

The New Zealand Radio Record

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, DECEMBER 27, 1929.

REGULATING B CLASS STATIONS.

A STIR has been made in the circle of B Class stations by an intimation issued by the Secretary of the Post Office, Mr. G. McNamara, to the effect that regulations would shortly be issued requiring the B Class stations to limit station announcements to the call-signal of the station, plus the privilege of announcing the name of the licensee or his business only at the beginning and the end of the programme. This, it is explained, is due to the fact that many stations repeatedly draw attention throughout their programme to the business of the licensee or of those responsible for the programme, and thus secure valuable trade advertisements. This has the effect of placing non-broadcasting firms in similar lines of business at a great disadvantage, with the result that some are seeking equal privileges by applying for broadcasting licenses. The undesirability of filling the air with competing stations of this calibre is recognised, and hence the Department proposes to avoid the incentive for establishing unnecessary new stations by restricting the privilege, which is held to have been abused.

NATURALLY considerable protest has been evoked by the prospect of this regulation from those who recognise that the value they derive from their broadcasting activities will thereby be limited. In the course of their protest, the broadcasting stations concerned advocate what we have always foreseen they would ultimately advocate, viz., that a proportion of the fees from listeners should be devoted to their local stations, or, as it is put, "the Post and Telegraph Department should allow the listeners-in to nominate to which group of stations their license fees are to be paid." The propounder of this suggestion must have a rather subtle sense of humour. We cannot imagine any business organisation being prepared to permit itself to finance a radio broadcasting service on so unstable a foundation, nor do we imagine listeners themselves will fail to see the weakness of such a proposition.

ANOTHER point worthy of passing comment in relation to the B Class station is the fact that, although they admit their raw material consists almost entirely of gramophone records, they pay

no fee for copyright privileges. This is far different from the case with YA stations, who are required to set aside a definite proportion of their fees for the copyright of all items used in their programmes. It is apparently open for the Copyright Association at any time to make demands on the B Class stations for copyright fees.

"Hullo World!"

A Breezy Interlude

Address by Mr. Dana

"Hello, world! This is Amurrica speaking, Amurrica speaking to New Zealand." With this breezy introduction Mr. Marshall Dana, associate editor of the "Oregon Journal," published in Portland, Oregon, U.S.A., opened what proved to be one of the most eloquent and interesting talks given from 2YA over recent months. Mr. Dana, on what he described as "a newspaper expedition," has been in the Dominion for some months past on a special mission of investigation into the dairying industry. In the course of this mission he travelled some 2000 miles over the by-ways of the country, and some 1000 miles over the main highways. It was his special effort to get off the ordinary tourist track, and make contact with the real heart of the country.

Prior to the sailing of the Maunganui for Australia on Friday last, Mr. Dana was introduced to 2YA at 9 o'clock on Thursday evening, and pleased listeners by a very eloquent address. In moving sentences he first of all extended seasonal good wishes as from America to New Zealand, and established a bond of sympathy and union by referring to his forefathers who, under a pioneering impulse, had moved to the United States. Similarly, his hearers were the descendants of others who, in obedience to another pioneering impulse, had come to this new land, and had built it into its present prosperous and thriving condition.

In his study of the dairy industry of the Dominion, which was now world famous, he had noted that the supremacy was due to a high degree of pasture science, co-operative organisation, the application of top-dressing and herd-testing, and a regular rainfall. Without these factors New Zealand's dairy industry would never have attained the supremacy it had. He had been greatly interested in all aspects of it that he had investigated, both in the fields of production, manufacture and marketing. He found attention specially concentrated upon the export market, so much so that he found a definite neglect of the internal market, particularly in relation to the consumption of milk and its products. Mr. Dana referred to the fact that in the United States consistent propaganda and instruction on the principles of health had raised the per capita consumption of milk from 22lb. to 63lb. over a few years, and even on the latter figure they felt they had only begun to adequately utilise milk. Milk was a vital necessity to the human race, but particularly to children, because of its mineral content. While New Zealand farmers had shown that they were quite alive to the necessity of mineralising

their pastures to increase butter-fat production for export purposes, both they and the town and city people showed an inadequate realisation of the value of milk as an article of diet. This, he thought, was reflected in the comparatively poor teeth he had noticed, particularly on the part of young people. He found attractive young girls of 17 and 18 smiling charmingly with full sets of false teeth, thus revealing that in their babyhood and childhood they had had insufficient supply of milk and its products. He had been told that milk drinking was only a habit, that ice cream was a luxury; and, most alarming of all, a dairy factory manager had told him that they would not even trouble to try to sell cheese in New Zealand. This attitude was wholly wrong, and in the interests of health he felt that hearers would be rendering a benefit to their children and future generations if they adopted the practice of a more liberal use of milk. The cow was a wonderful benefactor to the human race, and in all their development they could entertain a regard for their friend the cow.

A splendid tribute was paid by Mr. Dana to the hospitality and courtesy extended to him in New Zealand. This particularly applied to the Department of Agriculture, which had placed the Farm Economist, Mr. Fawcett, at his disposal as a guide; and the various dairy personalities, Rotarians, and others with whom he had come in contact.

"Uncle Ernest"

Rev. Weeks Sends Greetings

WRITING from London under date November 14 to the general manager of the Radio Broadcasting Company, the Rev. Ernest Weeks, better known to 2YA radio children as "Uncle Ernest," says:

"May I wish you and all your staff and radio helpers throughout New Zealand every good wish for Christmas and the New Year. I shall never forget the very happy fellowship we had together; I have frequently been lonely since coming to England, but shall always be glad that we had a hand with you in the great work of radio. Perhaps some day we may be permitted to pick up the thread again, who knows? I am sending herewith a greeting which I should be glad if you would forward to Wellington—with my good wishes to the staff there—so that someone in charge of the children's hour may give the little people my affectionate greetings. I shall be greatly obliged if for old times' sake you will arrange for this to be done."

The message to which Uncle Ernest refers was duly broadcast from 2YA.

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