

**These**  
AND MANY OTHER PROGRAMMES  
ARE YOURS FOR THE ASKING

**ZB**

"LIFEBUOY  
HIT  
PARADE"

"REAL  
ROMANCES"

"MELBA  
QUEEN OF  
SONG"

"MAGIC  
ISLAND"

"OFFICER  
CROSBY"

"NICK CARTER  
DETECTIVE"

*by tuning into your  
local ZB Station*

All-star entertainment is at your finger-tips when you tune to your ZB station . . . day and night out of the air into your home comes a galaxy of talent in music and song, drama, humour and romance. For tops in variety and everything in radio entertainment keep tuned in to your local ZB . . . the station with the lively spirit.

**1ZB AUCKLAND 2ZB WELLINGTON**  
**3ZB CHRISTCHURCH 4ZB DUNEDIN**  
**AND 2ZA PALMERSTON NORTH**

**THE NATIONAL BROADCASTING SERVICE—COMMERCIAL DIVISION**