

# The New Zealand Radio Record

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## Home Journal

(Incorporating the "Canterbury Radio Journal.")

P.O. BOX, 1032, WELLINGTON.

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RADIO PUBLISHING COMPANY OF NEW ZEALAND, LTD.,  
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WELLINGTON, THURSDAY, DECEMBER 31, 1931.

### LOOKING FORWARD.

WE should have dated this issue January 1, but we didn't because it was a holiday. Nevertheless the fact remains that it is the first issue for 1932 and the first published during the new regime in broadcasting control. We are confidently looking forward to the coming year as one of the best yet. All around us are evidences of the depression and of its far-reaching effects—but, for radio, it has done a great deal and it will do more. That is why we are looking to the new year for great things. Who knows but that television may come along and, as its sister radio did ten years ago, lift the world out of the trade depression? It is eagerly awaited, and when an acute want is being satisfied the wheels of industry revolve faster, the numbers of unemployed grow fewer, misery and poverty diminish and the spirit of optimism reigns. Already radio, born only some ten years ago, provides employment for millions of workers; and it can supply only one side of entertainment.

Radio is fast making great inroads into the home, and each year closes with an even greater number of listeners than the year before. At present there are in this country some 70,000 licensees, representing a total of 250,000 listeners—implying that one person in every six regularly listens to radio. Is it realised what a tremendous force radio is and what a part it plays in our lives?

AND its popularity increases. In New Zealand radio has been established five years and in that time a sixth of the population have become regular listeners. What will be the state of affairs in another five years, especially if television comes? Perhaps then it will have come into its own and be regarded as a tremendous force that can be put to a thousand purposes and not a mere entertainer as it is apt to be regarded at present.

The reason for the popularity of radio is not far to seek. It is one of the few modern means of entertainment that tend toward family solidity—the cradle of national solidity. Solidity means prosperity. To the radio we turn when we want important news, to hear talks, and when we have not enough cash to go further afield for our entertainment—and many of us are like that these days. We complain of the fare and disagree with the speakers; we could provide better programmes ourselves; yet when the set breaks down it is as though someone has gone out of our lives. The serviceman is quickly summoned and instructed to have the machine in working order in the shortest possible time. And have we not all felt the disappointment when he replies that it will take some time to fix? Yes—we have to be without a thing to realise what it means to us. It does not fit a gap, but it creates a big one if it happens to fall out for even a short time.

We are a cosmopolitan people and difficult to please. If we are not pleased all the time we complain until something is done about it. And then the other fellow has something to say—and so radio goes on. Some day we shall understand and be a little more tolerant. We are changing over to Board control of our broadcasting and listeners who do not understand are waiting expectantly for the first broadcasts of the new year to be something stupendously different. They are going to be disappointed. Whether or not improvements will eventually be made is another question—we are not concerned with that for the moment—we are just asking the impatient fellow to wait and see, remembering that "He also serves who only stands and waits." Even for a smoothly-working organisation to provide a diverse service for four stations for 300 odd days in the year is a big problem. What must it be like for a barely formed organisation to provide that programme? And that is what will confront the Board during the early days of this year.

AND then there is the part played by the radio trade. They have done a tremendous amount to make radio as popular as it is. Engineers have done marvels in their laboratories, making the modern radio as simple and as safe as any household utensil and a great deal more useful than some. They have made sets compact and reliable; and they have trained men to keep them in going order. That is a big thing. A few years ago one paid three times what one does now for a receiver and its necessary encumbrances, and then had a license to get into as much trouble as one wished and more. But the difficulty was that there were not many who could get one out of the difficulties. But it has all changed now. When one buys a set, the manufacturers or their representatives "make it stay sold." The purchaser is satisfied, for his radio regularly brings in entertainment and culture—not always the kind the old set brought in, either.

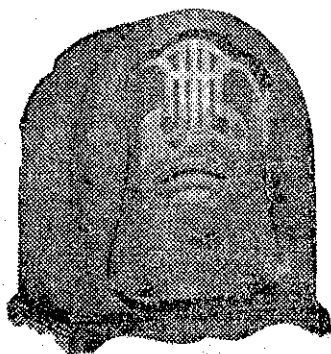
ALTHOUGH interesting, the year just ended is not altogether outstanding in radio history. Certain important developments have taken place and certain inventions have been brought to our notice, but radio is the same materially as it was twelve months ago. There is this difference, however. There are millions more who have realised just what they have been missing and have joined the ranks of listeners.

We stand on the threshold of another year. We can see back but not forward—but the clouds on the horizon predict prosperity. Already in one of the blackest of years radio has gained ground and attracted to its ranks many who otherwise would have been unemployed. When other factories are closing radio ones are opening, and this bids fair for 1932.

Revolutionary changes? We imagine not. Radio will steadily jog along, will be joined by its sister, television, and the two will jog along in unison, spreading happiness and creating employment.

In our own little sphere we are hopeful of a good year. We shall not expect great things for a start but the change will be quiet and steady. And perhaps some day we might employ hundreds of people to supply one programme a day—and still there are those who would complain.

Welcome, 1932.



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