

Maori Pageant a Great Success

BUDGET OF LISTENERS' VIEWS

From the numerous congratulatory letters received in connection with the Maori Pageant broadcast it is possible only to select a few for reproduction. All, without exception, admire the harmony and balanced work of the party and not a few express the desire for "more."

Special School, Otekaika.

Kindly pass this message to the people of my race who performed and took part in the Maori Pageant commemorating the signing of the Treaty of Waitangi:

To my people of the Maori race who performed and took part in commemorating the signing of the Treaty of Waitangi, I highly congratulate you all for the wonderful performance you have made in staging this great event. I am only sorry that I was not there in person to see you personally but as it is, thanks to the Radio Broadcasting Company of New Zealand, I was able to hear and follow your every word and movement with a receiving set. I am very proud of you all. Heoi ra kia Ora katoa koutou.

Station 2YA, I congratulate you, too, for the wonderful services you rendered in broadcasting the Maori Pageant. Although we were slightly troubled with signals fading, I assure you my friends and I thoroughly enjoyed every item broadcast by 2YA both on the 6th and the 7th of February, 1928. I thank you—I am

*Yours sincerely,
HORI HEREWINI NGARAE.*

The Welcome Home.

A COMPREHENSIVE letter received from Wanganui states that great enthusiasm obtained in that city in connection with the broadcast, and most of the citizens appear to have been listening in. The radio dealers of the town were alive to the opportunity, and many had their sets going, with the result that the streets nearby were crowded with enthusiastic listeners. Private sets with loudspeakers were besieged with visitors, so that as an outcome everybody on the days following was talking about the broadcast with hearty approbation.

The appreciation of the citizens of the part played by the Maori party was indicated by the fact that a welcome home was extended by the Mayor. There was a large crowd to meet the returning party. After the welcoming speeches had been made and acknowledged, the famous chorus "Haere, Haere ra e Hine" was given, and was much enjoyed by the crowd. "The party," says one account, "seems now to be almost as famous as the Wanganui Garrison band in its palmy days."

Old Country Appreciation.

"AS a visitor from the Old Country," runs another letter, "I thought I would just like to write and say how much we enjoyed the Maori programme presented on Monday evening. We listened-in on a neighbouring farm where they had a five-valve set. The transmission was perfect, and I considered the melody and part singing extremely good and very interesting. I congratulate the party, one and all, for the good time they gave us."

"Impressive and Solemn."

Jno. H. North (Pukehina, N. Wairoa): I feel it my duty to write to you and ask you if you will kindly convey to the Maori party, who so wonderfully and ably performed last evening our high appreciation of their musical talent and speeches. Friends and myself were listening in on an American set. The reception here was as clear as a crystal. We are a distance of about 120 miles from Auckland City, and living alongside the Kaipara Harbour on a very high hill. We could distinctly hear the tap of the pois 20 to 30 yards away. The Memorial Hymn was deeply impressive and solemn. I myself was at one time a missionary among the Maoris, so could clearly picture to myself the various hakas, etc.

Distant Maoris Listen In.

S. Caird (Ruapaka Island, via Bluff): I am writing to let you know that we

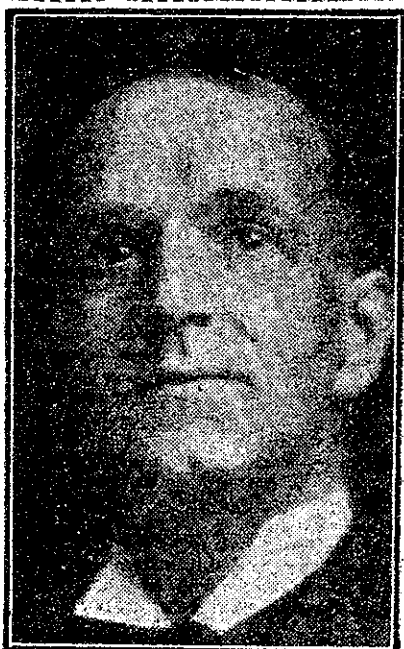
heard and much appreciated the Maori concert that was broadcast from Wellington on Monday and Tuesday nights. We listened both evenings, but the first evening's reception was much better. Five Natives (Maoris) on this island came along to my house to listen, and they were delighted to hear Maori items so clear.

West Coast Admiration.

M.B.C. (Greymouth).—As far as Greymouth listeners are concerned, I have interviewed many, who consider the effort an unbounded success. The blending or harmonising was beautiful, so much so that I listened-in again on the second night until the finale. The programme was next-door to perfect, with the exception of slight fading from 11.30 p.m. to about 12.15; but, putting everything aside, Wellington (or 2YA) paves the way in all cases of amusement on the air. I highly commend the Maori company for their excellent programme, and hope to hear more of our Native race.

Greatly Appreciated.

A. Hunter (Richmond).—I wish to thank, as well as congratulate, you on the success of the "Treaty of Waitangi" concert.



—S. P. Andrew, photo.
MR. O. KITSON,
to whose training and conductorship of the party much of their success was due.

tangi" concert. So far as I am concerned, it is by far the most satisfying entertainment I have heard over the air. I sincerely trust that it will not be the last of its kind. Such material as that concert contained must be of enormous educational value. It may interest you to know I am the master of a home for old people. As the result of public subscriptions I obtained a set. Two speakers are always in operation in different parts of the home. The inmates and staff consider the radio programmes have improved very much during the past few months. Of course, old folks like old-time material. Wishing you continued success in the production of such programmes as your pakeha-Maori concert.

Congratulations.

Charles E. Wheeler (Wellington).—As it is usually only the complaining critic who writes letters, I thought it but reasonable to express my views on last night's Maori pageant. You seem to have happily mastered the technique of utilising the microphone to put over the right atmosphere. The programme was, to my mind, well organised, well balanced, and it was a good feature that it kept going without delays. The strict time limits enabled ample variety to be given, and the items appealed to me as providing a fine blend of entertainment, with a good deal of interesting instruction. Congratulations to 2YA, and thanks to the excellent performers.

One of the Finest Yet.

G. S. Simmons (Hamilton): I should like to express my appreciation of your broadcast of the Maori pageant. I think it is one of the finest programmes sent out from the New Zealand stations.

I am using a home-made two-valver,

from you direct without resorting to 1YA. Both 1YA and 2YA had a background, due no doubt to the rebroadcasting. Hoping for some more programmes like this one.

Give Us More!

H.C. (Auckland): I would like to express my deep appreciation of the relay of Maori pageant on Monday and Tuesday evenings this week. I was delighted with the entertainment both evenings, more especially the latter, as numerous friends came and were also delighted. I think the management would do well to consider the exploitation of Maori talent, for it would be, in my opinion, a great asset and well received.

Transmission Great.

A Really Satisfied Listener (Milton): I must write and thank you and the Maori party for the really splendid programme that has been put on the air to-night. I was not able to listen in last night, so waited up to-night, and it has been every bit worth while. The transmission has been a great treat, there being practically no fading and very little static. I am using a six-valve single control. Wishing you every success, and again thanking you.

Perfect Transmission.

W.C. (Gonville): I have just finished listening to your Maori pageant broadcast, and I feel that I must write to you to congratulate you upon this transmission more especially. It was an unprecedented success from start to finish, and I am sure has been appreciated throughout the length and breadth of the country. It was simply wonderful—more especially to one who has at different times heard and seen almost every item performed, not once, but many times. I feel sure that you will receive many requests in future for Maori items, especially by those to whom the performance has been a novelty. Reception was perfect. It was a wonderfully conceived idea, superbly carried out.

Praise for Stations.

S. W. Strong (Gisborne): The Maori performers deserve much credit for the quality and excellence of their items on the Waitangi Anniversary. Further, the four B.C. stations also deserve congratulations on the manner of their transmissions.

Reception strengths were as follow:—

	Monday.	6 p.m.	9 p.m.	10 p.m.
1YA ...	4	5	6	Slight fades.
2YA ...	3	5	6-7	Bad fades.
3YA ...	3	5	5	Slight fades.
4YA ...	1	1	2	?
	Tuesday.			
	Three listeners.			
	11 p.m. 12.30.			
1YA	5	7	Musky, bad fades.	
2YA	6-7	9	Slight fades.	
3YA	6	7	Slight fades.	
4YA	3	4	?	

TO DO OR NOT TO DO

THE DEMONSTRATION PROBLEM

AN INGENIOUS PLAN.

An American radio company manager states:

When a prospective buyer comes into our store and asks for a demonstration, our first move is to ascertain whether he is sincere and really intends to buy, provided the set suits him, or whether he is just another professional demonstration hound. It is not always possible to tell the one from the other by sight or from the preliminary conversation. If it were, the "professional" could be disposed of very quickly. Here is a system we use which has proven very effective and which does not offend the real buyer.

We agree with the prospect that a demonstration is a fine thing. Then we explain to him that we have every faith in the set that we sell. We impress him with the fact that that is the reason we handle the makes of sets which he sees before him. We further stress the fact that we will put our set up against any other make sold in this city and let him be the judge. Then we spring the real punch to our little idea.

DEMONSTRATE COMPETING SETS.

We tell him that the only way to compare sets is to have them all together in the same place, on the same night, and to tune them in on the same station, one after the other, then he can decide on the spot which is the set to buy. At no time do we act as if we didn't want to demonstrate our set; on the contrary, we make it plain that we do want to demonstrate, but in competition with the other makes sold in this city.

After we have elaborated on the necessity of trying out the different sets on the same evening, we state that any time that will suit our competitors will also suit us. We urge him to go to the other dealers whose sets he is interested in and find out when they can give him a demonstration; then if he will let us know ahead of time we will be on deck too, with our set, ready for the test and demonstration.

The result of this offer is that the demonstration "nuisance" is scared away, never to return. The sincere prospect comes back and in many instances we sell a set, frequently without the comparative demonstration test. At no stage of the game have we offended the prospect or even told him that we won't make a demonstration.

On the contrary, we have jumped at the chance to make a demonstration, and under the most trying conditions. This little stunt has saved our company countless hours of valuable time and hundreds of dollars.

GOOD MUSIC

ARE PROGRAMMES TOO HIGH-BROW?

LISTENERS' COMMENTS

"I have never been a lover of really good music, nor a lover of jazz, but I am just beginning to appreciate what good music really is."

An Auckland correspondent makes this remark after praising very highly a recent programme from 1YA—the best I have ever heard from any station, and I have been a consistent listener for three years," he says. His remark is apropos to criticism by a few people who declare that the programmes from the stations are too "highbrow." The writer of the letter from which we take the extract appearing above also admitted that he had been a very keen critic of the so-called "highbrow" music broadcast, so his acknowledgment of the enjoyment he now derives, owing to his enhanced ability to appreciate good music, is all the more interesting. There is in what he says something for all music lovers to think about. It indicates the possibilities of radio broadcasting.

People are naturally conservative, and a new thing is looked at askance, so it will take some time before radio broadcasting, like all inventions and discoveries, settles into its accepted place in modern life. Exactly what that place will be no one can say. It assuredly will be a very useful part. The advent of broadcasting marks the dawn of a great revival in music. Broadcasting is here to stay, and that being so, it should be accepted and made the most of by everyone in all walks of life. It is a utility. It can be used to an unlimited extent to educate and entertain. Music lovers must see in broadcasting a means of helping the great cause of music. By giving young men and women the opportunity of hearing good music, broadcasting will train them in musical taste and appreciation.

Incidentally, the health of the people will be improved. Sir Henry Hadow, of Sheffield, recently referred to the great physical value of music, its healing power, its profound emotional influence, and also its intellectual value. Music, he said, was a language not only as beautiful, but as complex, as involved and closely reasoned as the language of Shakespeare, and just as worthy of study. Sir Henry is not the only one who bears testimony to the great benefits which health derives from singing. It is universally acknowledged. Broadcasting, in fostering the love for music, is therefore benefiting the health of the people. No greater medium for the intellectual and artistic uplift of the nation than this modern miracle of radio broadcasting can be conceived.

In order to obtain the best results, broadcasting needs the help of every sincere musician. All municipal authorities, local musical societies, and leading musicians should join in assisting towards the attainment of a high standard of music. By utilising radio, the best music can be brought to thousands of musically starved people, when only hundreds of musically well-fed people attend a concert. A band, a singer, or an instrumentalist playing at 2YA is heard by a great many thousands of people, but how many would hear them if the concert were in the Wellington Town Hall? A small percentage of those who would hear if the concert were broadcast.

Those who are denied good music are denied much of the richness of life. Musical appreciation and the opportunity to enjoy music will broaden one's horizon and brighten the world one lives in. Education authorities have long recognised the power of music to develop and refine human character. Our own Government has taken a very advanced step in this direction in the appointment of a director of music for the primary schools.

Radio must inevitably become the most direct, popular, and efficient means of developing the public appreciation of good music, and it is therefore essential that the utmost care should be exercised in supervising the class of music selected for broadcasting. All good music must have a refining and elevating influence, but certain music is apt to have the reverse effect.

PCJJ transmitted a special Beethoven programme, which was received all over the world, and was even relayed by other stations. On March 11, 1927, it established telephonic communication with Bandoeng, Java, and on May 31, 1927, Queen Wilhelmina and Princess Juliana addressed the Dutch Indies through PCJJ. Finally, on August 14, 1927, the Australian High Commissioner in London spoke to Australia through Rindhoven, where the Phillips experimental station was at that time.

The "Howler"

NEED FOR SUPPRESSION

EDUCATION REQUIRED

Dr. Herbert Ziele, an enthusiastic radio listener, of Napier, writes somewhat despondently of troubles in securing reception because of "howlers." We publish his letter in full in the hope that an educational campaign may be embarked upon where necessary. We add our comments upon the position at the end of the doctor's letter.

Sir,—Six years ago I became an enthusiastic listener, and although I am just as keen as ever I contemplate scrapping several hundred pounds' worth of radio equipment.

In the old days when Gisborne, Auckland, etc., were on the air it was possible to have one or two nights a week free from interruptions from howling valves, but now it is absolutely impossible to hear even one item clearly in the evening. I understand that for some time there have been radio inspectors in the four centres. If that is correct surely the time has arrived when other towns can be under supervision. It is a very short-sighted policy on the part of the Government, because for every set registered they get five shillings. I can assure you that this howling valve nuisance has prevented many people in Napier from purchasing sets. I am frequently asked by prospective buyers if I would recommend their going in for radio, and my reply is, "That depends upon where the set is to be installed. If you propose residing in one of the four centres, yes, but if in Napier, no. Will you call upon me at my house, and I will demonstrate my set and you can decide the question after you have heard what radio is like."

Not one listener-in, who has been my guest, has to my knowledge joined the ranks of the vast army of "listeners-in." Had the reception been clear on any one night during these years when prospective buyers were present I am positive (had I been a salesman) I could have sold a set every evening.

My outfit is a Golden Leutz silver ghost, which I believe is equal to any set on the market. I will say this, that sometimes in the afternoon, 2YA comes in crystal clear, but in the evening it is utterly impossible, and unless radio inspectors are sent to Napier to clear the air from these howling valves I shall be compelled very much against my will to quit. Some two years ago the Napier Radio Society received a communication from Wellington asking this society to nominate two of our number to act as radio inspectors. This we did at once, and forwarded their names to Wellington, and up to the present nothing further has been heard as to when their duties are to commence.

Three enthusiastic listeners-in have erected sets with frame aerials, and have calibrated the whole of Napier, and on several occasions have with great accuracy crossed the actual house of a listener-in who has a set which can be heard howling on every evening; but they are powerless to act. I appeal to you through the agency of your valuable paper to express your opinion on this all important matter.

Listeners who suffer from howling valves and interference on the part of others have our fullest sympathy. Willing as the Government Department and officials may be to co-operate in this matter, it is, we think, fairly obvious that the expense of such a procedure over the whole country would be prohibitive. It seems to us that this is a matter which falls directly within the scope of radio societies and listeners' leagues. It is to our mind unthinkable that any listener who has been located and identified as a howler would be averse to receiving instruction from those competent to give it as to how he might rectify the trouble and avoid being a nuisance to others as well as to himself. Our correspondent's letter does not say whether the particular listener specifically referred to has refused to rectify matters, or whether an attempt has been made to induce him to do so. If methods of moral suasion fail, and it is necessary to give duly accredited representatives of radio societies' executive power in connection with this matter, we think a concerted effort in that direction to the Government would meet with success. We on our part would certainly advocate the giving of necessary power to duly accredited representatives of listeners, so that they might prevent objectionable howling on the part of inefficient sets.

The Broadcasting Company in itself suffers from the same nuisance; that many listeners do, and on the occasion of several attempts to rebroadcast short-wave receptions from overseas has had to acknowledge failure, primarily because of the howling valve nuisance. If listeners themselves will take this matter in hand vigorously they can be assured that both the Radio Broadcasting Company and ourselves will give every support possible to effect improvement; but, having regard to the scope of the country and the cost involved, we are afraid it is a task beyond the Government or any Department. Our columns are open for the views of others on this important subject.

Dr. J. H. Dellinger, chief of the radio laboratory of the Bureau of Standards, U.S.A. before leaving for Europe on a three months' tour, sent Canada a piezo oscillator as a means of checking the frequencies of its broadcasting stations, thus avoiding possible radio disputes between the United States and Canada. It is now possible to govern the frequency of a broadcasting station to within a few cycles by use of the piezo-electric effects.

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