



K. G. COLLINS, manager of 2YZ, will supervise 22C



BBC photograph

22C Opens Next Tuesday

"COME to Sunny Hawke's Bay, land of orchards, vineyards and rich farms," say the travel posters, and the NZBS Commercial Division has accepted the invitation. From Tuesday, October 1, this busy and prosperous region will have its own commercial station, 22C, bringing to Hawke's Bay all the local services and information which people look for in a commercial station. It will also broadcast all the popular feature programmes for which Hawke's Bay radios have so long had to reach over intervening ranges.

In the first week, several of these nation-wide shows will have a special Hawke's Bay flavour. On the opening night, Lyell Boyes will conduct *King of Quiz* from 22C, when local entrants will have their first chance to compete for the crown of New Zealand's champion quiz-contestant. This month Selwyn Toogood has been recording *It's In the Bag* and *Money-Go-Round* at Havelock North, Hastings and Napier, and the Hastings recordings will be broadcast in 22C's first week—*Money-Go-Round* on Thursday, October 3, and *It's In the Bag* on Saturday, October 5. Of other nation-wide programmes, *Famous Jury Trials*, *The 64 Hundred Question*, *Lever Hit Parade*, the *Quiz Kids*, *Scoop the Pool*, and *Leave It to the Girls*, will all be heard now from 22C.

The Saturday and Sunday programmes follow the popular Commercial Division pattern. On Saturday sports enthusiasts (who have had a preview of the day's activities at 10.0 p.m. on Friday) find their first service in the cancellation notices at 9.30, and these are followed by sports summaries at 12.45, 3.0, 4.45, with racing results given on every quarter-hour. At 6.30 p.m. there is the full New Zealand-wide radio sports news. Saturday mornings at 11.0 bring Dr Turbott, the radio doctor, to discuss topical aspects of health. Sunday feature sessions start with the junior request session at 8.0 a.m., when Hawke's Bay children can choose their favourite records, just as their seniors can hear their choice of recordings at the midday session. Books, the NZBS series of book reviews and book news, will be heard at 6.45 p.m.

The first 22C Sunday Showcase, heard at 9.0 p.m., will be *Biography in Sound*, the life and times of W. C. Fields, the famous American comedian. The Sunday night mystery series will be *Ininja the Avenger*. Station 22C will now take its place in the roster for Showcase programmes, the serials, and the Sunday evening musical programmes, which are beginning the *And Then I Wrote* series with Bob Merrill. But 22C do not take their turn with the BBC variety material. They start the new series of *The Goon Show*, the infamous talking-type radio show, simultaneously with the ZAs and 1XH, and they are way out ahead of other stations in the new *Life with the Lyons* series, which is to be heard on Sunday at 7.0 p.m.

Women, and country women in particular, will find 22C offering the services they have been wanting. At 9.0 a.m. each weekday Kathleen Harbidge, the shopping reporter, will be bringing news of bargains and new lines of interest to women. Each afternoon there will be a Women's Hour, at 2.30 p.m., with the same lively talks and interviews that women in other areas have been enjoying. Among the first programmes to be heard are *A Comedy of Manners*, about Victorian etiquette; *The Amateur Theatre*, talks by Redmond Phillips; and *A Journey to Spain and Portugal*, six talks by Jessie McLennan. The Women's Hour will be taken over by Pamela Johnston, who has come to 22C from 1XN Whangarei. Miss Johnston, who takes an active interest in dramatic work, is looking forward to working in Hawke's Bay—the latest stop on travels that have taken her through Australia, England and Europe.

The new station shares administrative staff with 2YZ. K. G. Collins, station manager of 2YZ, now has both stations under his control, and other senior administrative officers at 2YZ have likewise had their responsibilities increased.

Two other stations join the Commercial Division on October 1. They are 1YD and 2YD (and from that date their programmes will be found in the Commercial programme pages of *The Listener*). These stations are to remain the same in general programme layout—a mixture of old and new light music, with some jazz and some classical music as well. Any changes noticed by critical listeners may come from the fact that these stations will now be drawing upon the very large stocks of the Commercial Division's record libraries, with their multitude of modern LP and 45 r.p.m. recordings. Since these stations are planned mainly to broadcast music, the serials at present running will not be replaced as they come to an end.



PAMELA JOHNSTON, Women's Hour personality at 22C

STATION 22C will have first playing of a new "Life with the Lyons" series
N.Z. LISTENER, SEPTEMBER 27, 1957.