



# SOUTH POLE RADIO NEWS



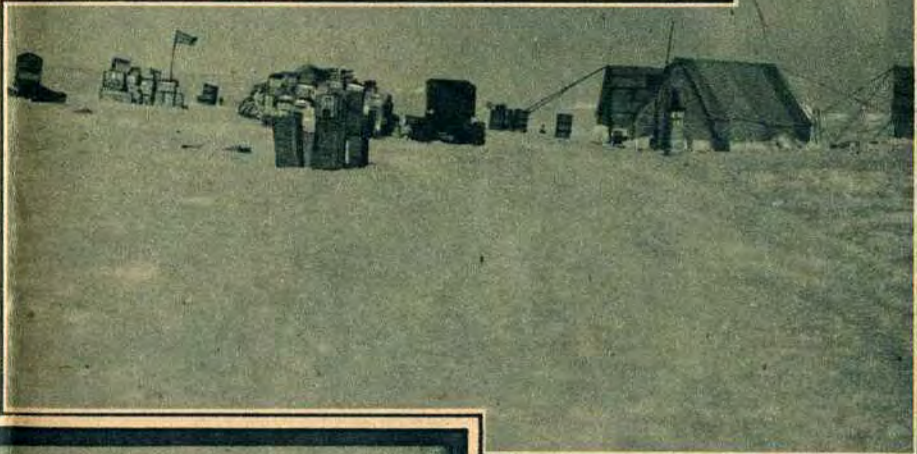
Vol. 1

PUBLISHED BY GRAPE-NUTS, THE CEREAL BYRD TOOK TO LITTLE AMERICA

No. 3



New pictures of the Byrd Expedition whose weekly broadcasts from the Antarctic thrill America's millions Wednesday Night, 10 P.M. (EST). Columbia Network



AFTER BEING UNLOADED, supplies are concentrated at the Pressure Camp to be hauled by dog sled and tractor to Little America.

"O'ER THE HOME OF THE BRAVE" floats the Stars and Stripes as the flag is planted in the ice in front of the radio station at Little America.



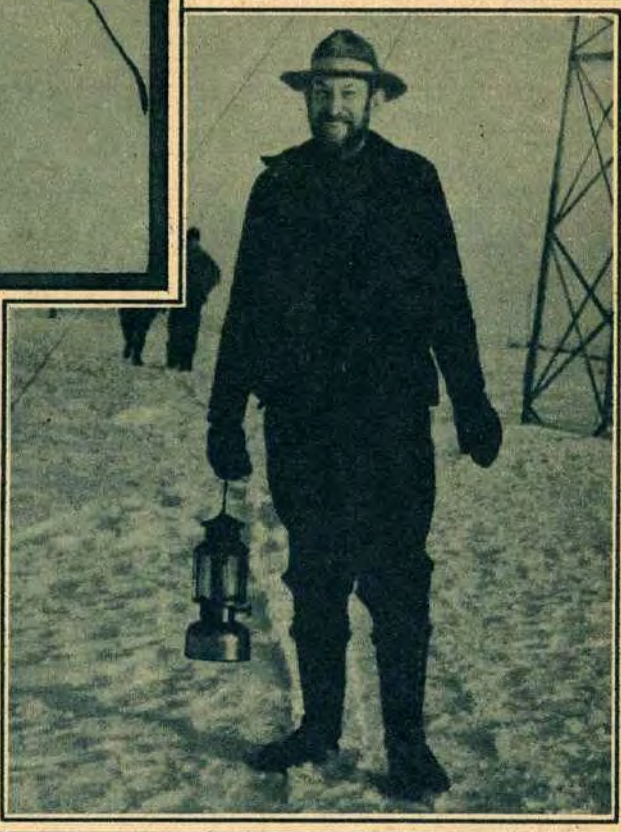
DR. THOMAS C. POULTER, Mt. Pleasant, Iowa, second in command, who led the relief expedition that, after a tortuous 62-hour trek through cold and darkness, located the isolated outpost where Admiral Byrd spent 4½ months alone.



STEPHENSON COREY, Winchester, Mass., supply officer, also supplies the first bumper crop of whiskers grown in Little America.

AN ETCHING OF ADMIRAL RICHARD E. BYRD by the internationally famous artist, Walter Tittle. A copy of this handsome etching, measuring 8 by 10 inches, finished in sepia, and ready for framing, may be secured by sending the top of one full-size Grape-Nuts package, with your name and address, to Grape-Nuts, Battle Creek, Mich.

LOADING THE RADIO EQUIPMENT on dog sleds to be carried across the treacherous ice to the base camp. (Charles J. V. Murphy, Mamaroneck, N. Y., communications officer, is third from right.)



EDGAR F. COX, Arcade, N. Y., carpenter and milkman of the expedition, sets out to milk the three cows, which average 60 quarts of milk a day.





THE ORANGE FLAGS OF SAFETY that marked the perilous trail over the ice from the Bay of Whales to Little America. Similar flags, planted at frequent intervals, were used to mark the 123-mile Southern Trail to Admiral Byrd's advance camp.

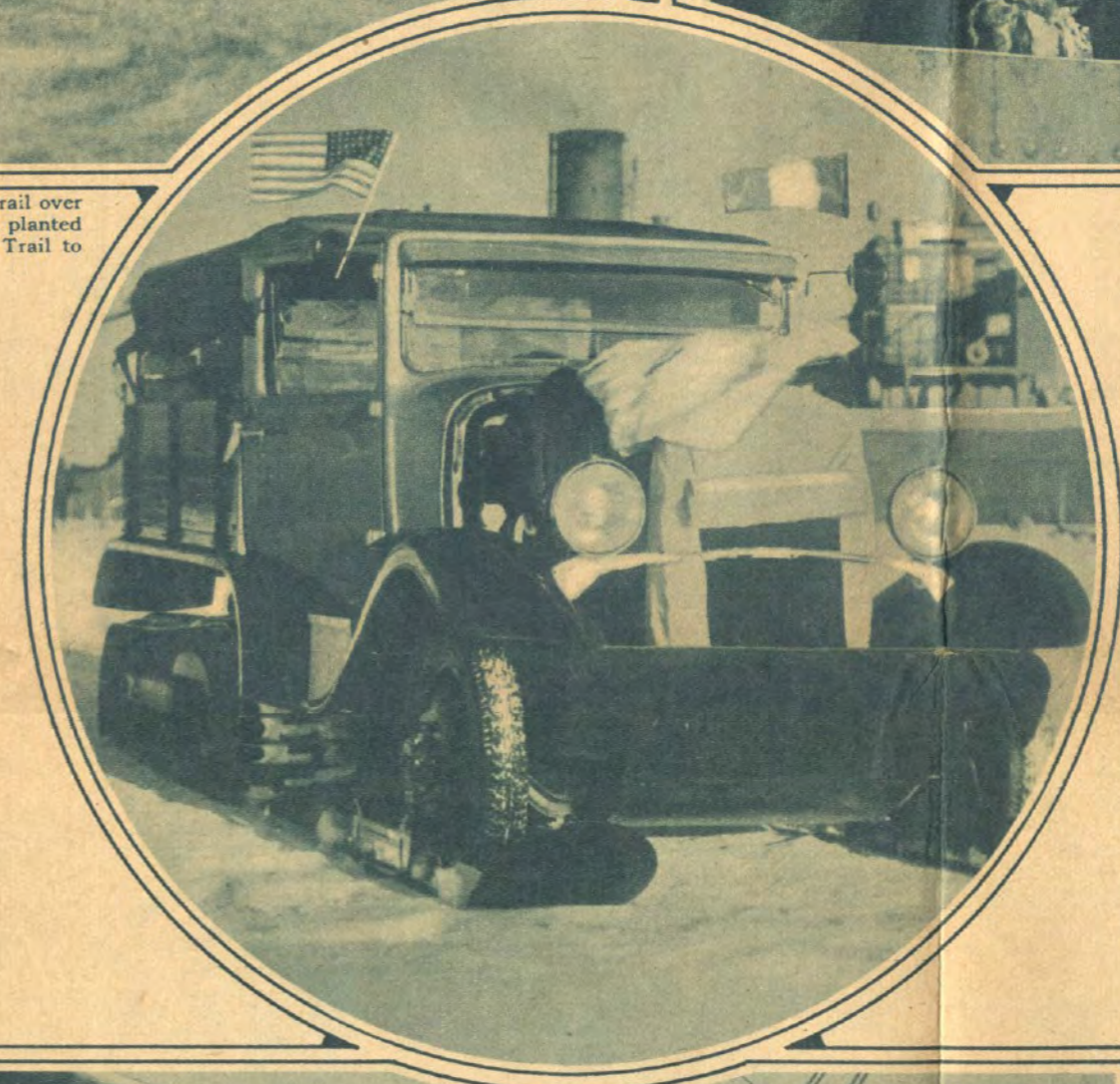


ABOVE—ADMIRAL BYRD speaking on one of the expedition's weekly broadcasts.



ADMIRAL BYRD discusses plans with John Dyer (with goggles), Haverhill, Mass., radio engineer, and Capt. Innes-Taylor (right), chief of dog division, as sleds reach Little America with radio equipment.

IN THE NEW YORK STUDIO, Capt. Ashley C. McKinley (right), third in command on the first Byrd expedition, gives interesting sidelights on the latest news from Little America, while Harry Von Zell, announcer, holds a 10,000-mile, two-way conversation with Charlie Murphy every Wednesday night.



START OF ONE OF THE RECONNOITERING FLIGHTS in which it was discovered that an area of 200,000 miles, believed to be land, was actually open water. At rail of flagship, left to right: Joseph Pelter, Pensacola, Fla., aerial photographer; Carl Peterson, Freeport, L. I., radio operator; Harold June, Cos Cob, Conn., pilot; and Admiral Byrd.

LEFT—ONE OF THE FIVE TRACTORS that are playing an important part in the exploration work of the expedition. Fitted with stoves and bunks, they serve as moving camps while the men are on the trail.



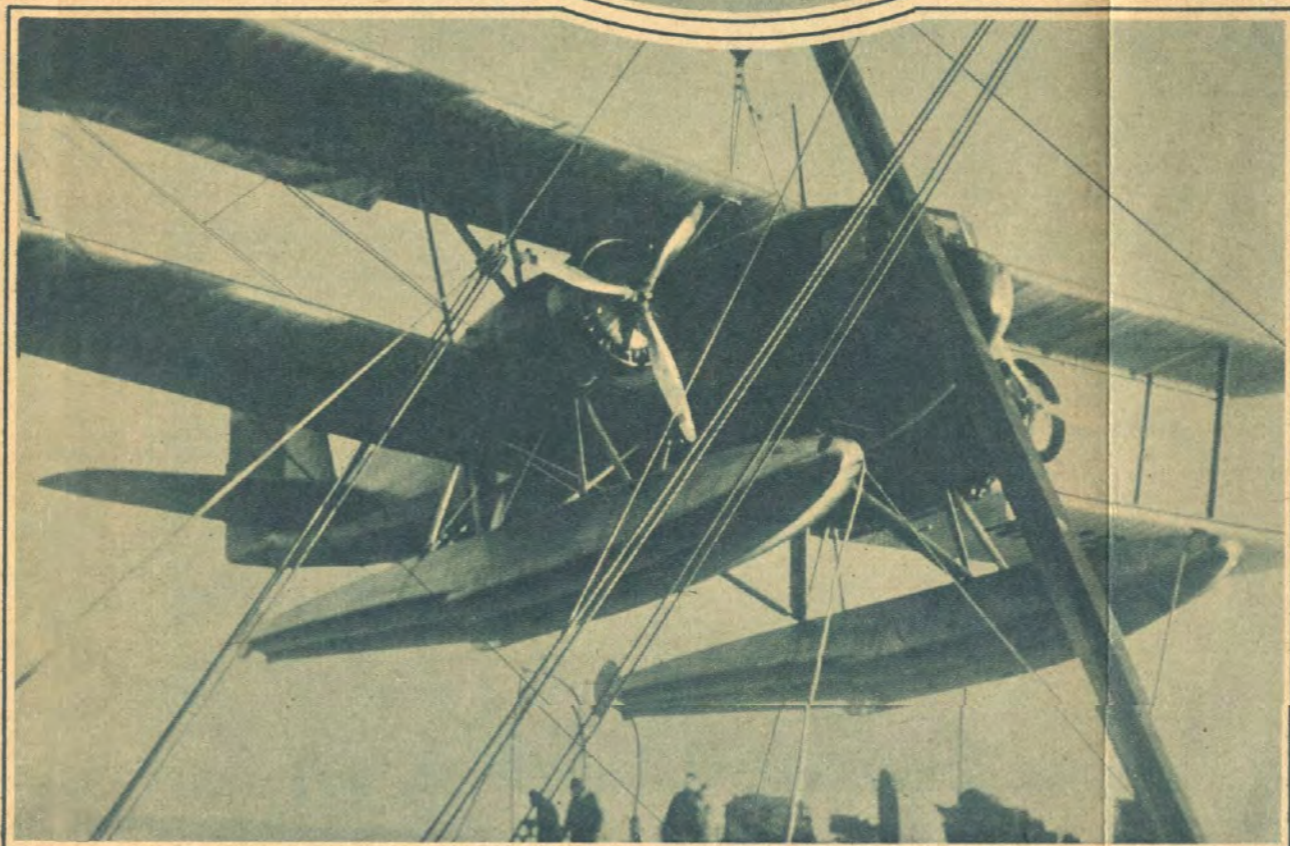
AMORY WAITE, Quincy, Mass., radio operator (left), and Pete Demas, Washington, D. C., tractor driver, who accompanied Dr. Poulter on his heroic dash to reach Admiral Byrd at his isolated advance camp.



AL CARBONE, cook and harmonica player extraordinary, got the thrill that comes once in a lifetime when his infant daughter, Marie Byrd Carbone, born after the expedition left Norfolk, broadcast to her father in Little America from the family home in Cambridge, Mass. Mrs. Carbone assisted by holding the microphone over the crib.



UNLOADING PART OF THE TWO-YEAR'S SUPPLY of Grape-Nuts that went with the expedition to the South Pole. Grape-Nuts was taken by both the first and second expeditions because this appetizing breakfast cereal provides rich and varied nourishment with the minimum of bulk and weight.



SWINGING THE GIANT Curtis-Wright Condor plane over the side of the *Jacob Ruppert* for one of its thrilling reconnoitering flights. The Condor has a wing-spread of 82 feet and is equipped with two 700-horsepower Cyclone motors. This is one of the four planes accompanying the expedition which are being extensively used in exploring the unknown wastes of the Antarctic.



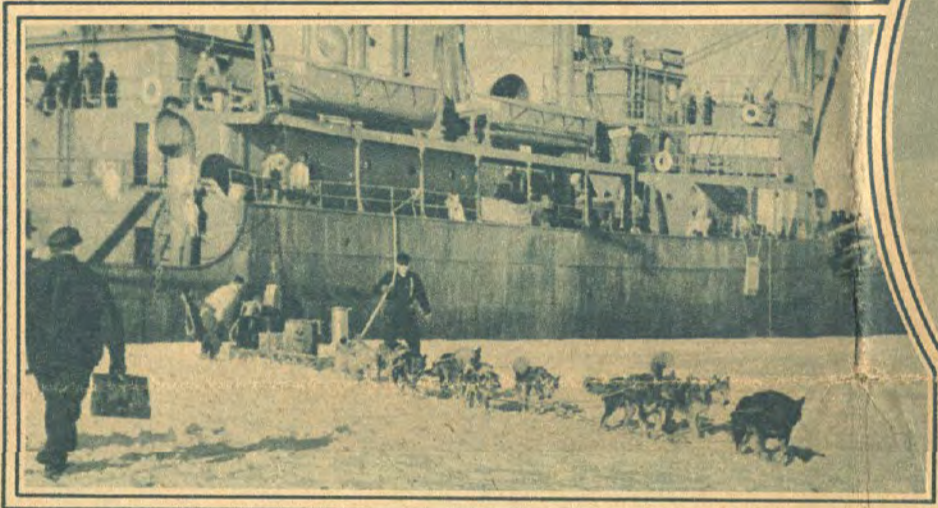
THE PALE ANTARCTIC SUN sets on a desolate waste of cold and ice and snow—photographed from the deck of the flagship just before it left the Bay of Whales for winter quarters in New Zealand, approximately 2,300 miles from Little America.



**BREAKFAST AT LITTLE AMERICA**—and Admiral Byrd enjoys a bowl of Grape-Nuts. Apparently, Grape-Nuts is just as popular with the other members of the expedition for, although they took a two-years' supply with them, a wireless order has been received for an additional shipment of this delicious cereal.



**THERE WERE 157 HUSKIES** with the expedition when it left for the Antarctic, but the pack has been increased since then by nine new arrivals.



**THE FLAGSHIP TIES UP** at the Antarctic ice barrier, and the back-breaking job of unloading more than 500 tons of supplies begins—14,000 separate items to be transported by dog sled and tractor to Little America.



**RIGHT—QUINN BLACKBURN**, Seattle, Wash. (left), gives Joe Pelter, aerial surveyor, a skiing lesson. Pelter is the first man to undergo a major operation in the Antarctic—the successful removal of his appendix.



**WILLIAM C. HAINES**, Washington, D. C., third in command and chief meteorologist, broadcasts an Antarctic weather report and chills sweltering America with tales of temperatures 70 degrees below.

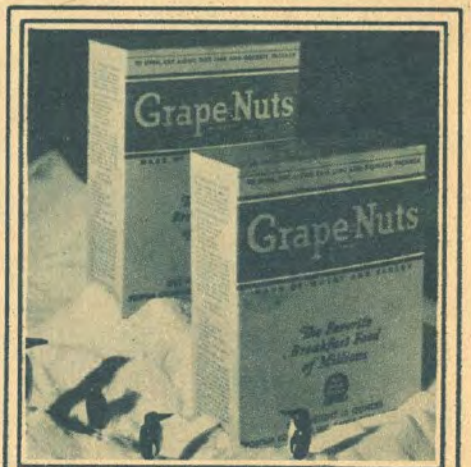


**HAROLD I. JUNE**, veteran of the First Antarctic Expedition, returns to Little America to direct the extensive exploration flights as chief aviation pilot.

**THE BYRD BROADCAST NETWORK**

Over the following stations in the Columbia Broadcasting System's coast-to-coast chain, the Byrd program is sent every Wednesday night:

City	Station	Time	City	Station	Time
Akron	WADC	10 to 10:30	New Orleans	WDSU	9 to 9:30
Albany	WOKO	10 to 10:30	New York	WABC	10 to 10:30
Atlanta	WGST	9 to 9:30	New York	W2XE	10 to 10:30
Bakersfield, Cal.	KERN	7 to 7:30	Oklahoma City	KOMA	9 to 9:30
Baltimore	WCAO	10 to 10:30	Philadelphia	WCAU	10 to 10:30
Bangor	WLBZ	10 to 10:30	Philadelphia	W3XAU	10 to 10:30
Boston	WNAC	10 to 10:30	Pittsburgh	WJAS	10 to 10:30
Buffalo	WKBW	10 to 10:30	Portland	KOIN	7 to 7:30
Chicago	WBBM	9 to 9:30	Providence	WEAN	10 to 10:30
Charlotte	WBT	10 to 10:30	Richmond	WMBC	10 to 10:30
Cincinnati	WKRC	10 to 10:30	Rochester	WHEC	10 to 10:30
Cleveland	WHK	10 to 10:30	Sacramento	KFBK	7 to 7:30
Columbus	WBNS	10 to 10:30	Salt Lake City	KSL	8 to 8:30
Dallas	KRLD	9 to 9:30	San Antonio	KTSA	9 to 9:30
Denver	KLZ	8 to 8:30	San Diego	KGB	7 to 7:30
Detroit	CKLW	10 to 10:30	San Francisco	KFRC	7 to 7:30
Fort Wayne	WOWO	9 to 9:30	Santa Barbara	KBB	7 to 7:30
Fresno	KMJ	7 to 7:30	Seattle	KOL	7 to 7:30
Harrisburg	WHP	10 to 10:30	Spokane	KFPY	7 to 7:30
Hartford	WDRG	10 to 10:30	St. Louis	KMOX	9 to 9:30
Houston	KTRH	9 to 9:30	Stockton, Cal.	KWG	7 to 7:30
Indianapolis	WFBS	9 to 9:30	Syracuse	WFBL	10 to 10:30
Kansas City	KMBC	9 to 9:30	Tacoma	KVI	7 to 7:30
Lincoln	KFAB	9 to 9:30	Tampa	WDAE	10 to 10:30
Little Rock	KLRA	9 to 9:30	Topeka	WIBW	9 to 9:30
Los Angeles	KHJ	7 to 7:30	Waco	WACO	9 to 9:30
Louisville	WHAS	9 to 9:30	Waterloo	WMT	9 to 9:30
Memphis	WREC	9 to 9:30	Washington	WJSV	10 to 10:30
Miami	WQAM	10 to 10:30	Wichita	KFH	9 to 9:30
Minneapolis	WCCO	9 to 9:30	Worcester	WORC	10 to 10:30
Nashville	WLAC	9 to 9:30	Yankton, S. D.	WNAX	9 to 9:30



**GRAPE-NUTS**, America's favorite breakfast cereal, has a delicious, nut-like flavor unlike anything you've ever tasted. It is rich in varied nourishment and economical as well, since a small serving, with milk or cream, is equal in nourishment to many a hearty meal.