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Mystery Radio Queen Competitions for Listeners

THE campaign for the Mystery Radio Queen, who is now a definite 2YA and 2ZW personality, is in full swing. One of the five queens in the campaign to swell the Wellington Mayor's Distress Fund, she solicits the support of all listeners, and, judging by the response with which her appeals have already been met, her radio audience will accord her a full measure of support.

The mysterious part of the whole business is that very few people know who she is—not even all her committee are in the know. She is, as Mr. Albert Russell remarked from 2ZW on Saturday night, as mysterious as radio itself. To use his expression, radio is at the top of the world, and that is where radio listeners want to put the queen. Many and varied are the activities undertaken on her behalf, and listeners can share in quite a number. Produce stalls, processions, raffles, and other stunts are all being arranged for Happiness Week, during which our queen must go to the top.

This is how listeners can help. A vote costs a penny, and every penny raised by the queen counts one vote. If you want to vote direct without participating in one or more of the many competitions that are being organised it is necessary merely to send in whatever you can spare and ask that the money be put into votes. In return you will receive your vote card.

But there are many competitions in which listeners can participate equally with city dwellers. Principal among these is one for a prize of a Morris Minor motor-car, a ticket for which costs 2/6. Already some 2000 listeners have been sent tickets, with the request that if they wish to participate, the butts and the money should be sent in before December 2. But, naturally, it is impossible to get these out to all listeners, and doubtless there is a large number who want to participate but who have not received tickets. That is simple; merely send money for as many tickets as are desired to the Radio Queen Committee, and the tickets will be forwarded you by return of post. In this instance the address is Box 1134, Wellington—the New Zealand Radio Institute having kindly placed its postal facilities at the committee's disposal.

If listeners do not want to participate to the extent of 2/6 they may join in one of the lesser competitions. A superheterodyne radio set or a vacuum cleaner for 6d; a model electric train for 3d; not forgetting the straight-out votes at one penny each. Photos. of the Radio Queen which for 1/- carry with them a ticket in the Train Competition—can be obtained direct from the Queen, c/o either 2YA or 2ZW.