

# CONDUCTING "The Young Marrieds' Circle" For ZB Stations



**1ZB:** Every afternoon at 4.30, 1ZB brings you the "Young Marrieds' Circle" with "Molly," a new personality. She has been heard from 3ZB, Christchurch as a fashion reporter, and has now been transferred to Auckland to take charge of the new session. Catering for the needs of young married people, Molly gives bright and informative little talks to the young housewife. Before her appointment to the ZB's, Molly Donald had an extensive stage experience as a soubrette, and appeared in many roles in musical comedy, operatic and repertory productions. She recently broadcast from the Exhibition Studios for the YA Service in Wellington. She brings to the microphone experience as both mannequin and fashion commentator.



**2ZB:** By now listeners are all familiar with "Tony," whose voice is heard from 2ZB. "Tony" conducts the "Young Marrieds' Circle" session at 4.30 most successfully. Her past experience with the "Home Service Session" has made her confident of the success of the "Young Marrieds' Circle." She is called upon to solve many problems. One day it may be a housewife who seeks a special recipe, another day there is a problem to do with knitting—someone wants to knit an Air Force cardigan, and can't get any more wool. Can Tony find some? She does . . . Tony McKenna was born in Blenheim in 1912, and educated at the Hastings and Otaki Convent School. She has been a mannequin, and joined the Commercial Broadcasting Service in 1937.



**3ZB:** Dorothy Haigh, who is now conducting the "Young Marrieds' Circle" at 3ZB, was born in South Canterbury, "some fair time ago"—so she says! She was educated at "Villa Maria" Convent of Mercy, Riccarton, and upon leaving school worked for 6 years in the Publicity Department of Christchurch Cinemas, under Claude Haigh, who, from being her employer, graduated to the post of father-in-law! After her marriage, Mrs. Haigh was engaged for some time in journalism in Christchurch. A few years ago she went to live at Rangiora, but two things have brought her back to Christchurch—her husband is going into camp with the Third Echelon, and 3ZB started the "Young Marrieds' Circle." She has a little boy called Michael, aged four and a-half, and her hobbies are reading, talking and — reading.



**4ZB:** Breta Callender who conducts the session for 4ZB, was on the staff of that station until her marriage to Noel Lawson. While at 4ZB she deputised as an announcer on many an occasion, and was popular with Dunedin listeners. No one perhaps could be more fitted for this particular session than Breta. She herself is facing the practical difficulties of all newly-weds, and so will show a marked understanding of all the problems of those young people who have also just been married. Breta is the possessor of a very pleasing voice; she takes the leading parts in Repertory productions in Dunedin. Her voice is better known than ever now that it is heard regularly in the "Young Marrieds' Circle" session at half-past four every afternoon.

## RESULTS OF CBS "APPLE CAMPAIGN"

**T**HE Apple Campaign conducted by the Commercial Broadcasting Service has been highly successful. One and a-quarter million cases of apples were disposed of in less than two months.

A letter from Frank Picot, the Director of Internal Marketing, addressed to B. Shiel, the Deputy Controller of the National Commercial Broadcasting Service, speaks for itself:

10th May, 1940

Dear Mr. Shiel,

Now that the Apple Campaign is drawing to a close, I would like to take this opportunity of thanking the Commercial Broadcasting Service for its enthusiastic and effective co-operation. It is too early to review the complete results from a sales point of view, but I have no hesitation in stating that the Broadcasting Campaign was an outstanding success, and largely responsible for a remarkable increase in the consumption of apples.

I would particularly express my appreciation of the comprehensive nature of the various radio schemes formulated by your staff, and the trouble you took to fit these in to meet the Division's needs, and give the utmost support to our distributors and retailers. The manner in which the broadcasting was linked up to advantage with other forms of publicity used in the campaign, was also distinctly helpful.

I shall be glad if you will convey to your advertising staff, the Station Managers, the "Telephone Quiz" Announcers, Aunt Daisy, and your organisation generally, the sincere thanks of this Division.



Mr. Shiel receives the big apple from Mr. Picot, Director of Internal Marketing, for planning a highly successful radio "Apple Campaign." Left to right: F. Picot, C. G. Scrimgeour (NCBS), and B. Shiel (NCBS)

Finally, please accept yourself a word of appreciation for your close personal attention and supervision of the arrangements.

Yours faithfully,

F. PICOT,

Director of Internal Marketing.

The Commercial Broadcasting Service, in turn, would like to pass on to all ZB listeners, sincere thanks for their enthusiastic participation in such features of the campaign as "The Telephone Quiz" and "The Apple Pie Contest."

## "Beyond Reasonable Doubt"

### New ZB Mystery Drama

**T**HE new feature from ZB Stations, entitled "Beyond Reasonable Doubt," is heard at 9.15 p.m. on Wednesdays and Saturdays, and is a thrilling mystery-drama.

The story opens on a note of excitement as Stephen Moore, a famous criminal lawyer, returns home from a trial, and finds a beautiful and hysterical girl in his apartment, babbling about a murder. A moment later, the police appear in hot pursuit.

The girl disappears from Moore's bedroom, where he had hidden her when the police appeared.

The story goes from one exciting climax to another, as Stephen Moore becomes more and more involved with his client and companion in adventure.

Listeners should be especially pleased with the high quality of the performance.

The finest talent available and the latest technical facilities have gone into the making of "Beyond Reasonable Doubt," which is produced by Bill Robson, who also wrote the play. Bill Robson's growing fame in Hollywood is well deserved. Nick Dawson (as Stephen Moore), and Arlene Francis (as Gloria Wayne), seem scheduled to become two of radio's favourites this winter.