

The New Zealand Radio Record

—AND—

Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, MARCH 14, 1930.

COUNTRY INTERESTS.

THE experiment of giving city listeners some glimpse of country interests was made from 2YA on the evening of Thursday, March 6, by staging a special evening for the delegation of Australian dairymen which has been touring the North Island of the Dominion. That delegation was primarily concerned to investigate the conditions obtaining in the dairy industry of the Dominion, with a view to sizing-up the position regarding future production and the possibility of combined effort being entered into between the producers of the Commonwealth and the Dominion in regard to the marketing of their export produce overseas. This effort is in line with the business tendency of the age, under which cut-throat competition is giving way in popularity to co-operation, where mutual interests are involved. As considerable interest has been taken by New Zealand dairymen in the visit of this delegation, the idea was conceived of affording a special opportunity, through 2YA, of conveying to them the major impressions gathered by the Australians. Accordingly the leader of the visitors, Mr. G. S. Stening, and Mr. J. Rankine, chairman of the Australian Dairy Council, were grouped round the microphone with Mr. W. Goodfellow, chairman of Amalgamated Dairies, Limited, and various questions submitted to them by the editor of the "New Zealand Dairy Produce Exporter." These questions were designed to draw out views upon the industry—its present attainments and the possibility of betterment in regard to marketing.

FROM reports that have been received it would seem that the experiment of a definite conversational interview of this nature was quite successful. Naturally much depended upon the spontaneity of the questions and the responses made, but the personnel of the party proved quite equal to that demand, and an interesting half-hour was the result. Even city listeners, unaccustomed to the intricacies of the dairying world, report that the conversation was very effective in conveying information upon dairying with which they were quite

unfamiliar. It was pointed out that dairying now constituted the major source of our national income; that 60,000 farm homes were directly dependent upon her majesty the cow, and in turn city and town interests depended for their prosperity upon the flow of gold from farm fields. That thought was fittingly finalised by Mr. Goodfellow in urging that the time was ripe for city interests, particularly business men, to give definite thought to the problems of the rural dwellers, particularly their marketing problems, with a view to extending co-operation and sympathy as far as possible. Radio, in its obligation to render common service to city and country, can well serve as a medium for extending the bounds of knowledge of both interests. All listeners are equal before the microphone, and in meeting the general demand for diversity of interest the radio service is steadily expanding and broadening the fund of common knowledge.

LATER in the evening, for the benefit mainly of Australian listeners, set speeches were given by various experts associated with the party, conveying the impressions gleaned by their visit upon the subjects in which they were specially interested. Advice from Australia indicates that this transmission was well received, so that the unique experience was given Australian dairymen of learning at first hand the immediate impressions of visitors to our shores.

Taranaki Band Concert

2YA to Relay from Eltham

THE Band Contest conducted by the Taranaki Brass Bands' Union, to be held at Eltham on Thursday, March 13, has drawn an entry of eleven bands, including two pipe bands. The Quickstep will take place during the afternoon and the final selection will be played at night in the open air at Taumata Park. The evening programme will be relayed by 2YA.

From a Lonely Lighthouse Keeper

A TRIBUTE to the value of broadcasting comes from a lighthouse keeper on Stephen Island. It speaks for itself:—

"Hearing an announcement made from 2YA recently, reminded me that I had not thanked you for the way in which you had arranged to have us keepers advised of the Tutaneke's arrivals and departures.

"I must say that there are no half-measures about you people, you do a thing thoroughly, and the service that we receive from your stations leaves nothing to be desired. Just what a receiving set means in a lightkeeper's home, when the lightkeeper can keep in touch with all that is going on, just as the city dweller, who can get his daily paper, can easily be imagined. The island stations, some of them with a mail once a month only, are no longer left out in the cold.

"With your excellent news sessions, concert programmes and even children's sessions, well, one has to be placed as we are to realise fully what a difference it all makes. I thank you most heartily for the manner in which you met my request for the announcements re the s.s. Tutaneke, and wish your company every success.—Yours faithfully,

"(Sgd.) GEORGE AGER."

Lifelike Realzin

Radio at Its Best

ON a recent evening Mr. Will Appleton, managing director of the Charles Haines Advertising Agency, Ltd., broadcast from 2YA an interesting talk about his recent world tour. When this took place, Mr. Bennett, manager of the Bristol Piano Company's Wellington house, happened to be spending a holiday with a relative in Central Otago, some 200 miles inland from Dunedin. Mr. Bennett, was an interested listener, particularly as he is personally acquainted with Mr. Appleton, whose voice, he says, came through with remarkable clarity. "It was as though he were speaking in the room, and, recognising the voice as I did, it gave me a wonderful thrill. It was to me a realistic revelation of the marvel of radio. As never before I realised what this wonderful service must mean to those who live in lonely places."

Ocean Yacht Race

Signals Heard in Auckland

IT IS interesting to note the distance over which signals from a small portable transmitter can be heard. We have recently been advised that the signals from the transmitter operating on the yacht "Marangi" during the Ocean race a few weeks ago were picked up in Auckland. The yacht was skippered by Mr. R. Mellor, as her owner, Mr. Scott Ramsay, was indisposed.

Radio Literature

Largest stocks south of the line for Amateurs and Broadcasters. "Radio Manual." Published Price 25/-, postage 1/-. "Citizens' Radio Call Book Magazine." 2/6 posted. Write us.

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