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STA-BLOND THE BLONDE'S OWN SHAMPOO

FILMS FOR DEMOCRACY

The present outcrop of "newsletters" is a sign of the times—a return to the age of pamphleteering. One local manifestation of this which is to be welcomed is the appearance of the first issue of the "N.Z. Film Letter," published by the Wellington Film Unit, a group of people who are interested in films in general but in the documentary film in particular. The following article by E. S. Andrews is from the newsletter. We reprint it because we think it has something important to say:

THE vacuum cleaner merchants and the wireless salesmen long ago hit upon a line of business of which the theory and practice is well worth a little study by the publicists of demo-

cracy. The idea is that if you leave a piece of useful machinery that really works with a housewife who hasn't any experience of mechanical relief from drudgery, the gadget will sell itself. A little sales-talk between-whiles might not do any harm, might even speed up the process. Yet the real selling point is a machine that works. The man will not send out the book of instructions one day, and a couple of valves the next, and then the loud-speaker; he will send the whole box of tricks, including the instruction book, at once.

When it comes to "selling" a democracy to its citizens, this profitable business procedure is forgotten. People know in a general sort of way that the machine does work. They elect their own representatives to Parliament and local bodies; they can express personal opinions in the correspondence columns of the newspapers—if the editors do not object; they can chuck up their jobs if they can get others; they have a considerable amount of individual freedom outside of working hours. Mostly it is the negative freedom of lack of restriction on personal liberties. It has been no-one's business to make democracy a positive thing, something that works, and is worked for, that can be explained and can be better understood. The fact that democracy has a bearing on work in the kitchen, in the factory, the office, the cowshed, is not made plain, in an operative way, not taught to us as a job worth learning, as a plumber might show his apprentice how to wipe a joint. We all have the book of instructions, but too few salesmen bring the machine home to us, and put it down on the kitchen floor, and leave us to see how it works, and to be charmed by its novel effectiveness.

"By Everyone—All the Time"

Democracy is a craft. It needs a great deal of practice on the job, of association with other craftsmen, so that a living body of knowledge and understanding is built up merely by absorption from the general atmosphere of work well done by men to whom it has become second nature. It is not a craft that can be left solely to the specialists, but one that should be practised by everyone all the time.

Among the most important of the techniques of democracy is that of co-operation, the sort of thing that, on the mechanical level, one sees when two men are so old-fashioned as to drill a blasting hole in a rock with a hand-drill. One man will hold the drill while the other hits it with a sledge-hammer, and the first will turn the drill a little between strokes to clear the hole. And when it is well settled, both will strike,

one after the other in a neat rhythm that is as good to see as it is effective for its purpose. Even in such a simple matter as this, human relationships of trust and intuitive understanding of the other fellow's powers and skill are essential. The trust arises from personal knowledge, of close contact with a man as a worker; and the co-operation, with its end-product of more effective, faster work, arises from that trust and understanding.

Knowing the Other Fellow

In any good working committee, however remote its work may be from rock-drilling, similar conditions prevail. An understanding of how the business is really done, of how the pooling of ideas is likely to give rise to a decision larger and more creative in its scope than the mere arithmetical addition of the capabilities of the members, can only grow out of intimacy of personal contact, and all-round intuitive knowledge of the other fellow's cast of mind, his interests, background and opinions. Committees and groups in which the individuals have this knowledge of each other, and sympathise with the general mental and emotional make-up and environment of the others, are always more effectively creative than those mechanically constituted.

The intimate personal contacts, the intuitive understanding of the point of view of the other members of the community, which are so necessary to getting done properly those jobs which depend on the activity and goodwill of comparatively large numbers of people, have existed in whole states in days gone by. But our modern communities are so large and sprawling that the person-to-person contacts are impossible. Even in such a small country as New Zealand, most of us would count ourselves lucky if we really knew and understood even 20 people outside the family circle.

The Films can do it

Some restoration of that person-to-person contact is essential to democracy if it is to work at full pressure all the time. It cannot be done directly as it used to be, and still is in the small democracies of committees and groups. But it can be done with the aid of the modern machinery of communication if it is used imaginatively.

Above all, it can be done by the use of films, firstly because, apart from the frankly commercial entertainment shows, people have less cause than in the case of other media of public communication to suspect the films of selfish axe-grinding; and secondly, because films honestly made can present the other fellow's appearance and habits and work in a form even more easily assimilable than by personal contact.

All the complexities of civilisation, which get translated into budget figures, and statistics and stock market quotations, are merely symbols. Back of them

(Continued on next page)

Amazing new
Band S-P-R-E-A-D feature
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Locals!**

Here is a close-up of the short-wave bands on the big, clear, illuminated Bush dial. Note the length of each of the 4 separate short-wave bands — nearly 6 inches!

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Your Dealer will be glad to demonstrate.

Once again Bush is out in front with an amazing new feature to make short-wave tuning simply "child's play." This new Bush model 73 has Band S-P-R-E-A-D Tuning. It stretches the normal 2 in. shortwave band to nearly 6 inches! It's revolutionary! Makes shortwave tuning as easy and accurate as broadcast tuning. And the beautiful tone and powerful reception make the shortwave bands well worth having.

Bush 73 has also Bush Button Tuning for local stations—simply press the button and you've got your station "in a flash." "There's nothing you can beat about the Bush."

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John Burns & Co. Ltd., Auckland; Ernest Cordery Ltd., Christchurch; Howarth Radio Service, Dunedin; Parker-Keane Ltd., Dunedin; Parkinson's Ltd., Invercargill. Distributors in other towns throughout New Zealand. N.Z. Distributors: International Traders Ltd., 76-78 Anzac Avenue, Auckland.