

REG. MORGAN HAS A NEW TRAFFIC SONG

IT is now two years since the first New Zealand Traffic Song—a musical warning to young people to take care when crossing busy streets—was introduced to listeners of the CBS, and in that short time the traffic song at 8.15 every week-day morning has become an integral part of the day's programme and a recognised "time signal" for countless families.

The idea of a traffic song was brought to New Zealand by Reg. Morgan, who made several of these songs in Australia, the first

What Would You Like To Have Said?

IT is not only the drawing room wit who is perpetually biting his nails for remorse at not having made the appropriate rejoinder at the appropriate moment. Most average folk have occasion to regret missed opportunities of placing something or other on record, and such must find a certain consolation in the amusing commercial feature, "What I Would Like To Have Said."

"What I Would Like To Have Said" is now due on the air at Station 2ZA Palmerston North, at 8.30 p.m. every Saturday.

being for a "Safety First Campaign" over there, inaugurated by the Northern Road Motor Association.

The Transport Department of Australia recognised the value of these songs, and when Mr. Morgan returned to New Zealand he sold the idea to the Transport Department of New Zealand.

Most listeners will recall the words of the first traffic song which, sung to the tune of "There is a Tavern in the Town," was arranged and recorded by Reg. Morgan, with the choir of the Lyall Bay School, Wellington, assisting:

The old school bell is ringing now, ringing now . . .

Drama in Medicine

With "The Story of Louis Pasteur" and "Dr. Ehrlich's Magic Bullet," the cinema has proved that there is plenty of drama in the development of modern medicine. Now comes radio with a series of 52 stories, each based on the life of a man or woman who has made a notable contribution to medical science.

Entitled "Doctors Courageous," this series is written by a leading Australian writer of documentary radio scripts, Lyn Foster.

Each set of circumstances is true, although in a few cases the names of the people have been disguised.

Lou Vernon, who gave a brilliant portrayal of "Louis Pasteur" in an Australian radio production of that drama, is one of the talented players who appear in "Doctors Courageous." Others are Harvey Adams, Arundel Nixon, Hilda Scurr, Lyndall Barbour.

"Doctors Courageous" is heard at 9 p.m. on Tuesdays and Saturdays.

Apart from the daily song of warning broadcast from the ZB stations a great amount of work is being done to make New Zealand children traffic safety conscious. Within the schools, teachers have taken a much greater interest in this question than is generally known. The Transport Department was quick to realise that the person best able to impart traffic instruction to children was the teacher.

In 1938 primary schools throughout the Dominion were supplied with material for instruction, including bright posterettes and wall-notices, and in the same year with a booklet covering all aspects of conduct by pedestrians and cyclists in relation to motor traffic. These and other similar measures were undertaken in collaboration with the Education Department, and now even school exercise books have instructions and traffic rules printed on the back.

The Transport Department also employs two well-qualified road-traffic instructors, who visit schools and instruct the children in co-ordination with their teachers. Other branches of protection work include the making of films, two of which have been produced and are being shown at all schools. On the road, as opportunity offers, the department's traffic inspectors give advice and help to children, and many parents must have been reassured and comforted by the sight of a traffic inspector helping some little child across a street.

The new traffic song which has just been recorded by Reg. Morgan will no doubt prove just as popular and just as effective as those in the past have. The words are as follow:

*When you leave your home or school,
Remember well this golden rule,
Look before you cross the street,
Use your head before your feet.*

*"Safety first" your slogan be,
"Safety first" for you and me,
"Safety first," Oh it means take care
On every public thoroughfare.*



Spencer Digby photograph

REG. MORGAN, who originated the traffic songs in New Zealand, is also well known for his "Song Hits of To-morrow" and "Dream Lover" sessions from 2ZB Wellington

BALLROOM EFFECTS TO ORDER Station 2ZB's Session For Dancers

IS that Station 2ZB? Could you tell me where the dance is to-night please? The one Lane Patterson is M.C. at. And how can we get there?"

This is not an unusual Saturday night's request. In fact, upward of 20 people phone Station 2ZB every Saturday night in an endeavour to find out where to go to join in the fun of "2ZB's Ballroom."

It is a pity to spoil such a pleasant illusion, but credit must go to the programme compère, Lane Patterson of 2ZB, for the imagination and wit supplied by Lane. The ballroom is built up from records from the 2ZB library. The illusion is created with the aid of recordings, and Lane always endeavours to introduce some highlight into the evening's entertainment. One night there may be a particularly charming vocalist singing several well known numbers to a dance band accompaniment.

One night recently some disturbance was caused by two puppies sneaking into the ballroom to snarl and bark, and scamper around; all done by records, effects, and compère. One other Saturday night there was an imaginary birthday party in honour of a 2ZB receptionist, and appropriate birthday wishes and songs were heard over the air.

Lane promises (possibly with his tongue in his cheek) that there is to be a special barefoot night shortly, following the lead of dance halls in the U.S., where people remove their shoes and dance in stockinged feet.

"2ZB's Ballroom" compèred by Lane Patterson, is heard from that station from 10.30 p.m. to midnight every Saturday night.



Spencer Digby photograph

LANE PATTERSON

A Special Barefoot Night Shortly

Housewives Fight It Out

EACH of the ZB Stations one night recently broadcast a special housewives' session on the "Ask-it Basket" programme. It took the form of a contest between the four stations as well as between the individual competitors of each studio audience, and it proved an exciting contest at that. The programme sponsor awarded double prize money to the team at the winning station.

Each studio audience had the same questions to answer, and immediately their questions were complete, the other stations telephoned 2ZB, where the results were correlated.

Station 4ZB won the contest, and Dunedin in general, and 4ZB in particular, feels more than a little justifiable pride over the fine showing put up. One often hears nowadays that modern wives could learn a lot from their grandmothers about cooking, baking and keeping house, but in practically every case the Professor received most satisfactory replies to his questions, in spite of the fact that two members of Dunedin's team were young enough to be forgiven small lapses. Even the Professor and Bumble, his assistant, were deeply impressed.

Double prize money was handed over forthwith, and four household budgets received, no doubt, welcome assistance in the modern struggle to make ends meet.

"The Ask-It Basket" session is heard at 9.0 p.m. each Thursday from all ZB stations.