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SESSIONS FOR FARMERS

More Mid-day and Evening Broadcasts

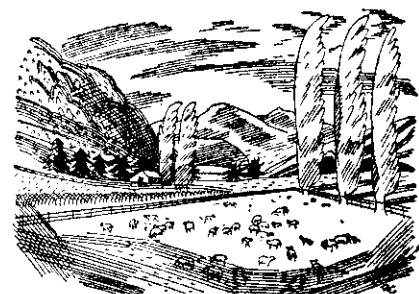
THE mid-day talks for farmers that were introduced as an experiment from 2YA last year will be starting again on Thursday, February 19, at 12.35 p.m., when the first talk for 1948 will be on *Buying Grass and Clover Seed for Permanent Pastures*. The session will be broadcast at the same time every Thursday for the rest of the year. Stations 1YA and 3YA are also beginning a weekly series of mid-day and evening talks for farmers.

Last year's mid-day talks from 2YA were given only by members of the staff of Massey College, but this year, for greater variety, talks will be given as well by members of the Department of Agriculture, and possibly by visiting farmers from other countries. Pig production talks also, which are given at bi-monthly intervals, are now to be included in the mid-day sessions, starting on March 18 and continuing on the third Thursday in every second month thereafter.

As a further variant there will be an interchange of farm talks between 1YA, 2YA, and 3YA, so that everyone will get the benefit of the best of the various sessions, and there is the added possibility that talks dealing with farming conditions in Australia will be included. Information for these would be obtained from the Australian High Commissioner's Office.

For Farmers' Wives

Station 3YA has already begun its year's quota of mid-day talks. These are given at 12.35 p.m. on Mondays, and the first was heard on January 12. Of the total of 47 talks which will be given from this station during the year, it is hoped that about 14 will come from



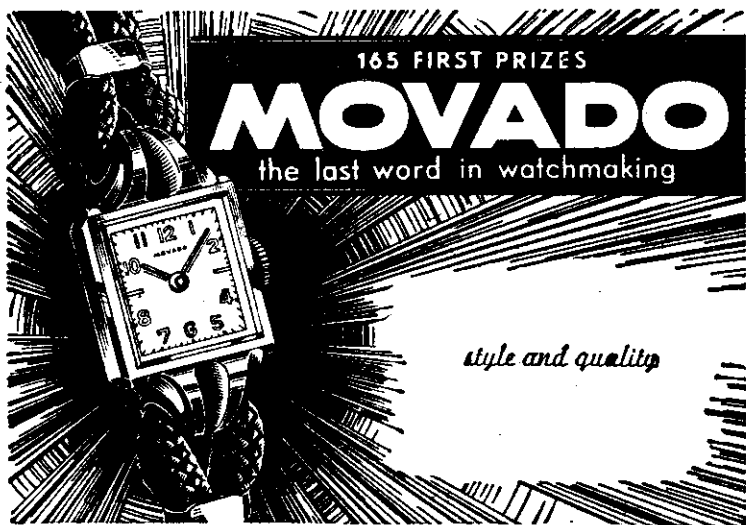
members of the staff of Lincoln College, 11 from the Department of Agriculture in Christchurch, eight from the Federated Farmers, five from the Young Farmers' Club, and nine—special talks for women—will be given by farmers' wives and other women associated with farming. In addition, a quarter-hour Thursday evening talk for farmers will begin from 3YA on April 1, at 7.15 p.m.

From 1YA mid-day farm talks will begin on Tuesday, March 2, at 12.35 p.m., and will continue at weekly intervals during the year. It has not yet been definitely decided who will give all these talks, but the first Tuesday in each month has been tentatively allotted to Auckland members of the Department of Agriculture, the second to the Federated Farmers, the third to the Young Farmers' Club, and the fourth to Pig Production talks. A weekly Monday evening session for farmers (at 7.15 p.m.) will also begin from 1YA on March 15.

Farming sessions to be broadcast from 4YA this year are in course of preparation and details of these will be announced later.



THREE months ago Station 2ZB opened an "Answer Please" session—a modest New Zealand edition of the BBC's famous Brains Trust. Like many comparatively new ventures, it got off to a moderate start, but soon settled down to a steady pace, and now the panel answers questions which are sent to the Station from as far south as Timaru and as far north as Auckland. A disproportionately large number of queries comes from Wanganui where the thirst for general knowledge seems to be insatiable. Listeners whose questions are used receive a prize—plus half-a-guinea if the question beats the experts. Every Monday night at 6.30, for just on half an hour, the panel of four is faced with a wide variety of questions—Why is a two-shilling piece called a florin? Who are the two New Zealand cricketers who hold a world's partnership record? What is the largest painting in the world? This is the sort of test put to the quartet (seen above) which numbers, from left to right, W. J. Wilson (Wellington journalist), Howard Wadman (writer, lecturer, and advertising man), Allona Priestley (member of the board of the Wellington Y.W.C.A., play-producer, and radio speaker), and J. R. Lamason (whose name is well-known to most followers of cricket and Rugby). The session is expected to last for several months at least. Maurice Hawken is the compere.



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