

THE ZB "TELEPHONE QUIZ"

Novel Competition On The Air

THE "Telephone Quiz," radio's newest feature, which began on Saturday March 16 at 8 p.m., from all ZB stations and 2ZA Palmerston North, is proving of great interest to readers.

Although general knowledge competitions are not new, the form of this session is something which has not been presented in this country before. Briefly, the "Telephone Quiz" represents exactly what the title signifies. Names are picked at random from the telephone directories in the various centres, and the announcer at the ZB studio rings these people in turn to ask them if they can

supply the answer to some general knowledge question. To those who can give the correct answer a case of apples is delivered free as a prize.

Listeners actually hear both sides of the telephone conversation—the announcer putting the question, and the questionee's comments and reply. It can be realised that the broadcast is interesting and often amusing.

The "Telephone Quiz" will run for approximately two months, being presented every Saturday night at 8 o'clock. Listeners are also invited to submit questions suitable for the purpose of the Quiz. Free cases of apples are offered as prizes in this section of the competition. Listeners who want more details can inquire from their local ZB station.

DUNEDIN RADIO IS GOOD

SOME weeks ago 4ZB successfully broadcast "Melody Cruise." There being many requests for a repetition, Dunedin talent took part in another local production on March 3 of "Melody Express." Among the performers were Brook's 4ZB Novelty Accordions led by Ted Heeney, Airini, Kyra Jupp, Denis Sheard, Mark Tozer, Bruce Macdonald, Hail and Hearty



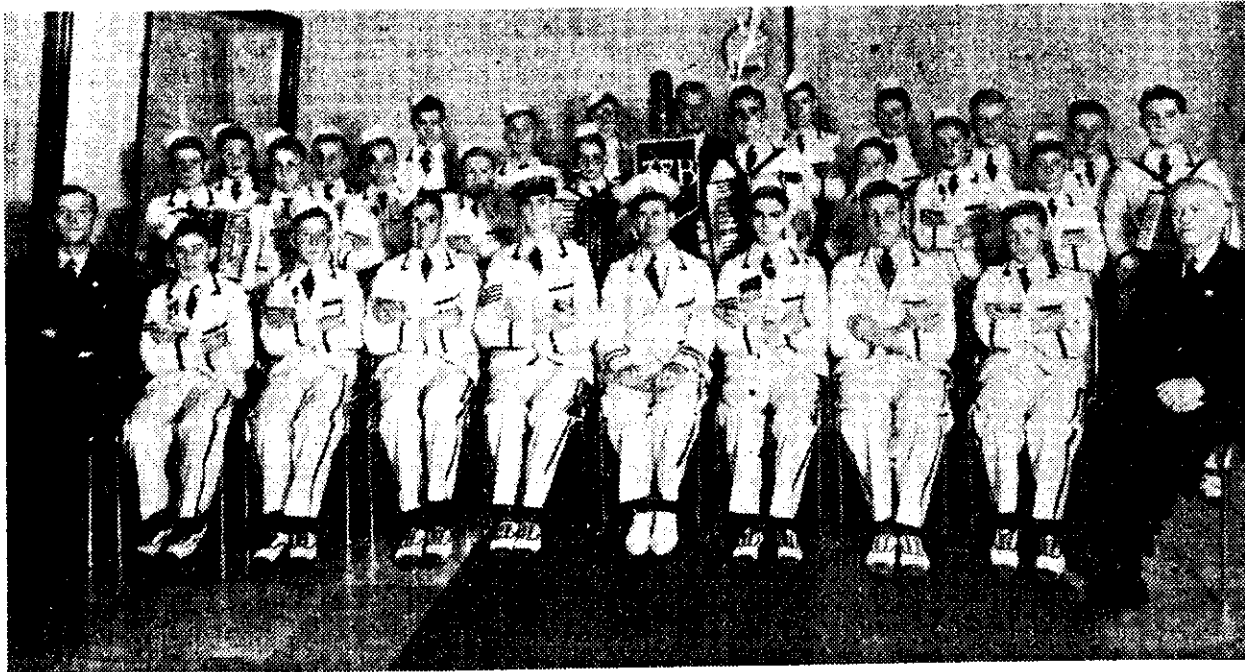
MARK TOZER

Comedians, Don Donaldson, and the 4ZB Glee Singers. The show lasted half an hour and was rollicking variety at its best. Particularly impressive was the rendition of popular numbers by the Chorus and Band, while Denis Sheard, Jimmie Macfarlane and Kyra Jupp were heard to advantage as soloists. The judicious blending of patter and song, combined with effects, made a very realistic performance and 4ZB's telephone rang continuously for half an hour after the broadcast, complimenting the station. Many listeners went so far as to say that the performance was equal to, if not better than, similar shows broadcast by overseas stations. Needless to say, the entire Company rehearsed assiduously prior to the broadcast under the direction of the producer, Lionel Sceats. Since these local artist presentations have proved so popular it is proposed to broadcast one each month.

SKINNER'S HARMONICA BAND

NINE THOUSAND letters in three years. That is not the fan mail of your favourite movie star, but is the record of a youthful Christchurch musical combination well known as "Skinner's Harmonica Band." During the past three years this enthusiastic combination has made appear-

studio with a most gratifying response from listeners, both in and out of hospital. A noticeable feature of their studio appearance has been the well-disciplined behaviour of the lads, and this has been noticeably reflected in the precision and general effect of the items heard on broadcast.



ances covering the length and breadth of Canterbury. An important aspect of their work has been frequent visits to hospitals and charitable institutions, and in doing this the members of their band have joined with 3ZB in sending out cheer to the sick during 3ZB's Sunday Morning Hospital Session. So far the band has made two appearances in the

The successful career of the band is no doubt due to the excellent organisation behind it. The band is probably unique in that it is controlled by a committee of 14, comprising the parents and members of the band. This energetic committee controls the finances, no small matter when it is considered that during the last three years the expenditure on instruments alone totalled £130.

New POWDER SHADES FROM PARIS

-to go with LATEST FASHIONS



PARIS fashion shows reveal that this season's clothes demand new complexion tones. Blended by a French Beauty Expert these very latest powder shades have been rushed to New Zealand. You can obtain them here only in the new thrilling shades of Poudre Tokalon.

"Ochre Rose"—a rosy golden glow for sun-kissed skins. "Peach"—sheer transparent beauty for most blondes and not-too-dark brunettes. "Brunette"—seductive loveliness for dark-haired girls. And other entrancing shades with more life and radiance than you've ever seen before. Poudre Tokalon is "air-floated"—which makes it ten times finer—it look natural. Perfumed with the fragrance of real flowers. And it stays on twice as long because blended with "Mousse of Cream"—a patent ingredient. Ask to see the new flattering shades of Poudre Tokalon to-day. Obtainable at all Chemists and Stores.

EACCLARK'S

Extra Strong

MINERS COUGH CURE

FOR COUGHS, COLDS, ASTHMA, BRONCHITIS, ETC.