

be Miss Gretta Stark (soprano), Mr. Seon Brown (tenor), Mr. Wilbur Davies (baritone) and the organist, Mr. Arthur Crisp. Miss Dorothy Tighe will act as pianiste. The choir will be under the baton of Mr. Roy Dellow. Suitable items in keeping with the occasion will be rendered by the orchestra.

ON Easter Saturday a bright programme will be rendered, the contributing artists being Miss Decima Morgans (soprano), Mr. Lad Haywood (mandola), Mr. Harry Matthew (baritone) and Mr. Austin Peters (entertainer). Mr. Austin Peters has appeared with marked success on the stage and has also been successfully broadcast by 3LO, Melbourne, 5CL, Adelaide, and other leading "A" class stations in Australia. He has also at various times appeared with such firms as Union Theatres, Ltd., and J. C. Williamson, Ltd.

ON Easter Sunday at the conclusion of the evening service, a studio concert will be given by the Etude Quartet. Their items will comprise excerpts from "The Seven Last Words" (by Dubois) and from the "Messiah" (by Handel). Gramophone records suitable to the occasion will be included in the programme.

3YA Features

THE programme which is to be given by the Woolston Band on Monday evening will include Ord Hume's march, "Brilliant," Donizetti's overture, "Anna Bolena," the humoresque "Slidin' Thro' the Rye," two selections, "Norma" and "Largo" (the former by Bellini and the latter by Handel), the fox-trot, "'Appy Land," the valse "Confidence," and the march "Sons of the Wild." Popular pieces will also be played by the Studio Trio.

The vocal programme for Monday evening will be of a very popular type. The "Mexican Serenade," which is to be sung by Mrs. Moana Lawrence, is particularly bright. She will also sing two jazz songs. Making her first appearance in radio will be Miss Rose Horrell, who is a professional vocalist and teacher of singing in Rangiora. Her items will be "Parted," "Somewhere a Voice is Calling," and "Coming Home." Mr. Robert Allison will sing "Captain Mac" and "When the Sergeant Major's on Parade."

A further talk on "Tree Trimming" will be given by Mr. D. E. Parton, district telegraph engineer.

A programme of a miscellaneous nature, including many operatic numbers, will be broadcast on Wednesday. Concerted numbers by the Dulcet Quartet will be "Moonlight" and "Beleaguered." A duet will be "Where the Chestnuts Bloom." Miss Hilda Hutt's solo items will be "Down the Vale" and "Nymphs and Fauns." Miss Nellie Lowe will sing "In the Great Unknown" and "Like to the Damask Rose." Mr. T. G. Rogers, tenor, will sing Massenet's "Elegie" and Leoncavallo's well-known "On with the Motley." Mr. A. G. Thompson, whose artistry is so greatly enjoyed, will sing Tchaikowsky's "To the Forest" and R. A. Horne's "A Requiem." Mr. Horne is manager of the "Bristol," Christ-

church. Pianoforte solos will be played by Miss Lucy Fullwood.

"PICKED up from Anywhere" is the title of one of the contributions from the Rev. D. Dudley, F.R.A.S. There will be much entertainment in the oddments which come under that heading. Mr. Dudley's other subject, "The Wonders of the Southern Cross," is a further instalment of his series of astronomical lectures.

Wednesday night will see the Studio Orchestra again before the microphone in one of its always welcome fortnightly performances. The conductor, Mr. Harold Beck, has arranged a programme of a very bright nature.

THE Melodious Four will be the vocalists for Thursday evening, and as usual they will present an excellent concert programme of solos, duets, and quartets. Miss Bessie Pollard will be the piano soloist. One of her numbers will be a composition by Alfred Hill, "Berceuse." Other instrumental items will be provided by the Studio Trio and by some specially selected records.

4YA Notes

THE Rev. Albert Mead will be the preacher at the evening service to be relayed from the Moray Place Congregational Church on Sunday, March 24. Following this there will be a relay of the concert by the St. Kilda Municipal Band.

ON Tuesday evening the choir of St. Paul's Cathedral, under the direction of Mr. E. Heywood, F.R.C.O., will give a rendition of Maunders's beautiful cantata, "Olivet to Calvary," the soloists being Miss I. Heywood (mezzo-soprano), Mr. H. Drake (tenor), Mr. L. M. Cachemaille (baritone), and Mr. E. G. Bond (bass). A short studio concert will follow, when Miss Agnes Guy (mezzo-soprano) will sing "Break, Break, Break" and "Homing." Miss Joyce Hould (elocutionist) will be heard in "Christ in Flanders" and "The Day is Done."

THE St. Kilda Municipal Band, so very successful at the recent Wanganni Band Contest, will give the main portion of the programme on Wednesday, March 27. Their numbers will include the selection, "Pirates of Penzance," "Jeannie," and other fine items. Miss Mary Teviotdale (mezzo-soprano) will sing "Love is Meant to Make Us Glad," from "Merrie England," and "Wanderer's Night Song" (by Schubert). Miss Stasia McCreedy (contralto) has included in her selection, "Hark What I Tell to Thee" (by Haydn) and "Caro Mio Ben" (by Giordani). Other performers will be Miss Roberta Williams (elocutionist) and Mr. Edward Bond (bass).

THERE will be a very fine programme of sacred and classical music on Good Friday. Mr. F. M. Tuohy will be heard in two oratorio solos, "O God Have Mercy" (from Mendelssohn's "St. Paul") and "Pro Peccatis" (from Rossini's "Stabat Mater"). The solos chosen by Miss Mae Matheson are Gounod's setting of "Ave Maria" and Tchaikowsky's beautiful number, "A Legend," while

Miss Mollie Andrews will sing "There is a Green Hill" (by Gounod) and "Beyond the Dawn." The instrumental portion of the programme will be supplied by the 4YA Broadcasting Trio. Amongst their items will be the violin solo (played by Miss Eva Judd), "Nobody Knows de Trouble I've Seen," a Negro Spiritual arranged by Kreisler, and Schubert's wonderful number, "Am Meer," to be played by Mr. P. J. Palmer (cellist).

IN addition to the relay of the Octagon Theatre Orchestra on Saturday, March 30, vocal solos will be given by Miss Muriel Eagar (soprano), Miss Dorothy Skinner (contralto), Mr. Geo. Crawford (tenor), and Mr. J. Ferguson (basso). Miss Sheila Neilson and Mr. J. B. McConnell will supply the elocutionary portion of the programme, whilst Mrs. Ernest Drake will be heard in pianoforte solos.

Musical Instruments Displaced

Sales of Gramophone Records Increased

THE influence of radio upon the musical interests of the country is revealed in statistics just made public by the United States Census Bureau, covering the production of musical instruments.

The organ alone has retained its popularity in spite of the inroads of radio into the American home. The production of organs last year showed an increase of 31 per cent. over 1925. The value of the output at the factory was 14,262,688 dollars.

Organ music lends itself readily to broadcasting, and some of the outstanding makers have regularly broadcast organ recitals. Pianos, on the other hand, fell off 29 per cent. last year, over the preceding census of manufacture.

The outstanding barometer of radio influence is shown to be the gramophone record. As was true with the publication of sheet music, records show an enormous increase. Last year the American public apparently spent more than 50,000,000 dollars for records. The census report shows more

than 100,000,000 records were manufactured—an increase of 23 per cent. over the year 1925.

This appreciation is attributed to the growing popularity of the outstanding musical artists on the air. Thus the world-famous singers of the opera and concert stage, regularly broadcasting each Sunday night in the Atwater Kent Radio Hour, over a network of 29 stations, are said to have an audience running into the millions. Their radio introduction into the homes of the gramophone has resulted in an increased demand for their records.

Except for the piano and organ statistics above, the census report shows a 45 per cent. decrease in the sale of all other musical instruments, which is commonly attributed to the rapidly increasing popularity of radio.

Radio Advertising

Different Methods

A WRITER in the London "World Radio" writes:—

"Of course, there is advertising and advertising. There is the miscellaneous advertising, with which some stations interlard their programme items; there is the minor kind of 'sponsored' programme, which opens and closes with a lengthy and detailed eulogy of the product whose marketers are providing the entertainment. There is, on the other hand, the advertising which consists merely in coupling the name of the 'sponsors' with the programme, thus: 'The Burbo Hour,' to imagine an instance. The announcer would open the programme with an introduction something like this, 'I have pleasure, ladies and gentlemen, in presenting to you the Burbo Hour, which is provided by the proprietors of the well-known Burbo products.' Nothing more in the way of advertising during the course of this programme. This is the method of commercial publicity followed by the National Broadcasting Company of America as well as by others of the principal broadcast organisations in America and Canada. Such a programme will, very likely, include highly-paid talent, and may be simultaneously broadcast by one or more groups of the N.B.C.'s associated stations."

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