

£100 TO BE WON

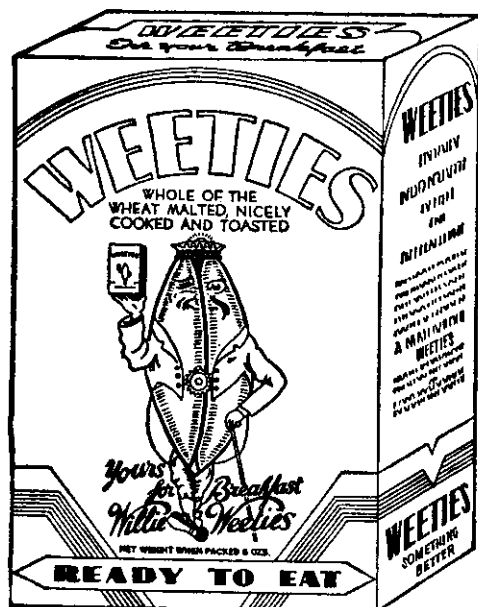
Hurry—Closes Wednesday, 13th December! ENTER NOW
FOR THIS SIMPLE COLOURING COMPETITION!

All you have to do: With crayons or paints colour in the four packets shown below. The cash prizes will be awarded to the best entries WHICH MOST CLOSELY MATCH THE COLOURINGS ON THE REAL PACKETS. So get from your grocer a packet of each delicious breakfast food—VITA BRITS, WEETIES, KORNIES, RICE FLAKES—and follow the same colours as near as you can. At the same time, in addition to the prospect of winning a big cash prize, you can enjoy a different and delicious breakfast food each week! When you have coloured in the four packets, post your entry, not later than Wednesday, December 13th, to

CEREAL FOODS (N.Z.) LTD., Surrey Crescent, Grey Lynn, Auckland. Write your name, age and address clearly on your entry. The whole family can enter for this easy colouring competition—and win big cash prizes for Christmas!

SEND IN AS MANY ENTRIES AS YOU LIKE!

There are no restrictions on the number of entries you can send in—the more you send in, the more chances you have of winning Cash Prizes!



SOUTH ISLAND ENTRANTS: If the WEETIES packet you buy is slightly different in design from the one shown here, follow the same colour scheme as in the particular packet you purchase. This will be taken into account when judging your entry.



NOTE.—To simplify working you can mount on a sheet of cardboard the drawings of the four packets (shown above) that you have to colour.
 If you want extra copies of this advertisement, write to Cereal Foods (N.Z.) Ltd., Surrey Crescent, Grey Lynn, Auckland.

PRIZES TOTALLING £100

SECTION 1—Children up to 10 years of age.

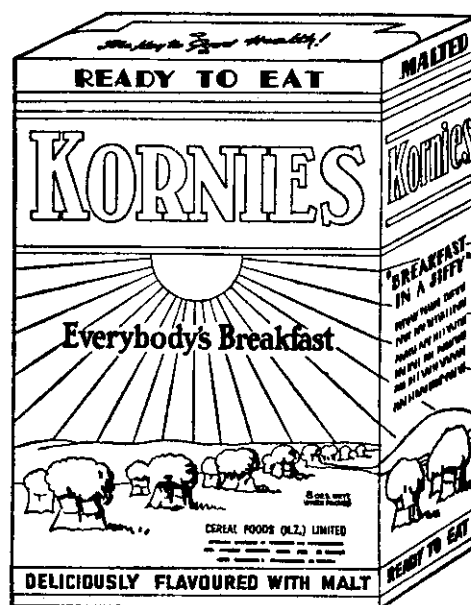
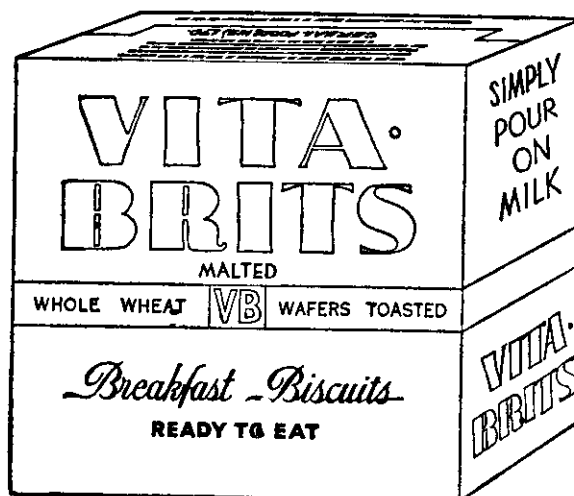
1st Prize, £10 cash. 2nd Prize, £5 cash.
 3rd Prize, £2 cash.
 16 Prizes, each 10/- 34 Prizes, each 5/-

SECTION 2—Children 11 to 16 years.

(Same prize list as above)

SECTION 3—16 years and over.

(Same prize list as above)



PRIZE-WINNERS WILL BE ANNOUNCED
IN "THE N.Z. LISTENER" approximately
two weeks after closing date.

Ask your Grocer for WEETIES, KORNIES, VITA-BRITS and RICE FLAKES

FRENCH RADIO FINDS A NEW HOME

THREE months have passed since the Fuehrer plunged Europe into war. In those three months, preparations against any emergency have gone ahead with terrific speed in London and Paris. Radio, by no means least among lines of defence, has been properly protected. The BBC has made its plans, and the French national broadcasting system, temporarily upset, is now getting into its stride once more. About 600 technical experts, musicians, singers and others have gone to a centre in the provinces.

Here one of the orchestras has been formed again, mostly with instrumentalists from the provinces. All literary material accumulated before the war began has been scrapped, and Radio-Paris has prepared an entirely new programme. For the troops—Tommy and Poilu—there is plenty of light, jolly music—opera, comic opera, and popular songs.

Foreign compositions are not barred except in the case of "musicians who are declared enemies of France." The folk-lore of Britain and Poland is being featured in the programmes, as well as music from the Cameroons, Madagascar, Indo-China, and other parts of the French Colonial Empire.

As for subjects for talks— they are varied and aim at all tastes. Talks on subjects such as life in Germany before the war, the removal from French public galleries of works of art, and of ancient stained-glass windows from cathedrals are being given. There is, too, information on surgical treatment for wounded, the part women can play in our disorganised existence; the stories of modern French heroes, and the histories of many invasions. Instruction is to be given at regular periods in the English and Italian languages, gardening, the principles of public hygiene in war-time, and hints for air-raid precautions for workers and nurses.

YOU'LL HAVE TO HURRY

IN this issue, one of our advertisers, the Shell Oil Company, offers readers of *The Listener* a free copy of a pictorial map of Wellington.

It is a simple map, easily opened, and easily read; but it has everything a visitor to the City would find necessary for guidance, and a good deal that residents might find useful.

It is printed in perspective, so that from any given point in the City or the numerous suburbs a glance will show just what there is to be seen, what it is called, and where, perhaps, a better view might be secured.

Particular attention has been given to main traffic routes, through the City and out to the Exhibition; and to scenic drives around the Harbour's winding coastline, or over Wellington's colourful hills.

The size, 27in. by 18in., seems to be just right. The printing is in eight colours.

The map is well worth having, for tourist or purely practical purposes.

Naturally, the number available is limited to a certain extent. Readers should apply early to the Shell Company of New Zealand, Limited, Dept. F, G.P.O. Box 1663, Wellington.