

## Sugar Coats AND NO PILLS

(Continued from page 6.)

who speaks every night of his life on the air in the United States.

With these exceptions, Mr. Macintyre apparently found the talks "as dull as their titles." What were those titles? I remember some at random from 2YA: "The Idea of a Gentleman," "The Idea of A Lady," "As Drunk as a Lord," "Do You Quarrel, Sir?" I did not find these titles dull, but then neither do I find the talks dull.

One must grant, of course, that the

best authority on a certain subject is by no means as good a radio talker as he is an authority. The man who knows most about "Fish in New Zealand" or "What is the Gold Standard?" may sometimes make listeners wish he knew a good deal less. At the same time against his poor efforts as an orator, one must balance his fame as an authority. The mere fact that a man is a well-known expert gives his voice value over the air. H. G. Wells is alleged to have a thin, reedy voice, but—even if he were the worst speaker in the world—who would not want to hear him?

I would by no means, however, suggest that the talks are perfect. The technique of radio talks in New Zea-

land, at least, could be considerably improved without detracting from their worthiness.

First the coaching system could be extended. Each radio station has a number of fairly regular talkers. These men and women could well be called together more for "talks classes," at which they might practice the art more fully.

Secondly, where the voice of the expert is too weak to balance against his reputation, provision should be made for a trained radio speaker to give his talk for him.

Thirdly, the interview system could be used much more frequently and effectively than it is, particularly by employing shrewd and trained men as interviewers.

Fourthly, the vast field of dramatisation and musical effects in talks has not yet been sufficiently exploited.

There is much still to be found out about the radio talk technique and I believe it would be a good thing if the NBS pushed on more rapidly with some of their experiments to find out these things.

Meanwhile, however if we are to choose between the slapstick and superficial versus the honest and worthy, Mr. Macintyre may have the sugar coating. I prefer the pill.

## WINDOW-DRESSING COMPETITION

### DRESSING COMPETITION

PRIZE-WINNERS in the "Window Lighting Dressing Competition," held in June last under the auspices of the New Zealand Lighting Service Bureau, are as follows: First prize, £10/10/-, Kirkcaldie and Stains, Ltd., Wellington; second prize, £5/5/-, D.I.C., Christchurch; third prize, £3/3/-, E. Reece, Ltd., Christchurch.

The bureau thanks the retailers of lamps who arranged window lighting displays, thereby assisting in the co-operative effort to bring about a greater appreciation of the necessity for more and better lighting in the interests of health and eyesight preservation.

I HAVE watched Lord Nuffield's benevolence with mixed feelings.—*The Chancellor of the Exchequer.*

## A COMBINED PARTY OF

New Zealand and Australian  
FARMERS

Leaves N.Z. April Next, 1939.

Great Britain, France, Switzerland,  
Holland, Belgium, Germany, Den-  
mark from a Farmers' point of view  
Send for Particulars immediately  
as berths are being booked already.

COOKS Dept. 191 Featherston  
R., St., Wellington

MUSICIANS ADMIRE ITS *Tone*  
... TECHNICIANS PRAISE ITS  
**PERFORMANCE**

TO 'His Master's Voice', sound reproduction was a mastered art even in the days before radio. And today, as if climaxing the years of experiment and research, comes this six-valve model—a receiver that symbolises the progress made in high quality reproduction — in long range reception — and in ease and economy of operation.

Six valves lend their power to pull distant stations. A new elliptical speaker provides faithful reproduction and even response all over the musical scale. Three wave bands cover the world of entertainment, and a large coloured dial makes station finding simple and accurate; The cabinet is neat with a glistening walnut finish.

Feature upon feature make this set one of His Master's Voice triumphs for 1938. You must see, hear and compare these sets before you buy your next — for no other will give you such complete and lasting satisfaction.

Dealers everywhere, or write for fully illustrated literature to His Master's Voice (N.Z.), Ltd., Wakefield Street, Wellington, mentioning the "Radio Record."

**HIS MASTER'S VOICE**  
RADIO