

ers. Such circles are very popular in Britain.

A SHORTWAVE club has been successfully floated in Auckland. This follows on the lines of the Wellington club and will, I am sure, be a success.

CANTERBURY listeners will be pleased that 3ZC will be saved for them by its purchase by the New Zealand Farmers' Co-operative Association. The plan is to maintain the past musical programmes but to render a special service to farmers with market reports and other matter of special value to the farming community. Friends in Canterbury have told me that the weekly market report of stock prices at Addington has meant thousands of pounds to them and their friends. With prompt knowledge of current prices given by radio there has been no opportunity for slick city buyers to "pick up a line cheap."

I NOTICE that the "Auckland Star" drops a word of criticism in regard to broadcasting administration. In reviewing the radio season and the work of the board it says: "Two steps it has taken—a study of the problem of coverage and the plebiscite of listeners—promise well, but there is

a feeling that the Post and Telegraph Department rather than the board itself, is dictating broadcasting policy overlong. This may be unavoidable. Listeners would like to know the full position. Mr. Hands, of course, who is acting as general manager, is on loan from the Post and Telegraph Department, and it is understood will eventually go back to that department. He was lent to the board because for some six years past he has been in close touch with various angles of broadcasting and possesses a knowledge of copyright and other matters invaluable at this stage. It is difficult to see where he could be replaced at present but eventually doubtless an effort will be made to secure an independent commercial administrator.

MR. FORSYTH'S talk on Bond's hosiery (2ZW) was entertaining and instructive. The speaker traced the silk stocking industry from silk-worm culture in Japan to the article manufactured in Wellington. His description of beautiful Japan with its towering mountains and its mulberry and maple groves, gives further enchantment to a pair of silk stockings. The activities of the local factory go to show how far our country has advanced in the industrial era.

MR. GEORGE MANNING's talk on "The Economic Problems of New Zealand" (3YA) was lucid in explanation of the trade depression, but his remedy was not clear. Mr. Manning advocates the creation of credit by the banker. These institutions accept depositors' money and lend it to finance ordinary business. How credit may be created when it has already been done to the safe limit, was not explained. The bank's first concern is their own and their depositors' security, and safe banking institutions were never more necessary than they are to-day. To relieve the harassed taxpayer and the heavily burdened Government, the lecturer exhorted the alteration of regulations, which would permit of the disposal of the gold backing at an enhanced price, and left listeners with the impression that the gold holdings belong to the taxpayer and the Government. We all want a cure for our financial malady and we will look forward to hearing Mr. Manning again—provided he keeps off the soap box.

I NOTICE that radio writers are showing interest in the price to be paid to the Radio Broadcasting Company. The Christchurch "Press," for instance, says: "The purchase price fixed for the Government to

pay the late Radio Broadcasting Company is practically double what was commonly anticipated and there was probably an erroneous assumption that a second-hand figure would

## ★ ★ ★ Star Myths of the Zodiac

is the title of a series of talks being broadcast from 2YA by Mr. A. Quinnell. The next will be presented at 7.40 p.m. on April 7.

be placed upon the stations. It was evidently not thought at all likely that the company would claim as for a good going concern, as it appears has occurred. Without any details it is impossible to make further comment, but surely the listening public should be given the statements made by both sides when presenting their sides of the case.

I can't quite follow why this writer thinks the company should not have claimed as for a good going concern. It was going all right, and has now "gone"! It would certainly be of interest to all to know the valuations submitted by both sides. The Radio Broadcasting Company might easily have failed and lost its money as similar ventures did in South Africa and India. By good management it succeeded, and is entitled to compensation for the risk it took and the assets it built.

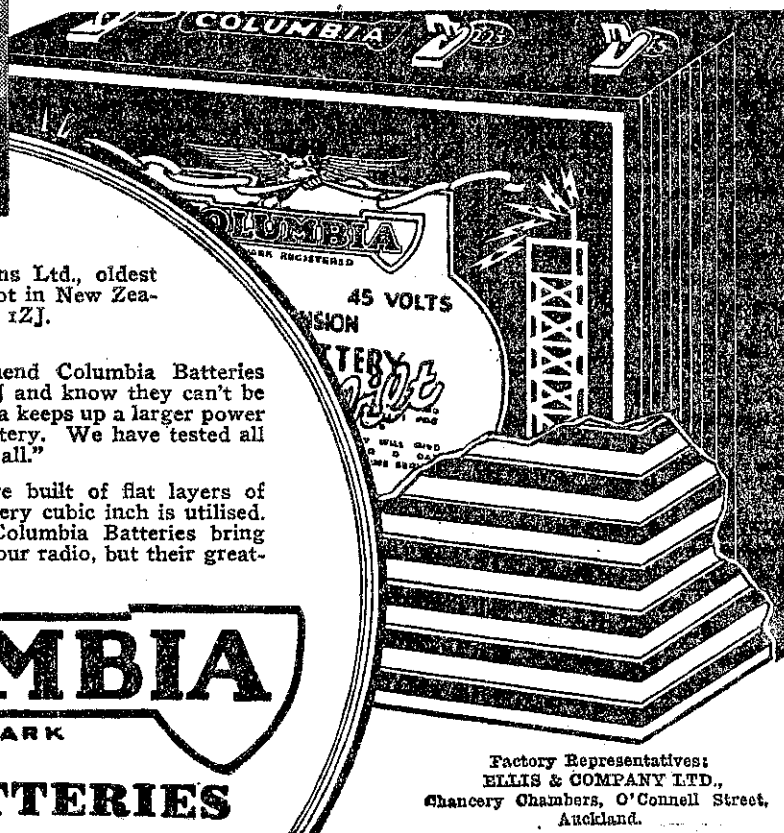
AUCKLAND gave General Higgins a fervid welcome and small-set owners in Wellington may expect to hear some stirring speeches when the General arrives in our city.

A LITTLE station in Hastings—2ZI—has been heard in New York, U.S.A. The check-up is absolutely reliable and the performance is authentic. This is much to the credit of Mr. Paul Barcham—engineer operator at 2ZI, which operates on Monday and Thursday evenings.

3DB, a station in Victoria, recently advertised for an announcer for the Ballarat station. They received over 100 applications. They included men from at least two professions and others who had held important executive positions, yet only a small percentage of them could speak English correctly. Fewer than twenty had voices that were pleasant to listen to, and not more than half a dozen pronounced the name of Rachmaninoff correctly. The position has not yet been definitely filled, and the final choice will be made after several of the most promising applicants are tested in actual work before the microphone.

That experience prompts the com-

## Vic Johns says "COLUMBIA beats them all"



Vic Johns, Director of Johns Ltd., oldest radio firm in Auckland—if not in New Zealand—and owners of Station 1ZJ.

Vic Johns says: "We recommend Columbia Batteries every time. We use them at 1ZJ and know they can't be beaten for long service. Columbia keeps up a larger power output longer than any other battery. We have tested all makes and Columbia beats them all."

Columbia Layerbilt Batteries are built of flat layers of current-producing materials. Every cubic inch is utilised. They're packed with power. Columbia Batteries bring volume, clarity and distance to your radio, but their greatest appeal is their LONG LIFE.

# COLUMBIA

TRADE MARK

## RADIO BATTERIES

Factory Representatives:  
ELLIS & COMPANY LTD.,  
Chancery Chambers, O'Connell Street,  
Auckland.