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N.Z. RADIO RECORD

## NOTES FROM LONDON.

# N.Z. to Have a "Beam" of Its Own

**B.B.C. Completes Plans for World's Greatest Shortwave Stations—London Newspaper Asks What Radio Fare the Empire Wants.**

*This page was written specially for the "New Zealand Radio Record" by L. Marsland Gander, radio correspondent to the London "Daily Telegraph."*

London, June 24.

BEHIND the bald announcement that the B.B.C. has decided to build two new transmitters at Daventry for the Empire service lies the most important decision yet taken regarding the short-wave transmissions from this country. Britain is to have the most powerful shortwave broadcasting stations in the world. Like most B.B.C. engineering projects, the whole matter is treated like a State secret of paramount importance. I am able to lift the veil and reveal that the three transmitters which will in future serve the Empire will probably use as much as 75 kilowatts each. An illustration of the new distribution is that, whereas hitherto one "beam" has had to serve India, Malaya, New Zealand and Australia, in future there will be separate "beams" directed to the East, New Zealand and Australia. Whereas Africa is now covered by one "beam," in future it will have two, and possibly three, serving east, west and south. Twenty different directional aerial systems will not provide sufficient aerials to "shoot" direct at every part of the Empire, but one particular aerial may be used for two directional transmissions in adjoining sectors. The transmission can be swung electrically at different angles in exactly the same way as a searchlight beam.

THE gradual increase in the hours of the Empire service goes on, and now a continuous 24-hour broadcast is within sight. Recently the experimental Western Canadian transmission, called Transmission VI, given in the small hours of the morning, was made permanent. This transmission has served to demonstrate what an enormous audience the B.B.C. has in the United States. And illustrative of the immense diversity of that audience was the fact that at Broadcasting House many of the appreciative letters came from convicts in U.S. penitentiaries! Apparently there are many radio fans among the prisoners, and, extraordinary as it seems, they are allowed to soften the rigours of life in the Big House by tuning in the world.

ONE of the leading personalities in the B.B.C. Empire Department is Mr. J. Beresford Clark, the programme director. Dark and slim, Mr. Clark is something of a mystery man. It is he who does the hard spade work of the big B.B.C. Empire hook-ups at Christ-



HE'S A MAN YOU SHOULD KNOW.—Mr. J. Beresford Clark, the B.B.C.'s Empire programme director, who is mainly responsible for the big Empire "hook ups." In 1934 Mr. Clark visited Cairo at the invitation of the Egyptian State Broadcasting Service to advise on a suitable policy. (See letterpress on this page.)

mas. It is he who begins the task months ahead of writing to the Dominion broadcasting authorities and arranging the myriad details of a round-the-world transmission. Yet his name is seldom mentioned. Mr. Clark is a worker rather than a talker, and if I think some of his ideas a trifle dour, I cannot deny him full credit for his grasp of detail and inherent enthusiasm. He is one of the few men who definitely set out to make a career in broadcasting. And he is one of the still fewer men who have succeeded. After leaving London University he joined the B.B.C. at Cardiff, where his work mainly concerned talks and religious broadcasting. Afterward he held an important executive post on the B.B.C.'s northern station. He became Empire programme director in 1932 at the start of the service. He is married, has no children and a queer hobby—carpentry.

WHERE is broadcasting most popular? In America, it seems, according to statistics recently made available in London. The snag is, of course, that as America has no licence system the figures are only estimated. However, for what they are worth they give the United States a total of 20,750,000 wireless sets in use, or an average of

162.23 per thousand of the population. The next country on the list is, rather unexpectedly, Denmark, where the number of licences is 160 per thousand. Britain, which has the greatest number of licences of any European country, comes next, with an average of 147.25 licences per thousand of the population. At the time these figures were worked out, the end of 1934, Britain had a total of 6,780,569. Since then the 7,000,000 total has been passed, and still the figures are increasing rapidly month by month. Sweden, Holland and Germany are the next in order among European countries. In France, despite the enormous popularity of radio in neighbouring countries, the total number of listeners is only 1,760,000. The open-air cafe is probably the explanation of this. The Frenchman likes to look out on the passing pageant of the boulevards as he quaffs his drink and talks. He has no time for broadcasting. At the bottom end of the scale are Yugoslavia, Portugal, Bulgaria and Greece. The popularity of broadcasting reaches its lowest ebb in Greece, where there is only a fraction of a person in every thousand interested enough to have a receiver—.80 of a person, to be precise.

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