

Choral Programme Appreciated.

I WOULD like to extend my meed of praise for the beautiful choral programme which was given by the St. Mary of the Angels choir under the conductorship of Signor A. P. Truda from 2YA on June 1. One of the gems of sacred music, Beethoven's "Mass in C," was beautifully rendered by the soloists and choir; it showed by their efforts that the music had been well rehearsed, the fugues in particular being well rendered. Thanks to 2YA the reception here was clear from beginning to end.—"Listener" (Wanganui).

The Relay Scheme.

WITH respect to the proposal to erect a number of relay stations, before committing themselves to any definite localities the R.B. Co. should make thorough investigations as to the most suitable positions to erect them. It is not merely a question of spacing out the relay stations at equal distances. There are some localities, for instance, which would derive no benefit whatever from the proposed stations. I have been travelling over the North Island in the interests of wireless for nearly seven years, and have no hesitation in affirming that the worst locality for reception is the Bay of Plenty.

Readers may be surprised to hear that part of this district gets no daylight reception during the summer, and for some reason 2YA is barely audible even in the winter months in certain parts in daylight.

Night reception is, needless to say, patchy and uncertain all the year round.

The nearest of the proposed new station would be Hamilton, which is too far away to be reliable, and would leave several hundred sets in no better plight than at present. Rotorna would be much more suitably situated, not only for the district named but also for many places further south. The district around Hamilton is already well served by 1YA.

As stated above, I speak with an intimate knowledge of the reception conditions over the whole island, and I am not a resident of the Bay of Plenty. I would like to draw the attention of the authorities concerned to the practise of a certain Auckland "B" class station in announcing the name of the firm before every record. This is expressly forbidden under the regulations, which fact must be well known to the firm concerned, who are thus getting in a certain amount of advertising. This is not playing the game, as it is well known that certain other "B" class stations have been hauled over the coals for similar offences. Besides, a sense of honour should prevent a station from committing this breach, even were they not brought to book by the authorities.—C. J. Fleming (Hinuera).

Broadcasting and Advertising.

NO DXer ever raised a squeal on his set like the one I feel like making about the Government's action in closing down one of the best "B" sta-

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Our Mail Bag

While we welcome the expressed views of listeners on topics pertaining to radio, we ask that these communications be kept to minimum length, as heavy demands are made upon space. Mere reiteration of arguments cannot be accepted for publication, and we cannot take responsibility for views expressed. Address communications to the Editor, and sign all correspondence, though a non-de-plume may be used for publication.

tions in Auckland. I refer to station 1ZQ, whose popularity is due to the fact that their programme consists of bright and popular music of a varied assortment. High-handed tactics will not help swell the number of licenses, which should be the main aim of the Postmaster-General and the New Zealand Broadcasting Company. I understand the reason given for closing station 1ZQ down is that he mentions his own name and that of a firm who supply him with records too many times during the transmission. I am sure many listeners will agree with me in saying that he does not overdo these announcements, and who among them would grudge him the doubtful benefit he derives from this practice?—W. Dalton (Auckland).

Drive for 100,000 Licenses.

AS there are around 200,000 motor vehicles in use in New Zealand, it is not unreasonable to suppose that some time in the future there will be an equal or greater number of radios in use.

The farmer needs the motor-car more than the town dweller because of comparative isolation, and the same applies to radio.

Yet the present basis as to dealer licenses is restricting the selling and services of radio in country districts.

Take any one of the hundreds of small townships in New Zealand. The adjacent population may be twenty families, or 100 families, or more. If a radio dealer wishes to appoint a local resident as representative or salesman he can only do so provided such representative has "no fixed place of business of any description." If the suitable representative is engaged in any retail business he cannot sell or offer to sell radio unless he becomes a dealer and pays £7/10/- per year license.

Often the small amount of business does not warrant such a license, so he simply does not sell radio or perhaps operates without a license and takes the risk of being caught. In either case possible sales are lost or delayed, and both the Government and the Broadcasting Company lose revenue.

It may be said that the nearest dealer can handle the business by sending out a salesman. He can, but with the smaller communities it would not pay to do so, as many have found to their cost.

As a solution we offer the suggestion of a further class of full dealer licenses (really a revival of the old class three dealer license) for centres having less

than 5000 population at a rate of 50/- to 60/- per year.

There is no sound reason why the sale of radio goods should have any more restriction than, say, the sale of fancy goods, hardware, drapery or other goods, and actually it would be better for the radio business if dealers'



IRENE MORRIS.

a well-known Christchurch violinist, who will broadcast from 3YA on July 9.

—Steffano Webb, photo.

licenses were abolished or made nominal and the revenue lost made good by a small addition to listeners' licenses or, 2½ per cent. increase in the Customs tariff.

In the final analysis dealers' licenses are paid for by the public in the cost of goods purchased, and the direct payment of this charge would involve no actual extra cost to them over a period.—Royds-Howard Co.

[We are not sure that dealers in general agree with the writer's suggestion that there should be no more restrictions on radio than other trades. If one firm were at liberty to appoint dealers on the basis suggested in small towns, naturally all of the other 25 principal dealers represented in New Zealand would exercise the same privilege, with the result that it would be a question where representation would end. We are inclined to think that the general view of dealers is that, having regard to the skill involved in radio, some regulation in number of agents and quality of servicing is

necessary in the interests both of the trade and the listener. We, however, invite the expression of other views on this topic.—Editor.]

Why Complain?

BEING a constant reader of the "Record," I often wonder why people with inferior sets, narrow minds and lack of imagination are continually grumbling and wasting their time and the "Record's" space by complaining about station power, wavelengths, hours of broadcasting and nature of programmes.

There are very few who can be interested and entertained by all, and every subject. Different people are of a very different turn of mind. I have been a listener and reader of the "Record" for many years. I file the copies, and on going through the back numbers find that the grouchers all complain along the same lines—power, fading, programmes and wavelengths.

Do these people realise what the output of the stations complained of really is? Do they know the cause of fading when they blame the station? Do they think locality might have something to do with it? Do they think that the broadcast is for them alone? And do they know that there are radio-tricians all over New Zealand who would be pleased to make their sets more selective, so that stations will not clash and come in together? Grouchers should purchase "Wireless, the Modern Magic Carpet," by Ralph Stranger. They would learn a lot and perhaps be more contented. From this book I would quote a few lines. This refers to the British Broadcasting Company's listeners, and is quite appropriate in New Zealand:—

"Out of 20,000,000 there is always a considerable community interested in one particular talk. If you do not wish to listen, switch off your receiver—the switch is provided for this purpose—and wait until something of interest to you comes along."

Now, if we all studied the programmes in our "Record," and went from station to station—the dials and condensers are meant for this—picking out items which interested us we would be able to enjoy our wireless and not have so much to complain about.

And now about the power of the YA stations. I am situated roughly 350 miles north of Wellington. When the afternoon sessions commence, items and announcements can be distinctly heard and understood three hundred yards from the speaker. This is also the case when 2YA broadcasts at 10 a.m. My set is not an unusual one and is quite an ordinary four-valve receiver. Of course I get my share of fading, but why worry? The station is (Concluded on page 10.)

SORE THROAT?

Pulmonas

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