

The New Zealand Radio Record

—AND—

Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

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

WELLINGTON, FRIDAY, FEBRUARY 14, 1930.

IN THE EDITOR'S MAILBAG.

AN Editor's Mailbag is always interesting. He is a receptacle for the views of his readers on many topics and many angles. He necessarily does his best to sift the chaff from the wheat, and while appreciating to the full the spirit of helpfulness which actuates his correspondents, he must be guided in his decisions by consideration of the greatest good for the greatest number. This week we have received two letters from correspondents, making suggestions which it will be advantageous to discuss with a view to illuminating the purpose behind our conduct of the "Radio Record." The first letter, written at some length and in quite considerate fashion by a dealer, explained that his principal clientele consisted of practical constructors who liked to dabble in the experimental side of radio. His and their suggestion, therefore, was that it would be an advantage if the space devoted to programmes in the "Radio Record" was diverted to constructional matter; that, as the daily newspapers publish the radio programmes, it was unnecessary for the "Radio Record" to publish them; that not only the programmes, but much of the "piffle" referring to items given over the air, should also be eliminated in favour of "hard technical matter" for these enthusiasts.

THIS suggestion illustrates the fact that we all see things from our own point of view. It also indicates that these particular enthusiasts, living in the suburb of a large city, were not acquainted with one of the prime purposes of the "Radio Record," which is to give to distant country listeners, and even city listeners, the opportunity of learning a week beforehand the programmes for each evening, so that they can have the opportunity of selecting the programmes to which they will devote themselves, and perhaps invite friends to participate in their pleasure. That purpose obviously would be utterly defeated if publication of programmes ceased. While the daily newspapers do publish programmes on the day of rendition, that benefits only those who are reached by them on that day, and does not give the benefit of foreknowledge offered by the "Radio Record" in complete weekly programmes in advance.

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S-O-S

TRAVEL IN COMFORT BY
CAR

WELLINGTON - PALMERSTON
NEW PLYMOUTH

A FURTHER complaint by this contributor was that there was not enough constructional matter dealing with battery sets in the "Record." In this field we have to determine the relative interest of our subscribers. The constructor, we think it will be admitted, is not so numerous now as he formerly was owing to the arrival of the a.c. set. He is a relatively small section of the radio world—an important section and a voluble section, but not a main section. The biggest section of those who support radio comprise, we believe, those ordinary individuals who appreciate radio, not from the technical side, but from its service side—i.e., they like the music for the sake of the music, the speech for the sake of its news and information, and are not interested in the slightest degree in frequencies, power packs, and all the other paraphernalia dear to the heart of the constructor. Each of these people is, however, entitled to consideration and we have to do our best to determine the relative space values.

THE second correspondent also had some suggestions to make. He conceded the necessity for publishing the programmes, but he wished them to be placed at the end of the issue, so that they could be torn out and discarded when he was filing the news part of the paper. That attitude is complimentary to the value of the news and technical articles in the publication, but for principles in connection with make-up and journalistic value, we do not propose to adopt it. The programmes, we consider, constitute the heart of the "Record," and even at the risk of disobliging this correspondent—who, by the way, displayed rather magnificent eloquence—we are not able to comply with his suggestion. "Diogenes," for that was the pen-name he adopted, also wrote at length disapproving of the pink colour of our cover. In that respect we think his eloquence and sense of values misplaced and his name ill-chosen. We could not conceive the real "Diogenes" expressing perturbation upon so minor a point. Our correspondent might like a stronger pink, a pale blue, or a delicate shade of magenta, but the paper manufacturers have a limited scope of dyes within their economic range, and we are afraid we could not undertake the responsibility of arranging the colour of the cover to suit each individual subscriber.

CRITICISM was also directed against the new Home Section in the "Radio Record." Here again the interests of our feminine readers are ignored by the writer. We have received many letters from feminine readers complaining of the abandonment of the women's pages that were formerly incorporated. Women do play a most important part in all aspects of life, including radio. If the woman of the house does not like radio, heaven help the pleasure of the man in that sphere! On the other hand, a woman interested in radio and the pleasure it can afford, adds definitely to the happiness of the home. Therefore, women are entitled to some pages in the "Record." The new section is an addition to radio interests, and the support already given it shows, we think, that it meets a felt want.

Miss Edith Harrhy

Mr. Will Bishop

Return Visit to New
Zealand

English Entertainer at
2YA

THIS very popular entertainer, who toured New Zealand a year ago, and performed at all four stations, under engagement to the Broadcasting Company, will shortly be heard again on the New Zealand ether.

Miss Harrhy is a Welsh singer, and very talented pianiste, now resident in Sydney. She is a composer of high merit, and specialises in singing her own compositions. Her first broadcast during her coming visit will be from 1YA on March 28.

APPEARING on Saturday evening's programme (February 22) at 2YA will be a very interesting performer in the person of Mr. Will Bishop, a name well-known in the theatrical world in London. Prior to his arrival in New Zealand where he proposes to reside, he had considerable experience in broadcasting. He is also a song writer of repute, and writes all the songs (music as well as words) for the famous English variety artists, Tom Clare and Norman Long. He is still under contract to write for these two music hall performers.

The items which Mr. Bishop will present on Saturday evening, February 22, will be his own compositions.