

"Popular" Programmes Wanted.

AS a listener of over six years' standing I would like to give my views on some points. B class advertising: This is not likely to do much harm if limited to sponsored programmes. In any case, it is no concern of the listener, as he pays nothing toward the upkeep of these stations. Government control: In my opinion this would be the worst thing that could happen, as it is a well-known fact that anything controlled by the Government is smothered in red tape. Programmes: This is where my real kick comes in. When is the Broadcasting Company going to give listeners what they want instead of what the Broadcasting Company thinks they should want, as is undoubtedly the case at present? The announcer at 1YA gives the show away regularly every Friday evening when he announces the programme as being of the "popular type." The word "popular" as I understand it means something which is acceptable to the majority. This being the case, why only one of these programmes per week? We get far too many vocal items and far too much classical music. "Screen Grid" in your issue of July 17 sums up the situation perfectly. Another bad point is the useless repetition of market reports; take 1YA on Wednesday nights, for example. Westfield reports are given from three firms, and are practically identical. He then goes on to give overseas reports, very often from half a dozen sources, also identical. This is a sheer waste of time which could very well be taken up with more news or lectures.—George R. Munro (Clevedon).

Confined to 2YA.

I HAVE for some time past been reading different views about 2YA's programmes and the Orchestra. I think there could well be room for an improvement, as we get the same class of stuff night after night. It may be good and it may be bad; we cannot tell as we are so sick of it we do not know. Now the Sunday night concerts are always worth hearing. We get a little variety in it. Why not be like Aussie, mix the programmes up a bit and by doing that everybody is being pleased? We well know what suits one does not another, and I think that is the only way the public can be pleased. I think, too, the Sunday afternoon programme should be divided, one hour sacred and the other hour mixed (if not all sacred). Many people do



While we welcome the expressed views of listeners on topics pertaining to radio, we ask that these communications be kept to minimum length, as heavy demands are made upon space. Mere reiteration of arguments cannot be accepted for publication, and we cannot take responsibility for views expressed. Address communications to the Editor, and sign all correspondence, though a nom-de-plume may be used for publication.

not want bands and Orchestra music on Sundays, and if it is put up for two hours a week it would not hurt anybody. The Wednesday night programme could also well be cut out, as it is sheer rubbish. Some may say, why not turn to some other station? Well, I am one of the many unfortunate listeners here in Wanganui that is plagued with electrical disturbances and have to sit and listen to 2YA or close up. If 2YA was anything like Aussie or Auckland, Christchurch, or Dunedin, one could listen with pleasure. I trust instead of building relay stations the Government will make all the stations the same power as Wellington, that we might all be able to listen-in to them.—Snider.

Wandering Waves.

CANNOT something be done about the wavelength of some of the B stations around the 260m. mark? We hear from one station "Hymn No. 1931," and then we hear, "Yes, we have no bananas" or something worse. Why can't the B stations do a little advertising? Surely the Government aren't going to take over the A stations—the present system is bad enough.—E.A.B.

"Screen Grid" Taken to Task.

HAVE read with interest several letters that have appeared lately re B class stations, and think that "Screen Grid" has been rather hard on the YA stations.

"Screen Grid" does not state what part of the country he lives in; perhaps if he lived in Dunedin he might not be so willing to listen to the B programmes instead of the A. Am not going to pick out any particular B station, but there are one or two stations here who, for the number of hours a week they broadcast have not a sufficient supply of records, and one hears the same items week after week, with an occasional new one thrown in. Re advertising, I am not against it, providing it is kept within certain limits. "Screen Grid" states that if one does not like the advertising he can switch to the other stations. I might say the same applies to him. If he doesn't like the YA programmes, he can tune in to the B station. As long as one gets his 30/- worth a year it doesn't very much matter from whence it comes. If "Screen Grid" examines the programmes in the "Radio Record" dated July 17, he will find he has made a bad mistake in stating that there are too many vocal items on them. I have gone over the programmes for the four stations for the whole week, and on only four occasions do the vocal items exceed the instrumental or band items, and then only by one. Have spoken to several friends lately, and they are of the same opinion as myself—that the YA stations are putting on as good a programme as they can with the talent available. "Screen Grid" says that more humour should be included, and if it is not available they should put on records. He then goes on to complain about not having a dance band for the dance programme, which I think is rather contradictory. I am not a "highbrow" listener, "Screen Grid" but an ordinary one, and a very ordinary one at that. In conclusion, may I congratulate 2YA on the enterprise shown in broadcasting the description of the huge fire there last night, also the way in which Mr. Drummond described it.—J.R.F. (Dunedin).

Future of Broadcasting.

NOW that the future of broadcasting is exercising the minds of listeners, probably every listener has a different theory concerning the best course for the Government to pursue. In my opinion, Mr. Nimmo's suggestion, as given in the "Radio Record" of 17/7/31, is easily the best yet brought forward. The only point I am not quite sure of is about the £10,000 subsidy being sufficient for B class stations. This would be only 10 per cent. of the revenue from listeners, etc. Would not at least 33 1-3 per cent. be a more fair division, judging by the services given by the B class stations?

The weak point in the A class stations' service is the lack of broadcasting until 3 p.m. Certainly 2YA has extended its hours, but this station does not give efficient daytime service for the whole of New Zealand. A similar extension of service for the other three YA stations would, I think, be greatly appreciated by listeners.

Regarding advertising, America is always held up as the "horrible example."

But surely the comparison is not very apt. Compare the power of the United States stations with that of the New Zealand B's. It is not hard to get away from a B station. If they all ranged from 500 watts to 5 k.w. the proposition would be different.

In conclusion I have a kick and a bouquet for the "Radio Record." I have noticed some rather contradictory statements. When 2YA extended its hours you stated that this station had a daylight range covering the whole of New Zealand. In the case of the average receiver this statement is quite incorrect. On the other hand you published reports concerning unsatisfactory reception of 2YA even at night. Also your attitude regarding the B stations has been very one-sided. Now here is the bouquet. You have been very candid in publishing letters condemning your attitude on the above subject, and also you seem to have abandoned your view that the B stations should receive no part of the listeners' fees. Wishing you every success.—Northlander.

[Our correspondent does not allow for the essential difference between day and night transmission. At night the Heavyside Layer gets in its fine work and creates definite distortional areas. In regard to subsidising B stations, our attitude has been governed by the facts of the situation. Hitherto there has been no balance available, and the decision as to whether a balance will be available in the future can be determined only after a financial examination of revenue and expenditure. On that point we have simply reserved our judgment till the facts are available. Our contention always has been that New Zealand can support only one co-ordinated service, and we hold the view that Mr. Nimmo has in effect adopted that attitude. His proposal in reality is that the major service should co-operate with existing stations where possible instead of erecting fresh relay stations.—Ed.]

Views from Invercargill.

IN your issue of July 17, Mr. R. H. Nimmo gives his views concerning the

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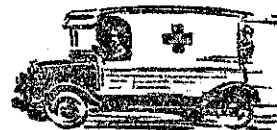
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