

The New Zealand Radio Record

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N.Z. RADIO PUBLISHING CO., LTD.,
P.O. Box 1032, WELLINGTON.

WELLINGTON, FRIDAY, AUGUST 2, 1929.

FIRST RADIO EXHIBITION.

IT is pleasing that the first Radio Exhibition held in New Zealand, as staged in the Wellington Town Hall on Thursday, Friday, and Saturday of last week, was an outstanding success. In the course of the three days upwards of 7000 people visited the exhibition. Their desire was probably a double-barrelled one. In the first place they sought to see the very latest development in modern radio apparatus, and in this field there was an infinite variety for their instruction and entertainment. In the second place a definite lure was provided by the special programmes arranged by 2YA to be broadcast from the temporary studio arranged on the central stage of the Town Hall. Many people unfamiliar with the technique of broadcasting were intrigued to see just how the programmes, which had delighted them in their homes, were put on the air. A factor in this interest, also, was the wish to behold the performers, and probably the Announcer, as well. So strong indeed was the desire to make the acquaintance of the "Good-night Man" (as Mr. Drummond has become known) that many country listeners sought an opportunity of meeting him; and this led to informal little receptions being held at each of the intervals during the evening sessions and at some of the afternoon sessions.

IN declaring the exhibition open, the Hon. J. B. Donald paid a tribute to the important place in our social life now filled by radio. He touched sympathetically on the programme problem. Undoubtedly, he said, popular music was first favourite; but the interests of the minority required consideration, and therefore the claims of classical music could not be ignored. His department was in the position of guarding the public interest, and followed with close concern the whole trend of radio development.

THE Minister took occasion to compliment the radio trade upon the loyalty displayed by them in observing departmental requirements in connection with the type of set offered to the public. All receivers sold in the Dominion were first subjected to departmental examination and approval; and in this connection it was interesting to note that over 200 different types had been tested.

MR. DONALD had a word of advice to give those non-listeners who were refraining from enjoying the amenities of radio because of the idea that present-day equipment would be displaced in the

near future by better and more efficient apparatus. While not denying that the rate of advance in radio was such as to create this suspicion, Mr. Donald rightly emphasised that the standard of efficiency now attained was such as to afford the fullest satisfaction to even the most exacting and discriminating taste. He invited those in this category to test the apparatus now available, and see whether they could allow themselves to continue missing that service now available to them through radio. The same note was struck by Mr. Harris in his remarks in conveying his apology for unavoidable absence through pressing business, and by Mr. Ball in the course of a special appeal to listeners. The stabilisation afforded the industry by the efficient modern alternating current set is definitely such as to remove the last doubt as to now being "the time to buy." The A.C. set in this field is unrivalled, and of a standard of perfection upon which it is difficult to conceive much improvement can be made. Even in the battery field, the same remark applies. The modern set, judiciously selected for the type of station upon which reliance is to be placed and other local conditions, attains a standard of efficiency which should please the most hypercritical. Because of this, Mr. Ball made an arresting plea to listeners that they should help themselves to secure even better service than is now obtainable, by inducing others to join the ranks. If each listener, said Mr. Ball, will take upon himself the responsibility of endeavouring to persuade but one other to join, then such an expansion will take place as to completely revolutionise the present position of radio in New Zealand, favourable as it is.

THIS is sound propaganda. We have repeatedly emphasised that expansion depends upon revenue; that the Company, when it has provided the initial main plants, must look to revenue to provide running expenses; and that, as the revenue for current expenses expands, so the surplus, beyond that required for the necessary operation of the stations, can be devoted to improving the programmes. That is the position in which we now stand. We sincerely hope that the stimulus given by the first Wellington Radio Exhibition will be such as to lead to a progressive movement on the part of all radio interests throughout the Dominion, and that the number of licensed listeners will before long top the 50,000-mark. With the Dunedin Exhibition in full swing this week and proposals for exhibitions in Auckland and Christchurch, the future seems propitious for expansion.

Exhibition Photographs Artistic Physique

Prints Available

Prints of the flashlights taken on each evening are available at 2/6 each unmounted, and 3/- mounted.

Write (or call) specifying clearly which evening's flash is desired, "Radio Record," P.O. Box 1032, Wellington; or Third Floor, "Dominion" Newspaper Building, Wakefield Street.

Many members of the large audiences who are clearly shown will doubtless wish to retain these photos as mementoes of the occasion. All photographs are by Wallace.

Another Exhibition

Proposal in Christchurch

FOLLOWING on the success of the Radio Exhibitions, in Wellington and Dunedin, the radio dealers of Christchurch are considering the holding of an exhibition in that city.

Lectures from 1YA

ON alternate Tuesdays, at 7.40 p.m., commencing from August 6, 1YA is to give a series of lectures on "Artistic Physical Development." These talks are to be given by Madame Edith Baird, the founder and organiser of the Auckland Society of Artistic Physical Development. The following is a list of some of the subjects to be covered:—

Perfect physical exercises on Greek and poetic lines.
Exercises on operatic lines.
Cultivation of artistic taste and abilities.
Appreciation of music and colour.
Pastoral dancing—poetical and historical.
Summer camp.
Ballroom dancing.
Etc.

Madame Baird has broadcast from 2LO and other stations for the B.B.C., and enjoyed in England a reputation as lecturer, exponent, teacher, and adjudicator. Many of her pupils are in the first flight of their work in Eng-

Have you secured your copy of "N.Z. Radio Listener's Guide" Dealers and Booksellers 2/6: Post Free 2/9—P.O. Box 1032, Wellington. Now Available.

C. R. RUSSELL, M.Sc.,
M.I.R.E., A.M.I.E.E. (Lon.)
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Designs and specifications for hospital and large radio installations. Design and testing of radio receivers, transmitters and apparatus. 194 Oxford Terrace, Christchurch. BOX 606.

SYDAL YOUR HANDS.

Sydal is very economical, the less used the better the action. Take very little out of the jar and rub it well into your hands and then wash them with a little soap and water. The effect is good and permanent. No more chapped hands. The regular use of a little Sydal will keep your hands in perfect order.