

# The West Australian

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EXCL

## INSIDE COVER

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Thank you for all your love and kindness, George, Peace and Love. XX

### @ringostarmusic

The British producer behind nearly all of the Beatles' music has died, aged 90. Commonly referred to as the "fifth Beatle", Martin was responsible for 23 No.1 singles in the US and 30 in the UK. Beatle drummer Ringo Starr remembered Martin's influence with the above tweet.



### @cameronkimjones

This is by far the most artistic impression of Sculpture by the Sea that we've come across on Instagram. This Perth art director is planning to sketch his way around the exhibition. Wonderful. Remember to tag your photos #icwest to share them with WA.

**WIN!**

Tag your Instagram photos #ICWest for a chance to win a family pass for four people to see Disney's Zootopia (in cinemas March 17).



Embryos: Bogdanovic and Lister.

### SIGNS OF LIFE

An international research effort led by WA scientists has found a genetic switch that makes fish, mice and toads look eerily similar to us — for a brief moment at the embryonic stage, at least.

At first blush this sounds like the work of a 21st-century Dr Frankenstein but we can assure you no one is attempting to engineer a talking toad man, possibly for a live-action *Wind in the Willows* movie.

Well, no one that we know of. As it happens, the idea of vertebrates sharing a common embryonic stage dates from the the era of Frankenstein author Mary Shelley, the early 1800s.

It was about the time her famous book was first published that Estonian embryologist Karl von Baer mixed up a series of samples in his lab and realised the embryos of different animals were so similar he couldn't tell which was which.

Some 200 years later and Dr Ozren Bogdanovic and Professor Ryan Lister, who work under the auspices of the University of WA's ARC Centre of Excellence in Plant Energy Biology and the Harry Perkins Institute, weren't about to repeat the same mistake.

So, they enlisted researchers in Madrid to study mice embryos, scientists in Seville to study fish and a group from a university in the Netherlands to look at toads.

They found the embryos of different animals went through the same developmental stage, albeit at different times after fertilisation/conception, and it suggests the same process is at



work in humans, whose embryos are considerably harder to study for obvious reasons.

The scientists were also able to isolate the genetic switch that triggered this developmental stage, which is critical to the correct establishment of fundamental body structures.

It is hoped the research will one day provide new ways to detect and treat developmental disorders in humans.

### SAME MESSAGE

Two decades after becoming one of West Coast's major sponsors, Messages on Hold managing director Kym Illman is still being accused of guerilla marketing at Eagles games.

Anyone who watches footy would be familiar with Illman's signage — it's hard to miss giant fluoro fingers waving behind the goal umpire every time the ball goes between the sticks.

The marketing gimmick started in 1992, when Illman paid a few kids \$5 a pop to hold up basic signs behind the goals at Subiaco Oval.

He said he got six games worth of free advertising to huge TV audiences before the AFL got wise and confiscated the signs.

Undeterred, he signed on as an official Eagles sponsor the next year, upping the ante to major sponsor in 1997, which



Accused: Messages on hold.

legitimised his "guerilla" tactics.

But he said he still gets calls from people chastising him for being sneaky.

### FRINGE BENEFIT

Sometimes you don't know what you've got until it's gone.

Fringe World favourite Marcel Lucont, aka comedian Alexis Dubus, went from the Perth festival to Adelaide Fringe and took to Facebook recently to make it clear which he prefers.

"Nine shows in and my total sales across my entire run are still 50 per cent of my OPENING NIGHT sales in Perth," he wrote.

"Farewell, Adelaide Fringe. This is going to be my last time playing you."

You'll always be welcome in Perth, Marcel.



Return: Lucont

### Grant Taylor

The family of police officer with the State increase a \$5 station offer t ing the reco not nearly er future medic

Const. Ryan brain damage a mosquito-l stationed in 2011, had ask

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