

NEW ZEALAND

LISTENER

Incorporating N.Z. RADIO RECORD

Every Friday Price Threepence

EDITORIAL AND BUSINESS OFFICES:
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BROADCAST PROGRAMMES

Mon. to Sun., July 7-13 - 26-39

SUBSCRIPTIONS.

OVERSEAS. — Twelve months (including postage), Great Britain and British Countries, 17/6; Foreign Countries (including U.S.A.), 20/-.

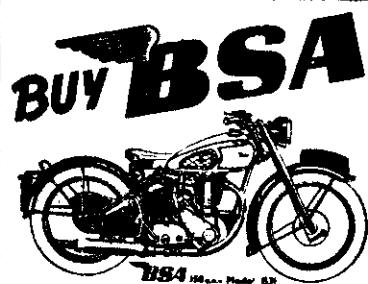
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Since May when the first shipment of post-war BSA machines arrived we have landed 300 BSA's, all sold before arrival—further shipments landing every 3 or 4 weeks. Only way to secure a BSA is to pay £10 Reservation Deposit now. See local dealer or write for post free leaflet. Prices, Terms and Reservation Order Form to:—

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"Mothers-in-law?"

Thank goodness for them"

IT HAPPENED DURING A "BRIEF" VISIT



JUST LOOK AT THIS - I LEFT MY MIXTURE STANDING WHILE THE POWER WAS OFF, AND THIS IS THE RESULT.

WHY PHOSPHATE IN PARTICULAR? IS IT ANY DIFFERENT FROM OTHER BAKING POWDERS?

DEFINITELY - IT'S RISING POWER DOESN'T ACT TILL IT'S IN THE OVEN - YOUR MIXTURES CAN'T HARM BY STANDING - GET A TIN AND TRY IT.

AH, MY DEAR, IT'S EASY TO SEE YOU'RE NOT USING PHOSPHATE BAKING POWDER.

A TIN OF PHOSPHATE BAKING POWDER PLEASE WHAT BRANDS MAKE IT?

PHOSPHATE BAKING POWDERS ARE A BOON. I DELIBERATELY LET THIS MIXTURE STAND AN HOUR, AND IT ACTUALLY IMPROVES THE RESULTS!

ALL LEADING BRANDS MAKE IT, MADAM - AND IT'S ALMOST HALF THE PRICE OF OTHER TYPES!

YES - WAITING FOR OVEN-SPACE, ATTENDING CHILDREN - YOU DON'T HAVE TO WORRY ABOUT YOUR BAKING.

Use PHOSPHATE BAKING POWDERS

Albright & Wilson's Pure Food Phosphate is used in all leading brands of Baking Powder and is distributed throughout New Zealand by IMPERIAL CHEMICAL INDUSTRIES (N.Z.) LTD., Wellington and Auckland.

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