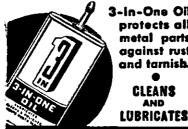
PREVENTS RUST



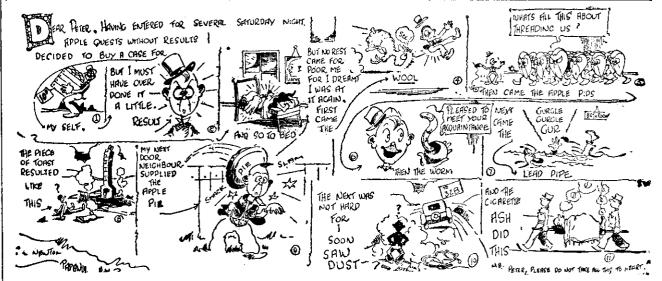
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THE APPLE QUESTS ARE OVER



THE Radio Apple Quests, which proved sale of apples and a great deal of amuse- in the quest. By ten minutes to nine the to be among the most successful novelty programmes ever broadcast by the ZB stations, have come to an end, and the CBS can look back with some pleasure on an undoubted fillip to the

ment given to listeners throughout the country. Station 3ZB had advised Christchurch listeners of the final broadcast, and a crowd which filled the lounge and lobby turned up to watch proceedings. The list of articles was a fairly easy one. and it was expected that the winner would soon turn up. She arrived in ten minutes' time in the person of a 17-yearold girl from Lyttelton, who had come

list of consolation prizes had been exhausted, though altogether 150 entrants arrived at the studio.

Station 2ZB also reports that the final Apple Quest was the most successful of the series, nearly 100 competitors bringing in lists.

The cartoon reproduced above was sent in to Station 3ZB by a grateful in to Christchurch specially to take part listener.

The Audience Takes Part

POPULARITY OF ZB "QUIZ" SESSIONS GROWS APACE

ticipation in radio goes on from strength to strength at the Commercial Broadcasting Service. Almost every month some new programme of this type is added at one or more of the five stations --- Alliteration Jackpots, Yes-No Jackpots, quiz programmes of all shapes and sizesuntil it would seem impossible to devise a single further method of testing the public's ingenuity and wit.

It is plain, however, that the public likes to have its intelligence tested before the microphone. There are always far more contestants offering than can be accommodated. Some are undoubtedly attracted by the prizes offering, and listeners who have never thought of the ZB programmes as a way of making money may be surprised to learn that nearly £1,500 is distributed in a year from the four main Commercial stations alone.

It is interesting to survey the audience participation programmes running from the various stations and note how the prize money is allotted.

Two of the biggest, Racing in Retrospect and Information Please, have been

THE vogue for audience par- conducted nationally. Racing in Retrospect is centred round the replaying of two recorded commentaries on race classics run during the past few years. There are six competitors in the studio, three to each race. They draw for positions, and as the commentary reaches the entry of the leaders into the straight, the recording is stopped and the competitors are then asked to nominate the winners. The method of awarding prize money varies at the different stations, but approximately £6 is paid out each week.

> Most listeners are familiar with Information Please, which is based on the American radio quiz session, and is on the air at nine o'clock every Thursday evening from the four main stations. There is a class of four people, the one who comes last being replaced.

> Prizes amounting to £1 15s are paid out weekly at each station in National Savings Certificates, together with consolation prizes of chocolates and cigar-

Session for Golfers

Station 1ZB has two sessions in which the listening public participates by sending in entries, the best of which receive prizes. The Golfers' Session, on Tuesdays, at 6.30 p.m., consists partly of advice on golf by a well known pro-

(Continued on next page)

