

"Each Get Another!"

How to Improve the Service

OPPORTUNITY was taken at the Radio Exhibition in Wellington last week to "improve the shining hour" by an appeal that each listener should facilitate further improvement in the service by inducing one new listener to come into the fold. This appeal was made by Mr. J. Ball, editor-announcer of the Radio Broadcasting Company, from the Town Hall on Friday evening.

"I am speaking to you from the Broadcasting Company's temporary studio at the Radio Exhibition in the Town Hall, Wellington," said Mr. Ball. This, as no doubt you are aware, is the first Radio Exhibition to be held in New Zealand, and I feel sure that as radio enthusiasts you will be pleased to learn that the exhibition is from every point of view well worthy of the occasion.

"The great hall in which the exhibits are set out is eminently suited for the purpose. Our model studio is on the stage at the upper end of the hall, and I am at the moment looking down upon a most animated scene. Ranged on either side of the hall are the stalls of the exhibitors—nineteen in all—upon the lay-out and decoration of which neither time, trouble, nor expense has been spared. The wide span of open floor space is thronged with an ever-moving mass of interested spectators, who will surely find their tour of inspection well worth while. I will not attempt to describe the exhibits. I sincerely wish it were possible for all of you to see them. It must suffice for me to say that the exhibits here presented represent the last word to date on the technical side of radio development.

Spread the Gospel!

"WHAT is the purpose behind this exhibition? Obviously you will answer it is to spread the gospel of radio, to create a wider interest in the wonderful service which this modern marvel is daily rendering to an ever-widening community, to win recruits to the great army of listeners. That it will serve this purpose in so far as those who are able to attend are concerned, we hope and believe.

"But we hope, also, that it will exercise even a much wider influence, and inspire the many thousands of distant listeners to do what they can for the benefit of all concerned, themselves included. The greater the number of licensed listeners the better must it be for each individual listener—the better for you—because the greater will be the improvement and extension of the broadcast service. 'But,' you say, 'I own my own set. I am already a licensed listener. What more can I do?' Believe us, you can do a great deal.

"If every licensed listener were to persuade just one other person to become a licensed listener, what

Relay from Hamilton

Broadcast of "The Holy Descriptive Notes on Song and Music City"

A RELAY of the sacred cantata "The Holy City" from Hamilton to IYA is to take place on Wednesday, August 28. The cantata is to be performed by the choir of the St. Paul's Methodist Church. Mr. T. S. Webster will be at the organ.

The choir is a splendid combination. It has a membership strength of 40 voices, and has been very successful in competition festivals.

From Cook Islands

An Appreciative Letter

IN enclosing a cheque for £16 14s. 6d. in aid of the earthquake fund, a fine tribute to the New Zealand Broadcasting service is paid by Mr. J. McGruther, of the Cook Islands Administration.

"As it was through you that we were made aware of the catastrophe, and of the pressing need of some of the sufferers, and as I am uncertain, until the mail arrives a few days hence, to whom to remit our contribution, I trust that you will undertake to pass it on to the proper quarter."

"While I am 'tuned in' I should like to mention what great pleasure your service gives us here in this remote speck in the ocean. For the most part reception is good. We have been able to follow the relaying of the All Blacks' matches to date quite well, and the Emden's concert came through good and strong."

a wonderful difference that would make!

"Our objective is to make it possible for New Zealand to be able to claim possession of one of the most complete, efficient, and satisfactory broadcasting services in the world. We know of nothing better calculated to hasten that happy consummation than the enthusiastic co-operation in the simple manner we have suggested of the great army of satisfied listeners, whom it is our delight to serve.

"Probably while you have been listening to me there has flashed into your mind the name of some friend or neighbour to whom radio would prove as great a joy as it is proving to you. You may possibly know of several people who would be happier for having a receiving set in their homes. If so, please send their names and addresses to your nearest radio dealer, and, if you have the time and opportunity, tell them yourself what radio means to you and yours. As perhaps you know, the advent of the all-electric alternating current set has stabilised the radio industry to such an extent that no one need hesitate to invest in any modern radio receiving set—A.C. or battery, according to circumstances—manufactured by a reputable concern. Help us to help you. Let the radio slogan be, 'At least one new listener to my credit.'

Maori Pageant

CONCERNING Maori song and music, which will be so prominent next week in connection with the radio pageant, Mr. Johannes C. Andersen has some interesting comments to make.

"The Maori had few musical instruments, he says. Strange to say, with the exception of the great war-gong, he had no drums, and the drum is a favourite instrument with uncivilised, or little civilised people, helping, as it does, in the appreciation of rhythm; and the Maori had a superb sense of rhythm, far more exact than our own. He had a war-trumpet, and a shell-trumpet, but these were not used as musical instruments; rather as signalling instruments. He had two kinds of flute, and it is from these that we have gleaned what we know of their technique and melody. One, the Koanau, was an instrument somewhat like our flute, except that it was blown from the end, and had only two to five side-holes. The tones produced differ in interval in all flutes examined, no two agreeing, so that one is forced to conclude that the Maori recognised no definite arbitrary intervals, as we do not in our speech tunes. Every flute was made to play a particular song; if it were wished to play another song, on that flute the holes had to be altered, and many flutes are found with the holes so altered. Moreover, when the flute was played the words of the song were played on it; that is, the flute spoke, and on the Maori flute even the European ear is able to catch at least some of the words. This explains why the Jew's harp was a favourite instrument with the Maori; he was able to speak on it, and two lovers would sit side by side, each with a Jew's harp, softly exchanging confidences on their instruments—actually saying it with music. There are stories which tell how lovers conveyed messages by means of flutes, and when Hinemoa swam to Tutanekei, it was because of what he was saying to her on the flute. So of the song-birds, the Maoris particularly liked the ones that seemed to be saying something, that is, the ones whose voices approached human speech.

Hastings Concert

To be Broadcast on August 22

THE Hawke's Bay Radio Society, which is to broadcast a concert through 2YA on Thursday, August 22, has drafted a programme which is expected to be the finest ever arranged in Hawke's Bay. The finest artists, individually and collectively, in Hawke's Bay have been engaged and the programme is one of great variety. Maori items will be sung by the Te Aute College students and by the Awapuni Women's Institute. During the evening there will be a brief talk by His Lordship the Bishop of Aotearoa.

Inventive Genius

Members Complain

A COMPLAINT that "red-tape methods" of the Post and Telegraph Department were strangling the inventive genius of young New Zealanders in the field of research was made by Mr. E. J. Howard (Christchurch South), when speaking in the House of Representatives on Friday, states "The Dominion."

Mr. Howard said that of the remarkable array of apparatus exhibited at the radio exhibition in the Wellington Town Hall not one piece was the product of the brain of a New Zealander, which showed how the Post and Telegraph Department's red tape methods were preventing young men from making developments in the industry. It was a hard thing to say, but New Zealand was living on the brains of other people, and paying dearly for them, because Government Departments by their policy were preventing developments in science and industry. He did not want to be unfair to the Postmaster-General (Hon. J. B. Donald), as he had just taken over—

A voice: He has taken over the rubber stamp.

The Rev. C. L. Carr (Timaru) hoped that the Post and Telegraph Department would review its decision and make it possible for young enthusiasts not in good circumstances to pay their license fees quarterly. He said that as she supplied most of the world's radio goods, and also produced gramophones and films, America certainly seemed to have won the war. He went on to refer to the B class radio stations, and asked for sympathetic Government consideration of these.

The Postmaster-General (Hon. J. B. Donald) said the member for Christchurch South had stated that the Department was making a good thing out of radio, but actually the Department was losing on the radio business.

Mr. Howard: But what in? What are they doing? Great Scott!

Mr. Donald said that he did not wish to be a stumbling-block to old and young people interested in radio. Mr. Howard would find that he was not the rubber stamp he thought he was. He thought that New Zealand was served fairly well by the Radio Company, although there might be room for improvement. Regarding B stations, he said that applications made for these would be granted if the Department were satisfied that the equipment was good and that the stations would not interfere with others. With regard to a suggestion that some of these stations wished to carry out advertising on the air, Mr. Donald said that already that question had been gone into and would be considered further on the return from England of Mr. G. McNamara, Secretary to the Department. The decision would be announced then.

Mr. R. Semple (Wellington East): What are you going to do about the fees?

Mr. Donald said that that subject could be dealt with later.

Mr. W. D. Lysnar (Gisborne) referred to the lack of New Zealand news on ships travelling from New Zealand to other countries, and urged the Government to do something in this matter.