

FOR INSTANT, UNFORGETTABLE BEAUTY

Satin Make-up

Monterey's inspired new make-up with only one purpose—to make you look lovelier! Smoother, longer-lasting, more clinging to the face. Monterey's make-up achieves the same flawless skin— for dry or mature skins—

Monterey's
NEW BEAUTY FORMULA

SPECIAL OFFER! Mark your colouring in the chart, and send it with 9d for a trial size tube of this wonderful Make-up Post to Monterey, P.O. Box 210, Christchurch.

MARK YOUR COLOURING WITH AN X	
HAIR	COMPLEXION
Brown or Golden Brown	Fair or Creamy
Medium Brown	Medium
Dark Brown	Olive
Auburn or Reddish	Dark
Black or Gray	Ruddy or Freckled

Willfrid Owen Limited, Sydney and Christchurch. M59

ELUSIVE PUBLICIST

A FEW days ago America's most famous publicity expert was in Wellington. Although the newspapers published the fact that he was connected with Pan-American World Airways, and one published his photograph, nobody recorded the fact that Ivy Lee was the man responsible for giving America—and the world—an entirely new conception of the personality of John D. Rockefeller.

When we heard about him we immediately sought an interview. But, though Lee—his enemies called him "Poison Ivy"—is the foremost propagandist in the United States, he proved to be singularly elusive. We missed him by five minutes.

We first heard about him (appropriately enough) "on the grapevine," but all we had to go on was the fact that he was in the city. We telephoned a likely hotel. Yes, the telephone operator said, Mr. Lee was at the hotel. She put us through to his room. Mr. Lee was quite prepared to give an interview, and when we met him our opening gambit naturally concerned the Rockefeller legend.

A Beat to Leeward

"But," said Mr. Lee, "I don't know anything about that." He looked puzzled. He was in an American uniform, wearing the badges of the American Army Transport. We talked about the science of public relations and propaganda. "I think you've got hold of the wrong Lee," he said. "My name's Stewart Lee. I have been away from New Zealand 15 years, and I've just flown from Tokyo to see my family in Dunedin. This afternoon I go north on my way to rejoin my unit. Sorry you've had this trouble."

After telephoning other hotels we found that Ivy Lee—to give him his full



IVY LEE

Created Rockefeller's reputation for benevolence

title, Public Relations Manager of Pan-American Airways for the Pacific and Alaska Divisions—and Harold Gatty, South Pacific Regional Manager for the company, with headquarters at Suva, had just left for Rotorua.

Having missed the man we looked for information about him. R. S. Lambert, formerly editor of the *BBC Listener*, devotes two or three pages to Ivy Lee in his book *Propaganda*. Here is what he says:

"There is a natural tendency for propaganda, as it develops in efficiency and elaboration, to become less blatant and more indirect and subtle. This is well illustrated by the modern post-war (1914-18) form of propaganda known as 'Public Relations.' It originated in the need felt by 'big business' in the U.S.A. to overcome its apparently growing unpopularity, which was reflected in frequent anti-trust laws as well as in strikes, the growth of Socialism and criticism from literary and religious sources.

(continued on next page)

How's Your Breath Today?

ACTS TWO WAYS TO SWEETEN BREATH

Don't expect tooth paste, powders, or digestive tablets to cure halitosis (unpleasant breath). What you need is a safe antiseptic and quick deodorant.

Listerine Antiseptic is so effective against halitosis for two reasons: First, it quickly halts the fermentation of tiny food particles on tooth and mouth surfaces—a major cause of breath odours. Second, it then overcomes the odours themselves.

After you have used Listerine Antiseptic your entire mouth is fresher, cleaner, more hygienic, and your breath is sweeter and hence more agreeable.

Never go forth to a business or social engagement without first using Listerine Antiseptic; it is your assurance that your breath will not offend others.

Lambert Pharmacal Co. (N.Z.) Ltd., 64 Ghuznee Street, Wellington.

Remember: "Even your best friend won't tell you."

LISTERINE

CHECKS HALITOSIS!

SOLD IN THREE SIZES BY CHEMISTS AND STORES.

HIGHLIGHTS ON THE SHORTWAVE BAND The BBC General Forces Programme

RECEPTION from London of the General Forces Programme is very good from 7.0 a.m. until 9.0 p.m. when, owing to seasonal disturbances in the ionosphere, reception conditions deteriorate very rapidly. However, during the day and early evening many interesting and up-to-date reviews of World Affairs, bright music, and features with titles such as "Book of Verse," "Too Late by Forty Years," and "This is London" may be heard.

Some of the best frequencies and times are as follows:

GSD	11.75 m/c, 25.53 metres	- - -	7.0 a.m. - 8.0 p.m.
GSB	9.51 m/c, 31.55 metres	- - -	7.0 a.m. - 8.0 p.m.
GVX	11.93 m/c, 25.15 metres	- - -	12.0 noon - 3.15 p.m.
GWG	15.11 m/c, 19.85 metres	- - -	4.0 p.m. - 3.15 a.m.
GSO	15.14 m/c, 19.82 metres	- - -	4.0 p.m. - 10.0 p.m.
GRQ	18.025 m/c, 16.64 metres	- - -	6.0 p.m. - 11 p.m.

Headlines From the Programmes (June 16-22)

Religious Talks and Services: Service from Litchfield Cathedral, Monday, 1.15 p.m.; The World Looks at Jesus Christ, Sunday, 6.55 p.m.; Think on These Things, Wednesday, 1.45 p.m.

Reviews on World Affairs: Report on Nuremburg, Sunday, 12.30 p.m.; Russian Notebook, Monday, 11.45 a.m.; World Affairs, Saturday, 5.30 p.m.

Drama: "The Three Musketeers," Tuesday, 9.15 a.m.; "Too Late by Forty Years," Thursday, 2.15 p.m.; "Dombey and Son," Saturday, 12.30 p.m.