

6.15: Instrumental recordings.
 6.30: Relay of evening service from Moray Place Congregational Church.
 Preacher, Rev. Albert Mead, M.A. Choir Conductor, Mr. Alfred Walmsley.
 7.45: Selected recordings.
 8.15: Relay from 3YA, Christchurch, of Open-Air Band Concert by the Christchurch Municipal Band.
 10.0: God save the King.

2YB, NEW PLYMOUTH (1230 KILOCYCLES)—SUNDAY, FEBRUARY 15.

6.0: Children's service.
 8.15: Studio concert.

Profits Before Programmes

(Continued from page 3.)

The members of the National Association of Broadcasters sat in convention in Cleveland, Ohio, U.S.A., toward the end of last year, and departed with a warning in their ears about excessive advertising in programmes. Hardly had the conference opened when General Saltzman, chairman of the Radio Commission, spoke on the subject: "Too Much Advertising." "If I know the demands of the public," he said, "I should say they are for less advertising and for more education and better quality programmes."

Some of the 600 odd stations on the air are thinking much more of the profits than the service they are obligated to render, and resort to "excessive advertising," General Saltzman said. He admonished his audience to remember that the ether belongs to the public and that the programmes on these facilities, "loaned" to the broadcasters, "must be satisfactory to the public."

Advertising was the central attraction during the business sessions.

The two big chains reported more business than ever before. They realised 18,798,359 dollars for the first nine months in 1930, which in itself is a record, and there were then three months to go. (These figures will make newspaper owners think.)

By a solid vote the association adopted a resolution definitely opposing the allocation of facilities to any special interests, singling out the educators (who sought a percentage of time for teaching the nation) for special mention.

Where you have the American broadcasting attitude in a nutshell. Profits, first, second and last—the public weal nowhere.

Commenting on the above two statements by responsible national radio officials, the "New York Sun" says:—"One of our Federal Radio Commissioners has predicted a 'listeners' revolt at the present overburdened ether with advertising credits. Such a revolt has been in progress for some time, gaining in numbers steadily, yet as steadfastly ignored by broadcasters. While the commission is not in any sense a board of censorship and does not seek to regulate radio commercialisation, still the fact that official cog-

nisance has been taken of the matter is a bit encouraging. Certainly, in the interest of public service, the commission might take steps to discourage the present advertising excesses. The listening public can help a bit, perhaps, by directing indignant protest to the broadcaster, instead of the sponsor, for a time. For example, WOR is not serving its audience by sanctioning any such credits as are found on its series depicting certain screen plays sponsored by a nut concern. And WOR, to our way of thinking, should be held accountable for the abuses of its hospitality as practised by over-zealous commercial accounts. 'The Squealer,' as offered in drama form this week, was poorly staged and acted, but its worst offence was its advertising. The listeners' revolt was predicted by Commissioner Robinson at Washington, while news dispatches quote General Saltzman as voicing similar criticism of present-day advertising credits."

Happily in New Zealand the control of the main stations is in the hands of a concern which exists first and foremost as a broadcasting service, and not as an advertising agency. Listeners would be well advised jealously to guard the sanctity of the ether from desecration by the banalities of advertising. After all, the air belongs to the people, and broadcasting is a social agency. Any attempts made by any interests whatsoever, to get in the thin end of the advertising wedge by sponsored programmes and similar specious schemes should be resisted by all from the Postmaster-General downward. It is clearly a case of "two's company, three's none." The intervention, however subtle and disguised, of a third person between the broadcasting organisation and its listeners could not fail in some degree to damage that sense of intimacy which is so peculiar and striking a feature of our broadcasting service. There is not the slightest fear of any such rude intrusion with the Radio Broadcasting Company's stations, but if this principle is violated in any other direction we will rue the day we ever let the monster of radio advertising raise its head in New Zealand. Let us keep the air as free from the taint of commercialism as we should keep our loveliest landscapes free from advertising boardings. Who owns the air, anyhow? Shall advertisers, sooner or later, dictate what shall be and what shall not be broadcast? When he was Secretary for Commerce, President Hoover said: "We may well be proud of this wonderful development, but in our self-congratulation let us not forget that the value of this great system does not lie primarily in its extent or even in its efficiency. It is not the ability to transmit but the character of what is transmitted that really counts. An obligation rests upon us to see that it is devoted to real service and to develop the material that is transmitted into that which is really worth while."

The Wireless Age A Vision of the Future

WHAT is the future of wireless, apart from such obvious things as television and greatly improved wireless communication generally?

That the human race will some day send all their merchandise across the world by wireless waves is distinctly possible; the articles will be converted into electrical particles—transmitted as wireless waves at their constant speed of 186,000 miles per second, and then reconverted back to their original form at the receiving end.

The embryo stage of this is seen in the case of electro-plating, where the particles of silver travel through the liquid to the article which is being electro-plated.

It is even possible that in some future time man himself may travel as a wireless wave in the same way—converting himself into electrical particles at the transmitting end and being reconverted back again at the receiving station.

As Marconi foreshadows, all future communications of the world are bound to be by wireless. All Nature's methods of communication are by the wireless or other rays, as we can see in the case of the heat and light rays from the sun; there are no electric lighting or power lines connecting the earth to the sun. We get our light and power by wireless.

All our great electrical power stations of the future will be like little suns—radiating their light and power by wireless, and gone for ever will be the present-day electric light and power lines and wires. Nor will there be any overhead or underground telephone or telegraph wires, for every house will have its own wireless telephone for use in the same manner as the ordinary wire telephone of the Post Office to-day.

Waging War with Robots.

CERTAIN types of wireless waves will enable us to control the weather, rid the air of fog and smoke; other rays will fertilise the ground and make crops grow twice as quickly as at present—already this has been done in the infant science of electro-culture, as it is called.

While humanity may still continue to wage war for many centuries to come,

it is likely that owing to the facilities provided by wireless control, no human being will actually take part in them; in fact an international law may make it illegal for human beings to fight in the flesh, and all wars will have to be fought via the medium of wireless controlled battleships, tanks and aeroplanes.

These manless battles will be directed from control rooms in the capitals of the countries engaged. Crewless battleships will be manoeuvred by wireless control and television from Whitehall. Big guns will have disappeared from the decks of the vessels, and in their place wireless death rays will spit forth, melting hostile craft and boiling the sea with their intensity. Chess-playing by wireless is the beginning of this.

All our transport will some day be wireless controlled. Huge liners infinitely larger than any present day ocean greyhound may cross the Atlantic without a captain or chief engineer—and only a skeleton crew—both the course of the vessel and its engines being controlled by wireless from ports like London or New York. The Indian Air Mail pilot, instead of accompanying the machine, will sit in the control tower of the super-Croydon of to-morrow and control the course and destinies of the plane more safely and securely than if he were actually holding the joystick with his hands.

Startling and Wonderful.

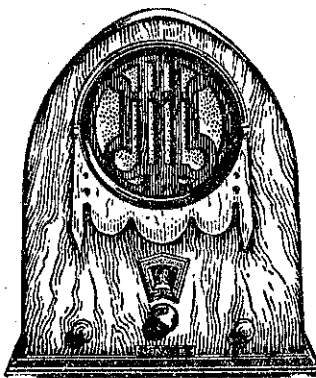
IN the realm of medicine and surgery, wireless possibilities are just as great. X-rays, radium rays and ultraviolet light are merely wireless rays of the same family which gives us concerts.

Just as some wireless rays will kill, others will bring life and health; certain wireless rays may revive the drowned or those who, by accident, might die of shock in the usual way.

And beyond all these possibilities lie other far more startling and wonderful, for we are only at the dawn of the wireless age—the full light of day has yet to break forth in all its glory.—G. H. Daly, in "Popular Wireless."

LYRATONE RADIO SETS

Four Screen-Grid, Six Valves, A.C., by Gilfillan, Los Angeles.



TO DEALERS—

The reception of this set has been such that stocks were exhausted the first week. We have to advise, however, that further shipments are due February 24 and March 15, when all orders in hand will receive prompt attention. In any case this set has proved itself

WELL WORTH WAITING FOR.

The various dealers who have already bought have ALL sent repeat orders, due to its extraordinary selectivity; as many as 17 stations being logged at full speaker strength. Orders should be booked now against March delivery. Watch for the Lyratone Combination Phonograph Model. LYRATONE retails at \$21/15/-.

Enquire from
CRAWFORD & FINLAYSON LTD.
 Box 675, Wellington.
 Importers.

Wellington Agent: F. J. W. FEAR & CO.

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 9d. Each.