

THE NEW ZEALAND
Radio Record

PUBLISHED WEEKLY.

Printed Tuesdays to permit of effective distribution before the week-end, with all copyrighted programmes for the succeeding week. Nominal date of publication Friday.

LITERARY MATTER.

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

SUBSCRIPTION RATES.

Rate of Subscription: Single copies, 3d.; Annual Subscription (if booked), 12/6, post free; normal rate, cash in advance, 10/-, post free.

ADVERTISING RATES.

Schedule of Advertising Rates available from all advertising agents in New Zealand, or write: "Advertising Manager," Box 1032, Wellington.

Advertisements requiring setting should be in hand not later than Friday of each week to ensure publication in succeeding issue. Stereos and blocks, providing space has been arranged beforehand, can be accepted up to midnight Monday. Contract advertisements not changed will be repeated.

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, NOVEMBER 18, 1927.

THE PRESS AND BROADCASTING.

After being established nearly a century and a half, the Press has attained a very high degree of development. Its growth has been a matter of steady evolution, and the adding of one service after another as it has discovered the needs of the public, and has developed the means of meeting those needs. Speaking broadly, the initiative and enterprise shown has been very commendable, but there have been long periods of inertia and poor service, from which the Press has been lifted only by two things—the genius of outstanding leaders both in Britain and America, and the use made of improved mechanical methods and scientific invention. Back of the splendid service now given the public by the Press lies a long period of patient evolution and the shaping and adaptation of machinery and men to the requirements of the public.

Now comes broadcasting. Just as the modern Press has thriven by its means of multiplying the printed word recording news and views, so broadcasting leaps into popularity by its magic means of multiplying sound waves and diffusing them instantaneously to the ends of the earth. Inevitably the Press sees in this newcomer to the field of news diffusion a rival which naturally enough tends to colour the treatment given broadcasting. There are bound to be psychological reactions throughout the community because of broadcasting, and its influence as more and more use is made of it here and elsewhere for placing the multitude in direct touch with the utterances of leaders on historic occasions. This shortens the contact, and to that extent reduces the possibility of misinterpretation or the colouring of views. The influence wielded by powerful Press interests at various times is well known. This is very much to the credit of the British Press throughout the world that its influence has been outstandingly for good. The point we are making, however, is that with the development of broadcasting, the Press for the first time sees what some may regard as a possible rival in some phases of its field. Over a period of time, the two interests will be found to be mutually complementary, each serving the public effectively. In large measure the rapidity of the growth of broadcasting is due to the publicity given by the Press, and that is all to its credit. The tendency in some quarters, therefore, to be unduly critical of broadcasting developments, or ungenerous in comments on such evolutionary events as the short wave transmission from Albert Hall, must be accepted by listeners as natural in the circumstances. And if comparisons are to be made, it may be remembered that after more than a century's development, the perfect newspaper has not yet been developed, or one which will satisfy in all phases the critical tastes of readers. A plebiscite of readers on that point would be informative and amusing. In any such comparison the general progress of broadcasting, and the speed and efficiency with which it has been adapted to modern civilisation, stands out as a remarkable achievement for the few short years it has been operative. With the short wave era opening a new field for listeners is developing—and a new stimulus for cable and news services which will unquestionably add to the value of the service given the public.

- If you want SHORT WAVE OUTFITS, COILS, CONDENSERS, or CHOKES,
- you want BREMER TULLY PRODUCTS.
- If you want FINE RESISTANCES, RHEOSTATS, JACKS, PLUGS, CONVENIENCE OUTLETS, for SPEAKER, BATTERY, AERIAL AND GROUND CONNECTIONS, in any ROOM, or AUTOMATIC CONTROL,
- you want YAXLEY PRODUCTS.
- If you want PRECISION CONDENSERS for WAVE TRAPS, T.C. SPECIAL RECEIVERS, DOUBLE ROTOR COILS, R.F. CHOKES, 6-1 TRANSFORMERS, NEUTRALISING CONDENSERS, IMPEDANCE COUPLING UNITS, OUTPUT DEVICES,
- you want SAMSON PRODUCTS.
- If you want A GOOD SPEAKER TO WORK OFF YOUR OWN CRYSTAL SET,
- you want A CLARITONE JUNIOR (Ashley Wireless Co.).
- If you want THE BEST SETS OR PARTS that money can buy, ASSISTANCE, ADVICE or REPAIRS,
- you want

Mack's RADIO CO. LTD.
76-77 KENT TERRACE

WELLINGTON.

(Home of Service), where the HIGHEST QUALITY GOODS are sold.

AUCKLAND NEXT

SPECIAL BROADCASTING WEEK

CHRISTMAS ATTRACTION.

A very successful broadcasting campaign synchronised with Carnival Week in Christchurch. Station 3YA excelled itself. It was on the air morning, afternoon, and night, with a variety of attractions. The describing of the racing played a prominent part in the week's programme, and was very successful. The breakfast session was a distinct innovation, as was also the describing of the ladies' dresses on the lawn at the races, and the dinner session of orchestral music at night. The evening programmes were specially prepared for the occasion, and were distinctly varied and bright. Altogether, 3YA made Carnival Week a memorable one, not only to the people of Christchurch, but to every valve set owner throughout New Zealand. If statistics could be secured it would be found that every set that could pick up 3YA was tuned in during Carnival Week. Christchurch was well advertised.

One feature of the week was the increased interest in the racing, as has been demonstrated by the totalisator figures, which were greater than those of last year. This is a great tribute to the value of the publicity given by broadcasting.

The radio dealers of the city made the most of the occasion and did good business.

At Christmas time the Broadcasting Company intends to conduct a similar "Broadcasting Week" in Auckland on the occasion of Race Week.

The company's efforts, combined with the special broadcasting attractions, should help to popularise the use of radio and provide a great advertisement for the Queen City itself.

THE COUNTRY VIEW

DISAPPROVAL OF CRITICS

CARNIVAL REACTIONS.

During Carnival Week a large number of visitors were shown over 3YA. They included many country folk and many people from the smaller towns, including radio dealers. All were intensely interested in all they saw. The only thing they could not form a due appreciation of was the immense amount of work involved in preparing the programmes before they go "on the air." It was interesting to endeavour to find out from these visitors what was the most attractive feature of a programme—and no two expressed the same opinion. One man extolled Uncle Jack and Uncle Sam, another the news and commercial information. "The Ad-dington stock report is invaluable," he said. "I know farmers who cannot afford a valve set and who travel miles to hear it every Wednesday. It's a great report."

The studio concerts came in for very high praise. "That's Mr. Allday," said a member of the staff who was showing a party around when the sporting announcer passed by into another room. "Let's have a 'screw' at him," said one of the party as they retraced their steps. "I've heard him often enough." Then the visitor insisted on shaking hands with the sporting narrator, and went away pleased.

"Really," said another visitor, "I don't think even the Broadcasting Company itself knows what it is worth to us. I'd like to wring the necks of those critics who write to the city papers."

"HEAR HERE!"

STIRTON'S

Music and Radio Store.
PETONE.

HUTT VALLEY AGENTS FOR:
CROSLY AND C. AND B.
BROWNING DRAKE SETS.
SERVICE AND SATISFACTION
GUARANTEED.

BRITISH
RADIO GOODS

A bit better quality;
A bit cheaper;
In short "a job!"

You get them from:

HARTLE & GRAY

Customs Street, Auckland.

AVOID
DISAPPOINTMENT

Place a Regular Order for the "Radio Record" with your dealer, bookseller, or ourselves—P.O. Box 1032, Wellington—3d. weekly or 10/- per annum, Post Free.

Weekly programmes, hints and

Broadcasting Religious Services

THE PROBLEM OF A PROGRAMME

GENERAL CONFERENCE TO BE HELD THIS MONTH

With the question of the broadcasting of religious services now somewhat prominent, a brief explanation of the position may be opportune.

In response to numerous requests the Broadcasting Company has endeavoured to accede to what would seem to be the simplest solution of the problem, namely, a fair rotation of the various principal denominations with no two of the same denomination on the air at any two of the New Zealand stations on any one Sunday night. This would seem to be easy to arrange, but in practice it has so far failed.

At best this solution would please only a small percentage of the minority of listeners throughout New Zealand who have valve sets. Only a small percentage of those with valve sets would be concerned with any particular service. So it follows that the number of listeners to whom the rearrangement of the services would be a satisfactory solution would be very small. The great majority of listeners have crystal sets, and these listeners would not be affected by the regrading. Also, it may be pointed out that even some of those listeners with valve sets in the cities would find it impracticable to tune in to the station they wanted if their own station were on the air. These facts show that very few people would benefit from such an arrangement, even if it could be satisfactorily carried out.

As a matter of fact it would break down at once. The same number of denominations do not broadcast from each station. In two cities there are five, in two seven. In certain cases a church, while strong in one city, is too weak in another to be able to broadcast. Where it has a strong membership it is fully entitled to a turn, but as the number of broadcasting churches is not the same a set rotation cannot be followed. Then, also, it has been found that in numerous instances churches cannot or do not want to take their turn and a church of another denomination has had to fill the breach. Thus it might happen that two, three, or even four stations might be broadcasting services by the one denomination on the one night. The default of one church to take its turn throws the whole rotation out of order and when this happens repeatedly it is not possible for such an arrangement to last.

AN INDEPENDENT ROTATION.

All that the Broadcasting Company can do is to be undenominational in this matter and to work each station independently, giving each church a turn regardless of its numerical strength; but the churches do not always desire to be broadcast in the order arranged. Some prefer to arrange amongst themselves, for various reasons of their own—perhaps because of special (such as anniversary) services—and others again have been very indifferent in taking advantage of the opportunity to broadcast their services.

THE ANGLICAN CHURCH PROPOSAL.

One can take it as a further tribute to the power of broadcasting that the Church of England is now considering the erection of a transmitting station for the purpose of broadcasting religious services.

The Church of England has been very slow in recognising the value of broadcasting as a means of disseminating the Gospel and has not availed itself of the opportunities which the company has offered it. Other churches have gladly accepted every chance to broadcast, and this state of affairs has resulted in the impression getting abroad that the Broadcasting Company has been differentiating against the Church of England. Nothing of course could be further from fact. The Broadcasting Company has been, is, and will be absolutely impartial.

The Broadcasting Company will certainly state its case to the authorities in regard to the application by the Church of England to secure a broadcasting license, and that will be tantamount to protesting against the granting of the application. It is in the interests of all listeners that such a station should not be erected. If a license were granted, the purpose of the Act would be departed from and a precedent would be set, so that every denomination and sect in New Zealand would seek a license. The result would simply be chaos and it would seem unlikely that a license for such a station as the Church of England people are thinking about will ever be granted. By far the great majority of listeners have crystal sets of poor selectivity, what would be the result when several such stations were broadcasting simultaneously?

It will be far better for all concerned if the Church of England will agree to work in with the other churches in regard to the broadcasting of services. For months the Broadcasting Company has had under consideration a proposal for reaching a working basis among the principal denominations. The Broadcasting Company is quite impartial in the matter of which church service it broadcasts. It thinks that it is up to the various religious denominations to agree amongst themselves as to the best way to take advantage of the great power which has been placed at their disposal for spreading the Gospel. The Broadcasting Company could do no more than it has done and can do no more in an impartial way than it offers to do.

The first conference between the various churches will be held in Christchurch this month, and it is to be hoped the Church of England will send a representative, and that an amicable arrangement will be arrived at, when the Broadcasting Company will be only too pleased to lend what help it can.

It's Amazing!
Full powered and inexpensive



That's ATWATER KENT efficiency, the delight of more than One Million Homes! Volume and tonal quality unexcelled! We will gladly demonstrate or send you particulars.

ATWATER KENT RADIO

if your dealer cannot supply, write to New Zealand

Distributors:

C. & A. ODLIN COMPANY, LTD.,
WELLINGTON.

SOLE CANTERBURY AGENT:

ATWATER KENT
H. C. URLWIN

200 Manchester Street :: CHRISTCHURCH.

CALL DURING CARNIVAL WEEK.

Free demonstration arranged in your own home.

'PHONE 4778.