

Latest Licence Figures

May and June, 1935

NEW SOUTH WALES		
	May	June
New Issues	5,798	5,768
Renewals	20,141	22,777
Cancellations	2,241	4,523
Monthly Total	277,921	279,166
Nett Increase	3,557	1,245
Population Ratio	10.50	10.53
VICTORIA		
New Issues	5,116	4,716
Renewals	18,652	20,482
Cancellations	2,176	4,323
Monthly Total	236,853	237,247
Nett Increase	2,940	394
Population Ratio	12.89	12.90
QUEENSLAND		
New Issues	1,955	1,913
Renewals	4,847	5,739
Cancellations	613	1,298
Monthly Total	66,931	67,546
Nett Increase	1,342	615
Population Ratio	6.97	7.02
SOUTH AUSTRALIA		
New Issues	1,619	1,661
Renewals	6,244	7,423
Cancellations	627	1,432
Monthly Total	76,286	76,515
Nett Increase	992	229
Population Ratio	12.94	12.97
WESTERN AUSTRALIA		
New Issues	1,296	1,298
Renewals	3,242	3,798
Cancellations	614	691
Monthly Total	40,650	41,257
Nett Increase	682	607
Population Ratio	9.18	9.29
TASMANIA		
New Issues	671	744
Renewals	1,298	1,682
Cancellations	367	580
Monthly Total	19,957	20,121
Nett Increase	304	164
Population Ratio	8.62	8.76
COMMONWEALTH		
New Issues	16,455	16,101
Renewals	54,424	61,901
Cancellations	6,638	12,847
Monthly Total	718,598	721,852
Nett Increase	9,817	3,254
Population Ratio	10.71	10.74

The above figures include:

Total Free Licences to the Blind	1,624	1,636
Total Paid Experimental Licences	1,293	1,320

FRED THOMPSON (etc.)— (Cont. from page 2 Col. 3)

dependent service to the large army of advertisers who are desirous of entering this field, and who feel that they want to have their business handled by somebody who really knows the subject thoroughly and is not just a theory merchant.

Mr. Thompson has been successful in obtaining the services of the clever son of what Mr. Thompson considers to be a very brilliant father, to wit, one Bruce Anderson, who is the son of Mr. Oswald Anderson, the well known radio identity.

Since Bruce Anderson's entree into commercial radio circles, he has proved himself most adaptable and certainly most efficient, particularly in continuity writing which these days has become a very necessary and specialised section of radio activities.

Mr. Thompson feels that he will be able to render a very material service to the industry in general, and considering the large army of friends he has, associated both in the advertising and radio field, one cannot but expect that he will make a success of this new venture, and will undoubtedly perform a really valuable service.

His entry into this field is welcomed by all, and we join with his friends in wishing him every success.

His office will be found at Lisgar House, Carrington Street, Sydney, and his 'phone No. is B 4276.

(Below) 2HD Newcastle Joy Club Party at Central Hall



1500 young people attend 2HD's Saturday Morning Party at Newcastle.

COUNTRY BROADCAST- ING MANAGER

MR. G. H. ANDERSON has been appointed Manager of Country Broadcasting Services Ltd., which has secured licences for stations at Orange and Narrabri. The power of the Orange Station will be 2,000 watts, making it the most powerful "B" class station in New South Wales and equalling the most powerful "B" class station in Australia. A similar licence has been granted for Narrabri.

Country Broadcasting Services Ltd. has been formed primarily by the Graziers' Association of N.S.W. and Country Life Newspaper Co. Ltd., and its special aim is to get the country a better broadcasting service. The nominal capital of the Company is £50,000.

Mr. Anderson was born in Tasmania and was educated at Hutchin's School, Hobart, where his father was headmaster. For four years prior to the War he was employed as an engineer on the Tasmanian railways and when he began his service he was the youngest engineer on the railways. He served four and a half years with the A.I.F. and was promoted to Lieutenant in 1918. At present he is captain and officer commanding a field Battery, A.M.F.

Mr. Anderson has extensive business experience and for the last several years he has been assistant general secretary of the Graziers' Association of N.S.W., which has a membership of over 8,000. Mr. Anderson is well-known to country people and has a reputation for organising ability, enthusiasm and initiative. "Give the country the broadcasting service it desires and needs" is his slogan.

BROADCASTING BUSINESS

Vol. I.—No. 42
FRIDAY,
26th JULY 1935

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

Letter to The Editor . . .

Mr. Dave Worrall Replies

"Editor,

I am sorry that you published the article from "Export Advertising." It was meant for foreign consumption only! I cordially agree with my critics that it is on the conservative side and I wish to apologise, particularly to our Newcastle friends, for forgetting all about them.

As we went in the Golden Gate at San Francisco a charming American woman was pointing out the sights to Mrs. Worrall, and a woman from Newcastle drew her on one side and whispered to her, "Don't let her get away with it. We're going to say we've got just as good back at Newcastle." As an old Newcastle resident, I admired her spirit, if not her veracity. When I left the "coaly" city years ago the Newcastle City Council gave me a certificate under Seal of the Council saying what a good booster I had been for Newcastle. Alas, how I have fallen from grace!

"But I was not a seller in the United States, I was a buyer. Some years ago we could get Australian rights on American transcriptions for about \$8.00 per episode, then somebody from Australia (I don't think it was from Newcastle) went across there and told the transcription manufacturers how important we all were and bought, I think, one programme for which he paid \$40.00 per episode for one station. I don't think he has ever bought anything else, but the cost of transcriptions to Australia was very promptly trebled.

When I got there I found that these good people were saying, "There are 51 stations in Australia and we ought to get several hundred dollars per transcription for Australian rights." Can you wonder that I failed to become enthusiastic about the importance, coverage and purchasing power of our 50-watt stations (I really did forget Newcastle!) and as none of us are getting any business direct from the United States the only harm that has been done to anybody that I can see is to the feelings of some of our country friends.

We should be prepared to pay fair prices for transcriptions, but it is against the interests of both makers and users

to inflate prices to a point where we cannot take a reasonable quantity of the best. And compared to the U.S.A. stations of 50 kilowatts with millions of listeners in their primary coverage area, we are all just "dinky" little radio operators, although I'm still willing to admit that 3DB is a good station.

I think Mingay played a low trick in publishing my effusion for home circulation, and I insist that he act for me when the injured New South Welshmen come to town and soothe their spirits with copious draughts of beer.

Sgd. David T. Worrall,
Manager, 3DB

P.S. I'll care for the Victorians, and the Queenslanders drink too much anyway."

(There's no doubt that Dave Worrall would get out of gaol, if the above letter is any indication of his ability in that direction. What can you say to him now?

It will be interesting to know who the "somebody from Australia" was. After all, one can certainly pay a very high price for various articles if one likes to shout from the housetops, telling everybody one is a millionaire. Apparently Dave has been through the mill before and knows what America—and any other country—really is in that direction. After all, if you are willing to pay a big price, then the other man would be very foolish not to please you.—Ed.)

2TM HEARD IN CANADA

All the way from Ontario comes the report that Station 2TM, the live-wire station in the Northern part of N.S.W., has been heard by Mr. Bill Savidge of King Street, East, Hamilton, Ontario, Canada, who heard the station on April 27.

An 11 valve Marconi receiver was used, and despite fading, the announcements could be heard quite distinctly.

While 2TM is quite thrilled about being heard over such a long distance, they are nevertheless more concerned with the excellent coverage they are getting around 50 miles of their station.

2TM's popularity around Tamworth and outlying districts is growing every week.

NARRABRI 2NZ

It is understood that the Narrabri station 2NZ which will operate on 256 metres 1,170 kc., sharing a channel with 4TO Townsville, will have one studio located at Narrabri and the main studio in Sydney.

Direct telephone lines will link these studios with the actual transmitting station. 2,000 watts will be the power, and the Country Broadcasting Service Co., are now arranging for the station equipment.

GOSFORD RACES

Last week 2HD and 2UW inaugurated a service whereby the Gosford Races, which are usually broadcast through 2HD Newcastle, were relayed through 2UW Sydney.

Gosford is a very popular race meeting, and this further gives an indication of 2UW's public service.

SUCCESSFUL 2HD TRANSMISSION

On Saturday night last the transmission from Cessnock through 2HD and then through 2CH turned out "trumps."

The interesting sketch given of a miner's life, wherein the miner works hard to get his son out of the mines and follow another profession was put over in an atmosphere which was extremely life-like. The production was a credit to 2HD.

BROADCASTING BUSINESS

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EDITORIAL & PUBLISHING
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Telegrams: "B7188 Sydney"

Licence Movements in Country and City Areas

SEVENTY-ONE PER CENT. PROGRESS

HOW many homes within 50 miles of any particular broadcasting station are equipped with radio? That question is of paramount importance to radio advertisers, broadcasters, radio traders and manufacturers. Reduced to a percentage, it affords a "yardstick" of substantial dimensions.

The movement, up or down, but mostly up, of the principal cities and towns, gives a bird's eye view of how radio is permeating the National life of Australia.

The following list gives the percentage of radio homes at December 31, 1934 and March 31, 1935.

It will be noticed that Maryborough slipped from 22 to 19 per cent., and Cairns from 8 to 7 per cent., probably on account of the Summer static in those regions. The opening of the Cairns station should improve matters.

No progress was made during those 3 months by Geelong 53, Albury (N.S.W. Section) 38, Launceston 34, Hamilton 33, Shepparton (Vic. Section) 31, Broken Hill 30, Toowoomba 30, Warwick 26, Corowa (Vic. Section) 24, Albany 24, Mt. Gambier 23, Townsville 22, Gunnedah 21, Ulverstone 18, Collie 17, Lismore (Q'land Section) 14, Wiluna 5. The outstanding progress was made by Albury which, at December was 26 per cent., and went up to 38 per cent., at March last. Mildura (N.S.W. Section) and Kalgoorlie went up 3 per cent. Several went up 2 per cent., and the balance progressed one per cent.

The fact that 71.3 per cent. of centres recorded, show progress, while 25.7 per cent. remained steady and only 3 per cent. retarded, is further proof of radio growth in Australia.

Percentage of Radio Homes

Per cent.	At at December, 1934	As at March, 1935
62	—	Melbourne
61	Melbourne	—
58	—	Sydney
56	Sydney	Adelaide
53	Adelaide	Mt. Gambier (Vic.)
53	Geelong (ex. Melb.)	Geelong (ex. Melb.)
52	Mt. Gambier (Vic.)	Perth
52	—	Crystal Brook
51	Crystal Brook	Renmark
49	Perth	—
49	—	Pt. Pirie
48	—	Murray Bridge
47	Pt. Lincoln	Pt. Lincoln
47	Pt. Pirie	—
46	—	Hobart
45	Hobart	Brisbane
44	Brisbane	Ballarat
43	Ballarat	—
42	—	Newcastle
42	—	Wollongong (ex. Syd.)
41	Wollongong (ex. Syd.)	Corowa (N.S.W.)

40	Corowa (N.S.W.)	—
40	Newcastle	—
38	Albury (N.S.W.)	Albury (N.S.W.)
36	Katanning	Katanning
35	—	Mildura (Vic.)
34	—	Shepparton (N.S.W.)
34	Moss Vale	Devonport
34	Mildura (Vic.)	Moss Vale
34	Shepparton (N.S.W.)	—
33	Devonport	Burnie
33	Launceston	—
33	Hamilton	Launceston
32	Burnie	Hamilton
32	Sale	Burnie
31	Horsham	Sale
31	Shepparton (Vic.)	Horsham
30	Broken Hill (ex. S.A.)	Canberra
30	Canberra	Shepparton (Vic.)
29	Toowoomba	Queenstown
29	Rockhampton	Broken Hill (ex S.A.)
28	Queenstown	Rockhampton
28	Swan Hill (Vic.)	Toowoomba
27	—	Swan Hill (Vic.)
27	Goulburn	Albury (Vic.)
26	Wagga	Goulburn
26	Albury (N.S.W.)	Wagga
25	Bendigo	Mildura (N.S.W.)
25	Warwick (Q.)	—
25	Mildura (N.S.W.)	Bathurst
24	—	Dubbo
24	Bathurst	Merredin
24	Corowa (Vic.)	Wagin
23	Dubbo	Corowa (Vic.)
23	Albany	—
23	Merredin	Albany
22	Mt. Gambier (S.A.)	Mt. Gambier (S.A.)
22	Wagin	Tamworth
22	Tamworth	Swan Hill
21	Maryborough	Ayr
21	Townsville	Townsville
21	—	Geraldton
21	Gunnedah	Gunnedah
20	Geraldton	Grafton
20	Grafton	Lismore (N.S.W.)
19	Swan Hill (N.S.W.)	Narrogin
19	Lismore (N.S.W.)	Orange
19	Narrogin	Bunbury
18	—	Maryborough
18	Bunbury	Kalgoorlie
17	Ulverstone	Ulverstone
17	Orange	Northam (ex. Perth)
16	Collie	Collie
16	Northam (ex. Perth)	—
15	Kalgoorlie	—
14	Lismore (Q.)	Lismore (Q.)
14	Mackay	Mackay
11	—	Warwick
10	Warwick	Warwick
8	Cairns	—
7	—	Cairns
5	Wiluna	Wiluna

MR. G. H. ANDERSON



General Manager of Country Broadcasting Services, Ltd.

ORANGE COMMERCIAL STATION

A.W.A. Gets the Job

The work of designing and constructing the new Orange station 2GZ, which will operate on 990 kc 303 metres, has been secured by A.W.A.

The station will be owned and controlled by Country Broadcasting Services Ltd., and will be of 2,000 watts unmodulated in the aerial.

This is a locality long forsaken by wireless activities, and it is anticipated that the introduction of this station will assist Orange and its district in no mean order.

Recent Releases

COLUMBIA

DOX.472 — "If You Were The Only Girl" Memories. In Two Parts. Carroll Gibbons (Piano) and His Boy Friends.

Only when a composer strikes a particularly big hit is attention focussed on his other work, and so when Nat D. Ayer visited London recently and his famous old "If You Were the Only Girl" became a fresh topic, many folk were asking what else he wrote. Here is the answer, supplied by Nat D. Ayer himself supervising this exclusive recording of his biggest hits. A record of a unique set of "memories" well worth having.

DOX.470—"Comedyland Vocal Gems" in two parts. Played by The Columbia Light Opera Company.

Broadcasting Gossip

THE broadcast by Madame Muriel Brunskill last week over Stations 2CH, 2UW, 2HD, 2GN and others, proved extremely successful. Sponsored by Amalgamated Wireless, it enabled listeners to hear a world-famous artist, which might otherwise have been denied them.

Chief Secretary Chaffey of the N.S.W. Government, visited Newcastle races last week, but denied that it had anything to do with Government action in connection with S.P. bookmakers. If he stops wireless broadcasting of race results, it is to be hoped he will stop publication of newspapers on Saturday afternoons.

2UE and also 2KY have altered their children's sessions recently, and no further birthday calls will be given. The real youngsters will no doubt welcome the change, but some of the adults will kick. Progress in programme technique must be made, even if some people are disappointed.

Wouldn't it be great if all commercial stations would stick by their rates. We wonder whether they have ever looked at Regulation 60 (2) which states that advertising charges shall be made available without discrimination to any person or firm. What can the Federation do with that one? Maybe the P.M.G.'s Department could do what the F.C.C. are doing in U.S.A.

Catts-Patterson advertising service of Sydney are now handling the Exide Battery account.

Regal-Zonophone

G.22394 — "Talkin' To Myself" (from film "Gift of Gab") and "Roberta—Smoke Gets in Your Eyes," sung by Ruth Etting.

G.22366 — "The Wyoming Trail," and "Pining For the Pines in Carolin" sung by Joe Smith (The Colorado Cowboy) with violin and guitar.

G.22367 — "In the Little Shirt that Mother Made For Me," and "Mrs. Jimmie Rodgers' Lament," sung by Bradley Kincaid with guitar.

G.22304 — "Why Am I Blue?" and "Two Cigarettes in the Dark," played by Billy Cotton and His Band.

G.22339 — "I'll Take You Home Again, Kathleen" and "The Ship That Never Returned," sung by Bradley Kincaid.

What could be more welcome in music than a modern recording of these two well-loved Irish ballads, particularly when sung by that favourite singer Bradley Kincaid.

G.22337 — "Bachelors' Blues" and "Penitentiary Blues," sung by Smiling Bill Carlisle, a new yodelling artist.

Bill Carlisle can be described as the Yodeller with a smile in his voice despite the fact that in this, his first record, he gives us two "Blues."

MAKE NEWCASTLE BUY YOUR GOODS . . .

ADVERTISE WITH

2 HD

Results Assured

Write Box 123 Newcastle or E. A. Wood (BW 2211), C/- A.W.A., 47 York Street, Sydney, N.S.W.

The tea marketing bureau sessions over 2GB is an excellent example of what co-operative advertising can really do. This session is good because it is different.

Warren Penny is back on the air, and has joined 2UE. After having broadcast over the NBC, had a look-see at the B.B.C., to arrive back to hear the A.B.C., he naturally has a lot of new ideas. Said to be good looking, and claims to be only 25. What a catch for the ladies—that is, providing he is not married. Is he?

A slight rearrangement of the announcer's roster at 2CH. Last Monday (22), Keith Howard took over the night session. Mr. Cochrane takes over afternoon sessions.

Commencing August 5 2CH promises a surprise announcer on the early morning session to team with the ever-popular Stuart Beattie.

A BRIDAL PROCESSION

A very novel idea for cashing-in on weddings, was illustrated recently, when Station WADC developed a list of newlyweds as a tie-in with a furniture company.

Names of all couples applying for marriage licences were read over the air, and they were invited to come into the store and receive a free gift with the best wishes of the management.

The gift was of unimportant value, but the idea is to get the future housekeepers into the store.

RATES UP IN U.S.A.

It is reported from Washington, U.S.A., that despite the unsuitable time of the year, nevertheless a general upward trend in advertising rates over the various commercial stations in U.S.A., is taking shape.

A steady stream of new rate cards indicates that everybody except 100 watt stations, is following the example set by the N.B.C. and C.B.S. in boosting their charges. This is interpreted as a sign of confidence and evidence that the custom of the Spring drop will be less severe than in former years.

The Story Behind the Figures

FIGURES are generally facts—at least the licence figures released by the Postmaster-General's Department, which controls radio in Australia, can be accepted as facts. The licence position at June 30 compared to the same month in 1934 and 1933 will surely afford any radio advertiser, service agency or station considerable food for thought.

Upon examination, one is inclined to ask why only a net increase throughout the Commonwealth during June, of 3,254? What caused the cancellations to jump to 12,847? Why were there less new licences issued in June as compared to May?

For purpose of comparison, readers will find June figures for 1935-34-33 published herewith. The reason is to show a comparison, the "boom" figures of the 1934 test match year with a normal year of 1933.

It will be noticed there was an improvement in new issues last month of 1,315 at 16,101, as compared to 14,786 in June 1933, or 8.8 per cent., but there was a substantial reduction from the 30,342 new licences recorded in June 1934—the test match year. The net increase for the month of June of only 3,254 nearly reaches the previous low level record of April 1932, when the net gain throughout Australia was only 3,106.

Renewals Up 37.8 Per Cent.

Renewals went up to 61,901 as compared to 44,406 in June, 1934, a gain of 37.8 per cent., and also compared to a 27 per cent. gain for June 1934, as against June 1933.

Cancellations are the problem. A new high figure of 12,847 was recorded during last month. In July of last year 7,955 cancellations were recorded, so this year is more than a 50 per cent. increase on a previous high record.

What is the reason for nearly 13,000 people omitting, or not desiring to renew their listeners' licence, for which they must pay 21/- at the Post Office?

Programmes

Is it because of the standard of programmes play in the National service or the Commercial stations, or both? There is a large body of opinion protesting against the general entertainment value of the A.B.C. programmes, but would that account for an additional 6,209 people failing to renew, as compared to May?

What part does the commercial programme play in this extreme figure of lost listeners? Possibly an answer to this will be forthcoming.

Radio sets are, if anything, cheaper to-day than previously. Cut-price wars

Comparison of Licence Figures

OVER PAST THREE YEARS

New South Wales

	1935 May	1935 June	1934 June	1933 June
New Issues	5,798	5,768	10,131	5,304
Renewals	20,141	22,777	17,169	13,477
Cancellations	2,241	4,523	1,612	2,042
Monthly Total	277,921	279,166	227,289	178,387
Nett Increase	3,557	1,245	8,519	3,262
Population Ratio	10.50	10.53	8.66	7.00

Victoria

New Issues	5,116	4,716	9,433	4,811
Renewals	18,652	20,482	15,362	12,330
Cancellations	2,176	4,323	1,779	1,175
Monthly Total	236,853	237,247	207,324	171,318
Nett Increase	2,940	394	7,664	3,636
Population Ratio	12.89	12.90	11.36	9.46

Queensland

New Issues	1,955	1,913	3,563	1,237
Renewals	4,847	5,739	3,474	2,873
Cancellations	613	1,298	636	477
Monthly Total	66,931	67,546	52,185	36,314
Nett Increase	1,342	615	2,927	760
Population Ratio	6.97	7.02	5.50	3.72

South Australia

New Issues	1,619	1,661	3,700	1,739
Renewals	6,244	7,423	5,155	4,042
Cancellations	627	1,432	626	378
Monthly Total	76,286	76,545	64,303	50,261
Nett Increase	992	229	3,074	1,361
Population Ratio	12.94	12.97	10.94	8.49

Western Australia

New Issues	1,296	1,298	2,332	1,220
Renewals	3,242	3,798	2,157	1,333
Cancellations	614	691	396	69
Monthly Total	40,650	41,257	31,476	20,604
Nett Increase	682	607	1,936	1,151
Population Ratio	9.18	9.29	7.15	4.87

Tasmania

New Issues	671	744	1,173	475
Renewals	1,298	1,682	1,089	863
Cancellations	367	580	249	175
Monthly Total	19,957	20,121	16,582	12,593
Nett Increase	304	164	924	300
Population Ratio	8.62	8.76	7.14	5.59

Commonwealth

New Issues	16,455	16,101	30,342	14,786
Renewals	54,424	61,901	44,406	34,918
Cancellations	6,638	12,847	5,298	4,316
Monthly Total	718,598	721,852	599,159	469,477
Nett Increase	9,817	3,254	25,044	10,470
Population Ratio	10.71	10.74	9.00	7.14

have been going on in Melbourne, Adelaide and even Sydney. Yet Victoria had 4,323 cancellations, only 200 less than N.S.W., and Adelaide more than doubled its lost listeners last month. It surely cannot be anything to do with the price of radio sets?

Other Reasons

On the other hand, is it possible to say that many thousands of Australian people who are travelling abroad just now and not using their wireless, did not arrange for the renewal thereof? Still another thought. During May 1934 (test matches) 21,856 new licences were issued, 30,342 during June and 31,470 during July. Can it be true that several thousands purchased radio sets on all sorts of "terms," no deposits etc., and now—or since they signed the dotted line—find they cannot keep up the payments, and so the set was repossessed? There would be no reflection of that condition until their 12 months listeners licence was due for renewal.

Let us compare the number of cancellations in May this year with the new issues during May last year. The former was 6,638 while the latter totalled 21,856, a percentage of 30.3. Now in June this year there were 12,847 cancellations, and in June 1934, the new issues totalled 30,342, a percentage of 42.3. This shows an increase of 40 per cent., in the June ratio, as compared with the May ratio, and it is this 40 per cent. ratio that takes some digesting.

Steady Increase

The most satisfactory point is that the population ratio of licences to one hundred people steadily climbs up and at June was 10.74 compared to 9.00 in

1934, 7.14 in 1933, 5.67 in 1932, 5.12 in 1931 and 4.88 in 1930.

Despite any concern at the huge cancellation figures, it is gratifying to know that 16,101 new families were added to the radio listeners last month, and that represents over 65,000 extra people to hear the programmes—of which at least 75 per cent., will prefer the commercial stations.

Average Comparison

The June figures of 16,101 new families compare favourably with the average of the past six months of 13,428, but not so favourably with the 1933 monthly average of 13,582. That is a point which must be considered, but to take the first six months of 1933 as a more equitable comparison, one finds that the total new issues from January to June 1933 was 75,768, a monthly average of 12,628. On that basis this year's figures look much better.

Furthermore, as only 46 per cent. of the total new issues for 1933 were recorded during the first six months, and as this last six months was better than the same period in 1933, it would be reasonable to assume that "barring accidents" over 95,000 new issues will go up on the board during the ensuing six months at a monthly average of over 15,800 new families.

On July 1 there were 721,852 Australian homes fitted with wireless, representing a listening public of nearly three million people. Is it any wonder that commercial broadcasting attracts advertisers who know a good thing when they see or hear it?

It does not matter what analysis you take, providing it is fair and comparable, the result testifies to the continued and increased public acceptance of broadcasting.

3AW

PROVIDES
ADVERTISING
THAT

SELLS

BROADCASTERS FIGHT PRESS

Case on Appeal in U.S.A.

The National Association of Broadcasters in U.S.A. (known as N.A.B.) has started out to raise funds on behalf of KVOS, a station at Bellingham, Washington, to help defray the costs incident to the appeal of the Associated Press from the decision of the Federal Judge in the radio press controversy.

Protests have been received from a number of newspaper-owned broadcasting stations against this action of N.A.B. The protests to N.A.B., more or less uniform in content, contend that the proposal was entirely uncalled for, and beyond the province of the N.A.B. They argue that the effect might be to arouse the ire of the entire newspaper field.

The case in question is that in which Judge Bowen last December upheld the unrestricted right of radio stations, to broadcast news once it is published in the newspapers, and upholding the right of radio as a faster means of news dissemination to broadcast such news.

The suit was brought by the Associated Press against the Bellingham station, and an appeal was taken to the Circuit Court of Appeals in San Francisco by the former organisation. Former Senator C. C. Dill of Washington, has been retained by KVOS.

"Flop"—Not a Flop!

"Flop," the 2BH Manager's dog, continues to hold popular favour among the 2BH listeners.

"Flop" is a thoroughbred retriever, and was originally named "Ambrose Umphill-see." He secured his nickname "Flop" as a result of his extreme laziness for the first few weeks of his residence at 2BH station. He has now become acclimatised however, and is to be seen scampering over the hills which surround the station, until just at the commencement of the Children's Session, when he presents himself at the studio door and plays his part in barking and wagging his tail furiously for the kiddies. He apparently gets as much enjoyment out of this Children's Session as the "kids" do themselves.



2HD's NEWCASTLE JOY CLUB PARTY, WAITING TO GET INTO THE CENTRAL HALL

Another Australian visits U.S.A.

American Trade Press Reports A. E. Bennett

Following on the recent report of a press interview in U.S.A. by David Worrall, Manager of 3DB and his reply to critics published in this issue, readers will no doubt be interested in what "Variety" has to say regarding Mr. Bennett (Managing Director 2GB) and his opinions. Read it for yourself.

(Extract from "Variety" New York, Wednesday, June 5, 1935 Page 35).

WAX RULES AUSTRALIA

95 per cent. of Yankee Programmes Okay

A. E. Bennett, President of Commercial Stations Trade Association, Explains Dependence of Australia Upon American-Made Radio Discs

RETURN of more prosperous times in Australia plus the acceptance by the Antipodes of American-made wax programmes opens up a vast field of radio development. This is the opinion of A. E. Bennett, president of the Australian Federation of Broadcasting Stations and Station 2GB, Sydney, who is in New York for about a month from Australia. Fact that American plots, accents, actors and zip are popular overseas simplifies the advertisers programme problem in invading a far-away market.

Bennett compared the widespread use of American transcription programmes in his country with the way U. S. films have swept into favour in Australia. Radio listeners now are accustomed to and even demand American voices, productions and players heard in transcription programmes much the same as they look for them in pictures.

Australia's commercial stations (so-called class B) use about 50-50 between transcription programmes and broadcasts of live talent, according to Bennett. Reason for this is the current dearth of local radio talent. He regards the high quality of transcription programmes made in the United States as one of the prime reasons for the growth of commercial broadcasts in his country.

Not only have these American-made wax broadcasts made possible more business for the privately operated Australian stations, but their use has prompted local stations producers to raise the standard of their programmes and to develop native talent. Bennett pictured American transcription programmes as educating radio audiences to higher entertainment and prompting the station officials to enter into active competition with the U. S. wax broadcasts.

Only 5% of American transcription programmes are not suitable for use in his country, Bennett has found. Bennett is buying programme series for his own station and 14 others.

Australia has 50 commercial broadcasting stations while the government controls twelve. Formerly about 75% of the listening radio audience tuned in on the federal stations. But a recent survey revealed that only about 25% go for the government operated programmes, while at least 75% now are listening to commercial broadcasts.

Bennett figures that there are approximately a million radio listeners at the present time out of Australia's 7,000,000 population and avers that there has been a 33% increase in radio owners annually for the last three years in his country. A positive check is possible because every radio owner must pay the post office department a license fee of \$4 annually.

Because Australia is the one nation in the world which has privately owned stations operating in competition with government stations, Bennett pointed out that a striking comparison was possible in the popularity of the cultural and commercial types of programmes.

He estimated that the average 15-minute programme in Australia costs about \$40, the actual price, depending, as in the U. S., on the popularity and scope of the station.

Eric Colman, a brother of Ronald Colman, is chief announcer for 2GB, his Sydney station.

Although looked on as a neighbouring country, entirely different conditions prevail in New Zealand, according to Bennett. Radio listeners there have to depend entirely on government owned or propaganda stations. Latter designation is made because they are operated by individuals or organisations for their



MR. A. E. BENNETT

own purposes to a great extent. No commercial announcements are allowed on either type of station.

As a result of these conditions, New Zealand radio owners have to depend on outside broadcasts for the bulk of their entertainment. Although New Zealand is only 1,200 miles from Australia, best reception is obtained from broadcasts originating in California. KF1, Los Angeles, he rated as being the station most frequently caught by New Zealanders.

Recent Recordings

G.22336 — "The Hobo and the Cop" and "The Cowboy's Lullaby," sung by Goebel Reeves.

G.22207 — "I Want Someone to Love Me," fox-trot and "It's Hard to Say Good-bye," foxtrot ballad. Played by Sol Hoopii and His Hawaiian Quartette.

G.22354 — "Happy Memories," two sides, rendered by The Pavement Artists. The Pavement Artists bring to you some of the glamour of street entertainment, with a generous helping of the good old songs.

G.22355 — "Faust, Vocal Gems," Part 1 and Part 2. Sung by the Classic Opera Company (with orchestra).

Everybody will remember that beautiful record of "Trovatore" vocal gems (G.22356); now comes another by the same splendid singers, this time incorporating the best items from "Faust."

G.22359 — "National Emblem March" and "Wellington March," played by the Metropolitan Police Central Band conducted by Fl. Lt. J. H. Amers.

G.22357 — "Sing, You Cowboy" and "The Prairie is a Lonely Place at Night," sung by The Hill Billies, with novelty accompaniment.

G.22358 — "The Last Lullaby" and "Mother, the Best Friend of All," sung by Master Billy Hill, Boy Soprano (with organ).

G.22356 — "Tunes From the Tyrol" and "Moonlight Kisses," played by the Cafe Colette Orchestra conducted by Walford Hyden.

WHY RADIO?

By Ben. Sullivan, of Goldberg's Radio Division

PUBLICITY organisations are faced with no more interesting problem than the future of broadcasting as an advertising medium. Every day brings to light more conflicting views of Radio in business. Where one big firm cannot be persuaded that it will pay, another similar firm on the opposite side of the street finds it worth while to buy eight hours a week on the air. Which is right? The answer is in the amazingly fast growth of commercial broadcasting.

Good commercial programmes, broadcast from the right stations at the right times, pay. But do they pay as well as press advertising? Since the success of radio advertising depends on the memory, it is not so easy to answer. If the broadcast succeeds in creating a vision in the listener's mind, the announcement will be remembered. "Then why risk it?" ask the disbelievers. Radio replies — because thousands listen to the radio who never buy or read a paper; because we have learned how to use radio; because the stage has been reached when merchants can safely entrust selling to those whose occupation is the development of Radio as an advertising medium.

And the future of Radio advertising. Facing facts, can commercial Radio continue indefinitely when, in the last two years it has been abolished from Germany, Italy, Ireland and Sweden? Why? In these countries broadcasting failed in its duty to the public by not realising in time that the limitless influence of radio needs careful control and planning ahead. Lack of consideration for the common welfare, and the radiation of unsubstantiated statements brought commercial radio in these places to ill

favour, and finally, to extinction. Expert planning alone can avert a repetition elsewhere.

That the sound progressive advertising over the air should run the risk of being upset by the subversive methods of a small minority cannot be allowed. Many a good firm has broadcast excellent programmes, only to find their selling and entertainment values ruined by bad company on the same wave length, the blame lying equally on agent and station. This was valuable and costly experience for all three parties and everyone learned from it, except the sponsors who were discouraged by the errors of immaturity. For, with very few exceptions, there is no merchandising that cannot be popularised through entertainment. Not professing that listeners buy the goods from gratitude. They don't. But they listen, and listen again, to "anything good." The firm's name is consistently impressed on them (and consistency is the secret of successful broadcasting)—the association is complete. They buy the advertised goods.

Programmes can no longer be thrown on the air—there is too much competition. Up-to-date agencies provide means for the advertiser to judge the values of programmes before committing himself to anything at all. The work of thousands to perfect broadcasting has not been in vain. If your radio advertising has not been successful, blame the intermediaries—don't blame radio.

Everything indicates that the crisis in commercial broadcasting is fast approaching. Some form of re-organisation must be accomplished. In the right hands radio can achieve more for commerce than any other medium.

THE RADIO AUDIENCE listens to what pleases it regardless of what educators or reformers think good for it, and a programme must please the Listener before it can accomplish any other purpose.

Our staff is highly skilled in programme presentation.

WRITE TO

2BH Broken Hill

We serve the biggest area in N.S.W., including the wealthiest mining district in the world.

CANADIAN PERFORMING RIGHTS SOCIETY INVESTIGATIONS

Royal Enquiries

Statements in detail regarding royalties collected, disposal of this revenue, right to levy such toll, and most important, the substantiation of alleged titles of more than 2,000,000 musical works, have been ordered by the Canadian Government in its probe into the activities of the Canadian Performing Rights Society, collecting agency in the Dominion for American Society of Composers, Authors and Publishers, and the British Performing Rights Society.

Scope of the probe was indicated at a preliminary meeting, with Counsel appearing for the following groups—Famous Players Canadian, Canadian Radio Commission, Canadian National Exhibition, Allied Exhibitors of Ontario, Theatre-holding Corporation, Musical Protective Society, Canadian Association of Broadcasters, Hotel Association of Canada, Motion Picture Distributors and Exhibitors of Canada.

To give every person an opportunity to air his grievances, the various groups held several meetings, and the Royal Commission will be presided over by Judge Parker of Toronto.

G.22413 — "Bolero" and "London-derry Air," both played by Larry Adler, The Mouth Organ Virtuoso.

G.22391 — "Don't Let Your Love Go Wrong" and "Stay As Sweet As You Are" (from film "College Rhythm") both sung by George Sorlie, baritone, with piano accompaniment.

Columbia

DOX.469 — "Brewster's Millions," Part 1 and Part 2, sung by Jack Buchanan, and played by Geraldo and His Orchestra, with chorus.

DO.1362 — "Cokey," fox trot, and "Music Hall Rag," fox trot, both played by Benny Goodman and His Music Hall Orchestra.

DO.1339 — "I See Two Lovers" (from film "Sweet Music") and "Beauty Must Be Loved" (from film "Happiness Ahead") both sung by Dick Powell, with orchestra.

LATEST RECORD RELEASES

Regal-Zonophone

G.22387 — "Rhythm of the Rain," fox trot and "I Was Lucky," fox trot (both from film "Folies Bergere de Paris") played by the Casino Royal Orchestra, with vocal chorus.

G.22388 — "Singing a Happy Song," fox trot, and "Au Revoir, L'Amour," fox trot (Goodbye to Love) (both from film "Folies Bergere de Paris") played by the Casino Royal Orchestra, with vocal chorus.

G.22405 — "A Little Angel Told Me So," and "Me Without You" (both from film "One Hour Late") sung by Joe Morrison with orchestral accompaniment.

G.22406 — "Hunkadola," fox trot, and "According to the Moonlight" (both from film "George White's Scandals") played by Harry Rosenthal and His Orchestra, with vocal refrain.

G.22407 — "It's An Old Southern Custom," fox trot (from film "George White's Scandals") played by the Casino Royal Orchestra, with vocal chorus, and "Just a Fair Weather Friend," played by Henry King and His Orchestra, with vocal refrain.

G.22419 — "Sweet Music," fox trot, and "I See Two Lovers," fox trot (both from film "Sweet Music") played by The Rhythm King's Orchestra, with vocal chorus.

G.22420 — "Fare-Thee-Well, Annabelle," fox trot (from film "Sweet Music") and "I'll Keep Warm All Winter," fox trot, played by The Rhythm King's Orchestra, with vocal chorus.

G.22412 — "Flowers Of The Forest," and "Mallorca"—March (by H.R.H. The Prince of Wales, K.G., 1934), both bagpipe solos by Pipe-Major Forsyth.

Latest Licence Figures

May and June, 1935

NEW SOUTH WALES		
	May	June
New Issues	5,798	5,768
Renewals	20,141	22,777
Cancellations	2,241	4,523
Monthly Total	277,921	279,166
Nett Increase	3,557	1,245
Population Ratio	10.50	10.53
VICTORIA		
New Issues	5,116	4,716
Renewals	18,652	20,482
Cancellations	2,176	4,323
Monthly Total	236,853	237,247
Nett Increase	2,940	394
Population Ratio	12.89	12.90
QUEENSLAND		
New Issues	1,955	1,913
Renewals	4,847	5,739
Cancellations	613	1,298
Monthly Total	66,931	67,546
Nett Increase	1,342	615
Population Ratio	6.97	7.02
SOUTH AUSTRALIA		
New Issues	1,619	1,661
Renewals	6,244	7,423
Cancellations	627	1,432
Monthly Total	76,286	76,515
Nett Increase	992	229
Population Ratio	12.94	12.97
WESTERN AUSTRALIA		
New Issues	1,296	1,298
Renewals	3,242	3,798
Cancellations	614	691
Monthly Total	40,650	41,257
Nett Increase	682	607
Population Ratio	9.18	9.29
TASMANIA		
New Issues	671	744
Renewals	1,298	1,682
Cancellations	367	580
Monthly Total	19,957	20,121
Nett Increase	304	164
Population Ratio	8.62	8.76
COMMONWEALTH		
New Issues	16,455	16,101
Renewals	54,424	61,901
Cancellations	6,638	12,847
Monthly Total	718,598	721,852
Nett Increase	9,817	3,254
Population Ratio	10.71	10.74

The above figures include:
Total Free Licences
to the Blind 1,624 1,636
Total Paid Experimental Licences 1,293 1,320

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July 26th, 1935.

BROADCAST AUDIT BUREAU CONTEMPLATED

U.S.A. Association Active

A very important conference was held in New York recently, when representatives of the Trade Associations concerned in broadcasting, advertising and agencies, met, and laid the groundwork for a co-operative independent bureau to authenticate station coverage and audience data.

It will parallel broadly the functions of the Audit Bureau of Circulation in the printed media field.

Called together at the invitation of the National Association of Broadcasters, officials of the Association of National Advertisers and the American Association of Advertising Agencies—groups vitally interested—met in a round table discussion, agreed upon the fundamental theory, and proceeded to hasten the formation of the proposed agency, which would act as a research bureau and clearing house for trade information of the broadcasting industry.

Both the N.A.B. and the A.A.A.A. have enabling resolutions from their memberships, authorising deliberations looking toward creation of an A.B.C. of radio.

It was agreed at the session of the three trade groups, those duly designated committees would convene following the A.N.A. meeting to formulate tangible projects with the hope of setting up a central bureau in the shortest possible time.

The objective is to have the bureau a going concern within 6 months. Broadly, the discussion surrounded division of control of the bureau, on a basis of 40% each to the broadcasters and advertisers, and 20% to the agencies. The latter assuming the lesser proportion because they function both for the advertiser and the medium.

It was tacitly agreed that the bureau should be an independent organisation owing its allegiance to no single trade association or industry, but working co-operatively and in unbiassed fashion, for all three.

There was unanimity of view on the need for such an agency to supply authenticated data about radio coverage, whether from the technical standpoint or of the audience reaction species. The need, it has been emphasised, is for uniform data to displace haphazard and possible biased surveys now produced by stations or by the search bureau for agencies and advertisers. Through such a bureau, for example, advertisers and agencies could procure in standardised, uniform manner, identical data for all stations which subscribe to the bureau, to displace the material now prepared independently by stations, most of which, it is contended, ultimately reposes in yawning wastepaper baskets.

RECORDING ARTISTS EXACT FEES.

THE new organisation called the American Society of Recording Artists, recently circularised all broadcasting stations, advising of the formation of this Society, and informing the stations that they will be called upon to pay from 5 to 15 cents. for each performance of phonograph records, plus a "sustaining" fee of \$5 per month, if they wish "licences" from that organisation. Otherwise a threat of suit is implied.

An income of \$5,000,000 annually has been set, it is understood, as the annual amount to come from broadcasters.

When the first report of the organisation of this Society was published recently, it was recognised as closely conforming to the pattern of the American Society of Composers, Authors and Publishers (in Australia, similar to the Performing Rights Association), now being investigated as an alleged illegal monopoly by the U.S.A. Department of Justice, and the target of pending legislation in the Senate designed to end its arbitrary powers.

At that time it was pointed out that the record outfit apparently had no legal basis upon which to collect royalties. In the first instance, stations pay royalties to A.S.C.A.P., and to other copyright owners whose music they perform, for the right to perform such compositions no matter who performs them. Moreover, there is no legal precedent under which the artist can claim a royalty for playing on a record.

Numerous stations have enquired, since receipt of the circular letter, regarding the moves they should make. The N.A.B. have the matter under consideration, and the N.B.C. are asking the Society quite a lot of questions.

The salient points of the proposed contract are as follow:

Class A stations (1,000 watts and up) pay 15 cents per usage, Class B stations (500 watts to 999 watts) 10 cents per usage, and Class C stations (499 watts or less) 5 cents per usage.

Various kinds of usages are defined, and 3 mins. 45 secs. playing time is generally taken as the standard.

Listed in the Board of Governors of this American Society of Recording Artists, are about 40 outstanding artists, with Gene Austin, instigator of the organisation, listed as Chairman. The list includes Al Jolson, Eddie Cantor, Ben Bernie, Lucrezia Bori, Mischa Elman, and other celebrities.

MORE LICENCES

Four new private stations will be erected in New South Wales in the near future. Companies are being formed at Armidale (2AD), Inverell (2LV), Narrabri (2NZ) and Deniliquin (2QN) in order to operate private stations. Licences have already been granted, but full details are not yet available.

BROADCASTING BUSINESS

Vol. 1—No. 43

FRIDAY

2nd August, 1935

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

Australia v. South Africa Tests

Coming Summer Cricket Broadcasts being Organised by 2UW

Mr. Francis
Levy,
Advertising
Manager
of 2UW



THE entire Australian public, and that includes not only the cricket enthusiasts, but almost everybody, will be pleased to know that 2UW is arranging to give a complete ball-to-ball description of the forthcoming Test Matches between Australia and South Africa, which are to be played in the land of the Springboks.

It will be remembered that 2UW organised the first successful broadcast of cricket in 1930. Later came the Australian tour in 1934 when 2UW again played a prominent part, and in association with the Commonwealth chain of commercial stations, broadcasted the cricket series.

The splendid performance of the South Africans against England during the last few weeks will arouse keen interest in the coming tour of the Australian Eleven, particularly as it is realised that the South Africans are doubly hard to beat on their own ground.

According to Mr. Oswald Anderson, Manager of 2UW, arrangements are now in hand in broadcasting circles, and he is taking the initiative in producing a series of thrilling broadcasts which will be almost as popular as when the Australian team visited England.

The actual cricketers selected will be almost the same as those who visited England, with the exception of Woodfull, Ponsford and Bradman. It is unfortunate that these three, and particularly the latter, will not be able to go to South Africa, but nevertheless, the team which has been selected will put up a very fine showing, and provide plenty of interest for the millions of Australians who will listen-in to these broadcasts between the hours of 7 p.m. and 2 a.m.

500 LETTERS

An average mail of 500 letters weekly is indicative of how effective the Children's Session can really be. Don't forget, it was 500 replies to one announcement in the week, in the form of a little competition run by 2HD Children's Session.

'ARRIS & 'IGGS IN AMERICA?

Mr. Athol Tier of "Mrs. 'Arris and Mrs. 'Igg's" fame, which sessions have been sponsored by Toohey's Oatmeal Stout over Station 2UW for some considerable time, informs "Broadcasting Business" that he has been successful in overcoming the Copyright difficulties which have held up the making of 15-minute transcriptions in Australia for export to America.

This will enable these two popular characters to be heard over the American networks. It will be quite a change to see good records going to the States and some of the good golden dollars coming out to Australia in exchange therefor. It will certainly reverse the procedure which has been in vogue for some considerable time.

Mr. Tier and his partner are to be congratulated upon the success they have achieved, and we feel sure that the American listeners will enjoy these broadcasts just as much as the Australian listeners.

The first Test will be at Durban on December 14; the second Test at Johannesburg on December 24; the third Test at Capetown on January 1; the fourth Test at Johannesburg again on January 31; and the fifth Test will be played at Capetown on February 14.

Reception conditions should be excellent, and as the time will be between 7 p.m. and 2 a.m. it will enable listeners to hear the matches after they get home from work.

The popularity of cricket radio broadcasts is evidenced by the fact that during 1934 over 228,000 new broadcast listeners' licenses were issued throughout the Commonwealth. During the months of May, June, July and August last year, when the Test Matches were being played in England, 111,079 new licences were issued, averaging 27,770 per month, compared to the remaining 8 months of that year, when only 116,934 new licences were issued averaging 14,617 per month. This shows nearly double the number of licences issued during the cricket months than in the balance of the year.

From an advertising sponsor's point of view, seeing that the public listen to these broadcasts, there should be no greater opportunity for telling in an effective manner, their commercial story.

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