

OVER £5,000 IN SEVEN HOURS!



A busy scene in the studio at Station 2ZB Wellington, when on Saturday and Sunday, June 15 and 16, in response to an appeal for the Sick, Wounded and Distress Fund, that Station collected the amazing sum of £5,097 4s 4d in seven hours. Relays were made from 8.30 p.m. to 12 on the Saturday and at the same time on Sunday. Here are seen the staff of 2ZB, some of whom are taking calls on the emergency telephone system.

RADIO APPEAL PRODUCES £12 A MINUTE

RADIO history was made when 2ZB put over the air a telephone appeal for the Sick, Wounded and Distress Fund on Saturday and Sunday nights, June 15 and 16. On these nights, over a period of seven hours' relaying, the amazing sum of over £5,000 was obtained.

The idea originated when Major Abel, the Dominion Secretary of the Sick, Wounded and Distress Fund broadcast a review of the progress of the Sick, Wounded and Distress Fund. During his talk he was interrupted by a telephone call from a listener, who rang to offer a donation for the Fund. This apparently was an opportunity for many other listeners to do the same thing, and the 2ZB telephone began to buzz continuously.

K. W. Kilpatrick, station director, had to get busy, and organise a system whereby listeners could ring Station 2ZB without confusion, and without having to wait several minutes for a connection. Station 2ZB took over their emergency lines, six in all, and the staff of 2ZB worked willingly answering 'phone calls.

There were toll calls from as far away as Auckland. "Jerry" rang from there, expressing the wish to help in the fund, and stating that, as he received only 2/6 a week salary, he could only afford 1/-. This was accepted with alacrity by Kingi—and perhaps it might be pointed out that the toll call will cost "Jerry" the remainder of his wages that week! Money poured in, and each donation was acknowledged over the air. As many as possible of the actual 'phone calls were relayed, so that listeners were able to hear the voices of the donors.

The sponsors of the Commercial Broadcasting Service programmes generously made their times available to listeners, so that the broadcast appeal might be continued.

The Prime Minister rang Station 2ZB and congratulated the station director and staff on the way they were assisting the Sick, Wounded and Distress Fund, and promised to stay up and listen to the broadcast until the £3,000 mark had been reached on the Saturday night. This added to the amusement, because after the £2,000 mark was reached, Kingi, the 2ZB announcer, kept remarking that if people would expedite their telephone ringing, the Prime Minister could go to bed. As the fund neared the £3,000 goal, he told the Prime Minister over the air that he could put his pyjamas on and sit by the fire!

Before midnight, the £3,000 had been reached, and the broadcast was continued on the Sunday night at 8.30 p.m. Once again there were many thousands of listeners ringing to donate just as much as they could afford. Some gave 2/6, some £25—whatever the sum, it was welcome. The appeal had only been on the air for one and a-quarter hours on Sunday night when the amount of £763/8/10 had been collected. At midnight, the total for the two nights—or seven hours broadcasting—was £5,097/4/4.

The station director paid a tribute to the staff of the station, who gave up their time for the job, and at the conclusion of the broadcast the deputy-controller, B. T. Sheil, expressed appreciation of the manner in which the public had responded. Broadcasts on both nights were handled by a relay of announcers, Kingi Tahiwai, Rex Walden, Geoff. Lloyd and 2ZB's production supervisor, Ian MacKay.

On the day following the broadcasts, there were amazing scenes in the 2ZB Lounge, as the donors came in to redeem their promises. Officials of the Fund were present, and busily engaged in issuing receipts.

"GOLDEN FEATHERS"

THE Commercial Broadcasting Service offers an opportunity to men who are conscientiously gardening, or doing odd jobs "round the house" on Saturday afternoons, to listen in at 3 p.m. to an entirely new and adventurous feature, of half-hour duration.

So don't be diffident about having an afternoon cup of tea at three o'clock and settling down to listen to "Golden Feathers." This feature will be of particular interest to those who respond to the spirit of adventure.

Commencing at Station 1ZB, the feature will be heard at other stations shortly. June 29 is the starting date at 4ZB, and 2ZB and 3ZB will follow.

The story centres round Jack Loder, his wife Margaret, Dick Benham, an American, and a native woman called Panai. Captain Hendricks, one of the minor characters, has an illicit partnership with Jack Loder, who exchanges Bird of Paradise plumes for skulls.

Loder married his wife in Sydney when he was on leave, and refused to take her to New Guinea with him. However, she follows him there, and discovers that he is carrying on an intrigue with the native woman called Panai.

Panai's struggles to retain Loder's affection and the excitement of life at New Guinea, are cleverly portrayed in this exciting radio play.

"ANDY THE YES MAN"

ANDY the Yes Man" is a refreshingly new character brought to listeners through the ZB Stations. Now heard over 2ZB, 3ZB and 4ZB at 7.15 p.m. on Mondays and Wednesdays, and to be relayed from Station 1ZB on July 1, "Andy the Yes Man" is written and portrayed by George Matthews.

Each episode of "Andy the Yes Man" is a complete comedy entertainment. In each, the diminutive, down-trodden Andy tries for a different kind of job—everything from weight-lifting to lion-taming—but he never succeeds in landing one. No matter how great are his reverses, Andy maintains an unswerving faith in his ability to win out. He sums up his philosophy in these words of jumbled metaphor: "I always say that a man what wants to get to the top of the ladder has got to take the bull by the horns and break the ice with the thin edge of the wedge."

Andy is "the little man they wouldn't hire"—a Pagliacci in modern clothes. He has an answer for everything, even if it is only "Yes, Sir." As the title of the programme suggests, he is a "Yes man," but a "Yes man" whom listeners won't despise.

Listen in each Monday and Wednesday night at 7.15 p.m. to this new and entertaining feature.

Men Everywhere Prefer—

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1/6 EVERYWHERE IN THE BOTTLE WITH THE BLUE CAP