

IN addition to the splendid work that is being done by the Department of Agriculture and the Canterbury Progress League, quite a number of competent authorities have helped to contribute to the farmer's store of useful knowledge. The gentlemen who have thus faced the microphone in one or other of the company's stations in a spirit of community service, include Mr. J. W. Collins (Secretary of the Department of Industry and Commerce), Mr. T. C. Brash (Secretary of the Dairy Produce Board), Dr. Kidson (Government Meteorologist), Mr. H. H. Edwards, Mr. W. R. Oliver, Mr. E. H. Skeates, Mr. G. Ambler, and Mr. H. W. Beck. The farmer, let it be noted, gets all this wealth of valuable information, in addition to the daily and nightly entertainment which radio provides for his household, however remotely located it may be.

Afternoon Talks.

LADIES who listen in during the afternoons have been specially well catered for in the way of lectures from all four stations. These lectures have naturally related chiefly to domestic affairs. In Dunedin, Miss Puchegud has delivered a series of lectures on "Interior Decoration." In Christchurch, under the auspices of the Home Economics Association, many very instructive addresses have been given by Miss M. Blackmore, Miss M. J. Shaw, and Miss Sarah McKee. Lectures on first aid have been given at 2YA by Dr. L. A. Line, and a canine nurse, Miss Christmas, has given advice regarding the care and treatment of man's most faithful animal. In the realm of the home, numerous interesting and helpful talks have been given, covering every detail of the domestic wardrobe, while experts in modern culinary art have broadcast much valuable advice on what to cook, and how to cook it. Experts in dancing, too, have helped to familiarise listeners with the latest steps, and have given beginners many useful hints concerning the etiquette of the ballroom. Thus does radio come to the aid of wife, mother, and maid.

Descriptive Broadcasts.

THESE are usually broadcast direct from the scene of action per means of a relay line linking course, playing field, or boxing arena with the operating panel in the radio studio. The announcer, with his microphone, is on the spot, and it is his job to give a clear and graphic description of what is going on. It is by no means an easy task. The man who does it successfully must have keen eyes, sharp ears, a good voice, and a nimble tongue, all trained to respond instantly to the call of an alert mind. He must be both narrator and commentator, and, in the latter role especially he must display the wisdom and discretion of a Supreme Court Judge, the temperament of an iceberg, and the tact of a successful politician. He must know what he is talking about, that is to say, he must be possessed of considerable technical knowledge of his game or sport he is called upon to describe, and he must see to it that his description is absolutely fair and impartial, and free from the slightest taint of bias of any kind. Full information as to what the Broadcasting Company has accomplished in this sphere will be found in the section recording the company's operations in the realm of sport.

The news value of descriptive broadcasting is by no means confined to sport. As every New Zealand listener is aware, it has been not infrequently usefully employed in other spheres, such as the broadcasting of the proceedings at functions of wide public interest. To cite just one instance, it was the means of bringing listeners throughout the Dominion into immediate and intimate touch with the solemnities with which Anzac Day was commemorated in the four cities, and it made it possible for the most distant "digger" farthest north or farthest south, or even on the other side of the Tasman, to hear, if he wished to do so, the tributes paid to his fallen comrades by His Majesty's representative and the King's Minister in Wellington.

Let us recall but one other case, that dreary, dreadful, unforgettable

night at Trentham, that night borne in on the flood tide of hopeful expectancy and swept out before the dawning on the mournful stream of bitter disappointment and fearful apprehension. Poor Moncrief! Poor Hood! Was ever news more dramatically transmitted than that to which the anxious thousands sat and listened throughout that live-long night? News in this form, news straight from the mint of the world's happenings, news throbbing with the vitality of the personal touch, is radio's priceless gift to the world, and it is good to know that its importance and value is fully comprehended by the Broadcasting Company of New Zealand.

Allied with what may be defined as the "news phase" of broadcast information, is the no less important part of the service which is devoted to

Stunts.

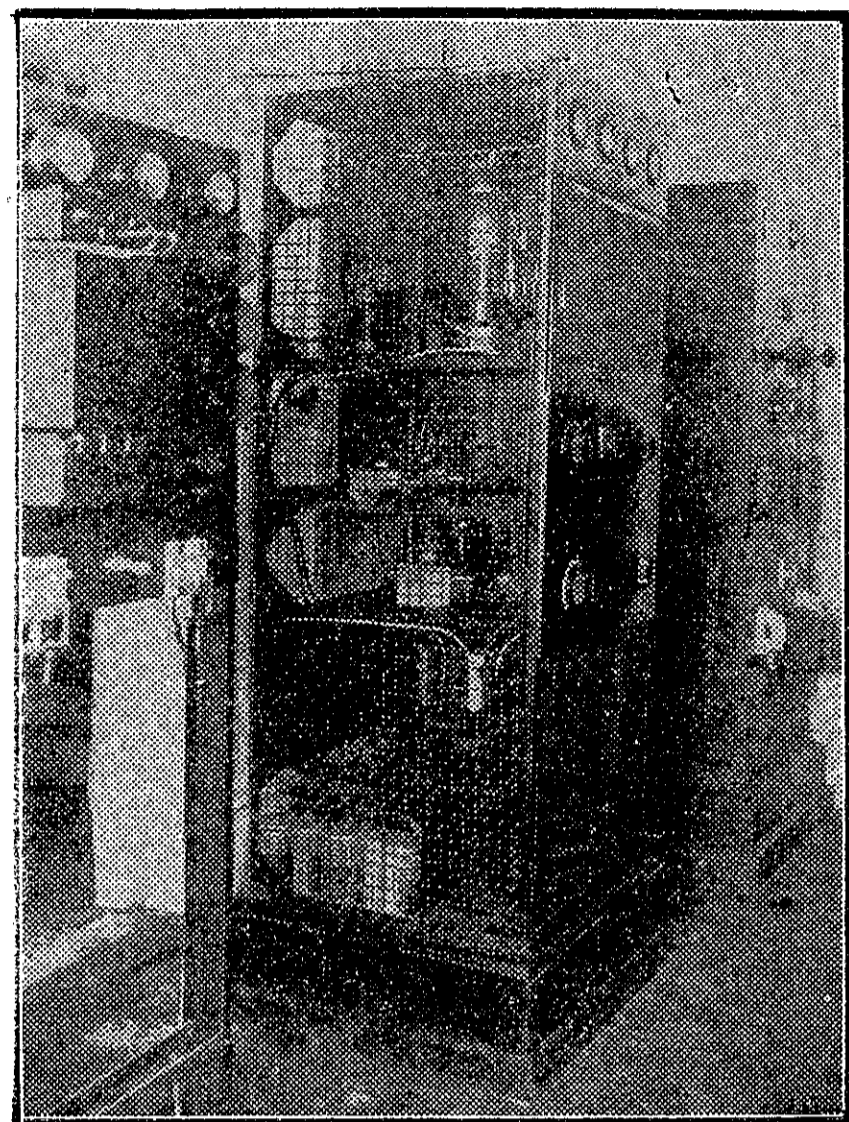
IT is perhaps the most suitable word to describe what the Broadcasting Company has done in the way of presenting feature attractions, of a more or less topical nature. These attractions are generally relays or rebroadcasts of important events, but have sometimes taken the form of special events in the studios. One such, doubtless still fresh in the minds of listeners, was the Maori Radio Pageant. Another, the notable Edison Night.

These so-called "Stunts" have frequently been sporting happenings. The most striking instance was the Ranfurly Shield match at Masterton in July last year, a match which was historic in Rugby and historic in radio broadcasting. It was a trial run for 2YA, and it met with stupendous success throughout New Zealand.

Crowds in every town and township stood around loudspeakers and listened to a very graphic description of a great event. No one who heard will ever forget.

OF course, opportunities for such a "stunt" as then presented itself happen but rarely, and, once having happened, subsequent events of a similar nature become commonplace, especially if the occasion does not present the same interesting features. That is why the Wairarapa match broadcast will always occupy a premier place in public estimation, while the next Ranfurly Shield match at Palmerston North, though over a longer relay line, is not so often mentioned. People soon begin to accept as a matter of course things which have at first appealed to them as remarkable, and in nothing is this more evident than in regard to rebroadcasting.

There is no longer any novelty connected with listening-in to England,



Transmitting Plant, 4YA, Dunedin.

Crystal-set users in New Zealand have done so. On one of the first such occasions nobody is concerned about the amount of noise or how imperfect is the reception, but after experiencing the abomination of noise in long-distance reception the average listener is content to settle down to enjoying the New Zealand programmes. Distance, of course, lends enchantment, and this is nowhere more evident than in broadcasting. It is a commentary on human nature that while New Zealand listeners praise the Australian stations, shoals of letters come from Australia praising the New Zealand programmes.

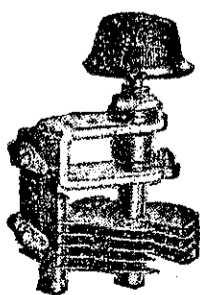
THERE is no one more alive to the importance of "stunts" than is the Radio Broadcasting Company, and overseas stations are rebroadcast when something worth while is on the air and the reception is of a quality which permits of satisfactory rebroadcasting. These occasions are, however, of rare occurrence. Crystal-set users in New Zealand have on occasion heard Big Ben strike, and voice and music transmitted from London, the occasion of the broadcast being of sufficient interest and the atmo-

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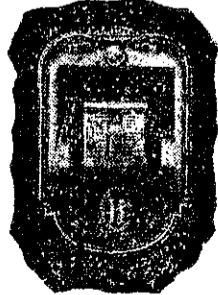
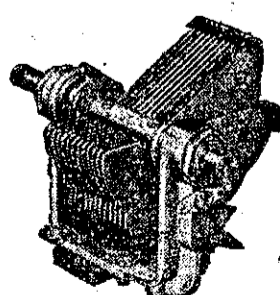
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