

New Zealand Radio Concern Extends Its Interests Changes In Wireless World

Announcements have recently been made regarding a change which has taken place in the radio world in New Zealand in connection with R.C.A. Radiotron valves and Radiola receiving sets, the selling rights of which were obtained from Amalgamated Wireless by National Electrical and Engineering Co., Ltd., from January 1, 1935. There is now a still further development.

THE Briton Trading Company, Limited, which entered the radio field during 1934 and made considerable progress in the sale of Briton radio receiving sets, has taken over the Radiola Agency from National Electrical and Engineering Company, Limited. This means that in future the representatives in New Zealand for R.C.A. Radiotrons will be National Electrical and Engineering Company, Limited, while Briton Trading Company will be the representatives for Radiola receiving sets. The managing director of the Briton Trading Company, Mr. Scott Ramsay, is well known in the specialty organising and sales field of this Dominion, as it was he who introduced the Hoover electric cleaner some nine years ago. As factory representative, Mr. Ramsay conducted a very successful sales campaign for some six years, making periodical business trips to the United States. Hoover dealers throughout the Dominion will welcome Mr. Ramsay into the selling field again, and will look forward with interest to seeing him repeat in the

organising of radio the success which he made in the vacuum cleaner industry. The Briton Trading Company will not be confining its activities to radio, but in addition will be marketing General Electric all-electric sewing machines (the only portable electric sewing machine on the market), and Prestcold refrigerators (manufactured in Cowley Oxford England) believed to be the only British refrigerator exported. A few of their dealers have already taken from Briton Trading Company practically all the stocks of this line, and Mr. Ramsay is at present arranging an extensive canvass of Radiola dealers for the purpose of giving them first option over these products. Needless to say, Mr. Ramsay will still be keenly interested in cleaners, and the large shipments of British Thomson Houston cleaners which the Briton Trading Company has on order will probably play a large part in electric cleaner sales through the Dominion in the very near future. Many old cleaner dealers have already written in asking for the opportunity of handling not

only B.T.H. cleaners but also the other lines which the Briton Trading Company are making arrangements to market. An extensive advertising campaign has been arranged, and the aim of the Briton Trading Company is to supply Radiola dealers with products which will keep their salesmen actively engaged at all times. Radiola dealers will therefore be in the very happy position of having a parent company in New Zealand, which will supply them with requirements to meet all phases of the market's demands.***

TIMARU'S TROUBLE

Serious Radio Interference

Interference from electrical machines recently installed in Timaru has become so serious that the Timaru Radio Club, with the voice of many non-members behind it, has lodged a complaint with the Post and Telegraph Department. Mr. L. O. Tyrrell, district telegraph engineer, assured a meeting at the end of January that when he was supplied with filters and other apparatus which were on order he would be able to proceed definitely to put down the nuisance. Electro-medical apparatus was held responsible for most of the trouble.

For the last two months the electrical interference had become gradually worse, and there appeared to be few owners of sets who could maintain an even reception without experiencing bad spots. The engineer said that although he had no direct powers to serve a notice on any offenders without first submitting a report to head office, he thought that when the awaited apparatus arrived he would be able to go ahead with the work of relieving listeners of distorted reception.

The machines which were the cause of the complaints had been installed in the borough since the regulations were gazetted which delegated to the department the work of eliminating such interference. The urgency of the question was stressed to Mr. Tyrrell, and it is hoped that the fault will be corrected within a few weeks.

THE Oslo (Norway) Philharmonic Society has an orchestra of fifty, but music has fallen on hard times, and they were thinking of disbanding the orchestra when the broadcasting station stepped in, and they came to an agreement by which the broadcasters' studio orchestra should be engaged by the Philharmonic Society, thus increasing the Philharmonic orchestra to about sixty. This orchestra is to be divided into two sections, which will act in turn as studio orchestra, giving four concerts a week. In addition, the broadcasters will have the right to broadcast all the Philharmonic Society's symphony concerts, about sixteen during the season, and both parties will co-operate to arrange programmes, the broadcasters having the casting vote in case of disagreement. The broadcasters have hired a hall from the Oslo Art Galleries for these concerts to be relayed from. It is pointed out that under this arrangement the Philharmonic orchestra will be saved, and the broadcasters get a bigger and better orchestra.

BRITON TRADING Co., Ltd.

Sole New Zealand Distributors for

A.W.A. RADIOLA Receiving Sets

BRITON Radio

PRESTCOLD Refrigerators

**G.E. ALL-ELECTRIC Portable
SEWING MACHINES**

**BRITISH THOMSON-HOUSTON
ELECTRIC CLEANERS**



RADIOLA DEALERS:

AUCKLAND: Farmers' Trading Co., Ltd.; National Electrical and Engineering Co., Ltd. TAIHAPÉ: H. J. Bowater. MARTON: J. R. Howard. FEILDING: Robson's Radio. GISBORNE: Stewart Radio. WAIROA: McIntyre and McIntyre. NAPIER: Harston's, Ltd. EKETAHUNA: Allan's Radio. STRATFORD AND OPUNAKE: Kleeman and Bishop. MANAIA: Jeromson Bros. HAWERA: G. E. Laidlaw. WELLINGTON: L. V. Martin and Co.; National Electrical and Engineering Co., Ltd. NELSON AND MOTUEKA: S. T. Hughes. WESTPORT: F. Higgins. CHRISTCHURCH: Cordery Wells and Co., Ltd. TIMARU: National Electrical and Engineering Co., Ltd.

TO DEALERS

Dealers holding the agency for Briton or Radiola Radio Receivers will be given first option for handling the other lines listed above.

Applications invited from dealers in districts in which there is no agent for Briton or Radiola. Prompt action is desirable.

BRITON TRADING CO., LTD.

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