



THE GREAT CASE OF BARDELL v. PICKWICK.

This case, which occurred (in literary history), a hundred years ago, is to be tried over again in 1YA studio next Friday, June 22. This picture, from one of the illustrations to the original edition of "Pickwick," by Phiz, shows a dramatic moment in Court. Every Dickensian will recognise Pickwick himself, Mr. Perker, Mrs. Bardell and Master Bardell, Mrs. Cluppings and Mrs. Sanders, and (behind) Sergeant Buzfuz, in full spate. The famous scene has been adapted (for the air) by Mr. J. F. Montague, and with the capable assistance of the Auckland Comedy Players, should prove entertaining and interesting to all classes of listeners.

## Good Music

### GROWING DEMAND

#### BROADCASTING EXPERIENCE IN AMERICA

ONE of the greatest and most popular broadcasting organisations in America is the National Broadcasting Company, and the chairman of its Committee on Music, Dr. Walter Damrosch, submitted the following most interesting report to a recent meeting of the company's advisory committee:

"I TAKE pleasure in reporting great progress regarding the quality of the music that is now broadcast by the National Broadcasting Company. Without any friction, the bad has given place to the better, the better to the good, and in some cases, the good to the best. This is due partly to a natural instinct which is found among all people, but also greatly to the evident desire on the part of our officials to encourage such instincts.

"THIS upward trend has manifested itself not only in the sustaining programmes which are carried on by the National Broadcasting Company, many of which have shown a very high artistic standard, but also in the commercially sponsored programmes, the music of which ranged from the classics to the seventeenth and eighteenth centuries, down to the present day, comprising important selections from operas and symphonies, piano and violin concertos, besides many of the world's best songs and stringed quartets.

"SUCH programmes could not be offered if the public did not eagerly accept them, and while no doubt there are still millions dwelling in the lower depth and darkness of accepting mere rhythmic noise as a substitute for music, there are now millions who, thanks to the radio, have learned something of the inner significance and emotional power of music as a language.

"THERE seems to be an extraordinary eagerness among our people to know more, and I have made some interesting experiments along this line during my RCA hour, in which I have made short explanatory comments in an endeavour to give my listeners a background against which to put their own preceptions of what they hear. Occasionally I have played a number without telling them what it is, but asking them to write to me what emotional impression it made on them, and you would be amazed at the quality of the many letters I have received in response, both from men and women, and the seriousness with which the matter was treated by them. Incidentally, we still receive about a thousand letters a week from eager listeners.

"I PERSONALLY have derived an immense pleasure from the new opportunities that the radio has given me. At a time of life when I assumed that my public work was, if not finished, at least but a repetition of what I had done in former years, the radio has suddenly enabled me enormously to widen my sphere of activities, and especially in our latest experiments, to get astounding results, opening up still further possibilities. Thanks to the generosity and close sympathy of our officials, of which I cannot speak too feelingly, I was permitted to dig the first shovelful of earth for the foundations of your great 'University of the Air.'

"I BROADCAST three of my children's and young people's concerts as an experiment. The first one, on one of our RCA Saturday nights, was designed for teachers, educational bodies, and parents, the second for children in the grammar schools, and

the third for young people in the high schools and colleges, on two consecutive Friday mornings.

"IN hundreds of schools all over the country this announcement spread like wildfire. The children assembled either in their own auditoriums, or in great public halls loaned for the purpose. Radios were either loaned by the local radio sales agents, local merchants, or other public-spirited citizens. With that remarkable adaptability which seems to be characteristic of our people, the whole thing arranged itself naturally. The regular schedules of the school were willingly interrupted by the teachers. In such cities as Kansas City, Indianapolis, and many others, all the school children and faculty 'listened in,' and what particularly gladdened my heart, were the responses received from the rural districts. These children perhaps are most in need of what an appreciation of music can give them, and if I could bring the 'little red schoolhouse' all over the country within the sphere of our activities, I should consider it the crowning arch of our building. For two weeks, appreciative letters from pupils, teachers, and parents poured in by the thousands every day, and this makes me optimistic regarding the possibilities of our being able to carry out a regularly organised series of such concerts next year. It seems to me that where there is such an evident desire on the part of the people of this country, their patriotism and well-known generosity towards anything tending to raise the standard of our race, will find a way to enable us to carry through our plans."

#### \$75,000 MORE FOR B.B.C.

##### HOW WILL IT BE SPENT?

DURING this financial year, the British Broadcasting Corporation will receive from the Post Office £880,000—£75,000 more than the total grant it has received in the current year.

The first full year's working of the corporation (which replaced the old British Broadcasting Company in December, 1926) comes to an end on April 5, and it is anticipated by then that the number of wireless license-holders will have reached 2,487,000. It is on the basis of this figure that the estimated increase in the B.B.C.'s revenue is based.

From the total amount received by wireless licensees, the Post Office deducts 12½ per cent. for the cost of collection, then takes 10 per cent. of the balance in respect of the first million licenses, 20 per cent. in respect of the second million, and 30 per cent. in respect of the third. The remainder of the money is handed over to the B.B.C.

The steady growth in the constituency, for which the B.B.C. caters is shown by the fact that three months ago, the number of license-holders stood at 2,383,726, while in December, 1926, it was 2,178,250. Under the present sliding scale, the State will be assured of a revenue of more than £250,000 a year from the deductions made by the Post Office.

During the last year of its working, the old B.B.C. had a revenue of £730,000, and it is interesting to recall that when the present corporation was formed, Lord Clarendon, the chairman, expressed the doubt whether the estimated revenue they would enjoy (£800,000), would be sufficient for the proper development of the B.B.C. "on progressive lines."

## Children's Sessions for Next Week

### AT 1YA

TUESDAY, June 19.—A happy hour with Uncle George and a merry little band of Mrs. Bartley-Baxter's pupils, who will entertain with dialogues, sketches and songs.

WEDNESDAY.—Here's Uncle Tom full of stories and jokes. Songs, too, that delight young and old. Letters and birthday greetings.

THURSDAY.—All aboard for South Africa. Captain James is taking us all, and what fun on the boat. Peter Pan and Cinderella will also be passengers, and you will hear all about their experiences when they arrive at their destination.

FRIDAY.—Good evening Nod! Have you stories and birthday greetings for us? Rather, and Uncle Mack will also be with us, and tell us more stories about the jungle in India.

SATURDAY.—Here is Cinderella, and she has an old friend with her—Sunny Jim, and a new friend, Aunt Ve, who has just returned from the East and is going to tell the Radio family about her adventures there.

SUNDAY.—Children's Song Service, conducted by Uncle Leo, assisted by cousins from the Grange Road Baptist Sunday School.

### AT 2YA

MONDAY, June 18.—To-night you will be led into a labyrinth such as the old Grecian story tells us about. Why, yes, Uncle Jeff's Puzzeland, of course. Auntie Gwen and a merry party of youngsters will follow him through the amazing tracks.

TUESDAY.—Another Radio Trip—no fare to pay. Through tunnels,

over bridges and away out to the coast. All aboard sharp at 6 p.m. Fairies please attend. Also, watch for Happy Joe.

THURSDAY.—Wonder what Auntie Dot will bring to light from her house of mystery? The curtains will be drawn till 6 p.m. Just a secret—the Hataitai Methodist Sunday School sprites will be there.

FRIDAY.—Uncle Ernest—Cheerio! Why, of course "cheerio's" the word, because the Cheerio Club girls will be present. Glee songs will brightly flow, and famous incidents will be related.

SATURDAY.—Auntie Dot and Uncle Toby will lead you into a land of fairy lore and song. The revels will commence at 6 p.m. when the fairy queen will hold her court.

### AT 3YA

MONDAY, June 18.—Uncle Jack with his jolly, joyful stories that all the little ones love to hear.

WEDNESDAY.—Uncle Peter and Mother Hubbard are going to tell you Maori tales, and sing little Maori folk songs to you to-night. And cousin Tullock is bringing his banjo—so here we all are!

THURSDAY.—Hoo-ray for "Chuckie" and Aunt Pat—With a laugh and a joke for you. Mr. Griffiths is bringing a little model country school choir, so listen in to the wee ones.

FRIDAY.—Look what we have for you to-night, Little Folk. "Big Brother," with his greetings. "Peterkin," with his stories and tricks. And "The Captain," with some new games for all.

Some little pupils of Madam Audibert will charm all listeners with their songs also.

SATURDAY.—Uncle Sam and Aunt May will keep you smiling and gay for an hour to-night, with story, song and music.

SUNDAY.—Children's song service, at 5.30 p.m. Uncle Sam in charge and the hymns will be sung by choristers from St. Luke's Anglican Sunday School.

### AT 4YA

TUESDAY, June 19.—When you strike a match do you ever stop to think of the wonderful way it is made? The marvellous machines that do things as cleverly as a human brain. And did you know that one-time people lost their lives through making matches, whereas now they can handle the dangerous stuff quite safely? Listen in to 4YA to-night; Big Brother Bill is going to take the family on a trip through a match factory. Certainly, the Radio Postie will go his rounds. He uses a bell now because he had to blow the whistle so many times he became short of breath. Songs, recitations, and music, too.

FRIDAY.—Miss Noeline Parker's happy band of clever children will be on the air again to-night. They were so good the last time that the family asked for a "return." Aunt Sheila and Big Brother Bill will be there too; and the Radio Postie as usual. One of the family wants to know what the "Milky Way" is, and, if Big Brother Bill gets five minutes somewhere in the programme, he will tell. Also, Aunt Sheila has some stunning riddles and tales.

#### 500,000 DOLLARS

##### BIG LOSS IN BROADCASTING

IT would seem that broadcasting in America is not yet a lucrative investment.

The president of the National Broadcasting Company of America, which furnishes programmes through fifty-five broadcasting stations, in reporting to the Advisory Council of the company at its second meeting in March last, sixteen months after its formation, made use of the following statement:—

"While the National Broadcasting Company has invested for its owners, the Westinghouse Electric and Manufacturing Company, the General Electric and the Radio Corporation of America, more than three and one-half million dollars in the equipment for broadcasting, at an operating loss of approximately five hundred thousand dollars for the first fourteen months of its existence, we have kept faith with our great audience, and have provided only those programmes which we would accept without question in our own homes."

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