

The New Zealand Radio Record

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, DECEMBER 20, 1929.

THE CHRISTMAS SEASON.

AS this is the last issue which will reach readers before the festive season we desire to take the opportunity of extending the compliments of the season. Radio has a definite part to play in Christmastide festivities. In preparation for the holiday spirit and to assist trade friends in facilitating sales, all YA stations will begin special extended sessions as from December 16 and 17. Starting them at noon, in lieu of 3 p.m., opportunities for demonstration will be amply afforded. All special services and sporting activities offering, will, of course, be broadcast, and listeners scattered far and wide enabled to enjoy through their radio sets close contact with the spirit of the season.

IT is interesting to note that the goal of 50,000 listeners set for attainment by the end of the year has been gained. It is also, we think, striking in this connection, that this gain has been secured not by any outstanding "stunt" or event of popular interest, but simply by a high standard of good service. Profiting by experience and close study of the popular taste as evidenced by correspondence, contact with the various committees of public relations, and both anticipation and interpretation of the public's wishes, the Radio Broadcasting Company has steadily built up a schedule of service which is successfully attracting new adherents. That, after all, is the final measure of success. Those who are prepared to pay for the service are steadily growing. By reason of this success and the financial return which it brings, the Company has been able to progressively expand its programmes until now it is interesting to note it is giving practically four times the hours of service it contracted to give. Even yet, the service is not perfect—nor, we imagine, will it ever be! There is still the silent night. There are still some hours not filled by broadcasting! So some demand extensions and more extensions. We join with them in so far as the silent night is concerned. Listeners, now substantially won to the policy of "sticking to the local station" and not ranging far afield with its risk of static and distortion, would like that abandoned. This is a matter of economics, and we imagine that it will be the next major concession to be granted listeners. It will, of course, represent a definite extra cost in the items of operating and programme provision, but looking back on the advances made over the last

twelve months, we strongly hope that the incoming twelve months will see the abandonment of the silent night.

A FEATURE of the past year has been the attention devoted to relays from provincial centres. Taranaki has secured her relay station, and more might have been done in other fields had conditions permitted. Unfortunately that was not the case, but as an alternative attention was devoted to organising relays from important provincial centres. This has been successful in broadening and stimulating interest in radio on the part of those communities, and has so contributed to the growth of membership in the listeners' circle. We look forward to further development of this field in the future.

Mr. Jock Lockhart

River Concert Broadcast

To Appear at 1YA and
2YA

THE well-known Christchurch entertainer, Mr. Jock Lockhart, whose Scottish humour is hugely appreciated through the South Island and everywhere that 3YA reaches, has been engaged by both 2YA and 1YA during the Christmas week. Mr. Lockhart's humour is original, and is of a type that everyone enjoys. When in Dunedin at the official opening of 4YA he created a furore. He also performed at the Christchurch Radio Exhibition.

He will be appearing at 2YA on December 24 (Christmas Eve) and on December 31, when he will be heard in Scottish songs and patter. His 1YA dates are Friday, December 27, and Saturday, December 28.

THE proposal has been made and arrangements are in train for the broadcasting from Hamilton of a concert to be given by the Orchestral Society and the Philharmonic Choir on a river steamer on the Waikato River. The concert will take place during the full moon in February.

Aunt Pat's Party

3YA Children Entertained

THE beautiful grounds of Dr. Robinson Hall, Riccarton, rang with the shouts and laughter of happy children on Saturday afternoon. It was a party given by Aunt Pat of 3YA (Miss Maynard Hall) to the young people who had assisted her at the children's sessions during the year.

Children of all ages were there, even some tiny tots who had had to stand on chairs when they sang before the studio microphone. One of those present was a blind girl who is a regular contributor to the 3YA children's sessions. Every school in Christchurch was represented by at least two pupils. Uncles and aunts, and other grown-ups too, were present.

Everyone entered enthusiastically into the spirit of the occasion, and made it thoroughly enjoyable for themselves as well as for others. Games and scrambles and a treasure hunt, with crab races, kangaroo races, three-legged races, and other novelty attractions provided entertainment. Prizes galore were won and lost. Those who won were delighted; those who lost tried again with increased zest. It was a very merry party. There was one thing which all received, and that was a charm from the East, the three monkeys, and Aunt Pat advised each young recipient to take to heart the motto conveyed, "See no evil; hear no evil; speak no evil."

To make the afternoon's entertainment complete there was plenty of ice cream, and any amount of other things to eat or drink. One great attraction at the party was a remarkable cake decorated with models of the graceful towers of 3YA. This cake was cut by Aunt Pat, and every child had a piece. As the finale to the afternoon, there was the usual broadcast session. This took place in the near-by Riccarton Hall, and was a wonderful success.

Miss Marjorie Skill

To Sing at 2YA

A WELL-KNOWN Sydney concert singer and broadcasting artiste, Miss Marjorie Skill, lyric soprano, has been engaged by 2YA for the after-church concert on Sunday, December 29. To one of her songs, "Lo, Hear the Gentle Lark," Signor A. P. Truda will play a flute obligato.

Radio on Ferries

PASSENGERS across the harbour to Devonport by the ferry steamer Makora will be entertained in future by radio. Experiments have proved very satisfactory, and may result in the scheme being extended to other boats run by the Devonport Steam Ferry Company.

The afternoon and evening concerts will be received from station 1YA on a crystal set in the captain's cabin, and an amplifying and loud-speaking system will distribute the music throughout the upper deck and cabins. The string trio which entertained passengers in past years has been disbanded, but there is a possibility of other musicians playing on the boats during the early afternoons if the radio receiving system is not extended. The apparatus was installed on the Makora when she was in dry dock last week.

Use Our Booking Offices in Advance **IT'S WHAT YOU REMEMBER.**

S-O-S

**TRAVEL IN COMFORT BY
CAR**

**WELLINGTON — PALMERSTON
NEW PLYMOUTH**

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.