

Editorial Notes

Wellington, Friday, April 15, 1932

THE publication this week of a Radio Monthly on a comparatively ambitious scale is an event of sufficient importance to radio interests in New Zealand to warrant some comment and explanation to our readers. Our object in undertaking this new venture is to give additional service to the radio public and meet the demand for information in various fields. It will be obvious to all readers that any newspaper's success depends upon circulation and the market available for it. Possibly this point will be best illustrated by a glance at the development in Britain of the radio Press. There, because of the size of the population, the radio Press has been able to develop along the logical lines of fulfilling three separate functions by three main separate mediums. First of all, radio in its broadcasting field calls for a programme service—making available to readers prior knowledge of the musical and other fare available over the air. To fulfill that function Britain has the "Radio Times," which is essentially a programme paper with, practically speaking, no other phase at all. A secondary desire exists for the printing of high-class talks and literary fare that are given by distinguished speakers under the B.B.C. service. This public is not so comprehensive as that which desires prior knowledge of the programmes. Accordingly a different medium is necessary, with a different clientele. To meet this field there was established "The Listener," in which is given the text of most of the talks contributed over the air. This is a well-balanced and comprehensive publication, with a good circulation, but not in any way comparable to the "Radio Times" itself. The third field is covered by the radio technical press. This caters for the technician and the radio enthusiast. The B.B.C.'s official organ in this field is "World Radio," but in addition there are many journals published by private enterprise. In the provision of matter for those interested in overseas listening "World Radio" gives the programmes, as far as they are available, of European stations.

HERE in New Zealand it will be apparent that, because of our smaller population, the three main

functions above mentioned must be covered by a less number of publications. In the past the "Radio Record" endeavoured to cater for those interested in programmes, those interested in the matter given over the air, and the technical and constructional enthusiasts. In endeavouring to cater for those three interests in the one medium certain difficulties obtained. The technician required his matter, but that matter, while vital to him, was of but little interest to the ordinary broadcast listener. Consequently, in balancing out probabilities recently it became apparent that the time was ripe for a division of the functions of the "Radio Record." The market available for such a publication was felt out by the establishment of a small Monthly last season entitled "The Radio Log." This was designed to appeal specifically to the DX enthusiast, as well as those interested in short-wave activities. The response was so gratifying that we have been encouraged to seek to enlarge the service and cover other fields, notably those for the constructional enthusiast, the technician and the trade. The result is now available in the form of "The New Zealand Radio Times and Traders' Digest." This is issued as a ninepenny Monthly, and in its initial number we feel that it covers a breadth of ground in so attractive a style as to give hope for its winning a distinct public among those interested in the topics covered. The trade section covered in a Digest specifically for the trade, we feel, has special possibilities. There are in New Zealand some 1000 registered Radio dealers. Because of the extent of the Dominion and its scattered geographical nature, definite problems obtain in the servicing of listeners' sets and the expansion of radio interests, upon which united action is desirable. The creation of the "Radio Times" does not mean the entire elimination from the columns of the "Radio Record" of features of interest to the overseas listener and the technician. We will maintain in these columns our Trouble service of "Questions and Answers" to listeners experiencing trouble, and will periodically review matters of definite interest to listeners from the technical and service standard.

From Depression to Prosperity

(Continued from Page 1.)

frozen mutton had been successfully shipped to London. You may imagine how this fired the enthusiasm of the sheep farmers of New Zealand. The leading business men of Dunedin combined, together with some of the big sheep farmers, to give the new freezing process a practical trial on a commercial basis. Sufficient sheep were forthcoming from the big stations to fill a ship's hold. The sheep had to be taken to the waterside, and killed and frozen on the ship. One cargo of frozen mutton was destroyed by fire while the ship was yet in harbour, and another cargo was lost at sea, when the ship Dunedin was lost. However, New Zealand mutton reached the English market and found purchasers.

Now let me describe how Wellington secured, through the courage and enterprise of the pioneers of that time, a railway service which has been a boon and a blessing to the city of Wellington.

The Government of the day intended to build a railway line from Wellington to Palmerston North, and a certain amount of formation work had been done, but it closed down on the job. This was a big blow to Wellington, but, nothing daunted, the business men of Wellington discussed the matter, planned and schemed, and eventually secured the consent of the Government to build the railway, and the Wellington and Manawatu Railway Company, Limited, blossomed forth. A marked degree of the responsibility of citizenship was shown by numerous wage earners, many of whom subscribed for five shares and some even subscribed for a £1 share, but this all helped to develop this progressive undertaking. It was many years before the shareholders saw the colour of a dividend, and, truth to tell, most of them did not expect any such return.

The railway from Wellington to Longburn is a lasting monument to the courage and enterprise of the business men of Wellington of the eighties.

According to tradition, and the experience of the world, history has a habit of repeating itself, and we may thus well wonder what new industries or services are likely to emerge from the present depression. The question involved in this I do not presume to answer, but it seems to me that at least two industries with export potentialities may be the outcome.

The first, and immediately profitable industry, is that of gold mining. This industry is not a new industry to New Zealand, but it has remained stagnant for a number of years, for other lines of industry have offered greater scope with a surer development. There is still plenty of gold to be won in New Zealand, especially in the South Island, and prospecting is being encouraged by the Government. The great progress made in the science of metallurgy, which enables low-grade ore to be worked profitably, combined with the advance in the price of the yellow metal, have had a wonderfully stimulating effect in the gold mining industry. New mining companies are coming into existence frequently, and the results being obtained are shown by the export figures of gold.

Another industry, offering great export possibilities and one likely to emerge from the present depression, is the industry of producing New Zealand flax (phormium tenax) fibre. The staff of Massey College, Palmerston North, have been doing valuable research work in connection with the growing of flax,

Let us look to the bright side of the depression, let us find new avenues of placing our unemployed people in permanent and profitable employment. Let us build a new secondary industry which will revive, on a stabilised basis, one of our most valuable, yet at present languishing primary industries. Courage, optimism, and determination, combined with patriotism, are the great essentials of to-day.

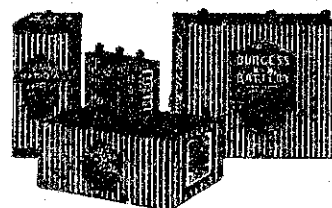
[Further excerpts from broadcast talks of this nature will be given next week.]

"The Valve With the Life-like Tone."

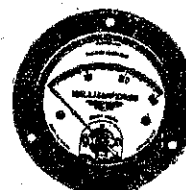
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