

## 2YB Opened

(Continued from cover.)

Mr. Harris had just telegraphed as follows: "Much regret being unable to be present to-night, but am much interested in listening-in at Sumner to official opening. Mayor's speech is coming through splendidly. Portions of programme will be re-broadcast by 2YA and 3YA. Auspicious opening with excellent programme augurs well for future of 2YB. Please extend to Mayor, Mr. Payne, and Radio Society heartiest congratulations from directors of Broadcasting Company."

"The company," continued Mr. Ball, "readily responded to the society's overtures for two reasons: First, because as part of its general scheme for the development of a comprehensive national service the company had had in view the erection at New Plymouth and other suitable places of relay stations for the purpose of relaying and re-broadcasting the programmes from the existing YA stations; and, secondly, because the company recognised that the fact that reception in this district from its super-power station at Wellington was more or less adversely affected, apparently by the screening effect of Mount Egmont, afforded reasonable justification for the operation of a local station until such time as it became possible to erect and operate a modern relay station. For these reasons, and because of the enthusiasm manifested by the society, the company had willingly and gladly extended to Taranaki listeners, through and in co-operation with their society, a concession well beyond the province of the agreement under which it operated, and consequently involving the procuring of a special license. He need scarcely add that from the company's point of view the scheme under which 2YB had been brought into existence was not ambitious enough for such a rising town as New Plymouth and the prosperous district which it served. The company would impress upon listeners

that 2YB was not intended to give them a full broadcast service, but rather to fill in part the gap occasioned by exceptional conditions until circumstances should have made practicable the substitution of something much better and more worthy of Taranaki as a whole.

HE was optimistic enough to believe that this greatly desired development was already in the lap of the very near future. From the inception of the existing service the General Manager of the Broadcasting Company had visioned a perfected national broadcast system, in which there should be linked with the four main stations a chain of efficient relay stations located in the chief provincial centres, and extending from one end of the Dominion to the other, every one capable of effectively re-broadcasting the programmes sent out from the four big stations. "Fellow New Zealanders, we are indeed a fortunate people, for we have the opportunity of endowing our beautiful country with a broadcast service which in conformity with our physical and material circumstances shall be a veritable model of completeness and efficiency."

It is my privilege to make public the fact that the General Manager has already submitted for the consideration of the Government the carefully formulated outline of a scheme for such a developmental extension of the service.

I invite you to try for a moment or two to visualise such a scheme in operation. Picture to yourselves a unified broadcasting service having primary stations in the main centres and relay stations—or broadcast outposts, if you will—in the larger provincial towns such as Hamilton, New Plymouth, Wanganui, Palmerston North, Gisborne, Napier and Hastings, Nelson, Greymouth, Timaru and Invercargill. Picture all these centres connected by land-line in such a way that any matter of national importance or interest occurring at any one of these points will be automatically

broadcast at any point where there is a station. In this way New Plymouth, for instance, will be brought constantly into touch with events happening in any other part of the Dominion, and similarly, every other part of the Dominion will be kept in touch with important happenings in New Plymouth, and this entirely regardless of atmospheric conditions. Such a system will bring to all listeners the joy of undistorted reception and to many, many thousands the boon of crystal reception. The company's ideal is to make it possible for the remotest listener within the confines of the Dominion to "tune in" under the best possible conditions and with the assurance of receiving satisfactorily that to which he or she desires to listen, whether it be entertainment, information or instruction. The experience of other countries proves beyond all question that there is only one policy under which this ideal is attainable in a country such as ours—the policy of unified private management under Government regulation.

WELL, ladies and gentlemen, this is not the time nor the occasion for a lengthy address. Broadcast talks must necessarily be brief, and I doubt if I should have been able to hold your attention for so long, were it not that you are waiting in pleasant and, I hope, not too impatient, expectancy for the good fare that is to follow. However, before closing I feel that I ought to take this opportunity of assuring you that the company's plan of development is by no means limited to the technical side of the service. Programme improvement commensurate with available resources is a fundamental plank in the company's policy; but beyond that there is a great field of national service of inestimable value to the community which the company is eagerly anxious to explore. Let me give you a brief glance into just one corner of that field, so that you may sense the tremendous potentiality of broadcasting as an aid to the development of primary production. As the result of carefully gleaned information the company is convinced that by the systematic broadcast of scientific instruction the productivity of the country can be enormously increased and the material wealth and prosperity of the community proportionately enhanced. At the request of the general manager, one of the most eminent scientific authorities in the Dominion, Dr. Chilton, is at the moment engaged in investigating the possibilities of such a service, and we are hopeful that he will be able to formulate a scheme which in operation will result in the wringing of additional millions from our soil.

### Words of Advice.

"AND now, finally, just a few words to the officers and members of the North Taranaki Radio Society. You have got Station 2YB. What are you going to do with it? Make the most of it, no doubt. But how? As Shakespeare says, 'Ah, there's the rub,' for there is just the danger that in making the most of it in accordance with the inspiration of a too abundant enthusiasm you may strain the breaking-point its limited capabilities. Discreetly operated in conformity with the facilities at your command it will unquestionably prove a boon to your community, and these few words are uttered in the hope

that they may induce you to nurse that boon with the utmost care. My advice to you, if I may be permitted to offer it, is to take the long view, to always remember that those talented people upon whom you must rely to provide you with acceptable programmes are limited in number and that to work the willing horse to death is a suicidal policy. Better, I think you will agree, to give your listeners two good broadcasts a week than to run the dual risk of wearying them by too frequent and inevitable repetition, and of wearing out the enthusiasm of your willing helpers. So long as 2YB in its present form remains an active unit in our broadcast system, so long may it enjoy unbroken reign of popularity and prosperity. That, I assure you, is the sincere wish of the general manager, directors, and officers of the Broadcasting Company."

### A Big Venture.

MR. E. PAYNE, president of the North Taranaki Radio Society, in heartily thanking the Radio Broadcasting Company for its co-operation, said that the society realised that it had undertaken a very big venture in 2YB, and knew that it must seek and obtain the full and whole-hearted support of the entire province. Thanks were due to those who had given financial assistance to the society, especially Colliers, Limited, for the free use of their splendid building. "Mr. Ball's pronouncement concerning the future policy marked," said Mr. Payne, "an important event in the history of radio broadcasting in New Zealand, and would undoubtedly be received with the greatest pleasure by the districts intimately concerned." He extended Taranaki's congratulations to those districts.

Mr. Payne was able to announce that they had already received congratulatory messages from Dargaville in the north and from Christchurch in the south. From that evening 2YB would be at home to all Taranaki. The North Taranaki Radio Society would like the province to feel that the station was their station, and trusted that in the very near future it would be a constant and very welcome guest every fire-side in town and country.

A COMPREHENSIVE and appreciated musical programme was then given. Reception, as already indicated, proved satisfactory over a wide area, except in a fan-shaped area extending from Opunake on the west and the south of Mount Egmont to Stratford in the east. In the Hawera area reception was good, but on the faint side, the strength being not equal to that at which 2YB was received from Christchurch in its preliminary test. This is interesting confirmation of the disability under which Taranaki has been held to suffer by reason of the mass of Mount Egmont. It is plain, however, that the station will be of immense value to Taranaki radio reception and materially to the scope of radio in that district.

### For Sale or Exchange.

See page 32 for column of casual advertisements.

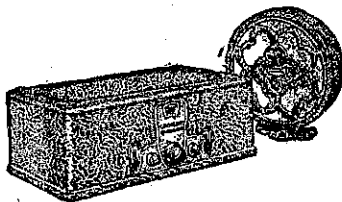
Have you secured your copy of

"N.Z. Radio Listener's Guide"

Dealers and Booksellers 2/6 each  
Free 2/9—P.O. Box 1032, Wellington.

Now Available.

## The Undisputed Leader among Battery Receivers



# CROSLEY BANDBOX

Price, Set complete  
with Valves, Batteries and Loud-speaker

£31

Terms if desired:  
100/- Deposit and  
11/- per week.  
This offer is available only in the North Island.

The first appearance of the Crosley Bandbox was greeted with enthusiasm in all parts of the world, and to-day it has increased its popularity and stands the undisputed leader among Battery Receivers.

Completely shielded chassis. Accumulators for sharp tuning on distant stations, illuminated single dial control, and many other fine features that have made it the most modern Battery Receiver on the market.

Realise its qualities by hearing it yourself at your dealer's, or send coupon for full particulars.

MESSRS. ABEL, SMERTON, LTD.,  
Wholesale and Retail Merchants,  
27-29 Customs Street E., AUCKLAND.  
Sirs,—Please send me particulars of the 6-Valve Crosley Set, and other Special Values you are offering in Sets and Accessories.

Name .....  
Address .....

"R"