

Hot Shots

Editorial Notes

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A GROWING number of nervous breakdowns among Christchurch business men is causing concern.

CLARA BOW, the original "It" girl, has become a mother. Suppose she'll soon be playing in "Over the Hill."

THE steel frame of Wellington's new railway station is now complete and work is going ahead on the concreting.

"TEN MINUTE ALIBI" company will probably present Drinkwater's play, "Bird in Hand," in Auckland at Easter.

NO more toy pistols, swords, cannon and machine-guns are to be stocked by Montreal (Canada) shops, says an official edict.

AIR travel is becoming popular between Nelson and Wellington. The trip takes approximately 40 minutes by air and 10 hours by boat.

WHEN the ground is dry enough to permit the airport at Balclutha to be officially opened, 4YA will probably be "on the job."

PASSERS-BY in Queen Street, Auckland, are taking much interest in the building of the new Roxy Theatre.

TELEPHONING business men at unearthly hours and giving them the "Bronx cheer" is popular with a queer person in Auckland at present.

"BEWARE! Death stands at your door. You are a marked man. You are soon to pay the price of your evil deeds," read a note which was left at an Auckland resident's house last week.

IT is rumoured that a portion of a well-known play running in New Zealand just now was written for the author by John Van Druten. Some of the situations certainly remind one of "Young Woodley."

THE recent Empire broadcast brought together two brothers, Mr. Joshua Handy, Auckland, farmer, and the Cotswold shepherd, Walton Handy, of Ilmington, Warwickshire. They had "lost" each other for 30 years.

A SPEAKER at a recent Wellington luncheon said that he looked on Australians and New Zealanders as one people. A New Zealander present got up and protested that the remark was nothing short of an insult.

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THE NEW BOARD

THE cultural side seems to have been well looked after in the selection of the new Broadcasting Board announced on another page. The objections raised in the past—that the members of the Board were business men rather than men qualified to gauge what the listening public wanted—must be silenced now. When the New Zealand Broadcasting Board came into existence in the New Year of 1932, it was presented with a task, that was administrative rather than artistic. It had to face the problem of scaling up the power and of modernising the national stations, of giving a greater coverage and of cutting the broadcasting coat according to the cloth—and no one can deny that the members have done their job well and truly.

But the pioneering stage is now past and New Zealand broadcasting is now facing the second, and perhaps the most difficult stage of its career. Earnest attention is being given to the programmes, not with the object of pleasing everybody, but of giving the greater proportion of the listening public pleasure over the greatest possible period. No matter how high the quality of the programmes—whether Paderewski and Galli Curci and Eddie Cantor are gathered together to entertain listeners in the same evening—there will always be the noisy minority that wants something else. As Robert Lynd once remarked, broadcasting is like a shop where you can buy cheeses at one time, Union Jacks at another, and bootlaces at a third. If you happen to want bootlaces and not cheeses it is unfortunate, of course, but it is well to bear in mind that there are an equal number of people who want cheeses and not bootlaces.

AUSTRALIA'S PROBLEMS

TO-DAY'S "Radio Record" embodies a special Australian supplement dealing with various phases of the broadcasting system in the Commonwealth. Australia's problems are different from New Zealand's; while the Dominion, with a small population and a correspondingly small listening public, has a national system with stations as powerful as any in the world, the Australian Broadcasting Commission (corresponding to the New Zealand Broadcasting Board) is faced with the problems of maintaining a costly system of regional stations—necessary because of the huge area to be covered—and of strenuous opposition from wealthy B class stations. Skilled copy-writers are employed to write commercial announcements for these B stations and a programme director sees that the commercial portion of the session fits in smoothly and harmoniously with the type of entertainment featured. As an example of skilfully planned radio advertising a well-known chewing-gum concern which sponsored quarter-hour programmes for a year had 3,355,198 chewing-gum wrappers sent in as a result of a premium offer made over the air!

PRAISING POOR FILMS

THE extravagant phrases used to laud forthcoming talking pictures is the subject of an article on our film page to-day. As our film critic rightly points out, the constant use of such adjectives as "glorious" and "magnificent" to describe mediocre pictures is breeding in the public a distrust of and a contempt for film advertising and criticisms. The newspapers have it in their power to render a great service to the film industry, but while they continue to praise inordinately all and every picture that is screened the public cannot be induced to put any trust in theatre announcements. For instance "Viennese Nights," which had its Australian and New Zealand premiere in Christchurch, was extravagantly praised in the Press, but its week's season was something of a flop. But word-of-mouth publicity did the film so much good that it has since been brought back to Christchurch half-a-dozen times—and its success is now a matter of film history.

"ONE NIGHT OF LOVE,"

Grace Moore's film, has run a total of 21 weeks in the four centres.

TOMMY JAY, in "The Wind and the Rain," is Elved Jay, who was last here in "Blue Roses."

THE postage on a recent half-ounce air mail letter sent from Berlin to the "Radio Record" amounted to 8/9.

THE Commonwealth Bank of Australia is one of the big advertisers from a Sydney B station.

MRS. WILLIAM ROLLESTON, wife of one of Canterbury's Superintendents, was 90 years old last week.

THE Monowai is to take pleasure-seekers on a cruise to Tonga, Samoa and Fiji, from Auckland in July.

JACK DAVEY, Australia's Bing Crosby and popular on the air, is a son of Captain Davey, of the Monowai.

A SPEAKER in an educational session from a YA station last week said that in the old days Maoris were seldom "united together."

NORMAN ALLIN, Essie Ackland and John Amadio, at present with the Fuller Opera Company, in Melbourne, may tour the New Zealand national stations.

GRACE MOORE, famous opera and screen star, has been awarded the Society of Arts and Sciences' gold medal, and is the second woman in 52 years to be so honoured.

BRITAIN is making an effort to establish a national theatre in commemoration of the King's jubilee. The sum of £150,000 was raised in 1908 for the purpose, but the War intervened.

WARNING to ambitious broadcasting mast builders in Australia: The 1YA mast is more than 500 feet. It is 508 feet something and a half inches.

THE embarrassment of being mistaken for a fugitive husband and brought before the wife was the experience of a well-known young Auckland last week.

PAUL CULLEN, former New Zealand cinema organist, is at present at the Civic Theatre at Auburn, near Sydney. A letter from him appears in this week's "Radio Record."