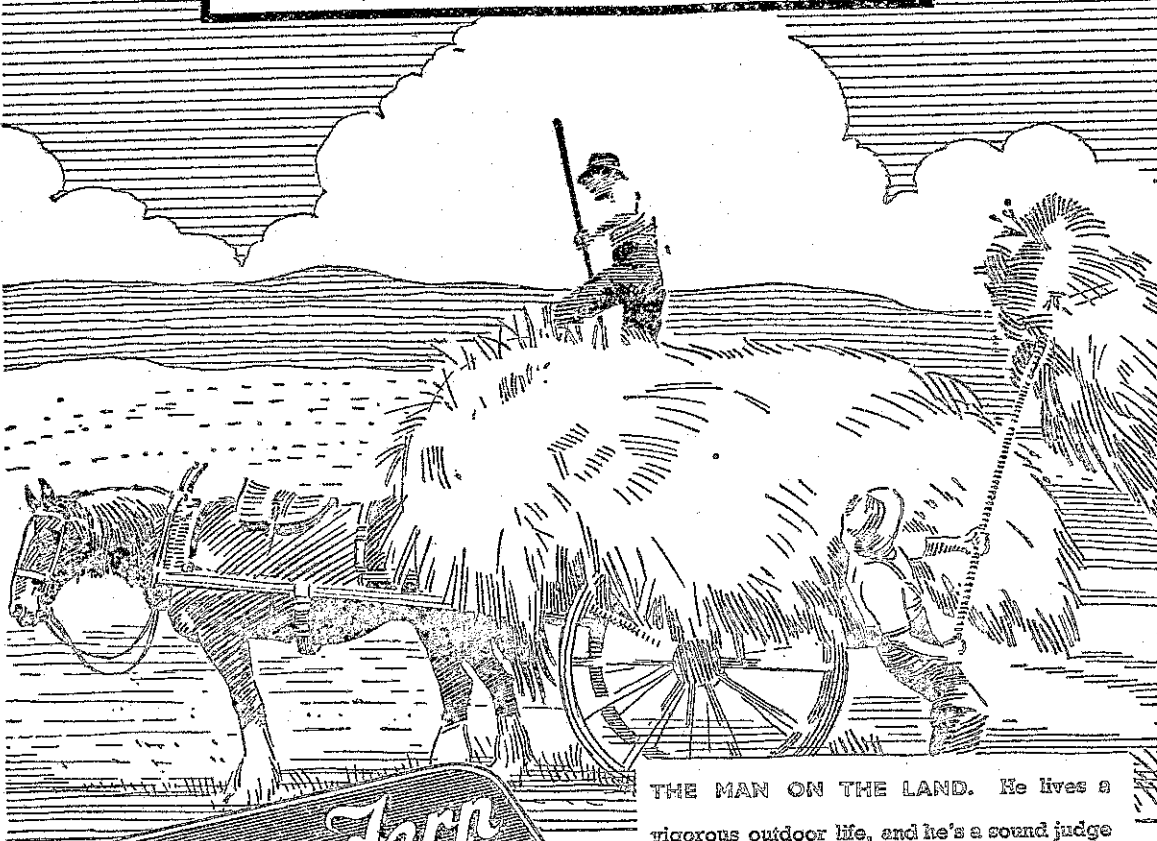


New Zealand at Work!

No. 2 of a series of advertisements for Silver Fern Tobacco.



THE MAN ON THE LAND. He lives a vigorous outdoor life, and he's a sound judge of many things. Take tobacco, for instance: large numbers of farmers in all parts of the Dominion swear by SILVER FERN for a really satisfying smoke and 'many happy rollings'.

Make a point of asking for SILVER FERN, the New Zealand Cigarette Tobacco, if you want to roll a better, more enjoyable cigarette.

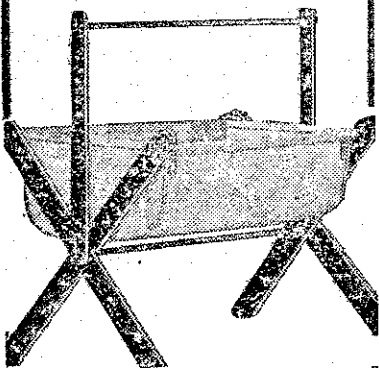
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FINE CUT OR
COARSE CUT

Silver Fern

CIGARETTE TOBACCO

FOR "MANY HAPPY ROLLINGS"

The "Roylete" BABY COT

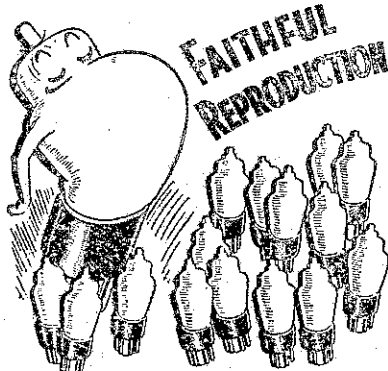


Model Shown—White Duck on Folding Kauri Frame—

Price, 16/6.

OTHER MODELS STOCKED—Also SWINGS, BATHS, DRESSING TABLES and ACCESSORIES. Send for Free Illustrated Catalogue and Price List of "Roylete" Baby Goods.

E. Le Roy Ltd. Dept. "Y," 81 Queen St. Auckland. Established 1852.



Secure the maximum enjoyment from your radio, fit CHAMPION—the valve that has taken the radio world by storm! Packed in sealed cartons and available in metal or glass tubes, Champion Valves are tested under the most exacting conditions. For longer life, sweeter tone and faithful reproduction, place your trust in CHAMPION Valves—they never let you down! N.Z. Distributors: ELLIS & CO. LTD., P.O. Box 506, Auckland.

Champion
6 WAY TESTED VALVES

"ADJUSTA" PATENT REDUCING CORSET



Recommended by "GRAN" of 12B

● Specially designed for the not-so-slim and as an abdominal support the ADJUSTA corset fills a long-felt want for every size and age. No busts, rubber or lacing. Instantly fastened and adjusted. PERFECT COMFORT for work or sport.

Sizes 24in. to 40in.

Sent POST FREE on Receipt of Waist measurement and 30/- ORDER NOW! SATISFACTION GUARANTEED.

Brassieres also available at 5/-, 6/- for the heavier figure.

Agents—DIRECT SILK & FROCK CO., 1st Floor, Brunswick Buildings, Auckland.

Have 'oo Got Your Gas Mask, Mr Grant?

Who says that England wasn't air-raid-conscious in those dark days of the crisis? Just as R. L. Grant, prominent New Zealand film executive, came out of Welwyn Studios, near London, little Binkie Stuart, English film starlet, said very naively, "Have 'oo got you gas mask, Mr. Grant?"

Features From 2YA Studios

SOME interesting presentations will be heard from the studios of 2YA during the week beginning February 26. At 9.5 p.m. on Sunday, part six of the "Victoriana" series, "The Dream," is to be broadcast. This dramatic mosaic commemorating the life and reign of Queen Victoria, is constructed and produced by the NBS.

Julie Werry, New Zealand soprano, gives a recital of classical songs the following evening at 8.10. This will be Miss Werry's final recital prior to returning to Australia.

On Tuesday, a programme of American music, featuring compositions by George Gershwin, will be broadcast. Listeners will hear "Memories of the Ballet," the fourth of a series of imaginary broadcasts re-creating the atmosphere of the theatre during the season of the ballet. Gershwin's "Rhapsody in Blue" will be played.

Relayed from James Smith's tea-rooms, a St. David's Day concert by the Wellington Welsh Society, will be presented from 2YA on March 1. Later in the evening the Australian vocalists, Raymond Beatty and Heather Kinnaird present further songs. These two artists will also be heard on the following evening in classical solos and duets.



Stranger Won The Contest

PROFESSOR SPEEDEE (Elliott Lloyd) of 3ZB, now looks as well as speaks the part, for he appears in the studio complete with gown and mortar-board. "The Prof." has the "manner perfect" and is the acme of erudition, for radio purposes. And hereby hangs a tale.

A visitor turned up in 3ZB's lounge the other night just to see how this contest was worked, and to take a look round generally.

He was a "don't mind if I do" young man, and stepped into the breach when a worried announcer, seeking a substitute for a missing contestant, approached him.

What's more, the stranger walked off with the prize!

Commercial Broadcasting In The Argentine

Land Of Promise For Immigrants

IN her book, "Silver Seas and Golden Cities," Frances Parkinson Keyes remarks that Argentina, a melting-pot greater than Canada and the United States is to-day the immigrant's land of promise. At the Immigrants' Hotel in Buenos Aires, food and lodging are furnished free for five days, sometimes for as many as 4000 people at once.

There is a white-tiled dining-room and laundry, immaculate dormitories, rows of spotless bathrooms, a model hospital and pharmacy and a great sunny plaza in which to rest. Settlers bring in their belongings free of duty; they change their money without cost.

At the end of their five-day visit they are furnished free transportation to any part of the republic they wish, their choice having been facilitated by movies showing the respective advantages of the different States, with captions in their own languages.

The thoroughly modern city of Buenos Aires has in store for the newcomer many a surprise. For example, it has twenty radio stations for general broadcast, and between them they fill

the air with jazz and tangos and announcements about various commercial products. The new Government station, in competition with the private interests, is doing a fine job of news and propaganda broadcasts.

One of the cleverest deals made in radio was one which gave one of the stations a monopoly of the right to place loudspeakers along the Costenedra, the parkway which parallels the River Plate for several miles, and which is used by most of the populace for strolling on hot summer evenings.

The station hitched up its loudspeakers to almost every street-lamp along this promenade and keeps these loudspeakers tuned to its programme right through the night. This means that everybody has to listen, whether they want to or not, if they want to keep cool by the water's edge.

This great country, with an area of over a million square miles and twelve million inhabitants, faces great expansion in the twentieth century.

In the interesting recorded series, "Ports of Call," 4YA listeners will, on Wednesday, March 1, be taken on "A Visit to Argentina."