

## Memorable "Mike" Moments

(12) Ian Mackay

"MAC," genial director and personality of the Exhibition Station, 5ZB, admits many of his microphone moments have been memorable and, even when not particularly memorable, never dull. But then Ian Mackay is one of those people who get the most out of life. It's hard to imagine "Mac" anything but enthusiastic—quietly so—but most emphatically one who looks on the bright side of things.

On being asked to recall his most memorable mike moment, this is what he said:—

"Throughout the years of my broadcasting experience, I have on many

occasions been faced with decidedly odd, amusing and altogether unforgettable moments. On one occasion a relayed interview was in progress, and the first questions put to the manager of the company who was being interviewed were flatly denied by this forceful person. Again there was the occasion when I was chatting to an old veteran in a much publicised relay—and he sat refusing to talk!

"But my most outstanding 'moment' happened quite recently, and I still feel rather warm under the collar when I think of my effort to announce to the listeners the news of my engagement. I was conducting my usual 'Slaps and Claps' Session, and facing me across the microphone was Peter, for whom I had performed the offices of 'best man' a year previously. I knew it would be a race between us as to who could get in first with the news, and towards the end of my session, I took a deep breath and made my announcement. Amid facetious back-chat from across the microphone, I murmured my news, fled from the studio, and only then realised that I had quite forgotten to mention the name of my fiancée. This fact made the following week's mail rather weighty, and it was with considerable dread that I faced up to the microphone for the next session. This time I was more careful, and did the job with almost unnecessary thoroughness."

## Meet the LADIES

with this firm until she went on a four months' trip to Honolulu. When Miss Wroath speaks of her delightful time in Honolulu she gets that ecstatic expression on her face we all wear when remembering very pleasant things. From December to April she spent away, and it was shortly after she returned—in August, 1937—that she took up an appointment in the Commercial Broadcasting Service. Her first job in the Service was in Christchurch, where she was appointed hostess at 3ZB. Two months later she was recalled to Wellington as Uncle Scrim's secretary. She was his secretary for over a year until he went to America. Then, by a little series of incidents, "Suzanne" got her chance on the air. First, she took "Tony's" place in the afternoon Home Service Session during the time "Tony" was in Australia on holiday. When she returned, however, "Suzanne" did not step back to her former position, but as about that time "Margo" the Shopping Reporter resigned, she took on that session—and has been making a success of it ever since. She says that, in addition, she is now to conduct the Christmas Gift Session at 10.15 from Mondays to Fridays until Christmas. Her regular Shopping Reporter's Session at 11.30 a.m. every week-day except Saturday keeps her very busy indeed. "Suzanne" must interview advertisers, write copy, and keep in close touch with the latest shopping news.

Her hobby is motoring. She says modestly that she drives a car with "fair success," but actually she has been a keen motorist for over twelve years, and thinks nothing of long trips all by herself. It was the usual thing for her when living in Auckland to hop into her car and drive down to Rotorua and back for the week-end. She is "happy as a lark behind the wheel."

THIS week we introduce to you "Suzanne," 2ZB's charming Shopping Reporter.

"Suzanne," who in private life is Miss B. Wroath, was born in Auckland and educated at the Auckland Girls' Grammar School. Her commercial life started immediately she left school, with a course at one of Auckland's Commercial Schools. It was a six months' course, but at the end of three months Miss Wroath went to her first job. It was in a big grain merchant's office, and she was there for some time. Then she had a rest at home before going to her second job with a building and contracting firm where she became private secretary to the managing director. She stayed



## CHRISTMAS SHOPPING SESSIONS

UNDOUBTEDLY the giving of gifts at Christmas time is a charming and charitable tradition—but also, undoubtedly the bulk of responsibility in the observing of it rests these days on the mothers of the nation.

The mother has a thousand things to think about. Coming holidays with their detailed plans, household arrangements, packing, clothes, meals, Christmas cooking with all the myriad extra tasks it entails—quite apart from those delightful Christmas stockings the family opens so happily on Christmas morning. Right up to the last minute her poor head is in a whirl. She has made a great many lists, and amended them many times with a great deal of thought and juggling—the reason being the usual time-worn financial one.

Because it is considered that the onus of all this should not fall too heavily on mothers, the CBS has devised a plan to help.

At all four ZB stations, Christmas Shopping Sessions have been arranged as a guide to housewives. Gift suggestions, prices, food purchasing advice, and tips as to where to go for best satisfaction, make up these sessions.

It would be a good idea for anxious shoppers to keep a pad and pencil beside the radio, and jot down anything that might be of use as they listen to the session.

These Christmas Shoppers' Sessions will be broadcast from all ZB stations every week-day from Monday to Friday, at 11.15 a.m. from 1ZB; at 10.15 a.m. from 2ZB and 3ZB; and from 4ZB at 1.30 p.m.

Listen now every day till Christmas, and simplify those Christmas shopping problems.

## How I Got Rid of Wrinkles —and made myself look 10 years younger



### Read this amazing letter from Miss C.

"One day, looking into my mirror, I said to myself: 'My dear, you are beginning to look positively middle-aged.' I saw little lines around my eyes and mouth and quite deep wrinkles across my forehead. I happened to come across an advertisement for Tokalon Biocel Skinfood and without believing in it very much decided out of curiosity to give it a trial. Imagine my surprise when in ten days people began to pay me compliments on my fresh, clear skin. I was so much encouraged that I kept on.

In about 6 weeks the result was really miraculous. Every line and wrinkle had disappeared."

**Important:** Use Tokalon Rose Skinfood every night. It contains Biocel—the natural youth element—amazing discovery of a famous University Professor. Use Tokalon Vanishing Skinfood during the day to make your skin clear and fresh, free from blackheads, blemishes and enlarged pores. Successful results guaranteed or money refunded. Obtainable at all Chemists and Stores.