

# Latest License Figures

JUNE AND JULY, 1935

New South Wales		
	June	July
New issues	5,768	6,384
Renewals	22,777	27,944
Cancellations	4,523	4,819
Monthly Total	279,166	280,731
Nett Increase	1,245	1,565
Population Ratio	10.53	10.59

Victoria		
	June	July
New Issues	4,716	5,463
Renewals	20,482	22,230
Cancellations	4,323	3,016
Monthly Total	237,247	239,694
Nett Increase	394	2,447
Population Ratio	12.90	13.03

Queensland		
	June	July
New Issues	1,913	2,203
Renewals	5,739	6,411
Cancellations	1,298	715
Monthly Total	67,546	69,034
Nett Increase	615	1,488
Population Ratio	7.02	7.17

South Australia		
	June	July
New Issues	1,661	1,912
Renewals	7,423	8,304
Cancellations	1,432	671
Monthly Total	76,515	77,756
Nett Increase	229	1,241
Population Ratio	12.97	13.18

Western Australia		
	June	July
New Issues	1,298	1,409
Renewals	3,798	4,160
Cancellations	691	417
Monthly Total	41,257	42,249
Nett Increase	607	992
Population Ratio	9.29	9.51

Tasmania		
	June	July
New Issues	744	891
Renewals	1,682	1,893
Cancellations	580	517
Monthly Total	20,121	20,495
Nett Increase	164	374
Population Ratio	8.76	8.92

Commonwealth		
	June	July
New Issues	16,101	18,262
Renewals	61,901	70,942
Cancellations	12,847	10,155
Monthly Total	721,852	729,959
Nett Increase	3,254	8,107
Population Ratio	10.74	10.87

The above figures include:—		
Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

# Country and Metropolitan License Distribution

QUARTERS ENDING 31/3/35 AND 30/6/35

Area	Date	Licenses	Population	—Ratio of Licenses— to 100 of Population Dwellings		% of Metrop. & Country Licenses
<b>NEW SOUTH WALES</b>						
Metropolitan	31/3/35	180,768	1,252,318	14.43	61	66
	30/6/35	185,239	1,251,839	14.80	63	66
Country	31/3/35	91,574	1,393,334	6.57	29	34
	30/6/35	93,927	1,398,922	6.71	29	34
State	31/3/35	272,342	2,645,652	10.29	44	44
	30/6/35	279,166	2,650,761	10.53	45	45
<b>VICTORIA</b>						
Metropolitan	31/3/35	162,962	1,001,486	16.27	68	70
	30/6/35	166,406	1,000,966	16.62	69	70
Country	31/3/35	69,154	836,103	8.27	34	30
	30/6/35	70,841	838,397	8.44	35	30
State	31/3/35	232,116	1,837,589	12.63	52	52
	30/6/35	237,247	1,839,363	12.90	54	54
<b>QUEENSLAND</b>						
Metropolitan	31/3/35	36,552	303,569	12.04	51	56
	30/6/35	38,405	305,708	12.56	54	57
Country	31/3/35	28,053	656,183	4.27	18	44
	30/6/35	29,141	656,505	4.43	19	43
State	31/3/35	64,605	959,752	6.74	29	29
	30/6/35	67,546	962,213	7.02	30	30
<b>SOUTH AUSTRALIA</b>						
Metropolitan	31/3/35	50,075	314,429	15.88	64	67
	30/6/35	51,495	314,061	16.39	66	66
Country	31/3/35	24,333	274,857	8.85	37	33
	30/6/35	25,020	275,858	9.07	39	34
State	31/3/35	74,408	589,286	12.62	52	52
	30/6/35	76,515	589,919	12.97	54	54
<b>WESTERN AUSTRALIA</b>						
Metropolitan	31/3/35	28,214	209,222	13.50	58	72
	30/6/35	29,727	214,473	13.86	60	72
Country	31/3/35	11,035	233,484	4.73	19	28
	30/6/35	11,530	229,599	5.02	20	28
State	31/3/35	39,249	442,706	8.87	37	37
	30/6/35	41,257	444,072	9.29	38	38
<b>TASMANIA</b>						
Metropolitan	31/3/35	7,684	61,427	12.51	53	39
	30/6/35	7,921	60,038	13.19	56	39
Country	31/3/35	11,802	170,026	6.94	30	61
	30/6/35	12,200	169,673	7.19	31	61
State	31/3/35	19,486	231,453	8.42	36	36
	30/6/35	20,121	229,711	8.76	38	38
<b>COMMONWEALTH</b>						
Metropolitan	31/3/35	466,255	3,142,451	14.83	62	66
	30/6/35	479,193	3,147,085	15.22	64	66
Country	31/3/35	235,951	3,563,987	6.62	28	34
	30/6/35	242,659	3,568,954	6.80	29	34
State	31/3/35	702,206	6,706,438	10.47	44	44
	30/6/35	721,852	6,716,039	10.74	45	45

## H.M.V.

EA.1527—"SONG OF THE TREES," fox trot, played by Jack Jackson and His Orchestra at the Dorchester Hotel, London, with vocal refrain, and "WHAT ARE YOU DOING OUT IN THE RAIN," fox trot, played by Teddy Joyce and His Orchestra, with vocal refrain.  
EA.1529—"Marie Louise" and "There Won't Be Any Spring" (both from film "The Flying Trapeze"), played by Jack Jackson and His Orchestra, at the Dorchester Hotel, London, with vocal refrain.  
Good waltzes are infrequent, so dealers

can look forward to splendid results with this really delightful record.

EA.1532—"Winter Wonderland," fox trot, played by Richard Humber and His Orchestra, and "Throwin' Stones at the Sun," played by Willie Bryant and His Orchestra.

B.6520—"Dreaming a Dream" (from "Yes Madam") played by Ray Noble and His Orchestra, with vocal refrain, and "Sitting Beside O' You" (from "Yes, Madam") played by Jack Jackson and His Orchestra (at the Dorchester Hotel, London) with vocal refrain.

# BROADCASTING BUSINESS

Vol. 1—No. 49  
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## Commercial Broadcasting For England

### 300 Advertisers said to be Lined Up

#### Three Stations For London

THIS week's overseas mail brings information through "Advertisers' Weekly" to the effect that a new company, the Commercial Broadcasting Corporation of Great Britain, plans to start radio advertising as soon as the B.B.C.'s monopoly charter terminates in 1936.

The Company is reported to have arranged for the opening of three radio stations immediately that happens. The charter finishes in 1936, and the Royal Commission is now considering the future of the B.B.C.

Mr. David S. Cecil, who is described as Director-General of the new Corporation, told "Advertisers' Weekly" that he fully realised that no decision had been made by the Royal Commission regarding the future of radio advertising, but that he was in possession of certain information which led him to think that the B.B.C.'s monopoly of the air would not be continued after the charter terminates.

"But," he said, "whatever the decision is, there will be a period of a fortnight between 1936-37 when the air will be free, for two weeks must elapse between the expiration of the charter and the granting of a new one. During this period, we shall be putting over sponsored programmes which, we hope, will arouse public opinion sufficiently for us to continue."

"Three hundred advertisers are lined up for this venture, and have signed options for advertising through us. Our programmes will be done by actual artists and not by gramophone records."

We want to work in with the newspapers and not oppose them. Any paper which publishes our programmes, in however a condensed form, will be given a free advertisement over the air.

"We have obtained sites for the studios which are not far from New Oxford Street. We shall begin erecting studios in about 3 weeks' time."

Behind the Corporation is the Dayben Advertising Company which owns three radio stations in the United States. Mr. B. Leven of the Dayben Company is Mr. Cecil's Co-Director, and is in charge of the technical side. Mr. Cecil owns Cecil Enterprises, a variety agency, and has been connected with the Liverpool Pavilion and Don Rico's Gypsy Girl Orchestra.

#### NO MONOPOLY

The Federal Communications Commission in Washington, U.S.A., recently gave the American Telephone & Telegraph Company permission to make field tests of its new coaxial cable method of transmitting images by wire, after application had been made to the Commission by the A.T. & T.

This represents a partial victory for apprehensive broadcasters and various film interests, as the Commission order specifies that the A.T. & T. may not deny rival parties the right to use its novel equipment, nor use the cable to build up a monopoly.

The cable will be built between New York and Philadelphia for test of feasibility of new methods over long lines. Quite a host of restrictions were written into the order giving consent to the installation of the cable, as a result of a fight at recent hearings by broadcast and independent makers of sound film apparatus, to prevent the telephone system from invading their field. Efforts to add even more stringent qualifications were blocked, however, after a fractional rumour with the Commission.

Behind all this is the advent of television over these cables.

## 2UW GIVES MIDNIGHT PARTY

On Saturday night last, September 7, Mr. Oswald Anderson, on behalf of the Directorate of 2UW, entertained a number of guests at the studio.

Six months have come and gone since 2UW commenced their 24-hour service, and on Saturday night the guests present were able to see just how this all-night session is conducted.

Just prior to 12 o'clock, Mr. Anderson made brief reference to their service, and pointed out its value commercially.

Among those present were Mr. George Patterson, Managing Director of George Patterson Advertising Agency Pty. Ltd., Mr. J. A. Armstrong, Manager of the Media Dept., Weston Company, advertising service, Mr. Athol Tier of the Athol Tier Agency, Mr. H. Julius, Manager of Harry Julius Agency, Mr. C. De Mayda, Sales Manager, Caldwell's Wines Ltd., Mr. Stretton-Morgan, Advertising Manager, W. D. & H. O. Wills, Mr. D. G. Dowland, Production Manager, Country Press Corp., Mr. and Mrs. Hollis, Manager O'Brien Publicity, Mr. Thompson of F. R. Thompson & Co., Advertising Service, Mr. Peter Speight, who represented Union Theatres Ltd., and Mr. Harvey, Assistant Advertising Manager Atlantic Union Oil Co.

All present had a very enjoyable time, and showed definite interest in the mid-night session and how it was conducted.

## BROADCASTING BUSINESS

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# New Ipswich Station 4 IP

Transmitter by Colville Wireless Equipment Co. Sydney

The new station, 4IP, at Ipswich, was officially opened on Monday night, September 2, by the Mayor of Ipswich, Alderman A. T. Stevenson.

The programme commenced at 7.45, when Mr. F. J. Meacham, Managing Director of the Ipswich Broadcasting Company, introduced the Mayor.

After the station was declared officially opened, Mr. J. Francis, M.H.R. for Moreton, spoke. This was followed by a high quality programme, which was largely provided by local artists, and part of the programme was relayed by 4BK.

## EVERY SESSION A FEATURE

No less than four new and extensive contracts will commence from Newcastle's popular broadcaster 2KO within the next fortnight.

The George Edwards production of "Famous British Trials," commences on September 16 on relay from 2GB, sponsored by B.A.L.M. (British Australian Lead Manufacturers).

Exide batteries, through the agency of Catts-Patterson Co. have secured a ten-minute period immediately prior to the trials on Monday and Wednesday nights.

Joyce Biscuits are sponsoring the morning story from 2KO for a period of eight weeks commencing September 9th. This follows a very successful campaign last year using a similar feature.

A group campaign on behalf of Newcastle Suburban Chemists is also to be launched during the coming week.

## Still They Come

Amongst recent additions to the sponsored sessions over 2KO, Newcastle is the Douglas Drug Co., who have secured a very valuable period between the Honourable Archie session (Winns) and Monte Cristo (Woods Great Peppermint Cure), two of the most popular features on the station. Messrs. Charles Hains Advertising placed the contract.

The Gurton Tyre Co. have also extended their radio to 2KO whilst the Shell Co. of Australia now feature their weekly half-hour musical from this popular station.

2KO certainly seems to be popular with National advertisers.

## An Interesting Campaign Over 2KO

Feeling the pressure of departmental store and chain store opposition several of Newcastle's suburban chemists have decided on a group advertising scheme over 2KO.

The theme of the appeal will be "Your local chemist makes your suburb fit to live in. Patronise him."

The contract calls for quarter hours featuring short talks, and dramatised announcements for Women's Session. The programmes will be tied in with counter cards and parcel stickers. Six months is the initial period.



The new type KVFH 50/2C transmitter for 4 IP Ipswich (Old) manufactured by Colville Wireless Equipment Co., Sydney under license and in collaboration with Philips Lamps (A/sia) Ltd., shown here operates on 208 metres 1440 k/c. with a carrier power of 50 watts.

(1) Is the modulator and sub-modulator panel carrying the input from the mixer panel which drives the sub modulator which in turn drives the 200 W modulator valve. The cathode ray screen may be seen at the top of the

panel. This provides a visual indication of fidelity and percentage modulation. (2) Is the R.F. panel in which are incorporated the Crystal Oscillator (with thermostatically controlled dual crystals); Separator stage; 1st R.F. amplifier and output R.F. amplifier. Panel (3) contains all transformers, rectifiers and filters supplying voltages to the various stages from 150 to 2,000 volts. Each circuit is protected with "delay," "sequence" and "overload" relays, the operation of which is indicated by the signalling lamps in the centre of the panel. (4) shows a back view of the R.F. panel which also carries the crystal oven (not shown). The studio equipment comprises velocity, condenser and Reiss microphones; 2-speed phonograph turntables; crystal pickups; mixer panel, etc.

## here's an Audience with money to spend

YOU can only sell your goods to people who have the money to pay for them and a large proportion of the population covered by 2TM are in that happy position.

A recent survey disclosed that some 58,000 people are listeners to 2TM's programmes, and so your advertised message falls upon receptive ears.

**OPEN the doors to more business with "The Key to the Northern Tablelands" Station 2TM.**

Your enquiry will receive prompt attention from E. H. Brewer, Assembly Hall, Margaret Street, Sydney. Phone B 3403.



# U.S.A. Broadcasting Adopt Code

## Policy of Rigid Self-Regulation Is Continued by Convention Following Prall Address

When Anning S. Prall, chairman of the Federal Communications Commission, was making his speech recently before the National Association of Broadcasters, he may not have realised that he was setting down a theme that was to dominate practically the entire session.

But he did exactly that. His straightforward and forceful endorsement of the policy of self-regulation—a voluntary means of securing decency in radio advertising instead of having hard-and-fast rules promulgated by a Government body—gave the convention plenty of inspiration for the adoption of an amended code of ethics.

### The code follows:

1. Recognising that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavour to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.

4. Each member station shall refuse any advertising matter regarding products or services injurious to health.

5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognised agents.

6. Each member station shall refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its

service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

It was really an inspiration to note the wholehearted eagerness with which the broadcasters treated the self-regulation programme. This, of course, was only in line with the viewpoint long held by individual broadcasters and lately made a part of the official policy of the National Broadcasting Company and the Columbia Broadcasting System. It is evident that programmes offensive to good taste are going to be pushed more and more into the background. In all fairness, however, it must be pointed out here that the offensive programmes are not confined to medical continuities. They include lotteries, astrology programmes and other apparent violations of broadcasting ethics.

It may, therefore, be set down here that the 1935 convention, crystallising as it did the work in behalf of decent advertising that has been done among broadcasters during the last year, actually and definitely aligns the radio industry with a policy that will not be at all pleasing to those advertisers who would step over the boundary lines of good taste.

Arthur B. Church, chairman of the Commercial Committee, reported the activities of his committee in carrying out the 1934 convention's instructions for "a committee of five to study what is pertinent information for the advertising agencies and the advertisers who are the buyers of radio advertising, and to invite discussions with representatives of the American Association of Advertising Agencies and the Association of National Advertisers, with a view to setting up a bureau for the radio broadcasting industry."

Based upon the findings of this committee, which consisted of Mr. Church, Joseph O. Maland, John J. Karol, Edgar Kobak, J. V. L. Hogan, this resolution was passed:

Resolved, that the National Association of Broadcasters re-affirm its willingness to co-operate with the advertisers and agencies in the creation of a co-operative bureau, and that the President of the Association be directed to appoint a committee of not less than five members, to be approved by the Board of Directors and to be responsible to it, the said committee to conduct such activities as may be necessary to the establishment of such a bureau and to represent the National

Association of Broadcasters in any discussions or negotiations with advertisers and/or agencies.

The present committee consists of Mr. Church, chairman, Edgar Kobak, H. K. Boice, J. O. Maland, A. J. McCosker and J. V. L. Hogan, the latter appointed as member of committee in an advisory capacity on engineering matters.

Another important development was the creation of a bureau of agency recognition in accordance with the following resolution:

RESOLVED, That the Managing Director be instructed to proceed immediately with the creation of a bureau of agency recognition in accordance with the plan approved and recommended by the Commercial Committee, with the understanding that the said bureau will be finally established only if the cost of its first year of operation is underwritten by the stations proposing to avail themselves of its services.

The following standards of recognition and the following form of statement is recommended for use by the broadcaster. These standards are the result of a study of the needs and desires of the medium, a careful analysis of the provisions used by other media.

## Conditions Governing Agency Recognition

The broadcaster looks upon the advertising agency as a necessary element in the creation of advertising and in the development of advertising volume. For those essential services to the station, it grants the agency a commission.

Station — will recognise advertising agencies as being eligible to be granted agency commissions only upon their fulfillment of the following conditions:

1. FINANCIAL RESPONSIBILITY. To that end, the agency must furnish evidence of its financial responsibility. It must have resources adequate to its needs and business practices that are sound.

2. DEMONSTRATED ABILITY. The principals as individuals and the agency as an organisation, must have demonstrated their ability to develop and serve advertisers and to render broadcast advertising service. The individual applicant must have presented satisfactory evidence of his or its integrity and financial ability to meet its obligations.

3. BONA FIDE SERVICE. To the end that it may render bona fide economic service to advertiser and broadcaster alike, the agency

(a) must be operating primarily in the agency field.

(b) must not be prejudiced in its judgment of media or forms of advertising service by investment or interest in any organisation engaged in the sale of advertising or its mechanics.

(c) to insure the bona fide translation of the commission granted by the station into service, the agency must not rebate, either directly or indirectly, any portion of its commission to any third party.

4. CO-OPERATIVE PRACTICE. The agency must be willing to establish a con-

(Continued on page 4)

## U.S.A. BROADCASTING CODE.—(Continued)

tinuing co-operation with the Association—ready to give necessary, proper and accurate information as to its financial condition and methods of operation upon reasonable request.

5. DURATION OF RECOGNITION. Final recognition will be granted only following a probationary period. Recognition will continue for so long as the agency complies with the conditions set forth herein.

### Special Conditions Governing Payment of Commissions

Station—further states that the following conditions will govern the payment of commissions to recognised agencies:

1. No agency commission will be paid on accounts which the station has developed and where the salesman has secured the order and schedule prior to a recognised agency being appointed to handle the account. Regular commissions will be paid, however, to a recognised agency on any subsequent contract schedule or service which may be placed through or performed by the said agency for the same account.

2. No agency commission will be paid for business placed at the station's retail or local rate unless specifically provided for in the rate card.

At an N.A.B. director's meeting held in New York on June 22, it had been agreed that the measured service or "per piece" basis on the copyright situation was in the best interests of broadcasters. However, in view of the circumstances with regard to the Government's suit against the American Society of Authors and Publishers and the fact that the directors had concluded that there was little chance of A.S.C.A.P. agreeing to the "per piece" basis, the action of National Broadcasting Company, Columbia Broadcasting System and station WCAU in signing a five-year agreement with A.S.C.A.P. on the old basis, was approved.

### 2UW 5 METRE BAND COMPETITION

DX enthusiasts, those radio amateurs and experimenters who make a hobby of picking up station call signs, logging them and informing the station of the time and item logged, are tuning in to Station 2UW each night in order to keep in touch with details concerning the 5 metre band competition which Marius Reilly is organising.

Marius Reilly is the announcer in charge of 2UW's midnight to dawn session, and at approximately 4 a.m. each morning sends out special calls of greeting to New Zealand listeners. As a result he has received reports in hundreds from DX listeners from both the Commonwealth and the Dominion.

The competition, which commenced officially on September 1, is now running strongly, and prizes will be awarded by 2UW to the successful competitor.

### GRACIE FIELDS To Be Heard From 23 Australian Stations

2UW announce that they have been successful in arranging for Miss Gracie Fields, the popular Lancashire comedienne and singer, to be heard from 23 Australian stations on October 6, at 6.15 p.m.

Associated Talkie Pictures, London, working in conjunction with the British Empire Films of Australia, have arranged for Miss Gracie Fields to give her items over the radio-telephone, 2UW will pick it up, and send it by land line to the following stations, so that listeners in the whole of Australia will have an opportunity to hear Miss Fields' broadcast.

The stations are:—  
2AY Albury 2TM Tamworth, 2MO Gunnedah, 2WG Wagga, 2WI Wollongong, 2CA Canberra, 2GZ Orange, 2KA Katoomba, 2HD Newcastle, 2GN Goulburn, 3DB Melbourne, 3BO Bendigo, 3TR Sale, 3MA Mildura, 3HS Horsham, 5KA Adelaide, 6IX Perth, 6KG Kalgoorlie, 4BC Brisbane, 4GR Toowoomba, 4MB Maryborough, 4RO Rockhampton.

### FILM COMPANIES USE RADIO

By courtesy of Warner Bros., 2UE will broadcast a musical feature transcription on Friday, September 13, at 9.15 p.m., of the motion picture "Dames." Items will be rendered by Ruby Keeler, Dick Powell and Joan Blondell.

### VACUUM OIL PROGRAMMES AT 2HD

The Vacuum Oil Company has decided that their new programme to be broadcast from 2HD Newcastle, will take the form of musical comedy selections. In the new presentation the gems of musical comedy which have charmed the hearts of music lovers for many years, are reproduced.

This new series promises to be one of the most entertaining which 2HD has ever produced, for, as Mr. E. A. Wood, General Manager of 2HD, says, "Musical comedy gems never lose their charm, like the Vacuum Oil products, their fame is immortal."

According to Mr. Wood, since 2HD has been allotted its new place on the wave-band, the station has much improved its volume, which has given correspondingly greater coverage.

Mr. Wood is confident that Vacuum Oil Company's programme will meet with wide-spread appeal.

### SINGERS WITH CHERNIAVSKY BROADCASTS

A high standard of vocal work is demanded by Leo Cherniavsky during his broadcasts from 2UW every Wednesday and Sunday evenings at 8 p.m., and those programmed include Clement Q. Williams, baritone; Sidney Burchell (by arrangement with J. C. Williamson), Ruth Portraite, the Queensland Soprano, and Senia Chostikoff, the Russian tenor.

### NEW RADIO STATION FOR THE DOWNS

The new Courier-Mail Station 4AK, which is linked to 4BK Brisbane, was officially opened on September 1, by Mr. A. B. Corbett, Deputy-Director of Posts and Telegraphs for Brisbane.

The power of the station is 1,000 watts, but is said to be capable of an output of 5,000 watts.

Quite a number of people were present at the official opening, and among the officials present were:—

Messrs. Norman White (Managing Director, Queensland Newspapers Pty. Ltd.), Alec Robertson (Manager, Brisbane Broadcasting Co. Pty. Ltd.), B. E. Sligo (Associate Editor, Courier-Mail), H. M. Bayley (Assistant Manager, Courier-Mail, and Secretary Brisbane Broadcasting Co. Pty. Ltd.), A. G. Hardy (Production Manager, Courier-Mail), A. L. Dixon (Chief Engineer, Courier-Mail Station), A. H. Conrad, T. B. F. Garrett, and W. V. Curry who represented the General Manager of the Brisbane "Telegraph."

Mr. Corbett, who officially opened the station, was introduced by Mr. Alec Robertson from 4AK.

Mr. Corbett, speaking by telephone from his office at the G.P.O., Brisbane, referred to the rapid progress made in wireless broadcasting during the last few years, and made particular reference to reception in Australia during the past 12 years. Mr. Corbett said there were 20 National stations and 68 Commercial stations operating.

Mr. Corbett contended that the Australian idea, with the two systems, National and Commercial, was distinctly advantageous, as it provided a wider variety of entertainment, which meant an increased number of listeners.

On behalf of the Post Office, he assured the Company controlling the stations that every possible assistance would be provided.

He then declared 4AK officially open.

### SPORTS STORE BROADCAST TO WOMEN

Commencing September 24, Mick Simmons Ltd., the large Sydney sports store, will commence a series of three 15 minute sessions weekly during the day and one 5 minute night session weekly over Station 2CH Sydney.

During the day sessions talks will be given to women in connection with sport and other activities, by Misses Gwen Varley and Janet Austin, and Mick Simmons hope, by this method, to stimulate women's interest in outdoor sport, thus considerably widening the field for the sale of sporting accessories.

This seems quite a good idea, because no doubt, with the Summer and surfing season almost upon us, there should be increased activity amongs all sports goods distributors to let the people know just what they have offering. Summer time is sporting time, and we feel confident that many sports stores will follow the lead of Mick Simmons and use day-time hours to let the lady of the house know what they have to offer in regard to sports wear for the coming season.

## "Australia in the Forefront"

### Mr. Lyons Opens 3XY

WHILE abroad, I was impressed with the variety of the Australian programmes in contrast with those of Great Britain," stated the Prime Minister (Mr. J. A. Lyons) when opening 3XY at the Princes Theatre, Melbourne, on Sunday, September 8. "Australia is in the fore-front of radio developments and this new industry of ours is making tremendous progress. It is estimated that 12 thousand people are employed in the construction and equipment of radio receivers in Australia. 150 thousand new receivers were put into operation last year and the manufacture and maintenance of these provides a livelihood for a big army of Australian workers."

Mr. Lyons referred to the amount of capital invested in the industry and commented upon the rapid growth that it had made. Ten years ago there were 64,000 licensed listeners in Australia. Today there are 720,000. Then there were 7 national stations and 8 private stations. 5 years later there were 5 times as many listeners and 7 more stations. 3XY which he was then opening was the 74th station in Australia and the 50th private station.

The license density of Australia is 109 per thousand of population and there are only 5 countries in the world whose density is greater. 10 years ago only 11 people in every thousand were licensed listeners, but in Victoria there are 240,000 listeners. The possible audience of any station is approximately one million people.

Radio stations are providing a wide variety of programmes to suit all tastes.

Before granting a license the P.M.G.'s Department carefully considered the prospects the licensee had of providing good entertainment. The management of 3XY had taken a very important part in the entertainment world and it was only natural that they should be able to bring some of this experience to listeners. They will provide entertainment from 6.30 a.m. to 11.30 p.m.

Mr. Lyons urged broadcasters to consider seriously the influence that broadcasting had upon its listeners. They should recognise this influence and see that it is for good. It should have a lifting effect so far as ideas and ideals are concerned and he appealed to all those associated with broadcasting to see that their ambition was to set a higher ideal. Nevertheless broadcasting should

not only aim to educate but also to entertain.

Mr. Lyons also referred to the highly efficient plant installed at 3XY and congratulated all those responsible for the enterprise upon its all-Australian character. He then declared the station open.

The programme for the evening was well chosen and featured Art Chapman and his All-Star orchestra. The Masonic Choir provided solo and concerted numbers.

At 10 p.m. Walter Pym, 3XY's Chief Announcer, introduced members of the staff who would be heard over the air. A play which was scheduled for the opening programme was substituted by a half hour of Spanish music. News flashes concerning the aeroplane which was lost in Central Australia and the international situation concerning Abyssinia came through periodically during the evening. The station closed at 10.30 p.m.

### ARTISTS ON SICK LIST

The many friends and admirers of Mr. Jack Winn will be glad to hear that he hopes to be back o' the 2UW microphone in a few weeks time. Although he has had a particularly bad time he is still as cheerful as ever despite a rigid diet which consists mainly of orange juice with a small teaspoonful of glucose as a rare treat. Certainly not a diet to be described in Jack's own title of "This That and the Other." Mr. Ellis Price is also on the sick list and his popular "Here's a Tale For You" is to be discontinued for a few weeks.

# Let's Co-operate . . .

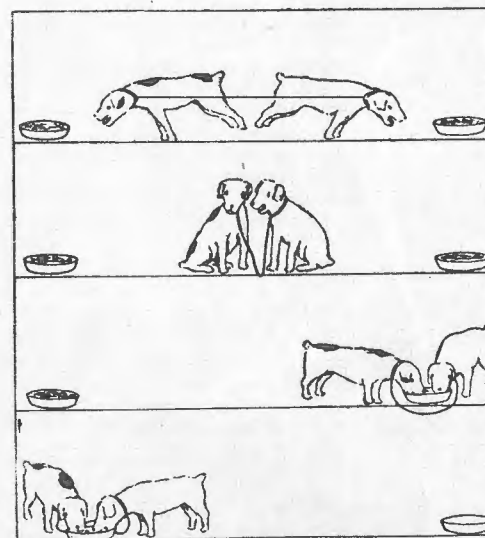
## for greater results

OUR specially trained staff is at the disposal of advertisers . . . Planning . . . arranging and producing programmes that SELL.

This valuable service, coupled with the exceptionally wide territory covered, opens up a tremendous market in a flourishing portion of the State.

So . . .

Let's get together . . . for greater results.



SYDNEY: Write E. A. WOOD, 47 YORK ST. BW2211  
— MELBOURNE: A.W.A., QUEEN ST., MELB. F 4161

## Doing a BETTER Job . . . for the ADVERTISERS

Advertisers will appreciate mentioning this journal in your replies.

## Radio Katoomba—2KA Opens Mountain Business Men Keen

On Saturday night last, September 7, at 7.30 p.m., Station 2KA, located about 3 miles west of Katoomba, went on the air officially for the first time.

Opening with the Station March—"Sons of the Brave," under the managing directorship of Mr. R. G. Lamb, prominent civic personalities were introduced to the microphone, and the opening ceremony was conducted by the Parliamentary member for the district, Mr. Joseph Jackson (ex-Lord Mayor of Sydney and ex-Alderman).

The speechifying part of the programme was commenced by Ald. Frieland, Mayor of Katoomba, who commended the station for its enterprise and wished it every success.

His Worship, the Mayor of Blackheath, Ald. U. S. Cripps, was called upon, and freely supported Ald. Frieland. Ald. Cripps pointed out that Blackheath was the highest town on the mountains, and with its new bowling green, the swimming park, and all the other wonderful points of interest in the district, assisted in making the Blue Mountains one of the finest spots to live in and to visit.

Cr. Percy Wilson, President of the Blue Mountains Shire Council, then came to the microphone, and put over a very fine story on behalf of the Blue Mountains in general. He naturally said it was a most beautiful place to live in, and enjoyment was provided for all ages. He referred to the swimming and golfing facilities, also to Mount Victoria, Leura, Wentworth Falls, bowling greens, tennis courts, and finished up by saying that it was the grandest health-giving region in the world. He congratulated the management of the station on the general excellence of the equipment, and wished them every success.

The actual opening ceremony was then conducted by Mr. Joseph Jackson, Member for the district of the Legislative Assembly of N.S.W.

This is the first time that Mr. Jackson has faced the microphone over the air, although he has spoken quite a lot through microphones, in connection with public address systems at election times.

Mr. Jackson said he felt honoured at being asked to perform the ceremony of opening a broadcasting station located in the mountains.

Following through the centuries, service came from scientific development and enterprise, resulting from a desire on behalf of those seeking to give wider service to the community which they serve. In this direction 2KA was a striking example.

The ribbon of silver (referring to the aerial) in the moonlight, could be likened to the single strip of road that was created by the pioneers of this country many years ago. "History was being made that night," said Mr. Jackson, "and in years to come, this ceremony of opening the first broadcasting station on the Blue Mountains of Australia, will become a page in history, just as the strip of main road going over the mountains is a page in history to-day."

Mr. Jackson said that one could picture the teamsters passing by the road outside, carrying on the transport service of a young State, which has been built up to-day to envelope the whole of the Commonwealth. "Through 2KA," said Mr. Jackson, "the people will be served by an enterprise of which the backers should receive due support." Publicity was being indulged in by all to bring vast numbers of people to participate in this benefit, and he was of the opinion that this station would give a service unparalleled, and would allow of a great appreciation of radio by the public whom the station served.

The launching of this station will undoubtedly give opportunities to our children, in which many of us were unable

September 13th, 1935



Mr. R. G. LAMB

to participate in our young days. He said it caused one to pause in a measure of appreciation of what scientific methods are giving to the public to-day. It was his privilege to declare the station open for service, and he did it with pleasure, as it would play some helpful part in the mountain area, with the widest possible service. He hoped that progress might be great, with the happiest results to all those connected with Radio Katoomba Ltd.

### Policy Speech

Mr. R. G. Lamb, Managing Director of the Station, then delivered what was a policy speech of the management of the Station. This was as follows:—

**B**RROADCASTING has now come to be regarded as a highly specialised art and as such requires the direction of specialists in this industry, just as does the direction of motion picture films and theatrical productions. If beaten tracks are followed, pitfalls are avoided, but this does not represent either the attainment of distinctiveness or a contribution to the advancement of the art. Most of the mistakes made in Radio presentation are the result either of thoughtlessness or carelessness, or the meddling of unqualified executives in the running of radio programmes. Broadcasting is so fascinating and so interesting that it is naturally a temptation for a great many people to meddle with it.

This specialised knowledge can only be acquired by experience in the countries where broadcasting is conducted in the most up-to-date manner. The Directors of this Company (all Australians) are men with world-wide knowledge of broadcasting, having gained the greatest part of their experience in every important country in the world where broadcasting is conducted, and particularly in the United States of America, where commercial broadcasting is most advanced. We believe that we understand the psychology of the listener. We believe that the average listener is the same the world over. We also realise the important fact that the Radio audience listens to what pleases it, regardless of what Educators or Reformers think good for it. To flout public taste is not only bad manners, but bad business. The public is never to blame. It is perfectly entitled to listen to what it likes, and we propose to give you only the type of programmes which our experience tells us you prefer.

That brings me to saying that the character of the programmes must be taken into account in assessing a Station's re-

September 13th, 1935

### 2KA.—(Continued)

putation, and my most important duty to-night, I think, is to tell you that as music is the Great Common Denominator of broadcasting programmes, and as the popularity of a broadcasting station is directly proportional to the appeal of its music, we have decided, again as the result of our experience, that the music which will go to you over the air from Station 2KA will definitely be sweet, melodious and bright.

We know that 2KA is going to be an immense success. We also know that the greatest appeal to the greatest number of listeners is the only sound basis for planning broadcast programmes. It is a fact, although not always admitted, that the majority of listeners do not want and will not listen to a programme full of what is commonly referred to as "highbrow" music. I am not going to attempt to outline just exactly what kind of music you will hear from 2KA, but I am sure you will be very pleased indeed with the types of programmes to be presented. After all, as I have already said, the object of commercial broadcasting is to win good-will.

We have made a very careful selection of music for our library and are proud to be able to say that it is equal to some of the finest libraries held by stations in capital cities. This, together with the most modern and efficient transmitting equipment, will serve to provide pure and undistorted programmes.

I want to say sincerely that our aim from to-night is to please the greatest possible number of radio listeners.

Mr. H. A. Bowden, Director of 2KA and also General Manager of J. C. Williamson Ltd., then had a few words to say about the association of the company with J. C. Williamson, and his experience overseas in broadcasting and entertainment circles.

During the evening, the following advertisers booked time over 2KA:—Nagara Cafe, The California, R. J. Patterson (mercers), Chateau Napier (a guest house), Ever-Ready Batteries, Elliotts & Australian Drugs, Nestles Milk, Warner Bros. Pictures, Mr. Boxsell (Babyland), Remould Tyres, Watson's Radio of Lithgow, Bear & Co., furnishers of Sydney, The Lithgow Co-operative Society, and The Paragon.

Mr. Holman, Postmaster for Katoomba, attended on behalf of the P.M.G.'s Dept.

### Transmission Results

The Editor attended on behalf of "Broadcasting Business" and, in observing the transmission of the station from an Astor "Mickey Mouse" auto radio set in Katoomba, we found that the strength of 2KA was much stronger than 2CH, and even better than 2GB and other city stations.

Considering all faults on an opening night with new equipment, the 2KA transmission in the local area of Katoomba was quite good. There is a big future ahead of this station, as with most country stations, depending upon the management and enterprise behind it.

### Studio Equipment

Those privileged to be present at the opening of the new station 2KA Katoomba, could not fail to be impressed by the artistry of the studio decorations. The treatment is distinctly modern, and thick felt in a neutral shade covers the floor.

The curtains and hangings are of a fascinating black and white plaid material in a cottage weave. This, against a cream stippled wall, is exceedingly effective.

The note of colour is struck by a large couch and some 'comfy' easy chairs with covers of a cheery cerise shade, this colour being repeated in the carnations, which, with Arum lilies, were used effectively in flat "dead white" pottery bowls here and there about the studio.

It is worth noting that the only picture in evidence here is completely in keeping with the rest of the studio—a large study of two dancing girls, whose frocks repeat the gay tone of the chairs and flowers in the room.

Chromium and frosted glass pendants are used in the lighting scheme, being in complete harmony with the metal chimes and mikes at the business end of the studio.

### HIGH JINKS AT NEWCASTLE

On Saturday, 7th September, the big Central Hall at Newcastle was filled to overflowing with a huge crowd of happy youngsters, all having the time of their lives. It was the occasion of the monthly 'Party' of the 2HD Joy Club, whose membership now numbers 8,000. The kiddies enjoyed themselves thoroughly, as they sang their Joy Club choruses from a specially prepared song sheet, every page of which carried an ad. by one of the many 2HD advertisers. The

Besides being the only Sydney station describing both Sydney and Melbourne race meetings each Saturday, 2UW provides more comprehensive sporting resumes than any other station.

## 2 UW

On the air 24 hours daily.

programme features included some very fine exhibitions of singing and dancing by juvenile artists, some excellent humorous sketches by members of the 2HD staff, a Gum Leaf Band, Mouth Organ Soloist and a turn by "The Fun Doctor."

The children showed their appreciation of the efforts made to entertain them by their unstinted applause and the shrieks of happy laughter that greeted the humorous sallies throughout the morning.

Each child was presented on leaving, with a free sample of B.M.I. Wine Jelly donated by Traders Ltd., Sydney and a packet of Licorice Cigarettes given by the manufacturers of Giant Licorice of Melbourne.

The 'Party' was broadcast for the benefit of those unable to be present because of living long distances away and urgent requests for similar functions on the Coalfields and other places are to hand.

The success of these gatherings wherever held is a striking testimony to the popularity of Station 2HD, especially with the children in the Northern parts of the State, and are a great asset to advertisers.

YOUR **ATTENTION** PLEASE!

In presenting Leo Cherniavsky, Atlantic Union are making possible the long-sought-after programme.

- A FAMED NAME ARTIST
- MUSIC WITH UNIVERSAL APPEAL

To hear the world famous Leo Cherniavsky broadcast will be an incentive for the general public to buy more radio receivers, giving you—Mr. Broadcasting Executive—a larger field in which to operate. This service is rendered to the public and broadcasting stations alike by . . .

## ATLANTIC UNION

Marketers of Atlantic Ethyl, Atlantic Petrol, Atlantic Motor Oils

# Broadcasting Gossip . . .

In connection with the recent announcement concerning Norman Banks, we have now been informed that he will leave for America early in November, and will resume his connection with 3KZ after an absence of about four months.

Mr. O. G. Perry, Manager of the State Theatre, will conduct the Union Theatres session, beginning Sunday, September 8, at 9.20 p.m. from 2UW. The entertainment will take the form of novelty surprises, orchestral and organ recitals, also turns by many of Union Theatres artists. The musical part of the programme will be under the direction of Don Julian, and Peter Speight.

Felt and Textiles Ltd., have sponsored a session over 2UW at 7.20 Sunday evening—"Legends of Australia's Lost Race." The programme takes the form of stories built around legends surrounding the life of Australian aborigines, and are presented by Mr. Bruce Anderson.

Mr. Francis E. Levy, Advertising Manager, 2UW, left for Melbourne on Thursday night, September 5. Mr. Levy is only on a flying visit, but he will no doubt be successful in signing up a few useful contracts for 2UW.

Mr. E. A. Wood, General Manager of 2HD Newcastle, returned from Melbourne on Sunday, September 15. Mr. Wood advises having booked big business for 2HD. With the Merchandising and Service Departments now in full swing at that popular Newcastle station, 2HD is certainly "doing the job for the advertiser."

2UW's session—"Where to Motor This Week-end," conducted every Friday at 9.25 p.m., is becoming increasingly popular. Little booklets are given away, setting out a week-end motor trip, with full particulars as to directions, distances, etc., and are available every Friday and Saturday for the ensuing week-end, either at 2UW or at the Royal Automobile Club, 89 Macquarie Street, Sydney.

There is no doubt that in Australia "flesh and blood" artists are gradually taking the place of transcriptions. On 2UW, for instance, on Mondays at 2.30 there are songs by the Vitality Girl; 7.30 p.m. Vernon Sellors and Amy Ostinga, broadcast solos; on Tuesday mornings at 8.45 are heard "Peter and Pam," and at 7.30 p.m., George Mills Thompson, baritone. Clifford Arnold is at the piano Wednesdays at 7.30 p.m. On Thursdays at 8.45 "Peter and Pam" are heard again, and at 3 p.m. the Switch Girl puts through samples of her every-day replies to telephone queries. At 7.30 p.m. Len Maurice entertains. On Saturdays Norma Parsons in "Impressions of Greta Garbo," and at 8.20 p.m. the competitors in the "Talent Tournament." Last, but by no means least, the genius of the violin, Leo Cherniavsky (sponsored by Atlantic Union), Wednesday and Sunday nights, at 8 p.m.

Each week, more and more "flesh and blood" artists are being used by stations, and plays are becoming the order of the day. We have had many enquiries from station executives as to where they could get certain sound effect records. S. Hoffnung & Co. Ltd., Australian agents for Gennett Sound Effect records, announce the addition of approximately 30 titles to their already extensive list available. This catalogue, together with the new releases, will be gladly sent upon application to S. Hoffnung & Co. Ltd., G.P.O. Box 502AA, Sydney.

Mr. E. H. Brewer announces his appointment as Sydney representative for 4AY Brisbane, Ayr Broadcasting Company, and 7UV Ulverstone. Mr. Brewer is the Sydney representative for a broadcasting station in every State of Australia. For further particulars see advertisement in this issue.

Felt Textile Co. Australia Ltd., have signed a contract with 6PR Perth and 5DN Adelaide, for a period of 26 weeks, for 100 word "spot" announcements nightly.

Kolynos Dental Cream has arranged with 3AW Melbourne for a series of half hour presentations one night per week. This is a test campaign so far as Melbourne is concerned, but 3AW will do a good job for Kolynos.

5DN Adelaide certainly led trumps when they made Don Bradman, the famous cricketer, President of their Boys' Club. If there is one identity in South Australia who could add members to the Club by reason of himself being a member, it is Don Bradman. The inauguration of the Boys' Club took place at Adelaide Town Hall, the Mayor of Adelaide presiding. Bert Woolley, late of 5CL, will conduct the Club sessions. Incidentally,

Mr. Rudyard Kipling has consented to his poem "If" being set to music, and it will be used as the 5DN Boys' Club song.

According to a number of letters received, 2HD's amateur night continues to attract a large number of listeners. Fresh talent is continually being brought before the microphone, and when one takes into consideration that there are quite a number of Newcastle residents who are of Welsh descent, it is no wonder that particularly the vocal items are of very high standard. Prizes are awarded to the best performer by 2HD, the listener being the judge.

The Proprietors of Junipah Mineral Spring Salts have extended their campaign and have let a 12 months' contract to the following stations:—2UW Sydney, 2KO Newcastle, 2TM Tamworth, 2MO Gunnedah, 2WL Wollongong, 3AW Melbourne, 3AK Melbourne, 3GL Geelong, 3HS Horsham, 3SH Swan Hill, 4BC Brisbane, 4GR Toowoomba, 4RO Rockhampton, 4MB Maryborough, 4AY Ayr, 4MK Mackay, 4TO Townsville, 5AD Adelaide, 6PR Perth, 7HO Hobart and 7UV Ulverstone. Transcription programmes are being used—"Honor The Law," which is followed by "The Witch's Tale."

According to Mr. Stephenson, the Shell Oil Company have decided to extend their broadcasts to 2KA the new station which has just been opened at Katoomba. 2KA will take the relay of the Shell Chalet Show, which is featured at 8 o'clock from 2UE Sydney. The Shell Show is one of the most outstanding variety programmes on the air to-day.

**ERIC DONALD'S** departure from 6ML created a vacancy which it was felt would be extremely hard to fill. More than 150 applications were received for the post, and Mr. Frank Buchan was given the job of evening announcer, and also to preside over the Cheerio Club. Mr. Buchan took over from Eric in a touching little "scene" at 9 p.m. on Thursday last (22). F.B. has a pleasant voice, and should make many friends in the broadcasting world of Perth. He has had previous radio experience in Melbourne and Sydney.

# Commercial Broadcasting Stations As at 1st September, 1935

Call Sign	Licensee	Frequency k.c.	Wave-length m.	Aerial Power Watts	Call Sign	Licensee	Frequency k.c.	Wave-length m.	Aerial Power Watts
<b>Federal Capital Territory</b>									
2CA	A. J. Ryan Broadcasters Ltd., Canberra (Station, Canberra)	1050	286	500	2TM	Tamworth Radio Development Co., Peel Street, Tamworth (Station: Tamworth)	1300	231	50
<b>New South Wales</b>									
2CH	New South Wales Council of Churches' Service (Station: Dundas, Sydney)	1190	252	1000	2WG	Riverina Radio Broadcasting Co. Ltd., 16 Fitzmaurice Street, Wagga (Station: Wagga)	1150	261	1000
2GB	Theosophical Broadcasting Station Ltd., 29 Bligh Street, Sydney (Station: Mosman, Sydney)	870	345	1000	2WL	Wollongong Broadcasting Co., 149 Crown Street, Wollongong (Station: Wollongong)	1430	210	50
2KY	The Labor Council of New South Wales, 424 George Street, Sydney (Station: Near Manly, Sydney)	1020	294	1000	2XN	G. W. Exton, 173 Molesworth Street, Lismore (Station: Lismore)	1340	224	50
2SM	Catholic Broadcasting Co., Australia House, Wynyard Square, Sydney (Station: Pennant Hills, Sydney)	1270	236	1000	<b>Victoria</b>				
2UE	Radio 2UE Sydney Ltd., 296 Pitt Street, Sydney (Station: Near Cronulla, Sydney)	950	316	1000	<b>Metropolitan</b>				
2UW	Commonwealth Broadcasting Corporation Ltd., 49 Market Street, Sydney (Station: Sydney City)	1110	270	750	3AK	Melbourne Broadcasters Pty. Ltd., 116 Queen Street, Melbourne, C.1 (Station: Balwyn, Melbourne)	1500	200	200
<b>Country</b>									
2AY	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney (Station: Albury)	1480	203	100	3AW	The Vogue Broadcasting Co. Pty. Ltd., Latrobe Street, Melbourne, C.1 (Station: Melbourne City)	1280	234	600
2BH	Radio Silver City Ltd., 10 O'Connell Street, Sydney (Station: Broken Hill)	1330	226	100	3DB	3DB Broadcasting Station Pty. Ltd., Flinders Street, Melbourne, C.1 (Station: Melbourne City)	1030	291	600
2GF	Grafton Broadcasting Co. Ltd., 47 York Street, Sydney (Station: Grafton)	1210	248	100	3KZ	Industrial Printing & Publicity Co., 24-30 Victoria Street, Carlton, N.3 (Station: Melbourne City)	1180	254	600
2GN	Goulburn Broadcasting Co. Ltd., Auburn Street, Goulburn (Station: Goulburn)	1350	216	100	3UZ	Nilsen's Broadcasting Service Pty. Ltd., 45 Bourke Street, Melbourne, C.1 (Station: Melbourne City)	930	323	600
2HD	Airsales Broadcasting Co., Maitland Road, Sandgate (Station: Sandgate, near Newcastle)	1140	263	500	3XY	Station 3XY Pty. Ltd., Princes Theatre Buildings, Spring Street, Melbourne, C.1 (Station: Melbourne City)	1420	211	600
2KA	Radio Katoomba Ltd., Commonwealth Bank Chambers, Katoomba (Station Katoomba)	1160	259	100	<b>Country</b>				
2KO	Newcastle Broadcasting Co. Ltd., 57 Hunter Street, Newcastle (Station: Sandgate, near Newcastle)	1410	213	500	3BA	Ballarat Broadcasters Pty. Ltd., Cnr. Armstrong and Dana Streets, Ballarat (Station: Ballarat)	1320	227	50
2MO	M. J. Oliver, Marquis Street, Gunnedah (Station: Gunnedah)	1360	221	50	3BO	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney (Station: Near Bendigo)	970	309	200
					3GL	Geelong Broadcasters Pty. Ltd., National Mutual Buildings, Moorabool Street, Geelong (Station: Geelong)	1350	222	50
					3HA	Western Province Radio Pty. Ltd., 37 Gray Street, Hamilton (Station: Hamilton)	1010	297	300

(Continued on page 10)

## WHAT-

Are Your Programme Requirements

- Transcriptions
- Scripts
- Sound Effects

We Can Supply Them  
S. HOFFNUNG & CO. LTD.,  
G.P.O. Box, 502 AA, Sydney and  
Charlotte Street, Brisbane

## SIMPLIFY

Your Selling  
by using

# 3AW

"The Feature Station"

Sydney Advertisers Contact  
E. H. BREWER. B3403

### 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 .....

COMMERCIAL BROADCASTING STATIONS AS AT 1st SEPTEMBER, 1935

Call Sign	Licensee	Frequency k.c.	Wave-length m.	Aerial Power Watts	Call Sign	Licensee	Frequency k.c.	Wave-length m.	Aerial Power Watts
3HS	Wimmera Broadcasting Co. Ltd., 84 Wilson Street, Horsham (Station: Horsham) ....	1370	219	50	4WK	Warwick Broadcasting Co. Pty. Ltd., Cnr. King and Albion Streets, Warwick (Station: Warwick) ....	900	333	50
3MA	Sunraysia Broadcasters Pty. Ltd., 22 Deakin Avenue, Mildura (Station: Mildura) ....	900	333	50	<b>South Australia</b>				
3SH	Swan Hill Broadcasting Co., Campbell Street, Swan Hill (Station: Swan Hill) ....	1080	278	100	5AD	Advertiser Newspapers Ltd., Wymouth Street, Adelaide (Station: Adelaide City) ....	1310	229	300
3TR	Gippsland Publicity Pty. Ltd., Raymond Street, Sale (Station: Near Sale) ....	1240	242	500	5DN	Hume Broadcasters Ltd., 29 Rundle Street, Adelaide (Station: Adelaide City) ....	960	313	300
3WR	Goulburn Valley & North Eastern Broadcasters Pty. Ltd., High Street, Shepparton (Station: Shepparton) ....	1260	238	1000	5KA	Sport Radio Broadcasting Co. Ltd., Richards Buildings, Currie Street, Adelaide (Station: Adelaide City) ....	1200	250	300
3YB	Mobile Broadcasting Service Pty. Ltd., 430 Little Collins Street, Melbourne, C.1 (operates in Victorian country districts) ....	1060	283	25	<b>Country</b>				
<b>Queensland</b>									
<b>Metropolitan</b>									
4BC	J. B. Chandler & Co., 43 Adelaide Street, Brisbane (Station: Oxley, Brisbane) ....	1120	268	1000	5MU	Murray Bridge Broadcasting Co. Ltd., Bridge Street, Murray Bridge (Station: Murray Bridge) ....	1450	207	100
4BH	Broadcasters (Aust.) Ltd., Parbury House, Eagle Street, Brisbane (Station: Bald Hills, Brisbane) ....	1380	217	1000	5PI	Midlands Broadcasting Services Ltd., Advertiser Building, Wymouth Street, Adelaide (Station: Crystal Brook) ....	1040	288	2000
4BK	Brisbane Broadcasting Pty. Ltd., 47 Charlotte Street, Brisbane (Station: Brisbane City) ....	1290	233	500	5RM	River Murray Broadcasters Ltd., 29 Rundle Street, Adelaide (Station: Near Renmark) ....	850	353	1000
<b>Country</b>									
4AK	Brisbane Broadcasting Pty. Ltd., 47 Charlotte Street, Brisbane (Station: Oakey) ....	1220	246	1000	<b>Western Australia</b>				
4AY	Ayr Broadcasters Pty. Ltd., Ardmillan Road, Ayr (Station: Ayr) ....	980	306	100	<b>Metropolitan</b>				
4GR	Gold Radio Service Ltd., 43 Adelaide Street, Brisbane (Station: Toowoomba) ....	1000	300	50	6IX	West Australian Newspapers Ltd., St. George's Terrace, Perth (Station: Perth City) ....	1240	242	500
4IP	Ipswich Broadcasting Co. Pty. Ltd., Brisbane Street, Ipswich (Station: Ipswich) ....	1440	208	50	6ML	W.A. Broadcasters Ltd., Lyric House, Murray Street, Perth (Station: Perth City) ....	1130	265	500
4MB	Maryborough Broadcasting Co. Ltd., 43 Adelaide Street, Brisbane (Station: Maryborough) ....	1060	283	100	6PR	Nicholson's Ltd., 86-90 Barrack Street, Perth (Station: Applecross, near Fremantle) ....	880	341	500
4MK	Mackay Broadcasting Service, 64 Nelson Street, Mackay (Station: Mackay) ....	1160	259	100	<b>Country</b>				
4RO	Rockhampton Broadcasting Co. Pty. Ltd., 43 Adelaide Street, Brisbane (Station: Rockhampton) ....	1330	226	50	6AM	Northam Broadcasters Ltd., Princes Chambers, 23 William Street, Perth (Station: Northam) ....	980	306	1000
4TO	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney (Station: Townsville) ....	1170	256	200	6KG	Goldfields Broadcasters 1933 Ltd., 86 Palace Chambers, Kalgoorlie (Station: Kalgoorlie) ....	1210	248	100
<b>Tasmania</b>									
<b>Metropolitan</b>									
					7HO	Commercial Broadcasters Pty. Ltd., 82 Elizabeth Street, Hobart (Station: Hobart) ....	820	366	100
<b>Country</b>									
					7LA	Findlay & Wills Broadcasters Pty. Ltd., 67 Brisbane Street, Launceston (Station: Launceston) ....	1100	273	300
					7UV	Northern Tasmania Broadcasters Pty. Ltd., 116 Queen Street, Melbourne (Station: Ulverstone) ....	1460	205	300

CHAIN STORE ADVERTISING  
BIG FIELD FOR  
BROADCASTERS

Information has been received that the S.R. Buttle chain grocery store, has decided to advertise over one of Sydney's leading stations. There is no question that with its intimate appeal and wide-

spread "circulation," radio is particularly suited for the needs of chain stores, and can get right into the homes of prospective buyers in every suburb, upon which all chains depend for their support.

City and country stations could examine this field much more thoroughly than has been their practice in the past, with very profitable results to both parties.

There is no doubt that with the personal touch that radio gives, it is the ideal medium for chain store advertisers, especially in view of the fact that with radio they can actually concentrate their advertising and therefore do not waste advertising, as sometimes happens when they use space in the daily press and the bulk of its circulation is where the store has no contact.

# Broadcasting Gossip

Mr. Alec Denning, who handles Philips' business in Perth, reports that during the recent wavelength change and power increase, three of West Australia's commercial stations used Philips valves. 6ML (from 300 to 500 watts), 6IX (from 300 to 500), and 6AM (from 500 to 900), all used Philips "bubbles."

It doesn't seem six months ago since 2UW started on the 24-hour service, but it really was so, and they commemorated the event by a birthday party last Saturday night. More power in their aerial, and may they go on for many more periods.

The headquarters of this journal are now located in Lisgar House, 30-32 Carlington Street, Sydney, opposite Wynyard Square, where we occupy the whole of the Sixth Floor for our large staff. We are publishers of "Radio & Electrical Merchant" (weekly trade paper of the radio industry), "Broadcasting Business" (the trade paper of the broadcasting industry), "Radio Review" (technical monthly journal) and the "Radio Trade Annual," all of which are well established. Telephone number is B 7188 (3 lines), and any service which we can render our readers and advertisers, and the trade in general, will be gladly carried out to the limit of our capacity.

The latest American mail this week brings information that commercial broadcasting in the States has already achieved record time sales for the early months of this year, and faces the best Autumn and Winter in its history. Even with the severest restrictions on commercial copy ever imposed by stations and networks, the volume of broadcast advertising already booked or in prospect will prove radio has definitely forged its way out of the depression. Indeed the prediction is being made that total radio time sales, if they do not reach \$100,000,000 for the current calendar year, will closely approach that figure for the fiscal year of July 1, 1935—June 30, 1936.

For the first six months of this year, the 3 major networks have totalled more than \$25,000,000 from time sales, representing gains of 10.3 to 24.1 per cent., over the same period last year.

PRESTIGE!  
POPULARITY!  
LEADERSHIP!  
IT'S PROGRAMMES THAT COUNT  
No. 1

**"Pontiac Melody Cruises"**  
AT 9 P.M. SATURDAYS

With 3UZ's "Rajahs of Rhythm" Orchestra, broadcasting chorus, and an all-star cast of leading professional artists.

It may be copied—  
—but not equalled

3UZ Nilsen's B'casting Service 3UZ

Very direct results were obtained from the Atlantic Union Oil Company's advertisement and poster (which was sent to all dealers during the last week) when an active and far-seeing dealer on the North side of Sydney Harbour called up Atlantic Union on the telephone, and congratulated them on their programme and merchandising efforts. He was promptly invited to call in and see Mr. Harvey at Atlantic city office. He did so, returning with more posters and all available material regarding the Leo Cherniavsky programmes, which go over 2UW, 2HD and 3AW every Sunday and Wednesday evening at 8 p.m.

This radio dealer has made a wonderful tie-in display. He is pleased because he is able to cash-in and make sales on Atlantic Union's publicity and outstanding programme. Atlantic Union are pleased, the dealer is pleased, and we are pleased because everybody is pleased. More power to Atlantic Union, and more broadcasts from Leo Cherniavsky.

Talking about posters, 2UW produced a very attractive 4 page poster in two colours, featuring their continuous 24-hour daily entertainment. Leo Cherniavsky was the feature item, followed by the Silver Star Cocktail (Derrin Bros. Ltd.), Sportsmen's Smoko (Mick Simmons Ltd.), "Honor The Law" and "Witch's Tale" (Junipah Mineral Spring Salts), the races broadcast by Eric Welsh and sponsored by Lowndes Rum. Sport, mentioning the South African Cricket, International tennis, golf and swimming. Mrs. 'Arris & Mrs. 'Iggs (Tooheys Ltd.). Ellis Price and his tales, Union Theatres on parade, and the Motorists Service Bureau—all features over 2UW.

Apparently the change of wavelengths is having a beneficial effect on 3AW for reports concerning the coverage of the station have been received from all over the State. All have spoken in a praiseworthy manner of the way 3AW is now being received.

On Sunday night through the courtesy of Heenzo 3AW broadcast a J. C. Williamson play "Jill Darling," one of the most outstanding stage successes.

The neon beacon again shines from the top of 3AW's 125 ft. masts. In the early stages it was found that the beacon interfered with the transmission and only after considerable experimentation with filters has it been possible to relight the neon.

3UZ announces that the distributors of Pontiac, Southern Motors Pty. Ltd., Latrobe Street, Melbourne, are henceforth sponsoring the "Happy Caravan," "Pontiac Melody Cruises," as the feature will now be called, will be heard at 9 p.m. on Saturday evenings. This flesh and blood feature is proving itself very popular with listeners.

RADIO PRESENTATION . . . .  
E. H. BREWER

has been appointed Sydney representative for the following stations and will be pleased to supply rate cards and any further information on the activities of the stations to National advertisers and advertising agencies.

3AW 5DN 6PR 7HO  
4AY 7UV 2TM 5RM

Write . . .  
E. H. BREWER  
Assembly Hall, Margaret St., Sydney  
Phone: B 3403

Watters & Sons, nurserymen, have renewed their weekly session of talks to home gardeners from 3UZ. This is the third year in succession that this feature has been sponsored by Watters.

Over 500 entries were received by 3UZ for the Healing Quest for the Golden Voice of the Air. Some excellent talent which will be used in the future was brought before the microphone. Healings will follow with a session on Saturday evenings.

WAVE CHANGE IN VIC.

Complaints, particularly in the Western District of Victoria, have followed the change over of wavelengths. It appears that in this district 3DB is being blotted out by 3HA and midway between Hamilton and Melbourne there is confusion. Other districts report obliteration of interstate stations. It is understood that a sheaf of correspondence has been received by the Melbourne newspapers, and it is forecast that certain changes will have to be made to bring satisfaction to Victorian listeners.

H.M.V.

B.8311 — "Old Bohemian Town" and "The Postman Passes My Door," sung by Gypsy Nina, soprano.

Regal-Zonophone

G.22494 — "Red River Valley" and "Old Shep," sung by the Hill Billies, with novelty accompaniment.

G.22493 — "Gay Deceivers," and "Seein' Is Believein," slow fox trot, played by Lew Stone and His Band, with vocal chorus.

G.22489 — "Water Under the Bridge," fox trot, and "Must We Say Good-Night," fox trot, played by the Casino Royal Orchestra, with vocal chorus.

G.22462 — "Vienna You've Stolen My Heart," and "On the Other Side of the Hill," played by the London Piano-Accordeon Band, under the direction of Scott Wood, with vocal chorus.

G.22452 — "Andalusia," 6/8 one step, played by Billy Cotton and His Band, with vocal chorus, and "Because of Once Upon a Time," slow fox trot, played by Lew Stone and His Band, with vocal chorus.

# Latest License Figures

JUNE AND JULY, 1935

## New South Wales

	June	July
New issues	5,768	6,384
Renewals	22,777	27,944
Cancellations	4,523	4,819
Monthly Total	279,166	280,731
Nett Increase	1,245	1,565
Population Ratio	10.53	10.59

## Victoria

New Issues	4,716	5,463
Renewals	20,482	22,230
Cancellations	4,323	3,016
Monthly Total	237,247	239,694
Nett Increase	394	2,447
Population Ratio	12.90	13.03

## Queensland

New Issues	1,913	2,203
Renewals	5,739	6,411
Cancellations	1,298	715
Monthly Total	67,546	69,034
Nett Increase	615	1,488
Population Ratio	7.02	7.17

## South Australia

New Issues	1,661	1,912
Renewals	7,423	8,304
Cancellations	1,432	671
Monthly Total	76,515	77,756
Nett Increase	229	1,241
Population Ratio	12.97	13.18

## Western Australia

New Issues	1,298	1,409
Renewals	3,798	4,160
Cancellations	691	417
Monthly Total	41,257	42,249
Nett Increase	607	992
Population Ratio	9.29	9.51

## Tasmania

New Issues	744	891
Renewals	1,682	1,893
Cancellations	580	517
Monthly Total	20,121	20,495
Nett Increase	164	374
Population Ratio	8.76	8.92

## Commonwealth

New Issues	16,101	18,262
Renewals	61,901	70,942
Cancellations	12,847	10,155
Monthly Total	721,852	729,959
Nett Increase	3,254	8,107
Population Ratio	10.74	10.87

The above figures include:—

Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

# Analysis of Quarterly License Figures Just Released

By the P.M.G.'s Department

## Commonwealth Position

The quarterly license figures showing the distribution in country and metropolitan areas in all States as at June 30, have just been released. A gratifying feature revealed is that there are now 45 in every 100 dwellings through the Commonwealth equipped with radio, as compared to 44 at 31/3/35 and 43 at 31/12/34.

In the metropolitan areas, i.e., within a radius of 12 miles of the capital city, 64% of the homes are equipped with radio. This is an increase as from 31/3/35 of 2%. In country areas, 29 in every hundred homes are radio equipped, an increase of 1% in 3 months.

During the three months from 31/3/35 to 30/6/35, radio licenses increased 19,646 or 6,549 each month. Total licenses in force at June 30 are now 721,852. From April 1 to June 30, 1935, there was therefore an increase of 2%, as compared to 3% over the first three months of this year. During the six months of 1935 there has been an increase of 5% in licenses issued.

## N.S.W.

In Sydney, N.S.W., during the three months covered by the figures, radio equipped homes increased by 4,471, bringing the total to 185,239, which means that 63 in every 100 homes have the radio on. This is a 2% increase over March 31, 1935 figures.

N.S.W. country areas improved by 2,353, bringing the total licenses in force to 93,927. The increase in the various main country centres is as follows: Albury district figures increased from 5,131 to 5,193; Bathurst went from 5,596 to 5,819; Broken Hill from 2,144 to 2,154; Corowa from 5,757 to 5,903; Dubbo from 1,767 to 1,820; Goulburn 3,862 to 3,925; Grafton from 1,997 to 2,097; Gunnedah 2,190 to 2,332; Lismore increased from 4,063 to 4,135; Moss Vale from 9,256 to 9,574; Newcastle from 23,814 to 24,792; Tamworth from 2,519 to 2,682; Wagga 4,442 to 4,551; Orange 3,461 to 3,542; Wollongong 15,199 to 15,734.

## Victoria

Radio equipped homes in the Melbourne area now number 166,406, a net increase of 3,444. This means that 69% of homes in the city area have radios, an increase of 1% since March 1935. The country area jumped to 70,841 from 69,154, an increase of 1,687.

35% of Victorian country homes are now equipped with radio and the entire State is richer by 5,131 licenses. The various country districts improved as follows:—

Ballarat 17,858 to 17,941; Bendigo 8,590 to 8,811; Geelong (excluding Melbourne) 19,318 to 19,527; Hamilton 4,324 to 4,349; Mildura 2,220 to 2,260; Sale 4,019 to 4,097; Shepparton 6,411 to 6,501; Swan Hill 2,282 to 2,366.

## Queensland

54% of metropolitan dwellers in Queensland are now radio equipped, licenses having increased 1,853 to 38,405. In country areas the license increase was 1,088, making the total 29,141, and 19% dwellings with radio. Ayr went up to 2,089. Cairns jumped from 898 to 943. Mackay rose from 944 to 957; Maryborough from 2,580 to 2,716; Rockhampton from 3,180 to 3,445; Toowoomba from 8,337 to 8,832; Townsville from 2,012 to 2,094; Warwick from 5,078 to 5,299.

## South Australia

A healthy increase is shown in South Australia. Metropolitan licenses increased 1,420 to 51,495, bringing the percentage of homes with licenses up to 66, an increase of 2% on the figures of 31/3/35. Country area licenses advanced by 687. The total number of licenses now in force outside the 12 mile limit is 25,020. District figures improved, as Crystal Brook figures rose from 6,135 to 6,188. Port Lincoln 803 to 804; Port Pirie 4,804 to 4,848; Mount Gambier from 2,035 to 2,108; Murray (exc. metropolitan area) 5,830 to 6,114; Renmark 1,627 to 1,696.

## Western Australia

The figures for the three months show the Perth area has increased 1,513 licenses, the total number of licenses for Perth at 30/6/35 now being 29,727. An increase of 2% in the number of dwellings is shown by these figures, making 60 in every hundred dwellings in Perth equipped with radio.

Country licenses went from 11,035 to 11,530, a net increase of 495, and bringing the percentage of radio equipped homes from 19 as at 13/3/35 to 20 as at 30/6/35.

Comparison of country district figures as at 31/3/35 and 30/6/35 is as follows: Albany went from 626 to 684; Bunbury from 1,645 to 1,815; Collie from 1,622 to 1,791; Geraldton from 477 to 503; Kalgoorlie 1,079 to 1,089; Katanning 1,324 to 1,434; Merredin 898 to 937; Narrogin 754 to 821; Northam (ex. Perth) 1,498 to 1,615; Wagin 1,039 to 1,122; Wiluna 170 to 206.

## Tasmania

For the quarter ended June 30, the increase in the Hobart area was 237 licenses, the figure going from 7,684 to 7,921. 56% of metropolitan homes are now equipped with radio, an increase of 3%.

Country area licenses moved up 398 from 11,802 to 12,200. In country towns, 31% of dwellings are radio homes.

Burnie increased from 3,692 to 3,864; Devonport 7,079 to 7,408; Launceston 6,598 to 6,890; Ulverstone 3,323 to 3,471; Queenstown 744 to 782.

# BROADCASTING BUSINESS

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# Television for Australia

By O. F. Mingay

AS announced in the current issue of "Radio & Electrical Merchant," the rights on the Baird Television System have been acquired for Australia by an association of Australian manufacturers, and these rights cover both transmission and reception, i.e., the manufacture and construction of transmitters and the manufacture and sale of receivers.

This announcement is of great interest to all radio manufacturers, broadcasters, broadcast advertisers, and even the listening public. The future surrounding this latest development of the electronic art is beset with vast possibilities, in fact, so much so, that one's head almost aches in trying to visualise what will be the future of this marvellous development of modern science.

We have heard and read so much about television being "round the corner" for a number of years, that the general public has become almost tired of seeing references to it, but nevertheless, they are all still keenly interested. The radio industry, the broadcasting industry, and all those people so closely associated particularly with commercial broadcasting, are always on the qui vive as to what is going to happen with television to-morrow. In fact, it would not surprise anybody—the most expert engineer or the layman in the street—if a most fantastic, futuristic idea was pronounced in regard to the possibilities of television.

What the future holds remains to be seen, but as we have been preaching the coming of television for a number of years, we feel, after having been associated with broadcasting since and prior to its inception, that the service that radio and television will perform for the people of Australia, has not yet been appreciated.

Now, let us have a look at what might be the position as indicated by the introduction of the Baird System into Australia.

The first thought that enters everybody's mind is that existing broadcasting stations will also be out of date and all future transmissions will be on an entirely different wavelength that cannot be received by modern receivers.

That is an entirely erroneous impression.

Certainly television transmissions at the present time are going along the 5 to 10 metre band with frequencies from forty to sixty million, all of which sounds most fantastic but nevertheless is very true.

## Position in Australia

It is our opinion that in Australia the actual vision side of the transmission, i.e., the transmission of the actual picture will be on the short wave lengths (higher frequencies), but the audible transmission, i.e., the sending out of the voice and the accompanying music will still be conducted on the ordinary broadcast band, over the ordinary commercial broadcast station transmitter.

The reason why we hold that opinion, is that in England the British Broadcasting Corporation has an absolute monopoly on the ether and therefore commercial broadcasting stations or independent stations are unknown. Licenses cannot be obtained from the Postmaster-General for operating any stations outside of the B.B.C. The Baird Television Company, who for years have been co-operating with the B.B.C. conducted an experimental transmission with a thirty line picture on about a 250 metre wavelength. As further developments occurred the Baird Company got special permission to erect experimental stations on the short wavelength and these are being carried out but they could not co-ordinate their audible transmissions because of the B.B.C.'s exclusive monopoly.

Now in Australia we have a multiplicity of commercial independent stations in addition to the number of national stations. It will be quite competent for a television transmitter to be connected with the broadcast transmitter,

and on the one hand the visual signals go over the ultra short waves while the music and voice transmissions go out over the existing commercial transmitters and will thus be receivable on the 750,000 licensed wireless sets in operation to-day.

## If Not — Then?

If, by any chance, this scheme is not followed, it will definitely make the existing broadcast receivers incapable of picking up the television audible accompaniment. However, we see no reason either technically or commercially why the existing broadcast band should not be utilised and so give the public the maximum service possible.

It is not to be expected that the actual television transmitter will be in operation for as many hours of the day as the commercial broadcasters are on the air to-day, but even if the television transmitter itself is only in operation for two hours a day, during those two hours, the commercial broadcasting station will transmit the audible accompaniment.

That is, in our mind the most logical course to pursue. It will prevent any public outcry against making existing receivers obsolete, and, at the same time, will give an impetus to television development because listeners will be able to hear the audible side and yet not see the visual side. This should make them extremely curious and desirous of acquiring a television receiver at the earliest possible moment.

(Continued on page 2).

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