

Good-bye, Goo-oo-ood Night

Familiar farewell disappears from the air

MANY listeners have communicated with the "Radio Record," both orally and in writing, expressing concern at the change noted since January 1 in the farewell greetings and closing-down announcement of 2YA, that familiar "Goo-oo-ood-night," which, whether it was liked or not, had become distinctly characteristic of 2YA, and familiar throughout the Dominion and Eastern Australian States, as well as the Pacific Islands. It is a fair inference that this change is not without association with the change in control which took place at midnight December 31.

While there are those who liked the famous "Good-night," there are undoubtedly others who strenuously objected to it. Many, it is known, allowed their dislike such rein as to make a point of switching off before it was heard! Others equally frankly liked it, and made a point of specifically listening in to 2YA for the sake of that farewell utterance.

It is to be noted, however, in support of the change, that no up-to-date broadcasting service in the world, to our knowledge, permits the individuality of the announcer such unrestrained expression as had been developed in this case. Individuality is to be admired, appreciated and encouraged, and in spite of the change that has taken place, it can be anticipated, we think, that no undue restraints will be placed upon the announcers in their effort to make their work vital, attractive and expressive of personality.

To the 2YA and 3YA Announcers

*Mr. Announcer, of 2YA,
Why in the world have you ceased to say
As was your wont but yesterday,
"Goo-oo-ood night."*

*Is it because the Broadcasting Board
Have told you that they could not afford
The time that previously was stored
In "Goo-ood night"?*

*It may be that one day they summoned
You to their office, Mr. Drummond,
And said that in future you'd to, come 'nd
Say "Good night."*

*Then at 3YA there's Mr. Curry,
Who now seems to be in a terrible hurry
To say "Good night."*

*He misses out the "everyone,"
The word our memory lingers on,
And says "Good night."*

*Whatever the reason for the change
We hope that both of you will arrange
To say in accents not so strange:
"Good night, everyone—
Goo-oo-ood night."
("Old Times Again.")*



Familiarly known in New Zealand and abroad as the "Goo-oo-ood Night Man"—Mr. Clive Drummond, 2YA's announcer.

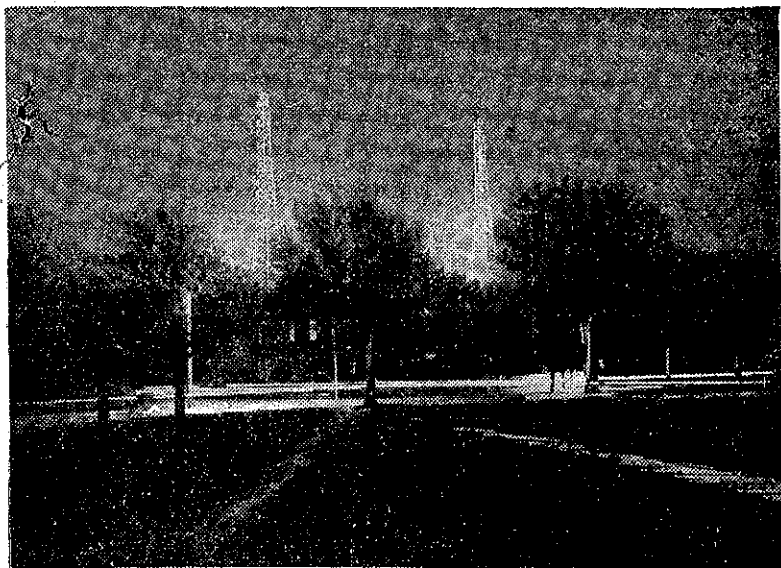
From many letters that have reached us we have space for two only, and a distinctly bright jingle of verse. The personal expressions of view are summarised in the expressions for and against indicated above. The following letters may be allowed to speak for themselves:—

Why not "Ladies and Gentlemen"?

WHY should the public have to suffer since the Government took over 2YA and other "YA" stations? Why can't we still be called "Ladies and Gentlemen," and why is poor old 2YA allowed to stand by itself without its mate, "Wellington"? Why did they take our good old "Goo-oo-ood-night" away from us and leave us with a very ordinary "Good-night"? It is no credit to the station, which is very quickly losing popularity. Please, can't we have our familiar announcements back?—
"Clive."

"The Devil You Know!"

MAY I, through your columns, ask a few questions and make a few comments on "radio as she is transmitted"? It is too early yet to pass any judgment upon the new controlling force in New Zealand radio at the present time, but if the new board's first changes are going to be anything to judge by, well, I am afraid that it will be a case of "better the devil you know"! For instance, why the abrupt change to the formal "Good evening," instead of "Our Clive's" (no, I didn't pay 2/6 for the privilege!) more usual, and certainly more courteous, "Good evening, everybody." Also, apparently, even so early in proceedings, the famous "Goo-oo-ood-night" has seemingly been strangled with red tape. Perhaps the board also is not going to give us any more of the international programmes, as to-night, upon looking for 2YA at 8 o'clock, I am greeted with an assortment of recorded music which certainly bears not the remotest similarity to those excellent fellows, Brother Macey and Brother Brockenshire, and methinks that after all there must have been something in their seemingly inept song, "Oh, Gee! There ain't no Justice!" If 2YA wants to find out what class of programme is suited to the large majority of listeners, let the powers that be tune in to 2ZW. Now, I can see several people rushing for pens to ask me upon what authority I speak for the mass of listeners in picking out a certain programme as being more suited for the average listener, than are those given us by 2YA. Just this, I am connected with the radio business, and in the course of my business come into contact with very many listeners, and I can honestly say that over 90 per cent. of those to whom I have spoken have expressed the above viewpoint. Not that they consider 2ZW is 100 per cent. perfect. Far from it! Being asked what the trouble with 2YA is the most general reply is "Too many second movements, symphony orchestras; not enough humour, and in general the general trend is too much 'high-brow' stuff that the general person cannot understand." (Concluded on page 22.)



Now under the control of the Radio Board—3YA, Christchurch.