

ONE hears of some protracted periods of continuous broadcasting, including that of our own 2YA, Wellington, when the "Southern Cross" flew the Tasman, but the performance of station KMOX, St. Louis, probably will remain as a world's record for some years to come. KMOX was operated continuously for 186½ hours—nearly eight days, without a moment's interruption, during the continuous flight of the aeroplane "St. Louis Robin" a few weeks ago. The aeroplane established a new world's endurance record, remaining aloft for 420 hours, and refueling in the air.

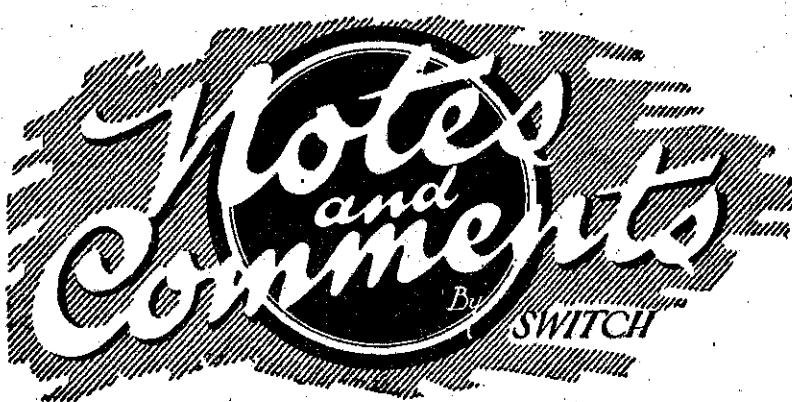
TO keep the public interested during the world's record flight of the aeroplane "St. Louis Robin," station KMOX, St. Louis, induced prominent airmen, visitors at the aerodrome, the respective wives of the flyers, members of the refueling crew, and officials, to speak into the microphone from time to time. During the 186½ hours KMOX was continuously on the air the batteries were changed every eight hours, and station operators worked in three shifts. About 40 miles of land wire connected the microphone at the air field with the transmitter in Kirkwood.

NOW that Wellington has a real aerodrome at the nearby suburb of Rongotai, opportunities should be offering later on for relaying from the aerodrome when any important event occurs. The next trans-Tasman flyers will have no need to seek a landing place other than at the capital city. There is already talk of passenger and mail services in New Zealand, and, Wellington being the commercial centre of the Dominion, the microphone of 2YA will not be far away when anything important is happening at Rongotai.

THE news sessions from 2YA, Wellington, have a distinct educative effect in at least one home in the capital city. A listener informs "Switch" that his family are generally at dinner in the evening when the news items are being broadcast. His children take a lively interest in all that is coming from the loudspeaker, and when an item is heard which the youngsters do not understand he is required to explain it to them. Like a devoted parent he "does his best" to elucidate such items.

A WELLINGTONIAN, recently returned from a visit to Sydney, stated to "Switch" that New Zealand listeners have a great deal to be thankful for because the broadcasting of advertising matter is not carried out by the "YA" stations. Sydney, he said, was suffering from an overdose of broadcast stations, and four of the six stations in Sydney were broadcasting advertisements every night. "Imagine," he said, "Wellington with six stations on the air simultaneously. Talk about interference, why, you Wellingtonians don't know what it means until you've been to Sydney."

LATELY "Switch" has received letters from listeners which are written in such a scrawling style as to be only partly decipherable. Handwriting with a little care can always be made readable, no matter how irregular it may be, but some correspondents dash off their letters with a carelessness lacking common courtesy to the recipient.



SHORTLY a radio telephone service between Australia and England is to be inaugurated. The plant has already been manufactured, and includes much new apparatus. New Zealand short-wave listeners who have already overheard oral conversations between Australia and England will be disappointed if they expect to eavesdrop on the new service, as secrecy will be ensured by a system which will probably be the "single side-band." This makes it impossible to receive intelligible speech without the aid of a specially designed receiving set. The charge for talking between Australia and England will be about £10 for three minutes' conversation.

IN the United States owners of the big broadcast stations are realising that the "pollution" of the ether with flagrant advertising matter is creating adverse reactions among listeners. The owners of WLW, Cincinnati, are seeking to restore the goodwill of listeners by reducing to the very minimum the commercial aspect of their programmes. The management announces: "The first interest of the owner of a station is to build up the goodwill of its audience. No one installation, even though it could afford to do so, should monopolise the air for its own aggrandisement." That station has, therefore, not descended to programmes in which advertising overpowers entertainment.

NEW ZEALAND listeners may complain at times of serious interference from electrical leakages originating in motors and other electrical appliances, but the trouble in the Dominion is incomparably less than that rife in Australia. So intense is this form of interference in some inland towns in the Commonwealth that listeners are writing to the Press complaining that it is not worth while owning a radio set. It is suggested that the Commonwealth Government should pass an Act making all electrical noise-creating gear come under the control of inspectors, who should make tests, and give the owners of interference-causing gear notice to fit filter chokes, under compulsion of a heavy penalty.

IN January next, the Australian Broadcasting Company will assume control of 4QG (Brisbane) and 5CL (Adelaide), and will then administer all the "A" broadcasting stations in the mainland. It is understood that promises have been given to the Post Office Department that there shall be a general improvement in the programmes of all stations as from January next. How great an improvement in the programmes can be effected on

lent announcers in Australia, but the average standard of efficiency is low.

AN aspiring young playwright has asked "Switch" to give some guidance with respect to the technique of a radio playlet. In the first place it must be clearly realised that the average stage sketch is quite unsuitable for broadcasting. The stage sketches rely considerably on action, and, of course, this is not visible to radio listeners. Sound is the mainspring of a radio play, whether it be sound solely in the nature of a dialogue or with "effects." The sentences spoken should be brief and essentially natural. The plot of a playlet by radio should be specious, and there should be a definite climax. The climax, generally, should have an exceedingly brief post-climax. Above all, the characters should be impersonated by performers with easily distinguishable differences in voice or accent or other characteristics, so that listeners can readily realise which person is speaking.

A RADIO playlet should be specious, for if not convincing it is doomed to failure as an entertainment for the majority of listeners. "Switch" recently listened to a radio playlet broadcast from a Sydney station. The theme was so far-fetched that it is highly probable that the generality of listeners would have tuned it out with disgust. It was of the sensational "Deadwood Dick" type, impossible in entirety, and undesirable owing to its crude pandering to the small minority who revel in cheap sensationalism.

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