

# The New Zealand Radio Record

—AND—

## Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

P.O. BOX. 1032, WELLINGTON.

Published Weekly. Price 3d. Subscription Post Free in advance, 12s. 6d. per annum; booked, 15s.

Literary communications should be addressed: "The Editor"; business communications to "The Manager"; technical communications to "The Technical Editor."

Advertisers are asked to note that alterations of advertisements should be in hand Friday of each week for insertion in the succeeding issue, printed Tuesday, bearing Friday's date. No responsibility is accepted for blocks remaining unclaimed three months after each insertion.

RADIO PUBLISHING COMPANY OF NEW ZEALAND, LTD.,  
P.O. Box 1032, WELLINGTON.

WELLINGTON, FRIDAY, MAY 30, 1930.

### 2YA AND THE SILENT NIGHT.

A STATEMENT has been put into circulation that a promise was given that the silent night would be abandoned this year by 2YA, and also that the hours of service would be extended. We are somewhat at a loss to account for the origin of this statement, and would appreciate information from those using it, as to their authority for their statement. As readers will understand, we are closely in touch with the position, and at this writing have no recollection of any promise of this nature having been given by anyone in authority. We have been sufficiently interested to endeavour to trace the matter back, and have searched our own files for the last six months for any possible basis for the statement being made. As far as we can see, the genesis of the idea would seem to lie in an editorial published by ourselves on December 20 last. In that editorial we discussed the growth of the Company's service, and pointed out that it had voluntarily expanded the hours of service to approximately four times those it had contracted to give. We went on to say: "Even yet the service is not perfect—nor, we imagine, will it ever be! There is still the silent night. There are still some hours not filled with broadcasting! So some demand extensions and more extensions. We join them in so far as the silent night is concerned. Listeners, now substantially won to the policy of sticking to the local station and not ranging far afield with its risk of static and distortion, would like that abandoned. This is a matter of economics, and we imagine that it will be the next major concession to be granted listeners. It will, of course, represent a definite extra cost in the items of operating and programme provision, but looking back on the advances made over the last twelve months, we strongly hope that the incoming twelve will see the abandonment of the silent night."

THAT expression of hope on our part would seem to have been construed as a definite promise that the silent night would be abandoned. It is, of course, quite apparent that it is not a promise. The decision as to the abandonment of the silent night lies entirely in the hands of the Radio Broadcasting Company. The "Radio Record"

endorses the hope of listeners that it will be possible for the Company to abandon the silent night and give continuity of evening service. That hope on our part, however, does not bind the Radio Broadcasting Company, which must cut its coat according to its cloth. From our knowledge of the Company, we appreciate to the full its preparedness to expand service as revenue permits, and we sincerely hope that the support of listeners will be sufficient to warrant the continuity of service in the comparatively near future.

### RADIO IN THE POLITICAL FIELD.

THE extent to which radio is now being used in both Britain and the United States to enable leading statesmen and politicians to make direct contact with their constituents and the people at large leads us to imagine that it will not be possible much longer for the innovation to be withheld from New Zealand. After Mr. Philip Snowden, the Chancellor of the Exchequer, delivered his Budget recently in the House of Commons, he took an early opportunity of appearing before the microphone at 2LO, and expounding to the whole of the listeners in the United Kingdom the salient points of his Budget. Similarly the American politicians at the recent Naval Conference, held in London, utilised to an extraordinary degree the radio service for conveying their impressions of the negotiations, and the possibilities of a successful outcome, to the American people. So marked indeed was their predilection for discoursing over the air to the American people that the Press of the United States felt constrained to enter an emphatic protest against what they termed being side-tracked in that fashion. The answer of the politicians was that the facts of the negotiations were supplied to the Press, and that their radio talks served but as a personal commentary upon those facts, just as the newspaper representatives were at liberty to comment in their own columns on the facts as given. Without entering into that argument, the point of moment is the manner in which an event of international importance was placed before the democracy by means of radio. Here in New Zealand the effort has been to preserve radio from the inroads of party politics. That objective may be commended in so far as minor matters are concerned, but in major matters we hold the view that radio offers such an advantage for conveying information to the people vitally concerned that our politicians and statesmen should, if they have faith in themselves and their cause, welcome the opportunity of utilising radio judiciously and intelligently for the information of the people. This privilege must be used with discrimination. So used the people would welcome it. Moreover, we think the time is speedily coming when they will demand it.

### Gathering Radio Statistics

#### American Public Spends Four Million Pounds

EFFORTS to discover the habits of average only about three people in radio listeners, in order to check up the response to radio advertising, is being made by an association of 150 national advertisers in the United States. A preliminary report, covering information derived from 31,000 calls on radio set-owners, has been issued. This book shows that the number of sets in operation in the area covered by the report during the evening hours is about 60 per cent. of the total, instead of 80 per cent., as usually claimed.

It has also been found that on the

per set, whereas the figures of 5 and 4.3 persons per set have usually been used by radio companies. The report states that there is no evidence of declining interest on the part of listeners. On the other hand, radio seems to be more firmly established in popular favour than ever, and in 1929 the sales of radio apparatus showed an 85 per cent. increase over the sales of 1928. It is computed that since the establishment of radio no less a sum than five hundred million pounds sterling has been spent by the general public on radio equipment.

## WHY?

Kingsford Smith uses Burgess Batteries. Commander Byrd uses Burgess. More Burgess Batteries are sold in New Zealand than any other make. Why?

## BURGESS RADIO BATTERIES

## Mullard

THE MASTER VALVE

Embodies all improvements  
known to Valve Manufacturers.