

booby prize, as although I put the saxophone solo in 17th position, as doubtless 99 per cent. of the auditors would do, I made the atrociously unmusical error of putting "I'm Ninety-four To-day" in first place, even before "Poet and Peasant"! —G. FRASER (Ohura).

#### A Little Tip.

HERE is a tip that may save some amateur a few shillings, if not pounds. The average radio fiend—and I am one—when anything goes wrong sets to work to dismantle his set as quickly and as excitedly as possible, with the result that the repair men call his name blessed and hope his excitement will never cease.

The other night my set stopped. At first I thought it disapproved of the dance music; but that wasn't the trouble. Valves were lit and all seemed O.K. The little devil of curiosity prompted me to take the set to pieces; quite an easy job if there wasn't any reassembling to be done. However, I 'phoned an expert—I use the word "expert" reverently—and explained the case. He said, "Look at your A battery leads." With wonderful patience I pointed out that the valves were apparently going strong. However, he maintained that he might be right, and, more to please him, I had a look. Sure enough, when I touched the A plus the set went again as per schedule. Behind the clip the stranded wire had broken away until there was but one strand left. When I fixed this up all was well.

This might not apply to every set. However, it fixed mine, and I'm passing it on to you for what use you can make of it. I must emphasise the point, however, that, had I not got expert advice, I might still have been without the comfort of hearing a little music of nights. I have recently come in from the back country, and a relative of mine—about six miles over the edge of the world is where his home is—has a very fine set. I cannot speak too highly of what it has done for him. In fact, he looks forward to his evening's music. I left the backblocks six years ago, and only return for holidays now; but I'll never forget the awful boredom of winter nights when all we had to do was to read the weekly papers over and over again. Whilst the city man has his wireless, he could never know the difference it makes to life back yonder.

One other thing, too. In my day many of the children of farmers were inclined to be a trifle "sawney." Since radio has come the kiddies have a new standard of education and new ideas. Many a country child, such as I was not so many years ago, is repressed be-

cause the thoughts it has find no full means of expression. But wireless enables it to hear others saying what they think, and, in consequence, the child is given a new courage in its own opinions. It is a big subject and one of these days I would like to write more fully on. In the meantime cheerio.—C.H.

#### A New Yankee Scalp.

SINCE my last letter, I have been successful in still further adding to my log by the addition of Radio KWKH, of Shreveport, Louisiana, which I picked up on Tuesday evening last. I think this station is new to New Zealand listeners. The wave length was 352.7 metres, and the announcer gave the power as 10,000 watts. I held the station for nearly half an hour, and except towards the close, there was no real fading. Reception throughout was very clear, and at good phone strength—I did not put him on to the speaker. During the past two or three weeks new American stations have been coming in in quick succession, and seem to have put the usual "Yanks" in the background. This, however, may be accounted for by the fact that numerous changes have, I believe, been made in the wavelengths of these stations. KFON, WENR, KGO, have come through well during the past few days.

Last evening, at about 10.45 p.m., I logged another "mystery station" on about 341 metres, and held him till he signed off, some twenty minutes later. The items were heard clearly, but I could not make out the announcements except that I gathered it was an advertising session, and I could tell it was an American station. The final call letter sounded like "L." Can any DX fan oblige? The American stations nowadays appear to be observing very late (or early) hours.

When forwarding verification of my report of reception, station 4ZO, Dunedin, stated that their power was 8 watts—and I received them at quite good speaker strength! Wavelength is 277.8 metres.—Guy C. HOLMES (Masterton).

#### Transferring a License.

I WANT to take my radio set away me for a few weeks during the holidays, and operate it while away. Is it necessary to notify the Post officials, and do I have to procure another permit to do so? Perhaps a note on how the stations are being received here would be of some small interest. Station IYA is about the best here, with 2YA second, and 4YA the next best. There is an occasional night when 2YA is very bad, on account of fading and mushiness. On the other hand, Auckland can be relied on almost any even-

ing to come in clearly and strongly. Another thing which I have noticed is the vast improvement in the programmes broadcast since I first began listening. They are quite a treat to listen to lately, and every month seems to bring forth some improvement or other.—G.W.J. (Greymouth).

[According to the regulations any change in the location at which a radio license is being exercised must be notified promptly to the nearest district radio inspector. A temporary change of address, such as that you refer to, is not objected to, provided the D.R.I. is notified. Such action is necessary in order will avoid any possible abuse.—Ed.]

#### Queries Answered.

I WOULD like to congratulate the B.C. on their performance on election night; also the excellent announcer at 2YA—he is the best on the broadcast band. Could you inform me of any station called 1XX (about 200 metres). I heard him on Wednesday 21st. He appeared to be talking to someone about generators, etc. Also, is there a station, WLAC? I think that is in America. When are we to have dinner music? It certainly would be a great asset.—Yours, etc., PUKEKAWA.

[1XX is the experimental station of the district telegraph engineer, Auckland, who frequently converses with VLO, Kawau Island, Hauraki Gulf. WLAC, Nashville, Tennessee, operated by Dad's Auto Accessory and Radio Store, and the Life and Casualty Assurance Co., operates on 201.2 metres. His power is 5 k.w.—Ed.]

### Radio and Sports

A QUESTIONNAIRE recently circulated amongst twenty American College authorities gives some illuminating information as to the effect of broadcasting sports events upon attendances thereat. It is the practice of a number of American colleges to maintain their own radio station, and

these stations broadcast descriptions of the college sports. At the success of these sports depends upon attendance of the public, opportunity was presented for an effective investigation of the effect of broadcasting upon attendance.

In answering the questionnaire, the twenty colleges and universities which habitually give radio presentation of all major sports events, the consensus of opinion was that the broadcasting was advantageous. "The tendency was to work two ways regarding gate receipts. It enhances the sale of tickets for football games, but slightly cut down the attendance at basketball contests. The loss incurred in the latter instance was negligible compared with the amount of advertising given the institution, and the service rendered to the public. The reason why basketball attendances were slightly affected was that these tourneys were held in the evening, when people were tired."

The general opinion was that the broadcasting of football games did a very great deal in the way of advertising the sport of the institution. This test is of definite value to New Zealand sports institutions, as it records the practice of college institutions, concerned with making a success of their sports, deliberately adopting the broadcasting of such sports as a means of contributing to their success. The cost of doing so would certainly not be undertaken if the effect of such broadcast was deleterious to the success of the sports. It may, therefore, be taken for granted that the Americans consider that broadcasting definitely advertises the sport, and is a distinct service to the sport. This is certainly the case in New Zealand in relation to football, boxing, tennis and cricket. The racing authorities alone, for reasons not yet fully appreciated by the public, fail to realise the advertising value of broadcasting in the popularisation of their own sport.

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