

Whangarei Band Concert

Broadcast from Four Stations Proposed

WHANGAREI is earning for itself a fine reputation for its Sunday evening band concerts. Two have now been broadcast by 1YA, and much appreciation has been expressed by listeners. Both concerts have been highly praised, and the second is declared to have been better than the first. Letters have been received from Australia. One correspondent wrote from as far north as 100 miles from Brisbane. He said he listened in regularly to 1YA, though he had not written before. He took the opportunity of the Whangarei concert and praised the programmes. For every person who writes many thousands listen in.

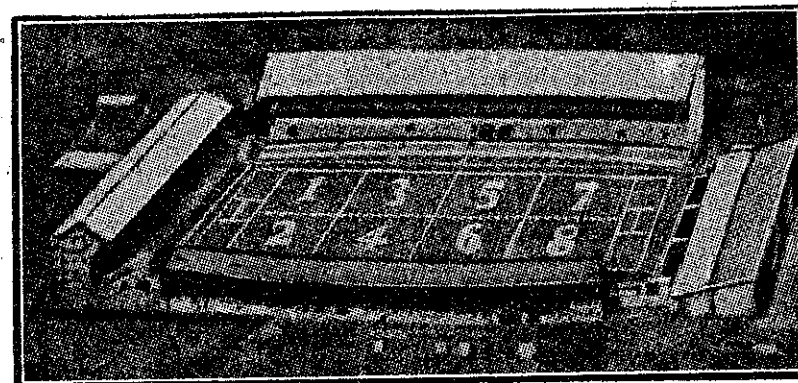
The Whangarei Band gives regular concerts and has offered the Broadcasting Company the right to relay every one to 1YA. The company is very appreciative of this offer, and will make arrangements to carry out broadcasts of as many as possible. A definite arrangement has been made for the concerts to be given on Sunday, July 14, and Sunday, July 28.

As well as relaying to 1YA, the Broadcasting Company has in view a Dominion-wide broadcast of one of the Whangarei concerts. The intention is to relay to 1YA and 2YA, then for 2YA to rebroadcast 2YA and relay on to 4YA. The Broadcasting Company has already made overtures to the Post and Telegraph Department with the view to obtaining the necessary relay lines. The date suggested is Sunday, August 11.

Rugby Test in Australia

Successful Rebroadcasts by the YA Stations

AS on the previous Saturday, intense interest was displayed in the first Rugby Test of the season between Australia and New Zealand. By arrangement between the N.Z. Radio Broadcasting Company and stations 2BL and 2ME a full running description of the match was given in Sydney by Mr. Basil Kirke. The conditions for the game in Sydney were in marked contrast to those of the preceding week, the ground being dry and a brilliant sun showing overhead. The attendance was a record for probably 20 years past, numbering approximately 50,000.



The rebroadcast was even better than before, the whole of the announcer's remarks coming through with remarkable clarity and distinctness. On occasions, the referee's whistle was distinctly heard, the cheering of the crowd was audible in moments of excitement, and, at times,

individual remarks of spectators could even be heard.

On the suggestion of the announcer, many listeners drew a rough map of the ground, and he in his turn made a special point in his description of indicating the position of play at frequent intervals. This enabled listeners to enjoy a very close contact with the

game and follow the varying fortunes of war.

There is no question that the rebroadcasts of the matches in Australia are proving very effective and very popular. Not only Rugby enthusiasts are appreciating the extra service, but all who have any contact at all with the sport. Through the rebroadcasts, radio is certainly receiving a very fine advertisement.

THE illustration accompanying this article shows the method of mapping out football grounds employed in Britain where broadcast descriptions are to be employed. This illustration shows the preparations made by the British Broadcasting Company. As will be seen, the ground is divided into eight plots by a extra line running midway from goal post to goal post. Each plot is numbered, and the announcer in explaining the run of the play simply refers to the plots by number. This method will obviously save words as compared with the fuller phrases necessary to explain the position in relation to the halfway line or the 25 on the eastern or western side of the ground as the case may be. So far, this method has not been adopted on this side of the world, but it would seem desirable that the experiment should be made. For it to be effective, of course, listeners would need to equip themselves with a map or sketch of the ground of play.

ACCORDING to a message received by "To-day's Cinema," five of the leading American film-producing concerns are considering a proposal for a national broadcast hour, every week or month, to popularise the film industry as a whole. The fact that the Radio Corporation of America combine will undoubtedly furnish their theatres and film subsidiaries with radio propaganda is stated to have roused other producers to take this new step. The "hour," it is suggested, may be used as a counter to unfavourable newspaper publicity.

New Conditions

Big Australian Contract

THE successful tenderers for the providing of Australian programmes will be required to supply a national service from eight "A" class stations in Australia. Local programmes will have to be supplied, but provision has to be made for inter-State programmes in the case of highly-paid artists and celebrities.

Programmes are to be subject to the most rigid supervision, the Postmaster-General having the power to impose fines and penalties for breach of contract. From time to time, he is able to assess the value of the programme ascertaining whether all parties are getting value for their money.

Two new stations are to be provided. One will probably be located at Rockhampton, near Brisbane. From each license the successful tenderers will receive 12s., and the programme provided from this must be of general interest and of sufficient diversity to cater for the reasonable tastes of the community as a whole.

A clause of the agreement states that monotony, tedious repetition of items, and the unduly prolonged use of a particular artist in a State shall be avoided.

Already the stations in West Australia have been taken over by the Government, and negotiations are practically completed for taking over 4QG, 2FC, and 3LO.

Local committees appointed by the Postmaster-General will endeavour to secure co-operation towards development and maintenance of the service. They will also have to do all they can in the education of the listeners. Local talent will have to be encouraged by the utilisation of the services of artists recommended by these committees. Announcers employed have to satisfy the Postmaster-General that they were of good education, style, and personality, and possessors of clear enunciation, and, as far as possible, free from characteristic dialect.

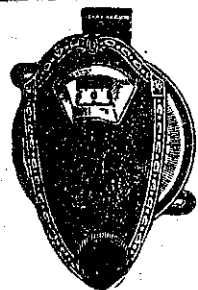
Mr. Stuart F. Boyle, managing director of Union Theatres, Ltd., and chairman of the new company, said: "The Australian Broadcasting Company, Ltd., which will operate the various stations throughout Australia, is a combination of the whole organisation of Union Theatres, Ltd. We control jointly 54 orchestras in every State and every principal city in the Commonwealth, and with this as a nucleus, plus our huge personnel, we feel we will be in a position to give listeners-in a service that will tend to popularise broadcasting to a much greater extent than at present."

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