

The New Zealand Radio Record

P.O. BOX, 1032, WELLINGTON.

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

WELLINGTON, FRIDAY, NOVEMBER 9, 1928.

LISTENERS are assured of an outstanding service on the evening of November 14, when the results of the general election will be available. Never before will the results be so speedily known throughout the country, for never before has there been in existence such a radio audience as will that evening surround the 42,000 licensed receiving sets of the Dominion. As announced elsewhere a temporary studio will be fitted in the office of the "Radio Record," situated in the offices of "The Dominion" newspaper, and announcement made from this point of the results—courteously made available from "The Dominion" and the office of the Registrar-General of Electors. This spot has been chosen because of its favourable situation and the certainty that an exceptionally large crowd will there congregate. The leaders of the national parties will speak here. Their public addresses, as well as probably special addresses to the vast unseen radio audience, will be broadcast. Listeners that evening will certainly have an outstanding service from radio.

IT is gratifying that the number of licensed listeners has now passed the mark of 42,000. This is an outcome, we take it, not of special stunts, but of a growing appreciation on the part of the public of the value of radio from the point of view of service. Its utility value is becoming better understood and no longer is it dependent merely upon its entertainment value. The news factor is being steadily advanced, as is evidenced by the attention paid by the public to the special sports service now being given by 2YA. The rural community is also more and more appreciating the importance of the nightly weather forecast, any many instances are known of farmers installing radio for the prime purpose of securing Dr. Kidson's invaluable nightly summary. On a service basis, radio is more important even than as an entertainer.

WELLINGTON last week provided a fairly satisfactory answer to the question which has agitated many entertainers as to whether the broadcasting of their entertainments was advisable or not. By arrangement 2YA broadcast the special symphony orchestral concert arranged by Mr. Leon de Mauny, held in the Town Hall, under Vice-Regal patronage. The night was particularly wild and stormy and unquestionably affected attendance. Possibly also the fact that the performance was being broadcast induced some, on such a night, to stay at home. But against such losses must be set the larger view of the gain in publicity. Here are the facts. Before noon on the day following Mr. de Mauny had telephone rings from thirty people who had "listened-in" offering to become permanent subscribing members to the proposed Symphony Orchestra. We have heard of others who, yielding to the bad weather, did stay home instead of going, but who declared subsequently that, no matter what the weather, they would attend the next concert to enjoy in person the musical delights afforded. The transmission of the concert takes rank as one of the finest musical treats ever broadcast in New Zealand, and as a direct result of the publicity given by radio, Wellington to-day is wholeheartedly talking of the event, and the formation of the orchestra into a permanency is practically assured. We congratulate Mr. de Mauny upon his public-spiritedness and foresight in permitting his concert to be broadcast.

YOU CAN'T BUY A BETTER VALVE THAN

Mullard
THE MASTER VALVE

Wanganui to Provide Radio Concert

Big Entertainment for Friday, December 7.

THE recent test of the telephone lines from Wellington to Wanganui having proved that it would be satisfactory for the transmission of a concert programme, 2YA will re-broadcast on relay an entertainment which is to be given on Friday, December 7.

From a broadcasting point of view, this will be of considerable interest as the landline will be 125 miles in length, and this will be the longest relay carried out in New Zealand.

APART from this aspect, the entertainment to be broadcast will be of outstanding merit. Wanganui, as is well known, is a very musical town. The Queen Alexandra Band, under Captain George Buckley, is the champion brass band of New Zealand. It won this honour for the second year in succession at the contest held in Christchurch. The Wanganui Highland Pipe Band also carried off the championship there. Apart from these, there are other musical organisations in the city which can boast of soloists and entertainers who are second to none.

Wanganui musicians have taken up the proposed concert in a very enthusiastic manner, and intend making this Wanganui broadcast entertainment one of the most outstanding events of the year.

Another Thousand Mark Passed

Radio Licenses Now 42,235

THE latest figures—to date November 2—show the total number of radio licenses in New Zealand to be 42,235. The figures are:—

District.	Receiving.	Transmitting.	Dealers.	Total.
AUCKLAND	13,694	53	399	14,146
WELLINGTON	16,194	53	579	16,826
CHRISTCHURCH	8,020	30	275	8,325
DUNEDIN	2,762	18	158	2,938
	40,670	154	1411	42,235
Previous Totals were:—				
	June 30		35,824	
	July 31		37,238	
	August 31		38,835	
	September 30		40,344	
	October 19		41,430	

ANY of the new listeners who may be anxious to familiarise themselves with necessary radio information and the ability to secure the best results from their sets are cordially invited to write the "Radio Record," P.O. Box 1032, Wellington, for a sample copy of this weekly newspaper, or submit queries on any points that may be presenting difficulty. Special effort is made in "The Beginners' Corner" to deal with matter that is likely to trouble the newcomer to radio.

Public Opinion of Radio Items

Interesting Competition Arranged and Big Prize Offered.

IN next week's issue of the "Radio Record" will appear the coupon for the big radio competition to be conducted from the four stations and for which the prize of a £50 Columbia Gramophone is to be awarded to the winner.

In this competition, listeners are invited to allot marks (a minimum of 50 and a maximum of 99) and, basing their opinion on the appeal made by the various items, to place them in their order of popularity. From the marks awarded, the general average of public opinion regarding the respective items will be calculated, and the listener whose opinion most closely corresponds with that general average will win the £50 Columbia Gramophone.

The dates fixed for the competition are:—

1YA	Wednesday, November 21.
2YA	Tuesday, November 20.
3YA	Thursday, November 22.
4YA	Wednesday, November 21.