

# The New Zealand Radio Record

—AND—

## Home Journal

(Incorporating the "Canterbury Radio Journal.")

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WELLINGTON, FRIDAY, APRIL 24, 1931

### WHY NOT PUSH ON BROADCASTING?

INFORMATION was published this week regarding the progressive development of the system of regional stations by the British Broadcasting Corporation. The new North Regional Transmitting Station being erected at Slaithwaite, on the Yorkshire moors, at a cost of £160,000, is shortly to be opened. Its purpose will be to provide alternative programmes for listeners in this area. It will serve not only as a medium for the transmission of London broadcasts, but will develop a life of its own in portraying and expressing local culture. Another regional station at Falkirk, Scotland, is in the course of erection, so that the completion of the Corporation's full regional system is almost in sight.

Some two years ago the Radio Broadcasting Company submitted to the Government a scheme for the establishment of relay stations in main provincial towns. These were designed to relay selected programmes from the main stations, with all of which they would be linked up, and also through their own studios to give opportunity for the talent in the towns concerned to be utilised. That scheme, of course, was dependent upon a readjustment of the terms of the Company's contract with the Government. No public action was taken by the Government in connection with it, but last session announcement was made by the Postmaster-General that, on termination of the Company's contract, it was intended to take over the service and embark upon the provision of a system of provincial stations throughout the Dominion, much on the same lines as the scheme submitted by the Broadcasting Company. Action was suspended pending submission of final details to Parliament this year. Since that time the economic situation of the country has suffered a drastic change.

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To-day the Dominion looks forward to an anticipated deficit of no less than £5,500,000 in its accounts for the financial year just begun. This fact seems to us to have a material bearing upon the broadcasting situation, and to make it expedient for the Government's ideas to be re-cast. From the radio point of view an expanded service is wholly desirable, and valuable time has been and is being lost. Particularly in times of depression is radio important. It provides cheap and effective home amusement and instruction. What is required now to make radio of more use to the Dominion is the provision of more stations, linked in a comprehensive way, which will permit of a bigger population being served. The whole point is, who is to provide that expanded service?

We suggest that the Government should face the facts. With a drastic deficiency of £5,500,000, the Government obviously has but little money to spare for buying out the present Company and for additional capital. Apart from that fact, we believe it is increasingly recognised that it is better for the radio service to be in the hands of an authority other than the Government, in order to secure fullest promptitude of action and economy. Where Government administration is involved, there inevitably grows up a system of routine involving much red tape.

The population as a whole would be glad to see the broadcasting facilities extended in every way possible. The expansion indicated would make available the best of provincial talent for relay to town audiences, and town programmes for relay to country audiences. All parties would thereby benefit. The whole question is, has the present system failed and wherein can it be improved? There is also the economic situation as it stands making it extremely undesirable for the Government to add to its capital expenditure and administrative responsibilities and the jettisoning of six years of steady and progressive development of a service carefully planned and regulated by the Government of the day—all for what?

### Talks About Africa

### Safety at Sea

### An International Night

### Prophecy by Marconi

ON Wednesday evening last week and again last Wednesday, 2YA listeners had the pleasure of hearing broadcast talks by Mr. E. J. Howard, M.P. on the subject of Africa. Mr. Howard was one of the Parliamentary party which visited South Africa some years ago, and he is well acquainted with the history and present-day conditions of the past continent, particularly that portion of it south of the Equator. Mr. Howard's talks have been singularly appropriate to International Night.

SENATORE MARCONI, in a recent interview, said that wireless two years hence would make the world very small. He envisaged squadrons of bombing planes being sent out without pilots.

"I am actively engaged in short-wave length experiments, one application of which will make collisions at sea more difficult," he said. "Ships will be able to place a wireless band round themselves, making their position immediately known to others entering the band."

"If the aircraft-carrier Glorious and the French liner Florida had been fitted thus the disaster in the Mediterranean would not have occurred."

### Enormous American Radio Trade

ALTHOUGH the United States of America claims to have in use upward of 80,000,000 radio sets, the radio trade is not satisfied that saturation point has been reached. Proposals were recently made for the establishment of a 10,000,000 dollars advertising fund by the radio industry. This fund would be spent in newspapers, to give details of major broadcasts, and would be supplementary to the other funds spent by radio manufacturers, individuals and broadcasters. Tribute was paid by the promoter of the scheme to the valuable publicity work rendered to radio by newspapers, but the need was stressed for fuller co-operation in order to perfect the use of radio.

### Radio In Canada

ANNOUNCEMENT was made some time back that the Canadian Government intended to establish Government ownership in the broadcasting service, and conduct the service somewhat on the lines of the British Broadcasting Corporation. This development is hung up for the time being, as the Provincial Government of Quebec has made a formal claim to jurisdiction over radio within its borders, and has taken its case to the courts, based on its reading of the British North American Act. This makes it improbable that any national broadcasting policy can be determined this year.