

To knit, wear and cherish



SOFT as a purr, and fun to make when it Copley's! It's the thoroughbred English wool that gives you confidence to embark on that very special sweater with the intricate design . . . you just know that Copley's wears and washes superbly.

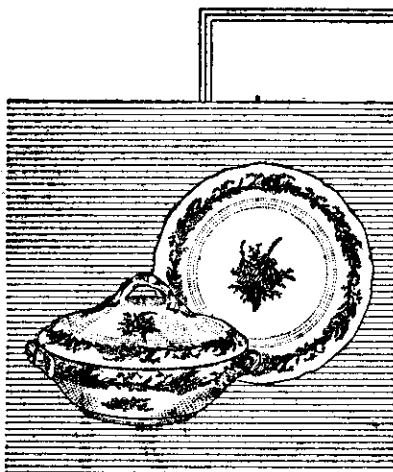
Despite our continued efforts Copley's is sometimes in short supply. But remember, when a new shipment of this quality wool arrives, it comes in a yarn of dreamy softness and in a wardrobe of striking colours.

Most high class stores have Copley's Knitting Instruction Leaflets and Copley's Wools.

If you can't obtain Copley's wool, write Box 828 for the name of your nearest stockist.

KNITTING **Copley's** WOOLS

© COPLEY-SMITH & SONS LIMITED, MANCHESTER, ENGLAND.



Every piece
an heirloom

Spode

W. T. COPELAND & SONS LTD.
SPODE WORKS
STOKE-ON-TRENT

Trade enquiries to
New Zealand Representative
J. H. Oldham & Co.
Hannahs Buildings, Lambton Quay
Wellington

RADIO VIEWSREEL What Our Commentators Say

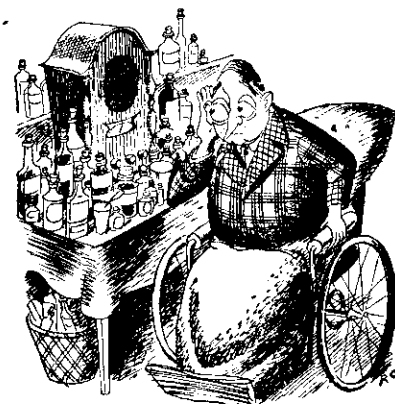
Amateurs—God Bless 'em!

FROM 2YA recently we have had some broadcasts of pairs of performers, frequently voice and piano, in short broadcasts of music of similar type. This is an excellent kind of programme-making; players and singers are given the opportunity of organising a little unit of music which is long enough to give them some scope. Recently we had one of these broadcasts by Dulcie Rait (soprano) and Grace Harkness (pianist). I hope neither of them will mind my saying that their broadcast was an amateur one, because I mean it as a compliment. They were playing music of the Purcell-Scarlati period and this must have artlessness. There are two kinds of artlessness, that of the great musician whose art is so great that it conceals art, and that of the amateur who has a direct simplicity which may reach the same end. This latter was the quality both these performers showed. There was a pleasant feeling that here were young people who were singing and playing simply because they thoroughly enjoyed the music. The pianist's little slips of technique and the singer's slight breathlessness simply accentuated the atmosphere of the happy amateur.

Plum Pie

ONE of the best regular weekly sessions is the modestly titled *I Pulled Out a Plum*, by "Gramophan," from 2YA at 6.0 p.m. on Sundays. Who "Gramophan" is I don't know, but he conducts his half-hour in admirable fashion. New and unusual music is introduced with a few disarming phrases, enough to help the listener unfamiliar

toes to see that the service promised came up to the mark (the Standard Mark?). It was colourful. It meant that under free competition the consumer was king. It meant freedom of choice, which is a part of our heritage of freedom. It was an industry of very great importance in its own right. In the U.S.



it ranked between butter and boots. And, finally, advertising was necessary to dispose of mass production. Mr. Manning was not quite convinced. He thought competitive advertising was wasteful, although he agreed that the consumer must be informed what sort of goods were available. His conclusion seemed to be that the effort put into advertising would serve society better if directed into more productive channels. The Chairman summed up cautiously, saying that market research had undoubtedly made advertising a much more exact science, and the four gentlemen stole away over the unbroken eggs which carpeted the studio floor. The largest and most dubious egg is surely the morality of the whole business. There is no doubt that advertising is highly successful and more exact than it used to be, but is it moral to batter the consumer into buying something he does not want or need by continually suggesting the fear of, say, social ostracism?



What Gladstone Did

IT was ironical that in the middle of Eire's proceedings to sever the last political link with Britain, 2YA should have broadcast a talk on Gladstone in the BBC series of *British Prime Ministers*. For Gladstone did more than any other Englishman has ever done to try to save the situation in Ireland, and R. C. K. Ensor brought out the high quality of a failure that had such tragic consequences. Many people remember Gladstone for three things — Ireland, Gordon, and Majuba. Mr. Ensor showed how tremendous were his services to Britain as reformer and administrator. Gladstone carried on the work of Peel in the modernising of Britain. He put the Civil Service and national finance on their present foundations (with benefit to the Dominions as well), and under him the Army and the judicature were reformed. In 15 minutes Mr. Ensor managed to impress on the listener these and a lot of other things about the G.O.M., with his more than 60 years of political life, including the extraordinary intellectual and moral stature of the man. A somewhat didactic and

(continued on next page)

perhaps with modern musical idiom, but not too much to make one say, "Here, get on with it, let's have the music!" — as one so often does with boring introductory comment. Here, for example, I heard the Honegger Sonata for Clarinet and Piano, which I knew had been released, but which I had not noticed in the programmes. Good work, "Gramophan," I only wish you didn't come on at the same time as *Citizens' Forum*!

Agag Was Here

WALKING delicately round the 3ZB Round Table the other night, Messrs. Taylor, Rollo, and Manning tip-toed into *Is Advertising Wasteful and Uneconomical?* It was evident that commercial broadcasting was not going to tear up its meal-ticket for the sake of a little discussion. Messrs. Taylor and Rollo said that advertising was informative and a service to consumers. It kept the retailer and manufacturer on their