

THIRTY YEARS AFTER

Radio Telephone Appeal on Anzac Day

FOR two reasons, Anzac Day, April 25, which falls on a Wednesday this year, will have a special significance. It will be the 30th anniversary of the landing at Gallipoli by the Australian and New Zealand Army Corps in the First Great War, and also the date of the 1945 Patriotic Campaign telephone appeal.

The telephone appeal will start at 6.30 p.m. from the four main stations, also from 2YH, 2YN, 3ZR, 4YZ, 2YB, 2ZJ, 1ZM and the five commercial stations.

At 6.40 p.m. a special Anzac programme will be featured, under the title "Thirty Years After." The NBS has arranged for special messages to be exchanged with the Australian Broadcasting Commission between 6.40 p.m. and 7.10 p.m., and it is hoped that these will include messages from the Hon. Walter Nash (Deputy Prime Minister of New Zealand) and the Rt. Hon. J. Curtin (Prime Minister of Australia). Endeavours are also being made to secure messages from General Sir Bernard Freyberg and General Sir Thomas Blamey and from Field-Marshal Lord Birdwood, veteran of the Anzac campaign.

At 7.10 p.m. acknowledgments of contributions to the loan will be broadcast and there will be a link-up for the issuing of progress reports at 8.15. At 9.45 each district chairman will give the total received in his district and at 10.45 p.m. and 11.45 p.m. further progress reports will be broadcast.

Telephone numbers for receiving contributions will be: Auckland City and Suburbs 44-880, 32-440, 32-680, 32-700, and 49-840 for the auctioning of goods; Wellington, including Lower Hutt and Khandallah 56-244 and 44-040; Christchurch 25-077 and 38-308; Dunedin 11-816 and 12-456; Oamaru 1772; Blenheim 1670; Hamilton 4706; Wanganui 2181; Hawera 2001; Stratford 395; Napier 4975; Hastings and Havelock North 3511; Gisborne 4247; Palmerston North 7820; Whangarei 2739; Marton 2399; Dannevirke 2054. Anyone connected with the manual exchange may ask for "Patriotic."

(continued from previous page)

Lambarene on his 70th birthday. Does it seem to you a strange thing that this musician, this radical critic and theologian should spend his tireless days performing surgical operations on untutored natives in Central Africa? Perhaps you would receive new light upon Bach's music if the notes came to you through the mighty trees of the African jungle; and as for the radical critic and theologian, let me quote from one of his autobiographical books. "The operation is finished, and in the hardly lighted dormitory I watch for the sick man's awakening. Scarcely has he recovered consciousness when he stares about him and ejaculates: 'I have no more pain! I have no more pain! . . . His hand feels for mine and will not let it go. Then I begin to tell him and the others who are in the room that it is the Lord Jesus who told the doctor and his wife to come to the Ogowe, and that white people in Europe give them money to live here and cure the sick negroes. . .'"

Already the NBS has received many inquiries for entry forms for the 1945 Victory Loan Theme Song Competition, conditions of which may be obtained from all radio stations. The prizes are £15, £10, and £5, and there are indications that the competition will be a popular one. The song need not necessarily refer to the Victory Loan, but may be of a general patriotic nature. The entry forms and schedules may also be obtained from the Director of Broadcasting, P.O. Box 3045, Wellington.

UNDERSTANDING OUR ALLIES

CHINA BUT NOT CATHAY, by Hsiao Ch'ien, 12/8 posted. A realistic impression of China at war and at work. Profusely illustrated with excellent photographs.

RUSSIA AT WAR, by Ilya Ehrenburg, with an introduction by J. B. Priestley, 15/3 posted. A book by a famous Russian author explaining and describing the indomitable resistance of the Soviet people to the Nazis.

U.S.A., an outline of the country, its people and institutions, by D. W. Bogan, 5/4 posted. An invaluable contribution to the explanation of life and thought in America.

AMERICA, the Story of a Free People, by Allan Nevins and Henry Steele Commager, 12/9 posted. A history of the United States designed for the British public. A lucid, readable and comprehensive book.

WELLINGTON CO-OPERATIVE BOOK SOCIETY LTD.

MODERN BOOKS 48A MANNERS STREET WELLINGTON, C.1, N.Z.

YOU SHALL HAVE GLAMOUR...STRAIGHT FROM THE STARS!



Adjustable shoulder straps.
Sizes range from Midget to Full-bosom.

★ V-ETTE Very ultra uplift, with firm, peaked bosom. Whirlpool "pockets" can't lose their shape.

★ NU-VU Uplift with points rounded. The uplift and straps are intriguingly cut in one, for support without strain.

★ THE HOLLYWOOD To bring back youth and beauty to the plump, problem bosom.

These brassieres are from Hollywood! Designed expressly for the stars, by the Hollywood specialist, Hollywood-Maxwell. Brought to you by Berlei. The most glamorous things you have ever set eyes on. And oh, so glamour-giving! Hollywood-Maxwell brassieres, you'll find, have intriguingly new tricks of uplift and glorification. A princess couldn't possess anything more exquisitely contrived from satin and foamy lace. But if you must be plain-Jane, there are strictly serviceable models in plain Cairo cloth—a new fabric that wears to distraction. Come to think of it, this is the perfect thing for tennis, golf and other glowing exertions, so even the luxurious should make note of it. Look for your Hollywood bra today. Remember, no girl with a flabby, dispirited chest ever got a fan following!

HOLLYWOOD -MAXWELL
Brassieres BY BERLEI
USED EXCLUSIVELY IN PARAMOUNT PICTURES