

ONE GOOD CLEANER SUGGESTS-



ANOTHER

★ ATABRITE

For Glassware, China and Enamel

Gives a sparkling finish to windows, crystal, mirrors. Won't scratch or mar the finest surface. Ata-brite's face-powder fine. Baths and sinks not only glisten after using Ata-brite but are easier to clean next time.

ANOTHER

★ ATAGLEAM

FURNITURE POLISH

Here's new life to dull furniture. Ataglean spruces up all woodwork — gives a gleaming polish, enlivens the grain, protects the surface. Makes old furniture like new again.

ANOTHER

★ ATAMAX

FOR HEAVY GREASE ON STOVES

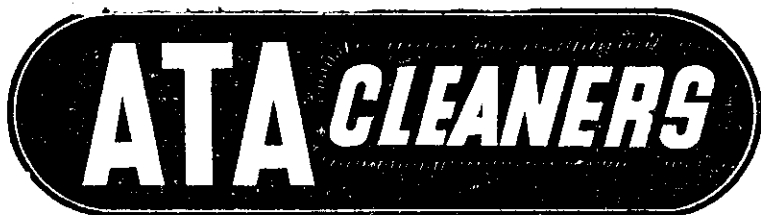
Watch Atamax go after caked and burnt-on grease in stoves and ranges. Simply eats it up. It's caustic — but it has to be. Only a caustic cleaner like Atamax will do the job.

ANOTHER

★ SILVERGLO

An excellent plate powder for cleaning and polishing. Can be used on most delicate silverware without harmful scratches. Cleans and gives a brilliant polish in one operation. Ideal for electroplate, glassware, silverware, jewellery, chromium, stainless steel, mirrors and windows.

Atakleen cleans and polishes greasy, discoloured, crusted surfaces in one fast, single operation. Greasy sinks . . . greasy stoves . . . crusted baking dishes . . . ovens stained with meat or fruit juices . . . pots scorched or smoke-smudged . . . and a hundred other household jobs demand Atakleen, the cleanser that will scour away grease and stains in a jiffy, and leave a shining, polished surface, easy to keep clean.

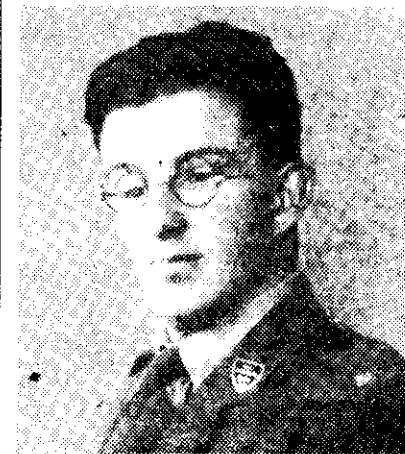


S. W. Peterson & Co., Ltd., Wellington, Auckland, Christchurch and Dunedin



Items From The ZB's

THE Scouts' session from 3ZB, Christchurch is a 15-minute feature of the Monday evening Children's session, and takes the form of a quiz one week and a concert party or information session the following week. The quiz embraces questions on all aspects of scout lore. The questions are asked by one of the local Commissioners, and the competitors are drawn from various scout troops in the city. Scores are kept, points being awarded to the troops, though no other prizes are given. The alternative programme is organised by different troops, and in-



CLIFTON COOK (above), who has been featured on several occasions in "Saturday Night Special" from 2ZA, Palmerston North, is a native of Christchurch. His recital from 2ZA on July 17 will include several of his own piano-forte compositions, also two violin solos, "Romance" and Vieux Temps Concerto."

cludes entertainment by means of camp-fire choruses, sketches, etc., in which the boys take part. On other occasions, the Commissioner takes over the microphone to chat about scouting generally, deeds of scouts overseas, and so on. The session is organised in Christchurch by Commissioner John Lucas ("Kim"), who handles the quizzes at the microphone.

STARS featured in Command Performance, U.S.A., on July 11 are as follow: 1ZB, Bob Hope; 2ZB, Rita Hayworth, 3ZB, Betty Grable, 4ZB, Joan Blondell.

A NEW programme which is already on the air at 1ZB, 2ZB and 3ZB, will begin on July 1 at 4ZB. This serial, *Linda's First Love*, is the story of a young working girl who loses her heart and gives her hand. Who gets which—and we hope that he is the same man—is a question that remains unanswered for a good many episodes. You may find Linda's problems make an entertaining tale to listen to at 2.15 p.m. on Mondays, Tuesdays, Wednesdays and Thursdays.

"TENA and Tim," which has already been on the air to amuse listeners at other stations, has just begun at 2ZA, and will play on Mondays, Tuesdays, Wednesdays and Thursdays at 7.45 p.m.

The BEST TIP in the RACE for VALUE is

AMBER TIPS

Quality Counts, you use less TEA and THE FLAVOUR LINGERS LONGER