

"PAINE" GAS PRODUCER
 (Tested and approved by the Department of Industrial Research)
 Longer Range Less Servicing
 Your Engine Demands only the Best.
PRICES from £38
 For Details Write to
PAINE BROS.
 OTAHUHU AND WHANGAREI

BETTLES
 LIGHTNING
COUGH CURE

**A FREE PEOPLE
 MUST PAY TO
 RETAIN THEIR
 FREEDOM
 OR PERISH**

**OPEN A
 NATIONAL
 SAVINGS ACCOUNT
 TODAY AND PAY
 IN EVERY WEEK**

Full information at all Post Offices and Savings Banks.
 Issued by the N.Z. National Savings Committee, Wellington.



"Dad," the Australian film character, attended the opening of the new 3ZB studio and was entertained by a Maori party

STATION 3ZB's FOURTH BIRTHDAY

BIRTHDAYS are always important events in the lives of individuals and organisations, and it will be exactly four years on Sunday, September 28, since commercial broadcasting was introduced to Christchurch listeners through Station 3ZB.

The station has made considerable progress in the intervening years, but most listeners will remember some of the outstanding programmes broadcast in the opening weeks. There were recitals by Bob Parish, the coloured singer who has since made a big name for himself in America; by Cushla de Lange, the New Zealand contralto who is now in Australia; and by the Theo Walters Personality Band. Many fine serials and dramatic features have been broadcast by 3ZB, but Christchurch listeners will recall one of the earliest, *The Count of Monte Cristo*.

In the first week 3ZB was on the air, a microphone and commentator were rushed to the Sumner branch to give a running account of the rescue by the Sumner Life Boat of the crew of the trawler Muriel, which went ashore in a heavy gale. This was followed by a whole series of novel broadcasts, ranging from an ascent in a bucket to the top of the crane on the new Post Office, then in construction, and a descent to the lowest levels of the Klondike coal mine at Coalgate, Canterbury.

In the four years it has been on the air, the station has organised many successful functions in aid of local charities. One of the most notable was the Red Cross "Barrow Day," for which 3ZB's staff was largely responsible.

Amateur talent quests sponsored by the station have brought to light a surprising amount of local talent, and many artists who are now broadcasting professionally made their first appearance before the microphone in one of these sessions.

Next Sunday, 3ZB will be in reminiscent mood, and will broadcast a "cavalcade" programme to celebrate



HARRY BELL
 Station Director at 3ZB

the anniversary. A bright and interesting resume of four years' broadcasting and service, it will start at 6.30 p.m.

"QUIZ" FOR CHILDREN

A NEW children's programme now playing from the ZB stations provides young people with a stern test of their general knowledge. It is called *Name Three for Wise Owl*, Wise Owl being a well informed gentleman who proposes such problems as "Name three fish beginning with C"? to which the answer would be, of course, "Cod, carp, and cuttlefish." It isn't as hard as it sounds.

The age limit for competitors is seven to fourteen years, questions are chosen to suit the age of the competitor, and there is a time limit of 20 seconds for each question. Twelve children take part in a session, and they are asked two questions each. There are small prizes, sound effects add novelty to the programme and it is hoped to invite teams from different schools to compete against each other.

Name Three for Wise Owl is heard from Stations 1ZB, 2ZB and 3ZB at 5.30 p.m. on Tuesdays and Thursdays and from 4ZB on Tuesdays and Saturdays at 5.15 p.m.