

often that I would have been writing too often, and as I am not given to letter writing for publication I have refrained, but I felt after the way the election results were put over, in common fairness, we, the licensed listeners, should show our appreciation. If every one who was listening in heard it as clearly as I did, then I am sure you will be getting quite a number of such letters. The announcer deserves the highest praise for the way he kept the listeners entertained practically without a break, with election results and music, from 7 p.m. till 1 a.m. I have been listening in from the inception of the new station 2YA, and I can assure you I am one of the many satisfied listeners. There have been many outstanding broadcasts from 2YA and the other three stations, particularly the Maori pageant, flight of the Southern Cross, and, in fact, many others. I feel that a repetition of the Maori pageant broadcast would be greatly appreciated by all listeners.—Satisfied Listener.

#### Pleased at Kaikoura.

IN sending the enclosed list of names of a few people here in Kaikoura who were more than pleased at the broadcast of election results, I might say that no matter what political party was successful, the Radio Broadcasting Company was triumphant in its efforts to convey to the people of New Zealand the results of the polling as soon as it was humanly possible. I was running two sets on demonstration last night, and had a big crowd round both till the very last minute of 2YA's closing down. Throughout the broadcast of the results it was plain to us here that the great crowd in Wellington was listening to your voice and not watching the results board, as the cheers always followed your announcement of results. Thanking you

once again for this service, and also for the wonderful Tasman flight broadcast, which also drew a big crowd.—L. Workman (Licensed radio dealer, Kaikoura).

[Then follows a long list of listeners thanking the company for the service given on election night.—Ed.]

#### Asked the Neighbours In.

WE listened-in to the election returns last night, with twelve neighbours, and wish to say how much we appreciated the well-organised evening. The reception was excellent, and our thanks are all for Mr. Announcer, who we all realised had a most strenuous time. An evening like this does more for radio in the back-blocks than anything else.—R. W. Wallace (Kakatahi).

## Auckland Notes

(By "Listener.")

VARIOUS radio competitions exercise an indubitable fascination for a large body of listeners. The attractiveness of the two mystery nights at 1YA has already demonstrated this, and interest promises to be even keener when the "popularity" competition eventuates on Wednesday next. So many who tune in regularly have most pronounced opinions upon the types of musical fare which they like that the evidence gained from their opinions should be of the utmost value. There is no doubt that the expression will be tendered freely.

IT has been really a wonderful week for Auckland radio folk. 1YA achieved further distinction on Armistice evening, and during the small hours of the following morning, when it brought London within the range of audibility of tens of thousands who had never heard the like before. In the city next day the reception of 5SW and its re-broadcast was a topic of general conversation, and congratulatory messages were showered upon the station and its staff. The generally expressed desire was "Do it again." There is no doubt that 1YA will, as soon as a fitting occasion offers, for one success is bound to lead to others. As a result of several most meritorious achievements during recent weeks, dealers are looking forward to an increased radio trade for this Christmas season, and no doubt they will experience it. Broadcasting is digging itself in impregnably.

### A New Service

#### Unique Dealer Move

AN entirely new departure in radio service is being made by Mack's Radio Co., Ltd., 77 Kent Terrace, Wellington. From experience gained in the heart of the industry in U.S.A., Mr. McCarthy (Mack) has accumulated a fund of knowledge that equips him to handle practically any radio problem, and, in order to give sound and unbiased advice to both listener and dealer, he is selling off his present stock of sets and will, in future, de-

vote his activities largely to service and advisory work.

There is indeed a wide field for him to exploit in this direction. Not infrequently a set is sold by a dealer whose knowledge is perhaps not complete, and, if any one of the number of possible adjustments may become necessary and is not given immediate and satisfactory attention, another disgruntled listener condemns radio, the dealer and the station.

The home constructor or experimenter will do well to avail himself of the unique service now offered. Circuits and their component parts, giving every satisfaction overseas, may not always measure up to expectations under New Zealand conditions, and, in this phase in particular, "Mack's" advice, before commencement of work of this kind, will be found invaluable.

For the dealer who is contemplating a franchise for a new and untried

line, the same service is available. In short, "Mack" is now offering to New Zealand listeners and dealers his wide and comprehensive knowledge. No restrictions or conditions are imposed. Whatever the radio problem—service, construction, installation, adaptation or adjustment, and irrespective of by whom it is propounded—Mack's experienced counsel is now at the command of all.

### Statics!

A reader writes: Recently our little girl, aged nearly four, was sitting at the piano banging the keys, and singing. Unknown to her, her mother was listening, and when the girl had finished, she (the child) said: "This is 2YA Wellington." She then gave a bit of a cough. "That's statics" (static), she said. Not bad, eh?

## Town and Rural Advances

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