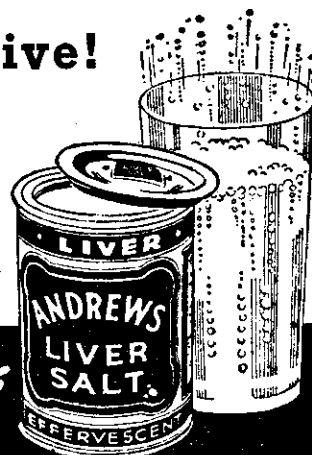


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NO ENCOURAGEMENT FOR LOCAL TALENT?

The Commercial Service Has An Answer

"SOMETHING should be done to encourage the musical ability of New Zealand boys and girls," suggested J. A. Lee in the House of Representatives the other night. At present this did not seem to be anybody's business in particular, and he advocated a scheme of scholarships.

The Commercial Broadcasting Service certainly is not content to say that this is not anybody's business. Since the early days of Commercial broadcasting, the service points out, it has looked for,

and often found, local talent. Singers, instrumentalists, dance bands, military bands—they have all been encouraged to come before the microphone, and children's choirs have been started all over the country. And many of the children who were first brought into the limelight by one or other of the ZB Quests for Talent, have now graduated into the regular artist class. During the past year the expenditure by the CBS on local artists alone was £7,520, and this was an increase on previous years.

The discussion in the House coincided with a special programme that the ZB stations are putting over the air on Sun-

(Continued on next page)



ERIC BELL



THEA RYAN



Stewart Harvey and Jacqueline Page sing in the CBS Sunday night concerts