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several tubes of toothpaste, some well known here, captioned "2 dollars 75 cents worth of toothpaste—7 cents worth of chalk." (A pile of chalk beside the tubes appeared to occupy almost the same space.) On the same page were detailed reports of various brands of toothpaste. Another copy showed two brands of talcum powder, indistinguish-



"Indistinguishable except as to scent"

able, the report said, except as to scent, but one costing 40 times as much as the other. The expensive one came in an elaborate package, with an alluring name, the cheap one in a simple but attractive carton. When tests were made on 105 women who had no means of telling which was which except by their noses or skins, it was found that 63 preferred the cheap powder, 34 preferred the expensive one, and 8 had no preference. Consumer's Union Reports listed many other brands in order of cost per ounce, and pointed out "misleading statements" on the labels, such as "Antiseptic, neutralises acids," or "Helps combat skin irritations caused by bacteria."

If the Standards Institute of New Zealand cannot prevent foolish people from preferring expensive things, it could perhaps assist the ordinary purchaser by making it possible for him to judge commodities alongside a "standard" embodying the minimum (or more) of acceptable requirements. As long as the initiative is coming from the trades and industries concerned, it is unlikely that the Institute will perform the function Consumer's Union performs in America, but in the meantime the New Zealand consumer can watch with interest the appearance of the Standard mark and judge its value as it comes more into use.

Still Attacking

SIR THOMAS BEECHAM is still in America. In Seattle he mounted the podium, and, instead of raising his baton, raised his voice, declaring the local music critics to be ignorant and malicious. If it went on, he said, no musicians would come to Seattle. In Manhattan, Beecham gave a lecture in which he said he feared the creative current in music was running dry, and that composers were becoming more socially stupid and intellectually puerile. He would allow them to be outrageous or impracticable or impossible if only they would recover their pride in their craft.

NEW ZEALAND LISTENER, MAY 19

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There's no reason you shouldn't pick a winner, and no reason you shouldn't strike it lucky and get Queen Anne Chocolates when you ask for them. Supplies are limited and quickly sold out—so it's "first come first served".

P.S.—To help meet public demand, we are again making limited quantities of Queen Anne bars—taste and quality as of old! — Adams Bruce Ltd.

Some day... Queen Anne Chocolates will be back again in full supply

Gargle with Listerine Antiseptic and keep your breath sweet... use Listerine Tooth Paste for sparkling white teeth.



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against
* Offensive Breath
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The Lambert Pharmacal Co. (N.Z.) Ltd., 64 Ghuznee Street, Wellington.