

£250 for Literary and Artistic Work.



AN intensely interesting story lies behind the announcement of our contemporary and associate, "The N.Z. Dairy Produce Exporter," that it is allocating the sum of £250 in prize money for literary and artistic work to be embodied in its forthcoming annual publication. This number, to be issued about October next, will be the fourth of its kind, each showing a remarkable growth over its predecessor.

The first Annual was issued three years ago, and although entering a crowded field, was of such an original character that it succeeded in establishing itself and laying a foundation which has been improved upon in each successive year.

The second number showed an increase in size over the first, and a wider scope of literary matter. Last year's issue, the third, showed still further improvement, and met with such success that the full issue of 30,000 copies was completely sold out.

The plan underlying this Annual is that it is wholly comprised of original matter contributed by readers of the "Exporter." Contributions are confined to "Exporter" readers, thus calling upon the originality and innate talent of a section of the community not usually regarded as literary. In point of actual fact, however, experience has shown that, amongst the wives and daughters of the 60,000 dairy farmers reached by the "Dairy Exporter," there is a remarkable quantity of real talent. The opportunity to give expression to that talent has therefore been fully availed of, with a quite striking effect.

THE procedure adopted has been to issue early in the year a detailed schedule of competitions, and to invite entries for the different sections. This matter is carefully perused by members of the literary staff, headed by Tui, the lady editor of the "Exporter," whose taste in selection has done so much in establishing a definite standard for the publication. The schedule of competitions covers Short Stories, both serious and humorous, with a limit of 2000 words, for which first prizes of five guineas each are given. Second prizes of three guineas each are awarded for the three next best in each class. There is, in addition, liberal prize money for descriptive articles: "Any Incident or Experience," "The Funniest Thing I Ever Saw," "Nature Notes," "Between Ourselves" paragraphs—these giving scope for items grave and gay, philosophical reflection, or the record of any unusual happening. Another section calls for thought in the challenge, "My Inspiration—From what do you draw your inspiration for carrying on the daily round?"

IN the Photographic Section, abundant opportunity is offered for those skilled with the camera. A prize of two guineas is awarded for the best entry in a section entitled "Our Country Homes." A similar prize of two guineas is awarded for the winner in the section "My Garden Beautiful." Other sections call for the best in farm or

rural scenes, artistic animal or bird studies, and beautiful childhood. In each class valuable secondary prizes are given as well as the premier award. Scope is also afforded for Pen and Ink Work, Decorative Designs, Humorous Sketches, Cartoons, etc.; while the handsome prize of twelve guineas is offered for a Special Cover Design in up to four colours.

THE "Exporter Annual" does not confine its awards solely to literary

To be Won by Readers

THE outcome of the interest evoked in country life by the work of the "Exporter" and the "Exporter Annual" over recent years has been a rather remarkable feeling of kinship and sympathy between residents of the country, particularly on the feminine side. This feeling cannot perhaps be better expressed than in the introductory poem of last year's Annual, contributed by a writer who has established a degree of fame for herself under the nom de plume of "Slim Jim."

Exporter Comrades

Once more we meet together in this, our "Annual," friends,
Remain we still united by virtue of our pens,
A happy band of women, of men a stalwart breed,
Who labour that the country may meet the city's need.

The towns could never hold us, for we are freedom's spawn,
To pastures wide and verdant, and windy hilltops born.
'Tis ours in rain or sunshine, from dawn till dark to toil,
The flocks and herds to care for; 'tis ours to till the soil.

But tho' our tasks be heavy, and tho' our days be long,
We're recompensed by nature with bodies lithe and strong,
And in wide sunlit spaces, in outdoor life and free,
And sturdy independence we revel mightily.

and artistic matter, however, but recognising the important part that domestic science and cookery play in farm life, embodies a remarkable collection of original recipes from the capable cooks of the countryside. The schedule set out for next year's entry comprises in itself a practical and comprehensive cookery book, in which over 200 recipes will be given. The classes are:—

1. Simply-made soups.
2. Attractive ways of cooking fish.
3. Out-of-the-ordinary meat dishes.
4. My most popular pudding.
5. Favourite cakes:
 - (a) Small cakes.
 - (b) Large cakes.
6. Hot and cold beverages.
7. Useful vegetarian dishes.

IN pursuance of the objective of the paper of providing fare for all sections of the farm home, articles are also included for the children, liberal prize money being given in this section as well for the best Short Story, best Essay on "Should Every Country Home Have a Garden?" the best Original Poem, the best Original Drawing, and suitable paragraphs on the subject "Something Interested Me," recording incidents arising out of country life.

A section is also set aside for dealing with the serious side of farm life, and providing fare for the farmer himself.

Her introductory poem was as shown on this page:

AN interesting feature in connection with the "Exporter Annual" is the fact that effort is made out of the profits to make substantial donation to various organisations working for the benefit of country women. Donations have been made from the profits of various issues to the Women's Division of the Farmers' Union and the Women's Institute, for the prosecution of their activities. Both of these organisations undertake active work in country districts for increasing the amenities of life. The Women's Division, for instance, maintains a number of bush housekeepers, whose purpose is to relieve farm women in their duties when occasion arises to go to hospital, and also conducts a particularly interesting and progressive book club to supply literature to backblock settlers. The Women's Institute aims to provide a meeting-point for its members at least once a month, and enable them to enjoy social intercourse, as well as exchange ideas and acquire hobbies of special appeal. From the profits of the 1928 Annual £50 was donated to the Women's Institute, and from the 1929 Annual probably £100 will be distributed.

THE detailed schedule of competitions for next year's Annual is published in the February issue of the "Exporter," to which readers who are

interested may be referred. The annual subscription to the "Exporter" is 5/- per annum, and as it is a two-in-one paper of marked originality, those interested in the expression of New Zealand native literary talent will find much to attract, particularly in its Home Section. Entries for the Annual are receivable from readers of the "Exporter," the aim of the promoters being to encourage the spontaneous expression of the talent of the country-side.

WATCH Next Week's Issue for particulars of **MIRACO** TENTH ANNIVERSARY MODELS

THE RADIO SENSATION of the SEASON

Nine Valves.
Screen Grid.
Electro-dynamic
Power Detection.
245's in Push-pull.
Solid Walnut Consoles.
AND THE PRICE!!!

Factory Representatives:

N. R. CUNNINGHAM
LIMITED
MASTERTON

P.O. Box 147.