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# New 4YA Wins Popular Approval



THE opening of the new 4YA on Wednesday last marked another step forward in the history of New Zealand broadcasting. In view of the fact that this important step marks the completion of the original contract between the Government and the Broadcasting Company, it will be interesting to look back over the two years of progress made since the inception of the Broadcasting Company.

Early broadcasting in New Zealand has linked with it two names now well known, those of Messrs. Goodfellow and Harris. The interest of Mr. Goodfellow in radio has a very early origin. He quickly perceived the value of an efficient broadcasting service to the rural population. At the head of a large dairy company drawing suppliers from every corner of the South Auckland province, Mr. Goodfellow recognised the desirability of adding to the comfort of its suppliers and to brighten the lives of the 50,000 people thereby connected.

Nearly six years ago, with the view of providing this service, Mr. Goodfellow asked Mr. Harris, now General Manager of the Broadcasting Company, to make full investigation into the cost of installing a moderate-sized plant at Hamilton. By this installation it was hoped that the suppliers of his dairy company could enjoy the new and musical service contemplated to be provided from Hamilton.

The matter was entered deeply into, and a full and comprehensive report compiled. This was submitted to the Government in the form of a request that rights should be granted for the erection of a small plant at Hamilton. The Department advised in reply that it could not see its way to grant provincial rights, as it desired broadcasting rights over the whole of the Dominion should be controlled by one company. The idea was then accordingly dropped and negotiations then begun between the Government and a fresh company.

A great deal of dissatisfaction was now expressed at the delay, and Mr. Goodfellow accordingly then approached the Government for the rights to establish a station in his own area. The Government replied as before, but suggested that Mr. Goodfellow consider providing a service for the whole Dominion. Mr. Good-

## Official Opening shows High Standard of Efficiency

THE opening of the new 4YA denotes two important facts—the firm establishment of radio in New Zealand and the completion of the obligation of the Broadcasting Company in respect of the establishment of broadcasting stations. At its inauguration the company agreed to establish one five-kilowatt and three half-kilowatt stations. Now, with two and a-half years to go before the completion of the contract, the contract has been completed and 4YA has come into line with her sister stations at Christchurch and Auckland.

fellow had already offered to put a satisfactory station at Auckland, and the Government's suggestion was, that if he agreed to put a further station in the South Island, they would be prepared to enter into a contract with him and Mr. Harris.

From that point the negotiations proceeded, and it was ultimately agreed that Messrs. Goodfellow and Harris would personally undertake to offer forthwith two first-class approved half-kilowatt plants for erection at Auckland and Christchurch. Within 30 days the Broadcasting Company was formed.

As soon as the policy in respect to the new stations was decided, and during the course of their consideration, the organisation of the respective stations received attention. A ten-year contract was asked, but a five-year one was finally agreed upon. The Auckland and Christchurch stations were duly erected, and immediately established a new standard in New Zealand broadcasting.

At that stage the company under agreement with the Government could have taken the course of closing both Wellington and Dunedin stations, which had previously been operated by the radio trade. The company, however, did not choose to exercise its rights, but instead continued to give listeners in Wellington

and Dunedin areas the fullest service possible within the capacity of the plants available.

Before the Christchurch and Auckland stations were finished, the position at Wellington was considered. The Department expressed its desire that a 5-kilowatt station, the greatest in the Southern Hemisphere should be erected. This was one ten times the size of that called for under the original proposition. This new station involved the company in an additional expenditure of £20,000. Agreements were then completed whereby within five years there should be erected three half-kilowatt stations and the five-kilowatt central station at Wellington.

Very many listeners will remember the triumphant opening of 2YA in June, 1927. This was an epoch-making event for 2YA, and was the Empire's strongest overseas station. Reception was good throughout the Dominion, the Pacific, and Western America. This was certainly a great step forward in New Zealand's broad-

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