

# RE-ENTER THE BRAINS TRUST

*New Series of Famous BBC Discussions  
Begins From 2YA Next Week*



(Left) World's Questionmaster No. 1 is what Donald McCullough certainly deserves to be called, for he has held that office from the beginning of the Brains Trust right up to its acceptance as a world-wide institution.

(Right) The Brains Trust in action. From the left: Commander Campbell, Donald McCullough, and Professor Joad.



**T**HE provocative discussions, amusing cross-talk and disagreements of the BBC Brains Trust are being resumed for the entertainment and enlightenment of New Zealand listeners. The revival will begin from 2YA on Friday, March 30, at 8.28 p.m., when the first of a new series of recordings from the BBC will be presented. The discussions will be continued each Friday.

The "permanent residents" of the Brains Trust will again make their bow. Listeners will welcome the return of such favourites as Professor C. E. M. Joad, with his remarkable knowledge and infectious chuckle; Commander A. B. Campbell, and the other sea-dog, Lt.-Commander R. T. Gould. The Brains Trust has maintained its high popularity year after year by the process of varying the cast, selecting as guest speakers a series of people whose names are known the world over. We have read of them often, and the Brains Trust sessions enable us to hear their voices as

they express themselves spontaneously—and they never seem to have been "stumped," except on the occasion when the Brains Trust could not, on the spur of the moment, remember why all French nouns have a gender. Their failure was cabled all over the world as a bright news item.

## No, They Don't Know!

The wealth of knowledge displayed by this collection of experts every week naturally raises a suspicion that they are given a friendly hint about the coming ordeal before the microphone, but constant assurances have been given by Peter Bax, the producer, that he keeps his victims in complete ignorance till the gong goes. One explanation of the capacity of the Brains Trust to cope with any emergency is that, when making a selection for a session from the thousands of questions that flow in from all over the world, the producer is able to include in the Brains Trust some acknowledged authorities on the questions chosen for discussion. He invites

experts who can be expected to give an informative answer. If they fail to hit the mark, there is always Commander Campbell to rake up some recondite memory from the farthest parts of the globe, or Lt.-Commander Gould, who knows so many scientific answers that he must worry the publishers of encyclopedias, for fear he gives wide publicity to an interesting fact omitted from the printed tomes of knowledge. Also included in the list of well-established "permanents" are Joad, the chuckling philosopher, and his famous sparring partner, the scientist Julian Huxley. They will all appear at some date or another in this new series.

Donald McCullough, the customary questionmaster, who so cleverly keeps the ball bouncing, firmly restraining any chatty member likely to make the session dull by too much detail, takes a new role in one of the latest series. He leaves the top of the table to sit among

the experts and submit to the firm guidance of Geoffrey Crowther as referee. They are very polite to one another.

When the first recording of this BBC feature was made for New Zealand, it was an experiment cautiously tried but promptly justified by results. The recordings were not first class, but the BBC has now arranged for a more effective method of reproduction by its London Transcription Service. The discussions will now be heard with all the clarity of the original microphone performances. Listeners will not miss the laughable sidelights, the *sotto voce* cut-and-thrust of disagreeing experts.

## Flashes from the Brains Trust

From a few of the discussions soon to be heard in New Zealand are taken these samples of the Brains Trust at play:

Trial by jury is under discussion, and the Brains Trust is not unanimously in favour. One masculine view:

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## IN THE FIRST PROGRAMME

(2YA, Friday, March 20, 8.28 p.m.)



BEVERLEY BAXTER, M.P.



DR. MALCOLM SARGENT



LT.-COMMANDER GOULD



EMANUEL SHINWELL, M.P.