

From Stage to Microphone

Effect of the Sound Film

THE advent of the sound film has meant ringing down the curtain to the stage careers of many entertainers. The musicians were the first to fall before the theatrical Robot, but other performers, even the always popular vaudeville artists, have now had to give way.

In New Zealand in the Fuller theatres, which for generations have been synonymous with vaudeville, pictures are now installed. One vaudeville company was disbanded in Christchurch, and two of the artists, Ron Shand and Lettie Craydon, who are settling in that city, will be heard on the air on Friday, March 14. IYA recently broadcast two artists from the professional ranks, Miss Alice Bennetto and Mr. Elton Black.

Another party headed by Mr. Lew James (one of the principals in the Potash and Perlmutter Company, which created such a furore when it toured New Zealand some years ago) is to appear at IYA next month. On April 8, Mr. James will produce the three-act play "Give and Take," to be followed on April 12 with a full vaudeville programme. It can be readily realised that not all stage performers are suitable for radio broadcasting, and it is gratifying to listeners to observe that those who are available and adaptable are being engaged by the Broadcasting Company.

Another overseas artist scheduled to perform at the four New Zealand stations is Miss Edith Harthy, Welsh composer, pianiste and singer.

WANTED AND FOR SALE.

For column of casual advertisements see page 31.

TEMPLE SPEAKERS

Improve any Set by adding a Temple Speaker.

Air Column; Super Magnetic; Chassis.

Details on Request.



ROYDS-HOWARD CO.
333 COLOMBO ST. CHRISTCHURCH

NOTICE to all Battery Users.

—THE—

EXIDE Service Station

Under the New Management of MR. L. ALEXANDER.

For all Battery Troubles, Service, Repairs and Recharging. Ring new no.—

28-779

FOR PROMPT ATTENTION.

Rear-Admiral Byrd

Effort to Arrange Broadcasts

RADIO listeners throughout New Zealand will be keenly interested in the return of Rear-Admiral Byrd from Antarctica. He is now en route to Dunedin and should arrive there next week. Will he be heard on the air? The Broadcasting Company wrote to him while he was at Little America inviting him to broadcast, and for some weeks past broadcasts and rebroadcasts have been carried out between 2YA and 2XAD, Schenectady (New York), via the short-wave station, 2ME, Sydney, to test the possibility of Rear-Admiral Byrd speaking to the people of America.

If this project materialises, Rear-Admiral Byrd's voice will be relayed over 500 miles of telephone line and submarine cable from Dunedin to 2YA, Wellington. The short-wave station, 2ME, Sydney, will pick up and rebroadcast to 2XAD, Schenectady, whence it will be distributed throughout U.S.A. and Canada.

One can imagine the thrill which the American people will experience on hearing the voice of such a national hero as Rear-Admiral Byrd, fresh from his remarkably successful expedition to the South Pole. If this contemplated broadcast is a successful one, it will complete in a most dramatic and spectacular manner the part which radio has played in the carrying out of Rear-Admiral Byrd's expedition.

At the time of going to press there is no definite information as to whether and when Rear-Admiral Byrd will be broadcasting. When the news is available it will be duly announced and published in the daily papers.

4YA Picnic

Big Brother Bill's Day

WHEN one saw the crowd of children at Big Brother Bill's picnic last year one was inclined to think that all the juveniles of Dunedin were there. But it is safe to say that there will be more present this year, on Saturday, March 8. Not one of the thousand and more children who attended last year will be absent on this occasion, and they will each bring friends, for not one of the children who attend one of Big Brother Bill's picnics ever forgets it, nor does anyone who listens in.

Final arrangements in connection with the picnic were discussed at a meeting of the 4YA Children's Session Advisory Committee held on Thursday, February 20. Those present were: Mr. W. D. More (Children's Session Organiser and Chairman of the Committee), Sister Nora (representing S.P.C.W.C.), Miss Felchley (representing the Girl Guides), Aunt Sheila (Miss Sheila Neilson), Mr. R. Phelan (representing the Boy Scouts), Mr. O. J. Stenhouse, and Uncle George (Mr. George Palmer).

All the details concerning the transport of the children to the picnic ground, the feeding of them and the entertaining of them when there were gone into at length. A sports programme, including all sorts of novelty events, treasure hunt, etc., has been arranged. In view of the possibility of unpropitious weather and in order to give parents and children the latest information concerning the picnic it was agreed that 4YA should make a special broadcast at 8.30 a.m.

Last year a moving picture was made at the picnic. This year it is probable that a "talkie" will be attempted. Next Saturday, March 8, therefore, the children's session will be given in the open air, on a farm, with all the hundreds of bairns crowded round. It will be the Picnic Session. All the world will be there except that part

listening to the rumpus. Community singing, birthdays, and letters broadcast from the picnic grounds.

The schedule of broadcasting hours which 4YA will observe on Picnic Day will be:

8.30 a.m.: Latest information concerning the picnic.

10 to 10.30 a.m.: Description of departure of motor-bus fleet from Station 4YA.

1 to 1.15 p.m.: Description of picnic on grounds at Halfway Bush. Announcement of treasure-hunt result. Description of sports and games events.

3 to 4.30 p.m.: Afternoon session and announcement of sports results.

5 to 6 p.m.: Children's hour with community singing, and programme from the picnic ground.

Byrd Expedition

New Zealanders' Part

FULL credit to the New Zealand members for the part they played in the Antarctic Expedition is given by Admiral Richard Byrd in a radio message he has transmitted to the Prime Minister (Right Hon. Sir Joseph Ward). The message is in reply to greetings forwarded by Sir Joseph Ward, and runs as follows:—"All members of the expedition join in thanking you for your thoughtful and hospitable radio. It is fitting at this time that I should tell you that the New Zealand members of the expedition have done very splendid work, and I wish to give them their share of the credit for the work which was accomplished in the face of hazards and great difficulty. This is only another one of the many instances where this expedition owes the people of New Zealand an everlasting debt of gratitude."

"N.Z. Radio Listener's Guide"

Dealers and Booksellers 2/6; Post Free 2/9—P.O. Box 1032, Wellington.

Beam Service

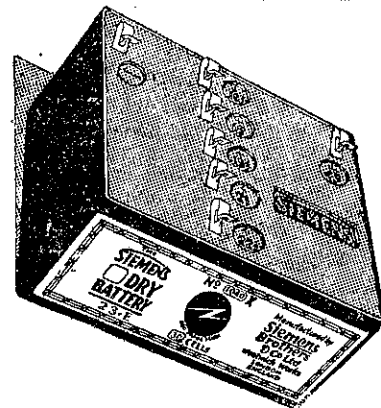
THE British Government has finally decided not to adopt the beam system advocated by Imperial International Communications. It intends retaining the expanding service operated from Rugby, from which Britain at present communicates telephonically with America. The suggestion to link up with private enterprise operating the beam will be rejected. Experts have advised that the development of the high-power station at Rugby involves less capital cost and it can be rapidly adapted for world telephony.

"Good Morning, Bill"

THIS play by Wodehouse was recently presented at 2YA under the direction of Mr. Victor Lloyd, and so many requests have been received for a repetition that arrangements have been made to broadcast it again on April 28.

Lawn Tennis

DESCRIPTIONS of the matches which the Australian tennis team will play in Christchurch on Friday and Saturday this week (March 7 and 8) will be broadcast by 3YA.



Are You Satisfied?

Choose a British Battery to give you complete satisfaction. Siemens Batteries ensure perfect reception, giving you an evenness and clarity of tone that no other will do.

SIEMENS

**45 VOLT
DRY BATTERIES
Are A I-British**

"A Necessary Adjunct to Good Radio."

From all Dealers, or Sole N.Z. Distributors:

Cory-Wright & Salmon

P.O. Box 1230,
WELLINGTON.

P.O. Box 1650,
AUCKLAND.