

Broadcasting Gossip

The National Station broadcast last Sunday evening of "One Night of Love" featuring Grace Moore, was a wonderful advertisement for the Liberty Theatre. It is recalled that the P.M.G. was responsible for suggesting to commercial stations that they should reduce or even eliminate their advertising in Sunday sessions. It is also understood that the National Stations should do no advertising, but this was one of the most effective advertisements we have ever heard on the air for a particular theatre and a particular picture. Quite possibly the National Stations will shortly be entering into commercial advertising activities.

Hector Harris, 3AW's Secretary, was married on Saturday, April 6. Just as well Hec. was not married on Friday!

Managing Director A. E. Bennett of 2GB has taken to the air with a vengeance. He visited Melbourne and Adelaide recently in a plane piloted by his Chief Engineer, Len Schultz, who, quite incidentally, is the ace pilot of the N.S.W. Aero Club. A.E. is in quite good hands when in the air with Len. He is hoping to leave for America almost any day or week now. Mr. Bennett, we mean, not Len—not yet.

Telephone messages are sometimes pleasant and sometimes not so pleasant. During a Conference at the Broadcasting Federation Rooms recently, two Station members left hastily after receiving a telephone message. It may have had something to do with a Court decision running into a few thousands.

2SM are to be congratulated on their enterprise in linking up with the record breaking stunt by Philips who brought out a few thousand Octode valves from Europe, all the way by mail plane. John Dunne of 2SM was on the job, and did it well.

One of the brightest things we have come across for some time is a book that is available from the N.S.W. Book-stall, written by A. Lloyd James, entitled "The Broadcast Word." Mr. James is a University Professor of Phonetics at the School of Oriental Studies, London, and also Hon. Secretary of the B.B.C. Advisory Committee on Spoken English. He should know what he is talking about. The book deals mainly with some of the problems involved in the broadcasting of the English language. Whereas every educated man is expected to be able to write, he is not expected to speak, and those who can use the spoken language effectively are far less numerous than those who can handle the written. This book is available at 11/9d. It is recommended to quite a number of announcers and other broadcasters.

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

MELBOURNE SPONSORSHIPS

Rolfe & Co. Ltd., 300 King Street, Melbourne have renewed their series of quarter hour sessions with 3KZ.

Cadbury's Bournville Cocoa, C/o Harry Julius Advertising, Sydney, have signed with 3KZ for a series of spot announcements. New business.

Hoyts Theatres Ltd., 121 Collins St., Melbourne, have renewed their series of half hour sessions 6 days a week at 6.30 p.m. with 3KZ.

Grosvenor Laboratories, distributors of Junipah Mineral Spring Salts, on three nights a week are sponsoring a session featuring the Demon Detective from 3AW.

The Orient Line of Steamers, 356 Collins Street, Melbourne, have signed with 3UZ for a series of announcements in the evening. Renewal.

Small's Chocolate have signed with 3UZ for a series of announcements in the Children's Session.

Godfrey's ("The Home Supply"), 175 Commercial Road, Prahran, have signed with 3UZ for a series of quarter hours in the morning programmes three times a week. New business.

Brunel's Frock Shops have renewed their quarter hour sessions from 3UZ.

Herberhold's Dry Batteries (Aust.) Pty. Ltd. 562 Spencer Street, Melbourne, have renewed a series of scatters from 3UZ in the evening session.

Maison D'Oree Cafe have signed with 3UZ for direct announcements in the evening programme. New business.

Tye & Co. Pty. Ltd., 100 Bourke Street, Melbourne, have renewed their contract of two quarter hours a week with 3UZ.

The British Medical Laboratories have signed with 3UZ for announcements in the breakfast session.

NOVELTY FROM 3AW

Nicky of Nicky and Tuppy fame is giving a one-string fiddle session from 3AW. Nicky tells the children how to make the fiddle and the children send in a label from MAIZE PRODUCTS and have an instruction sheet posted to them giving only the measurements etc., without actual instructions. In each session Nicky takes the fiddle in sections and explains it to them. When the fiddle is completed a prize will be given for the best effort, and it is suggested that then instructions will be given over the air for the numbering of the key board. Later instructions for the playing of a specified number will be given. It has been suggested that this special number should be the theme song. There will be a competition for the best player and the finalist will be given the opportunity to broadcast.

After four broadcasts of 10 minutes each 300 applications have been made for instruction sheets.

Latest Licence Figures

NEW SOUTH WALES

	January	February
New Issues	5,160	4,403
Renewals	14,729	14,479
Cancellations	2,261	896
Monthly Total	265,887	269,394
Nett Increase	2,899	3,507
Population Ratio	10.08	10.22

VICTORIA

New Issues	2,974	2,915
Renewals	11,537	12,541
Cancellations	2,349	919
Monthly Total	227,760	229,756
Nett Increase	625	1,996
Population Ratio	12.41	12.52

QUEENSLAND

New Issues	1,441	1,314
Renewals	3,364	3,283
Cancellations	305	1,468
Monthly Total	63,857	63,703
Nett decrease	1,136	154
Population Ratio	6.65	6.64

SOUTH AUSTRALIA

New Issues	1,128	1,129
Renewals	3,735	3,376
Cancellations	433	544
Monthly Total	73,171	73,756
Net Increase	695	585
Population Ratio	12.43	12.53

WESTERN AUSTRALIA

New Issues	660	675
Renewals	1,886	1,585
Cancellations	73	129
Monthly Total	38,004	38,550
Net Increase	587	546
Population Ratio	8.59	8.71

TASMANIA

New Issues	483	504
Renewals	1,067	666
Cancellations	294	270
Monthly Total	19,086	19,320
Net Increase	189	234
Population Ratio	8.38	8.48

COMMONWEALTH

New Issues	11,846	10,940
Renewals	36,318	35,930
Cancellations	5,715	4,226
Monthly Total	687,765	694,479
Net Increase	6,131	6,714
Population Ratio	10.28	10.38

The above figures include—		
Total Free Licences to the Blind	1,500	1,530
Total Paid Experimental Licences	1,262	1,237

BROADCASTING BUSINESS

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APRIL 19, 1935.

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

OVER 700,000 LICENCES

March Figures Improve Over February

**New Issues up 2,406—Renewals up 2,377—
Cancellations up 393**

LATEST licence figures issued by the P.M.G.'s Department for the month of March show that for the whole of Australia the total new licences issued were 12,346 for the month as compared to 10,940 for the previous month. These figures are slightly down for the same period last year, and for March, 1934, were 15,196 and February, 1934, 12,838.

Renewals reached the huge total of 38,307 for March, as against 35,930 for February this year. March of last year showed 27,447 renewals.

Cancellations, being 4,619, showed a step up of 393 over February 4,226, but these figures were very satisfactory compared to March of last year, which was 6,523, and February 5,149.

The total for the Commonwealth at the end of March was 702,206, which compared very favourably indeed with the total at the end of March, 1934, which then stood at 543,715, an increase of 158,491 over the past 12 months, equal to 29 per cent., absolute nett increase.

Broadcast advertisers and advertising agencies will appreciate this increased circulation figure of 29 per cent. in 12 months.

The nett increase for the month of March was 7,727, compared with 6,714 last month. These are slightly below the same period last year, when March showed 828 and February 7,884.

The population ratio at the end of March was 10.47 as against 8.17 twelve months ago.

New South Wales

New issues in N.S.W. last month at 4,612 showed an increase of 209 over February, 4,403. In March of last year new issues were 5,950. The nett increase last month at 2,948 showed a decrease of 559 compared to the previous month of February. In March, 1934, the nett increase was 3,361.

Victoria

This State has climbed back to first place in regard to population ratio, which now stands at 12.63, and South Australia has fallen back to second place with 12.62.

Cancellations were up in Victoria last month, with 1,523 as compared to 919 in February. The net increase for the month in the Southern State was 2,360 compared to 1,996 in February, which shows an improvement of 364.

Queensland

In the northern State a marked improvement has taken place. Whereas in February there was a nett decrease of 154 licences for the month, this improved to an increase of 902 during March. In other words, an improvement of 1,056.

Queensland still has the smallest population ratio of 6.74, which is no doubt explained by the vast area covered by the northern State, and the terrific interference from atmospherics. It is noteworthy that cancellations during March were only 368 in Queensland, as compared to 1,468 during the previous month.

During March of 1934 the cancellations were 644.

During the past 12 months 19,044 increased licences have been issued in Queensland.

South Australia

The State of South Australia continues to support radio in a most satisfactory manner. At the end of last month 1,233 new licences were issued, as compared to 1,129 for February. This compares very favourably with 1,431 for March, 1934.

Cancellations at 581 were slightly in excess of February. The total at the end of the month of 74,408, shows an improvement in the past twelve months of 16,156, an improvement of over 27 per cent., during that period.

Western Australia

This State of the West has shown a remarkable increase in the position at the end of March, last month, as compared to March, 1934. Whereas last month the total licences were 39,249, they were only 27,202 at the end of March, 1934, which showed a nett increase during the 12 months of 12,047, with a percentage of 44 increase.

New issues for March last were 861 as compared to 907 in 1934. Cancellations

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Telegrams: "B7188 Sydney"

EDITORIAL—(Continued)

tions were only 162 this March, compared to 174 in March, 1934, and the net increase was 699 last month as compared with 745 in March, 1934.

The "Apple Isle" of Tasmania reached the high figure of 19,486 at the end of last month. This compared to 14,554 in March, 1934, showing an increase of 4,932 or 34 per cent.

New issues of 487 last month were slightly down for the previous month, and are not so good as in March, 1934, when they stood at 580.

Summary

Summarising the increases made by the various States during the past twelve months, i.e., from April 1st, 1934, to the end of March, 1935, the following improvements are noted.

N.S.W.	30 per cent.
Victoria	22 per cent.
Queensland	41 per cent.
South Australia	27 per cent.
Western Australia	44 per cent.
Tasmania	34 per cent.
Commonwealth	29 per cent.

200 CORSETS SOLD IN TWO HOURS

People on Doorstep at 9 a.m.

THE complete effectiveness of broadcast advertising on country stations was demonstrated recently by that latest edition to the broadcasting family, Station 2TM, Tamworth.

One evening an advertisement was put over 2TM to the effect that on the following morning at 9 a.m. any customer mentioning Station 2TM could purchase a special brand of corset at T. J. Treloar's Ltd., and these corsets could be bought at a special price.

Before 9 o'clock the next morning there were quite a large number of people waiting on the doorstep, an event never before experienced in the history of Tamworth. By 11 a.m. over 200 corsets were sold.

To say that the management of Treloar's big store were astounded hardly gives credit to 2TM's influence in the Tamworth district. Nevertheless, this outstanding proof of the pulling power of advertising was sufficient to clinch a very handsome contract between Treloars and Station 2TM.

Increase Fish Sales

Still another instance of the appreciation of country listeners to another type of advertisement, was the case of another Tamworth store, P. G. Smith Ltd., who have been endeavouring for some time to encourage an increased interest in the consumption of fresh fish in Tamworth. Generally their sales were about 20 to 25 lb. per week, but after one announcement over 2TM, this quantity was immediately increased by 100 per cent., and arrangements have now been made to increase the orders by up to 75 lb. per week.

Such instantaneous success speaks for itself.

MELBOURNE SPONSORSHIPS

Godfrey's, "The Home Supply," 175 Commercial Road, Prahran, have renewed their contract in the 3AW Children's Session.

Vitogen (Swallow & Ariell) have come on to 3AW sponsoring Nancy Lee in the Children's Session on Monday and Thursday.

Tea Market Expansion Bureau, Sydney, have signed with 3AW for a series of quarter-hour sponsored sessions on Tuesday and Thursday.

Bowers-Hewett Pty. Ltd., Rubber Depot, State Savings Bank Buildings, Elizabeth Street, Melbourne, will be heard from the 3AW Children's Session in a series of scatters.

Ponda Extract have contracted with 3DB for a series of musical programmes featuring Kay Whyte in dramatised stories of world experiences.

Phoenix Biscuits are sponsoring "Hans & Horace" relayed to 3BO Bendigo, 7.30 p.m. on Monday evenings from 3UZ.

Hartley's Pty. Ltd., of 270 Flinders Street, Melbourne, are sponsoring Clem Enderby, golf professional, from 3UZ on Monday at 9 p.m.

A. G. Healing Ltd., of Franklin Street, Melbourne, are broadcasting two 15-minute programmes weekly from 3UZ. A feature item is expected shortly.

Laconia Blankets, Normanby Road, South Melbourne, are back on 3UZ and 3DB for a 15-minute musical programme.

The Metropolitan Gas Co., Flinders Street, Melbourne, are heard from 3UZ featuring two fifteen-minute programmes weekly in the evening session.

Wrigley's are coming on to 3DB's Children's Session 3 nights weekly with a feature relayed from 2GB Sydney.

Woods' Great Peppermint Cure have sponsored the "Monte Cristo" serial from 3DB which commenced on Monday, April 15, for six quarter-hours a week at 7.45 p.m.

April 19th, 1935

RECORD NEWCASTLE WAGES

2HD's Valuable Field

Very interesting figures regarding the prosperity being enjoyed in and around Newcastle area were revealed recently.

The B.H.P. group of industries paid wages amounting to £18,770,000 since 1915, and that last February the wages bill was the biggest on record.

At £47,000 for the month it was well over double what it was in June of 1932, and that production figures in the heavy industries are soaring.

In June of 1932 the monthly production of steel at the B.H.P. was 19,000 tons, and this had risen to 38,000 tons by June, 1934, and up to 43,700 tons in February last.

The total value of new buildings erected in Newcastle has jumped from £47,624 in 1932 to £238,690 in 1934; the number of unemployed had correspondingly decreased from 5,125 to 2,229.

It is no wonder that Station 2HD has such an influence in this progressive area.

RE-ORGANISATION AT 3HA

To cope with the increase in business, a re-organisation at 3HA Hamilton has taken place.

Mr. J. E. Ridley has been brought to Melbourne to be in direct touch with advertisers, new programmes and special sessions being a particular feature of his work.

Mr. Fitts, chief engineer, has been appointed acting-manager on the commercial side.

Mr. R. Burrows, as studio manager, has charge of all sessions, presentation of programmes, &c.

The head office of 3HA, together with the books of the Company, is now at 239 Collins Street, to which all correspondence should be forwarded, addressed to the Managing Director.

April 19th, 1935

Broadcasting Gossip



MR. T. KITTO OF 2HD

Chief Engineer of 2HD, Mr. Tom Kitto, hails from the "Apple Isle." In addition to his technical activities, he has established himself on the air as "Uncle Tom." All good engineers are versatile, and this "Tasmanian" is no exception to the rule.

WIRELESS ON SHIPS

Praise for Mr. W. Crawford

In the Federal House recently Mr. Beasley (member for West Sydney) said in discussing the Navigation Bill which is now before the Federal Parliament—"If I may speak for the Maritime Union, I feel that I should take this opportunity to refer to the wonderful assistance rendered to them by Mr. Crawford, the Radio Inspector in N.S.W."

"The whole subject is one that calls for highly technical skilled advice. The representatives of the men may have a fairly good grasp of what they want, but it is very necessary that they should be given good advice as to the technical effectiveness or otherwise of their ideas, and in that regard I cannot speak too highly of the assistance Mr. Crawford rendered to the union."

"With the consent of the Minister, he addressed the Maritime Council of Unions and advised them exactly how the scheme would work. He assured them beyond any doubt that the proposals which were then about to be agreed upon, would be the most advanced yet adopted anywhere in the world."

MR. ADVERTISER

buy
a
Ready-made
Audience
on
3AW

A recent listeners' competition, according to 5KA, showed that that station was heard over an area comprising 48,000 square miles in country towns 500 and 600 miles apart, and had an average radius of reception in excess of 200 miles.

It is also interesting to note that within 50 miles of Adelaide reside 77 per cent. of the State population, and among them is distributed 82 per cent. of the total radio licences issued in South Australia.

Gilbert and Sullivan vocal features are being heard from 3AW's programmes several evenings between 10 and 10.10 p.m. The Mutual Store will be sponsoring the session. This is the first time, according to 3AW, that such a programme has been broadcast regularly in Melbourne. It should prove highly acceptable.

2UW has again secured exclusive permission from the Regatta Committee to follow the race for the Head of the River, from the official steamer, and will give a description using a short wave transmitter, linking up with a microphone at the winning post. Heats will be rowed on Wednesday, May 1st, and the finals on Saturday, May 4th.

"Service" is 3AW's motto. Not only does Sister Bright come on to that station every morning at 11.15 in a talk sponsored by the A.B. Health Service, but she invites her listeners to visit her in Chancery House. Women listeners of 3AW come along to have a yarn about all their ails and troubles, and it is all included in the wide term "service." We imagine there would be some queer complaints.

On Anzac Day, April 25th, the Sydney Legacy Club will hold its usual weekly luncheon at the Carlton Hotel, and General Rosenthal, one of the most distinguished generals in the A.I.F., will be the speaker. This will be broadcast by 2UW at about 1.30 p.m.

Readers will be interested to know that there are more wireless licences in Great Britain than population in the whole of Australia. At the end of January last there were 6,854,503 licences covering London (954,878), English Counties (5,034,887), Wales (248,143), Scotland (548,821), Northern Ireland (67,774).

Television is being proceeded with in Great Britain, but readers must understand that in no way will television replace existing sound broadcasting. The television receiver will be separate (at first), and the actual television picture will be received on a different wavelength to the existing sound broadcast, which will still be received on the present-day radio set for quite a long while to come.

There's a Reason . . .
National Advertisers choose
2HD NEWCASTLE
as their Medium to reach the public
of the Northern Districts. They know
by experience that
2HD ADS SELL.
GET IN WHILE THE GOING IS GOOD!
Write Box 123, Newcastle, or
Mr. E. A. Wood (BW 2211)
c/o A.W.A., 47 York St.
Sydney, N.S.W.

RADIO FOR THE POLITICIAN

THE opening last Sunday night by Mr. Lang, leader of the State Labour Party in N.S.W., of his political campaign for the forthcoming State elections, and the subsequent broadcast by the leader of the Government, the Hon. B. S. B. Stevens, on succeeding nights, indicates the important position which broadcasting holds, even to the Government of a country.

At one time the policy speeches of leaders of the respective parties were available in newspapers only, but now the opening barrage is laid down over the radio, and when the policy speech is made later it is also carried into hundreds of thousands of homes per medium of radio. The next morning it can be verified by reading the papers. Years ago, one was only able to read in the newspapers what had been stated, but in these enlightened days the very intonation of the politician's voice either makes or mars his impression on the listeners.

It is certainly much more comfortable to sit at home in a cosy armchair with a nice fire and listen to the politicians having their say over the air. One can ch'p them or pass remarks without being thrown out of the hall. One can also tune out the speaker if he becomes intolerable.

This fast growing public acceptance of broadcasting is in no small measure attributable to the excellent service that is being rendered by the commercial B class stations, who must wholly and solely rely on advertising for their revenue.

THE DIRECTION OF RADIO PROGRAMMES is a specialised art and requires artistic presentation and a sensing of audience psychology.

The Management and Staff of

2BH Broken Hill

includes men of world-wide experience in radio.

Write to 2BH Broken Hill for particulars of excellent coverage in this wealthy district.



Australian-wide Broadcast of
the greatest of all Radio Dramas:

2GB—April 22nd—at 8.45 p.m.
2KO—April 24th—at 8.45 p.m.
3DB—April 15th—at 7.45 p.m.
3AW—April 16th—at 1.45 p.m.
6AM—May 3rd—at 8 p.m.
6PR—April 30th—at 8 p.m.

4BC—April 29th—at 8 p.m.
4BH—April 30th—at 7.30 a.m.
5AD—April 22nd—at 8 p.m.
5PI & 5MU—starting dates and time
same as 5AD.

A WOODS' GREAT PEPPERMINT CURE PRESENTATION

"The Count of Monte Cristo"

Latest Licence Figures

FEBRUARY & MARCH
1935

NEW SOUTH WALES		
	February	March
New Issues	4,403	4,612
Renewals	14,479	14,980
Cancellations	896	1,664
Monthly Total	269,394	272,342
Nett Increase	3,507	2,948
Population Ratio	10.22	10.29
VICTORIA		
New Issues	2,915	3,883
Renewals	12,541	12,938
Cancellations	919	1,523
Monthly Total	229,756	232,116
Nett Increase	1,996	2,360
Population Ratio	12.52	12.63
QUEENSLAND		
New Issues	1,314	1,270
Renewals	3,283	3,711
Cancellations	1,468	368
Monthly Total	63,703	64,605
Nett Increase	154	902
Population Ratio	6.64	6.74
SOUTH AUSTRALIA		
New Issues	1,129	1,233
Renewals	3,376	3,928
Cancellations	544	581
Monthly Total	73,756	74,408
Nett Increase	585	652
Population Ratio	12.53	12.62
WESTERN AUSTRALIA		
New Issues	675	861
Renewals	1,585	1,922
Cancellations	129	162
Monthly Total	38,550	39,249
Nett Increase	546	699
Population Ratio	8.71	8.87
TASMANIA		
New Issues	504	487
Renewals	666	828
Cancellations	270	321
Monthly Total	19,320	19,486
Nett Increase	234	166
Population Ratio	8.48	8.42
COMMONWEALTH		
New Issues	10,940	12,346
Renewals	35,930	38,307
Cancellations	4,226	4,619
Monthly Total	694,479	702,206
Nett Increase	6,714	7,727
Population Ratio	10.38	10.47
The above figures include—		
Total Free Licences to the Blind	1,530	1,545
Total Paid Experimental Licences	1,237	1,251

NEARING COMPLETION

Radio Trade Annual — 1935
Edition

Orders Executed strictly in rotation

PRICE — 5/- POST FREE

BOX 3765 G.P.O., SYDNEY

3HA CONTRACTS SINCE MARCH 1, 1935

Williams the Shoeman Pty. Ltd., 96 Flinders Street, Melbourne: ½-hour daily for a lengthy period during the Breakfast Session. New business.

Atlantic Union Oil Co. Ltd., 396 Collins Street, Melbourne: Relay from 2UW of the serial "Jane Eyre." New business.

Seppelt & Sons Ltd., 581 Collins Street, Melbourne: A lengthy series of quarter-hour sessions.

Leonard Bissell, 273 Collins Street, Melbourne: A series of quarter-hour sessions featuring "Through the Eyes of a World Traveller."

Rinso (Lintas): ½-hour sessions featuring "Nonsense and Melody."

Pear's Furniture Pty. Ltd., Chapel Street, Prahran: A series of quarter-hour sessions featuring "Rambling Through Victoria."

Prudential Assurance Co. Ltd., 422 Collins Street, Melbourne: A series of ½-hour sessions.

Vacuum Oil Co. Ltd., 29 Market Street, Melbourne: A lengthy series of ¼-hour sessions.

W. E. Woods Ltd.: Quarter-hour sessions and announcements.

Laycock, Son & Co., 179 Normanby Road, South Melbourne: A series of ¼-hour sessions.

Miller & Co., 317 Collins Street, Melbourne: A lengthy series of quarter-hour sessions.

Paton & Baldwin's Ltd. (knitting wools), 232 Flinders Lane, Melbourne: A series of announcements.

Clements & Co.: A series of announcements.

Lipton's Tea (Lintas): A series of announcements.

A. G. Healing Ltd., Franklyn Street, Melbourne: A series of announcements (golden-voiced radio).

Fleming & Co. Pty. Ltd. (Creamoata), 422 Collins Street, Melbourne: A series of announcements.

MacRobertson's, Argyle Street, Fitzroy: Time signals.

Kitchen's & Sons (Lintas): A series of announcements (Velvet Soap).

SELLING VACUUM CLEANERS IN CHILDREN'S SESSION

3AW has shown how to sell vacuum cleaners in the Children's Session. Godfrey's, "The Home Supply," who merchandise among other things second-hand vacuum cleaners, went on to 3AW for a short period to try out the children's session. Miss Miller, who arranges the kiddy's session for the Station, worked out some very fine publicity. In their playful moments children tipped all sorts of things over the carpets and the "horse," developed a habit of blowing chaff all over the floor. However, it could all be quickly cleaned up by a vacuum cleaner from Godfrey's. Apparently results came quickly, for when the contract expired it was renewed for a lengthier session. It just shows what can be done with a little originality.

BROADCASTING BUSINESS

April 19th, 1935

FEATURES AT 3HA

Some good features are now running from the Victorian Western District station, 3HA. Among these are the following:

"Diamond Drama" (Vacuum Oil Co. Ltd.), 7.45 to 8.0 p.m., Mondays

"Robin Hood": Shortly to replace the Diamond Drama Series for Vacuum Oil Co.

"The Hamiltons at Home": Amusing incidents in the lives of a typical country home. 7.30 to 7.45 p.m., Mondays, for Wholesalers Ltd.

"A British Album of Familiar Music": 8.45 to 9.0 p.m., Mondays. A truly British programme introducing familiar scenes in "The Old Country."

"Through the Eyes of a World Traveller": Tuesdays, 8.0 to 8.15 p.m. Telling of some of the strangest of customs whose origin dates back hundreds of years. Sponsored by Leonard Bissell, optician.

"Nonsense and Melody": For Rinso, every Tuesday, Thursday and Saturday at 8.15 p.m.

"Jane Eyre": Relayed from 2UW for Atlantic Union Oil Co. 8.30 to 9.0 p.m., Tuesdays.

ELLIS PRICE

And His "Jane Eyre"



Sponsored by Atlantic Union Oil Co., the tremendous success of the "Jane Eyre" presentation from a large number of stations, is doing a fine job, both for broadcasting and for Atlantic Union.

Ellis Price is one of the leading personalities in the radio play world. Having made a study of microphone work, he is putting over a session that will undoubtedly appeal to all listeners, and will be a credit to the stations handling the broadcast, and Atlantic Union who are paying the bill.

You can receive this weekly broadcast paper regularly for a 10/- postal note to Box 3765 G.P.O., Sydney.

BROADCASTING BUSINESS

Vol. 1—No. 30.

FRIDAY

APRIL 26, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

RADIO Must Continue Free

*American System, untrammelled by
Bureaucratic Rules, Excels Broad-
casting in the rest of the World.*

(By H. V. Kaltenborn)

THE most important issue with respect to radio is control. In the United States control is shared by business and Government and there will always be debate on the degree of control to be exercised by each.

In the radio field there is the age-old struggle between Government and liberty and the newer contest between rugged individualism and regimentation. Just now Government is reaching for a little more control. The Federal Communications Commission has been gathering evidence to determine whether the proposed change is justified.

Certain people want the Government to take away broadcast licences from money-making corporations and give them to non-profit-making educational institutions. They have been trying hard to show that unless this is done, education cannot have a fair chance on the air. They point to the larger proportion of educational material presented in England and decry what they call the prostitution of American radio to sordid gain. They do not like advertising on the air.

No Decided Change

TO those who have followed the hearings before the Federal Communications Commission, it is obvious that there will not be any

decided change in the present radio set-up. The evidence presented was conclusive in justifying the present competitive system. The testimony showed that every type of material has its fair chance on the air, that programmes are good and getting better, that most listeners are satisfied and that any change might be harmful rather than helpful.

Those who have compared foreign and American programmes are in general agreement that the latter are superior. Considering the hullabaloo raised by a vociferous minority before the hearings began, there was surprisingly little evidence of prejudice, censorship, venality and unintelligent discrimination on the part of station managers. The broadcasters made a better showing at these hearings than even they had expected.

We may conclude, then, that the American system will remain and that advertising will continue to support broadcasting just as it supports the press. Religion, education, entertainment, political controversy, news, editorial comment will keep their respective places on the air in response to the changing tastes and demands of radio listeners.

American broadcasters will continue to give the people what they want rather than what some little group of serious thinkers says they ought to want.

A Choice of Evils

LET it be conceded that this is not an ideal situation. The British Broadcasting Corporation always tries to give its listeners something a little better than they want in a laudable endeavour to raise the average taste of British listeners. The absence of advertising makes for more continuity in programmes and eliminates that constant business emphasis which is sometimes an intrusion and sometimes an unattractive part of the American radio programme.

But here, as elsewhere in this wicked world, we are confronted with a choice of evils. Someone must pay for broadcasting. If we eliminate the advertiser, we must substitute a Government tax and control. This control can be indirect, as in England, or direct and therefore in violation of every democratic principle.

Many persons who only know the British system of indirect control from a distance applaud it as the best, but my own personal experience with it has not been such as to make me wish to substitute it for ours.

(Continued overleaf.)

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