

The New Zealand Radio Record

—AND—

Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

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RADIO PUBLISHING COMPANY OF NEW ZEALAND, LTD.,
P.O. Box 1032, WELLINGTON.

WELLINGTON, FRIDAY, OCTOBER 3, 1930.

THE BROADCASTING SERVICE.

THE fact that the number of licensed listeners at August 30 exceeded 56,000—the record high-water mark for the Dominion—carries its own commentary as to the public appreciation of the radio service. It is not without significance that this figure has been attained without any special campaign; simply as a matter of growth following upon the provision of a high average of good programmes. Wellington stands noticeably high in the provincial centres, indicating an appreciation of 2YA's major power and wider range. That this expansion has taken place in a period of recognised economic depression may be accounted for perhaps by two main factors. First there is the recognition that the service, as a whole, is worth subscribing for—in fact it is the right thing for wireless to be installed for use as required for entertainment and information. In the second place, the very fact of depression has, in our opinion, helped radio in that it must be recognised to provide cheap and permanent entertainment. With hard times, the advantage of sitting at home and enjoying good programmes economically instead of patronising the higher-priced amusements afforded by other means, has won increased recognition. Whatever the cause, however, the outcome of sustained popular approval is satisfactory.

THE position that has been won in the main centres makes it, in our opinion, the more desirable that consideration should be given to the policy of expanding the service by the provision of connected relay stations in strategic provincial centres. This is, in essence, the regional plan upon which the B.B.C. has covered Britain

and acquired a license roll of well over three millions, with an estimated radio audience of fifteen millions on national occasions. Through the factors of distance and location, reception of the main stations in certain well-populated areas of the Dominion is not uniformly good. These technical facts are now well recognised as also is the fact that the best counter is to establish local transmissions preferably, for the sake of adequate programmes, by relay from the nearest main centres. Plans of this nature were prepared two years ago and submitted to the authorities. We are hopeful that with the proof of the important place radio has won in the public estimation and the recognition that the subscribers to the service can more quickly be enlarged by carrying the service to new centres, effort will be made by the Government and the Company in conjunction to meet the problem. The objective of adequate coverage of the whole Dominion will be most economically and efficiently attained by this co-ordinated policy, as it offers the advantages of minimum overhead, minimum capital expenditure, fullest programme efficiency and minimum copyright payments.

WE have received correspondence from several listeners calling attention to what they regard as a contravention of the regulations and a breach of good taste. These correspondents state that they are in areas covered by certain "B" class stations and they draw attention to the manner in which these stations are using the air for propaganda in their own interests and against what they describe as the "monopoly" of the existing service. Following on this information steps were taken to check up on the transmissions of several "B" class stations, and as a result we unhesitatingly call official attention to the matter. Obviously officials must be unaware of this breach of the regulations regarding both the dissemination of propaganda and the transmission of point to point messages, as we cannot conceive that, having knowledge, the matter would not be checked. "B" class stations are naturally enough perturbed about the copyright position which we outlined recently. In their problem they have our sympathy, but the interests of the whole radio service are paramount. Looking at their own future interests they, of course, would be pleased to create a position where they can secure a share of listeners' fees and also the right to deluge the air with advertising matter, against which we publish elsewhere in this issue a warning by no less an authority than the famous radio engineer, Dr. Lee Forest. We are perfectly convinced that to concede a share of revenue and the right to advertise to "B" stations would be gravely detrimental to listeners' interests. On the one hand diffusion of revenue will inevitably lead to weakness and on the other, the saturation of the air with advertising in any degree would simply ruin the service as a means of entertainment and enjoyment. Listeners need to view with clear eyes the position of "B" class stations and the ultimate effects of certain objectives.

Over 56,000 Licenses

Remarkable Growth Shown

FOLLOWING is a return showing the number of radio licenses at August 31, 1930:—

District	Receiving	Dealers'	Tr'sm't'g and Receiving	Exp'm't'l and Special	Free
Auckland	16,644	267	74	2	96
Canterbury	9,225	244	48	1	55
Otago	5,866	166	35	3	33
Wellington	23,498	448	89	6	51
	55,233	1,125	246	12	235
TOTAL	56,851				

Metrodyne
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