

make. That concerns the choice of items sometimes made by performers. I refer particularly to ladies' items "put over" by men and vice versa. Last week, for instance, we heard a 1YA artist reciting a bracket of the beautiful "Cuddle Doon" series of poems. The items came through well, but one could not avoid regret that the rendition was by a man, since these poems are so obviously and exclusively for a woman's voice. This artist filled the role completely in his fine characterisation of the Scandinavian in "Galapagos," and doubtless has a man's repertoire to suit his manly voice. I would respectfully suggest that he, and such as he, leave to the ladies those things which are written for the gentler sex.—"Scotsman" (Gore).

### The "Educating" Policy.

I AM very impressed with a letter signed "Lux Cum Amore"—such a nom de plume and such modesty (?) claiming credit for educating the announcer of 2YA. Personally, I have noticed no difference and no criticism or fault-finding alters my opinion of the announcers of any of the stations, although I certainly enjoy the natural pleasing voice of the announcer of 2YA. "Lux Cum Amore's" idea of "healthy criticism" reads more to me like fault-finding, which gets neither the Broadcasting Company nor the critic any further. It is greatly to the credit of your paper that persons of this description get a hearing; and proves the broadmindedness of your editorial staff and policy. I am wondering if a sug-

gestion will be out of place. Why not appoint "Lux Cum Amore" as an announcer for a period and so educate your announcers and the listening public to his high standard. A few more of his ilk put in the same place would not conduct your broadcasting as well as the men you have at present. We can all learn something from everyone—from malcontents what to avoid—from healthy criticism and example what to follow, so good luck to the Broadcasters' Company. Carry on. Your percentage of satisfied listeners greatly outnumbers the fault-finders, who really give the rest of us a jolt and make us count our blessings. How about it, "Lux Cum Amore"? Can you not carry on and educate the listeners? I for one am open for improvement.—"Kia Ora" (Waitomo Caves).

### Children's Hour.

PERMIT me to voice the alarm of many enthusiastic radio listeners of my province. As a listener who has occasion from time to time to interview the radio people not only in the city but country as well, I have heard the most complimentary remarks passed regarding station 4YA's children's hour. This session, which has such an influence on the kiddies, and is so ably conducted by Big Brother Bill and his associates, is, I believe, to be changed to the same period as the other YA stations, namely, from 5 to 6 p.m. It is against this change that I am protesting, and know of many other parents in our province who have the same feelings. We are deeply grateful to the uncles and aunts—and their supervisor—for the moral code they are developing in our youngsters. The influence that these sessions have is perhaps the greatest factor in favour of radio; but it is not alone that these adopted relations work. For the child to receive the full benefit of the session, he must have his dad to explain a few facts he does not quite grasp, and, most of all, dad has to help drive home some of the splendid morals derived from the evening's fun.

If this session is advanced an hour, it is evident that the vast majority of parents will not have finished the day's labour. Whether in field or office, few of us are able to be home before 6 p.m., and perhaps more important still is the fact that with daylight saving approaching quite a number of the children would prefer out-door playing to coming inside at 5 p.m. It is not that the hour is not appreciated, that is evident by the interest taken in our radio parties, scrap-book collections, etc., but who could blame the child who preferred a game of ball in bright sunshine to going inside at 5 p.m. to hear Big Brother Bill!

At 6 o'clock, this is quite in order, and the child is quite ready for his or her homework while the younger ones are more or less ready for bed after an enjoyable children's hour. Trusting the Radio Broadcasting Company executive will not overlook the fact that they have a thoroughly competent and extremely popular radio family at 4YA. Also that they will consider our wish in this direction, and leave the dinner music out of our programmes, retaining the children's hour at its present time.—"Enthusiastic" (Dunedin).

### Wrestling Bout.

I WAS very pleased with 2YA's announcer's description of the wrestling match. According to several of my

## Stock Sale Reports

### Matson and Co's. Service to Farmers

TO the farmer there is nothing more valuable in the broadcasting service than the market reports, and in nothing is it more essential that the information should be reliable. The farmer must be able to place implicit faith in the accuracy of the information that is broadcast. A very creditable record in this respect has been attained by Messrs. H. Matson and Company, who have regularly every week since 3YA started, prepared the report of the Addington stock sales.

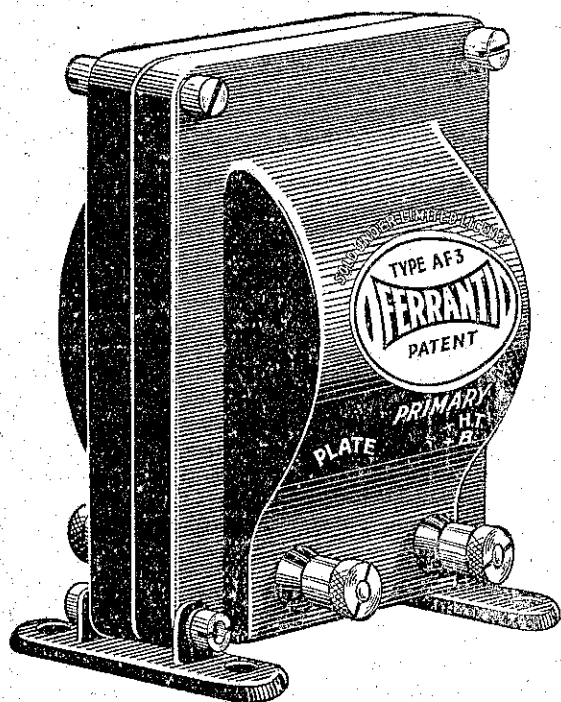
From the very outset the Broadcasting Company has been keenly alive to the importance of authentic reports. At the opening of 3YA it sought the advice of many farmers, who were unanimous in their expressions of opinion concerning the reports issued by Matson and Co. Arrangements were accordingly made with this firm for the supply of the weekly report on the evening of the Addington sales. This report comes in as regularly as clockwork. It is concise, lucid, and reliable.

The reputation of Matson and Co. for supplying accurate reports goes back to long before the days of broadcasting, and an interesting history is attached to the Christchurch firm, which is now so well known throughout New Zealand.

Forty years ago, the late Mr. John T. Matson printed a weekly report called "The Canterbury Stock, Property, and Agricultural Journal." This dealt with all sales, the pedigree of the stock and all items of interest to the farmer. After his death the business was carried on by the next generation. The weekly was then abandoned, and advice of sales was posted to vendors on the night of the sales. An annual review was compiled covering an array of information valuable to the farming community, such as freight rates on grass seed, stock, wool, etc., and including a ready reckoner for calculating the price per pound per thousand, etc. As the method of trading progressed Matson and Co. considered that the man on the land was not in possession of all the information he should have, so they wrote a full market report and published it at their own expense in the Press. This report has now for many years been accepted as an authoritative review of the previous day's sales. It has been read by all and sundry every Thursday. The information therein has worked to the extreme benefit of the farmers. Friend and foe, traders, bankers, commercial men, professional men in every section of the community at different times have commented favourably on the information supplied.

The reason why this report should be so reliable and comprehensive can be simply explained. The large percentage of business done by Matson and Co. at Addington necessitates auctioneers in each section. Each auctioneer who thus puts in a day at his section must get a good grip of the market, and Mr. Lester Matson, who now makes a hobby of the market reports, and whose opinions and ability as a fudge of stock are known throughout New Zealand, gathers in the various auctioneers' reports and consolidates them into what the farmer requires. The majority of the firm's clients are free and independent, so financially they have no axe to grind. There is no desire to quote the market up or down.

listener friends he is the best. Good wishes to 2YA and especially Mr. Announcer.—"Well-Satisfied" (Whaka).



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