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adopt scientific methods has been intensified by the practical, working advice given by local officers of the Department of Agriculture. Secondly, the community made up its mind to destroy rabbits. And thirdly, aerial top-dressing was introduced.

This latest surge forward in production covers the lifetime of 3XC and provides the basis for its early and continued flourishing. Two men who foresaw the opportunity and spoke many times in public of the need for a Timaru radio station were Messrs. Clyde Carr and S. Hanan. And when these two gained their point, the NZBS provided staff who were able to take advantage of the favourable conditions.

Of the twelve people who staffed the station when it opened on January 18, 1949, three are still on the strength: G. C. Wastney is Station Manager; S. R. Williamson, Programme Organiser; and H. A. Craig, Senior Technician. The complete staff now numbers twenty-six.

Although Mr. Wastney mentioned it first in conversation with *The Listener*, there was hardly a staff member who didn't have something to say about the success of the policy which directed that NZBS officers who knew South Canterbury well should as far as possible staff 3XC when it opened, and that they in turn should train other South Canterbury people to take up the jobs expansion made available. So much of both the programme and advertising staff's work depends on personal contacts in the community, Mr. Wastney explained. It is a process of infiltration rather than mass attack. A staff of strangers, coming to a region which is strange to close contact with radio, have first to introduce themselves as people, and then introduce the medium, to prospective advertisers and prospective artists. But if they already have familiar faces, they can immediately start infiltrating as radio men. Doris Kay, of 3XC's Women's Session, came to radio via home science, and a demonstrating job with the gas company in Timaru. She remarked reflectively that she didn't know how she would have tackled the radio job if she hadn't already known Timaru business people and the housewives who came to her cooking demonstrations.

Staff members infiltrate entertainment groups because they themselves like to sing or act. And the choir or repertory company to which they be-

long is sure to visit near-by towns. That provides a chance to form groups of potential radio talent who may be called upon to broadcast when they visit Timaru. In South Canterbury such groups are flourishing at Oamaru (a town lend-leased by North Otago), Waimate, Temuka, Fairlie and Ashburton.

Some of the small choirs (the Clarion Octette and the Mixed Choral Group were mentioned particularly) have developed along with the station, and have become known in South Canterbury primarily through their radio work. This special attention is partly due to the emphasis and talent South Canterbury people have shown in repertory work. One or other of the Timaru drama groups is always well up in drama competitions, which, together with the highly-praised broadcasts recorded by Technical College pupils at a verse-speaking festival, seems to show that the spoken word is of so high a quality there that musicians need every opportunity of practice and performance to keep level. The Girls' and Boys' High Schools are also training grounds for choral singers and band players, many of the best of the latter going into the Timaru Municipal Band later.

The Listener correspondent was amiably received during visits to the various departments of 3XC. Programmes successfully cleared a search for an urgently wanted, missing theme record, and then produced daily schedule sheets and scripts of some pet shows. Two things make the programme people happy: good presentation of a script by the announcer, and evidence, in the way of phone calls and letters, that listeners are interested in what's going on. As the script indicated of a highly successful hill billy show called *Ranch House Refrains*: "Once Chester and the boys get a-playin' there's nothin' you nor me nor anybody can do to stop 'em." Therefore, Programmes like to have their production problems worked out before a broadcast, their record library in good order, their scrap books close at hand, their announcers alert, their performers well rehearsed and relaxed, and all their typists in good health. Very occasionally, human nature being what it is, none of these conditions is fulfilled. Then those involved improvise, usually with such success that listeners are un-



DORIS KAY was well known to Timaru housewives and business people before she came to 3XC's Women's Session