

desirable news, information and entertainment as was already available and should be based on a spirit of co-operative effort with other interests as far as possible, having regard for the listeners' acceptability of the matter to be broadcast. There was ample scope in this new field without need of digression into the operation of other services. Every endeavour was being made in New Zealand to organise for broadcast, such information and talent as already existed, and instead of teaching music to provide talent, or conducting classes to educate lecturers for broadcast purposes, it was obviously more sound to leave this to the musical profession and educational institutions and to co-operate with them. From a national, as well as from a service viewpoint, a co-operative arrangement of this character would enable each and every one concerned to widen their field of activity without overlapping or detrimentally affecting individual interests. Following this policy, every endeavour had been made to feature the broadcast of public functions and in this way those living away from the cities and those in the cities who were unable to attend such public functions were able to keep in touch with current events. This policy meant that a greater number of people than hitherto were kept informed of the progress of events and a greater interest in Dominion affairs was fostered and maintained.

Developing Relays.

BROADCAST of public functions gave variety and under proper regulation increased the diversity of

interests and tended not only to stabilise industry, but also to establish the national consciousness. In broadcast relays, the company had co-operated and was prepared to continue to co-operate as far as it could with those responsible for the functions to be broadcast. In this respect it had in the past supplied vocal and instrumental items for church services and musical organisations. In this, and a number of other ways, it had assisted with a view to helping community interests, and at the same time, making the relay more attractive to its listeners. As far as was known, the New Zealand service was the first to do this. New Zealand was also the first to broadcast direct descriptions of sporting events. Some of the broadcast authorities in other countries were preparing and featuring studio concerts as the primary object of their service. This might be satisfactory where unlimited talent was available, but undoubtedly it was possible for interest in studio concerts to wane as time went on. There was a sameness about them that it was difficult to get away from. From this they would gather that the company was inclined to the opinion that the broadcast service should be developed as a medium of communication for the broadcast of public functions and matters of public interest. At the same time they recognised that studio concerts were of prime importance and particularly was this the case for continuous service. Notwithstanding this, experience led them to believe that relays of public functions were the first preference of the majority of listeners. In the

circumstances they proposed to continue this policy and in this respect they had the valued and essential co-operation of the Post and Telegraph Department.

As they were aware, relays were now being made from between main centres and from places outside main centres; and they hoped that as time went on further relays from additional towns would be made by means of land lines supplied by the department. In this way an increasing variety of broadcast would be possible and listeners would also be able to obtain direct information and entertainment from all over the Dominion. In featuring these relays, however, they would not neglect studio and other performances as it was realised that the evening sessions from 8 p.m. onwards, and other times of the day should feature entertainment. They were very anxious to extend the existing service and to introduce, as soon as possible, from 6 to 7 p.m., dinner sessions of music at Auckland, Christchurch and Dunedin stations on the same lines as the present Wellington sessions.

Just as soon as the company could see its way to introduce dinner sessions at the three other stations, it would do so.

Primary Production.

Mr. Harris proceeded to outline the proposals in connection with primary production on lines already announced.

It was not proposed to prepare matter for broadcast but to organise it from available sources. In this respect they would, if necessary, arrange for land lines where practicable to suitable places such as the various agricultural colleges, universities and so on. This would create atmosphere and make the service even more attractive. Radio would undoubtedly prove a valuable asset to the farming community. Not only would it provide the farmer with entertainment but would also prove instructive to him in his business and probably improve that which the country was so vitally interested in, namely, the development of our primary produce. He commended to dealers the desirability of developing the rural field.

United States Radio

IN the United States there are no less than 238 stations established for purely commercial objects. Colleges and universities have 65 stations, churches and similar institutions, 46; and newspapers own 32. Besides these the exchanges and other business bodies hold 119, factories 19, insurance companies six, hotels nine, and three restaurants each possess a station.

There are also a large number of stations which are the property of electrical companies, who manufacture batteries and other radio apparatus. Theatres have three stations, and two cinemas and a cabaret have one each. In most of the States the police station is equipped with broadcasting apparatus, and in Kansas City, the Boy Scouts, too, have a broadcasting station.

Australian Broadcasting

ALTHOUGH under the conditions of their contract the Australian Broadcasting Company can lessen the hours of transmission, they have decided to increase them by 286 hours per annum. In this connection, too, they have established, as far as possible, a continuous programme of music from one of the stations, right through the broadcasting hours.

Duplication in the transmission of market reports, news service, etc., has always been an undesirable feature, but under the new regime there is to be a change. Where repetition must occur, the announcement will be made in progressive form, bringing the information given right up to the moment.

The music system as set out leaves nothing to be desired, for both the classical and popular taste are catered for. Recitals by symphony orchestras will be a feature, in which the leading instrumentalists of Sydney and Melbourne will take part, and steps have been taken to secure the co-operation of the Conservatorium.

Comprehensive arrangements have been undertaken in connection with church services, and it is the intention of the directors that Sunday night shall be the big night of the week, as on that night more people are interested listeners than on any other.

Indeed, the new regime has set forth a system which caters for all tastes, and no doubt their intention to provide bigger, better, and brighter programmes will meet with the heartiest approval of Australia's listeners.

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