NEW ZEALAND

LISTENER

JOURNAL OF THE NEW ZEALAND BROADCASTING SERVICE

-Incorporating N.Z. RADIO RECORD -

Registered as a Newspaper Vol. 26. No. 660. Feb. 29, 1952

Programmes for March 3—9

Fourpence



TED RAY, compère and chief comic of "Calling All Forces," the BBC variety show now being heard from the ZB stations and 2ZA on Sunday evenings

Craven A

QUALITY

IS EASILY

DISTINGUISHED

There's no mistaking the rare quality of Craven 'A'
... they're completely satisfying and yet so cool to the tongue and kind to the throat. A cigarette as excellent as this means unqualified smoking enjoyment.



The largest selling Cork Tipped Cigarette in the World

WILL NOT
AFFECT YOUR THROAT

ADVANCE PROGRAMMES FROM ALL STATIONS