

The New Zealand Radio Record

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Home Journal

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, JULY 24, 1931.

EDITORIAL NOTES.

A VERY cheering and optimistic view of the future of broadcasting is given by Mr. David Cody after his return from a comprehensive tour of the United States and Canada. His impressions are outlined in detail in another column, and will be read with interest. In brief, he finds that radio plays a tremendous part in the regular life of the citizens of the United States and Canada, and on that foundation he predicts that a marked expansion will take place in New Zealand in the course of the next five years. Television is now reaching a stage of practicability, and already some few thousands of sets are said to be in operation in Chicago on a commercial scale. It will naturally be some time before New Zealand participates in that development, but it is, at any rate, an interesting field to which to look forward. The expansion that is taking place at the present time carries its own assurance of continued growth in the future.

THIS week will witness the birth of a new radio monthly paper under our auspices, the title chosen being "The Radio Log." This is designed to serve the interests of D.X. enthusiasts and Short Wave enthusiasts. Owing to the distance of New Zealand from world centres, a special romance attaches to overseas reception, and there has grown up in this country a band of enthusiasts who specially seek to receive overseas stations. Their performances in this field are of definite importance, and indicate that the future development will

be impressive. In the short wave realm there are immense possibilities, as on those waves reliance must be placed for the most effective reception of European programmes. It is interesting, therefore, to watch the growing interest in this field. So marked is this that one outstanding New Zealand manufacturer has concentrated upon producing a combined short and long wave receiving set of remarkable capacity. This lead will doubtless be followed, and indicates a special line upon which growth in New Zealand may be expected to proceed. We feel that the new magazine launched this week will progress steadily, and widen the interest of radio listeners in the special romance attached to reception from overseas stations.

Radio Control

Policy Requested

"IT is a matter for regret that the Postmaster-General has not yet stated what action he is contemplating regarding radio broadcasting," said Mr. H. G. R. Mason (Lab., Auckland Suburbs), in the House last week.

Mr. Mason said the present position was causing a great deal of dissatisfaction, particularly in regard to the B class stations, some of which gave rather better service than some of those stations to whom all listeners' fees were given. Unfair treatment had been meted out in return to these stations. He would like to know to what extent the restrictions which were being imposed with ever-increasing severity on the B class stations were dictated by the newspapers. He had noticed a great tenderness on the part of newspapers of all kinds toward the Government, and wondered whether this was due to the way in which the Government obliged the newspapers by imposing restrictions on the B class stations.

The Postmaster-General, Hon. J. B. Donald: The interests of the newspapers have never been considered as far as I am concerned.

Mr. Mason said he was glad to know that, and expressed the hope that other members of the Ministry would be able to make a similar reply. In any case the House was entitled to have from the Government a clear statement of its policy on the broadcasting question.

Government Control

Present System Satisfactory

THE Dennistown Radio Society, at a special meeting held on Tuesday evening, July 14, carried the following resolution unanimously:—

"That this society, in common with other radio societies in New Zealand, is in favour of the present system of broadcasting remaining, with the proviso that a committee be set up of representatives of the Government, listeners, and dealers to work in conjunction with the present company, and that this be a recommendation to the Buller District Society for its support."

Duty On Radio Goods

Argument for Reduction

CORRESPONDENCE has recently taken place between the Postmaster-General and certain trading interests on the subject of the high duty to which radio goods and apparatus imported into New Zealand are subject.

When the recent alteration took place in the Customs tariff, the duty on radio sets from the United States was increased from 32 per cent. to 35 per cent., plus 9/40ths, a total of 42 and 7-8ths per cent. This has necessarily been reflected in increased prices to consumers.

In correspondence, the Postmaster-General claimed that the object of the increased duties was to grant a preference to Empire products, and in certain cases to afford protection to local industry.

In discussing this point, the trade correspondent takes the view that, regrettable as it might be to admit it, the plain fact is that receivers from the United States are the most suitable for New Zealand conditions. In addition, apparently certain English manufacturers of sets were asking prices which enabled them to pay dividends of up to 100 per cent.

The Minister was referred to a report in the "Wireless and Gramophone Export Trader" of June, 1931, in which information was given of two English radio firms paying dividends of 100 per cent. on their last year's trading operations. It was contended that, in view of this high dividend rate, the prices being asked by the firms were unduly high, and such as to make them ineligible for continuance of Empire preference in New Zealand.

The duty imposed by reason of the Government's tariff in respect of mid-get sets amounts to 65 per cent. on American prices, in the case of consoles to about 75 per cent., and in the case of combination models to about 80 per cent. These figures are regarded as tending to affect the rate of expansion of radio in New Zealand.

MR. G. ROBERTSON, manager in New Zealand for Amalgamated Wireless, was a passenger for Sydney on Friday last. He will be absent in Australia on business for about a fortnight.

ILLUSTRATE Your Goods and SELL Them

Those who buy for the home, farm, office or factory have one thing in common. They usually buy the things that look best for the price. Whether their buying is influenced by newspaper advertisement or catalogue they purchase the goods pictured and described to the best advantage.

Your product can be successfully pictured if you use "Dominion" illustration blocks. Made by craftsmen who know how to produce the best results for every class of printing, they give unusual satisfaction. Let us help you with your illustration problems.

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WELLINGTON

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known to Valve Manufacturers.