

## 2TM OPENS

(Concluded from Page 4)

Although many dials are marked at least from 200 to 550 metres, many sets will not receive stations in the vicinity of 200 metres, and require adjustment accordingly. It is only a slight adjustment, according to one radio serviceman, who stated that he had handled a tremendous number of sets, and was kept working at high pressure most of the day.

Big things are expected of 2TM at Tamworth.

Their session commences at 7 a.m. with a news session from "The Northern Daily Leader," 7.30 music, 8.0 a.m. second news service from "The Northern Daily Leader," 8.30 light music, 9.0 close; 12.0 sponsored session, 12.15 p.m. bracket of songs, and other music etc., until 2.0 p.m.; 3.30 story, 4.0 afternoon tea music, 4.30 close; 6.15 children's session, 7.0 musical session, 8.0 and then on until 10.0 p.m.

For a country station, this is an excellent service.

## GIVE 'EM MUCK

(Concluded from page 5)

ence is an audience of barristers, jute brokers, publishers, financiers and others. And I suggest, with much deference, that the broadcasting station give thought to the same obvious, but apparently unappreciated, fact.

Any programme or sponsored session which is restricted to one broad type of entertainment, excludes an important percentage of listeners, unless, of course, its quality is so exceptional that anybody would be anxious to hear it.

I suppose such types of entertainment are possible, but I have not heard one yet!

Fifteen minutes of classic music will discourage the untrained musical mind, whose owner might yet have been a buyer of the goods advertised. Similarly, fifteen minutes of jazz will render the session anathema to the musically fastidious, who buy goods, nevertheless.

But 15 minutes of music, jazz, and intelligent advertising, may reasonably hold the interest of both.

It is quite easy to theorise like this. If I had the heavy responsibility of arranging programmes I might fail to achieve my own demands on the troubled programme directors who will read and condemn these words, BUT—someone will do it some day, and he will reap the reward of judgment.

## 1,000 ATTEND 2BH's

### Community Singing

Business continues to move ahead at 2BH Broken Hill where our latest advice indicates the new feature for their listeners is a drama "Jane Eyre" by Charlotte Bronte, relayed from Sydney for Atlantic Union Oil Company. Three sessions weekly of Pinto Pete for Lever Bros. and half an hour of Shell Company's electrical transcriptions for Thursday night.

This popular Station has now inaugurated community singing in Broken Hill where previously it could not be successfully conducted. The good-will possessed by 2BH was responsible for an attendance of more than 1,000 people at the inaugural concert.

2BH Smilers' Club, organised for the Kiddies, is another new feature, and the club claims more than 600 applications for membership within the first two weeks.

## NEW FEATURES FOR 3DB

A series of new features are being offered to sponsors by 3DB. All are quarter hour transcriptions and vary widely in the type of entertainment.

"Front Page Drama" is a series of short stories dramatised from the front pages of the world's press.

"The Witch's Tale," is a series of blood curdlers consisting of stories related by an old witch to her black cat.

"Royal Intrigues" is a series of stories on the life of Cleopatra.

"The Seal of the Don" is a serialised drama of the early Spanish Dons of California.

"Hawaiian Fantasies" comprise a selection of the beauties of Hawaiian melodies with short colourful sketches of the islands.

"Dixie Memories"—a tuneful showboat type of programme.

"Crazy Quilt" is a snappy variety type of programme.

"Paper Moon" is an unusual serial of back stage theatrical life involving a mystery story, love theme and musical comedy.

## BROADCASTING BUSINESS

# Latest Licence Figures

December, 1934, and January, 1935

### NEW SOUTH WALES

	December	January
New Issues .....	4,727	5,160
Renewals .....	13,934	14,729
Cancellations .....	1,384	2,261
Monthly Total .....	262,988	265,887
Nett Increase .....	3,343	2,899
Population Ratio .....	9.97	10.08

### VICTORIA

New Issues .....	3,273	2,974
Renewals .....	12,788	11,537
Cancellations .....	1,808	2,349
Monthly Total .....	227,135	227,760
Nett Increase .....	1,465	625
Population Ratio .....	12.33	12.41

### QUEENSLAND

New Issues .....	1,266	1,441
Renewals .....	2,688	3,364
Cancellations .....	392	305
Monthly Total .....	62,721	63,857
Nett Increase .....	874	1,136
Population Ratio .....	6.54	6.65

### SOUTH AUSTRALIA

New Issues .....	1,217	1,128
Renewals .....	3,754	3,735
Cancellations .....	328	433
Monthly Total .....	72,476	73,171
Nett Increase .....	889	695
Population Ratio .....	12.31	12.43

### WESTERN AUSTRALIA

New Issues .....	855	660
Renewals .....	1,745	1,886
Cancellations .....	337	73
Monthly Total .....	37,417	38,004
Nett Increase .....	518	587
Population Ratio .....	8.46	8.59

### TASMANIA

New Issues .....	423	483
Renewals .....	795	1,067
Cancellations .....	303	294
Monthly Total .....	18,897	19,086
Nett Increase .....	120	189
Population Ratio .....	8.29	8.38

### COMMONWEALTH

New Issues .....	11,761	11,846
Renewals .....	35,704	36,318
Cancellations .....	4,552	5,715
Monthly Total .....	681,634	687,765
Nett Increase .....	7,209	6,131
Population Ratio .....	10.19	10.28

The above figures include—		
Total Free Licences to the Blind .....	1,519	1,500
Total Paid Experimental Licences .....	1,259	1,262

## SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

# "Broadcasting Business"

Box 3765, G.P.O., Sydney.

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for sum of 10/- is enclosed.

NAME .....

ADDRESS ..... Phone .....

Printed by F. H. Booth & Son Ltd., 31 Burton Street, Sydney, for the Publisher, Oswald F. Mingay, Woodside Avenue, Lindfield, of Australian Radio Publications Ltd., 15 Castlereagh St., Sydney.

# BROADCASTING BUSINESS

Vol. 1, No. 24

FRIDAY

MARCH 15, 1935

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

## Control of 2CH

Taken over by

*Amalgamated Wireless*

Mr. F. H. Stewart Relinquishes Control

**N**EGOTIATIONS have been entered into recently for the acquisition by Amalgamated Wireless A/sia Ltd., the National wireless organisation of Australia, to take over the control of Station 2CH.

A tentative arrangement was arrived at between Mr. F. H. Stewart, the Proprietor of the Station, and Amalgamated Wireless, and this was approved by the Council of Churches at their meeting held in Sydney last Monday.

The arrangements involve a transfer to Amalgamated Wireless of the Station's agreement with the Council of Churches. The meeting of the Council of Churches agreed to the transfer on the condition that the necessary formalities were made with the Postmaster-General's Department, and that no objection was raised by the Council's solicitors.

The transfer, it is understood, will not result in any alteration in the present church broadcasting facilities. Members of the Council of Churches expressed regret that Mr. Stewart was disassociating himself from the station, and placed on record its high appreciation of the service to the Kingdom of God rendered by Mr. Stewart in establishing and conducting 2CH.

It will be recalled that on the introduction of Station 2CH, Mr. Stewart contracted with the Council of Churches, which body holds the actual licence, to conduct the station as a commercial venture, and with certain limitations, the management of 2CH controlled their own destiny.

With the introduction of Amalgamated Wireless into the picture as the controllers



MR. E. T. FISK,

Chairman of Directors A.W.A. Ltd.  
Now Controlling Station 2CH

of one of Sydney's leading B class stations, a large chain of stations is almost complete, ranging from the North of Queensland down to Victoria. A.W.A. have an interest in more ways than one, in many stations, and are understood to be the largest owners of any series of broadcasting stations in the Commonwealth.

It is rumoured that 2CH will also be used to carry out experiments and transmissions with television, as soon as that has developed sufficiently to be utilised in Sydney.

## MAJOR OIL COMPANIES AT 2HD

It is a fact of no mean significance that the three major oil companies: Vacuum Oil, Atlantic Union and Shell Oil Coy. Ltd. all advertise from Station 2HD Newcastle. The Vacuum Oil Coys. programme comprises a series of episodes from "Robin Hood," the Atlantic Union Oil Coy. are sponsoring a dramatisation of "Jane Eyre," and the Shell Coy. a programme of high class music. These National Advertisers find that they get satisfactory results from advertising with 2HD, and do not hesitate to sign up for lengthy periods.

## MARATHON ADVERTISING

Probably the largest contract for Advertising ever placed in Newcastle is that of Bex A.P.C. Ltd. now operating at Station 2HD Newcastle. This contract provides for two sponsored quarter hours daily, one day and one evening session for a period of twelve months. This totals 364 day and 364 evening sessions, an aggregate of 728 ¼-hours, making a grand total of 182 hours on the air.

Such marathon advertising is without doubt a testimony to the popularity of this Newcastle Station.

## BROADCASTING BUSINESS

Published Every Friday  
OSWALD F. MINGAY - Editor  
EDITORIAL & PUBLISHING  
OFFICES:

15 Castlereagh St., Sydney, N.S.W.  
G.P.O. Box 3765

Phone: B7188 (3 lines)

BRANCH OFFICE:

Care of Mingay Publishing Co.  
422 Little Collins St., Melbourne, Vic.  
Phone: Cent. 2805. G.P.O. Box 1774.

ANNUAL SUBSCRIPTION:

Post free in Australia ..... 10/- p.a.

Post free in British Empire 12/6 p.a.

Post free, Foreign ..... 15/- p.a.

Telegrams: "B7188 Sydney"

## Co-Ordination with All Advertising in Big Radio Hook-Up

THE greatest sustained radio hook-up ever attempted was released last week, when the Atlantic Union Oil Company Limited commenced its first half-hour session over twenty new South Wales and Victorian commercial stations. This hook-up, using 2UW as the key station and 3AW as the main Victorian station, will cover a period of 26 weeks, during the initial part of which time the entertainment will consist of the dramatisation of Charlotte Bronte's immortal novel, "Jane Eyre."

The dramatisation for radio presentation is being handled by Ellis Price, who has assembled a cast consisting of many of Sydney's foremost radio stars.

Another unique feature of the Atlantic broadcast is the thorough manner in which the programme itself was merchandised prior to its inception. Dealers and service stations, travellers and representatives, were all canvassed . . . 2,000 eight-colour one-sheet posters were produced,



as well as 50,000 two-colour folders and 2,500 two-colour window strips. For a full week before the commencement date, specially recorded trailers featuring the actual players in dramatic extracts from the first episode were broadcast from key stations. These trailers were an innovation by 2UW, and contributed in no small measure to the success of the initial broadcast. On the actual day, two 12 x 4 press announcements in Sydney and two in Melbourne gave the final boost that ensured a maximum listening audience.

The actual merchandising of the programme was handled by Mr. F. Harvey of the production department of the Atlantic Union Oil Company Ltd., under the supervision of Mr. J. G. Lee, Advertising Manager. All details of the hook-up, the placing of contracts, etc. were

## How the Hook-Up is Carried Out

controlled by Mr. E. J. Walsh, Manager of the Radio Division of the Goldberg Advertising Agency Limited.

The average listener has not the faintest idea how a programme is relayed through a key station to others who are enjoying the same hook-up. Take for example "Jane Eyre" which is being relayed from Station 2UW each Tuesday

term it, or by telephone line as the man in the street refers to it.

The country stations take this broadcast and they then put it through their own plant and so on to the air. A relay of this nature could be likened to a spider's web, with 2UW in the centre and all those points representing the distant country stations radiating from it. So that, when



night at 8.30 to 21 stations, 11 in N.S.W. and 10 in Victoria.

It means that in twenty-one country districts "Jane Eyre" will be received with the same clarity as listeners within the metropolitan area listening to 2UW.

The method employed is this: 2UW relays the play from this studio to the G.P.O. Test Room. The Test Room is the distributing centre for the number of telephone lines that are required, which means that after the relay is received by the Test Room from 2UW they then send it by land-line as radio engineers

listeners tune in to 2UW on Tuesday night, March 26th and hear Episode 4 of "Jane Eyre," Charlotte Bronte's classic novel broadcast by the Ellis Price Company they can visualise what is happening along twenty one trunk telephone lines and in 21 distant radio stations, and, if their imaginations can carry them thus far, into thousands of homes where people are gathered all listening to the words being spoken in 2UW Studio. These mammoth broadcasts will continue for twenty-two weeks and are sponsored by The Atlantic Union Oil Company Ltd.

### SPECIAL BROADCAST

Readers are particularly requested to note that on Wednesday, March 20, Station 3AR will broadcast at 3.45 to 4.30 p.m. the official opening of the "Marshall Hall Wing" Conservatorium of Music, University of Melbourne, and an oration by Sir James Barrett, Deputy Chancellor of the University and Chairman of the Conservatorium Committee, in memory of Professor Marshall Hall.

### OVERSEAS BROADCAST

On Tuesday afternoon, 19th inst., the National stations, and 3LO in particular, will attempt to rebroadcast at 5.25 from the Empire Station, "An Early Morning Impression of a London Railway Terminus" to be broadcast from Euston Station, London.

### NEW INDUSTRY

Mr. Honeyfield will in future conduct an additional session on 2UE, dealing with fruit and gardening each Saturday morning at 9.15.

On Saturday, March 16th, Mushroom Culture will occupy the Session. At present, mushrooms are for the most part imported, yet they can be grown in practically any district here either in or out of doors.

Many Poultry Farmers and Dairy Farmers who are at present suffering economically, would find mushroom growing a useful sideline, and this aspect will be stressed by the 2UE Agricultural Commissioner.

## 2SM's New 450ft. Mast Highest in Australia

SOMETHING new in broadcasting in Australia is being provided for station 2SM, Sydney, in the form of a 450 feet mast—the highest in Australia, which will serve as the actual station aerial. The wire aerial hitherto used as the actual point from which the ether waves are precipitated, will simply be missing.

The new station which has been designed and is being constructed by Amalgamated Wireless, will be located at the A.W.A. Radio Centre, Pennant Hills, and the top of the mast will be 825 feet above sea level. The mast is so proportioned that maximum transmission will take place along the earth's surface, instead, as in the case of the usual aerial, of the energy being largely propagated into the sky with resultant interference between it and the ground wave, causing fading.

The transmitter itself embodies all the latest ideas, and the most recently developed method of modulation known as the series system will be employed. The frequency of the carrier wave will be maintained constant by means of a temperature controlled crystal oscillator. The output valve is artificially cooled by a circulating water system and is capable of delivering 1,000 watts continuously to the aerial. The transmitter is equipped with an elaborate system of relays which would automatically switch off the power in the event of a fault developing in any part of the apparatus. Special indicating lamps reveal to the engineers which particular circuit is out of order. The whole transmitter is brought into operation by the pressing of a button, time relays switching in the various units in their proper order.

The new studio equipment for 2SM is already in operation and it can be claimed that no other B class station in Australia possesses better equipment or facilities. Each microphone works directly into its own amplifier and any of three amplifiers may be quickly plugged to any of the eight microphone points installed in the three studios. The output of the microphone amplifiers goes directly into mixing faders, and from the mixing control the amplified microphone output is taken to the main or B amplifier and thence to the transmitting station at Pennant Hills.

The flexibility of the new 2SM installation is an outstanding feature. No fader amplifier nor microphone is permanently tied to any particular unit and as a consequence, an audition or rehearsal in one studio may be conducted while the normal programme is running from another. Provision also exists whereby persons in one studio may sing to the accompaniment of a record played in another, or effects may be given from the

second studio and reproduced in the artists' studio.

The most important feature of 2SM's new equipment however, is its ability to amplify faithfully all the useful frequencies in the audio gamut. The equipment has been accurately measured under exacting working conditions and between the limits of 30 to 10,000 cycles per second its discrepancy is negligible.

The velocity type of microphone representing the latest in design is employed. This is a great advance on the ordinary pressure-operated type as it functions on the velocity of the sound waves. It has a range of from 30 to 10,000 cycles per second and has the advantage of being double-sized. 2SM is equipped also with the lapel velocity microphone which is about half the size of a match box and is worn in the coat button hole. It is particularly useful for commentaries from outside points where it might be impracticable to install a microphone of the studio type.

### "IN TOWN TO-NIGHT"

The success of "In Town To-night" is a tribute to the showmanship of John Dunne of Station 2SM. For it he has taken the microphone out into the streets of Sydney and built up an entertainment that mirrors the multi-coloured life of a big city. Real personalities significant of Sydney are heard telling about their daily lives, and John, with humour and understanding fits them into their background and shows them as cogs revolving in the mighty machine that is Sydney. In many hands this might be dull, but as presented by John Dunne it is a most fascinating affair that has attracted hundreds of appreciative letters. "In Town To-night" is presented over 2SM at 9 p.m. on Thursday.

### ADVERTISERS!!!!

Newcastle District is enjoying a period of prosperity unparalleled in her history. Get in on the ground floor!

### Advertise with 2 HD THE STATION THAT SELLS!

Write Box 123, Newcastle, or  
phone War. 487.

Sydney Office:

E. A. WOOD (BW 2211)  
c/o A.W.A., 47 York St.  
SYDNEY, N.S.W.

## Tobacco Advertising Over 2 CH

### Council of Churches Do Not Oppose

At a meeting of the Council of Churches held in Sydney last week the propriety or otherwise of broadcasting cigarette advertising over station 2CH was fully debated. The licence for this station is held by the Council of Churches, the Station itself is owned by a private company of which Mr. F. H. Stewart, M.H.R., is the Controller.

A motion was submitted by Colonel Bell (Salvation Army) asking that in view of the resolution carried by the Manly Branch of the W.C.T.U., the President and the Chairman of the Wireless Board should interview Mr. Stewart in an endeavour to have stopped the broadcasting of the tobacco advertisement. Colonel Bell said he had examined the scientific evidence on the subject of tobacco smoking and could find no authority in favour of it, but many who condemned it. The motion contained an appreciation of the Council's deep indebtedness to Mr. Stewart.

An amendment was moved by the Rev. F. H. Cox (Congregational) to the effect that the Council was unwilling to accept the resolution because the legal contract between it and Mr. Stewart did not mention tobacco advertisements as being among the matter prohibited from being broadcast, and because many of the Ministers and members of the larger denominations smoked more or less.

The amendment was carried by twelve votes to four.

### COMMERCIAL STATIONS PAY OVER £40,000 p.a.

#### Interesting Survey by H. P. Brown

According to the Survey issued by the Director General of Postal Services, Mr. H. P. Brown, last week, there were 3,090 relays between the National Stations during 1934, compared with 1874 during 1933. Relays provided for commercial stations numbered 4,589 during 1934 compared to 1,604 during the year 1933.

More than 5,000 miles of telephone trunk lines were used for a five State's relay, this representing 6,000 hours. These calls were worth £40,000 but National stations are not charged.

This speaks well for the co-operation of the Department with the Broadcasting organisation in relaying programmes between States.

### CAPTAIN BAIRNSFATHER JOINS 2KY

Captain T. D. Bairnsfather, M.C., will in future be heard on Station 2KY, whose staff he is joining to conduct feature sessions. Captain Bairnsfather is a brother of the creator of "Old Bill" and has had a wide experience in Broadcasting.

He is a Sandhurst man with a distinguished military record.

## Hours At Random

Being Comments on Programmes  
Tuned-in at odd times

(By "DIGBY")

ON Sunday evening last, I decided to spend an hour listening to 2UW, and having had tea early, feeling tired after a busy day in the garden, I tuned in at 6.40 p.m. to the Sam Lands Happy Hour. This Session continued until 7 o'clock, and I must say that it was certainly not over-burdened with advertising talks. The music was interesting, snappy, and quite attractive.

At 7 o'clock sharp, the "Time for a Capstan" slogan was put over before one noticed it. There is no doubt that this Capstan advertising is one of the most effective ideas that has ever been created. Note that I said "one of the most," but probably I should have said "one of the few."

From 7 to 7.30 we listened to Manny Aarons at the organ of the State Theatre, and it was indeed a pleasant half-hour. No doubt, Mr. Aarons receives quite a lot of requests for special items. With such delightful manipulation of a mighty organ, one could sit and smoke a pipe with every degree of satisfaction.

At 7.30 an announcement was made about the Felt & Textiles of Australia, putting over their Feltex, Marble-ex etc. With all these "ex's" I got a little bit mixed, but was rather interested when the announcer remarked that this was a "Review of the Great" and was entirely burlesque, with not one word to be taken seriously. I pricked up my ears, and listened to quite a lot of extraordinarily novel compositions that came over the air. When, of course, they introduced Mr. "Schooner" who couldn't bear the bare backs of women, we began to realise the idea of this "Review of the Great." Mr. "Schooner" or rather Mr. Spooner, probably, is certainly one of the great men of to-day. Then followed Mr. "Hares" the wonderful meteorologist, 45 years association with the weather, and he finds it is always fine elsewhere.

Then Horace MacIntire, the botany professor, came before the "mike" and talked about the progeny of one fly reaching into the vicinity of two to ten millions, and altogether got me rather mixed up with his figures and ideas.

Mr. Smack, the whispering baritone, unfortunately whispered too much, and I could not really appreciate what he said. "The Man From Abyssinia" was quite short and snappy, he didn't last long.

This was certainly the most novel 10 minutes I have ever listened to on the air.

As an advertising programme for the Feltex, or the Felt & Textile people, it is

worthy of note, and in my humble opinion, was something which could really be called an advertisement. I don't know that I agree with their ideas of moth-proof life, but it sounds pretty good—in fact so good that the wife and myself discussed the matter after the session.

At 7.41 a whistle developed on the station, and that didn't seem so hot.

At 7.43 a very brief announcement about the Simplex heating system for boiling water in 75 seconds was all very well, but they didn't say whether you heated the water by gas or electricity, and being rather interested in those two subjects, I would have preferred to know what they were talking about.

At 7.44, during a musical item, the announcers changed over. This habit of the announcers announcing themselves when they come on the air, is quite one for argument, as to whether they should do so. After all, unless you are right in on the beginning, you do not have any occasion to worry about the announcer, and in these days of a multiplicity of announcers one is very liable to get mixed up.

At 7.45 the N.S.W. Society for Promotion of Public Health put out some marvellous things for promoting the public health or the health of the individual, and went on to talk about something which happened millions of years ago.

At that juncture I thought I had had enough. I could not afford any more time with such a pleasant station, but undoubtedly that particular hour was most entertaining, and if Mr. Parkhill was P.M.G. to-day, he wouldn't have much to growl about in 2UW's overbearing advertising session during that particular time.

Yes, I like 2UW—not always—but quite often. We will see what happens next Sunday night.

and following  
that . . . . .

SUNDAY night 7.45 p.m. and all's well! We are listening to 2UE and Orchards "are turning back the clock." Going back to the days of Roberts with music that re-creates the atmosphere of desert and drama. Splendid records—easy to picture the whirling dervishes—military glory. Back from the Sudan to Orchard's watches! Now some more "canned East" with a plaintive melancholy that the announcer demolishes with an exhortation to buy a diamond ring at Orchards.

It was quite a good session of its type, but to claim that the music conveyed

historical associations is a little exaggerated.

Captain Stevens is telling (or reading) a story called "Confessions."

The announcer tells us that there is a dramatic thrill in the very last line. Pleasant voice the Captain possesses, with a good resonant timbre.

By Jove, it is a good story too. This is the sort of story that makes you order the family to keep quiet and Captain Stevens is making it sound very real. It's ended—and the promised last last provided a whimsical anticlimax that was well worth waiting for.

2UE makes a feature of the Captain as an entertainer, and if all his work is as good as this, the Station is following a good line. Sound effects were a little weak, in fact, the story would have been just a bit better without them.

Now for some new recordings. "Asleep in the Deep" is an old favourite in a brand new form. Fog whistles and other strange noises make a weird background to the old melody.

Here's a violent contrast—Joseph Schmidt singing a "Marta" aria. A very fine record.

Uncle Si is announcing and introduces these recordings with appropriate comment. An organ solo is in progress, still in the "semi classic" tradition.

And Richard Crookes concludes our random hour with a somewhat religious song, sung in his decisive manner.

Captain Stevens absorbed half the time with his story, but what the hour lost in variety on that account, is more than compensated for by the satisfying interest of it.

Altogether a very entertaining hour, and one which would probably satisfy most listeners.

### SINCE 1926

One of Victoria's pioneer radio advertisers is the Sunshine Biscuit Co. of Ballarat.

This progressive company launched their first message into the ether, through 3UZ, back in 1926, when receiving sets were very few. Since that time, the Sunshine Biscuit Company's allocation for Radio advertising has steadily increased year by year until to-day Radio claims the major portion of their advertising appropriation.

The results from various forms of advertising were carefully checked, and radio proved itself.

The Sunshine Biscuit Company recently formed a Radio Division, with Mr. Dinneny responsible for the administration. Sunshine publicity has been broadcast by 3UZ continuously since 1926, and in addition is to be heard from 7HO Tasmania, and seven Victorian country stations, including the Mobile Station.

This surely is an answer to the type of advertiser who tries Radio advertising for a few weeks and then, because he hasn't to call the police to control the queue of buyers, will "knock" radio as an advertising medium.

## 38 Broadcasters in Australasia Built by A.W.A.

THE latest addition to the broadcasting stations of Australia will be 4CA Cairns, a licence for that town having been granted to Amalgamated Wireless. The Cairns station, which will be the most northerly in operation in Australia, is the thirty-eighth broadcaster placed on the air by A.W.A.

Number one, of course, was 2FC, the first 5,000 watt station in the Southern Hemisphere—which commenced operations on December 5, 1923. 2FC Sydney was then located at Willoughby, but three years later A.W.A. superseded the old station by a new plant situated at Sydney radio centre, Pennant Hills. In 1934 the plant was again renewed.

A.W.A. also designed and constructed the original 6WF Perth, which went on the air on June 4, 1924. The Melbourne station 3LO, Adelaide 5CL, and Brisbane 4QG followed shortly after. All these stations were the products of A.W.A.

Then the "B" class, or privately owned commercial stations, began to be popular and A.W.A. became the principal factor in their production. Two of the most notable of the "B" class stations in Australia are 2UW and 2SM Sydney, for which A.W.A. recently constructed complete new high-fidelity equipments. 2AY Albury, 2WG Wagga, 2GN Goulburn and 2GF Grafton are also A.W.A. products.

The original 3DB Melbourne was designed and manufactured by A.W.A. and that Company also designed and constructed 3BO Bendigo and 3HA Hamilton.

The largest of the "B" class stations in Queensland is 4BC, which made history on 16th August, 1930, by receiving the first "B" class licence in the Northern State. The station was manufactured at the A.W.A. Works and has proved a valuable adjunct to radio entertainment. 4TO Townsville, another A.W.A. station, came on the air on October 5, 1931, and since that time licences in the immediate district have increased from about 30 to about 1,500. A.W.A. engineers are now designing a station for Warwick, which will be on the air within the next few weeks.

The most powerful of the "B" stations in Western Australia is 6PR Perth. The station started with 200 watts in the aerial, which was increased to 500 watts within the first few months. In Tasmania A.W.A. has also established the highest powered broadcaster, namely 7LA Launceston, which not only serves the island State, but is frequently enjoyed by listeners on the mainland.

The New Zealand Broadcasting Board several years ago purchased an A.W.A. portable station and last year a 3,000 watt station which was installed at Christchurch. Quite recently an A.W.A. 10,000 watt station was opened in Auckland which city thus has the most powerful plant in operation in Australasia. A.W.A. is now manufacturing 10,000 watt stations for both Christchurch and Dunedin.

The first mobile station in Australia was manufactured by Amalgamated Wireless and mounted on the Great White Train which in 1925-26 toured New South Wales with an exhibition of all manner of Australian-made articles. The train visited more than 100 towns in 12 months. Whenever it stopped, A.W.A. engineers erected masts and wireless aerials and 2XT radiated a programme of music. Reports of reception reached A.W.A. from many parts of Australia and New Zealand and even from Papua. Again in 1930 when the big All-Australian Exhibition was held in Melbourne a special A.W.A. Broadcasting station was installed. This station, known as 3EX, put over an excellent programme together with lecturettes and talks which went far to popularise the exhibition.

Also A.W.A. built the two world-wide broadcasters — VK2ME Sydney and VK3ME Melbourne. On September 5th, 1927, VK2ME radiated the first Empire programme which was relayed throughout the British Isles. VK2ME came on the air in November of that year and for the past four years both stations have broadcast regular programmes which are received in nearly every country except Afghanistan where the authorities have no time for wireless.

### NEW SELLING STAR

John Dunne's flair as an entertainer is well known, and now he is breaking records as a salesman. In three days during the week following his return he placed contracts on Station 2SM valued at more than £1,500.

We regret to announce that Dominic Harnett's voice will be absent from Station 2SM's programmes for some time as he is at present in hospital with pneumonia. Latest reports say he is improving.

During his absence his luncheon session will be conducted by John Tutnell.

### 2UW FUTURE FEATURES

2UW's programmes for the next three months are to be particularly rich in plays. First there is the radio dramatisation by the Ellis Price Company of that famous English novel "Jane Eyre." This presentation is remarkable from the fact that not only does it vitalise one of the most powerfully romantic and dramatic novels in the English language but 2UW has arranged for it the biggest radio link-up in history connected with a play. This play will run for 26 weeks and is to be relayed by 2UW to 21 stations—11 in N.S.W. and 10 in Victoria. This series is sponsored by the Atlantic Union Oil Co. Ltd.

Then there is that fascinating series of weird eerie dramas entitled "The Witch's Tale." These were broadcast once a week for two and one-half years over W.O.R., New York City. They were programmed as "Radio Masterpieces of Mystery" and are stories of witch-ways and of the occult. A modern and specially written radio version of "Frankenstein" formed the first release in this series which is to run 26 weeks from Station 2UW. This series is sponsored by Star Furs Ltd.

The third radio dramatisation is entitled "Front Page Dramas," and consists of exciting plays that have appeared in some of the best known American journals. There are to be 52 of these programmes. This series is sponsored by the Grosvenor Laboratories.

The following is a list of the immediate dates and times for the above plays:—

#### Front Page Dramas

Monday, March 18th, "Green Tables," 8 p.m.; Wednesday, March 20th, "Going Up," 8 p.m.; Friday, March 22nd, "Family Luck," 8 p.m.; Monday, March 25th, "Afternoon Parade," 8 p.m.

#### "The Witch's Tale"

Tuesday, March 19th, "House of Bridegroom," 11 a.m.; Thursday, March 21st, "The Bronze Venus," 7.30 p.m.; Tuesday, March 26th, "The Bronze Venus," 11 a.m.; Thursday, March 28th, "The Bronze Venus," 7.30 p.m.; Tuesday, April 2nd, "The Bronze Venus," 11 a.m.

#### "Jane Eyre"

Tuesday, March 19th, "Rochester Saved by Jane," 8.30 p.m.; Tuesday, March 26th, "Strange Cries at Night," 8.30 p.m.

### COO-EE SESSIONS AT 2HD

The value of 2HD as an advertising medium is witnessed by the fact that the Coo-ee Clothing Company have entrusted their important evening sponsored sessions to this enterprising Station. This Advertiser has displayed admirable judgment in sponsoring for a lengthy period the popular Musical Request Session conducted by Uncle Pete for half an hour each Thursday evening.

Another well known account just signed up is the Australian General Electric Coy. Ltd. who will be heard from 2HD on two sponsored ¼ hours each week.

## Broadcasting Gossip

Keith Howard's session on 2CH at 3.50 p.m. on Tuesdays is popular with women listeners. The title is "Home Comfort from a man's point of view."

Betty Sutton is another popular 2CH personality, who, in spite of her youth, is building women audiences with her "Getting the most out of Home life."

"The Hunchback of Notre Dame" on 2GB gives George Edwards at his best. Rather a pity that this excellent session and excellent artist are not available to evening listeners.

Stuart Beatty (?) "the good morning" man on 2CH is one of the few good-morning men who sound like it.

Jack Win maintains his engaging manner over 2UW and anyone who can keep up that style of thing so naturally as he does deserves all praise.

John Harper's illness being over, the irrepressible John is back on 2KY, but is somewhat more restrained in his manner. This is all the better.

Back in harness after a brief holiday Stuart Bridgman, 3AW's popular manager, looks very brown—and he walks with a limp. While out fishing (with the wrong kind of bait) at Apollo Bay way he had the misfortune to slip when hurrying from the incoming tide and twist his ankle in the rocks. Result—a nasty sprain.

"Omah the Wizard of Persia," a serial which was announced recently as being available for sponsors from 3AW has been placed with the Tri-Cleaning Co. This Eastern thriller is being broadcast every Monday evening.

3AW's Lee Murray Players who are now broadcasting on Wednesday evening instead of Monday are now being relayed to 3GL Geelong where they are being sponsored. As yet they are appearing as a station feature from 3AW—and a really good one at that.

A new transcription, "The Stonehill Prison Mystery," is scheduled for immediate release from 3AW. The transcription is a serial of 13 episodes telling of the murder of a prisoner in his cell.

3AW advises us that they are constantly receiving special recordings from England and America. By importing direct they are able to obtain for their listeners and sponsors pre-releases of all new recordings.

## MELBOURNE SPONSORINGS

C. E. Wood & Co., 316 Flinders Lane, Melbourne, have renewed their contract for spot announcements from 3KZ.

D. & W. Chandler Ltd., 120 Johnston Street, Fitzroy, have renewed their spot contract with 3KZ.

Jantzen (Aust.) Ltd., C/o J. Walter Thompson Pty. Ltd., 65 York Street, Sydney. Spot announcements. New Business from 3KZ

New Graphic of Australia, Temple Court, Collins Street, Melbourne, have signed with 3KZ for a number of scatter advertisements.

Tye & Co. Ltd., 100 Bourke Street, Melbourne, have renewed their contract of quarter hour sessions from 3KZ. They will be heard twice weekly at 9 p.m. on Monday and 8.30 to 8.45 on Thursday. Contract through Paton Advertising Service, La Trobe Street, Melbourne.

The Capitol Theatre has renewed its half hour every night contract with 3AW. C. E. Wood & Co., 316 Flinders Lane, Melbourne. Scatters in Geraldine Bright's afternoon session for women from 3AW. One a week.

Stephen & King (gin). ¼ hour session from 3AW.

Australian Broadcasting Commission Health Service. Session from 3AW to be sublet to various advertisers. Paton Advertising Service.

B. Seppelt & Sons (Wines), 581 Collins Street, Melbourne, have renewed their half hour session once a week from 3AW.

Coleman Keen (Aust.) Ltd., have signed for a series of 100 word announcements from 3AW.

Mountford's (Hatters), Bourke Street, Melbourne, have renewed their scatter contract with 3AW.

Tye & Co. Ltd., 100 Bourke Street, Melbourne, have renewed their quarter hour session from 3AW on Wednesdays and Fridays. Paton Advertising Service.

Nance Martel sponsors beauty talks from 3AW for a half an hour in the morning.

P. S. Marks (Kleenbar) have increased their contract of scatters from 3AW.

Fleming & Co. (Aust.) Pty. Ltd., 422 Collins Street, Melbourne (Creamoata). Three evenings a week from 3DB, quarter hour transcription featuring Detectives Black and Blue. Serial. Geo. Patterson

W. Saunders & Son Pty. Ltd. (Malt Extract) Trennery Crescent, Abbotsford, from March 4 from 3DB in children's session featuring "Captain Better and His Ship" every Monday, quarter-hour transcription.

Sanax Co., 5 Brunswick Street, Fitzroy. Spot announcements nightly from 3UZ.

Paton's & Baldwin's Ltd., 232 Flinders Lane, Melbourne. 5 minute sessions nightly from 3UZ. Cummings-Wright Advertising Service.

Milano Cafe, nightly scatters from 3UZ.

V. W. Barton, Furniture Manufacture, 12 Swan Street, Richmond. Half hours Saturday nights from 3UZ.

Peters American Delicacy Co. (Victoria) Ltd., Ice Cream Manufacturers, 12 Meyers Place, Melbourne. Sponsoring a series of fairy stories directed by Hal Percy in the Children's Session from 3UZ. Seasonal advertising.

Scalpaide Pty. Ltd., 152 Elizabeth St., Melbourne. Three times weekly from 3UZ. Renewal of account.

Coleman Keen (Aust.) Ltd. Spots every evening from 3UZ. George Paterson Pty. Ltd. (Sydney).

Albion Fur Co. Direct announcements in 3UZ Women's Session. British Medical Laboratories, Sydney. Announcements in night sessions 3UZ. Gordon & Gotch, Sydney. Renewal.

Lipton's Tea, c/o Lintas (Aust.) Ltd., Manchester Unity Building, Melbourne, have come on to 3KZ for 40 spot announcements. New business.

Shell Company, William Street, Melbourne, have signed with 3KZ for 108 scatters. New business.

R. Miller, 470 Collins Street, Melbourne, has signed with 3KZ for 24 spot announcements. New business.

Lux, c/o Lintas (Aust.) Ltd., Manchester Unity Building, Melbourne, have come on to 3KZ for 26 spot announcements. New business.

Olympic Motor Cycle Exhibition. 24 Spot announcements from 3KZ. New business.

## Unique Programmes Over 3 UZ

A series of unique programmes has been arranged by 3UZ, the first being between the hours of 9 and 11 p.m. on Saturday, March 9. The session will comprise all types of music, ranging from vaudeville to grand opera and will be sponsored only by advertisers who have been consistently with 3UZ for 5 years or more, and who can justly claim to be pioneers of broadcast advertising. 3UZ tells us that there have been so many advertisers fitted into the programme that it has had to be cut into three nights with approximately 7 advertisers each a night. That's good going, and there are probably very few stations that could get away with a programme such as that.

## Writing Radio Copy

By "ONE WHO DOES"

WHEN it was suggested to me that business men ought to be told some of the advertising copywriter's thoughts I felt that the invitation to write about them in "Broadcasting Business" was much too good to miss.

I am not complaining about the troubles the copywriter has, because everyone has problems to face, and in our business our worries are probably no worse than other folks, but the client could save us a lot of anguish and himself a lot of waste expenditure if he would stop laying down so many rules.

In the majority of cases my instructions run somewhat like this:—

"Write six announcements of 100 words each for So and So Ltd. Mention their new prices. Touch on how their product is made, don't forget to make a fuss about quality, and feature home delivery service. Remember to cover their four addresses and so on.

Well—it just cannot be done. You can't say all that in 100 words or 200, for that matter.

Of course, not every client makes such a demand on us, and in writing for long sessions we are not handicapped by time limitation to the same extent.

But the advertiser will be well advised to remember the traditional argument that no advertisement is big enough to hold more than one idea. This is particularly true of radio advertising. When we write for the air, we are deprived of all the artifices open to the advertising man, who is preparing an advertisement for the press. He has the assistance of illustration, well chosen type faces, ornaments and borders to provide a background for his ideas. But for our radio ad. we must depend upon the voice of an unseen man or woman. There are no artifices possible—only the degree of conviction that a voice can carry. Obviously, therefore we must strive first to write copy that can sound as though the announcer understands and means it.

This, in turn, suggests that we must write in a vocabulary suited to the subject. Verbal flights of fancy when applied to commonplace articles are sadly out of place, while luxury products can hardly be described effectively in dull language. You will understand from this that we must choose our words with more than ordinary care, yet give our copy a character of complete spontaneity.

Every special instruction is a further complication. Let us do the visualising, leave it to our own devices. We will write better copy if you trust our judgment more. After all—that's our job!

## LATEST RECORD RELEASES

### Regal Zonophone

G22310—"Pal O' Mine," sung by Les Allen, with Mrs. Allen and Norman, and "Who Made Little Boy Blue," sung by Les Allen, baritone.

G22306—"Don't You Cry When We Say Goodbye," and "What a Little Moonlight Can Do" (both from film "Road House"). Played by Gaumont British Dance Orchestra.

G22307—"There's No Green Grass Round the Old North Pole" and "Looking For a Little Bit of Blue." (Both from film "Road House"). Played by Gaumont British Dance Orchestra.

G22309—"There's No More You Can Say" and "Tina—Tango," played by the London Piano-Accordeon Band.

G22308—"Things Are Looking Up" (from film "Things Are Looking Up") and "Who's Been Polishing the Sun" (from film "The Camels are Coming.") Played by Gaumont British Dance Orchestra.

G22256—"Il Trovatore—Vocal Gems," Parts 1 & 2. Sung by Classic Opera Company.

G22257—"Other Days" — Selection, Parts 1 & 2. Played by Grand Massed Brass Bands.

G22259—"Memories of Old Vienna," Parts 1 & 2. Played by the Vienna Orchestra.

G22260—"Berceuse de Jocelyn," and "Serenade," played by the Celebrity Trio. G22261—"The Last of the Texas Rangers" and "Bunk House Billy" — The Hill Billies.

G22262—"Molly Ain't Built That Way" and "Twenty Years a Chamber Maid." Sung by Walsh and Barker.

### Parlophone

A6067—"Moon Glow" and "Don't Let Your Love Go Wrong," played by Nat Gonella and His Georgians.

A6062—"Love in Bloom" (from film "She Loves Me Not") and "Two Cigarettes in the Dark," played by Harold Ramsay on Wurlitzer Organ.

A6064—"Smoke Gets in Your Eyes" (from "Roberta") played by Harry Roy and His Mayfair Hotel Orchestra, and "I Only Have Eyes For You" (from film "Dames") played by Ben Selvin & His Orchestra.

A6053—"Fox Trot Medley — No. 3" and "Little Man You've Had a Busy Day," played by Patricia Rossborough.

A6077—"He's The One For Me," sung by Pat Hyde, Girl Crooner and "Louisville Lady," sung by Sophie Tucker. (Both from film "Gay Love.")

A6050—"Laughing Polka" and "Pet-ruschka Polka," played by Dallape Harmonica Orchestra.

A6065—"I Saw Stars" and "Smoke Gets In Your Eyes" (from "Roberta") sung and played by Leslie Hutchinson.

A6059—"I Travel Alone" and "As I Sit Here," sung and played by Leslie Hutchinson.

AR259—"Tales of Hoffmann" and "If One Only Could," sung in German by Lotte Lehmann.

### Columbia

DO1316—"Play the Game You Cad" and "After All That" — The Western Brothers.

DO1311—"Traumerei" and "William Tell—Andante," played by Massed Orchestra of Cellos.

DO1314 — "Thora" and "Beautiful Garden of Roses," sung by Charles Kullman.

DOX452—"A World of Romance," Parts 1 & 2. Played by Geraldo and His Sweet Music.

### H.M.V.

DA1386—"So We'll Go No More A-Roving," and "The Prayer Perfect," sung in English by Richard Crooks, Tenor.

B8199—"Musical Box," and "Spring-time Serenade," played by Marek Weber & His Orchestra.

B8187—"On the March," Part 1 and Part 2, played by The Band of H.M. Coldstream Guards, conducted by Lt. J. C. Windram.

B8161—"A Song of Thanksgiving," and "Sweet and Low," sung by Essie Ackland, Contralto.

B3743—"The Palatine's Daughter," and "The Minstrel Boy," sung by James McCafferty, Baritone.

B3732—"Molly Brannigan," and (a) "The Ninepenny Fiddle," (b) "The Bold Unbiddable Child," sung by James McCafferty, Baritone.

B3613—"Irish Patriotic Marches" (including "The Boys of Wexford," "God Save Ireland!" "The Girl I Left Behind Me," "Rakes of Mallow"), played by Dan Sullivan's Shamrock Band.

B8232—"Isle of Capri," and "What Can You Give a Nudist on His Birthday?"—Sung by Gracie Fields, Comedienne.

EA1439—"Heat Wave," played by Sol K. Bright & His Hawaiians; and "Not For all the Rice in China," played by Leo Reisman & His Orchestra.

EA1440—"Moon Country," and "Stay on the Right Side of the Road," played by Ray Noble & His Orchestra.

B6514—"Love (Wonderful Love)," and "Sing As We Go" (from film "Sing As We Go"), played by Ray Noble & His Orchestra.

## THE WISHING TREE

As announced some three months ago by Station 2UW, great preparations are being made to replace the famous Wishing Tree in the Sydney Botanical Gardens, by a new and vigorous tree, so that coming generations may derive the same pleasure as our grandparents from the nearly hundred year old tree which is now gradually ending its journey.

Permission has been given by the Government whose property the Gardens are for Farmer's Radio Children's Birthday Club in conjunction with 2UW to take charge of the entire proceedings, and it has been arranged for Lady Hore-Ruthven to plant the tree during the coming Easter holidays. An elaborate ceremony is being arranged which will include the appearance of "Peter Pan"—a ballet of children, a massed chorus of children singing "Trees" and various other appropriate items. In order to defray the expenses, two delightful albums have been prepared with dainty sketches and verses, and signatories to same are asked to contribute a silver coin. There are two of these albums and one may be viewed any day at Farmer's where it is in charge of "Lucille," and the second is kept at 2UW Studios where it may be seen any week day in the Children's Hour. The albums when completed will be placed in a public library as being a chronicle of the life of the city of Sydney during the past hundred years during which time the old Wishing Tree has been the repository of the hopes, romantic and otherwise of each generation as it grew up beneath its branches.

The 2UW Children's Hour is sponsored by Farmer's, the store for Service and Quality in Pitt, Market and George Streets, Sydney.

## VICTORIAN COMMENTS

Several thousands of requests for lucky elephant charms have been received by Rajput of 3KZ. This well known gentleman broadcasts regularly on behalf of Golden Oat Nut (Hecht & Co.) and the suggestions was made that listeners who wrote in could obtain lucky charms similar to the one that was worn by Rajput in very many of his amazing adventures. An interesting fact is that although the broadcast was on only twice weekly there was less than 20 per cent. variation in the amount of mail received every day. Before the elephant can be obtained it is necessary to send the serial numbers of three cartons of the product. Hecht & Co. report that the session has been a most successful one.

Recently statistics applied by 3KZ indicate that in excess of 21,000 letters have been received by the station in six months. This works out at more than 1,000 letters a day. They include the popular football competition, fan letters, letters requesting certain gifts and so on. An analysis of this number indicated that 48.2 per cent. were south of the Yarra and 51.8 per cent. north of the Yarra. As with few exceptions the Yarra divides Melbourne into industrial and non-industrial the analysis rather indicates that the station has a 50-50 class division of its listeners.

Three new afternoon features have been announced by 3DB. "Radio Revelations" are intimate stories of the artists that one hears over the air. The Ormady Orchestra Saloon Group will be featuring "Easy to Listen To" music every Tuesday afternoon, while on Thursday Sylvester John will spend a half hour among the records giving bright informal talks about the music that is played.

Latest Licence  
FiguresDecember, 1934, and January,  
1935

NEW SOUTH WALES		
	December	January
New Issues	4,727	5,160
Renewals	13,934	14,729
Cancellations	1,384	2,261
Monthly Total	262,988	265,887
Nett Increase	3,343	2,899
Population Ratio	9.97	10.08

VICTORIA		
	December	January
New Issues	3,273	2,974
Renewals	12,788	11,537
Cancellations	1,808	2,349
Monthly Total	227,135	227,760
Nett Increase	1,465	625
Population Ratio	12.33	12.41

QUEENSLAND		
	December	January
New Issues	1,266	1,441
Renewals	2,688	3,364
Cancellations	392	305
Monthly Total	62,721	63,857
Nett Increase	874	1,136
Population Ratio	6.54	6.65

SOUTH AUSTRALIA		
	December	January
New Issues	1,217	1,128
Renewals	3,754	3,735
Cancellations	328	433
Monthly Total	72,476	73,171
Nett Increase	889	695
Population Ratio	12.31	12.43

WESTERN AUSTRALIA		
	December	January
New Issues	855	660
Renewals	1,745	1,886
Cancellations	337	73
Monthly Total	37,417	38,004
Nett Increase	518	587
Population Ratio	8.46	8.59

TASMANIA		
	December	January
New Issues	423	483
Renewals	795	1,067
Cancellations	303	294
Monthly Total	18,897	19,086
Nett Increase	120	189
Population Ratio	8.29	8.38

COMMONWEALTH		
	December	January
New Issues	11,761	11,846
Renewals	35,704	36,318
Cancellations	4,552	5,715
Monthly Total	681,634	687,765
Nett Increase	7,209	6,131
Population Ratio	10.19	10.28
The above figures include—		
Total Free Licences to the Blind	1,519	1,500
Total Paid Experimental Licences	1,259	1,262

## SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

**Broadcasting  
Business**

Box 3765, G.P.O., Sydney.

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for sum of 10/- is enclosed.

TRADING NAME .....

ADDRESS..... Phone.....

Printed by F. H. Booth & Son Ltd., 31 Burton Street, Sydney, for the Publisher, Oswald F. Mingay, Woodside Avenue, Lindfield, of Australian Radio Publications Ltd., 15 Castlereagh St., Sydney.

# BROADCASTING BUSINESS

Vol. 1. No. 25

FRIDAY

MARCH 22, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

## Federal Labor Party Turned Down Broadcast Advertising Tax General Secretary Replies

## ROLFE'S FLYING SQUADRON

Rolfe's "T Spoon T" has inaugurated Rolfe's Flying Squadron from 3AW. The session which will be dealing with aviation in general will encourage the making and flying of model aeroplanes.

It will be commercialised by asking the children to send in a label from a packet of Rolfe's tea, join the club and get the first diagram. The model will then be described over the air taken in stages so that children can make it. When completed a prize will be given for the best manufactured plane which will be taken out and flown. There will also be another prize for the best flight.

At this stage a more advanced model will be taken on. The children send in a label, get the plan and the same routine is followed.

Later it is anticipated getting a badge called the Flying Squadron. The children will send in five or six labels to get the badge.

Another idea for the commercialisation of the scheme is that children save up T Spoon T labels and exchange them for parts of the model aeroplane which Rolfe's will purchase and distribute at their city showrooms.

At the Annual Conference of the Federal Labour Party last month, in Sydney, the resolution submitted by the Kensington Branch embodying a proposal to tax broadcast advertising, was submitted for discussion.

In our issue of March 8th we published details of this matter, and stated that it was understood the Executive would meet within the next week or two, and that action would be taken to have the matter dropped.

A letter has been received from Mr. W. R. Colbourne, General Secretary of the N.S.W. Branch of the Australian Labor Party, as follows:

"Dear Sir,

In your issue of "Broadcasting Business," dated 8th March, there appears an article headed "Federal Labor Party Proposes Tax on Broadcast Advertising."

As this article is likely to create a wrong impression as to the real policy of the party concerning the matter under discussion, I would be obliged if you would publish the following facts in reply:—

(1) The resolution to Tax Broadcast Advertising was placed on the Annual Conference Agenda by the Kensington branch. This branch in accordance with the rules has a right to place any resolution on the Agenda Paper even though such resolution is diametrically opposed to the platform of the party.

(2) The Annual Conference meets to discuss resolutions from the branches and to discuss matters of policy, also deletions, additions or amendments to the platform. The recent conference did discuss the question of taxing Broadcast

Advertising and decided to refer the matter to the State Executive. The State Executive has turned the proposal down.

(3) The effect of the State Executive decision is that the Federal Labor Party does not propose to tax Broadcast Advertising, which means that your article of March 8th was both premature and misleading.

"Trusting that you will give this reply the same publicity as your article of March 8th.

Sgd. W. R. COLBOURNE,  
General Secretary."

(We definitely disagree with Mr. Colbourne that the matter published in our issue of March 8th, was premature or misleading. Mr. Colbourne admits in paragraph 1 of his letter that the Kensington branch brought this matter up. He admits in paragraph 2 that the matter was discussed at the Conference and was referred to the State Executive, and the only additional information he gives is that the State Executive has turned the proposal down—which was what we predicted in our article of March 8th.

If it had not been for the action taken by Dr. Du Maurier, who is a well known user of broadcast advertising, it might be in order to say that there was a possibility of this resolution by the Kensington branch being passed. The fact that a lengthy debate took place at the Executive on the 14th inst., shows that it must have had a fair support. The Executive of the Australian Labor Party is to be congratulated on their foresight in defeating such a ridiculous proposition—Ed.)

### BROADCASTING BUSINESS

Published Every Friday  
OSWALD F. MINGAY - Editor  
EDITORIAL & PUBLISHING  
OFFICES:

15 Castlereagh St., Sydney, N.S.W.  
G.P.O. Box 3765

Phone: B 7188 (3 lines)  
BRANCH OFFICE:

Care of Mingay Publishing Co.  
422 Little Collins St., Melbourne, Vic.

Phone: Cent. 2805. G.P.O. Box 1774.  
ANNUAL SUBSCRIPTION:

Post free in Australia ..... 10/- p.a.  
Post free in British Empire 12/6 p.a.

Post free, Foreign ..... 15/- p.a.  
Telegrams: "B7188 Sydney"