

THE RADIO RECORD

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THE HORN OF PLENTY

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SPREAD THE JOY OF RADIO

SOUVENIR NUMBER

IN commemorating the opening of New Zealand's super-power station, 2YA, in July, 1927, and the completion of twelve months' service by it to the community, opportunity is taken in this Souvenir Number to outline the organisation that has been built to put into practice the policy of the Radio Broadcasting Co. of New Zealand, Ltd.

This outline of the radio fare available will, it is hoped, stimulate a progressive co-operative movement between the company and listeners to widen the radio circle in the mutual interests of all. There is strength and benefit for all in enlarged numbers.

Radio in New Zealand
An Impressive Record of
Comprehensive Service.