



"They're tired, poor dears"

things on a Friday evening when, for one reason or another, there is a small listening public.

—Westcliff

Irregular Programmes

MY not entirely successful pursuit of the Letters from Eve from 4YC made me sigh for the beautiful and, in my experience at least, unerring regularity of programmes from the Commercial stations. "Eve" appeared in the first week on Monday, Wednesday and Saturday; in the second week, on Monday, Thursday and Saturday. To complicate matters further, these programmes started at odd times in the evening: 9.30, 10.0, 6.20, 9.30, 9.40 and 8 o'clock. The notable series of Bach unaccompanied suites for 'cello were presented in the same way—Wednesday at 10.8, Sunday at 9.40, the following Wednesday at 10.8, and at approximately 10.0 on the Friday after that. The Dunedin Studio Orchestra may appear at 7.45, or at 8.0, and a wary eye must be kept on *Dunedin Digest*, which may start any time between 7.50 and 8 o'clock. It may be a purely personal weakness that makes me forget that a major work is timed to begin at 7.56, or 8.14, or is my increasing experience of music thus decapitated shared by other listeners? The answer, of course, is to hand, in a frequent consultation of the printed programmes; but I find, to my regret that, though the spirit be willing, the memory is weak.

Shock Treatment

THE success of the programme on the salvaging of the gold from the Niagara was a triumph of matter over

manner, for this was an excitable NZBS production that provoked, in this listener at least, a fair degree of sales resistance. The introductory material was read at great speed by two voices which, in the manner of enthusiastic advertisers, capped each other's sentences in mounting climax. Punctuation was supplied by orchestral music: "Success" —(a chord)—"and greater success"—three chords—"Marine Millions"—several bars. Whether this technique was inspired by the side-show barker, or the noisier type of American newsreel, I am not sure. The care which had gone to this introduction tended to emphasise the hesitancy of the later speakers who were apparently victims of the interview method. Yet this programme could not be fairly described as a failure. The material used was excellent, well chosen to tell the story as thoroughly and vividly as possible, making the high-pressure salesmanship with which it was put across an irritating work of super-erogation.

—Loquax

Conversational Opening

"SINCE among themselves the English shrink from immediate intimacy and at the same time mistrust blanks or pauses at meetings, the weather fits perfectly into their encounters. It is always new, always different from yesterday, something everyone has experienced and been surprised by, and above all, it can take you conversationally anywhere."—Trudy Bliss, speaking in the BBC's North American Service.



Do women have to put up with these?

A skin that looks coarse?
A muddled skin-colour?
A skin that looks harsh and rough?

You *have* to see it—your skin losing its fresh look!

A fascinating, immediate change can come over your face . . .

Free your skin: Dirt, old make-up stick in pore-openings. Fatigue, wind, dry air rob skin of oil and moisture. To sweep pore-openings clean of embedded dirt . . . to replace needed oil and moisture—there is an exclusive formulation of skin-helping ingredients in Pond's Cold Cream.

They work on your skin as a team—in inter-action. As you swirl on Pond's, you help *both* sides of your skin.



You can do something to change your skin.

Feel a wonderful smoothness come to your skin, as it takes up the refreshing oil and moisture in Pond's Cold Cream.

Feel your skin getting back its flexibility. Each night give your skin this special oil-and-moisture treatment.

Soft-cleanse—swirl Pond's Cold Cream over face and throat. Tissue off *well*.

Soft-rinse quickly with *more* skin-helping Pond's Cold Cream. Tissue off *lightly*.



You can feel your skin responding.

Look your loveliest and you radiate a happy-hearted confidence to all who see you.

You will see the wonder of this skin-helping cream—*immediately*—after your very first Pond's creaming.

As you use Pond's, you will delight in your lovelier skin—and gain an attractive new self-confidence.

Go today to your favourite Cosmetics counter and get a jar of Pond's Cold Cream. Also available in handy tubes.



You owe it to yourself to bring out your beauty.

THE LADY MAUREEN COOPER says: "Pond's Cold Cream is just ideal. It leaves my skin so wonderfully clean, and smooth and soft."

Made in the laboratories of Industrial Chemicals Ltd., Auckland, for the Pond's Extract Company Export Limited, New York. PCN32

