

In This Week's Issue

Special Features

- THIS WEEK'S SPECIAL ARTICLE: What Does the Great Dumb Public Think? by Sari THE NEW HORIZON: The Maori and Commercial Broadcasting 8
- SHE ONCE MET BRAHMS, by "Emile." 9
- THE MEN IN THE LONELY PLACES, by Will Grave ... 10
- TALKING TO SPORTSMEN: Gordon Hutter Interviewed by "Wirihana" 12
- THE MAN AND HIS STRUGGLE: Memories of Lindsay Buick, by Pat Lawlor ARE FILM-GOERS HALF-WITS, by Gordon Mirams .. 14
- THE POET AND HIS LADY: Remarkable Gabriele D'Annunzio, by E. M. Dorkin .. 15
- PETER POPEYE: A Comedian Announcer, by Norman McLeod 16
- THE TRICKS OF EASY STREET, by R. Edward V. .. 17

The New Zealand Radio Record

G.P.O. Box 1680, Wellington.
Published Weekly. Price 4d.

SUBSCRIPTION RATES.

Half-yearly 9/9
Yearly 19/6
(Postage Paid)

Literary communications should be addressed: "The Editor"; business communications to "The Secretary"; technical communications to "The Technical Editor."

Advertisers are asked to note that advertisements should be in hand Thursday 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 last insertion.

Regular Features

- PASSING PAGEANT, by Trevor Lane 2
- IN THE WAKE OF THE WEEK'S BROADCASTS .. 6
- PERSONALITIES ON THE AIR 18
- PEPPERPOT 24
- YOUR SIDE OF THE MICROPHONE 25
- FILM RECORD—By Gordon Mirams 27
- AFTER YOU, WHO? 31
- MAINLY ABOUT FOOD 34
- HIGHLIGHTS OF THE WEEK 41
- PROGRAMME SECTION 43
- AROUND AND BEHIND THE DIALS 64
- THIS WORLD OF OURS—By John Guthrie 67

FINGERS AND SHOULDERS SEIZED UP.

"I WAS unable to move my fingers or shoulders, but since taking R.U.R. I am active and feel no pain," writes Mrs. R. Havelock, 52 Plinders Street, Kent Town. R.U.R. Rheumatic Treatment (large size 7/6) is sold with a genuine money-back guarantee. Half-size, without guarantee, 4/-. Agents everywhere. Free booklet from R.U.R., 19 Regent St., Christchurch.

SPECIAL NOTICE

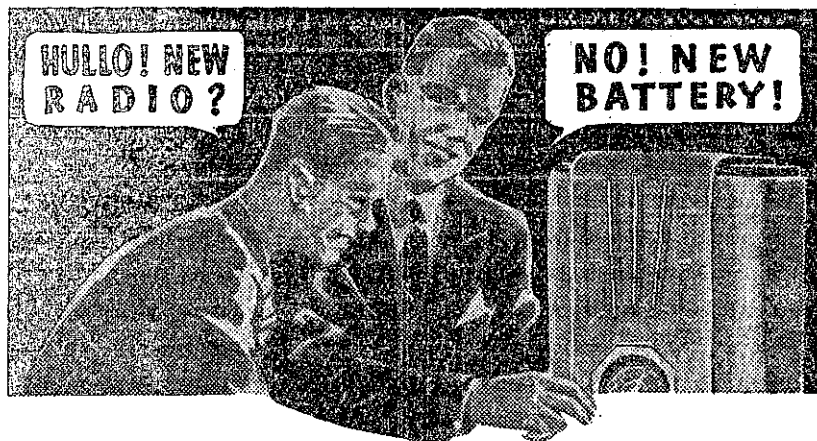
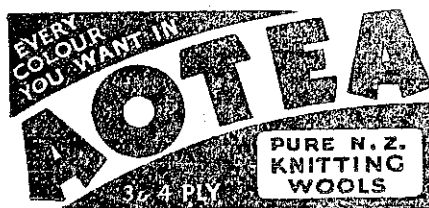
"PIX"

The all-illustration paper which has risen to popularity in Australia is now on sale in New Zealand.

(No advertisements)

On Sale At All Book-sellers.

Order Your Copy Now.



It's amazing what a new Full-o'-Power Battery will do for your Battery Radio. Your friends will find it hard to believe that such wonderful reception can be enjoyed from any but a set using mains current. Siemens Super Radio Batteries have extra large unit cells with square zincs, giving much higher output than ordinary triple capacity batteries. Use Siemens Full-o'-Power Batteries and get



Made throughout in England

MUCH GREATER CURRENT OUTPUT

LONGER LIFE—MORE POWER

TROUBLE-FREE OPERATION

SIEMENS
FULL O'POWER
Radio Batteries

PRODUCT OF A GREAT BRITISH ORGANISATION