

Radio Broadcasting in Great Britain

Interesting Talk from 2 YA

Mr. Lyall-Willis, of Sydney, a very prominent member of the radio trade, delivered an address on British radio that is well worth repeating. Mr. Lyall-Willis, himself an excellent speaker, briefly outlined the salient points of interest in his topic, and then spent a few minutes reviewing the trade position between England and ourselves.

welcome the privilege of having their results broadcast), football, athletics, racing, tennis, boxing and many other activities, not forgetting broadcasts of the notabilities in the operatic world, and scenes taken from the leading musical comedies, in addition to which talks of the eminent authorities on politics, literature and music, are to be obtained over the air.

The Regional System.

AS far as the stations in England are concerned, the whole system is in the melting pot. Captain Eckersley, until recently the chief engineer of the B.B.C., has inaugurated a system which is aimed to provide the whole country with a choice of at least two widely different programmes. These transmissions are sent out so as to be easily receivable on the simplest of apparatus. At present the total number of stations in England is 21, 19 of which have a purely local service area. The new method involves the use of only six or seven transmitters, all operating on very high power; generally 30 kilowatts. Each of these new stations will transmit two entirely different programmes on two different wave-lengths. By establishing these powerful stations in strategic points, it is considered that there will be only a very small area which cannot receive two programmes with a crystal set.

The first step in this new system has been taken by the erection of a station at Brookman's Park, near London.

This is the very last word in station construction. The two aerials, one for each wave-length, are suspended from masts 200 feet in height. Great power is necessary to drive this station, and we could spend an interesting fifteen minutes discussing the new features found here, but I am afraid I must keep to the point of this talk and not go into detail.

Trade Conditions.

IT will be interesting to note the effect of this new system upon the radio trade conditions in England. In the first place, it means that most of the sets will have to be redesigned with selectivity as the foremost quality. All engineers in England are directing their attention to this problem, and the technical press is being overwhelmed on the subject. Even crystal sets are being made so that they can select between the two programmes provided. This is all for the good, because the tendency throughout the world is for large stations to operate near one another, so that in the future, it will be the selective receiver that will win. Listeners to this station who are living in Wellington or in the suburbs will appreciate my remarks on this point.

Having touched upon the trade conditions in England, I should like to mention the peculiar position that has arisen with regard to the royalties to the Marconi Company. About twelve months ago, for every receiver that was sold in England, a sum of 12/6 per valve base had to be paid the company. This position was challenged by the Brownie Company, and the result was that this royalty was reduced to 5/- for the first valve base, and 2/6 for the remainder. An appeal was lodged, and the original 12/6 reverted to. This could not remain, however, owing to the controversy it caused throughout trade circles, and a private arrangement between the traders of England and the Marconi Company resulted in a very satisfactory conclusion. The fee is now about 5/- per valve base.

The English trade has received a wonderful impetus through the very successful exhibitions that have been held both in London and Manchester. These have been very similar to your own, but naturally on a vastly greater scale. They indicated that the coming season would be the heyday of the A.C. set, the power-pack for the D.C. set, and small efficient receiver, and the portable. However, in my opinion, the battery set will still hold its own for some time to come, particularly in countries where electricity is not easily available. The attitude of the public showed that they had no longer any use for second-rate products; that they had reached a stage of discrimination and were using their powers wisely.

Television.

I SHOULD like to refer to the present position regarding television. England is fortunate in having among her populace John Baird, an enthusiastic and capable Scotch inventor, who has brought to a very high standard a system of television. Recently one of the English stations, 2LO, consented to broadcast television from 11 to 11.30 a.m. It is contended by the Baird Company that this time is not suitable, and that longer hours at a different time are required. On the other hand, it is contended that television is not in the stage where it can enter the home, and so the technical Press wavers backwards and forwards, some supporting the television enthusiasts and some their opponents. It is an interesting position, and the outcome should be of vital interest to all who are watching the future of this new science. You will, no doubt, have read in the newspapers that the picture telegraph service recently established between England and Germany has been extended by the opening of a direct service between London and Frankfurt, in addition to that between London and Berlin. Picture telegrams for places other than Berlin and Frankfurt will be posted from whichever of these centres is nearer.

Just before concluding, I should like to refer to a matter that is close to all our hearts. I am referring to the much-discussed question of trading within the British Empire. Surely radio will be an important connecting link in bringing Great Britain and the Dominions closer together. I can assure you that all the British manufacturers appreciate the only solution for the general welfare of the Empire is to trade within the Empire, and radio, which is still in its infancy, although employing hundreds of thousands of men and women, will, I know, do its bit to assist in building up these great ideals.

While still on the subject of connecting links, it has been brought to my notice on more than one occasion that New Zealand, Australia, South Africa, Canada, and even our friends, the United States, have their own house representing them as their headquarters in London, and surely England, which is the Mother Country, should be represented in a similar manner, and we should have the house of Great Britain situated for preference in your capital city, Wellington, where our Trade Commissioner and the representatives of the British firms may make their headquarters, and I hope that should this come about the British Radio Manufacturers will be well represented.

I feel when talking of New Zealand and England it is a case of two hearts beating alike and their interests in all things are mutual.

RADIO LISTENERS' GUIDE

AN INDISPENSABLE WORK.

PRICE 2/6 from Booksellers, or 2/9 Posted.
BOX 1032 :: WELLINGTON.



BROADCASTING in England began in 1923 with 200,000 licenses. By 1926 it had totalled approximately 2,000,000, and the latest figures show that the licenses are very nearly 3,000,000. Owing to the very large number of licenses, the annual fee is 10/-, and this is collected by the British Post Office. Approximately 68 per cent. is handed over to the corporation for the provision of programmes and the maintenance of the stations. The expenditure on programmes alone for the last twelve months was approximately half a million pounds. With this huge amount of annual revenue, a system, which cannot be equalled by any other in the world, is being worked out. Originally the broadcasting affairs of England were controlled by a private company, but owing to the differences of opinion between themselves and the Post Office Department, a semi-public body known as the British Broadcasting Corporation was instituted, which in my opinion is a very efficient arrangement.

This corporation is controlled by a Board of Governors appointed for five years. They are under the directorship of Sir John Reith, an able and popular figure in British Broadcasting.

The programmes are generally considered to be the finest in the world, however, I regret to say that the British public is continually finding fault, but you will appreciate it is a very difficult task to provide a programme that will be acceptable to 3,000,000 people. In addition to the regular studio concerts, a great deal of outside broadcasting is carried out. This includes historical ceremonies enacted both in England and the Continent, sporting commentaries (for here the English are more fortunate than yourselves in that the sporting authorities

Steinite

ALL-ELECTRIC RADIO

Combines distance reaching, selectivity, quality of tone and rugged construction; built-in beautiful Walnut Console Cabinet.

Free Demonstrations—Easy Terms.

Electric Water Heating and Moffat Ranges

Supplied, and installed by competent electricians at reasonable prices

Finest Selection of Silk and Parchment Shades and Electrical Fittings in the City.

G. G. MACQUARRIE LTD.,

Licensed Radio Dealers and Electrical Contractors

120 WILLIS STREET

::

::

WELLINGTON