

COMMERCIAL PROGRAMMES

1ZB CELEBRATES! STATION'S THIRD BIRTHDAY

YOU seldom hear more than one, but there are over fifty people on the staff of 1ZB, who work enthusiastically to give you entertainment for eighteen hours a day every day.

Most of them have been there since the early days of 1ZB's existence as a Commercial Station, and to-day their skill and competency is such as to enable them to take their places anywhere in the world as specialists in their particular department of commercial broadcasting.

Engineers, script writers, commercial copy writers, advertising men, programme organisers, producers, all play their silent part in making possible your enjoyment of the programmes and of the friendly voice of the announcer.

And they serve the cause of charity, too, The 1ZB Happiness Club, formed by "Dorothy," raised £2,000 last year for local charity; Thea's Sunbeams raised £500 for the National Permanent Health Camp; and many hundreds of pounds more have been distributed to worthy causes.

Thousands will join in tendering Station 1ZB congratulations as it enters upon its fourth year of entertainment and service.

LADY COURAGEOUS

BINDLE

EASY ACES

LADY OF
MILLIONS

ANNE STEWART

GRAN'S HOME
SERVICE

1ZB MAORI
CHOIR

MUSICAL STORY
COMPETITION

PROFESSOR
SPEEDEE

HAPPINESS
CLUB

MARINA—
SHOPPING
REPORTER

GEMS OF MELODY

AUNT DAISY

DR. DANTON

DANCE TIME

JOKE OF
THE WEEK

PIONEERS OF
PROGRESS

SPELLING
JACKPOTS



TUSITALA

WIDE RANGE

DREAM TIME

DIGGERS' HOUR

SPORTS
FLASHES

FRIENDLY ROAD

BBC NEWS SERVICE

LEAVES FROM
LIFE

MUTINY ON
THE HIGH SEAS

LOU PAUL'S
HAWAIIAN
SESSION

THEA'S PIANO
REQUESTS

MEN OF THE
MOMENT

UNCLE TOM'S
LULLABY

HEALTH TALKS

LAWRENCE OF
ARABIA

MIRTH PARADE

CHILDREN'S SESSIONS