

# ORIGINALITY IN SLOGANS



THOUSANDS of listeners sent slogans for the Commercial Stations' Liberty Loan Slogan competition, just concluded. A short, snappy slogan was asked for, together with five good reasons for investing in the Liberty Loan. The first prize is shared by R. J. Cox, of Westmere, Auckland ("The more you lend, the sooner the end") and Miss L. M. Ross, of Remuera, Auckland ("Liberty's price is sacrifice"), who each receive £13 in Liberty Bonds. There were also 25 consolation prizes of £1 bonds.

Determined to attract the judges' attention, many listeners were not content to forward a simple slogan and five short reasons for supporting the loan, but wrote long letters, and sent photographs, sketches, maps, and all kinds of queer patriotic emblems, some of which are seen in the photograph above. One of the most novel entries was in the form

of a cut-out cardboard Maori figure which danced a haka and waved a Liberty Bond in the air when a string was pulled. "This is for Mr. Fraser, Prime Minister, N.Z., Maori war dance brings victory" was inscribed on the back.

Another entry consisted of a cartoon of Winston Churchill singing Hitler's moustache with the torch of liberty. The slogan attached was "Lest the Japs infest, invest." Several competitors sent anagrams. "Liberty in British Empire Reached Through You," was one; "Lending in Bonds Eradicates Ruthless Totalitarian Yoke" was another. A woman sent a photograph of her five children as five reasons for investing. Resorting to shock tactics, one competitor scrawled "Your money to-day or your throat to-morrow" in red ink, presumably to simulate blood.

## LOOKING FOR TROUBLE

(Continued from previous page)

What with fire from coastal batteries and a dash of dive-bombing thrown in, he decided he had had enough of the Navy for the time being, and transferred to a R.A.F. bombing squadron which was backing up the Syrian drive. He went along as passenger in one bombing raid, and was glad enough to get on solid earth again. He saw the final fighting at Beirut, being the only still photographer to get shots of the signing of the armistice at Acre.

### On to Tobruk

Then he went to Tobruk, where he sampled the life of a "desert rat" in the front line trenches, and a few more air raids. It was in Tobruk that he took a picture for which he had been trying a long time. Pictures of bombs bursting are common enough, so are pictures of anti-aircraft fire bursting around an attacking bomber. But it's most rare to have all of these activities going on in the same picture. Silk shot 100 raids before he got what he wanted.

Back in Egypt he photographed preparations for last year's big Libyan push, then joined up with the New Zealanders and went through the battle of Sidi Rezegh with them. It was during this

affray that he was captured by a German party. There wasn't very much to it, he reports. Some Germans pointed guns at him and asked him to put his hands up, and very sensibly he complied. The same night he made a quick getaway in a truck. He was shot at with two-pounder tank guns, and one scored a "near miss" on the truck, but he made it with a few seconds to spare.

## MORSE TESTS

No. 11 Course:

MONDAY, JUNE 8

1—Z, B, T, K, H; 2—L, S, N, B, A; 3—W, B, V, H, T; 4—Z, W, O, J, B; 5—U, I, M, W, U; 6—I, U, A, E, W; 7—I, A, H, W; 8—K, G, O, Q, I; 9—S, V, C, E, O; 10—T, O, A, J, M; 11—L, D, N, P, N; 12—O, D, F, B, F; 13—M, P, A, C, U; 14—I, V, W, G, A; 15—N, D, A, E, G; 16—X, S, Q, C, B; 17—S, Z, E, P, R; 18—V, X, M, C, P; 19—Z, K, Z, P, R; 20—H, P, W, C, V; 21—Z, R, K, T, M; 22—C, L, A, J, E; 23, F, K, Y, Q, C; 24—L, H, Z, C, Q.

TUESDAY, JUNE 9

1—R, F, Z, N, S; 2—V, O, L, B, P; 3—X, M, A, I, O; 4—U, A, B, E, H; 5—N, D, K, C, Q; 6—I, L, R, S, I; 7—J, D, P, T, A; 8—E, I, J, U, F; 9—C, A, M, R, N; 10—W, K, S, D, V; 11—H, L, X, C, B; 12—R, Z, F, V, P; 13—W, O, T, G, R; 14—E, Z, W, B, F; 15—F, L, Z, H, D; 16—Y, O, L, M, V; 17—A, B, M, B, Q; 18—B, V, I, S, U; 19—C, E, V, P, Z; 20—L, H, U, V, W; 21—C, L, W, J, G; 22—X, S, T, P, Y; 23—D, T, N, X, S; 24—W, F, Y, Q, X.

ORAL VACCINE FREES THOUSANDS FROM BURNING PAIN OF



# NEURITIS

RHEUMATISM, SPONDYLITIS, LUMBAGO, SCIATICA

If you suffer from any one of these complaints, there is one sure way to free yourself from their painful, poisonous grip. They are caused by germs which release deadly poisons in every part of the body. The first signs are vague pains in the joints and muscles. Sometimes the joints "crack" when flexed or bent. Pain grows more acute, until the burning, nagging ache becomes unbearable.

### THOUSANDS PAIN-FREE

Thousands of sufferers have confirmed the verdict of modern medical science that only a vaccine treatment is really beneficial and lastingly effective in the

treatment of rheumatic disorders. LANTIGEN "C" Immunisation Treatment gives rapid, genuine relief and ends pain, because it removes the cause by providing an oral vaccine (no pain or injections) which destroys the germs and drives them out of the system.

### QUICK RELIEF

Sufferers report: "Couldn't put coat on. Took Lantigen and pains subsided in a few days." "... Was sufferer for five years. Lantigen removed all pain and improved general health."

Sold and recommended by all chemists.

**Lantigen "C"**  
ORAL VACCINE

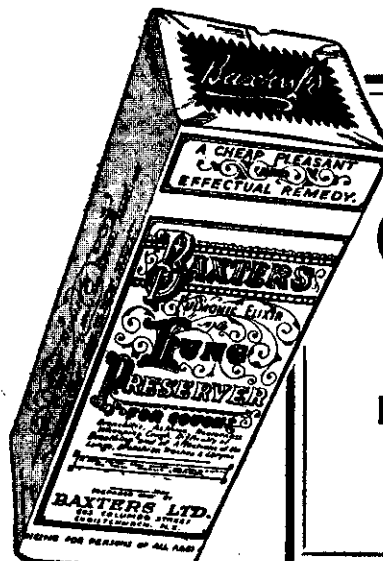
Agents:  
Q-TOL FLUENZOL LABORATORIES

# SPRAINS

Bumps, blows, falls, sprains and bruises—you never know when they are coming. But you can be ready for them with Sloan's. Keep this liniment handy, so you can give first aid to any member of the family. Many of your neighbours rely upon Sloan's for prompt relief from pains, aches and strains. Follow their wise example. Always keep Sloan's Liniment in the house. Only 2/6

For  
Quick  
Relief  
Just  
Pat  
On

**SLOAN'S**  
*Family* LINIMENT



Stop that  
Cough with  
**BAXTERS**  
LUNG PRESERVER  
The Time-Tested  
Remedy