

Trade Displays at the Christchurch Olympia

A Review of the Exhibits

FOR the past few weeks there has been much activity among the radio dealers of the Cathedral City in connection with the Radio Olympia which will be in full swing next week in Christchurch. This is the first radio exhibition to be held there, and judging by the great interest shown already by the general public, it will be an unqualified success. In fact, the opinion is current that the Olympia should be run for seven days instead of five, in order to enable everybody to attend at least once and inspect the interesting exhibits that will be on display.

An interesting feature of the Olympia will be the model studio, which is to be fitted up on the stage of the Choral Hall, where the exhibition is being held. In order to give the general public an opportunity of seeing how radio programmes are presented, a concert will be broadcast every evening from this studio until the exhibition is over.

Owing to the limited capacity of the hall, there are only nine stands, but this disadvantage is fully compensated for by the variety and originality which will be displayed by each of them. As far as possible detailed descriptions of these exhibits have been obtained, and these appear below, but unfortunately a majority of the stand-owners have not supplied the necessary information before we go to press.

A. E. STRANGE.

IN accordance with the policy pursued by this firm of catering for the home-constructor, a large portion of their stand will be devoted to radio components and accessories. As a particularly wide range of these will be exhibited, amateur radio enthusiasts will find here much of interest to them. A wide variety of Dubilier goods will also be on show, and as a speciality line, a wide selection of static con-

densers, ranging from values as high as 3000 working volts, down to the ordinary 150-volt type are to be exhibited.

Those who are interested in transmission will be well catered for, and besides a comprehensive variety of equipment for this purpose, a 150-watt transmitting valve will be displayed. For that section of the public whose main interests lie in completed receivers, an Apex six-valve set will be on exhibition; and for those who require a small, yet powerful receiver, this exhibit should satisfy their needs.

L. B. SCOTT, LTD.

L. B. SCOTT, LTD., have for some time been agents for Crosley receivers, and they are very fortunate indeed to be able to exhibit the new Unitrad set, which has just arrived in time for the Olympia. This set, which is the latest in all-electric screen-grid construction, was the sensation of the R.M.A. Convention in Chicago a few months ago, while at the recent Auckland Radio Exhibition its appearance for the first time in New Zealand created much admiration and enthusiasm amongst the listening public. Short-wave enthusiasts, home constructors and all those interested in the design of radio sets will see many new ideas incorporated in the Unitrad chassis.

The present growing demand for "radio furniture" has been well provided for by the manufacturers of the Crosley receivers, and great interest will be taken in the three new console models and the two new types of receivers which are to be exhibited. These latter receivers are a compromise between the accepted table and console models, and their recent introduction in New Zealand has proved very popular.

DIRECT SUPPLY CO.

MANY of the latest products of the Philips concern will be on exhibition at this stand, and notable among these is the popular all-electric Q.P. This receiver, which for local reception will operate efficiently without aerial or earth, has also proved ideal for use as an amplifier for a gramophone pick-up. The latest Philips moving-coil speaker and amplifier are, together with the new Philips power pack, creating much interest among the visitors.

One of the Philips products for the season is the A.C. or D.C. mains-operated 3-33. This receiver was designed in the Philips laboratories in Australia, and its simplicity and efficiency have won universal approval in that country. For those who already have sets there will be a complete range of battery chargers and eliminators; and for amateur transmitters an extensive display of Philips transmitting valves is to be exhibited.

WATKINSON'S LTD.

FOR the general public who are mainly interested in commercially-built receivers this stand will prove a great attraction. Several of the well-known Kellogg sets, both power and battery-operated, as well as a new Nora three-valve all-electric receiver, are to be exhibited. For those who already possess sets, interesting lines to be displayed include a wide range of battery eliminators and Prest-O-Lite and Columbia batteries.

Another "Olympia"

Again Held in England

TOWARDS the end of September the British Wireless Exhibition opened at Olympia, and from reports the tremendous improvements revealed in every exhibit mark the past year of radio development one of the most progressive ever experienced. This is perhaps due to the fact that nowhere has radio reached saturation point, and the limits of ingenuity, research, and general progress are by no means yet attained.

Last year saw the screen-grid valve take its proper place in the repertoire of radio, and its popularity has grown steadily since, until no amateur building himself a really first-class, up-to-date, modern receiver would dream of designing a set without considering a screened-grid valve.

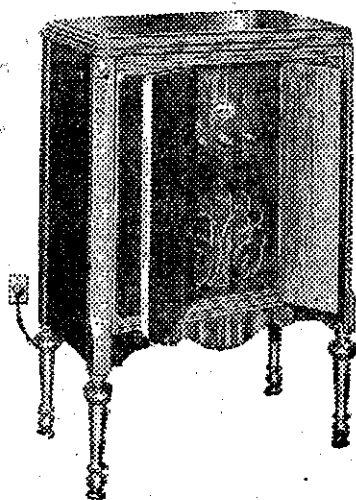
Another development during the past twelve months has been in connection with the portable set. Great improvements in design have been obvious, and with reductions in price the portable set has at last claimed its rightful popularity. At the exhibition many first-class examples of portable sets are said to have been on view, and it is stated that many people who had hitherto considered this type of set as unsuitable for efficient general use, were amazed at the extraordinary strides which have been made in the general design, particularly in the compactness and efficiency of these receivers.

Loudspeakers of all types, and moving coil models in particular, are reported as being much in evidence, and although it is practically impossible for the organisers to allow individual demonstrations, it is unfortunate that some arrangement cannot be made for a special auditorium to be hired where loudspeakers can be switched, one after another, to a regular programme, so that visitors can really have an opportunity of judging their respective merits.

From the point of view of appearance, loudspeakers have, at any rate, definitely improved, and the visitor to the exhibition should be given some sort of an opportunity of realising that not only appearance but quality has been improved almost beyond belief.

Of complete sets, mains units, and general accessories there are, as usual, a bewildering variety. In fact, it is probably doubtful whether the average visitor to the exhibition this year will be able to take in all that Olympia offers in one visit.

New Zealand, by reason of her remote situation and her small population, could not hope to have a radio exhibition half as inspiring and varied as that at Olympia; but, if all allowances were made, a comparison between a British exhibition and, for example, the one recently concluded at Auckland, would reveal the fact that, though small, New Zealand is by no means far behind any country in the world as regards radio development.



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