

is as it should be in New Zealand, and it is doubtful that even 200,000 listeners would mark the saturation point. The present state of radio affairs is another example of economic waste when comparisons are made with other countries. We look to the Radio Board eventually to correct this state of affairs, and merit congratulations on the steps already taken in this direction.—W.C. (Hastings).

Radio Club Affiliation

IN response to a request through the columns of your paper re the affiliation of the New Zealand Radio Clubs, I am directed by the Buller District Radio Society to forward the following recommendations:—(1) That a conference of delegates from all Radio Clubs in New Zealand be held in Wellington on Easter Saturday. (2) That this conference organise the New Zealand Radio Society and set up an Executive.

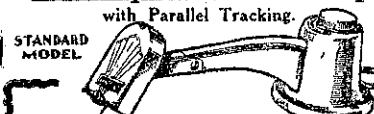
As members of various clubs may be travelling during Easter, it was thought that Easter Saturday would be the most suitable day on which to hold the conference.—R. D. Moloney, Hon. Sec.

[The "Radio Record" is willing to convene a meeting provided a sufficiently representative gathering can be assured. Would those who could be present advise us as soon as possible?]

"Made a Mistake."

THE board made a mistake in altering the station announcements in the way it did, although, as "Accountant" says in this week's issue of the "Radio Record," the board has as much right to its own style of announcements as had the Broadcasting Company. There were a lot of things the company did wrong, and it was the devil's own job to get them put right. If the company had been more amenable to reason and the interests of listeners it would have fared better. I think the board is to be commended on the system of announcing now in vogue. I would like to commend, too, the introduction of the closing down melody. That just caps the programme in right style.—Radio Salesman.

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Quick March!

"KAIWARRA," who suggests a monster petition to the board in regard to announcements can now wear a smile of self-satisfaction. It is talk like that which would strike terror into any board and bring it to its knees. A grand march on Parliament should have gone further and proposed that a grand march on Parliament should be organised. I would suggest that he keep this steadily in view, for the occasion will probably soon arise when it will be necessary. I can see that this board thinks the programmes should be titivated up a bit, and we are going to have a lot of trouble with it. It is also quite evident already that it is not going to please everybody. So I would suggest that Kaiwarra should at once set about organising a "Grand March" on "Parliament"—thousands of unemployed would be only too pleased to help a good cause—and the whole thing could be set to music, on the lines of the "Grand March" in "Tannhauser." I am sure it would be very effective, and would be a fair stopper on the board playing any more hanky-panky tricks with the old style of programmes.—Conservative High Brow.

"Go To It."

I WOULD like to congratulate the Broadcasting Board on the further improvement it has made to the programmes. I refer to the introduction of a closing-down melody which makes a splendid finale to the evening's entertainment. No doubt, there will be a lot of complaints at this departure from the old cut and dried form of concert, for radio listeners seem to be an unreasonable lot. They are always wanting variety and change, and yet when a change is made there is a chorus of grumbings. It seems as if the board will have to introduce changes gradually. It is a case of trying them out on the listeners to see if they will stand them. I would say to the general manager: Carry on with the good work and make as many changes as you can.—Khandallah.

Not Necessarily Right.

WHAT a burble "Accountant" writes! If his figures are as involved as his reasoning he must be a queer tradesman. The policy of "what is, is right," seems to be his—and he is welcome to it, for I think he is all wrong. This suppression of individuality is all right in certain vocations, but in one such as broadcast announcing it is all wrong. As someone said the other week, "If you want to hear real announcing tune in the Yanks." The announcers are entertainment in themselves, and whilst I would not go so far as to suggest our announcers follow their style altogether, I do make the plea that they be given more scope.—Stone-cracker.

The Real Trouble.

THERE has been much writing by all and sundry about the broadcasting of entertainments, both prior to and since the taking over of the Y.A. stations by the Government, but I think that so far the main trouble has been missed.

In the course of my duties I go about a great deal among listeners, and two impressions will serve to introduce my main point. (1) An afternoon in any radio owner's houses: I knock at the door, noticing on the other side a babel of sound. On the door being opened, part of the noise ceases, the children

who were playing coming to see who the visitor is. But the other part—the local radio programme—carries on. I am admitted and go about my business. The children, not being interested in what I am doing, start up their interrupted game, and the hum of conversation denotes a visitor, or visitors, and still the radio carries on. (2) I am invited out in the evening to a game of cards. I'm hanged if I can play cards with a radio programme in progress at the same time, but I do my best and then sit back to listen to the broadcast. However, apparently my neighbour is reminiscent, and the fact of my years and nays being in wrong places does not deter him. As far as I can see, in both these cases no one has had any enjoyment out of the radio. Apparently the Broadcasting Board have something of this in mind when they neither announce nor publish the dinner music items—any old noise will do. And in a fairly large percentage of cases, any old noise will do to create all the atmosphere necessary, because the music as such is absolutely not heard. Do we listen to our programmes? I'm sure we don't, and why? Is it because of too big a preponderance of either symphony or jazz? Again, I don't think so. I think the trouble is that we are too well catered for, and are too prone to make gluttons of ourselves over the good fare provided—not then being able to enjoy any particular item that otherwise would individually have appealed to us. According to my mood and health, I sometimes want one type of radio entertainment, while at others nothing but the direct opposite will satisfy, and if I want one type and my wife wants the opposite type, how can either enjoy a programme that is annoying the other? This raises the question of atmosphere, which is no concern of the board, but enters largely into the listener's enjoyment of radio programmes. My contention is that, providing the board will strengthen the power of its existing stations or use any sane method to ensure a selection of types over as large a portion of New Zealand, and over as many of the

16 or so listening hours as finances will permit, we will be each the masters of our own radio destiny, and should not complain that there is too much of this or that fare provided in proportion to any other.

There are, of course, several handicaps to intelligent listening, but with a little patience and a switch-off switch, none of them are insurmountable. Atmospheric conditions have a habit at times of introducing static or distortion indiscriminately, and there is nothing more annoying than to have an item, or series of items, served up in the form of mush. Other forms of interference, including the ever-present howler, I will leave with just this mention: the Broadcasting Board cannot deal with them half so quickly or effectively as the listener himself can. The crystal-set owner who reads this far will doubtless ask where his power of selection comes in. I say that he can select the items he wants to hear, and get them more consistently than the multi-valve set owner outside the towns, who on some nights has nothing but his gram. worth listening to. I proffer the following advice to those who wish to enjoy their radio programmes, "Don't be greedy."

With regard to the B station situation, I have already had my opinions published in your paper, but I would like to be given this opportunity to reiterate a protest against the numerical surplus, and consequent overlapping of stations, especially on the lower portion of the broadcast band as at present.

There is one other subject that I crave space for, and that is this: I would like to publicly, through your columns, thank the station directors of 2ZW for the 11 o'clock Sunday morning session. It is one of my greatest radio pleasures to be able to bring this service in to my home.—K.O.P. (Carterton).

(Concluded on outside back cover.)

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