

The New Zealand Radio Record

—AND—

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, APRIL 10, 1931.

THE WINTER SEASON.

WITH the passage of Easter and its indication of the fast approach of winter, entry may be said to be fairly made upon the winter season. Although much has been done of late years by the improvement in radio apparatus to minimise the differences between the summer and winter seasons as they affect radio, it is yet true that the longer hours of winter induce a greater degree of concentration upon the radio set than the daylight hours of summer. Emphasis is lent to this point by the announcement that radio exhibitions have been arranged already for Dunedin, Auckland and Wellington. The Dunedin fixture will be held this month—on April 22 to 24 inclusive, the Auckland venture will take place on May 13 to 16 inclusive, while Wellington has the dates of June 10 to 13 reserved. These exhibitions have come to play an important part in radio. Dealers find them an advantage for the display of their latest equipment, with all the subtleties and improvements effected by manufacturers in the preceding twelve months. Listeners welcome them because they are enabled to inform themselves readily of the improvements made, and would-be listeners are given a golden opportunity of inspecting the wares available for their delectation in the prices to which their pockets run. With the experience of the past to guide them, it may be assumed that the same standard of success will be attained at each of the exhibitions so far scheduled. No report is yet available concerning plans in Christchurch, but it may be fairly assumed that the City of the Plains will not lag behind the others in this field.

ON the programme side radio has a steadily improving standard to offer listeners. The International Night, which has replaced the Silent Night at 2YA for some months past, is now scheduled to make its appearance at other YA stations, and will, needless to say, be as popular in the home circles of those towns as it has proved to be in Wellington. With the attainment of the 60,000 mark, the revenue provided by listeners has enabled the standard to be steadily raised and maintained. Fears are entertained in some quarters that the current depression may lead to something in the nature of a

slump in the renewal figures of listeners, but we are inclined to think that these fears will prove unfounded. Experience both in England and America shows that radio flourishes in times of depression. The public must have entertainment, and if, at the dictates of economy, they stay home from outside amusements, they are the more impelled to concentrate upon radio. For that reason we do not anticipate that the expectations of substantial decline in listeners' figures will be realised. Because of human dilatoriness there will probably be a decline for a month or two, but recovery to the former level may be regarded as certain, thus ensuring a bright outlook for radio interests in general.

Licenses Continue to Increase

THE following return shows the number of radio licenses at February 28, 1931:—

DISTRICT	CLASS.				
	Receiv- ing.	Dealers.	Transmitting & receiving.	Experimental & Special.	Free
Auckland	18,577	312	90	2	99
Canterbury ...	10,242	262	60	2	56
Otago	6,949	186	42	2	35
Wellington	25,681	507	129	6	54
	61,449	1,267	321	12	244

Total: 63,293.

A N.Z. School Broad- cast on Short-wave

ON March 26, at 3 p.m., the children of the Otakiri Public School, Bay of Plenty, were given a special programme, consisting of talk and musical items, from Station 1ZR, Auckland. Uncle Tom (late 1YA) acted as announcer. Reception on 46 metres was a pronounced success, and Messrs. Eady, Ltd., are contemplating future broadcasts for the benefit of our public schools. These are to be educational and musical in motive. The report given by the headmaster goes to show that school radio service on short-wave is practicable and feasible, and, of course, will reach out further with greater volume than that of broad bands.

The 1ZR broadcasts on 275 metres are received in the Bay of Plenty district well, and it is interesting to know that on 46 metres, results are even better, and at any time during daylight. We are also informed that the

broadcasts given by 1ZR on 275m. are received on short-wave sets tuned as stated above, although no transmission on S.W. is in operation. This is possible because of the station's harmonic.

"Joan of Arc"

Radio Drama for 2YA

THE story of Joan of Arc, the "Maid of Orleans" who liberated France from the English yoke over 500 years ago, will be related to 2YA listeners on Monday evening, April 13. The radio version has been specially prepared and comes to the Broadcasting Company through the courtesy of the Columbia Battery Company.

It was recently produced at 1YA and proved an outstanding success. Presented by a strong cast under the direction of Mr. J. F. Montague, the drama with its supernatural background, makes a thrilling broadcast. Miss Mary Cooley will act the part of Joan.

Easter Bargains in A.C. Receivers

STEINITE 8-Valve Console, model 40, £52..... For £30
STEINITE S.G. Model 72, £47 For £37
ROLA S.G. Model, £38..... For £32

All Cash Prices

PHILIPS Q.P. Set and Speaker £14/14/-

Great Bargains in Battery Sets

G. G. MacQUARRIE Ltd.

Licensed Radio Dealers

120 WILLIS STREET :: :: WELLINGTON.

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