

WANTED TO BUY CAMERAS!

Best cash prices paid for Cameras, Home Movie Cameras, Projectors, Photographic Accessories, Metal Tripods, etc.

KODAK NEW ZEALAND LTD.

162 Queen St., Auckland; 292 Lambton Quay, Wellington; 681 Colombo St., Christchurch; 162 Princes St., Dunedin.



THERE'S NO RETREAT FROM "Victory Red"

TATTOO'S NEWEST, SMARTEST LIPSTICK

It's a red that says "Look out! There's danger in them thin lips!"—and Victory Red means everything it says—if you're game to wear it. It's commanding—the boy friend springs to attention. It's patriotic—it makes you feel equal to any encounter. It's still Tattoo's dewy lustrous quality—but a brighter, breezier, capture-metif-you-can colour that will make to-night a real occasion for you.



'Victory Red'

THE SMARTEST LIPSTICK ON PARADE

Other Shades—Natural, Exotic, Pastei, Hawaiian, Coral, Fire Red, Rose Dawn.

ENTER "MARY BROWN" Little Old Lady With A Story To Tell

FEW radio artists make their first appearance before the microphone at the age of seventy—so few in fact, that when they do their appearance is an event for them as well as for listeners. Such an event is in store for listeners to 2YA next week when the National Broadcasting Service will present "Mary Brown," a little old lady of seventy summers, in a new serial feature entitled "At Eventide." And there's a story behind her appearance.

A long time ago the Production Department of the NBS conceived the idea of putting on the air a woman of seventy or so who would tell her life story to listeners. But there were difficulties. First of all they had to find the right person and she had to have a life story to tell that would be of interest. Moreover she had to be able to tell it herself in such a way that it would hold the attention of listeners—something like the feature "Wandering with the West Wind" which was so popular a little while ago.

She Just Walked In

There the idea rested until one day she just walked into the studio. At least, she had come about something else and while talking to Someone she happened to mention one or two interesting details about her life. Someone immediately thought "here is the little old lady we wanted," and rushed out to ring up Someone Else.

Someone Else came rushing down the stairs and hastily conferred with Someone and then they both conferred with "Mary Brown" for that's what they had decided she should be called on the air. They explained to her their idea. Would she tell her life story on the air? "Of course I would," she replied, "I've nothing to be ashamed of—except a picture of two stags at bay which hangs on the wall of my sitting-room and nobody seems to like except me." But then she digressed a little and eventually decided that nobody would want to listen to her story. Someone and Someone Else assured her that people would want to hear it—they assured her again and again . . . and again. Eventually she agreed.

Remembering a Long Life

Thus was born *At Eventide*. That's what the NBS decided to call "Mary

Brown's" presentation, for they remembered that somewhere in their school poetry books they learnt that it was written of humankind that "at eventide they shall remember" and that is what they wanted Mary Brown to do—to remember all the joys and the sorrows of her long life and to tell as well something of the background of the times through which she had lived. Once they managed to get "Mary Brown" started she told her story just as they wanted it—and she told it better than they had hoped anyone could. Their triumph, they decided, would be the listeners' pleasure. For, if nothing else, Mary Brown had an interesting story to tell. She was born in England on June 26th, 1870—she was born the very night that Wagner's opera, "Die Walkure" was being performed for the first time in Munich. Charles Dickens had died just two weeks before—and de Lesseps had—But it will be better to hear "Mary Brown" tell all this in her own way. You will hear the first part of her story from 2YA next Wednesday evening, May 14. Perhaps it will make you start remembering some of the things that have happened in your own life—it's that kind of presentation.

Last Man on Earth's New Role

AMERICAN radio audiences will not soon forget the "Last Man on Earth" in Orson Welles's broadcast of the fabulous invasion of men from the planet Mars. During the second half hour of that programme, which unintentionally frightened the wits out of millions of listeners, the dialogue was almost entirely an interview between the Martian general, played by Orson Welles, and the "Last Man on Earth," a part played by Carl Frank, a young Broadway theatrical star.

The voice of Carl Frank is known to New Zealand listeners also, as he plays the part of Bob in the serial drama *Betty and Bob*, which is starting again from the ZB stations after an interval of some months.

Frank had a meteoric rise on Broadway, being first noticed by the critics in Sidney Howard's play *Path of Glory* in 1936. In radio few other actors have played so many parts. As Buck Rogers he became the hero of countless young Americans; in daytime dramas he has stirred the hearts of countless women listeners.

The part of Betty is taken by Arlene Francis, another Broadway player. She starred in Maxwell Anderson's *Road to Jerusalem*. The announcer and commentator is Milton Cross, well known in the U.S. for his *Information Please* sessions.

The part of Bob was originally taken, nearly ten years ago, by a young actor named Don Ameche, who was then making his first appearance in radio.

"*Betty and Bob*" has already started again over 1ZB and 2ZB, and will start from 3ZB on May 15, and from 4ZB on May 22.

Anzac Night Appeal

Statistics of the organisation of the Anzac Night radio appeal show that much of its success was due to the hard work of officials of both radio services, the Post and Telegraph Department, Patriotic Committees, and hundreds of people throughout the country who worked long hours on a holiday night.

In Wellington, 59 'phones worked at high pressure dealing with local donations, while 17 dealt with toll calls from other centres, and there were several direct toll lines to Auckland. Each phone was manned by two people. In Christchurch, 42 phones dealt with local calls and ten with toll calls.

Altogether 345 exchanges were working on Anzac Night, 263 of which were either re-opened specially or kept open beyond their usual closing time by volunteer service.

Although Auckland was not participating in the appeal, donations from the city and all over the province came in shortly after the start of the programme, and the direct lines between Auckland and Wellington were kept busy for hours.

During an Anzac night concert at Timaru, a special appeal was made from the stage. Seven Post Office officials took the names and addresses of those who promised donations, and these were later acknowledged over 3YA. Just on £130 was raised.

Most of the workers at the various broadcasting stations remained on the job until midnight, but so persistent was the flow of gifts into 2YA, that Clive Drummond, the station's chief announcer, was kept acknowledging them until 2.30 in the morning. Days after the broadcast, the National Patriotic Fund Board in Wellington was still receiving gifts.

TOO HARD FOR THE POLITICIANS

ALL America is enjoying the joke against four members of the American House of Representatives who were prevailed upon to enter a radio quiz feature a couple of months ago, and displayed easily as much lack of knowledge on general subjects as the public at large.

The session was produced by a Washington advertising man named Henry J. Kaufman and is broadcast weekly from WJSV Washington as a CBS house programme under the title of "No Politics." The first attempt was so popular that it drew more than 1,000 letters, although it was heard at the awkward hour of between 1.30 and 2 p.m. E.S.T.

The first Congressmen catechized in "No Politics" were two Republicans, Brown (Ohio) and Andressen (Minnesota), and two Democrats, Ramspeck (Georgia) and Coffee (Washington). They didn't know the answers to five out of thirteen

(Continued on next page)

Pulmonas give

2-WAY RELIEF INHALATION.

AND ABSORPTION BY BLOOD STREAM

FROM

COUGHS-COLDS-

'FLU-SORE THROAT

In handy tins—always carry Pulmonas in purse or pocket. 1/1, 1/7, 2/7. Chemists and Stores.