

the upkeep of the 'YA' stations. We opposed that view because the practice, in our opinion, definitely would cripple our broadcasting system. New Zealand is relatively a small country, and is unable as yet to afford the luxury of unnecessary duplication of broadcasting stations. Apart from that viewpoint, however, we do appreciate the fact that . . . 'B' class stations, particularly in provincial centres, do render a service to their area." [Whether that service could be better rendered by an adequate relay service is another question.]

IT will be remembered that subsequent to that date the suggestion was advanced that definite aid should be given to the "B" class stations either by the Government or from the funds of listeners. Our misgivings were thus justified. It has also been apparent that the proprietors of "B" class stations, in order to derive revenue for the conduct of their stations, would seek to sell advertising time. Permission to that end was steadily sought from the Postmaster-General. As steadily it was refused, till quite recently, when permission was given, under restrictions, to allow sponsored programmes to be given. Some listeners have asked where is the harm in that? Our reply is: The experience of other countries shows it does not stop there. That is the system that America has tried. She found that the advertiser was not content merely with the sponsoring of a programme. He became more and more insistent upon receiving definite value for his money expenditure. The result has been that in America the position developed that radio advertising became likely "to kill the goose that laid the golden egg." Perusal of trade papers in America shows that it has become a recognised thing for the listener to say: "Oh, I don't listen any longer because of this advertising." So sound a journal as "The Christian Science Monitor" took up the subject and instituted a definite campaign in favour of the licensing of listeners, and so providing a revenue for maintaining a service apart from advertising revenue.

IT is the part of wisdom to be guided by the experience of others.

It has been claimed that we could take the benefits of the sponsored programme system and avoid the pitfalls. We are sceptical on that point. We quite appreciate the desirability from the listeners' point of view of having alternative programmes, and a debt of gratitude is due to many "B" class stations for their services in that direction. Our whole point, however, is this, that listeners shall not have imperilled the independent basis of the broadcasting service as laid down in New Zealand by the inception of an advertising policy without at least being warned of the evil and the danger. We consider it our duty to give that warning. If listeners still want advertising, the remedy is in their own hands. Certainly the proprietors of the "B" class stations desire advertising or "sponsored" revenue, and it is noteworthy that the deputation to the Postmaster-General with which we deal in another column made no mention of the future of "B" class stations. They, equally with "A" class stations, must be considered in connection with any comprehensive national broadcasting scheme and the lines made clear upon which they shall work.

"The Sultan of Ju-Ju Land"

Novel Broadcast Entertainment

AN entertainment with many novel features, sparkling with fun and humour, will be produced in 4YA Studio on Saturday, July 18, and broadcast by 4YA and 3YA. It is entitled "The Sultan of Ju-Ju Land," and has been arranged by Mr. W. B. Lambert, who has had much experience in this direction, and produced under his control.

The scene is laid in an Arabian market. Around the story of the Sultan, whose quest for health sent his courtiers far and wide in search of the world's happiest man, is built an evening's revue that provides scope for

some of the leading talent of Dunedin. The setting is a picturesque one. The bewitching music of the Eastern markets, the tinkle of camel bells, the atmosphere of a desert court and the call to worship from the muezzin in the minaret—all this will be wafted across the air, together with beautiful Eastern ballets and catchy choruses.

Christchurch Lyric Four

THE "Christchurch Lyric Four," which for several years was regarded as one of the leading male quartets of the Dominion, but which ceased its activities a couple of years ago, has now been re-formed by its promoter and leader, Mr. H. Blakeley. 3YA and 4YA listeners will be afforded the opportunity of hearing the "New Lyric Four" on Sunday night, August 2, when choice numbers from a very large repertoire will be given. The personnel has been changed.

License Renewals

Again Over 50,000

A RETURN from the Post and Telegraph Department shows that the licenses now total 54,000 odd. It will be recalled that when the licensing year expired on March 31 there were 64,334 licensed sets. At the end of April 46,875 had renewed, but now 10,504 more people have taken out licenses, and the total now stands at 54,335, just 10,000 behind the maximum figures last year. The following table sets out the detailed numbers:—

DISTRICT.	Receiving	Dealers'	CLASS.		Free.
			Trans- mitting and Receiving	Experi- mental and Special	
Auckland	16,090	227	81	—	87
Canterbury	8,915	152	72	1	41
Otago	6,478	117	37	1	28
Wellington	21,547	301	113	3	44
	53,030	797	303	5	200
TOTAL: 54,335.					

4YA Children's Session Committee

AT a meeting of the 4YA Children's Session Committee, held on Thursday, June 18, there were present Mr. A. F. O'Donoghue, Station Manager, presiding, Misses L. McIntyre (League of Nations Union), Coe-Smith (S.P. W.C.), M. Telfer (Presbyterian Social Service), Hindle (Y.W.C.A.), Brother O'Sullivan (Christian Brothers' School), Pastor W. D. More (Children's Organiser).

The organiser reported on the great success of the music talks given by Mr. J. Crossley Clitheroe. It was reported that preparations were being made for a broadcast from the museum.

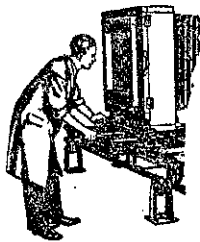
Visitors to the sessions for the ensuing month were appointed: Miss P. Hindle, Miss Smith, Mr. Williamson, and Father O'Sullivan. The organiser

reported that he had in view the installing of radio receiving apparatus in the General Hospital and that already donations totalling nearly £500 were promised. The cost of the installation would be between £2000 and £3000. Pastor More stated that the medical superintendent of the Fever Hospital, which was wired last year, now said that though he had at the time agreed with some diffidence, he was astounded at the difference it had made to the patients—it actually was a great help toward quick recovery, as the children were kept from brooding and made interested.

"Elijah" from 3YA

THE soloists for the performance of the oratorio "Elijah" by the Christchurch Royal Choral Society will be Winnie Fraser (soprano), Freeman Brown (contralto), C. R. Williamson (tenor) and C. Clarkson (bass).

APPEARANCES DO COUNT IN A RADIO SET



Let us Solve Your
Illustration Problems.

MR. BROWN wants a new radio set. What is one of the first things he does? He reads the radio advertisements, writes for catalogues and studies the pictures of the different models. A good picture will frequently determine his choice, as a set that "looks better" in print sells easier—a radio dealer sells his goods by "selling" his picture.

"The Dominion" Process Engraving Department is noted throughout New Zealand for the unusually high quality of its illustration blocks. If you want your product effectively illustrated you must have "Dominion" blocks.

The Dominion
PROCESS ENGRAVING DEPARTMENT,
WELLINGTON.
DAY AND NIGHT SERVICE.