



BSA
with TELESCOPIC FRONT FORKS

Regular shipments arriving every 3 or 4 weeks, but all are sold before arrival—only way to secure a BSA is to pay £10 Reservation Deposit NOW.

142 BSA's already sold and delivered. 46 sold to arrive. Write at once for Post Free Leaflet, Prices, Terms and Reservation Order Form to:

SKEATES & WHITE LTD.
N.Z. Distributors
45 FORT ST. AUCKLAND

MINIATURE PHOTOGRAPHY

35MM Films need special care. You will be pleased with our Developing, Printing, and Enlarging. 36 Exposures, Developed and Enlarged to 4 x 3, 19/6. Send your cassettes for reloading, Plus X, 4/8.

G. B. TOMKINSON,
Photographic and Home Movie Supplies.
39 Victoria St. W., Auckland.

500 FREE BOOKS on SKETCHING!

Brodie Mack's Amazing Offer to Young Talent

FOR a limited time Brodie Mack, famous Australian black and white artist, is offering, absolutely Free, a copy of his new book, "How to be an Artist," to all readers of "The Listener" who have an inclination to draw.

MAKE MONEY IN YOUR SPARE TIME

Brodie Mack has made it possible by means of this remarkable course for you to earn money in your spare hours. He shows you how to "cash in" on his experience. He teaches you how to rapidly develop your latent ability so that you are able to produce striking illustrations and art work. The fact of your reading this announcement points to you having a desire to be an artist—then send for this amazing book and let us prove that we can make you a skilled artist.

Learn to Sketch This Easy, Rapid Way

Brodie Mack has taught hundreds of men and women how to draw by easy, natural stages from the simple outline to the finished drawing—drawings that will bring in good £ s. d. Brodie Mack can teach you to draw by post successfully; the letters Mr. Mack receives daily are ample proof of this. Many famous illustrators learnt this way—they were not born famous. This is your opportunity to become a real artist.

BRODIE MACK
Desk 3,
138 Queen St.,
Auckland.

THIS IS FOR YOU!

POST NOW

THE BRODIE MACK CORRESPONDENCE ART SCHOOL,
Desk 3, 138 Queen Street, Auckland.
Dear Sir,—Please send me FREE my copy of your famous book, "How To Be An Artist." I enclose 2d in stamps.

NAME
ADDRESS
..... L. 6/12/46

DEMOCRACY—And the Paper it's Written On

SIR WALTER LAYTON, a British newspaper proprietor (and chairman of the Newsprint Supply Company), said in England the other day that so long as the United States consumed two-thirds of the world's supply of newsprint, there could not be free access to an understanding of international affairs throughout the world.

"I tell my American friends," he said, "that if 60lb. of newsprint a head per annum, which is the present consumption of the United States, is necessary to maintain the democratic way of life, there is only sufficient newsprint in the world for 200,000,000 democrats. The other two billions of the world's population must presumably be totalitarians."

Sir Walter Layton probably had figures to go on that are more up to date than anything *The Listener* has been able to find locally, but some estimates were published by the Newsprint Association of Canada in 1937, and if anyone chooses to accept lb.-of-newsprint-a-head-per-year as a yardstick for Demo-

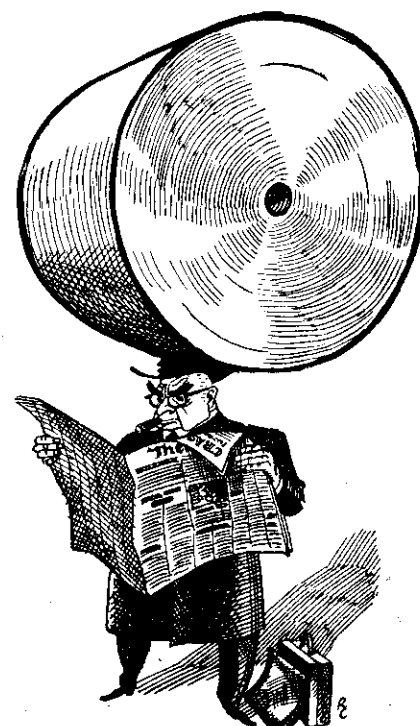
cracy, then these figures speak for the extent of that Way of Life in several countries over the years 1927-36.

Boom and Slump

The United States, for instance, maintained its Way of Life in 1927 with the help of 58lb. per head, and two years later needed 62lb., but then there was the Wall Street crash, and by 1932 Americans were using only 45.5lb. each. They weren't content with this, and increased their consumption steadily until they reached 57lb. in 1936. Sir Walter Layton's up-to-date figure is 60lb., which may be an approximation. It went down a bit during the war, but it looks as if 55-60lb. per head is the United States' normal consumption.

Over that same period, 1927-36, the United Kingdom's per capita consumption ran a different career. It began much lower than America's (37.5lb. in 1927 as against 58lb.), but it ended higher—nearly 60lb. in 1936. The reaction to the Slump was quite different there too. In America, the Common Man dropped his consumption nearly one-third between 1929 and 1932. But in the United Kingdom, over the same three years, the average citizen's consumption of newsprint actually went up—from 41.2lb. to 47.1lb. It went up again in 1934 to 57.5lb., and our table of figures stops at 59.8lb. in 1936. What happened in the war in the U.K. is hard to tell from here, because the only wartime figures we have discovered are for importation of newsprint in rolls and Britain's 1939 imports were only a third of her consumption that year.

Democracy in France was an erratic thing between 1927-36, according to Sir Walter Layton's paper measure. The Common Frenchman used 11lb. a year in 1927, 19lb. in 1929, a little less in

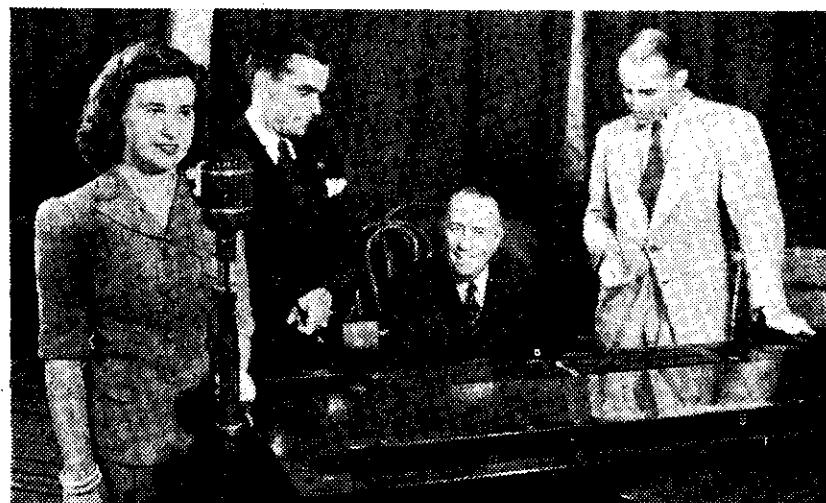


1932 and 20lb. in 1935. A year later he had dropped again, to 18lb. But Scandinavia spent that same decade raising its newspaper reading steadily every year—from 13lb. in 1927 to 22lb. in 1936 by steady increases. So did Argentina, rising from 13lb. to 26lb.

We Improved Our Position

"Australasia," as it is called in the estimates of the Newsprint Association of Canada, went up steadily too, apart from a setback in 1930. We were using 43lb. each in 1927, 48 in 1929, but only 33 in 1932. We weren't satisfied with

(continued on next page)



At 10 o'clock every Sunday night Station 2ZB presents "Songs and Songwriters," a show organised by a Melbourne songwriter, Jack O'Hagan, who composed the familiar Australian ditty, "On the Road to Gundagai." As its title suggests, the session deals with the works of such celebrities as Jerome Kern, Walter Donaldson, Irving Berlin, Hoagy Carmichael, Rudolf Friml, George Gershwin, and Cole Porter. O'Hagan not only tells the stories of these composers' works but discusses many episodes in their careers. He is seen above (seated at piano) with Muriel Howard, Eric Pearce and Len Davis (L. to R.), who also take part in the programme