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—AND—

Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, MARCH 7, 1930.

THE POWER OF BROADCASTING.

OUR columns this week have many instances where the power of radio broadcasting has made itself evident for good or for evil, carrying out a duty that no other agent is capable of doing. It is safe to assert that the day when broadcasting will be universally recognised as the greatest mouthpiece of the world is near at hand. Almost every week, we find something new and more astonishing is taking place in the radio world. The technicalities are becoming rapidly perfected and trans-continental and trans-oceanic conversations are becoming almost daily events. The power of the developments must react in the vast majority of cases for the good of humanity; they must weld the nations of the world into a harmonious whole. Broadcasting has shown itself to be more than an experiment, more than a means of entertainment, and in its future there stand out distinct possibilities.

In England and the Continent broadcasting has created the need for a universal language. In New Zealand the need for such a language is not felt so keenly as most of the stations received here broadcast in English, but in Europe the case is different. Literally dozens of stations can be received by the average receiver nightly, but their messages are undecipherable. When the power of the stations is increased and the sensitivity of our receivers improve, these foreign stations will come in—but for what purpose if we cannot understand them?

The educational propensities of radio are ever widening, and the listener of to-day gets his information in the true psychological way, in response to a definite need. The realm of this first-hand knowledge extends further than geography and history into economics, ethics, political science and, unfortunately, languages. Radio is then creating the need for education, and in response to it, is educating.

But there is another aspect that must be carefully guarded against—insidious propaganda, that if heeded will disturb the peace of the world and off-set the good of broadcasting in general. An example of how broadcasting may be used to spread harmful teaching has been provided, we believe, by a Soviet short-wave station. This

station has a world-wide radius and is daily sending out the poison of Communism that has wrecked one of the greatest nations of the world. These broadcasts are being received on thousands of sets throughout the world, and if left unwatched will certainly disturb sections of our peoples. Undesirable literature is rightly banned, disloyal utterances immediately crushed, yet there is no ban on the broadcasting—there cannot be. The forces that must crush its influence are not external, not direct, but lie in the very factor that they are combating broadcasting. If the peace-loving world can hear what its leaders are doing to promote peace and good-will, and can see the definite advances that are being made to promote further international unity, the unsound propaganda that is coming over the air will go unheeded. It will be a case of hearing both—and observing the result. Man will listen where he will not read, and in this lies the power of broadcasting.

Old Time Songs

Unfailing Popularity

ONE of the most popular types of broadcast entertainments is an "Old Time Night," when songs which put back the clock for a generation or so are presented. In response to many requests, one such programme will be given by 2YA on Saturday, April 5. A country listener writes as follows: "Last Saturday night the Melodie Four broadcast an item entitled, I believe, 'If I've Nothing Else to Do.' My mother, who is at present staying with us, last heard this item forty odd years ago when it was sung by the Jubilee Singers in the Old Opera House, Wellington. Needless to say, this song brought back old memories. My mother has asked me if 2YA would be kind enough to endeavour to have the Melodie Four repeat this item. The rendering of this number was very much appreciated, being sung beautifully."

The next appearance of the Melodie Four will be on March 8, when the song will be repeated.

Miss Edith Harrhy

To Appear at 1YA on
March 28.

THE date has now been definitely fixed for the return visit of Miss Edith Harrhy to 1YA. She will sing and play there on Friday, March 28.

Miss Harrhy is the eminent Welsh singer, pianiste, and composer who performed at all the New Zealand stations last year under engagement to the Radio Broadcasting Company. New Zealand listeners who can tune in Sydney frequently hear her on the air, for she is a popular radio artist.

Miss Harrhy is scheduled to appear at 2YA on April 7 and 28, and later at 3YA and 4YA.

"Clear as a Bell"

Reception in New South Wales

A NEW SOUTH WALES correspondent, one of the volunteers in camp at Rothbury Colliery, is among many Australian listeners who heard the recent two-way conversation between 2YA, 2ME and W2XAF. He remarks: "I would just like to mention how wonderfully clear 2YA was, it was the most wonderful reception that I have ever heard, in fact, clear as a bell; but there is one thing puzzling me and it is this: I heard you distinctly tell W2XAF that you were using ear-phones for reception from W2XAF, and when Mr. Farmer, I think was the gentleman's name, spoke to W2XAF, I was surprised to hear W2XAF ask him how he was enjoying his holidays, and he replied that he had been catching blue cod. I was just wondering how, if you were using phones, did I hear W2XAF ask him the above question. All this I might add, was heard on a loud speaker, from a three-valve set which was built locally, and I will say this about it, that it is equal in performance to any six-valve set that I have heard, in fact better. Once again I thank you, and the camp men here repeatedly ask for 2YA programmes. They are excellent."

The correspondent states that he will be very pleased to supply anyone interested with the circuit of the set he uses.

Cricket

Plunket Shield Match

THE next big cricket match to be broadcast will be the Plunket Shield game between Auckland and Wellington, to be played at Wellington on March 7, 8, 10, and 11. On the afternoons of those days 2YA will broadcast resume descriptions at intervals. Mr. A. Varney will be the narrator at the microphone.

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