



"Actual tests prove that the effect is one of annoyance"

(continued from previous page)

films ever produced in a very short time. And you would have to watch films you had already seen.

Too Much Concentration

Of course it would be interesting to see movies in your living-room for a while. But four hours an evening or even one show each night is too much. Tests show that people will not watch movies at home nearly as often or as long as they will listen to radio. Another very important factor is that watching a T-V screen absorbs all your concentrated attention. Television permits no bridge games, no newspaper or book reading, no housework, no moving about.

A T-V set costing £50 represents about 400 movie tickets. You could take your pick of the screen shows once every week for eight years for what the receiver alone would cost you. It is like buying an eight-year pass for a theatre that has not been built.

The outlook for home television seems therefore a little bleak; but T-V in theatres is a much more promising development. Three companies are now working in this field. The scientific problems have been solved in experimental theatres to the point where one can hardly tell whether T-V or a regular film is being shown. Telephone wires can carry the programme from a central T-V studio to any number of theatres at once. With proper facilities there could be national distribution with radio networks. This is probably coming, and it is an alluring prospect.

Salt in the Wound

A GENTLEMAN reports to us that he has been making determined, although sporadic, efforts for two and a-half years to get a telephone. Last week he sent an impassioned appeal to the company, saying that the war was over, enumerating some of the inconveniences he has suffered, and setting forth a few of the consequences—collapse of his business, social failure, and so on. Promptly he received a letter from a branch manager. "Relative to your application for telephone service," it began, "I would appreciate if you would call me at your earliest convenience . . ."

—The New Yorker.

Tour by Lili Kraus

THE first public appearance in New Zealand of Lili Kraus, the famous Continental pianist who is at present in Australia, will be in the Auckland Town Hall, on a date not yet fixed. She will arrive here this month. Her Auckland programme will include works by Bach, Mozart, and Brahms, and Beethoven's "Waldstein" Sonata.

Lili Kraus is already well known to New Zealand radio listeners through many recordings of music by Mozart, Schubert and Beethoven. She and her husband, Dr. Otto Mandl, and their two children, were interned throughout the Pacific war in Java, where she had been playing with the violinist Simon Goldberg. She was released last year, and reached Sydney in November. This year she has been making a tour of Australia for the Australian Broadcasting Commission.

The *Yorkshire Post* wrote of her playing of a Beethoven sonata: "Lili Kraus easily bears comparison with Schnabel, one of her masters. The present writer, having heard practically all the Beethoven sonatas played by Schnabel, believes that Miss Kraus is the equal of that master in interpretative power and insight. Her playing of this sonata was almost miraculous."

Neville Cardus, the English critic now in Australia, wrote of a Beethoven performance: "The uncommon quality in the interpretation was a graciousness of nature that rippled every note—so much so that in a rapid figure they were not easily to be picked out; in fact, it was the phrase and not the note that seemed the unit in this sensitive pianist's phrasing . . . yet there was never the heaviness so many times mistakenly brought to the classic style."

SEEING IS BELIEVING



"SPLIT-SECOND" TEST PROVES SUPERIORITY of WAXSHINE

The three ladies in the above photo are closely examining a Radio Cabinet after a "Split-Second" Test with WAXSHINE. After witnessing this and other convincing tests, these three ladies (all practical housewives), agreed that WAXSHINE has the three vital essentials of a perfect polish for furniture and floors. (1) Is Easy to Apply. (2) Is Easy to Rub-up. (3) Gives a long lasting polish.

Easy to Apply—In this test it took 4.6 seconds to apply WAXSHINE to the top of this Radio Cabinet—the area was 3.3 square feet.

Easy to Rub-up—It took only 11.1 seconds to rub-up into a brilliantly high polish.

Long Lasting Polish—Lightly dusted each morning (not re-rubbed up) the brilliant high polish showed no sign of losing its lustre after 14 days.

Seeing is Believing—These ladies saw it done and said, "There's no doubt that WAXSHINE is the ideal polish".



LINOLEUM TOO

These ladies also witnessed "Split-Second" tests on linoleum. On an area of 9 square feet it took only 16.3 seconds to apply WAXSHINE and only 18.4 seconds to rub-up to a lovely polish. Other equally convincing tests were also witnessed.



WAXSHINE

Still at Old Prices