

SOUTHERN STATIONS.

"Dan" Sullivan Bunked Parliament

Christchurch's Popular Mayor Goes Down from Wellington to Attend Last Big Community Sing—"Don Bradmans of Community Singing"—Government Buys 3ZC.

LOTS of money in the bank for the relief of distress and lots of pleasant memories in the minds of listeners—that is all that is left now of the community singing season. Mr. Alan Brown and Dr. F. C. A'Court, master mirth makers, have had their last sing for this year. The Civic Theatre was crowded out for it, and radio sets in thousands were on it. It was a great wind-up to a great season. And over £1150 is in hand as a result of the wonderful work of the song leaders, with the generosity of the faithful disciples of cheer who attended sing after sing, and the open-handedness of hundreds of appreciative listeners all over the country. It is estimated that at least half the sum raised came from listeners, and a competition for a radio set run in conjunction with the sings returned over £100 at "a bob a time." Canterbury, South Canterbury and West Coast listeners contributed with regularity and generosity, and cash came in quite frequently from Wellington and Dunedin admirers who heard the sings over the air.

THE Mayor of Christchurch (Mr. D. G. Sullivan, M.P.) has a remarkable hold there on what might be called the "man in the street" and his wife, and his personal appearance at nearly every sing contributed materially to the success of the sessions. People who believe in him rolled along just to support their hero. The Labour Mayor did a very popular thing when he excused himself from Parliamentary duties for the final night and made a presentation to the two leaders of a music treasury. By the way, both Mr. Brown and Dr. A'Court desired that there should be no such function, but the Mayor overruled them, and most listeners were behind him in his decision.

MR. BROWN, one of the city's legal luminaries, and Dr. A'Court, prominent in the dental profession, undoubtedly did wonderful work in the way they "pepped up" the sings this year. Christchurch, last year, was not particularly entertaining in its community sings, though the money seemed to come in well enough. This year, however, the sings have gone with a much freer swing and a much greater enthusiasm. Perhaps Christchurch, always a little luke-warm towards something out of the ordinary line, took a little while to warm up to the novelty. In addition, of course, the financial returns have been phenomenal. Mr. Brown and Dr. A'Court are known now as the "Don Bradmans of Community Singing." You see, they got their thousand for the season, and topped the century in their last partnership of the year!

THE Otago Listeners League, a really live organisation, is making an energetic drive for new members. This league boasts that it is the only bona-

fide organisation of listeners extant, because it is not connected with or sponsored by any other organisation, and exists purely to give listeners a chance to have their opinions ventilated by a representative and responsible body. The league has three canvassers on the job seeking new mem-

was quite well done and the effect was enhanced by the fact that during pauses in the description listeners could actually hear the roaring of the flames and the hissing of the water on the blaze. The announcement of the location of the fire was also a very real service to many business men, who were fearful when they saw the blaze reflected in the sky that it might be their premises which were on fire, and consequently were considerably relieved when the announcer gave the exact location.

NATIONAL JOURNALS MERGE

New Company Formed

A merger of interests has been effected between the Radio Publishing Company Limited, the New Zealand Referee Newspaper Company Limited, and Waverley Press Limited, by which ownership of all papers and publications issued by the various companies passes to a new organisation, National Magazines Limited. All publications concerned will be carried on as hitherto, while comprehensive plans are in hand for progressive development and improved service to all the interests involved. The journals affected by this merger are the "New Zealand Radio Record," the "New Zealand Radio Times," the "New Zealand Radio Record Annual," the "Radio Listeners' Guide," the "New Zealand Radio Call Book," the "New Zealand Referee," the "New Zealand Turf Register," the "New Zealand Trotting Register," "Pharmaceutical Journal" and "Eggs and Poultry," while plans are in prospect for the institution of new journals.

The managing director of National Magazines Limited is Mr. A. J. Heighway, founder of the "New Zealand Dairy Exporter," "Tui's Annual," the "New Zealand Radio Record," and a number of other papers. Mr. Heighway recently disposed of his interests in the "New Zealand Dairy Exporter," in order to devote himself to the larger and wider field represented by the merger now effected.

bers, and within two weeks of the annual meeting of the league 215 subscriptions were received. Affiliation with the Dominion Federation of Listeners is to be considered by the executive of the league.

3YA did a good stroke of work on the night of the big fire in Hereford Street. Mr. A. L. Curry took a microphone on to the top of the studio building and put over a description of the fire for the benefit of listeners. It

IN trying to learn what would most frighten a person lost in a Malay jungle, Cecil B. De Mille discovered that the King cobra and the Sladang water buffalo are the most deadly and dangerous. Therefore, he has written parts for these animals in the script of his next for Paramount, "Four Frightened People," which he is filming in Hawaii with Claudette Colbert, Herbert Marshall, Mary Boland, and William Gargan.

Wellington's Big Week

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shopping day, with Wellington's stores displaying their finest wares in new and most effective ways. Renovations have been speeded up. New paint and new shops or shop-fronts meet one at every turn. There will be a huge exhibition and selling effort by retailers that will crowd the city with visitors from morning to night.

SATURDAY is to be the big and final flutter, with trains and special cars pouring thousands of people into the city from the Wairarapa, Hawke's Bay, and Taranaki. The afternoon's gaiety commences at 2 o'clock with the floral fete and battle of flowers, a carnival masterpiece in itself, but also a curtain-raiser to the business girls' huge organised drill and athletic display at the Basin Reserve. At night there will be torchlight processions to the Town Hall, gloriously decorated with the pageantry of the country's progress. Here the results of the princess competition will be declared, a programme of dancing staged by Miss Kathleen O'Brien's pupils, and then the coronation.

And so, to use the words of one of New Zealand's well-known politicians—words that have become almost as familiar in this part of the world as those that Gladstone used in eighteen-something-or-other (what were they, anyway?)—the country will be well and truly round the—no, we just can't bring ourselves to say it! Nevertheless, it's going to be a whopping big week, and Wellington wants the whole of New Zealand to be there to share in the gaieties.