

# Radio Exhibition in Auckland

## 'Huge Success' Imminent



THE future of radio exhibitions seems assured. As a means of bringing the public and the radio trader together there can be no better medium than this. Radio has changed and is changing very rapidly, and even though the prospective listener may search radio establishments for the receiver he wishes to instal, he will have great difficulty. No doubt he will be perplexed by the very large number of outfits confronting him. But with a radio exhibition the case is different. He sees all in a very short space; he can hear and compare by taking a few steps.

For this reason radio exhibitions almost invariably prove a success. The first movements towards extensive exhibitions were taken in England and America. Less than twelve months ago we were able to report in detail the very successful exhibition held at Olympia, London. This has been followed by the Great Radio Show in Chicago and elsewhere in America. New Zealand and Australia were not long in coming into line. An exhibition was held in Sydney in the middle of this year, and it became apparent that a radio exhibition, or radio exhibitions, were what was required by the New Zealand public.

Almost simultaneously Wellington and Dunedin came forth with this new to New Zealand venture. Both were outstanding successes, and it was quite apparent that to fully popularise radio these would have to be held regularly in each of the four main centres. Auckland is the next to come into line. For detailed arrangements are now being made for an exhibition which, it is claimed, will surpass in its success those held in both Wellington and Dunedin.

This is not the first exhibition of this nature held in Auckland. Some years ago, when radio was a novelty, a radio show was held in a small building in Auckland. It was the first of its kind, and although the idea of these more elaborate exhibitions did not spring from this source, it must still take its place as the first.

### Organisation of the Exhibition.

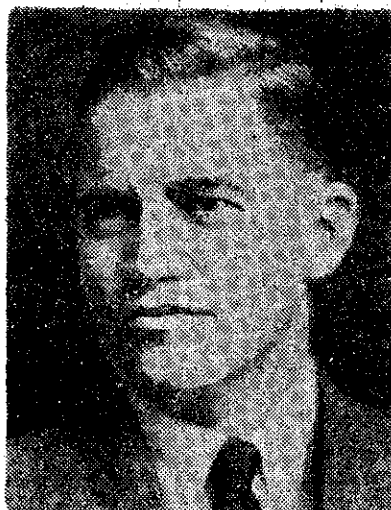
THE exhibition in Wellington was organised by the "Radio Record" and a committee representing the radio traders. That in Dunedin was under the guidance of the Amateur Radio Association. In Auckland a committee

has been selected from the radio trade, and each member has been given a definite part to perform. In this manner the organisation can be well-nigh perfectly carried out. There will be no overlapping, and the fullest co-operation is possible. Each member of the executive has his department well in hand, and the exhibition, they assure us, will open on October 30, at 7.30 p.m., and from its inception will be an outstanding success.

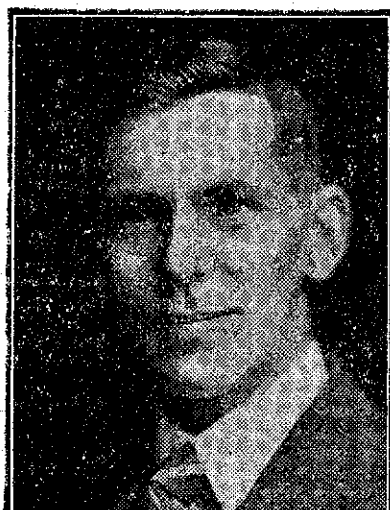
For this occasion the main Town Hall has been engaged, and twenty-one stands have been provided. Fifteen of these are arranged around the walls, while the remaining six are in the centre, two deep. All these stands have

Amateur Radio Transmitters' Association, the "N.Z. Radio," and the "Radio Record."

In connection with this event, competitions have been arranged for the amateur constructor, the essayist, and the general public. The constructors' competitions include both crystal and valve receivers, while that arranged for the non-constructing public is both novel and interesting. The competition consists of the arranging of a typical programme to be broadcast. The entrant has for his guidance the programmes of the R.B.C., and those specimens of overseas programmes which have appeared in this and in other journals.



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been allocated to the various firms in Auckland. The only stand not coming from the Auckland district is that to be occupied by the "Radio Record."

The stands will be approximately 14ft. x 10ft., and in this space each trader will display radio apparatus that will be of the greatest interest to all sections of the radio community. There will be complete expensive combination radio gramophones, smaller Console models, elaborate and simple table models, and small sets, all operated by A.C. In addition the battery set will be represented, and those who have not A.C. power available will be able to see the very latest conceptions in battery models. The constructor has been well provided for, as several firms are specialising in this direction. There will be, in addition to these trade exhibits, interesting displays by the

It was anticipated that prominent radio authorities would be able to speak to the Auckland children on radio, but as we go to press we learn that this project cannot be carried on. In very many ways it is a pity, for the young of to-day are truly interested in radio, and addresses from prominent technicians would be of uttermost value.

Besides catering for the public interested in radio as a science and as an entertainment for the home, arrangements have been made for the musically inclined. The best talent in Auckland has been engaged for the period. A temporary studio will be fitted up in the Town Hall, and during the evening the broadcasts will take place intermittently from here. In order to allow demonstrations dur-

ing the evening, broadcasts from the regular studio in France Street will alternate with those from the temporary studio. The bands engaged for the exhibition will appeal to the visitors considerably.

The idea of broadcasting from the exhibition has been taken up in both Wellington and Dunedin with great interest by both organisers and Broadcasting Company. The thousands that visited these exhibitions were highly interested in seeing the aunts, the uncles, the artists and the announcers appearing before them. No doubt this will apply in Auckland.

Until such time as exhibitions can be arranged, the broadcasters must be viewed in a very uncertain light. In some ways they are very close friends. The voice of the announcer becomes very well known, and very many listeners have remarked that he is as one of the family, yet very few have seen him. Being able to meet these personalities at the exhibition draws them nearer and completes a link which has been long felt wanting.

ON the entertainment side of the exhibition the Broadcasting Company is actively co-operating. For each evening the exhibition is open 1YA has arranged special programmes to be broadcast from a model studio in the Town Hall, in full view of all visitors. Each programme will be divided into sections, or "concertettes," as they may be called, intervals of ten minutes intervening, during which time visitors to the exhibition will be able to move around and inspect the many receiving sets which will be on view. During these intervals items will be broadcast from 1YA Studio.

The presentation of the items from the model studio at the exhibition will be carried through precisely in the same manner as are the evening concerts produced at 1YA. The announcer will announce in full view of his audience, and the model studio will be complete with the full necessary equipment.

In addition to the presentation of the concert programme the children's session will also take place.

As will be seen from the programmes the artists who are to contribute to the entertainments represent the finest talent in Auckland. Every class of item will be presented. Visitors will see how songs are sung before the microphone, instrumental solos, band, and orchestra numbers played, recitations given, and sketches acted. The con-

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