(continued from previous page)

The brick, finally, laid in his Chapter VIII., "The Case for the Critics." This is partly G.M.'s autobiography and apologia; but it is far from apologetic, and rightly so. We do need criticism of the films in this country, as well as of a good many other things. Let us quote again: "Throughout this chapter I have advocated the growth in New Zealand of a school of film criticism. But let it be a native New Zealand school. That needs to be said firmly, not in any spirit of rabid nationalism (God forbid!), but because we want writers who will relate

the films we see to the New Zealand scene and the New Zealand character, and interpret them in the light of our own conditions and experience, and not merely copy the conventions and prejudices of other countries. . . I am convinced that there are plenty of younger men and women in this country with a genuine interest in the cinema who could if given the chance become first-class critics." And finally, "The only way in which this country can help the cinema to find itself is for New Zealanders to become film critics as well as film fans."

Ladies and gentlemen, certainly a stand-up clap.

For Strains and Pains
use
LIMANS
EMBROCATION
Elliman's Embrocation is invaluable for rheumatism, lumbago and sciatica; it helps dispel

Elliman's Embrocation is invaluable for rheumatism, lumbago and sciatica; it helps dispet the local congestion of strains, sprains and bruises. Elliman's Embrocation has been a family standby for over 95 years—get a bottle today.

Obtainable at all Chemists and Stores. Prices 2/3 and Economy Size 3/8

Elliman, Sons & Co. Ltd.,

SIMPLE STORY

Now It Can Be Repeated

THIS happened three years ago. I was on my way to town in a tram full of other housewives also going shopping.

"The total number of girls in Wellington who have disappeared is thirteen," said one woman to another in the seat in front of me. "Just clean disappeared, not a trace of any sort. The Marines take the bodies by launch outside the Heads where the big fish are and throw them overboard sliced up into tiny pieces. . . Well, mind you, that's what I was told by someone who ought to know. Maybe they got rid of them some other way. But it's a certain fact that the number of girls missing is now up to thirteen."

I was coming back from the same shopping trip.

"It's a shame the way our men are treating these young Americans," one oldish lady was saying to another in the seat in front of me. "Such mere boys they are, lots of them. I saw one in town to-day—he couldn't have been more than sixteen, sitting in the gutter, poor lad, dead drunk and terribly sick. Such nice homely boys, these Marines, as I've seen them. It's a shame the way our people egg them on."

—М.R.

TILL quite recently Christchurch had a hansom cab plying for hire. It was used mostly by a certain group of farmers visiting the Addington stock market, and occasionally by seekers after an unusual experience. In England hansoms were famous before taxis took the ranks. A thriller-writer used one for his plot and the stage play and screen version were popular for many years. Now radio has taken up the hansom. From 2ZB on Tuesdays, at 7.45 p.m., listeners will hear "The Mystery of the Hansom Cab."



Wellington enquiries will receive prompt attention if you ring for Bob Horrobin. Phone 27-294.

Berleified is more than beautified

Any good uplift will beautify, but only a Berlei-bra gives your bosom the beauty nature intended, together with the protection it needs to remain beautiful. The bosom Berleified is the bosom both beautified and fortified—supported against sag and strain in all activities.

Both the beauty and the protection are peculiarly Berlei's, because a Berlei-bra is made for your shape and development as well as your size.

However young, however old, however big, however small there is a Berlei-bra exactly yours.

Yes, however small...You can't

Yes, however small... You can't begin to care for those curves too young. Bosom beauty is a frail beauty, and needs all the help it can get if you'd have it for keeps. With the help of Berlei, you'll carry yours into the years with confidence and grace.

* Try it on before you buy it. Now there's little elastic, it has to fit exactly.



&Berlei-bra