

It Pays to Advertise Practical Proof

QUITE an interesting lesson for the electrical trade is contained in the experience of the British fish industry. To stimulate the consumption of fish, the trawlers agreed to a composite levy on themselves over a period, such levy to be devoted to advertising.

The levy was on the basis of 1d. per pound's worth of fish landed. Sir Gomer Berry, in presiding at the annual dinner of the National Advertising Benevolent Society in London, quoted the experience of the fishing industry in the expenditure of this money. Last year the total levy amounted to £40,000, and the results of the campaign that was launched have been amazing. The gross revenue of British trawler-owners has been increased over previous years by no less than £1,100,000, and the sales of fish increased in the year by 37,000 tons.

Trawlers which in the ordinary way were laid up for a considerable part of the year were provided with full-time capacity. In addition, 72 new boats were launched to engage in the industry, and other craft were laid down for the same purpose. As another important effect of this campaign, those trawlers and boats during the year burned an extra 150,000 tons of British coal, thus providing more work for British miners.

The experience of this collective effort on the part of business interests is illuminating, and suggests that the time is more than ripe for the initiation of concerted advertising on behalf of electrical interests in New Zealand. The position in the Dominion is that the supply of electricity is now on a fairly well-organised basis, but it can be considerably expanded with profit to the supplying authorities and benefit to the consuming public. The electrical trade stands to benefit markedly. As the use of electricity in home appliances expands, the public benefits in increased economy in labour and added home comfort. Three major interests are concerned, viz., the Government, which is the source of supply for the major power schemes; secondly, the distributing power boards and electrical supply authorities; and thirdly, the wholesale and retail electrical trade itself. Effort was made earlier to establish a joint advertising fund.

The benefits to be derived from proper use of this field are so great that it is sincerely to be hoped that nothing will hinder the consummation of the plans laid. The experience of the British fishing industry should give heart to all in its proof of the value of concerted advertising.

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With Fifty Natives Listening Church Service from 2YA Reaches Gilbert Islands

WE who listen, as it were, under the shadow of our stations, seldom realise just how far the transmissions we regard as commonplace reach. Only this week we have received from a correspondent a copy of a letter received from a member of the London Missionary Society stationed at Beru, in the Gilbert Island group. The letter tells of the conditions the listeners have to contend with, and of the joy our New Zealand stations bring to them:—

It is Sunday evening, and we have been listening-in with my new wireless receiver, which I built a few months ago to the design worked out for me by an expert whom I came to know while on short furlough in Australia. Static is always bad on the Equator, and for some months past it has been so prevalent that it has not been possible to use our wireless for

40 or 50 Gilbertese friends, including some of our teachers, a few senior students, the deacons of one of our Beru churches, the Magistrate of the island of Beru, and some of the island Church council.

A few had their wives with them.

We translated the various announcements to our Gilbertese Christians, and they were greatly interested and impressed. I think it is a real help to them to hear their fellow-Christians in a land far away across the seas, joining in worship of the one God and Father of us all. Some of the hymns sung were known to them, as we have them translated into Gilbertese. They especially enjoyed "O God our help in ages past."

Our little congregation has now dispersed, with minds not only full of wonder at the marvels of wireless, but with many stimulating thoughts in

Time Signals

SOME time ago we announced that 2YA intended to broadcast time signals from the Kelburn Observatory. That has now been put into practice, and at four and seven p.m. the signals go on the air. A few minutes prior to the hour a low note is emitted from the station. At the exact hour a strong note of different pitch is heard from the observatory, and this is followed by other notes of equal intensities.

N.Z. Airways

(Concluded from page 1.)
"nasty corners," providing him with sight at night—a sight which showed him with uncanny certainty through the most dense blanket of atmospherics—along the true course.

Thus equipped, New Zealand's trade-ways of the air are bound to succeed. Within the coming two years one expects to observe commercial flying fields throughout the country a-bustle with the movement of passengers and planes; to find air channels above the city more vital even to the national system than its arterial roadways.

And with this activity will come the opportunity for those with technical training in radio to control the movements of those "eyes" and "ears," thus inspiring public confidence that in a comparative degree New Zealand's merchant airways will equal the wonderful records of English companies.

Expedition, then, and, through radio and meteorology, safety.

bourne, etc., but 2YA comes in best of all. There is some fading at times, but the transmission is often so good we hear the toots of the motor-cars passing the street below the studio. I think it will be of interest to Wellington friends to know that we in the Gilberts are making a big effort to do what we can to raise a local fund toward the cost of the new ship John Williams. Our people are very poor, and have nothing to give but their "copra" (dried coconut) or money obtained from the sale of same. On our head station and on this island of Beru our teachers and students, boys and girls, together with ourselves, have succeeded in raising over £70. Our people in the islands are making copra which we hope to send to Sydney by the old ship on her last voyage in June or July. We hope sincerely to raise a total of not less than £500.—G.H.E. (Beru Island).

An Hour with Ketelbey

Vocal
and Instrumental

Compositions by This Famous English Composer
presented by

The Salon Orchestra and the Etude Quartet

From 2YA, on July 1.

Programme

- 8.1 : Overture—2YA Salon Orchestra (conductor, Mr. M. T. Dixon), "Chal Romano."
- 8.9 : Quartet—Etude Quartet, "Men of England."
- 8.13 : Instrumental Trio—Messrs. W. Haydock, S. Chapman and M. T. Dixon, "Suite Romantique."
- 8.23 : Soprano—Miss Gretta Stark, "Sanctuary of the Heart."
- 8.27 : Baritone—Mr. Ray Kemp, "In a Persian Market."
- 8.31 : Suite—Salon Orchestra, "Scenes from the Kinema."
- 8.43 : Contralto—Mrs. Ray Kemp, "Will You Forgive?"
- 8.47 : Tenor—Mr. Will Hancock, "In a Monastery Garden."
- 8.51 : Suite—Salon Orchestra, "By the Blue Hawaiian Waters."

ordinary listening-in, though we have used it for business communications every week in the daytime, when the atmospheric conditions are better. I tried it the other night, and found conditions were improving; we decided to try to listen-in to a church service.

To our delight we heard a service which came through very well. And where from? From the Terrace Congregational Church, Wellington. The preacher was the Rev. W. W. Newell, M.A., and his text was "A bruised reed He will not break," etc. We were not alone in our pleasure, for we had with us some

their hearts, which will, we feel sure, be a help to them in their Christian life and fellowship. I thought it might be of interest to you to know that among your fellow-worshippers was this little company of Gilbertese Christians and their missionaries on an island some 2600 miles away in the heart of the Pacific Ocean. Please give 2YA our grateful thanks and our congratulations both on their transmissions and on the general excellence of their programmes.

We can hear American and Japanese stations, also Sydney, Brisbane, Mel-

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