

COMMERCIAL PROGRAMMES



A Feature on the Hour—Every Hour

*ZB Stations' Forward Move
in Day Programmes*

On this page readers will see at a glance the new Daytime Listening Plan which the Commercial Broadcasting Service brings into operation on the following dates:

Station 1ZB — 17th July

Station 2ZB — 24th July

Station 3ZB — 31st July

Station 4ZB — 7th August

As the plan indicates, a feature programme will be broadcast by all Stations **ON THE HOUR — EVERY HOUR** from 10 a.m. to 4 p.m.—features of all kinds, varying from music and philosophy to the excitement and glamour that surrounds life in a circus. It is felt that this plan, which as far as can be ascertained, has not yet been used in any part of the broadcasting world, will prove a boon to housewives and those whose circumstances permit them to listen to the radio during the daytime. It is "Rationalised Daytime Broadcasting," which is only a high sounding way of saying that it is an attempt to organise daytime programmes so that busy housewives and others will not have to be constantly referring to their programmes and the clock, while planning their day's activities. It is only these folk that know the full value of daytime listening; how, properly used, it can lighten "the daily round—the common task."

Therefore the Commercial Broadcasting Service is proud to offer this new plan of Daytime Programmes to the public of New Zealand with all good wishes for enjoyable listening.

**REMEMBER A Feature
on the Hour—Every Hour**



		MONDAY	TUESDAY
★ A Feature on the Hour—Every Hour <i>ZB Stations' Forward Move in Day Programmes</i> On this page readers will see at a glance the new Daytime Listening Plan which the Commercial Broadcasting Service brings into operation on the following dates: Station 1ZB — 17th July Station 2ZB — 24th July Station 3ZB — 31st July Station 4ZB — 7th August As the plan indicates, a feature programme will be broadcast by all Stations ON THE HOUR — EVERY HOUR from 10 a.m. to 4 p.m.—features of all kinds, varying from music and philosophy to the excitement and glamour that surrounds life in a circus. It is felt that this plan, which as far as can be ascertained, has not yet been used in any part of the broadcasting world, will prove a boon to housewives and those whose circumstances permit them to listen to the radio during the daytime. It is "Rationalised Daytime Broadcasting," which is only a high sounding way of saying that it is an attempt to organise daytime programmes so that busy housewives and others will not have to be constantly referring to their programmes and the clock, while planning their day's activities. It is only these folk that know the full value of daytime listening; how, properly used, it can lighten "the daily round—the common task." Therefore the Commercial Broadcasting Service is proud to offer this new plan of Daytime Programmes to the public of New Zealand with all good wishes for enjoyable listening. REMEMBER A Feature on the Hour—Every Hour ★	10.0 a.m.	1ZB } 2ZB } 3ZB } 4ZB } Dream Time	1ZB } 2ZB } 3ZB } 4ZB } Dream Time
	11.0 a.m.	1ZB } 2ZB } 3ZB } 4ZB } Lady Courageous	1ZB LADY COURAGEOUS 2ZB WOMEN'S FORUM 3ZB MUSIC AND ROMANCE 4ZB LEAVES FROM THE OTHER WOMAN'S DIARY
	12.0 noon	1ZB } 2ZB } 3ZB } 4ZB } Komeidy Kingdom	1ZB GEMS OF MELODY 2ZB COUNTRY CHURCH OF HOLLYWOOD 3ZB } 4ZB } GEMS OF MELODY
	1.0 p.m.	1ZB } 2ZB } 3ZB } 4ZB } Mrs. 'Olmes and Mrs. Hentwhistle	1ZB } 2ZB } 3ZB } 4ZB } The Songs of Sandy Mac
	2.0 p.m.	1ZB } 2ZB } 3ZB } 4ZB } GOLDEN FEATHERS SLICES FROM LIFE	1ZB TONIC TUNES 2ZB } 3ZB } 4ZB } INSPIRATION
	3.0 p.m.	1ZB } 2ZB } 3ZB } 4ZB } Problems for Pamela	1ZB } 2ZB } 3ZB } 4ZB } Problems for Pamela
	4.0 p.m.	1ZB } 2ZB } 3ZB } 4ZB } The Big Top	1ZB "DOROTHY" AT THE PIANO 2ZB AFTERNOON TEA WITH REG. MORGAN 3ZB MUSIC IN A SENTIMENTAL MOOD 4ZB MUSIC IN A SENTIMENTAL MOOD