

# The Listener and the Service

## Points of Interest from the General Manager's Mailbag

### The Silent Vote for Quality.

THAT there is a big silent vote for quality in programmes is evidenced by the following letter:—"There seems to be so much said about popularising the programmes broadcast, but those people (and there are many) who appreciate a higher class of music rarely express their opinions. We personally appreciate programmes of a classical nature, particularly piano solos, records and local. Mr. Montague's excellent plays, orchestral or band items, and debates. To us the jazz and Hawaiian items are very objectionable, and the vocal items rather too numerous, and while I know it is necessary to cater to a great extent for the so-called 'public taste,' it seems a pity not to have more of the many beautiful records, which not only would please a large number of people, but would enable them to hear, reproduced, those artists whom they may never have the chance to hear first hand. For people who have many duties and little time for study or reading, the wireless is an ideal way to combine enjoyment with 'improvement,' but the question is whether the majority of items do not tend to lower rather than raise the taste. I do hope the committee of 1YA will keep in mind the splendid opportunity they have for helping those people, particularly, who through their duties or health, are prevented from keeping up either their musical or literary education."

In acknowledgment, the general manager commented on the weight of the opposite viewpoint: "You will appreciate that it is extremely difficult for us to please everybody at all times, and as an illustration of the variance in

individual opinion you will be interested to learn that a number of the listeners who appreciate the lighter type of music suggest to us that our programmes are too heavy and feature to an unnecessarily great extent items of a classical nature. In arranging our programmes, therefore, we must of necessity be guided by the opinion which is shared by the majority of listeners, but we have also made the additional provision that when all stations are broadcasting simultaneously each individual station is broadcasting a programme of different type. Thus, for example, on Thursday evening a listener with a sufficiently powerful receiving set can receive an operatic programme from Christchurch, a band programme from Wellington, and a popular programme from Auckland. In this way we are able to cater for the greatest possible numbers of listeners at the one time, although we endeavour as far as we possibly can to arrange the programmes for the individual sessions such that they will provide maximum satisfaction, both for those who care for entertainment of the lighter type and those who appreciate more classical items."

### Radio Outback.

VERY appreciative letters come from listeners outback. Here is one of the latest received: "It is with much pleasure that I drop you a line to let you know that every word, also the band and orders issued by officers, came through to me first class. Most distinct and interesting to me, as an old soldier (Imp.), camped in tent miles away from everybody in this mountainous country. I have a six-valve set—my only amusement when not killing wild pigs, deer,

etc., which is my occupation. My only regret is I am not able to be present with you all on the Basin Reserve this Sunday. I have seen Queen Victoria, King Edward, also King George, trooping the colours, so as you spoke I could follow you as to what they were doing. I listen-in every evening, sometimes also of an afternoon, and enjoy some of your children's singing, one especially. I think her name is Margaret; she sang yesterday (Saturday). She has a fine voice and her pronunciation is beautiful over the air. Sometimes I have as many as 20 men from the main camp up, and they all go away thoroughly pleased with the excellent programme you provide us with. Thanking you."


### Variation of Programmes.

COMPLAINT was lately made that programmes as published were occasionally departed from in greater or less degree. In replying to this complaint it was pointed out by the general manager that while every endeavour was made to maintain programmes, "even a departure of two or three minutes at the beginning of the programme or a last-minute engagement of an artist of outstanding merit will upset the timings for the whole evening, as they have been previously published. With the development of our service, this is a difficulty which we will no doubt be able to overcome to a greater extent as time goes on." The stations had strict instructions to adhere to the programmes as published to the utmost degree. In the case of gramophone records, some difficulty has been experienced in obtaining the exact records which are published for performance, but it was hoped in the very near future to supply all records from the head office, when there would be no necessity to substitute numbers for those announced.

### To Please All.

"To the Wellington Broadcasting station what is wrong with the night constants now they are very bad they are not worth listening to it as gone back very badly of late they are worth putting on there is no hands or nothing put over now there is two many songs and not a nuff music every body is complaining about the same thing over this way I was thinking of getting set but not while they are bad like that I not."

INSIST ON—



# SIEMENS

## RADIO BATTERIES

Absolutely Silent in Action.  
Catalogue posted free on request  
N.Z. Distributors:  
**CORY-WRIGHT & SALMON**  
Engineers, Wellington, Auckland

## Have Safe Easter Trips by Rail

### SAVE 6/- IN THE £

Working carefully, day and night, on the principle of "Safety First," your Railways have carried more than 70 million passengers without one fatality during the past three years.

Have a safe, comfortable Easter holiday with the help of the liberal concession fares of your own Railways.

These special concession trips will begin from 26th March to 1st April, but tickets will be obtainable at all railway booking offices 14 days before the date of travel and will be available for return until 4th May.

Write to the Officer-in-Charge, Publicity Branch, N.Z. Railways, Wellington, for literature regarding the principal tourist resorts.

The foregoing is a true copy of a letter received by the general manager. Even so, a courteous reply was forwarded in the hope of winning a convert. "We regret to learn from your letter that our recent programmes from this station have given very little satisfaction. Owing to the large number of listeners for whom we have to cater, it is somewhat difficult to please everyone at all times, but we are of the opinion that a close examination of our programme details will indicate that our service to-day has not retrogressed, but rather the reverse to a considerable extent. In arranging our programmes due attention is given to placing the items, and as far as we can possibly arrange, there is no unnecessary predominance of either instrumental or vocal numbers. In regard to bands, several of these have been out of Wellington for the purpose of attending the contest in Wanganui, but their non-appearance at the studio at 2YA is quite temporary, and we hope in the very near future to feature band programmes again as previously."

### Operating a "Chain"

SPEECHES by prominent figures in politics, engineering, and industry at Washington, New York, and at the tunnel's mouth in the Cascades were controlled by the inexorable second-hand of a stop-watch. Stop-watches, in turn, were synchronised with electric clocks on the Atlantic and Pacific Coasts, adjusted to the second with the clocks that govern the operation of the Oriental, Limited. By moving a switch the engineers shifted the centre of the network to the eastern portal of the tunnel just as the train approached. There it came to a momentary halt, while an announcer "presented" Mr. Ralph Budd, President of the Great Northern Railway. Afterwards, both boarded the train, and, as its light disappeared, other switches transferred listeners back to New York and Washington, and again to San Francisco before the express emerged from the western end of the tunnel, where another microphone picked up a description of the first trip through what is said to be the largest tunnel in the world. Thirty-seven stations, from coast to coast, participated.