

The New Zealand Radio Record —AND— Home Journal

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, JUNE 12, 1931.

DRIVE FOR 100,000 LICENSES.

REMARKS made recently by the Postmaster-General, the Hon. J.

B. Donald, as to his hope of achieving in the relatively near future a total of 100,000 licenses, and the inception this week of the Wellington Radio Exhibition with its display of efficient modern sets, makes it timely to launch a definite campaign for the enlargement of the radio circle. It may be some little time before the ultimate objective of 100,000 is reached, but if the boom which radio is enjoying at the present time is continued, that objective may be attained sooner than expected. The broadcasting service has made remarkable strides. Year by year, without exception, the number of licenses has expanded, and with the improvement in sets and the standard of transmission, there is not now, as in earlier years, so big a loss of listeners at the end of the financial year. The modern set, once installed, makes it true to say, "Once a listener, always a listener."

IN recent years two outstanding developments have characterised radio, and two more loom in the near future. The outstanding developments from which we now derive benefit are: First, the perfection of electrical gramophone recordings, and accompanying efficiency in radio transmission. The second is the attainment of measurable efficiency in recording actual overseas broadcast programmes for re-transmission in these parts. Both of these developments have contributed in recent months to the expanding popularity of radio. It is interesting to recall in this connection that several years back, when gramophone records were transmitted from the YA stations, listeners were inclined to complain. To-day the complaint is reversed. Listeners in general would almost prefer high-class overseas recording from world artists to an undue preponderance of local talent.

THE major developments expected in the future are: First, the transmission from the heart of the Empire of short-wave broadcast descriptions of outstanding events, their reception here in New Zealand, and immediate re-broadcast, or, in order to secure a wider audience, the recording of them for re-presentation at a time more suitable to

New Zealand listeners. This possibility is by no means imaginary, and will be a practical attainment, we predict, in the next few years. The other development which also lies within the immediate lap of the future is television on a practical basis. Cablegrams during the week recorded that a number of British listeners saw the running of the classical Derby through Baird's television apparatus and an experimental transmission by the British Broadcasting Corporation. Practical success was attained, thus bringing the attainment of Baird's ideal to pass in a period shorter than was imagined would be required.

PAST achievements and present prospects, therefore, add a glamour to radio which should make the attainment of New Zealand's goal of 100,000 licenses relatively easy. Sets are now being sold on the local market equipped for the addition of television apparatus. The number of short-wave enthusiasts, eager to tap overseas transmissions, is steadily expanding. As technical efficiency grows, the ordinary listener will be enabled, by adequate recordings, to enjoy direct contact with world events with his present apparatus. The exhibition, fostered by the Wellington radio trade this week, will give the general public a glowing opportunity of visualising the possibilities of radio. That exhibition, it can safely be predicted, will be successful, in view of the special organisation concentrated upon its presentation. With the initial impulse thus given, and spread throughout the whole country by reason of both the times and the perfection of radio apparatus, it is likely that the goal held as a common objective by the Postmaster-General and the Radio Broadcasting Company, which has pioneered the present service to its current standard, will be speedily attained.

Television View of the Derby

Successful Experiment Work in Britain

TO technical radio enthusiasts the most interesting cablegram of the week was the news that the running of the Derby was witnessed throughout Britain by a number of radio enthusiasts by means of Baird television apparatus. This consummates a long period of experimental work by Baird. It will be remembered that in the early stages of his work Baird encountered many difficulties, and had to invoke the support of much publicity in order to induce the authorities of the British Broadcasting Corporation to grant him the facilities for experimental transmission and reception. Throughout the last year, after certain initial successes had been secured, the work appeared to drop into the background; but it is now apparent from the results attained that the interval has been devoted to the perfecting of the apparatus in use.

Congratulations of the heartiest nature will shower upon J. L. Baird from all over the world, and this practical demonstration of the possibilities of the future will concentrate public interest upon the radio field.

IYA Essay Competition

The prize-winners in the various grades were:—

Winning Entries

ON Thursday, June 18, the IYA children's session will be in the nature of a zoological night, when his Worship the Mayor of Auckland, on behalf of the Auckland Zoological Society, will present the prizes won in the recent essay competition. The two winning essays will be read.

Standard VI Grade.—First, Nelson Sotham, Vauxhill Public School, Devonport; second, Lella Gray, Kowhai Junior High School.

Standard V Grade.—First, Lorraine Hamill, Marist Convent School, Trinity Street, Herne Bay; second, Patty Lynes, St. Joseph's School, Takapuna.

Standard IV Grade.—First, Jack Kniverton, Marist Mission School, Mt. Albert; second, Joyce Gibson, Westmere Public School.

WHY?

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