

The New Zealand Radio Record

P.O. BOX, 1032, WELLINGTON.

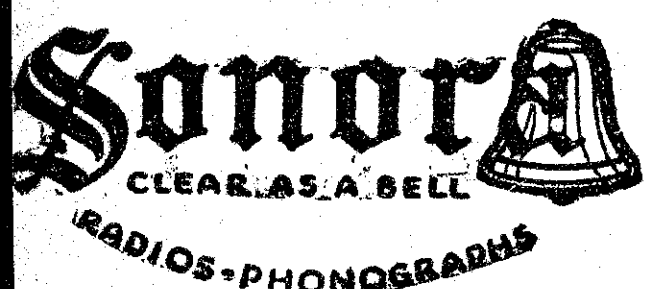
Published Weekly. Subscription Post Free in advance, 10s. per annum; booked 12s. 6d.

WELLINGTON, SEPTEMBER 28, 1928.

EDITORIAL NOTES.

THE increase recorded in the number of licensed listeners to the end of August is gratifying, and is, we think, certain to be maintained and exceeded throughout the month of September. Beyond doubt the service rendered by broadcasting in the past month has been exceptional, and sufficient to show that, given the opportunities in the supply of public functions, the stations are ready to take full advantage hereof. Through radio, listeners—even crystal listeners—have been put in touch with a definite number of major events, and the result is to be seen in a steady accretion of strength. We sincerely hope that the figures for the end of September will top the 40,000 mark. This is the figure which was set as a minimum requirement for the standard of service which the Broadcasting Company has been rendering for a long time past. We think listeners should appreciate the fact that, with a less income than was figured on for the standard of service set, the company has maintained and even improved the service, and not curtailed it or required adjusted financial arrangements as might reasonably have been done. It is satisfactory that it has been possible to do this. All that is now required is for steady and consistent quality service to be maintained and further progress will be possible. Listeners themselves can contribute to the expansion of the service by steadily building outside interest.

WE must congratulate the 1YA Musical Committee on the discussion and decision reached regarding an evil that has been creeping into programmes for some little time. This is the habit of some artists of failing to render the item arranged for. This inevitably leads to disappointment, for it is certain that every item announced to be given will be eagerly awaited by some. In many cases special arrangements may have been made in connection with such an item—friends invited to hear it or a party organised by whom it would be appreciated. Disappointment in such cases when, without apology or explanation, the artist has substituted another number—usually a more hackneyed one—is inevitable. While in some cases legitimate excuses may be available there is no doubt that in many instances the laziness or unpreparedness of the artist concerned is responsible. The committee did well to draw attention to this matter, and we endorse the recommendation that the drastic course should be taken of eliminating such delinquents from the programme in the event of their inability to perform the item contracted for. We have frequently had complaints from readers on this matter, and action such as this would be a salutary corrective.



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Radio Will Follow the Southern Cross on Her Return Journey.

TWO more important broadcasts will take place in connection with the "Southern Cross."

- (1) Departure from Christchurch for Blenheim, set down for September 28.
- (2) Departure from Blenheim and flight to Australia, arranged as for September 30, weather permitting.

As is now well known, the final take-off of the "Southern Cross" on her return journey to Australia will eventuate at Blenheim, and will be a very historic occasion, equally as noteworthy for New Zealand as was the arrival of the first 'plane from overseas. A great crowd is expected to congregate at the aerodrome for the occasion. Special excursion trips will be run between Wellington and Picton.

WHILE the broadcast of the departure from Blenheim will be the more important event, the departure of the "Southern Cross" from Christchurch will be a red letter day in that city. A tremendous crowd is certain to be present to say au revoir to the four airmen and to see the last of the first aeroplane to cross the Tasman Sea. The departure from Sockburn will, therefore, be handled by 3YA.

The eyes of the whole of New Zealand will, however, turn to Blenheim, and every receiving set in New Zealand will be in use that day listening to the description of what will be a national event—the departure of the first aeroplane to go overseas from New Zealand.

FROM then on until the "Southern Cross" has landed in Australia the New Zealand stations will be on the air broadcasting for the benefit of the interested and anxious New Zealand public all available news of how the "Southern Cross" is faring in her flight.

Boom In Popularity.

What Will Next License Figures Be?

THE Broadcasting Company has received many appreciative letters during the course of its operations, but it is doubtful if in any given period it has received more than during the past month. Broadcasting has lately loomed very large in the public eye because of certain important happenings, notably the trans-Tasman flight, but many other events have also attracted attention.

During the past month the studio programmes have been above the average, and there have been numerous outstanding features.

The stations have also indulged in much rebroadcasting, and have thought nothing of departing from their usual schedule of hours for this purpose. These rebroadcasts have made a great appeal to crystal-set users.

The great boom in the popularity of broadcasting of late should be demonstrated in another way, quite apart from appreciative letters from listeners—namely, by an increase in the number of receiving licenses.

It will be very interesting to see what the figures for September 30 will reveal. The figures for the last three months are:—

June 30	35,824			
July 31	37,238	(increase for month, 1414)		
Aug. 31	38,835	(" " " 1597)		
Sept. 30	?	(" " " ?)		

As many new listeners will need to acquire certain knowledge concerning the manipulation of their sets, etc., as well as keep in touch with the features of forthcoming programmes, a sample copy of "The Radio Record" will be sent free to any new listener on request to P.O. Box 1032, Wellington.

OFFICIAL DETAILS.

The Secretary of the Post Office advises that the undermentioned summary represents the number of radio licenses issued on August 31, 1928:—

	Receiving.	Trans- mitting.	Dealers'.	Broad- casting.	Experi- mental.
Auckland	12,769	50	377	2	1
Canterbury ..	7,417	29	262	1	—
Otago	2,505	14	150	3	—
Wellington ..	14,647	46	559	3	—
	37,338	139	1348	9	1

Total: 38,835.