

THE NEW ZEALAND Radio Record

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All literary matter and contributions must be addressed to the Editor. If the return of M.S. is desired, enclose 1d. stamp.

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Managing Editor,
"The N.Z. Radio Record,"

P.O. Box 1032.

WELLINGTON.

WELLINGTON, SEPTEMBER 23, 1927.

KEEN INTEREST IN SHORT-WAVE POSSIBILITIES.

The glamour of short-wave possibilities continues to attract public attention. Disappointment has certainly been occasioned by the comparative failure of Gerald Marcuse's effort at Empire broadcasting. The public, however, can fairly well assess the reasons for that failure. The accident to the condenser was in every way regrettable, and the interference of the amateurs, in spite of his earnest request to them to "keep off the air" at the time of the broadcast, certainly prevented reception during the few minutes in which he was operating. The real cause, however, of the failure of the experimental effort is undoubtedly the low power and equipment on which Mr. Marcuse is compelled to operate at this stage. It is all very well for the British Broadcasting Corporation to say that the time is not yet ripe for successful initiation of short-wave broadcasting, but the fact is that a private company in Holland is operating a low wave station with a very considerable degree of success. Its broadcasts are received regularly in New Zealand, and it is very little to the credit of the Empire whose overseas interests are so vast that the way should be led by others in this fashion. The Broadcasting Corporation suffers from no lack of funds, and a much more progressive attitude would have been to make available the power and finance for the necessary experimental work. The short wave era has come. 3LO Melbourne, from its healthy financial resources, has progressively led the way, and has given Britain the first full programme by means of an Empire broadcast. This was successfully received, and opens up immense possibilities.

The prospective inception of daylight saving (on passage of the Bill by the Upper House) has an interest for listeners. The practical efforts of our altering the clock will be to make it possible to secure the full New Zealand evening programmes, and on their termination start in at 10.30 and hear 8 o'clock strike in Sydney and Melbourne, and follow on with them so long as the humour lasts. Another effect will be a prolongation of the daylight influence on the New Zealand transmission. This will particularly apply to distant and overseas reception. A further influence will be a probable intensification of the demand for portable sets—that is, if the expectation of the daylight enthusiasts is justified, that seaside resorts and fresh air pursuits will benefit. The experiment will be watched with interest.

NEW DIRECTOR FOR 1YA

MR. TREVOR STRINGER
APPOINTED.

It is announced that Mr. Trevor Stringer has been appointed station director in charge of 1YA, Auckland. He will probably take charge at the end of this month. Mr. S. J. Hayden, who has been in charge for some time, is being transferred to Wellington to strengthen the staff under Mr. J. L. Davies, director of 2YA.

Mr. Stringer has taken a keen interest in broadcasting from the listeners' point of view, and has, in fact, been secretary of the Auckland Listeners' League. His appointment may be taken as a compliment to his personality, and the interest taken in furthering radio. He brings a cultured experience to his new post, and enters upon it with the best wishes for success from his former associates.

Born at Christchurch and educated at Christ's College and Waitaki Boys' High School, Mr. Stringer left for the front with the Main Body, attached to the Fourth Waikato Mounteds, and served throughout the war. After some farming experience on his return, he was appointed associate to his father, Mr. Justice Stringer. At one time he held office as Dominion vice-president of the New Zealand R.S.A., and was also chairman of the special committee set up by the association to consider land matters.

RELIGIOUS SERVICES

STUDIO OR CHURCH?

SUGGESTION FOR MINISTERS.

The development of radio broadcasting in New Zealand has been very rapid, and a great deal of work is being done in order that the best service in all departments may be rendered to listeners. One aspect to which the company is now directing attention is in regard to the broadcasting of church services in the hope that these, too, may be further improved.

In this connection the general manager, Mr. A. R. Harris, makes the following statement:—

It is recognised that religious services hold an important place in broadcast programmes, for they meet a need which has been very much felt, especially in the country and by those who, for various reasons, are unable to attend the churches. The Radio Broadcasting Company, as a public utility, recognises the value of broadcasting religious services, and feels that the time has arrived when improvement might be effected in this branch of its work.

At one station the step has been taken of broadcasting special children's services from the studio before relaying the usual evening service from the church, and this session is proving very popular—letters of appreciation having been received from many listeners, both in the back country and in the cities.

In some quarters it is felt that the most satisfactory procedure would be to broadcast from the studios all except special services, such, for instance, as anniversaries, which could still be relayed from the churches as is done at present.

On the other hand, some contend that the relay of a service from the church itself is preferable, as they consider listeners get the church "atmosphere," which adds to the interest, and which cannot be reproduced in the studio.

The Broadcasting Company feels that it shares with the churches a common interest in this subject, as both have the same end in view, namely, the rendering of the highest possible service to listeners.

It is evident that in this, as in other matters, there are many points of view, and it is proposed therefore, that representatives of the different churches be invited to meet the officers of the company in conference, in order that the broadcasting of religious services may be discussed from all sides, and that a definite plan may be evolved which will be a help both to the churches and to the company, and will render this branch of broadcasting of greater value to the community.

CHILDREN'S SESSIONS

The development and organisation of the children's sessions will be the subject of a statement by the general manager next week.

IN A GLASS HOUSE

A writer in an Auckland paper, posing as an authority on pronunciation of words, makes the following comment: "Thank goodness we at last have an announcer whose purity of English is most satisfying to we fathers of school children." This is indeed satisfying to we how annoying of those old-time teachers of grammar who foolishly taught us to say "us."

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MUSIC IN OUR NATIONAL LIFE

THE PART TO BE PLAYED BY BROADCASTING

Mr. W. J. Bellingham, the newly appointed Director of Music to the Broadcasting Company with responsibilities covering the four stations, arrived in Wellington last week in connection with the policy of development and organisation. One of Mr. Bellingham's initial acts in Christchurch was the formation of a high-class permanent instrumental trio which will regularly be heard from 3YA. Much the same policy will be offered by Mr. Bellingham in Wellington, Auckland and Dunedin as opportunity permits. Mr. Bellingham brings to his task of development a sound taste and business experience in his field and listeners may expect a steady advancement as his policy bears fruit.

As to the importance of radio in influencing the musical life of the people Mr. Bellingham is fully seized.

"I can conceive of no greater medium," he said in conversation, "for the intellectual and artistic uplift of the nation than broadcasting. It is in the universality of its appeal, in the fact that whosoever is broadcast reaches the most cosmopolitan audience in the world that wireless is blessed, or burdened, with its outstanding power to influence the lives and character of the people. Radio is destined to become one of the most potent influences affecting the development of the human race."

"Music," continued Mr. Bellingham, "is the one language that is common to all nationalities. Education authorities throughout the world have long recognised its power to develop and to refine character. Our own Government has taken an important step in this direction in the appointment of a director of music to supervise and control the study of music in the primary schools. Radio presents the best means for the continuation of this study in after life, firstly, because it will be the cheapest possible form of musical entertainment, providing music for the great mass of the people virtually free of cost; and secondly, because it will make possible the employment of permanent professional musicians."

The Value of a Permanent Market.

"It is from this angle that, as director of music of the Radio Broadcasting Company, I propose to tackle the difficult question of programmes. Not everyone realises the great service that some of our leading picture orchestras have been to music. Owing to the fact that the pictures have enabled orchestral musicians to be permanently engaged, large numbers of musicians have reached a standard of efficiency in performance which was undreamt of a few years back. Whereas in the past our orchestral societies would require months of hard practice to prepare an hour's programme of music, the present picture theatre orchestras are able to read the same music satisfactorily at sight and present a weekly change of

music, the programme lasting from two to three hours. This means that the public hear an infinitely greater amount of music to-day than was ever heard in the past and, in addition, at a lesser cost.

"The work of the Broadcasting Company is, however, a much more serious task than that of the picture orchestra. Some 1080 different programmes have to be provided and broadcast annually in New Zealand by it.

Cultivate Professional Talent.

"A task of this magnitude could hardly have been imagined by the entertainers of the past. It follows that in order to get efficiency it will become necessary to develop a number of highly trained professionals, as has been done in the case of picture orchestras, who will be able to read at sight and intelligently and artistically interpret the whole range of music from classical to modern times. This is the policy which will be followed by the Broadcasting Company."

"As radio must inevitably become most direct, popular and efficient means of developing the public appreciation of good music, it is manifestly essential that the utmost care shall be exercised in supervising the class of music selected for broadcasting. While all good music must have a refining and elevating influence, it cannot be overlooked that certain music is apt to have the reverse effect. As an example of the harm that may be done to the community by music, I would point to the hold which jazz has had on the American people. I do not mean to say that all music commonly called jazz is bad, and I do think that in the course of years a style may possibly develop from the present American jazz which may be a distinct contribution to musical progress. At the present time, however, jazz music has excluded the better forms from the knowledge of the great mass of the people, and this is distinctly harmful."

A Wide Appeal to Enthusiasts.

"It is our aim to entertain and educate. That is to say, while we will not lose sight of the entertainment factor, we will endeavour to eliminate that which is harmful. In order to obtain the best possible results, the Broadcasting Company authorities need the assistance of every sincere musician. Our municipal authorities, local musical societies, and leading musicians should join in assisting towards the attainment of a high standard of music. It must be recognised that the Broadcasting Company is not purely a commercial enterprise and that service in its widest sense is the real aim of the company. Such a service, properly directed, must result in the greater degree of musical appreciation among the mass of the people, and will encourage rather than hinder the individual study of music. This will be a direct benefit to the teaching profession and musical societies, and will prove a potent factor in the development of national character."

4YA DUNEDIN TO BE IMPROVED

ENLARGEMENTS PUT IN HAND IMMEDIATELY

The general manager of the Radio Broadcasting Company, Mr. A. R. Harris, paid a visit to Dunedin last week to look into matters connected with station 4YA, and as a result the announcement is made that considerable improvements are to be made at the station. The programmes are to be developed and a Saturday session is proposed.

"Since the opening of the Wellington station," said the general manager to the Christchurch representative of the "Radio Record," "I have been reviewing the position of the Dunedin station. It has presented a problem. The public's response to the broadcasting service rendered there has not been encouraging. For a long while, during the Exhibition, Dunedin had the best station in New Zealand, yet it was not taken advantage of by the people to the extent that was expected. When compared with Auckland and Christchurch, which had poorer services at the time, the response was very disappointing. At the opening of the Exhibition, the plant taken over from the previous owner was remodelled on up-to-date lines. An entirely new speech input, valves, and other equipment were specially imported. It became a first-class plant, and from our subsequent experience with the latest equipment we know that the transmission was very efficient, with the added advantage of the attractive programmes provided by the Exhibition authorities. This plant was, on the closing of the Exhibition, removed to its original site and the service continued with local talent. Although this new plant has been in operation for two years, the response has not been very encouraging. The explanation is—in fact, can only be—that the real value of broadcasting is not realised by the people in this part of New Zealand. This is difficult to understand, for a visit to Dunedin greatly impresses one. There is a general appearance of thrift and solidity. The shop windows are well dressed, better, in fact, than in some other cities, and the latest developments in most things are well displayed. There is no doubt that the people in Dunedin keep abreast of the times. It is generally understood that they are a home-loving community, too. So, on the face of it, Otago and Southland present a greater potential field for the sale of radio sets than does the rest of New Zealand which has been more fully developed.

Once the people realise the value of radio, every house will have a receiving set. Radio is no longer a luxury. It is a necessity. No farmer can now afford to be without a set, and one is equally necessary to the town dweller."

The radio dealers of Dunedin met Mr. Harris in conference on Thursday evening, Mr. Grey being in the chair. There was a very representative attendance. The position relating to 4YA was fully discussed in a friendly atmosphere.

Mr. Harris dwelt on the company's experience with Dunedin, and the disappointing results which had come from an excellent service during the Exhibition.

Mr. Harris said the company proposed to at once put in hand the work of renovating and refurbishing the studio to bring it into line with the studios in the other centres. A new generator would be installed to make the power of the plant equal to that at Christchurch and Auckland. The staff at the station would be augmented in order that more time could be given to the organising of the programmes. The running hours would be increased and a Saturday night session would be introduced. The work of renovating the station has already been put in hand and except for the generator, which will have to come from overseas, the work of remodelling 4YA will be completed by the end of this month.

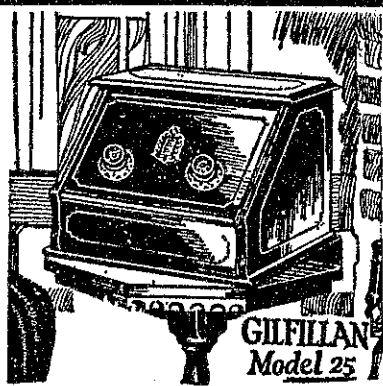
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