

# MUSTARD MUST BE MIXED

— COLMAN'S Mustard



M.18

Do all you  
New Zealand girls  
have "Come-closer" Smiles?

Well, a great many of us use

## PEPSODENT TOOTHPASTE

— which contains IRIUM \*  
for greater cleansing power

Stains and filmy-feeling are dissolved at the first touch of Pepsodent's tingling fresh foam. Irium is Pepsodent toothpaste's cleansing miracle, quick to act, extra pleasant, and completely safe. Get a tube of Pepsodent toothpaste at once and put "plus" into your smile.



Irium is Pepsodent's Registered Trade Name for  
\* PURIFIED ALKYL SULPHATE

## THURSDAY COMMERCIAL

SEPTEMBER 25

### 1ZB AUCKLAND 1070 k.c. 280 m.

- 8. 0 a.m. Breakfast session, with News from London at 6.0, 7.0 and 8.45
- 9. 0 Aunt Daisy
- 9.45 Morning reflections
- 10. 0 THE FEATURE HOUR:
  - 10. 0 Secret Diary
  - 10.15 Those Happy Gilmans
  - 10.30 Dramas of Life: "Fate and and Five O'Clock"
  - 10.45 Home Sweet Home
- 11.30 A Talk by Anne Stewart
- 11.35 The Shopping Reporter (Marina)
- 12.15 p.m. News from London
- 1. 0 Dancing Round the World
- 1.45 & 3.30 The 1ZB Happiness Club
- 2. 0 The House of Dreams
- 2.15 Lost Empire
- 2.30 The Home Service session (Gran)
- 4. 0 Young Marrieds' Circle (Molly), and Nutrition Talk by Dr. Guy Chapman
- 5. 0 Molly Garland and her Friends
- 5.15 The Musical Army
- 5.30 Name Three for Wise Owl
- 5.52 Pioneers of Progress
- 6. 0 Air Adventures of Jimmie Allen
- 6.15 News from London
- 7. 0 New Zealand at Work: The Story of New Zealand's Industrial War Effort, followed by the House of Peter MacGregor
- 7.15 Spy Exchange
- 7.30 The Old Lady of Threadneedle Street
- 7.45 Tusitala, Teller of Tales
- 8. 0 Academy Award
- 8.44 Pageant of Empire
- 9. 0 Information Please!
- 10. 0 Men and Motoring (Rod Talbot)
- 11. 0 News from London
- 12. 0 Close down

### 2ZB WELLINGTON 1130 k.c. 265 m.

- 6. 0 a.m. The Yawn Patrol, with News from London at 6.0, 7.0 and 8.45
- 7.15 Looking on the bright side
- 9. 0 Aunt Daisy
- 9.45 Morning Reflections
- 10. 0 THE FEATURE HOUR:
  - 10. 0 Secret Diary
  - 10.15 My Choice (June Bennett)
  - 10.30 Dramas of Life: "Orders is Orders"
  - 10.45 Home Sweet Home
- 11.30 A talk by Anne Stewart
- 11.35 The Shopping Reporter (Suzanne)
- 12. 0 The Mid-day Melody Menu
- 12.15 p.m. News from London
- 2. 0 Betty and Bob
- 2.15 Lost Empire
- 2.30 Home Service session (Mary Anne)
- 3. 0 Custard and mustard
- 3.30 Afternoon tea session: Cavalcade of Drama, "Napoleon Bonaparte"
- 4. 0 Young Marrieds' Circle, and Nutrition Talk by Dr. Guy Chapman
- 4.30 Musical programme
- 5. 0 The children's session
- 5.15 The Musical Army
- 5.30 Name Three for Wise Owl
- 6. 0 Air Adventures of Jimmie Allen
- 6.15 News from London
- 6.30 Pageant of Empire
- 7. 0 New Zealand at Work: The Story of New Zealand's Industrial War Effort, followed by the House of Peter MacGregor
- 7.25 Spy Exchange
- 7.40 The Old Lady of Threadneedle Street
- 7.55 Leaves from the Other Woman's Diary
- 8.10 Academy Award
- 8.43 The Hit Parade
- 9. 0 Information Please!
- 11. 0 News from London
- 12. 0 Close down

### 3ZB CHRISTCHURCH 1420 k.c. 210 m.

- 6. 0 a.m. Breakfast session, with News from London at 6.0, 7.0 and 8.45
- 8. 0 Fashion's fancies (Happi Hill)
- 9. 0 Aunt Daisy
- 9.45 Morning Reflections

### 10. 0 THE FEATURE HOUR:

- 10. 0 Secret Diary
- 10.15 Ailsa Crompton in Mood Music
- 10.30 Dramas of Life: "Ways That Are Dark"
- 10.45 To-day's Children (final broadcast)
- 11.30 A talk by Anne Stewart
- 11.35 The Shopping Reporter
- 12. 0 The luncheon session
- 12.15 p.m. News from London
- 2. 0 The House of Dreams
- 2.15 Lost Empire
- 2.30 The Home Service session (Jill)
- 3.30 A luncheon date with your favourite announcer
- 4. 0 The Young Marrieds' Circle, and Nutrition Talk by Dr. Guy Chapman
- 5. 0 The children's session, featuring the Clappers' Club
- 5.30 Name Three for Wise Owl
- 6. 0 Air Adventures of Jimmie Allen
- 6.15 News from London
- 7. 0 New Zealand at Work: The Story of New Zealand's Industrial War Effort, followed by the House of Peter MacGregor
- 7.15 Spy Exchange
- 7.30 The Old Lady of Threadneedle Street
- 7.45 Tavern tunes
- 8. 0 Academy Award: "The Seal of the Pharaoh"
- 8.45 Yes-No Jackpots
- 9. 0 Information, Please!
- 10. 0 Maoriand melodies (Arl Pitama)
- 10.15 News from London
- 11.15 Bright music
- 12. 0 Close down

### 4ZB DUNEDIN 1280 k.c. 234 m.

- 6. 0 a.m. Breakfast session, with News from London at 6.0, 7.0 and 8.45
- 9. 0 Aunt Daisy
- 9.45 Morning reflections
- 10. 0 THE FEATURE HOUR:
  - 10. 0 Secret Diary
  - 10.15 Cavalcade of Drama: "Edgar Allen Poe"
  - 10.30 Dramas of Life: "Bargains Aren't Cheap"
  - 10.45 To-day's Children
- 11.30 A Talk by Anne Stewart
- 11.35 The Shopping Reporter (Jessie)
- 12. 0 Lunch hour tunes
- 12.15 p.m. News from London
- 2. 0 The House of Dreams
- 2.15 Lost Empire
- 2.30 The Home Service session (Joyce)
- 3.15 Stealing Through the Classics
- 3.30 The Housewives' Jackpot
- 4. 0 The Young Marrieds' Circle, and Nutrition Talk by Dr. Guy Chapman
- 5. 0 The children's session
- 5.15 Fruit Salad Quiz
- 5.30 The Musical Army
- 6. 0 Air Adventures of Jimmie Allen
- 6.15 News from London
- 7. 0 New Zealand at Work: The Story of New Zealand's Industrial War Effort, followed by the House of Peter MacGregor
- 7.15 Spy Exchange
- 7.30 The Old Lady of Threadneedle Street
- 7.45 Gems from opera
- 8. 0 Academy Award: "Sing a Song of Sixpence"
- 8.45 The Enemy Within
- 9. 0 Information Please!
- 10. 0 Keyboard Kapers
- 11. 0 News from London
- 12. 0 Close down

### 2ZA PALMERSTON Nth. 1400 k.c. 214 m.

- 6. 0 a.m. Breakfast session, with News from London at 6.0, 7.0 and 8.45
- 9. 0-9.30 Aunt Daisy
- 5.45 p.m. Sunshine variety
- 6.15 News from London
- 6.30 Light and bright
- 7. 0 The House of Peter MacGregor
- 7.15 Houses in Our Street
- 7.30 Puzzle Pie
- 8. 0 Academy Award
- 8.45 The Enemy Within
- 9.15 Motoring session
- 10. 0 Close down