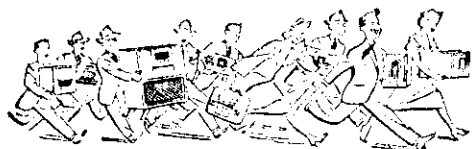


NEW ZEALAND - WIDE PHILCO



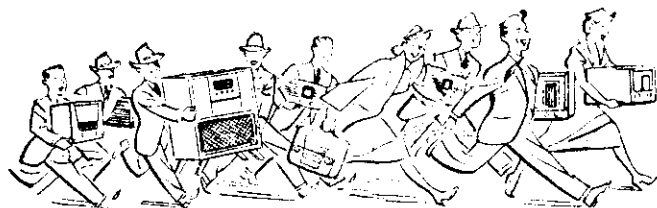
Trade-in Offer

Manufactured under license
from Philco Corp., U.S.A. -
World's largest Radio and
Television Manufacturers.



HURRY! HURRY! OFFER IS FOR APRIL ONLY!

Don't miss this royal opportunity to acquire a brand-new PHILCO Radio under such extra special terms. See your PHILCO Dealer now!

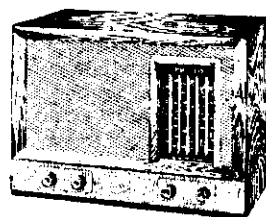


LOOK WHAT PHILCO DEALERS OFFER!

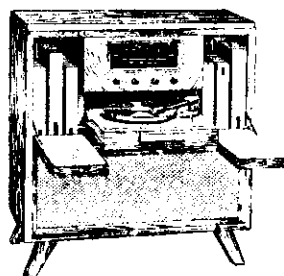
Your local PHILCO Dealer offers you these Extra Special Terms for April only. Imagine—a brand-new 1954 PHILCO from the unsurpassed PHILCO range—and under these terms!

1. EXTRA VALUE ON YOUR OLD SET.
2. FREE LOAN OF A NEW PHILCO.
3. EXTRA EASY TERMS OF PAYMENT.
4. FULL 12 MONTHS' GUARANTEE.

**DON'T DELAY — CALL TO-DAY!
DISCUSS THIS SPECIAL APRIL
OFFER WITH YOUR LOCAL PHILCO
DEALER.**



PHILCO 735.
Super - powerful, all - wave, band-
spread, 7-valve set for world
listening. £53/10/-



PHILCO 555
Swedish-style cabinet, console radio-
gram.
With 3-speed record player. £64/10/-
With 3 - speed automatic record
changer. £74/10/-

N.Z. Distributors: Russell Import Co. Limited, P.O. Box 102, Wellington.

Ph. 57D

From Otago to
Waikato



"I'll recently organiser of 4ZB's *Women's Hour*, Marjorie Green is now bringing to Waikato listeners her experience in gleanng the latest in women's news and views. On the subject of interior decorating and furnishing she is likely to be particularly informative. She confesses to being able to pass a window-full of Paris models without even pausing, but a display of furniture means a smart halt and a long appraisal. While not disparaging the tastes of others, she says, it is hard to resist mentally rearranging their furniture when paying a social call.

As one with the job of bringing news of the wider world to 1XH's *Women's Hour* listeners Marjorie Green has the right approach. "I thoroughly enjoy interviewing and meeting people," she says. "It becomes a study, getting so many different points of view on so many subjects. One is always learning, and it's a wonderful experience."

Dunedin's *Women's Hour* is being conducted meantime by Beverly Pollock who was Marjorie Green's assistant.

"The Beckoning Shore"

ANOTHER of the radio adaptations of E. V. Timm's best-selling Australian novels is to begin shortly in the *Women's Hour* from ZB stations. Entitled *The Beckoning Shore*, it deals with the adventures of Elizabeth Holley, a pretty young girl who leaves England in the 1830's to become a governess in the lusty colonial settlement of New South Wales.

The Beckoning Shore is one of a series of Grace Gibson productions entitled *Book Club of the Air*. Three other books of the series have been broadcast here: E. V. Timm's *Pathway of the Sun*, and *Lady in Distress* and *Strange Honeymoon*, both by Octavus Roy Cohen. The last named has been broadcast in the *Women's Hour* for the past few months and will be replaced by the new Timm's serial.

The Beckoning Shore will play from all ZB stations at 3.0 p.m. on Tuesdays and Wednesdays, beginning 12B April 16, 22B April 14, 3ZB April 27 and 4ZB May 12. It is already being broadcast by 1XH at 7.15 p.m. on Tuesdays and Thursdays.

N.Z. LISTENER, APRIL 2, 1954.