

## CANTERBURY NOTES.

## U.S.A. Is "Sick Of Advertising"

Impressions of Visitor to America — Piano Returning to Strong Popularity — Great Enthusiasm About Queen Carnival Events — Interest in Women Golfers.

A WELL-KNOWN citizen of Christchurch, Mr. Malcolm Beaven, has just returned from a trip overseas, two months of which he spent in the United States. Mr. Beaven stated that the piano is very much in evidence in private homes, and was heard more often than the radio, for which he considered radio advertising was responsible. In a majority of homes children were being taught the piano, and the prices of instruments in such great demand were rising. The whole of the radio programmes are sponsored for advertising purposes by firms and there are no license fees for receiving sets. At the present time advertisers were employing staffs of girls to call up owners of radio sets in the evening and ask them which station they were listening to, with the result that it was found that most people didn't know. "Probably this type of broadcasting is at its peak," said Mr. Beaven. "The artists employed are splendid, but people are sick of the advertising. America will probably settle down to a system like New Zealand's."

IT seems it is only in Christchurch such a successful queen carnival could have been organised, and listeners were given an opportunity of hearing the events in connection with the closing stages. The City Council Chambers witnessed this "drama" and next door in the Civic Theatre a community sing was held last Tuesday afternoon at which the result of

the carnival was made known. From 2 o'clock until nearly 5, events kept everyone interested, and after the speech of the Mayor (Mr. D. G. Sullivan, M.P.), in which he thanked everyone who had assisted the appeal, he introduced Mr. Alan Matson, whose task it was to dispose of the coronation chair to the highest bidder. The crowd became quite excited when the hundred mark was reached. The two hundred mark was passed with a roar, and Mr. J. R. McKenzie became the buyer at £280, Mr. A. L. Cropp being the runner-up. Mr. McKenzie made the announcement that he would present the chair to the winning queen, and then followed some more progress reports.

MR. ALAN BROWN, the song leader, conducted the "sing" in between times, and excitement ran high when the final count was made. Mrs. A. L. Cropp, manufacturers' and industrial group, won the contest. Mrs. J. R. McKenzie, representing the racing and trotting, was second, and Mrs. Herbert Hill, commerce and public service group, was third. The total amounted to £15,223/0/11, and this was raised to the shilling when someone in the audience threw a penny to the stage. The closing scene of this great carnival, to the Christchurch public at any rate, will be staged in the King Edward Barracks on Saturday, October 5, when the coronation ceremony will take place. This will be relayed by 3YL and it is expected that 6000 people will witness the ceremony.

THE arrival of the British women's golf touring team is being awaited with interest in Christchurch, and the well-known Shirley links will see them in action against the leading players of this city. Progress reports of the play will be given on Saturday, October 5 by 3YA, and as the greens are in



—Steffano Webb photo.

HAIL THE QUEEN!—Mrs. A. L. Cropp, the winner of the Metropolitan Queen Carnival in Christchurch. The carnival raised a very large sum for charity.

splendid order at present—and providing the good weather still prevails—spectators and players alike should see some thrilling strokes by our visitors from overseas.

ABOUT 8500 licenses expired at the end of last month in Christchurch and there was a decrease in the number of new licenses issued during August. During that month two batches of delinquents were up before the magistrate for failing to register new wireless sets, but many of the cases were adjourned to give owners a chance to make the necessary arrangements. During September registrations were back to normal, and owing to quarterly registrations, the department has been putting in a lot of work sending out the necessary notices.

IN addition to the community sing held for the final scenes in connection with the Queen Carnival, the usual weekly lunch-hour sing took place in the Civic Theatre on Thursday, which was, as usual, largely attended. Mr. W. McNair, the song-leader, announced during the "sing" that the final one of this season would take place on Friday evening, October 26.

Curly hair, roguish smile, happy childhood. See details of Shirley Temple Double competition on pages 30 and 31.

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