

THE RADIO RECORD

Published Weekly
REGISTERED G.P.O., WELLINGTON, N.Z., AS A NEWSPAPER.

Vol. II., No. 48.

WELLINGTON, FRIDAY, JUNE 14, 1929.

Why not Fifty Thousand this Year?



HE time seems ripe for a definite forward move in radio. Licenses have been renewed on the basis, up to the end of May, of approximately 40,000, compared with 35,000 in round figures at the same period last year. This is a clear gain of 5000 on a relative basis, and constitutes a very substantial proportion of renewals of licenses in existence on March 31.

THIS high average percentage indicates a sustained appreciation of the radio service. It is not necessary to claim that listeners are wholly satisfied with programmes, or, on the other hand, that the programmes represent the acme of perfection. Under the conditions ruling in this country, where it is desired to give a full service from four stations covering widely-scattered areas of listeners, with a revenue only a fraction of that enjoyed by our nearest neighbour, Australia, for the support of its main stations, attainment must necessarily run behind desire. It is, however, we think, recognised by at least the vast majority of listeners that now that the company has passed through the growing stages of plant installation and organisation, it is concentrating upon the provision of satisfactory programmes in the desire to please all at one time or another.

SUPPLEMENTARY to that attitude on the part of listeners comes notable technical advance in radio equipment. By the provision of the all-electric set and its abolition of much of the troubles attendant upon batteries, together with the arrival of the screen grid valve and the vast improvement in reception accorded by it, a new standard of clear-cut and satisfactory reception is provided for listeners. The effect of these improvements has been to gradually stimulate public interest, and the trade reports from various centres indicate that the radio atmosphere is good, sales are satis-

factory, and an optimistic atmosphere for the future prevails.

THESE circumstances in combination warrant, we think, the effort at this time to further capitalise the goodwill existing in the radio atmosphere. This movement should aim at the expansion of interest in radio for the good of all—listeners, traders, the company and ourselves—as all stand to gain in varying degree. Not the least gainers will be the listeners, for, as we have pointed out before, it is the peculiarity of the position that, if the radio revenue is £60,000, then for his 30/- the listener gets a £60,000 service, whereas if the radio revenue is but £40,000, then he gets for his 30/- but a £40,000 service. For no extra outlay, therefore, on his own part, each listener stands to gain immeasurably by any effort which will lift the radio revenue to the larger sum and provide a better service. From that angle it is definitely to the advantage of every New Zealand listener to co-operate with any movement which will advance radio.

WITH that thought in mind, we have no hesitation in asking that a comprehensive effort be made this winter to definitely popularise radio and extend the number of listeners. The trade, we believe, is eager for co-operation to that end. A movement of much promise has been started in Dunedin, and arrangements are in hand for the holding of a radio exhibition in that city from July 31 to August 3.

Even before we had news of that movement, the "Radio Record" had conceived the plan of, and taken preliminary steps in, formulating the holding of a radio exhibition in the Wellington Town Hall from July 24 to July 27 inclusive. Organisation to this end is now proceeding; and, while it is yet too early to say definitely that the exhibition will be held, we have every confidence that the advantages derivable from such

an exhibition by all parties will be so great that the necessary support will be forthcoming.

Plans for the exhibition provide for extended service from 2YA throughout its duration. Special programmes will be prepared by the Radio Broadcasting Company, and given in part from the Town Hall itself. Many novelties are under consideration for incorporation in these programmes.

THE public, we consider, would welcome the opportunity of visiting a comprehensive exhibit of the latest radio apparatus, where they would have the chance of seeing a demonstration of one device against another, and reaching a decision as to the best for their particular pocket and purpose. It is, we think, within the general knowledge of most listeners that the novice finds the greatest difficulty in reaching a determination as to the particular set most suitable to his needs. Some refrain from buying because they think further advances will make obsolete present-day sets. They therefore forgo much undoubted pleasure. Such people would have the opportunity of seeing the perfection attained by the latest apparatus and be stimulated to action.

Plans are also in view for enlisting the interest and support of constructors. In this connection the co-operation of the Wellington Amateur Radio Society has been promised in supervision of competitions governing the building of various sets. Details of these have been drawn up, and, once the general scheme is assured, will be published.

EXHIBITIONS of the nature proposed have proved to be brilliantly successful wherever they have been held. In London, in Berlin, and in Sydney, the radio exhibitions, as conducted, proved an inspiration both to the public and the trade. Radio enthusiasts were glad of the opportunity of making themselves

—Continued on page 6.