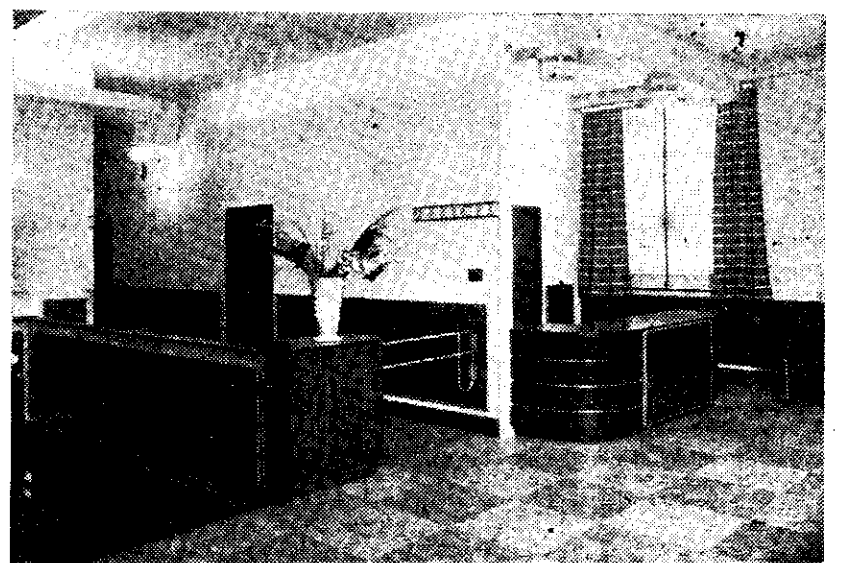


# BIRTHDAY GREETINGS to STATION 3ZB



**TWO YEARS IN PICTURES**—Top left: One of the many brilliant items on the inaugural programme of 3ZB featured Bob Parrish, American negro singer, as soloist to Theo Walters's 3ZB Personality Band. Top right: The 3ZB Musical Army. Bottom left: By riding a circus elephant, "Jacko" proved the enterprise of the Children's Session. Bottom right: A corner of 3ZB's reception lounge.

## FINE RECORD OF SERVICE

ON Tuesday, September 28, 1937, Station 3ZB Christchurch, the third unit of the Commercial Broadcasting Network, went on the air for the first time.

Since that date, for eighteen hours a day, seven days a week, the air waves have carried its splendid entertainment, its service and its inspiration to thousands of listeners. It is therefore fitting that on the occasion of its second birthday a tribute should be paid to the leadership and teamwork which has been reflected in the station's progress and popularity. As with the movies, there is a rather false impression of the "fascination" attaching to broadcasting; actually, commercial broadcasting is a business, although those who are in it will admit that they prefer it to any other kind of business. Success in commercial broadcasting implies constant enterprise,



**HARRY BELL**, director of Station 3ZB

vision, alertness, and a realisation that what counts most of all is what comes out of the radio receiver in the homes of the poor, the rich, the sick, the lonely, and the ordinary everyday folk to whose service the staffs of all the ZB stations gladly dedicate their best endeavours.

In its short career, Station 3ZB has achieved and maintained a fine reputation of sensing the wishes of listeners with regard to programmes, and of delivering these programmes in an attractive and cheery manner. Moreover, it has performed excellent public service in assisting all worthwhile causes, high tribute to which has frequently been paid by the organisations concerned.

But an anniversary is not only an occasion for reflection on the past; it is also an occasion for looking forward, and listeners to 3ZB may rest assured that in its third year of activity, the station's objective will be to surpass its previous achievements in entertainment and service.

### Announcer Married

Out of the blue last week came an announcement which created a first-class

stir among the staff of 2ZB. It was discovered that Maurie Power, amusing and versatile announcer whose proteges, Bella and Bertie, for a long time entertained 2ZB listeners, was to be married. An acute dislike for any fuss was one of the reasons which prompted Maurie not to disclose his approaching wedding, but as usual someone let the proverbial cat out of the bag. At an informal gathering on the day before the wedding the Station Director presented him with an attractive bedside lamp and electric clock. We are sure that all 2ZB's listeners will join with the staff in wishing "Mr. and Mrs. Maurie," as Uncle Scrim would put it, "all the best and a little more."

### Alec Regan's New Job

Listeners to 2ZB will be interested to learn that Alec Regan, a frequent film broadcaster from that station, has been appointed manager of the Metro Theatre, Adelaide, South Australia. This theatre, which is now under construction, will be one of the most lavish and up-to-date cinema houses in Australia.