

only be deserved, in so far as we make it possible for the people of Asia to hope for, if not the luxuries at least the necessities of life.

### Long-Term Investment

We must be prepared to play our part in making available to China, to India, in the form of long-term loans, those resources which will assist and accelerate the development of Chinese and Indian industries; the capital goods required to establish and equip factories to provide the means of communication, roads and railways, engines and trucks; the technical advisers necessary to rehabilitate and improve agricultural production.

This would be a long-term investment in human happiness, in rising standards of living, in lowered death-rates, from which will come eventually release of that latent purchasing power, of that demand for goods and services of which the world stands in such need, if its great productive resources are to be used and its people employed.

Similarly, the world cannot afford a poverty-stricken Japan. Japan for some years will remain the most highly industrialised Eastern country. A Japan divorced from her military bureaucracy, purged of her will to aggression, and shorn of the fruits of that aggression, must be assisted to make once more an important contribution to world trade, and capable, since her resources will no longer be wasted on arms and munitions, of providing higher standards of living for her people.

But our obligation does not end with material contributions. We need to give something of which in the past we have been pretty parsimonious, and that is just sympathy and understanding of Indians and Chinese—yes, and Japanese, too—as individuals, not so different to ourselves—individuals, sharing the same hopes and fears, having the same affections, wanting the same security for their children, capable of the same courage and generosity.

## BEWARE OF SONG SHARKS

The Fishing Season Is Now Open



THE land shark, so they say, is much more ferocious than his marine counterpart. He feeds greedily on suckers and greenhorns and he can be found wherever these creatures exist, which is everywhere. Everyone has read of the fortunes waiting to fall into the laps of successful song-writers, and because the amateur fortune-hunter is the biggest greenhorn of the lot, the sharks have closed in on the field of song-writing with very considerable pecuniary success. In fact, the process of bleeding would-be Jerome Kerns and Irving Berlins has become such a racket in the United States that serious steps are being taken to protect at least their prospective victims in the U.S. armed forces. But the task is difficult, for most sharks manage to operate within the law. They are hard to catch, being carefully surrounded by expert legal talent.

The song shark's most familiar bait is a small advertisement along these lines: "Send us your poems for expert criticism. You may have a song hit. Upon acceptance, we edit, publish, record your song and bring it to the attention of bands and broadcasting studios."

When the sucker has swallowed the bait by submitting his song, he receives

an enthusiastic letter stating that his lyrics are indeed hit material, that with a good tune and publication they can scarcely fail to score. Expenses incidental to publication—tune-writing, etc.—will of course cost a small amount, which must be sent in. The sucker sends the money and receives 20 printed copies of his song. Then an apparently different concern (the same shark using a different address) writes expressing great interest in his published song and suggesting a recording by an unfamiliar but impressively-named orchestra. This can be done, of course, for a small fee. And so the process goes on. By the time the would-be millionaire has spent up to a hundred dollars, he usually becomes wearied of the whole thing and gives up. For his money he has received a hack tune, a cheap printing job, and a cheap acetate recording worth, altogether, no more than 14 dollars.

### An Example of "Inspiration"

In an attempt to trap several suspected song sharks, the National Better Business Bureau of America recently sent them the worst sample of lyric writing its staff could concoct:

When we said goodbye by the side  
After milking time at time of eve,  
Sadly you did cry and patted poor Fido.  
As I did march away in khaki sleeve  
The cows mewed goodbye, the chores were  
all done  
As I turned away and marched to Wash-  
ington, etc., etc.

Sure enough, the firms selected for the test all replied with great enthusiasm—"We receive very few lyrics that are as inspired and well written as yours... it has distinct novelty and originality... it should make a beautiful and appealing song which people would love to sing, whistle and remember (30 dollars for music and professional copies)."

Though the song sharks are difficult to catch, they are easy to detect. What gives them away is asking for fees. No legitimate song publisher ever accepts money for publishing a song.

## J. B. Priestley To Visit Australia

J. B. PRIESTLEY will arrive in Australia early this year at the invitation of the Commonwealth Government. He is already known to listeners in this part of the world as one of the most influential broadcasters in the English language. "The secret of Priestley's success probably lies in the fact that he has caught the idiom of the man in the street more completely than any other professional broadcaster," says the "ABC Weekly" in making this announcement. "He can speak as and for the common man without striking a false note of patronage or artificiality. Overseas listeners accept him and his material as typically British."

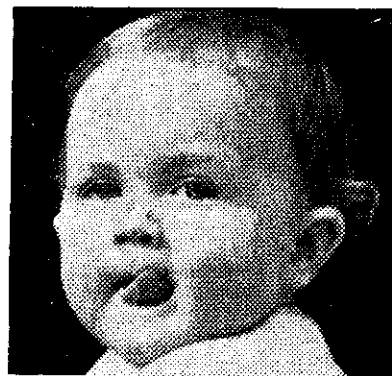
In his introduction to a reprint of his "Postscripts" he outlines his guiding theory about broadcasting: "What really holds the attention of most decent people is a genuine sharing of feelings and views on the part of the broadcaster."

"He must talk as if he were among serious friends, and not as if he had suddenly been appointed head of an infants' school. People recognise in an instant when something that is at



least trying to be real and true is being said to them."

W. E. Williams, one of the BBC's "Critics on the Hearth," says of Priestley's radio technique: "His talks are designed and put together for a purpose which by the end of 10 minutes is resoundingly revealed."



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### Famous Thermos Flask

AN echo of the last ocean flight of the Southern Cross occurs in the news which has just reached John Stannage, station director of 3ZB, Christchurch. Mr. Stannage was radio telegraphist on the flight in which Captain P. G. Taylor saved both the Southern Cross and its crew by his gallant action. The metal shell of the thermos flask used by Captain Taylor to convey oil from the star-board motor of the crippled plane has been lost for nearly 10 years, though souvenir hunters searched everywhere for it. Now it has been discovered beneath the boards of the pilot's cockpit during the overhaul of the old machine for its motion picture appearance.



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