

Milestone for "Take It or Leave It"

BY the time the *Take It or Leave It* quiz show is over on 12B on Saturday evening, April 21, it is expected that a grand total of over £1000 will have been given away by the sponsors of this programme since it first came on the air. To mark this well-gilded milestone a special session has been planned for 10.30 p.m., and the winner will receive an impressive collection of sponsors' gifts—goods such as venetian blinds, a rug, velvet cushions, an electric iron, a gas radiator, chocolates, a five-guinea order, and so forth. In addition the jackpot prize, which is a regular feature of the show, is still there for the taking.

Take It or Leave It was originally called *Stop the Music*, and started from 12B two years ago. The session is of the listener-participation musical quiz type, the contestants being called by telephone to identify various recordings that are played over the air. If the competitor can name the first tune he is awarded 10/-, then £1, £2, and £4 if he identifies the second, third and fourth to be played. If he scores in all four he is entitled to try the jackpot question, which is increased by £1 whenever it is incorrectly answered. A forfeit operates in the early stages here so that a competitor may either venture his winnings on the next question or withdraw. The highest jackpot prize paid out so far was £36 to Valerie Skinner, of Mairangi Bay, Auckland.



JOHN JOYCE, of 12B's programme staff, immersed in preparations for a "Take It or Leave It" session

By coupling the telephone to the microphone, as it were, 12B enables its listeners to hear not only the music and the compère (Phil Shone), but also the contestant, who may be sitting in a

drawing room miles away from the studio. Judging from the laughter and prompting from the background the quiz has become popular with the family and with party gatherings, too.

But the recordings chosen by the programme assistant John Joyce are of such a variety that even a professional musician would have difficulty in naming them all.



It's Real Chickens

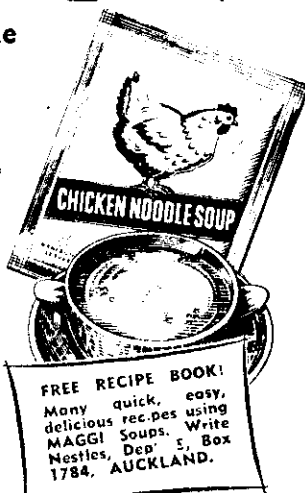
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