

1YA	632
2YA	1550
3YA	617
4YA	216

2YA, it will be seen, sent in a little more than half the total number, while 1YA and 3YA were practically even. The response from the South Island generally was poor, but that is characteristic of the South Island in regard to competitions, even when there is no fee for admission.

Response from "Radio Record."

IT is an interesting fact to observe, too, in regard to the coupons returned that nearly half of the total number had been obtained from copies of the "Radio Record." Of the many thousands distributed among booksellers and radio dealers, only 1117 came back, while 547 people wrote out their

pany in Christchurch did the work. Though nearly a quarter of a mile of paper was used, chock full of figures, Burroughs did the job in very quick time. Entries closed on Wednesday morning, and by Thursday evening at 10 o'clock the marks from all the coupons had been transferred to the tape. Of course, to do such a big job in such a short time shows that the manipulation of a calculating machine such as Burroughs must be simple. One young lady handled the coupons, called out the marks, and ticked them off on the coupon as she did so. The young lady at the machine pressed the keys, and the paper rolls gradually unwound themselves as they were printed by the machine. It was like a typist taking down dictation. There was no hitch, no stop.

The reader read on and the typist typed. The coupons had been arrang-

find out who has got most items placed correctly. This is a far greater undertaking than was anticipated. The numbers on every coupon have to be compared with the correct figures, and this means an enormous amount of work. The latest report from Christchurch shows that checking over discloses that the competitor at present in the lead has seven items correctly placed. The name of the winner will not be available for this issue of the "Radio Record." In the meantime, WHO IS THE WINNER?

Review of the Figures.

AND what does the voting reveal? There is, of course, a very wide divergence in the public's appreciation of radio items. A casual examination of the coupons, that is, looking at one after the other, created a mental chaos. There were no two coupons alike, and

definition of what is a "popular" admits of a wide discussion, but subject may here be disposed of saying that "popular" items do not necessarily mean that they are da music. Rather can popular items be described as those which have a di appeal to the public, and whose me have been such that they have st the test of time while they have b becoming well known. The peo want what they know. They h voted for the class of items they kn best; and the numbers they know l are those they have heard over s over again. A survey of the items their order of popularity will pr that.

For instance, the item which head the list in popularity, "Poet and Peasant," is a very well-known overture having been played by orchestras a bands for years past.

"In a Persian Market" is a good middle-class descriptive sketch and very well known. It is descriptive of the East, which is nearly always popular theme.

"March of the Toys" (orchestral) is not very well known, but it has a striking rhythmical interest. The "Hungarian Dance" (violin) and "Liebestraume" (piano) are two classical numbers moderately well known but with particular interest.

"I've Seen the Swallows Pass" (soprano solo) and "Valse Mazanetta" (Saxophone solos) have no special appeal to the general mind except through their brilliancy.

"I'm 94 To-day" is a comedy. "Largo al Factoturan," an operatic solo from "The Barber of Seville" is a very well-written solo and magnificently sung, but is almost completely unknown.

"Get Out and Get Under the Moon" is an ordinary form of fox-trot, of which there are hundreds written every year, but it is among the best of them.

"Memories" from "The Student Prince" is a good comedy number with sentimental interest, but it is largely unknown.

The grand operatic solo, "Credo," is quite unknown.

"Gems from 'O! Kay,'" a jazz number—only slightly known.

Item No.	NAME OF ITEM.	Total Marks Awarded.	Average for N.Z.	Item Numbers in Order of Popularity	N.Z. Order of Popularity.	
1	Symphony Orchestra—"Poet and Peasant."	263,720	87.47	1YA. 1	2YA. 1	1st
2	Comic Opera (vocal)—"Memories" (from "The Student Prince")	220,933	73.28	9	9	2nd
3	Piano Solo—"Liebestraume"	233,471	77.43	17	12	3rd
4	Grand Opera (vocal)—"Credo" from "Otello"	212,070	70.34	12	17	4th
5	Saxophone Solo—"Valse Mazanetta."	230,855	76.56	14	7	5th
6	Song (comic)—"I'm 94 To-day."	229,746	76.27	11	11	6th
7	Light Orchestra—"March of the Toys."	237,921	78.91	10	3	7th
8	Song (soprano) with flute obligato—"I've seen the Swallows pass."	231,219	76.69	7	10	8th
9	Orchestra and Chorus—"In a Persian Market."	254,833	84.53	5	8	9th
10	Violin Solo—"Hungarian Dance, No. 1."	234,888	77.91	3	5	10th
11	Song (baritone)—"Slumber on, my little Gypsy Sweetheart."	239,908	79.57	8	6	11th
12	Hawaiian Marimba Orchestra—"Three o'clock in the Morning."	248,941	82.57	6	16	12th
13	Grand Opera (solo)—"Largo al Factotum" (from "The Barber of Seville.")	223,938	74.27	13	2	13th
14	Comic Opera (orchestra)—Selection from "The Gondoliers."	239,705	79.50	16	8	14th
15	Revue (duet)—"Gems from Oh! Kay."	205,058	68.01	2	13	15th
16	Jazz Orchestra—"Get out and get under the Moon."	223,599	74.16	4	4	16th
17	Military Band—"Martial Moments."	249,192	82.65	15	15	17th
		3,979,997				

entries, neither "Radio Record" nor coupon being available.

These written ones were almost invariably correctly filled in, but the paper used and the writing displayed all styles and conditions. One entry was sent in neatly typed, by a blind man, but though he made a good attempt he did not get the prize. The neatest written coupon came from a man who was evidently a draughtsman. Presumably he had had a big struggle with his official coupon, so he carefully drew a new one.

Calculating the Averages.

WITH 3015 coupons to handle, each with 17 items, or 51,255 items in all, the work of totalling up the marks was a prodigious undertaking. It could be done expeditiously and accurately only on a calculating machine. And so the Burroughs Adding Machine Com-

ed according to the stations marked upon them so the marks for each station were readily available wherever required. It is a way these calculating machines have—they can give a total instantaneously when required, or they can subtract or multiply. In fact, the Burroughs people have in their office a machine which is an accountant robot. It will literally keep the books and make out the accounts of a business firm. A Burroughs machine reduces to a minimum the liability of human error.

The following statistics will be of interest:—

Coupons	3,015
Total items	51,255
Total marks	3,979,997
Average per item	77.65
Highest average	87.47
Lowest average	68.01
Difference	19.46
Marks for 1YA coupons ...	823,695
Marks for 2YA coupons ...	2,091,948
Marks for 3YA coupons ...	762,961
Marks for 4YA coupons ...	301,393

Sorting Out the Winner.

"BUT after the day there's a price to pay." And this the staff at the head office of the Broadcasting Company is finding out. All those 3015 coupons have to be checked over again to

as one turned over the coupons, one could not form any idea of what the people preferred, beyond the fact that the orchestral items seemed to be very frequently at the top of the column and jazz at the bottom.

It was only by a careful analysis and calculation that the consensus of public opinion could be obtained. These figures well reward a careful examination. They may be divided into three groups—orchestral first, solos second, with grand opera and jazz last. The best known items have come top. The



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