

TO EVERY LISTENER . . . Why?

The purpose of the "New Zealand Listener," as explained elsewhere, is to give to listeners every week the best possible presentation in advance of New Zealand Broadcast programmes, and as much help as possible in using them.

In communication with the National and Commercial services over a long period listeners have shown that this is keenly desired. It is universally acknowledged that a full

appreciation of Broadcasting is impossible without it.

On a moderate estimate there are at least two or three listeners to each receiving set. The number of radio license-holders in New Zealand now exceeds 317,000, an increase of 32,000 during the last twelve months.

We believe that as the "New Zealand Listener" becomes expert in the work it has

undertaken the number of its readers will increase.

Provision has been made to meet a growing demand, but with so large a number of potential readers scattered over the whole of the Dominion there is likely to be some difficulty at first in ensuring full supplies in all districts. *For this reason we ask listeners to order the "New Zealand Listener" in advance and not to rely on casual purchases.*

This first number of the "New Zealand Listener" is not for sale. It is issued free to all Householders in New Zealand through the medium of the Post and Telegraph Department.

Next week's issue, dated July 7th, and subsequent issues will be on sale by all leading newsagents and booksellers at threepence per copy. (Messrs. Gordon & Gotch (Aust.) Ltd. are the wholesale distributors.)

HOW WILL YOU GET NEXT WEEK'S NUMBER . . . and the following numbers?

By ordering the "New Zealand Listener" from your Newsagent, who will reserve a copy for you each week, or applying for a subscription form at your nearest Money Order Office.

Every Listener in New Zealand, whether or not he owns the set at which he listens, may have a copy of the "New Zealand Listener" addressed to him each week on application at a Money Order Office.

Listeners may pay their subscriptions for the "New Zealand Listener" quarterly, half-yearly, or yearly, at any Money Order Office within New Zealand and dependencies.

NEW ZEALAND
LISTENER
JOURNAL OF THE NATIONAL BROADCASTING SERVICE
EVERY FRIDAY - PRICE THREEPENCE

For Regular Delivery . . .
ORDER IN ADVANCE
From your Newsagent or Bookseller or at any Money Order Office.

NEW ZEALAND LISTENER

YOU MAY USE THESE ORDER FORMS

To your
NEWSAGENT
or
BOOKSELLER

To Mr.
Newsagent/Bookseller,

I should like to take the "New Zealand Listener" until I advise you to the contrary. Please reserve a copy for me each week commencing with the next issue, at the published price of *threepence* per copy.

Signed:

Address:
(In block letters.)

Date:

To any
MONEY
ORDER
OFFICE

(For the convenience of listeners who are not able to attend at a Money Order Office.)

To the Postmaster
(of any Money Order Office
in New Zealand and Dependencies),

I should like to receive the "New Zealand Listener" for one year. Please arrange for the journal to be posted to me for 52 issues, commencing with the next number. I enclose cheque/or to the value of 12/-.
(Exchange must be added to cheques.)

Signed:

Address:
(In block letters.)

Date:

NOTICE: If you order by means of this form you have the benefit of being exempt from the usual postal charge on the "New Zealand Listener."

For a
GIFT
Subscription
in New Zealand
or to other
parts of the
world.

To the Business Manager,
The "New Zealand Listener,"
93/107 Featherston Street, WELLINGTON, C.1.

I should like the "New Zealand Listener," commencing with the next number, to be sent to:

Name: Mr.
Mrs.
Miss

Address:
(In block letters.)

I enclose cheque/Money Order to the value of
15/- - - - Within New Zealand and Dependencies.
17/6 - - - British Empire.
20/- - - - Foreign addresses, including U.S.A.
(Exchange must be added to cheques.)

The renewal notice may be sent to me when due.

Signed:

Address:
(In block letters.)

Date: