

WELLINGTON NOTES.

Is Music In Shops A Distraction?

Correspondence in "Radio Record" Prompts Inquiries at Various Wellington Stores—A Magistrate on Cursing—2YA Sports Announcer Talks on Hats as Well as Horses

WHAT actually is the attitude of customers towards music in stores? A correspondent complained about this subject in last week's "Radio Record," saying that she was "fed up with music, especially in shops." From inquiries it seems that the desirability of having music depends upon the type of store which may supply it. One of the heads of a big chain store in Wellington says that those who dislike musical accompaniments are probably the tired mothers who have to stand in trams, get trodden upon, and get rubbed up the wrong way by the wrong music. "About 75 per cent. of the women customers to this store are interested in cosmetics," he said, "and we maintain that a large majority of these are interested in hearing the latest music. Some of the biggest bargain stores in the United States who provide programmes on their own Wurlitzer organs find their stores packed, and the sale of recordings is tremendous. Music tends to act as a bait for customers, and is as essential as fresh air and light to give a bright atmosphere."

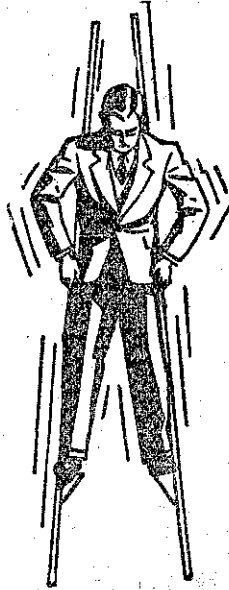
THE hairy tummy of a whopping pig in the entrance of a grocer's shop in Cuba Street, Wellington, has been supplying music and announcements from the air. This unique broadcast receiving set has been a landmark there for a long time, and its temporary absence prompted a "Radio Record" reporter to ask the manager whether the pig had been complained of by customers. The reason was, however, that business had been so brisk that the pig had been removed to provide a wider doorway. "It's worth its weight in gold," he added.

"ALL the music we want is the jingle of money in the tills," said one of the managers of a big departmental store. "We used to have music here, but customers complained that they could not concentrate on the purchase of expensive goods owing to the distraction of the music. When people are choosing furniture or carpets we generally switch off the music in the radio department. The only other place we have music is in the basement, and then only at Christmas to amuse the children. Music in bargain stores is all right, where everything is laid out in bins, and a choice is easier. Only a small proportion of customers prefer music in a department store, and we simply cater for the majority."

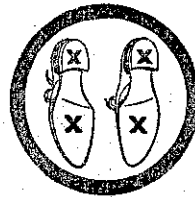
WHAT does a magistrate really think about cursing? Listeners will have an opportunity of finding out when Mr. J. S. Barton, S.M., gives a talk on "The Lost Art of Cursing," at 8.40 p.m. on Monday from 2YA. No advance notes are to hand regarding the nature of this talk, so we are unable to tell you whether or not the children should be put well out of hearing (bed is the best place) before this talk on the art of cursing.

HATS made a good "get away" at Trentham last Saturday afternoon in one of Wellington's boisterous winds. The 2YA sports announcer mentioned several times during the afternoon that hats were "off" and

were being chased across the track by the escorts of anxious owners. Model hats being too precious to risk further disappearance, many of the women held them in their hands for the remainder of the races.



WE NEED 4 SUPPORTS

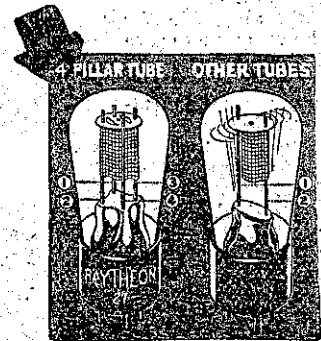


TWO-LEGGED creatures? Not so much as we seem. If it weren't for the four-square support of heel, toe, heel, toe, we'd be like a man on stilts—pretty shaky! The same applies to radio tubes. They need four-square support to protect vital elements.

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