

**M**R. A. R. HARRIS, General Manager of the Radio Broadcasting Company of N.Z., Limited, returned by the "Makura" on Monday from a brief visit to the United States. Mr. Harris closely investigated all aspects of radio broadcasting, and has returned with a fund of information of value to the company and listeners. The most important pronouncement that Mr. Harris made in the course of a brief interview with the "Radio Record" was that arrangements had been made for special recording of overseas programmes. Some of these have been brought back by Mr. Harris, and others are on their way. It is intended that one night will be set aside at each of the stations on an early date, so that listeners will be given first-hand knowledge of the programmes being broadcast throughout the United States. Some of the recordings are in serial form, in which case a one-hour series will be given over a number of weeks.



**H**ERE is no doubt of the wonderful progress that has been made in radio broadcasting in the United States," said Mr. Harris. "A diversity of entertainment and instruction equalling that offered by the combined theatres and public halls is now available nightly to listeners enjoying the privacy and comfort of their homes.

"The broadcast of direct descriptions of events of public interest and talks by prominent persons as an initial introduction to the public generally or any particular section, whether in politics, art, science or sport, is taken for granted and accepted as the obvious thing for the broadcasting companies to do and the public to expect. As a result, in almost all events of public interest the co-operation of the radio service is sought, and the date and time for the holding of such events are often arranged in conjunction with the broadcasting company, so that the fullest publicity is obtainable without clashing with some prior arrangement or counter-attraction.

#### Simultaneous Broadcasts.

"**T**HE services of the National Broadcasting Company and the Columbia chain are pre-eminently superior to the others, and the programmes of these companies are often simultaneously broadcast from a chain of forty or more relay stations located throughout the United States and Canada, and all connected by land-line, in some instances over 3000 miles away from the main studios. To reach this standard of service, many obstacles have had to be surmounted; difficulties of far greater magnitude and of a different character to those contended with in New Zealand.

#### No Dearth of Good Material.

"**P**ROGRAMME material is probably one of the least of their problems, that is as far as the larger companies located in New York are concerned. A great variety of talent from all parts of the world and embracing every imaginable form of entertainment, types of individuals and all nationalities literally stream into the New York studios, all with something to sell. There is no end to the amount of broadcast matter offering, and wonderful material at that. Every applicant is given consideration, and the programme staff is kept going night and day. The broadcasting companies do not, however, have to organise the whole of the pro-

## New Zealand will hear Special Recordings of OVERSEAS PROGRAMMES

says

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its policy in the matter, so that somewhat of a stalemate exists and the future of broadcasting in Canada is still one for conjecture.

#### Position in United States.

"**M**EANWHILE, with assured protection of proprietary rights, the broadcasting service in the United

States is moving fast. Powerful and improved transmitting equipments are being installed, and ever-increasing areas are being more and more efficiently served. These broadcast services know no man-made barriers, no tariff laws, but simply and effectively disseminate all over the continent, and listeners, whether American or Canadian, Mexican or otherwise, automatically tune in to the service according to the results suited to their tastes. What applies to Canada in this respect also applies to other countries adjacent to each other and creates problems to be solved which are just as much international in character as they are domestic.

#### Recordings of Programmes.

"**R**ECOGNISING the wonderful asset New

York and such places have in respect to this matter, a vast amount of research has been undertaken, with a view to developing a process for recording these programmes so that they would be available to other broadcasting concerns not so well placed for talent. This object has at last been accomplished, and it is now possible to make recordings with flat musical characteristics varying from 30 to 8000 frequencies per second, so that the finest talent and musical work heard in radio performances can be reproduced with fidelity equal to that presented from the best-known studios.

"These recordings and reproducing equipment, being of a special nature, are naturally too costly for the ordinary private user.

"On the other hand, it makes it possible for the New Zealand Radio Broadcasting Company to give its listeners a diversity of entertainment as great as that of the broadcasting concerns in the big cities of the world, and a further statement regarding this will be made later.

#### The Position in Canada.

"**I**N respect to Canada, broadcasting is in a somewhat different condition to that existing in the United States. Some magnificent programmes are broadcast by the Canadian stations, but a substantial amount of the service is also provided from the United States. As many of the latter's programmes are of the sponsored type and include a considerable amount of advertising, the effect is not altogether a desirable one from the Canadian point of view. The condition of affairs is not due to any deliberate intention on the part of the southern stations, but to the natural outcome of a progressive broadcasting policy. I do not want to infer in any way that Canadian broadcasting companies are lacking in enterprise, as this is not so. As a matter of fact, one company at least that I know of is all ready, and has been for some time, to extend its broadcasting scheme and instal new and more powerful transmitting equipment just as soon as the licensing position is clarified. Apparently a previous government intimated its intention of providing a broadcasting service, but for one reason or another it did not go ahead with it. Now another government has been elected, and the new party has not had the time to define



Mr. A. R. Harris.