



REX INGAMELLS
"We're not isolationists"

ARCHIVES AND AUTHORS

Australians Form Commemorative Association

"SOME of the literature of the past in both Australia and New Zealand is in danger of being forgotten. We want to interest various institutions in it and generally keep the public posted about it." This explanation of the aims and objects of the Australian Literary Commemorative Association was given to *The Listener* by Rex Ingamells, a Melbourne writer who is at present in New Zealand as the association's representative.

"The association," he went on, "aims to develop the libraries and archives of Australian and New Zealand literary material, assist other kindred bodies in this work, and encourage a deeper interest in and love for the writing tradition." A memorandum and articles of association were now being prepared for submission to the Attorney-General's department for the incorporation of the society under the Companies Act, and the association would accept private members and the affiliation of bodies already functioning. He, personally, was representing Georgian House (Melbourne) which, in turn, represented the Cambridge University Press, and Ginn and Co. Ltd., publishers. The association, of which he is a council member, was founded by Kate Baker, who received the O.B.E. for her work on the life and writings of "Tom Collins" (Joseph Furphy), and other members are A. H. Mattingley (provisional president and a well-known naturalist), Victor Kennedy (sub-editor of the Melbourne *Argus*), D. H. Rankin (secretary of the Australian Literature Society and the Shakespeare

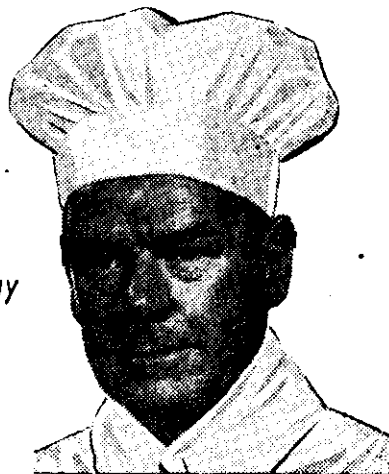
"Better baking results with new Flour IF YOU LET MIXTURES STAND"

The new flour has a higher bran and pollard content and thus absorbs moisture more slowly. You know how a pudding mixture containing breadcrumbs must be mixed slack and left to stand so that the breadcrumbs can absorb the mixture. Well, the the extra bran and pollard act like the breadcrumbs. So if you bake immediately after mixing you'll get poor rising, excessive oven shrinkage, breaks in sides and top of your cakes and the goods will dry out and go stale. ALL BECAUSE THE BRAN AND POLLARD DID NOT HAVE TIME TO ABSORB THE MOISTURE.

Mr. Galloway's advice is... "Let your mixture mature for as long as 15 minutes before putting it in the oven". But you say, surely the baking powder will act in that time and the cake won't rise.

LISTEN TO THE BETTER BAKING
BUREAU PROGRAMME—10.30-10.45 A.M.
TUESDAYS AND THURSDAYS, RECIPES & HINTS

Says
Mr. S. Galloway
Leading Chef
and Baker



Mr. S. Galloway, well-known throughout New Zealand as a leading Hotel Chef, Baker and Pastrycook offers you this advice based on a lifetime's experience of practical baking.

Mr. Galloway's answer to that is sound. Use a **PHOSPHATE BAKING POWDER** for these Phosphate Powders do not act until subjected to oven or steamer heat. Any mixture can be left standing without detriment.

So there it is, with the new flour—use a Phosphate Baking Powder and let your mixture stand.

If you would like more information on the use of the new flour or if you have baking problems of any nature write for FREE advice to:

"BETTER BAKING BUREAU",
P.O. BOX 990, WELLINGTON.