

WHAT A DIFFERENCE

Who'd think John was the same boy as the pale youngster who, last year, seemed to be 'out' of everything? Actually his lack of energy was due to constipation. Mother found the perfect answer to that in Califig (California Syrup of Figs). Gentle yet thorough, Califig is the laxative specially blended for children. Children love it and you know that it is perfectly safe.



Califig

(CALIFORNIA SYRUP OF FIGS)

The Gentle Laxative

Sterling Products International Inc., Astor Street, Newark, U.S.A.

B.5a



"Well begun..."

You couldn't have a kinder baby soap than Wright's . . . let Wright's safeguard the nursery bath and discourage stray germs and infections all through the day.

WRIGHT'S

Coal Tar Soap

N.Z. Agents:
S. A. Smith & Co Ltd Albert St., Auckland.

BABY DAYS

KEEP THEM HAPPY AND HEALTHY

Such wonderful days—Baby Days! Don't let them be spoilt by those unnecessary little upsets that take the sunshine from baby's smile and often cause mother so much anxiety.

For one of the main secrets of happy healthy youngsters is correct and regular functioning—so easily attained by the use of Steedman's Powders at the first sign of Constipation.

Steedman's are the finest aperient for little ones from teething time to 14 years. Safe and gentle, they induce healthy regularity without harmful purging.

Look for the double EE on the wrapper to be sure you get the genuine Steedman's. Obtainable everywhere.

Free booklet "Hints to Mothers" now available. Write for your copy—Van Staveren Bros. Ltd., Lt. Taranaki Street, Wellington.

3.5

Makes Housework Pleasanter

No back-breaking scrubbing and rubbing when you use

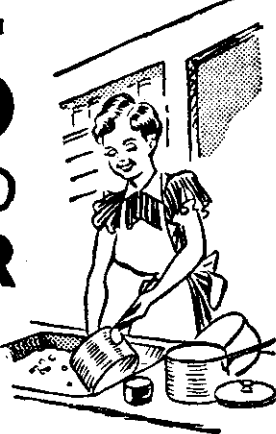
CHEMICO

BATH & HOUSEHOLD CLEANSER

A soft smooth paste refined as soft as talcum, Chemico will not scratch the finest surface or roughen tender hands; in fact it leaves the skin as smooth and white as ordinary toilet soap.

Just a light rub with Chemico and porcelain, tile and enamel surfaces gleam lustroously like new.

Approved by Good Housekeeping Institute.



A SERIAL IS A SERIAL IS A SERIAL

But What Does It Have That Keeps It Going?

LIKE Miss Gertrude Stein, it goes on and on and on. And from time to time there arise, like the cyclic climaxes in the serial itself, brief but bitter controversies about its cultural value or its social effects. We have had one recently in our own correspondence columns, so we decided to make a few enquiries. What we discovered appears below.

TO begin with, here are some extracts from recent readers' letters which indicate the prevailing attitudes, for and against:

Briar: How much longer must we suffer the radio serial . . . ?

Satisfied Blind Listener: I want to say that I and a party of friends listen to the feature . . . every week day, and I wish to say that we look forward to it daily, as I know a lot of hospital patients do also. We hope it will continue for many months yet . . .

Interested: I do not know why some people have to keep picking at radio serials . . . I have listened to serials for a long time and there are some good and some just a little trying at times, but I have always been able to shift the dial to something more in my line . . .

Polly: I fully endorse the remarks of Briar. From remarks I hear everywhere, everyone is heartily tired of it . . .

* * *

WE found, by asking questions of the commercial division of the NBS (responsible for the output of serials), that whether they please the majority of listeners or whether they do not, they are certainly listened to. One, for instance, has been on the air since December, 1942, having worked its way through all the ZB stations. Heard on five mornings a week, its story is built round one main character who, as all beautiful women should, got married.

Fourteen-Thousand Sixpences

In October of last year, when the radio banns were published and the church had given its blessing, the voice of a male announcer came into the programme, saying that the sponsors offered listeners a paper pattern of the heroine's going-away frock. All listeners were asked to do was to send in stamps to the value of sixpence and name the size required. All the sixpences were handed to the National Patriotic Fund for sick and wounded welfare work.

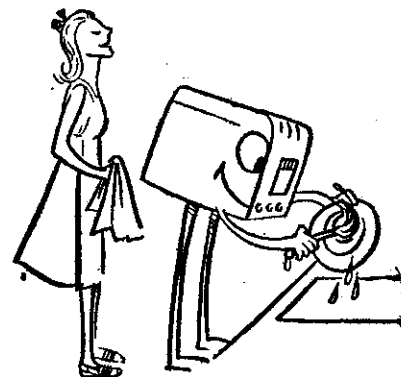
We do not know whether any female listeners wept into their cambric handkerchiefs during the radio wedding ceremony, but we are informed that to date the sponsors of the programme have received 14,000 requests for patterns. And that the majority came from mature women is shown by the sizes of patterns specified.

A Survey in America

Daytime serials became a focus of attention in America a year or so ago. As in any discussion, a good many things were said that contained constructive criticism, and a good many things were said that had little relation to the facts.

So the Columbia Broadcasting System thought that the widespread interest in the topic called for a good measure of calm and impartial research. Acting on its own responsibility to its listeners and customers alike, it undertook a survey of the whole subject.

The purpose was to find out everything that could be learned about daytime serial programmes and their audiences. Personal interviews were conducted with 6,000 adults. A thousand of them kept a full week's listening diary



" . . . She had finished the dishes without knowing she had done them."

in which they set down the programmes they listened to between 8.0 a.m. and 11.0 p.m. It was found that of all women at home in the daytime 54 per cent listened to serial programmes; 46 per cent did not. The average serial programme was listened to 2.5 times a week. For 31 per cent of the time the women did nothing but listen; 69 per cent did something else as well.

Music While You Wash

A young, recently-married woman said that when her husband went to work in the morning she went into the kitchen to do the dishes. She turned on the radio on the window sill to listen to the serial and, by the time it was finished, she had finished the dishes without knowing she had done them.

The Australian Information Bureau was asked about the listening habits of women in Australia. One man said: "My wife has been listening to the same serial for the last seven years while she does the washing. She says it makes her forget that she is washing."

Critics, according to the CBS, are divided into two classes. There are those who say: Of course I never listen to serials, and then follow up their statement with false charges and negative criticism. And there are those who do

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