

programmes broadcast that year was £660,000 and the expenses of maintenance amounted to £855,000. It is also interesting to note that the revenues of Great Britain derived additional benefit to the extent of £100,000 paid by the corporation by way of income tax!

The key man in the British system is the Director-General, Sir John Reith, and it is he who has made British broadcasting what it is. What has been his policy? I should summarise it by saying that he has given the public 75 per cent. of what they think they want and 25 per cent. of what he and his progressively-minded staff believe that the public will appreciate and learn to like if once it is given a chance of hearing a sample.

I sincerely trust that you will not be deceived into thinking that the average Englishman regards the B.B.C. with a complacent air of self-satisfaction as being beyond reproach and improvement. I will instance two directions in which substantial progress yet remains to be made. There is not enough wit in our variety programmes. They are still too suggestive of a music hall at which one is sitting with a bandage across one's eyes. A more important field in which there is almost unlimited scope for spectacular progress is to be found in the news and talks sections of the programme.

ever seek better and better features. Economic pressure forces them to take the pulse of public demand constantly, and be guided thereby. The huge investments now also dictate that, for the sake of survival, there must be experimentation, change, freshness. Of this reaching out to try new things there has been great evidence in the last year or two. In short, the whole scheme is all in the favour of the listener. If programmes don't interest John Citizen and family they will not listen.

In all American popularity votes it is always the commercially-sponsored programme which wins the majority's favour. There are perhaps two very evident reasons; first, the extraordinary amounts which national advertisers can afford to spend for the world's finest aggregation of talent, and second, the competition among these advertisers to win the goodwill and interest of radio listeners. Not only are their programmes eagerly listened to and given preference over the routine programmes where no advertising is included, but very precise figures show that the public buys the goods that are advertised over the air. The conclusion seems inescapable that the public listens to this system of broadcasting, advertising and all.

"GOLDEN HOUR" COMPETITION NO. 2

INSTRUCTIONS: To complete the puzzle:—Each picture represents ONE word only, and each picture has a different word. You find these words by reading what appears alongside each picture, and then refer to the picture itself. For example: Look at Picture No. 1. Alongside it you see "On" and the picture represents "LOOKING" making "On LOOKING" Now carry on and when you get to the last picture you will have a sentence about a "SHARK" taken from a N.Z. Weekly Paper. The sentence is simple and easily followed. When you have completed your solution, write it down on one side of a sheet of paper, add your name and address, enclose entry fee, and post no later than Tuesday, March 12th. First Prize £40 to competitor sending correct or nearest correct solution. £10 second prize to next nearest competitor. In the event of a tie the prizes will be divided, but the full £50 will, of course, be paid. Two winning attempts can win two prizes or if prizes are divided, one share in each. Sealed solution and prize money is deposited with N.Z. TRUTH LTD. Any number of attempts can be sent in the one envelope. Results will be published in this paper on March 20th (Penny stamps to the value of 1/1 for first attempt and 6d for each additional attempt will be accepted ONLY from isolated districts where postal notes are unobtainable). C/o Post Office addresses must be prepared to send residential addresses if asked for. For extra-quick result, send 3d stamped self-addressed envelope. N.B. In composing this puzzle, every effort has been made to avoid true alternatives, and it is believed that there are none. Should, however, competitors consider there are any, they are advised to submit additional entries. Test your skill in this simple puzzle to-day.

£50 WON IN COMPETITION NO. 1. Solution No. 1, taken from (Auckland) Weekly News, Sept. 5th, 1934 "The fire is STATED to have BEEN started by the CONVICTS. With wild CRIES the prisoners ATTACKED the WARDERS in an attempt to ESCAPE. Some got as FAR as the SHORE and THEREW themselves into the LAGOON, but were dragged BACK." £40 first prize divided between L. Everenden, 107 Chapel St., MASTERTON; Miss K. Cunningham, 2 Chelsea Ave., OTAHUHU; Mrs. E. B. Jackson, Island Stream, MAHENO; L. Kjar, 19 Hall St., MASTERTON. Each receives £10 for correct solution. £10 Second Prize divided between Mrs. H. Cummins, 23 Burnside St., LOWER HUTT; E. Leech, Rata St., HELENSVILLE; Mrs. A. Anderson, Bell Block, TARANAKI; S. Gillett, c/o F. O. Smith, Manutahi Road, Bell Block, TARANAKI; each receives £2/10/- for one error. PRIZES HAVE BEEN POSTED.

£50

MUST-BE-WON

FIRST PRIZE - £40

SECOND PRIZE £10

ENTRY FEE 1/-

For First Entry and 6d for each additional entry.

OUR ONLY ADDRESS IS:




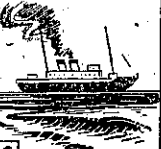



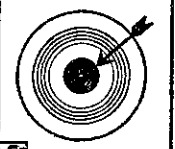




"Golden Hour" Competition No. 2

P.O. BOX 1205, R CHRISTCHURCH.

CLOSING DATE

All Entries Must Be Posted NOT LATER than

TUESDAY, MARCH 12TH.

ON  1 LOOKING	OVER THE  2	IT WAS SEEN  3
THE  4	HAD STRUCK A  5	SHARK, WHICH HAD  6 APPARENTLY
BEEN BASKING ON THE  7	SO DIRECT- LY IN THE  8	DID THE  9
TOUCH THE  10	THAT THE WATER PRESSURE  11	IT IN PLACE FOR SEVERAL  12

NOTE: There is only ONE COMPLETE ENGLISH EVERYDAY WORD for each Picture (NOT TWO OR THREE).