

THE broadcasting stations in Italy employ rather a surprising number of women as radio announcers. There are three in Rome, two in Milan, and three in Naples, Genoa and Balzano. The preference of the Italians for women's voices is because they carry better than men's voices. The clarity of the voice of an announcer is a very important factor in the pleasure to be derived from radio.

MARCHESE MARCONI is making experiments with the object of developing the use of the ultra. shortwave in wireless communication. He claims that he conversed recently by wireless telephone on a half-metre wavelength for a distance of 30 miles, between the beach at Genoa and Sestri Levante, east-south-east of Genoa.

NEW YORK'S new Radio City, on which excavation work for the foundations has recently started, is to be beautified by landscape gardening at the enormous cost of £3,600,000. Land costing £3,500,000 will be left open for gardens, while £100,000 will be spent on landscaping. Even the roofs of the ten structures will be transformed into modern Hanging Gardens of Babylon. The present plans call for seven acres of landscaping with waterfalls, fountains, pools, trees, formal flower beds and statuary. Even the outer walls of the buildings will be covered with a lacework of living ivy. Forty feet above the roof of the sixteen-story wing of the centre building, there will be a curved waterfall with a fifty-foot spillway, and cascades ending in a reflecting pool on the roof.



THE great expansion in Britain over recent years is reflected in the extraordinary progress made in the manufacture of "Ekco" wireless sets. Six years ago the owners, Mr. E. K. Cole and Mr. H. S. Verralls, were working in a little two-roomed shack. Last year, however, their sales rose to more than £500,000 worth of radio apparatus, and they now have quite the largest business in Southend in the national affiliations.

THE centenary celebrations of Faraday's discovery of electro-magnetic induction coincided with the opening day of the Radio-Electrical World's Fair, the eighth annual fair of its kind, which was held at Madison Square Garden, New York, between September 21 and 26. Tributes were paid to Faraday and his American contemporary Henry, and exact replicas of their inventions were shown. All the relics of Faraday and Henry which could be found in the United States were also exhibited.

THE Michigan State Legislature has made it a felony for any private motor-car to be equipped with short-wave receivers. Only the police are permitted to install such equipment. The assistance which such equipment has given in combating crime, can be judged by a survey recently made in Detroit. It appeared that, estimated over a period of one month, the average time taken by police cars with radio receivers to reach the scenes of crime was fifty-one seconds.

THE growing unpopularity of commercial advertising, which is a marked feature of American broadcasting, has resulted in the Buffalo Broadcasting Corporation forbidding the use of its stations W.G.R. and WKBW for commercial talks from 6 p.m. until midnight. It seems likely that other stations, sooner or later, will have to follow suit, though the custom of announcing commercial sponsorship of the various programmes will probably survive.

FROM a French contemporary we learn that the Finnish broadcasting service is shortly to be entirely reorganised, and the concessions enjoyed by the present operators of the system are to be terminated forthwith. A limited liability company has been established with a capital of 15,000,000 Finnish marks, all of which, with the exception of half a million marks, will be held by the Finnish Government.

A MOTOR vessel, named "Our Western Queen," is the centre of a large enterprise which is revealed by the registration in London of a company known as Pacific Radio, Ltd. (states an English contemporary). The vessel is being stocked with short-wave receivers and other radio apparatus, and will cruise among the various islands in the South Pacific, with the object of providing the planters with the means for the reception of programmes broadcast on the shortwaves from different countries. Qualified radio engineers will be on board to carry out the installation of the apparatus in the homes of the purchasers.

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