

# THIS WEEK IT'S 2ZA'S ANNIVERSARY

## Greetings To The Baby Of The ZB Network

**P**ALMERSTON NORTH is essentially an agricultural community, depending for its prosperity on the farmers of the Manawatu. From its inception, Station 2ZA has cultivated this community spirit—and to-day is truly regarded by its thousands of listeners as "The Voice of the Manawatu." This understanding of the people among which it is working has set Station 2ZA high among those friendly voices of radio that cover New Zealand.

local Garrison Band. Providing 1592 hours of entertainment a year is the task that 2ZA has to fulfil. In the first few months of opening the station had on the air five feature programmes. To-day it has thirty feature programmes, embracing every type of entertainment, flesh and blood shows, drama, mystery, and education. In its task of being a real service in the community it has included in its schedule sessions for particular localities—a Feilding session, Levin session, Dannevirke session, and a Marton session, to cater for the needs of these particular districts. Its influence is also felt by its ability to co-operate with local authorities in jobs of the district itself. During storms and floods, 2ZA has worked in close co-operation with the Automobile Association of the Manawatu, and has been instrumental in keeping motorists and the general public advised of the road



JOHN BROWN, station director of 2ZA

Sports people are catered for by the provision of two sessions, one on Friday giving a preview of the week-end sport, and one on Saturday giving results of sports events, not only in the Manawatu, but in the whole of New Zealand. It was 2ZA, too, in its early days, which put over the first special polo broadcast in New Zealand. It was during the Polo Championships at Feilding, and the captains of the two teams contesting were brought to the microphone.

Thanks are due to the advertisers who have shown their courage in placing their faith in commercial broadcasting, and in 2ZA in particular. Its sales success stories are legion, the Head Office of the CBS being the recipient of many congratulatory messages, unsolicited, from advertisers, who are more than satisfied with the service rendered by this young commercial station.

Readers of *The Listener* will join in greeting 2ZA on its first birthday and in wishing it "very many happy returns of the day."



KEN JAMES has been in commercial broadcasting since its inauguration. He's a salesman at 2ZA, and has been introduced to listeners on the Motorists' Session

land from coast to coast, and from one lonely shepherd whare to another.

It was on October 10, 1938, that the CBS completed the fifth link in its network, and the first programme was broadcast from 2ZA, Palmerston North.

The Mayor, Mr. A. E. Mansford, opened the station in the A.M.P. Buildings, Palmerston North. The ceremony was attended by the Controller, Mr. C. G. Scrimgeour, and other CBS executives.

First step in allying the station with community interests was the undertaking of as many outside broadcasts and "stunts" as possible, the result being that now there are very few functions in the vicinity of Palmerston North with which the station does not "tie up." Proof of 2ZA's popularity was not long in being made manifest, for shortly after it opened a wide-awake firm in Palmerston North sponsored a Radio Talent Quest which resulted in 400 entries being received, of which 170 were broadcast, the session being conducted five times a week. The same firm a short time ago sponsored a Juvenile Search for Talent which resulted in no less than 370 entries being received, and the public, who were the judges, cast 38,000 votes to determine the winner. The votes were at a penny each, and £161 was handed to the



MAVIS MAITLAND. All ZB listeners know "Suzette," who conducts a session for women

conditions, etc., by means of bulletins issued every hour from 5.30 until 10 p.m. Since it is situated in a largely rural area, this small station with the big punch incorporated in its schedule a session conducted by the Young Farmers' Club which is of interest not only to young farmers, but to the man on the land generally; and very often speakers supplied through the Young Farmers' Club from the Department of Agriculture bring to farmers the latest scientific methods of dealing with pests, of tilling land, and of handling crops.



JOHN MILES, 2ZA announcer, known to everybody as just "Michael." He's versatile, sincere, and single, and his passion is "hitch-hiking"—so long as the car has a radio