

The New Zealand Radio Record

—AND—

Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

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RADIO PUBLISHING COMPANY OF NEW ZEALAND, LTD.,
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WELLINGTON, FRIDAY, DECEMBER 26, 1930.

RADIO AS A NATIONAL SERVICE

AUSTRALIA has now to her credit an outstanding instance of the usefulness of a first-class broadcasting service. Speeches by the heads of the Government played a very important part in achieving the successful flotation of the twenty-eight million loan required by the Commonwealth of Australia to meet its financial obligations. The leaders' appeals, as broadcast from the main A stations, drove home to electors the vital necessity of success. The result was that approximately three-quarters of a million is directly credited to radio response. In all probability an even larger sum was actually secured by this appeal into the homes of the people. Naturally, the sums subscribed by radio listeners tended to be small, as those with larger interests who recognised their individual responsibility would take earlier and more direct means of contributing their quota. What radio listeners lacked one way, however, they made up in another—their numerical strength was sufficient to lift the total number of contributors to the loan to over 100,000.

IN Great Britain the greatest demonstration of the value of a first-class broadcasting service to the life of a nation was given at the time of the General Strike. Then broadcasting served to maintain essential services and disseminate accurate information, thus enabling the national life to flow on undisturbed in spite of the temporary disruption of the transport service. Australian demonstration of national utility has been perhaps not quite so spectacular, but, nevertheless, it has been important and effective. New Zealand has not, so far, made marked use of the radio service in any time of national emergency. There has been a definite shyness on the part of the Government and political

leaders towards full utilisation of this new means of communication. In the desire to avoid subverting the service to politics, an excess of caution would seem to have prevailed, and occasions when legitimate use might have been made of the service from the national point of view have been passed. Australia has a different outlook. Australia believes in the use of radio. Her Governmental leaders do not hesitate to use the "A" Stations in time of national emergency for the national good, while the "B" Stations are very liberally used by politicians of all class in political campaigns. We are not desirous of seeing a too liberal use made of the air in New Zealand for publicity and political purposes, but we do think that a more extensive use of radio might be made by national leaders for national purposes. In his recent pronouncement at Auckland, the Postmaster-General, the Hon. J. B. Donald, expressed a desire to definitely improve the broadcasting service for the benefit, not only of the city dwellers, but for the man on the land. The farmer has few facilities for getting in contact with the trend of affairs. At the present time the farmer is face to face with a most far-reaching economic crisis. His position is of national concern. He is naturally desirous of appreciating to the fullest extent the national implications of the situation. Without touching upon partisanship in politics, we do think it possible for an independent summary of the national position to be given by Government leaders, and we commend that idea to the Postmaster-General, particularly in view of the imminent return of the Prime Minister, the Hon. G. W. Forbes, from attendance at the Imperial Conference. Our point is that the radio service should become an integral part of the national life, and that more vigour and boldness should be shown in its use by those in authority. Britain demonstrated its value, Australia has done the same, and New Zealand in her special circumstances might legitimately do likewise. Radio can be, and should be, more than an entertainment. It should play a definite instructional part in national affairs.

Itinerant Artists

Further Dates Arranged

MR. JOCK LOCKHART, the Christchurch Scottish entertainer, who is under special engagement to the Broadcasting Company for a series of humorous recitals at the YA stations during the holiday season, has already appeared once at 2YA, and has the following schedule to carry out: 1YA, December 26 and 27 (public appearance at band concert on Saturday, December 27). 2YA, December 29. 4YA, January 1 and 2. 3YA, January 10.

Mr. Rex Harrison

INCLUDED in the very fine programmes prepared for the Christmas season is Mr. Rex Harrison, one of the finest baritones ever heard on the air in New Zealand or in Australia. Mr. Harrison will sing for 3YA on Christmas Eve. The items composing his recital will be: "Nazareth," "Waves," "Star of Eve" and "Vulcan's Song." Mr. Harrison, besides being a pure baritone, sings with perfect enunciation and splendid interpretation.

Mr. J. F. Montague

AS announced in last week's issue of the "Radio Record," Mr. J. F. Montague, of Auckland, has been engaged to give special recitals from 2YA, 3YA and 4YA next month. The items which he will present will be selected from a very large repertoire, ranging from comic and dramatic recitations to sketches and plays requiring considerable "effects." Mr. Montague's itinerary is as follows: January 6, 2YA; January 8, 3YA; January 10 and 12, 4YA; January 14, 3YA; January 16 and 19, 2YA.

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