

This BLONDE beauty can be yours!



Learn this amazing SECRET!

If your blonde hair is going dark and brownish... try Sta-blond. You will make this amazing discovery... that Sta-blond can bring back that lovely 'lighter' colour to darkened blonde hair. Then comes a glistening, glamorous silkiness that spells fascinating beauty. Sta-blond can prevent blonde hair from darkening and keep it bright and shining. For Sta-blond is made specially for blondes.

STABLOND

1.3 THE BLONDES OWN SHAMPOO

FREE: a chart of NEW Hair Styles specially for Blondes. Write today to Fassett and Johnson Ltd., Taranaki Street, Wellington. 1.1 Box 33.

NAME

ADDRESS

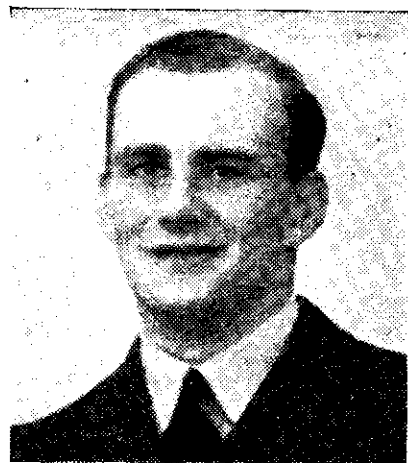
GEOFF. LLOYD — An Appreciation

By K.W.K.

SOME of the sunshine went out of a lovely summer day when I heard that Geoff. Lloyd had been killed on active service. It was just such days that Geoff. loved. I shall always see him in flannels and blazer, swinging a tennis racquet, his fair hair flying in the breeze, the embodiment of all care-free youth.

Geoff. was not only popular with 2ZB listeners; whenever he was stationed temporarily at the other ZB stations, he quickly made friends; in fact he just couldn't help making friends wherever he went. He was very much "at home" in front of a microphone... his versatility and quick brain enabled him to handle any type of session, even at short notice... but I think we will all specially remember his cheery voice on the breakfast session.

Yes, Geoff. was always so very much alive that it is hard to realise that he has gone. Away from the "mike" he was always active thinking up new sessions; looking for talent for his "Discoveries" session; arranging a charity concert. Never idle, and always a pleasure to work with. I remember he used



FLT-SGT. GEOFF. LLOYD
Popular ZB personality, whose death on active service is announced

to knock on my office door and call from the outside—"This is Geoff. Lloyd with another idea!" And I quickly found that his ideas were worth attention.

I remember, too (shortly after he joined the R.N.Z.A.F.), seeing him studying his text books in the announcers' room whenever he was off duty, determined in this as in all other matters to do the job properly. And it was no time before listeners were hearing him broadcast from a 'plane over Wellington during the broadcast of a trial blackout. "Carry on, Flight-Sergeant Lloyd" said the studio, and appropriately Geoff. Lloyd spoke his last words over the air in New Zealand while in the air above his home town.

Now all who listen may still hear him saying in Death, as he said so often in Life, "Ladies and Gentlemen, it's been a pleasure."

"Paging Uncle Sam"

"PAGING UNCLE SAM" is the Auckland contribution to *Kiwi Command Performance*. Visiting American servicemen were brought to 12B studio recently not merely to entertain local listeners, but also to make a recording which will in due course find its way back to the States. American mothers and fathers and wives and sweethearts will hear their boys over the air, sometimes performing and sometimes just sending messages back home. They will also learn something about New Zealand, our money, our girls, our slang, our customs and so on, and discover that we don't wear grass skirts and have rings in our noses. This programme, which has been given from 12B, 2ZB and 2ZA, will be heard from 3ZB on January 17 and from 4ZB on January 24.

"Command Performance U.S.A."

THE *Command Performance, U.S.A.* compères for Sunday, January 24, at 9.0 p.m. are as follows: 12B, Rita Hayworth; 2ZB, Jack Benny; 3ZB, Cary Grant; 4ZB, Leopold Stokowski. This last programme is a special *Command Performance* given in response to large numbers of requests, and unlike others, it is not from Hollywood, but from New York. Stokowski, who compères the programme, conducts the NBC Orchestra, which plays a Liszt Rhapsody, Mischa Elman plays a well known Bach aria, and Dorothy Maynor, the American soprano, sings "The Last Rose of Summer" and Strauss's "Devotion."



MAKE
May Belle
YOUR BUY-WORD IN
LINGERIE