



CONTROL, you say? And support, you say? Step this way, madame, and step into the Steele's corset that sheaths you in comfort and bequeaths you a new, gracious line. Nothing is so perfectly adjustable as the front lacing. Cunningly placed elastic does sentry duty on your curves. Firm boning and reinforcement give welcome support. Aah! So firm, so gentle. "Is this me?" you'll say. The deep bra is "Modern Lady", for firm support and control.

Stocked by all Stores.
Manufacturers:
J. Steele Ltd., Auckland.
"The Corset Specialists."

Steeles

+ FORM FITTING FOUNDATIONS

53

**I would have answered her back—
only I was
a little hoarse**



How awkward to feel dry and husky just when you want to talk. But Lixoids soon put that right — the little liquorice pellets coat sore vocal chords with a soothing film.

LIXOIDS

10d. a Tin

Stacey Bros. Ltd., 365 Khyber Pass, Auckland.

87a

RADIO AND SOCIETY

(continued from previous page)

musicians, educationists or engineers, all have a pride in their profession. They are research workers. They are craftsmen before they are anything else. In their BBC clothes they wear no labels.

Secondly, where broadcasting is independent and a public service it can be used as a means of education in the broadest sense. What does this mean? It means to use the microphone to inform and interest listeners in all things that matter. It means to inculcate citizenship, to pay proper attention to public affairs, to encourage tolerant discussion, and to seek to widen as far as possible the range of debate over the whole field of human interest. Civilisation is still a long way from that absolute tolerance and liberty of expression preached by John Stuart Mill (and the problem is complicated by the fact that there are those who would abuse it). But broadcasting has to face the problem with courage and with judgment. The climate of public opinion changes with the years. It is possible to do in broadcasting to-day things that were not possible 10 or 15 years ago. That is, perhaps, one of the results of public education.

Broadcasting has been educated too. It has learned much about this part of its job, if only by realising more and more how much there is still to learn. This is one of the most important fields in which we have to expand and experiment. By no means all the task is done, of course, by controversy and discussion. We have also made progress in other directions. The daily report of Parliament, started two years ago, the special broadcasts we have done from the United Nations, the team sent out to cover the transfer of power in India, the features and documentaries on all manner of current affairs, the rigid standards applied to news bulletins in all BBC programmes, the major series of talks we have undertaken from time to time such as the talks on atomic energy—all these are means to the same end; that an informed democracy shall function.

Raising Standards

Finally, within this sphere of broadcasting and the community there is the responsibility which a unified public service has to raise standards. There are many people who believe this task is better done if it is not talked about. To a great extent this is true. It should certainly be avowed as little as possible in the actual process. No one wishes to feel perpetually at school. But on an occasion such as this, when one is taking stock of British broadcasting as a whole, it should be frankly stated that to raise standards is one of the purposes for which the BBC exists.

The work, however, will never be successful unless it is done within the broad contract that the listener must be entertained. The BBC is a means of entertainment, as well as of education and information. It will rightly lose its listeners if it disregards that part of its triple function. It is not a function to be lightly dismissed or despised. To be a source of companionship, of recreation, of good humour, of escape, and of fun to millions of people is something of which to be proud. We must strive to do better in this field as eagerly as in any other. Every listener is first of all a human being with his requirements and his rights. From the BBC he is entitled to ask for the best in all kinds

of entertainment, whether it is high, low or middle brow. The BBC is not violating its part of the contract, if, while giving him the best of what he wants, it tries to lead him to want something better. Broadcasting should not fear to assume leadership. But an essential part of leadership is not to get out of touch.

While I have been talking mainly of sound broadcasting, everything I have said is true also of television. For television is only a development of broadcasting. It is bringing into play new techniques; it is giving listeners a new range of entertainment and experience; it will eventually find its way into almost every home in the land. Years ahead, it will finally marry with sound broadcasting. No one can yet say how. But in whatever way it does develop it must accept the same responsibilities and be guided by the same sense of social purpose.

Selective Listening

And so we come to broadcasting and the individual. Here the public service has an exactly opposite aim to the commercial or the government service. It does not want people to be listening all the time. Whether selective listening is on the increase is difficult to say. Certainly all too many people still use the wireless purely as a background noise. From that point of view it is possible that there is too much broadcasting; not in the range of the service but in its length. The fact that broadcasting goes on for 16-and-a-half hours a day, the profusion of material poured out, the knowledge that one variety show will be succeeded by another and that great works are sure to be performed again and again, the scarcity of intelligent criticism—these things make many people hold wireless cheap. They switch it on and they keep it on, doing it a favour if they give it half their attention. Yet if broadcasting is properly used, there is hardly a man or woman whose range it cannot widen and whose experience it cannot enrich. Broadcasting will accomplish its work only if it can persuade more and more listeners to come to it with curiosity and with tolerance. Strange roads go down beyond every man's intellectual and cultural skyline. Some of them can lead to lands of new enchantment.

Many of them should lead beyond the wireless set. For broadcasting will not be a social asset if it produces only a nation of listeners. Whether broadcasting is an art is a point for sophists. What is important is that it is not an end in itself. Broadcasting will bring about a musically-minded nation only in so far as it gets people to play and to fill the concert halls. Its greatest contribution to culture would be to cause theatres and opera houses to multiply throughout the land. If it cannot give to literature more readers than it withholds, it will have failed in what should be its true purpose. Its aim must be to make people active not passive, both in the fields of recreation and of public affairs.

It will gain, rather than suffer, if it can do any of these things. For broadcasting will flourish best when the community flourishes best. The wireless set or the television receiver are only signposts on the way to a full life. That must finally lie in a sense of beauty and joy in all things, and in the experience of participating in life as a whole.