Beam Wireless

Proof of Value

THE value of Beam wireless in main. taining communication was strikingly exemplified in the past week by the occurrences following on the large scale break in the Atlantic cables by severe earthquake experienced near the coast of Newfoundland. This shock had the unexpected result of breaking some 13 cables of the num-ber which stretch across the Atlantic Ocean. Their repair will necessarily take some time, and will cost upwards of £100,000. Under ordinary condi-tion the loss of 13 cables would have imposed a very severe con estion upon the remaining number, and have held up business and private communications between America and Europe very considerably. Fortunately the Beam service was available, and proved itself fully able to meet all demands, avoiding any congestion. satisfactory and remarkable was this service that comment was made upon it in the British House of Commons, The British Postmaster-General, in a subsequent debate on broadcasting matters and wireless . communication methods, stated that the Trans-Atlantic wireless telephone service was steadily progressing. Very shortly it was proposed to introduce another longwave and another short-wave channel of communication, which would make altogether five channels in operation from the Rugby wireless telephone station. The volume of business thus being transacted was providing a very satisfactory revenue, and this would lead to a reconsideration of the fees in the near future.

Experiments in the way of telephonic communication between Australia and London have been in operation for some time past, and have reached a high degree of efficiency. The Beam service between Australia and London is also operating at full pressure, and has had a marked effect in reducing the cost of communication between the Antipodes and the heart of the Empire The volume of traffic being secured by the Beam service is remarkable, as is also its service in facilitating communication and permitting more extensize and ready business negotiations has hitherto been possible. w Zealand has not benefited by the Beam service, except in a very minor degree. That position is not likely to endure without protest very much longer. Complications of course exist in connection with the cable service, but in view of the rapid advances being made in other parts of the world by the Beam service, and their effects in facilitating communication. a demand is likely to spring up before very long for an extension of the facility to New Zealand.

the shelf of every Radio Listener should be found the

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Safeguarding Rights of Listeners

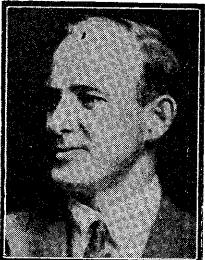
Is Advertising Popular in America?

AN American paper, the "Oakland car transfers, and a tax on sports and Tribune," recently conducted a amusement gate receipts. questionnaire, with the object of ascertaining the views of radio listeners on a number of subjects. Circulars were sent to 35,000 individuals by the Commonwealth Club of California. The recipients comprised housewives, business men, shop workers, editors, and clubmen. The response totalled 6000, and these have been summarised by the journal concerned with rather interesting results. Hundreds of listeners professed saturation with jazz. Hundreds more evinced a decided preference for

These suggestions are again of interest in New Zealand, listeners as showing the feeling of listeners that, some alternative should be devised to the radio service being absolutely dependent upon revenue derived from advertising service for its maintenance. Our own feeling on this matter is that the interests of listeners are of paramount importance in the radio service, and that being so, that means should be adopted for financing a service which is best calcumale singers, as compared with the lated to preserve unimpaired those in-



MRS. LEONARD CRONIN Soprano at IXA. -8. P. Andrew, photo.



MR. L. J. CRONIN Who gives humorous talks at IYA. -S. P. Andrew, phote.

feminine voice. Others urged a strong terests. There are three major ways censorship in the programmes. A sumbly which a radio service can be ecomary of the pet objections recorded by nomically financed: First, by revenue listeners is of decided interest to New derived from the listeners themselves; much preaching."

radio talks, classical and semi-classical its cash payment. children's hour.

One of the questions submitted to advertising, which, as listeners know,

Zealanders. The paper says: "Pet secondly, by revenue derived from the peeves of those who tune in each day sale of advertising over the air; peeves of those who tune in each day sale of advertising over the air, are many and varied. They include thirdly, by a Government subsidy. If complaints as to too many stations, the methods of finance were to inmediocre programmes, obscenity and clude either the provision of revenue smut, women amounteers, too much ad- from the sale of advertising time or vertising, high cost of sets, and too a Government subsidy, then immedi-much preaching." ately a factor would be introduced Some of the objections listed above which would establish conflict with the will, we think, come as a surprise to interests of listeners. The firm paying New Zealand listeners. A desire was for advertising time would naturally expressed for more educational talks, expect an effective quid pro quo for Those interests music, less jazz, and the elimination of would, therefore, immediately conflict talking and tiresome announcing, with those of the listener. The owntalking and tiresome announcing, with those of the listener. The own-Seven out of ten adults confessed that ers of the broadcasting station deriving they were getting a thrill out of the revenue from advertising would necessarily have to model their policy to accord, in greater or less degree, with listeners was how an ideal radio ser- the wishes of the advertiser. In that vice could be best financed without conflict the interests of the listener would necessarily take second place. is the mainspring of the American Similarly, if a broadcasting service radio service. The suggestions made were to be maintained in whole or part included a tax on radio manufacturers by Government subsidy, then the author on set owners, a Government sub- orities dispensing that subsidy would sidy, the provision of radio clubs, slot necessarily exercise an influence upon machine sets, voluntary contributions, the character of the service given to philanthropical subsidies, tax on listeners. We therefore come back to phone bills, railroad tickets or street, the point that the best means of pro-

tecting the interests of listeners is for the listener to be directly responsible for the revenue side of the radio service. Under those conditions those operating the service will necessarily mould the whole quality and type of the programme and the conduct of the stations, along lines calculated to appeal to the listeners themselves, and to induce the greatest possible number of listeners to patronise the service. Thus the fullest measure of independence and satisfactory service seems to be assured by the system prevailing in New Zealand, where those paying for the service are the listeners, and they in their numbers really dictate character of the service provided; for it is only as a service is provided calculated to appeal to the greatest possible number of listeners for the greatest possible length of time that satisfaction will be given and good programmes maintained.

AS bearing on the foregoing and the suggestion that powerful advertisers necessarily, in their own interests, seek to exercise pressure upon radio programmes, we note from a re-cent issue of "Editor and Publisher" that a conference was recently held in America between thirty advertising managers who use radio advertising. Their complaint was that, when they purchased a network of radio stations. they sometimes found they were unable to secure complete coverage, because some local station included in the chain was unable to "deliver the goods" in connection with a national advertising campaign, by reason of having to switch the time to "a local advertiser with a pull." One of the advertising managers said: "There is too much politics and too little science in the buying of radio time. going to request that the national chains weld their stations into a compact national advertising medium, which will be delivered according to the terms of the contract, just as printed advertising is delivered. When this is done we can merchandise our programmes in advance and carry them out on schedule." This is admirable from the point of view of the advertiser who is paying the price, and to it no exception can be taken as a means of self-defence. We quote the passage, however, to emphasise the point that once a radio service relies upon advertising money for its support, then the advertiser calls the tune, and not the public. -----

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