

CAN YOU IDENTIFY TUNES?

£30 in Cash and other Special
Prizes available in Music Lovers'
Competition

Ten-Week Series Available from each YA Station

THE Music-Lovers' Competition, to be launched next week from all four stations, bids fair to arouse considerable public interest and inaugurate a new standard in radio competitions in the Antipodes.

As already announced, the proposal emanated originally from correspondence by listeners to the "Radio Record." The Broadcasting Board, on being approached in the matter, readily agreed to the proposal, and is according full co-operation.

Fundamentally the idea is to broadcast portions of well-known songs and melodies, once a week, from each of the main stations for a period of 10 weeks. Some of these items will be gramophone recordings, while some will be played by local pianists.

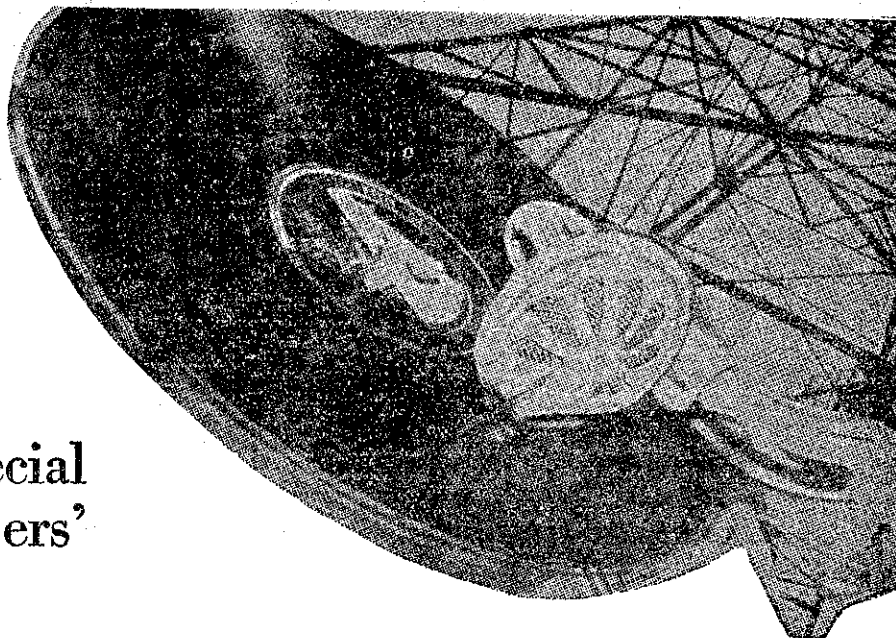
Before each item the announcer of the station concerned will state the number of the piece, of which there will be a total of 100 to be broadcast from each of the four stations. Ten pieces will be broadcast on a selected evening each week between 7.30 and 8 p.m.

Prizes to be awarded are of a handsome character. The first prize will be £5 in cash, the second prize £2 in cash, and the third 10/-. These prizes will be awarded in respect of each of the four competitions, so that it is possible for listeners who are suitably situated to compete in and win prizes in each of the four competitions. In addition to the official prize-money, supplementary prizes are being awarded by the dealers in each of the main centres. In the case of Wellington the dealers are supplementing the first prize money by a complete book of records of any one of Gilbert and Sullivan's operas, the selection to be at the winner's discretion. In Auckland the Radio Dealers' Association is donating three special prizes of £5, £2 and 10/- respectively for radio goods procurable from any member of the Association.

IT is anticipated that supplementary prizes will also be available in Dunedin and Christchurch.

The competitions are to be launched next week.

The 1YA Music-Lovers' Competition will commence on Tuesday, March 8, at 7.30



p.m., and will continue each Tuesday thereafter for 10 weeks.

The 2YA Music-Lovers' Competition will begin on Wednesday, March 9, at 7.30 p.m., and continue each Wednesday thereafter for 10 weeks.

The 3YA Music-Lovers' Competition will commence on Thursday, March 10, at 7.30 p.m., and will be continued each Thursday thereafter for a period of 10 weeks.

THE 4YA Music-Lovers' Competition will begin on Monday, March 14, at 7.30 p.m., and will be continued each Monday thereafter for 10 weeks.

The items to be given from each station will be different in the main, although a little duplication may occur.

In the selection of items to be given in these competitions every taste will be catered for, so as to give all an equal chance. The selections transmitted in the first section or sections will not necessarily be an indication of the character of those to follow.

Each song or piece will be played for approximately one minute and there will be an interval of one minute between the items. During this interval listeners will determine on their identification of the item, and jot the name of the piece down.

As many people might find themselves familiar with the tune but, through a slip of memory, may not be able promptly to give it a name, the practice is to be adopted of giving in each issue of the "Radio Record" prior to the actual performance of the item, a comprehensive list of items, from which list the excerpts are to be chosen in the week under review. This practice will continue throughout the competition, so that it will be possible for competitors to run through the list of items in the "Radio Record" and refresh their memory of the tune of each item, and thus make it a little easier for them to identify the extract when given over the air. This assistance is not a necessary adjunct to the competition, because there will be many people who will not need such a memory refresher. Their chance in the competition will be in no way impaired if they do not find it necessary to use this list.

Competitors must not send their answers in until (Continued on page 2).

