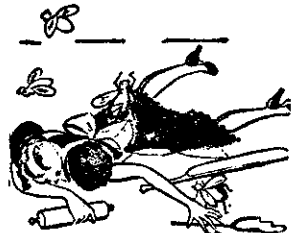


ICKLE OCKLE BLUE BOTTLE, ICKLE OCKLE OUT



Here's little Miss X in a terrible state;
Her hygienic mind is a cauldron of hate,
For pestiferous flies that eat sugar and
jam,
And bring in their families to try out the
ham.

With missiles and weapons she fights
them back,
Protecting the food from their airborne
attack.
But though shrewd be her ways and many
her ruses,
The flies always win and she always loses.



Then arrived Mrs. Ata and saved the day,
She came strongly armed with Ata Fly
Spray.
She gave them a whiff; the merest dose,
They took a last breath and turned up
their toes.

Ata Fly Spray is a deadly, powerful fighter of flies, insects, and is
easy and safe to use. If used with a blowspray or atomiser it
does not stain precious fabrics. Use it this way for best results
—Close the room, draw all blinds except the one on the sunny
side. Start spraying furthest from the unscreened window and
work towards the light. Leave room closed for ten minutes,
then enter and sweep up the flies.

Mrs Ata says

ATA FLY SPRAY

slays flies

Ata Fly Spray is a product of S. W. Peterson & Co. Ltd., makers of
the famous Ata family of household products.



W. E. WOODS LTD. LAMBTON QUAY, WELLINGTON 30-4

NO NEED TO BE IDLE

Sir William Beveridge Has A Plan For Full Employment

[N London the other day, Richard Bennett, Editor of the British Army Current
Affairs Bulletin, put some questions to Sir William Beveridge about his recent
book, "Full Employment in a Free Society." Here is a condensation of that
interview broadcast by the BBC in a "Calling New Zealand" session:

Bennett: You say "Freedom from Want"
is your aim in your earlier report. How
do you describe your aim in this
work which you have just published?

Sir William: I take as the aim of this
new report, "Freedom from idleness
enforced by mass unemployment." I
set out to show that it is possible and
how it is possible to abolish unemploy-
ment completely, or nearly completely.

Bennett: Well, Sir William, how have
you tackled this problem in your re-
port? Where do you start?

Sir William: In the same way as we go
about remedying disease. We start by
a diagnosis. By discovering the nature
of the disease and its causes.

Bennett: And what are your findings?

Sir William: Employment depends
upon spending. If employment increases
and unemployment decreases, that
means that someone is spending more
than before. If employment decreases
and unemployment increases, that
means that someone is spending less
than before. Employment, demand for
labour, means spending. The fact that
in the past there was practically never
enough demand for labour, to use the
whole of the men wanting to be used,
meant that spending in total was in-
sufficient, and the fact that the demand
fluctuated, so that sometimes there was
much more employment than at other
times, meant that spending was un-
stable.

Two Kinds of Spending

Bennett: What reason do you give for
this insufficient and unstable spending?

Sir William: There are two kinds of
spending—for consumption and for in-
vestment. Consumption spending means
buying things for immediate enjoyment
—food, clothes, furniture, bus rides, and
so on. That kind of spending is on the
whole fairly stable. Investment spend-
ing means adding to capital equipment,
such as factories, machinery, ships, rail-
ways, houses, or adding to stocks of raw
materials. That kind of spending is ex-
traordinarily unstable. In the summary
of my report I give some remarkable
illustrations of the instability of invest-
ment spending. On ships, big arm fac-
tories, houses and so forth. Mass unem-
ployment, the disease we are investi-
gating, arises partly because investment
is so unstable and partly because con-
sumption and investment together are
not high enough.

Bennett: Is that the whole of your
diagnosis of unemployment?

Sir William: Oh, by no means. There
are many other elements such as direc-
tion of the demand for labour to the
wrong places. The insufficient and un-
guided movement of labour. The ex-
treme irregularities in the production,
marketing and prices of primary com-
modities. That means food and raw
materials. But all these elements are
secondary. The main point is that if we

want full employment we have some-
how or other to increase spending, I
call it outlay, and to make spending
more steady.

Bennett: And will spending of any kind
do the trick?

Sir William: Spending of any kind on
things that have to be produced by
current industry will give employment.
But employment is not wanted for its
own sake. It is wanted as a means for
material progress, for what it can pro-
duce. Spending for full employment
should be wise spending, directed by
what I call social priorities, which
means putting first things first. Bread
and health and houses for all, before
cake and sausages for anyone.

"Jobs Exist for Men"

Bennett: That seems a very sensible aim.
And now, Sir William, you spoke twice
just now of full employment and you call
your book *Full Employment in a
Free Society*. Could you explain what
you mean by those two terms "Full
Employment" and "Free Society"?

Sir William: By
"Full Employment"
I mean a state of
affairs in which
there are more
vacant jobs than men and women look-
ing for jobs. I mean that the labour
market which hitherto has always been
a buyers' market with more men than
jobs ought to be always a sellers' mar-
ket, with more jobs than men. Jobs,
rather than men, should wait; because
jobs exist for men, not men for jobs.

Bennett: Yes, I think most people listen-
ing to you would agree with that. But
now, what about the second term you
use—"Free Society."

Sir William: A "Free Society" is one in
which all the essential human liberties
are preserved. Those essential liberties
include freedom of worship, speech,
writing, study, and teaching; freedom of
assembly and of association for indus-
trial or political purposes, including the
bringing about of a peaceful change of
government; freedom in choice of
occupation; and freedom in the man-
agement of personal income. The essen-
tial liberties do not in my view include
the liberty of a private citizen to own
means of production and to employ
other citizens in operating them at a
wage. That particular liberty cannot be
described as an essential status of
liberty in Britain, because it is not, and
never has been, enjoyed by more than
a very small proportion of people.

Bennett: But your proposals are based
on the view that full employment can
be obtained under private ownership,
aren't they?

(continued on next page)