

The New Zealand Radio Record

(Incorporating the "Canterbury Radio Journal.")

P.O. BOX, 1032, WELLINGTON.

Published Weekly. Price 3d. Subscription Post Free in advance, 10s. per annum; booked 12s. 6d.

Literary communications should be addressed: "The Editor"; business communications to "The Manager."

Advertisers are asked to note that alterations of advertisements should be in hand Friday of each week for insertion in the succeeding issue, printed Tuesday, bearing Friday's date. No responsibility is accepted for blocks remaining unclaimed three months after each insertion.

N.Z. RADIO PUBLISHING CO., LTD.,
P.O. Box 1032, WELLINGTON.

WELLINGTON, FRIDAY, NOVEMBER 1, 1929.

RADIO AS PEACEMAKER.

THE influence of radio as an educational factor is becoming more marked as the years go by. Its value as an entertainment medium does not need stressing. Modern conditions and its outstanding capacity for rendering service are steadily increasing its use in the wider field bordering on public knowledge of political affairs. In the recent British General Elections broadcasting was utilised very fully in the effort to convey the views of the leaders adequate to the people. The extent to which broadcasting chains were utilised in the recent Presidential Election in the United States is still fresh in the minds of listeners. These facts, together with the object-lesson so recently effectively given in Australia of the value of broadcasting in political affairs, has brought home to New Zealand listeners the desirability of reasonable use being made of broadcasting in this field. The people most concerned are those in the country. It was not surprising, therefore, that the executive meeting of the Farmers' Union considered the question, and passed a resolution requesting the authorities to review the restrictions now imposed upon broadcasting in the direction of on suitable occasions permitting the utterances of political leaders to be broadcast. Mr. K. W. Dalrymple, who brought up the matter, stated the recent Australian Elections had afforded him the opportunity of securing a better view of Australian politics than ever before, and he sought the same opportunity for country people in relation to New Zealand. As listeners know, the regulations now governing the conduct of our broadcasting service proscribe the use of broadcasting for political purposes. But those regulations can be modified, and we are inclined to think that the trend of the times, and the growing reliance of listeners upon radio for service in entertainment, knowledge of public affairs and general education and instruction, will become so pressing that it is only a matter of time before this concession will require to be given.

THE British Labour Party now in power at Home shows a special appreciation of the value of broadcasting as a means for maintaining contact with the electorates. The Press, broadly speaking, is controlled by joint-stock companies primarily concerned with the establishment of successful businesses while still serving the public. The effect has been to make it perhaps a little more difficult for Labour to secure publicity than other parties. So sane and sound

an observer as the "Saturday Review" comments that it is natural enough for the British Labour Government to show a special appreciation of broadcasting, both in relation to explanations to listeners of major domestic problems and international affairs. Following on his recent success at The Hague, Mr. Philip Snowden, Chancellor of the Exchequer, explained to listeners the issues involved. This was appreciated.

IN the field of world peace again radio is serving an important part. The newspapers of the world, understandingly enough, concerned mainly with the interests of their own national affairs, have been a little lacking in appreciation of the possibilities of the League of Nations as now established at Geneva. In the words of the "Saturday Review," there has been a tendency to either ignore it or treat its deliberations with amused cynicism. The consequence has been that its discussions upon matters pertaining to world peace have not received that publicity in the world Press which their importance, if the cause of peace is to be advanced, would warrant. The only counter possible has been the establishment of a special broadcasting service from Geneva. That station is now operating, and its effect certainly will be, in our view, to lift international affairs into greater prominence in all countries concerned.

ANOTHER angle to the service being rendered international peace by broadcasting is the cross service rendered by one country to the listeners of another. Thousands of English homes now listen daily and nightly to transmissions from France, Germany, Italy, Sweden, Holland, and even Spain. The reverse process also takes place. This interchange of music, thought, and national news over the air must inevitably lead to the development of a cosmopolitan understanding of one another's problems. That outcome cannot but be of benefit. Radio is definitely the most potent influence for world peace yet created.

Radio Listeners Steadily Rise

Total now at 48,627

THE Secretary of the Post Office advises that the grand total of radio listeners as at September 30, was 48,627, this being an increase of 1300 for the month. Details of the totals are as follow:—

	Receiving.	Dealers'	Others.
Auckland	15,428	264	149
Canterbury	8,386	189	82
Otago	3,980	148	51
Wellington	19,442	409	99
	47,236	1,010	381
Grand Total: 48,627			

Christchurch Radio Olympia

To open Tuesday,
November 12

THERE is much stir in radio circles in Christchurch at the present time, for all the leading dealers are keenly interested in the Radio Olympia, which is to open in the Choral Hall on Tuesday, November 12. The exhibition is to be held in Carnival Week, when the city is full of visitors for the races. This year, the Radio Olympia will take the place of the usual motor show, which has in previous years been a source of great

interest to visitors and townsmen alike.

The success of the Christchurch Radio Olympia is assured, for it will be the great attraction of Carnival Week. In addition to the actual displays of radio apparatus, when every known species of receiving set and other equipment will be on view, concert programmes given by the leading talent in Christchurch will be presented every evening.

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IT'S WHAT YOU REMEMBER.

It's not what you read, but what you remember that is of benefit to you. Try to remember that if you get chapped hands, rough hands, stiff hands, or almost anything wrong with your hands, your troubles will generally cease if you rub Sydal well into them. Sydal's use would have saved these troubles.