

Meet the LADIES



she had a natural urge to express herself in colour, and her talent was encouraged by a certain Mr. Hutton, R.A., who was a great friend of her father's.

In later years she set up a "Creative Art" studio of her own, and her scenic work became known to thousands who visited Auckland cinemas, where the stage curtains and decorations were always, or very nearly always, "by Miss Edith Sutherland."

Going to England in 1938, she became actively interested in the business end of the film world, in Wardour Street and Elstree. She became New Zealand President of the Women's International Film Association and also wrote several film scenarios. While in London she met scores of interesting people — playwrights, composers, authors, professional actresses and actors, including Lilian Braithwaite, Bebe Daniels, Ivor Novello, and the New Zealand cartoonist David Low and his wife, with whom she passed many happy hours.

Little gatherings and talks in her Auckland studio are remembered by all Joan's friends—and she has many. Now she metaphorically dips her brush in a more conspicuous colour. Her little intimate talks on cheerful and happy living are to be heard, not only by the chosen circle of friends, but by six and a-half thousand members of the Happiness Club, and anyone else who cares to listen.

THE Director of 12B's Happiness Club, Joan Sutherland, was christened Edith, and was born on a farm at Manaia, just out of Hawera in Taranaki. She lived there until she was nine, when she went to boarding school. As a very tiny child

"MELODY CRUISE" FROM 4ZB



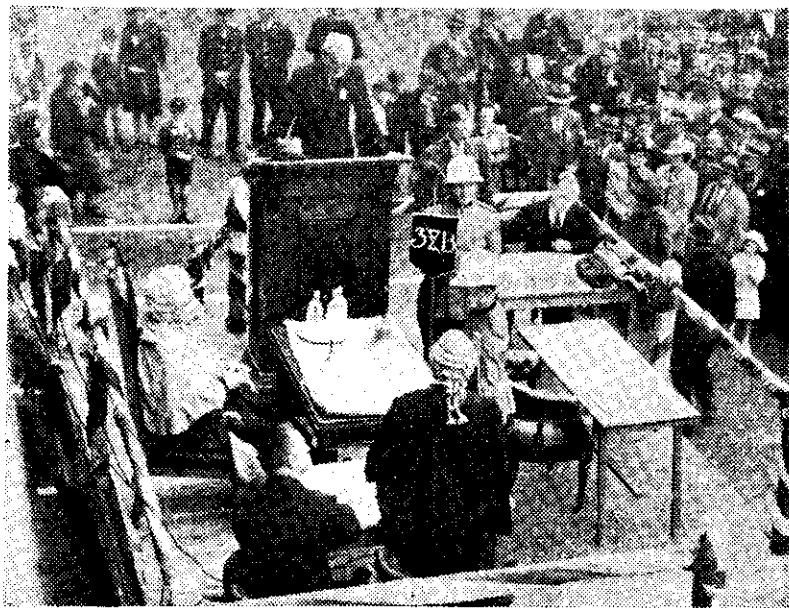
"MELODY CRUISE": 4ZB personalities in the photograph are—Pauline Tozer (in front); sitting, in centre, Lionel Sceats (producer), on his left, Alec McDowell (compère); standing (at left) Mark Tozer, Kyra Jupp, Dennis Sheard; back row, Bruce Macdonald (second from left), Airini Grennell (fourth from left), Steve Parker (on extreme right)

ONE of the best local-artist presentations ever heard in Dunedin was broadcast from 4ZB on a recent Sunday evening at 7.15 o'clock under the title of "Melody Cruise." With Brook's 4ZB Accordionists, led by Ted Heaney, as the ship's band, the concert was supposed to take place on board a cruising vessel which had just left Hawaii bound for home. It was excellently compèred by Alex McDowell, assisted by Bernie McConnell. Dunedin's "Betty Boop" girl, Hazel Connor, again impressed with her rendering of "On the

Good Ship Lollipop," and Albert Green impersonated "Popeye" to perfection.

Dennis Sheard made a hit as the singing Irish Steward, always thinking of the Shannon River. Assisted by a strong vocal chorus, the 4ZB Quintet (Airini Grennell, Kyra Jupp, Mark Tozer, Bruce Macdonald and Steve Parker) gave colourful renditions of several numbers, and little Pauline Tozer sang "Billy Boy." The local artists who performed were selected from over 200 "auditionees," and the show was produced by Lionel Sceats.

RADIO DOES ITS PART Patriotic Street Appeal In Christchurch



Part of the total of £1,530 contributed by Christchurch to the Patriotic Fund in a recent street appeal was "extracted" by means of a mock court. Here is the court in action

FRIDAY, December 15, saw the first big war effort made in Christchurch when a street collection was held to raise funds for the district Patriotic Council. Christchurch has long had a reputation envied by other centres for the generosity of its citizens, but on this occasion all records for a one day appeal were broken. When the final figures were tallied a net total of over £1,530 was in hand.

3ZB was right in the thick of things, for the Commercial Station in Christchurch has become an integral part of the city's life, and when any appeal needs push and publicity 3ZB is on the job. For the Street Appeal, 3ZB had its representatives right in the heart of things, with the station director, Harry Bell, as Chairman of the Patriotic Publicity Committee and Jack Maybury acting in a similar position on the entertainment committee. For days beforehand publicity was frequently on the air, and numerous interviews were heard from 3ZB and the National Station, 3YA.

With a record set for the day's takings, radio advertising must be given a due share of the congratulations for a fine effort.

Mock Court

To sustain interest for listeners during the day, a number of

broadcasts were made, including chats by the announcers to their willing victims at a corner near the studio which was manned throughout the day by 3ZB's staff. From 8.30 in the morning until after ten at night, one of the announcers with a member of another department was on the job coaxing coin from Christchurch citizens. As well as these "vox pop" broadcasts the proceedings of a Mock Court were relayed from Cathedral Square, when well known Christchurch people were fined anything from £100 to 10s. 6d. Jack Maybury by this time had changed his role, and with The Station Director and Eddie Hegan, was acting as a "policeman." They're nothing if not versatile, these 3ZB people.

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