

Male choir—Ural Cossacks' Choir, "The Mother-in-Law" (Poly. 19824),
Flute—Mr. Hal C. McLennan, "The Swallows' Flight" (Koehler).
Selection—The Band, "By the Waters of Minnetonka" (Lleurance);
hymn, "Lead, Kindly Light" (Purday); march, "Holyrood."

10.0 : God save the King.

2YA, WELLINGTON (720 KILOCYCLES)—SUNDAY, SEPTEMBER 13.

3.0 to 4.30: Afternoon session of selected gramophone recordings.

6.0 : Children's song service, conducted by Uncle George, assisted by the children's choir from the Lyall Bay Baptist Church.

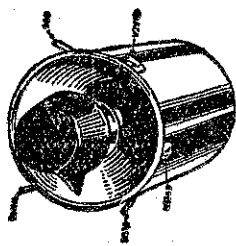
7.0 : Relay of evening service from the Trinity Methodist Church, Wellington South. Preacher, Rev. T. W. Vealie. Organist, Miss Lillian Thawley, L.A.B. Choirmaster, Mr. W. McLellan.

8.15 (approx.): relay of concert by the Wellington Municipal Tramways Band from St. James Theatre (Conductor, Mr. E. Franklin).
God save the King.

2YB, NEW PLYMOUTH (1230 KILOCYCLES)—SUNDAY, SEPT. 13.

6.0 to 6.45: Children's Sunday Service.

8.15 to 10.0 p.m.: Concert programme.



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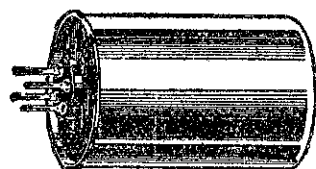
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(Continued from page 10.)

anything else, wilfully shutting their eyes to the most damnable mess almost all State enterprises are in at the present day.

The proposals are far-reaching, but one thing I would like to ask the company is, why should it wish to perpetually own the chair? I think it would go a long way to inspiring confidence if the A shareholders had the chair for one year and the B for the next. The rate of dividend is strictly limited, so there should be no clash of interest between the two sections of shareholders, and with the P. and T. officers checking all business nothing could be hidden. I am a bit doubtful about the B shares when a license holder drops out. Unless these shares were reissued the A shareholders would eventually swamp the B shareholders. —J. T. Mosley.

Radio Listeners' League.

A CORRESPONDENT writes asking "What is the 'Radio Listeners' League,' and what are the conditions of linking in? I cannot find out anything about it."

[This organisation originated, we believe, in Dunedin, the organiser being, we understand, a Mr. Booth, who also held the position of secretary to "B" class stations. Its objective was to organise listeners with a view to effecting improvements in the radio service. The organisation has not made very much progress, and in Wellington its membership is very limited. A public meeting was held some time ago to institute the movement here, and this was fully reported in our columns.—Ed.]

Business Principles.

SOME little time ago Mr. R. H. Nimmo headed a deputation to the Postmaster-General about broadcasting, and assured the Minister that the deputation spoke for the whole of the radio trade of New Zealand. This fine effort of his was subsequently discounted by the published statement that the conference which appointed the deputation was attended by only eight men. It is pleasing to see that Mr. Nimmo is not daunted, but, like his great countryman, Robert Bruce, is "trying again." At a deputation which waited on the Minister last Wednesday, Mr. Nimmo, once more the spokesman, emphasised that the conference which appointed the deputation was "thoroughly representative of the trade throughout New Zealand." Mr. Nimmo did not on this occasion repeat his assurance that he was speaking for all the listeners as well as for the trade. Perhaps he is now consulting the listeners, and we may soon see him waiting on the Hon. Donald again and emphasising that he is "thoroughly representative of listeners throughout New Zealand." Mr. Nimmo takes quite a lot upon himself.

The statement prepared by the conference and submitted to the Minister provides most interesting reading. One is greatly struck by the very commendable altruistic motives which actuate the radio dealers. They hold the highest ideals in regard to broadcasting, so far as the transmission side of the service is concerned. No profit should be made by anyone. If there is any likelihood of the controlling authority, "whatever its form," making a profit,

"listeners and trade interests will suffer." The radio dealers are, of course, exclusively concerned about the listeners and the reference to their own interests is a slip of the tongue. The lapse, however, is made good, and the dealers' vital concern for listeners is clearly stated later on in the statement when the personnel of the proposed board of control is discussed: "We hold that the personnel of the corporation should be persons of judgment and independence, free from commitments, who inspire confidence by having no interests to serve other than those of public service. Our main object is not to serve any individual interest, but to secure the most efficient service for the general public."

That is as it should be. Some cynics might say that they would like to see Mr. Nimmo and some other dealers tempted with the opportunity to form a company to control the New Zealand broadcasting service, but there is little doubt that such an offer would be spurned with contempt. The creed of their "radio religion" distinctly lays it down that while profits on any scale can be made out of the selling of radio equipment "no profits shall be made out of a broadcasting service."

That is the radio dealers' Eleventh Commandment. In Mr. Nimmo's book it has displaced Elbert Hubbard's famous "Thou shalt not take thyself too d— serious." Whether or not Mr. Nimmo is breaking it with his own broadcasting station I do not know, but to suggest that such a keen business man as Mr. Nimmo was entirely altruistic when he erected his station would be almost a libel. I am afraid that as far as his Eleventh Commandment is concerned, he is a sinner in spirit if not in fact.

To carry out Mr. Nimmo's business dictum to its absurdity, if the making of profits means the "decline of the development and popularity of a broadcast service," the heavier the financial loss on 2ZW, the better the service will be. Going home in the tramcar after reading the report of the deputation, I thought over Mr. Nimmo's business maxim. As I passed a number of empty shops, whose former tenants had been through the bankruptcy court, I thought: "Well, at any rate, Mr. Nimmo would approve of the way they carried on a public service—but I expect he is just as well pleased if he is not a creditor in the estates."

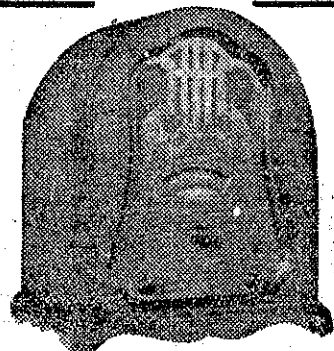
It says a good deal for the principles of Mr. Nimmo, who has been in the broadcasting business such a brief time, that he should so strongly urge, in the interests of the public, that the service should be publicly owned. Perhaps in a little while, if he hears of a radio dealer having declared a dividend of 7½ per cent., he will head a crusade to induce the Postmaster-General to proclaim that, in the interests of the public, the Government proposes to nationalise the selling of radio receiving sets. This would place the whole of broadcasting, back and front, in the hands of the Government and conserve all the profits for the public.—Khandallah.

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