

THE NEW ZEALAND Radio Record

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

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Managing Editor,
The N.Z. Radio Record,

P.O. Box 1032.
WELLINGTON

WELLINGTON, DECEMBER 23, 1927.

THE RADIO CHRISTMAS.

The suggestion first made in our columns some month or so ago to make this a "Radio Christmas," we are glad to see, has been generally adopted by the trade, and effective efforts made to promote the giving of radio presents and so widen the circle of listeners. Commendable co-operation has developed in this effort between the trade and the Radio Broadcasting Company. In order to give the trade a wider opportunity of demonstrating sets during business hours to prospective buyers, the company promptly acquiesced in the suggestion advanced by a trade deputation that 2YA should go "on the air" from noon throughout the week preceding Christmas (including Wednesday, the usual silent day). Apart from this request the company had already arranged for extended and additional sessions at all stations, both preceding Christmas and at Christmas. The programmes provided for Christmas itself are very full, and most definitely such as will make a strong appeal to listeners.

A very happy spirit marked the meeting between the trade deputation and the general manager, Mr. A. R. Harris, dealers giving full endorsement to the statement of their leader, Mr. Wyles, that the trade greatly appreciated the service being given by the company, and desired to co-operate in every way to further the cause of broadcasting. This is a very happy spirit, and is a very good augury for the future.

We trust that the "Radio Christmas" will everywhere have been successful, and that it will mean the definite spreading of radio happiness into many new homes. That would be the brightest part of a real "Radio Christmas." May the full happiness of the festive season attend our readers!

BREMER-TULLY

Six and Eight-Valve Receivers.

The Best and Most Sensitive Set Money can Buy.

GILFILLAN FIVES AND SIXES.

A reasonably priced set of good quality.

The largest and best assortment of Radio requirements in Otago.

From the Otago Agents:

Barnett's Radio Supplies
OCTAGON : : DUNEDIN.

The CAMERA Coy.
OCTAGON, DUNEDIN.

The House For Satisfaction.

Have You Heard
PAGE RADIO?

This powerful Six-Valve Receiver is the machine you are looking for. For distance, selectivity and tone, it is unexcelled.

Prices from £16

SPECIAL SERVICE FOR XMAS WEEK

SESSIONS FROM NOON TILL FIVE.

By special arrangement between the Broadcasting Company and the radio dealers, stations 1YA, 2YA, and 3YA are "on the air" from noon until 5 p.m. each day during the week preceding Christmas. Dealers are thus enabled to demonstrate their sets during the lunch hour, when many would-be buyers flock to the shops. Even on Wednesday, usually the silent day from 2YA, the afternoon service is being continued.

Dealers who met the company's representatives on the matter expressed their pleasure at the arrangement, while the company was only too glad to provide this extra service for the benefit of dealers and listeners alike. The dealers, who realise the advantages of co-operation with the Broadcasting Company for the mutual betterment of radio, were taken to Mount Victoria to see the transmitting station in action. Christmas week is a rush week for all the radio shops, and the special afternoon sessions are, no doubt, contributing to the success, assisting dealers in spreading their sales throughout the day, and allowing buyers to hear the various sets before finally deciding upon their purchase.

A MESSAGE OF GOOD- WILL

FROM JAPANESE CONSUL-
GENERAL.

Scholar, statesman and orator, Mr. Tokugawa, Consul-General for Australasia for Japan, has a record of which anyone might well be proud. For years he has been prominently associated with the diplomatic service, and he has played no mean part in the councils of the League of Nations. New Zealanders can never forget the invaluable service rendered by our gallant Japanese allies in the early days of the war in escorting our soldiers in safety, and the message which Mr. Tokugawa delivered from 2YA last week was particularly appropriate.

"I am here," said Mr. Tokugawa, "to give you a message from your friends in Japan. The Japanese nation recalls the days when the forces of New Zealand and Japan were arrayed together for the cause of justice and righteousness."

"New Zealand's immediate assistance to the relief of sufferers in the great catastrophe which befell my country is not forgotten. The relations between New Zealand and Japan are primarily based on the traditional good fellowship existing between Great Britain and Japan."

"Great Britain and Japan, both similarly situated island nations, have always been in a position to understand each other well, from the inception of Japan's intercourse with Europe. We have learned so much from Great Britain, especially in the sphere of commerce and navigation. Great Britain, on her part, has proved herself at all times to be Japan's staunch friend, and so we believe she will always be. The friendship between the two nations is no mere question of give and take: no mere matter of bargaining. There is something far deeper and more fundamental than that."

"New Zealand and Japan, not unlike in many respects, in climatic and geographical conditions and otherwise, are bordering the same great ocean which is now becoming one of the most important centres of world activities, - that is to say, the region in which we are responsible in common for the maintenance of permanent peace and order."

"We shall see that our two countries, always relying on the Anglo-Japanese good relations to which I have referred, should co-operate, and indeed be determined to co-operate, to make the Pacific a region of new hope for the much tried world."

"It will be seen that the task before us is one of extreme importance, and that task we can cheerfully undertake on the strength of the happy relations always maintained between the British Empire and ourselves. Let us co-operate. Let us go together."

"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.

S.O.S

TRAVEL IN COMFORT BY
OAR

WELLINGTON - PALMERSTON
NEW PLYMOUTH.

Use Our Booking Offices in Advance.
51 Willis Street, WELLINGTON.
Telephone 45-842.

HOW WIRELESS HELPS

THE BACKBLOCKS TEACHER.

Wireless in these days is doing a wonderful work for the children. Not only does it afford them delightful entertainment "over the air," but it comes to their aid in other ways, many and various. For instance, this little letter received by Mr. Stanley Warwick, a popular performer at 2YA:—"On Tuesday evening I heard you recite through the 'wireless' a piece of poetry entitled 'The Sad Story of a Motor-car.' I am teaching in a Native school, and intend having a concert shortly in aid of funds to start a library for the children. I would esteem it a great favour if you would be kind enough to let me have a copy of the recitation, as, being so isolated here, I have very little opportunity of getting suitable recitations. The little Maori children are very fond of reading, and at present we have no library." This comes from the Kōkako Native school, Tirai, Hawke's Bay.

SHORT-WAVE ERA BEGINS

LONDON CALLING.

On Tuesday, 13th inst., at 1.15 a.m., Wellington listened to "London calling," and heard what is stated to be the best transmission yet picked up by Australia from England. The concert relayed from 2LO, London, and broadcast by the British Broadcasting Corporation's experimental short-wave station, 5SW, Chelmsford, came through with excellent volume and clarity. The transmission was picked up and relayed by Messrs. Farmer and Company, 2FC, Sydney, and it is reported that the volume was equal to that of Sydney's usual broadcast, there being a marked absence of fading.

A soprano solo was heard perfectly; then came the call, "London calling," followed by a piano solo, Chopin's "Nocturne in E Flat Major," and later an organ solo, Mendelssohn's "Sonata in F Minor."

BRITISH BROADCASTING

OVER 2,000,000 LICENSE-HOLDERS.

The number of receiving licenses issued by the Post Office in force at the end of September was 2,333,631. In addition there were 9150 blind listeners, to whom free licenses had been granted. This shows an increase on the previous month's total of nearly 18,000, the biggest advance in any one month since April last. Altogether 155,000 new listeners have been enrolled since the beginning of the year. That the figures are still rising, after five years of broadcasting, refutes the suggestion sometimes made, that saturation point has been reached. What exactly is "saturation point" is a matter for speculation, but one suggestion is in the neighbourhood of 1,000,000 licenses.

SPORTING BROADCASTS

NEXT WEEK'S FEATURES.

December 26: Australasian Amateur Athletic Championships, 2YA; Auckland Racing Club Meeting at Ellerslie, 1YA.

December 27: Australasian Amateur Athletic Championships, 2YA.

December 28: Auckland Racing Club Meeting at Ellerslie, 1YA; New Zealand Tennis Championships, from 2.30 p.m. onwards, 3YA.

December 29: New Zealand Tennis Championships from 2.30 onwards, 3YA.

December 30: New Zealand Tennis Championships from 2.30 onwards, 3YA.

EVENING SESSIONS.

Results of New Zealand Tennis Championships, all races, Plunket Shield cricket, Australasian Amateur Athletic Championships—from all stations every night.

HON. L. C. S. AMERY

SPEAKS TO 100,000 LISTENERS.

The fact that the Hon. L. C. S. Amery spoke directly to over 100,000 listeners throughout New Zealand in a farewell message and review of his experiences in the country lies to the credit initially of 2YA Wellington and the re-broadcast of that station by 3YA.

In spite of the pressure of many public engagements, Mr. Amery was good enough to meet the request of the Broadcasting Company for a final address, which was delivered from 2YA on the evening of December 15. For the occasion the studio was decorated, and the band of the First Battalion Regiment, under Lieutenant Shallow, was in attendance and gave the distinguished visitor musical honours both before and after his address. "I am more than satisfied with my visit to New Zealand," said Mr. Amery. "It has been all too short, but through the kindness of your Government I have been afforded every opportunity for making the very fullest use of my time. I have seen something, not only of your chief cities, but of almost every part of your two islands, and I shall go away with a far clearer idea than I had when I came here, both of the great developments you have already achieved, and of the great progress which I know is still to come. I have enjoyed every minute of my stay here, and shall leave with a sense of joy in my visit to New Zealand, and a sense of confidence in her future, not only in her material future, but in what the character of her people and the high standard of education and the ideals they hold so dear will enable New Zealand to achieve in the years before her."

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

If you want SHORT WAVE OUTFITS, COILS, CONDENSERS, 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.

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