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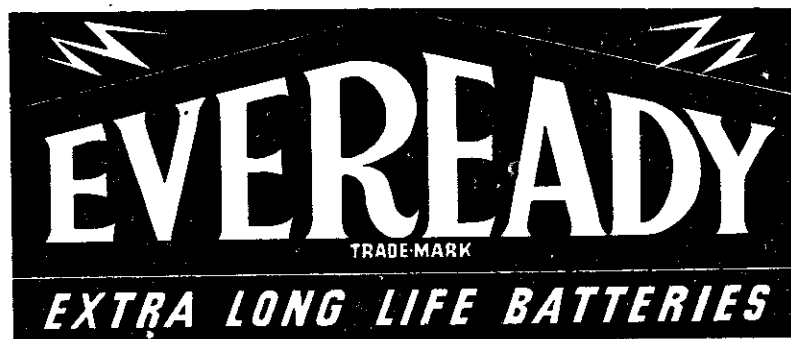
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GENEROUS GIFT BY ZB STATIONS

A Thousand Pounds' Worth of Time

EVERY avenue of publicity is being used in the recently-launched £1,000,000 drive for patriotic funds, and again the ZB stations are giving whole-hearted backing. The Commercial Broadcasting Service's contribution to the appeal will be £1,000 worth of time on the air, the Minister of Broadcasting, the Hon. Peter Fraser, announced last week.

The object of the drive is to raise money: first, for the entertainment of New Zealand troops overseas and in the Dominion; second, to care for victims of air-raids in Britain; and third, to provide for the work of rehabilitation when the war is over.

The board directing the drive had made an allocation of £500 for advertising and publicity over the ZB stations, and the Dominion organiser of the drive, J. Abel, was pleasantly surprised when the allocation was handed back, with an additional £500 of time on the air added as well.

This contribution is in line with the standard of service which the ZB stations

have set during previous appeals on behalf of charity. Most spectacular, perhaps, have been the radio telephone appeals, which brought a surprising and immediate response. Telephone appeals raised for the Sick and Wounded Fund the total sum of £41,000, 4ZB Dunedin raising £4,000, 2ZB Wellington £5,000, and 1ZB Auckland £32,000. In addition, 3ZB Christchurch raised £3,500 with a novel "Barrow Day" appeal which brought the people of Christchurch out into the streets in thousands. The Dunedin station also conducted a "Mystery Bag Day" and three community sings which netted £2,040.

It has to be remembered that time on the air is a commodity just as valuable to the Commercial Service as tomatoes are to a greengrocer. Time on the air is what the Service lives by; and the greater the value of its time the greater the value of a gift such as this latest contribution to the patriotic funds.

AUSTRALIAN PIANIST'S BROADCASTS

Max Pirani Has Travelled Widely

WITH broadcasts by Max Pirani filled into programmes already featuring Ignaz Friedman, listeners will enjoy a feast of first class piano playing. Pirani's first recital will be given from 3YA's studio on November 11.

This Australian pianist has travelled widely playing on the concert platform, broadcasting, and examining for the Royal Schools of Music.

He was born in Melbourne in 1898 and began to study music at an early age. He made his first public appearance at the age of 10.

After three years' study as a scholarship student at the Melbourne Conservatorium of Music, he went to London early in 1914. He studied with Max Vogrich in London and in New York. After a short period as pianist-assistant to Leopold Auer in 1917, he enlisted in the Australian Imperial Forces and served in France in 1918.

In Australia in 1919-1920, he led a concert-tour with Leila Doubleday, violinist, and returned to England in 1920, to settle in London, performing and teaching.

In 1923, with Leila Doubleday and Charles Hambourg, he formed the Pirani Trio, which had a permanent place in English musical life until 1940.

In 1925 he was appointed to the staff of the Royal Academy of Music as professor of pianoforte and was awarded the degree of Honorary Member of the Royal Academy of Music in 1932. His tours as Examiner for the Royal Schools of Music have taken him to Australia in 1927. In 1931 and 1937 he was in South Africa, in 1935 in India, and in 1940 Canada and New Zealand.



MAX PIRANI, who will give a series of broadcasts beginning on November 11, at 3YA. He will play by permission of the Board of Examiners of the Royal Schools of Music. His second broadcast will be given from 3YA on November 18 and he will be in Dunedin to play from 4YA on November 28 and December 1.

Between 1920 and 1940 he has been very active as a concert-pianist. He played throughout the British Isles, in Holland, Switzerland, Italy, and Scandinavia, in South Africa, India and Australia. He has broadcast regularly from BBC stations, and in South Africa, India, Finland, and Norway.

He married Leila Doubleday in 1923 and has two children: Felix aged 12, and Gina aged 6, who with Mrs. Pirani are now in Christchurch.