

A Distinguishing Call.

WHAT I am going to write about, I want you to understand is not in the nature of destructive criticism as is so often sent in to the "Record" but as a suggestion only. Some friends of mine called round to listen to 2YA's concert one night last week, and after about an hour's listening one of the party remarked on the number of times the announcer, quite unnecessarily, gave the station's call sign, which prompts me to offer the suggestion that N.Z. main Broadcasting Stations adopt some sort of identifying sound, as is in use in some of the big European stations. Some French, German, and Swiss stations use, I believe a metronome, others a horn, whilst some use the peal of a bell or bells to enable listeners to identify any particular station that they may have "bagged." Whilst admitting that "This is station blank, blank, blank, broadcasting from their studio, etc." is helpful to distant listeners, local fans find it distinctly superfluous. The call sign can be given at the beginning of a performance and again at the conclusion, but during the session, any of the suggested "sounds" would be all that is required. With regard to 2YA and its transmissions, with the exception of some terribly old worn out records, the station is all that can be desired, both in respect to transmission and programmes, not forgetting the announcer, for his clear and efficient announcing. We all have a warm spot for Mister Announcer of 2YA—"ACHILLES" (Wellington).

[Regulations require the station call to be given fairly frequently. The suggestion as to distinguishing sounds for each station is nevertheless good. Sometime back, the Company proposed bells for 3YA (as being the Cathedral City) and invited suggestions for the other stations. We have not heard of anything characteristic being forthcoming.—Ed.]

Listener Wants to Pay a Higher Fee.

MIGHT I offer the following suggestion which I think would

Our Mail Bag

Will correspondents please practice brevity, as heavy demands are now made on space. All letters must be signed and address given as proof of genuineness; noms de plume for publication are permitted. Address correspondence Editor, "Radio Record," P.O. Box 1032, Wellington.

greatly improve the interest in Radio at small expense to license holders. We hear a great deal of criticism of the programmes we have to listen to night after night, and I am afraid we must admit that they are not too good, but that is not the fault of the different stations, we are told that you "cannot make bricks without straw" and you certainly cannot get a Galli Curci, or a Kreisler, for the fee they are able to offer. Give the stations the necessary funds and I am sure they have the men who would make good use of them.

There are about forty thousand license holders in the Dominion, an extra annual fee of ten shillings would produce £20,000 which could be "earmarked" for the purpose of paying a suitable fee to visiting star artists.

I do not think anyone can run a good valve receiver allowing for interest on purchase depreciation, license, new valves, charging batteries, etc., for less than twelve pounds ten shillings a year. The extra ten shillings would amount to an additional four per cent. on the present annual expenses. Now what business man would hesitate if he could increase the efficiency of his business by a hundred per cent. for an expenditure of four.—REFORM?

Are These Right?

I NOTICE in the Radio Record of Friday, November 23, 1928, an inquiry by Mr. Guy C. Holmes, with regard to unknown American stations he has received, these stations are I think, K.D.Y.L., 258.5 metres, Salt Lake City, Utah and W.B.R.C., 241.8 metres, Birmingham, Alabama. Both

these stations have been heard by me on both speaker and phones on different occasions. Trusting that the above information may be of assistance to Mr. Holmes or other D.X. fans. If these calls are not as Mr. Holmes received, and if he will forward on what call letters he has received of these stations, maybe I will be able to fill in what letters are necessary, also I can forward the addresses of W.B.R.C. and K.D.Y.L. and hours of broadcasting. Greetings Mr. Holmes.—Vic's Radio Shack, Belmont.

An Appreciation.

YOU must not conclude that because there are a few growlers who write you complaining of everything, that the greater number of listeners may not find extreme satisfaction in the very items of complaint. Take 2YA's relay of the last opera from the Concert Chamber at the Town Hall. I for one enjoyed it immensely and there were a dozen others whom I questioned that agreed that the opera was a pleasant change. The only point that one might cavil at was a purely technical one—I pick up of all the voices was not as clear as is usually the case on relay—but we strongly condemn any correspondent who writes without strict regard to the truth. We heartily enjoy operas and envy Auckland listeners who are reled with real music. We trust that further relays of any operas will always be undertaken by 2YA whenever opportunity offers. Also that gramophone records of operas be utilised to a greater extent. Another relay that was most clear was that from St. Gerards.—It was perfect.—In fact the relay of church services are now very fine and are much appreciated by the many listeners whom I have questioned. We do not subscribe to the opinion expressed by one correspondent that 2YA announcer's voice comes in too strongly. On the contrary we consider 2YA has much improved its service, and we welcome any experimenting 2YA may find it necessary in order to improve that service.—"APPRECIATIVE."

The Popular Taste.

MAY I commence my remarks by congratulating the Broadcasting Co. upon their announcers and the very

fine reception which we get from their various stations in New Zealand, even little Sister 4YA managing to put in a very good appearance up here from about 9 p.m. onwards on most evenings just now, though possibly scarcely up to the old exhibition standard of merit. Still, I must join in with the great majority of your correspondents and the still greater majority of your non-correspondents and growl at the quality of the entertainment with which we are ordinarily provided. Let me first sugar my remarks by stating that it is far, far too good for us. It is absolutely impossible to elevate us to the heights at which the company, assisted by the pick of the musical authorities and artists in the country, are aiming at raising us to. We milk cows and feed pigs and shear sheep, and do things like that, and our sole desire between tea and bed times is for amusement and light entertainment; and what do we get? Here is last night's 2YA sample!! 2YA—8.1: Overture, "Mendelssohn." 8.9: "Schubert." 8.13: (a) "Chopin," (b) "Scriabine," (c) "Debussy." 8.20: "Mozart." 8.24: "Kreisler." 8.32: "Elgar," etc., etc. Fortunately our good friend Tommy Fairhall and Reg. Trowern came to the rescue, but only suppose that Reg. had got a straight left to the bread-basket in the first round, where also were we for the rest of the evening? And it is not only one night, but practically on every night, that we get this musical uplift, and from every station, with one exception. Little sister Dunedin reserves one night a week for us, usually Wednesday. Cannot her three big sisters do the same on Thursday, Friday, and Saturday nights? One night a week of pure amusement without any ulterior thoughts of instruction added to it from each? Your office boy could arrange it nicely. We would then have four nights a week of joy unconfined, no jazz allowed before 10 p.m., and saxophone solos barred entirely, and the only records allowed to be those of Sir Harry Lauder, our Yorkshire friend of "Lady Godiva" fame, and others of similar character.

I was also going to second your recent southern correspondent's remarks about the absence of the Scottish national instrument from the performances, but fortunately happened to glance at your programme of St. Andrew's Day concerts this week, and hasten to withdraw, for the time being, anyhow. I would continue telling you exactly what to do for several pages more, but I will desist. Still, I must add that the items for the gramophone competition of last week were just about over the edge in places, and I at least do not expect anything but the

CHEAP HOLIDAY FARES FOR CHRISTMAS and NEW YEAR HOLIDAY TRIPS.

Holiday excursion fares will be in operation from December 14 to January 5, inclusively, and they will be available for return until February 9.

For full information regarding holiday travel, communicate with the nearest Stationmaster, Passenger Agent, Central Booking Office or District Manager.

DON'T BUY THAT NEW PART.

You were thinking about an attempt to fix up your set. It may be unnecessary. A fault may have occurred that you cannot trace, yet, to the eye of an expert, it is most obvious. Just drop Mack a line about your troubles, or, better still, call and get first-hand information. It is worth while, and may save you pounds.

Just a Reminder that Christmas is Near. Spend all your money on your holidays and regret it. Whereas if you spend some on a Radio Set you'll enjoy it until next Christmas. We have still a few Bargains left.

If it has anything to do with
RADIO—ASK MACK
MACK RADIO CO. LTD.,

76-77 KENT TERRACE

'Phone 20—798

WELLINGTON.