



THE ZB RADIOGRAM



1ZB
1ZB's HAPPINESS CLUB
CONDUCTED BY
"DOROTHY"
 1.30 p.m.
 Mondays to Saturdays

2ZB
Mrs. 'olmes and
Mrs. Hentwhistle
 1.0 p.m.
 Mondays, Wednesdays
 and Fridays

3ZB
THE ADVENTURES
OF CHARLIE CHAN
 8.45 p.m.
 Mondays, Wednesdays

4ZB
THE BLACK
TULIP
 8.30 p.m.
 Thursdays

2ZA
THE LAUGH
OF THE WEEK
 8.0 p.m.
 Thursdays

Is it Mrs. Ace's inconsequent, endearing "dizziness?" Is it Mr. Ace's bulldoggish good humour? Or Marg's infectious ripples of mirth? What is it that has kept "Easy Aces" on the air every Monday, Wednesday, and Friday night at ZB Stations for so long? And it's a certainty that this favourite session will be on the air for many more months to come. There's something about this feature that make you anticipate each episode with pleasurable enthusiasm and regret each closing theme, and ask for more.

Children's Radio Journal

There are few regular listeners to Station 2ZB who, whether young or old,



This is Joyce Hamer—and her voice from from 4ZB is as charming as her looks

have not heard that consistent, interesting, and excellent session for children arranged by Bryan O'Brien. His complete sympathy for the young folk, and a ready understanding of what they like, have built up an hour's entertainment and instruction which can scarcely be bettered. Recently he re-introduced the "Children's Radio Journal," which is divided into four or five sections more or less self-contained. For example, during one day's programme the children hear the Bird-man, who, as his title implies, tells of the children's feathered friends; Lady Gay conducting the Sunbeams' Club; the Travel Man, an adventurer who has an inexhaustible fund of experience from which to draw; and ideas original and arresting put forward by young people who talk on a wide variety of subjects in the Children's Forum.

Some Good Tips

Recently, when 2ZB's "Griffo" was giving out the results of one of the race meetings held in some part of the country an enthusiastic but slightly inebriated punter rang up to tell "Griffo" that, as a result of 2ZB's selection of form horses on the previous day, he, the punter had had a good afternoon. He said, "I broke even, and boy, did I need it!" Which reminds us of the woman col-

lecting a pile of notes after a race. Exclaimed the lady, "When I think of what I might have lost if that horse had not won, I could shoot myself for being such a fool as to back him."

Back From Holiday

We are glad to be able to inform the listener who rang up 2ZB to ask for Bob Pollard's whereabouts that he has now returned to work after six weeks' holiday.

Still Going Strong

"Oooh Fred you are awful!" Familiar as the signature tune of the Gaumont-British news, the phrase "I'll MOW you down . . .", or the figure of Mickey Mouse, is Maggie's pet saying in the radio serial "Fred and Maggie Everybody." It's significant that this feature should be as popular to-day as it was in October, 1937, when it first caught the ear of ZB listeners. The obvious reason of its long life is its popularity, and the obvious reason for its popularity is that it depicts the everyday ups and downs of an average family. You can hear "Fred and Maggie Everybody" every Monday, Tuesday, and Sunday night, at 7 o'clock.

"Musical Story" Contest

Radio listeners like competitions, and many people now give the time they once spent on crossword puzzles to answering competitions on the radio. Professor Speedee's "General Knowledge" tests, "Spelling Jackpots" and "Leaves From Life" gather in huge mails daily, and last week the first broadcast of a "Musical Story" Competition over 1ZB brought four listeners running hot foot to deliver their answers to the sponsors within ten minutes of the finish of the broadcast. Seventeen hours later, the delivery of the first mail brought with it 150 letters. This "Musical Story" Competition, broadcast over 1ZB every Monday and Wednesday at 3.30 p.m., is fast proving one of the most popular afternoon sessions from the Northern station. The artists are the versatile Thea, who plays the piano, and a 1ZB announcer. A story is started and then stopped, while the next phrase is filled in with an unannounced song title. The listeners' part in the game is to pick the song titles which complete the sequence of the story. The competition mail is growing fast.

"Komedya Kingdom"

"Folks who are naturally funny lead a strenuous life." So says Elvia Allman, the gracious queen of "Komedya Kingdom." Her days are just one hectic round of hilarity — from morning till night. The most strenuous assignment is keeping her jovial company of merry-makers in order. Fun, pure and clean, is the slogan, and ZB listeners are delighting in this rollicking programme.

4ZB listeners please note — there's been a change in the days of playing. Instead of Mondays, Wednesdays, and Fridays, "Komedya Kingdom" will be broadcast in future on Tuesdays, Wednesdays, Thursdays, and Fridays.

The Wrong Road

Then there was the broadcasting official who, when asked if the "Road to the Isles" might be included in a programme, agreed, saying: "As a matter of fact I am very partial to Hawaiian music!"

Believe It or Not

The long arm of coincidence stretched out at a Professor Speedee General Knowledge Broadcast at 4ZB recently. Listeners are asked to send in questions on general knowledge, which they think will be suitable for use in this session. Several questions are selected, and when the test is conducted in the studio each entrant draws a number by ballot, and the number corresponds with one of the questions allotted for the evening. Imagine the surprise of Alex. McDowell, 4ZB announcer, when one woman, after perusing the question she had received, informed him that it was a question which she herself had sent in several weeks previously. The chances of this happening are probably about one in several thousand, which almost places the incident in line for Ripley's "Believe It Or Not."

Behind The Mike at 1ZB

Back from his annual leave, and looking out at a Professor Speedee General announced that he has nearly completed a book based on interesting problems culled during his long-running "Between

Fine Record

Proof of the efficacy of radio advertising and of the listener response to the ZB Stations, is seen in the fact that a net trading profit of £10,598 has been earned in the first complete year of the four main stations of the Commercial Broadcasting Service, in spite of the £1,354 fire loss at 3ZB, and a careful selection of advertisements.

In every case none but full commercial rates were paid for telephones, relay lines, post and telegraph facilities, transport, etc. This profit is not made at the expense of the public. The Service has imposed a most rigid censorship on all advertising copy, to eliminate extravagant claims and misleading statements regarding products or services. Advertising is not accepted for any product or service which is not deemed to be in the public interest.

Ourselves" Session. Arthur, is, however, not the only author at 1ZB. Uncle Tom has published three books for children; Gran has published "Bits and Pieces"; and Doug. Laurensen has written two film scenarios, one of which, called "Strange Dimension," was published in serial form by an Auckland weekly magazine.