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FORMAMINT

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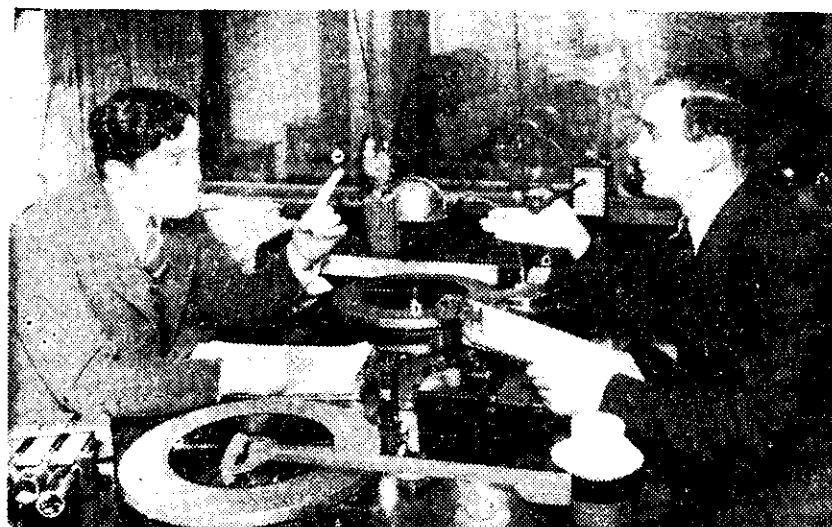
Benger-Gematosan Pty. Ltd., 350 George Street, Sydney.

AT the age of 10, a birthday is a joyous event. At 21 it becomes an affair of responsibility. And at any time after 40, when the feminine coiffeur inclines towards the blue rinse, and the male is arranged with an eye to camouflage, vanity suggests to some of us that anniversaries are best glossed over, if not forgotten. But Station 2ZB, still in its tender years of broadcasting, has a reasonable excuse for celebration on Sunday, April 27, to mark the completion of its first 10 years on the air.

For this occasion the station has compiled a special programme, modified somewhat because of power cuts, but designed to feature some of the highlights in its life. Only a few of those who were on the staff at the official opening are still with 2ZB. Some lost their lives during the war; some are in radio overseas; still others have been transferred to different stations or have changed their occupations. And some, on the women's side of radio, have settled down to full-time domesticity.

Station 2ZB was the second in the Commercial network to be established in New Zealand. The first was 1ZB Auckland, and 3ZB Christchurch and 4ZB Dunedin followed in turn. The 10th anniversary of the Commercial Division as a network will be celebrated later in the year.

In the last decade the types of entertainment in commercial radio, and presumably listeners' tastes, have not changed a great deal. The souvenir programme of the official opening of 2ZB contained, as programmes do to-day, tales of adventure, comedy sessions,



KINGI TAHIWI and GEOFF. LLOYD, an early 2ZB breakfast session team. Both were killed in action overseas.

2ZB TO CELEBRATE TENTH BIRTHDAY

talks for women in the home, murder mysteries, sports flashes, and a wide variety in music, often light, sometimes serious. To-day the ZB's have expanded their community service with specialised sessions, while serials have as great a listening public as ever.

During Sunday, April 27, all the announcers who appear in programmes and sessions during the ordinary broadcasting week will be heard, and here are some of the highlights:

Following the 6.0 a.m. news, there will be "Music While You Milk." Letters from farmers commending this session have been received from as far away as Wanganui. The type of recording requested is mainly the hill-billy variety which, it is suggested, puts Strawberry and Molly in the proper milk-yielding frame of mind.

Sessions for Children

At 8.0 a.m. listeners will hear the recently-started Junior Request Session which brought, in its first week, 300 requests from children up to the age of 12. They ask mainly for simple, tuneful melodies and there is a suspicion that when swing is requested, the hand of the elder brother or sister is in the background. Uncle Tom's Children's Choir, which visited Wellington recently, will be heard at 9.0 a.m. in five songs, "A Time for Gladness," "Serving with a Smile," "The Sunshine Song," "Raise Our Banner" and "Awake to Praise."

For the sporting man who likes to back his opinions, "Sporting Cavalcade" at 9.20 a.m. may be the means of settling some arguments. It will cover the decade in outdoor sports from the visit of the South Africans in 1937 to the recent tour of the M.C.C.

cricket team in New Zealand. At 10.0 a.m. some of the leading brass bands of Wellington will be heard in notable selections. Recollections of her broadcasting experiences in 10 years and of her visits overseas will be given by Aunt Daisy at 10.30 a.m.

At 11.0 the first session of a Disabled Servicemen's Intelligence Quiz will be on the air, to be heard thereafter on Sundays for six weeks. The idea of this broadcast is to entertain sick and wounded men in hospitals by arousing a competitive spirit. Teams from several hospitals will submit replies to lists of questions. Points will be awarded by the AEWS which has arranged the questions, and trophies will be given to the winners.

At 11.30 the Returned Services Session will be conducted by Jock Baybutt, and at noon there will be an Anniversary Request session, featuring parts of the four most popular tunes requested in each year.

"Hits of the Decade" will be heard at 2.0 p.m., including top tunes from 1937 to 1947. In 1939, for instance,



JANE POWELL and JOSE ITURBI, who will be heard in a programme of greetings to 2ZB from the M.G.M. studios

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