

"Dirt-Cheap" Receivers

American Market Flooded

THE latest issue of "Radio," the American radio trade magazine, contains some interesting information on the subject of reduced dealers' profits and cheaper radios. It is admitted that while the "dirt-cheap" set is having a serious influence on the radio market and that dealers' profits are reduced to a minimum, it is not agreed that the cheap receiver is doomed, at least, "not while the public dictates its desires to those of its ranks who have set themselves the task of satisfying those desires. The cheap radio is here. And it may become cheaper."

A number of comparisons is then drawn between the radio industry and other what might be termed "domestic" industries. To quote one: "Most people ride around in automobiles that cost six or seven hundred dollars, on terms. . . . Another large class of people spread themselves a bit and pay fifteen hundred or two thousand dollars for the added comfort and class of a larger car. The chosen few buy automobiles with silver hardware ranging in price up to eight thousand dollars. The manufacturers of certain quality cars continue to thrive through the years in spite of price competition that is as tough as any run up against by the manufacturers of expensive radio receivers. . . ."

"People buy according to what they can afford. Due to this depression—surely you have heard it mentioned—we are completely incapacitated when it comes to fixing the blame for the buying trend toward low-priced sets. We say it has been the dirt-cheap receiver that brought it on. Maybe so. Maybe, also, the dirt-cheap receiver was a depression measure and has been responsible for sales that would not otherwise have been made."

"When times return to normal people will buy according to their whims and fancies instead of getting by as cheaply as humanly possible. Those who have learned to appreciate the entertainment and musical values of various radio receivers will stretch themselves to the point of buying the set that will give them reproduction

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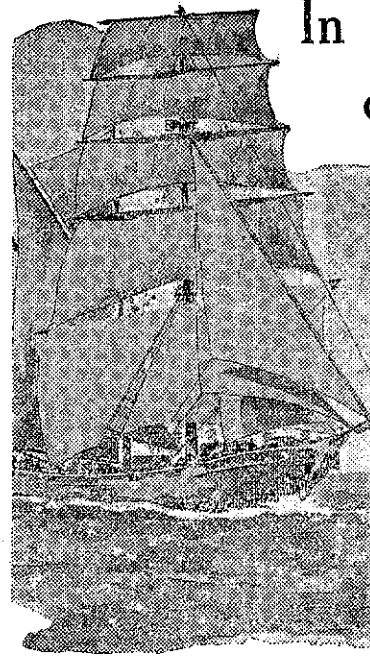
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- .0002 Mica Condenser and Clips, 2/- each.
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A. E. STRANGE

404 WORCESTER STREET, CHRISTCHURCH.



In the Days of the Tall Ships

On Wednesday evening, September 30, 1YA listeners will be taken aboard one of the old white-winged clippers, and at eight bells sharp will make a voyage down the Thames, past London, and on the open sea.

Under the growling command of that old skipper who fears neither man nor beast nor devil (whom "Lee Fore Brace" has so ably introduced to 1YA listeners) a merry crew will haul the ship out of the London Dock to the lifting hilt of a rollicking sea-shanty. As the ship goes down the river an interesting description will be given by "Lee Fore Brace" of the old familiar headlands to be seen along Thames-

side 30 or 40 years ago—in the days when tall ships covered the Thames with a forest of masts. Once past the dread Goodwin Sands the tug will cast off, and top'sls, t'gan'sls and royals will be mast-headed to the stentorian chorus of the old shanties—"Blow the Man Down," "Rio Grande," "Stormalong," "Lowlands Away," "Sally Brown," and many others. And we shall have some interesting ship-mates. Innocent Paddy will be there, and that delightful rascal, Yorkie, will be aboard, as cheeky as ever. Under the command of "Lee Fore Brace" and Bos'n Barnes it should be a delightful and interesting evening, so don't forget to tune in to 1YA at eight bells on September 30.

that will satisfy their craving for things a little better than those that satisfy the herd.

"Those who have furnished themselves with dirt-cheap sets are now developing that taste and discrimination that will make them junk their present music boxes and buy good ones when the optimistic times are here again. Radio contends that the dirt-cheap set has its place. We admit that right now, during the depression, it is taking the places set aside for more expensive receivers. But we feel absolutely certain that once the buying public gets over its big scare, the dirt-cheap job will be locked into the border lines marked off for it, and every radio dealer will have a shelf full of them for those who can't afford a better one. He will feature, however, the fair priced, attractive looking, fine sounding radio receiver he could safely sell his mother-in-law."

Children's Sessions

FROM 2YA.

Monday: One of our radio cousins has written a little play which will be performed before the microphone to-night. Uncle Jeff will also take part, as well as the author, Eileen Fern, and her little pals. Kipling Lady will read some more from "The Jungle Book."

Tuesday: Jumbo again to-night. There is to be a little play called "Hop, Skip and Jump's Adventure with the Saucepan Man." There will be songs, musical instruments, stories, and birthdays.

Wednesday: Aunt Daisy's Session to-night, with her band of Cheerful Chirpers to sing choruses and songs. Aunt Daisy will tell the Radio Family another story about the Wellington Zoo.

Thursday: Uncle George and Big Brother Jack with a party of girls and boys from Mrs. Isobel Halligan's studio. They are presenting a little play with incidental music and nursery rhymes.

Friday: Uncle Jim to-night and the 2YA Children's Chorus will be with him. They have been practising hard some new choruses. Uncle Jim is going to take a trip to Scotland, to the part of that country where Robert Burns was born.

Saturday: Aunt Molly and Uncle Jasper will be the guests of St. Mark's Serenaders. We are to have Nigger Minstrel Songs and a pot pourri of old-time songs.

Unusual Storm Effect

Valves of Set Burst

IT is not often an electric storm is sufficiently intense to burst all the valves in a set, but this was the experience of a Reefton listener recently. Although the aerial was protected with a standard lightning guard the severity of the discharge was not abated. Strangely enough, only the valves were affected.

Following is a letter from the listener in question describing the queer effects of this storm:—

This town was some ten days ago subjected to a severe electrical storm. It may be of some little interest to readers to describe its effects on radio sets. The writer's set in particular seems to have come in for the heaviest part of it.

The aerial is of 7/22 copper 512ft. long, supported by two iron-pipe masts, one of which is on a hill, is 36ft. high and 175ft. above the mean town level; the other mast alongside the house is 50ft. high, stands on a glass bottle, and the stays wires are insulated. From the aerial to the lightning arrester is a No. 8 copper wire, and the same size is used to connect to the ground 3ft. away. Under the ground it is soldered to a heavy iron bar driven deep into the subsoil. The aerial continues to the grid of the first valve and to earth through a 2 m.f. condenser, this latter being used on account of the d.c. eliminator.

On the evening in question the set was being worked from 6 to 6.30, and the music was at times cut out altogether. During this interval frying-pan static of a pronounced type would come in and go out suddenly. The music, when it came, was very clear. The set was not working when the lightning discharge took place, which happened in heavy rain.

The writer was sitting near the set when the valves burst with a sound like a heavy revolver shot. Glass flew to all quarters of the room, and an unpleasant odour arose from the set. Next evening I tested the set and found that the 2 m.f. condenser in the earth lead had not broken down, the arrester was also in working order, as were the transformers, eliminator, accumulator, filters, condensers, and crystal detector. The elements of the first valve were smashed, and they were in a heap at the bottom: the second valve was smashed to pieces, and the elements melted into a lump; the third valve was also smashed and parts of it burned up. I replaced the valves, switched on the set, and it worked as if nothing had happened.

Other listeners report no damage. As regards the house, no windows were cracked, nor any of the fuses of the electric light blown out. One lamp only had the filament broken. My aerial was not damaged.

Houses around me had all their windows cracked and in some cases thrown on the floor and smashed. Wire swings and netting fences were melted, electric light poles were broken off and the mains fused; while in the power-house, even though the contact-breakers came out, the armature was in flames and some of the copper bars on it had pieces burnt out of them and the insulation destroyed.—A. E. Elliston.

Don't be surprised if you hear Spot joining in the choruses.