

# STATION 5ZB MAKES RADIO HISTORY

## Opening Of NCBS Mobile Unit At Exhibition Arouses Great Interest

UNPRECEDENTED in the annals of Radio, the broadcast last Wednesday evening of the opening of 5ZB, the Exhibition Station, aroused the greatest interest.

The Mobile Unit is probably unique in the world—and when added to this is the fact that it is now a kind of "exhibit on duty"



HON. F. JONES, Acting Minister of Broadcasting, who performed the opening ceremony

at the New Zealand Centennial Exhibition—it is certain that there has been nothing like it before.

Excitement surrounding the Exhibition is gathering momentum—first the Ball—and then the 5ZB opening to whet the public's appetite and give a pre-view of what promises to be a wonderful six months.

From 7 p.m. to 7.55 on November 1, Station testing enabled listeners to find the wave lengths of the new station for the first time. It was really very exciting—like the spasmodic tunings of a great orchestra in the hush of expectation that precedes the performance. Silence for a moment—and then at 8 o'clock precisely came

the beating of six gongs, no less, announcing the official opening ceremony.

Came the cheery announcer's voice giving the time and the introductory words — "The Commercial Broadcasting Service presents a network broadcast of the official opening of 5ZB, the Exhibition Station." On his closing word came a sonorous roll of drums — fanfare — and the announcer's dramatic "5ZB, the Exhibition Station, is on the air!"

### The Ministers Speak

Then followed our national song "God Defend New Zealand."

By now there was a distinct feeling of excitement and expectation of what was to follow, and with the last notes of the anthem came the fitting moment for the Deputy-Controller, B. T. Sheil (in the absence of the Controller, C. G. Scrimgeour, in the South) to introduce the Hon. D. G. Sullivan, President of the New Zealand Centennial Exhibition. Mr. Sullivan gave a cordial address, and then the Deputy-Controller introduced another official speaker to the microphone. This was the Hon. F. Jones, Acting-Minister in Charge of Broadcasting—who ended his address with the words—"I now have pleasure in declaring 5ZB the Exhibition Station officially open."

With those words fanfare again, and 5ZB was truly on the air. The Deputy-Controller then introduced "Jill" and "Mac," the station personalities, to the microphone, and each in turn said a few cheery words of greeting. "Mac" con-

cluded with the words, "And now as we ask all stations on this network to resume their own programmes, we ask you all to listen to the theme song of 5ZB, the Exhibition Station, which appropriately enough, is Stuart Robertson singing "Come to the Fair."

And that ended the National relay, time being 8.15 p.m. — and thus was aired the first programme on Station 5ZB.

### Formalities Over

From then till 8.30 p.m. there was a programme of bright recordings until the pièce de résistance came on in the shape of a studio presentation by "Jill," "Mac," Aunt Daisy, Kingi, Eric Bell, Barend Harris, Jack Morris, and Studio Audience.

Half-an-hour of fun and jollity followed on a gay journey on 5ZB, the Mobile Broadcasting Station. Passengers crowded in and started off with "Sing As We Go." Then Barend Harris, basso profundo, accompanied by Eric Bell, sang "The Changing of the Guard," which was hailed enthusiastically.

Next came "One Kiss" from "New Moon," charmingly sung by that charming little lady "Jill," who, in answer to applause, sang "The Little Cuckoo Clock," by C. A. Grant Schaefer, as an encore.

Followed a rollicking chorus "Old Father Thames" and, last but not least, just before the "destination" was reached Mr. Morris's Little Boy Jack —sometimes known as "Crazy Clarrie" —proceeded in his inimitable way to set the audience laughing heartily.

### "Mac" and the Bagpipes

Came a parting merry song to wind up the journey "Sing As We Go." By the way—if you were listening did you by

any chance hear poor "Mac" trying to bring off his bagpipe solo? Poor "Mac"!

That ended another session of jollity—but more was to come. Next item on the programme was an interview between "Jill" and C. P. Hainsworth, General Manager of the Exhibition. She asked him about all the other Exhibitions he has directed and learned that he has been responsible for no fewer than 50 Exhibitions; that he has enjoyed them all, but that this is to be his last—Mr. Hainsworth has a fond dream of retiring, which he hopes soon to realise.

Mr. Hainsworth said that this was the first Exhibition he has organised with a complete radio tie-up, and he referred



B. T. SHEIL, Deputy-Controller of the CBS who introduced the speakers

to the effectiveness of radio publicity and the benefit it brings to those unable to attend the Exhibition. He acknowledged the co-operation of the Commercial Broadcasting Service.

"Jill" concluded with thanks to Mr. Hainsworth and the humble congratulations of the Service for the splendid work he has done for the Exhibition, and spoke for all of us when she hoped the efforts of Mr. Hainsworth and his associates would be crowned with success.

### Relay from the Tower

More recordings till 9 p.m. and then time for another unique and interesting broadcast—a relay from the top of the Centennial Tower. "Mac" and "Jill" went away up there to broadcast their message. It must have felt to them that they could touch the sky. Wonderful to think of their voices piercing the darkness and distance to talk to listeners. At 10 p.m. 5ZB closed down for the first time, after what certainly was a momentous and exciting occasion—and an auspicious beginning of many more to come.

## The Exhibition Station

**5ZB, the Exhibition Station, (1360 k.c.) broadcasts two sessions daily: the afternoon session from 2.0–4.30 p.m. and the evening from 6.0–9.30 p.m.**

**Tune in for news and information about the Exhibition, special studio presentations, and bright popular music**