

Radio Advertising Mars Enjoyment

Opinion of Dr. Lee de Forest

A VIGOROUS plea to protect broadcasting from advertising and to put most of the advertising back in the newspapers was the outstanding message in the address of welcome given by Dr. Lee de Forest to the Institute of Radio Engineers at the opening of their convention in Toronto, Ontario, says the "Christian Science Monitor." He also forecast that wired radio, coming to the homes without advertising, lies directly ahead.

Since the institute is an engineering organisation, Dr. de Forest said many engineers have taken the attitude of "sticking to their knitting" and confining themselves to the engineering end of the business. With this view he expressed scant patience. He continued, in part:—

"We have invented and caused to grow up not merely a marvellous electrical device to lighten man's labour, like electric power, or to lengthen his waking hours by electric light—we have found something finer, more powerful—farther reaching than all these—dealing intimately with every phase and age and strata of home and family and society.

Warning to Industry.

IN my inaugural address last January I sought to point out a very real danger to the fullest usefulness and enjoyment which radio has power

to confer, a menace steadily growing greater, more ruthless, more deserving of suspicion and more generally detested—the use of the broadcast for direct and blatant advertising—in larger and longer doses. Subsequent observation and active inquiry has convinced me that the warning to the radio industry then sounded has been justified.

"If we consider the prosperity of the industry alone, the possibly lessened sales of sets, the unquestionably lessened hours of listening by the public resulting from this abuse by direct advertising—we engineers, dependent on radio for our livelihood, have ample ground for emphatic protest. But there are higher, less selfish considerations, the thought that short-sighted avarice is at work to curtail the usefulness, the beneficence of radio, in the home, in the school, as a means of entertainment, of education, of uplift generally.

Unless this is prevented we are headed straight for Government regulation, with taxation, possibly censorship, and all the evils and all the benefits of Government control.

Progress in Radiocasting.

UNLESS the present deplorable conditions are remedied, they will rapidly hasten the entry of wired radio into our homes—entertainment freed from interference, static, fading and purged of all advertising.

"This year of our first international convention coincides with the gratifying progress made in international radiocasting, and calls attention of engineers the world over to the manifold problems of short-wave communication yet to be solved. Multiple receiving antennae, a common receiver and automatic volume-control, possibly com-

Boys' Institute Band

A Sterling Combination

THE history of the Boys' Institute Band reveals remarkable progress. In 1914 the committee of the institute

combined with double polarised transmitted waves, of greater power, will shortly bring to pass the nightly exchange of foreign programmes.

"We have already the international language, music, and we shall learn much to our advantage from many foreign programmes. Then indeed will be realised the benign power of the radio broadcast to draw together into a common fellowship of understanding the varied peoples of the earth, strangers and enemies no longer."

After discussing the Press and radio, Dr. de Forest concluded this phase of his address as follows:—

"Radio's debt to the newspaper, for daily programme notices, programme reviews, and for their generous radio sections, is beyond all computation. Unquestionably it was this astonishing interest on the part of the Press in broadcasting during its early struggling days, ten years ago, which alone enabled it to survive those crucial years, until an awakened popular interest made radio self-supporting.

"I sincerely feel, therefore, that the debt to-day lies heavily on radio's side of the ledger—a debt which will be partially repaid only when certain forms of advertising most obviously ill-suited for radio's medium go back to the printed sheet."

organised a fife band, which gave good service until 1917, when a trumpet and bugle band, under the leadership of Mr. A. H. Brown, was formed. This combination was well known and on many occasions gave their services to local bodies and patriotic services.

In 1920 the present bandmaster, Mr. A. Iremonger, took charge, and during the year a set of second-hand brass instruments were purchased with a view to forming a brass band. The practices were commenced in November of that year, and the progress was such that the band was able to go out Christmas carolling. The band was attached to the cadets, and 1921 saw the purchase of uniforms at a cost of £326. The next progressive move was the purchase of a set of Higham silver-plated instruments in 1927 and the formation of a junior band and learners' class; 1929 saw the re-organisation of the band from brass to military with a membership of 52, and in 1930 a new set of uniforms were purchased.

At all times the services of the band have been at the disposal of institutions such as the public hospital, Porirua Mental Hospital, Ohio Home, Seamen's Mission, Red Cross, St. John Ambulance, and a host of others too numerous to mention.

Mr. Iremonger is deserving of the greatest credit for the way in which he has built up such an excellent combination in the comparatively short space of ten years. The services of the band are at the disposal of the public, and if required, a telephone call or a letter to the director will receive instant attention.

Entertainment anywhere---any time

CROSLEY

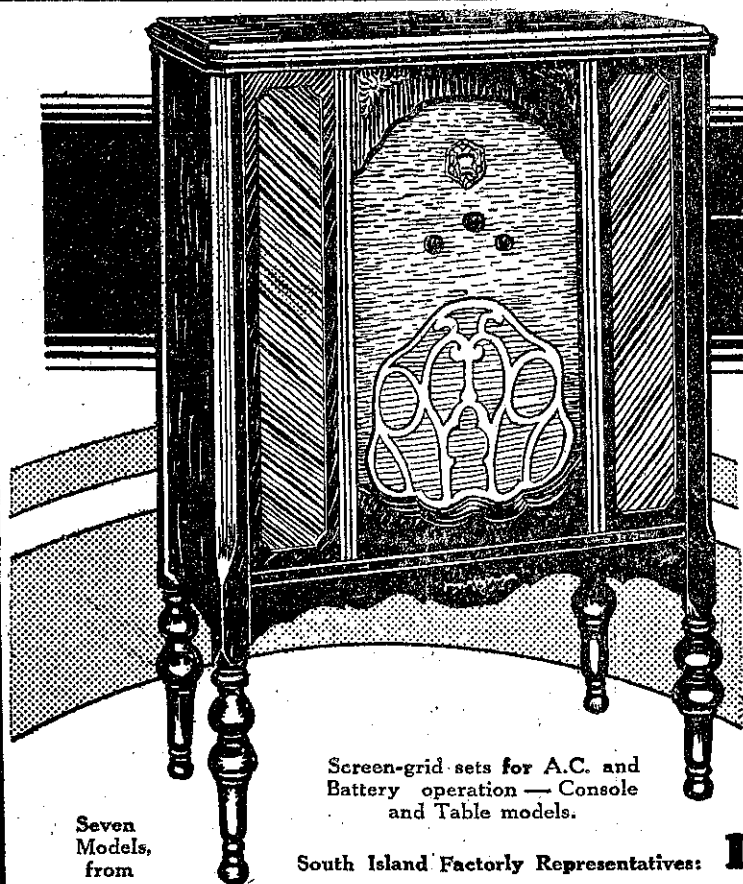
SCREEN-GRID RADIO

Don't take chances by buying a radio of unknown quality—many are "here to-day and gone to-morrow." Play safe—with CROSLEY! Its quality has won for it the leadership in the radio world.

CROSLEY value has never been equalled before in radio history. No wonder they're all buying CROSLEY RADIO.

Write at once for Price List and name of nearest agent.

L. B. SCOTT LTD., Box 395, Christchurch
(Cr. Manchester and Worcester Sts.)



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Models,
from
£32

South Island Factory Representatives: