

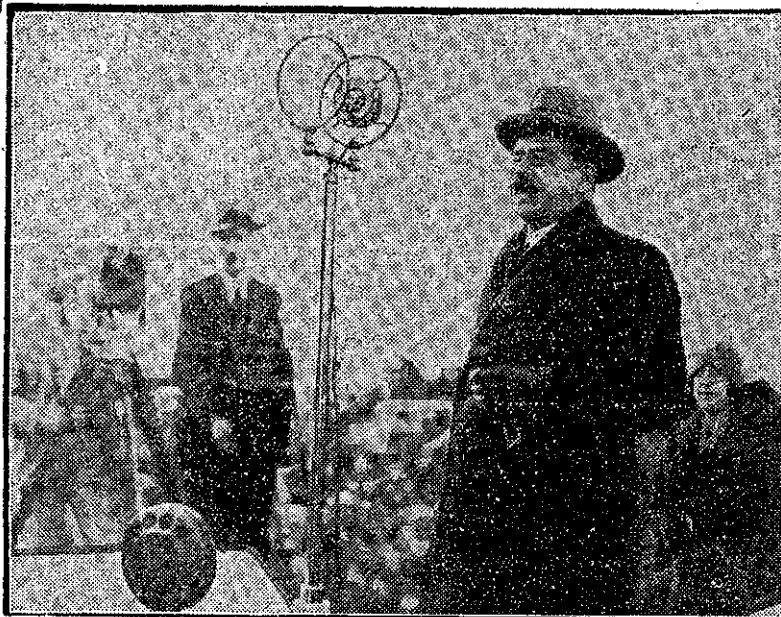
Auckland Notes

(By "Listener.")

DURING the past week there has been little to record regarding programmes except that they are still definitely on the up grade. Additional good artists appear, and there is more, though still not enough to satisfy some insistent demands, in the way of variety. Most of our small coterie of grumblers fail to realise that in operating four stations for less than 40,000 licensed listeners, the Broadcasting Company must cut its coat according to the cloth.

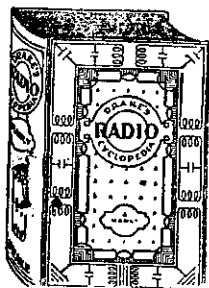
DURING the week-end an overseas visitor, after inquiring fully into

our New Zealand system of broadcasting, and considering its scope and limitations, informed the writer that we ought to be proud of what was being done for such small and widely-scattered communities. On the other hand, a weekly paper spreads itself in strenuous castigation of the Broadcasting Company and all its works. Perhaps the writer of its comments might take a leaf from the visitor's book, and view the problem of broadcasting in all its aspects before he rashly condemns what so many others approve. Licenses are steadily mounting at the Auckland post office. Surely the new licensees are sufficiently sound in judgment to know that what they will hear is well worth the money they are expending for the pleasure of hearing it.



The Rt. Honourable Sir Joseph Ward speaking at the official opening of the Southland May Fair on May 15. The proceedings were relayed to 4YA, Dunedin (128 miles) and to 3YA, Christchurch (359 miles.)

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R.8

ON Saturday evening 1YA relayed a portion of the Auckland University students' extravaganza, "The King of Kawau." Both songs and dialogue came over splendidly, and listeners will look forward to the further relay promise for next Friday evening.

ON Friday last the writer took a casual stroll round the premises of several radio dealers, simply for the purposes of quiet observation. Of dealers there are not so many as existed in the days when inexperienced people thought that there were fortunes to be made by the mere retailing of wireless sets and accessories. The trade has now settled down to normal proportions for the existing demand, which, by the way, is quite a healthy one at this time. The demand for electric sets is universal, and every dealer was featuring some dependable type, and finding his customers well satisfied with it. Those who are left with large stocks of battery-operated sets on their hands may find considerable difficulty in disposing of them to town customers, but there are always settlers isolated from power lines who must perforce have recourse to the older types. Launch owners, too, prefer sets which they can transport from home to cruiser, and thence, perhaps, to seaside shack.

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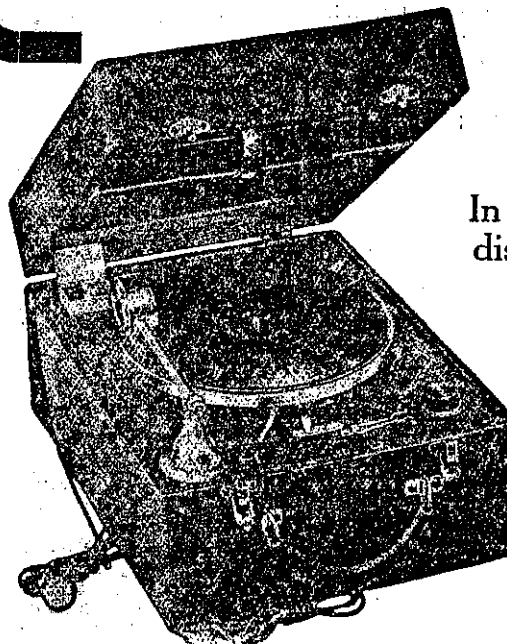
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