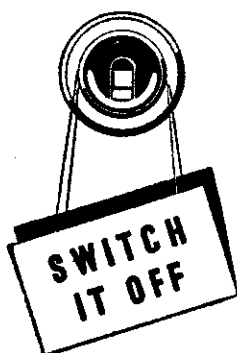


# The Electricity Position is Serious *Now*

- This is the simple truth about electricity.
- Present generating plant can supply all legitimate household, farming and industrial needs BUT THERE IS NO SURPLUS TO COVER EXTRAVAGANT USE OR WASTE.
- Therefore, in the interest of all the people, everyone is asked to treat electricity as something to be used ONLY FOR ESSENTIAL NEEDS AND TO BE SWITCHED OFF THE INSTANT IT IS NO LONGER REQUIRED.
- This applies particularly to radiators, electric stoves, water heaters, irons, lights, and to all power machinery in factory, farm or office.
- With proper economy there will be little or no hardship. The alternative of course, is simply shortage even for every day essentials and compulsory switching off of whole districts.



ALL ROUND THE CLOCK



## SAVE ELECTRICITY

**Mothers used it 100 years ago, Mothers use it today!**

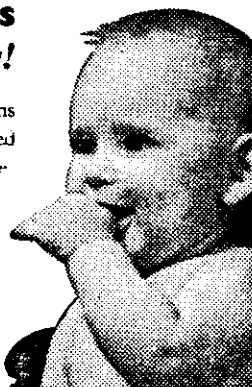
What better recommendation could you have than millions of contented babies! A little Dinneford's added to a feed prevents food fermenting in the little stomach. It relieves painful wind and brings contented sleep. See that *your* baby has Dinneford's.

Dinneford's Magnesia is obtainable from all chemists and stores.

Proprietors: Dinneford & Co. Ltd.,  
Gt. West Road, London.

Agents: Harold F. Ritchie (N.Z.) Ltd.,  
104-108 Dixon St., Wellington.

NZ.18



• **DINNEFORD'S** •  
*pure fluid* **MAGNESIA**



"HERE is a summary of the programmes you will hear over this station immediately following this announcement. At twelve-fifteen, 'Big Sister'; at twelve-thirty, 'The Story of Helen Trent'; 'Life Can Be Beautiful' comes on at one, and 'Ma Perkins' at one-fifteen; 'Young Doctor Malone' is presented at one-thirty, followed fifteen minutes later by 'Road of Life' . . ."

## RADIO VIEWSREEL

(continued from page 15)

He swallowed up *All Join In* into his own personality. Before the legion of ghosts evoked by Leslie Henson and one mention of George Grossmith, the sentimental commercial songs of to-day crumbled and were as nothing. I am sorry, and I cannot altogether account for it, but it was so. Then Mr. Henson permitted the orchestra to finish off for themselves; and they played "Ah, Sweet Mystery of Life."

## Little Woman

LAST week's Brains Trust from 2YA was calculated to make a woman conscious of her sex. All the participants were male, and most of the questions sporting. Not that women are inherently unsportsmanlike, but Commander Fry's detailed analysis of what makes a cricket ball swerve was inclined to make our Little Woman slump in her seat. Then there were two more questions "How can you prevent a child from being a bad loser and an aggressive winner," and "Which of the great British games, cricket, soccer, or rugby, is most helpful in developing character and sportsmanship?" The answer to the first was agreed to be "Send him to a good boarding school and teach him to play cricket, rugby and soccer," and to the other: "Probably rugby, but cricket's a good second." All of which left the Little Woman feeling somewhat characterless, as she had never been to boarding school or played rugby, cricket or even soccer. But though characterless she apparently possessed the strange power of inculcating character, for at the final question

"How can I make up to my son for the absence of his father overseas?" the entire Brains Trust rose as one man with husky cries of "The ladies, God bless 'em," and proclaimed the mother to be her son's best and only essential friend, the character-builder par excellence. Fortunately at this point the Wellington lights went out, and the single candle flame did not betray our Little Woman's blushes.

## Food Songs

IN a session of latest recordings from 2ZB we heard Dinah Shore sing a little number called "Shoe-shy Pie and Apple Pandowdy" which Miss Shore reports, make her eyes light up and her voice say howdy. If the warmth and fervour implicit in Miss Shore's singing are any indication of the worth of these comestibles they should repay investigation, but research at the U.S. Library of Information failed to yield any precise information as to ingredients or method. So we conclude that there are perhaps no such dishes, but that these terms are cooked up to express the singer's own emotional attitude to food, more particularly as depicted in the glossy technicoloured pages of the high-class American magazine. And baulked of the primary object of our research we got to thinking of the jewel-like rarity of songs about food. Psychologically speaking, the hunger instinct is as important as the sex instinct, yet in spite of all the pleas of UNRRA the lyric-writer continues to believe with Nelson Eddy that "It's love and love alone the world is needing." Miss Shore's contribution may not be a very important one, but at any rate it makes a nice change.

NEW ZEALAND LISTENER, MAY 31