

1ZB AUCKLAND

1070 kc. 280 m.

- 6.0 a.m. Music for Early Risers
- 7.30 Junior Request Session
- 8.45 Brass Band Parade: Lloyd Thorne
- 9.15 Uncle Tom and the Friendly Road Children's Choir
- 10.0 From the Ballet
- 10.30 Sports Roundup (Bill Meredith)
- 11.0 The Friendly Road Service of Song
- 11.40 Sunday Star: Alfredo Campoli
- 12.0 Listeners' Requests
- 12.30 p.m. Dominion Weather Forecast
- 2.0 Paris Star Time (FBS)
- 2.30 Music by Melachrin, Anne Ziegler and Webster Booth
- 3.0 Orchestral Concert
- 3.30 Information, Please
- 4.0 From Our Head Office Circulating Library
- 4.30 Bing Crosby Show (VOA)
- 5.0 Diggers' Session: Rod Talbot
- 5.45 Children's Feature: Meet the People (NZBS)

EVENING PROGRAMME

- 6.5 Music from Spain
- 6.30 Uncle Tom and the Sankey Singers
- 6.45 London Studio Melodies (BBC)
- 7.0 London Studio Melodies (BBC)
- 7.15 Palace of Varieties (BBC)
- 7.45 Sportscall from the Empire Games
- 8.0 Dead Silence (BBC)
- 8.30 Much Binding (BBC)
- 9.0 Sunday Theatre Show
- 9.35 Sunday Showcase: Destroyer (BBC)
- 11.0 Promenade Concert
- 12.0 Close down

2ZB WELLINGTON

980 kc. 306 m.

- 6.0 a.m. Breakfast session
- 8.0 Uncle Tom and his Children's Choir
- 8.20 Junior Request session
- 9.20 The Services session (Colin McKay)
- 10.30 Sports Magazine
- 10.45 The World of Sport (Wallie Ingram)
- 11.0 Bands on Parade
- 11.30 Sunday Artist
- 12.0 Listeners' Request session
- 2.0 p.m. Radio Matinee
- 2.30 Paris Star Time (FBS)
- 4.30 From Our Overseas Library
- 5.30 Names That Made History

EVENING PROGRAMME

- 6.45 London Studio Melodies (BBC)
- 7.15 Palace of Varieties (BBC)
- 7.45 Sportscall from the Empire Games
- 8.0 Dead Silence (BBC)
- 8.30 Much Binding (BBC)
- 9.0 Bing Crosby Show (VOA)
- 9.35 Sunday Showcase: Destroyer (BBC)
- 10.35 Music for the End of the Day
- 12.0 Close down

3ZB CHRISTCHURCH

1100 kc. 273 m.

- 6.0 a.m. Sunday Serenade
- 7.0 Junior Request session for Canterbury Children
- 8.30 Styled for Sunday
- 9.0 Uncle Tom and his Children's Choir

- 9.18 Rotunda Roundabout for the Bandsman (Bill Craven)
- 10.0 Treasury of Music
- 11.30 World of Sport (Roy Wesney)
- 12.0 Listeners' Requests
- 2.0 p.m. Radio Matinee
- 3.0 Reserved
- 3.45 Intermission
- 4.0 Paris Star Time (FBS)
- 5.30 For the Children: Jennifer in London (BBC)

EVENING PROGRAMME

- 6.0 Twilight Hour
- 6.30 Studio Presentation
- 6.45 London Studio Melodies (BBC)
- 7.15 Palace of Varieties (BBC)
- 7.45 Sportscall from the Empire Games
- 8.0 There Are No Bugles (ABC)
- 8.30 Much Binding (BBC)
- 9.0 Bing Crosby Show (VOA)
- 9.35 Sunday Showcase: Destroyer (BBC)
- 10.35 In Lighter Vein
- 11.50 Meditation
- 12.0 Close down

4ZB DUNEDIN

1040 kc. 288 m.

- 6.0 a.m. Sunday Morning Programme
- 7.45 Sacred Half-Hour
- 8.15 Breakfast Session
- 9.0 Around the Bandstand (Flugel)
- 9.30 Junior Choristers
- 9.45 Services Session (Sergeant Major)
- 10.15 Musical Treasures
- 10.30 Sport and Sportsmen (Brian Russ)
- 11.0 Paris Star Time (FBS)

- 11.30 Variety from Our L.P. Library
- 12.0 The Otago Request Session
- 2.0 p.m. Radio Matinee: Featuring the latest overseas material
- 4.15 Youthful Harmony (Studio)
- 5.0 Reserved
- 5.30 Meet These People

EVENING PROGRAMME

- 6.0 Microgroove Music
- 6.45 London Studio Melodies (BBC)
- 7.15 Palace of Varieties (BBC)
- 7.45 Sportscall from the Empire Games
- 8.0 There Are No Bugles (ABC)
- 8.30 Much Binding (BBC)
- 9.0 The Bing Crosby Show (VOA)
- 9.35 Sunday Showcase: Destroyer (BBC)
- 11.0 Starlight Serenade
- 12.0 Close down

2ZA PALMERSTON Nth.

940 kc. 319 m.

- 8.0 a.m. Junior Request Session
- 9.0 Dominion Weather Forecast
- 9.30 Sports View (Bob Irvine)
- 9.30 Bandstand
- 10.0 You and Your Animals (Studio)
- 10.15 Paris Star Time (FBS)
- 10.45 Favourite Pop Pianists
- 11.0 Stars of Variety
- 11.30 London Studio Concerts: The Strand Symphony Orchestra conducted by Charles Mackerras
- Excerpts from the Ballet Pineapple Poll Sullivan-Mackerras (BBC)

- 12.0 Request Session
- 2.0 p.m. Journey in Melody: The New Concert Orchestra
- 2.10 Rhythm Parade
- 2.30 Operatic Stage
- 3.0 Sunday Showcase: Sound History: Show Biz
- 4.0 Melodies in Microgrooves
- 4.30 Songs of the People: Randolph Rose (baritone) presents American Folk Songs (Studio)
- 4.45 Flute and Oboe Cameo
- 5.0 Music by Bizet: The Carmen Suite
- 5.15 Grace Moore Sings
- 5.30 For the Children: Meet These People (NZBS)

EVENING PROGRAMME

- 6.0 At Short Notice
- 6.10 Horowhenua College Adult Choral Group
- Glory and Love to the Men of Old (Faust) Gounod
- Lift Thine Eyes (Ladies' Trio) (from Elijah) Mendelssohn
- O Peaceful Night German
- Hymn Tune: Belmont
- My Love Dwelt in a Northern Land Elgar
- Viking Song Coleridge-Taylor (Studio)
- 6.30 Living to Learn, a further talk in the series by Joan Faulkner-Blake (NZBS)
- 6.45 London Studio Melodies (BBC)
- 7.15 Palace of Varieties (BBC)
- 7.45 Sportscall from the Empire Games
- 8.0 There Are No Bugles (ABC)
- 8.30 Much Binding (BBC)
- 9.0 The Bing Crosby Show (VOA)
- 9.30 Reverie
- 9.40 Devotional Service: Rev. Father Murphy of the Roman Catholic Church (Studio)
- 10.0 Listen to These: Recent Recordings for the Musical Connoisseur
- 10.30 Close down

"I tell you girls, we must march!"

"Fancy our grocer running out of Fielder's! Why it's the biggest boon to baking since the invention of the egg beater!"

"But..."

"There's that Mrs. Turkington... never done a bit of baking in her life until three weeks ago. You should have tasted her first Fielder's Sponge. Luscious!"

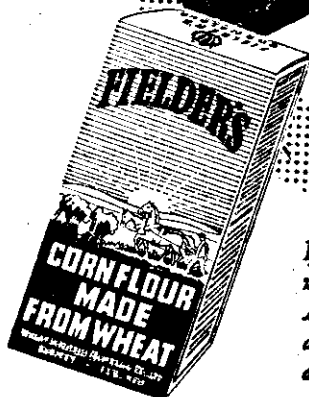
"But my..."

"Fielder's is so different... made from pure wheat instead of maize. Its snowy purity guarantees success."

"But my dear..."

"Sponges, cakes... you can do anything with Fielder's, that's why everybody wants it! Imagine a grocer not keeping his shelves full of it... I've a good mind to..."

"But my dear Dorothy, he has plenty now! He says he'll never run out of Fielder's again."



If you have difficulty in obtaining Fielder's write to "Fielder's, P.O. Box 74, Auckland," mentioning your local grocer and we will endeavour to see that stocks are made available for you.

Continental stars parade weekly from 1ZB at 2.0 p.m. in a frothy musical concoction designed with success by the French Broadcasting System. Listen each week for "Paris Star Time," a line up of the Continent's finest musical performers.

Sports Magazine will be heard at 10.30 from 2ZB this morning and this is followed at 10.45 by Wally Ingram's "World of Sport."

At 4.30, 2ZA presents the first of a series of Studio recitals entitled "Songs of the People," designed to bring to listeners some of the world's folk songs. Randolph Rose (baritone) is the first artist and he will be singing "Folk Songs from America."