

THE NEW ZEALAND Radio Record

Official Organ the Radio Broadcasting Company of New Zealand, Ltd.

(By Arrangement)
PUBLISHED WEEKLY.

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LITERARY MATTER.

All literary matter and contributions must be addressed to the Editor. If the return of M.S. is desired, enclose Id. stamp.

SUBSCRIPTION RATES.

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No responsibility is accepted for blocks, stereos, etc., remaining unclaimed after last use, beyond a period of three months.

A. J. HEIGHWAY,

Managing Editor,

"The N.Z. Radio Record."

P.O. Box 1032,
WELLINGTON.

WELLINGTON, JULY 22, 1927.

This paper is established with the object of serving the needs of the public in relation to broadcasting. There has been a definite demand for fuller information in relation to the activities, plans, and policy of the Broadcasting Company, and in particular for forward knowledge of the programmes to be given. There is need, also, for a comprehensive and widely-distributed national radio journal, from which prospective listeners may derive knowledge of the delights of radio, and so be induced to join the ranks of enthusiasts and thus add to the general strength of broadcasting.

Arrangements have been made with the Radio Broadcasting Company to give in each issue the programmes to be broadcast from all stations for the week following. Publication will be made in Wellington on the Tuesday of each week, with the idea that the journal will reach listeners, even in distant corners of the Dominion, before the week-end, and so permit all to have at command full knowledge of the programmes for the ensuing week. This will be of outstanding importance as the company's policy in relation to types of programmes is developed.

From the explanation given in an interesting article dealing particularly with programmes, which appears elsewhere in this issue, it will be seen that the company has given close study to the programme problem, and has reached the general conclusion that to give the maximum of satisfaction it will be necessary to adopt in part the system of special types of programmes, night by night and day by day, from each station. It will thus be possible for a backblock listener, with a selective set, to follow night by night from the various New Zealand stations the particular class of programme that appeals to him. The programme service of the "Radio Record" will, therefore, be of outstanding importance and value to all radio enthusiasts.

In addition to this feature, however, our columns will serve the useful purpose of putting on record the cream of the educational matter embodied in the lectures that have been, and will be, put on the air. The editor-announcer of the company, in a special interview elsewhere, outlines, so far as is possible at this stage, the company's conception of the function that broadcasting can serve in the educational and informative field. We believe that the company will receive the support anticipated from the leading public men of the Dominion, and that there will be provided in this field a service of outstanding merit. Already there has been experienced a demand for a permanent record of some of the outstanding lectures that have been broadcast. We will incorporate these into our columns, and so give listeners and readers a permanent record of the thought-provoking lectures and addresses that will be part of their bill of fare.

Further, to round out our service to the radio community, we will incorporate a comprehensive range of technical articles. Some of these have already been arranged for. They will cover a wide field, being designed to serve the beginner, the enthusiastic amateur, and the advanced and experienced experimenter. By thus keeping all classes in close touch with developments a distinct service can be rendered.

Then we wish to serve as a meeting-ground for listeners in general. Broadcasting cannot succeed without the fullest co-operation between the listening public and the company providing the service for their delectation. The broadcasting service has been passing through an evolutionary stage. The ground-work has been done, the foundations laid, and the superstructure reared. A certain polish will necessarily have to be imparted to the Broadcasting Company's organisation before the fullest perfection can be attained. It is necessary for listeners to appreciate the difficulties under which the company has operated. Not only has it been necessary to procure the actual broadcasting machinery, but it has been necessary to select and train the human machinery for the work to be undertaken. No one more frankly admits than the broadcasting authorities themselves that perfection has not been attained, and that the service of the past has not met either their own ideals or the desires of listeners. It has simply been the best that could be provided in the circumstances. The circumstances have now improved and advanced to a stage which will permit of a steady programme of improvement. It has been better, the company has felt, to concentrate on the job rather than the issue of a multitude of excuses. Therefore, the company has endured past complaints substantially in silence. For the future, complaints as to technical efficiency will, or should be, completely absent. Complaints as to the quality of programmes, if all plans and expectations are realised, will be a disappearing factor; and we anticipate there will be a concentration of effort to use to the fullest degree, and for the highest good of the community, the

tremendous instrument for good offered by the broadcasting service. This service will cover commercial purposes, educational purposes, and artistic purposes. Listeners must recognise that their requirements are comprehensive and all-embracing; that just as a newspaper serves all classes, so broadcasting must serve all classes; that what interests one depresses another, but that both are entitled to the service they desire.

In that spirit of service this journal is instituted. It will offer a meeting-ground for all points of view in relation to radio. Where criticism is deserved, and is made in the constructive sense without rancour or bias, it will receive full hospitality and courtesy, in our columns. Special space will be devoted to listeners' leagues, so that their desires may be met to the fullest extent. It will be only by mutual co-operation and mutual understanding that the common desire will be attained, and in that spirit we are satisfied our issue will constitute a definite service and that we will receive a welcome reception.

Inside the Station

A landmark? Yes, certainly, but something more—far more. Though visible for many miles, an impressive object on the height of Mt. Victoria, this attribute of 2YA's transmitting station pales into insignificance when compared with that intangible and mysterious power whose giant arms will extend over the earth, east and west, north and south, simultaneously overtaking a sunset and greeting the dawn of a to-morrow.

And added impressiveness is given to that power, which can be used for the weal or the woe of people, by a visit to the transmitting station. One might expect to see great throbbing engines and whirling flywheels, which one is inclined to associate with power. But there is nothing of the sort. There is a motor-generator and a mass of intricate mechanism enclosed in a wire cage. Save for a slight hum, all is quiet. But all the time this delicate machinery is sending out a power that can be detected and collected by sensitive instruments almost halfway round the world.

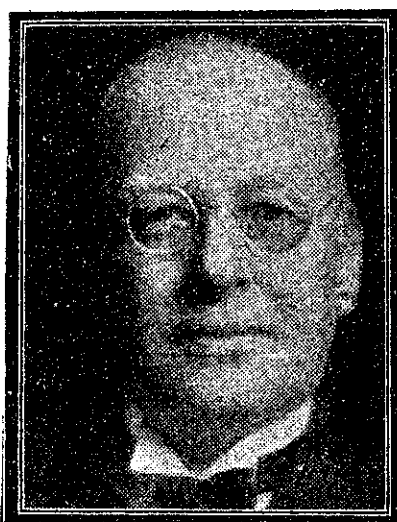
The transmitting station on Mt. Victoria, overlooking the City of Wellington, is a white, ferro-concrete building, its battlemented parapet giving the impression of an old-time castle, and adding to the apparent strength and solidity of the structure. Soaring skyward are the two steel lattice-work towers, 175 feet apart. They carry the aerial, the distributing centre of those waves of radio energy which sweep the whole of New Zealand, Australia, the Pacific and its islands, the Western States of America, and other lands. The aerial is about 750 feet above sea-level.

At the transmitting station the thing which strikes a visitor first is the amount of window space. The walls are almost all plate-glass, and the partitions which divide the interior into rooms are plate-glass in steel frames. From the entrance door a corridor runs across the middle of the building. This acts as an insulator and keeps the sound of the motor generator set away from the transmitting plant. The room this occupies is almost half of the whole floor space. The cunning and complicated mechanism which makes wireless telephony possible is housed in a great cage-like structure, on the front of which there are numerous meters, levers, wheels, and push-buttons, besides three windows, which enable the operator to keep a careful eye on the valves and on all other vulnerable parts of the machinery.

Company's High Standard

MR. DAVIES'S VIEWS

COMPREHENSIVE PROGRAMME



MR. JOSEPH DAVIES,
Station Director of 2YA.

"I think this must be one of the best studios in the world," said Mr. Davies, station director at 2YA, when showing a "Radio Record" representative around the premises. "I have seen a good many, but I have not seen one that is so well appointed, and with such a splendid transmitting plant. I think New Zealand is very well served with radio stations."

"You want to know how this station is going to be run, do you?" he said, in reply to a question. "Well, it is going to be something more than a local station. It is going to be a national station. It will speak for New Zealand. My opinion of wireless is that it is the greatest power for amusement and education known to-day. It is a great utility, and it can provide great entertainment. Let us not take only one view of it, and use it for only one purpose. It is human nature to look at a thing from a personally interested point of view. The particular thing one looks at in a newspaper often decides one's judgment on the journal. It is the same with music, moving pictures, sport, war-and-broadcast programmes. Radio, like a newspaper, has to cater for every taste. The question of whether broadcasting is an entertainment



MRS. JOSEPH DAVIES,
Hostess at 2YA Opening.

or a utility is likely to provide as vexed a debate as the hoary town v. country issue. Some will look at it one way, and some another. I am going to try to look at it from all viewpoints, and to provide a service which will merit the good opinion of the public. That is the bedrock of the whole radio structure, and the keystone of the New Zealand system is 2YA.

We have here one of the most perfect plants in the world, and we intend to provide the best programmes that Wellington can produce. Of course, we will not

please everyone. I hardly need say that; but, if we provide a service of a high standard, educational, and with as much variety as possible in the way of entertainment, I think public approval will be gained and kept.

The Sporting Side.

"Already a departure has been made with the complete organisation of the sporting portion of the company's service. That has met with wonderful approval. The letters and telegrams which have poured into this office supply the proof. The sporting will not encroach on the service provided for the non-sport-loving public. Would not even a sport-bater (if there is such a person) have enjoyed the broadcast of the Ranfurly Shield match?"

The Musical Side.

"As to the musical side of our service, the Broadcasting Company has arranged to secure the advice of an expert, so the public can be assured of the quality of the vocal and instrumental music which will be broadcast. Everyone who offers his or her services will not be heard from 2YA. The standard of this station will be high, and it will be an honour to sing here. I should explain that every accepted singer must have a 'radio voice.' Many talented singers whose voices charm great audiences in a concert hall have not a 'radio voice,' and it is only fair to them that they should be told so before they are 'put on the air.' That is why auditions are arranged beforehand."

Country User Lags Behind.

"In New Zealand something like 80 per cent. of the listeners have crystal sets, and these are, of course, in the vicinity of the stations, particularly in Auckland and Christchurch. The valve sets are distributed round the country, with a few hundreds in each of the large towns. The country folk of New Zealand are singularly backward in regard to radio. A receiving set is no longer a luxury or a plaything, but a necessity to the man out-back. From the point of view of business, the radio news service is of vital importance. In this respect the service from 2YA is intended to be specially good."

From the point of view of entertainment, broadcasting may go a long way to stay the drift into the cities, and may re-establish the happy family life in homesteads. The interests of the farming community are to be well looked after by 2YA.

"Broadcasting is still in its infancy. Its definite place in modern life has still to be settled. Only time will do that, just as it has done in other things that are necessities in present-day civilisation. Every new invention has to find its own niche in life, perhaps displacing something else, but more often causing simply a readjustment; and all for the benefit of mankind. One has only to consider electricity in its many forms, the internal combustion engine (on shore, in the air, and at sea), moving pictures, etc. In the last fifty years these three have revolutionised life to a degree that the discoverers and inventors did not dream of. What has the next fifty years in store? No man can say. This we do know: we do not know all about electricity yet. Human knowledge of this great science is as yet of an elementary nature, great and wonderful as that is."

No Prophecies.

"As to what programmes will develop into I would not attempt to prophesy. Broadcasting is only still in its infancy—at about the stage printing was after the first type were invented. Already many novel variety turns have been broadcast, but the present stage in the development of radio necessarily limits it in its scope of offering dramatic entertainment. We are appealed to wholly through the medium of hearing, and as the motion picture made its demands for the construction of plays to conform with its limitations, so the radio makes its demands. For those with the ability, a new art, that of writing for radio audiences, is opening up. This new art will develop. In the meantime, 2YA will endeavour to provide an entertainment of a high class and as varied as possible, something in which the people will find pleasure and not a little profit."

This station will be heard by a great many millions of people outside New Zealand, perhaps by more outside than in, and what is broadcast has to be of a standard that will bring credit to this Dominion.

Dealers in radio plants report an increasing demand of late for receiving sets. Many of the dealers have good window displays, but we make the suggestion that an exhibition by various firms of the various types of receiving sets, a sort of Radio Olympia, just as the motor-car dealers periodically have, would give a greatly increased impetus to sales. With the opening of 2YA the time should soon be opportune for such a united display, with the necessary newspaper publicity. These remarks are not meant specially for Wellington. They are appropriate to all the cities and the towns. A boom is now setting in in broadcasting and the dealers should be prepared to make the most of the opportunity.

HOME CONSTRUCTORS

Write for our Illustrated Catalogue of Radio Parts.

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