

The New Zealand Radio Record

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, JANUARY 24, 1930.

THE SPORTING SERVICE.

THOSE sporting listeners who showed such concern over the adjustment of the sporting service given by 2YA will doubtless be pleased at the announcement that the Saturday night resume, which was the feature chiefly missed, is not to be abandoned, but is to be continued as before, except for a slight delay of 15 minutes. This adjustment in time is being undertaken because the Company has found that terpsichorean devotees dislike losing that part of their time taken up by the sporting announcement being given prior to 11 o'clock. With that generosity and recognition of the interests of others which characterises the sporting fraternity, we anticipate that no objection whatever will be taken to this adjustment. It will give the sports the satisfaction of securing the news chiefly desired by them prior to the closing down of the Saturday night service.

THE discussion that has taken place in our columns over recent weeks on this question has been of interest as demonstrating that there are two sides to the question. In the earlier rush of correspondence the sporting fraternity gave voice in no unmeasured terms to their dissatisfaction, and the casual reader would have been pardoned for thinking that there was no other side to the question at all. Later issues, however, showed that there was most definitely another side to the question, and several letters of weight and interest on that phase are given in our columns this week. The incident serves to show the catholicity of taste required to be served by broadcasting interests. All sections look for something of particular interest from broadcasting, and it is a recognised difficult task to adjust matters to meet the requirements of all. This incident illustrates in its field the special problems facing those arranging programmes. Continual attention is being given to this subject, and earnest efforts are regularly made from time to time by those responsible to discover the trend of public taste. One of the most comprehensive questionnaires on this subject was made recently by the Commonwealth Club at California. To 20 questions submitted by it, it received upwards of 4000 answers. A brief analysis indicates the problem facing the radio service and the need for a give-and-take policy on the part of all sections of listeners. Music was preferred to the spoken voice, but one-third of those replying wanted more talks, and two-thirds wanted more educational talks, and half wanted more radio drama. Saxophone music was

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put in the discard by being favoured by only 106 out of 4000 voters—85 per cent. of the voters preferred semi-classical orchestral music. Men's voices were four times as popular as women's voices—a sad reflection on the matrimonial state! 19 per cent. did not enjoy gramophone music.

THE answers to the question how radio programmes could be improved were widely diversified. One remedy was to "kill the announcer," and another was to broadcast legislative sessions. A special interest was shown in the rebroadcast of foreign programmes, and there was quite a desire for university extension programmes. Close analysis of the whole mass of suggestion, however, showed that there were no practical suggestions that were worth while that had not already been tried. It seemed to be easier to criticise existing programmes than to actually effect improvement.

Greatest Broadcast in History

Whole World makes One Audience

THE proceedings on Tuesday evening of this week, when the proceedings at the opening of the Naval Conference will be rebroadcast, not only in New Zealand, but throughout a dozen countries of the world, constitutes an outstanding event in radio history. On this occasion the largest single audience that has ever listened to any one event will be reached. The King will deliver the opening speech, after which the Prime Minister of Great Britain, Mr. Ramsay MacDonald, will speak. Thereafter the chief delegates of other Powers will speak in alphabetical order, except that Mr. Stimson, representing the United States, will follow Mr. MacDonald.

All New Zealand stations will be on the air for this occasion, and it is hoped that reception conditions will be such as to enable a satisfactory relay to be carried out. According to a British official wireless message, transmitters of the British Broadcasting Corporation, the Canadian Beam Wireless Service, the Trans-Atlantic Telephone and Continental Telephone Services will all be used to carry the Conference proceedings to millions of homes. From the London station of the British Broadcasting Corporation the speech will reach France, Germany, Italy, Norway, Denmark, Sweden, Hungary, Austria, and Czecho-Slovakia, relayed by telephone. Belgium and Holland will receive it from the Daventry Broadcasting Station and retransmit it. Australia, New Zealand, Japan, Finland, and the National Broadcasting Company of the United States will be served by a wireless relay from the 5SW experimental short-wave transmitter at Chelmsford. Canada will employ the Canadian beam transmission. The Columbian chain of broadcasting stations in the United States will use the Rugby Trans-Atlantic telephone service.

Overseas Rebroadcasts Wanganui Artists at 2YA

Chicago Heard Through 3YA

THE Great Lakes Broadcasting station, WENR, Chicago, which transmits on short-wave under the sign W9XF, has been coming into Christchurch very well lately. In fact, it is practically the best of all the foreign stations at the present time.

Station 3YA has several times taken advantage of the good reception conditions to carry out very successful rebroadcasts in the interval between the close of the news session and the commencement of the studio concert at 8 p.m.

LISTENERS-IN to 2YA next week will have the pleasure of hearing two artists well known on the Wanganui concert platform—Miss Dorothy Hughes-Johnson and Mr. Horatio Nelson. The former is a very clever violinist, the latter being an equally accomplished pianist. They have been engaged by 2YA for three evenings—Tuesday, Thursday and Friday. The duo will play sonatas by Franck and Grieg. Mr. Nelson will accompany Miss Hughes-Johnson in her violin numbers, and he will also play piano-forte solos. Listeners will be delighted by these two very artistic performers.