

a preview and a promise

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Yes full elastic everywhere where it will do most good... unlined or full linings for double strength... quality and durability to equal the best Steeles ever made. The bra is "Modern Laçy", deep for control, reinforced for strength, with lace for daintiness and elastic for snugness.

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LISTENER RESEARCH

(continued from previous page)

programmes which they would listen to in any case. "Duty Listening," which means listening to programmes which would otherwise be switched off, is discouraged. The questionnaire has space for detailed comment on method of presentation, competency of the artist, and all sorts of other aspects of the programme, and panel critics are invited to hit hard where they think it necessary.

Twenty-five thousand completed questionnaires are received every month at Portland Place, and once again the statisticians attack, on a broader front this time. Results are tabulated (of panel members who listened to a recent Brains Trust, for instance, 92 per cent. found it easy to follow, 7 per cent. rather difficult, and 1 per cent. very difficult); reaction to a programme is summarised; and finally comes a complete report on the programme.

The final disposition of these reports is not made a subject of publicity. Presumably they shuttle back and forward in the mysterious inner sanctums of Broadcasting House until someone very high up says to someone else on a similar level, "It's becoming obvious, old boy, that talks on botany are beginning to stink in the Midlands. Let's give them more swing, shall we?"

Plays Are Very Popular

It is certain that Listener Research has uncovered some interesting facts. The exhibition draws attention to a phenomenon known as the "halo effect"; a programme will acquire a large listening audience from being placed alongside a popular feature. One feature had an 8 per cent. audience on Tuesday

nights, but 19 per cent. when transferred to Thursday night alongside Tommy Handley. There is also what is called a "snowball effect." A new programme had a 7 per cent. audience for its first broadcast, but 16 per cent. for its eighth.

Surprising to a New Zealand listener will be the popularity of radio plays. They rank almost equal with Variety at the top of the popularity poll, and the research people couldn't resist the temptation to point out that the listeners who hear "Saturday Night Theatre" would fill twice over all the cinemas in Great Britain. Again, the audience which hears a broadcast symphony concert would fill 300 Albert Halls. At the other end of the poll come poetry readings and chamber music.

At the moment, I was told, some special attention is being paid to the Third Programme, that rather revolutionary departure which has made most listeners who can count above ten without using their fingers sit up and take respectful notice. General opinion is that the BBC isn't expecting it to develop into a popular rival to the Home Service and the Light Programme, and would indeed, suspect there was something wrong if it did. But, if nothing else, research into the Third Programme will disclose how many people in these Isles will listen to 70 minutes on end of Kodaly, or to *Man and Superman* played right through.

Final statistical note: 68 per cent. of Britain's radios are mains driven; 21 per cent. have batteries; 5 per cent. of listeners subscribe to a relay service; and 6 per cent. have no listening facilities at all.

HIGHLIGHTS ON THE SHORTWAVE BAND

RECEPTION conditions are rather poor in the daytime, especially in the low frequency bands, but characteristic with the time of year, it is very good at night and in the early morning.

Listeners will also notice during the evening and early morning the increased number of stations on the air in the high frequency bands, namely the 16 and 13 metre bands.

Time	Place.	Freq. M/C's.	W/L. Metres.	Time	Place.	Freq. M/C's.	W/L. Metres.
6.00	London	11.7	25.64	3.00	Australia	15.2	19.72
6.15	Vatican	9.67	31.02	3.00	San Francisco	17.77	16.88
6.45	Brazzaville	11.97	25.05	3.30	Australia	9.54	31.43
7.45	Canada	17.82	16.84	3.30	Delhi	15.16	19.79
8.00	Spain	9.38	32.00	4.00	London	11.75	25.53
8.00	London	11.75	25.64	5.00	San Francisco	17.77	16.88
8.00	London	15.14	19.82	5.15	Australia	21.60	13.89
8.00	Australia	11.88	25.25	5.30	Delhi	17.83	16.83
8.15	New York	15.25	19.67	6.00	London	9.64	31.12
8.45	London	15.11	19.85	6.00	San Francisco	15.29	19.62
8.55	Australia	15.16	19.79	7.30	Australia	11.76	25.51
9.30	London	11.68	25.68	8.00	London	15.45	19.42
9.45	London	15.31	19.60	8.00	Delhi	17.76	16.89
9.45	Australia	15.2	19.72	9.00	Australia	21.60	13.89
10.00	San Francisco	15.21	19.72	9.00	San Francisco	11.90	25.21
10.45	London	11.75	25.53	10.00	Delhi	15.29	19.62
10.45	Canada	15.32	19.59	10.00	San Francisco	11.90	25.21
11.00	New York	17.87	16.79	10.00	Saigon	11.79	25.45
11.00	San Francisco	17.80	16.85	10.00	New York	9.49	31.61
12 Noon	New York	17.87	16.79	11.00	London	17.79	16.86
12 Noon	San Francisco	15.33	19.57	11.00	Australia	15.2	19.72
P.M.				11.00	San Francisco	11.90	25.21
12.15	Australia	9.54	31.43	11.30	Delhi	17.83	16.83
1.00	Honolulu	17.80	16.85	A.M.			
1.00	London	11.75	25.53	12.30	Australia	15.32	19.59
2.00	Australia	21.54	13.92	12.30	Delhi	15.29	19.62
2.00	New York	15.25	19.67	12.45	London	11.76	25.51
2.00	Paris	11.845	25.34	1.00	Moscow	15.18	19.76
2.30	London	11.75	25.53	1.00	Australia	11.83	25.36
2.30	Delhi	15.19	19.75	1.00	London	17.79	16.86