

# BROADCASTING BUSINESS

Vol. 1. No. 1

Friday,  
October 5th, 1934

Subscription  
10/- P.A. Post Free  
Single Copy 1/-

Published every Friday by Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney.

## Objective of "BROADCASTING BUSINESS"

**I**N launching "Broadcasting Business" our first words necessarily concern ourselves, and the motives that have brought this trade newspaper into existence. Fortunately, it should be necessary to do little more than indicate the character and scope of the information which this newspaper of the broadcasting business will convey, to recommend it to those whom it seeks to serve and to convince them that it supplies a long felt want.

The interests of commercial broadcasting in Australia have developed to such an extent that there is to-day an actual need for a trade paper which will be thoroughly independent and capable of representing the interests of commercial broadcasting in a fair and consistent manner—a paper that shall be reliable and clean-cut in its utterances and shall disseminate news of a truthful character, that shall faithfully and fearlessly record the advances and improvements which are rapidly going on in this young business of broadcasting.

"Broadcasting Business" will endeavour by every consistent means to advance the legitimate interests of commercial broadcasting stations. It stands four square for the general uplifting of the whole broadcasting structure of Australia, so that with each part of that structure performing its correct service to the huge Australian public who listen daily and nightly to the multitudinous programmes, all interested will be well recompensed in building a bigger and better broadcasting service with profit to all concerned.

### Outstanding Broadcasting System

**W**e firmly believe that the existing Australian scheme of broadcasting stands supreme throughout the world. With what is known as the "A" (National and Government owned) and the "B" (commercial and privately owned) stations operating in every State, we have the best elements of both the British and American systems of broadcasting.

The Australian Broadcasting Commission (which is answerable to the Postmaster-General representing the Commonwealth Government) is charged under the Act, to "provide and broadcast from the National broadcasting stations adequate and comprehensive programmes, and shall take, in the interest of the community all such measures as in the opinion of the Commission are conducive to the full development of suitable broadcasting programmes." The National System is not empowered to broadcast advertisements, but receives 12/- out of the £1/1/- annual licence fee paid by over 650,000 listeners throughout Australia.

The commercial stations, on the other hand, do not participate in the listeners' licence fees, and must therefore obtain their revenue from advertisers over the air. These commercial (or "B" class) stations are licensed and controlled by the Postmaster-General under the Wireless Telegraphy Act and Regulations.

These two methods of operation have, with sympathetic administration, worked out very well, although there are many lessons that can be learned and many readjustments to be made from time to time.

### Responsibility

**I**T is obviously the responsibility of the National stations to cultivate Australian mentality at its best, to foster the National spirit, to inculcate into the millions of listeners a desire for better music, for a better spoken word, better actions, and better citizenship. The country people should receive paramount consideration at the hands of the Government service. The man on the land must be served with everything that broadcasting can give him in order that he may be happier and thus prosper, and further, that his sons and other men's sons shall become fully seized with the need for building up Australia's primary wealth. Events of National importance must at all times receive the attention of the A.B.C. In the main, this has mostly been done, but more remains to be done.

(Continued Overleaf)

October 5th, 1934.

## OBJECTIVE OF "BROADCASTING BUSINESS"—(Continued).

To the commercial stations should fall the lot of putting over the showmanship side of broadcasting—to legitimately exploit to the full the public's desire for popular entertainment of a clean and wholesome type. By the very nature of their independence from the National revenue they are in a position to do things that private enterprise can and will always do with much greater alacrity and public acceptance than any Government controlled body. The remarkable enterprise displayed by the leading and even minor commercial sta-

tions is responsible for at least fifty per cent. of the 650,000 licensed listeners in Australia to-day. It will be a most regrettable day if anything—particularly of a political or governmental nature—occurs which retards or even slows up the wonderful progress made by commercial broadcasting throughout the Commonwealth.

It will be the duty of this journal "Broadcasting Business" to watch and record that progress, and when necessary, to rise up against any force which may tend to injure the future of broadcasting.

# Annual Conference of Commercial Stations

On Tuesday morning last, at the Hotel Australia, Sydney, representatives of over 40 broadcasting stations, comprising members of the Australian Federation of Broadcasting Stations, all of a commercial character, assembled in their Annual Conference.

**M**R. M. B. DUFFEY, President of the Federation, occupied the Chair, and many of the leading personalities from Interstate and country stations were present.

Among the many items of the Agenda to be discussed was the principal item of Copyright, on which the broadcasting stations are always finding a lot to discuss, as it concerns one of their primary problems.

Another important matter is the question of recognition of certain advertising agencies, the allocation of agency commission to those who rightly deserve it, and to eliminate those who do not deserve it but who try to "butt in" for something to which they are not entitled.

After the meeting opened, and the credentials of representatives were checked, the President gave a ruling that one representative from each subscribing station was permitted, and where one proprietor or company owned more than one station, and providing that they subscribed for more than one station, they were entitled to a delegate for each full subscribing station.

## Generous Entertainment

The Sydney stations, through Vice-President A. E. Bennett (2GB), extended a welcome to all the visiting delegates, and made an open offer of entertainment to all the visitors. Mr. Bennett said that their generosity was only measured by the delegates' desires.

It is understood that a civic welcome will be extended to the Lord Mayor at the Sydney Town Hall on Wednesday morning. A visit to various factories was being arranged, and also to a demonstration on Thursday afternoon, of wide range recordings at 2GB, in connection with the Western Electric Company.

At 11.30, the Hon. Archdale Parkhill, Postmaster-General, attended the Conference to perform the official opening ceremony.

## Hon. Archdale Parkhill

In introducing Mr. Parkhill, the Chairman, Mr. Duffey, said that the administration of affairs under Mr. Parkhill as P.M.G., had been most satisfactory to the commercial stations. He mentioned that there were over 40 commercial stations represented at the Conference, and they always did and would continue to endeavour to give service which they hoped met with some degree of satisfaction.

At this juncture, Mr. Parkhill rose and said he was very grateful for the graceful terms of introduction made by the Chairman. The happy relations which existed between commercial stations and himself as Postmaster-General, during his occupancy of that office, would continue, and he gave an assurance that any proposals or suggestions decided upon by the Conference would be received sympathetically, as in the past. He said that no doubt the Conference would take stock of the situation and see what the future demanded.

Such an annual gathering, said Mr. Parkhill, was a good sign, and despite the fact that the public were very critical of broadcasting services, and that the era of novelty had passed, listeners still demanded a quality of service, and he felt sure that the Conference would give these matters their attention.

Mr. Parkhill also mentioned that wireless is one of those services which must have Government control, and be regulated in the public interests. It showed the wisdom of Parliament in limiting the number of broadcasting stations. While



HON. ARCHDALE-PARKHILL, P.M.G.  
Who Opened the Conference

there were quite frequently complaints from many people that there was too much Government interference with business, nevertheless in the business of broadcasting, haphazard conditions which had existed in other countries could not be permitted in Australia, and altogether, there was very little ground for legitimate complaint, as that state of affairs would continue, and even improve.

Co-operation from commercial broadcasters both with the P.M.G.'s Depart-

ment and the Broadcasting Commission was absolutely essential, and he pointed out that the fact that there were over 650,000 licensed listeners in Australia, of which 150,000 had taken out licences in the last twelve months, was a sure indication that broadcasting had made great strides, and would continue to do so.

### Use It Carefully.

It was not to be thought that the success of any service, even such as broadcasting, could be gauged only by the number of listeners, as broadcasting was subject to such rapid and new developments, that all who engaged in it were obliged to use it very carefully.

Mr. Parkhill congratulated the broadcasters on their imagination and initiative, which he said has been very good. Yet there was always room for improvement, as listeners would not be satisfied with the interspersing of too much advertising in the programmes.

He made one or two suggestions to the assembly, one being that they give consideration to the reduction of lengthy references to sponsors during certain sessions. No doubt the advertiser who was paying for the session was entitled to due recognition, but it undoubtedly called for thought.

### Departmental Suggestion

Mr. Parkhill also mentioned that the Department had already suggested to the commercial stations an alteration in their method of Sunday transmission. While the Department was loath to interfere too much on the question of censorship and was more prepared to leave it in the hands of the stations themselves, nevertheless, co-operation in this matter was also desirable.

The question of children's sessions was also dealt with by Mr. Parkhill, and he said this was a very important matter indeed as there were still objectionable records and references made during the children's sessions, from several stations. He thought that the children's sessions were so important that they should be made more instructive. He pointed out that despite outbursts from critics, the commercial broadcasters do strive to rectify any anomaly. He quoted the President of the Columbia Broadcasting System in America as having said that the public would be astonished if it knew how much revenue was lost by pursuing a policy of good taste, good models and good business. That is to say, the C.B.S. lost a lot of advertising support because they censored their transmissions very carefully.

Mr. Parkhill pointed out that the Department would continue to work with the commercial stations, and he thought that while the Australian Broadcasting Commission must be the backbone of broadcasting, nevertheless the supplementary service given by the commercial stations must be of use to listeners generally. As a result of his recent visit abroad, he was happy in the belief that the Australian system was comparable to any in the world. Particularly considering the difficulty in obtaining first class performing talent, Australians had very good reason to be satisfied with their National and commercial stations.

### Television

He also referred to television, and while saying that some people were inclined to be misguided, he would advocate, after a study of the situation, to wait until television could fit in into its proper place. He said it was very little beyond the experimental stage, and the future would hold something good in this direction.

Mr. Parkhill congratulated the Chairman on the progress of the commercial stations, and said that it afforded him infinite pleasure in declaring the Conference open.

### Vote of Thanks

The Chairman called on Mr. A. E. Bennett, Vice-President, to move a vote of thanks to the Hon. Archdale-Parkhill.



MR. A. E. BENNETT (2GB).  
Vice-President The Federation

Mr. Bennett said that there did exist a definite spirit of co-operation by the commercial stations towards the Government and the Commission.

Mr. Bennett asked Mr. Parkhill to give consideration to altering the regulations to eliminate the reference of "B" class stations and substitute the word "Commercial" stations.

He also brought up the question of the urgent need for more telephone lines and circuits between various capital cities, particularly between Perth and Adelaide and between Brisbane and Sydney. He added further that the standard of programmes put out by the commercial stations was such as to engender a spirit of friendly competition between the National stations and the commercial stations, with good results to all concerned, particularly the listeners. He said that commercial stations were compelled to keep their ear very close to the ground and know the needs of both listeners and their supporters.

### Important Influence

In supporting the vote of thanks, Mr. J. B. Chandler of Brisbane said that commercial stations would always do everything in their power to co-operate with the authorities. He said that the "B" stations have always exercised an important influence, and that even the National stations had materially benefited as a result thereof. The increase of licences



MR. J. B. CHANDLER (4BC)

was also attributed by Mr. Chandler, in no small measure, to the healthy competition engendered through the National stations by the commercial stations. He believes that the combination of National and commercial stations in making up the Australian system of broadcasting was a very good one, and he hoped that it would always continue.

The vote of thanks was carried with acclamation.

In reply, Mr. Parkhill thanked the assembly very much for their vote of thanks, and hoped that the happy relation with the "B" stations would continue. He said he would note Mr. Bennett's request in connection with the elimination of the reference to "B" stations, the words "commercial stations" to be substituted.

Mr. Parkhill also referred to the paragraph which was published in the Sydney press last Saturday, about an alleged complaint from the Broadcasting Commission to the Postal Department concerning the shortage of telephone circuits, but he was glad to see a denial last Monday by the Chairman and the General Manager. Mr. Parkhill believed that so long as Parliament gave certain statutory powers to the Commission, he, as P.M.G., did not want to "butt in" and usurp those powers. Therefore, the Commission knew what to do and they should do it. Anything of that nature was more or less a matter of policy between the Commission and the commercial stations.

At that juncture the Conference went into Committee to go on with the business on the Agenda paper.

### 2GB WIDE RANGE TRANSMISSIONS

The following is a list of Wide Range Transmissions over Station 2GB. Each period is of 15 minutes' duration only.

Monday, 9.30 p.m. and 10 p.m.; Tuesday, 9.45 p.m.; Wednesday, 9.45 p.m.; Thursday, 9.45 p.m.; Friday, 8 p.m.; 8.30 p.m., 9.15 and 10 p.m.; Saturday, 8.45 p.m., 9.45 and 10.15 p.m.

October 5th, 1934.

# Who Spilled the Beans?

## Was Any Complaint Made?

**I**N the "Sydney Morning Herald" last Saturday, 29/9/34, a report was published from Canberra, stating that "the Australian Broadcasting Commission had complained several times recently to the Postmaster-General's Department of the lack of adequate facilities for the broadcasting from National stations of important public engagements outside the studio. Because of a lack of telephone lines, the broadcasting of several interesting ceremonies has been either abandoned or greatly curtailed in recent months."

The Broadcasting Commission possesses no jurisdiction over the technical equipment for broadcasting, and is dependent upon the Postal Authorities for provision of the facilities. A substantial part of the licence revenue is retained by the Postal Department to defray the cost of technical services, and no further payment is made to the Department by the Commission for the provision of facilities for such outside broadcasts. Officers of the Commission declare that the lack of telephone lines for conducting outside broadcasts is impairing the diversity and interest which would otherwise be provided in the National programmes.

It is understood that the difficulty is still the subject of negotiations between the Commission and the Department.

### Chairman Contradicts Report

The statements were contradicted in the same paper "S.M.H.," on Monday last, 1/10/34, and the report stated:

"Statements made in Canberra to the effect that the A.B.C. had complained to the P.M.G.'s Department of the lack of adequate facilities for the broadcasting from National stations of important public engagements outside the studios were contradicted on Saturday by the Chairman of the Australian Broadcasting Commission—Mr. W. J. Cleary. The Commission, he said, has always received courteous consideration from the Department, and he was sure that whenever it was at all possible, the Commission's requests for these facilities were granted.

The General Manager of the Commission, Major W. T. Conder, also stated that the suggestion that such complaints had been made, came as a surprise to him. The statement was untrue, and no authority had been given for it to be made. The Commission was often compelled to approach the Department for lines at very short notice, and it had always appreciated the attention its requests had received."

### What Is the Actual Position?

From certain sources, this journal is informed that despite the denials of Mr. Cleary and Major Conder applications have been made to the P.M.G.'s Department for extra facilities, by both the National Stations and particularly the "B" class stations. With the rapid growth of the commercial broadcasting system and the demand for Interstate relays from these "B" class stations at more frequent intervals than a year ago, the Telephone Department has been heavily taxed and facilities are not available for giving the fullest service demanded by both the National and the commercial stations, at the one time.

For instance, between Adelaide and Perth there is only one channel for broadcasting purposes, and one prominent commercial station manager says that this is not sufficient because the National station always gets preference and the "B" class stations have to play second fiddle.

Another "B" class station manager says that the commercial stations should receive just as much consideration in line facilities as the National stations. He also pointed out that actually the commercial stations paid many thousands of pounds per year into the coffers of the P.M.G.'s Department for extra lines, whereas no revenue would be obtained under the same conditions from the National service. As a matter of fact, the National service does not pay any rental for the line, and therefore the P.M.G.'s Department is actually losing money when the "B" class stations cannot get their proper channels.

As the National Service receives 12/- out of the 21/- licence fee, this leaves 9/- for the Postal Department to maintain the technical apparatus at the various stations, to build new stations, pay the Radio Inspectors' activities, and meet a lot of overhead charges.

When questioned regarding the statement alleged to have been made at Canberra, and the contradiction by the Chairman and General Manager of the Broadcasting Commission, still further prominent radio identities ventured the opinion that there was considerable friction between the Commission and the P.M.G.'s Department as to whether the Commission would not take over the provision of all its technical services. It is understood that when the Broadcasting Com-

mission was appointed, a certain time was to elapse before the Commission reported on the advisability of the Commission handling its own technical matters, or being allied to the Telephone Department. It is alleged that certain people closely connected with the National Service want to control their own technical activities, similar to the British Broadcasting Corporation—and which they say, in actual fact proves the only workable scheme.

At the Commercial station conference held in Sydney this week, this subject was scheduled for discussion, i.e., the lack of the necessary channels, either physical or phantom between the capital cities, for the commercial stations, while the National stations are also operating.

## EMPIRE BROADCASTS CRITICISED

Complaints have been made in England that Empire broadcasting requires the announcers and other members of the broadcasting staff working very long hours, particularly in the early hours of the morning, and in addition to their normal routine, without extra remuneration.

It is understood that the cost of the complete Empire broadcasting scheme runs into 6 figures, and while the British licensed listeners do not object to contributing to such a good cause, nevertheless, it is difficult to see why the hard-worked staff should be expected to arrive in the small hours of the morning and entertain the Dominions with no extra pay. They are hardly likely to provide real entertainment under such conditions.

## BROADCASTING AIR RACE

Practically every broadcasting station—both commercial and National—throughout Australia, is in on the plans for an extensive broadcast of the progress of competitors in the Centenary Air Race which will commence at 6 a.m. (g.m.t.) on October 20th next. Information will be given about the position of competitors at each stopping place, and other information will be received along the route to keep listeners posted with developments.

The compulsory stopping places are Bagdad, Allahabad, Singapore, Darwin and Charleville.

## BRITISH RADIO EXPORTS

During the month of July the export of British valves to Australia rose to 18,754, as against 14,288 for June, and valued at £3,864 as against £1,827 for June. This shows an increase of £2,037 on the exports from Britain to Australia.

Other parts and accessories dropped by 2,081 down to £329.

Radio gramophones, including parts, valued at £348 were exported during July, compared to £381 in June, showing a reduction of £33.

**RADIO KITS SAVE MONEY TIME AND TROUBLE... KIT SETS**

1934 Standard Champion A.C. or Battery £12/19/6

Valves and Speaker extra METROPOLITAN ELECTRIC CO. LTD. Tracy House Cleveland St Redfern NSW



# When Listeners Disagree — Who Shall Decide?

## 4BK--Courier Mail Conduct Radio Ballot

(A few weeks ago "The Brisbane Courier-Mail" in conjunction with Commercial Station 4BK conducted a ballot of radio listeners in order to ascertain what was most popular in radio entertainment. The results together with a summary by Mr. Alec Robertson, Manager of 4BK, as published in the "Courier-Mail" are republished herewith for the benefit of many who should be particularly interested—Editor).

SO many opinions on what is best in radio entertainment have been given in the columns of the "The Courier-Mail" during the last few weeks that I hesitate to enter into the argument, even though I am privileged to do so with some arbitrary power. Experience has shown how easy it is for a broadcasting station to draw the fire of critics, and it has been so good to watch the development of verbal hostilities among the critics themselves during the currency of "The Courier-Mail" 4BK radio ballot that intervention may appear foolhardy!

On the other hand the ballot was organised with a purpose, "Vox populi" was sought, and, though in some respects it seems to have spoken rather uncertainly, it has been heard to a degree that undoubtedly demands the serious attention of broadcasters generally. The result of this purely voluntary ballot cannot, of course, be accepted as an accurate assessment of values of the consensus of public opinion, but the opportunity to all interested listeners, that it provided, was a fair and open one, and it certainly has given some important pointers.

### Likes and Dislikes

It was interesting to watch the evolution of the count day by day. One was struck primarily by the consistency of several preferences—the wide appreciation of good music, the rather surprisingly steady favour for travel talks and artistic plays, the wholehearted condemnation of birthday greetings as a general radio feature, the discounting of what might be termed second-hand entertainment (theatre relays, community singing, sporting descriptions, &c.), and the comparative lack of interest in utilitarian sessions dealing with women's interests, news, market reports, and so on—an indication, no doubt, that radio cannot displace the Press.

### RESULT OF THE BALLOT

1. Popular Concert Items	....	3495
2. Jazz, Crooners, Dances	....	3313
3. Travel Talks	....	2688
4. Comedy Patter, Songs	....	2517
5. One-act Plays	....	2473
6. Classical, Operatic Music	....	2282
7. Theatre Relay	....	1884
8. Community Singing	....	1873
9. Church Services	....	1693
10. Thrillers	....	1292
11. Sporting Descriptions	....	1153
12. Lectures and Politics	....	1009
13. News, Weather, Markets	....	982
14. Sessions for Women	....	507
15. Birthday Greetings	....	364

Equally interesting were the responses to the early challenge to the religious and to restless youth. A call to arms from the pulpit, when the early returns suggested that the broadcasting of church services was in danger, had a prompt effect, proving that the Sabbath brings moods that are still its own. And, when irresponsible King Jazz and his rather mournful and not so tuneful satellite, the crooner, seemed likely to be banished, the moderns rose in their might, and plumped their way to the top with such aggressiveness that signs of panic developed in the camp of the "highbrows" of music.

### Variety the Main Desire

The diversity of opinions was thus expressed in a very emphatic way, but it has been expressed even more vehemently in the flood of letters which accompanied hundreds of ballot papers, and extracts from which have been published day by day in "The Courier-Mail."

This wide diversity must have been as balm to the wounds of every long-suffering broadcasting manager—it showed how impossible it is to please everybody and how difficult is the task of building radio programmes.

As a guide to what the majority really want in radio entertainment, the letters were perhaps better than the ballot itself. At least, I have found them so. They have shown definitely that variety is the chief desire of the average listener, and that an abundance of melody is very satisfying.

Doubtless, too, I shall be forgiven if I attach considerable significance to the widespread tributes paid to 4BK in the voters' letters—not so much because praise is pleasing, as because it is an encouraging endorsement of the policy which the station set for itself when "The Courier-Mail" took control of it some eight months ago.

### Secret of Success

That policy was drawn up from the standpoint of the listener. The organisers of it had been listeners, and still were—critical listeners—and they had the benefit of the experience of much hard pioneering in radio broadcasting, to which insufficient credit is given.

I have sat at the feet of several successful radio managers, and the best lesson that I learned from them all was that, if you get your programme quality and transmission right, the rest is easy.

The new 4BK set out to provide the best music in all branches from new recordings; it organised human-interest features; it classified its programmes to suit times and moods and conditions; and it has left no stone unturned to ensure clarity of transmission on effective power. Its aims are not fully achieved, but the public applause that has been so generously accorded, coupled with friendly criticism, is an inspiring urge to the enthusiastic staff of "The Courier-Mail" Station to continue along the lines of its defined policy of dignity, quality, and service.

### Goodwill Sought

Some critics regard advertising as a blemish on the programmes of B Class stations. In so far as they are intolerant of broadcast advertisements as such, this is a wrong attitude. Fortunately, most listeners acknowledge the debt they owe to the advertisers who provide the revenue which makes the B Class competition possible.

If, here and there, advertising still sometimes obtrudes itself in an objectionable or irritating form, there is consolation in the fact that both advertisers and broadcasters are fast learning to rectify this weakness. Experience has taught radio stations to marshal their advertising into strictly limited direct announcements—the shorter the better—and to sponsorship of feature sessions which tend to create real good will amongst listeners towards advertisers.

# —Rola K7—

Try the new ROLA K7 with one of your good sets and note the difference

October 5th, 1934.

**4BK BALLOT—(Cont.)****Striking Parallel**

There have been many inquiries as to whether future programmes from "The Courier-Mail" Station are to be moulded on the preferences expressed in the ballot result. My answer, I think, is expressed in what I have already written. I regard the vote as one of confidence rather than as a direction for reform.

For comparative purposes some statistics have been compiled, based on actual 4BK programmes during the last few weeks, and it is found that the allocation of musical entertainment has been worked out on these averages:—

Popular Concert Music, 53 per cent.  
\* Jazz, Crooners, and Modern Dance Music, 22 per cent.

Classical and Operatic, 20 per cent.  
Comedy, 5 per cent.

(\* Crooning numbers record only 3 per cent. of the total music broadcast).

As is well known, travel talks and one-act plays are regular and prominent features of 4BK programmes.

So "Vox Populi" must be a good judge, after all! As for jazz—there is no need for the general music lover to be alarmed or angered by the drive that its ardent supporters made. "Plumping" was not actually debarred in the conditions for the ballot; otherwise the jazz group would not have been so far up the list at the finish!

**Towards the Heights**

Anyway, it is unreasonable to condemn jazz music, or even crooners, outright. It has been well said that "the chief crime that jazz commits is the crime of monotony," and even those who see no virtue in classical music would realise the truth of that if radio stations offered nothing else but syncopation and crooning.

As a matter of fact, jazz often provides delightful melody, and its rhythmic quality is irresistible to most of us. Moreover, although "hits" of jazz rarely last long in popular favour—unlike so many tunes that the masters of music have bequeathed to us through centuries—it has to be admitted that it has had a world wide vogue for some years, and that it has an appeal to human instincts, even if they are primitive. After all, you may treat the tom tom with contempt as a musical instrument, but African natives can be roused to frenzy by it!

At least we may acknowledge the value of jazz as a vehicle for educating the masses to the best in music, which in the past has been far too exclusively appreciated. On that note I may well close my defence of present-day broadcasting. It would be a pity if radio were used merely to pander and not to cultivate.

**P.M.G.'s Short Wave Station to Continue****3LR Fulfilling Its Purpose**

**A** FEW weeks ago there appeared in the Sydney press a report from Canberra that the P.M.G.'s Department would shortly decide whether it should discontinue the special wireless broadcasting service from Station 3LR, which has been provided experimentally during the last seven months for the benefit of remote listeners, from the Department's short wave broadcasting station at Lyndhurst, Vic.

This journal communicated with the Hon. Archdale-Parkhill, Postmaster-General, and here is his reply:—

"Referring to your letter of the 14th August, 1934, I am not aware of the source of the information to which you refer, but it has no official sanction. The Department's object in establishing the service now being given from the short wave station 3LR is to provide reception in the remoter areas of the Commonwealth outside the normal range of the main broadcasting stations.

From the numerous reports received it is clear that transmissions from 3LR are reaching these distant areas, and are fulfilling their purpose."

**Extension Desired**

Several manufacturers of radio sets, when spoken to on this matter, at the time when the announcement appeared in the daily press, expressed not only regret, but extreme dissatisfaction at any decision to relinquish the services of 3LR, the short wave station. In fact, several went so far as to advocate a further extension of short wave stations—of higher power, and more of them, so as to give a better service in some areas.

Now that all-wave receivers are the vogue, manufacturers believe that the Broadcasting Commission and the P.M.G.'s Department should carry out more intensive operations in the short wave field.

The newspaper report mentioned above, also said that the question of a long wave station of very high power would no doubt be given consideration. This raises a point which must come up for discussion in broadcasting and trade circles in the very early future. The merits of long waves and medium waves is a subject fit for debate, but so far long wave stations with high power are distinctly favoured, even in place of short wave stations with high power.

There is no doubt the subject is giving the authorities some concern.

**Selling the Programmes****A.B.C.'s Attractive Display.**

In last week's issue of this journal was included a very fine multi-colour poster produced by the Australian Broadcasting Commission giving publicity to the fact that all important races are described through the National Stations.

Merchants throughout Australia who receive this poster should display same in a very prominent position, as it is an attractive poster, and certainly helps to sell those programmes.

**Royal Tour Programme**

The A.B.C. have also produced a huge display sheet setting out the relay programme during His Royal Highness' stay in the various States, during which the local station in that State will broadcast a full description of all activities in connection with his visit.

Commencing with 6WF on October 4th, it shows that Stations 2FC, 2BL, 2NC, 3LO, 3AR, 2CO, 4QG, 4RK, 5CL, 5CK, will relay the transmission from 6WF. The same thing occurs when the Duke arrives at Adelaide, and all the other States in turn.

It is a comprehensive sheet which should appeal to all dealers, not only from a point of view of showing the public what the Broadcasting Commission are going to do, but it will help to keep dealers informed as to the movements of our Royal visitor during the months of October, November and December.

If you want another copy of this Royal Tour programme, drop a line to the Editor, Box 3765, G.P.O., Sydney, and we will see what we can do for you.

**ELECTRICITY SALES INCREASE**

During the month of August last 764 new consumers were connected with the Sydney Council's electricity service. This was the largest monthly increase of consumers since October 1930. Compared with August last year, 3,103,477 more units were used, representing an increase of 8.899 per cent. The expenditure decreased by £3,805 or 4.003 per cent. A comparison of the first eight months of this year with the corresponding period last year, showed an increase of 10 per cent. in consumption, and a decrease of 5 per cent. in expenditure.

**ARGOSY**  
THE IDEAL COUNTRYMAN'S RECEIVER

Modern 4 valve circuit, fully equipped with Diamond triple batteries and Rola permagnetic speaker

**£15/10/-**

ARGOSY RADIO, 304 Burke Rd.,  
Camberwell, Vic.



## 2UW Plans Big Selling Campaign

### Radio Station's Progress

**R**ADIO, the voice from the void conveying its message in song and story, is not now regarded as a luxury, but on the other hand is almost wholly accepted by approximately 600,000 listeners in New South Wales as something akin to a necessity.

Incidentally, "B" class broadcasting bulks largely in the public mind, and, to amplify this statement it is only necessary to point to the enormous popularity of 2UW's recent Test Broadcasts, and to the intensive election campaign conducted over the air by all stations.

Station 2UW, one of the oldest "B" class stations in Australia, has made tremendous strides since being acquired by the Commonwealth Broadcasting Co. Ltd. Its new splendidly-equipped studios, exclusive library and general departments, now occupy the seventh floor of the imposing State Building in Market Street, and the installation of 2UW's new transmitter, has more than trebled the station's power and range.

#### Modern Studios

**I**NCREASED facilities include a magnificent feature studio and four smaller studios, so arranged that the producer commands an uninterrupted view of all that is going on, having at his finger-tips a control board which is the most comprehensive unit of its kind in Australia.

And now, with every modern studio facility at its command 2UW is embarking upon a huge selling campaign. Its organisation is ready—its plans complete.

The arrangements for this intensified selling campaign were enlarged upon by Mr. Oswald Anderson, General Manager of Station 2UW, in a recent interview.

Mr. Anderson stated that Mr. Fred Thompson, Advertising Manager of 2UW, has now added a Service Department to his organisation, the position of

Service Manager having been filled by Mr. Francis E. Levy, who is very well known in the Service Agency field, and has resigned his position on the Directorate of the Goldberg Advertising Agency of which he had been a member since 1926.

Mr. Levy has made a complete study of radio advertising presentation, and, as the result of his knowledge, the Goldberg Advertising Agency released several unusual radio campaigns which undoubtedly did much towards placing this medium on a higher plane.

His new position will permit Mr. Levy ample scope to develop radio among Service Agents and National Advertisers, providing, in conjunction with Mr. Thompson, a complete advertising advisory service without conflicting in any way with the Service Agents' activities.

#### Further Progress

Coinciding with the establishment of a Service Department, according to Mr. Anderson, there has been a complete reorganisation of the Copy Department which is now under the direction of Mr. George Davis, formerly a well-known newspaper man, and a recent addition to 2UW's staff. Mr. Davis' duties include the timing of the advertising schedules and the writing and supervision of advertising copy.

Here the facts as supplied by the advertiser are taken as a basis and an attractive story woven around them for presentation to the listener. Further it is the endeavour of the Copy Department to see that unless otherwise stipulated, no advertisement is repeated beyond the recital of the main facts of the product conceived. Thus a new story concerning the goods of the advertiser is continually presented with fresh angles to interest the listener.

Once again, Mr. Anderson explained, 2UW extends its policy of service to the advertiser. Both Mr. Davis and Mr. Levy will work under the direction of Mr. Thompson, and the whole of the resources of the Copy Department are offered to the advertiser to collaborate as to the best means of presenting his story over the air.

#### Production

**A**S the final link in this all-important matter of advertising presentation, Mr. Anderson described the work

MR. OSWALD ANDERSON



of the Production Department, with its five beautiful studios, all replete with the most modern improvements and details. Production is in the capable hands of Mr. Norman Lyons, with Mr. Bruce Anderson as assistant and they, from positions in the producer's studio control the presentation of all plays and feature sessions requiring sound effects and musical themes.

Here the advertiser can sit in comfort and superintend the audition of his own session, making suggestions and alterations as he thinks fit.

"With the chain of departments and service thus described," said Mr. Anderson, "it would be fitting to give an idea of that all-important instrument which is to convey the message of the advertiser—the 'mike.'"

Mr. Anderson went on to state that the microphones are just another integral part of the brand-new 2UW equipment. These R.C.A. velocity mikes, universally regarded as the finest yet conceived, are used extensively by the N.B.C. of America.

"And so," concluded Mr. Anderson, "with all these modern facilities available, with the full driving force of the advertising, service, copy and production departments at the disposal of the advertiser, 2UW is, with a vigorous policy of intensified enterprise, ready for its huge selling campaign; it is ready to broadcast the advertiser's story by modern, improved methods THROUGH THE 'MIKE' TO THE CONSUMER."

#### RADIO DEALERS, SERVICEMEN

Plug-in and Quickly Locate that Fault with

### THE SLADE-PATON A.C.-D.C. ANALYSER

(Senior Model)

A complete and compact multi-instrument in one, reading D.C. Volts to 500v., A.C. and Output Volts to 500v., Milliamps to 100ma., Ohms 100,000 on Scale, Inductance and Capacity.

FEATURES: Bridge calibrated non-inductively wound D.S.C. multipliers in conjunction with our high-grade sapphire bearing d'Arsonval Meter (1000 ohms per volt) make for extreme accuracy on all the ranges. D.C. isolated when taking all A.C. and output readings. Point-to-point resistance measurements. Universal socket; shielded grid lead on cord; staggered scale for A.C. readings; fool-proof push button operation; bakelite panel with embossed lettering, etc.

Price complete, net ..... £15/15/-



### THE SLADE-PATON JUNIOR SIGNAL GENERATOR

Can be operated as a MODULATED OSCILLATOR; a plain R.F. OSCILLATOR; an AUDIO OSCILLATOR

Employs electron coupling for maximum stability. Is thoroughly shielded. Has decibel calibrated attenuator. Variation of modulation depths; also of Audio note.

Covers the intermediate band from 160-490 k.c. Broadcast band on strong Harmonics. Special Vernier Dial. Complete with batteries.

Price, net ..... £12/12/-  
Free booklet, "HOW TO USE A SERVICE OSCILLATOR," describing 12 essential uses, including Aligning and Tracking, Stage Analysis, Trouble-hunting, etc., supplied to all purchasers.

Obtainable from Leading Wholesalers. Write for Illustrated Catalogue to  
**SLADE-PATON RADIO TEST EQUIPMENT**  
LANG STREET, CROYDON, SYDNEY. UJ 4376, UA 1960



When replying to advertisements. please mention "The Merchant."

October 5th, 1934.

## D. J. Nolan Appointed

### Commercial Manager For Sydney Electricity Department

At the regular meeting of the Sydney City Council held last Tuesday afternoon at the Sydney Town Hall the recommendation of the Finance Committee that "as recommended by the General Manager of the Electricity Department, which recommendation has been endorsed by the Electricity Committee, Mr. David John Nolan be appointed to the position of Commercial Manager, Electricity Department, in terms of the advertisement inviting applications for this position—such appointment to date from the 3rd October, 1934, and to be subject to a retiring age of sixty-five (65) years and to the termination of services by three (3) months' notice on either side," was carried by 7 votes to 5.

Ald. T. J. Shannon, M.L.A., moved an amendment that Mr. Dalton, Superintendent of Stores, with 31 years' experience in the City Council services, be substituted for Mr. Nolan in regard to this appointment. This was seconded by Ald. Ward. Both these Aldermen contended that Mr. Nolan was unsuited for the job in view of a brush he had had with Aldermen in July 1931.

Ald. G. A. Parkes, supporting the motion, said that Mr. Dalton was held in the highest esteem by the business men

who came in contact with him, and that his duties as Power Superintendent brought him into contact with the public in such a way as to prove that he was capable of carrying out the duties of Commercial Manager to the Electricity Department. Ald. Parkes also recounted a conversation he had had with a prominent Melbourne engineer, who had remarked that Sydney now had one of Victoria's most promising young electrical engineers in Mr. Nolan.

On a vote the amendment was lost, and the motion carried. This appointment dates from Wednesday last, October 3rd.

### BROADCAST BREVITIES

Manager Ridley of 3HA Hamilton is now stationed in Melbourne and is conducting the business of the station from there. It has been found that the personal contact of a man who has had experience in the Hamilton district has been of tremendous help to 3HA in securing more business for so far Mr. Ridley has been remarkably successful.

More and more sponsors have been making use of 3HA's time and the amount of advertising matter in the broadcasts is greater than in any other period of its history.

### New 2UE Announcer

Captain T. D. Bairnsfather, brother of the creator of "Old Bill," has been appointed to the announcing staff of 2UE Sydney. In addition to general announc-

ing work, Captain Bairnsfather frequently speaks from 2UE as "The Globe-Trotter."

Station 6PR Perth, has made arrangements with the Perth evening paper "Daily News," by which a full news and feature service is supplied from that newspaper office by staff reporters. Twice daily, at 7.55 a.m. and 6.45 p.m., a full and comprehensive service is broadcast. In addition, women writers, racing, football, trotting, and other specialists, talk on their various subjects, a service which was inaugurated in August, and has already proved itself a notable feature in West Australian broadcasting.

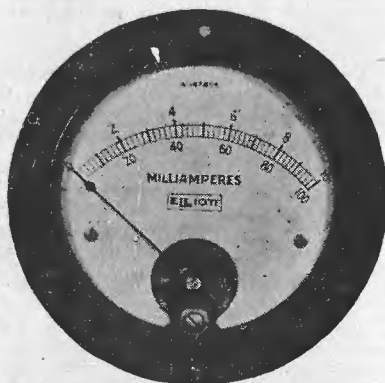
Two important appointments to the staff of 2UW dealing with the commercial side of that station's activities, are those of Mr. Francis E. Levy, late of Goldberg Advertising Agency, who fills the position of Service Manager at 2UW, and Mr. George Davis, who is in charge of the Copying Department. His duties include the writing and supervising of all copy, the timing of studio advertising schedules, and general matters pertaining to the presentation of radio advertising.

Mr. Ned Taylor has resumed his old position as "The Early Bird" at Station 6ML Perth.

Mr. W. Coxen, the well known radio engineer of Western Australia, has been appointed Station Manager of the new station 6AM.

## SOLVING YOUR INSTRUMENT PROBLEMS

### SIEMENS-ELLIOTT



## BRITISH RADIO INSTRUMENTS

Amateurs are invited to submit to us their problems. Stocks are available to meet all requirements.

Assure  
ACCURACY  
RELIABILITY  
and SERVICE

### SIEMENS (AUST.) PTY. LIMITED

SYDNEY, MELBOURNE, BRISBANE, ADELAIDE

H. C. Little & Co. Ltd., PERTH.

F. H. Fearon, NEWCASTLE

Sole Agents in Australia for the English Electric Co Ltd., London

Stocks of Miniature Instruments for Panel Mounting available in the following types for A.C., D.C. and R.F. Measurements. Moving Coil, Moving Iron, Thermo-Couple and Metal Rectifier Patterns.