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The

Radio Record

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Our Mailbag

The Personality of Announcers

(Continued from page 11)

Personality Wanted.

FURTHER to my letter signed "Kaiwarra" ("Record," 12/2/32) I would again ask all in favour of a restoration of announcers being allowed to express their personality when announcing to hurry with their names asked for in said letter.

NZ21A, Hawera ("Record," 5/2/32) asks for someone to take the matter up. Well, Sir, I have done so, and all I ask is for all the "ayes" to send their names and addresses in, and they can rest assured that the matter will be thoroughly attended to. This goes for all R.B.B. announcers, not only our "Good-night man" or "By the way." There has been a budget of letters on this subject, and I appeal to all writers of such letters to send in their names together with those of their friends who should be licensees. Now, "Good-night and wake up" ("Record," 26/2/30), get all those names you write of, use a roll of news sheet if necessary, but send them along and this goes for all the "ayes" who are willing to work to have the man and not the machine. All we want is name and address. Suitable petition will be fixed up in Wellington.—Chas. A. Howard (Kaiwarra).

What a Slip!

"GOOD Afternoon Everybody." What a pleasing slip on Mr. Drummond's part on 20th inst from the relay at Athletic Park. Has our worthy announcer been reprimanded yet? I agree with Kaiwarra re the vote of listeners, whether we will have the old familiar and pleasant greetings of our station announcers, especially Mr. Drummond's "Good-night" and "Good-evening Everybody." What about the "Radio Record" taking this matter up, and settling the issue once and for all?

Have the members of the control board listened to K.F.I., California, signing off each eve at approx. 5.7 p.m.?

Another little point—why can't we have the news up to date? I have read news in Friday's paper and the same was given us the following Monday evening.

Also, I think the racing results could be given out later in the news session instead of just after the weather report. Surely there is more important news to be broadcasted than race results.

Hoping to hear soon that our announcers have been given more latitude as regards their greeting the listeners instead of the abrupt way now machined out—"Record Subscriber."

A Plea for a Slip.

MAY I ask if the new Broadcasting Board finds those very cheerful greetings, "Hullo Everybody" and "Goo-oo-od Night," too heavy an expense to keep up these days of depression, or is it to show their newfound power and authority? Does this

board know what these greetings meant to those living far back, isolated in many cases; to those lying ill confined to their beds, and to those in hospital wards? I would also like to state how much we appreciate the various lectures, especially those of Mr. B. S. Merlin. "My experience with the Bolsheviks." Perhaps if "Anti-Russian," of Picton, spent a little of his leisure time reading "The Truth About the Slump," by A. M. Field, just page 66, paragraphs 3, 4, 6, he may change his views a little. We also miss the full announcement of stations. We have a new set and find it difficult to locate the various stations. Like hundreds of others, we are waiting for that slip of the tongue, when we shall hear once again, "Good evening, Everybody," and "Goo-oo-od Night." Could we have it just once again, Mr. Announcer?—"Disappointed" (Queens-town).

Change the Subject.

I THINK it is about time your correspondents ceased writing about the "Goo-oo-od night." That salutation was a terrible annoyance, and I could never understand why the Broadcasting Company allowed it to be used for so long, but the discussion which has ensued since January 1 is becoming more tiresome still. The "Goo-oo-od night" was a silly idiosyncrasy, marring the performance of an otherwise excellent announcer. I am sure that he for one is glad to discontinue it. The present announcements are more dignified in every way, and I'm blessed if I can see why some people profess to attach so much importance to a "piano improvisation" of the good old English "Good-night."—"Get on With the Next Job."

Support for "Kaiwarra."

IN answer to "Kaiwarra's" letter, which I think is very sensible and deserving of every one's help, to try and win back our cheery "Goo-oo-od Night" as well as the "Good evening, everybody," or "Good afternoon everybody" as the case may be. After all, it only matters, and we pay for it. I am sure, by the number of letters published, it would meet with approval from more than the 100 who seemingly have had the hard, abrupt method forced upon us.

In conclusion, I would like "Kaiwarra" to know that if any thing comes of his suggestions, we, a family of six, are with him.—"R.R.W." (Nelson).

Mr. Drummond Irrepressible.

RADIO listeners must surely be super-sensitive. What a hullabaloo has been raised over the way an announcer says "Good-night." They are also super-selfish—or some of them are. Those who are writing to the "Radio Record" practically demand that 2YA "Goo-oo-od night" should be reinstated for their benefit, although the great majority of listeners must simply have loathed the

sound of it, and switched off to avoid it. It is silly for anyone to say that the new board has cramped Mr. Drummond's style. It is not possible. He is irrepressible. He's cheerful about everything, from the price of wool up. When it falls to his lot to announce that the end of the world will take place at 2 o'clock next morning, he will do it with that jolly lilt in his voice, which will mean "It's quite all right, there's a better one to come." And we'll all go to sleep happy.—A.M. (Ashburton).

Too Abrupt.

AS a regular listener to the YA stations I would like to pass a few remarks on certain points. First, may I like to congratulate 2YA on their successful relay from Hawera of "The Creation" oratorio, by Haydn, which came through beautifully. From a letter published in the "R.R." of February 5, it would seem that listeners of Pahlstua would have the stations for ever broadcasting froth and bubble and silly chatter, which is about all the van-derville work and so-called humour amount to. I know that it is impossible to please everyone all the time and those who like light fare are entitled to consideration, but then I fully believe there are many who, like us, prefer something nearer the classical to make up an evening's programme, or at least the greater part of it. I admit there are certain classic pieces which neither entertain nor soothe me, but someone else may enjoy them, and I will add that nothing causes me to change stations as quickly as much of the humour that comes over the air. A little humour of the right sort is to be appreciated, but I believe it should take up only a small portion of the evening's entertainment.

Taken all round, I believe that the programmes I have heard in the past six months to have been quite satisfactory and should not have written to the "R.R." but for efforts on the part of some listeners to have our programmes spoiled.

With regard to the matter of announcements, it does seem childish to object to a few human touches to the "Good mornings," etc., and "Good night"; the abruptness of these greetings, if not exactly rude, sounds very little short of it, and we should be greatly appreciative if we should hear once more the cordial "Good evening, everybody," from the YA stations.—Mangatutu.

Cough?
NO!
Pulmonas
PASTILLES are INVALUABLE



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