

The New Zealand Radio Record

(Incorporating the "Canterbury Radio Journal.")

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P.O. Box 1032, WELLINGTON.

WELLINGTON, FRIDAY, OCTOBER 18, 1929.

THE PUBLIC VERDICT.

THE fact that in the twelve months between August 31, 1928, and August 31, 1929, the number of licensed listeners in New Zealand increased by 22 per cent. will, we think, come somewhat as a surprise to most people. This gain has been proceeding steadily month by month, without any particular flare of trumpets. It is in itself the most satisfactory tribute possible to the general average service given by the four stations, and the increasing efficiency of radio equipment and its influence in winning a greater following of the public for radio. It is to the credit of Dunedin that it shows the greatest percentage increase, and now stands at the 4000-mark. With the opening of the new station there this week, a further advance will certainly be inaugurated. Auckland, too, will be certain to show an increase, on account of the admirable exhibition about to be staged in the Town Hall. Wellington, however, still leads the field, and has by now well passed the 20,000-mark with its registered listeners.

THIS gain is very satisfactory indeed, and maintenance of the radio service will certainly lift the 50,000 figure before the end of the year. This is very gratifying, and indicates that radio has now reached a point of definite stability as a community service. Probably the most marked feature of operations in the past few months has been the extension of service to provincial areas. A large number of relays of special concerts, organised in provincial towns, have been undertaken, and have been the means of bringing before the radio audience of the Dominion much talent hitherto unknown. These functions have also driven home to the immediate populations concerned the important influence of radio as a social amenity, and have certainly contributed to the inspiration of more interest in the provincial areas. That field is capable of still further exploitation as a preliminary to the policy of the future, involving the establishing of relay stations, in order to give the necessary standard reception at all times.

CONGRATULATIONS may be extended to Dunedin upon its elevation to equal rank with Auckland and Christchurch in radio power. This advancement will be of marked interest to the whole Dominion, in that the special musical talent of the southern city will now be available more efficiently than before to northern listeners.

We anticipate that the opening ceremony being held on the 16th will be of a memorable character, and will be the occasion for an interesting review of the radio position. That aspect will be dealt with in our next issue.

DAYLIGHT saving time became effective from Sunday last, and will play a small part in relation to radio. It will have the effect of giving those who specially desire the Australian stations a better opportunity of hearing them, as following on the closing-down of the New Zealand stations, it will be possible for them to switch to their favourite trans-Tasman source. In New Zealand itself the longer hours of daylight will have an effect upon distant reception. The lesson of past seasons, however, shows that year by year the seasonal nature of radio becomes less and less. Even though in summer time the same long hours are not devoted to listening as in the winter, radio is required for the occasions when listening is desired. It is expected by the radio trade that the seasonal character of radio will be less marked this summer than ever before. It is highly desirable that this should be so.

Christchurch Radio Exhibition

To Open November 11

CLOSELY following on Auckland, a Radio Exhibition is to be held in Christchurch during the week beginning November 11. The proposal has been taken up very enthusiastically, and its success is assured. The Choral Hall, which has large floor space as well as a capacious gallery, has been engaged, and will be transformed for the occasion. Beneath the gallery, which runs round three sides of the building, stalls for exhibitors will be erected. The whole place will be lavishly decorated and furnished, all being designed to impress on visitors that radio sets are desirable musical instruments for the home.

As in the case of the other cities, the Broadcasting Company will again lend all the assistance it can. At intervals during each evening programmes will be staged and broadcast from a specially prepared studio at the exhibition. This is always a very attractive feature to the public. The children's sessions will also be broadcast from the Exhibition.

From the public's point of view the Exhibition will provide unique entertainments nightly and is certain to be a great draw.

Wellington Symphony Orchestra

Country Listener's Appreciation

THE hon. secretary of the Wellington Symphony Orchestra was recently gratified to receive from a rural listener a letter to the following effect: "Enclosed please find a year's subscription to your society. It was my intention to join up after your last concert was broadcast, but this slipped my mind until the announcement of tomorrow's concert served as a reminder. Wishing you very success, and thanking you for the broadcasts."

In acknowledging this subscription from the rural listener, the hon. secretary of the society wrote: "I desire to convey to you my committee's sincere appreciation of your thoughtfulness in remembering that, even though good music 'over the air' may appear to the uncultured to cost little to produce, comparatively speaking, the expense involved in conducting an up-to-date orchestra is enormous, and it is only by the help of our musically inclined friends that it is possible for Well-

ington to take a lead in the highest class of orchestral music. So far this season we have been blessed with good audiences, and it is the committee's hope that the public will support us further as our work becomes better known. I have added your name to my list of subscribers, and I trust that you will be able to enlist the sympathy of your friends who may be interested in our work, with the hope that they also will show their appreciation as you have done. Should you at time be in Wellington when any of our concerts are taking place, please do not fail to communicate with me, and I shall be glad to grant you the usual subscriber's concessions."

Needless to say, similar action on the part of other rural listeners who are disposed to assist the cause of good music by joining the society will be greatly appreciated. The objective of the society is of the highest character, and it needs all the support, financial and otherwise, that can be given by the public and listeners in general.

C. R. RUSSELL M.Sc.,
M.I.R.E., A.M.I.E.E. (Lon.)
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Have you obtained your copy of the

"N.Z. Radio Listener's Guide"?

Dealers and booksellers 2/6; Post Free 2/9—P.O. Box 1032, Wellington.

Available everywhere.