

## Service Extension

(Continued from page 5.)

cerned. Probably many of the talks will afterwards be reported either in the 'Radio Record,' or in some of the local papers, so that those who are interested will be able to have a permanent record of what was said and study it at their leisure.

### Special Weather Services.

THERE are other special points that will be dealt with, for example, it is hoped that the weather forecasts will be obtained from the Meteorological Department and broadcast as early as possible to those living in the country, especially when there is anything of importance affecting the operations of the farm. During last harvest special weather forecasts were sent out to the farmers and proved to be of considerable benefit, and it is thought that by extension of this method, warning may be given of approaching cold snaps or bad weather that should be likely to be injurious

during the lambing season or at other critical periods in farm operations.

"Another question that is being considered is the broadcast of the market prices of stock and farm produce generally. These are already broadcast from Christchurch on Wednesday evenings, and it may be possible to use other information from other centres and to give useful information on the changes in the world's markets in the price of the primary products of New Zealand.

### Aid of Commerce:

THE Christchurch Chamber of Commerce in conjunction with the Department of Economics of Canterbury College has recently commenced a series of agricultural bulletins which are being published in the local newspapers. Two of these have already appeared, and they seem likely to be of much interest and benefit to the agricultural community. While they will usually be too full of figures to give broadcast, it is hoped that it will be possible to give brief summaries of them, setting out the more important points dealt with and indicating where the bulletins can be

seen by those who wish to consult them for themselves.

### Development in the States.

THE system of broadcasting information for farmers has been developed to a very great extent in the United States of America, where last year the educational programmes of the Agricultural Department reached the listening public from 149 broadcasting stations. These stations devoted altogether more than 1000 hours each month for the broadcasting of information. Many of the stations co-operated in transmitting special series of weekly lectures on different points that arose, such as special pests that were attacking grain or other farm produce, and were thus the means of much actual profit to the farmers by telling them how to deal in good time with such pests. Advantage has been taken in the United States of America of the existence of boys' and girls' clubs' and in addition to the usual listeners approximately 300,000 members and leaders of these clubs heard an evening's programme that was broadcast from the National Club Camp held by them. Other information useful for housewives has also been broadcast in America, and I have just been looking through samples of the talks and find that they deal with a great variety of subjects affecting not only the ordinary farm operations, the injurious animals and insects and so on, but they give information on many subsidiary subjects such as 'How to get rid of house flies,' or 'How to preserve fruit' and many other similar things.

THIS will give you some idea of the various ways in which the broadcasting service can be used for the benefit of our primary producers and of the kind of thing it is hoped will be achieved in New Zealand, if we can only secure the assistance and co-operation of the listeners. I can assure you that any suggestions you may send in for making the service more useful to you individually will be welcomed and most carefully considered, and they will be adopted if it is practicable to do so."

## News Items

TIRE athletes residing in the New York's Athletic Club's Building are to be assured of peace, for each of its 300 rooms is to be provided with broadcasting by means of a centralised system. The equipment is to include provision for radiovision and talking kinema pictures.

"BREAK IN," the chatty little organ of the New Zealand Association of Radio Transmitters, is a well-arranged journal. It evidently believes that brevity should be the essence of a radio paper, but its eight small pages nevertheless serve as a connecting link for those most enthusiastic of radio enthusiasts—the "Hams."

CAPTAIN P. P. ECKERSLEY, chief engineer of the B.B.C., has just announced his resignation. He has held the position for six years, and the broadcasting services of the B.B.C. owes its efficiency largely to his efforts. He is also responsible for the regional scheme over which there was recently so much controversy.

## The Story of the Gannets

### New Zealand's Most Interesting Sea Bird

IT is in August—just this month—that the gannets usually arrive at Cape Kidnappers, so it is a very appropriate time for a radio talk concerning this delightful natural history subject. One of the greatest students of the gannets in New Zealand is Mr. Horace S. Cottrell, of Napier, and he will speak from 2YA on Monday even-



MR. HORACE S. COTTRELL.

ing, August 5, when he will give a descriptive account of a visit to the world-famous hatchery and tell of the habits of the wonderful gannet, a bird not much smaller than and almost as famous as the albatross.

So far as is known, Cape Kidnappers is the only place in the world where a gannet hatchery is on the mainland. In all other instances the site is on an island. So New Zealand is specially favoured. Every year the gannets come across 6000 miles of the broad Pacific Ocean to nest on New Zealand. For how many centuries they have done this no man can say. Their life history, so far as it can be told, makes a fascinating story.

A second talk will be given by Mr. Cottrell next week, on Thursday evening, on this occasion being "The Hook of Maui," a collection of stories concerning the Hawke's Bay portion of the New Zealand coast.

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