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**First Impressions**

OUR reception by listeners has been what the newspapers call "mixed." One correspondent tells us frankly that we are a waste of money; another forecasts for us a long and brilliant career. Most of those who have written to us are, however, neither so hot as that nor so cold. Nearly all are pleased with us in some way or other, or they would not have taken the trouble to write to us. But ... comma ...

Meanwhile some of the things we are charged with leaving undone in our first issue have been done in our second issue. Some of the things we did in our first issue that our correspondents say we should not have done have been undone in our second issue. Some of the things we have been asked to do could not be done if our pages were as long as our legs, and a little longer. But many will be done.

The important fact is that with one solitary and melancholy exception—we regret having to add that he is also anonymous—no one suggests that we were not necessary. Whatever they wanted or expected, all those who have written to us did want something. It was not enough to have receiving sets; not enough to have the luck to be listening when announcements were made. It was helpful but not enough to have the assistance of the newspapers. What everybody wanted, and now has, was a journal whose prime function it was to serve listeners.

Or to put it another way—as the Prime Minister himself put it in our first issue—it was necessary to make it easier for every household to "acquire entertainment and information." We are here to make it easier.

**ROSES AND RASPBERRIES**

According to the Oxford Dictionary a "raspberry" may be a "sound, gesture, or sign expressing dislike, derision, or disapproval." In the terms of that definition some of our readers have certainly handed us the raspberry. Others, however, have been generous with roses. We quote from some of the letters we have received.

Wellington

I very much appreciate your first issue. This journal is going to go far. . . . Noting one or two slight errors, however, I am taking the liberty of forwarding the latest information.

Auckland

To-day I received the first copy of the "Listener." No sir. To what purpose is this waste? Search the Scriptures for that quotation. . . . I never listen—or practically never. Too many aliens on the air.

Temata

Why not give us some of the big fights in Australia and England? All listeners are not followers of horse-racing and football. . . . I think we should have more of the world's sporting events. What do other listeners say?

Christchurch

I congratulate you most heartily on your first number. There are, however, a few minor points where it could be improved and I think you would probably like to hear about them. . . . "What Would You Like To Hear?" is a really excellent feature, but in this number it is so carelessly carried out as to be almost useless.

(a) It is absolutely essential that the items in each space should be placed in chronological order.

(b) It is absolutely essential that times for both beginning and ending be given in each item.

(c) The order of the side headings is not good.

(d) It is a great mistake not to give the power of each station, which could be done as easily as not. To avoid any possibility of confusion it should appear in brackets, e.g.: (2YA Wellington, 570 k.c., 526 m., 60 k.w.). . . .

Congratulations again on your great achievement despite these very minor blemishes (our italics).

Upper Hutt

First copy of the "Listener" is good—congratulations. It covers the field adequately and is well balanced.

Sefton

Having received the first copy of the "New Zealand Listener" I wish to express appreciation to the Broadcasting Service for such a fine detailed programme list, and to ask if it is possible to include more Australian programmes.

Mt. Eden

I can assure you the way the programmes are set out is much appreciated. There is only one thing missing for a big circulation—the DX notes. . . . I think you will agree with me that a radio listener does not want to be tied to his local station and that there are many who like news from stations other than the English-speaking ones.

Island Bay

May I, just an ordinary listener to the radio, beg of you at this early stage in your publication to give as near as possible the correct time and positions on the dial covering short-wave stations. I am not a DX-er and you will not find me in the social register, not even in the telephone book, but some of your information is wrong. I grant that it is hard to keep pace with many stations which seem undecided in choice of positions. . . . To me personally the press may be mightier than the sword, but a mightier than the press has reared its head in radio.

Wellington

Please to accept my congratulations of No. 1 of the "New Zealand Listener." I don't know how you did it. . . . I expect you must have been pretty well standing on your head by the time it went to press—in fact, there is evidence of that in the position of each page of the heading, or titling, and page-number.

Wanganui

I have pleasure in congratulating you on your excellent production. It is a pleasure to see the programmes unmutated by advertisements and excellently and distinctively compiled.

Putaruru

Allow me to congratulate you on the format of the "Listener." I have been through the special free issue and it appeals to me in every way. It will find a place on my wireless cabinet henceforth.

Wellington

I am writing in reference to a colossal blunder on Page — of your paper. . . . May I further suggest that you publish in your next issue an apology. . . . I make this suggestion because I feel that you owe this to your reputation as a journalist no less than to your paper as a responsible organ of the National Broadcasting Service.

Auckland

Just a line to congratulate you on the appearance of the "Listener." Arrangement of programmes is excellent, but am wondering if more general matter should not be included.

Nelson

I am glad to see that the "Listener" is not going to neglect the smaller stations. You gave us not only our programmes but a photograph of our Station Director at the microphone. It is good to know that we are to be on the map at last.

Waipukurau

The programmes are set out perfectly, but could we have the Australian programmes as well. I always listen to them if I can find anything interesting after 9 or 10. Also it would be nice to have the English programmes during the day, but I see you have given us the times of the transmissions, which is a great help.

Cust

When I turn to Page 28 to find which of my favourite classical records are to be performed, I find such inane entries as Concerto in A Minor, Symphony, Symphony in D Minor. Whose are they? I can possibly guess, but as a programme of what is coming it is worse than useless; certainly not worth 3d a week. Then open up any day of the week—3 p.m., 3YA, Classical Music. Yes, but what? If you can print the dinner music in full every day, why not a classical programme as well?

Invercargill

I congratulate you on the fullness of the programmes for the main centres, but a lot is happening down here that you don't say anything about. I suppose it was difficult to begin with to please everybody, but we are proud of our local station, and I think we could have had a little more detail in the programmes. Perhaps that is coming.

Dunedin

The programme material is excellently displayed, the Director's article provides a pleasing personal touch, while the history of broadcasting in New Zealand provided a refreshing stimulant.