABLE CONFESSION OF WIRELESS THEFTS.

A REMARKABLE story of a long confession by a man who was undergoing a term of imprisonment under the Prevention of Crimes Act, was told to the Bromley Magistrates last week, when Hector McDonald Medhurst appeared on a Home Office Order from detention at Winchester prison.

Among the large number of robberies with which he was charged were: breaking into the premises of John Parker, 21a and 23, London Road, Bromley, and stealing a Columbia portable gramophone, on the night of January 17th; breaking into the lock-up shop of William Reynolds, at 33, Mason's Hill, Bromley, and stealing a 5-valve portable set on the night of February 1st; and of breaking into a private house at 29, Church Street, Woolwich, and stealing a 5-valve portable and other wireless goods.

In a statement that the prisoner made he is alleged to have admitted forty-four cases of robbery. He was committed for trial at the County of London sessions.

At the hearing of the case there a detective stated that Medhurst admitted being concerned in raids in which property to the value of £1,500 was involved.

He was sentenced to four years' penal servitude.

CASE OF ALLEGED RECEIVING.

IN connection with the above case, William Daniel Crawley, a hairdresser, of 803, Old Kent Road, Deptford, London, S.E., who is charged with receiving one of the cameras, the gramophone and the two wireless sets mentioned in the charge, knowing them to be stolen, was remanded.

DAYLIGHT RECEPTION

**"BERLIN,
HILVERSUM,
PARIS,
and all other
European
High Power
Stations."**

Working on the Yorkshire coast, breakfast time music was enjoyed almost every day from either Berlin, Hilversum, or Paris. All the European high-power stations were received in full sunlight at good loud-speaker volume, and after dark, stations from all over Europe came in at every few degrees of the dial."

—Manchester Evening Chronicle

AMPLION PORTABLE

INDEPENDENT

Read what "The Manchester Evening Chronicle" says in its editorial comment on the new Amplion Portable:

SELECTIVITY

"The set is extremely selective, and the London and Midland Regionals can each be tuned-in at full loud-speaker volume when working close to the Manchester station."

SENSITIVITY

"I have tested the set against a modern four-valve set with two stages of L.F. and one of S.G., and even on a frame aerial the Amplion tuned-in all that the four-valve set brought in, and at least half-a-dozen stations which were not obtainable on the four-valve set." (Also see previous page).

SCREENING

"A very efficient screening system is employed, and owing to the extraordinary efficiency of the set the H.T. consumption is under ten milliamps. . . . In regard to running costs, it is a perfect miser, as the milliamp consumption shews, and the small accumulator supplying the L.T. has still plenty of energy left after the fortnight's strenuous use."

PURITY

"Apart from the ease of tuning and the enormous reaching-out qualities the loud-speaker reproduction is of the very purest . . . the speaker gave a magnificent quality, due, of course, to a suitable combination of output valve and unit. The bass notes were round and full, and the upper register was clean and sharp and almost bell-like in its quality."

ON THE

AMPLION

OPINION

£24.15.0

OR ON DEFERRED TERMS

DEPOSIT £3-14-3

12 MONTHLY PAYMENTS

£1.16.10



**TWO
SCREEN-GRID**

PORTABLE

SALES STILL

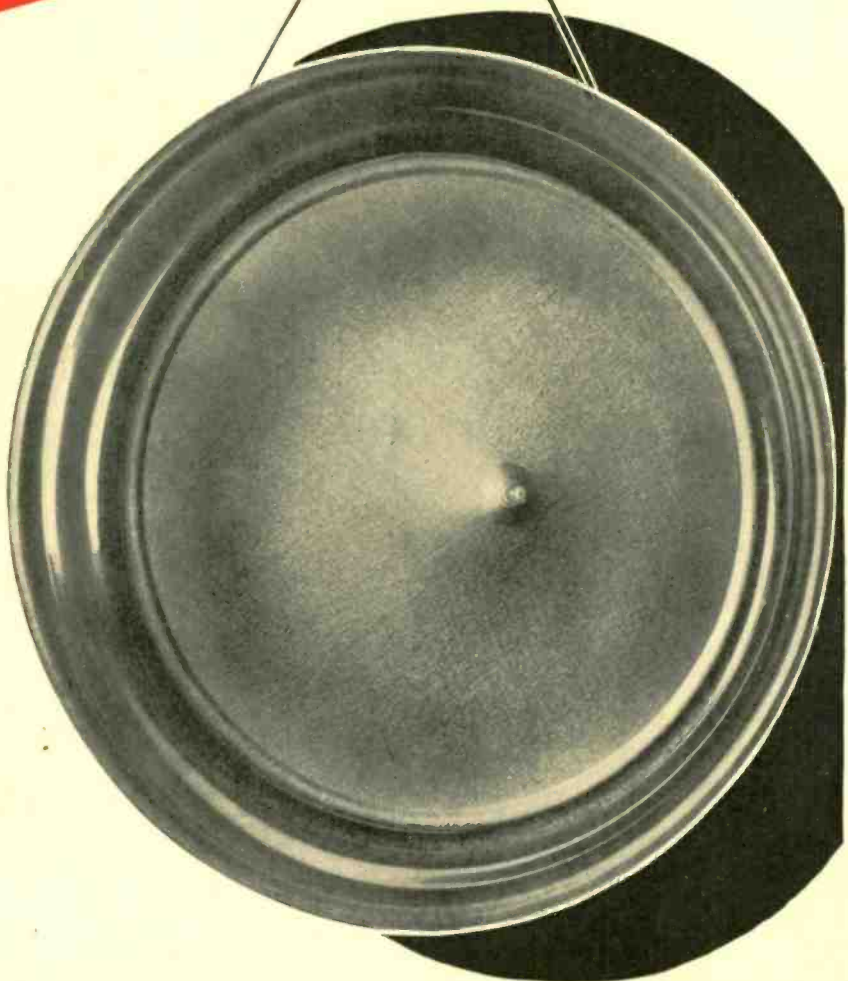
INCREASING

GUINEA-CONE

A.C.2

214

A big seller when it first came on the market, the Amplion A.C.2 is still selling — and selling in bigger quantities each month. Firstly, because it brings excellent reproduction within the reach of every purse. Secondly, because it gives ample volume without distortion.



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

NEW



The McMichael "Mains Three."

The McMichael "Mains Three."
The latest product of L. McMichael, Ltd., of Wexham Road, Slough, takes the form of an A.C. all-mains three-valve receiver, which has been designed with the intention of providing a compact instrument with a dignified and handsome appearance, together with simplicity of control and high tonal quality. It is housed in an upright table-type walnut cabinet, with the controls mounted at the front. One knob controls the whole of the tuning, and operates a clearly visible pointer moving horizontally over an illuminated scale graduated in wavelengths. Another knob, which, in the first place, controls the volume, also operates a wave-change switch and a switch for bringing a pick-up into circuit.

The circuit employed incorporates a stage of S.G. H.F. amplification, a detector, and a super-power pentode, ganged tuning, of course, being utilised. A socket is provided, so that the set can be used with or without an outside aerial, and loud-speaker and pick-up jacks are fitted. The mains equipment incorporates a Westinghouse rectifier, and the output is specially smoothed to give silent operation.

The "Mains Three" is for A.C. only, and is listed at 20 guineas complete. A "Battery Three," which is similar in appearance and design to the above is available at 14 guineas.

Clarith Activities.

From Clarith Reproducers, Ltd., of East Street Mills, Leeds, we have received a copy of a new folder dealing with their 1930 products, which we have already mentioned in these columns. We are informed that the S.G.4 "Baby de Luxe" radio-gramophone, although introduced quite recently, has been taken up enthusiastically by the trade, and a large sale is expected. Traders who are interested are invited to write for copies of the folder.

Electrical Reproducer Kits.

"Sound Sales," Tremlett Grove, Highgate, London, N., are under the sole directorship of Mr. R. N. Wellington, who is well known in the gramophone trade through his past connection with the Vocalion Gramophone Co.

The object of the firm is to market and produce conversion kits for altering spring-driven gramophones into electrical reproducers. It is believed that many gramophone users will greatly appreciate the service which dealers will be able to offer in connection with these kits.

Prices will vary from about £15 to £50 retail, thus catering for all classes. Many types will be available—either utilising the existing spring motor, or installing an electrical motor, and a radio unit can be incorporated if desired. It should be stressed that the equipment will be of a sufficiently compact nature to permit its installation in any reason-

LINES

enables five loud-speakers to be connected for purposes of trials, and any one of these can be switched into circuit by the depression of one of five push-buttons. The change-over is effected in a fraction of a second, the speaker already in circuit being cut out on the switching in of the next, thus allowing a fair comparison of any two speakers to be made.

The device, which consists essentially of five separate switches, is housed in a solid oak case, with the control panel at the top. Ten sockets, in five pairs, are arranged along the panel at the front, the five push-button knobs being opposite their appropriate sockets. Along the centre there are small frames holding white labels for the purpose of marking the individual speakers. A length of twin flex, terminating in a two-pin plug, is provided for connection to the receiver.

Inside the case there are five push-pull switches with spring-loaded spindles. When one is depressed it is retained in the "on" position until another is pushed, and then it is released. By reason of the spring loading it immediately springs to the "off" position, thus effecting an almost instantaneous change-over.

Vernier Scales for Drum Dials.

Money Hicks, Ltd., of 102-110, Hackford Road, Brixton, S.W.9, announce that they are now able to supply to manufacturers of drum dials scales of a special form. These are of ivory with black engraving, and are graduated in such a manner that, while divisions can be read as on an ordinary scale, they can also be divided into fifths by a vernier. The principle employed is, if not new, ingeniously applied to these scales, and a glance at our sample confirms this.

It is made up of a strip of thin ivory, measuring $10\frac{1}{2}$ ins. by $\frac{3}{4}$ ins., on which six lines, about .1 in. apart, are engraved along the length. These are divided into 100 parts by lines which slope across them. It is so arranged that, taking the long lines as being vertical, each short line slopes upward to the extent of one division. In the case of the lowest sloping line, this commences at point O on the left-hand vertical line and proceeds across the other lines, until on the right-hand line it is higher up to the extent of one division, the second sloping line commencing at a point opposite, on the left vertical line.

It will be seen then that, with the help of a transparent "window" engraved with a horizontal hair-line, each division can be read in fifths.

Money Hicks, Ltd., are prepared to manufacture these patented "Monix" scales to fit any individual make of drum-dial, and they can also supply the transparent "windows" engraved with hair-lines. This means that the length, width and graduations can be varied to suit requirements. Prices and samples are obtainable on application.

ably sized table or pedestal machine. All the kits are available for A.C. or D.C. mains.

While the innovation by "Sound Sales" will appeal particularly to the retailer, enabling him to offer the conversion of a customer's existing gramophone into a more efficient instrument at a reasonable cost, manufacturers who are interested in the radio-gramophone and electrical reproducer trade are also invited to apply for special terms for amplifier kits at the address given above.

Dealers can also obtain further details upon application.

New Characteristics of the P.X.4.

Although the original characteristics of the Marconi and Osram super-power amplifying valve, type P.X.4, were excellent, they have now been considerably improved.

The P.X.4 is a 4 V directly heated valve which is primarily intended for use in the last stages of receivers operating from A.C. mains, but it is, of course, equally suitable for battery operated sets. It is designed so that, when operating with an anode voltage of 200 and a dissipation of 10 W at the anode, perfect reliability and a long life are ensured. The rated characteristics of the latest P.X.4 are as follows:—

Filament Volts	4
Filament Current6 A
Anode Volts	200
Amplification Factor	3.5
A.C. Resistance	1,050 O
Mutual Conductance	3.3 mA/V

By means of a modification in the design, the A.C. resistance has been reduced from 1,450 O to the low value of 1,050 O. As the amplification factor has been lowered from 3.8 to 3.5, this means that the mutual conductance is no less than 3.3 mA/V. It will be seen that the power handling capabilities of the valve with an anode voltage of 200, are comparable with those of a valve in the L.S.5A. class, with a voltage of the order of 400.

For Speaker Demonstrations.

A very ingenious change-over switch designed specially for the demonstration of loud-speakers, has recently been introduced by Albert Kammermann, of Berlin, SO 36, Elisabeth-Ufer 19. This



THE W. R. A. PROVINCIAL

ONE of the most important meetings in the history of the W.R.A. took place last week, when a Special Committee drew up recommendations materially affecting the present policy of the organisation. Among the changes which are now only to be formally agreed to by the Council are the raising of the subscription, the formation of Area Groups, and the appointment of paid canvassers. Towards the end of the meeting the Vice-Chairman also outlined the proposed "W.R.A.—factor approved dealer" scheme.

WE have received a report from the secretaries of the Wireless Retailers' Association, in which it is stated that immense enthusiasm characterised the special joint meeting of the W.R.A. Council and branch representatives from various parts of the British Isles, which was held last week at the Association's Headquarters, 70, Finsbury Pavement, London, E.C.2.

The report continues: Mr. A. E. Betambeau, chairman of the W.R.A., presided over the meeting which was attended by the following councillors: Mr. H. A. J. Shearman Dyer, vice-chairman; Messrs. J. Webster (Liverpool), E. J. Hammond (West London), F. L. Woodbridge (Bucks), W. T. Aston (North London), L. H. Collings (Biggleswade), A. E. Firmin (Andover), and L. S. Davis (Croydon). Messrs. H. Jenkinson (Manchester), H. Carter (Stockport) and E. A. Pinto (Thanet), attended, representing their respective branches, together with Messrs. Clifford and Clifford, the secretaries.

The chairman opened the meeting by referring to the resolution passed at the A.G.M., when it was resolved that branch organisation should be reconsidered by the Council and measures adopted to expedite their development. Following upon these introductory remarks letters of regret at their inability to attend the meeting were read from Mr. J. Wellings, chairman of the Birmingham branch, Mr. S. M. Spain, secretary of the Birmingham branch, and Mr. W. Grime, of the Preston branch. Mr. Wellings expressed the opinion that no restraint should be put upon Head Office, and that he was satisfied with the work of the chairman and vice-chairman of the Association. Continuing, he stated that Headquarters must, even if only because of their geographical position, have the major part of the negotiating to do, and he pointed out the need for the continued support by the branches of the Head Office. He could not conceive what powers branches seek—which they do not already possess—to render further assistance in dealing with local problems. Mr. Spain's letter expressed the opinion that a county arrangement of branches would be too small, and that areas should be substituted in its place.

The letter from Preston stated that in view of the trade depression in Preston no opinion could be expressed at the moment and they confidently left the matter in the hands of the Head Office.

Views of Branch Representatives.

The Chairman then requested those present to state their views (on behalf of their branches) in turn.

Mr. Pinto (Thanet) said that his branch had not discussed the matter at a branch meeting, but that opinions had been obtained informally among the members. He recommended that the basis of branch organisation should be upon the lines adopted by the Electrical Contractors' Association. It was not possible, he said, to organise the branches upon the comparatively narrow confines of a county, and an area basis of several counties, which roughly divided the county into Northern, Southern, Western, Eastern and Midland areas would be the most suitable scheme. The creation of County Executives all over the country

with the right to representation would make the Council unwieldy, and the stepping-stone between London headquarters and the branches could most effectively be secured by the establishment of a comparatively few areas.

Continuing, Mr. Pinto said that the branches would elect their representatives on a numerical basis, and that from these representatives, which would form the area committees, the delegates to the National Council would be elected. Mr. Pinto outlined the method of operating a Stop List adopted by the E.C.A., and the meeting generally expressed their appreciation of his views laid before them. Mr. Pinto, in the course of his speech, strongly emphasised the fact that he considered the yearly subscription to the W.R.A. at one guinea was too low for practical purposes.

The next speaker was Mr. Jenkinson (Manchester), who agreed thoroughly with Mr. Pinto's exposition of branch organisation. He said that Manchester had discussed the subject very fully and considered that an area basis was essential to prevent unwieldiness of representation. Mr. Jenkinson said that he considered the stumbling block was finance, and Manchester suggested that the subscription should be increased to £2 2s.; that Head Office should retain one-half and that the other half should go jointly to the branches and their area committees. He thought, moreover, that it was impossible to employ paid canvassers upon the present subscription. He was bound to say that he was against affiliations, since they weakened the National body. He considered that the areas should do the purely local work and appoint delegates to the National Council, which should not consist of more than ten members.

In criticising the propaganda of the Association, Mr. Jenkinson said that he thought it was probably through lack of finance that more could not be done in this way, and he outlined methods that in his opinion should be used. The meeting expressed their agreement and approval of Mr. Jenkinson's suggestions.

Dealers' Relations with Wholesalers.

At this stage the question of the feeling of dealers towards wholesalers was raised, and Mr. Jenkinson voiced the opinion that there were some wholesalers who were not very honest, an opinion that seemed to reflect the general view of the meeting. Enlarging upon this statement, Mr. Jenkinson said that wholesalers who did not give adequate services were an encumbrance to the trade, and it did not pay dealers to trade with them.

Mr. H. Carter (Stockport), before addressing the Council, was complimented on the manner in which his branch had successfully fought the price-cutters by collectively ostracising those manufacturers who allowed their products to be sold at irregular prices. He expressed his regret that retailers were so apathetic and did not support their trade association. He cited four manufacturers whose prices had been cut, and which had been dealt with in the manner described. Mr. Carter was in agreement with area formation, and considered that the subscription to the Association should be raised. He thought that the various branches should issue their own propaganda and effectively follow up the same by visiting local dealers. It was

TO ADOPT "AREA" SCHEME.

TWO Guineas Annual
Subscription—Five Areas:
Northern, Southern, Western,
Eastern and Midland Sections
—Paid Canvassers for each
Area—More Money for Branch
Expenses.

Stockport's intention, he said, to devote their energies to branch activities. This view was unanimously endorsed, and Mr. Carter closed his speech with some practical suggestions upon propaganda which were well received.

Mr. Webster (Liverpool) followed, and said that no meeting of the Liverpool branch had been held at which the subject of the conference could be discussed. He felt sure, however, that he would be reflecting Liverpool's views in endorsing the suggestions of a higher subscription and the area basis of organisation. He thought that with this assistance the branches would enrol members in increasing numbers.

Mr. Aston (North London) remarked upon the highly constructive nature of the discussion. He agreed that subscriptions should be raised and recommended that 21s. should be allocated to Head Office and 21s. to the branch; the branches to retain 16s. of that sum, and to allot 5s. for area committee expenses. He pointed out that only 20 per cent. of the members were connected with any branch, and he considered that the area basis would result in cementing the work of branches generally.

Mr. Woodbridge (Bucks.) said that he had already stated the views of his branch and the necessity for meetings to be held in the actual locality of the dealer. Traders would not attend meetings at a distance, and since the proposals did not restrict the number of branches he concurred with the general recommendations.

Mr. A. E. Firmin spoke as a Councillor and one who lived in an outlying district. He said that in his opinion the reason the membership did not increase more rapidly was that it seemed to the small isolated trader that too much was done in London, and that the other parts of the country were not sufficiently organised. As a Councillor he was fully aware of the work imposed upon the Head Office, but he recommended the immediate formation of more branches.

Mr. Collings (Biggleswade) spoke of the difficulty of getting members to attend meetings from long distances, and endorsed the area recommendations.

The Council's Recommendations.

After due discussion on the separate items a resolution embodying the following recommendations was passed:—

1. That the Association membership subscription be raised from 21s. to two guineas.
2. That branches be formed at once into area groups; such areas to include, if necessary, several counties.
3. That finance be disposed as follows:—21s. to Head Office, 21s. to branch. Branches shall bear area finances.
4. That representation to the National Council be upon a numerical basis.
5. That canvassers be paid by the branch or the area group and that they be directed by the branch of that particular area.
6. That the above recommendations be considered and expedited, if approved by the National Council, forthwith.

This resolution was carried unanimously.

The Chairman then called upon Mr. H. A. J. Shearman Dyer to outline his scheme for "W.R.A.—factor approved dealers." Mr. Dyer stated that the scheme was based upon the reports that dealers generally appear to be dissatisfied with the manner in which wholesale terms are granted by some factors, and also the strong feeling of deprecation which exists that some factors are obtaining the type of business which rightly belongs to retailers only.

He outlined the proposals in full and submitted various letters and other matters for the approval of the meeting. Mr. Dyer made it clear that he had drawn up the details of the plan in the hope that they represented the views of the general body of

dealers whose ideas do not necessarily coincide with his own. The scheme, which was considered in detail by the meeting, was unanimously adopted, and the Executive Committee were deputed to develop the scheme.

The Chairman thereupon raised other matters of a confidential nature, which will shortly be made public.

The meeting closed at a late hour amid general enthusiasm.

* * *

AS we go to press we have received a report of this week's meeting of the Stockport branch of the W.R.A. Extensive extracts from this report will be published next week.

After considerable discussion the following resolution was passed:—

"That we, the Stockport Radio Retailers' Association, having fully discussed at length the relations between the W.R.A. and ourselves as a body, in respect of representation, action, dues and propaganda, have come to the conclusion that we are at considerable variance and therefore do herewith sever our relations with the W.R.A. from this date. This action has been decided on because we feel that we can handle our general position as retailers in a quicker and more expedite manner. . ."

Coventry Musical and Radio Dealers' Association.

THE Coventry Musical & Radio Dealers' Association held their sixth general meeting last week at the Craven Arms Hotel. Mr. H. Payne (President) occupied the Chair, and the attendance numbered 25.

The Chairman first explained why the meeting had been postponed from its proper date, and he outlined the vast amount of important business which had been claiming the close deliberations of the Committee since the last general meeting.

Mr. F. W. Nicholls then gave his report of the negotiations which had taken place between manufacturers who had supplied their employees at special discounts and the Association; also the result of the conference which the delegates of the Association had with the firms. It is stated that the points at issue have up to the present received most favourable consideration.

Another interesting point credited to the workings of the Association, "was that only three faulty payers were reported to the Secretary for the week ending July 9th," which proves how effective the Association's methods of combing out defaulters is working.

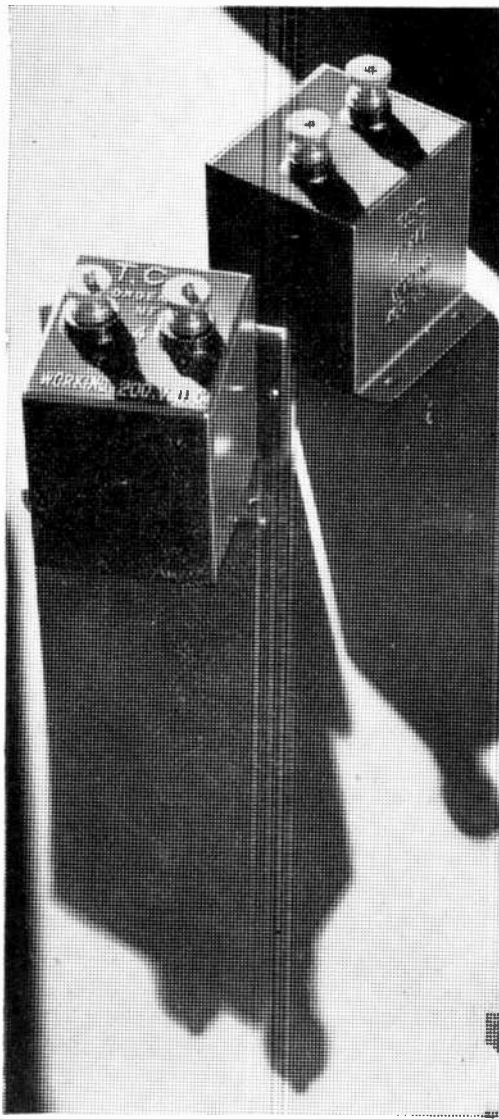
The Secretary then read a letter which had appeared in a certain journal in which a school teacher had stated how easy it was to obtain 33½ to 40 per cent. off radio goods. It was thereupon decided that the Association should assist the R.M.A. or any other body in putting a stop to such practices.

Since the last general meeting five new members have joined the Association, the latest being Messrs. Anslows, of High Street, and W. G. Blackamore, of Ford Street.

Messrs. H. Spicer and J. W. Roebuck were elected to the Committee in the place of Messrs. W. C. Webb and H. Haynes.

The last item on the agenda was the arranging of a sale period, and it was proposed by F. W. Nicholls and seconded by Mr. Dent, "That all members of the Association hold a sale of surplus or obsolete stocks during the first two weeks in September, and that collective advertising should appear in the local press." It was also agreed that window sheets should be provided for all members.

The next general meeting was announced for August 20th.



Condensers of merit..

Above is illustrated two
condensers from the famous
T.C.C. range . . .
4 M.F. 400v. D.C. working - 8/6
4 M.F. 200v. D.C. working - 1/3

TCC
CONDENSERS

. . . of absolute reliability—a condenser that is designed and built to a standard—a standard by which other condensers are judged. Don't risk loss of reputation—sell T.C.C.

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

ROUND AND ABOUT

"Mazda" valves
in the Mass:
This Year's Kit
Plans.

BRIMSDOWN—like Giggleswick, Chorlton-cum-Wedlock and one or two more such places—is generally regarded as a legendary sort of spot, kept alive mainly in order to provide music-hall comedians with a passive butt for their humour. But if any member of the radio trade entertains a doubt regarding the *raison d'être* (that's French, as "Eck" would say) or usefulness of Brimsdown, he has only to pay a visit to the Cosmos works there to be most effectively disillusioned.

Brimdown, for the specific information of the noncognocenti, is between Ponders End and Enfield Wash. Worse and worse, you say! Well, it is about eleven miles due north of London, on the way to Cambridge and the North Pole, and is just inside the Middlesex boundary. Further, it is composed of the Cosmos factory, a level crossing and a beautiful hostelry, dedicated to the ever-green memory of Isaac Walton—why, I don't know.

Anyway, the works are the main attraction of the place—certainly the one which took me there a few days ago. Until recently the factory was devoted to the manufacture of Cosmos lamps, but it is now exclusively used for the production of Mazda valves, in which, of course, are now concentrated the joint technical and manufacturing resources of the B.T.-H., Met-Vick and Ediswan group.

I went to the Cosmos Works, in company with several other eminent press-men, as the guest of the Edison Swan Electric Co., through whose selling organisation, of course, the products of the three companies in the group are now distributed. Lunch, at the works, was pleasantly informal, practically the only speech-making being the very brief talk in which Mr. E. H. W. Cook, Controller of Associated Electrical Industries, outlined the purpose of the occasion.

It was, he said, to show how the pooling of the joint resources of the three great companies concerned had resulted in a production organisation of very high efficiency and very wide scope, just as, on the technical side, it had meant that Mazda valves occupied a very favourable position.

There is no doubt, of course, that in their first year the new Mazda valves have achieved a remarkably fine reputation; it has, in fact, been so good, that, as the Ediswan Co. freely admit, the production facilities could not cope with the demand. Now, however, the entire Cosmos works, which are very large indeed, are devoted to valve manufacture, and they have been equipped, as was plainly evident to the visitor, to produce valves in sufficient numbers to meet any possible demand that may be experienced in the coming winter.

It is impossible in this space to touch even briefly on the fascinating processes of manufacture that are to be seen in the factory. Some of the robot automatic machines—for example the one which fashions complete feet for the valves from plain glass tubing—are uncanny to watch. The precision with which they do their work, by far exceeding that which could be achieved by human hands, is an indication of the delicate adjustment which has to be preserved throughout the nine or ten individual processes of which some of the machines are capable.

It is, again, a joy to witness the accuracy with which a single machine winds the delicate grids of valves, automatically measuring the length of the component and spot-welding the turns to the sides of the supports—all in a single operation which is almost too fast to be followed by the eye.

The whole business of valve manufacture as carried on at Brimsdown is most impressive, both in its complexity and in its unquestionable efficiency, and, just as many of the visitors announced their keen desire to "come again" and see some more, so it is certain that the intelligent trader would find such a visit

at once instructive and vitally interesting. What is more, it is doubtful whether a continuous stream of trade visitors over a period of years would exhaust the pardonable pride in the works revealed by Mr. Franklin, works manager, and Mr. F. Yeoman Robinson, chief engineer, and their colleagues.

TALKING of valves brings one by fairly easy stages to the question of the kit trade—in which valve-makers have played a particularly prominent part in the last few years. Retailers have reaped very considerable benefits from this sort of business, no doubt because it has provided a very convenient means of transition from the component to the complete set era in the industry, and they naturally are keenly interested in knowing what is afoot for the coming winter.

It is already revealed, of course, that the G.E.C. are launching a new Osram "Music Magnet"—which, in fact, the writer is to have the privilege of seeing in the very near future. It is a 4-valve circuit, and rumour has it that two S.G. stages are employed. If that is the case, it is likely to be a real "job," and should prove a worthy successor to the earlier design, which has had an excellent run of popularity.

A. C. Cossor, Ltd., are also keeping well to the fore with a brand new kit design, about which, again, I am hearing some pretty attractive rumours. I do know, however, that the set is to be called "The Empire Melody Maker" (presumably a tribute to Lord Rotherbrooke), and while it is understood that the basic circuit is the same as last year's model, the new one incorporates a number of important modifications and improvements.

What is still more to the point, Cossor's have beaten even their own past price records, and the new kit is coming out at the retail price of £6 17s. 6d. complete.

Cossor's policy, too, this year, is constructed on very definitely helpful lines for the retailer. New products are not being held up in cotton-wool and ferro-concrete strong-rooms until the first day of the Show. On the contrary, they are to be released at brief intervals from some time in the fairly near future, when the "Empire Melody Maker" will start the ball rolling. First complete details of the kit will appear in this journal, and soon after that adequate stocks will be available for distribution to the trade.

It is A. C. Cossor's aim to relieve the trader, so far as their goods are concerned, of the anomalous situation where the public see an attractive item at the Show and determine to buy it—only to find that no dealer in the country has been able to secure a stock.

Finally, I am confident that *Radio for the Million* will again reveal some money-making designs for the trader at Show-time. The Mullard Wireless Service Co., Ltd., have still, I believe, to settle their plans finally, but I have a very shrewd idea that the September issue of their popular constructor-magazine, which now has thousands of enthusiastic followers, will contain two receiver designs with a popular appeal closely rivalling that of the "Master Three."

One of the sets, I fancy, will be an A.C. mains job, and will therefore have a very strong interest for the constructor who has "had his eye" on mains drive for some time, but has been unable to meet the cost of a factory-built instrument.

All told, there is room for the belief that the kit and simplified home-constructor field will be very well filled this winter, and since in every case there exists a remarkably high degree of past goodwill, the trader should once more find the business worth his very close attention.

S. G. W.

FROM ALL QUARTERS

Irish Free State Notes.

THE radio trade in the Free State is at present rather quiet. Lack of enterprise characterises most firms, and it is extremely unlikely that things will improve until the autumn.

I learn on very good authority that an extended series of "sponsored" programmes will soon be included in the Saorstát radio policy. It is possible that some of the better class firms will utilise this excellent publicity medium. "Sponsored" programmes were first inaugurated during Irish Radio Week some months ago, and were such a success that the authorities duly noted the scheme for later development. It would now appear that matters are beginning to take definite shape, and we can look forward to better programmes in the not too far distant future. This important step in programme policy is bound to react to the benefit of the trade. It is to be hoped that individual retailers—not to mention others interested in the matter—will watch developments and be in a position to make the best of their opportunities when they arrive.

The Shannon Scheme and Radio.

Although trade is on the quiet side it is worth recording the increase of public interest in all-mains receivers. Ireland is beginning to acquire the electrical mind by degrees. There is little doubt that next season will see a still further increase of interest in A.C. sets. The Shannon Electricity Scheme has improved the mode of living of many people. Towns are now being linked up by high-voltage cables, and since people see how trouble-free the A.C. set can be, traders who are active in these areas reap a good reward. The British manufacturer has certainly failed to make the most of his opportunities in this field. Certain German firms are not so inactive.

Irish Traders to Visit G.E.C. Works.

It is expected that a group of Irish wholesalers will visit the Telegraph and Wireless Works of the General Electric Co., Ltd., at Coventry, on Thursday, July 24th. They will be the guests of the G.E.C. during the visit.

From Other Countries.

Indian Tariff Changes.

ALTHOUGH the present unrest in India is admittedly having an adverse effect upon trade at the present time, the activities of the Indian broadcasting undertaking, now under Government control, are certainly resulting in well-maintained interest, and many dealers are still doing good business. One favourable factor is that the cessation of several of the Nationalist newspapers is resulting in an increased interest in radio as a regular source of news.

Of interest to manufacturers is the revised assessment of the duty upon radio apparatus. From an announcement by the Collector of Customs, Calcutta, it is learned that apparatus designed solely for the reception of radio broadcasting, together with components that can be used for that purpose, are now dutiable at 12½ per cent. ad valorem. There is another clause stating that "other apparatus for wireless telephony . . . and other components thereof remain dutiable at 2½ per cent. ad valorem." It is, however, difficult to see just where the line of demarcation between 2½ per cent. and 12½ per cent. dutiable components falls. Another point is that, according to an Indian contemporary, radio-gramophones, it should be noted, do not enjoy the favourable rate, but are dutiable at 30 per cent. as musical instruments.

Manufacturers and exporters would be well advised to note these customs changes, as the amount of business to be done in the near future in India will be great.

Finland's Radio Interest.

The development of broadcasting in Finland has been rapid in recent years. There are now seven broadcasting stations in the country, the principal one being that at Lahti. A new station has recently been completed at Tammerfors and will soon start transmitting. Another new Government station, operating on

221 metres, was scheduled for regular operation during March of this year. The annual receiving licence fee is 100 Finnish marks. These fees collected by the Government are used for the maintenance of the State broadcasting stations and for the provision of the programmes. The number of licences in Finland increased from only 36,953 in 1927 to 90,232 at the end of last year.

It is estimated that of the receiving sets now in use in Finland, two-thirds are valve sets, of which 80 per cent. are battery operated. Nevertheless, the present trend in Finland, following modern developments, is towards the all-electric set, and most of the receivers now imported are of this type. There is no demand for battery-operated sets at present, except in country districts where electric current is not available.

Most of the sets and components imported into Finland come from Germany, Sweden and Holland. It is estimated that at least 30 per cent. of the receiving sets registered in Finland on December 31st last were assembled from German parts. The most popular receivers are 3-valve models, 60 per cent. of sales being of this type, and the retail prices range as follows:—sets of Swedish manufacture from 2,500 to 3,000 Finnish marks; German products from 2,000 to 3,000 Finnish marks; and English sets from 3,000 to 3,500 Finnish marks.

For the Markets of the World.

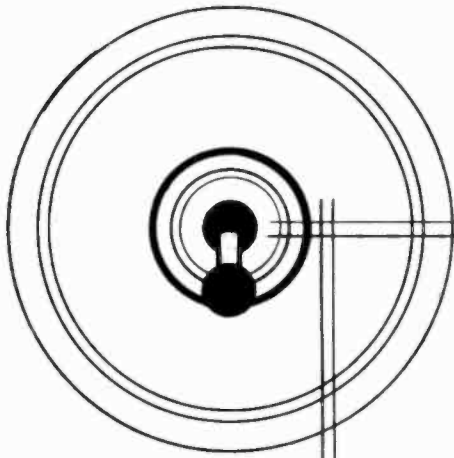
THE August issue of THE WIRELESS AND GRAMOPHONE EXPORT TRADER is now in course of preparation, and manufacturers and agents are invited to send us details of any special overseas sales schemes they are handling at the present time.

Gramophone Trade Increases in Poland.

Despite a fall in Polish imports during the second half of 1929, imports of gramophone records into Poland increased in that year 100 per cent. over 1928. Dealers claim that sales annually have increased by over 400,000 records and now amount to over 1,000,000 records per year. Official statistics show that the imports of records amounted to £24,635 during 1929, as compared with only £10,219 during the previous year. Of the total imports, about 30 per cent. was supplied by Great Britain, 27 per cent. by Germany, 20 per cent. by Austria, 15 per cent. by Czechoslovakia, and 8 per cent. by all other countries. Dance records are by far the most popular in Poland.

Although no statistics are available, it is reported that the production of records in Poland has shown a considerable increase during the past few years. Polish-made records do not attain the high quality of foreign articles, but cost much less than imported makes, and cost is an important factor in the country. There has also been a considerable increase in recent years in the Polish production of gramophones. An estimate from reliable sources indicates that Polish manufacturers turned out 2,000 machines during 1929 as compared with about 500 in the previous year. As in the case of records, Polish made gramophones do not compare favourably in quality with the best imported machines, even though it is customary for local manufacturers to use imported tone arms and sound boxes. The importation of gramophones into Poland is somewhat restricted by a quota system which provides for an allocation of import permits according to countries of origin.

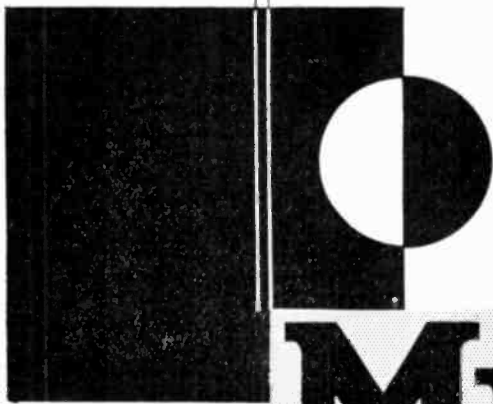
The gramophone imports during last year amounted to a value of roundly £20,000. The principal countries of origin were Switzerland with 40 per cent. of the trade, Germany with 25 per cent., Great Britain 22 per cent., the United States 5 per cent., and all other countries 8 per cent.



MAKE MONEY FROM THE MAINS!

Make a big effort on the A.C. valve market. Make it with Mullard. All-electric receivers are steadily forging their way to an astounding sales figure. With each one of them you have a potential buyer of Mullard A.C. valves—there is a type to suit all receivers. They have a name and a performance that can improve your cash receipts and give you bigger profits. Here are the type Nos.—

104V.	164V.	354V.
S4V.		S4VA.



Mullard

A.C. VALVES

the traders as a whole, each should be called upon to take a part in some general scheme. Quite a number of South Essex traders have taken advantage of the "Ekco" 50-50 advertising scheme, and are highly satisfied with the results. "Ekco" units are enjoying a very good sale, as are Pye and Marconiphone portables.

Most of the wireless traders in High Street and Duke Street arranged broadcast demonstrations during the recent Chelmsford Hospital carnival. These demonstrations were continued in the evening when thousands of visitors thronged the streets. For the first time since it was organised the County Cricket Week at Chelmsford was supplied with broadcast music each day, the P.A. installation being efficiently carried out by local traders.

Stafford P.A. Again.

TRADER in Stafford has slackened off, in spite of traders' efforts to promote a seasonable appeal. A few portables, however, are being sold.

Replacements and recharging, together with repairs, which, fortunately, are still being received in fairly large numbers, are proving the main sources of revenue.

Mr. P. T. Bradley's P.A. equipment has been much in demand during the past few weeks. It was used in connection with the local Infirmary Pageant and Carnival with great success.

Throughout the week Mr. Bradley also provided the music, through the medium of a radio-gramophone, for a miniature cinema entertainment which was staged at the public library.

The Marconiphone public address equipment was also used at the annual elementary school sports to make the results known and to broadcast the speeches at the prize-giving. It has also featured at several out-door dances held in the surrounding country districts recently.

Welsh Sales Pushes.

IN an endeavour to counteract the present slackness in trade some South Wales dealers have been offering

receivers in part payment. Others are clearing obsolete lines in preparation for autumn stocks. Portables have not been selling too well recently, though numerous enquiries are on hand for all-mains sets.

In the radio-gramophone field a feature of late has been the Celestion sales campaigns conducted by Thompson & Shackell, Ltd., St. John Square, Cardiff, and, at the other extremity of Wales, by Mr. Backhouse at Charles Street, Milford Haven. Both retail firms are to be congratulated on their initiative.

Robins, Ltd., Oxford Street, Swansea, have been strongly featuring Philips mains sets, and offer "free service" to buyers for stated periods.

Mr. Norman Kirk, the Swansea trader, has taken over the business of Messrs. Smith, electrical contractors. Mr. Smith remains with the firm.

Mr. A. W. Miller, the Pier Street, Aberystwyth, trader, is no believer in surrendering to "seasonal" influence and I notice that his canvassing and servicing departments are now working an area of nearly sixty miles from Aberystwyth.

Transmissions in the Trade.

ALTHOUGH the summer is regarded by a few transmitters as a period in which to slacken their activities, no diminution in enthusiasm is manifest among transmitters in the radio trade.

Congratulations to Mr. Wallace H. Winchcombe, G6ZH, the Swindon radio specialist, on his success in the recent R.S.G.B. tests on the 160-metre band. Mr. Winchcombe, who, by the way, is an ex-R.F.C. operator, wins the G5VL challenge trophy as the result of these tests, and will be presented with it at the R.S.G.B. Convention in September.

Another member of the trade who did well in the tests was G5UB, whose transmitter is situated at Wetherby, Yorks.

Mr. Douglas Briggs, the well-known dealer of Austin Friars, Newport, Mon., is now in the ranks of trader-transmitters, having recently received the call-sign G2QI. He is using telephony and C.W. on 163 metres and 40 metres.

One of the most indefatigable workers on the 28 m.c., or 10-metre band, is 2ABK, of Essex Wholesale Radio & Electrical Supplies, the Southend factors. Practically all

his reception is done on this new band, and he invariably turns in a good log of stations heard.

Few transmitters, it is thought, can equal the record of G6SC for frequent changes of QRA! G6SC, who is on the staff of Varley, is generally to be found at that firm's premises in Kingsway, London.

Live publicity schemes are part and parcel of the activities of 2ANW (Mr. Scott Sessions), whose business is in North London. The express accumulator service he runs locally has proved deservedly popular.

G6OT, of Columbia, is well known for his high quality 160-metre telephony transmissions from Harringay. He employs a modified Reisz microphone, and it is not unusual to hear him transmitting actual string quartet performances.

Also noted for his 'phone transmissions is G5JO (Mr. Lawrence W. Jones), of Cambridge, who works mainly on the 40-metre band. G5JO was the first English station to communicate with Iraq on telephony.

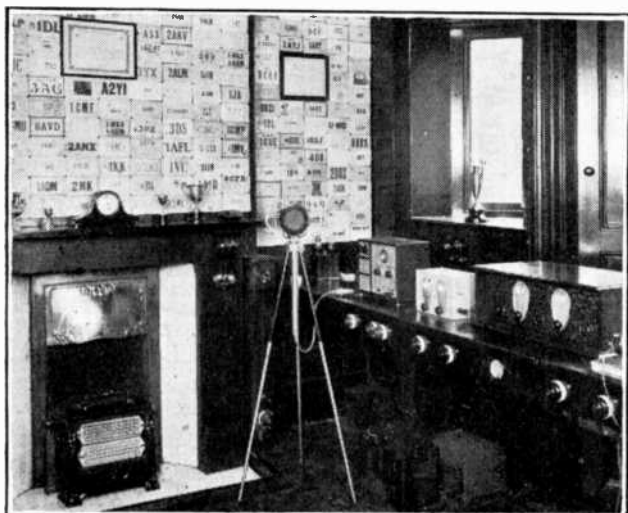
Writing of Cambridge reminds one that excellent quartz oscillating crystals are obtainable from G6CR (Carter Bros.), of Newmarket Road, Cambridge, while in this connection one should, in all fairness, mention that equally good crystals are obtainable from the Quartz Crystal Co., run by G2NH and G5MA, at Kingston Road, New Malden.

There are not many trader-transmitters in the Bedford district, but among the few, one of the most active is G6SB (Mr. Norman Mickle), of Bromham Road, Bedford. The big aerial mast over Mr. Mickle's shop is, like that of G5OK of Southend, quite a landmark in the vicinity.

G5YJ, whose shop is in Hammersmith Road, London, is often to be heard on the 160-metre band. During the recent televised radio play he demonstrated a Baird television especially for the event.

Other trader-transmitters who made effective use of the televised play were G6QW (Bristol), G2WB (Rochdale), G6YG (London, N.13), and, of course, 2ARK (Payne & Hornsby, Newcastle) All carried out public demonstrations with Baird television receivers.

From Philips Lamps, Ltd., we received some interesting photos—one of which we reproduce—of the amateur experimental station owned by Mr. H. L. O., Heffernan, G5BY, of Croydon. G5BY is a Philips P.A. engineer, and uses one of his firm's microphones and "mike-gramo" amplifiers, to be seen in the photograph. G5UM.



Philips apparatus is largely used by G5BY, of Croydon, a corner of whose station is shown here.

“Trader” Blocks improve Traders’ Ads.

EFFICIENT advertising is the life-blood of all commerce. Below we tell of the experiences of a well-known Irish firm whose success is largely due to their advertising—with the help of THE TRADER block service.

“PUBLICITY Pays” is a phrase which, through constant reiteration, is apt to become monotonous. Yet its truth cannot be denied, for in every branch of industry it is to be observed that the most live and prosperous firms are, generally speaking, those who pursue consistent and active publicity campaigns. This statement is not one whit less true in the radio trade, and, again, it applies not only in the bigger manufacturing and factoring circles but equally forcefully to the retail trade. In the years since the industry made its first small appearance we have consistently stressed this broad principle, and have endeavoured also to support it with practical ideas for the trader to adopt.

Our Stereo Service.

Therefore we initiated five years ago what is now generally known in the trade as “THE TRADER block service.” We have in stock at the moment a very wide selection of stereos suitable for every style of radio advertising. To this stock we regularly add useful examples reproduced fortnightly in our feature, “The Selling Side,” as well as in suitable articles on special “trade” occasions. Naturally, all the blocks, and the advertisement designs in which they are used, are prepared to link up with current happenings in the radio world—such as exhibitions, Radio Week, summer appeals, the selectivity problem, and so forth.

We have adequate evidence—in the form of a regular and steadily increasing demand for the blocks we supply—that this service is widely appreciated by the trade, but we still desire to see its circle of users expand considerably.

A “Satisfied User”!

One firm who tell us that they find THE TRADER blocks of great use are Irish Radio Stockists, Ltd., of 9, Trinity Street, Dublin—and they should be in a particularly good position to know their value, since they have been consistent users of the service since its inception!

The “Stockists” were the first firm to deal solely in wireless goods in the Irish Free State, and perhaps a few words regarding their history will be of interest as showing the progress that has been made, and the excellent results accruing from really worth-while sales efforts.

Founded in 1923, when wireless first captured the public fancy, Irish Radio Stockists, Ltd., found their business growing so rapidly that after their first month of activity they were compelled to acquire larger premises. At that time they were the only exclusively radio concern in the Saorstát, but, of course, numerous competitors soon arose—many of whom fell again on realising, to their cost, that the radio business was not a “get-rich-quick” trade as

Christmas Fun for Everyone
Nothing you can buy this year will give more pleasure than a radio. You have the benefit of this in the form of our Christmas Fun for Everyone. Choosing the first instrument of our advertisement feature is all the leading makes of sets. Let us demonstrate them to you.

RADIO WEEK
Every week is a radio week at the Stockists. We give our undivided attention to Radio—Radio is our business and we know our business. That is why our service is the best obtainable. Buy your Wireless goods from the real Radio Firm.

ENQUIRE FOR OUR EASIEST OF EASY TERMS

BRANDER 3 VALVE ALL ELECTRIC	BRANDER 3 VALVE SCREEN GRID
£28 0 0	£24 0 0
VALVE AND ROYAL 15	

THE OSRAM MUSIC MAGNET
THE PET FOOD TABLE AND SEE PAGE 410-100
Dublin's Foremost Radio Dealers

Irish Radio Stockists Ltd.
9 TRINITY ST., DUBLIN

Irish Independent
DUBLIN

PORTABLE WIRELESS WONDERFUL BARGAINS £20
A £22 SET FOR £20

Our Stereo Service.
PHILIPS MICHAEL GECOPHON ETC. ETC.

Whenever there is an occasion for a special advertising appeal, Irish Radio Stockists are well to the fore. As these reproductions show, they make excellent use of our advertisement block service.

they had thought. Meanwhile, steady advertising had acquired for the “Stockists” an ever-growing clientele, who were appreciative of the experience of the firm's personnel. Two of the directors, it may be said, were previously sea-going operators, while a third had been with the Radio Corporation of America for many years.

As we have said, steady advertising has been a feature of the firm's activities for very many years. They are, furthermore, convinced that the use of blocks compels attention in newspaper advertising, whereas cold type is often passed over with a mere glance. Practically every newspaper, magazine and periodical in the Free State has carried advertisements—with blocks—from Irish Radio Stockists, Ltd., and almost every TRADER block made available during the past five years has been utilised.

“This is all very well,” the trader who has troubled to read thus far may remark, “but what of the cost?” To this we may reply that the question of expense, though admittedly a vital one, will just fade away if the advertising is bright, is not misdirected, and, above all, is consistent. All of which brings us back to the opening theme of “Publicity Pays.”

LATEST RECORD REVIEWS

Below we review the August supplements of Decca and Broadcast records, with some of the mid-July "His Master's Voice" releases, and also a special "Radio" issue

Dance numbers having vocal refrains are marked with an asterisk (*)

The Decca Record Co., Ltd.,
1-3, Brixton Road, London, S.W.9.

DECCA

12 IN., BLACK LABEL, 3S. 6D.

K 524.—The Sacred Hour and The Sanctuary of the Heart (both by Ketelbey), by the New Empire Orchestra.

Both pieces are well known and enjoyed by millions. They are here well played by the above-mentioned orchestra, and in each theme is an effective vocal quartet which enhances the proceedings.

The recording is clear, full and pleasing. At the price it is a good bargain.

K 526.—Zampa—Overture, Parts 1 and 2 (Hérold), by the Hastings Municipal Orchestra.

The Zampa Overture is here recorded by the Hastings Municipal Orchestra, conducted by Basil Cameron. The playing is lively and the tonal balance pleasing, save where the brass section has things rather too much its own way.

The recording is clear and, in the main, excellent. The disc should have a good sale.

10 IN., MAGENTA LABEL, 3S.

M 125.—Sous le Palmier (Albeniz) and **Danzas Espanolas (No. 5)** (Granados), by Janine Weill, piano.

Two tuneful examples of the modern Spanish school, delightfully played by Janine Weill. She seems more at home here than on her first record. The Albeniz is delicately handled and the Granados forms a good contrast.

The recording is excellent, containing "body" and little surface noise. There is some slight blasting on the heavier passages, but we can heartily recommend the disc.

10 IN. BLUE LABEL, 2S.

F 1805.—The Long Day Closes (Sullivan) and **Sweet and Low** (Barnby), by the Westminster Singers.

This body of singers is in good form on this disc. The renderings on both sides exhibits some fine ensemble singing, and the blending of the voices is exquisite. The second is perhaps the more enjoyable.

The recording is of more than average volume but is free from any blurred effect or woolliness. A good disc.

F 1806.—Ro-Ro-Rollin' Along and Lazy Louisiana Moon, sung by the Jovial Four, with piano.

The Jovial Four, a vocal quartet, are new to Decca. If their performance lacks the final touch of artistry which characterises the famous Revellers in numbers of this type, it must be said that they sing in a very capable and polished style, and have made a sound record. The first number is the better of the two, and, indeed, is expected to be a big success in the song publishing world.

F 1807.—I'll Always Remember, sung by Olive Groves, soprano, and **By the**

Bend of the River, by Olive Groves and Peter Flynn, tenor, with orchestra.

A good light vocal record of its type, both songs being quite well known, the first from the musical show "Here Comes the Bride." Of the two we prefer the duet. The recording is not quite up to Decca's usual standard.

F 1808.—Poet and Peasant (Suppé) and **Annette—Waltz** (Cuvelier), by Jean Baptiste, piano-accordion.

Jean Baptiste, the Belgian player, here gives a spirited if abbreviated version of Suppé's popular overture. The playing is remarkable considering the limitations of the instrument. The reverse contains a not too interesting waltz. Recording is good.

F 1810.—We're All Happy and Will Anybody Here Have a Drink? by George Buck, comedian.

Two typical comedy numbers given by George Buck in his usual hearty style, with an orchestral accompaniment, and good recording. The disc will go over well with some customers.

F 1811.—Here Comes Emily Brown and Cheer Up and Smile, both sung by Bert and Bob, with piano accompaniment.

A good lively light vocal disc of these two new numbers, from the "Movietone Follies of 1930." Both are likely to "catch on" quite well, and they are sung in an easy, straightforward manner, with some good work by the pianist. The recording might with advantage be a little more brilliant.

F 1809.—Song of Swanee (F.T.*) and Memories of Devon (W.*).

F 1814.—Tell Me Over Again (W.*) and I'll be the Same (F.T.*).

F 1826.—"High Society Blues"—Selection, and I'm in the Market for You (F.T.*), all by the Rhythm Maniacs.

A group of recordings calculated to appeal to the general run of those who buy dance records, with F 1826 as easily the most likely seller. The numbers from the film "High Society Blues" are deserving of the success which they are beginning to attain, and they are all included on this disc. The foxtrot "I'll Be the Same" is the next best, and is played with plenty of attack and rhythm. Recording is generally up to standard.

F 1824.—Waltz in A Major and Hungarian Dance in D Minor No. 2 (both Brahms), by Eda Kersey, violin with piano accompaniment.

Brahms' most popular waltz is here heard on a violin, played by an artiste who will be familiar to broadcast listeners. There is an abundance of double stopping, but the tone is harsh, detracting from the essentially romantic or perhaps sentimental nature of the music. The Hungarian Dance, arranged by Joachim, is more pleasing. Plenty of spirit is put into the playing, and the recording is clear.

F 1827.—Blue Melody and Should I?, sung by Lou Abelardo, with orchestra.

This is a very good record of its type, the rather morbidly sentimental numbers being sung in a restrained and almost delicate style which suits them exceedingly well. The careful orchestral accompaniment heightens the unobtrusive atmosphere of the whole record. "Should I?" from the film "What Price Melody" is without doubt the best number.

F 1636.—New Sullivan Selection, Parts 3 and 4 (Sullivan, arranged Godfrey), by the Chenil Military Band.

This is a continuation of F 1635 issued previously by Decca. The selection, arranged by Dan Godfrey, is well chosen. This disc contains but four numbers, so that each receives adequate treatment. This arrangement is preferable to one where too many different things are crammed together to the satisfaction of none. The first side consists of "The Sentry's Song" from "Iolanthe" and "A Wandering Minstrel I" from "The Mikado." On the reverse we hear "Three Little Maids from School" from "The Mikado," and the finale from "The Gondoliers." The recording is crisp and forward. An excellent disc.

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

RADIO

8 IN., 1S. 3D.

1362.—The Empire Parade, Parts 1 and 2, by the Empire Military Band, with vocal chorus.

The record has been specially prepared and released in connection with the United Empire Party campaign. It is made up of quite a lot of patriotic vocalism by a chorus accompanied by military band, and also includes short spoken passages on the aims of the party. Good recording.

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

HIS MASTER'S VOICE

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

DB 1404.—Aria (From Suite in D) and Andante (Bach), by Pablo Casals, cello with piano accompaniment.

The "Air on the G String" is magnificently played by Casals. His tone is excellent, and the crescendos he contrives to put into his playing are truly magnificent. The piano accompaniment played by Otto Schulhof, is in imitation of the original setting of plucked strings. Whether this is a success is probably a matter of taste. The other Bach tune is likewise beautifully rendered. Recording is excellent.

They're all talking about

"EKCO" ELECTRIC RADIO RECEIVERS



Read what they say THE PRESS

- "Daily Express"
"Station Finding Made Easy . . . Numerous stations brought in without difficulty and without a shadow of interference."
- "Sunday Graphic"
"Tuning is made easy . . . All-Electric Wireless Set that does away with worry . . . Without resorting to reaction immense volume can be obtained without distortion . . . Selectivity was very good."
- "The People"
"The set is extremely simple to operate . . . In every way the receiver pleased us beyond expectations and it is one that I can honestly recommend."
- "Daily News"
"Tuning is simplicity itself . . . I was able to tune in quite 30 different stations with perfect clarity."

THE PUBLIC

- G. W., FOWEY.
"The set is giving entire satisfaction and is free from A.C. hum."
- H. B., Stockport.
"I feel compelled to write to you in appreciation of your wonderful set. I heard several models of a foreign all-electric receiver; it is not in the same class as yours."
- C. F. A., Brondesbury.
"I consider your Mains Receiver the ideal wireless set."
- J. H. H., Blackpool
"I am delighted with your All-Electric Receiver. It recommends itself."
- P. M., Worthing.
"We would point out that the "EKCO-ELECTRIC" Receiver is one of the best sets we have handled."
- Model S.G.P.3 (illustrated)
Three Valves. Screened Grid, Pentode and Steep-slope detector. £21-0-0
- Model P.2 Two Valves. £12-17-6
Prices include valves and royalties.



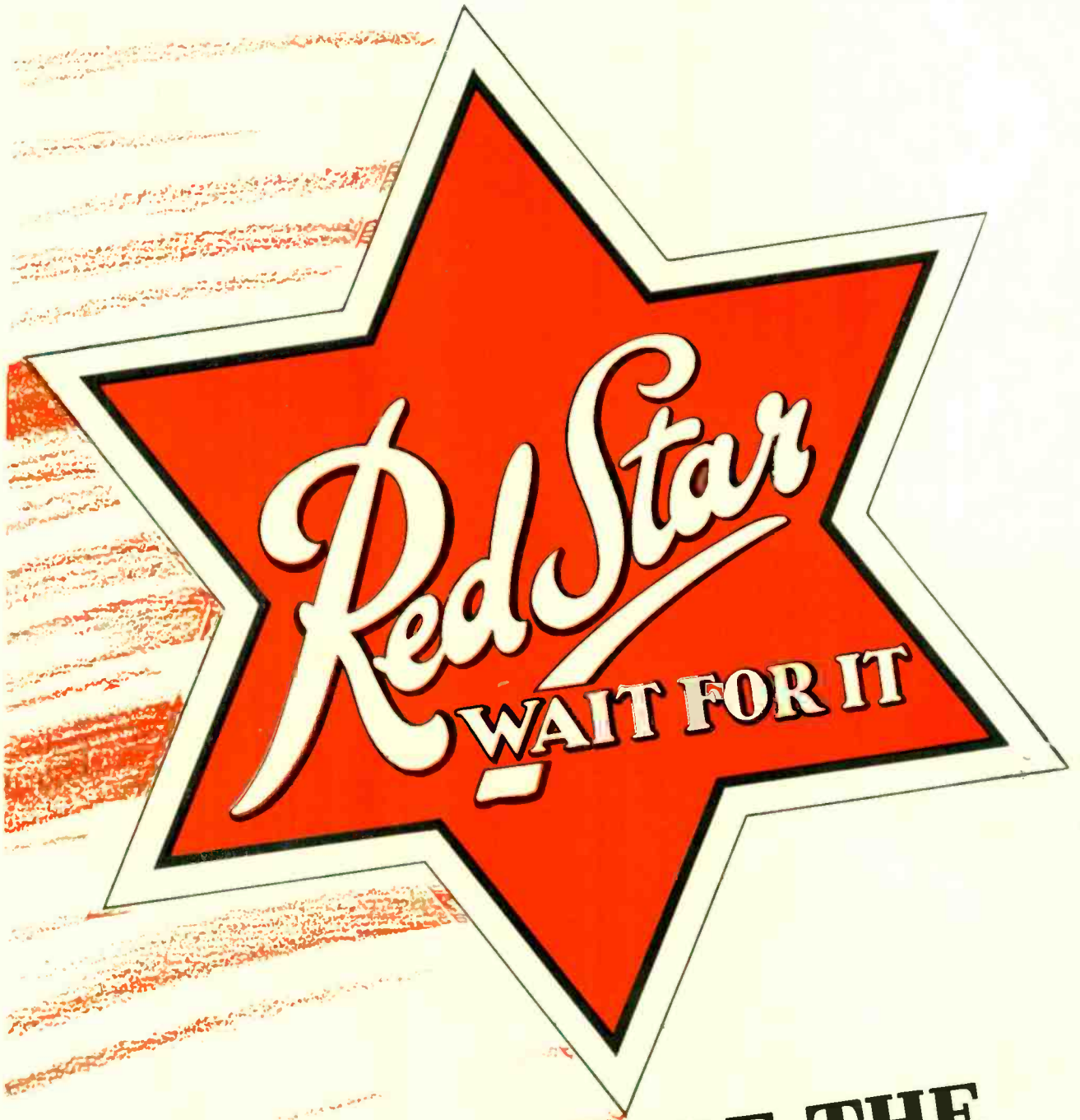
Plug-in—that's all!

Announcement of
E. K. Cole, Ltd., Dept. F., "Ekco" Works, Leigh-on-Sea.



COMING

The word "COMING" is written in a large, bold, black, sans-serif font, slanted upwards from left to right. It is set against a background of several thick, horizontal, red brushstroke-like lines that also slant upwards. The overall effect is dynamic and attention-grabbing.



**IT WILL BE THE
SENSATION OF THE
1930|1 RADIO SEASON**



NEW HIRE PURCHASE SCHEME FOR



This illustration shows the extensive additions made to the Varley factory.

A vast public already appreciates Varley quality—now arrangements are being made to enable them to buy Varley All-Electric Sets on convenient hire purchase terms. This new scheme will bring Varley Receivers within everybody's reach. It furthers Varley's policy of selling Varley All-Electric Sets on a large scale.

The Varley factory has been enlarged to meet production demand. Varley are getting ready.

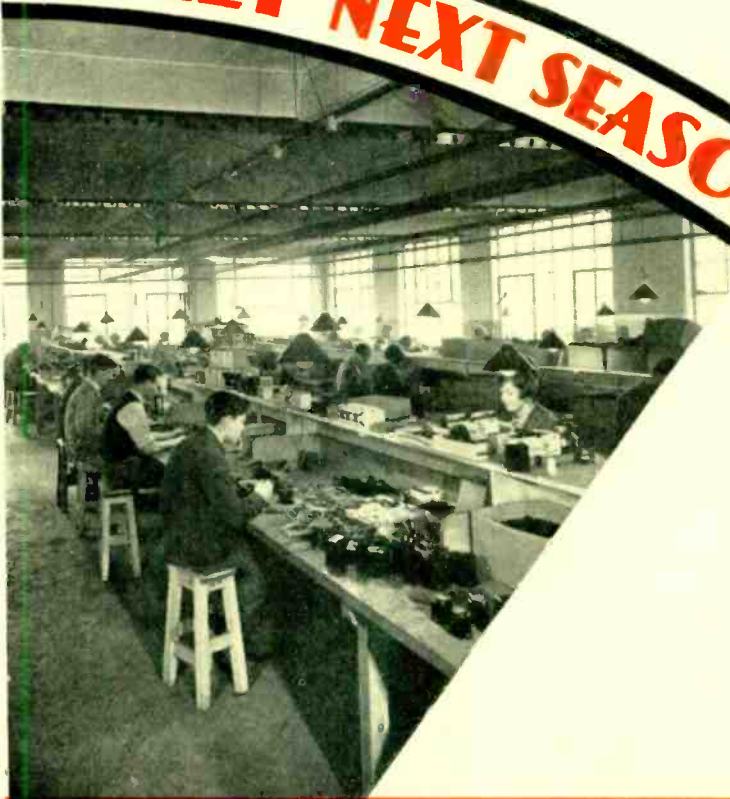
Next season Varley Receivers will be easier to buy. They will be more profitable for you to sell.

Varley All-Electric Three-Valve Receivers (A.C. or D.C.) Price 25 Gns. Royalty extra, each 20/-

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For
RADIO
MANUFACTURE
Varley

VARLEY NEXT SEASON

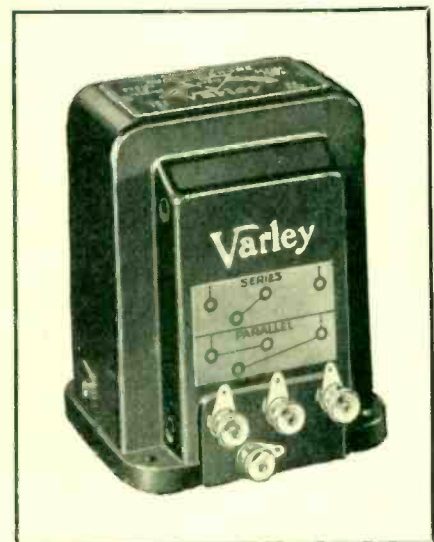


VARLEY ALL-ELECTRIC RECEIVERS

A NEW VARLEY COMPONENT 300 Henry Choke

Varley are first in marketing a new L. F. Choke specially designed for choke feeding a high impedance primary transformer following a Power Grid Detector. It has an inductance of 300 Henries with no D.C. and 200 Henries when carrying 8 m.a.—the normal anode current for such a detector of the AC/HC class. Its low D.C. resistance of only 3,000 ohms gives a great advantage over the resistance method of feeding Power Grid Detector Valves. This VARLEY component will be very popular next season.

List Price 25/-



The New Varley 300 Henry
L.F. CHOKE.

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**your customers
consider in
battery
purchase**

**CONSTANT VOLTAGE LEVEL
UNFAILING SERVICE
GUARANTEED
SATISFACTION**

**POWERFUL
STRONG**



WINNER SERIES

60 volts	- -	6/6
66 "	- -	7/-
99 "	- -	10/9
120 "	- -	13/-

The Ever Ready Co. (G.B.) Ltd
Hercules Place, Holloway,
N.7

USE NATIONAL ACCUMULATORS



ASHLEY

Bold striking advertisements like this are already telling the whole country the news of National Accumulators.

AND I WILL DO STILL MORE FOR YOU!

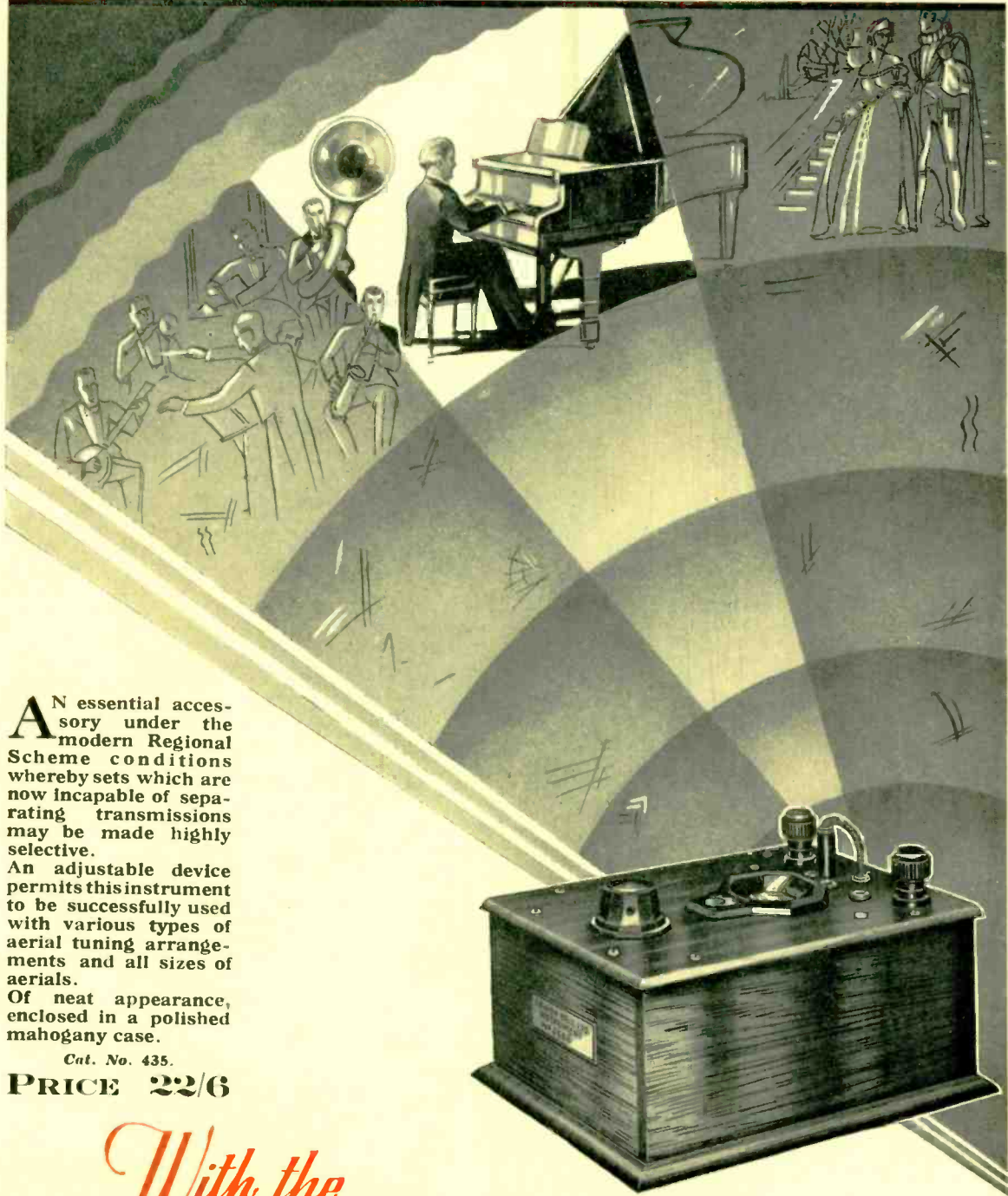
I am the crackle of thunder. I am the power that moves the world. There is no limit to what I will do for you. But what I can do for you — depends on you. Use National Accumulators — and I will give you still better wireless, still brighter lights on your car, still quicker starting. Famous British firms have joined all their resources to make these wonderful accumulators. Never before have I had such a chance to show you what I can do. Look for the name "National" on the next accumulator you buy. I am electricity — and I ought to know.

NATIONAL ACCUMULATOR CO LTD  AMALGAMATING PETO & RADFORD and HART ACCUMULATOR CO LTD
93 GREAT PORTLAND STREET LONDON W 1

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SEPARATE THOSE STATIONS



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

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

Of neat appearance, enclosed in a polished mahogany case.

Cat. No. 435.

PRICE 22/6

With the
EDISON BELL
STATION REJECTOR

10 IN., RED LABEL, 6S.

DA 1094.—Serenade in G. Major, Op. 30, No. 2 (Arensky) and Minuet in G, No. 2 (Beethoven), by Mischa Elman, violin, with piano accompaniment.

The Arensky piece, edited by Elman, is typical of that composer and makes a delightful trifle in the hands of the violinist. The well-known and somewhat hackneyed Beethoven is well played, but we should rather have preferred something different.

Recording is clear and forward, with good violin tone. The piano accompaniments are played by Josef Bonime. A good disc.

DA 1112.—To the Children (Rachmaninoff) and None but the Weary Heart (Tchaikovsky), by John McCormack, tenor, with piano accompaniment, and piano and cello accompaniment.

Both these songs are in English. McCormack sings them with considerable charm and emotion which goes a long way to cover up his irritating enunciation. However, his words are clear.

The piano accompaniments are played by Edwin Schneider. The second contains a cello obbligato by Lauri Kennedy.

Recording of instruments and voice is clear.

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

C 1802.—In Spring—Overture, Parts 1 and 2 (Goldmark), by the Vienna Philharmonic Orchestra.

Goldmark's Spring Overture has many admirers. It is a change, at any rate, from some of the morbid stuff composed to-day. Light in nature, it exudes a peculiar cheerfulness. Its essentially gay character is well brought out by the orchestra under Clemens Krauss. The playing is clear and capable, and the orchestra is well balanced.

Recording is up to "H.M.V." standard. The disc should have a good sale in certain quarters.

B 3439.—An Old Church Legend (Trincoe) and The Minster Bells (Wheeldon), by Reginald Goss-Custard, on the organ of the Alexandra Palace, London.

Two short organ pieces, smoothly rendered by Mr. Goss-Custard. The second is based on the familiar tune of the bells. Recording is very good.

B 3473.—Fat Flat Fish and The Empire Party Song, sung by Leslie Sarony, comedian, with orchestra.

Two of Leslie Sarony's own compositions—sung in his own peculiar and delightful style. The record should have a big appeal among lovers of fun. The accompaniments and recording are very good.

B 5846.—Under a Texas Moon (F.T.*) and Watching My Dreams Go By (F.T.*), played by Jack Hylton and his orchestra.

A pair of particularly tuneful film numbers—from "Under a Texas Moon" and "She Couldn't Say No" respectively. They are both treated in typical Hylton style, with a distinct leaning towards the symphonic in the first foxtrot. The vocal work—apparently by Pat O'Malley—is good, although he sounds a little too close to the microphone in the "Texas Moon" number. A likely seller among Hylton followers.

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

BROADCAST TWELVE

10 IN., BLUE LABEL, 2S.

5167.—Merrie England—Vocal Excerpts, Parts 1 and 2 (German), by soloists, chorus and orchestra.

A good selection from Edward German's opera is found on this disc. Most of the better known tunes are present and plenty of variety is provided. The soloists are good in the main and the whole can be recommended. Recording is clear, with plenty of volume.

5168.—Marigold (Besly) and A Night in Venice (Lucantoni), by Marian Brown, soprano, and Ivor Walters, tenor, with orchestra accompaniment.

The singers contrive to make a fairly pleasing disc. Neither song is outstanding, but many will like them. The soprano's voice sounds a trifle hard, but the two singers blend very well. Recording good.

5169.—Casse-Noisette, Parts 1 and 2 (Tchaikovsky), by Herbert Griffiths, organ.

Tchaikovsky's "Nutcracker Suite" is here rendered in condensed form by Griffiths on the organ of the Stoll Picture Theatre. "The Sugar Plum Fairies" and "The Flowers' Waltz" is, of course, incorporated. The playing is good and the effect pleasing. Recording is satisfactory on the whole.

5170.—Stein Song* and The Empire—March, by the band of H.M. Welsh Guards.

Here is a well-managed band version of the popular "Stein Song" for those who prefer it to the many dance recordings which have already been issued. A lusty male voice chorus adds variety to the proceedings and the accompanying quick march forms a suitable backing. The concert hall recording is quite good.

5171.—A Pair of Blue Eyes and I Feel You Near Me, sung by Terence O'Brien, tenor, with orchestra.

John McCormack's film "Song o' My Heart," which has recently concluded a successful advance run at the new Prince Edward Theatre, London, naturally includes some very good songs, which

have attracted attention. Those who do not feel justified in getting McCormack's own record of these numbers should be particularly interested in this disc. O'Brien sings exceedingly well, and the recording does him justice.

5172.—"The King of Jazz"—Selection and "Puttin' on the Ritz"—Selection, syncopated piano solos by Laddie Ray.

Well-managed and fairly straightforward piano selections from two big films—all the important numbers being included. The recording is generally good, but with some muzziness.

10 IN., SUPER DANCE, 2S.

2569.—It Happened in Monterey (W.*) and Song of the Dawn (F.T.*).

2570.—Blue is the Night (F.T.*) and Handsome Gigolo (F.T.*).

2571.—Under a Texas Moon (F.T.*) and There's Danger in Your Eyes, Cherie (F.T.*).

2572.—Cooking Breakfast for the One I Love (F.T.*) and A Man of My Own (F.T.*), all by Rod Rudy's Talkie Boys.

All the above can be classed as good dance records, arranged and played with an eye to the requirements of the general public. The numbers are, without exception, real potential sellers, and if properly featured, not one of the above discs should remain on the shelf. The band play in a polished, "melody" style, with a good solid rhythm. Good recording.

For assistance in connection with film "tie-ups" we would mention that the first two numbers are from "The King of Jazz," the third from Norman Shearer's "Their Own Desire," "Under a Texas Moon" from the film of the same name, and "There's Danger in Your Eyes" from "Puttin' on the Ritz." The foxtrots on 2572 are respectively from Fanny Bryce's film "Be Yourself" and "They Learned About Women," which features Van and Schenck. The choruses in this last disc are by a lady.

2573.—Blue Pacific Moonlight (W.*) and Good for Nothing But Love (F.T.*).

2574.—Figaro (F.T.*) and Mysterious Mose (F.T.*), by Ted Summer's Dance Devils.

The waltz "Blue Pacific Moonlight," which is being featured a lot at present,

A general view of Radio House, Edge Lane, Liverpool, the new home of S. Hathaway & Co., the well-known factors. The photograph shows the front offices and general entrance in Edge Lane.



Maxim Stores, Ltd. Particulars filed of £2,000 debentures authorised June 30th, 1930, charged on the company's undertaking and property, present and future, the whole amount being now issued.

Halcyon Wireless Co., Ltd. Debenture charged on property at 27A, Pembroke Villas, W., Ryder Street, Birmingham, and 72, Newman Street, Marylebone, and the company's undertaking and property, present and future, including uncalled capital, dated June 25th, 1930, to secure all moneys due or to become due from the company to Lloyds Bank, Ltd.

Britain's Best Crystal, Ltd. Mortgage for £1,200 and charge for £100, both dated May 25th, 1927, charged on 28, Springfield Road, Kingston-on-Thames (being property acquired by the company on June 20th, 1930). Registered pursuant to Section 81 of the Companies Act, 1929. Mortgagees: G. W. Joyce and W. A. C. Boodle, solicitors; and W. S. Cox, gentleman, all of Kingston-on-Thames.

M. Morris (Gramophones), Ltd. Debenture dated July 3rd, 1930, to secure £250, charged on the company's undertaking and property, present and future, including uncalled capital. Holder: I. Meyer, 390, Ecclesall Road, Sheffield.

Satisfaction.

Note: Where the amount "originally secured" is stated, that is not necessarily the amount outstanding at the date of the satisfactions recorded below. There may have been previous partial satisfactions, registered or unregistered. The registration of Satisfactions is not compulsory.

Halcyon Wireless Co., Ltd. Satisfaction in full on June 27th, 1930, of debenture authorised November 26th, 1928, and registered November 29th, 1928, securing £10,000.

County Court Judgments.

The following returns have been received from the Registry of County Court Judgments, Treasury, Whitehall which purports to contain lists of judgments entered up in the respective County Courts of England and Wales, but no distinction is made on the register between actions for debts or damages or properly disputed cases; neither is it known which of the judgments remain unpaid at the present time; and it is probable that a large proportion of them have been settled between the parties or paid. It may also be observed that some of the judgments registered are against defendants in a representative capacity. The name given is that of the defendants; the amount is that for which judgment was given, and the date is that on which it was given.

Walker, G., Basildon Radio Co., Laindon Hills, Essex, wireless dealer. Court: Bow. £30 1s. 2d. June 13th.

Burgess, T., 6, Troughton Street, Pudsey, Leeds, wireless dealer. Court: Bromley. £17 17s. June 5th.

Taylor, H., 24, The Arcade, Waterfoot, Lancs., wireless dealer. Court: Bromley. £23 4s. 11d. June 12th.

Tru-phonic Radio, Ltd., Tru-phonic House, Hanover Park, Peckham, Surrey, wireless set manufacturers. Court: Edmonton and Wood Green. £42 11s. 8d. May 30th.

Adey Radio, Ltd., R/O, 99, Mortimer Street, Regent Street, W.1, wireless manufacturers. Court: Edmonton & Wood Green. £10 1s. 10d. June 4th.

Hooker, J., South Road, Hayward's Heath, Sussex, wireless dealer. Court: Shoreditch. £27 19s. June 10th.

Pennock, Austin G. L. (trading as The Globe Wireless & Electrical Equipment Co.), Primrose Hill Street, Coventry, wireless dealer. Court: Coventry. £69 11s. June 17th.

Hucker, Harris, 30, Bridge Street, Taunton, Som., wireless dealer. Court:

Westminster. £13 19s. 7d. June 6th.

Barker, Cyril, Marlboro Avenue, Marton, Blackpool, Lancs., wireless engineer. Court: Blackpool. £14 3s. 5d. June 17th.

Adey Radio, Ltd., 99, Mortimer Street, London, W.1, wireless dealers. Court: Bloomsbury. £50 12s. May 19th.

The Radio Electric Co., Ltd., 158, Bristol Road, Gloucester, electrical suppliers. Court: Bristol. £29 0s. 5d. June 12th.

Browning, T. E., 28, Pleydell Avenue, Stamford Brook, W.6, wireless dealer. Court: Walsall. £19 15s. 3d. June 18th.

Wireless Pictures (1928), Ltd., Dorland House, 14-16, Regent Street, London, W.1, wireless manufacturers. Court: London. £16 11s. 5d. February 11th.

Terminus Radio (Victoria), Ltd., 324, Vauxhall Bridge Road, Victoria, S.W., wireless dealers. Court: Leicester. £13 6s. 6d. June 3rd.

Filmophone, Ltd., 101, Wardour Street, London, W., wireless dealers. Court: Leicester. £25 3s. 10d. June 3rd.

Warner, P. F., 172, Melton Road, Leicester, wireless dealer. Court: Leicester. £14 2s. 5d. June 3rd.

Noble, J. Hall, 12, High Bridge, Newcastle-on-Tyne, wireless dealer. Court: Sheffield. £20 4s. 4d. June 13th.

Browning, T. E., 28, Pleydell Avenue, Stamford Brook, W.6, wireless dealer. Court: Watford. £19 6s. 6d. June 19th.

Everett, Mr., 240, Plumstead High Street, Woolwich, wireless dealer. Court: Westminster. £30 15s. June 11th.

Endoric Radio & Gramophone Co., Ltd., 41, Old Compton Street, London, W.1, wireless dealers. Court: Westminster. £13 0s. 3d. June 11th.

Crabtree & Co., Queens Square Chambers, Woodhouse Lane, Leeds, wireless dealers. Court: Westminster. £11 2s. 7d. June 11th.

The Mold Electrical Co., King Street, Mold, Flint., wireless dealers. Court: Westminster. £10 4s. 3d. June 12th.

Curtis, Mrs. Florence G. (formerly trading as Radio Supply Stores), Mirfield, Newark Road, Hykeham, near Lincoln, Lincs., wireless dealer. Court: Barnet. £14 9s. June 3rd.

Private Arrangement.

Mark Morris, gramophone and wireless merchant, etc., 53, Great Eastern Street, London, E.C.

In response to a circular letter issued by Percy Mason & Co., of 64, Gresham Street, E.C., a largely attended meeting of the creditors of the above was held on July 14th at Winchester House, Old Broad Street, London, E.C. Mr. Burford Judge, who represented the principal trade creditor, was elected to the chair. A statement of affairs was submitted showing the position as at July 5th last, and disclosing ranking liabilities of £18,517 7s. 5d. The net assets were £5,049 13s. 1d., or a deficiency of £13,467 14s. 4d. There was a footnote to the statement to the effect that the figures were subject to a contingent claim for income tax, which had been assessed at £5,000, and which was under appeal.

Mr. E. H. Hawkins, of Poppleton, Appleby & Hawkins, reported that the debtor commenced trading in 1921 at his present address, when he took over a lease which had two years unexpired,

at a rental of £200 per annum. The private ledger showed that a loan account was opened and certain monies paid into the credit of that account to the extent of about £5,000. Some of that money represented loans made to the debtor. Other amounts were received from members of the family who were now cash creditors and who were included in the statement of affairs. Last year there was a gross profit of £3,791, but after allowing for all expenses there was a net loss of £1,656. The debtor's drawings were £1,000. Between January 1st and June 30th, 1930, there was a gross profit of £1,180, but a net loss of £1,223. It was stated that it was understood that the cash claims would be withdrawn if the matter was dealt with under a deed of assignment.

The debtor was called into the room, and in answer to a question said he was unable to submit any offer. During the course of the discussion, it was stated that the Inland Revenue Authorities had levied a distress for income tax amounting to £466. The claim of £5,000 in respect of income tax covered a period of years. A creditor inquired if any indication could be given as to what amount the Inland Revenue Authorities would accept in settlement of the claim of £5,000, and Mr. Hawkins replied that he was unable to give any information.

After some discussion a resolution was passed in favour of the matter being dealt with under a deed of assignment, with Mr. E. H. Hawkins, and Mr. E. J. Webber (Percy Mason & Co.) as joint trustees. A committee of inspection was also appointed. It was stated that a petition in bankruptcy had been filed by one of the creditors, and it was decided that that matter should be left to the trustees and committee.

The following are among the creditors:

Brownie Wireless Co., Ltd., London	£80
Bullphone, Ltd., London	346
Bate, Jabez & Co., Birmingham	19
Collaro, Ltd., London	307
County Chemical, Birmingham	30
Chloride Electrical Storage Co., Ltd., Clifton Junction	150
Cowey Engineering Co., Kew Gardens	41
Clearton (1927), Ltd., Birmingham	63
D.X. Coils, Ltd., London	76
Enderlein, London	32
Fonteyn & Co., Ltd., London	408
Harris, Williams & Co., Ltd., London	70
Igranic Electric Co., Ltd., Bedford	52
Jones, D. A., Ltd., London	77
Jensen & Nicholson, London	26
J. R. Wireless, London	18
London Electrical Wire Co., Ltd., London	15
Mandaw & Co., Ltd., London	48
Morris, B.	1,997
Octron, Ltd., Birmingham	91
Stead, J., & Co., Ltd., Sheffield	83
Siemens Electric Lamps & Supplies, Ltd., London	25
Supremus Specialities, Birmingham	19
Siemens Bros., Ltd., London	124
Segal Co.	140
Ridged Cone Co., Ltd., London	21
Three Star Accumulators, London	44
Wolf, S. J. B., & J., London	191
Watmel Wireless Co., Ltd., Edgware	13
Creditors under £10	135

Voluntary Liquidations.

James Shoobred & Co., Ltd., Tottenham Court Road, London, W.C.

A largely attended meeting of the creditors was held at the Cannon Street Hotel on July 10th, the chair being taken by Mr. W. H. Cork, of W. H. Cork & Co., accountants, 19, Eastcheap, E.C.3.

Addressing the meeting, Mr. Cork said that, acting on behalf of firms in the

provision trade he had recently had an interview with Mr. Percy Best to ascertain the company's position, which was quite frankly explained to him, and he further learnt that a meeting was to be held on July 24th. In the meantime, the petitioning creditor had applied to the Court for the appointment of a provisional liquidator, and the Official Receiver had been appointed. A further application was made for the appointment of a special manager, but this was not granted.

Mr. Cork then proceeded to give the figures of the balance sheet as at January 30th last, saying that he had the permission of the directors to do this.

Mr. Cork said that so far as the unsecured creditors were concerned and with the general reserve of £268,000, there was a surplus of assets over liabilities of £600,000. The chairman said that in view of these figures they should do what was humanly possible to save this old business.

Following the chairman's statement a considerable discussion ensued and many questions were asked by creditors present.

Mr. Montague White, who represented creditors in the paper trade, said he thought the meeting would like an expression of the views of the petitioning creditor, as much, of course, depended upon his attitude.

Mr. Fior, acting for the petitioning creditor, said that he would prefer not to express any definite opinion upon this matter until he had heard the views of other creditors.

On being put to the meeting the creditors voted against a resolution for the compulsory winding up of the company, and a unanimous resolution was passed in favour of voluntary liquidation, with Sir William McLintock as liquidator in conjunction with a nominee of the creditors. By an equally unanimous vote it was subsequently resolved that Mr. Cork should be nominated as joint liquidator with Sir William McLintock and a committee of five of the creditors was also appointed.

Cleale & Hadler, Ltd., gramophone dealers, etc., 1 and 6, London Road, Chelmsford.

A meeting of creditors was held on July 11th at the offices of Poppleton, Appleby & Hawkins, 4, Charterhouse Square, London, E.C.1, when it was reported that the liabilities amounted to £3,077 11s. 4d. The company was registered in 1919 to take over an existing business. Every year from 1925 to 1928 there had been a net loss. The turnover for 1929 had been estimated at £2,000. Mr. Hawkins stated that a petition had been filed for the compulsory liquidation of the company, which was shortly due for hearing. The directors were prepared to withdraw their claim in respect of £1,306, and Mr. Hawkins added that the shareholders had nominated himself and a Mr. Polkinghorn as joint liquidators. A resolution was passed confirming that appointment and an opinion was expressed that the petition for compulsory liquidation should be opposed.

The following are among the creditors:

Dallas, J. E., & Son	£40
Dulcetto Polyphon, Ltd.	82
Decca Record Co.	30
Yagerphone, Ltd.	46

Vocalion Accounts. NET PROFIT OF £27,310.

IT is stated that the Vocalion Gramophone Co. are paying no dividend for the year to March 31st, 1930.

The accounts show a profit, including £1,551 balance on realisation of investments, of £71,079, from which directors' fees took £1,050, depreciation of buildings, plant, etc., £5,534, and amortisation of copyrights, etc., £19,919, leaving £44,576, which is reduced to £27,310 by the deduction of £17,266 income tax.

This net balance of £27,310 compares with £95,437 for 1928-29, when no reference was made to income tax. For that year a dividend of 40 per cent. was paid.

It will be recalled that in the circular issued in April it was decided to make no interim distribution, and it was stated that "while the profit at which the company have operated, as compared with 1928-29, may be anticipated to be less, owing to competition and to temporarily increased expenditure involved in meeting this, substantial earnings for the year will be shown."

A balance of £38,653 was brought in from 1928-29, making available £65,963. This the directors propose to carry forward, stating that, in view of the present state of the record industry and the company's programme in developing talking film records, they do not feel justified in recommending the declaration of a dividend.

It is stated that the trading profits during 1929-30 have been adversely affected by the minimum royalties, fixed under a Board of Trade award, payable to composers; this increased the royalties payable in regard to the company's records by approximately £16,000.

The report adds that the effect of intensive competition was felt by the company during the first half-year of the trading period, but during the last half-year, and to date, the company have successfully regained their entire market as compared with 1928-29, the company's most successful year.

The company's annual output is stated to be largely in excess of the factory's day capacity, necessitating, despite extensions to plant, a night shift being employed for several months in the year.

The Board reports an unqualified success of the company's process of recording and manufacturing 16-inch records for the film industry, for which an unusual demand exists. This department will be extended during the coming year.

Bankruptcies.

Handel Arthur Atack, 442, Borough Road, Birkenhead, Cheshire, wireless accessories dealer, etc.

The public examination of this debtor was held recently at the Court House, Pilgrim Street, Birkenhead. A statement of affairs was submitted which showed liabilities of £521 14s. 7d. against assets of £103 4s. 10d., thus leaving a deficiency of £418 9s. 9d. The debtor stated that he commenced business on his own account in September, 1929, at 442, Borough Road, with a capital of approximately

£55. At the time of commencing business he was in debt to an engineering firm. He said that one firm had dealt with him for the purchase of accumulators and these transactions had brought him in £311. He admitted not having kept an account of how this money had been dealt with, but he said that he had kept other ledgers. He attributed his failure to capital depreciation of stock and fittings, expensive advertising and inadequate profits. Altogether he had traded for only eight months, whereas the Registrar observed that the stock in trade had been set down to produce only £100 after costing £350. This depreciation was extraordinarily heavy for such a short period of trading. The debtor stated that his average profits were £20, and his living expenses amounted to about £4 per week. The examination was closed.

The Bowyer-Lowe Co., Ltd., Radio Works, Letchworth, Herts.

The statement of affairs filed in the compulsory liquidation of this company shows liabilities £22,759, of which £17,409 are returned as due to 274 unsecured creditors, and £17,784 as expected to rank for dividend. The assets are estimated to realise £13,584, but are subject to a deduction of £322 in respect of preferential claims and of £4,102 in respect of the claims of the six debenture holders. A deficiency of £8,624 is accordingly disclosed with regard to the creditors, while in relation to the shareholders the accounts show a total deficiency of £13,824.

Richard Perkins, 103, Markhouse Road, Walthamstow, London, E., gramophone dealer, etc.

Under a receiving order recently made against debtor's estate on the petition of Itonia Gramophones, Ltd., creditors for £107, the statutory first meeting of creditors was held on June 19th, at Bankruptcy Buildings, Carey Street, London, W.C. A statement of affairs was submitted showing liabilities £685, of which £660 are expected to rank, and net assets £21.

It appears from statements that have been made by the debtor that before 1914 he was in employment. He then took 103, Markhouse Road, on a three-years' agreement, and with a capital of from £70 to £100 began business as a gramophone dealer. In January, 1916, he joined the army, the business being managed by his wife until his return. In September, 1927, he also took 101, Markhouse Road, where he began to trade as a picture frame and furniture dealer, but this business never paid, and he closed it in December last. Until 1927, he had met with success in his trading, but in consequence of the loss sustained at 101, Markhouse Road, he began to get behind with his payments, and has never been able to recover his financial position. Just before Christmas last his credit was stopped, and early in April a private meeting of his creditors was held. He made an offer to pay a composition of 3s. 6d. in the £, but his creditors refused to accept less than 10s. in the £ and consequently nothing was done. The debtor attributes his insolvency to loss on the picture frame business, and to bad trade in general. The meeting was closed and the estate re-

German Radio Exhibition
Berlin 1930 in connection with the
Talking Machine and Record Exhibition

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verbunden mit der **PHONO SCHAU 1930**

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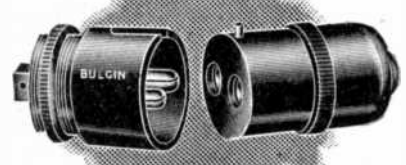
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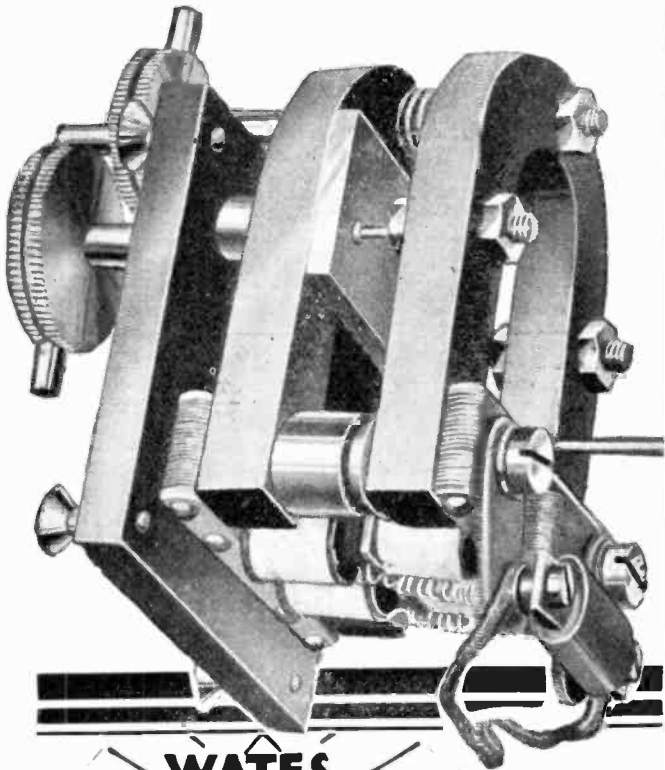
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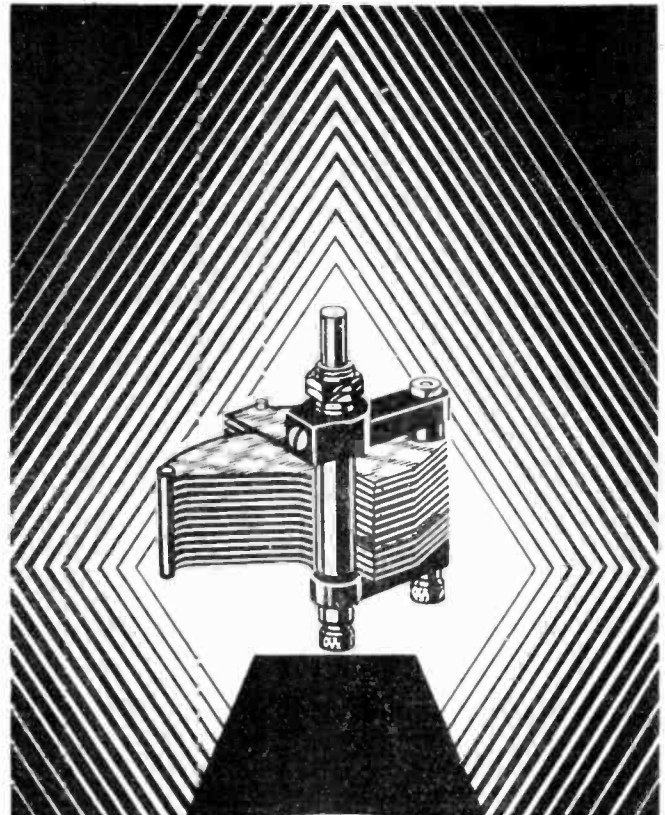
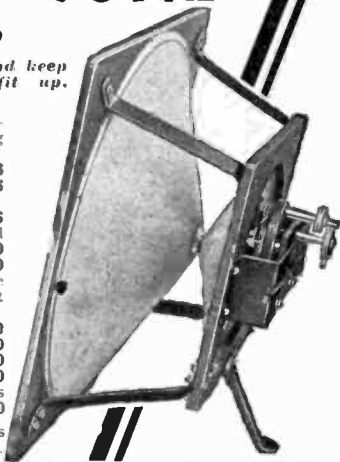
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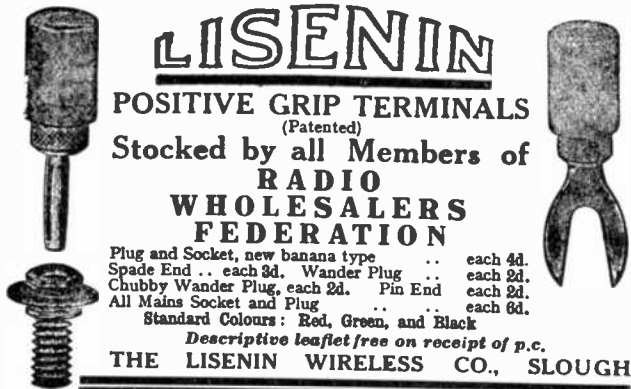
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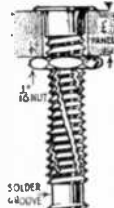
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K ING'S Patent Agency, Ltd., 140A, Queen Victoria Street, E.C.4. Free advice and handbook on Patenting Inventions and Registering Trade Marks Designs. (S1)

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W.T. 19/7/30

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Type P.D.2
L.T.
£1 19s. 6d.
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£6 10s.

UNIVERSAL SPADE TERMINAL

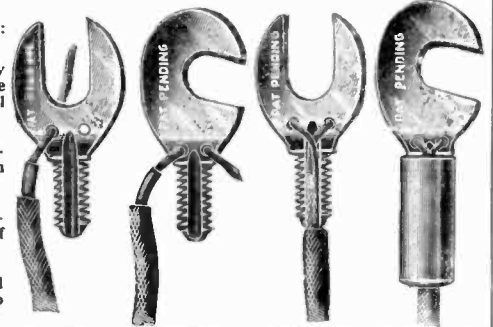
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The Straight Type will be found an Ideal all-round connection. The Hooked Type has been especially made for use with large Terminals as on Batteries and Accumulators; into these Terminals it should be engaged from left to right (clockwise).

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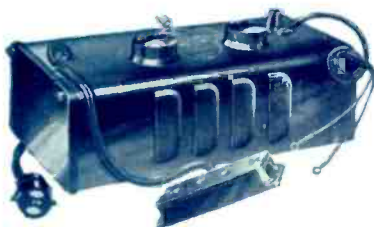
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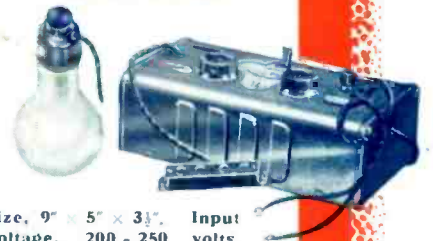
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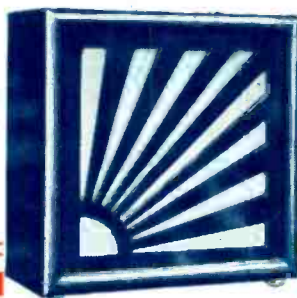
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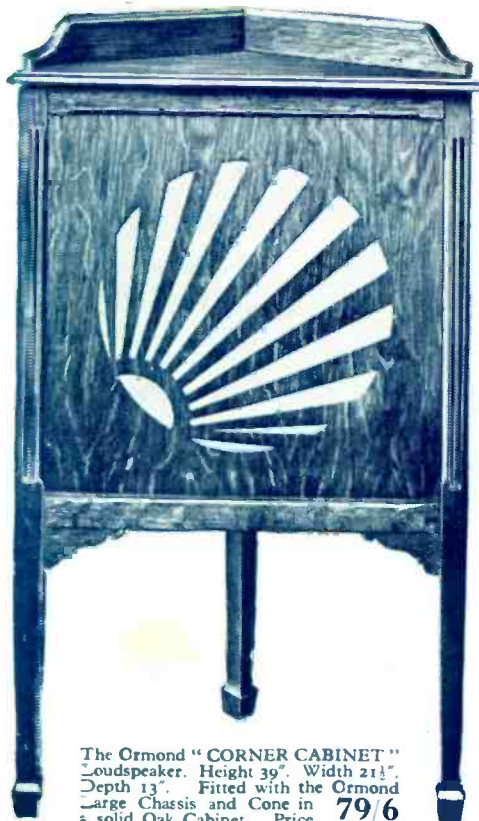
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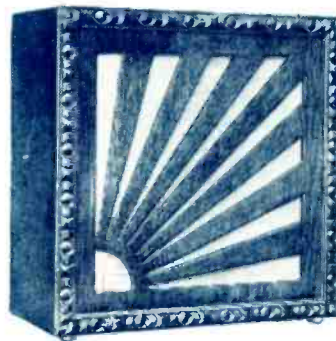


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