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RADIO'S PART IN THE VICTORY LOAN

Arrangements For Big Concert



WE have had three "Liberty" Loans and now are to have a fourth—our "Victory" Loan. If any of our readers know nothing about it at present, their radio sets will soon see to it that they know all about it. Starting on Monday, August 28, at 7.45 p.m., the National Broadcasting Service will enter the five-weeks' campaign to raise £40,000,000. Last year, in the third Liberty Loan, the aim was £35,000,000, and the amount subscribed by about 421,000 subscribers came to £41,000,000 in the end.

The opening of the campaign will be relayed from the Wellington Grand Opera House, and it will take the form of a "Victory Concert," for which well known artists have been engaged. Short addresses will be given by the Prime Minister (the Rt. Hon. P. Fraser) and the Minister of Finance (the Hon. Walter Nash). The musical programme, which will begin at 7.45 p.m., will include the famous "Warsaw Concerto," played by the pianist Henri Penn, with the NBS Light Symphony Orchestra under Gil Dech, guest conductor. Mary



**ARTISTS FOR THE "VICTORY" CON-
CERT:** Top left: Mary Pratt, contralto. Top
right: Henri Penn, who will play the "War-
saw Concerto." Above: Gil Dech, who will
conduct the NBS Light Symphony Orchestra

Pratt, the Dunedin contralto, and Ken Macaulay, the Wellington baritone, will sing, and the 2YA Wireless Chorus will also take part. So that the news can be broadcast from 2YA as usual, Station 2YC will take over the relay at 9 p.m. (Further details of this concert will be found on page 4.)

Arrangements are now being made for special daily features from nearly all the stations in the Dominion. The "Victory Loan Reporter" will be heard each morning except Sunday, at 7.15, giving summaries of district loan activities, notes on the human side about some of the subscribers, reports on the comparative efforts of different suburbs and districts, and so on.

An evening feature, starting on Tuesday, August 29, will be "Victory Parade," at 7 o'clock. This short session will have as its theme song a tune written for an American war loan called "Let's All Back the Attack," and there will be a short talk, and a recording by a New Zealand artist. "Victory Parade" will be heard from Tuesday to Friday each week of the campaign, and the speakers on the Tuesday and the Thursday in the first week will be the Leader of the Opposition (S. G. Holland) and the Governor of the Bank of New

(continued on next page)

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helps put you right

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