

Auckland Notes

(By Listener.)

TO every station there is usually a "best night" in the week. At IYA the palm must lately be awarded to Tuesdays. Following its silent night, the Auckland station has come on the air recently with several programmes of particularly high calibre, containing that spice of variety which makes them suitable to all tastes. On Tuesday last the entertainment broadcast was more than usually enjoyable. Particular reference may be made to the vocal gems supplied by Madame Cora Melvill and Mr. Norman Day, and to the pleasing contributions of the Bohemian Duo, who seem to have secured the knack of always hitting public taste with their tuneful melodies.

QUITE a number of listeners have expressed the opinion to the writer that, while the talks upon early New Zealand and the Maori are very interesting and well delivered, the subject itself is being worn rather threadbare. They would welcome a change of material.

IN these summer evenings, when enjoyable reception is confined virtually to the local station, it is gratifying to notice the favourable comparisons that are made between IYA and other broadcasting stations. Our local fare, though there will always be some who grumble at it, will stand comparison with the best supplied elsewhere in the Dominion.

IT has been suggested to the Minister of Education that the proposed "B" class broadcasting stations, for the sanctioning of which a certain section of the community are agitating, could undertake educational broadcasts for schools. This is a type of service which must come, but it must develop gradually, after due experiment, and one can see no more efficient source for experiment than our own IYA plant, which has a remarkable daylight range in the province. If radio for schools is to come in the Auckland district, it should be through the good offices of IYA. It is known that the company and the staff are willing to afford full facilities for any scheme which the educational authorities may advance. One fails to comprehend how other less powerful plants, worked under less experience, could undertake satisfactorily what already established broadcasting is prepared to do, and, in its own part, do with assurance of success.

CHILDREN'S sessions will be back into their usual stride again next week. Thousands who have missed their speakers or 'phones during holidays at the seaside and in the country will be eager to hear "Cinderella"—she of the charming radio personality—and those delightful Uncles, some of whom, too, have been enjoying a deserved holiday. Uncle George and Uncle Tom will both have appeared at the microphone again by the time these notes are in print, and a warm welcome will have been accorded them.

THE action of the IYA Children's Committee in applying the accumulated anonymous and other donations which have come in to the studio to such a worthy object as the supplying of poor crippled children with receiving sets, and paying the license therefor, has earned its due reward. Letters of appreciation and gratitude

The Press and Radio

Points from an American Controversy

THE great part that radio played in New Zealand on election night will be remembered by all listeners. In the United States it was relatively equally or more important. There, as here, the press co-operated in supplying the radio services with advance figures of election results, thus enabling millions of people to know the main decisions and the general trend even before the next day's papers were published. In spite of that fact, all newspapers reported record circulations on the day following the election, thus proving that the advance information over the radio simply whetted the appetite of the public for more detailed and accurate figures. The same outcome was apparent, we believe, in New Zealand, in that metropolitan papers, at any rate, enjoyed record sales on the day following the election.

Following the American election, the part played by the radio and the press has become the subject of definite controversy, the point of argument being: Is it wise for the press to supply the radio with news, election or otherwise? A questionnaire on this subject was issued by "The Editor and Publisher" to forty representative newspaper men, fifteen being newspaper owners and 25 prominent executives of newspapers. The replies and views of these men are given in full in a long special article, but a summary of the views expressed is as follows. The diversity of outlook is at any rate quite refreshing and shows that the matter has many angles:—

Eight of those replying either approve the radio as an adjunct of newspaper publication through pre-announcement of news bulletins, or are indifferent to it as a menace to the press.

Fourteen of the newspaper men would approve eliminating of advertising trade names from radio programmes published in newspapers, while six believed that the trade names were news in that they were needed to identify programmes in which the public was interested.

Some pertinent extracts from the opinions expressed were:—
"I think the radio has more potential danger to newspapers as a rival advertising medium than as a rival distributor of news."—William R. Hearst.

"I consider radio programmes important news."—George B. Parker.
"Radio stations are soliciting advertising in direct competition with newspapers."—A. L. Fish, "Salt Lake Telegram."

"To make a daily habit of giving out news in advance of publication is not only undesirable, but it is foolish."—Clark Howell, "Atlanta Constitution."

"I have quite gotten over my fear of the radio hurting the newspapers."—Julian S. Mason, "New York Evening Post."

"Radio programmes in newspapers will disappear in time or be placed in space advertising."—George B. Longan, "Kansas City Star."

A New Station

A BROADCASTING station erected by Philips, HUIZEN, is working on a wavelength of 16.88 metres. Transmission times are not available. Philips Lamps (N.Z.) state that they will welcome reports concerning reception from this station.

from the afflicted beneficiaries have come to hand, and they are delightfully pathetic in their childish sincerity. After seeing the great boon which radio is to an invalid child of wealthy parents, and how keen an interest this lad displays in all that comes over the air, the writer is able to picture the benefits that will accrue to less favourably situated youngsters who have expressed their thanks to the IYA Committee.

OUR Anniversary Day, a week later than that of Wellington province, gave the station a busy time in supplying particulars of the many sports, racing, aquatic, cricket, and tennis, which eventuated here.

WE have had a new, and quite a brisk and pleasing announcer for the past week. Mr. C. R. Straubel, whose voice is known to listeners through his participation in radio debates, has been relieving Mr. Cufford Bell for a few days, and, though naturally inexperienced, he has been wonderfully successful before the microphone, and his voice has won him a host of friends unseen.

Television at Present

Only in Experimental Stage

IN an address delivered before the general session at the meeting of the National Electrical Manufacturers' Association of America, Louis B. F. Raycroft, vice-president of the radio division, declared that "it is an injustice to the public at large to encourage it to expect television in the immediate future."

Emphasising the importance of a correct understanding of television and its importance to the radio industry and the public, Mr. Raycroft said, "a new factor is entering the situation threatening new complications. The public is expecting another kind of broadcasting service popularly known as television. The Federal Radio Commission is even now considering the formation of regulations to govern this new field of radio endeavour."

"THE great public interest in television is founded upon exaggerated newspaper reports of brilliant laboratory demonstrations rather than upon the actual practical status of this virgin field which is as yet entirely unprepared for commercial development. A diligent study of the subject leads to the inevitable conclusion that the premature stimulation of public enthusiasm in television is misleading and dangerous to the progress of radio because there is no means of satisfying the demand for reliable home television equipment."

Television remains a laboratory experiment with a number of major and vital problems still unsolved. There are certain specific technical obstacles to practical television which cannot be overcome unless a fundamental and original invention or inventions are made and no technically qualified observer will predict whether they will be made within twenty-five, ten or five years, or even less."

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S-O-S

TRAVEL IN COMFORT BY CAR

NEW PLYMOUTH.

WELLINGTON — PALMERSTON

Australian Listeners

The latest figures of licensed listeners in Australia are as follow for the respective states:—

	Total	Per cent. of Population.
New South Wales	91,709	3.78
Victoria	141,890	8.11
Queensland	25,224	2.77
South Australia	22,120	3.81
West Australia	3,828	.96
Tasmania	4,117	1.95
Commonwealth	288,888	4.59

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