

Trade Development Children's Sessions

An All-Electric Instrument

Wide Appeal of "Majestic"

THOSE with experience dating back to the inception of radio have sought the reason why "the wonderful service of the air" is not as universally used here as in older countries. In travelling out from London on any railway line, when looking out the carriage window, the first thing that strikes the traveller's eye is a mass of masts, so dense that it could be likened to the stakes in a hop field. Apparently there is no single house without its little aerial mast. They do not use high aerials in England. The conclusions arrived at by those who have studied the subject have been divided between criticism of the programmes which are broadcast, and the fact that buyers have hesitated to invest £50 or more in apparatus which may become out of date in a very short period. This latter reason is undoubtedly the main cause of the small proportion of listeners-in to population in New Zealand as compared with, say, Australia.

That this is correct, is clearly proved by the fact that the "Majestic," a low-priced, highly efficient and attractive all-electric radio receiver, has been sold in such large numbers during the past six weeks, over 800 of these instruments having been sold throughout New Zealand.

The manufacturers of the "Majestic" receiver realised that the public demanded a radio receiving musical instrument. Where possible they wanted to discard batteries, chargers and the accessories that go to make up a battery operated set. A receiver that could be installed in a handsome oak cabinet which would be an ornament in the most elaborately furnished home was required. This problem was an enormous one, because the space required to manufacture a large cabinet in huge quantities meant that an area hitherto not used in the construction of radio material had to be provided in close proximity to the factory producing the apparatus. However, this was overcome.

Next came the question of eliminating the electrical intricacies of the A.C. valve. This also was overcome in 1928. Finally, a metal horn or flimsy cone could not be accepted as a musical instrument; hence the introduction of the dynamic (or moving coil) speaker last year, to solve the final problem of producing the all-electric radio musical instrument.

The glorious tone which can be secured from the Console electric radio set, using a dynamic cone speaker, is equal to that which hitherto has only been procurable from electric gramophones selling at well over the £100 mark. There is no doubt but that the 1929 all-electric receiver will convert the most critical and sceptical who have hitherto refrained from installing radio.

AT 1YA.

TUESDAY, MAY 7.—An hour with Uncle George, with him John Willie, and Cousin Sylvia, who plays so beautifully.

WEDNESDAY—Uncle Tom leads the fun to-night with choruses, stories and birthday greetings. Cousins will help.

THURSDAY—Peter Pan on deck with games, jokes and puzzles. And, of course, cousins present with items.

FRIDAY—Here is Nod and Aunt Jean to entertain us for an hour. So listen in and you will hear some more topical verses.

SATURDAY—To-night Cinderella is in charge, with various stories and jokes for the little people of radioland.

SUNDAY—Children's Service conducted by Uncle Leo assisted by cousins from Mt. Eden Presbyterian Sunday School.

AT 2YA.

MONDAY, MAY 6—A delightful programme by the pupils of Miss Alice Duff, also "Jumbo" and Uncle Jeff.

TUESDAY—The pupils of Miss Myrtle Lee will entertain, also big Cousin Teddie will give one of his most enjoyable short lectures.

THURSDAY—Cousins Iris, Joan, Ngaire and Helen with piano-forte duets, solos, and songs, respectively, also Punch with his Harmonica. Uncle George will tell you stories in his own delightful way.

FRIDAY—Big Brother Jack with the "Happy Song" this evening, assisted by some cousins whom Miss Dora Wilton is bringing down.

SATURDAY—Such a bright hour for to-night. Cousins Betty, Ella and Bill with piano-forte solos, songs and mouth organ solos. Cousin Phyllis and Uncle Toby will be there too.

SUNDAY—The Children's Song Service will be conducted by Uncle George, assisted by the Lyall Bay Baptist Sunday School Choir, under Mr. McClelland.

AT 3YA.

MONDAY, MAY 6—Ever been to Malta? Well, we are off to-night with Scatterjoy on her travels. So get ready for a sea voyage, with a crew of melody maids and the Captain.

WEDNESDAY—Mother Hubbard with her happy songs and stories for the little ones.

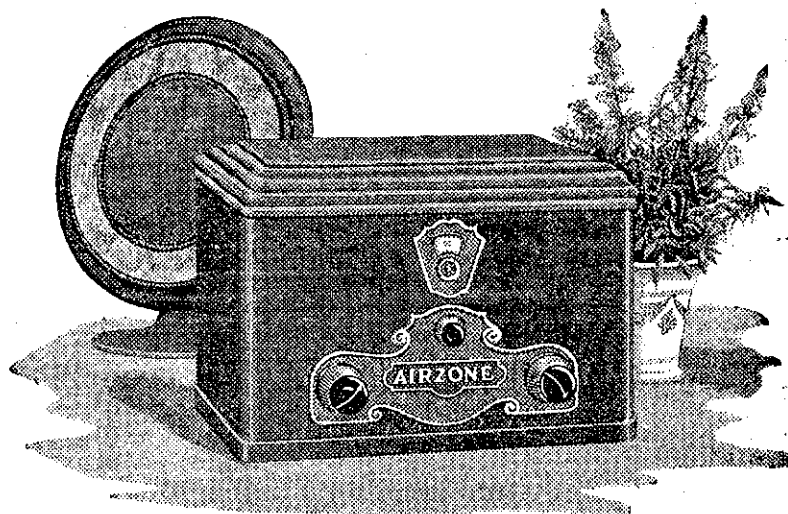
THURSDAY—Uncle John in charge to-night, and the little cousins from Cashmere School to sing for us. Another little talk about stamps, for the boys, too.

FRIDAY—Storyman is at the helm to-night. The pupils from the "Benzian" School with little French and English songs and recitations—so get the French earphones on, this evening.

SUNDAY—Our Children's Song Service, conducted by the Church of Christ Sunday School, hymn singing by the children.

The Hear AIRZONE Three

Simple
Powerful
Beautiful



97 PER CENT. British and built especially for New Zealand conditions, the Airzone Three brings in all the main New Zealand and Australian stations, which you have so often wished to hear.

YOU will be delighted with the Airzone Three's striking beauty and simple control, its extraordinary power and tonal purity—all made possible by the superb efficiency of Airzone design and manufacture.

ONLY when you have operated the Airzone Three yourself will you be able to fully appreciate the ease and simplicity which this fine new receiver offers.

JUST one Velvet-smooth Dial with which to select your stations, and conveniently placed volume and power controls. What could be simpler?

COMPLETELY presented in a handsome strong crystalline-finished metal cabinet, with facings in antique silver, the Airzone appeals to the most discriminating.

THE upkeep costs are low as can be wished for in any three-valve set, and the fine quality throughout, will convince you of its sterling worth. The Airzone Three is essentially a well-designed, super-quality, high-efficiency Radio Set, built to give the finest broadcast reception at a minimum cost.

The price is, with Valves (Philips) . . . **£12/3/6**

Complete with Philips Valves, Burgess
Batteries and Loudspeaker **£16/16/-**

OBTAINABLE IN WELLINGTON FROM—

ELECTRICAL SUPPLIES, LTD., 37 Lower Cuba Street.

F. J. W. FEAR & CO., 63 Willis Street.

STIRTON'S MUSIC AND RADIO STORE, Petone.

Dealers' applications for the few limited territories still open must be made before the end of this month.

Apply in the first instance to—

NEW ZEALAND DISTRIBUTORS:

J. A. SMYTH & CO., 71 Victoria Street, Wellington.