

FEEL RUN DOWN SOME DAYS?



Feel run down, slack, no energy? Have occasional headaches, find yourself sneezing?

Get twinges of pain in the back and aches in the legs?

All signs of constipation.

But you are perfectly "regular"? So are lots of people who nevertheless are constipated.

Elimination must be complete as well as regular. If it isn't, poisons remain, get into the bloodstream, sap your vigour.

A prescription widely recommended by doctors for this is Kruschen Salts. Doctors do not prescribe secret remedies, or habit-forming drugs. Kruschen has their confidence because the analysis is on every bottle. They know what they are prescribing. And their medical knowledge tells them that Kruschen is basically and unalterably right for the condition to be relieved. There is nothing better, and nothing more to be known about constipation and its relief. In a word —

WOULD FEEL ALL THE BETTER FOR A PINCH OF

KRUSCHEN

Take Kruschen in tea or hot water.
2/4 a bottle at Chemists and Stores.

K11-740

★
**GLEAMING
SILVER
REFLECTS
YOUR TASTE**



★
Few things better
convey an impression of good taste
than well-chosen silver, and nothing
can make it more lustrous than Silvo.

Silvo
LIQUID SILVER POLISH

A Reckitt's Product

SO73

THE LAUGH OF THE WEEK

A Famous Session
Revived

WITH the Commercial Broadcasting Service approaching its third anniversary there is perhaps a tendency to remember only the good programmes of the present, and forget the astonishing results of earlier programmes that did so much to bring about the present high percentage of listeners to the Commercial Stations. For instance, there was one series of broadcasts in the Auckland Province which established a truly remarkable record. That was the "Laugh of the Week" competition which, after an experimental period of merely a month, astonished even ZB officials by producing 54,000 letters in one week. And not only were there 54,000 letters, but each of those letters contained the sum of 6d, a contribution by entrants in the "Laugh of the Week" competition, who thought they had discovered the best joke for broadcast, and hoped to win the cash prize of £500 which was paid by 1ZB Auckland in June, 1937. During the competition, over 200,000 jokes were sent in, a total amount of £5,000 was handled, and institutions of all descriptions, varying from orphanages to life saving clubs benefited by over £1,000.

It is, therefore, not remarkable that a Christchurch business concern has hit on the idea of reviving the "Laugh of the Week" project. To do this, the firm has purchased time on Station 3ZB Christchurch—to the extent of 15 minutes daily during the week, and 30 minutes on Saturday evenings—so that the jokes entered in the "Laugh of the Week" competition may be broadcast to bring entertainment to the public, and at the same time produce a return which can be distributed to charities in the Christchurch metropolitan area.

The "Laugh of the Week" programme will begin at 3ZB on Monday, July 1, and will be broadcast at 10.15 nightly. The competition will be a duplication of the Auckland 1937 effort. Entrants were asked to submit any joke, original or not, with an entrance of 6d, addressed to the sponsor of the programme. Prize money will be given to the extent of 75 per cent. of the entry



"The Laugh of the Week" Competition proved a great success at 1ZB, Auckland, in June 1937. Here is the staff of 1ZB industriously sorting out the mail for one week. A new "Laugh of the Week" session will begin from Station 3ZB Christchurch, on July 1

fee, and the balance of 25 per cent. will be devoted to charities to be named by the Station Director of 3ZB. The whole expenses of the advertising, etc., will be borne by the sponsors, who will receive no benefit from the entrance fees. Every joke entry will be read by a special committee engaged for the purpose, and each day the entries received will be sorted down to the ten most outstanding for broadcast purposes. These will be broadcast over the Station as semi-finalists, and at the end of the week will be sorted again by special committees, so that 20 will be broadcast every Saturday evening before judges in the studio at 3ZB.

It may be mentioned that when the "Laugh of the Week" competition was broadcast in the early stage of commercial broadcasting history the receiving, opening and reading, and sorting of the jokes occupied the full time of 27 employees, and as an illustration of the activity at that time we print a photograph taken at Station 1ZB Auckland during the progress of the competition.

THE ASK-IT BASKET

Prof. Speedee Gets
Busy Again

PROFESSOR SPEEDEE'S "Ask-it Basket" Session has proved so popular at 3ZB, that it is now being conducted nationally over all ZB stations.

Listeners are advised to tune in to their ZB station on Thursday next, at 9 p.m. to hear one of the most entertaining sessions ever conducted in the history of Commercial Broadcasting. A studio audience is invited to participate in the session, and last week at 3ZB the forty chairs provided were all filled some considerable time prior to the beginning of the session.

At the head of the studio a large basket nearly three feet high, and another small basket, were set up—the large basket to hold the main questions, and the small basket the subsidiary ones. Bob Pollard, conducting the session with the assistance of Fred Hyde, wore a mortar board and gown.

Four contestants at a time were seated round the table in the studio, and a boom microphone was slung in such a manner that it picked up the contestants' answers. Bob Pollard then explained to the contestants, members of the class, and listeners, that each person was asked to select a question at random from the large basket. This question was then read out by Bob, and the person who selected the question had the first opportunity of answering it. No intimation was given as to whether the answer was correct or otherwise, and the question was passed on, and responded to by the other contestants. Each ventured an opinion, and when the four contestants had replied the correct answer was given, and the prize of 5/- awarded to the person who was correct.

The second half of the presentation consisted of the handling of more questions, following which attention was turned to the smaller basket, which contained a series of questions along the lines of "The Basket Says"—these questions were, short statements and the contestants were asked to say "Yes" or "No" to the basket's assertion.



The photograph shows Bob Pollard as Professor Speedee, handing a question to one of the selected entrants in the "Ask-It Basket" session, while Fred Hyde, as "Ramsbottom," works out a complicated calculation of the profit in good solid cash won by the previous competitor.