

## "Funereal Music"

### A Listener's Complaint

A correspondent in North Auckland, who is evidently something of a wag, writes to the Broadcasting Company making a plea for lighter numbers. He refers to classical items in this way:

"Work in the fields finishing earlier during the short days, I turned in at dinner-time weeks ago, hoping to hear something cheery put over for the kids. Instead there was a funeral on, Mozart's I think it was, and just when the body was being lowered into the grave the bloke who looks after the gramophone went away to the pictures (I don't blame him) and left this household at the graveside until he returned. He then put on 'Poocheeny's 'Pallbearers' Sonata,'" and we left him to it. This fawning adoration of the tuneless ravings of foreign 'maestros' gives a Britisher a pain in the neck. We British people need tuneful, stimulating music if it is only for half an hour in the evening, and you ought to know it. The trouble is that this 'art' business is a form of mental snobbery created by that crowd of overfed and underworked warts of both sexes who call themselves the 'intelligentsia.' These are the people who claim that the stone abortions of Epstein; the introspective, neurotic bludge written by, say, Conrad and Olive Schreiner, are among the highest expressions of human art. And these egoists are probably working their wills on broadcasting until they succeed in getting every darned listener to turn it in. If Mr. Hutter could broadcast the next egg-laying contest I'd like to bring my darned hens in to listen and hear what others are doing."

### Unique S.O.S.

THE Mayor of Christchurch (the Rev.

J. K. Archer) had an interesting little experience of the capabilities of radio. He had completed his speech at the opening of the Radio Olympia, and had left the concert room, going out by way of the adjoining hall where the exhibition stalls are situated, and where the demonstrating of sets was in progress. Here he was overtaken by a call broadcast from the stage in the concert room. The announcer, Mr. J. Ball, noticing that the Mayor had left his glasses behind him when he left the platform, at once sent a message to Mr. Archer, which message was relayed to 3YA, and reached the ears of the Mayor through the medium of a loud speaker before he was able to leave the exhibition building. Mr. Archer recovered his glasses.

# WELLINGTON RADIO EXHIBITION

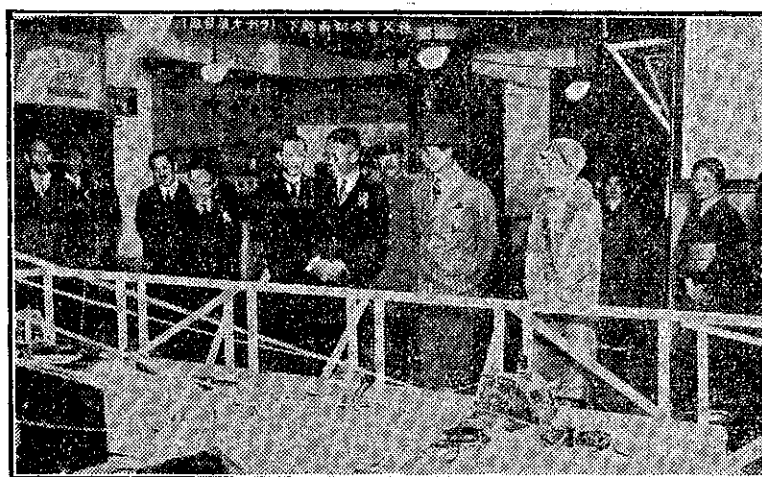
## Held this Month

## JOINS WITH MAORI ENTERTAINMENT

RADIO Exhibitions are becoming a distinct feature in other countries of the world. The success that has attended these shows in England, Australia and America has been spoken of before.

Some months ago the Broadcasting Company received advice from Japan

on the part of our friends, far more successful than we had first expected. During the session (37 days from March 20 to April 25), we had some four hundred and fifty thousand visitors, and we feel it particularly a great honour that we had the pleasure of visits by seven Imperial Princes and



T.I.H. Prince and Princess Chuslin, at the Radio Exhibition. Note the display of electrical apparatus their Royal Highnesses are inspecting.

that a Radio Exhibition was to be held, and an invitation to help was extended. The Broadcasting Company replied by sending an enlarged photograph (by S. P. Andrew) of 2YA transmitting station on Mount Victoria. It would seem that the exhibition authorities made good use of the fine picture. The Broadcasting Company received the following letter from JOAK, Kwanto Division, Broadcasting Corporation of Japan, known as Tokyo Chuwo Hosokoyu (Tokio Central Broadcasting Station):—

"Kindly accept our thanks for your courtesy in sending us an enlarged photograph of the transmitting station of 2YA. The picture was duly put in a handsome frame, and displayed with full explanation in the exhibition, and attracted the attention of the visitors interested in such matters. By the way, the exhibition was, thanks to the enthusiastic support and good offices

a Princess.—(Sgd.) R. Nakayama, Managing Director.

JUST about this time last year the Wellington radio trade was planning, simultaneously with Dunedin, the first of a series of radio exhibitions that was to prove most successful and unique. The unqualified support that these exhibitions received showed beyond doubt that these were to be permanent institutions.

The Wellington and Dunedin exhibitions were rapidly followed by others in Auckland and Christchurch. These, too, proved of undoubted success, and even then plans were made for future occasions. The listening public throughout the country were interested in these exhibitions because they showed them the trend of radio design, and the new speakers, eliminators, valves, and other equipment that would modernise their sets.

The shows were also of great interest to the non-listener who casually strolled in to look at the radio world. It showed him how he could get a set to suit his requirements for the exact sum he wished to spend. And so the radio exhibitions attracted thousands.

Few were disappointed. They had seen inside the radio business, and they had even witnessed the broadcasts tak-

ing place. They saw the announcers, the artists, and the uncles and aunts, who had meant so much to the little folk.

OUT of the support accorded the initial experiment it was decided to hold further shows this year. The order has been somewhat reversed, for Dunedin was the first centre to stage an exhibition, and Christchurch followed last week. The Christchurch exhibition, of which more appears elsewhere, was a great success. A larger hall was used, and it was justified for the crowd was greater by far than that of last year.

Wellington and Auckland are to follow. The dates of the latter have not yet been decided, though the Wellington exhibition will be held in the main Town Hall from July 16 to 19 inclusive. We are assured from the trade that this will eclipse anything of its kind.

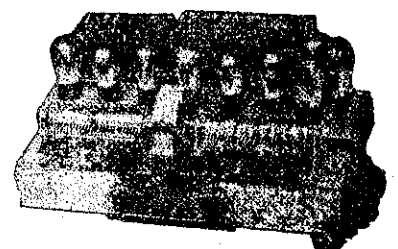
There will be more exhibits, and they will be more varied. Radio has changed even in the last twelve months, and the new models are arousing a great deal of interest.

THEN there will be the Maori entertainment. The Wanganui Maori party, who have for the last two years successfully entertained from 2YA, are again to be heard in a new entertainment, "Hawaiki Calling." This will be presented on Tuesday evening and again on Wednesday evening, at 11 p.m. On the remaining nights of the exhibition they will appear at the Town Hall in public—a unique opportunity for listeners to see these remarkable entertainers in person. This gives considerably more scope, and this has been made use of to the fullest extent. Colour and setting are to be brought in as never before, and visitors to the exhibition will be able to see these Maoris stage in pageantry items the great myth of Hawaiki. The stands are to be specially arranged to suit this setting.

The "Radio Record" will commemorate the event by a specially illustrated Maori number. The paper will tell the story of the Maori race in a new and interesting way, and will deal especially with the myth of Hawaiki. This number will probably be specially enlarged, but will remain at the same price.

From all angles the Wellington 1930 exhibition promises to be one that every listener who can should attend.

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## BURGESS RADIO BATTERIES