

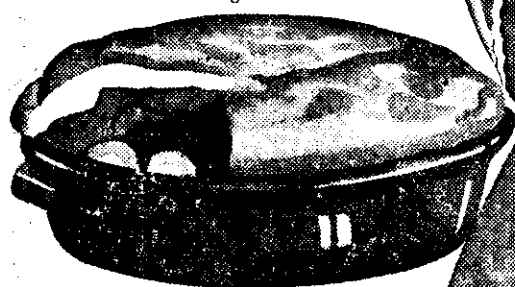
# Easy as Pie!

Housewives all over New Zealand are turning out feathery sponges, plump, light-hearted scones, crisp, pastry, fine even-textured cakes . . . just like that.

And it's not only delicious cooking, it's good cooking, with a new nutritional value that is welcomed by every diet-wise wife and mother. The reason is, of course, that New Zealand Baking Powders today are better than they ever were. Better because a pre-war ingredient has gone and is now replaced by the most perfect aerator or "rising agent" known . . . Pure Food Phosphate.

The ingredient is not only a matchless aerator, it provides that precious and all too scarce mineral, Phosphate. Things not only taste better, they are better when you use Phosphate Baking Powder.

And there's no need to worry where you can obtain Baking Powders based on A & W Food Phosphates, for all good brands of Baking Powder are now prepared with this famous ingredient.



## CHECK THESE ADVANTAGES OF PHOSPHATE BAKING POWDERS

- 1 Phosphate Baking Powders give 100% aeration, and a fine even texture which retains its delicious flavour and moisture for a considerably longer period.
- 2 Phosphate Baking Powders do not lose strength while mixing. They may be mixed for hours and still be perfect.
- 3 Phosphate Baking Powders supply Phosphate, a mineral essential to healthy nerves, bones, teeth and bodily tone.

**A & W PURE FOOD Phosphate IS USED IN ALL Baking Powders**

Aldright & Wilson's Food Phosphates are distributed in New Zealand by Imperial Chemical Industries (N.Z.) Ltd., 16 The Terrace, Wellington, and Maritime Buildings, Quay Street, Auckland.

## UNIVERSITY PRESS

(Continued from previous page)

interested in bringing the book out, and Princeton published merely because our scientific advisers said the world ought to have a comprehensive monograph on the subject. We expected to lose money, and if we had considered only immediate practicality we would never have published. And in that case the book would not have been available as a tool for Army, Navy, and Coast Guard meteorologists, for the Merchant Marine, and others when the practical need arose some years later.

### On Beginners' Errors

(From an article "What it takes to start a University Press," by W. T. Couch, Director since 1932 of the University of North Carolina Press).

I REMEMBER the enthusiasm with which I pushed copies of a book into North Carolina bookstores, then bought advertising space in state papers and broadcast circulars to everybody I imagined might be interested. As luck would have it, this book, the first published after I started, caught on and sold rapidly at the beginning. Before the first printing was exhausted we jubilantly ordered a second printing of five thousand copies. Our order at that time had to go through the University business office. I was fearful this order would be held up, expressed my fear, and was told that the order would be sent immediately to the printer.

The University business office had not been set up to handle affairs of a press—none of the people there understood why I was in such a hurry. I suppose my urgency was so familiar, so like that of the academic person who wants something done right now, that they discounted my insistence and then forgot about it. Anyway, to dispose of me, they told me that the order had gone through and that the books would be delivered in time. I was to calm myself, go back to my office, forget about the order, and take care of my job. I had short-circuited the University on previous occasions to get materials that were badly needed, had run into difficulties as a consequence, and this time there was nothing else possible but to do what I was told. The order was held up for several weeks and when the five thousand copies were ready the demand had completely disappeared. The cost of the second printing was a dead loss. And that was not all. The bookstores had helped us and we had let them down by not supplying copies when they could sell them.

HOW were we to get manuscripts worth publishing? Nobody ever sent us a manuscript until he had shopped around elsewhere and found that commercial publishers and other university presses considered his work hopeless. At first the bookstores had stocked and displayed our books, but when they learned they couldn't sell them, they quit ordering. After the first

excitement over the publication of books in the South, reviewers lost interest, and no longer created a furore over each item as it appeared.

THE results of having no money were not all bad. For the first time, we found ourselves under no pressure to publish manuscripts merely because they were submitted and somebody wanted them published. If we could no longer enjoy the luxury of spending freely on anything that anybody recommended, we could at least enjoy the exercise of our own judgment and stand or fall by it.

### On Mistaking Ends For Means

(From an article, "Growing Pains of a Press Editor," by Henry M. Silver, Associate Director of the Columbia University Press).

EACH year representatives of the university presses meet together in New York. Each year at these meetings are displayed the prime products of each press. The books are handsome. There are title pages in two colours, the type set by hand and carefully letter spaced. Design is not stinted, nor is expense. The entire exhibit is a credit to the typographer and the binder.

But where are the books which should be displayed?

I mean the books which would not have been published at all if a university press had not been willing to bring them out—the books in an edition of three or four hundred, the books for specialists, the books containing the latest re-

search and the yet experimental approaches toward conclusions not quite proved? The books in which expense has been scraped to the bone?

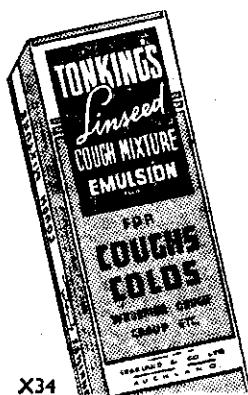
These are the books which a university press exists to publish and to publish, furthermore, as cheaply as possible so that scholars can buy them on limited personal or department budgets. It is well that a university press knows how to manufacture a fine book. The man who can manufacture a truly superior book will know how to manufacture a decent cheap one. But fine books, books that are more expensive than they need be, are not the business of a university press. To bring them out other publishers exist. We exist to publish what otherwise would never appear. If we forget that we should fold up.

This is not to argue that a university press should never bring out a trade book or a collector's item. Trade books help make the mare go, and collectors' items are good for the soul. By all means let the budget be balanced with the cookbook, the encyclopaedia, the anthology, the standard text. That, after all, is why most university presses run bookstores or conduct general printing offices. But these devices are not ends but means. They pay the overhead and keep the employees in decent flesh. Whatever is left over and everything that can be scraped from the floor must be applied to fulfilling the ultimate function. We are the channels through which the knowledge and research of the universities should be disseminated.



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