

ROUND THE B STATIONS.

Gauging a Station's Popularity

Letters From 4ZO Listeners Totalled 2600 in Three Weeks—Rumour of Proposed Purchase of 1ZB by Government for Commercial Station—The "Man in the Street" Sessions.

MANY have ventured the opinion that the popularity of the B stations is gauged mainly by the amount of favourable comment publicly made about their programmes or by the enjoyment they imagine listeners receive in their own homes. But they are quite wrong. A more reliable estimate of the position these small stations maintain in the daily lives of listeners may be had from the number of letters the stations receive each week, the majority of them complimenting them on their good work and encouraging them to carry on in the sphere in which they have elected to place themselves. Not only as an item of interest, but as an eye-opener to the popularity of the B's, it is stated that 4ZO decided to total its daily mail for a period of three weeks, and at the end of that time it was discovered that the station had received 2600 letters from listeners, conclusive proof that the public is definitely interested in the programmes.

IT is freely rumoured in Auckland that the Friendly Road station 1ZB is under offer to the Government, and that negotiations have proceeded far enough to permit of staffing conditions and remuneration of the staff to be discussed. It is now definitely known that two Auckland B stations do not intend to take advantage of the Government's offer to purchase their transmitters. A further rumour is to the effect that there is a distinct likelihood that Mr. John Stannage, of 1ZB, will be the new director of this station.

"HERE'S Good Luck—Man in the Street!" What a happy way of introducing the popular session of this name last Sunday night from 1ZB. Instituted by "Uncle Scrim," the "Man in the Street" session is one of the most popular with listeners. Although he is at present in Sydney on Friendly Road business, these happy words for so long associated with the director of this station, served to introduce to listeners Brian Dunningham, secretary to the Dean of Canterbury, when Mr. Dunningham presented the "Man in the Street" session on Sunday last. He gave an interesting talk in which he dealt with world affairs, monetary reform, and the friendship between man and man. Not only a great traveller but an able speaker, Mr. Dunningham has studied well his fellow men. He is again to take this session on Sunday next.

Fan Photos

PHOTOGRAPHS of wrestlers are still very much in demand from 4ZO. Another parcel of 500 autographed photographs of the British Empire champion, Earl McCready, have been received by the station officials, who have now mailed them out to some of those on the waiting list. While Paul "Bombshell" Boesch was

in Dunedin a short time ago the opportunity was taken to get in touch with him with a request that he should present the station with his photographs, which apparently had been asked for by listeners. Paul agreed, and a batch of postcard size photographs is now available. Listeners are asked to write for these to the station, enclosing an addressed envelope and 2d. in stamps for return postage.

Film People

THE St. Andrew's Scottish Society of Southland presented a grand concert through 4ZP on Wednesday, July 15, and judging by the letters received, listeners thoroughly enjoyed the presentation. At the request of listeners, Mr. R. T. Parsons, owner of 4ZP, obtained the services of several

members of the cast of Southland's talkie, "The Wagon and the Star." Mr. Vanity presented the two song hits, "I'm Hitching My Wagon to You" and "Men of the Road." Mr. Howard Moody, composer, played the accompaniments. Mr. J. J. W. Pollard, producer and director, gave listeners a short talk on the art of directing.

Request Session

A REQUEST session that was different from most was that presented by 1ZB on Friday of last week. Minus the personal calls, it was presented in classified sections, but with fine continuity. Dancers were first catered for and after the dance numbers there came the song selections, and finally the orchestral recordings. The whole session had the stamp of organised programme about it.



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