

Editorial Notes

Wellington, Friday, May 6, 1932

WHY is the New Zealand market mainly supplied by American receiving sets? This question, and the possibility of capitalising something of the present sentiment in favour of increased Empire trade, is discussed in the current issue of "The N.Z. Radio Times." It appears that in the February issue of the British publication, "The Wireless and Gramophone Export Trader," there appeared an open letter from British Manufacturers to Overseas Buyers. This article set out that an entirely new principle in export business was now dominating British industry, and that advantage was being taken of the fall in sterling value. In relation to radio it was the intention of British manufacturers, with the advantage now conferred, to endeavour to capture those markets which so far they had of necessity neglected. It was admitted that criticism had been levelled in the past against British manufacturers for their apparent lack of interest in the special requirements of overseas markets. In reply to this, British manufacturers contended that they were not entirely to blame, as they had been confronted with the difficulty of meeting the heavy demand of the Home market. They felt, however, that they were now able to cater for overseas trade in competition with any other country. They therefore desired to create inquiry from overseas markets, in the effort to secure the assurance that any enterprise shown in providing the necessary equipment and plant would be justified by support.

TO bring this matter specifically before the trade in New Zealand, and secure from them a candid expression of opinion as to the possibilities of the position, a questionnaire was issued by our contemporary to the trade in New Zealand. Three specific questions were submitted: (a) Why have British traders not captured the New Zealand markets? (b) What are their prospects? and (c) To what extent will they have your support? The replies received from the trade proved to be most informative. They extend over several pages in the "Radio Times," and unquestionably will prove of outstanding value

to British manufacturers in sizing up the point of view of the traders governing the New Zealand market. As regards the past, it is stated frankly that the English manufacturer has not done well in this market because his set has not been competitive with the American, either in quality or price. The circuit has not been suitable for New Zealand, being designed for higher wavelengths than obtain here, and of too low a power. This is understandable in view of the strength of the major British stations and the relatively short distances obtaining between transmitter and receiver. The conditions of his domestic market have prevented the British manufacturer from supplying his overseas market with the same set, and the volume of trade provided by the British market has been sufficient in general, without seeking further fields to conquer. America, on the other hand, has been able, by her mass production methods, to cater for her own domestic market, and still spare enough for overseas requirements.

ONE point of interest is raised by one trader. That is, that in view of the admitted inability from various factors of the British manufacturer to supply the New Zealand market, it is unfair to impose so heavy a preferential barrier as is imposed against the American manufacturer. The effect of that merely has been to penalise the radio buyer in New Zealand, while at the same time confer no benefit upon the British manufacturer, because his set in any case has not been suitable for this market on the one hand, and he has been unable to cater for it in price and business activity on the other. Apart from that protective angle, of course, the reply of the authorities will be that they have regarded the tariff and the preference as a revenue producer in that radio is more or less a luxury trade. On logic there is a case for the point of view mentioned, but in view of the attention now apparently to be devoted by British manufacturers to catering for the New Zealand, as well as for Empire, markets, the case may be of declining importance.

BEYOND all doubt the sentiment of New Zealand is favourable to the progressive development of British trade. The economic situation of the Empire demands a closer co-ordination of domestic trade wherever that is possible. The Conference to be held in Ottawa in July represents the concentration of thought and sentiment of all parts of the Empire in the hope that a basis will there be arrived at which will permit of a more prosperous trading future being inaugurated between all parts of the Empire. To the British manufacturers, with their desire to exploit this market, the general answer can be given that their goods will be welcomed provided they are of a quality and type necessitated by our conditions. The radio conditions in the Dominion are admittedly difficult because of the relatively low power of our stations and the great distances to be traversed. Given sets capable of dealing with those factors and meeting the aesthetic demands of buyers, the trade is here for British manufacturers to win, if they can meet quality and price.

Dog and Mouse Act Novel Broadcast by 2ME

THE first dog to bark his way round the world was assisted in his efforts recently by Amalgamated Wireless through that organisation's world-wide broadcasting station VK2ME.

Mr. E. T. Fisk, managing-director of A.W.A., and his engineers, were carrying out tests in connection with round-the-world-wireless. He was speaking to Mr. Hitt, of the General Electric Company's station at Schenectady, New York, when Mr. Hitt's dog ran into the studio in pursuit of a mouse.

The Sydney engineers heard the squeaking of the mouse, the barking of the dog, and the exclamations of the American engineers as the chase raged up and down. Finally the mouse was captured, and Mr. Hitt held it up by the tail in front of the microphone, where it continued to squeak as the dog bounded into the air barking and snapping. While this was going on, the Schenectady station was linked up with a station at Amsterdam, by which the uproar in the studio was relayed to the Bandoeng station in Java. Thence it was rebroadcast to VK2ME at Sydney, and so was passed back to Schenectady, where the engineers could hear both the original barking and squeaking and the reproduction in their broadcasting receiver after the noise had travelled round the world.

License Returns

Year Closes with 76,531

AT March 31, 1932, when the licenses fell due, there was a total of 76,531 licenses in force, subdivided as under:—

DISTRICT.	CLASS OF LICENSE.					
	Receiving	Dealers' Trans-	mitting.	Experi-	Special.	Free
Auckland	22,377	295	113	—	1	97
Canterbury	11,915	158	115	—	2	46
Otago	9,454	139	80	1	1	32
Wellington	30,995	435	211	4	—	60
	74,741	1,027	519	5	4	235

Grand Total 76,531

"Kukuburru Farm"

American Listener's Compliment

A NEAT compliment has been paid to Australia and Australian broadcasting by a resident of Ghent, New York, who has named his poultry farm "Kukuburru Farm." This is a result of his listening to the world broadcasts of shortwave station 2ME. Sydney, the programmes from which station are always commenced and concluded with the laugh of the kookaburra.

In a letter to the station manage-

ment, Mr. George A. Laird writes:—"While perhaps 'Kukuburru' is not properly spelt, we believe that we enjoy the distinction of having the only 'Kukuburru Farm' in the U.S.A. Not that we raise that kind of bird, however." He explains that his business is the production of eggs and poultry and he adds: "We certainly get a kick out of your programmes and as all our neighbours wonder what kind of an animal the kukuburru is, your reference to the land of the kangaroo and the kukuburru makes a hit."

Mr. Laird concluded with a request to the station to send him a picture of a kookaburra. Some of the neighbours imagine that a laughing jackass is a quadruped and he wishes to paint a kookaburra on the side of his barn.