

## Hot Shots

## Editorial Notes

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**A**NOTHER famous singer is to visit New Zealand shortly under contract to the Broadcasting Board.

**S**EVERAL of the men in the audience of a Wellington theatre last week took off their coats and enjoyed the programme in their shirt-sleeves.

**L**IKE the Colonial Mutual building, which is well on the way to being finished, the Prudential Life Assurance building in Wellington is being faced with tinted stone.

**T**HERE were no cabinet ministers in Wellington during the Christmas vacation, reports a newspaper. Wellingtonians still seemed to enjoy their Christmas.

**A** SOUTH ISLAND motorist who arrived in Wellington recently expressed surprise at the excellence of the roads about Wellington. "They are infinitely better than those around Christchurch," he said.

**E**VERY now and then one hears surprising mistakes in announcing. From the Dunedin A station the other morning the following was broadcast: "Mendelssohn's 'Spring Song,' Ope 3, will follow."

**T**HE proud owner of a newly-bought second-hand car was demonstrating it to some friends on a recent evening in Wellington. The car refused to start, and the owner worked on it until three o'clock the next morning before discovering that the only trouble was that he was out of petrol.

**A**N Australian tourist who passed through New Zealand during the holidays said that he could see nothing to complain about in the New Zealand radio programmes, which were, in his opinion, every bit as good as those in Australia.

**A** WELLINGTON musician enjoying a stroll through a well-known suburb last Sunday was able to hear nearly all the recorded performance of "The Messiah," which was being presented from 2YA. In almost every house passed the radio was tuned to 2YA for the broadcast.

**T**HE most popular of all radio features during the holidays were the sporting sessions. With Plunket Shield cricket matches in two centres, and several race meetings in various parts of New Zealand, radio owners became very popular with their sporting friends during the news sessions.

Wellington, Friday, January 4, 1935.

## MAORI PRONUNCIATION

**M**AORI names have long been a debatable point, and the pronunciation by the New Zealand radio announcers has roused the ire of some listeners and the admiration of others. Commenting on this aspect of broadcasting the "Christchurch Press," in an editorial says:

All the New Zealand announcers, and the 3YA announcer with more success than most, have lately been trying to get away from the Anglicised versions of Maori words current in ordinary speech. Naturally enough, the attempt has outraged the feelings of some listeners, who feel that their own pronunciation is being gratuitously corrected; and the 3YA announcer has had thrown at him such unpleasant epithets as "effeminate," "pedantic," "affected," and "didactic." It can be said at once that, in so far as these accusations relate to the general standard of announcing at 3YA, they are the reverse of the truth. The impersonal voice of 3YA is admirable, and will stand comparison with broadcast English in any other part of the Empire. The question of Maori pronunciation is perhaps a little more difficult. Where the pronunciation of a place name is sanctioned by usage, there must be some very good reason for departing from it. There would, for instance, be just ground for complaint if the Broadcasting Board tried to induce the people of Canterbury to say "Arthur Pass" instead of "Arthur's Pass." But there are very good reasons why the Broadcasting Board should not be willing to follow usage in the pronunciation of Maori words. One is that for most Maori place names there is no usage which can be accepted as general. There are many different pronunciations of "Papanui" and "Wanganui" in common speech; and the Broadcasting Board has therefore an excuse for ignoring them all and setting its own standards. Another reason is that many popular pronunciations of Maori names are so slovenly and ugly that they are worth fighting against. The Broadcasting Board's attempt to check the tendency to cut off final vowels and syllables deserves particular encouragement. No sensible person wants "Waimak" or "Punakaik" to be accepted into the language. A third reason is that it would be an act of courtesy, indeed of justice, to the Maori race to retain pronunciations of Maori place names which are at any rate approximately correct. It has been asserted by some correspondents that what the announcers achieve is sometimes neither English nor Maori. Though that may be true it does not affect the argument.

## DEFEATING ITS OWN ENDS

**S**IGNS are multiplying that radio advertising faces a rising tide of public resentment in the United States. Average sponsors may not realise to what extent receivers are becoming silent, when strictly commercial programmes are on the air. Advertisers seem increasingly importunate. And the penalty of listening to an orchestra, or a comedy sketch, is too often a series of explosive admonitions to go out and buy a certain brand of soap, or cereal, or cigarettes—and to do it now.

The idea seems to be to spur listeners to action by advice that grows ever more strenuous. For many the action is that of shutting off the receiver altogether, and curling up with a good book or magazine.

Such things are better regulated in various European nations, as in Italy, Denmark, the Netherlands. Great Britain holds so tight a rein over radio advertising as practically to prohibit it. Perhaps some way may be found in the United States whereby radio, an agency existing primarily for people's pleasure and instruction, may also serve legitimate commercial interests, without driving away permanently the thousands of Americans who are now deserting it.

**B**REWERIES in Wellington report the best business for years this Christmas.

**R**EPORTS from Australia show that the new 1YA is being well received across the Tasman.

**A**CCORDING to the number of railway bookings, something like 10,000 people had left Dunedin for various parts before Christmas Day.

**F**ROM all over New Zealand replies have come in the "Radio Record's" film ballot, a surprising number of entries being received the day the paper appeared for sale last week.

**T**HERE was a very poor attendance at the Athletic Park, Wellington, on Christmas Day to listen to the concert given by the Grenadier Guards Band.

**B**Y the number of telegrams sent and received, at Christmas time a record was established for Dunedin. The volume of business was the heaviest the city has ever known—an indication of returning prosperity, said an official.

**F**ROM a Wellington daily: "The Duke of Gloucester while in Auckland enjoyed a bathe at Mission Bay, the city's only beach!"

**A**CCORDING to Mr. D. Lake, general manager in Australia and New Zealand for the Metro-Goldwyn-Mayer Film Corporation, Christchurch is better serviced in the way of cinemas than any other city south of the Line.

**P**ASSENGERS on a Christchurch-Lyttelton train received a shock on a recent morning when a young woman boarded the train wearing a very modern bathing suit and a light coat, which was not fastened.

**A** PORTER on a Taranaki railway station had a surprise recently when he found that a pram in the luggage-van contained a baby. The mother arrived later, saying she thought that an excellent place to "park" the child while she bought tickets.