

Comparisons are—?

WHAT a vast amount of difference exists between the A class and the B class stations. Time was when one tuned-in to 2YA he heard a most affable "Good-morning, everybody." Apparently this time has sunk into oblivion, and one is greeted now with a curt "Good-morning." Have our announcers been missing their daily dose? Has Mr. Go-o-o-d-night Man died a natural death? Now with the B class stations one is greeted with a cheery "Good-morning" or "Good-evening, everybody," whichever the case may be. To emulate Bendall one may joyfully say: "Give me the good old days," as far as A class stations are concerned. In conclusion may I exhort a little more joviality from our announcers and humbly request that Mr. Go-o-o-d-night Man be resurrected?—Fred J. Martin.

Gramophone Records.

THE gramophone companies are barking up the wrong tree when they attribute their diminishing sales to the broadcasting of their records. The real reason is that fewer people are buying gramophones, preferring a radio any day. Those that have both as a rule prefer the radio too; that is to say, they use their gramophones comparatively little. What records they do buy are not infrequently bought because they have been heard over the air. So I suggest that the real cause of diminishing record sales is the advance of radio itself, particularly its convenience compared to the gramophone, and not the broadcasting of records.—DX21A.

Praise for the Board.

RE all the letters condemning everything possible connected with radio appearing in the "Record," I would like to say that we are quite satisfied with the new board. We think the programmes have improved 50 per cent. A lot more humorous records are a pleasing feature. We think that 90 per cent. of the people writing to the "Record" have never been out of New



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.

Zealand, or ever heard a programme in America or England, and when an up-to-date board tries to raise the standard of broadcasting, the 80 per cent. are not used to it and start squealing. If the "Goooooooood-night" is wanted, let us have it repeated 20 times at nine o'clock every night till everybody is sick of it. Even Uncle George is not free from criticism. Who will be next? In conclusion, Mr. Editor, I should like to say that if economy is needed in the "Radio Record," cut out anything, even the programmes, but increase the Mailbag Column tenfold; it is the one thing we look forward to weekly.—"Traveller."

Very Displeased.

I listened-in to the programme provided by station 2YA on Saturday, February 6, and must say that I was extremely disappointed with same. Now, Sir, Saturday night, under the Broadcasting Co.'s regime, was always a very pleasant night's entertainment, for it is a night when mum, dad and the kids all stay up a little later, and sleep in a little later the next morning, and therefore light and enjoyable

music is what is wanted. Therefore, Sir, we were extremely disappointed to hear, when we tuned in after 8 p.m., to find a loud voice telling us about the immortal works of Dickens, our exclamations were all the same. "To the dickens with lectures on Saturday night." In desperation we began to turn the dial, 3YA, relaying 4YA, extremely distorted and fading, 1YA rapid fade, so back to 2YA, and what

CHINESE-JAPANESE CONFLICT.

A TRANSMITTER at Shanghai transmits daily by means of radio telegraphy the latest reports on the Chinese-Japanese Conflict on a wavelength of 37,640 metres and with a power of 20 k.w.—Philips News Service.

did we get, another lecture! A gentleman with an extremely foreign voice telling us about "My experiences with the Bolsheviks." About twenty minutes of this and we had had enough, twiddled the dial again, and then back to 2YA in time to hear more about Dickens. This finished our entertainment for the night, and we went to bed, an extremely disappointed family with our night's entertainment. In conclusion I would suggest that a vote be taken on the type of entertainment provided on Saturday nights, and the same be forwarded to the Board, otherwise there will be many less licenses issued in the Marlborough district after March.—"Dial Twiddler."

Overseas Good-nights.

WITH regard to the "Good-night" announcement from the broadcasting stations, I am pleased to see the announcers making the best they can of the ordered curt "Good-night." As for New Zealand announcers having more personal levity than most countries is a mistaken idea. This is how KFI, Los Angeles, closes down at 8.10

p.m.: "Good-night, and pleasant dreams, from KFI, broadcasting on a frequency of 640 kilocycles on their 3582nd broadcast." A record, "Aloae oe" is then played, and as the music is going the announcer's voice is heard, spaced like this: This . . . is . . . K . . . F . . . I . . . now . . . closing . . . down . . . Good . . . night . . . From . . . K . . . F . . . I . . . DX 56M.C.

[M.C. denotes Marlborough-Canterbury.—Ed.]

Gramophone Records and Broadcasting.

YOUR informant who put forward the case as stated for the companies, in a recent issue, appears to be sadly out of touch with his own trade and to hold opinions contrary to those of the directors of the industry in England. The statement: "It is a popular fallacy to imagine that the broadcasting of records benefits their sale; exactly the contrary result follows by reason of the fact that they are broadcast," is diametrically opposed to the opinion of the chairman of the H.M.V. Company. This can be verified by looking up the report of that company for two or three years back. Further, I shall be pleased to hear that the larger companies are manufacturing records to retail at one shilling or eighteenpence. I can only conclude that Mr. Representative has misread or misunderstood the reference to cheap records in your issue of 5/2/32.

Last December an official of the Columbia Co. in England made the following statement to the Press: "We cannot keep pace with our orders for records, and we look like having to carry orders for about 100,000 over into the new year." An H.M.V. official, when approached, had the same cheerful story to tell. "For months they have been working day and night and seven days a week, and all their output has been sold. They are, in fact, only just catching up with the demand."

Can your correspondent reconcile this with his statements: "Every gramophone record manufacturer is suffering severely because of the fact that his market for records has almost ceased"?

I take an interest in this controversy as I am financially interested in the affairs of the H.M.V. people. Despite the broadcasting of records, I have no reason for dissatisfaction with the returns on my investment, and think, with the chairman of the board, that gramophone companies owe a lot to broadcasting.—A Country Listener.

"Take it or Leave it."

I AM disgusted with DX4T's remarks about Uncle George. If that is the only thing he can write about in the interests of broadcasting, I think the less we hear of him the better, and I hope that Uncle George (if he happens to see it), will place the letter where it deserves to be, namely, the waste paper basket. Now, about "crushing the announcer," as "Six Valve," Christchurch, says. 2YA has to us and many others lost that touch of friendship that existed when the Radio Broadcasting Coy. had control. The only thing to do now to prevent

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