

# Editorial Notes

Wellington, Friday, July 1, 1932.

A RADIO situation is developing which in the first instance is likely to have serious consequences to listeners, and in the second instance upon the popularity of radio in general. This is the dumping of cheap American sets upon this market. The radio situation in America in recent years has followed a peculiar course. In 1929 peak sales were made of radio sets of good quality and repute. Radio manufacturers prospered from those record sales, and their prosperity incited the development of a number of competitors. These competitors were inclined to be of the get-rich-quick type, having been attracted to the field by the profits secured by the reputable manufacturers through the marketing of good sets on large scale. To break into the market the new-comers to the radio field cut quality in order to give a low price. Utilising mass production methods they churned out millions of radio sets, with the result that throughout 1930 and 1931 the American market was over-supplied. Instead of radio sales increasing they decreased. Various factors influenced this. First, the depression had begun its malign course; secondly, the public was to some extent becoming indifferent to radio through over-exploitation of the advertising field; and, third, the cheap and trashy sets left a feeling of discontent in their train through failure to give the service required.

WITH this overplus of sets upon their hands, the manufacturers sought fresh fields to conquer. Of all the markets available to them, the most attractive from the point of view of suitability to their needs is the New Zealand market. True, this market is small, but it has been a good buyer of American sets in the past. Already these cheap sets are finding their way to this market. As much protection as possible is being given to the public by the Customs Department, but in the absence of an absolute embargo upon their importation, the sets are bound to

find their way to the public. The public must take steps to protect itself. Its only way to protect itself is to have knowledge of what it is buying and the consequences likely to be entailed.

CHEAPNESS in radio can be secured only at the expense of quality. It is true that some of these cheap sets give initially good performance, both in range and tone. They are not, however, stayers in the performance field. The equipment put into them is not—cannot be—of good quality, and does not last. Before long, the initial satisfaction of the buyer with his bargain fades under the pressure of continual service. The efficiency of a set depends upon its valves and its general mechanism, apart from its appearance. The quality appeal should be the first consideration in the mind of a prospective buyer. Those who already possess radio sets, in the interests of radio itself should be prepared to do their part in informing intending buyers of the considerations that should weigh with them in purchasing a set. Radio is prospering at the present time. The depression is increasing the demand for cheap entertainment afforded by radio. It is important that those now buying radio sets, however, should be permanent listeners, and not become disgruntled through dissatisfaction with the performance of an inferior set. In the interests of radio in general it is important that the quality factor should override the price factor in the buyer's mind. The competition of dumped sets has forced the price level of good sets down to the lowest margin known. There are plenty of good sets being marketed by reputable dealers, and the very fact that cheapness in itself is made the predominant appeal in certain cases should put prospective buyers on their guard. Unless the public protects itself, dumped radio sets will leave a trail of individual discontent and damage to radio.

## In Phase and Out

By "Quadrant"

FIRST thoughts—football. A good rebroadcast slightly marred by noise, though technically a splendid effort. There are big possibilities in this direction, and I imagine that in a short time there will be a great deal of it done. Do you remember the first rebroadcasts? There is a marked improvement to-day.

HAVE you ever thought of having a radio set built in when making alterations or having a house designed? I saw an example of this at the pictures the other night. The skilfully-built radio was part of the architecture of the room; it would not have been noticed had not attention been drawn

church services, for which I am truly thankful.

A SURPRISE item from 2YA recently took the form of a broadcast from Wellington College. Splendid! It brought back old memories in good style, but one thing was missing. The picture of one's old school is never complete without its "agony" chamber. It was "Room 10" in mine, and incidentally it loomed largely in my school life.

THIS idea of surprise items can be extended ad infinitum. May we survive enough to hear relays from a radio constructor's den when his set won't go; the Wellington Harbour Board's office if the floating dock sank; the "B" station owners if their licenses are not renewed; from the putting green of a local golf course (at no particular time); and from a bright party at about 2 a.m.

AS soon as we stop having the last word in radio sets we might get somewhere and let the industry get there too.

LET us get away from the usual run of talks—the depression, the farm and home, the powers that be and those that don't be, and be original. What is wanted is action: "How I was Lost in the Tararua," by a well-known football player; realism, "Running the Blockade," by a motorist who had not renewed his driver's license; imagination, "What my Set will Do," by a member of the DX Club; force, "The Tariff on American Radio Goods," by a dealers' representative.

QUITE often the broadcasts for lost relatives and friends are successful. This story concerns a broadcast for a certain precocious youth of tender years who was, some time after the broadcast, found by a policeman, crying bitterly.

"What is the matter, sonny?" asked the limb of the law with all the tenderness of his force.

"I'm missing—and haven't been heard of since!"

YOU have noticed that after a while the wires supporting the masts of your aerial begin to sag and need more or less continual tightening. If ever you have occasion to renew the stays use wire manufactured in Scotland. Such wire is sure never to give.

I was told this story "for what it was worth": Someone rang up the "Record" office the other day and asked to speak to the Technical Editor. I understand he will not answer queries over the phone, and after some discreet questioning it was ascertained that this person was in difficulties with her radio. She was told respectfully to fill in the coupon and post the query to the office. The fair listener demurred.

"O—er, Oh, yes. I have a friend who takes the 'Radio Record.' He will give me a coupon. Thank you. Good-bye."

### The Wellington Chamber Music Players

Will play the First Movement of Mendelssohn's "Trio in D Minor"

From 2YA on July 4.

to the fact that it was there. Incidentally, the background music for the scenes in this home was supposedly supplied by radio, and the effect of a modern home was instantaneous. Radio is being looked upon as part of every home equipment these days.

2ZW showed commendable enterprise in relaying from the Wellington Show, but I think some of the speakers at the opening were imposing on good nature, and went off at a tangent to tell listeners that there was such a thing as a depression going on at present. Don't we hear enough of this without having it hurled at us through the radio?

WAITING for the church service from 2ZW at 7 p.m. on Sunday last—realism—stark realism.

HOW is this for a tongue-twister?

It was used to weed out 300 candidates who applied to the National Broadcasting Company (U.S.A.) for an announcership: "The seething sea ceaseth and thus the seething sea sufficeth us." And this one used by the French for the same purpose is quite as effective. "Un chasseur sachant chasser chassa son chien de chasse dans un sachet seche." It means, I think, "A hunter who knew a thing or two about the chase, hounded his hunting hound into the dry thicket." It is hard enough in English, let alone French.

AN English radio expert is reported to have said that the probable effect of radio waves on the atmosphere is to heat it slightly. Radio, then, has distinct possibilities in fields other than the inevitable jazz, sports and

BEST IN ANY SET  
BRITISH TOO!!

Mullard  
THE MASTER-VALVE