



"Happiness Week" Finale.—"The Mayor's Happiness Week" Queen Carnival concluded on Saturday evening, when the Sports Queen, Miss Edna Norwood, was elected and crowned in the Town Hall as "Queen of the Carnival." The group shows Miss K. O'Brien, Mistress of Robes; Miss Smith, Radio Mystery Queen; Miss McEvedy, Traffic Queen; Miss Norwood, Sports Queen; Miss Welch, Movie Queen; Miss Forde, Public Service Queen; and Mr. W. Bishop, Lord High Chamberlain.

—W.P.W. photo.

Listeners Account for 40,000 Votes In Radio Queen Campaign

ALTHOUGH it was late in the day when it was decided to have a Radio Mystery Queen in connection with "Happiness Week," which was held in aid of the Wellington Mayor's Distress Fund, an admirable fight was put up by her supporters and, although they did not succeed in taking their Queen to the top of the poll, they did remarkably well.

Shortly after the decision that a Radio Queen should be a candidate, appeals were broadcast from 2YA and 2ZW. Listeners were told they could help by sending in money direct or by purchasing tickets in the many art unions which were being conducted on her behalf, but to make the appeal more direct the "Radio Record" undertook to contact some 2000 listeners, whose addresses were available at the office. This decision was made late on Friday afternoon, and by midday on Saturday addressed envelopes, each containing a circular letter and two tickets with butts attached for the motor-car competition, were dispatched. It meant very hard and fast work for those members of the staff who undertook the job, but it was willingly done, for it was felt that radio listeners would be glad of the opportunity to assist their Queen and would subscribe willingly.

As early as Monday in the following week, tickets began to arrive, and by Friday the mails were tremendous. Postal facilities were available through the courtesy of the Radio Institute, who placed their box at the disposal of the "Radio Record." Opening the letters, taking out the money, checking it, collecting the butts in forties, checking the money, cross-checking, and paying over to the "Happiness Week" Committee was no easy task. For the latter part of the week one member of the staff was engaged solely on the job, but when the money was coming in so well it was really worth while.

Altogether, of those 2000 radio listeners, approximately 700

Almost £200 contributed to "Radio Record" Appeal

replied, representing just on 30 per cent.—an excellent response, for it was considered that if 20 per cent. replied it was all that could be hoped for. These 700 listeners represented nearly 1400 tickets, making a total of £175 odd, truly an excellent response. Many

said they could have done more had they had the time. One person wrote for a book, disposed of a large number of tickets and, what is more, sent the butts back on time.

Many listeners enclosed cheery little notes with their contributions. Some were humorous. Here is one from Nelson: "I enclose herewith my best wishes for our Queen's success, and also 10/- for four tickets, including the First Prize in the raffle for the car. If too late to obtain these tickets, please apply them for votes, and ask Prime Minister Russell to call a meeting of Cabinet in an endeavour to get Minister of Melody Crowther to play us 'The Lily of Laguna.' P.S.—The ten shilling note is quite good. I made it myself." His votes were in time, but his request for Frank Crowther's orchestra to play "The Lily of Laguna" has nevertheless gone to the right place.

HERE is another, from Inglewood: "If the Mystery Queen has a moment to spare, will she kindly pick us lucky tickets, as Jackie wants the train and Mother the set."

From the King Country: "I am enclosing £1 in payment for eight tickets. Wishing the Radio Queen every success, and trusting your 'Happiness Week' will swell the Mayor's Fund very handsomely, to enable the distress to be checked."

And beside these letters there were scores of others containing donations, small and large, and these were all handed over to swell the funds of the Radio Queen.

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