

# The New Zealand Radio Record

—AND—

## Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

P.O. BOX. 1032, WELLINGTON.

Published Weekly. Price 3d. Subscription Post Free in advance, 12s. 6d. per annum; booked, 15s.

Literary communications should be addressed: "The Editor"; business communications to "The Manager"; technical communications to "The Technical Editor."

Advertisers are asked to note that alterations of advertisements should be in hand Friday of each week for insertion in the succeeding issue, printed Tuesday, bearing Friday's date. No responsibility is accepted for blocks remaining unclaimed three months after each insertion.

RADIO PUBLISHING COMPANY OF NEW ZEALAND, LTD.,  
P.O. Box 1032, WELLINGTON.

WELLINGTON, FRIDAY, JANUARY 30, 1931.

### EDITORIAL NOTES.

ON Monday evening last 2YA gave listeners the interesting experience of hearing parts of typical American programmes. The reaction of listeners to that experience is interesting. We have not so far heard any enthusiasm for the experience except in relation to the musical numbers. The dialogues, of which there were three, quite definitely failed to interest New Zealand listeners, or to impress them except unfavourably. This experience occasions reflections as to the apparent difference in standard between American and New Zealand audiences. The dialogues rendered are typical of features that have a distinctive vogue in the United States. Their chatty smartness, however, leaves New Zealanders cold. Why is this? Are there fundamental differences in the mental outlook of the people? We have read psychological studies of American citizens which attribute to them a large element of childishness and mental immaturity in their general outlook and culture. Their population is extraordinarily mixed. Huge sections are recognised to be somewhat mentally undeveloped. Some sections, on the other hand, are exceptionally cultured and refined. So that it must be recognised to be difficult to generalise satisfactorily on so unstable a foundation as the quality of an entire people. If, however, the performances to which we were treated on Monday night last are definitely popular in their native haunts, they support the view that large sections of that population are intellectually undeveloped and very easily amused. The enterprise of the Broadcasting Company in giving those samples of programmes may be commended. That enterprise will be rewarded in encouraging recognition of the fact that the programmes hitherto given New Zealanders are definitely more pleasing to our taste than the samples of American talent given.

#### THE PHILIPS Q.P. RADIO SET.

—Operates from the light socket, with or without an aerial.  
Complete with Baby Grand Speaker, **£21/5/-** Cash

#### PHILIPS SCREEN-GRID RADIO PLAYER

Complete with Baby Grand Speaker, **£39/15/-**

#### EASY TERMS GIVEN

The "MODERNE" PICKUP is a high-grade article, equal to higher-priced pickups, and is only £5.  
Shielded Transformers, 7/6 each.G. G. MACQUARRIE, LTD.  
120 WILLIS STREET.

America certainly has very much from which we can learn. Her best is very good indeed. We want that best, whether it be acclaimed as "popular" or not. Popularity is not in itself any criterion of merit. Time was when the voice of the people was acclaimed as the voice of God. In these days that statement is definitely out of court. Let us have quality regardless of "popularity," at least independent of "popularity" according to the tastes of the American people.

SYMPATHY may legitimately be extended to those "B" class stations who have decided to suspend operations. At times we have felt called upon to oppose phases of the development of the "B" class movement. This was because of the fear, for which there was justification in views occasionally expressed, that demands, sooner or later, would be made by "B" class stations for some share of the revenue provided by listeners for the upkeep of the four YA stations. We opposed that view because the practice, in our opinion, definitely would cripple our broadcasting system. New Zealand is relative, a small country, and is unable as yet to afford the luxury of unnecessary duplication of broadcasting stations. Apart from that viewpoint, however, we do appreciate the fact that some of the "B" class stations, particularly in provincial centres, rendered a service to their areas, and their cessation will be regretted by the listeners, who secured from them an alternative to the more distant YA stations. The proposition advanced by the Performing Right Association to the "B" class stations, in respect of a payment to cover copyright, although apparently reasonable from an outside point of view, presented difficulties which the stations could not overcome; hence their decision to close. It is due to these stations in recording their passing to recognise the part they attempted to play in the cause of broadcasting.

### Antarctic Expedition

#### Direction Finding Wireless

A REPORT by radio has reached Australia from Sir Douglas Mawson's Antarctic Expedition, stating that the wireless operator on Mawson's ship, the Discovery, succeeded in locating a whaling vessel by means of his wireless direction-finding apparatus when the expedition was in need of coal.

The wireless equipment carried by Dr. Mawson's ship was specially fitted with direction-finding apparatus for just such eventualities as this.

There has been a notable movement lately in the direction of fitting vessels on the Australian coast with this type of gear, mainly in order that the commander of a ship at sea may always ascertain his exact position. The direction-finder picks up the precise direction of a wireless signal, so that by taking two or more bearings from different radio stations (or ships) the captain of a vessel can determine his position irrespective of fog, rain, or heavy weather.

Last year it was agreed by the International Safety of Life at Sea Convention which met in London, that direction-finding gear should be made compulsory on passenger ships of over 5000 tons after July 1, 1933.

### Children's Radio Picnic.

IN addition to holding open-air band concerts for the entertainment of the public of Christchurch, the Broadcasting Company is now organising a big radio picnic for the children of the city and district.

It was decided on Tuesday afternoon at a meeting of the 3YA Children's Sessions Advisory Committee, to whom the proposal was referred, to hold a radio picnic at Riccarton racecourse on Saturday, February 14. The meeting, over which Mr. D. E. Parton presided, was largely attended and the proposal to hold the picnic was taken up most enthusiastically. Various sub-committees to organise and carry out the programme arrangements on the day were set up.

The real purpose of the outing is to entertain the many young people who have taken part in the programmes broadcast from 3YA during the children's sessions, but all juvenile radio listeners and children generally are invited to attend and take part in the games and sports. Full particulars will be published later.

Use Our Booking Offices in Advance

S-O-S

TRAVEL IN COMFORT BY  
CARWELLINGTON — PALMERSTON  
NEW PLYMOUTH

YOU CAN'T BUY A BETTER VALVE THAN

Mullard  
THE MASTER VALVE