

requirements of the majority. To this end a thorough investigation is constantly conducted of every possible source of talent.

Then again it must be remembered that we are unable to choose our audience. Unlike the promoter of a concert for stage purposes, who arranges and provides his items in accordance with the requirements of a particular type of audience whom he knows will attend, we must of necessity bear in mind that each one of our programmes is broadcast to an audience which we cannot number and which is representative of possibly every shade of musical temperament. Thus we endeavour as far as we possibly can to co-ordinate the programmes of each station such that whilst each broadcasts a different definite type of programme on each night of the week, the programmes are so arranged that a listener with a suitable receiving set can choose one of four different types of programmes on each night on which our stations are operating simultaneously.

For listeners who are able to tune in only one station, the programmes vary from night to night, and in addition to this we arrange for relay or re-broadcast transmissions when circumstances permit for the purpose of adding variety and novelty. More recently we have been featuring long distance relays which, having been made practicable by the co-operation of the Post and Telegraph Department, have enabled us to broadcast entertainment and functions which would otherwise have been unavailable for this purpose. An investigation is constantly conducted of every possible source of broadcast entertainment.

**Gramophone Records.**—With the exception of dance programmes broadcast during the evening sessions, the period devoted to the broadcasting of records during the evening is less than 25 per. cent. of the total evening

broadcasting time. This provision is stipulated by regulation, but apart from this, we may assure you that we have no desire or intention to utilise gramophone records where we are able to provide similar items with reasonable artistry from the studio. In the case of dance programmes we have found that records adapt themselves admirably for this purpose, and further, offer a very wide selection of items. As far as we can gather from the mail which passes through this office, this practice is approved, although as we pointed out above, it is not our intention to utilise gramophone records unnecessarily, particularly where studio items of a similar type are available.

**Dinner Music.**—This has a wide appeal both to the farming community and the town folk. Circumstances will not permit of the farmer listening to either the afternoon or the evening concert session, and the dinner session provides an hour of musical entertainment in his particular interests. Unfortunately it was necessary to move the children's hour forward one hour, and although there has hardly been opportunity to investigate thoroughly the acceptability of the extension of schedule and re-arrangement, we have considerable evidence of their popularity. The children's session is, of course, broadcast in the particular interests of the children themselves, thus whilst we appreciate the interest which is manifested by many of the adults in this session, we had more especially to satisfy ourselves that any change would not adversely affect the entertainment derived by the younger listeners.

**Power of 2YA.**—There can be little doubt that listeners within the vicinity of 2YA have to take special precautions to cut the high powered station out to permit reception of outside stations and to avoid overloading

and consequent distortion. This condition of affairs cannot, however, be regarded entirely as a fault of the transmitting station, which serves a much wider area than that represented by Wellington city. Persons who have not receiving sets are not obliged to take out licenses, and in view of the fact that there are selective receivers on the market and we understand that demonstrations of any set can be made, it would seem desirable that an intending purchaser should listen to the set he proposes to buy prior to actually purchasing it. We are of the opinion that every license fee is amply repaid, even by the programmes from one station, but a prior demonstration will dismiss any misapprehension as to the capabilities of a particular receiver should reception of outside stations be desired.

Our service is cumulative to the extent that its development depends upon the patronage which is associated with it, and we may assure you that we are doing everything possible with the means at our disposal. A public utility service cannot be promoted and developed successfully to its fullest extent over-night, but to indicate that progress is being made we might mention that at the present time there are some 40,000 subscribers to our service, whereas at the corresponding time last year the licensed radio listeners in New Zealand numbered 33,000 odd. Further, the above figures would suggest that by far the majority of last year's listeners have renewed their licenses. Our experience has proved that the growth in licenses is a natural one and accelerated very slightly, if at all, by such individual features as the transmissions during the Tasman flight, the election broadcasts, overseas rebroadcasts, and long distance relays. Such broadcasts contribute to the efficiency of the service as a whole, but the latter is the basis upon which the Company's work must be judged.

## A Sporting Act

### Amateurs Stand Off

A VERY sporting act was performed by very many short-wave enthusiasts during the rebroadcast of 2MB, Sydney, Saturday last. Prior to crossing over to this station, announcement was made from 2YA asking that short-wave amateurs keep off the air to allow the technician responsible for the broadcast, Mr. E. R. Macarthy, of Macks Radio Co., to have a fair run. Although the temptation for the amateurs to listen-in on their own receivers was great, the air was practically free of any howling valves. This speaks great praise for amateurs, for resisting the desire to tune in to a station which is coming in well is no easy matter for the short-wave enthusiast.

The announcer no doubt had a very trying time standing in the rain broadcasting the very vivid description that came over so well. That he was thinking of better times was evidenced by his remarks to us in New Zealand, "I envy you people in New Zealand sitting over your cup of coffee and listening to the details of the match between your team and ours." Again we can almost picture the scene when we heard come over the air, "Look out, or you'll knock the microphone over," and to the Press photographers, "Shift on, you're blocking the view." These little incidents, which came over so clearly, show how very well the broadcast was handled both in Sydney and New Zealand.

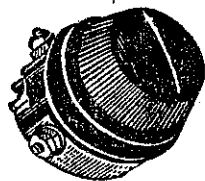
## New Radio Combine

SOME time ago arrangements were in progress with a view to separating from the Radio Corporation of America the business of communications, except between ship and shore stations. News now reaches us that these arrangements have taken effect and that a subsidiary company of the Radio Corporation of America has been formed under the title of the Radio Corporation of America, Communications, Incorporated.

### Notice to Constructors

IN the description of "A Cheap Eliminator for Small Sets" (Vol. II, No. 49) the third paragraph from the bottom of column 2, page 29, should read: "For the 110-volt mains connect together 1 and 3, also 2 and 4, and lead the supply to 1 and 4."

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