

# BROADCASTING BUSINESS

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## *New Developments in* **BROADCASTING**

### Radio Society of Australia

### *First Lecture Meeting in Sydney*

**A**T Science House on Wednesday, October 10th, with a gathering of 60 members, the Radio Society of Australia, which is the non-technical branch of the Institution of Radio Engineers (Aust.) held its first lecture meeting.

Mr. E. T. Fisk, President, was in the Chair. In opening the meeting, he explained that this was the first lecture meeting, and that the idea of the Council in establishing the Radio Society was to obtain co-operation from other people not engaged on the technical side, yet interested or engaged in radio matters. It was hoped to obtain a useful exchange of views from people engaged in all kinds of radio work. Mr. Fisk also said that members of the Radio Society who were entitled to attend the meetings of the I.R.E. could do so with advantage to themselves. Studio managers, announcers, executives, aviators, navigators, and other people with a close acquaintance with radio, would all find the activities very interesting.

On the other side, the technicians and engineers wished to know more about the difficulties associated with programme compilation, administration and multitude of activities associated with the many applications of radio, not only in broadcasting, but in other fields.

The address of the evening was given by Mr. A. E. Bennett, Managing Director of Station 2GB and President of the Australian Federation of Broadcasting Stations.

In introducing the lecturer, Mr. Fisk said that Mr. Bennett was one of the best known men in broadcasting, and he had brought Station 2GB up to a high degree of success. During Mr. Bennett's recent visit to America, from which he returned in March this year, he saw a great deal of broadcasting, which, no doubt, he had applied in many instances to his Australian station.

#### Mr. A. E. Bennett

In rising to address the meeting, Mr. Bennett said that when he had been first asked to lecture before the Society, he had rather a wrong conception of it, as he thought he was going to lecture to a lot of juniors, whereas when he looked around Science Hall, he saw quite a large number of pioneers of radio and men well up in the industry.

Mr. Bennett said that he was not going to deal with technicalities, as he did not claim to be a technician, but rather was he concerned with the commercial application of broadcasting, which in many ways had to be closely associated with technical developments. The subject of the evening "New Developments In Broadcasting" would therefore mainly apply to the actual programme and managerial activities.

He related how commercial stations really started in about 1925, but there was no progress made in those days, as certain "A" class stations then being in the hands of private enterprise licensed by the Government, were allowed to ad-

vertise. These "A" stations having prestige by Government support, and being the National service, were in a position to out-class the "B" stations.

In 1927 the Royal Commission recommended a withdrawal of the permission for National stations to advertise, and since that was carried into effect the commercial stations made progress, which, while certainly fluctuating with different managements of the various stations, saved the broadcasting situation for the Government. It staved off criticism, particularly during the changeovers from the various companies who handled the National service, and even at the last changeover when the Commission took it over.

#### Losing Interest

Naturally, when private enterprise was being relieved of the monopoly, it was hardly to be expected that they would spend a lot of money in developments. Therefore, the service naturally declined during the changeovers, but has since materially picked up. Under those circumstances and others, the commercial stations contributed in no small way to the present success of broadcasting generally.

The steady progress being made by commercial stations, establishes them as a factor in the service they are rendering to their listeners.

"B" stations were always beset by many vicissitudes, and in 1929 when the Government considered at one time, the cancellation of "B" class stations, and at another time the licensing of "C" class stations, this naturally caused some concern.

#### Federation Formed

**I**T was then that the Australian Federation of Broadcasting Stations was formed to protect the interests of the "B" class stations. Mr. Bennett said that commercial stations will continue to succeed, providing that they always put service before profit, and if they give the

## NEW DEVELOPMENTS IN BROADCASTING—(Cont.)

service they will then make the profit. Being commercial stations with competition all around them, they will force each other's hands in keeping up to that progress and rendering a popular programme which will govern the income of the stations.

In regard to future service, Mr. Bennett said that he was not prepared to predict what might happen, but he did really think that the National service should not be an entertainment service in the generally accepted term. It should cultivate a civic consciousness—a National sentiment—inculcate a high appreciation of music into Australian homes. It should take the place in radio which the Conservatorium takes in the musical world. It should stimulate the National Income by educating the producer for increased production. Whereas the cinemas and theatres gave entertainment on the other hand, the Conservatoriums and Colleges of music were formed to develop the taste for music.

As against that, commercial stations were fundamentally fitted to deliver popular entertainment to the people, and with these complementary services there was no reason to believe that the existing scheme of National and commercial stations would not always continue.

### Copyright

Among the problems mentioned by Mr. Bennett, experienced by commercial stations, was that of Copyright. He said this was very acute, and although the Federal Government had put through an amending bill to allow for voluntary arbitration between copyright representatives and station owners, nevertheless this did not make things much better, as when one side did not want to arbitrate, the provision for voluntary arbitration was utterly ineffective, and therefore it would be necessary for the stations to require compulsory arbitration. He mentioned, also, that the United States Government had recently moved to dissolve the Copyright organisation in America, claiming that it was restraining trade. One scheme was that the stations should pay a percentage of their gross revenue, but this would definitely restrict initiative and retard development—by penalising the successful man.

Another complex situation was that growing one of patents in transmissions. He suggested that patent holders should be reasonable and not force the position too quickly, and that they should not try to kill "the goose that might lay the golden egg."

Mr. Bennett said that the business of commercial stations was no El Dorado, and while they were progressing, they were not making huge fortunes. Somebody, he said, had claimed that some stations were having a gross turnover of £80,000 per annum. These statements were entirely false, and were rather damaging to the interests of commercial stations.

## Indiscriminate Licensing?

The Federal Government, Mr. Bennett also said, had not been helpful in the issuing of broadcasting licences, as these licences had been issued in a few cases in too casual a manner. Important country areas should not be covered by a licence issued to people who were unable to carry out their obligations.

Referring to the question of Sunday advertising, which was previously mentioned by Mr. Parkhill and Mr. H. P. Brown, Mr. Bennett said that these matters were already receiving the attention of the Federation and individual stations. Co-ordination was essential in every direction. Broadcasters claim that they are entitled to the freedom of the air the same as the press or other media, are entitled to their freedom.

Mr. Bennett stressed the point that the commercial stations were determined to clean up their own house, raise up their own standards, and there was no need for external bodies wanting to control their advertising. On Sundays some stations made their profits. The revenue they obtained during the week did not pay their expenses, so that if advertising was cut out on Sundays, a lot of these stations would be hit hard. Stations however, had already moved in a manner that before long would effectively meet this criticism.

A higher ethical standard was being worked for, and the accreditation of advertising agents was receiving the attention of the Federation, which is considering the granting of recognition to agents who are capable of giving impartial advice to their clients. An Accreditation Bureau was suggested, and all the evils from the parasitic growth of agencies would probably be eliminated.

Relationship with the press was stressed by Mr. Bennett. He said that the collection of news was a press function, and while co-operation was rendered between the press and broadcasting stations, there would be no serious antagonism. The Australian press was very liberal to broadcasting, and in all States some big stations were owned by the big newspapers.

### Speeding Up Life

A very interesting point was brought up by Mr. Bennett, in that he contended that radio was speeding up life generally. Things happen today and are put on the air within a few minutes, and it is necessary that the press give consideration to presenting their news in a quicker form. He suggested radio mobile trucks fitted with microphones to broadcast on short waves to the stations, which could re-broadcast the actual description from the scene of the event.

Dealing with the effective coverage of broadcasting stations of a commercial character, Mr. Bennett claimed that proof of coverage lay in the rapid growth of licences. He gave some very interesting instances of his experience in ascertaining coverages by means of surveys, but as yet there is no reasonable or effective method of giving the information which some people think they want.

## Results Count

A survey of a client's business was most necessary. They would analyse the turnover this year as compared to last year—the working costs—how much money was spent in advertising—comparing the growth before broadcasting and during broadcasting. He instanced the case of the Robinson Crusoe broadcast, where, in two weeks, there were 18,000 replies, and they have got up to as many as 30,000 replies in that period. Dealing with the Wrigley's Spearmint campaign, they had between one and two million wrappers collected as a result of broadcasting efforts, within 6 months.

Mr. Bennett said that broadcasting had reached a stage where it no longer possessed a "stunt" appeal. It was no good going down into mines, up to mountains, out in a motor boat, or even down to the bottom of the harbour, to prove radio to-day. The public demanded entertainment, and even that was passing through many stages. In the first place we had the personalities who were very popular. Now we have the personality of programmes rather than the personality of individuals. Programme presentation was an absolute art to-day, just as the stage or the cinema, and broadcasting meant hard work to produce it as an art—of the highest standard.

Extreme attention to detail was necessary, coupled with constant practice in doing the many things that were required for a successful programme.

Things done in other countries, could not necessarily be put over in Australia, as he instanced the fact that Australians were too Anglo Saxon to accept, en tout, similar programmes to those put over in America. The temperament of the people was different, and we also lacked the fire, the imagination and the initiative of the American broadcasters.

### High Fidelity

High fidelity became quite a subject of interest, and Mr. Bennett said that high fidelity receivers must come, and that manufacturers must think ahead, just as the broadcasting managers had to think what was going to happen in 1935 and 1936 not what was happening to-day. He hoped that manufacturers were planning for high fidelity reproduction, just as the broadcasting stations were now in possession of high fidelity transmission.

This also brought up the question of studio design. They would probably have to build studios of their own design and not just improvise in unsuitable buildings. Then the equipment must be in keeping. Pickups were quite a problem. Higher power was essential to all stations, said Mr. Bennett. They had a higher power in other countries, and we would have to do the same in Australia.

The progress made in transcriptions of the best talent available at Hollywood was truly remarkable. The control of broadcast programmes demanded intense consideration and a high degree of watchfulness on the part of all concerned.

The creation of sound effects, the fading and mixing of music in plays—all these called for consideration. Mr. Bennett believed in a continual change of

## NEW DEVELOPMENTS IN BROADCASTING—(Cont.)

announcers. That is, not to have the same announcer on the air for hours at a time, but rather to change announcers every quarter of an hour.

### Selling Ideas

**T**HE job of a commercial station today was not just that of selling advertising time, but they had to sell an idea—to study the needs of the advertiser—build the programmes so that the public, would listen—to produce 'highlights' as often as possible. Programmes had to be built up, and before they were put on the air, every phase of merchandising and manufacturing had to be considered; did the advertiser over the air have stocks ready for the demand that would set in once his goods were advertised over the stations; were his dealers advised; did they have stocks; were the travellers sold on the broadcasting schedule; were display bills and other printed matter available to back up the advertising programme. All these things demanded minute attention.

Then there was the question of whether the advertiser wished to sell new goods, whether he wished to put a new line on the market, or to make immediate sales of existing lines, or simply to build goodwill. All these demanded a different technique of presentation. Mr. Bennett claimed that buying was distinctly a habit, and therefore it was necessary to build an association of ideas around all the products that were advertised over the air to change the people's habits.

The time factor was also growing in importance. If the public learned to appreciate a programme which was put on the air at the same time every night, then they would listen to that programme. Proof had been obtained of that. It was necessary to service the campaign from the very beginning to the conclusion. They had to count the results, and on all these points they were learning every day.

## BROADCASTING AND S.P. BETTING

Considerable consternation is being caused in Victoria, due to the fact that while some 'B' class stations broadcast the betting odds and starters and riders of the various races, the National stations have not been allowed to do so until just recently.

The Victorian Government, through the Chief Secretary, take the view that as it is contrary to the Victorian law the Federal Broadcasting Commission should not be a party to broadcasting anything that contravenes the law in that particular State.

The Chief Secretary expressed the strongest possible objection to it, and claimed that the Federal authorities were aiding illicit bookmaking, to the detriment of State revenue. The State authorities contemplate bringing the matter before the next Premier's Conference. The Chief Secretary will ask Cabinet to

## Television

Television—one of the most discussed subjects in practically every gathering of radio men, was dealt with by Mr. Bennett. He brought up some very interesting points, and he said that whereas in Hollywood, the biggest picture centre of the world, they were able to produce only 1,000 hours of picture entertainment in a year, who was going to pay for the entertainment necessary when a modern commercial station required 5,000 hours of entertainment through the year—and that was just one station. He could not visualise who was going to pay for it. He was not speaking from a technical angle, but he did hold the belief that as a stunt proposition it might be quite alright, yet as a continuous proposition and an entertainment, it would be boresome and costly.

And thus ended one of the most interesting discourses in radio circles that an audience ever listened to.

The Chairman, Mr. Fisk, said that it was a particularly interesting address, and that Mr. Bennett had given a very clear insight into the problems of running commercial stations.

Dealing with the question of detecting the number of listeners who have been listening in to a particular item at a particular time, Mr. Fisk said that this was not beyond the power of radio engineers, and was a problem to which they should give their attention.

Mr. N. S. Gilmour said that manufacturers were giving attention to the creation of high fidelity receivers, but it was not so easy as Mr. Bennett might have led the audience to believe. The question of sensitivity and selectivity created tremendous difficulties. He said that whereas the audio end of a receiver would be perfectly O.K., the radio frequency end would find difficulties in excess of three to four thousand cycles. If the selectivity had to be sacrificed, then the separation of stations could not be expected.

Mr. A. S. McDonald, Mr. O. F. Mingay, Mr. J. Reed and Mr. Thorington, also contributed to the discussion, which received the acclamation of the gathering.

adopt this course, in the hope that the Federal Government will agree to prohibit the broadcast of more than the actual result of each race. This was suggested at a conference of Federal and State authorities, as well as the Post Office some time ago, and it brought up the question of the Post Office refusing to grant telephone facilities to persons convicted of illicit bookmaking, but this was refused.

Ever since telegraphs were invented, more or less, the fullest information in regard to racing has been telegraphed all over each State, and it is very difficult to see how this is going to be prevented, and how broadcasting of this information is going to be stopped.

It brings up quite a lot of questions, such as the rights of the individual, and whether the authorities, in trying to prevent the broadcasting of racing information, are not depriving a lot of people who cannot go to races, of the information which they are more or less entitled to.

The outcome will be interesting.

## DOES BROADCAST ADVERTISING PAY?

Here is evidence that it does, from 3YB—the Mobile Station which operates from a special coach on the Victorian Railways network.

When operating in a Victorian country town, and advertising a proprietary line of foodstuff, it was found that two out of three stores had stocks, the third would not buy from travellers because of stocks on hand of a somewhat similar line, for the same reason he would not purchase from the Station Manager, who had stocks available. When told that demand would be created, the storekeeper said he would send his messenger for supplies when that happened.

After one announcement covering the line, the messenger duly appeared for a small parcel—four announcements were put over in this town, and the storekeeper was operating on his fourth parcel when the station pulled out to the next town. Incidentally, in 15 towns covered for this advertiser, distribution was increased by 30%—this is not maybe—verification is available.

## A.L.P. WANTS STATION IN ADELAIDE

Last week in Adelaide consideration was given to the establishment of a Labour Commercial Broadcasting Station in South Australia at a meeting of the Australian Labour Party. A sub-committee was appointed to go into financial details and to approach the Postmaster-General on the question.

## FINES—NO LICENCES

In the Adelaide Police Court last week Edith Helen Driffeld, of Melbourne St., Lower North Adelaide, was fined £4, with £1 costs. Leonard John Pope, of Gover Street, North Adelaide, was fined £2 with £1 costs, for having unlicensed wireless sets installed on the premises. Mr. John Beare, wireless inspector, prosecuted.

## MR. CORBETT AND CONFISCATION

Mr. A. B. Corbett (Deputy Director of Posts and Telegraphs) Brisbane, said last week that he had received a telegram from the inspector at Pittsworth, Q., to the effect that in five prosecutions for failure to have a wireless licence no fine had been imposed. The only penalty was that each person prosecuted was called upon to pay 10/- expenses and 6/- costs of court. It would be seen therefore, that as a wireless licence cost 21/-, the persons concerned were really better off by the prosecution than if they had taken out a licence. The fee was 21/- per year, and the department's information was that in some of the cases no licence had been taken out for three years.

Mr. Corbett said that if this continues the only thing to do will be to resort again to the confiscation of wireless sets.

# Attractive Programmes

## Attract Large Audiences

By Kenneth Fickett, Radio Manager, Gotham Advertising Company, New York, U.S.A.

**I**N the package of mail which we get regularly in this office from Australia, I find that the managing editor of "Broadcasting Business" has paid me the very welcome honor of suggesting that I may have something of interest to say to his readers. An article I wrote for the magazine "Broadcasting" which in the United States occupies a position very much like "Broadcasting Business" does in Australia, is responsible for the invitation.

**T**HE Gotham Advertising Company is an advertising agency, creating and placing all forms of advertising for clients on the usual commission or service fee basis followed by most of the ethical advertising agencies in the United States, Canada and England, and the British Empire generally. While to date we have not placed any radio advertising campaigns in Australia, it happens that we are well acquainted with the Commonwealth through our association with the Country Press Co-operative, and our long-standing, cordial relations with the Australian press, as well as our many personal friendships in Australia. Gotham Advertising Company for many years has done a large part of its work in what is known to us as the export advertising field, and has represented many of the great business houses of the United States as advertising counsel in overseas problems.

In advertising agencies like our's, departments are highly specialised. Thus, a radio manager for an advertising agency is almost as strictly a showman as he would be were he producing a show for box-office patronage rather than for retail counter patronage. The advertising angle of it is taken care of by advertising experts who handle the same product so far as newsprint, magazines, billboards, etc., are concerned. My job as radio manager—and that is generally true in all advertising agencies in the United States—is to make the programme so attractive as to gain an audience large enough to make the cost of the programme worth while paying for.

As readers of this article are well aware, there is in the United States no charge of any sort set against the home which is equipped with a radio receiver. All costs must come out of advertising revenue, and human nature being what it is, the American radio audience is probably more captious than almost any other audience, for the very simple reason that people invariably are more critical of what they get for nothing than they are of what they have to pay for.

Certain rules have worked themselves out in the dozen years that broadcasting has been fairly extensive. The main rule

seems to be that broadcasting is a most profitable form of advertising for articles low in retail cost and widely distributed; that is, articles of common enough use so that they are easily accessible to potential purchasers, and low enough in cost so that the majority of people can afford to purchase them often. Examples are food and toilet staples, drug sundries, cigarettes, etc. That is not to say that the radio is not applicable to articles of greater cost—automobiles are frequent radio advertisers—but it is generally true that cosmetics, food products, cigarettes, and tooth paste and drug sundries are outstanding examples of radio advertising successes.

### Three Methods of Procedure

**R**ADIO arrangements for commercial programmes in the United States are made to accord with the advertising aim. Three methods of procedure may be followed:

1. Utilisation of the networks.
2. Group advertising.
3. Spot broadcasting.

The network arrangement is attractive to advertisers whose distribution extends over a large territory. Both the American chains—The National Broadcasting Company and The Columbia Broadcasting System—have made it possible for an advertiser to buy time which will permit a programme to blanket the United States and Canada; or to buy time in any one or more of certain sections of this country; these sections comprising natural geographic units such as the Atlantic Seaboard, the Pacific Coast group, the South-western group, etc. A typical example of the use we make of the networks is the programme on one of the National Broadcasting networks in the interests of Jack Frost Packaged Sugar. This takes in what the National Broadcasting Company calls its basic network, on one of its two chains, and reaches homefolk in the east, part of New England and the Middle West.

Group broadcasting which has become very popular in this country, consists of merging of interests so far as entertainment is concerned by more than one spon-

sor, whose products are not competitive. As for instance, where the entertainment is designed to attract housewives, it is readily conceivable that manufacturers of a variety of grocery staples can well afford to pool their advertising costs in reaching such an audience. Thus, they hire in concert an entertainer or an authority on a certain subject and pro rate the cost.

### Spot Programmes

**T**HE spot programmes, when they embrace more than one station, generally employ electrical transcriptions. In the making of these transcriptions original talent is used, and the programmes are designed as carefully for the sponsor as if they were broadcast over a network. The spot programmes, however, have the advantage of flexibility, in that they can be broadcast on any day, at any time, and do not need to synchronise one with the other, no matter how many stations are used. An example of the use we make of this form of radio is shown in our current programme for "Toddy", a chocolate malt product of the Grocery Store Products, Inc. Thirteen radio stations are being used in this campaign, each station being used to the best time advantage of the distributors in their respective territories.

So much planning, ingenuity, and preparation have gone into these programmes, particularly so far as transcriptions are concerned, that is now appears as if some part of this cost is going to be returned. Take for instance the "Toddy" programme, to which reference has already been made. It is a transcription programme based on a dramatic theme entitled "Open Sesame". The programmes have been so successful in the territories where they have been broadcast that a valuable property has been created. Other advertisers are coming into the market to buy the reproduction rights of this programme, not only in the United States but also abroad. It is very likely that Australia will be hearing the same programme only under altogether different sponsorship. These sponsors will pay a royalty to the firm which first hired us to produce them.

There is little doubt, in the opinion of this writer, that radio programmes which have been electrically transcribed will be used increasingly on a world-wide scale. Where countries have a common language it seems reasonable to believe that what appeals to an audience in America will likewise appeal to an audience in Australia, and wherever else English is the major language. It may be necessary to couch the advertising appeal in a slightly different key, due to different popular viewpoints, but we have that problem right here in our own country, where in many cases an entirely different sales approach is necessary in the Far West or Middle West than is found to be desirable in the East.

Basically, however, entertainment appeal is much the same the world over. I daresay Australian children listening to the radio react exactly as do our children over here. Our programmes will be interchangeable as our stars long have been.

## ANOTHER NICKY AND TUPPY AFFAIR

Nicky and Tuppy, 3AW's breakfast-time comics, are at it again. This time it is a picnic for their 10,000 "Ham and Egg" Club members. The last big function organised by this bright radio pair was the presentation of the first cheque to the Austin Hospital, Heidelberg, a function attended by more than 4,000 people.

The forthcoming affair will surpass even this great rally of Nicky and Tuppy fans. Arrangements are now complete and on Sunday, October 28, all admirers of Nicky and Tuppy will flock down to Williamstown to spend a day in the sunshine.

There will be races for young and old, plenty of fun and frolic, and all the appurtenances of a fine old picnic time.

The Victorian Railways are co-operating with 3AW by running four special trains from Flinders Street to Williamstown as well as at least one special train from every suburb. It is expected that at least 15,000 people will travel to this show at Williamstown.



*Nicky (left) and Tuppy with Alice Hannah, the blind paralysed girl who occupies the Nicky and Tuppy bed at the Austin Hospital for chronic diseases*

## NEW BROADCASTING LICENCES

The P.M.G.'s Department announce the following addition to the commercial broadcasting stations in Australia.

Murray Bridge Broadcasting Co. Ltd., Bridge Street, Murray Bridge, S.A. Station Call 5MU. Frequency 1450 K.C. Wavelength 207 metres. Aerial power in watts, 50.

### Alteration in Power

Station 4BK, Brisbane Broadcasting Pty. Ltd., 47 Charlotte Street, Brisbane, has been increased from 200 up to 300 watts.

## NO LICENCES

The following were fined at the Adelaide Police Court recently for not having a wireless licence:—

Frederick Leslie Colwell, Collins St., Enfield, £1 with £1 costs; Bessie Rose Chandler, Carrington Street, Adelaide, £4 with £1 costs; William James Hill, Fisher St., Norwood, S.A., £4 with £1 costs. Wireless inspector Mr. John Beare prosecuted.



*The President of the Austin Hospital (Cr. Robinson) accepting the Nicky and Tuppy £120 cheque for the Austin Hospital. The money was the first subscription donated by the listeners to 3AW's breakfast session*

## 3AW SECURES BIG SCOOP Broadcast Opening Melbourne Illuminations

**W**HILE all commercial stations in Australia will be linked up in a Broadcast relay of the main events during the Duke's visit, 3 AW was able to get away with one of the few scoops of the Royal Tour. This was a spectacular broadcast of the opening of the illuminations of Melbourne.

Official plans provided for a signal from Government House at 8.30 p.m. October 18, the night of the Duke's arrival. At this signal every important building in the city burst into a blaze of neon light.

But this official signal started something more spectacular; it marked the beginning of a mock air raid on the Manchester Unity, The T. & G., the

Port Authority, and a number of other Melbourne skyscrapers. A brilliantly lighted plane flew over Melbourne and "bombed" these buildings which burst into brilliantly coloured flame rising feet into the air.

During its flight the plane trailed a 40,000 candle-power flare 100 feet below it, and the wings, struts and fuselage were one glorious mass of rapidly changing colour.

Such a spectacular attraction as this was not without its humour. During rehearsals of the "firing" of these buildings, the Fire Brigade had an anxious time, rushing all over the city, but a quiet word here and there has worked wonders so that everything went off smoothly on Thursday, October 18.

3AW arranged an ambitious Broadcast of the spectacle from 8.25 to 8.55 and tied up in the relay with 3HA, 3BA, 3HS, 3MA, 3GL, 2UE, 4BC and 5KA. 7UV re-broadcast the feature.

## SELLING ENTERTAINMENT.

"On the lawn the band is playing—ten thousand voices rise and fall—a hush—the barriers are up—and they're racing! The swish of flying clods—the thunder of galloping horses! From his armchair the "Radioplayer" owner has a grandstand view. Each thrilling moment is lived through this magnificent super-heterodyne receiver."

Such is the introduction of the very effective advertising appearing in various papers throughout Australia on behalf of Philips and their "Radioplayer."

The illustration depicts the racecourse and the radio set. It is extremely effective and does a very fine job on behalf of radio generally, with Philips in particular. Such effective schemes must have effective results.

# 4AY

## The Voice of the Canefields

**S**ITUATED in the centre of the canefields of North Queensland 4AY broadcast station's location may be considered the most ideal of any in Australia.

The station is surrounded by an avenue of tropical trees and cocoanut palms and is located on the Airdmillian Road, three miles from the township of Ayr.

Designed for medium power operation the station at present operates on low power only, rated at approximately 150 watts in the output amplifier. An example of the possibilities of low power operation is evident from the numerous letters of appreciation received from listeners in all parts of Queensland, New South Wales, Victoria, South Australia and New Zealand.



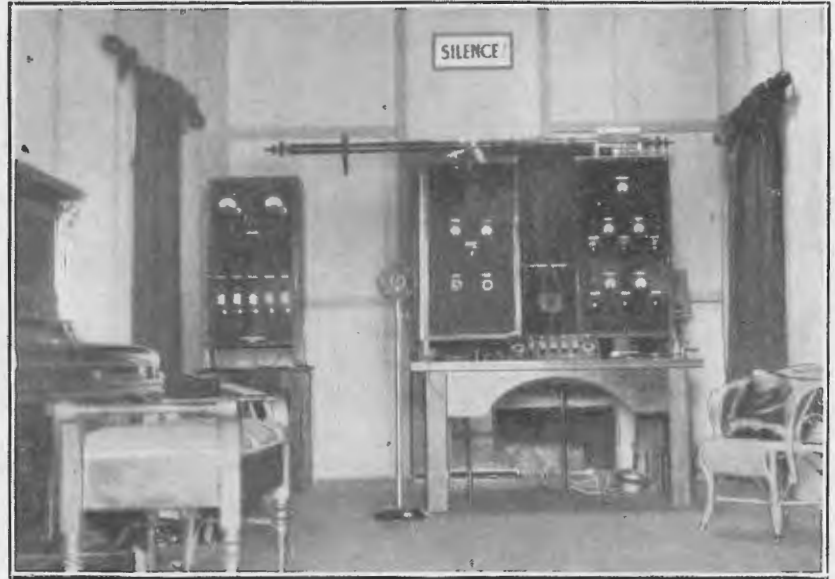
One of 4AY's two oregon masts, 170 feet high.

It is understood the broadcast range on a commercial basis was estimated at 250 miles night and 100 miles daylight but on test, under operating conditions well below normal, the broadcasts were received with good serviceable level at New Guinea in the North and New Zealand in the South, while reports were received from locations 400 miles West.

Three phenomenal results are due to three factors:—

The first being the location.

The station is situated in the centre of an extensive plain, the maximum



Controls of 4AY's transmitter. Left: Power Supply and Safety Relay Panel centre. Modulator and speech amplifier controls. Right: Radio frequency control panel. On table: Mixer panel controlling three microphones, two pickups and lines.

height above sea level being 20 feet. There are no hills or rising ground within 30 miles of the station. Over an area of hundreds of square miles sub-artesian water may be drawn in any quantity from 15 to 25 feet below the surface. This is an advantage in the earthing system of the station rarely available and perhaps not met with in any other transmission location in Australia.

Secondly:—The aerial is designed to take advantage of these natural resources and is of the low capacity low angle radiation type being supported from two wooden masts 170 feet high and 250 apart. The aerial drops from the support cable direct to the transmitter output and is not connected by the usual feeder lines.

The last factor, but by no means the



Group of enthusiastic workers at 4AY. Back left: J. Humphrey, N. L. Dahl (Managing Director and Announcer 4AY), S. V. Colville (M.Inst.R.E.), Designer and Engineer. Front: Mrs. J. Humphrey—Secretary, A. Llewellyn (Ayr Radio Co.), Engineer.

## 4AY—(Continued)

least, is the crystal controlled power amplifier transmitter using high powered modulation. Frequency stability is made possible by the use of temperature control which is automatic in operation.

Philips Transmitting valves and circuit layout are used throughout, the line up and circuit arrangements are such that 100% modulation free from frequency variations is readily obtained. The mixer panel on the announcer's table provides an extremely flexible control over the three studio microphones, two gramophone pickups and the land lines, all or any of which may be faded or mixed for the purpose of "effects."

The power supply is derived from a 3K.V.A. alternator directly coupled to a 2 K/W D/C generator. A 6H/P Semi-Diesel engine is used to drive this combination.

The station was designed and constructed by The Colville Wireless Equipment Co., 4 Rowe Street, Sydney, who are specialising in this class of work.—Mr. Syd. Colville personally supervising the entire installation.

Mr. Norman Dahl, Managing Director of 4AY is already well known in radio circles. His short wave station VK2ND with his personal enthusiastic backing has been the means of making him a prominent figure in international short wave broadcasting.

Mr. Dahl is highly appreciative of music, is fortunate in possessing a voice of excellent tonal qualities with good enunciation and the fact that he has travelled extensively suggests that 4AY under his able supervision will soon become the centre of an attentive and highly satisfied circle of listeners.

## PIONEERING FRESH FIELDS

### 3AW on Children's Session

**W**HEN first it was suggested to advertisers that their campaigns should include time in a Children's session they were dubious. Trial contracts on 3AW's Chatterbox Corner programme caused their views to somersault completely. A manufacturer of sweets received 800 requests for a booklet from one announcement through this popular session.

A foremost biscuit firm states that its 3AW's children's session publicity is the biggest sales-pull it has staged yet. For a competition lasting one week, 700 entries were received, each with a grocer's sales-docket for this firm's biscuits. Conclusive evidence this!

A malt manufacturer withdrew his sponsorship for a short period. Enquiries poured in. "Why don't Nancy Lee and the boys take their malt now?" Mothers complained that since mention of it had ceased, nothing could persuade their children to continue taking it. The contract was renewed—and youngsters' hands were outstretched once more.

Nancy Lee, who conducts this amazingly successful session, has 31,000 chums. This figure has been reached in less than

three years, and the mail proves the interest is increasing daily. As one enthusiast remarked: "They make you feel at home the moment they greet you. Nancy Lee, Nicky and Ron are as real to us as the family next door."

And the family-next-door eats biscuits, goes shopping, has its pet dog, cat and fowls. So does Chatterbox Corner. If your product is of a family or juvenile nature, introduce it into Chatterbox Corner. Their enthusiasm makes thousands curious and eager to try it.

Figures prove it, as does the fact that 3AW's children's programme now runs from 4.45 to 6 p.m. nightly.

## 2UE THE FEATURE STATION

### A Brief Review

**M**AINTAINING its policy as The Feature Station, 2UE has arranged and "put over" a number of broadcasts of outstanding and national interest during the last few weeks.

On Wednesday, September 26th, 2UE relayed from the Clyde an actual description of the launching of the new Cunard Liner "534," being the first station in Australia to broadcast the voice of H.M. the Queen and the only Australian Station to do the actual broadcast. The speeches of their Majesties the King and Queen came through with great clarity, making one of the most successful Overseas Broadcasts yet carried out.

An introductory programme included personal reminiscences of the Clyde by Mr. Alec Sutherland, a description of the measurements of the Cunarder by Captain Stevens, and a history of the Cunard Company by Mr. de Grouche, the local Director. The King was then introduced by the Directorate of the Cunard White Star Company, and the Queen named the ship. So successfully was the broadcast carried out, that listeners could quite easily hear a sotto voce remark of Her Majesty.

On Sunday, October 7th at 8.0 p.m., a Discussion on Australian Defence by Lord Milne was relayed from 3DB (Melbourne).

On Tuesday, October 9th, the day following the arrival of Miss Alice Delysia, the Overseas Stage Star in Sydney, she was interviewed in the 2UE Studio by Mary Marlowe.

On Friday, October 12th during the dress rehearsal for "Mother of Pearl" at the Tivoli Theatre, a relay was taken from Delysia's dressing room of a further interview, this time by Captain T. D. Bairnsfather of 2UE. For the opening night of "Mother of Pearl," 2UE again secured a "scoop." At 7.50, well-known personalities were interviewed in the Foyer of the New Tivoli Theatre. At 8.0, the Overture to "Mother of Pearl" was broadcast and also numbers from the Second Act of "Mother of Pearl."

Thus the music of the latest musical show to come to Sydney, and songs by a brilliant overseas artist were heard by 2UE listeners on the first night of the show.

When a station sets out to broadcast features, it must frequently happen that these can only be secured at the last

moment. This was illustrated on October 9th. The "Monterey" docked, and a representative of 2UE lost no time in contacting with the Indians of the Iroquois Nation who were on their way to the Melbourne Centenary celebrations, and arranging for them to broadcast from 2UE. At 6.45, five Red Indian Chiefs and a Chief's wife carried out a unique broadcast.

But the point we want to emphasise—such a feature could not be secured days in advance—it's a "news" feature, and you'll hear many more of these over 2UE.

The foregoing are illustrations of what 2UE gives its listeners, and plans are well in hand for many similar broadcasts. A word might be said here in connection with 2UE's arrangements for the Centenary Air Race.

The Station will give frequent daily progress reports and a nightly resume of the position of all contestants in the speed section. When the first of the flyers reach Australia, a still more detailed service will be made available.

## MOST BEAUTIFUL SONG QUEST

In conjunction with "The News" Adelaide 5CL-CK is conducting a quest for the most beautiful song ever written and for this purpose several broadcasts are to be made of songs chosen from the world's store of compositions of enduring charm and beauty. Several of these songs will be held in the "Song Quest Session" at 8 p.m. on Tuesday next, October 23rd, 8.40 p.m., Friday, October 26th, Saturday, October 27th at 8 p.m.

## STROMBERG-CARLSON SPONSOR AIR RACE BROADCAST.

### Progress Reports from 2UW—2KO.

As a further instance of their appreciation and faith in the power of broadcast advertising, Stromberg-Carlson, in conjunction with their N.S.W. distributors, Bloch & Gerber Ltd., in Sydney, and Hiram & Smith in Newcastle, have arranged with station 2UW of Sydney, and 2KO, Newcastle, for a most comprehensive coverage of the Centenary Air Race, commencing to-morrow, Saturday, October 20th.

Through 2UW, Stromberg-Carlson, Bloch & Gerber, and Hiram & Smith are sponsoring this session, and through 2KO, Stromberg-Carlson and Hiram & Smith are contributing the cost of this world famous event.

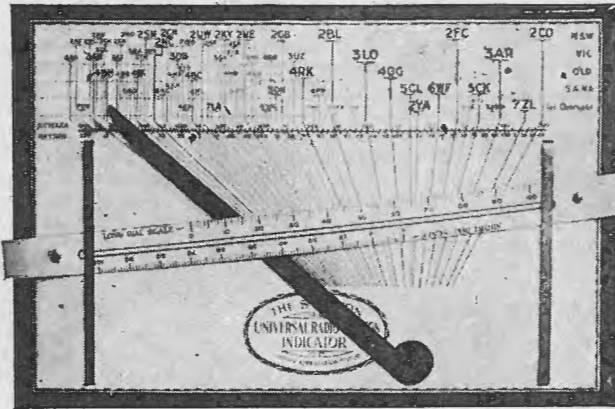
On the day of the race, Saturday, 20th, 2UW will rebroadcast the actual description of the race, which will have been received from England, and as reports come to hand so both these stations will broadcast them.

This is a contribution to the building of public interest on the part of Stromberg and will definitely and materially assist in selling more sets for the further good of the trade.

October 19th, 1934.

## ATTRACTIVE GOODWILL BUILDER

Service to Dealers  
and Set Owners



**O**PENING up vast possibilities for advertising to radio minded prospects when in a receptive mood by providing a definite service to the set owner and dealer the Stanton Station indicator illustrated is claimed by the manufacturers to be the simplest "tuning" device yet produced.

The device is certainly accurate and should prove an acquisition to any dealer demonstrating a receiver on which the dial is not calibrated directly with station names.

It represents the most complete form of log card, station finder and wavelength allocator yet available in simple form. A wonderful opportunity exists with this indicator of combining the usual station log-card and manufacturers tuning hints etc. Somehow it is different to a piece of thin pasteboard and something the baby is not likely to chew up!

Supplied with every receiver it would give just that extra touch required to harmonise with Christmas bells, the new

radio and Christmas itself. Trade slogans, name and address and if necessary dealers names and addresses may be printed on the indicator.

Mr. V. E. Stanton states that almost any idea may be introduced from an advertising angle, the dimensions are in no way limited and special printing may be introduced to bring out one particular station prominently. If you have a penchant for commercial stations then they can be featured accordingly.

Our sample came through with flying colours after we had embarked upon the somewhat tedious process of finding the stations and waiting for the announcement to verify the indicator, just to satisfy our curiosity.

There is no question it is much simpler with this indicator. The proposition is attractive from many angles and well worth investigating. Stanton Indicator Co. may be contacted per P. O. Box 13, Rose Bay (FU 7596).

## 6PR PROGRESS

Recently the West Australian Trustee and Executors Agency Ltd., inaugurated an extremely interesting and informative series of talks over 6PR on the distribution of property after death.

Other organisations who have recently booked time for talks include the Wheat Growers Union of Western Australia, the Council of Rational Finance, the Australian Labour Party, and the Nationalist Party—the latter two during the recent Election Campaign.

Dalgety & Co. Ltd., the Woolbrokers Association and many others, have, of course, from time to time used 6PR exclusively.

Not many firms can equal the record put up by Saunders the jewellers of Sydney, who broadcast every night of the year over Station 2GB. The rapid growth of Saunders' business during the period in which they have been advertising, is proof positive that advertising over the air has a definite pull, particularly when the advertising is carefully planned and carefully executed.

\* \* \*

Canberra 2CA, commercial station, owned and operated by A. J. Ryan Broadcasters Ltd., recently increased its power to 500 wats unmodulated aerial output, and claims to be the most powerful 'B' class station in the country area outside of Sydney. It provides an effective advertising coverage over the whole of the South Eastern portion of the State, with its 300,000 inhabitants.

## INFLUENCE OF 5KA.

On January 18th, 1915, at 57 Franklin Street, Adelaide, one door west from the present branch on the corner of Franklin Street and Pitt Street, F. O. Beilby, a chain store grocer, commenced business. The beginning was humble enough, but to-day Mr. Beilby is one of the largest grocers in South Australia—in fact he claims he is the largest grocer there.

During the first week of operation, the gross takings were just £7/8/-. Twelve months later F. O. Beilby moved to the corner of Franklin and Pitt Streets. Through fair trading, business foresight and advantageous marking, the business grew to such an extent that within six years the takings for one week reached the astounding figure of £2,500.

To-day F. O. Beilby has 34 branches, his own warehouse and factory, undoubtedly the most modern in the State of South Australia, and which all Beilby customers are welcome to inspect at any time. 320 employees are engaged, while a fleet of 22 motor vans and 40 motor vehicles and bicycles distribute F. O. Beilby goods to all parts of Adelaide and suburbs. The business of F. O. Beilby is founded on the quality of the goods, the price, the service, and the system of merchandising. Because of that strong foundation and the unvarying Beilby policy of trading direct with the customer, thus eliminating the middleman's profit, a successful future for this enterprising South Australian firm is assured.

Beilby's are regular advertisers over Station 5KA, the voice of South Australia, and they speak in glowing terms of the wonderful results they have achieved through advertising over that progressive station.

## A Unique 7LA Stunt

**C**OMMERCIAL broadcasting is impossible in New Zealand because of the restrictions imposed upon stations so that they cannot use the air for advertising purposes. 7LA neatly overcame this difficulty in co-operation with the Alexander Patent Racquet Company of Launceston.

Recently they broadcast a special programme for New Zealand listeners and offered one tennis racquet for the best description of the programme by an ordinary listener and another for anyone employed in the sports goods trade. The prize winners had a wide choice of the particular racquets they wished. Extra consolation prizes were offered if replies were sufficient.

Replies were to be directed to the management of the Racquet Company and not to the station.

*Amazing!*  
is how  
manufacturers  
describe the new . . .

# Rola K7