

Our Mailbag

(Continued from page 7.)

sonally I congratulate the Broadcasting Company for the delight the Orchestra affords to so many lovers of good music and for having secured the services of the finest combination of orchestral instrumentalists in Wellington.—R. Sutherland (Wellington).

Other Views.

WITH reference to "Music's" complaint, I fail to see where the station concerned can be blamed. It is a B class station, and gets no license fees. Therefore "Music's" friend, who pays a license fee, should go to the station he supports, if he wants to make complaints about advertising. By this I refer to the thinly-veiled advertising done by 2YA in their daily programmes.—"Wave-Trap."

MAY I comment on your article dealing with the "Advertising Menace." It appears that your paper is biased against B class stations. I have heard numbers of people state that they cannot understand your strong objection to sponsored programmes. Anyhow, what's wrong with a little advertising to help defray expenses, seeing that B stations have no income from listeners? It is no trouble to turn to another station if anyone objects to it. The person who was "obliged to cut off the station" probably enjoyed many items from the same station with unusual quality.—"B. Fair."

More Humour Wanted.

IF the Hon. J. B. Donald's concession to the B class stations is hailed with general rejoicings by the listeners-in, I'm afraid that the R.B.C.'s ultra "high-class" programmes are largely to blame for their jubilation. Search the printed programme of 2YA for the week June 21 onwards, and see if you can find the little word "humour" prefixed to a single item. I can't, anyhow.

What on earth are the responsible parties of the R.B.C. thinking of? Again, owing to the prevalence of the talkies, how many musicians are at present unemployed, while the Broadcasting Company fills in the dance sessions with hideous gramophone records. Surely a little orchestra of five or six performers and a relieving vocalist or two for a few hours a week at the four centres would not hurt. One more suggestion: With radio in our homes, "Saturday night" is a thing of the past, so why not on the late nights of the various stations start right off at 8 p.m. sharp and make it throughout a lively and humorous night till the final jazz squall at 11 p.m., with an old-time dance night once a month from each station. Anyone with a valve set will have a chance to forget his or her troubles every night in the week then. In fact, as his Excellency said, more or less, at Palmerston North, in respect, I believe, to cheese: "Give the people what they want and not what you may think is good for them." Finally, his Excellency has also told us to advertise, conditionally on our advertisements being of a high standard. Now why should not the B class stations be permitted to follow his excellent advice if only as regards our New Zealand products of industry? In regard to what Mr. Brooks Gifford says about advertising on the American stations, well, as far as the main stations, of which I've heard a dozen or two, go, it's utter bunkum; they merely mention on whose behalf the programme is given, and occasionally the most bloodthirsty scene from a talkie is put over for advertising purposes. No doubt the hundreds of smaller stations may do so, however. Mr. Ellis will tell you. I can't.—George Fraser, Box 29, Ohura.

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