

## "National Individuality" In Programmes

To the Editor

Sir,—Progress in broadcasting, as in any other organisation, calls for constructive criticism, wide vision and positive action from the few qualified to sit in judgment. To the layman the sphere of helpfulness narrows to well-considered suggestions, which should be tendered with due respect for the superior knowledge of the Broadcasting Board and its subordinate authorities, who are bound to be more conversant with public reactions. No person has any right to plaster the columns of any journal with such destructive opinions as appeared in a recent issue of the "Radio Record" over the nom de plume "America for Me."

The fellow has even suggested a "falling away by thousands" of N.Z. radio licenses. Fortunately a timely official statement by the Postmaster-General, showing an increase of 35,143 licenses for the year ended December, 1934, discredited this assertion.

Vicki Baum's suggestion that we in New Zealand are out-of-date copyists holds more than an atom of truth. Would we not profit by making "New Zealand broadcasts for New Zealand people" our goal? This is an ideal which could at least be aimed at with a hope that we may ultimately invest our programmes with some measure of national individuality.—I am, etc.,

NEW ZEALAND FOR ME.

Central Otago.

## Canadian Interest in N.Z.'s Part in Empire Broadcast

To the Editor.

Sir,—I have had a letter from a friend in Canada asking me for some information about the Empire broadcast on Christmas Day. The relative part of his letter is as follows:—

No doubt you listened to the Empire broadcast on Christmas Day, which, according to my calculations, was held about 2 a.m. N.Z. summer time. We were supposed to have a scene from your country taken from a surf-bathing resort, also one from a sheep ranch. There has been a lot of speculation here as to whether these scenes were actually a radio broadcast or whether they were reproductions from a record. It seems peculiar to us for people to be bathing and working on a sheep ranch at 2 or 3 a.m., though, of course, those scenes could have been specially planned to suit the time in other parts of the Empire. Anything you may have heard from Canada was an actual broadcast, for it was between 9 and 10 a.m. there. If you should happen to have any first-hand information of the Australasian part of the Empire broadcast I would be glad if you would pass it along to me.

I was away on holidays during Christmas and did not listen in to the Empire broadcast, and I really know very little about it. I would be very grateful if you could give me some information which I can forward on to my friend in Canada.—I am, etc.,

SUBSCRIBER.

Taihape.

[The broadcasts mentioned in the above letter were Australia's contributions to the Empire programme. New Zealand was represented by a whaler in the Tory Channel, a dairy farm in Taranaki, and a peal from the Wellington carillon. These were sent to the B.B.C. headquarters in England by means of radio telephone, and it is possible that recordings of them were made there in case of a hitch occurring during the programme. Although we have no actual evidence available, it is almost certain that Australia's part of the broadcast would consist of special recordings. —Ed.]

## Malcontents "Should Go To America"

To the Editor

Sir,—There's something wrong with your correspondents "America for Me" and "America for Me Also." The former sets up a wail about all the New Zealand stations and announcers in general, and there seems no sense in any of his statements, particularly those about licenses falling away by thousands (unless of course the figures we read periodically in our newspapers are untruths).

He remarks that his firm is opening a branch in America and not in New Zealand, and that American announcers "are right all day and every day." From this I assume that he or his firm is disgruntled because New Zealand denies him the right to annoy listeners "all day and every day" with remarks about their "particular patent potions for poor pale people." What a pity for him—and possibly for New Zealand also—that his firm, when opening that American branch, did not ask him to represent them there instead of in New Zealand.

Your other correspondent "America for Me Also" is almost as biased, and is quite at fault when he states that New Zealand licenses would fall away if it were not for short wave. I suggest, from observations brought about by almost daily business contact with several reputable radio dealers, that short wave sets are still decidedly in the minority, although I admit that their numbers are daily growing. I can obtain mostly all the programmes I need from New Zealand stations, with an occasional Australian and a still less occasional American. I think, sir, that your correspondents should use every endeavour they can to leave New Zealand for good and settle in America. They apparently would be much more contented there.—I am, etc.,

N.Z. FOR ME ALL DAY.

Hamilton.

## Sunday Programmes And Studio Orchestras

To the Editor.

Sir,—I desire to express my appreciation of your fairness in allowing listeners to express their views through your most interesting paper. Constructive criticism is always welcome and I personally feel that the two most pressing features urgently calling for improvement are:—

- (1) The Sunday programmes and
- (2) The YA orchestras.

I again ask that a much more entertaining "after-church" programme be promoted from the main stations.

Surely by now the need for this must be realised by the programme organisers and I trust this will be put into effect. One does hesitate to "knock" unduly, but really the YA orchestras are frequently much below the standard of the recorded orchestras and in many instances their efforts only serve to irritate and annoy.

There is room for great improvement, but the studio broadcasting facilities may be the cause of some of the poor effects produced—especially from Dunedin (on relay). I cannot agree with "America for Me," however. He goes much too far, because, I consider great value generally is given for the 1d. per day.—I am, etc.,

CONSTRUCTIVE CRITIC.

Timaru.

## Answers to Correspondents

Interested (Nelson): The announcer from 2YA during the breakfast session on February 19 was Mr. Cyril Brown.

A.B. (Christchurch): Uncle John, of 4YA (Mr. John N. Gordon), is at present off duty on sick leave.

Hot Stuff (Canterbury): Hear, hear! Absolutely! The same for us every time, too.

## 'The Wreck of the Hesperus'



**Does it  
give you  
a pain?**

Painful it may be—but not so painful as the wreck of the digestion. This condition, common in well-fed circles, is usually due to eating certain very tempting but indigestible dishes without Mustard. Pork and duck, for instance, always need Mustard to make them easy to digest and to bring out their flavour. And Mustard makes all the difference to beef, bacon and eggs, sausages and welsh rabbit. Take Mustard with any one of these and you'll find

**it's nicer  
with  
Mustard**

—Colman's Mustard