

FIVE BUSY YEARS AT 1ZB

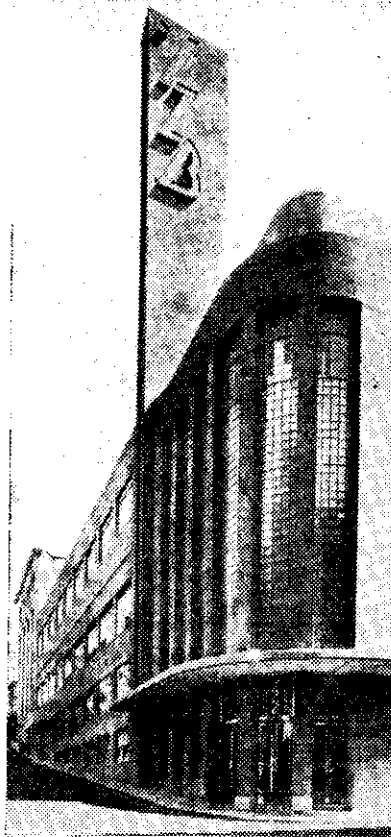
A FEW weeks after the opening of the new studios in Durham Street, Auckland, 1ZB celebrated its fifth anniversary, and, although the small group of people who comprised the station's staff when it first opened on October 29, 1936, are well scattered by now, there is nothing surer than that, wherever they are, their thoughts will be turning back to those hectic, bustling first three months of 1ZB's life.

For 1ZB was out to capture the public ear, and showed great enterprise and sometimes went to surprising lengths to do it. There was certainly no lack of novelty in the 1ZB's early programmes. Announcers broadcast a commentary on a trip to the Auckland Zoo on the back of an elephant; they installed a microphone in an air-liner and described the trip to Wellington. With the aid of short-wave equipment they broadcast from a launch on the Waikato River and from the top of Mount Egmont. They took a microphone through the Auckland Winter Exhibition, down Queen Street, to a Maori pa at Rotorua, to city restaurants, to all kinds of events on all sorts of occasions.

If they wished to boast about figures, the people at 1ZB could point out that in five years they have earned over £200,000 in revenue.

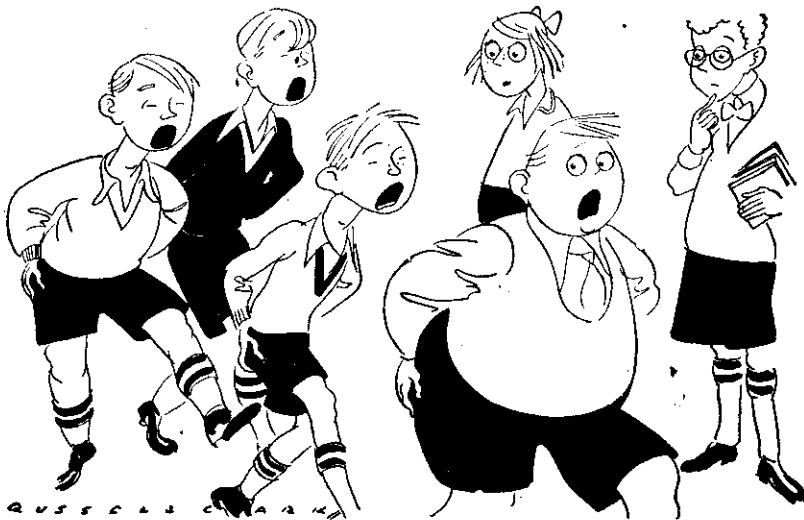
Various stepping stones mark the station's progress. First achievement was a bright breakfast session which was something new to Auckland listeners, and set the town talking; then came a competition which brought 54,000 letters in a little over four days; then the Radio Personality Quest,

which brought to light much hidden talent; then the building up of daytime sessions and the development of a full Sunday schedule of entertainment and the introduction of "audience participation."



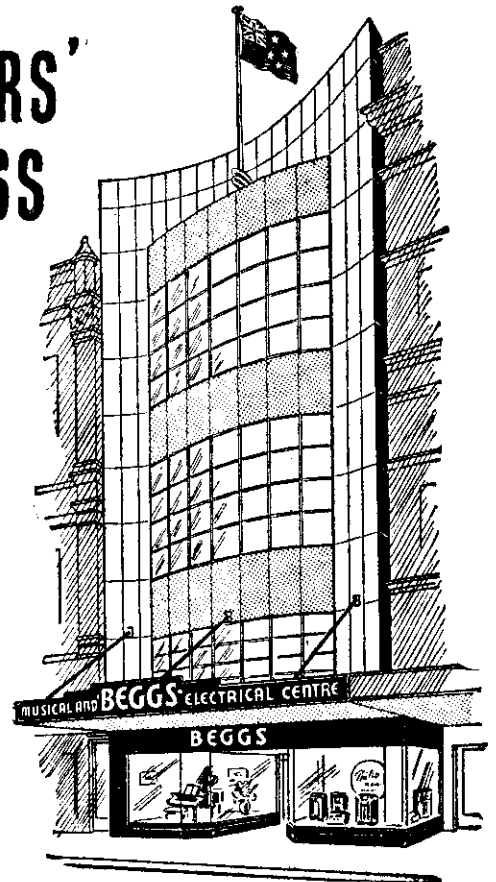
THE NEW 1ZB BUILDING

"Schoolboy Howlers"



"SCHOOLBOY HOWLERS" is the subject on which I. D. Campbell will speak from 2YA, and which our artist has so literally illustrated above. Mr. Campbell, who is well-known at Victoria College as a brilliant student and currently as a lecturer, will give two talks on "schoolboy howlers," the first on Tuesday evening, November 4. These are not merely a catalogue of childish trivialities, but are a clever and topical survey, the result of many hours' investigation of examination papers, a sense of humour, and an analytical mind. According to Mr. Campbell, the perfect howler contains a real substratum of truth, and then it is something close to the epigram. In these talks, there are "howlers" to please the poultry-farmer, the doctor, the drunkard, the historical scholar, the musician, and just the plain listener

80 YEARS' PROGRESS



THE House of Begg's was founded on 8th October, 1861, when Mr. Charles Begg commenced business in New Zealand in a small shop in Princes Street, Dunedin. As time passed and the colony grew, so did Begg's prosper and expand . . . and so closely was the Company associated with the musical and cultural development of the Dominion, that it might be said that this progress was achieved to a Cavalcade of Music.

Eighty years . . . and from that one little shop in Dunedin, the House of Begg's has grown into a Dominion-wide organisation . . . one of the biggest Music Houses in the British Empire . . . and by far the largest business of its kind in New Zealand. The newest development in our progressive programme of expansion is the erection of magnificent new premises in Christchurch (illustrated above) . . . a symbol of our faith and confidence in the future of New Zealand . . . a pledge of our conscientious service at all times in the interest of the community.

"Begg's"

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