

## Uncle Ernest in Canada

### Children's Hours to be Arranged

THE Rev. E. R. Weeks (Uncle Ernest of 2YA) is now a visitor in Winnipeg, Manitoba, on his way to England, and has created quite a great deal of interest regarding children's sessions. At the present time these are little known in Canada, but Uncle Ernest has taken opportunity of his wide experience with the Broadcasting Company to outline the New Zealand system, and make suggestions for the adoption of similar schemes in that country. Judging from the gathering assembled at Winnipeg recently on the invitation of the Department of Education, to hear the Rev. Ernest Weeks talk on the education of children in New Zealand, there is no lack of interest in the subject.

Enthusiasm has been widespread, as evidenced by the following extract from one of the Canadian papers:—

"NO one can listen to Mr. Weeks without being impressed with his gift for enthusiasm, and without doubt this driving power has been a decided factor in putting over New Zealand's effort to make the radio an instrument in child education, not merely a salve to ease an empty hour. New Zealand has kept it up for three years and it is still going strong.

"Judging from Mr. Weeks' testimony, including the description of the children's special service on Sunday, the chief emphasis is upon the inspiration—a good thing if it be the kind that fans the sparks of imagination into a flame that carries the child along to the development of his talents.

"For one listener at least it was a grateful thing to hear that this particular line of extra-mural education had not been landed upon the too often over-burdened teacher. In so many cases, in this country at any rate, when someone somewhere has a brain wave for the immediate bringing in of the millennium, the actual working out of the scheme is placed upon the school and the teacher.

"Apparently New Zealand's radio hour is a forthright attempt of the rest of the community—including (who knows?) perhaps some parents—to put over and carry this idea into practice on their own initiative."

THE report concludes: "It is this opportunity that New Zealand's ex-

ample urges should be grasped. It is evident that the Department of Education of Manitoba is willing to provide the opportunity. It remains to be seen whether there is a sufficient number of persons interested, and with those two previous commodities, time and imagination, who can be found to put it over. If so, a new and valuable element will enter educational life, which will have a certain advantage of having its motive force outside the school, and yet if it be what it well may be, must inevitably enrich the school not only through the children, but by bringing to the teachers the heartening assurance that they are not playing a lone hand. Beside them has sprung up reinforcements."

In order to come to some definite arrangement regarding children's sessions, the Department of Education sent out a circular letter to 150 of Winnipeg's leading citizens, inviting them to attend a conference at which Uncle Ernest outlined the New Zealand system. Preliminary steps were taken for the organisation of a general committee, and this is likely to be formed in the very near future.

#### Letter from Uncle Ernest.

OF his activities Uncle Ernest writes:—"I found with the exception of two educational hours per week nothing being done through the big Government station for the boys and girls. There is a delightful soul, a Mr. Coates (Uncle Peter), a man after my own heart, who, while managing the Richardson station CTGX, Yorkton, controlled and programmed from Winnipeg—a purely commercial concern—quite on his own, and because of his love for children was making contact with lots of youngsters for half an hour each evening.

This he is increasing, much to the delight of crowds of youngsters away out on the great prairies. I went on one evening with him and received in the following week 150 letters. I have taken up the claim of the child with the Minister of Education, and with others, with the results which are indicated by the enclosure.

#### Views on Advertising.

CANADA certainly has radio problems all her own. First, she only charges 1 dollar (4s. 2d.) per license, then to the south the U.S.A. has completed commercialised radio, apparent-

ly getting all income from advertising. This is a tremendous pity, and greatly undermines its influence. I have met many people who are irritated and annoyed by the injection of advertising talks on chewing gum, etc., just when they expect to hear other things. One radio enthusiast remarked to me: "Advertising is the curse of radio."

"I noticed in a recent New Zealand 'Radio Record' that in the agreement the Radio Broadcasting Company of New Zealand could sell five minutes an hour for advertising. I am sincerely hoping the day will never dawn when the stations will do this. If New Zealand radio is to keep its enviable position with its splendid programmes and the position it now holds in New Zealand life and thought, then for heaven's sake keep the advertisers off the air.

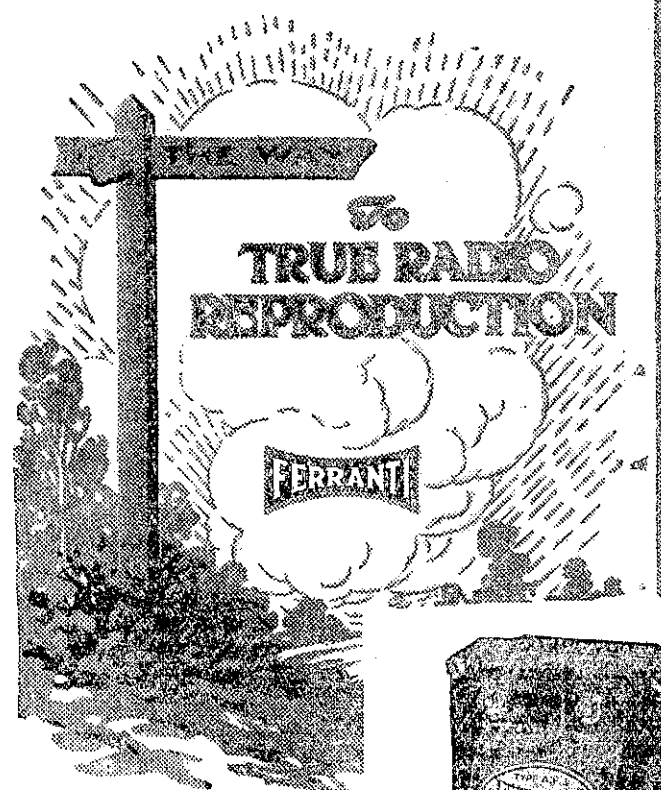
"We have been delayed in our journey, but shall leave for New York on Tuesday next. Sailing Aquitania, March 1, but our extended stay here has given up the opportunity of doing many things we wanted to, and our experiences have been very delightful. The welcome of this warm-hearted city

has been wonderful. It was just like coming home (we spent seven and a half years here, from 1907-1914). The development here is more promising than at any time since 1914. Mineral bearing ores are being found in large quantities north of this province, while the spirit of progress and abundance is to be felt everywhere. The past month has been a cold one, but the sun is strengthening, and a great year is anticipated.

"I have been kept exceedingly busy speaking, lecturing, etc. My programme has been full every day; in fact, we are finding considerable difficulty in getting away from this great warm-hearted city.

"Kindly give my very cordial greetings to all my radio colleagues.—Yours very sincerely, Ernest R. Weeks."

ALTHOUGH with modern valves rheostats are not generally necessary, it is as well to remember that a filament adjustment of the detector valve on a short-wave set is often an invaluable aid to smooth reaction.



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