

WANTED: Ideas For Unhistorical Episodes

GEORGE BOYLE, CBS chief copywriter, is facing a crisis. He has all but exhausted his inspiration for the series of Gwen and George announcements, which precede *Aunt Jennie's Real Life Stories* (Tuesdays, Wednesdays, Thursdays and Fridays at 10.0 a.m. from all ZB stations) and if he doesn't have a flood of bright ideas in the near future, he intends going to the public for them.

The Gwen and George commercials illustrate the growing demand for novelty and originality in commercial announcements. It is not sufficient, the

CBS has decided, to precede and conclude a programme with a bald announcement regarding the merits of the product sponsored. The average listener has become accustomed, perhaps even a little dulled, to orthodox radio advertising. If the message is not made novel and interesting, it is likely to be lost.

"Unreal life stories" is now what the Gwen and George commercials may be called. They are in the form of dialogues, with appropriate music and an occasional "effect," between such characters as Mr. and Mrs. Confucius, Salome and King Herod, Mr. and Mrs. Bill Sikes, Romeo and Juliet, Dave and Mabel, Mr. and Mrs. Eskimo, Mr. and Mrs. Gestapo, King Solomon and the Queen of Sheba, Mr. and Mrs. Volga Boatman, Alice and the Mad Hatter, Hinemoa and Tutanekai, Paris and

Helen of Troy, and countless others, right back to Adam and Eve.

Comedy is the keynote, the message about the sponsored article being discreetly slipped in at unexpected moments. George is George Boyle himself, and Gwen is Mrs. Sinclair Ronald, well-known in Wellington repertory circle. The number of voice changes which they accomplish is a feat—and a problem—in itself.

The biggest problem, however, is thinking up new ideas. There is a limit to the number of types and historical characters who can be introduced into such playlets—a limit, too, to the frivolous dialogue that can be put into their mouths.

Old Leg Ulcers HEALED!

• SIMPLE, INEXPENSIVE HOME TREATMENT

Varicose Ulcers, old and new, can be healed at home by VAREX Treatment. No resting necessary. Quite inexpensive. Only one dressing each week. Four to six dressings usually sufficient. Countless hard-working men and women throughout New Zealand have had immediate relief with Varex, and terrible ulcers have been quickly and completely healed. Very simple to apply. Send today for free booklet to Ernest Healey, Pharmaceutical Chemist, Varex, Ltd., Box 1558, N.L., Wellington.



"GWEN" (Mrs. Sinclair Ronald):
There is a limit to frivolity



"GEORGE" (George Boyle)

SCHOOLBOY HOWLERS

(Continued from previous page)

first great British statesman to become a film star.

Remember, too, that St. George saved a girl from a monstrous dragon.

"Nothing But Bones"

When it comes to Latin and French phrases, the translations are inevitably imaginative as often as not. Jest at the incomprehensibility of foreigners are the old stock-in-trade of the comic columns of the press. For that reason I shall confine myself to one example, and I do not pretend this is an authentic howler. Asked to give the meaning of the phrase: "De mortuis nil nisi bonum" the boy is said to have written "In the dead there is nothing but bones."

Finally I should like to pass on some valuable general information from the pens of our unconscious humorists:
To the Poultryfarmer:

Average means something that hens lay their eggs on.

To the musically inclined:

A goitre is a kind of banjo, only harder to play.

To the dentist:

Toby grinned at Miss Ophelia, displacing a set of beautiful teeth.

To the chemist:

Hell hath no fury like a woman's corn.

To the drunkard:

The effect of alcohol on the brain is to shrivel up the liver.

To an honourable department of State (with my apologies):

A census taker is a man who goes from house to house increasing the population.

To the farmer:

Foot and mouth disease is "chilblains and toothache."

To the doctor:

The doctor felt his patient's purse.

To the punter:

A horse you bet on is called a cert. If it loses it is called a dead cert.

To almost any of my listeners:

Income is a yearly tax.

of course
we **PROTEX**
every
morning!

That's what they are saying in homes all over the country! Children and grown-ups feel better, brighter, fresher after a bath with Protex—the safe antiseptic soap. Protex contains an antiseptic that is actually **MUCH MORE EFFECTIVE THAN CARBOLIC**. Protex is completely **NON-IRRITANT** to sensitive skins. And Protex **LEAVES NO ANTISEPTIC ODOUR**.

PROTEX
COLGATE-PALMOLIVE-HEALY CO.

now
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The Fragrant Answer
to Perspiration Odour

Protex is a
Colgate quality Soap