

POLISH RADIO CONCENTRATES NOW ON EDUCATION

AN employee of Poland's pre-war Broadcasting Department, a member of the Polish Resistance Movement's "Radio Post-War Planning Committee," and intensely interested in Poland's present attempts to extend "educational broadcasting," Dr. Maria Sebrovska of Warsaw—who is at present surveying New Zealand education after attending the New Education Fellowship Conference in Sydney—knows a great deal about broadcasting in Europe's eastern peasant countries.

"I am really a psychologist," she explained, "but I was employed from 1933 in our Polish radio's research department investigating listeners' preferences. Radio did not then seem a great force in the country—so small a proportion of our people had receiving sets. It was then we in Warsaw found ourselves surrounded by German forces, our government having fled, our papers having ceased publishing, and bombs and shells shrieking over us continuously—then we found what broadcast-

ing can do. Our radio headquarters became the centre of the city's defence. We kept running 24 hours and listeners, I believe, never switched off their sets. All information went through us and everyone who had a problem rang us up or came to us.

BBC Was Most Reliable

It was BBC news, too, said Dr. Sebrovska, which deserved credit—more even than the score of visitors from Britain who were smuggled in—for maintaining the Underground's contact with the outside world and consequently the morale of the people.

"We suspected all radio news broadcasts of being propaganda, of course, and so we would check what each station said by listening to its broadcast of the same news in different languages to different countries. Both Berlin and London varied the emphasis and presentation according to the country they were addressing, and both gave, of course, not completely objective news but a mixture of facts and propagandist interpretation. But we

found that the BBC facts and interpretations were very much the most honest of all stations.

We were surprised that Poles were able to listen to London.

"Of course all sets were supposed to be surrendered. But those that escaped early inspection were built into arm-chairs and partitions between rooms and even—some of them, into little secret soundproof rooms. Many people were caught listening but always there were some who were not and they passed news about by voice or in stencilled 'newspapers.' This desire for illegal news at great risk was very interesting because loudspeakers gave official news in the streets whenever it came on. Though people called them 'barkers' and wrote up 'Donkeys park here' and things like that in the places where listeners would stand and hear them, people listened a lot because names of arrested persons and so on were broadcast. But propaganda does not affect people much if they have no faith in its

(continued on next page)



DR. MARIA SEBROVSKA
Fond of what radio can do



Look at that "GLINT"

... that lovely silky sheen ... those glamorous natural highlights. That's what Triple-Action Camilatone Shampoo does—why thousands of girls use Camilatone regularly.

CAMILATONE. SHAMPOO IS "TRIPLE-ACTION"

- (1) Super-Cleansing
- (2) Intensifies the "Glint"
- (3) Glorifies the Colour.

A secret harmless ingredient in Camilatone intensifies the "Glint". The TONRINZ that is included in every packet of Camilatone glorifies the natural colour.

MARVELLOUS
CAMILATONE
TRIPLE-ACTION
SHAMPOO

Agents: HILLCASTLE (N.Z.) LTD.
WAKEFIELD ST., WELLINGTON.

9.6

FAMOUS LIGHTHOUSES

NO. 1 EDDYSTONE

Most famous of all English lighthouses, this beacon marks the treacherous Eddystone Rocks which lie about 14 miles off Plymouth. The present structure was completed in 1882, being the fourth to be built at this spot. The first Eddystone Beacon was erected in the year 1698.

Protection from the danger of financial insecurity is provided for New Zealanders by the Government Life Insurance Department, whose symbol is appropriately a lighthouse. Since 1869 the Department has helped many thousands of people to face the future with confidence. It gives an Insurance service that is specially fitted to the individual needs of New Zealanders.



**GOVERNMENT
LIFE**  **INSURANCE
DEPARTMENT**

31 76 YEARS OF  **DEPENDABLE SERVICE**



Only pure clean blood can give you a clear, radiant skin. Many years of experience prove that Eno's "Fruit Salt" taken regularly is an ideal means to this end. Eno's "Fruit Salt," the famous household corrective for digestive ailments and disorders of the stomach, ensures the elimination of poisons from the blood and therefore from the skin.

Known and used throughout the world for over 70 years.

ENO'S
"FRUIT SALT"

The words Eno and "Fruit Salt" are registered Trademarks.

44129

J. C. Eno Ltd., 104-108 Dixon St., Wgtn.