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Don't suffer the pangs of indigestion. Let Hardy's free you from that after-eating pain and enable you to enjoy normal meals without fear of unpleasant after-effects.

HARDY'S INDIGESTION REMEDY

Manufactured for R. M. Hardy & Co. Pty. Ltd., 5 Hunter Street, Sydney.

Good News for RUPTURE Sufferers!

WORLD FAMOUS ENGLISH
BROOKS'
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Brooks Rupture Appliances are world famous. They embody the soft air-cushion principle — a principle that eliminates hard pads and springs and gives maximum comfort and support. Write for free booklet, "The Common-sense Treatment of Rupture."

Sole N.Z. Agents for
World Famous Brooks Rupture
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DELANY & MENZIES

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HERE'S Teething TROUBLE

but not for long. Baby's started on Steedman's Powders, the safe aperient which restores gentle regularity to little systems without harmful purging. Used for over 100 years Steedman's Powders cool and cleanse the bloodstream of children from teething time to fourteen years of age.

Write now for Free Booklet 'Hints to Mothers'
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Give
STEEDMAN'S
POWDERS
FOR CONSTIPATION

* CLEANSE DENTURES SAFELY, THOROUGHLY WITH KEMDEX

No more scrubbing, simply place your dentures in Kemdex for 10 short minutes, and stains, stickiness and germ laden film are completely removed and your dentures are left deodorised and scientifically clean. Thoroughly safe and effective, at all good chemists and stores. Kemdex is harmless to all known denture materials including Acrylic resins.

KEMDEX

CLEANS FALSE TEETH



Manufactured by reg. user, Salmond & Spraggon Ltd., 2 Customhouse Quay, Wellington.



A SECTION of the large Dunedin audience which saw the first presentation of "Posers, Penalties and Profits"—and apparently enjoyed it.

PROFITABLE POSERS Commercial Service's Big Show

DUNEDIN does not take the new and strange to its bosom with abandon, welcoming and capacious for orthodox things though that bosom might be. So it made a cautious approach to the ZB stations' big quiz, *Posers, Penalties and Profits*. Some of those who attended the first presentation in New Zealand of this half-hour show, adapted from the American *Truth or Consequences*, wore a look of sceptical wonderment. How, they asked each other, could manufacturing concerns afford to give away valuable products and what did they get out of it? Others went along simply to be entertained but with the hope that they would leave with not a little profit to themselves.

But by the time the last prize had been won, many had been converted to the gospel of animated entertainment not unflavoured with the doctrine of modern advertising. They had half-an-hour's fun (as our photographs show) and took away articles amounting in value to about £350.

Listeners to all Commercial stations had heard the preliminary announcements, but had been given but the barest details as to what it was all about. And so theatre patrons shook the raindrops off their coats and hats and trooped into the stalls and circle to see a short news film and ponder over what was coming. A curtain dropped over the picture screen and spotlights picked out the prizes. With a whoop, one of Station 4ZB's staff, immaculate in white tie and tails, galloped on to the stage to introduce the compere, Selwyn Toogood.

Three Tries—No Losses

The prizes, the audience was told, were there to be given away for nothing—or practically nothing, depending on

the way you looked at it. As the prizes were limited in number (it was only a half-hour show) there could be only a limited number of contestants, and these had been selected from the group of applicants. Some of the questions were hard, others extraordinarily simple. If the contestants missed in their first attempt they would have a second chance, and if they missed that, the paying of a penalty would bring a prize anyway. Once on the stage there was no chance of leaving it empty-handed.

Displayed to excite the emotions of people who like something for nothing—and that means everybody—were goods ranging from a massive radio-gramophone and a suite of bedroom furniture to nylon stockings (or silk if they were preferred), golf and tennis balls by the dozen, a vacuum cleaner, a water-heater, a concrete-mixer, a travelling bag, sets of lingerie, wristlet watches, shirts, a case of tinned pineapples, several pounds worth of art union tickets and a 10lb. box of chocolates. In half-an-hour, with the exception of one article, the stage had been cleared of the merchants' bounty and the picture programme was resumed. The prize not won, it was announced, would go on to the next show.

Where's the Catch?

As soon as the session got under way, neighbour nudged neighbour, asking "What's the catch?" They saw for themselves there was no catch, except that though radio uses "audience participation" in many of its shows, all the audience could not participate in this case. Obviously, there could not be enough prizes to go all round. Listeners by their firesides later in the evening heard a recording of the quiz and murmured, "Wish I'd had a go," particularly when they realised that it was just an adaptation of the homely

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