

Latest Licence Figures

MARCH AND APRIL, 1935

NEW SOUTH WALES			
	March	April	
New Issues	4,612	4,554	
Renewals	14,980	14,723	
Cancellations	1,664	2,532	
Monthly Total	272,342	274,364	
Nett Increase	2,948	2,022	
Population Ratio	10.29	10.37	
VICTORIA			
New Issues	3,883	4,070	
Renewals	12,938	13,996	
Cancellations	1,523	2,273	
Monthly Total	232,116	233,913	
Nett Increase	2,360	1,797	
Population Ratio	12.63	12.73	
QUEENSLAND			
New Issues	1,270	1,438	
Renewals	3,711	3,453	
Cancellations	368	454	
Monthly Total	64,605	65,589	
Nett Increase	902	984	
Population Ratio	6.74	6.83	
SOUTH AUSTRALIA			
New Issues	1,233	1,394	
Renewals	3,928	4,472	
Cancellations	581	508	
Monthly Total	74,408	75,294	
Nett Increase	652	886	
Population Ratio	12.62	12.77	
WESTERN AUSTRALIA			
New Issues	861	913	
Renewals	1,922	2,272	
Cancellations	162	194	
Monthly Total	39,249	39,968	
Nett Increase	699	719	
Population Ratio	8.87	9.03	
TASMANIA			
New Issues	487	512	
Renewals	828	841	
Cancellations	321	345	
Monthly Total	19,486	19,653	
Nett Increase	166	167	
Population Ratio	8.42	8.53	
COMMONWEALTH			
New Issues	12,346	12,881	
Renewals	38,307	39,757	
Cancellations	4,619	6,306	
Monthly Total	702,206	708,781	
Nett Increase	7,727	6	
Population Ratio	10.47	10.57	

The above figures include:
 Total Free Licences to the Blind 1,545 1,614
 Total Paid Experimental Licences 1,251 1,292

Expanding Trade and Better Times for Newcastle

Chamber of Commerce President's Report

IN his address at the Annual Meeting of the Newcastle Chamber of Commerce recently, the President (Mr. W. E. Alexander) said that Newcastle's trade is expanding in all directions.

"Whatever may be one's political views," Mr. Alexander added, "I think it must be generally recognised that the N.S.W. Government has accomplished a remarkable achievement in evolving some measure of stability out of the chaotic condition which existed when it took over the affairs of the State three years ago. I feel sure the confidence in the Government, displayed by the electors on May 11, will again react to the benefit of the whole community."

Mr. Alexander said that it was pleasing to note the coal exports from Newcastle to overseas and interstate ports in 1934 totalled more than 2,370,000 tons, an increase of about 270,000 tons over the previous year, and that for the first quarter of 1935 the figures showed a further increase of more than 112,000 tons on the corresponding quarter of 1934. Unfortunately the prices obtainable remained very low. The coal trade was gradually providing employment for more men and more regular work for those engaged. It was to be earnestly hoped that increased trade would continue and that better prices would be obtainable in the near future.

Steel Exports

MARKED progress has been evident in the iron and steel industry," Mr. Alexander said, "and during the year the welded pipe industry has been added to the list of works that are spreading the fame of Newcastle. The district is now definitely linked with the iron and steel industry, and, with the feeling that the aim of those in control seems to be expansion, we can look forward to the future with every confidence. To quote one lot of figures: The export of steel products jumped from 184,452 cwt. in 1933 to 386,905 cwt. in 1934, while those for the first quarter of 1935 were 406,789 cwt., actually greater than for the whole of 1934."

Reviewing other aspects of Newcastle's export trade, Mr. Alexander said that it was expected that the season just ending would result in over 36,000 bales of wool having been disposed of at the Newcastle wool sales, opposition to which had almost vanished. Exports of butter had risen from 504,686 lb. in 1930 to 11,341,686 lb. in 1934, and the figures for the first quarter of 1935 exceeded 5,000,000 lb. Cheese had not appeared in the Newcastle export list until 1933,

when only 50,000 lb. were exported. Last year the total was more than 633,000 lb. Exports of eggs had increased to 667,567 dozen last year from 336,330 dozen in 1931, when the first shipments were made. The export flour trade was also steadily increasing. Frozen and chilled beef exports showed a slight decrease during 1934, and the British quota system would probably retard what would eventually prove to be an expanding export trade. The approaching completion of the Newcastle terminal wheat elevators would materially add to the business of the port.

Unemployment

THE district has done well in absorbing into industry many who were almost without hope three years ago," Mr. Alexander added. "In June, 1932 we had the appalling total of over 15,000 men registered for employment in the Newcastle district. In April of this year only 7,161 were on the register, showing that over 8,000, or more than half, had been absorbed. Even those still without employment are in receipt of greater assistance from the Government than formerly, and mostly get some relief work."

Newcastle is the home of Station 2HD, and the above interesting figures from such an authoritative source give some indication of why 2HD is in a very effective a.e.a.

LONG TERM CONTRACTS.

One of the best arguments for the pulling power of any Radio Station is to find satisfied clients renewing their contracts with alacrity and for the longest possible period. This is the happy state of affairs prevailing at Station 2HD Newcastle with whom Messrs. Gibb and Beeman, Opticians and Optometrists of Sydney and Newcastle have just signed a long term contract, going on the air four times a week at that enterprising Station.

This progressive firm has been telling the world through 2HD for a number of years and have found it such a profitable tale, that they have decided to peg out a claim for themselves that will secure their pitch for some time to come.

In view of the reports coming from Newcastle of steadily increasing prosperity, that industrial centre is likely to provide a happy hunting ground for advertisers for some time to come and Messrs. Gibb and Beeman are apparently satisfied that by experience they have learned that a good method of approach to Newcastle buyers is through Station 2HD.

BROADCASTING BUSINESS

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Broadcasting Business Gossip

WJR, large power station at Detroit, will change over as a Columbia affiliated Station in September next, for a period of five years, under an annual guarantee of \$200,000, more than it received from N.B.C. This represents the first major casualty suffered by N.B.C. since the latter network undertook to bring its associated stations within the provisions of a new uniform contract.

"Radio broadcasting stations may continue to choose their own clients," was ruled by a Federal Judge recently, in dismissing the suit of Henrietta B. Martan, against Blanche Virgin, operator of radio station KMED, Medford. Mrs. Martan, President of the Good Government Congress Inc., sued Mrs. Virgin for \$35,000 plus \$4,000 attorney fees, for Mrs. Virgin's refusal to allow Mrs. Martan to broadcast a New Year's message to her followers over KMED.

Mrs. Martan's attorneys contended that radio is a common carrier bound by Interstate Commerce Rules to accept any client willing to pay for broadcasting time. The demurrer which Judge McNary sustained, set forth that a broadcasting station is not bound by the Interstate Commerce Rules.

With the Canadian Radio Commission putting a ban on "spot" advertising on Sundays over all Canadian stations, there is a possibility that Canadian stations other than those operated by the Federal appointed C.R.C., will close down for the day, according to the President of the Canadian Association of Broadcasters. Although the ban does not apply to time signals and certain public services, feeling among independent station operators is that, despite the fact that they let the churches have Sunday time at a low fee, latest ecclesiastical moves removes station revenue that was offsetting part of the loss on church service broadcasts.

Station WLW, the half million watt outfit of Crosley, has installed a shielding system, by which that station seeks restoration of its 500,000 watt transmission licence at night, except for a power reduction of 50,000 watts in the area of Toronto, Ont. This new shielding system, designed by J. A. Chambers,

Technical Supervisor of WLW, is a development of the suppressor type antenna. Mr. Chambers anticipates that the counter radiation will be approved by Washington. The Chambers method of muted broadcasting in a particular zone, without fading in other sections, is regarded as an entirely new engineering trick in radio. By his plan WLW will have a 50 kw signal within a radius of 150 miles of Toronto, and 500 kw power elsewhere. A peculiar feature of the system is that the two counter radiations designed to umbrella the Toronto district, are aimed in opposite directions.

The shielding arrangement is the result of complaint by CFRB Toronto to the U.S.A. Federal Communications Commission, that the 500,000 watt power of WLW interfered with its signal. The Commission allowed WLW to continue with 500,000 kw in daylight, but cut down to 50 kw at night.

World Broadcasting, Inc., which produced a large number of records for the special Chevrolet programme, recently had these records rejected by the N.B.C.

N.B.C. Stations' rejections came as a result of W.B.C.'s recordings on the discs, which are tagged with the line—"This is the World Broadcasting System." N.B.C. refused to permit this to be used on its stations, claiming that the public would think it was under another network.

This endeavour of the W.B.C. to secure a free advertisement for itself, has caused some grumbling amongst a number of stations in U.S.A. Some stations are not permitting the discs to finish the world broadcasting line, and are yanking the needle off the record.

It is reported that an old plan for the creation of a Government-operated radio network in U.S.A., has been dug out of the archives to provide adequate facilities for non-commercial broadcasting. The Federal Communications Commission was due to hold a Conference recently to map out plans for more comprehensive educational and cultural uses of radio resources.

The present idea is to raise necessary

funds for both construction and operation of a Federal network through direct taxes on radio. Two schemes are being submitted, one to impose annual licence fee "a la Europe" on all receivers, and the other to tax all commercial stations with either heavy charges for their franchises or some other type of income tax, as it is said that neither the key-men in Congress, nor President Roosevelt, will go for such a proposal, fearing an unsympathetic reception, which would boomerang and lead to serious political consequences.

On the evening of Saturday, June 8, Mr. Jack O'Hagan on behalf of 3AW, bid farewell to Rodway Gain'ord, 3AW's late chief announcer. In going to an executive position on 4BK Brisbane, Mr. Gainford carries with him from 3AW the good wishes of the directors and staff. He should do well in his new sphere.

A. J. Veall Pty. Ltd., can now be heard from 3AW between 11 and 11.30 a.m. instead of the evening session. This progressive company moved around in order to contact a different section of listeners.

Predicting inside of 10 years that the small-town daily newspaper will have its own radio station and the weekly small radius will establish a community radio, Mr. Fred W. Kennedy, Field Manager for the Washington Press Association, told a group of editors and journalists recently

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that in radio lies the newspaper's only practical hope and future.

"The future outside the metropolitan field is in the air, the radio," Kennedy declared.

"The metropolitan newspaper with the the radio station now has a two-way blanket of its own service area; a printed word as well as a spoken word," Kennedy pointed out. "People in small communities adjacent to the cities, have a tendency to desert the small merchant of their own communities for the city merchant. The small-town editor has always been handed the responsibility of keeping trade at home, but now the merchant must co-operate efficiently. It is a case of the survival of the fittest, and the small-town publisher must take a tip from the metropolitan publisher."

It is generally considered that the South African Government will take over the African Broadcasting Company from March 1937, due to the report of Sir John Reith, Director-General of the B.B.C., which he recommended to the S.A. Government recently.

Sir John says the present services are capable of immense improvement in regard to programme facilities and general work. It is intended that the broadcasting control be centred in an organisation independent of Government control, and owned by the public, and on similar lines to the B.B.C.

The report recommends cheaper listeners' licences, at present costing about £2. The intended change has aroused much satisfaction in the country in South Africa, due to the poor class of programme and the ignoring of the public demand for better reception.

After a business trip to Melbourne, Messrs. Higginbotham and Whitcombe of Station 2TM Tamworth, have returned to their home town after what appears to have been a very satisfactory visit. There is something developing with the Tamworth crowd.

After a very busy time seeing the new 3UZ in full sail, Mr. A. M. Kemsley, General Manager of the station has repaired for a short rest to the "Lion and Tiger Country" (or is it "Wombats and Kangaroo"? In other words, Mr. Kemsley has gone bush and will be away for about a fortnight.

A.W.A. in Melbourne are giving a large number of auditions to new transcriptions which are continuously arriving from the N.B.C. in U.S.A. Tom Sproule reports keen interest among advertisers and stations alike.

3HS Horsham has commenced a new breakfast session, this no doubt to satisfy the increased demand for time by advertisers in the breakfast and midday periods. These periods are becoming increasingly more popular, particularly with merchandisers of foods and kindred products.

June 21st, 1935.

3AW

● JUST AS GOOD AS A RADIO STATION CAN BE IN ENTERTAINMENT AND ADVERTISING BENEFIT

3ME is apparently maintaining its popularity overseas for the mail bag is gradually growing larger. "Round the World" session on Wednesday night is just as popular as ever.

"If you want to slim, tune in 3KZ," that is the slogan being used by "The Brighter Broadcasting Service" to attract women listeners. The Principal of the Bjelke-Petersen Institute broadcasts exercises once a week with all the incidental puffings, blowings and groans of such bodily exertion. The women's session has been enlarged an extra 5 minutes in the morning to allow of a regular Theatre Party in which invitations are being extended to women listeners.

The popularity of transcriptions is growing at such a pace that several broadcasting stations are now making them a regular feature during the day hours. 3KZ Melbourne has recently introduced such a programme into its afternoon session. The programme is entitled "Viennese Nights," and is set in a Viennese beer-garden. Swallow and Ariell are the sponsors.

JACK O'HAGAN COMPOSER

Leading 3AW Personality

JACK O'HAGAN, well-known to 3AW advertisers and listeners is a successful composer having written close on 500 songs of which over 80 have been published and over two million copies have been sold. Jack was born in Melbourne where he has spent most of his life. He comes into the news through having been the notability at a 3AW feature programme on Sunday morning. It is the practice of this station to have at this time every week a broadcast illustrated talk by some notability in the musical world and this is the first time that the person selected has been associated with any broadcasting station in Australia. It is most unusual that a station should be able to fit a celebrity programme round one of its own staff.



J. O'HAGAN

What gave point to the broadcast was the fact that Mr. O'Hagan had written the lyrics and music of the Ernest Rolls revue "Rhapsodies of 1935," which has just completed a successful run in Melbourne, also "Honi Soit," and "Tout Paris." He has also composed the lyrics and music of the current Rolls revue "Vogues of 1935." His new operetta "Flame of Desire," will also be produced in Melbourne by Ernest Rolls at the conclusion of the run of "The Vogues of 1935," which should be somewhere in September.

In about 1921 he composed his first theme song "Anatol" as the theme song of the film "The Affairs of Anatol" and was a big seller. This was followed by "Dreamy Araby," which became famous as the theme song of Rudolph Valentino's film "The Sheik." This song was later published in England and translated into French for an edition published by the famous Parisian publishers, Salabert & Co. About one hundred thousand copies of this song were sold. "Along the Road to Gundagai," which followed shortly after, sold well over one hundred thousand copies and is still selling. Another song hit was "After the Dawn."

He then wrote the lyrics and music of that successful production "Turned Up," produced at the old Theatre Royal by J. C. Williamson, the lead being played by Mary Lawson, now well in the limelight as the fiancée of Fred Perry, the world's number one tennis player. His music has been recorded by such famous musical combinations as Jack Hylton and his orchestra, Ambrose and the Grenadier Guards.

"Mexican Serenade," Tauber's very first recording in English of which over 16 recordings have been made, was another one of Jack's productions.

In addition to taking his place at the microphone at sporting and other sessions, Jack is senior outside representative of 3AW.

June 21st, 1935.

New Vistas in Radio

By LEOPOLD STOKOWSKI

[Continued from "Broadcasting Business," June 14th]

It is useless and a waste of time and energy for an operatic ensemble or a large orchestra to send out the greatest music and for transmission and reception to be improved if the listener, by reason of fatigued ears and nervous system, is not in a condition to receive the message and inspiration of the music. Those who without discrimination leave the radio on all day, so that it becomes a meaningless and valueless background of noise for all their occupations, degrade this wonderful instrument of radio and themselves, so that they fail to benefit by it. On the contrary, they are harmed by it because their mind becomes so fatigued that the ears tune out automatically. But those who discriminate and listen only to worthwhile programmes, both of speech and of music, and take the trouble to be quiet and in a condition to concentrate, will receive the highest pleasure and self-development and inspiration.

Children and the Radio

IN many homes throughout the country children are steadily building up a conception of music and speech on the basis of what they hear on the radio. The majority of small children are very creative musically, especially up to the age of seven or eight. It is important not to blunt the edge of their creative tendency in music by limiting them to so frequent a form of musical intake that all their energies are engaged in attending to what they hear constantly by radio and no time or likelihood is left for the spontaneous creation of rhythm and song that so often goes side by side with their play. Also it is important that they do not receive the impression that the adult-made music they hear from the radio is the only music of value, and so become ashamed of the music they make themselves, a music usually free and original and nearly always so flexible in rhythm and melodic outline that it cannot be written in our limited and incomplete method of musical notation.

It is of national importance to encourage the creative powers in music that most children have naturally and unconsciously. I have often noticed that when young children are playing together in a group or alone they become deeply absorbed in the object of their play and every now and then begin to sing, perhaps unconsciously. Often what they sing has words in a language of their own, invented at the moment; at other times it has words in the language they hear spoken by their parents. Sometimes it is simply melody without words; at other times it is almost pure rhythm—a kind of joyous and energetic outcry. Often the melody is purely spontaneous, not something they have heard or been taught. Sometimes the rhythm they create is associated with what they are

doing. At other times the rhythm—although strongly marked—has no obvious connection with what they are doing, but makes a free contrasted rhythmic counterpoint with their play. The main impression I have from watching and listening to little children at these times is that they are unconsciously creating rhythm, melody, and words, and that this creation seems to come from a very deep part of their being.

Fading Out of Musical Creation

IHAVE noticed that at about the age of eight many children begin gradually to lose the musical creative powers that have been theirs from the age of about eighteen months. It would be very valuable to know why this happens. It might be that their being taught nursery songs composed by others, or their hearing music by gramophone or radio, has resulted in giving children the impression that the music they create themselves is of no value, and that they should try to imitate or reproduce the music they hear in some form from adults.

I believe we can hope to retain creative musical powers throughout life, because it is done by the Pueblo Indians of Taos, Zuni, and the nomadic Navajo Indians; also by the inhabitants of Java and Bali and other islands of the Pacific; and by the natives of Ukraine and South-east Poland. Their spontaneous creative songs are often associated with their work, such as grinding corn or sowing seed.

Finding means to preserve the musical power that exists in most children is only part of a greater possibility, to understand and give the best conditions for growth for all the creative powers in ourselves and our children. There is probably a very intimate relation between our physical creative powers as expressed through sex and physical action and our glandular, mental, emotional, and psychic creative powers. They probably form

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2HD

NEWCASTLE

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c/o A.W.A., 47 York St., Sydney

one great unified organism, and the stimulation and growth of one part of our creative powers will probably react beneficially on all the others, and so lead to a rich growth of personality, which in turn will lead to greater personal happiness and greater power of service to others. If these observations have truth, then it becomes an important question of national scope as to how radio may be made to minister to the development of children's musical life and prevent from conventionalising and distorting and inhibiting it.

Recreation Centres

AS the machine does more of the work that formerly we did by hand we shall all have more leisure. How shall we fill this free time with pleasure and self-development? Some will dissipate. Others will recreate. I have a picture in my mind of great recreation centres where we might all go in our leisure hours and find opportunity for freedom and relaxation, whether in gay sport or in quiet study. These centres would be like large parks, some parts of which would have tall trees and gardens, others flat places for sports, others water for swimming and rowing and sailing. There could be theatres for drama, opera, cinema, *variété*. Restaurants to suit various tastes and needs. Museums and schools for adults, adolescents, children. Kindergartens and play schools for very young children, with nurses, educators, and psychologists who are sympathetic to children. In one part of the gardens might be a high tower from which at night coloured light would

CONTACT

the Northern Tablelands, the richest district in N.S.W. by . . .

ADVERTISING OVER

2TM Tamworth

- The brightest programme in the North.
- To 58,000 People every day.

Station Address: Brisbane St., Tamworth



Latest Licence Figures

April and May, 1935

NEW SOUTH WALES		
	April	May
New Issues	4,554	5,798
Renewals	14,723	20,141
Cancellations	2,532	2,241
Monthly Total	274,364	277,921
Nett Increase	2,022	3,557
Population Ratio	10.37	10.50
VICTORIA		
New Issues	4,070	5,116
Renewals	13,996	18,652
Cancellations	2,273	2,176
Monthly Total	233,913	236,853
Nett Increase	1,797	2,940
Population Ratio	12.73	12.89
QUEENSLAND		
New Issues	1,438	1,955
Renewals	3,453	4,847
Cancellations	454	613
Monthly Total	65,589	66,931
Nett Increase	984	1,342
Population Ratio	6.83	6.97
SOUTH AUSTRALIA		
New Issues	1,394	1,619
Renewals	4,472	6,244
Cancellations	508	627
Monthly Total	75,294	76,286
Nett Increase	886	992
Population Ratio	12.77	12.94
WESTERN AUSTRALIA		
New Issues	913	1,296
Renewals	2,272	3,242
Cancellations	194	614
Monthly Total	39,968	40,650
Nett Increase	719	682
Population Ratio	9.03	9.18
TASMANIA		
New Issues	512	671
Renewals	841	1,298
Cancellations	345	367
Monthly Total	19,653	19,957
Nett Increase	167	304
Population Ratio	8.53	8.62
COMMONWEALTH		
New Issues	12,881	16,455
Renewals	39,757	54,424
Cancellations	6,306	6,638
Monthly Total	708,781	718,598
Nett Increase	6,575	9,817
Population Ratio	10.57	10.71
The above figures include:		
Total Free Licences to the Blind	1,614	1,624
Total Paid Experimental Licences	1,292	1,293

New Vistas in Radio, Continued

be diffused, which in time would create a new art of colour in motion and form. From this tower music of several kinds might be sent out over this part of the gardens. Sometimes good jazz for dancing, sometimes gay music of the type of Sousa's marches, sometimes the highest kind of symphonic music. This music would be sent out at times of the day that would suit the majority. Perhaps every day two periods of jazz for dancing, both open-air and under cover; about three times a week the finest symphony concerts; at other times singers, violinists, pianists of the highest order:

The music could be sent out by wired transmission. The orchestra or other musicians would be in a large hall, so that those who like to see as well as hear music being made could in this hall instead of in the gardens or covered parts of the gardens. The tower would be so high, and the loudness of the music so adjusted, that thousands could hear it in the gardens; either walking about or sitting. The music would be clear and full but not obtrusive. It could be directed to certain parts of the gardens, but be practically inaudible in others. This could all be done because there is practically no limit, in wired transmission, to the control of loudness, tone-colour, and the direction in which the music is sent.

Of course these recreation centres must not be profit-making, but each type of amusement should be as inexpensive as possible, and aim only to make cost and income equal. In other words, these recreation centres should try to supply us with the various kinds of amusement and recreation of mind and body which we all need, and which would give us all our share of the joy and poetry of life.

Radio as Universal Communication of Thought and Feeling

By speech, we can cause to pass from one mind to endless other minds the ideas developed in the realms of science, art, and government.

Radio, if well used, could be one of the greatest methods the world has ever developed for combating ignorance. It could be an instrument for making the peoples of the earth so understand each other at a distance that they would be less likely to lose their balance of mind and allow those passions that lead to international warfare to overwhelm their reason. The human race is evolving into a broader sense of international relation, but the speed of the evolution is bitterly slow. Radio, used to its full technical and scientific capacity, and guided by wise and far-reaching vision, would be a valuable instrument for bringing the world to a new international understanding and technique. In achieving this kind of understanding, I do not, of course, suggest that the transmission of music is the sole medium. The written and spoken word will be immensely powerful in this regard. Although this is not my field, the importance of presenting new concepts

of human relations over the radio is clear. And in this whole matter of building up a far-reaching international understanding, music could play a clarifying and inspiring part. By bringing East and West into touch with each other, radio can endlessly stimulate the flow of ideas and the expression of life in art. The truth of this increases our responsibility for giving more good music over the radio, and bringing transmission and reception up to the most recently developed methods known in the laboratories.

In broadcasting, two features are important—programme and technique. The standards for both are set, in the long run, by public taste. If the public steadily and firmly demands a higher average of quality in programmes, and transmitting and reception equipment that is up to date, both will be created. A few isolated individuals cannot bring this about. It is Everyman who must ask and who will receive.

(Concluded)

JOHN HAIG GOLF CUP Won By 3UZ

The John Haig Whisky Cup for annual golf competitions among the Victorian Broadcasting Stations was won this year by 3UZ. The tournament was played on the Victoria links on May 27, 6 teams competing. 3DB which was the first winner of the Cup three years ago was runner up. Last year's winner 3BO Bendigo this year was unplaced. Following the match a dinner was held at the Victoria Golf House and continued long after the broadcasting stations had closed down.

The arrangements were in the hands of Messrs. Grist of 3DB and Harris of 3AW.

3XY PROGRESSES

It is understood that many applications have been received by 3XY for the positions that were advertised recently. For the announcers' positions it is believed that some 300 applications were received from all parts of Australia and New Zealand. Although the positions so far as we know have not yet been filled, the applicants last week had been narrowed down to something like 60 who were to be given an audition.

A rumour is circulating in Melbourne that the call sign of the Company is to be changed. This is quite incorrect, according to the P.M.G. Department. The station will be known as 3XY, the licence being granted to 3XY Pty. Ltd., which is connected with the Young Nationalist Party. The licence has been sublet to Efftee Broadcasters Pty. Ltd., of whom Mr. F. W. Thring is Managing Director.

2SM NEW RATES

Station 2SM have released a new advertising rate card, effective 15th June, 1935. This is a comprehensive, very informative folder, giving the story of their modern transmitter.

BROADCASTING BUSINESS

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28th JUNE, 1935

Subscription:
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Broadcasting Gossip

The broadcasting income for commercial stations in U.S.A. for the month of March continues to reach higher levels and create new records. During the month of March gross time sales amounted to \$8,287,740, representing a gain of 18% over March of 1934, according to data compiled by the National Association of Broadcasters.

National network advertising exceeded March, '34, figures by 23%, while regional network volume rose 16.1%. Local broadcast advertising experienced a gain of 25.7%, as compared to the corresponding month of last year.

Newspaper publishers of the United States have failed in their efforts to control the character and amount of news broadcast over radio stations. After a year's patched-up truce with the two major networks, about the only result has been the encouragement of an independent news-gathering agency, Transradio, whose success has been largely instrumental in bringing about the break-up of the status quo, during last month.

Whereas the newspaper publishers have been denouncing the buying and selling of news as a commodity, and frowning upon sponsorship of this type of programme, the various wire services—supported and largely controlled as policy by the publishers—are now frankly forsaking their own ideas and are out to commercialise news through radio.

The Performing Rights Society of America, i.e., the American Society of Composers, Authors and Publishers (ASCAP) is apparently having difficulty with the American Government, and investigations are being carried out with the apparent idea of breaking the monopolistic grip that that Society has on American broadcasting.

For the month of April, the N.B.C. network (red and blue) collected \$2,692,073 as compared to \$2,368,118 for the same month in 1934. For the first four months of this year the N.B.C. have collected in time sales, \$11,315,636 as compared to \$9,425,942 for the same period in 1934.

The C.B.S. (Columbia Broadcasting System) for the same four months, totalled \$6,824,206 as compared to \$5,689,276 for the same period last year. For the month of April the C.B.S. income was \$1,597,283, a drop of over \$200,000 since the preceding month, but was an improvement on the \$1,371,601 for April, 1934.

It is unfortunate that the atmospherics were so unkind on a recent Saturday when 3AW had made arrangements to re-broadcast the opening of the Wheelbarrow Marathon. By arrangement with Stromberg-Carlson, 3AW had arranged a very elaborate hook-up, including a recording service for re-broadcast in the evening session. Atmospherics, however, made the project an impossible one.

The controversy waging in America among the various news-gathering organisations, the press and the broadcasting stations, is growing apace and promises to develop into a first-class price-cutting war as to the value of the services. In view of this, it is interesting to note 2UW's request to their listeners to telephone items of interest and happenings so that they can be broadcast over the station. This is certainly a novel idea, and probably more effective than many other schemes of news-gathering.

3AW's Amateur Night continues to attract large numbers of listeners, as fresh talent is continuously being brought before the microphone. The prize awarded to the winner of each night is a record of his own effort made by Featu-radio, of Melbourne.



Portion of 3AW's Studio A, in Melbourne. This studio is on the street end of the building and is large enough to accommodate a band of 50 players. The Studio measures 28 feet x 17 feet.

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