

Wellington Radio Exhibition Creates New Record



NEW record was set in radio exhibitions when last week the Wellington Town Hall was filled to capacity with interested visitors. Long before the opening of the evening's concert the gallery was packed out, and people utilised even the steps for seats, others lining the walls and standing throughout the whole performance. A system of passes enabled visitors to inspect the exhibits downstairs then go to the gallery for the ensuing programme. The first half of each programme was broadcast by 2YA, after which the station returned to the studio for items.

The Maori performances were staged in ideal surroundings. No pains had been spared on the decoration of the hall, and the stage was particularly well got up. Here was a model Maori whare and on either side typical New Zealand scenery with the familiar flax bush and tree fern. Draping to the high roof added to the effect. During each performance the lights in the hall were turned out and the stage illuminated by a spotlight. For one of the items a model Maori canoe was brought on to the stage. A picture of this appears elsewhere in this issue.

It must be admitted that the Maoris were a real asset and that much of the success of the exhibition is due to their performances, which every night reached a higher standard. They were lively and vigorously carried out the actions to their songs. Poi and haka were performed with much enthusiasm and evoked considerable praise and applause from those who were fortunate enough to witness them.

The exhibition, although open to the public early Wednesday afternoon, was officially opened by the Postmaster-General at 7.30 Wednesday evening.

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Maoris Prove Huge Attraction

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Sir Edward Elgar's Famous Choral
Work will be presented by

The Bunedin Choral Society

Under the Conductorship of
Mr. Alfred Walmsley

From 4YA

June 23

Exhibition Speeches.

REPRESENTING the Radio Dealers' Association, Mr. W. M. Dawson welcomed the Hon. J. B. Donald, the Maori party, and the show visitors. In the course of his remarks he stated that broadcast reception had long passed the experimental stage and it may now be classed as a definite and important public utility. "I could give you many examples, but will content myself with reminding you of the wonderful service rendered to anxious relatives following the tragic Napier disaster.

"The first cost with a modern mains-operated set is practically the last one, as service can readily be obtained in all reputable makes of receivers and upkeep is surprisingly small. You will see on the various stalls sets ranging from a few pounds to £100, or more, all of which are capable of providing the user with high-class entertainment for something like ten hours a day or, say, 3000 hours in a year.

"The feature that is rarely fully realised is the extraordinary low cost of broadcast entertainment. The license fee portion of the expense thus works out at about 100 hours for a shilling, or, say, 1d a day. The power consumption of even the larger sets is quite small for in all cases the cost is only a fraction of a penny per hour.

"Service and renewals with modern sets represents only another minor fraction, so that for an overall expenditure of much less than a penny per hour the whole household can be regaled with varied entertainment.

"No other medium of entertainment can approach radio broadcasting in this respect."

Mr. Dawson referred to television, remarking that he regretted the colourful scene could not be reproduced in distant homes. Some day, however, it would. To appreciate the exhibition and the Maori entertainers fully, one must be present.

In conclusion, he thanked the Broadcasting Company for their co-operation in broadcasting the programmes, to those who could not attend the show.

The Postmaster-General Speaks.

THE Hon. J. B. Donald, Postmaster-General, said that he felt highly honoured at being called upon to open this exhibition. When he entered the hall he wondered whether he had come into a Maori pa or into a radio exhibition, but he finally observed that it was a little of both, and he wished to compliment the exhibition authorities upon the very fine results secured. He hoped that the people of Wellington would make it their business to attend and see the show for themselves.

Radio had now reached a high stage of development, and anyone who had a radio set had at hand an instrument capable of giving great enjoyment. Some people professed the desire to wait for further improvements in radio. Unquestionably progress would still be made in radio, but the present efficiency of radio sets was so great that these people by delay would lose an infinite amount of pleasure. His advice, therefore, was not to wait, but to purchase radio now. The fact that the Derby had been witnessed by many listeners throughout Britain by means of television broadcast was illuminating, and showed that progress was still

certain. Nevertheless, people should not wait longer to enrol themselves in the radio circle.

The Future of Broadcasting.

"I feel sure," continued the Minister, "that you will expect to hear from me as to the future of broadcasting, because, as you are aware, broadcasting comes under my ministration, and at the present time Cabinet is considering matters in that respect. I am sorry to say that the improvements that are in view have not been O.K'd. by Cabinet, so that it is impossible to tell the exact details, but I have pleasure in telling you that the aim that we have in view will, I hope, give more pleasure to the listeners of New Zealand than they have at present.

"For one thing it is hoped to give a say not only to listeners—and, after all, they are the people who should have as much say as anyone else in broadcasting—but also to the dealers, as well as the Government; and we hope by some such combination that the result will be that the listeners of New Zealand will be more satisfied than they are to-day.

"I want to emphasise again that we have no reason to find fault with the present Broadcasting Company. They have done very well indeed under strained circumstances in one way. They started off the business, and it was not to be expected they would reach perfection in the first twelve months or so. I do believe, however, that listeners are demanding more than they are getting to-day, and seeing that they have to pay the piper, they are entitled to get it. I am hoping that when the new regulations come into force they will be more satisfied than they are to-day.

"I do not know whether it will be possible for the present company to help out in the new arrangements, but if so, I will be pleased if it is so.

Sponsored Programmes Permitted.

"There is one point that the dealers present might be interested in. I may say that to-day I signed a letter to one of your members in which I said that I would allow them to notify the general public when they were giving a programme from a firm, that the firm's name should be mentioned at the beginning of the programme and at the end of the programme.

"That will be of very great interest to the 'B' class station-owners, because it will assist them to defray their expenses. At the same time they must be careful they do not over-step the bounds, because if they do we may take away from them the latitude they have been given to-day.

"I do not know if there is anything else I can say that you would be interested in, but I would emphasise again that, as long as we can have pleasure that is good for us and pleas-