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We also learned (often by blundering) that what are innocent words to Americans are profane in New Zealand. We got accustomed to turning to the inside pages of New Zealand daily newspapers for headline news, the front pages being occupied with advertisements. We pronounced the Maori names of New Zealand towns without stumbling—Paekakariki, Raumatī, Otaki, Wanganui, Titahi. We were diplomatic in referring to the rivalry of North and South Islanders, which is strangely like the American differentiation between Yankees and Rebels. We found that a tire in New Zealand is a "tyre," and that a curb is a "kerb."

New Zealanders bent over backwards being gracious to us. They took us into their houses, learned our slang, and taught us some of the history of their country, which few of us knew.

New Zealand's wooded hills reminded many of us of home, although we were 10,000 miles away.

It's probably raining now in Wellington. Certainly the wind's blowing. But it would be nice to be walking into the Cecil Club.


BOND SELLING BY RADIO

AS an impetus to the final days of the Victory Loan Campaign, New Zealand broadcasting stations and the Post and Telegraph Department will join to "back the attack" this Saturday evening, September 23, with a nationwide telephone appeal. Once again the full resources of both these public services have been placed at the disposal of the War Loan Committee to ensure Dominion-wide coverage, and enable all investments made by telephone to be acknowledged on the air. Fifteen stations will participate in this effort, and in the main centres the YA and ZB stations will remain linked from 7 o'clock onwards. Official telephone numbers will be made available and announced in ample time. During the evening, between acknowledgments, the programme to be broadcast will contain many novel features, details of which are not yet completed, and an appeal



W. L. WARD

to citizens to stay at home on that night has been made by the chairman of the War Loan Committee and Governor of the Reserve Bank (W. L. Ward). "This loan is a serious business," said Mr. Ward, "and I believe that every New Zealander is alive to the importance of its success, particularly at this stage in the war. The purpose of the Telephone Appeal is to enable those people who have not yet made their investments to do so on the night of September 23 in a convenient and pleasant manner, to have their investment acknowledged almost immediately on the air, and above all, to stimulate the closing days of the campaign, so that our Victory Loan may be over-subscribed by a record figure."



What's your Lucky Day?

Buying Queen Anne Chocolates is partly a matter of luck. Sometimes you'll find the shop with none available. On your lucky day you'll strike just the right moment, and the coveted Queen Annes will be yours. It's "first come first served" with today's restricted output. If the girl has to say "Sorry", remember it's not her fault. — Adams Bruce Ltd.

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

HERE'S A HAPPY FAMILY



No spoil-sport reminders to mind their clothes — not for these children! And Mother's frock will always survive any fun that's going. They all wear Tobralco — the fabric that's so easy to wash, so hard to wear out. And they always look perfectly charming, because Tobralco designs are every bit as attractive as its behaviour. In 36-inch width Tobralco costs 6/9. Every yard is Tootal guaranteed. See name on selvedge.

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