

"I Love a Melody"

FOLLOWING a pattern which has already proved very popular with listeners in Auckland, *I Love a Melody* is to be heard from the main National stations on Saturdays, beginning at 7.30 p.m., on September 25. "We set out especially to please Mr. and Mrs. Middlebrow, with a session that would be heart-warming and cheerful, with a touch of nostalgia here and there," Oswald Cheesman told *The Listener*. "We concentrate mainly on light orchestral pieces and songs that everybody knows, including folk music and novelty items, and works by Jerome Kern, Gershwin and Berlin."

I Love a Melody is directed by Oswald Cheesman from the piano, and presented by piano and strings, with Mary Negus (soprano), as resident vocalist. The script writer and compere is Rex Sayers, who deftly recalls for listeners something of the background story of



Amalgamated Studios photograph

OSWALD CHEESMAN

"A session that would be heart-warming and cheerful"

each item, helping to establish the appropriate atmosphere for the music. The programme opens with an original theme written and set to music by Mr. Cheesman, and sung by Mary Negus.

While Mr. Cheesman was in England some time ago, studying music and conducting, he made a special point of finding out all he could about the BBC's handling of this type of entertainment, and the scoring of light music. He is responsible for all the arrangements used in *I Love a Melody*, and, he says, the experience gained overseas is proving invaluable now. "I have always been impressed with the need for radio entertainment that would really achieve the much-talked-about but seldom-attained target of pleasing a large audience of 'middlebrow' listeners, and this programme has been a welcome opportunity for trying to do something about it."

Mary Negus is well known in Auckland as a singer and stage personality, and she has taken leading parts in Auckland Operatic Society performances. The orchestral accompaniments are provided by Felix Millar, Eric Craig, Victor Mandel, June Taylor and Ralph Tobeck. (See page 29.)

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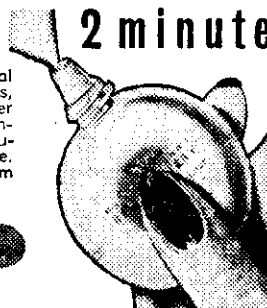
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