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41 Milne Terrace,  
Island Bay, Wellington,  
5th May, 1943.

Lactagol Ltd.,  
Dear Sirs,

I have no hesitation in stating that Lactagol is all you claim it to be. To be able to feed my second child and still have an ample supply of milk is an absolute God-send, when I think of the trouble I experienced with my first child. I could only feed my first child for three weeks when I was forced to use artificial foods which were extremely expensive and very troublesome to prepare; and so think that I would probably have saved myself all that if I had only known of your product. Proof of the pudding is in the eating, and I can offer no better proof than the fact that my second child who is now eight weeks old has been breast-fed by myself all the time—and has during that period averaged a gain per week of ten ounces.

As for myself I have never felt better in my life nor so full of life and I am absolutely confident that I shall remain that way and be able to supply my own milk for as long as is necessary. I give, without reserve, all the credit to your splendid product Lactagol.

It is only because I am so grateful for the benefits I have enjoyed from the use of your product that I am writing this letter and I assure you that this is a most unusual departure for me.

Yours sincerely,  
Mrs. M. James.

## LACTAGOL

**FREE:** For sample of Lactagol, together with useful booklet for expectant or nursing mothers, write:  
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# THE POST-WAR BBC



## W. J. Haley Describes The New Set-up

**P** EACETIME plans to give Britain "a more comprehensive national broadcasting service than any other country in the world" were disclosed a few weeks ago at Broadcasting House, London, by the Director-General of the BBC, W. J. Haley. Mr. Haley had at his side the Deputy-Director-General, Sir Noel Ashbridge, to explain technical points, and reporters heard the post-war radio plan discussed over tea and sandwiches.

When the war broke out, British listeners were served by 12 wavelengths, but during the war they had only two, which latterly provided a Home Service and a General Forces Programme. Ten wavelengths were to be restored as from July 29 last, eight being used for a regionalised Home Service, two for a new Light Entertainment programme. Operating from 6.30 a.m. to midnight on week-days, and from 8.0 a.m. to midnight on Sundays, the Home Service would retain many popular features, such as "Kitchen Front" and "Can I Help You?" This wavelength would attempt to cater for a wide variety of tastes with what Mr. Haley called a "middle of the road" programme. The regional structure of the pre-war service would be used again, but it might be some time before there was much variety between regional programmes. "We too have our staff difficulties," Mr. Haley explained.

Mr. Haley was definite about the function of the "light" programme. "It will keep its contract with the listener—to entertain him," he said.

### A "Serious" Programme

A third programme was said to be on the way, which would begin operating as soon as wavelength conditions in Europe are stabilised, and powerful British transmitters can be put on the

air without interference from the continent, or without interfering with broadcasting in Europe. Mr. Haley set a time limit for this—nine months—and added, "I promised that the BBC would begin its switchover 90 days after victory in Europe. We have begun in 82 days. By May 8, 1946, the new third programme will have begun."

The functions of this third programme were hinted at: "Call it 'highbrow,' 'cultural,' 'serious,' or what you will," said Mr. Haley. Its chief distinctive feature would be that it would take little account of time. If occasion called for it, a whole evening would be devoted to a single concert, play, or opera.

"We shall not have to bother with the Frankenstein of the 9 o'clock news," said Mr. Haley. His promise has no doubt been welcomed by the musical listeners who have from time to time made agonised protests against the chimes bursting in on unfinished musical broadcasts.

### Separate Directors

Mr. Haley also disclosed an important change in internal organisation. Under the new set-up, each programme will have a director, who will be responsible for his programme just as an editor is for his newspaper. The chiefs of the Light Programme and the Home Service had already been chosen. Lindsay Wellington, formerly Chief Programme Controller (for the Home Service) and Maurice Gorham, who was lately in charge of the phenomenally successful Allied Expeditionary Forces Programme (for the Light Programme).

It was apparent from other things, Mr. Haley said, that regional directors under the new system will be given more independence. "A frequent charge against the BBC's monopoly is that if an artist fails, he's out," said Mr. Haley. In

(continued on next page)

## Your Will can become obsolete overnight

**B**Y the sudden devaluing of assets, by the death of persons whom you intended to benefit, or from other causes in a rapidly changing world, your Will can become obsolete, and fail to carry out your wishes. A Will is a document which must be prepared with the greatest of care and skill. Remember that, as circumstances change, so may your Will need revision.

The Public Trustee will prepare your Will, and revise it as often as required, free of any charge, if appointed executor.

Has your Will been reviewed or revised recently?

# The PUBLIC TRUSTEE

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