

Radio Advertising

American Comment

ON March 15 the B.B.C. proposed to broadcast what, to the British listener, would be a novelty in programme style. It was proposed to give the British public a taste of the kind of programme which is now commonly broadcast from American studios, including the advertising announcements in the best style of the American "sponsored" programme. Commenting on this, the London "Wireless News" said:—

"The intention of the B.B.C. is that the programme should show us the humour of the situation in America, which permits of the programmes becoming a sandwich of advertising and entertainment. We would assure our readers, however, that though to us this programme item by the B.B.C. may prove diverting, served up as a novelty, there is no humour left in the idea as far as the American listening public is concerned. America introduced the principle of sponsored paid for by advertisers because they had no other machinery in force to meet the cost of the programme production and the running of the stations.

"Now, however, the American public is brought face to face with a situation where advertisers virtually control the greater proportion of the broadcasting stations, and broadcasting itself, originally launched as a means of providing entertainment and interest for the public, has degenerated into little more than an advertising medium with programme matter virtually subservient to the ambitions of the advertiser.

"NOR was there, apparently, ever any alternative to the ultimate over-riding of the original conception of the purpose of broadcasting when once the principle of microphone advertising, however small in its beginnings, was admitted. 'He who pays the piper calls the tune,' and that is precisely what the American public has now found out to be as true in broadcasting as in any other sphere.

"Microphone advertising is now so blatant in America that even the advertisers themselves are scared of the effect it may have, yet so jealous are they of each other's facilities that there seems no prospect of agreement to check the progress of a situation which may ultimately kill the interest of the public in broadcasting itself.

Dr. Lee de Forest, in an inaugural address as president of the Institute of Radio Engineers, in referring to the situation which microphone advertising had created, expressed the view that America was 'killing the goose that laid the golden eggs.'

"Fortunately for this country, the wise decision to ban all microphone advertising was one of the first restrictions, and, in fact, almost the only restriction put upon the character of matter to be broadcast. If it had been realised that the introduction of advertising would inevitably lead to the situation which America now has to face, no doubt this initial decision which has saved broadcasting in this country would also have been insisted upon in America."

ECHOES OF THE BYRD BROADCAST

American Newspaper Comment

AMERICAN papers just to hand show "echo," and at the time the article that the Byrd two-way conversations between Dunedin and New York was extensively featured. Naturally the "New York Times" was the paper which devoted most space to the occasion. Maps (similar to that published in the "Radio Record") were printed, showing the relay lines from Dunedin to Wellington, the broadcast to Sydney, and thence to New York, with the short-wave broadcast back again. Quite a feature is made of the fact that Rear-Admiral Byrd, speaking in New Zealand on March 12 (the date of Mr. Adolph Ochs's birthday) was able to congratulate Mr. Ochs in New York

as to the cause (which it has since been ascertained was due to 2ME re-broadcasting 2XAF).

A paragraph in the article refers to the echo as follows:—

"At times the voices from Dunedin seemed to have an echo or shadow, which came through the loudspeaker a fraction of a second after the main signal. The echo was of less intensity than the preceding part of speech which it seemed to follow closely. For instance, if the speaker from the other side of the globe said 'yes,' the expression which came from the speaker



Mr. Lew James.

"Give and Take"

A Comedy in Three Acts

Directed by
Mr. Lew JamesAssisted by
Mr. R. T. Spensor
and Company

From 2YA

9th May, 8.10 p.m.

(where the date was March 11), the day before his birthday actually arrived.

The "New York Times" has headings such as the following:—

"Byrd's voice leaps over 10,000 miles from New Zealand," "The Admiral carries on a two-way conversation with friends in Schenectady," "His laugh clearly heard," "Admirers around the world listen to programme rebroadcast by station WGY," "Byrd hears 'every word,'" "Antarctic Expedition is promised a royal welcome when it returns to America."

The "Schenectady Union-Star" has a heading in big type right across the page: "Byrd's voice heard by radio here."

The principal heading in the "Albany Evening News" spans the top of a page: "World hears radio welcome to Admiral Byrd."

Another Albany paper, "The Times-Union," displays, "Byrd greets America through WGY."

"The New York Times" has a considerable amount to say about the

was 'yes, yes.' Other syllables were repeated in like manner."

The suggestion at first made by Dr. A. N. Goldsmith, chief broadcasting engineer of the Radio Corporation of America, was that the echo could probably be laid at the door of what engineers call "world echoes by radio," this being the description applied to the reception of two short wave signals, one of which had been received direct from Sydney and the other a fraction of a second later after travelling round the globe. Dr. Goldsmith declared the echo signal could not have been an acoustical echo, as often happens in a bare room or hall, because Commander Byrd was not speaking in a hall large enough for such a sound echo to take place to the extent which it was heard on the radio. He said Rear-Admiral Byrd would have had to speak in "quite a large auditorium" to create an acoustical echo of such dimensions.

Dr. Goldsmith was quite right in his contention that the echo could not be attributed to 4YA.

Community Singing

Broadcasts from Town Hall

DURING last winter regular mid-day sing-songs were held in the Auckland Town Hall and were broadcast by IYA, to the great appreciation of country listeners. These weekly sing-songs will commence again on Wednesday, May 21, and will continue for twelve weeks. Broadcasts will be carried out by IYA.

4YA Church Committee

A meeting of the 4YA Church Committee was held on Tuesday, April 15. There were present: Rev. Tuckwell (chairman), Rev. George Miller, Archdeacon Fitchett, Rev. A. Mead, Rev. H. Bellhouse, Pastor W. D. More, and Mr. J. Mackenzie (station manager). The Rev. George Miller was elected chairman for the ensuing year. The church rota for the coming year was discussed and approved.

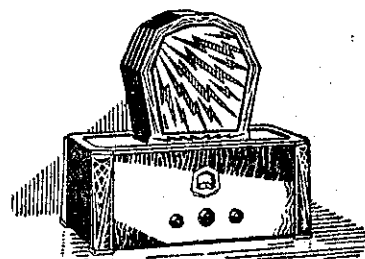
Radio Listeners' Guide, 1930 Edition.

Dealers and Booksellers 2/6, posted 2/9.
P.O. Box 1032, Wellington.
Available in May.

£5

Deposit Instals
this beautiful
7-Valve Electric~~CROSLEY~~
Model 31A
in Your Home

52 Weekly Payments of 11/6. Cash
Price Complete, £31/10/-. Fill in
Coupon for full details.



ABEL, SWEETON, LTD.,
Wholesale and Retail Merchants,
27-29 Customs St. East, Auckland.

Sirs,—Please send me particulars of the Crosley 31A and other superb 1930 Crosley models.

Name

Address "RI"