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Radio Exhibition Endorsed

DECISION to proceed with the radio exhibition in the Town Hall on July 25, 26 and 27 has been reached, and enthusiastic preparation and organisation in connection with the function is being prosecuted.

This decision was reached at a full meeting of the radio branch of the Wellington Electrical Federation. The proposals submitted by the "Radio Record" for the organisation of the exhibition were fully discussed, and finally accepted. The proposals have also been submitted to the Wellington Amateur Radio Society in so far as they affect that body, and it, too, has decided to co-operate and accord the measure of support asked for, particularly in relation to the supervision and control of competitions designed for constructors.

FULL co-operative support has been promised by the Radio Broadcasting Company and the Post and Telegraph Department, so that all interests affected are working effectively and harmoniously to make the function a big success. The committee of management appointed comprises the following: Messrs. C. J. Ralph, G. Robertson and C. W. Rickard (representing the Electrical Federation, Radio Section, with Mr. G. C. Camp associated as secretary), Mr. Byron Brown (Wellington Amateur Radio Society), Mr. J. Davies, station director 2YA (representing the N.Z. Radio Broadcasting Company), and Mr. A. J. Heighway ("Radio Record"). Mr. Heighway was appointed chairman of the show committee.

THE attention of constructors is directed to the detailed announcement made in another column of the competitions available to them. These are calculated to appeal to both crystal and valve constructors. It is anticipated that considerable interest will be evoked in this section, and that the entries will display a high order of attainment. In addition to the exhibits of the winning entries in these sections, arrangements will probably be made for the display of other sets of historic and present-day interest to listeners.

THE preliminary announcement we made last week as to our hope that such an exhibition would be developed has attracted a good deal of attention; and from Auckland come indications of approval and encouragement. In fact, our Auckland correspondent states emphatically that the Auckland view is that the goal of 50,000 listeners set for attainment is too low, and that the opinion is held there that it will be exceeded and a much

*Three Day Function in
Wellington Town Hall
July 25, 26, 27*

larger total reached. This is cheerful news. Auckland, itself, is aiming at a total of 20,000 listeners in the very near future, and with the rate of expansion which is developing, largely because of the present-day efficiency of the modern electric set, this estimate would seem to be quite within the capacity of the northern city. In Well-

ington, too, and other centres, the same healthy tone is apparent. It is pointed out, however, that while the cities are responding to the extra efficiency now provided by this modern equipment, the countryside has not as yet reacted in full degree to the possibilities of the situation. It is therefore stressed that there should be directed towards the countryside some propaganda to make farmers and their households acquainted with possibilities at command, and what they are missing by not participating in radio. This is a good point, and no doubt a forward move will be made by the traders closely concerned in the course of the near future.

IT is recognised that the forthcoming exhibition in Wellington will result in a splendid aggregation of radio equipment and material, and a suggestion has been made that country radio dealers should make a special point of visiting the Capital City during the progress of this exhibition. By doing so they would make contact with the principals in the radio wholesale firms, and see in a comprehensive exhibition the full range of material now on the market. Propaganda to this end will be undertaken by the exhibition show committee.

FOR the listener the show will prove a focus point of interest.

That there will be a large attendance of listeners from the Capital City is, we think, undoubted. Many in addition will come from nearby centres; but, in order that those at a distance may secure all the benefit possible from the exhibition, both the air and the "Radio Record" will be used to convey to them essential data. As indicated last week, it is our view that no one stands to gain so much by an expanded interest in radio as the individual listener. While the best possible is being done with the means now available to the radio service, it is certain that, with bigger resources in the way of revenue, material improvements could be effected and longer hours of service given. Under those conditions the listener would receive for his 30/- a greater return, and collectively derive more benefit than any other individual section. From that angle we bespeak for the exhibition the support and interest of listeners, and feel sure we will not appeal in vain.