

# The New Zealand Radio Record

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## Home Journal

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, MAY 15, 1930.

### FORWARD MOVE IN RADIO.

THE announcement made last week that the service from 2YA would be augmented by a 50 per cent. increase in the hours of operation makes the most important forward move in radio made in New Zealand of recent years. With this increase the service may be said to be attaining a full standard of operation. Thanks to its power, 2YA has a daylight range over the Dominion, so that the extension will be effective for purposes of demonstration on the higher-powered sets right throughout the Dominion. Many new features will be incorporated in the programmes to cover the longer hours. Efforts in particular will be made to interest the housewife who, ensconced in her home through the mornings and afternoons, is in the best position to benefit by the longer hours of operation.

WHILE it is satisfactory that the Radio Broadcasting Company now finds itself able to undertake this expansion of hours, we would have been glad to have been able to record a more important move on the part of the Government, i.e., a move calculated to permit the Broadcasting Company to embark upon its plan, promulgated some two and a half years ago, for the development of effective relay stations in the main provincial centres. It is understandable that the Government in the present state of politics will not be in a hurry to take any aggressive stand in this field. At the same time we feel confident that a bold, constructive policy, aiming at the development of radio on a unified basis throughout the Dominion, would be popular. We discussed some weeks ago the advisability of decision being reached in this matter. The present economic position has its bearing upon the radio situation in two ways. First, it makes it inadvisable for the Government to contemplate the expenditure itself of the money necessary to undertake Government control. In the second place, the very fact of times being hard is acting as a stimulus to the use of radio, for, while people are staying more at home, they are turning to radio for their necessary entertainment and amusement. Radio, therefore, is enjoying what may almost be described as a boom.

That applies particularly in the cities, where dealers are as active as they have been at any time in the past five years, and also in portions of the country suitably situated. That activity could most effectively be carried into the main provincial centres by adoption of the comprehensive scheme of relay stations now pigeon-holed. Once that scheme is put into action, then radio expansion will be intensified and accelerated. Glad as we are, therefore, to record the expansion in hours now made by 2YA, we still look forward for the day when an even more important development can be inaugurated. It is only when that day comes that radio will be made available over the fullest possible area of the Dominion. From one angle the present times are not opportune for that expansion. From another angle, that of supplying the definite need of the people, the time never was more opportune.

### Brilliant Soloist for Exhibition

Margherita Zelanda,  
Soprano

THE Broadcasting Company, which has arranged the entertainment portion of the Auckland Radio Exhibition, has secured an outstanding attraction in Margherita Zelanda, coloratura soprano, of Dunedin. This brilliant artiste has been engaged for three of the exhibition concerts.

Margherita Zelanda recently made her radio debut at 4YA, when, from her very large repertoire, she presented songs ranging from operatic solos to charming ballads, with a degree of artistry which marked her as a vocalist of exceptional gifts and training. Her high testimonials proved to have been amply justified.

Margherita Zelanda (perhaps better known in New Zealand as Miss Daisy Hall) has been popularly designated "New Zealand's Song Bird." She recently returned from Italy, where at Palermo and Milan she pursued and completed her studies under eminent maestros. Professors Benedetto, Morasco and Manlio Bavagnoli. Born near Dunedin, she received her early musical education in the Dunedin Convent and appeared on the platform in concert work at the early age of seven. She won championships at the age of 12, a few years later going to Sydney to the Conservatorium of Music, studying with Madame Slapoffski.

Zelanda is gifted with a natural, pure, golden coloratura voice. On the advice of Italian artists who were visiting Sydney during her sojourn at the Conservatorium she went to Italy. Prior to her departure for Italy she was soloiste for the New South Wales State Orchestra. Zelanda is also an accomplished pianiste, harpiste and violiniste.

### The Auckland Show

#### "Radio Record" Stand

AT the "Radio Record's" stand in the Auckland Radio Exhibition there will be displayed "Radio Records," "Radio Guides," "All Electrics," DX Clocks, DX Notepaper, etc. Also on view will be the "Radio Record" DX Cup, the first winner of which was Mr. S. Ellis, of Okato, Taranaki. The Associate Editor, Mr. Colin Smith, will be present part of the time to meet radio enthusiasts, particularly any regular correspondents who happen to be at the show.

### Rugby Broadcasts Banned

THE question of the effect of broadcasting of Rugby matches on the gate returns of matches in the country (districts) was considered at a meeting of the Manawatu Rugby District Council held on May 6.

The council decided to request the Wellington union to give serious consideration to the adverse effect on the gates by the broadcasting of matches played in the cities before coming to a decision in regard to the matter of allowing matches to be broadcast this year.

### Broadcast Jottings

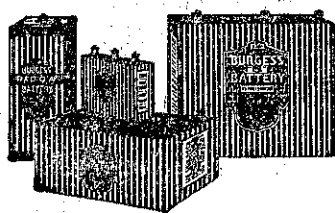
ON Thursday, May 28, a concert is to be relayed from Wanganui. It is to be given by the Wanganui Garrison Band.

MR. SYDNEY FRANCIS HOBEN, well known to 3YA listeners for his piano recitals, is now resident in Wellington as a teacher of music. He is music master at St. Patrick's College, Silverstream. Mr. Hoben will broadcast from 2YA on Tuesday, May 10.

### W.E.A. Lecturettes from 2YA

THE following schedule of W.E.A. lectures has been arranged from 2YA:—

- Saturday, May 30: Professor C. A. Cotton Professor of Geology, Victoria University College. A W.E.A. lecturette: "Causes of Earthquakes."
- Saturday, June 13: Mr. Christopher Perkins. A W.E.A. lecturette: "The Museum of the Future."
- Saturday, June 27: Mr. G. W. von Zedlitz, M.A. A W. E. A. lecturette: "Language and Education."
- Saturday, July 11: Mr. A. D. McIntosh, M.A. A W.E.A. lecturette: "Tariffs and World Affairs."
- Saturday, July 25: Mr. Quentin Pope. A W.E.A. lecturette: "The Future of New Zealand."
- Saturday, August 8: Mr. A. E. Campbell, M.A., Lecturer in Education, Victoria University College. A W.E.A. lecturette: "Make-believe in Childhood."
- Saturday, August 22: Mr. R. J. Waghorn, M.A., Lecturer, Teachers' Training College. A W.E.A. lecturette: "The Origin of the Solar System."



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