LETTERS FROM LISTENERS . . .

Free Advertisement Given to Sporting Body

To the Editor.

Sir,—We understand that the broadcasting of advertising matter is prohibited by the New Zealand Broadcasting Board. It would be interesting to know why this afternoon (October 22) during the broadcast of the trotting meeting, a sporting body was permitted to broadcast the condition of the competitors and announce the place of its contests to-night in Auckland.

It may be that, under cover of hospitality, a sporting association diplomatically obtained a splendid free advertisement.

It would give other enterprising bodies the idea also to obtain free advertisement to the confusion of business houses and the confounding of the rules of the Broadcasting Board.—We are, etc.,

TOO WHY EH!

Hamilton.

"Broadcasting Board Does Not Reply to Every Letter"

To the Editor.

Sir,—I was vastly amused over the credibility or gullibility of the general public assumed by those who furnished the material for the article "Dead Letters." The proposal to increase the fee payable to an artist who was making frequent appearances, notwithstanding the fact that letters expresing dissatisfaction with his broadcasts were being received, is too, too utter. The idea that the board replies to every letter of appreciation or complaint is not correct—it

doesn't. Of a number of letters of appreciation sent by me only one was replied to. As an artist, I have received numerous letters, but never once have been told by the studio officials that they have received any, though the letters say some have been written. The whole article savours of propaganda.—I am, etc.,

READ LETTERS.

Dunedin.

Suggestion for Conserving the Supply of Records

To the Editor.

Sir,—Some time ago there appeared in the "Radio Record" a short article on the ever-increasing difficulty of broadcasting authorities providing a continual supply of recorded music. This is not hard to appreciate when one considers the number of hours of entertainment to be provided, the diversity of tastes, and the number of stations to be kept supplied. Repetition cannot be carried too far, so supplies must soon reach a point where the situation will be a real and serious one. Therefore any scheme where recorded programmes could be conserved would no doubt be welcomed. My suggestion is this:—

As far as New Zealand is concerned, it will be noticed that the breakfast session, the lunch session, and the dinner music run concurrently from each YA station. Each station is giving listeners its particular programme, and there's nothing to choose between them for variety or quality. But this method, allowing for a period of 4½ hours per day for the three sessions, and the four stations, a total of 18 hours per day, must demand a supply of somewhere about 250 records—truly a staggering aggregate. So I would venture this suggestion: Why not link stations 1, 2, 3, and 4YA into a national broadcast, each relaying a programme which could originate from 2YA, thus giving a direct conserving of 75 per cent. in records? This is done for national talks, so why not try the experiment, say, for the dinner session, and then, if successful, extend the scheme to the breakfast and lunch sessions?—I am, etc.,

SOUVENIR.

Kaitaia.

Rearrangement

FROM to-day the technical section of the "Radio Record" will be found on the pages immediately following the Australian programmes. This rearrangement has been carried out with the object of grouping the magazine and programme sections, and keeping the non-programme features toward the back of the paper.

Old Sets Can Walk Rings Round More Modern Ones

To the Editor.

Sir,—The scathing editorial denunciation of the 1925 receivers in the "Radio Record" recently makes me go hot all over. These ancient and despised conglomerations of old junk simply go rings round the latest models which one comes across to-day. That is, of course, if you know how to work them, which is the whole point of the matter, and I doubt very much if there remain half a dozen experts in the country who could work mine. The makers couldn't, anyhow, I am sure.

Anyone objecting to the raising in power of the New Zealand stations doesn't necessarily possess an old, unselective set. It's more probable that he gets the things too loudly as it is, and in spite of your commentary on the statement that some people buy sets merely for Australian programmes, I greatly fear that such is the case, and will continue to be so until the programme organiser is promoted to a higher sphere of influence, and some theatrical gentleman more versed in the extremely varied tastes of the listening public takes his place.—I am, etc.,

THE SKOOSHOOK.

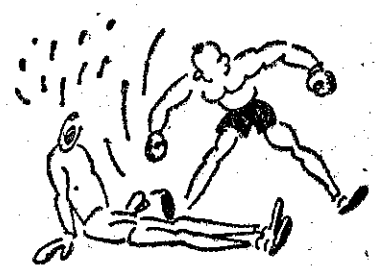
Ohura.

Why No Broadcast of Recent Amateur Boxing Bouts?

To the Editor.

Sir,—Being a constant subscriber to your journal, I wish to air a grievance. I venture to state that there are thousands of radio fans who are also boxing fans. Imagine the disgust of this countless number when, on purchasing the issue of the "Radio Record" of September 13, with the intention of listening to the New Zealand boxing championships at Hastings, to find that there was no mention of the broadcast in the programme. Thinking that this was an oversight, imagine the disappointment when, on tuning in to Hastings on the final night of the championships we found that we had drawn a blank.

Then again, the Australian-New Zealand boxing championships, held at Invercargill last week, were not broadcast. The



New Zealand boys were selected from all over the Dominion, and the visiting team from every State in Australia.

Who is to blame for this Rip Van Winkle procedure? It cannot be the Broadcasting Board, as they have week in and week out broadcast "boloney" from foreign gentlemen under the disguise of wrestling, and then again, it cannot be the New Zealand Boxing Council, as at the last conference at Hastings it was resolved to endeavour to have every boxing bout broadcast where possible.—I am, etc.,

PUZZLED.

Hawera.

Correspondence

"SUBSCRIBER" (Wairoa): Thanks—the laugh was certainly on us. We sent your cutting across to Mr. Cyril Ritchard in Sydney.