

# LISTENER

Incorporating N.Z. RADIO RECORD

Every Friday Price Threepence

## EDITORIAL AND BUSINESS OFFICES:

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## BROADCAST PROGRAMMES

Mon. to Sun., Feb. 9-15 . 26-39

## SUBSCRIPTIONS

OVERSEAS. — Twelve months (including postage), Great Britain and British Countries, 17/6; Foreign Countries (including U.S.A.), 20/-.

WITHIN N.Z. (Special Rates). — If paid in advance at any Money Order Post Office: Twelve months, 12/-; six months, 6/-; three months, 3/-.

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## ADVERTISING RATES

Terms on application to the Advertising Manager, "New Zealand Listener," Box 1707, G.P.O., Wellington, N.Z.



## To market . . . to market . . . to buy a fine rig-out

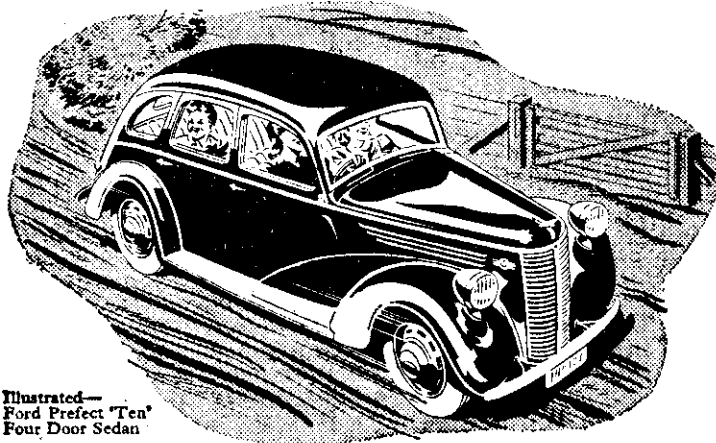
IMAGINE a motorless New Zealand. Imagine your plight with no car or buses to take you to the shopping centres and no trucks to bring food to your table!

The motor vehicle is an essential part of our life. It enables us to maintain our standard of living, not only by saving time, thus speeding and increasing the production of goods, but by bearing the main burden of distribution. In particular, the motor car ends the traditional isolation

of the countrywoman . . . and offers her quick and convenient means of reaching shopping and cultural centres, or friends and neighbours.

Forty years ago Ford was a pioneer in opening up our back country . . . in bringing farm and city closer together. Today, one in every four motor vehicles on New Zealand roads bears the Ford name. And Ford's aim in the future is to bring to more and more people the far reaching benefits of motor transportation.

### Motor Transport — the Key to Fuller Living



Illustrated—  
Ford Prefect "Ten"  
Four Door Sedan

## Ford . . .

### A DRIVING FORCE IN OUR NATIONAL DEVELOPMENT

Because of New Zealand's scattered population, and the important place the motor car occupies in our national economy, this is the second most motorised country in the world. Motor transport has, to a very large degree, built up our standard of living and needs to be maintained.

**CARNATION CORN CAPS**  
 1/6 TIN  
**BIG Comfort from a Little Tin!**  
 INSTANT RELIEF  
 PAINLESSLY REMOVES CORN.  
 CURES WARTS TOO!  
 1/4 PER CARTON  
**CARNATION CORN CAPS**  
 FROM ALL CHEMISTS AND STORES