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**COLE'S GREATEST RADIO OFFER.**

**T**HIS "EKCO" RADIO OFFER—the largest ever handled at Coles—has been so promptly appreciated that the first delivery was over-sold within 8 days. The Final Delivery is now available, and to avoid any disappointment we advise you to place your order immediately, as this offer cannot be repeated.

**"EKCO" 4-VALVE RADIO CONSOLE.**



MODEL R.C.4 (as illustrated). A pedestal type 4-valve Radio Receiver built into an attractive Walnut Cabinet. This Console is the result of extensive research and experiment. The latest type of Moving Coil Speaker renders music and speech in their true proportions to delight the most exacting ear. To-day's List Price . . . . . 32 GNS!

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or deposit of 20/- and 21 monthly payments of 20/-!

*These Sets are accompanied by Cole's famous "12 months' Guarantee" (excluding Valves).*

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For the more prosperous residents in Tickhill this EKCO radio, advertised in the *Worksop Guardian*, Friday, 12 August 1932, costing 19 guineas, might have appealed. It would have been too costly for most people, even paying by monthly instalments. However, there were cheaper radios available. The radio licence fee cost 10/- per year. By January 1932 4.3 million licences were issued (only 12 years after radio broadcasts began in the UK with Marconi's experimental station).

1932 was a significant year for radio broadcasting. On 14 May the BBC moved to its new headquarters at Broadcasting House, although the first radio broadcast came from there on 15 March. At the end of the year, on 19 December, the forerunner of the BBC World Service began; it was known as the BBC Empire Service. A few days later King George V made his first Christmas Day Broadcast.

The BBC received its first Royal Charter on 20 December 1926, lasting for 10 years. The BBC's National Programme started broadcasting on 9 March 1930. It included some regional variations. The National Programme ended on 9 September 1939 and was replaced by the BBC Home Service.

If anyone wished to tune in to the National Programme on 12 August 1932 this is what was broadcast on that day (including some regional programmes):

- |  |  |
|--|--|
| 10.15 Daily Service  | 18.30 The Northern Studio Orchestra  |
| 10.30 Time signal and weather forecast for farmers and shipping          | 20.00 Promenade Concert from the Queen's Hall, London                              |
| 12.00 Midland regional programme   | 21.30 The second general news bulletin   |
| 13.00 Jack Martin and his Hotel Majestic Orchestra from St Anne's-on-sea | 21.45 North of England news  |
| 14.00 Midland regional programme   | 21.50 London regional programme  |
| 16.00 The Northern Studio Orchestra directed by John Bridge              | 22.50 Daventry national programme - the BBC Dance Orchestra directed by Henry Hall |
| 17.15 The Children's Hour  |  |
| 18.00 First general news bulletin  |  |

Music occupied a considerable part of the day's schedule; several programmes were broadcast from venues outside BBC studios. Pressure from newspaper owners meant that news could not be broadcast until later in the day, after newspapers were printed, distributed and sold. Each day began with a daily service, but not until 10.15. Children were catered for, but in spite of the 'Hour' title, less time was available. Few women's voices would have been heard. It is noteworthy that, from the outset of radio broadcasting, provision was made for regional contributions.

You can find out what programmes were broadcast on particular days by going to the following website: <http://genome.ch.bbc.co.uk/schedules/national/>. This website enables issues of the 'Radio Times' to be searched for broadcasts on specific days. Many memories can be triggered - what are your earliest memories of radio broadcasts?