

NEW ZEALAND

# LISTENER

Incorporating N.Z. RADIO RECORD

Every Friday Price Threepence

## EDITORIAL AND BUSINESS OFFICES:

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Telephone 46-520.  
Telegrams: "Listener," Wellington.

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## BROADCAST PROGRAMMES

Sun. to Mon., Jan. 12-18 - 18-31

## SUBSCRIPTIONS

OVERSEAS. — Twelve months (including postage), Great Britain and British Countries, 17/6; Foreign Countries (including U.S.A.), 20/-.

WITHIN N.Z. (Special Rates). — It paid in advance at any Money Order Post Office: Twelve months, 12/-; six months, 6/-; three months, 3/-.

RENEWALS. — Two weeks' notice of renewal is required.

CHANGE OF ADDRESS. — Two weeks' notice required. Please give both the new and the old address.

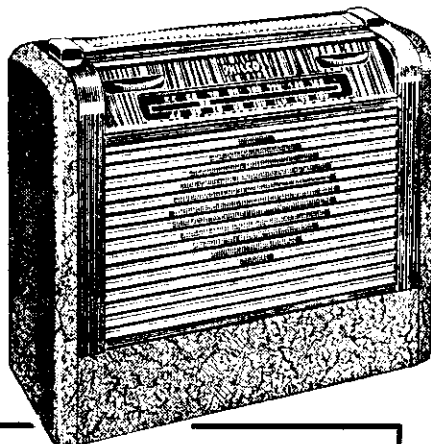
## ADVERTISING RATES

Terms on application to the Advertising Manager, "New Zealand Listener," Box 1707, G.P.O., Wellington, N.Z.

# World Leadership in Radio



For 20 years Philco has been the world's largest selling radio, because, year after year, as a result of unequalled research facilities in the world's greatest radio laboratories, Philco receivers have been unsurpassed for meritorious performance and outstanding quality of every component part, topped by unassailable values. Philco receivers are now manufactured in New Zealand to strict Philco specifications—a splendid tribute to New Zealand industry.



## 1948 PHILCO 6-TUBE PORTABLE.

In your home a powerful, rich-toned receiver operated from your house current; outdoors, the lightest, neatest, easiest to carry and most powerful portable ever built, operating from long-life, self-contained batteries. It's revolutionary—it's another Philco masterpiece. Set and valves guaranteed 12 months. Easy terms of payment. See your Philco dealer to-day.

# PHILCO

*Famous for Quality the World Over*

Ph. 15

Tuesday is "BINGSDAY"

*The* **Bing Crosby**  
RADIO SHOW

9.15 p.m. TUESDAYS.

1ZB - 2ZB - 3ZB - 4ZB



# WAXSHINE is back

"Oh boy, am I glad... the few weeks I haven't been able to get it has convinced me there's no polish like good old Waxshine."

**PROVED THE BEST BY SPLIT-SECOND TEST**

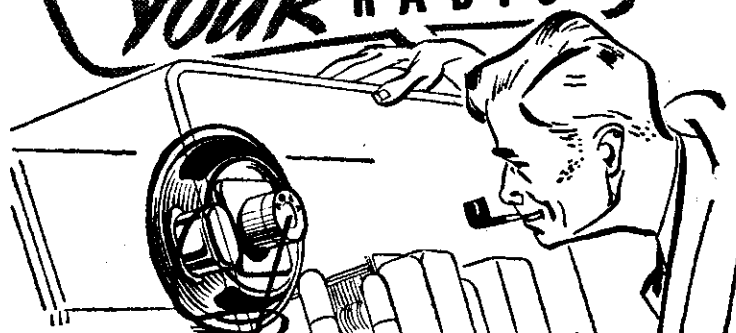


- 1 Easy to apply
- 2 Easy to rub-up
- 3 gives a long lasting polish



6.7

# LOOK INSIDE YOUR RADIO



MAKE CERTAIN Before you Buy! THAT THE SET YOU CHOOSE IS EQUIPPED WITH

If your radio is not equipped with a modern Rola Loud Speaker... then it is NOT giving you the utmost from recorded or broadcast programmes. Only the modern Rola incorporates the miraculous new magnet alloy called ANISOTROPIC ALNICO! Before you trade-in your old radio for a new one see that you hear a set equipped with a modern Rola.

# ROLA

THE WORLD'S FINEST ANISOTROPIC ALNICO LOUD SPEAKER

THE SPEAKER THAT MAKES EVERY RADIO—A BETTER RADIO

R4