

and concern for one another has led to some very happy results.

Fresh ideas and helpful criticisms are ever welcome, and happily discussed by the committee, and while a considerable amount has been achieved, we are conscious that we have not "arrived," but are endeavouring to make the children's sessions of still greater value to the young life of our country.

THE extensive correspondence from children, their parents, and friends is eloquent of the fact of the very large place which the children's sessions have in the life of the Dominion. These ses-

sions bring cheer to the home, brightness to the hospital ward, encouragement to many who live "far from the madding" crowd, and to all we are endeavouring to send out the perfume of kindly friendship.

No committee has a more wonderful task, and I venture to say none are more thoughtfully and cheerfully tackling their job.

We are grateful for the privilege which, through the Radio Broadcasting Company, is extended to us.

ERNEST R. WEEKS,
Chairman,
2YA Children's Session Advisory
Committee.

RADIO DIRECTORY

What to Buy and Where AUCKLAND

ATWATER-KENT RADIO ..	Frank Wiseman, Ltd. 170-172 Queen Street, Auckland.
ALTONA & HAMMARLUND- ROBERTS SETS.	Johns, Ltd. Chancery Street, Auckland.
AMPLION LOUDSPEAKERS ..	All Radio Dealers.
BURGESS RADIO BATTERIES,	All Radio Dealers.
CE-CO VALVES	All Radio Dealers.
FADA RADIO	Radio Supplies, 251 Symonds Street, Auckland.
FEDERAL, MOHAWK, GLOBE	Federal Radio House, 8 Darby Street, Auckland.
GILFILLAN AND KELLOGG .	Harrington's, Ltd., 138-140 Queen Street, Auckland.
GREBE RADIO	Howie's, Dilworth Building, Custom st., Auckland.
MARCONI ECONOMY VALVES	All Radio Dealers.
MULLARD VALVES	All Radio Dealers.
RADIOLA RECEIVERS	Farmers' Trading Co., Ltd., Hobson Street, Auckland.
RADIOTRON VALVES	All Radio Dealers.
RELIANCE BATTERIES	Reliance Battery Mfg. Co., Ltd., N.Z. Mads 36 Albert Street, Auckland.

COUNTRY TOWNS

CROSLY ELECTRICAL AND BATTERY MODELS	The Forrest-Crosley Radio Co., Ltd. Cuba Street, Palmerston North.
CROSLY RADIO SALES AND SERVICE	D. A. Morrison and Co. The Avenue, Wanganui.
FEDERAL AND AIR PATROL RADIO	J. B. McEwan and Co., Ltd., New Plymouth.
GAROD, CROSLY, RADIO AND ACCESSORIES	The Hector Jones Electrical Co. King and Queen Streets, Hastings.
GREBE, CROSLY AND RADIOLA SERVICE	E. Dixon and Co., Ltd., Hawera.
RADIOLA DEALER AND SERVICE	G. C. Carrad. 140 The Avenue, Wanganui.
PHILIPS VALVES AND APPARATUS	All Good Radio Dealers.

3YA Committee

THE efforts of the Broadcasting Company to seek the co-operation of prominent and independent representatives of all organisations interested in radio programmes for the purpose of ascertaining the requirements of listeners will not, of course, provide an immediate solution of all the difficulties surrounding public entertainment. A definite step, however, has assuredly been taken towards a complete solution of the problem and, above all, indicates the good intention of the management towards the general public and those listeners whose patronage is worth soliciting. Any movement in this direction requires a special knowledge of human nature and organising skill, and reveals at once the wisdom of endeavouring to convince every doubting Thomas that faith is being kept not only with the requirements of the governing officials, but also with the distinctive tastes of a discriminating public. This is not an easy role to fill. Some of us are very critical of many of the items that are broadcast from the studios. It is impossible to please all listeners during any particular session, and because of the great variety of preferences that exist and have to be catered for, the present system of ascertaining the views of responsible people and seeking their assistance is to be very highly commended.

IT is quite certain that this is not done by the management for the purpose of shirking its obligations, and has the appearance of being the most effective method of securing the necessary information. An impression has got abroad at some time or other, and has even been mentioned in the correspondence columns of certain newspapers that the Broadcasting Company does not exert itself in the direction of catering for crystal users. This erroneous idea is very effectively answered by pointing to the cost of erecting and maintaining separate stations at the four chief centres, which, from a radio point of view, are spaced comparatively short distances apart. Such an apparently extravagant arrangement could only be justified by the company's determination to reach the most remote crystal-set in the Dominion. These sets supply the means by which the children's sessions can be made available to the vast majority of homes in New Zealand.

THE real value of the Public Relations Committees lies in the fact that listeners enjoy the virtual guarantee of continuous and uniform services and programmes of unvarying good quality. Every honest critic must admit that failure to maintain this standard must react on the company itself, and the management is no more likely to risk losing the goodwill of its advisers, after including them in its organisation, than it is to allow the programmes to deteriorate.

Despite the outcry against monopolies in high-power broadcasting, this very question of quality and uniformity has made it possible for the company to engage the services of the most qualified officials available, and to extend its organisation sufficiently to enable advisory committees to be appointed. It is not generally realised that instead of possessing objectionable features, this factor has a con-

siderable bearing on the standard aimed at by the management in which quality is now acknowledged to be a matter of scientific development. The controlling factors and the potential possibilities of co-operation as applied to the juvenile educational sessions form the basic principle of present-day radio services.

THE direction in which the Public Relations Committee can best assist these services from every point of view is mainly that of attempting to confine developments to well-defined channels rather than along lines of least resistance. My comparatively brief experience as chairman of the 3YA Children's Session Advisory Committee has convinced me that the co-operation desired by the company is being most generously practised by the members over whom I preside. The opinions and ability of such sympathisers are of inestimable value. No apologies are offered for the expression of personal views on all aspects of radio programmes, and criticism is invariably of a constructive character.

ANOTHER question that has received some attention from members of the committee is what is known in modern times as the psychology of the child mind. It has been fully realised that some knowledge of this phase of juvenile life is essential if the management is to succeed in reaching the children who most require entertainment of an educational value. This path, and this path alone, leads to a solution of the problems as to the form and scope of the programmes provided for the company's young listeners. The proposed amount of variation in the items to ensure continued interest and the limitations attending extension work are other aspects of the matter requiring the closest attention. It can therefore be said that the value of an advisory medium between the management and the general public lies in the extension of high grade programmes for the children, and in the realisation of the fact that successful development must be based on the general use of crystal sets. Insufficient time has elapsed since the formation of the committee for me to express a definite opinion as to the possible success of its deliberations. A continuance of the interest that is being shown at present is all that is required to fulfil the highest hopes of those responsible for the innovation. The discussions that have already taken place have been along the line of considering the programmes from the standpoint of these interested parties, viz., the Broadcasting Company, the artists, and the listening children. Individual members have made themselves acquainted with the conditions under which the first-named has to carry out its programmes with a view to combating any cross currents that might arise and to submitting practical suggestions where improvements may be made. The aim has been to give New Zealand children as much pleasure as possible by the most economical means and without interfering with their rightful rest and school work.

D. E. PARTON,

Chairman,

3YA Children's Session Advisory
Committee.