

stand on its own feet. And with it has grown that indispensable attribute—the radio press.

I well remember the birth of the "New Zealand Radio Record"; I can visualise the first number now.

Ten years! And it seems but a day!

Yet ten years of advancement.

Like broadcasting, the "Radio Record" has advanced until to-day it takes its place with the world's leading radio publications.

May I, as editor of a contemporary publication, be permitted to wish the "New Zealand Radio Record" "many happier," greater prosperity, and treble circulation.

To its editor and his staff I extend my heartiest congratulations on the wonderful success they have accomplished in making the "Radio Record" what it is to-day.—A. R. Goode, editor, "The Listener In" (Melbourne).

From "Radio Times" (London)

TEN years is a long time in radio journalism, and a tenth anniversary means something. Judging from the flourishing appearance of "Radio Record," it means that the public of New Zealand is just as interested in everything to do with broadcasting as it is here. May your next ten years tell the same story. Broadcasting is still developing from day to day, and we radio journalists, who can help both broadcaster and listener, have an increasingly important part to play.—Maurice A. Gorham, editor, "Radio Times," London.

In Ten Short Years "Radio Record" Has Seen Many Changes in N.Z. Broadcasting.

The first issue of the "New Zealand Radio Record" coincided with the opening of the new 2YA on Mount Victoria, then the largest broadcasting station in the Southern Hemisphere and the second largest in the British Empire. The paper was first distributed free to thousands of listeners all over New Zealand. The response was more than gratifying. Subscriptions began to pour in and establishment was effected.

The first issues were printed on a page 18 inches deep by five columns wide. Experience soon showed that a smaller page would be considerably handier, so the depth was reduced to about 11 inches and the number of columns to four. The present size was adopted about three years ago.

The "Radio Record" has seen many changes in its 10 years; the Radio Broadcasting Company gave way to the New Zealand Broadcasting Board; and now the Broadcasting Board has given way to a Minister of Broadcasting and a Director. There were about 30,000 listeners when the paper started; to-day the radio licenses in New Zealand have passed the 200,000 mark; in 1926 the stations had silent days—to-day there are no such gaps in the service which is almost continuous from early morning till nearly midnight; all manner of local artists were pressed into service before the microphone in 1927—nowadays New Zealand broadcasting can boast of stars of the calibre of Dr. Malcolm Sargent, Florence Austral and Gladys Moncrieff.

From 2UW, Sydney

CONGRATULATIONS from 2UW on attaining your tenth birthday—a most delightful age, well worthy of celebration, and we rejoice in the opportunity of congratulating such an excellent publication. Just as the ether is bridged by the use of radio, so is the expanse of water lying between us bridged with our feelings of good fellowship.

On this tenth anniversary occasion, we extend to the "New Zealand Radio Record" every sincere wish for future prosperity, in every confidence that the existing high standard of publication will always be maintained. With kind regards, C. F. Marden (manager of Station 2UW, Sydney).

From Paramount Pictures

I WOULD like to extend on behalf of my company congratulations on your tenth anniversary. It is an achievement of which any organisation might be justifiably proud. Reg. Felton (publicity manager for Paramount Pictures).

From Commander Stephen King-Hall

I AM very pleased to send the best of good wishes to the "Radio Record," and I hope that it may have many more years of prosperous existence.—Stephen King-Hall, 195 Strand, London.

GARDEN MAGIC

Unveiling the mysteries of gardening so that you can grow beautiful flowers all the year round, raise luscious fruits and health-giving vegetables is the purpose of New Zealand's most informative monthly garden magazine.

THE N.Z. FLOWER GROWER

Tells you how to derive unending enjoyment from the most enduring of all hobbies—gardening. This authoritative, illustrated magazine is written by acknowledged experts in every phase of horticulture specially for New Zealand conditions. Hundreds of enthusiastic readers have written expressing their appreciation of this popular garden journal.

If you are not already subscribing to this practical and interesting magazine, send a penny stamp for a specimen copy, or, better still, ask your newsagent to supply you with a copy every month. It costs but 6d. per issue. Paid-in-advance subscriptions sent to the publishers are accepted at 5/- per annum and will ensure you a copy posted to your address for 12 months.