

£100—FOR AN APPLE PIE! Unusual Contest Launched By ZB Stations

IT has often been said that the way to a man's heart is through his eating apparatus, but we feel inclined to amend that slightly to say — through his liking for apple pie!

It is agreed that most housewives are natural diplomats when it comes to handling husbands, but there are many who do not realise the potentialities of apple pie as a keeper of the "Domestic Peace." So there is particular interest attached to the ambitious "Apple Pie Contest" to be conducted by the ZB Stations.

All housewives are invited to roll up their sleeves to bake a good old-fashioned apple pie. This is one of the most

way, will be conducted in public), all housewives are invited to submit an apple pie for preliminary judging. The five best in each centre will entitle the makers to compete in the local competition. The rules for the preliminary contest are as follows:

1. The entry must be the work of the person submitting it.
2. No professional cooks will be admitted to the competition.
3. The decision of the judging committee is final, and entries are received only on this understanding.
4. No responsibility will be accepted for any entry being damaged



Laurel and Hardy take "an apple for the teacher"—we hope to make into a pie!
A scene from the United Artists' film "A Chump at Oxford"

unusual and practical contests to be held in this country.

The Commercial Broadcasting Service wants to find the champion apple pie cook of New Zealand, a proud title and a worth while one—seeing that it carries with it £100 in cash!

With this incentive, one can visualise such a collection of apple pies that, if they were placed side by side, they would reach from North Cape to the Bluff. Little pies, big pies, round pies, square pies, oval pies, oblong pies, brown pies, golden pies, pies in pyrex dishes, in porcelain dishes, in silver dishes, or just in plain enamel dishes; fancy pies, plain pies — they are all needed so long as the cook makes generous use of health-giving, tasty New Zealand apples.

Local contests will be conducted by each of the ZB Stations, and the prize-winners in each of the four centres will be brought to Wellington, at the expense of the National Commercial Broadcasting Service, to compete for the championship title in a spectacular contest at the Centennial Exhibition on Friday, April 26.

Preliminary Rules

In order to select the contestants in the local competitions (which, by the

before judging, or for loss, or oversight.

5. No correspondence will be entered into regarding the contest.

6. No entry will be accepted after the time set down for the closing of entries.

7. Entrants must be prepared to cook in public if selected as finalists. All entries will be judged by an appointed committee of experts. The winner of the local contest will receive a handsome trophy and will be eligible to compete in the national contest for which the first prize is £100. Consolation prizes will be awarded to each of the other four finalists.

Well, housewives, it's up to you! Your ZB Station will be glad to give you full details of this unusual competition, which is certain to create Dominion-wide interest.

Husbands, insist on your wife entering, and suggest to her that before she makes a pie for the contest, she may as well make a couple for you to gain a little extra practice! You have always said your wife makes the best apple pie—see she takes advantage of this opportunity to make a pie which will be worth £100, to say nothing of the short holiday to Wellington at the expense of the CBS.

Programme For Australian "Hams"

THE New Zealand DX Radio Association held its annual conference in Wellington during Easter, and 5ZB decided that such a time would be ideal for a test goodwill programme to Australia. The Association made contact with three broadcasting stations across the Tasman, and members in Australia were also notified that 5ZB would begin the programme on Easter Saturday at 12.30 a.m. New Zealand time.

Officials of the Association took part in the programme, and sent greetings to the DX-ers in Australia. It was naturally assumed that there would be few local listeners after 12.30 a.m., so mainly as a matter of curiosity, 5ZB requested any listeners to 'phone the studio. The result was as amazing as it was interesting. For over half an hour the calls came through continuously, from near and far—as far away as Featherston. The callers included many taxi-drivers, and those whose lot it is to labour while most of us sleep. So, in response to very earnest requests the programme was kept going until 3 a.m., when it concluded with Billy Russell's ever-popular sketch "The Working Man" (also in response to many requests).

2ZB's SCOOP

Heard The News Before
Proud Father!

STATION 2ZB has, in its time, instituted some novel broadcasts, and on a recent Saturday morning the station added to the list by making a real scoop.

Informed by 'phone at his home, where he had spent a harrowing night, that an important broadcast was to take place at 6.30 a.m., Don Rushworth, of the station's technical staff, rushed to his radio.

Tuning in to 2ZB, he heard a dissertation on 2ZB's technicians by Peter Whitchurch—what fine chaps they were, how quietly and unassumingly they worked, etc., etc.

Followed comical records, "The Empire-Builder," and "Why Don't You Tell Me These Things?" and then the weary floor-pacer heard the great news. His own station informed him that he was the father of a son and heir!

By some means 2ZB got the news before the proud parent, which only goes to show the modern trend—people used to get the news from the Nursing Home, but now they listen in to 2ZB!

BELOW PAR SOME DAYS?



Run down? Mysteriously below par some days? Slack after a late night? Feel you need more sleep? Occasional headaches?

All signs of constipation.

But you are perfectly "regular"? So are lots of people who nevertheless are constipated.

Elimination must be complete as well as regular. If it isn't, poisons remain, get into the blood, sap your vigour.

A prescription widely recommended by doctors is Kruschen Salts. Doctors do not prescribe secret remedies, or habit-forming drugs. Kruschen has their confidence because the analysis is on every bottle. They know what they are prescribing. And their medical knowledge tells them that Kruschen is unalterably right for the condition to be relieved. There is nothing better, and nothing more to be known about constipation and its relief. In a word...

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