

The Auckland Private Stations

(By "Call Up.")

THERE are two "B" class stations which broadcast regularly in Auckland, and whose programmes are greatly appreciated by a large number of listeners.

Station IZB is operated by the La Gloria Gramophone Company, at Karangahape Road, Mr. D. Shepherd being in charge. This station is on the air every Monday night from 7.30 p.m. till 10 p.m. The programmes consist entirely of gramophone music, the first Monday in each month being devoted to special request numbers. The wavelength is 275 metres and the output 30 watts. They also wish to increase their power, and are waiting for an opportune time to do this. Even if station IYA becomes no longer silent on Monday nights IZB will continue to operate.

THE second Auckland "B" class station is 1ZQ, operated by Keith's Radio Shack, from Mount Albert. This is an extremely popular station with Auckland listeners, and gives an ex-

cellent and regular service six nights a week. Although it only aims at giving efficient service within a radius of a hundred miles of Auckland it is listened to regularly by people in Wellington and the South Island, and is also heard quite often in Australia. An inspection of their correspondence files also shows that it has been heard in Chicago, and Japan, and in Christchurch in daylight.

"We began operating in 1922," says Mr. Roy Keith, "with a 5-watt plant, but at that time Sunday was our only broadcasting day. Since then we have given a regular service without a break, and now broadcast every night except Friday. Our wave-length is 251.5 metres, and our power 50 watts, although we are licensed up to 250 watts. We have a regular programme schedule which is arranged four weeks ahead, and quite often engage outside artists whom we pay. Our aim is not to compete in any way with IYA, but to provide a subsidiary service for listeners. We always try to have a different type of programme from that of IYA, so that listeners have always a choice of two. For instance, we never have sacred items on Sunday, nor dance music when IYA has it."

The following are the broadcasting hours of station 1ZQ and the types of programme:—

Sundays.—4 to 5 p.m.: Popular music. 5 to 5.30 p.m.: Children's session. 5.30 p.m.: Tea time music. 5.45 p.m.: Special request numbers. 9.10 p.m.: Band music. 10 to 10.30 p.m.: Dance music. 10.30 p.m.: Good night number.

Mondays and Thursdays.—8 to 10 p.m.: General programme, including radio talk and distant station report and request items. 10 to 10.30 p.m.: Dance music.

Tuesdays and Saturdays.—8 to 10 p.m.: General programme.
Fridays.—Silent.

Radio Boosting Sun Spots and Static

American Press Stations Listeners' Divergent Views

IN the United States the daily Press is utilising radio in several outstanding directions. For the distribution of news promptly, there has been established a special organisation under the name of "Press Wireless." To this organisation the Federal Radio Commission has granted permits to establish a chain of shortwave radio stations, to be used in the dissemination of news matter. The first two of these stations are KOP at San Francisco and WJN at Little Neck, Long Island. The San Francisco station will range from 1500 to 5000 watts of power, and the Little Neck station from 1000 to 5000 watts. These stations have now been built and approved. This organisation is capitalised at 1,000,000 dollars, and its purpose is to communicate news matter exclusively for the exclusive use of the Press.

In addition to that development, many prominent newspapers themselves maintain their own radio stations. These stations give not only news and entertainment to their clientele, but are utilised by the proprietorial newspapers to boost their own advertising service. For instance, an article in an American technical journal states that a special hour is given by the "Oakland Tribune" to impress upon listeners the value of its classified advertising columns. The procedure is for the announcer and two pianists to partake in dialogue, into which as much humour as possible is incorporated. The following two examples may be quoted:—

Announcer: "Lost, you've often heard of advertisements under male help wanted for live wires and dynameters?"

Lost: "Yes, and for steady reliable men who earn their pay the year round."

Found: "So long as you get your pay the year around why worry about earning it? Let the boss do that."

Lost: "And, believe me, he does."
Announcer: "Here's something different."

Lost: "Impossible."
Announcer: "Listen to this, this firm wants a volcano."

Lost: "What?"
Found: "What is it, a steel mill?"
Announcer: "Furniture factory."

Found: "Ah, they don't want a volcano, they're afraid of fire around furniture factories."

Announcer: "Well, this ad., male help, Thursday Tribune, states they want a crater."

No. 14 Personals.
Announcer: "The truck got off the street car."

Lost: "You mean it got off the street car track."

Announcer: "No, not according to the advertisement."

Lost: "Then the advertisement is wrong."

Found: "I saw that ad., kind of funny, under Personals yesterday."

Announcer: "Yes, sir, the ad. says, 'The party struck by truck getting off street car.' That's plain English, isn't it?"

The hour at which this service is given is now from 11 a.m. till noon, and it is claimed by the newspaper concerned that housewives and early lunchers at city restaurants appreciate the service.

DO sun spots cause static or prevent it? Reports sent in by official listeners of the Broadcasting Company leave it an open question. One official listener on the East Coast states that during the summer he has experienced a minimum of atmospheric interference. Listeners on the other side of the island and in North Auckland declare that static was never worse on New Zealand and on Australian stations.

In each instance the phenomenon was attributed to sun spots, the one in praise, the other in condemnation. The reports of official listeners always furnish interesting comparisons upon analysis. The diverging views expressed are an indication of the difficulties confronting the four New Zealand stations in their efforts to provide all parts of the Dominion with a high standard of radio reception throughout the complete schedule of transmitting hours.

An Oversight.

IN announcing through our trade personal columns last week that the Stewart Hardware Co. were introducing the "Courtenay" local station receiver it was not stated that this is all-electric.

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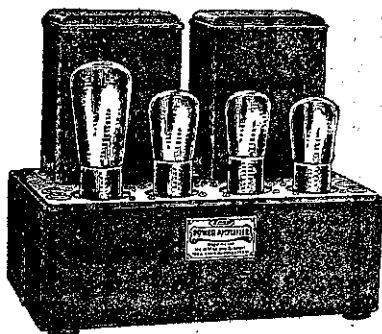
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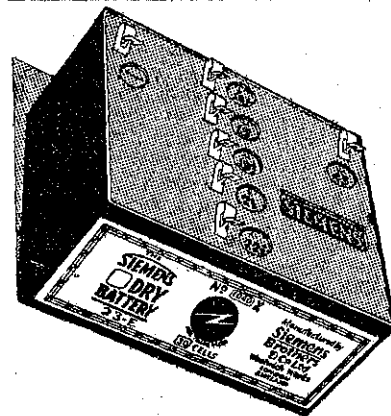
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