

# The New Zealand Radio Record

P.O. BOX, 1082, WELLINGTON.

Published Weekly. Price 3d. Subscription Post Free in advance, 10s. per annum; booked 12s. 6d.

Literary communications should be addressed: "The Editor"; business communications to "The Manager."

Advertisers are asked to note that alterations of advertisements should be in hand Friday of each week for insertion in the succeeding issue, printed Tuesday, bearing Friday's date. No responsibility is accepted for blocks remaining unclaimed three months after each insertion.

N.Z. RADIO PUBLISHING CO., LTD.  
P.O. Box 1082, WELLINGTON.

WELLINGTON, FRIDAY, MARCH 8, 1929.

## EDITORIAL NOTES.

**ANNOUNCEMENT** is made in another column that, following on the practice of last year, the Post Offices throughout the Dominion are now ready to issue licenses for the radio year April 1-March 31, 1930. This is a convenience designed to save the time of those who otherwise would suffer delay in the congestion which inevitably follows at the opening of a financial year of this volume when so many thousands of listeners will be seeking renewal at the same time. If delays have taken place in past years, when the number of radio listeners seeking renewal was smaller than is now the case, how much more is there likelihood of congestion when the present total of 45,000 listeners seek to effect renewal? Greater than ever, therefore, is the need on the part of those who wish to avoid irritating delays, to "DO IT NOW" and avoid later congestion. Last year a great many thousands renewed their licenses before expiry of the radio year, and this year with a larger clientele it is confidently hoped the response will be greater.

**A GRAPH** which we publish elsewhere will illustrate to interested listeners the great value from a business point of view of early registration. The life blood of the radio service is finance. The graph mentioned shows the course of registrations month by month for the past two years, and particularly illustrates the "drag" which takes place at the opening of each year in building up the license figures to the point reached at the end of the preceding year. Last year no less a period than seven months elapsed before the old point was reached. While some of this loss represents those who had definitely given up radio for one reason or another, we firmly believe that a great part of the "drag" is due simply to human inertia and the difficulty of securing action on the part of busy people. Under the system as it stands it is apparent that the shaded area represents a definite problem in the financial operations of the service. A remedy to which all listeners can definitely contribute is simply that of promptitude in renewing licenses. The opportunity to "DO IT NOW" is available. Will listeners help themselves and their own service by co-operating?

## RADIO

**WITHOUT BATTERIES**  
**CROSSLEY A.C. ELECTRIC**  
**GEM BOX and SHOW BOX**  
**Ask for a Demonstration.**  
**G. G. MACQUARRIE LTD.** CROSLLEY RADIO SALES  
AND SERVICE  
95 WILLIS ST., WELLINGTON. We Do Repairs.

## License Numbers to Date

Following are the receiving, transmitting and dealers' licenses to date:—

|                   | Receiving. | Transmitting. | Dealers. | Grand Total. |
|-------------------|------------|---------------|----------|--------------|
| Auckland .....    | 14,817     | 61            | 428      | 15,306       |
| Wellington .....  | 17,784     | 60            | 612      | 18,456       |
| Christchurch .... | 8,424      | 38            | 285      | 8,747        |
| Dunedin .....     | 3,059      | 25            | 165      | 3,249        |
|                   | 44,084     | 184           | 1,490    | 45,758       |

## "Outward Bound" to be Broadcast by 1YA.

"OUTWARD BOUND," by Sutton Vane, is one of the most outstanding plays of recent times, and will be broadcast by the Auckland Little Theatre Society on March 14. This society has made remarkable progress in the last two years, jumping from a dwindling membership of 250 to over 2000 subscribers. This happy result has occurred mainly through the standard of production, the high class of literature presented, and the excellent direction of their producer, Mr. Kenneth Brampton. This gentleman, who was engaged by the Little Theatre Society in January, 1927, is an experienced actor and producer. He has played in and directed drama and comedy in nearly every large city in the Empire. At the moment of engagement he had just concluded an extended contract with J. C. Williamson. All New Zealand playgoers will be familiar with Mr. Brampton's work. He believes that "Outward Bound" will be particularly suitable for broadcasting purposes, as the characters in the play are such distinct and outstanding personalities, that little difficulty should be experienced by listeners-in in following the dialogue, without confusing the players.

**THE** scene is laid throughout in the smoking-room of a small ocean liner. At the rise of the curtain the ship is in port; towards the end of the first act she casts her moorings and sets sail for—but no, it would probably check the interest and joy of those who will hear this play on the air, if we were to inform them for what strange and weird port the vessel is making.

**THE** Press throughout the world hail "Outward Bound" as one of the greatest plays of all time; even London "Punch," hardest of all Fleet Street critics, says, "Hats off to Mr. Sutton Vane." It is with a certain sense of pride that the Radio Broadcasting Company offer this work, and the fact that it is to be presented by the Auckland Little Theatre Society will give confidence that the play will be, in every respect, well done.

**THE** Auckland Little Theatre Society, who are broadcasting that remarkable play by Sutton Vane on March 14, start their activities for the year 1929 with "Bird in Hand," a play by John Drinkwater. Any who would care to become either active or supporting members, may receive all particulars from the Secretary, Theo. J. Spry, 206 Victoria Arcade, Queen Street, Auckland. The first of the four productions for the coming year will be produced at the Concert Chamber, Town Hall, on Wednesday, Thursday, Friday and Saturday, April 11, 12, 13, and 14.

**PLAYERS**, in order of their appearance, who will present "Outward Bound" to listeners-in on March 14, will be:—

|                           |                       |
|---------------------------|-----------------------|
| Scrubby .....             | Arnold F. Goodwin     |
| Ann .....                 | Nance St. Clair Whyte |
| Henry .....               | Montagu Steele        |
| Mr. Prior .....           | Roberts Tole          |
| Mrs. Cliveden-Banks ..... | Daphne Knight         |
| Rev. William Duke .....   | John Stewart          |
| Mrs. Midget .....         | Lynda Murphy          |
| Mr. Lingley .....         | J. D. Swan            |
| Rev. Frank Thomson .....  | F. L. Armitage.       |

## New Australian Station

**ARRANGEMENTS** have been made by the Wireless Institute of Australia for its experimental transmitting station, 3WI, to begin a regular service of experimental musical transmission on a wave-length of 81 metres. The transmitting equipment at the station has been completed and it was expected that from the end of last month the station would be transmitting on that wave-length every Sunday night. It is proposed to instal a

transmitter at 3WI, working on the ordinary amateur wave-band, between 200 metres and 250 metres.

Following proposals that a wireless station should be provided for the broadcasting of educational lectures to university authorities, it is likely, if the necessary permission can be obtained from the Postmaster-General's department, that 3WI will be offered free of charge for this purpose. The Railways Institute's experimental station, 3RI, is shortly to begin a dual transmission on its ordinary broadcast wave-length, and a shorter one.