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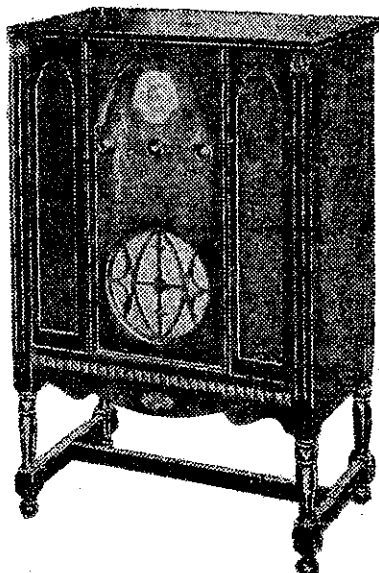
Five tuned circuits using nine valves.

Tuned antenna.

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Band-pass filter effect.



MODEL 54.

2-Valve Screen Grid All-Electric Receiver.

This handsome console will add dignity and charm to the finest home.

The cabinet is of finest selected walnut and American gumwood with high lighted Duco finish. Single Dial control. Electro-Dynamic Speaker.

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DEALERS' NOTE—Some Territory still open for Representation.

Rugby Broadcast

(Continued from front page.)

to have the opportunity of discussing the point, because the attitude of the Rugby Union authorities expresses the view held by the majority of people who are not actively concerned in publicity and advertising in one form or another.

"The Rugby Union simply expresses in another way what was probably in the mind of the Racing Conference when it placed a ban on the broadcasting of racing events. If we were to take the same view we should oppose the broadcasting of racing and football and other functions of public interest in the fear that it might prejudice the sale of newspapers. Actually, we take the opposite view, that the more public interest in events is stimulated, the greater is the demand, likely to be for printed reports.

"Most people have had the experience of reading the account of an exciting struggle on the football field and lamented the indifference that caused them to miss seeing the actual game. We should imagine the best possible advertisement the Rugby Unions could have for the matches with the British team would be found in broadcast and printed reports of the early games of the tour.

"Technically, broadcast accounts of football matches would be regarded by a publicity expert as highly useful institutional advertising. That is to say, it would tend to create a wider public interest in the game of football, and that is presumably one of the reasons for the existence of the Rugby Union. Of course the Rugby Union authorities are not singular in their ignorance of the psychology of publicity, and it is not merely for their benefit that we are making this comment. The lesson is one to be learned by everyone concerned in the management of affairs."

Over the Air.

WITH respect to the large amount of correspondence received on the subject, Mr. Aldridge spoke from 2YA on Saturday last.

"Ever since Saturday last communications have poured in. First of all let me thank those who bombarded me with over a hundred and fifty telegrams. These reached me either during or immediately after the broadcast. Then there were the letters—over 450 of them to date, and still coming by every mail—splendid letters they are, too. Being busy, I could not attempt to acknowledge all these individually, much as I should like to

do so. However, the Broadcasting Company has kindly undertaken to do this for me, so that in due course every one who telegraphed or wrote to me will receive a written acknowledgment. I have described the letters as splendid. I wish you had them in front of you, for it would do your hearts good to read them. It would take me all night, and longer, to read them to you. The letters, taken as a whole, sum up the views of all classes and conditions of people. Among the writers are doctors, lawyers, clergymen, business men, farmers, way-back settlers, quite a considerable number of ladies, and inmates of hospitals and other institutions. A more thoroughly representative summing up of public opinion one could not desire.

"Speaking, I honestly believe, for many thousands of listeners throughout New Zealand, these hundreds of writers say:—

We earnestly desire the privilege of being able to listen-in to descriptions of sporting events which it is our ill-fortune not to be able to witness. We want the next best thing to a first-hand thrill; we believe that our circumstances entitle us to this privilege, and we appeal to the highest sporting instincts of all sports authorities to see that we are not denied this boon.

"This is an absolutely fair summary of the sentiments expressed by these hundreds of listeners who have written to me. And, let me add that out of all these hundreds of letters there were only four from Wellington, and two of these were from hospitals! The significance of this fact is obvious. Those who were interested in the fight, and were living near enough to get to it, got to it!

"And so it will be every time. A lover of Rugby, for instance, is not going to be content to listen to a description when it is at all possible for him to see the actual play. To this the letters I have received bear eloquent testimony."

During his talk, Mr. Aldridge addressed himself to Mr. Dean, "who," he said, "has gone over to Kapiti Island for the week-end to escape the constant questioning," but he is little better off, for there are two radio sets over there. The speaker went on to say that Mr. Dean was a sport who knew from personal experience what the broadcasting of sporting events meant and that he was personally in favour of broadcasting. But Mr. Dean thought it should be paid for, hence his suggestion to the company. As Mr. Aldridge was not one of the Broadcasting Company's paid officials, he had no intention of dwelling on the suggestion. He viewed the matter purely as a sport and was appealing on behalf of sports who could not attend the events they would like.

The Correspondence.

THE 500 odd letters altogether received come from Bluff to the far north, and indicate that everywhere the unpopular ban is the topic of conversation. All the letters expressed great admiration of the broadcast, and their writers were keenly interested in the future of sports broadcasting.

Most represented large numbers of people, and, as several letters state, from 30 to 80 were listening-in, it can be estimated that each letter represents the expressed opinion of at least 10 people—

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