Who won the prize for the biggest biscuit?

No one can avoid being influenced by advertisements.

Much as we may pride ourselves on our good taste, we are no longer free to choose the things we want, for advertising exerts a subtle influence on us.

In their efforts to persuade us to buy this or that product, advertisers have made a close study of human nature and have classified all our little weaknesses.

Advertisers discovered years ago that all of us love to get something for nothing.

An advertisement which begins with the magic word FREE can rarely go wrong.

These days, advertisers not only offer free samples, but free cars, free houses, and free trips around the world as well.

They devise hundreds of competitions which will enable us to win huge sums of money.

Radio and television have made it possible for advertisers to capture the attention of millions of people in this way.

During a radio programme, a company of biscuit manufacturers once asked listeners to bake biscuits and send them to their factory.

They offered to pay $10 a pound for the biggest biscuit baked by a listener.

The response to this competition was tremendous.

Beforé long, biscuits of all shapes and sizes began arriving at the factory.

One lady brought in a biscuit on a wheelbarrow.

It weighed nearly 500 pounds.

A little later, a man came along with a biscuit, which occupied the whole boot of his car.

All the biscuits that were sent were carefully weighed.

The largest was 713 pounds.

It seemed certain that this would win the prize.

But just before the competition closed, a lorry arrived at the factory with a truly colossal biscuit which weighed 2,400 pounds.

It had been baked by a college student who had used over 1,000 pounds of flour, 800 pounds of sugar, 200 pounds of fat, and 400 pounds of various other ingredients.

It was so heavy that a crane had to be used to remove it from the lorry.

The manufacturers had to pay more money than they had anticipated, for they bought the biscuit from the student for $24,000.

A biscuit company asked its customers to bake biscuits and send them to the factory.

As a prize, they offered $ 10 a pound for the biggest biscuit they received.

The response was tremendous, with one biscuit weighing 500 pounds and another weighing 713 pounds.

They thought that was the winner until a lorry delivered one which weighed 2,400 pounds, baked by a college student.

A crane lifted it from the lorry, and the manufacturers paid the student $ 24,000.

He enjoys playing tennis.

Imagine going on holiday to England!

It's no use complaining now: it's too late.

It's not worth waiting any longer: they're not coming. Would you mind opening the window?

These apples have gone bad.

The leaves on these trees turn yellow or red in autumn.

When the teacher entered the classroom, the students grew quiet.

This chair is in the way: can you move it?

I met John on the way here this afternoon.

By the way, I wanted to ask you something.

I lent a book to my friend.

She gave some money 10 her children.

There was only one book on the table.

I bought a book from the bookshop.

What among other things enables advertisers to sell a product more easily? Having radio and television at their disposal to promote their products.

The people who entered the competition did so because they wanted to get something for nothing.

What had the manufacturers failed to anticipate? That it was possible to bake a biscuit as large as the student's.

An advertisement can rarely go wrong, which begins with the magic word FREE.

It was nearly 500 pounds in weight.

It was so heavy that a crane was needed to have it removed from the lorry.

The reaction to this competition was tremendous.