

Great Reception Radio's Influence

138 STATIONS ON TWO VALVES

GOOD WORK IN BROOKLYN

SOUTH AFRICA HEARD.

MR. A. P. MORRISON, Brooklyn, writes: This last week or two I have read with interest lists of stations logged by different radio listeners throughout New Zealand, and think my little list might be of interest.

Mr. Ellis asks who is the five-valve DX champion of New Zealand. Some time ago lists and lists of stations logged were published in your paper of radio fans with 5, 6, 7, 8 valve receivers and some good lists too; one list in particular from Shannon.

My outfit is only three valves, and I get plenty of fun out of it without going up to 5 or 6 valves, and I might say the third valve is never used, unless the loudspeaker is handy, so take notice, fans, only two valves are used. Now to tell the tale (nothing but the truth), and no imagination attached to it, not wanting to be classed a Walter Rodman Pierce (the American DX champion). Without boasting, I have circled the globe with this receiver—New Zealand, Australia, Japan, America, Canada, Manila, India, France, Germany, Russia, Java, England, Argentina, Holland, Belgium, South Africa have all been heard. It is an old American type of circuit, with one or two alterations I have made myself. The earth used is a common garden one. Locality counts nothing, for the receiver has been worked in the city and different parts of Wellington. My list of stations to date is:—

New Zealand.—1YA, 2YA, 3YA, 4YA, 5ZQ, 2YK, 2YB, 1ZB, 1ZQ, 2ZF, 2YM, 4AK, 4ZB, 2AQ.
Australia.—2FC, 2BL, 3LO, 2AR, 4QG, 7ZL, 5CL, 3VZ, 3DB, 6WF, 2BE, 2GB, 2KY, 2HD, 2UE, 7BN, 2UW, 5MA, 5DN, 3BY.
Japan.—JOCK, JOAK, JOBK, JIIB.
America.—KFXF, KFAB, KFI, KGO, KFON, KGW, KJR, KOA, KPO, KSL, WAGH, WBBM, WJR, WEAF, WGY, WLS.
Canada.—CFCF.
Manila.—KZRM.
India.—7BY.
Argentina.—RCBS.
Short Wave.
England.—5SW, 2NM.
Holland.—PCJJ.
Belgium.—Radio Belgique, 4A.C.
Germany.—AFK, RSR.
America.—2XAF, 2XAD, KDKA, 2XAL, 4XG, 2XG, 5X1, 8XAL, 1XAE, WJW.
Java.—ANE.
Russia.—RFM.
Australia.—3LO, 6WF, 6AG, 2ME, 2BL.

The list above totals 81, and including 57 New Zealand and Australian amateurs I have received, makes my grand total 138 stations, using only two valves.

My best reception, I should say, on the broadcast band is logging WBBM, Chicago, WEAF, New York, WGY, New York, CFCF, Canada, TBY, Bombay. The Bombay station was logged

BUILDS NEWSPAPER CIRCULATIONS

TREMENDOUS SPREAD OF POPULAR KNOWLEDGE

ONE of the most interesting articles we have encountered for some time is a careful analysis in a trade newspaper journal, "Editor and Publisher," of the causes which have operated to influence a tremendous expansion in newspaper circulations for the last seven years in the United States. Fortunately facilities for accurate statistics are readily available, thanks to the efforts of the Press, supplemented by a Federal requirement that authentic circulation figures shall be published regularly. This analysis is extraordinarily interesting, and attributes to radio a vital part in the expansion of circulation that has taken place.

During the six years' period 1921-27 the circulations of morning papers in the United States increased from 10,144,260 copies per day to 14,145,823. Evening paper circulations increased from 18,279,480 to 23,820,933. Sunday circulations increased from 19,041,413 to 25,469,037.

These gains show that morning papers increased 30.4 per cent., evening papers 30.3 per cent., and Sunday papers 33.2 per cent. The tendency throughout has been for the cheaper papers to disappear and the price of the 2-cent papers to grow to 3 cents, this keeping pace with a much improved service given by the papers themselves in news and information.

THIS increase in newspaper circulation has far exceeded the normal rate of growth of the population, and

last January when I stayed up to hear an early morning test for the short-wave station 5SW.

The wonder station, KFON, California, is heard quite distinctly by me, using detector alone. To test his strength through Wellington 2YA (I do not use a wave trap) last Sunday night, I could distinctly hear the jazz items and announcements made. Two items announced were "One Summer's Night" and "Smiling." The only time I have heard anything from South Africa was on the s.w., when I heard a carrier wave, when, and after writing for some time, heard it announced 2AM or 2M, South Africa, and the station closed down.

This last month I have stayed up late some nights, thinking the Johannesburg s.w. station JB might be logged. I have tried all his wave-lengths, but no results, so I suppose we will have to wait for cable news for All Black results. It is only just lately I have troubled to send reports to some of these distance stations I have received to verify reports, and my reason for doing so is to convince people who doubt DX reception on so small an outfit. But still I have had witnesses at some of my American receptions on the B. band. I do not consider it is necessary to have a five or six valve receiver for DX. It just requires plenty of patience and care in operation, and not interfere with your neighbours' reception.

in searching for the causes of this expansion, credit is given to radio in respect of 45 per cent. of the increase—the other 55 per cent. of the gain being attributed to the development of pictorial illustration and other mechanical and technical improvements in the Press itself. This tribute of the leading trade journal of the Press to the value of radio as a feature of newspaper prosperity is striking—so striking, indeed, as to make the quotation of their reasons worth while.

"The article says: 'Coincident and running concurrently with this increase in circulation for the period 1921-27 has been the introduction and development of radio broadcasting. The universality of its audition plus the instantaneous distribution of its programmes introduced a factor of literacy or stimulation of mental interest whose power and extent can not be tabulated. Owing to the brief time broadcasting has been in existence the ratio of its value can only be approximated and this only through weighing the known factors and assigning the balance of the percentage of increase to broadcasting.'

"There can be no question but that the programmes have increased both in extent and character. The first programmes were confined to entertainment in which jazz predominated. These have been subordinated. Today the most popular programmes are symphony concerts, classical and semi-classical music, talks on historical, educational, religious, and instructive topics, outlines of national and international politics, and lectures on domestic economics.

"As the mechanics of broadcasting are based on audition it does not seem unreasonable to assume that this stimulated interest or increased degree of literacy seeks the printed word to satisfy the mental desire which has been aroused. As the quickest, most general and cheapest reading vehicle, the newspaper follows with the first and greatest reaction resulting in an increase in newspaper circulation.

"There are undoubtedly other contributing factors such as compulsory education in certain States, especially where there is a large element of foreign-born population. Also, the reduction in the working hours and increase in speed of transportation makes available more time for reading.

"As noted above, there have been very definite increases in magazine and periodical circulations, also in the sale of books and the character of books.

"Arbitrarily assessing the broadcasting factor, it would seem to justify the statement that this new factor is one of the most important elements affecting newspapers and newspaper circulations which has been developed in the past century.

"If the theory outlined above is true it is obvious that newspapers have a very definite community of interest with radio broadcasting rather than a somewhat general antagonism which seems to exist on part of many publishers.

"The theory has been discussed with a number of publishers in various sections of the country, some of whom operate broadcasting stations, with the request that they supply any data or information which will serve as an explanation for the circulation increase. The majority of opinions so far expressed ascribe a large portion of the circulation increases to the radio broadcasting."

SUPPLEMENTING the foregoing, it is pointed out that the heaviest increase in newspaper circulations has taken place in those States which are best served by radio stations. Some newspapers themselves maintain broadcasting stations—the "Chicago Daily News," for instance. For the past two or three years this paper has given in its Saturday issue a special page to some country or special educational feature, and on the same evening a talk on the subject from its broadcasting station. This double-barrelled effort has proved extremely popular, and has influenced a definite increase in circulation.

The facts here given have a special interest to New Zealand, as it is certain the course of development here will follow the factors that have influenced development abroad. There has been a tendency, we think, in New Zealand journalism to regard broadcasting as a prospective enemy—this was the first trend in the United States, but, as outlined above, fuller experience has shown that broadcasting has been the best friend imaginable to the newspaper world, and has definitely contributed to its expansion and prosperity. Appreciation of this point will be an advantage in the Dominion.

ANOTHER aspect of interest is the contention made in this analysis that the first tendency to utilise broadcasting in an orgy of jazz has passed, and that the demand of the public is now for symphony concerts, classical music, talks on historical, educational, religious, and instructive topics, outlines of national and international politics, and lectures on domestic economics.

THE proper control of "A" battery current plays a big part in the quality of tone. If for instance, the "A" battery current is allowed to fall below the required strength for heating the filament of the valves, shrill music or speech is sure to be the result. It will be often found that the employment of the "C" battery in the grid circuit of the valve provides a means of improving the tonal quality of some types of receivers, but this largely depends upon the nature of the circuit in use.

"What Broadcasting Means to Me"

SPIRIT OF ADVENTURE RESTORED

CONFESSIONS BY ORDINARY LISTENERS

A COMPETITION was recently held in Britain for the best short essay on "What Broadcasting Has Meant to Me." Many thousands of entries were received, and the work of judging the three winners was a difficult one.

EXTRACTS from the two first prize winners are worth quoting:—The winner of the first prize writes: "I live in a dull, drab colliery village, as far removed from real country as from real city life—a bus ride from third-rate entertainments and a considerable train journey from any educational, musical or social advantages of a first-class order. In such an atmosphere life becomes rusty and apathetic. Into this monotony comes the introduction of a good wireless set and my little world is transformed. Music, grave, gay, sparkling or haunting, floats through the house, excluding all environments and all dull thoughts."

"This winning essay pictures vividly the deadening sameness of life in a grimy North Country village and the blessed outlet which broadcasting means to those who must face it, month after month.

"MORE than all," goes on the writer, "broadcasting has renewed and increased my admiration for my native England, its religion, its morals, its high standards. . . it makes me feel that each of us is at least a tiny link in the living history of a mighty race, wide-flung to the extremities of the earth. It has turned a telescope upon 'self,' through which I might gain a right perspective. Week by week we hear appeals for individuals, institutions, suffering in every shape and form, and I am brought to realise that I am not a well-known person in a small community only—but an atom in a mighty system, with mighty responsibilities." The winner of the second prize is a bedridden inmate of a poor-law infirmary, who, in nineteen years, has only been taken four times outside its walls. "How often have I wished to die during those years of solitude with pain, suffering and death around me. . . I am quite content now to live another nineteen years under the same conditions as I do now, so long as I have my set, which is very precious to me." The third winner holds that "Broadcasting has restored to me the lost spirit of adventure and self-entertainment. . . broadened my outlook on life. . . my mind has recovered a good deal of its former elasticity."

1YA MUSIC COMMITTEE.

SUGGESTIONS MADE.

THE second meeting of the 1YA Musical and Dramatic Committee was held at the Auckland studio of the Radio Broadcasting Company on Friday, the 1st of June, 1928, at 8 p.m. The meeting was presided over by Mr. Karl Atkinson and was well attended.

A letter was read from the General Manager of the Broadcasting Company, outlining the Company's views on the proposed competitions and mystery night.

Considerable discussion ensued on the question of running a competition, and it was decided to limit this in the first instance to vocalists only, an eliminating test to be conducted at the studio, and only those selected by the judge to be broadcast. A sub-committee consisting of Dr. Kenneth Phillips and Mr. Karl Atkinson was appointed to arrange details.

The committee's suggestion that a half-hour's gramophone review be held once a fortnight had been adopted by the Company, and these recitals will be introduced in the near future.

Further discussion ensued on the question of the Mystery Night which was originally proposed at the last meeting, and it was decided to recommend to the Company to run two evenings of this nature, the first evening the item to be announced and the listeners to guess the name of the artist rendering the item, and the second evening the artist's name to be announced and the listeners to guess the name of the item rendered.

A series of programme suggestions brought forward by Dr. K. Phillips were discussed in detail, and it was decided to recommend to the Company that one programme per month be compiled on a definite scheme of musical composition. This was followed by the adoption of a motion by Dr. K. Phillips that a classical night should be devoted to the broadcast of English composers in chronological order.

It was further proposed and carried, that the Company should be asked to include on one Sunday per month, an especially selected programme of electrical recordings of the world's greatest artists, the programme to follow the usual church service, and the programme to be selected suitable to Sunday evening.

The Company's Director of Music, Mr. W. J. Bellingham, attended the meeting and outlined the Company's viewpoints on various matters, and it was decided to meet again on Friday, the 6th of July, at 8 p.m.

Notes from Auckland

(By Listener.)

ILLUSTRATIONS and particulars of Wellington's "radio car" have aroused much local interest, and all who suffer in Auckland and suburbs from the varied types of preventable interference with reception are anxious to hear of the results of an excellent step on the part of the P. and T. Department. A similar travelling equipment could render useful service here, but it must be admitted that the interference question is far less acute than it was twelve months ago, when the night was made hideous as soon as the local station closed down. One hears an occasional howler nowadays, but the pandemonium of the past is gone, and gone for ever, one hopes. Still, there is much "man-made static" which might be obviated. The warships in port are very considerate during broadcasting hours, but occasionally the exigencies of the service demand that they should interrupt. Vacuum cleaners and violet ray apparatus are frequently operated at night in some districts, and leaks on power lines cause a disturbance at times. This is immediately remedied if reported, for the power board officials, most of them keen listeners themselves, are ever ready to attend to complaints of interference with reception.

FOR the first time in Auckland, if not in New Zealand, the aid of broadcasting has been sought, and has been instantly given, in the tracking down of two escaped prisoners from Mt. Eden gaol. On Tuesday evening last descriptions of the two escapees were sent out from 1YA, and though no connection with this announcement is traceable, one of the two was captured next day. The utilisation of the station shows yet another avenue in which our radio service can serve the community, and the fact that the whole countryside can almost immediately be supplied with the description of a criminal should in itself be a deterrent of any future attempts at escape.

THE Auckland Listeners' League is to hold its annual meeting on the 25th instant. Formed just over a year ago, to replace the moribund Amateur Radio Society, the league quickly secured a membership of over a thousand, due largely to the fact that its membership fee was only a modest shilling. Unlike other societies, it does not hold regular monthly meetings for its members, nor does it arrange technical lectures which attract enthusiasts in other centres. At the forthcoming annual meeting it is expected that such questions as the Dominion Radio Advisory Board and the allegedly high prices of radio apparatus will loom large.

BACK again at the 1YA microphone is Mr. Cufford Bell, whose clarity in announcing is commented upon by the farthest DX listeners who pick up the Auckland broadcasts.

LAST Wednesday's Town Hall concert by the Municipal Band and assisting artists provided a most enjoyable programme. Band music is as popular in Auckland as are the renderings of the orchestra in Wellington, and though the acoustic properties of our Town Hall are not all that they might be, the relay was perfect. It is noticeable that vocalists sound even better when relayed from the hall than when heard from the studio. Quite a number of listeners comment upon this fact, which is technically unaccountable, for the acoustics at the cosy concert chamber at 1YA are all that could be desired, and as far as broadcasting itself is concerned, singers would much prefer to face the microphone there than to appear in the Town Hall before one that collects all the incidental noises among a big audience.

THE Lyric Four is recognised by all competent judges as the finest vocal quartet in the Dominion, and it is more than that. It is a whole entertainment in itself, for each member is a talented contributor to its programmes, and humour is never wanting when Mr. Alan McElwain is about. Consequently the Saturday night hour of this quartet at 1YA is always one of our best features of the week. Last Saturday was no exception, though the Lyrics had a heavy evening. An hour before the microphone, an appearance at a local theatre, and then a performance before His Excellency, who was the guest of the Savage Club, is a big bill to fill in one night.

THERE is very general commendation among those who have secured copies of the "Record's" publication, the "New Zealand Radio Listeners' Handbook." The wide range of useful information supplied, and the excellent tables of broadcasting stations with their wave lengths and hours of transmission are just what the average listener requires. The book should be assured of a ready sale among Auckland fans.

AN enterprising New York newspaper, "The Evening Telegram," has announced that its radio department is investigating the possibilities of transmission on a wave-length of only three-quarters of a metre.

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N. Z. RADIO LISTENERS' GUIDE

1928-29

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