



2YA Children's Session Advisory Committee.

Back row (left to right)—Mr. L. G. Greenberg (Y.M.C.A.), Miss E. K. Sealy (Girl Guides), Mr. B. Mabin (Boy Scouts), Mr. C. Proctor (Uncle Jeff).
Front row (left to right)—Mr. W. E. Howe (Wellington Sunday School Union), Rev. Brother Phelan (Marist Brothers), Rev. Ernest Weeks (chairman), Mr. J. Crewes (Big Brother Jack), Mr. R. Walpole (Uncle Toby). Inset—Miss Thornton (Training College). Absent—Mrs. Henry Smith (National Council of Women), Mrs. F. S. Pope (Y.W.C.A.).

any suspicion of favouritism, the transmission of programmes is dealt with through the internal arrangements of the Broadcasting Company. A competent staff has been organised, and the most up-to-date and efficient plant procurable has been installed. The actual broadcasting of programmes is a mechanical process, and is effectively handled by the engineering and operating staff. Included in the transmission apparatus are measuring instruments which record the slightest variations from the normal, and these instruments indicate to the operator exactly what is taking place, so that the quality of transmission is known at all times, and is not merely a matter of opinion.

HOWEVER, the actual effectiveness of transmission at the point of reception may itself be divided into two groups: The quality of reception, and the acceptability of matter broadcast. Transmission and utility of programmes having been taken care of, as outlined

in the preceding paragraph, the quality of reception depends upon factors which are more or less beyond the control of the Broadcasting Company. Some of these factors are not understood, and therefore cannot be controlled, such, for instance, as fading or static. Others, such as local and electrical interference, and howling valves, are remediable, and may well occupy the attention of local organisations, radio societies and listeners' leagues.

Another factor is within the control of the listener himself, as an individual—the efficiency of his receiving apparatus, and its proper operation. Many sets are being operated in New Zealand which are incapable of faithfully reproducing the music or speech broadcast, and much enjoyment is being lost to the operators of these sets through their imperfections.

THE factor of transmission at the point of reception, however, is a

matter in which the Broadcasting Company feels that listeners can co-operate by furnishing reports. These reports must be regular and reliable, and those from any one locality must all be based on the same standard of judgment. For these reasons, the company included in its public relations plan the appointment of official listeners throughout New Zealand, and invited communications from those who felt they had the necessary qualifications and were willing to undertake this work. Every "honorary official listener" will have the opportunity of assisting the company in this object. The company realises that to achieve its object it must enlist the services of reliable amateurs, and make them its accredited representatives throughout the Dominion.

OFFICIAL listeners' reports will not only deal with the quality of reception from the technical point of view, but that is, as regards the engineering side, but will also include information regarding the suitability and acceptability, from the listeners' point of view, of programmes in general, and individual items in particular. Such reports will supplement the collective work of the committees dealing with music and drama, church services, and children's sessions, and will serve as a valuable guide when considering future lines of action.

A number of official listeners have been appointed, and this number will be increased. Many have had a wide experience of radio, and of other subjects, such as music and literature, which will render their reports of great value, while at the same time so many points of view will be represented that a good balance will be maintained, and all types of programmes will receive attention.

Honorary Official Listeners.

Mr. Louis Russell, The Parade, St. Helier's Bay, Auckland.
Mr. S. W. Strong, P.O. Box 9, Gisborne.
Mr. R. T. Scott, Kurunui, Morrinsville.
Mr. J. H. North, Pukehuia, Northern Wairoa.
Mr. D. W. Tapp, P.O. Box 7, Rotorua.
Captain Percy Bailey, Box 1, Silverdale, Auckland.

Mr. Douglas H. Hall, Taumarunui.
Mr. H. W. Young, Waikeri.
Mr. Ben F. Hunter, Power Road, Carterton.
Mr. R. B. Foord, 31 Stanners Street, Eltham.
Mr. A. Walter Van Weede, "Wai Whare," Kahutara, Featherston.
Mr. W. D. Ansell, Queen Street, Masterton.
Dr. Herbert Ziele, Tennyson Street, Napier.
Mr. E. J. L. Payne, 75 Pendarves Street, New Plymouth.
Mr. John Howe-Giles, Normanby, Taranaki.
Mr. J. W. Muir, P.O. Box 8, Palmerston North.
Mr. T. W. Ward, Tariki, Taranaki.
Mr. W. D. Campbell, Fairland, Private Bag, Waipawa.
Mr. E. Malkin, Waipukurau.
Mr. A. R. Donaldson, 80 Ridgway Street, Wanganui.
Mr. G. W. Morgan, 49 Moana Road, Kelburn, Wellington.
Mr. T. P. Sewell, 10 School Road, Christchurch.
Mr. W. V. Haustock, Denniston.
Mr. A. B. Clark, Box 25, Kaikoura.
Mr. G. M. Smart, P.O. Box 100, Nelson.
Mr. N. C. Winstanley, Picton.
Mr. A. E. S. Hanan, Beverley Road, Timaru.
Mr. W. McLean, Union Street, Milton.
Mr. E. R. Pettitt, High School, Lawrence.
Mr. Sidney Ward, Stratford.
Dr. Walter S. Robertson, 34 Raraia Road, Kelburn, Wellington.

Use this copy of the "Radio Record" to convince your friend of the value of Radio. Enrol him as a listener.



Still Smiling!

Of course I'm still smiling. Got one of those EMMCO Battery Eliminators for my radio set months ago. Never had the slightest trouble. No battery worry. Get constant silent power all the time. Fit one in yourself.

**EMMCO
ELIMINATORS
FROM
£10/10/-**



N.Z. Distributors:
Abel Smeeton, Auckland; Thomas Ballinger, Wellington; L. B. Scott, Christchurch.

THE NEW MODEL CROSLEY JEWEL BOX

Operates from Light Socket.

GIVES THE MOST PERFECT TONE
TRY IT IN YOUR HOME—THAT'S THE ONLY WAY TO BUY A RADIO.

See Our Stocks.

CRYSTAL SETS
'PHONES
SPEAKERS

PHILIPS AND
MULLARD
VALVES

RADIO
REPAIRS AND
SERVICING

G. G. MacQUARRIE Ltd.

CROSLEY RADIO SALES AND SERVICE.

95 WILLIS STREET 'Phone 45—865. WELLINGTON.

When the jewels
of the air are
presented—
"You're THERE
with a Crosley."