

Editorial Notes

Wellington, Friday, August 12, 1932.

AS we expected, the general response to the report of the Coverage Commission has been on a high level of appreciation. The Press has appreciated the broad national basis on which the members of the Commission reported, and supports the conception outlined of one comprehensive scheme destined to give the most effective coverage to both city and country interests.

THE "Radio Record" from its inception has insisted that, in view of the extensive area of the Dominion on the one hand, and the relatively small population on the other, there was room in the Dominion for only one main scheme, deriving support from the funds of listeners. While that policy has always had our support, we have appreciated the supplementary service rendered by the minor stations, and have been content to leave the question of supplementary aid to those stations in the hands of the financial authority as and when, from their analysis of the revenues, they felt able to distribute financial aid. It is gratifying to know that the revenue is expanding at a rate possible to permit of a little being done in the direction of rounding out the major stations by assistance to what are known in New Zealand as "B" stations and the establishment of relay stations. That is highly satisfactory, but it must be borne in mind that this supplementary service must always be subsidiary to the main scheme. The major interest requires the establishment at the earliest possible moment of the big stations in the most favourable situation for giving maximum coverage.

WHILE the broad scope of the report has met with approbation, it is to be noted that already in some quarters sectional interests are at work with a view to nibbling at the comprehensiveness of the scheme, in order to secure specialised sectional support. In Palmerston North we notice a public meeting was convened to urge the presentation of a petition to the Broadcasting Board in favour of that local station which is not being subsidised by the Board. It is likely, we understand, that similar movements will be instituted in other provincial towns in the hope of breaking the Board from its considered national policy as laid down in the official report, and by popular clamour jockeying it into piecemeal assistance to the stations instituting the claim. This policy, we venture to predict, is foredoomed to failure, and rightly so. This is essentially a matter on which the general interests of the country must rise paramount to sectional desires. Listeners in general, we believe, will support the Board in the view that in the Coverage Commission they have secured the best expert and considered opinion of the country. Therein has been laid down a plan calculated to give the maximum benefit to all interests. If that plan is to be subject to the bombardment of special pleas from one point and another in the hope of securing localised support, then the outcome can only be disastrous. The Board's revenues must be concentrated to give the maximum efficiency. If they are to be dissipated in dribs and drabs and in duplicate subsidies to small stations in provincial areas, then the general body of listeners will not de-

rive that benefit from the Board's administration that they had hoped for.

WE feel certain from our knowledge of the Board that movements of the character indicated will not succeed, and that in point of fact effort in that direction will only be wasted by the parties concerned. That outcome possibly will not prevent the effort being made, for those most intimately concerned will necessarily seek to create organisation and propaganda to back up their objective. New Zealand in

general seems particularly susceptible to organised popular clamour of this type. This is doubtless the price we pay for our democratic institutions and multiplicity of local bodies. In the Broadcasting Board, fortunately for listeners, there is an organisation based upon a different system of control. The Board is protected from invidious pressure by the nature of its appointment, and in that fact we see the best hope for a business-like and efficient administration of listeners' funds in order to give the public the best service possible.

In Phase and Out

By "Quadrant"

WE have pleasure in introducing Mr. Wallace, who will tell you all that the All Blacks did in Australia," murmured my loudspeaker the other night. I hushed everybody to dead silence and listened—but the title of the talk was misleading. He talked only of football.

THE week's joke. Our Wellington "B" station starts the day by playing, "Here Comes the Sun."

NEW ZEALAND'S Olympic dancing representative (a New Zealand girl resident in Los Angeles) surprised the Americans by broadcasting a haka from KFI, Los Angeles. A unique combination—a Maori chant articulated with the American accent, broadcast by a New Zealander going into the dancing arena in the world's greatest city of make-believe. They ought to hoist the New Zealand flag after that.

THE organisers of the Wellington community singing secured a scoop last week when they introduced the star artists of the "Blue Roses" Company. Probably they won't appear again at 2YA, but by no stretch of imagination can their appearance be called the Last Rose of Summer.

ON Sunday night 2YA's fading ring started a few feet from Mount Victoria. I expect next week's mailbag will tell us where it finished.

ON hearing the wrestling described from 1YA recently one was reminded of the prize-winning efforts of a Wellington announcer last year who amused his audience by describing a match in terms of "He cannot get out—yes he is." After having read up a few of the terms, he was at least entertaining. That announcer did much to popularise that station and wrestling in Wellington. Incidentally I went to the Town Hall just to see "How he did get out of it."

I HEARD WMAQ, Chicago, the other afternoon—but not on my radio. That station plays a key part in a picture now running in the city. The de-

tails are well worked out—one is introduced to the station from the listener angle, then taken into the talks studio, later shown into the sound-proof glassed-in studio where one can see but not hear people talking, then back to the home.

"THEM men is wrasling," my radio informed me one night last week, but it didn't get a chance to tell me anything else in that strain. The switch was up like a shot. That is not broadcasting as she is spoke.

DON'T some people get nasty thoughts. An Australian radio paper reporting the meeting at which Captain Eckersley presented his recommendations for eight new stations, stated that some of the engineers present thought the report would not cut any ice because the famous Captain had been brought out by a private company who possibly might make a pound or two out of the scheme!

THE B.B.C. recently took their listeners on the journey that various members of the Ottawa Conference will travel. It was an interesting account of the various parts of the Empire—but when he came to New Zealand this is what went over, "And now we are leaving Wellington, New Zealand; mind, hold on your hats," and then followed the imitated shrieking of a howling southerly. Hardly fair—particularly as Wellington is not really windy.

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