

## Broadcasting Praised by the Church

### Devout Listeners-in

THE Church in England has accepted the fact that listening-in to a service has come to stay. This acceptance is shown in a report on the religious value of broadcast services, recently issued in London and presented to Convocation. There has been a certain fear that the wireless services would act as rivals, an honest dread on the part of many of the popularisation of a form of godliness that lacked the Church's power, of the substitution of an emotional appeal at the fireside.

The committee reporting to Convocation at Church House was quite frank. It advised clergymen to take a lesson from the B.B.C. clearness of voice and tone. The report, said the Bishop of Ely, referred to the mannerisms, tricks and curious little habits which clergy had got into in their preaching, and suggested that the reading and singing which came over the wireless were worth studying, and in a reasonable way imitating.

The report itself says: "We don't suggest that it is reasonable for the laity to expect to find in every country church the standard of preaching and reading represented by picked men. But they have the right to expect their clergy to read clearly and intelligently, and this is not always the case. Indistinctness, affectation and mannerism can spoil the beauty of the finest liturgy in Christendom."

The Bishop of Ely, indeed, recommended Convocation to send a message of thanks and appreciation to the British Broadcasting Corporation. He dissented from the view that wireless services had made for neglect of attendance at church, and he denied that there was any evidence that people who listen-in in their homes sit in their armchairs smoking pipes and take the service "casually" without any reverence in their attention.

## Broadcast Revenue

### American Figures

THE figures published of the American National Broadcasting Company's revenue in 1930 seem to dwarf utterly in the results attained by the British rival institution. They have reached the astounding total of 22 million dollars (\$4,400,000) supposed to have increased enormously during the current year. Yet we need not feel depressed, for their system is condemned by their own critics. Their company, it seems, has fallen into the hands of profit-seekers, who exploit the system chiefly for advertising purposes. What are called "sponsors" pay the National Company's bills, and provide its profits. The American subscriber must listen chiefly to what makes for advertisers' profits. "The British," says the "Nation," "did not simply turn over the air to anyone who wants it, as a means of profit, but put it under control for civilised purposes." Musical education is certainly not advanced by this American fashion.

# Renewal of Radio Licenses

## Due on March 31

EXISTING radio licences expire on March 31, and are due for renewal immediately. To avoid the congestion which inevitably occurs near that date, the postal authorities, as in other years, have expressed their willingness to accept license fees for several weeks prior to this date.

Reference to last year's license figures at a corresponding date reveals a substantial increase—over 10,000—in the number of licenses held at the present time, and the general improvement and expansion of the broadcasting service during the last twelve months can be directly attributed to this.

Each radio year commences with a substantial drop in the license numbers, due to two main factors. Firstly, a natural procrastination always in evidence in such matters and, secondly, a desire not to renew on the part of people who have tired of radio, or who have removed to parts of the country where their sets are not powerful enough to provide entertainment.

Of these the former are certainly responsible for the majority of lapses, for at the end of April the figures usually recover very substantially.

It is obviously in listeners' own interests to renew their licenses promptly, even if some sacrifice is involved, for the efficiency of the broadcast service is directly dependent upon the available revenue.

After all, radio is the cheapest form of entertainment, a consideration which, at the present time, most people cannot afford to ignore.

## Station Slogans

### Devised by U.S.A. Broadcasters

WHEN radio broadcasting first became popular about eight years ago in the United States, stations began a mad scramble for permission to select certain calls with letters representing initials of a slogan, the owner, a product, or a novelty. The scramble is still on.

The present system of call letters, as fixed by the Government and the Federal Radio Commission, is arranged geographically. Every radio station must have either of two letters, K or W, as the prefix of the call. K, with the exception of KDKA and KYW, denotes stations west of the Mississippi River; W denotes those east.

On application, and with the approval of the commission, stations can arrange the remaining three letters to suit themselves. If arranged by the commission, however, they are arranged alphabetically. This is done by adding other letters of the alphabet to the geographical designation, as WAAB, WABC, and so on.

These station calls stand for no descriptive or ownership phrase, but those arranged by the broadcasters are novel and are intended to impart a subtle bit of advertising.

Many of these call letters bring to mind the slogan they stand for. When a listener hears WPG, Atlantic City, for instance, he says: "Well, there's the World's Playground." WIOD, Miami Beach, Florida, stands for the beautiful phrase, "Wonderful

Isle of Dreams." Then KGFJ, Los Angeles, "Keeps Good Folks Joyful"; KTHS says "Kum to Hot Springs"; WJRW, Detroit, is "Where Joy Reigns"; WCOA, Pensacola, Florida, is the "Wonderful City of Advantages"; and WOS, Jefferson City, M.O., says "Watch our State."

Other calls are made up of the first letters in the names of churches. For example, KPCC, Pasadena Presbyterian Church, Pasadena, California.

Novelty call letters are common. WOW, Omaha; WHAM, Rochester; KICK, Red Oak, Ia., and KTNT, Muscatine, Ia., give the impression of a lot of pep, noise and activity. KOIL, Council Bluffs, Ia., sells oil; and WASH, Grand Rapids, Mich., sounds like a laundry station.

## Some Schoolboy "Howlers"

THE following schoolboy "howlers," published by an English contemporary, speak for themselves:—

"Edison invented the gramophone by means of an electric lamp." "Marconi used to hear across the Atlantic although the B.B.C. wasn't started then. He heard with co-hearers." "A kilocycle is like a kilderkin, only really electricity per second." "Wireless is of two kinds, bands and SOS. When it is SOS it is not amusement but commercial." "Polarity is what a needle points to if it points due north." "Inductance is what they do to new curates in old churches." "Frequency means often; the greater it is the longer the velocity and the smaller the meters."

## Our Mailbag

### Distortion and Fading From 2YA.

I ENCLOSE a cutting from a local paper re 2YA's poor reception of late. This is typical or complaints made by local listeners. The mushy or blurred effect is most noticeable in duets, trios, and quartets. Some time ago 2YA was our best station, but of late fading and distortion has ruined reception.—J. B. Hislop (Balclutha).

The following is the paragraph referred to by our correspondent:—"Lately 'Pick-up' has noticed quite a distinct falling-off in the high frequencies on the part of 2YA, Wellington, especially at night. This results in a 'mushy' or blurred effect, and absolutely spoils reception of that station for one with a sensitive ear. Judging by comments, 'Pick-up' has not been the only one to notice this. It is all the more strange when one reads that 2YA has recently been overhauled. It may, however, be due to weather conditions, and may change when we get into the winter."

[Every year regularly at this period numerous complaints concerning fading and distortion from 2YA are received. Surely this regularity is enough in itself to make it apparent that the cause is seasonal, and one over which station engineers have no control. Incidentally, 2YA has just been completely overhauled, a circumstance which, combined with the fact that a double check is placed on all transmissions, obviates the possibility of defective apparatus.—Ed.]

## American Dominance Over Broadcast Wave lengths

### Mexico and Canada Protest

THE growing opposition of Canada and Mexico to the "squatter sovereignty" exercised over the major portion of the broadcast band by the United States is rapidly coming to a head. America's dominance is undoubtedly due to an early realisation of the potentialities of radio.

On the other hand, the rights of other nations to a share of the broadcasting facilities cannot be dismissed as mere academic theory. In fact, Mexico is already building stations on the channels now occupied by stations in the United States and Canada, with much resultant interference to the latter. Canada has been more passive in its demands.

Some see the widening of the broadcasting band to include more channels as a solution; others think technical advances, such as synchronisation of chains of stations on identical wavelengths or narrowing the paths of broadcast transmission, may solve the problems before the legislators, and diplomats need to be called upon.

### The 1931 "Radio Guide"

is out this week!

180 pages brim full of useful and interesting information.

Price 2/6. All Booksellers and Dealers.