



LIBERTY LOAN

**NOW
OPEN!**

Copies of Prospectus and forms of application may be obtained at the Reserve Bank of New Zealand, Wellington; at the District Treasury Offices at Auckland, Christchurch, or Dunedin; at any branch of any Bank in the Dominion; at any Postal Money-order Office in New Zealand; or from members of any Stock Exchange in the Dominion.

GIVE FIVE GOOD REASONS...

Cash Prizes In Liberty Loan Contest

CAN you nominate five good reasons why everyone should invest in the Liberty Loan? If you can, and if you can also top your reasons off with a short, snappy slogan, you may stand a chance of winning £25, which is an attractive reward for a few minutes' concentration.

The prize is being offered in a Liberty Loan Contest which the Commercial Broadcasting Service is running as part of a campaign to make New Zealand aware of the need for investing in the loan, and in addition to the first prize of £25, there are 25 consolation prizes of £1.

Radio, which as much as any other medium contributed to the success of the drive for National Savings and the "Bonds for Bombers" campaign, is lending a stout shoulder to the Liberty Loan, and both the National Broadcasting Service and the CBS stations are helping.

"Monsieur 'V' "

A feature of the CBS stations' contribution is a series of half-hour Sunday night programmes, starting on Sunday, May 10, at 8.0 p.m. with a play entitled *Monsieur "V."* This play was written by Captain V. W. Andrew, a member of the British Military Mission in Cairo. Captain Andrew has had several plays broadcast from the BBC, and *Monsieur "V"* was heard not long ago over the Egyptian State Broadcasting Service. The script was secured for the CBS by Doug. Laurensen, who is supervising programmes for the Forces in the Middle East.

As its title suggests, *Monsieur "V"* is a timely story of the activities of the V army in occupied Europe. Monsieur "V" himself is a mysterious gentleman who appears here and there in occupied France organising sabotage, his particular feat this time being the derailing and destruction of 25 waggons of anti-aircraft ammunition destined for German batteries on the Channel Coast, with help at every step from Frenchmen who are willing to risk their lives to hinder and destroy the Nazi war machine. The script is being produced by the CBS head office production department.

The slogan contest will be conducted over all CBS stations at seven o'clock every week night, starting on May 18, and running until May 23. The winner will be announced on Wednesday, May 27, and there is no entry fee and no restrictions regarding words or phrases. All that is required is a slogan to help along the Liberty Loan, with, of course, five good reasons for investing in it. The contest will be judged by a committee representing the Liberty Loan organising committee and the advertising agencies. To assist competitors, selected entries will be read over the air each night during the currency of the contest.