

The New Zealand Radio Record

(Incorporating the "Canterbury Radio Journal.")

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

WELLINGTON, FRIDAY, JANUARY 17, 1930.

"SOMETHING HARD TO BITE ON."

AN interesting trend in the appetite of radio listeners is recorded both from England and America. The movement evinces a desire for more solid matter over the air, and an easing of what perhaps can be termed the plethora of musical fare that has been given of recent years. This is quite understandable. Great as is the desire of the genuine musician and those of musical taste to hear good music, that appetite cannot stand the deluge of matter that has been put upon the air from all stations, without sooner or later suffering a surfeit. This is seen in slight degree by the recognised leakage of listeners after a year or two's experience. Certainly in many cases, after a lapse of a short period, those listeners return to the fold, this time prepared to exercise more discrimination in their selection of items from stations. The effect of the full programmes of music that have been given over the last few years has certainly been to popularise music to an extent never hitherto attainable. Looking at the position of a score of years ago there is a wonderful contrast. Then, those who were familiar with the more important operas and masterpieces of the musical world were limited in number. Now, the whole democracy has been able to revel in those musical masterpieces, and after a year or two's regular listening became fairly familiar with even a wide range of masterpieces. It is natural, therefore, for that class of listener to seek novelty by a swing towards other fare. This does not mean, of course, that he has lost the appreciation of music, but simply that his musical taste has been so educated, and to an extent satisfied, that he requires other fare for intellectual satisfaction.

SIMULTANEOUSLY with that angle of development, scientific research in the finer points of radio transmission has reached such a degree of proficiency as to enable theatrical effects, necessary for the adequate presentation of plays, comedies, etc., to be very efficiently given, thus heightening the illusion essential for the successful presentation of this class of fare. The result of these combined influences has been that recently, both in the United States and England, there has been recorded a definite exploitation of talking fare as against musical matter. A special demand has developed for concise plays specially written for radio presentation.

Some very fine effects indeed have been secured in this field, and it is certain that a beginning, and a very satisfactory beginning, has been made in the development of a new technique, which will go far to open new realms of delight to listeners. Simultaneously also the desire for genuine mental pabulum is being reflected in a growing appreciation of serious talks. This is tending to bring before the microphone the experts and readers in various fields of scientific and sociological thought, so that their knowledge and views on various problems can be effectively placed before the huge radio audience. This tendency is being carefully watched, and is already being followed in New Zealand. It is a tendency that can be heartily approved, because it can be utilised to displace much of the lighter material, and to effect improvement in our programmes. While New Zealand, of course, has not that richness of scholarship and personnel which is the charm of intellectual life in older countries, we have available in the ministry, teaching and professorial ranks men who could render distinct service to listeners by summarising the trends of thought in their respective fields, and so enabling the New Zealand public to keep abreast of intellectual development abroad. This is a feature which we believe can be advantageously developed as opportunity offers.

THIS tendency manifested in the radio world is also reflected in the picture world in the rapidity with which the talking film has superseded the silent film. That innovation was consummated with a speed which startled all observers. Novelty played its part in that instantaneous success. Novelty itself, however, will not hold the audience that has been won. It must be backed up by intellectual fare of sufficient quality to appeal to intelligent audiences. That process is already beginning. Both of these instruments, the talking film and radio, we predict, will be more and more intellectualised, instead of relying only upon the lighter side of life as a feature of entertainment.

Enlargement of "Radio Record"

Addition of Electrical Home Section

AS from next week the "Radio Record" will carry a cover, and be enlarged and made more interesting by the incorporation of a permanent section entitled the "Electric Home Journal." The full title of the paper will be expanded to "The N.Z. Radio Record and Electric Home Journal."

By this new section it is intended to render a service to readers in providing additional matter of home interest in the paper and further the use of electrical apparatus in adding to home comforts. This is definitely the electrical age, and as radio is in its essence a child of electricity, it is fitting that the "Radio Record" should add to its function service to electricity in general.

We have been fortunate in securing for the control of this section the services of Mrs. N. Digby-Smith, recently of the Tararua Power Board, but formerly of London, where, amongst other journalistic experience, she was associated with the well-known women's paper, "Hearth and Home." Mrs. Digby-Smith has had many years' experience in close association with electricity as applied to home service, and is thus particularly well qualified for conducting this section with credit to the paper and satisfaction to our readers. We are sure that the new section, in giving extra service to readers and enlarging the range of home interest, will prove a popular move.

THE BACHELOR SAVES MONEY

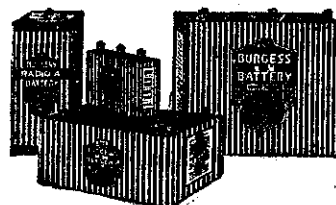
"I bought that cake of soap," said the Bachelor, "because the advertisement said, 'Would not shrink! I've used it for a week, and look at it!' Sydal greatly assists in the economy of soap. Rub very little into the skin, then wash, using very little soap. Result, a perfect wash! Economy. Satisfaction!"

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