

ACTIVITIES OF THE EXHIBITION STATION

5ZB Brings Listeners News, Views And Highlights Of Wellington's Big Show

UNDOUBTEDLY the main topic of conversation in Wellington these days, and the chief source of interest throughout New Zealand, is the Centennial Exhibition.

Everyone one meets is sure to ask, "Been to the Exhibition yet?" or, "I suppose you've been out to the Exhibition."

Very much on the spot in this centre of interest is Station 5ZB, the CBS Exhibition Station. According to reports, 1360 is fast becoming one of the most popular spots on the dial. Already many reports on reception have been received from listeners in all parts of New Zealand, chiefly between Hamilton and Christchurch. It is quite apparent that a large unseen audience — too far removed from the Exhibition to visit it themselves — are receiving gratefully all the entertainment and information which Station 5ZB, their radio Exhibition eye, is bringing to them.

5ZB does indeed comprehensively cover all the activities at the Exhibition, and its detailed reports and vigilant attention to the passing on of every little incident and description of the smallest exhibit has done much to bring a true picture of the Exhibition before the eyes of those who, for some reason or other, cannot be there to see the sights for themselves.

Fun of the Fair

The theme song "Come to the Fair" brings with it all the fun of the Fair — and listeners tuning in hear it with a pleasurable thrill of anticipation. All the fun of the fair without the aching feet!

On Wednesday, November 8, the opening ceremony was vividly described, and on the following days several relays were made describing the various Courts —

of which the British and Australian Courts were especially entertaining and interesting. Through the medium of the friendly voices of "Jill" and "Mac" faithful pictures are being conjured up before listeners' eyes. Just as letters are next best to seeing your friends, so listening to "Jill" and "Mac" is next best to an actual visit to the Exhibition.

"Radio Tours" of the Exhibition started on Monday, November 13, and, once aboard the Mobile Unit 5ZB every afternoon one can be sure of a most exciting journey. The reactions of other people to the switchback railway, the Ghost Train, or the Shoots, are even more entertaining than one's own!

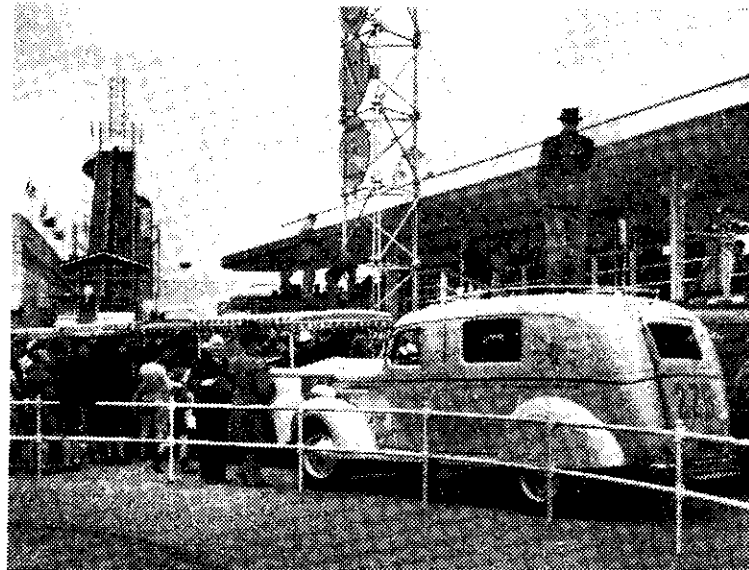
There's so much to visit — and "Jill" and "Mac" aren't leaving anything out.

Station 5ZB was on the air till midnight on the eve of the opening, entertaining with bright popular programmes, which, judging by the letters received, have already found great favour.

Governor-General's Visit

On Saturday, November 11, "Mac" broadcast an interesting commentary on the Governor-General's visit to Playland. To describe the proceedings better, "Mac" stood on top of the 2ZB Truck which, by the way, is causing much interest and comment as in its smart silver and scarlet it runs about here and there in search of everything interesting. "Mac" had a splendid vantage point as he stood on the top with the microphone before him, and his hand characteristically, in his trouser pocket.

Since the opening, both "Jill" and "Mac" have interviewed many interesting people. Among the women "Jill" has interviewed are Mrs. Hainsworth, wife of the general manager of the Exhibition, and the Australian hostesses; and then on Friday, November 10, in



"Mac," 5ZB personality, from his vantage point on top of the 2ZB Truck, broadcasts the visit of the Governor-General to Playland at the Exhibition

the Australian Court she brought Mrs. Ellis, wife of the general organiser, to the microphone. Also she persuaded Mrs. Wilcox to grant her an interview. Mr. Wilcox has now taken Mr. Ellis's place as general organiser, since the latter returned to Sydney last Tuesday.

Russell Clark Interviewed

"Mac" interviewed Russell Clark, the artist responsible for several murals which are being so much admired.

Beside these, C. L. Dentice, the interior lighting expert, Mr. Jacques, of the Information Bureau, and Colonel Avery have been brought to the microphone.

Further activities of 5ZB include the daily broadcasting of news, highlights and sidelights of the Exhibition.

"Strangely enough," says "Jill," "even though the weather was extremely bad on one or two occasions, we have had various people pressing their noses up against the windows!"

In the Lounge

The Lounge, too, is creating much interest, and has no doubt fulfilled part of its purpose in resting the tired feet of visitors.

An important feature of the programmes from 5ZB are the various instrumental and vocal studio presentations broadcast from time to time. Entertainment supplied by George Armtage, Bryan O'Brien, Joy Asquith, Ron Lavin and Bill Hoffmeister contributes much to the popularity of the Station.

Promising Amateurs

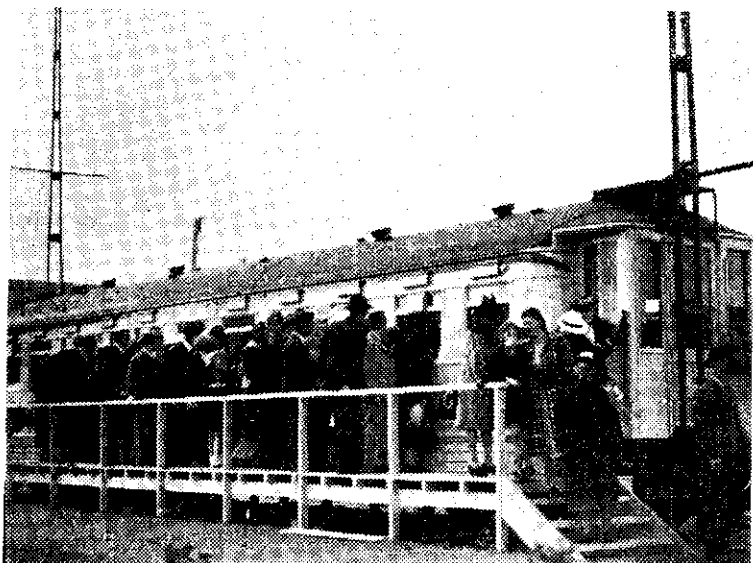
"Jill" is intensely interested in young and promising amateurs, and the younger they are, the more they interest her. She is busy attending concerts in search of talent, and hopes to bring many promising tyro performers to the microphone. At a Sunday concert recently she thinks she found something — and a certain boy soprano may possibly be making his

first acquaintance with the microphone before long. "Jill" wants everyone who may be of the stuff good radio material is made to have a chance.

Greetings from New York

Here is an interesting extract from a letter received from a 5ZB fan: "I have received a letter from a friend who has been in charge of the Information Bureau at the World's Fair, New York. She went from Canada to take up her duties in the New Zealand Court with Nola Luxford. You may have heard the recordings from 2ZB recently. By the way, my friend's name is Mrs. Madge Robinson, and she sends special greetings and good wishes to all connected with our Centennial Exhibition. I think it most appropriate that you should have her message. May I also add my good wishes for the next six months for success and happiness."

Thus 5ZB sets off with a fine start on six months of service, information and entertainment at the New Zealand Centennial Exhibition.



Interested spectators press against the windows of the Mobile Unit, a CBS exhibit, at the Centennial Exhibition, for a glimpse of what may be going on inside



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