

terbury Agricultural College; Mr. J. G. Herdman, president, and Mr. M. E. Lyons, secretary, of the A. and P. Association; Mr. O. W. B. Anderson, Horticultural Society; Mr. A. H. Cockayne, Department of Agriculture, Palmerston North; Mr. R. McGillivray, Department of Agriculture, Christchurch; Mr. C. McIntosh, Farmers' Union; Mr. H. S. E. Turner, Chamber of Commerce; Mr. H. G. Denham, Department of Scientific and Industrial Research; Mr. P. R. Clinie, Canterbury Progress League; Mr. C. T. Aschman, Board of Governors, Canterbury College; Mr. A. R. Harris, general manager, the Radio Broadcasting Company. Apologies were received from Sir R. Heaton Rhodes; Mr. James Deans, Homebush; Mr. J. E. Strachan, of Rangiora, and Col. G. J. Smith. At the conference, the Agricultural Department was represented by Mr. A. H. Cockayne, who has recently been appointed Assistant Director-General of Agriculture, and had been specially asked by the Minister of Agriculture to attend. He promised to give every assistance in his power in connection with the proposals, and so did the representatives of the Canterbury Agricultural College at Lincoln, and the other bodies represented at the conference. It was recognised that it is most important to carry the benefits of broadcasting to farmers and others, because they naturally have to

live in the country, and are more isolated than many of the rest of the community. Moreover, their work is of more direct benefit to the Dominion and it is extremely important that the results of scientific research as applied to farming should be communicated to those who are actually engaged in agricultural pursuits. Some friends of mine tell me that farmers are rather thick-headed, and that it is difficult to get them to appreciate new ideas. I cannot admit that this is the correct description, and from what I know of Canterbury farmers in particular, I feel pretty sure that they will listen to advice given, and will be very ready to apply it when they see that it is to their benefit to do so.

A Regular Programme.

"Much work of this kind in the education of the farmers has already been done by the Agricultural Department, at Wellington, which has broadcast a lecture by one of the officers of the Department once a week for some time past, and by the Canterbury Progress League which, during the last two years, has arranged to have a lecture on some agricultural subject broadcast once a fortnight. These talks have been very useful, and there is no intention of interfering or overlapping with them, but there has often in the

past been difficulty in getting lecturers at the time required owing to the fact that so many officers of the Agricultural Department have to be away in different parts of the country on their special duties.

An attempt is therefore being made to organise these talks so that they may cover as much ground as possible, and be delivered at the seasons of the year when they will be of most benefit. It is hoped to arrange a definite programme for the whole year which can be announced well in advance, so that all will know what subjects will be discussed as time goes on.

The lecturers will all be well-known authorities on their different subjects, and will be able to put the information which they have to give in a form which will be easily understood by those who are listening. The Agricultural Department in Christchurch has promised to give a lecture on the last Thursday of each month, and the Canterbury Agricultural College one on the second Thursday. The other two or three Thursdays of each month will be filled with lectures from the Forestry, Horticultural, Poultry, and other Divisions, and it is proposed on one evening a month to give a short ac-

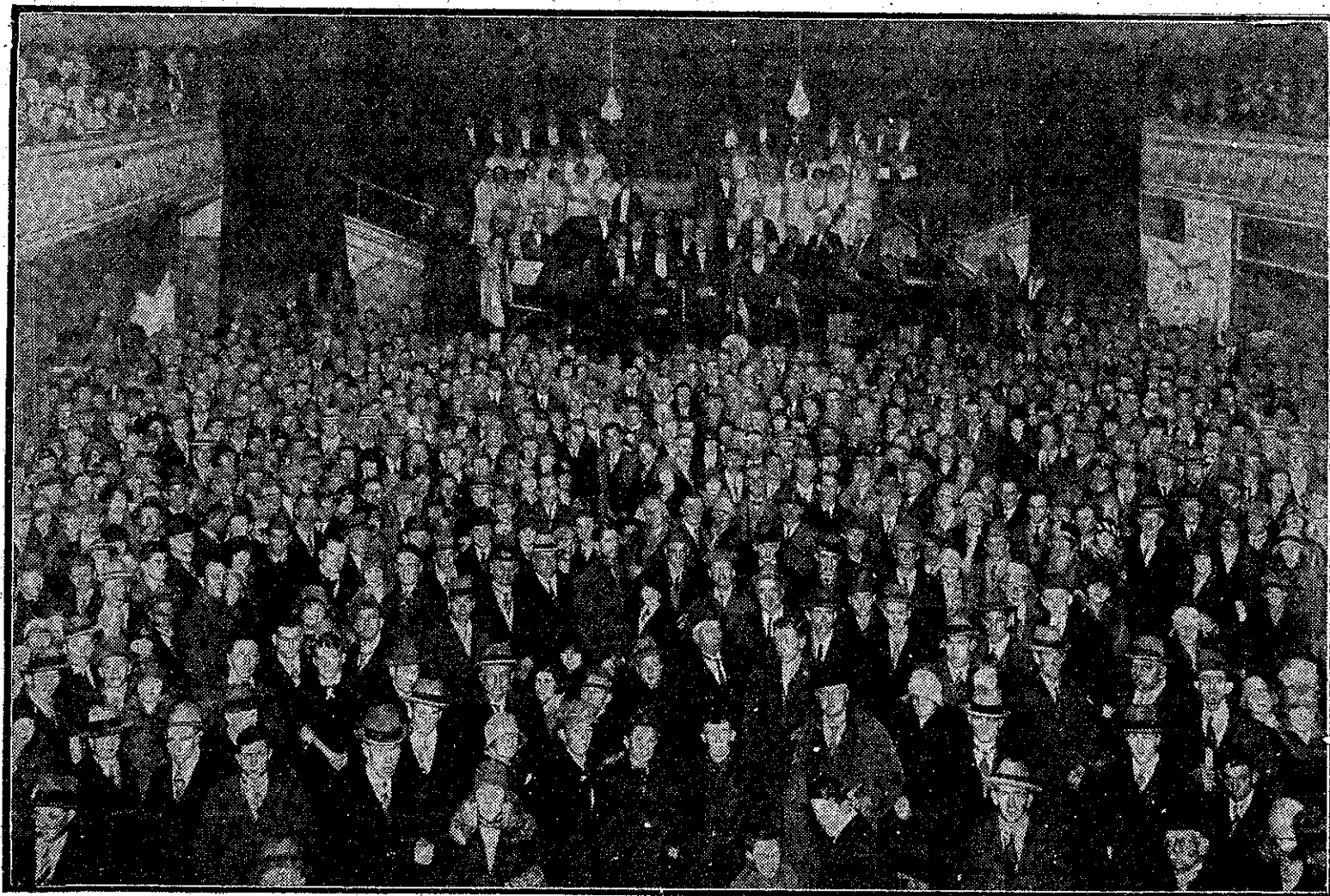
count of the most important articles that appear in the "Journal of Agriculture." It may be possible occasionally to have talks from some of the farmers themselves. The successful man may be able to explain how he has succeeded, and the unsuccessful one to ask why he has not.

Co-operation Desired.

"HOWEVER good and thorough these talks may be, they will produce little permanent benefit unless we have the co-operation and assistance of all the listeners and various suggestions have been made by which this may be secured. It is hoped, for example, that farmers and others will send in any suggestions they may have as to the subjects on which they specially require information and if there are any points in the talks they listen to which they do not quite understand, or on which they would like fuller information, they are invited to write to the Radio Broadcasting Company and their questions will be attended to and either answered direct by letter or, if they are of general importance, dealt with in some subsequent talk.

"The talks will be given on Thursday evenings at about half-past seven, as it is hoped that this will be the most convenient time for those who are con-

(Concluded on page 12.)



FLASHLIGHT OF SCENE IN RADIO EXHIBITION, SECOND NIGHT, FRIDAY EVENING.

An even larger crowd than on the opening evening graced the floor of the Exhibition on Friday evening. Scene shows the stage at the conclusion of Mr. Ball's address to listeners. With him is Mr. Heighway. On the stage are seen the Wellington Harmonic Society (conductor, Mr. H. Temple White), and the 2YA Orchestra, contributors to the programme for that evening.

—Wallace, photo.