

SUMMER activities leave children TIRED

Children are more active in Summer using up energy and vitality. The result is often overtiredness, loss of sleep and consequent failure to replenish the vital forces.

This is where Virol is so valuable. It quickly restores lost vitality, promotes health-giving sleep and strengthens the whole system. Virol supplies in appetising form all the elements that growing children need, particularly in Summer.



he needs conditioning

Tasteless, and easily given, Cooper's Condition Powders purify the blood and stimulate the internal organs to normal action. Perfectly safe for all dogs, invaluable as a tonic.

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(Registered Pursuant Stock Remedies Act, 1934.)

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Customs Street East, Auckland.

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WANTED: Four "Apple Brides" At Easter

FOUR of 1941's Easter brides will have a honeymoon they will remember for the rest of their lives.

Free of all cost to themselves, they and their newly-wed husbands will be taken on a trip to some well known New Zealand holiday resort, accommodated at the best hotels, conducted on sight-seeing tours and sent back to their new homes the wealthier for a honeymoon which would ordinarily have cost them £50.

These four young women will be known as the "Apple Brides," and selecting them will be one of the highlights of this year's recently launched apple campaign.

Last year, it may be remembered, the Commercial Broadcasting service played a big part in the campaign to liquidate a surplus of apples from the New Zealand market. Featured were novel radio stunts like the "telephone quiz" and the apple pie contest, and special sessions such as "The Enchanted Orchard."

This year chief interest will centre around the "Apple Brides," one of whom will be chosen at each of the four main ZB stations. The search will be conducted through the new "Bachelor Girl Session," heard every Saturday morning at nine o'clock, and any young woman who intends getting married this Easter is eligible. The actual choice will be in the hands of a representative committee of women, including a physical culture expert, and when the field has been narrowed down to ten at each station contestants will be presented over the air.

The search must not be mistaken for a bathing beauty type of contest. Good looks will be one qualification, but others more important will be character, health, and personality.

The only conditions are that entrants shall not have been previously married, that they intend getting married between April 5 and April 19, and that they have been born in New Zealand or have been resident in New Zealand for at least three years.

Each bride will be given a honeymoon

worth £50, the itineraries being planned by the Government Tourist Bureau in each centre.

Special Campaign

Apart from this contest the ZB stations will be making a special endeavour during the next few months to promote "apple consciousness" throughout New Zealand. The campaign will be given publicity in regular service sessions at all stations, there will be several new sessions on the air, and the "Apple Song" will be heard again at 8.15 every morning.

A new session, entitled "Far Horizon," will be presented every Wednesday afternoon at three o'clock from all stations. It is a travelogue, and is conducted by Miss C. Crichton Imrie, who has travelled widely in many distant parts of the world, especially in the East.

"Home Folks"

On Saturday nights at 9.15 there is a new session "Home Folks" produced for the Commercial Broadcasting Service by Reg. Morgan and Bryan O'Brien. A simple homely session, it introduces Mr. and Mrs. Watkins, an elderly couple around whose fireside a group of young people gather every Saturday evening to sing the favourite songs of a generation or two ago. The choruses are taken by the Orpheus Sextette, a group of Wellington singers, who are also heard in the new CBS feature "Radio Rotogravure," and solos are sung by a recently discovered 19-year-old baritone, Maxwell Blake. The parts of the old couple are taken by Mrs. M. Teward and M. E. Lynch.

In children's sessions at all the ZB stations a new series of dramatised fairy stories is being played. These are a product of the C. P. McGregor studios of Hollywood.

The campaign will be rounded off by frequent "spot" announcements and wide publicity by Aunt Daisy and the personalities who conduct the "Home Service," "Shopping Reporter," and "Young Marrieds" sessions at the various stations.



"MR. AND MRS. WATKINS," the old couple in the new "Home Folks" session, are played by M. E. Lynch and Mrs. M. Teward