

Editorial Notes

Wellington, Friday, January 27, 1933.

A STRONG argument for more rational criticism of programmes is contained in a letter that has come to hand from a regular listener. It expresses the point of view of a critical woman who takes into consideration the fact that broadcasting is meant for others than her. She likes the daily devotional service, thinks the Sunday morning service one of the best features of local radio, but has no use for the evening church services. "They are addressed to the congregations, not to listeners," she adds. She likes to hear the weather report—not the details from outlying stations—and the news. Appreciates the regular bulletins on the cricket; though she does not know too much about the game, she is interested in Bradman. She is a regular listener to the children's sessions and considers that some of the bed-time stories and children's items are preferable to some of the concert items. She looks forward to commentaries, and was thrilled with the description of the landing of the Southern Cross; she was specially interested in "Smithy's" remark about his son. She dislikes educational talks and the home science lectures, but likes the intimate hints on beauty and fashion. She likes, too, the woman to woman appeal of the morning sessions at some of the stations. Popular evenings she dismisses by remarking: "We have to listen to a lot of rubbish to pick up a good item or two."

FOR her preference in items, our correspondent selects light orchestral numbers "like those the ZYA orchestra and occasionally Frank Crowther's band play." She adds that she misses some of the

chamber music that was broadcast some time ago, and hopes that such may be resumed in the near future. She enjoys opera and makes an effort to tune in the Australian stations on occasions when these are being broadcast. "It is a pity the Board could not put on more of this class of thing," she adds. The type of drama broadcast by Victor Lloyd she enjoys "tremendously," but thinks the Will Bishop class of thing is for someone else. Her principal dislikes are jazz, in all its forms, revue turns and allegedly comic sketches.

NOW, however one may agree or disagree with her individual preferences, one feels that here is a person who makes an intelligent use of the broadcast service, modestly selecting from its ample provision

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A One-Act Play
"The Splendid
Hour"
(Charles Archer)
Will be broadcast from 1YA
On
THURSDAY, FEBRUARY 2

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the things that appeal to her without criticising it because it provides other things that she does not want or need. How different is her modesty from the ignorance and dogmatism of another listener who regards the only justification of broadcasting to the "quickenings of the spirit of man"—as interpreted by himself. He wants a series of talks for the common man with some such titles as "God and the Common Man," and adds that there must be many like himself who would gladly come to the broadcasting centres at their own expense and give to the listening public those thoughts that exclusiveness prevents them from expressing in public. He goes on to say that most of the speakers evade the real issues of life and its problems. That unless broadcasting develops along these lines its real purpose is lost—

"wallowing in a mire of jazz and amusement that must eventually drag it down to failure." High and noble thoughts. Broadcasting to save the pleasure-crazed world. Let

jazz. He likes the Sunday night concerts, because they get real artists, thinks the "stuff Victor Lloyd and Company put over" is rubbish—"doesn't know how anybody listens to it." Likes Frank Crowther, thinks de Mauny far too heavy. And he speaks for the majority of listeners, for he ends: "Unless more jazz is given there will not be half the number of licenses next year."

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A Shakespearean
Concert

including music written for
Shakespearean plays, will be
broadcast from 3YA on
SUNDAY, JANUARY 29.

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us hope he is not the ordinary listener he claims to be.

THEN there is our friend the jazz lover—member of the younger generation, or whatever he cares to style himself. "The world is dull enough without adding to the misery by playing heavy classical music and broadcasting church services. What do you think we stay home from church for?" Jazz, jazz, more want.

THE letters are in some degree amusing, but the points of view must not be taken lightly. There is something in what each one says, but the difference is that one is an intelligent listener, while the others are not. Radio entertainment has to please everybody—the lover of opera, the lover of jazz; the sportsman, the devotee of religion; the child, and the adult seeking education. Obviously it cannot please all the listeners all the time. The best it can do is to please the greatest number of listeners most of the time. And the fact that the vast body of listeners is quiet, and that the licenses are still rising, is ample evidence that, despite our critics, listeners are getting about what they

In Phase and Out

By "Quadrant"

A SALES trick. Put a notice on a piece of apparatus saying that it is free if anyone likes to come in and get it. But don't leave the notice on when the shop is open. I learnt this dodge from a Wellington retailer.

"RADIO on no deposit" streams across the top of a shop window in Willis Street. Underneath is the cryptic little notice "To Let."

A RISE. I am taken to task for referring to advertising from an amateur station. My correspondent points out that it is news. The point is, however, that when another organisation asked for the same privilege it was refused. Making fish of one and fowl of the other is not fair.

"Mixed programmes," I always can get. For I've just bought a cheap super-het; Most B.B.C. stations, With stray oscillations. Come in ALL AT ONCE on my set!

"MUSICAL Pillow. Radio novelty that lulls one to sleep," I read in an overseas magazine. That's no novelty in our house—especially during the Sunday programmes.



A Set Back.

NEARLY everyone adores a speaker who recognises that listeners have a spark of imagination, and Miss Nelle Scanlan succeeds in entertaining her audience for that reason. Brief and intimate anecdotes of a hundred people of whom we know are ever so much more entertaining than weeks—aye, months—of verbosity about one person we want to forget.

RADIO

Has Ever Growing Possibilities!

Radio has become a great industry, a business providing wonderful possibilities, but to-day, more than at any time in its history, the demand is for the TRAINED man, and it pays its reward accordingly. The I.C.S. offers you the Radio training that brings radio's opportunities to your door. Enrol to-day and make your start. Ask for particulars of our Radio Courses.

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