

The Radio Service.

THE chairman, Mr. A. J. Heighway, Managing Editor of the "Radio Record," in proposing the toast of the Radio Service, coupled with the names of J. Robertson (Post and Telegraph Department), A. R. Harris (Radio Broadcasting Company), and C. J. Ralph (Radio Branch Electrical Federation), asked the gathering to regard the radio service as the consummation of the efforts of man through the ages to achieve perfect communication between localities and peoples. History showed that civilisation advanced only as communication was made more perfect. Rome built its power and maintained it through the centuries because of the rapid communication made possible by its roading system permitting the ready transfer of troops and the promotion of commerce, as well as the diffusion of news and views. China, in her imperial days, according to Marco Polo, had established a postal service which, for rapidity and comprehensiveness, was unrivalled in the eleventh century. Cortez, prior to his conquest of Peru, found that even Mexico had a transport system so perfected by relays of runners that the monarch in his capital scores of miles from the sea could enjoy fresh fish for breakfast. With the coming of the mechanical age, the rapidity and perfection of communications were intensified, and with the printing press, the telephone, the telegraph, the cable system, the Beam system, and in the present age the radio service, communications between peoples were so advanced that the spread of civilisation was promoted and intensified. They could thus regard the radio service as a perfected machine for the diffusion of news, views and entertainment. The question was, how was that machine to be utilised? So far as New Zealand was concerned, that gathering contained those who would supply the answer.

The New Zealand radio service had had the opportunity on its establishment of profiting by the experience of overseas countries, and credit was due to the Government in general, and the permanent officers of the Post and Telegraph Department in particular, for their detailed study of the situation and their adoption of a system which, in spite of criticisms, had resulted in the attainment of a standard of efficiency that was creditable to the country in its present state of development. The country owed much—probably more than it realised—to the quiet study and efficiency of the permanent officers of the Post and Telegraph Department for their recommendations which had guided the political leaders in formulating the New Zealand system.

The Company and the Trade.

THE administration of the service had been entrusted to the Radio Broadcasting Company. While, more particularly in the early days, more blame than praise was directed towards the company by those who desired a standard of perfection to be attained more rapidly than was possible in the time, he felt justified in saying that the spirit of service had actuated that company, and in Mr. Goodfellow and Mr. Harris they had men with the vision and the administrative capacity to work steadily towards the ideal that they themselves had of the standard of service necessary for the satisfaction of the needs of the country. He was specially glad to see that the time had now arrived when, with the provision of the four main stations, more attention could be given to furthering the spread of radio in the rural areas. No class of the community stood to

profit more by radio than did the farming community. Just as speedy communications were of benefit to the world at large, so ready communications were of intensive value to the rural community. The community stood to gain much by extending the social amenities of radio in the rural areas. It was in this, and the allied field of steadily serving the public with sets and equipment, that the trade had rendered, and was still rendering, such valuable service. A tribute had been paid by the Postmaster-General at the opening of the Radio Exhibition to the manner in which the trade had co-operated with the department in providing the public with sets conforming to the regulations. The trade could do much to further and maintain the general interest; and arising out of the success of the Wellington Exhibition and the standard of perfection now attained in the sets available to the public, he felt that the doorway of the future was opening, and that the present total of 45,000 listeners would steadily expand until in the not very distant future the grand total would be from 90,000 or 100,000 listeners. When that standard was reached the country would be provided with a service really adequate for making radio available in all parts of the Dominion.

Acts as Referee.

MR. J. Robertson (acting-secretary of the Post and Telegraph Department) in responding to the toast of "The Radio Service," said his department had only the honour of referee as between the Broadcasting Company and the listeners, and he modestly claimed no great credit for the wonderful progress in the popularity of broadcast listening due to the present service. The increase in the number of listeners' licenses this year had eclipsed all previous years, and he anticipated that at the end of the current month there would be 45,000 listeners' licenses. Broadcasting, however, was only one phase of the P. and T. Department's radio activities, for there was much work involved in connection with the department's morse stations and the traffic between them and ships at sea. He had observed in the handbook issued by Amalgamated Wireless Ltd. reference to the world's record for long-distance morse services conducted by that company, but he thought that his department could claim a greater feat than that of the Australian company. A few months ago a lady had asked his department to transmit a morse radio message to Mars. The message was accepted, duly paid for, and Mr. Robertson, himself, had heard it being transmitted. As he had not heard anything to the contrary from Mars, he thought he was justified in assuming that the message had been duly received. (Laughter.) Where was the record of Amalgamated Wireless after that? (Laughter and applause.)

For the Trade.

MR. C. J. Ralph (chairman of the Radio Branch of the Electrical Federation) in responding to the toast of "The Radio Service" paid a tribute to the conduct of the exhibition and the part played by the "Radio

Record" and its staff. He urged that the P. and T. Department should alter the present system of granting listeners' licences and make it possible for a listener to take out a licence on any day of the year for a year ahead. He said this would greatly assist in stimulating the sale of sets and increase the number of licences. Mr. Ralph commented on the greater spirit of co-operation now existent in the trade and associated interests and stated that infinitely greater progress could be expected under those conditions than any other.

The Radio Exhibition.

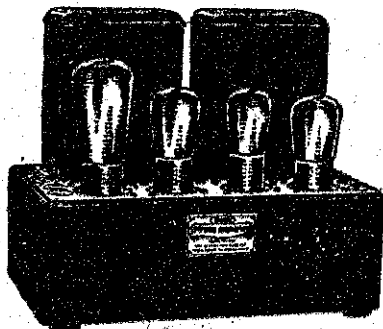
THE toast of "The Radio Exhibition" was proposed by Mr. F. Fitt, coupled with the names of the committee, Messrs. G. Robertson, C. W. Rickard, C. J. Ralph, J. Davies and the chairman. Mr. Fitt said that the exhibition had been a very great success, and in his view would become a permanent annual feature. The trade in general appreciated the work that had been done in connection with the exhibition by the committee. The whole proceedings had been most harmonious, and characterised by a strong co-operative effort on the part of all concerned. The experience of the exhibition showed that improvements might be effected next year by expanding the scope, particularly in the direction of making fuller provision for the children. The opportunity presented of meeting Mr. Announcer and Aunt Gwen had been very popular with listeners, and that might be expanded next year.

In replying, on behalf of the committee, Mr. C. W. Rickard said that the committee had been very glad indeed to render such services as it had in connection with the exhibition. The whole experience had been pleasing and beneficial to all concerned. Mr. Rickard mentioned that he had also visited the Dunedin Exhibition more recently held, and that, too, had been a definite success. Without the opportunity of Wellington for making quite so effective a display, satisfactory results had yet been secured. A special feature had been the catering for the children, of whom 620 had been invited to a special party. He believed that the exhibition could be made an annual affair with advantage, and on behalf of the committee thanked exhibitors for the co-operation afforded them and the harmonious way in which the whole affair had been conducted.

The Programme Service.

MR. BYRON BROWN, president of the Wellington Amateur Radio Society, in proposing the toast of "The Programme Service," coupled with the name of Mr. P. Davies, Station Director of 2YA, and Mr. J. Ball, Editor-Announcer of the Radio Broadcasting Company, expressed appreciation of the general standard now maintained by the programme. It was, of course, impossible to satisfy everybody all the time: all that could be hoped for was to satisfy the largest possible number of people all the time. Mr. Brown expressed the view that, since the recent change effected in Australian broadcasting, a noticeable trend towards vaudeville

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