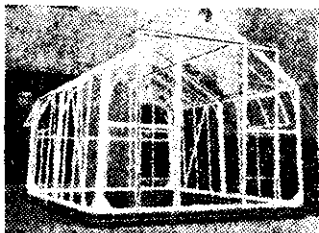


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OVER the years Henry Rudolph programmes have won a big listening audience as amongst the most agreeable on the air. In the new series which will be broadcast over the next few months from five National stations, Mr. Rudolph will be associated with the Capital Quartet, the four young men shown with him above. They are (from left) Frank Malthus, Joe Miller, Bruce Chandler and John McDonald. Also to be heard in each programme is a guest artist. *With a Smile and a Song*, as the new programme is called, will be heard weekly from the four YA stations and 3YZ at 8.0 p.m. on Wednesdays, starting July 21. The first soloist in these programmes, soprano Daphne Ellwood, is heard with the Quartet at the start of the first programme singing the Rodgers and Hart number "Falling in Love with Love"; and from *Kiss Me Kate* she sings "Wonderbar," also with the Quartet. Her solo for the evening is "Some Day I'll Find You." Besides these numbers, the Quartet is heard alone in "The Bluebird of Happiness" and "Waltzing Matilda." Daphne Ellwood will be heard in four programmes. Other soloists are Betty Evans (soprano), Pauline Ashby (soubrette), Joan Hodgson (soprano), Joan Vause (soprano) and Kenneth Macaulay (baritone).

WITH A SMILE AND A SONG

QUESTIONS FOR COUNTRYWOMEN

COUNTRYWOMEN'S opinions on women's sessions from both National and Commercial stations will be sought in a questionnaire to be submitted to about 1800 women during the next fortnight. This audience research is being conducted with the co-operation of the New Zealand Federation of Countrywomen's Institutes and the Women's Division of Federated Farmers which will be holding their Dominion conferences in Wellington. The questionnaire will be introduced by the Director of Broadcasting, William Yates, on the opening day of each conference, and distributed to delegates the same day. Answers to the questions submitted will be collected on the last day of each conference.

In preparing the questionnaire, the NZBS has had the co-operation of the Department of Psychology at Victoria University College. Marjorie Donald, a lecturer in the department, has been chiefly responsible for drafting the questions, on which preliminary work was done by Anthony Somerset, another member of the staff. They have worked from information supplied for the Broadcasting Service by Peggy Magee, in charge of National Division Women's Sessions at Head Office Talks Section,

and Elsie Lloyd, Supervisor of Women's Programmes for the Commercial Division.

The questionnaire will begin with some general questions about the popularity or otherwise of women's sessions and go on to more detailed questions about specific types of programmes. Listeners will also be asked to suggest programmes not now heard in women's sessions which they would like to hear. Finally, there will be a group of questions designed to find out the days and times of broadcasts which suit most listeners best. The questionnaire has been kept as short as possible.

Introduced in talks by their Presidents in the 2YA Women's Session on July 19 and 27, the conferences will be held from July 20 to 22 (Countrywomen), and July 27 to 30 (Women's Division). A five-minute report on each day's proceedings, except the last day of the Women's Division Conference, will be broadcast the following day in *Women's Sessions* from the YA stations and 4YZ, and also from 2YZ and 3YZ. The first day's report from each conference will include extracts from addresses to be given by Lady Norrie. Studio interviews summing up the work done will be broadcast in the 2ZB Women's Hour at the end of each conference.

N.Z. LISTENER, JULY 16, 1954.