

# THE NEW ZEALAND Radio Record

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## LITERARY MATTER.

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A. J. HEIGHWAY,  
Managing Editor,  
"The N.Z. Radio Record,"

P.O. Box 1032.  
WELLINGTON.

WELLINGTON, DECEMBER 16, 1927.

## THE SPIRIT OF RADIO.

At this season it is timely to review, however briefly, the spirit of radio and the remarkable progress made in the past year in the popularisation of this modern utility or service. By some it may be regarded merely as an entertainment. Even on that plane it is still a service, and one of no mean moment either. But it cannot seriously be questioned that radio is to be regarded as infinitely more valuable than entertainment. It has its place as a distributor of news, and although regarded jealously in that field by some Press interests who think only of self, and therefore seek to be specially critical of the new force, will unquestionably prove not to be a competitor, but a supplement to a wisely directed Press publicity. In the educational field, represented by school instruction, and the wider field of popular lectures by definite authorities on world topics, a beginning only has been made. The capacity that has been developed in the United States through the linking of chains of broadcast stations, of one thinker addressing simultaneously an audience of millions, creates a staggering conception of the rapidly expanding power of radio. The area and size of that audience is likely to be immediately expanded by the development of the short wave field, by which, as was recently demonstrated in an experimental, but quite successful fashion, a British service and British speakers were heard on short wave and relayed through 3YA Christchurch to a large New Zealand audience.

The spirit that is carrying this marvellous power forward for the benefit of the race is mainly the desire to know, to be "in things," and as such is an expression of man's gregarious instinct. Gratification of that instinct widens knowledge, breaks down the barriers of ignorance, and in itself is, we take it, the best guarantee of the growth of a wide spirit of tolerance, sympathy, and understanding.

What a world is opening to the youth of to-day! Science in every field is throwing fresh knowledge on to the lap of humanity. As a hand-maiden in the distribution of that knowledge, radio takes the highest rank. By her charm she is captivating daily fresh thousands and, in this Christmas season, unique opportunity offers for spreading further afield by appropriate gifts that will endure the magic mystery of radio.

To our readers, themselves enthusiasts in broadcasting, we offer the heartiest seasonal greetings, and invite their individual co-operation, in the coming year, in widening more and more the circle of listeners. We have in execution a programme of supplying all farmers in the Dominion, over a period, with sample copies of our journal, to introduce them to radio and its possibility of service to them. As response develops to that programme, we shall feel that we have been of service to our readers and listeners, individually and collectively.

## RALEIGH RADIO

### A FEW FACTS CONCERNING RALEIGH RADIO

RALEIGH Radio are the largest Radio manufacturers in the British Empire. RALEIGH Radio has its own expert research and engineering departments. RALEIGH Radio is one of the six companies who have exclusive access to the largest pooled patent resources in the whole of Canada. RALEIGH Radio plant has a production capacity of 1200 Radios a day. RALEIGH Radio Receivers are designed and built to excel in tone quality, simplicity of operation, selectivity and beauty. RALEIGH Radio is now available to those discriminating New Zealand listeners who demand the highest standard of British workmanship in Radio. A range of attractive models is now on view at—

BRITISH IMPERIAL RADIO CO.,

236 Lambton Quay, WELLINGTON. 'Phone 42-412

## PUBLIC OPINION

### BROADCASTERS, LISTENERS AND PRESS

LIGHT BEHIND THE SCENES.

(By D.M.E.)

Let us be fair. That the opinions and desires of the broadcast listeners of New Zealand are worthy of consideration by the Radio Broadcasting Company of New Zealand is indisputable. The Broadcasting Company cannot fail to realise that its own prosperity and the general success of broadcasting in the Dominion is inseparable from the desires of the people it serves. But to gauge the opinions and wishes of its patrons is no easy matter for the company. The position is calculated to become more complex and baffling when the opinions and desires of a few obtain wide publicity per medium of the Press Association and daily Press.

As a concrete example let us instance the case of a recent meeting of the Amateur Radio Society of Wellington. At the outset we cannot but commend the enthusiasm and good intentions of the nucleus of its members, who have kept that body alive despite the inexplicable apathy of the general body of listeners during the four or five years of its existence. Attractive and instructive lectures and demonstrations have been given from time to time at the meetings of the society, but despite this, out of a population of some 8000 broadcast listeners in and around Wellington the membership of the society is less than 100. In cold figures this means that at a 100 per cent. attendance of members they represent only one listener out of every eighty resident in and around Wellington. Nobody could reasonably claim that such a meeting was duly representative of the Wellington listeners. But the worst has yet to be told. The recent meeting of the society, the resolutions from which gained Dominion-wide publicity, was attended by only 24 members, or about one-quarter of the full membership, and, in comparative terms, represented one out of every 320 local listeners without any mandate or expression of opinion from the 7976 listeners who were not present.

To stress the matter further, at the said meeting exactly six members took any active part in the discussions or ventured to voice any opinions or wishes. The remainder of those present displayed a docile apathy in the transactions of the meeting; indeed, a proportion never troubled to raise their hands for or against the resolutions which were "carried unanimously." Again, I must emphasise my sympathy for the live spirits who are fighting year in and year out to awaken the interest of listeners. They merit more generous support, for it is only through combined effort and interest upon the part of listeners generally that the popularity of the broadcast service can be stimulated.

Indeed, the Broadcasting Company has plainly stated that it welcomes and desires to forward the formation of listeners' leagues and societies.

The executive of the Wellington Society is blameless in the matter; the blame actually attaches to the vast body of unattached listeners themselves.

It is a matter for regret, also, that the New Zealand daily Press generally appears to regard broadcasting with more or less antagonism, frequently stressing every complaint whether supported by fact or not.

Possibly the management of some papers faintly consider broadcasting as a menace to the Press, but if they were to investigate the relations between the Press and broadcasting in countries abroad they would find that there is a hearty co-operation between these two great servants of the public, with undoubted and frankly admitted mutual advantage. Nearer home we find in all the Australian cities a liberal news service broadcast through the co-operation of one of the daily papers in each centre. It has been definitely established that rather than reduce the circulations of the papers concerned broadcasting has increased their sales.

The time is over-ripe for the Broadcasting Company to devise some method of getting into closer touch with listeners, so that a greater measure of satisfaction to the general body of its patrons can be attained. It is up to the company to move now.

In the meantime listeners must not be misled by the cultivated Press dissemination of so-called "unanimous" resolutions, which frequently express nothing but the view of one man and the apathy of a few associates.

### Xmas Gifts

LAMBTON QUAY RADIO CO.

'Phone 40-553.

ON THE AIR "Polar" Twin—29/18/6.  
"LOEWB"—Set (3 valves) 29/18/6  
ON THE EARTH "REGENT" Receiving Set 210 0 0  
CRYSTAL SETS, 5/-  
HEAD PHONES 10/-  
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HOUSES SECTIONS, Etc.  
Licensed Radio and Estate Agents,  
1st Floor,  
360 LAMBTON QUAY.

Save High Shop Rents.  
Call (next Stewart Dawson's)  
TAYLOR & HARRISON.

## CHURCHES APPROVE OF BROADCASTING

### CONFERENCE ACCEPTS SERVICE OFFERED

A conference of representatives of six of the principal denominations met on Tuesday afternoon in the studio at 3YA. The policy of broadcasting church services was approved and a local committee of control was set up.

The Church of England was represented by Ven. Archdeacon Taylor and Rev. C. Fraer; the Methodist Church by the Revs. W. Greenslade, A. Liver-sedge, and W. H. Speer; the Presbyterians, the Revs. W. Maclean (Oamaru), H. L. D. Webster, T. W. Armour and T. Paterson; the Congregationalists, Rev. D. Gardner Miller; Church of Christ, Rev. Howard Earl; and the Baptists, the Revs. J. Robertson and J. K. Archer (in the chair).

Mr. A. R. Harris, general manager of the Broadcasting Company, was also present.

A motion that the meeting approve of the broadcasting of church services was moved by the Rev. D. Gardner Miller, seconded by the Rev. W. Greenslade, and carried unanimously.

It was reported that the Roman Catholic Church and the Salvation Army had replied that they could not at present take advantage of the offer of facilities to broadcast their services.

The following proposals in respect to the broadcasting of religious services at its four stations at Auckland, Wellington, Christchurch and Dunedin were placed before the conference by the company:—

1. Every Sunday regular evening church services or special studio services occupying about 1½ hours.
2. Every Sunday special children's services from the company's studios for from 30 to 45 minutes prior to the commencement of the church service.
3. By arrangement, regular Sunday morning church services or special studio services.
4. By arrangement special Sunday afternoon sessions of approved character.
5. From time to time approved organ and choral music from churches or from the company's studios at the conclusion of the Sunday evening services.

6. From time to time week-day church services, organ recitals and choral festivals of acceptable character.

This was seconded by the Rev. W. Greenslade and carried unanimously. A long discussion ensued on the question of the time and place of a service which is being broadcast—whether in the studio or the church—and whether, if in the studio, it should be during the hours of the ordinary church services or afterwards. This discussion centred round the first proposal of the Broadcasting Co.: "Every Sunday regular evening church services or special studio services occupying about 1½ hours."

The following motion by the Rev. J. Robertson, seconded by the Rev. W. H. Speer, was carried, the Presbyterian representatives dissenting:— "Every Sunday regular evening services or special studio services be broadcast, the studio service to be at the regular church hour." The Presbyterians disagreed with the time of the studio service, contending that it should be after the regular service.

The remaining proposals of the company were referred to the committee.

A hearty vote of thanks to the general manager of the Broadcasting Co., Mr. A. R. Harris, for convening the conference, and for his courtesy, and a vote of thanks to the Mayor for presiding, closed the meeting.

In arranging to broadcast Sunday religious services the company has decided to give preference to the more prominent denominations that may be broadcast at regular intervals, and for the purpose of this arrangement the more prominent denominations are deemed to be: 1. Church of England; 2. Presbyterian; 3. Roman Catholic; 4. Methodist; 5. Baptist; 6. Salvation Army; 7. Church of Christ; 8. Congregational.

The broadcasting of the services of these denominations will be restricted to the first four Sundays of every month, the fifth Sunday being reserved for special services of other religious bodies or for special services rendered from the company's studios.

The Rev. W. Maclean moved: That a provisional committee be set up to co-operate with the Broadcasting Co., each church to be invited to appoint one representative.

## The CAMERA Coy.

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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.

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If you want A GOOD SPEAKER TO WORK OFF YOUR OWN CRYSTAL SET,

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