

Hot Shots Editorial Notes

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Wellington, Friday, January 11, 1935.

WOMEN AND WIRELESS

BBROADCASTING is essentially a domestic affair; something that is addressed to the home and the individual. And for this very reason a wireless set is a possession treasured more by women than by men, for the former, by virtue of the lives they lead, constitute by far the greatest proportion of the listening public. Filson Young, the well-known English writer, says:—

Although the reception of a broadcast programme is a domestic affair, the sending out of it is a public matter. It is a sending out, to whomsoever it may concern, of subject matter deemed to be of general interest; and the broadcaster is a publicist on a very large scale. His function is generative and creative; the function of the listener is receptive and cultural. The broadcaster sows the seed; it is only in the listener that it can germinate and produce anything. It is of the nature of broadcasting that much of the seed is wasted—falls on barren or stony ground, or among weeds of a much stronger growth, which choke it and prevent its fruition. Hence the importance of the individual listener. And hence, in my opinion, the particular importance of women to broadcasting. In my opinion they are by far the best listeners—the most receptive, the most attentive, the most appreciative, and, in the best sense, the most critical.

The "Radio Record" is able to bear out this statement. Some of the most constructive letters come from women; the Broadcasting Board finds that women listeners are often less biased than men and the board's daily mail contains many letters from women who have obviously given careful attention to the programmes over the air. On the broadcasting side, too, women are playing a part. Quite apart from the "aunts" who delight thousands of youngsters every day, we have such capable and entertaining speakers as Mona Tracy, the Christchurch writer, who is now one of New Zealand's most popular broadcasters, Margaret Macpherson, Lady Statham, Isobel Cluett and Elsie Betts-Vincent.

THROUGH CANADIAN EYES

CANADIAN and American radio programmes, with their plentitude of advertising, were criticised in this column a few weeks ago. To-day we publish a letter from a Canadian living in Montreal, which shows the other side of the picture. He says:—

I read with interest the "New Zealand Radio Record." The thing that struck me was the rather "highbrowness" of the programmes. Much has been said and written against advertising in radio programmes, but I am still in favour of them. The little time that is taken by the sponsor to advertise his products (not more than five per cent. of the programme time) is amply repaid by the quality. You realise that competition is the life of trade, and this applies very especially to radio. A sponsor knows that to bring his product to the favourable attention of the public he must put on a programme that will be at least as good as that put on by a rival. Take the case of the coffee manufacturers. One has a programme of one hour on Sunday evenings. The star is Eddie Cantor, the stage and screen comedian; in addition there is a dance orchestra and a concert violinist. The advertising on this programme consists merely of a reminder at the beginning and end who the sponsor is.

Another has a variety entertainment, the "Show Boat," featuring Lannie Ross, the tenor, lately gone into talkies; he is supported by a well-known soprano, a comedy team, an orchestra and a few dramatists. All these are broadcast over a network of about 45 stations in the United States and Canada. I notice by the "Radio Record" that many of the programmes are electrical recordings. During the day we have quite a number of these over some of the stations, but they are not allowed after 7.30 p.m.

All programmes are not sponsored. During the day the American networks broadcast a number of non-advertising programmes that are paid for by the profits made from the advertising sessions. Stars are very much overpaid, but they seem to be in a position to demand the salary they want and to get it. The highest paid star as far as I know is Ed. Wynn, a comedian, whose collection of old jokes and horrible puns earn him 7500 dollars a performance.

AFTER five years in Christchurch, Miss Millicent O'Grady, well-known soprano at 3YA, is leaving New Zealand to settle abroad.

THE Lord Chief Justice of England's wife, Lady Hewart, is a Wanganui girl who received her nurse's training in Christchurch.

3YA has acquired the whole of the second floor of A. R. Harris, Co., Ltd., Christchurch, and is extending the offices.

THE veteran trotting driver, F. Holmes, of Christchurch, who drove Roi l'Or to victory in the Auckland Cup, returned by air to Christchurch after the fourth race on the last day of the meeting.

LORD BLEDISLOE, our popular Governor-General, made his last appearance at Ellerslie races on January 2, and on taking his departure was cheered to the echo by the thousands present.

WHILE in Auckland last week the Duke of Gloucester attended the Regent Theatre to see "The Count of Monte Cristo." He also saw and heard himself speak in a news film of his arrival at Rotorua and Auckland.

SINCE the Duke went to Piha to bathe and surf, this pretty spot has been attended by large crowds. Already an enterprising boarding-house there advertises that Piha was patronised by the Duke.

MOST of the Wellington dairies resorted to putting "No Bread" notices outside their shops on Wednesday to stem the streams of futile inquiries. Most of the stores had "sold out" on Monday afternoon.

WHEN the Grenadier Guards Band arrived in Dunedin at 7 a.m. on January 2, a large crowd assembled on the railway station platform to greet them, but the musicians were not to be seen. They remained asleep in the carriages until after 8 o'clock.

PRELIMINARY inquiries suggest that a good season will be enjoyed in Wellington by the J. C. Williamson Company, which is to open with "Ten Minute Alibi" on Saturday week. Dr. Merton Hodge's "Wind and the Rain," is also in the company's repertoire.

THE visiting British Amateur golf team considers Shirley the best golf course in New Zealand.

TWO more volumes of one-act plays by New Zealand authors will appear on the market within the next few months.

DECEMBER, 1934, was the driest month ever known in Canterbury, the rain on New Year's Day ending a forty-seven day drought.

THAT picturesque little spot in Lyttelton Harbour, Quail Island, is at present leased for three weeks at a nominal fee by a party of six young men.

ALTHOUGH many got into difficulties, only one man was drowned at St. Kilda, Dunedin, during the holidays. He bathed outside the area marked off by the Life-Saving Club.

A CAR chugging on to the sports ground was the cause of Major Miller stopping the performance pro tem of the Grenadier Guards Band at Rangiora during Christmas week.

ON New Year's Day prisoners in Mount Eden Gaol, Auckland, were entertained for an hour and a half with a programme of recorded music. Each prisoner also received a bag of sweets.

A CHRISTCHURCH visitor to the races at Ellerslie last week astounded his fellow-punters in the same party by backing five winners in succession. They were all-up bets, too, and the lucky picker collected over £120 from the "tote."

A PRETTY young thing, whose red tinted toenails peeped out from a pair of open sandals, was the envy of men in a first-class smoker on the Limited Express from Auckland to Wellington a few nights ago. On the journey she consumed half a bottle of gin!

WAS it just a coincidence that Auckland detectives raided several bookmakers and arrested the pencilers and their clients the day before Mr. Wyvern Wilson, S.M., resumed his seat on the bench at the Auckland Police Court? Mr. Wilson has already consigned one or two bookies to prison.