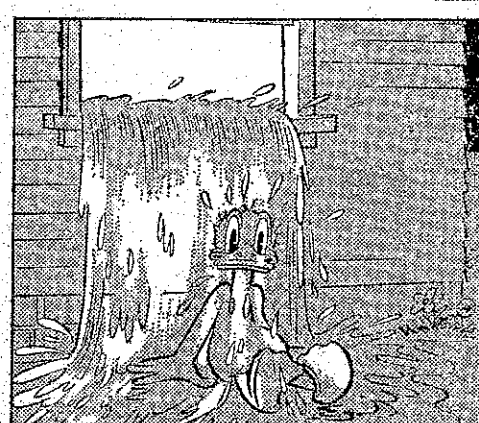
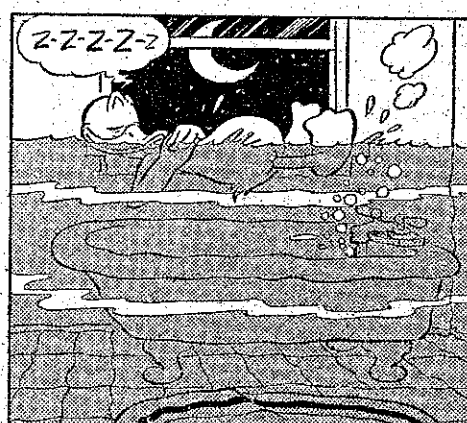
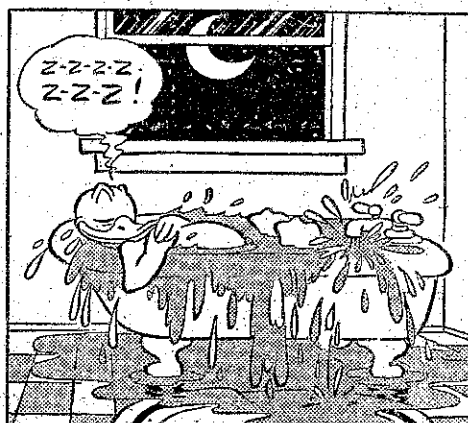
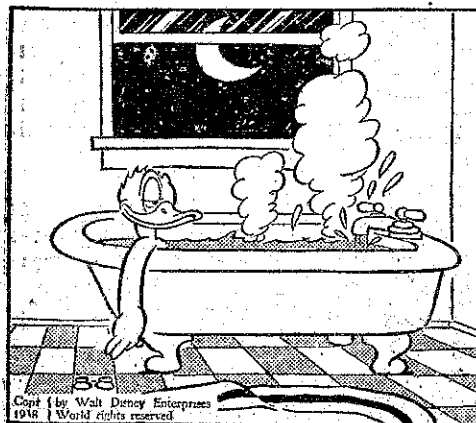


DONALD DUCK

by Walt Disney



NCBS'S YOUNGEST STATION DIRECTOR

Toss Of A Coin Decided Momentous Issue For John Brown Of 2ZA

ABOUT seven years ago a young man, ex-bushwhacker, shearer, shepherd, miner, general rouseabout, and a lot of other things besides, stood in the Queen's Arcade, Auckland, at the end of his resources; flat broke, to put it colloquially. After a short and somewhat disillusioning experience of city life he was about to return to his job of shepherding. But acting, perhaps on a hunch, he tossed a coin to decide what he would do. Result was that he stayed in Auckland, secured, through the good offices of a young, radio-minded missionary by the name of C. G. Scrimgeour, a job at the old 1ZR station. Today he is station director of 2ZA Palmerston North, and the youngest director in the NCBS. His name is John Brown.

IN those days 1ZR was fighting for its existence (as indeed, the Friendly Road had to fight for a long time after that), and the station was not over-staffed.

Although John knew little or nothing about broadcasting, one of his first jobs was taking the controls during Aunt Daisy's session. Just before Aunt Daisy went on

other duties, he used to conduct a regular "Diggers' Session."

WITH the advent of commercial radio he still carried on his work with the "Diggers' Session," but specialised more and more in programme organising.

While Dorothy Wood was in other centres, organising new pro-

3ZB's New Studios Are Daily Nearer Habitation

EVERY day sees the new studios for 3ZB, Christchurch, nearer habitation. Structural plan is much the same as that of the old studios, but there are many alterations in a technical sense. As radio equipment is changing almost daily, the service has the very latest. The reception desk is once again at the head of the stairs and no change has been made in the lay-out of the administrative offices. A light buff colour is the presiding decorative motif and this, coupled with ample window space, gives a maximum of daylight.

In the big studio, all the walls and windows slope inwards, from bottom to top "on the torque" as contrasted with the former scheme of "staggered" walls. This is considered to be an even better method of sound absorption.

The studio windows are in three separate thicknesses of glass. Workmen had to use the utmost care in installing the middle panes, for, once in position, they could not be cleaned. They had to be spotless.

The station will be opened at 8 p.m. on January 21 by the Hon. D. G. Sullivan. The Controller, Mr. C. G. Scrimgeour and Mr. B. T. Shiel, national advertising manager, will also be present.

Robinson Crusoe In New Radio Serial

NEWS comes to the "Record" from Australia that the indefatigable George Edwards and Company have complete another serial feature for radio broadcasting. This is a specially prepared version of Defoe's "Robinson Crusoe."

It is claimed the sequences depicting Crusoe's solitary existence on the island prior to the arrival of Man Friday, constitute a highlight of radio presentation.

Edwards and his company have a remarkable list of plays to their credit, and are as prolific in their output as was Edgar Wallace in his output of novels.

Some of their most successful ventures include: "Inspector Scott," "Dad and Dave," "Famous Women," "Darby and Joan," "Mittens," "Dombey and Son," "Nickolas Nickleby," "Oliver Twist," "Great Expectations," "The Hunchback of Notre Dame," "The Mystery Club," "David and Goliath," "His Lordship's Memoirs," "John Halifax," "Notable British Trials," "Every Walk of Life," "Frankenstein," "The Rich Uncle From Fiji," and "Henry Harcastle Learns How."



★ Outstandingly successful was the opening of the Frank Neil revue in Wellington on Saturday evening. Heading the company is Will Mahoney, English comedian, but two people who draw loud applause each evening are Violet Carlson, here in "Balalaika," and Whitey Roberts, an American who can dance and juggle at the same time. They are both pictured above.

NCBS Is Playing A Part In "Building A Nation"

Many Special Features In Campaign

THERE is nothing new in the desire of the Government to encourage New Zealand industry, but in the past, "Buy New Zealand" campaigns, though serving a useful purpose, have been largely spasmodic, have had little Government assistance, and, possibly because of that fact, have not been extremely effective. The present campaign, however, is essentially a Government project, has been carefully planned, and if it does not achieve some lasting benefit it will not be the fault of those who have organised it.

PLAYING a big part in the drive for increased production in New Zealand industries is the National Commercial Broadcasting Service's "Let's Build a Nation" campaign, which is certain to assist considerably in "boosting" New Zealand made goods.

The campaign, which actually commenced on New Year's Eve, will continue until March 31, and includes many arresting programme features.

At 7.30 a.m. on Monday, Wednesday and Friday of each week, Breakfast Clubs are heard, these consisting of bright breezy sessions of humour and male chorus singing, designed to help listeners start the day off brightly.

Then at 9 p.m. on Saturdays, a half-hour variety programme, presented by New Zealand artists, and on new and original lines, is also broadcast.

Another attractive and unusual feature is to commence on Monday, January 16. It is a mid-day session lasting for one

hour, and having as its object the carrying of the campaign slogan into every home in the Dominion.

This session includes under the title, "Voices of Industry," broadcasts from factories and workshops during which executives, foremen and skilled tradesmen explain and describe the manufacture of their particular product.

These broadcasts are carried out by NCBS announcers with portable broadcasting outfits specially built for such relays.

Other ideas for novelty programmes and surprise broadcasts are being worked out, and altogether it is probably the fullest and most extensive radio campaign of its kind yet attempted in Australia or New Zealand.

The "Let's Build a Nation" campaign has the enthusiastic support of the Controller, Mr. C. G. Scrimgeour. It was planned and is being directed by Beau Shiel, national advertising manager of the NCBS.



JOHN BROWN, recently appointed station director at 2ZA Palmerston North.

the air he would phone one of the technicians stationed at the transmitter in Upper Symonds Street, and ask for directions.

The technician's explanation regarding which switches to manipulate was usually much too complicated for him, John confesses now, and he would shut his eyes, throw switches blindly here and there, and trusted to luck. And usually Aunt Daisy went on the air according to schedule.

Up to the time of the introduction of commercial radio the duties of "Friend John," as he came to be known, were multifarious. Apart from organising programmes, and

gramme departments, 1ZB's programmes were the responsibility of John Brown.

Last October 2ZA, Palmerston North, fifth station in the NCBS chain, was opened, and John shared control with Doug Laurenson, the one superintending programmes and the other advertising.

Doug Laurenson, however, has been recalled to Auckland, and the other day John's appointment as 2ZA's station director was confirmed.

Under his control 2ZA is developing into a live, go-ahead little station, with a pleasant camaraderie among members of the staff.