

Trade Displays at the Exhibition

Details of the Stands



ALL INTERESTS have been catered for in the forthcoming Auckland Exhibition. Radio traders are preparing their stands, some for the amateur constructor, some for those who are interested in small sets, while the remainder for those who require an up-to-date receiver of modern design. The allocation of the stands is as follows:

- No. 1 Amateur Radio Transmitting Society.
No. 2 Moore's Piano Co., Ltd.
No. 3 Lewis Eady, Ltd.
No. 4 Hartle and Gray.
No. 5 Philips Lamps.
No. 6 Harringtons, Ltd.
No. 7 "Radio Record."
No. 8 Superadio, Ltd.
No. 9 Superadio, Ltd.
No. 10 Bond and Bond, Ltd.
No. 11 J. Wiseman and Sons.
No. 12 Frank Wiseman, Ltd.
No. 13 Abel Smeeton, Ltd.
No. 14 Abel Smeeton, Ltd.
No. 15 Radio, Ltd. (Cossor).
No. 16 Selectra Radio.
No. 17 Radio, Ltd. (Steinite and Ultimate).
No. 18 Amalgamated Wireless, Ltd.
No. 19 Spedding, Ltd.
No. 20 Farmers' Trading Co.
No. 21 Johns, Ltd.
No. 22 New Zealand Radio.

As far as possible, detailed accounts of these exhibits have been collected. These appear below. There are a few omissions due to the owners of these

stands not having the necessary information available as we go to press. Full details will, however, appear in the issue immediately following the closing of the exhibition, that is, the one dated November 8.

Stand No. 1.

AMATEUR TRANSMITTING ASSOCIATION.

THIS stand, belonging to the Amateur Transmitting Association, will certainly hold more than a passing interest for the public in general, and to amateur transmitting enthusiasts the display will prove all-absorbing. Short-wave equipment for both transmission and reception will be exhibited in variety. A splendid record will be revealed by the amazing number of Q.S.L. cards received by the association and displayed by them on the rear wall of their stand.

Stand No. 2.

MOORE PIANO CO.

THIS firm, realising the difficulties that Auckland listeners are faced with in regard to direct current supply, are arranging a very complete exhibit of rotary converters. The function of this apparatus is to transform the direct current supplied to the home into alternating current that will energise

an AC receiver. With the increasing popularity of this type and the impracticability of completely mains operated DC sets something of this nature is essential. These rotary converters are giving excellent service in many parts of Auckland, in fact most of the leading firms are using them at the present time. Listeners then will be pleased to see this exhibit and learn how they can have the most modern conveniences even though separated from the means of attaining them by what on the face of it appears an inseparable gulf. The principle of the rotary converter is somewhat complicated. As the direct-current voltage is dependent on the alternating-current voltage of supply, variation of the field strength as a control for the power factor is not used. The field, however, is permanently adjusted to hold the power factor reasonably near unity. Independent means are provided for so adjusting the applied alternating voltage as to give the required result at the commutator.

Stand No. 3.

LEWIS EADY.

THE exhibit covers all the latest Mullard productions, including the A.C. types. Other valves in Mullard's latest productions are the screened grid, pentode, and special detectors in

the 2, 4, and 6-volt types which are proving so popular. The latest Magnavox production incorporates the exclusive Magnavox X-core principle which enables the manufacturers to give a lifetime guarantee of original standard of performance. An addition to the Magnavox range is the 10 in. Auditorium Cone in 6-volt and 110-volt to 300-volt D.C. types, besides the standard 230-volt A.C. types.

The new Webster pick-up will prove very interesting to those who can use the audio stages of their receiver in conjunction with an ordinary gramophone. There are many improvements in Webster's new product, one specially fine feature being the ease with which needles can be inserted and replaced by merely twisting the pick-up head. With the volume control in the base and the very fine finish and design of the new Webster pick-up, it offers splendid value.

THE Burgess exhibit displays a wide range of types in both radio and flashlight. Burgess manufacture sizes and capacities suitable for all purposes from the small portable for portable receivers to the large "super" which gives an extremely long life on seven and eight-valve sets.

Those who have heard so much about the Majestic and who have not examined it will have an opportunity of seeing and hearing it perform at the stall of Messrs. Lewis Eady, Limited. The new model Majestic receivers and the combination gramo-

Visitors to the Auckland Radio Show inspect

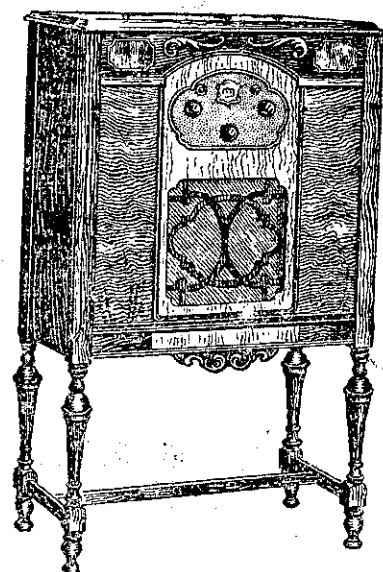
THE NEW

ATWATER KENT

SCREEN GRID RADIO

The Greatest Set in all the Years of Radio

THE SET WITH A MASTERY OF DISTANCE—NEEDLE POINT SELECTIVITY—AND TONAL PERFECTION



Cabinet and Table Models.

MODEL 55—

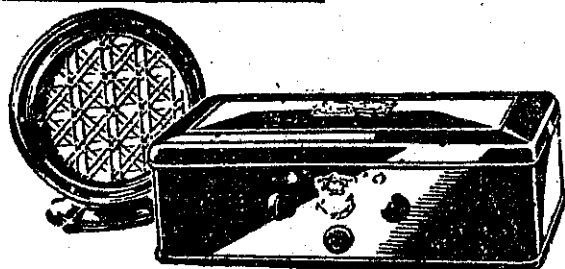
Screen-grid Table Receiver with Model F4A Electro-Dynamic Speaker and Valves.

PRICE £56
Complete

MODEL 60—

Screen-Grid, extra powerful, extra selective, with Model F4A Electro-Dynamic Speaker and Valves.

PRICE £62
Complete



AUCKLAND AGENTS:

FRANK WISEMAN Ltd.

QUEEN STREET.

Display Stall at No.
Town Hall, 12
Oct. 30 to Nov. 2

HARRINGTONS [N.Z.] Ltd.

QUEEN STREET.

Display Stall at No.
Town Hall, 6
Oct. 30 to Nov. 2

C. & A. ODLIN CO. Ltd.

N.Z. Distributors:
WELLINGTON.