

# General Manager's Mailbag

## Interesting Points Raised in Correspondence

"I HAVE purchased my license for this year," wrote one listener recently, "but unless IYA and New Zealand stations generally do not place a little variety for country listeners I will soon drop out. I appreciate good music of any sort, opera included, a little comedy and plenty of sporting news. I have cut out listening-in to IYA on account of one lady and her troupe practically monopolising the whole programme on the evening I tuned in. Hoping your company will vary the programmes more, even if only by using good gramophone records."

In reply to this the general manager wrote: "In regard to our programmes, you will appreciate that although we endeavour to utilise the means at our disposal to the very best advantage, it is not practicable for us, owing to the limitations of a broadcast service, to please everyone all of the time. Our service is a public utility, and as for that reason in arranging our programmes we must bear in mind the varied requirements of our numerous listeners, we must be guided by the wishes of the majority. At the same time we cater as far as we possibly can for the individual by arranging and co-ordinating the programmes at our various stations in such a manner that a listener with a sufficiently powerful receiving set can choose from four different types of programmes on each night of the week. In respect to variety, you will appreciate that some little difficulty is experienced owing to the limited talent available in the Dominion, but we are endeavouring to meet the position to some extent by introducing specially selected gramophone records into the evening programmes."

SOME correspondents place before the company their set problems. Effort is made even in these cases to give the most practical service possible. "In June last year I had a wireless set installed by a wireless set constructor," states one letter recently. "For about three months I had fair results from 2YA, and sometimes even Australia. Since October I have not had any use for my receiver. I have had expert opinion and find I was supplied with a dud machine. As I paid for the set (a five-valve) when it was put in, and the maker does not even bother to answer when I write to him, what would you suggest I should do? I write to you as I am sure you are interested in license-holders and 'Radio Record' subscribers who are not getting a return for their money."

"Unfortunately it is beyond our province to undertake servicing work in connection with receiving sets," states the company's reply. "If you were to forward us full particulars of your set and the trouble which you experience, it might be possible for us to suggest a remedy, but the better plan would, of course, be for you to call in the services of an expert, who could assist you to very much greater advantage than we could by means of correspondence. We note that apparently the receiving set which was supplied to you was faulty at the outset, but it is possible that the components could be rewired, and from them a new set made which would give you some results."

"I HAVE been more than pleased at your broadcasting, which has been equal to that of Australian stations, and considering the talent offering, you have done remarkably well. Also a word of praise is due to the staff on the hill, who have done splendidly."—Thus wrote a recent visitor from Australia.

## Hour-Lectures Wanted

IN sending in his order for the Listeners' Guide, "J.B.C." (Waimauku) adds: "I wish to say that we derive great pleasure from the broadcasts of the station, but Thursday evening's programme is the best since the Madrigal Club entertained us. More of that class and kind, with occasional one-hour lectures on the big subjects of the day, would please the elder listeners."

## Radio Superior to Theatre

MR. HUGO GERNSBACH, editor of the New York "Radio News," writes:

"From the technical side, radio audition offers great advantage over the large symphony hall. Unless you are fortunate in obtaining a perfect seat in the theatre or hall, you are not unfrequently disturbed by bad echoes, loud neighbours, and other noises about you, which prevent you from enjoying the music to the fullest degree."

"Ever since the advent of the loudspeaker, which became universal only about three years ago, the technique of broadcasting has kept pace with the perfection of the reproducer. It is now possible, for that reason, to hear and enjoy a concert to a far greater degree in your own home than you could while actually sitting twenty feet away from the orchestra. For one thing, modern microphone technique is such that it picks up all the instruments perfectly, but practically no outside noises such as arise in the audience itself."

"On the other hand, a good loudspeaker will reproduce all tones from the lowest of the drum to the highest of the piccolo, without difficulty; and it may, therefore, be said that (given a good microphonic pick-up, which is common nowadays, and a good loudspeaker) it should be possible for everyone to obtain in his own home music such as no one heard in former days, since the beginning of music itself."

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