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—AND—

Electric Home Journal

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WELLINGTON, THURSDAY, APRIL 24, 1930.

BENEVOLENCE OR DISGUISE?

AN interesting if not humorous history surrounds the rather impossible terms of the Canterbury Rugby Union with respect to the broadcasting of its matches. When the Radio Broadcasting Company first applied to the local union for the privilege of broadcasting its matches it refused under the plea that such broadcasts would interfere with the gate. Subsequently, however, they agreed to allow the company to broadcast with a view to try out the idea. Next year they allowed the broadcast on the condition that this was done on fine days only; there was to be no broadcast from the park on wet days. This stipulation was duly put into effect, and on wet days there was no broadcast description of Rugby football. This year the union refuses to allow the company to broadcast unless there is no discrimination and all the matches are put on the air—wet days and all.

The case interpreted from the forgoing does not look too strong for the union. It appears that this body are apprehensive of the effect that broadcasting will have upon the gate takings and not wishing definitely to forbid the broadcasts have given the bullet to the company to fire at the listeners, for in the interests of the greatest number the company cannot undertake not to broadcast the very important sports events that they have scheduled for the coming season. It was an impossible position to place before a company whose duty it is to render service to many thousands of people, and if as it seems the union is afraid of the gate takings then why did they not say as much instead of throwing the onus on to the company? Surely that is not sportsmanship!

The argument concerning the gate takings had already been the subject of considerable debate. In reiteration we would like to point out that prominent sporting officials have stated that they were convinced that the net result of broadcasting the matches was to popularise the sport and not to impoverish the gate takings. Had the union come into the open and showed in cold figures that the broadcasting had affected the gate takings adversely we would have been in a position to sympathise with them. No sportsman listener would stand to see the union lose through an act of sportsmanship, rather we predict that the enthusiastic listeners would subscribe to the union through a donation. It seems that the whole position is hypothetical. Why do not the unions weigh gate takings when there is a broadcast against similar occasions when there is no broadcast and see definitely whether they stand to loose by the broadcast and how much? We suggest that the listening sporting fraternity be appealed to for help rather than be given Hobson's choice in the matter. Our experience gained from correspondence from all over New Zealand has been to the effect that the sports broadcasts are asked for by the country public and the townspeople who are interested and are able go. The other town listeners, with the exception of those incapacitated, prefer music.

Under the circumstances the country listener is getting the worst of the bargain as he usually does in such cases, and it is to be hoped that the union will reconsider the now unsatisfactory position.

How 2YA Reaches Out Appreciative Letters from America

A HEAVY American mail, the first since the two-way conversation between Rear-Admiral Byrd at Dunedin and his friends in New York, has recently come to hand.

The correspondence comes from all parts of the vast Continent. There are numerous letters from Alaska, while New York, Maine, Massachusetts, and Virginia are also well represented. Many listeners seem to have preferred listening in direct to 2ME or to 2YA rather than to the local rebroadcast.

A listener at Nampa, Idaho, heard 2YA direct. Others in New York and Illinois tuned in to 2ME. Postmarks show letters from Des Moines (Iowa), Greene (New York), Orange Co. (New York), Brooklyn (New York), Philadelphia, Boston (Massachusetts), Oregon, Ohio, Illinois, Washington, Tucson City (Arizona), Connecticut, New York City, and several places in Alaska. The Pacific Coast of both Canada and U.S.A. also heard. A letter comes from Manitoba, but it was an ordinary programme, not the Byrd broadcast that was heard.

Numerous letters report having listened in during the broadcast of the Eltham Band contest. One heard Sir William Carnecross speaking. Another concluded his letter with: "Then the band played what we call 'America,' but I think you call 'God Save the Queen.'" The Arizona correspondent said 2YA came in with the volume and clearness of high-powered stations not more than 500 to 1000 miles distant.

It is reported that at Valdez, in Alaska, they get 2YA every night as loudly as stations in the States. The writer adds: "We enjoy the programmes fine, and appreciate your efforts to entertain the world very much."

The Alaska Glacier Tours Association, operating by airplane, launch, and pack train, whose letter also announces a Big Game Hunting Department for moose, sheep, caribou, grizzly and brown bear, writes:—

"Just have to write to you a few lines to compliment you on your very good programmes. We have been getting them regular up here at Lakeview, Alaska. And believe me we think they are great. We do not receive your programmes until about 11 p.m., but it is worth while to stay up and wait for them."

A correspondent at Cordova (Alaska) forwards two interesting postcards. One is a picture of a man collecting "ice worms." The worms are plainly seen crawling over the chunks of ice while he is picking them up and putting them in a tin. There is no explanation as to what the worms are being collected for. Judging by the frozen nature of everything there is little opportunity for fishing! The other postcard gives a midnight view of the main street of Cordova. Save that the street lamps are lighted (unnecessarily) there is little to suggest that the hour is late. There are motor-cars in the street. Cordova has its "night life" in summer time, when the days are 24 hours long!

Here is a remark from an Idaho correspondent's letter: "Just before the power was turned off a few notes of our dear old National Hymn 'America' was played, and thanks a lot for that, old dears. That is the spirit, and I would do as much for you if it was in my power." Reporting on the reception of 2YA, an Illinois correspondent says: "The clock on a school near here was striking five at the same time yours was striking eleven, and they were exactly alike in volume and rhythm. You followed immediately with an announcement of the Byrd short-wave broadcast, which was picked up here by over 40 stations. It came through very well. The direct conversation between Schenectady and Dunedin was a thriller. I have received you with everything from the old five-tube battery set to my present Victor. You are always welcome in my home."

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