

# RADIO AND THEATRES COMBINE FOR CHARITY

C. G. Scrimgeour, Controller of the CBS, says:—

"Naturally I am delighted that the two principal sources of entertainment in the Dominion have become allied in this worthy effort. It is seldom that an opportunity arises of running even a Charity Concert without a certain amount of cost. I think the contribution which Theatre Management is making in this case is a magnificent one. Their theatres and the services of their staffs will be at the disposal of our joint effort without one cent expense. I am hoping that through the medium of these concerts we will not only be able to provide an excellent standard of entertainment, but that a very valuable monetary contribution will be made to the various charitable efforts. I feel that we could perhaps direct our attention particularly toward those valuable works which must go on in time of war as well as in time of peace, though our attention is naturally drawn to the more urgent appeals of the moment. Through this method perhaps we will be able to assist Orphanages, Crippled Children Societies, Kindergartens, Health Camps, and a whole host of other most necessary organisations, as well as playing our part in patriotic appeals."

A NEW technique in the organisation of concerts in aid of deserving causes has been evolved by the Commercial Broadcasting Service and Theatre Management Ltd.

There have been many highly successful concerts for charitable purposes held in New Zealand theatres in the past. For instance, the concert in June last, for Air Force Relations and the Metropolitan Fund (at which "Jerry" and other radio personalities appeared at the Opera House, Wellington) was proof of the popularity of radio shows. Both afternoon and evening performances were booked out and crowds waited outside the theatre in the hope of obtaining admittance. This concert assisted in swelling the fund by well over £200.

In most instances the theatre has been supplied by Theatre Management Ltd. or their associated companies, and the Commercial Broadcasting Service has supplied the programme. Expenses have been deducted from the proceeds before the final sum has been handed over to the deserving cause. There have been incidental expenses to be paid—such as for lighting and a staff of ushers.

An important factor of the new arrangement is that not one penny will be deducted from the box office gross. Everything collected will be handed over to the charity concerned within 24 hours of the show.

## Experimental Concert

In launching the project, a more or less experimental concert is to be held at St. James's Theatre, Wellington, on Sunday night, September 29. This will be preparing the ground for a far more extensive programme. The concerts are to carry the uniform title of "The Radio Theatre Show," and it is intended that concerts shall be held in Auckland, Wellington, Christchurch, and Dunedin, and also in the provincial centres, such as Palmerston North, or New Plymouth. Stations 1ZB, 2ZB, 3ZB, and 4ZB will all co-operate.

A national committee has been arranged between the two organisations for the purpose of establishing a basis for conducting these concerts throughout New Zealand, at regular intervals of every two months, in various situations.

A sub-committee, consisting of the theatre managers and the Station director at each centre will control individual details.

## Highlights of First Show

Highlights of the programme for the first concert at St. James's Theatre, Wellington, on Sunday, September 29, will be "Stars of To-morrow" in their first public appearance, and the "Announcers' Party," which will be a stage presentation, by 2ZB announcers, of the actual broadcast which was so successfully put over by 2ZB on a Sunday evening recently.

J. H. Mason, Managing Director of Theatre Management Limited, says:—

"It gives our organisation great pleasure to be associated with the Commercial Broadcasting Service in this scheme to raise funds for charitable and patriotic purposes. We feel sure that the shows to be presented will prove extremely popular and that the people of New Zealand will give us their whole-hearted support. As members of the entertainment industry we are happy to assist these worthy causes."

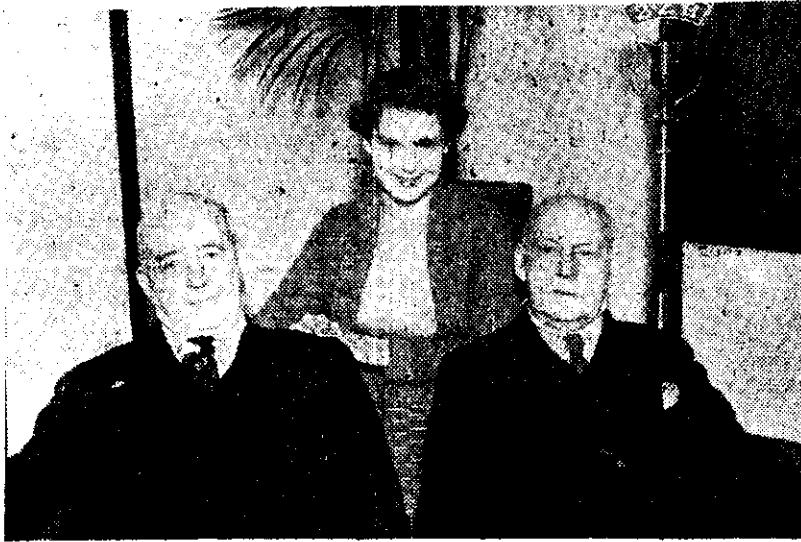
The Dance Band of the Royal New Zealand Artillery at Fort Dorset—a band of 10—will be in attendance.

Rex Walden will be featured in the opening presentation, "There'll Always Be An England," and in a final presentation of "Land of Hope and Glory."

The gross proceeds of this concert will be given to the Wellington Branch of the Crippled Children Society, of which Lady Galway is Patroness.

Her Excellency, when speaking of the good work of the society, said that in a world torn by war it was naturally harder to keep such good causes prominently before the public. A sense of proportion, however, had to be maintained, and, although the future depended on the outcome of the war, it was necessary to keep the flag flying in such causes as that sponsored by the society.

## "STARS OF YESTERDAY"



Pam Scantlebury, one of the "Stars of To-morrow," is seen here with R. Christie (left), who will be playing a cornet solo in the programme "Stars of Yesterday," and E. C. Harvie, who will recite a speech from "Julius Caesar." Tune in to 2ZB on Sunday, September 29, at 6.30 p.m.

WHILE youth is having its day, old age, too, in many cases is still to the fore. There are many elderly people whose day is not yet over.

Following the "Stars of To-morrow" programme at Station 2ZB, it was felt that opportunity should be given to those who were stars of other days, and from this thought the programme "Stars of Yesterday," was born. On Sunday, September 29, at 6.30 p.m., "Stars of Yesterday" will be presented from Station 2ZB.

Every artist on this programme will be over 60 years of age. An interesting feature of

the programme will be that the "Stars of To-morrow" will be associated with the "Stars of Yesterday," thus enabling youth to pay its tribute to old age. The old folk will be introduced over the air by the young folk, and the "Stars of To-morrow" will take the air in a concerted item "Love's Old Sweet Song."

E. C. Harvie, who is 76, and who arrived in New Zealand in 1900, is a great lover of Shakespeare, and a member of the Wellington Shakespearean Society. He is going to recite a speech from "Julius Caesar," the same speech as won him an award in 1885 from the Mel-

bourne Improvements Societies Union—which conducted the equivalent of our annual competitions.

F. S. Pope, of 34 Kelburn Parade, is 72. He is to sing "The Lost Chord." This will not be by any means his first broadcast, for he was on the air in the very early days of broadcasting in Wellington.

R. Christie, Maoribank, Upper Hutt, will also be one of the "Stars of Yesterday." He

is a cornetist and has been playing in bands ever since he was 14. He began his appearance with the Newcastle City Band, Australia, and came with that band to New Zealand for the Christchurch Band Contests, when the Exhibition was there in 1907. He liked New Zealand and stayed here.

Altogether, the "Stars of Yesterday" will contribute a novel programme at 6.30 on Sunday, September 29.

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