

## A Voice Without a Body

### How Publicity is Engineered

**M**EDICAL history records some extraordinary cases of the revival of apparent corpses. A case now current in Auckland radio history of a somewhat similar occurrence is causing a good deal of amusement in certain circles. The activity of what was known as the "Auckland Listeners' League" will be familiar to those who for some years have been interested in radio.

It will be remembered that this organisation, which, by the way, seemed always to be of a somewhat nebulous character in that a subscription of 1s. per annum entitled the general public to membership, was formerly much in the limelight by reason of the vitriolic criticism directed by it towards the broadcasting organisation in general. Several famous meetings were held in Auckland, the last prominent public one being some fifteen months ago. This was somewhat in the nature of a volcanic upheaval, after which a long period of quiet prevailed.

**T**HIS quietness was generally regarded as a presage of death—so much so that recently a meeting of the executive was convened to arrange the "funeral obsequies." These were progressing to finality, all arrangements as to winding up being practically completed, when one member, who, by reason of his association with a certain newspaper, was always able to give the League the publicity it enjoyed in its prime, walked into the room.

On being informed of the position, he is understood to have ejaculated: "Oh, damn it all, we won't wind up yet. We will have another fling." He was able to instil sufficient life into the apparent corpse, as it were, to have the winding-up resolution shelved and

arrangements made for a deputation, behind closed doors, to wait upon the Postmaster-General.

In due course a report appeared in the daily press to the effect that a deputation from the Auckland Listeners' League had waited upon the Postmaster-General and had submitted to him their views and had, it was understood, extracted from him a promise that no variation or renewal of the broadcasting arrangements would be entertained without their being submitted to the Auckland Listeners' League.

**A**ND that's that. It is just as well that listeners should be given this little insight as to how publicity can be engineered. The Auckland Listeners' League is apparently a voice without a body. What its membership is has never been made public. That, however, would not seem to be a material point. So long as a title can be secured and an aggressive spirit imparted, those with the necessary outlet through the Press can give the appearance of a virile organisation.

**I**N contrast to the "League," the Auckland Amateur Radio Society has actively built a genuine membership of those interested in furthering the cause of radio. This body is in a healthy state, comprising a membership of capable enthusiasts who are desirous of encouraging the constructional and technical side of radio as well as giving due attention to programme improvement.

Recently a special concert was arranged by the Auckland Amateur Radio Society for broadcast by 1YA, and a further special concert is to be given in the comparatively near future. By co-operation with 1YA, the Radio Society hopes to render service to radio.

## Topical Events

**B**BROADCASTING in France has been rather in the melting-pot of late, owing to the fact that attempts have been made to regularise it and place it upon a more standard basis. A thorough investigation has been carried out by the Paris Chamber of Commerce, and some important proposals have been put forward for the conduct of broadcasting. The principal recommendation is that equal representation should be given to the listener, the trade and the Government. The Paris Chamber of Commerce has also suggested that broadcast advertisements should be taxed so as to provide a source of revenue, and, furthermore, that two additional wireless taxes should be imposed, one upon the listener and the other upon valves.

**T**HE Indian Broadcasting Company shows a loss of £16,125 for the past year. So far, the total loss sustained by the company is £28,650. The directors of the company assert that the loss would have been much less

but for two important disabilities under which the company suffers. In spite of the protections undertaken by the Government against persons found possessing wireless receiving sets without licenses, says the "Times," there is still a good deal of piracy, which deprives the company of legitimate revenue. The company is also unable to collect all the amounts due as the 10 per cent. tax on wireless imports.

**O**NE of London's oldest colleges—King's College—has to struggle consistently against financial difficulty, though its teaching has been as advanced as in those universities where an endowment capital is assured. Some of the discoveries, inventions and investigations made in the laboratories there during the last hundred years are: electric telegraph, Professor Sir Charles Wheatstone, F.R.S., and W. F. Cooke; invention of Daniell cell, J. F. Daniell, F.R.S.; and the discovery of the existence of electro-magnetic waves, Professor James Clerk Maxwell, F.R.S.

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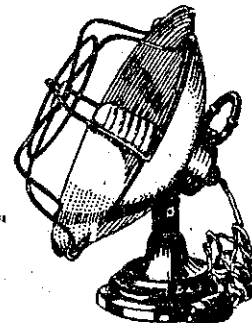
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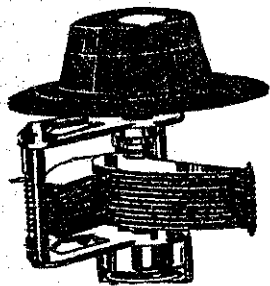
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