



SAMUEL GOLDWYN
People are gregarious

ally, he thinks, from the present ones, but there will be variations in techniques. There will be a greater emphasis on story value, and as these films will probably not run over an hour, there will inevitably be an accelerated tempo. And with one segment of the movie industry producing for the theatres and another for the homes, "the weak sisters in our ranks will fall by the wayside."

"I am convinced," he concludes, "that television will cause Hollywood to achieve new heights." And so, the battle joined, the matter rests for the present.

KEY TO THE CITY

(M.G.M.)

THIS comedy spoofs the kind of high jinks that might happen at a Mayors' Convention in San Francisco. It is a knockabout farce, a little awkwardly after the manner of Preston Sturges, in which ex-longshoreman Mayor Clark Gable uses his fists—and the city fire-engine—to advantage, and woos Mayor Loretta Young in the costume of Little Lord Fauntleroy, on the way to a fancy dress ball. Although the film tries desperately to be funny, it is at times boring.

Mrs. Lowe's Mistake

THERE'S nothing like old-fashioned housework and the care of a family for keeping women occupied. The Americans, who have made housewifery simple, soon found that their women folk were making use of their surplus energy in all sorts of ways. A fairly common outlet for a wife's enthusiasms is her husband's career; the little helpmeet likes to put her shoulder under the seat of his pants and shove him up the ladder of material success.

Mrs. Lowe, wife of Dr. Paul Lowe, made a mistake when she talked her father into financing a hospital for the man she was then about to marry. This tied them both to the small Middle Western town of Stanton, whose people Dr. Lowe wanted to serve, but she was ambitious to move to one of the big cities. So the hospital became the symbol of her frustration. This new serial, *Dr. Paul*, in which John Saul takes the name part, begins from 12B at 10.45 a.m. on August 28, and plays on Mondays, Tuesdays, Wednesdays and Thursdays; 22B starts it on September 4, 32B on September 11, and 42B on September 18, all at the same time and on the same days.

N.Z. LISTENER, AUGUST 25, 1950.

CAN'T SLEEP?

What is the cause of that dread complaint Insomnia? Usually over-work and over-worry. Insomnia is an insidious drain on vitality and well-being. However, Nature has provided Herbs to alleviate this condition. **RED SEAL "Passiflora" Tablets** contain only Herbal ingredients, no harmful drugs, but a natural sedative to help promote sound, restful sleep. 25 days' treatment (100 Tablets), 4/6, Post FREE. For dependable Herbal Remedies, consult qualified practitioners.

W. T. ANDERTON LTD.,
239 SYMONDS STREET (Box 66C),
AUCKLAND, C.S.

Elizabeth Arden Powders are Precision Blended

HIT-OR-MISS mixing of face powders is

like hit-or-miss blending of anything else

... a failure nine-tenths of the time.

Don't trust YOUR good looks to any such

guesswork when you can have the colour

blended scientifically by Elizabeth Arden

herself. Their subtly modulated shades

are accomplished by exact formulas, guarded

by instruments of hair-breadth delicacy, blended

with the utmost skill, in a laboratory of the most

modern equipment. There is no guesswork about Elizabeth Arden Powders.

There are many glorious shades to complement the skin ... among them the one YOUR skin needs for beauty.



ARDENA POWDER, 13/9 and 20/11

JAPONICA POWDER, 13/9 and 20/11

Elizabeth Arden

NEW YORK • 25 OLD BOND STREET, LONDON, W.1 • PARIS

Manufactured in New Zealand by Elizabeth Arden Ltd. and distributed by Potter & Birks (N.Z.) Ltd.,
14 Lower Federal Street, Auckland, C.I.