

Australian Stations

Old Regime's Farewell

THE license under which 2FC and 2BL have been operating expires on Sunday, July 21, and special programmes have been arranged for the occasion. The artists who were the first to broadcast through 2BL have been engaged for the final night and promise an enjoyable evening. Miss Nellie Stewart will also contribute to the programme.

The Australian papers indicate that a great deal of energy is being put into the reorganisation of programmes by the new contractors to the Commonwealth Government. Full page advertisements in various Australian publications invite listeners to undertake postal communication of their preference of items, and also invite those with the necessary talent to communicate with the organisers.

Notice to Readers

Renewals of Subscriptions

WITH the near approach of the completion of our second year of publication, notices as to renewal of subscriptions are going out to a large number of readers. We would like to explain our practice in this connection. Three weeks before the expiry of a subscription, notice is sent to the subscriber concerned inviting renewal. This is sent so early in order to permit of replies reaching us from distant points of the Dominion before the expiry date. A week before the expiry, a second notice is sent to the subscriber concerned, if renewal has not by that time been made, pointing out that the subscription is due to expire.

IT is our practice, as a result of experience, to terminate subscriptions on expiry of the period ordered. For a time we did pursue the policy of continuing dispatch of the paper without authority, knowing that a proportion of readers still desired the paper continued, but were possibly prevented from prompt renewal of subscription by forgetfulness or pressure of work. While in some cases this policy was appreciated, in others it was not, and in the upshot we were forced back on the strict business policy of terminating subscriptions immediately on expiry, otherwise the loss suffered was too great.

WE would like readers to understand clearly our policy in this connection. It is dictated, not by any reluctance to continue the paper on a credit basis to past subscribers, but merely to avoid loss caused through sending the paper on when same is not desired. If it is not convenient for readers to promptly remit the actual cash, we will continue sending the paper on a booked basis on receipt of a request to that effect.

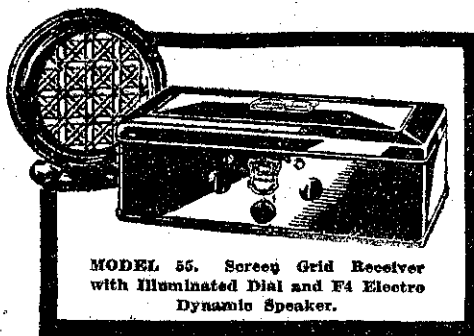
We would particularly like readers at distant points to understand our policy. In order to meet their convenience we send the early notice three weeks before the expiry to permit of ample time for renewal being effected.

ATWATER KENT'S *new* **thriller!** SCREEN-GRID RADIO

ELECTRO-DYNAMIC - of course!

A TWATER KENT—makers of fine radio for nearly 7 years—has beaten every record with this great new Screen-Grid set. It draws more out of the air, sends more to the listener. It's just as if a curtain has been drawn aside.

Let us show you the feel of the new power and sensitivity—raking in the stations from near and far and separating them with needle-point selectivity. Hear the new velvety tone—Electro-Dynamic, of course. Unwanted mechanical noises are filtered out; you hear only the music! Look inside the set and see why only Atwater Kent's fine workmanship can produce such results.



MODEL 55. Screen Grid Receiver with Illuminated Dial and F4 Electro Dynamic Speaker.

Dealers everywhere

If you are not near to an Atwater Kent Dealer, write for particulars to
**C. & A. ODLIN & Co., Ltd., Wellington,
N.Z. Distributors.**