

purely entertainment obligations, it should be remembered that broadcasting is the royal road to enlightenment and responsibility," and late in his report he adds:

"A right appreciation of listeners' needs is a particular requisite if there are to be listeners, but this does not necessarily imply the expressed wishes of a quarter of a million listeners, nor even the presumed wishes of an average listener. Broadcasters are appointed to execute a high commission

and they cannot bend to every breeze of criticism that blows."

Although Sir John Reith made only a short visit to South Africa he saw with sympathetic understanding the cruel isolation and deprivation so often suffered in the rural districts, and says of the broadcasting service that he visualises:

"The loneliest plattelander may hear the statesmen of his own and other countries. He may be present at the functions and participate in the crises

of his day. He may hear the finest music and the greatest exponents of learning in his own home—enjoy in fact many of the amenities of metropolitan life and culture, and farm his land with better return than ever before. He may be in touch with and able to take a real interest in the movements of thought and the processes of action which determine the destiny of his country and of the world."

"GOLDEN HOUR" WEEKLY COMPETITION No. 17

\$50

IN CASH PRIZES

for

1!

MUST-BE-WON

FIRST PRIZE

£40

SECOND PRIZE

£10

TO SOLVE THE PUZZLE:—Each picture represents ONE DIFFERENT WORD ONLY. Look at Picture No. 1. ABOVE it you see "The First," and the picture represents "GASOMETER," making "THE FIRST GASOMETER." Now carry on and when you get to the last picture you will have a statement about "AN EXPLOSION" taken from a N.Z. Daily Paper. Fill in BLANK SPACES UNDER EACH PICTURE, add name and address in place provided (P.O. addresses not accepted). Extra attempts on plain paper giving missing words only. IF YOU MUTILATE THE NEWSPAPER COPY USE PLAIN PAPER. Several words are given to help you. First prize for correct or nearest correct solution.

CLOSING DATE.
All Entries Must Be
Posted Not Later than
TUESDAY, JULY 23.

Address:

"Golden Hour" Competition,
No. 17.
Box 1205, CHRISTCHURCH
C1.

ONE ENTRY 1/-,
EACH EXTRA ENTRY 6d

Second prize for next nearest. Ties divide, but the full £50 will be paid. One prize or share of a prize to any one entrant. Sealed solution and prize money is deposited with N.Z. TRUTH LTD. Results will be published in this paper July 31. (Stamps 1/1 accepted if postal notes unobtainable.) Any number of attempts can be sent in the one envelope. N.B.—In composing this puzzle every effort has been made to avoid true alternatives and it is believed there are none. Should, however, competitors consider there are any, they are advised to submit additional entries. Test your skill in this simple puzzle to-day. FOR QUICK RESULTS AND PRINTED ENTRY FORMS SEND 1d STAMPED SELF-ADDRESSED ENVELOPE.

DO NOT BE CONFUSED! "GOLDEN HOUR" COMPETITIONS

Are in no Way Connected With a Competition Using a Similar Name

THE FIRST	WAS	THIRTY YARDS, AND	SHOT HUNDREDS OF FEET INTO THE AIR. THE	OF THE	COTTAGES HAD MIRACULOUS
1. GASOMETER	2.	3. FLAMES	4.	5.	6. ESCAPES.
SEVERAL	WERE	THE DEBRIS THAT	ON THE RAILWAY	CAUSED A	OF
7.	8. BURNT	9.	10.	11. SUSPENSION	12.

GOLDEN HOUR COMPETITION No. 17

NAME:

ADDRESS:

Solution to Competition No. 15 taken from Timaru Herald August 1, 1908. Pictures:—1. VAIN. 2. RIOTERS. 3. FIRING. 4. TROOPS. 5. PERSONS. 6. THREE. 7. SUC-CUMBED. 8. INJURED. 9. SABRE. 10. GRAZED. 11. FOOT. 12. SHOULDERS.

FIRST PRIZE £40 WON BY W. Jagger, 562 Barbadoes street, Christchurch, who submitted the only correct solution.

SECOND PRIZE £10 divided between the following entrants: Miss G. Buwell, Gisborne; Miss K. M. Cullen, Taradale; Mr G. Cook, Ashburton; Mr E. Cooper, Napier; Mr S. E. Cooley

Jun., Lower Hutt; Mrs E. M. Hutton, Nelson; P. L. Hollis, Dannevirke; Mr D. A. Lightfoot, Christchurch; F. Leach, Mt. Eden; 53 Waimea street, Nelson; F. Stead, Dunedin; H. S. Smith, 18 Harbors street, Timaru; W. D. Thompson, 4C Ohancery lane, Christchurch; J. W. Thomson, 391 Linwood avenue, Christchurch; Mrs B. Warren, Hokitika; R. J. Walker, Christchurch; W. B. Williamson, New Plymouth; John White, Wellington; G. G. Johnston, Gimberburn. 10/6 EACH FOR ONE ERROR. WINNERS' ENTRIES HAVE BEEN CHECKED AND PRIZES POSTED BY TRUTH (N.Z.) LTD.

"GOLDEN HOUR" WINNERS HAVE PRIZES POSTED IMMEDIATELY RESULTS ARE KNOWN.