

# MORE ABOUT HEALTH AND BEAUTY

*Co-Ordinated Session From All ZB's*

**I**F the modern New Zealand woman is not both healthy and beautiful, it is not for want of advice. She gets that from innumerable sources. Practically all the magazines or periodicals she reads, many of the radio programmes she listens to, are helping along the cause of health and beauty in some degree.

The latest idea of the Commercial Broadcasting Service is to co-ordinate all its propaganda along these lines into one *Health and Beauty Session*, which will be on the air every week-day afternoon from all ZB stations and will comprise, to put it briefly, an intensive campaign on behalf of the healthy and beautiful way of living.

For some time past, experiments along these lines have been conducted over Station 12B by "Marina," one of that station's best known personalities, and Dr. Guy Chapman, the nutrition expert.

*Health and Beauty* news will now be broadcast nationally, but both "Marina" and Dr. Chapman will retain their connection with the scheme. In co-operation, they will be keeping a close watch on the progress of the session, and Dr. Chapman will open the Monday, Wednesday, and Friday sessions with a nutrition talk over all stations. At present he gives a network talk every Thursday afternoon.

There will be close supervision over the products and services advertised. They will all be directly related to the theme of the session, and Dr. Chapman is personally scrutinising the health food products advertised. There will be no announcements during the session on behalf of patent medicines.

The first broadcast of *Health and Beauty* will be heard on Friday, May 1. It will be on the air from Monday to Friday afternoons, inclusive, immediately following the London News at 4.30.



"MARINA" and DR. GUY CHAPMAN

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'Should School Buildings be Used for Military Purposes in Wartime?' and though the affirmative got quite emotional about such abstractions as the Nation's Need, and our sacrifice being nothing in comparison with that of the boys overseas, public feeling was with the negative. Actually the boys are having rather a thin time at the moment. Many of their activities have been curtailed altogether, and even a simple thing like borrowing a book from the school library necessitates the filling in of forms and the presenting of passes to sentries. Then, too, there's the distraction of mock air-raid alerts and dispersal rehearsals. It's just as well that the boys are able to disregard the emotional side of war, for what with all the external difficulties we're at present suffering it is already sufficiently hard to concentrate on lessons."

"Doesn't the disorganisation of the school make the keeping of order rather a difficult matter?"

"More difficult, certainly. I remember during the last mock air-raid when the bombers were flying over the school building I had to use my full quota of will-power, plus the quelling eye, to keep my boys in their desks and their eyes on their books instead of the window. But I managed. When I first began teaching here I had rather frightening ideas, gathered from books such as Hilton's *Passionate Year* about what is meant by schoolboy ragging, but now, after two months, I feel quite capable of dealing with any 'ragging' that occurs. But judging from my experience here the boys either don't go in for it on a large scale or else are prevented by their sense of chivalry (a quality which I've found to be a definite part of the make-up of both masters and boys) from using this weapon in its most devastating form against female members of the staff."

## VI-MAX

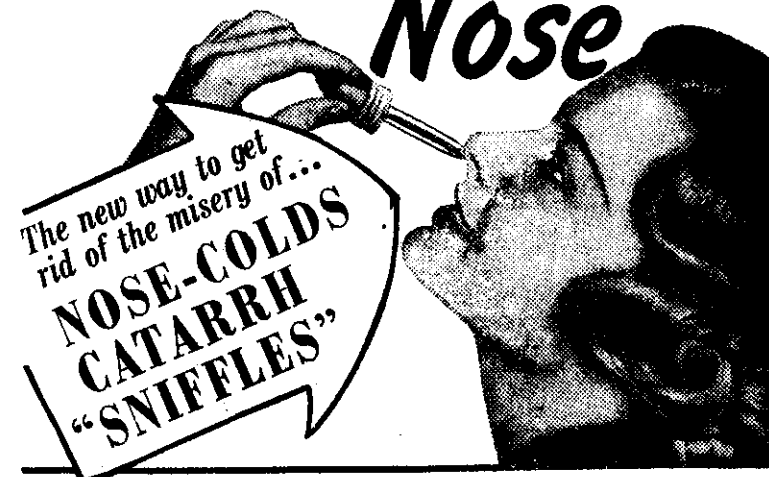
### TO KEEP FIT

is an urgent national duty. Every member of every family will benefit by having VI-MAX every day. Vitalizing Vitamin-plus VI-MAX is the ideal breakfast food and cooking cereal for cakes, scones, biscuits etc.

VI-MAX is made by the makers of VI-MEAL and VI-BRAN and is on sale at all stores in 3lb. cartons and 7lb. bags in "fine" and "coarse."



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**Just a few drops up each nostril  
... then every breath is cool and clear!**

Don't go on struggling for breath! "Open up" your clogged nose, clear your head, make life worth living again. Just put a few drops of Vicks Va-tro-nol up each nostril.

**HITS THE SPOT!** This new way to nose comfort is neat, pleasant, and quick! Those few drops of Va-tro-nol carry specialized medication straight to where it is needed. This medication clears away mucus... shrinks the swollen membranes inside your nose... relieves that hot, dry irritation... makes breathing easy... ends that feeling that your head is "big as a house."

**AND WORKS FAST!** In just a moment or two you're feeling amazingly relieved. Begin today to enjoy the comfort Va-tro-nol brings.

**For Better Sleep.** A few drops of Va-tro-nol at bedtime keep nose clear, let you sleep.

**Prevent Colds.** Used at first sneeze, Va-tro-nol keeps many a cold from developing.

**Sinus Pain.** By helping to drain the sinuses, Va-tro-nol eases that throbbing pain of sinus congestion.

**At Work.** Keep a bottle of Va-tro-nol handy. So easy to use... for easing nose discomfort... for preventing colds.

Prepared and guaranteed by the makers of Vicks VapoRub

