

Latest License Figures

JULY AND AUGUST, 1935

NEW SOUTH WALES

	July	August
New Issues	6,384	6,077
Renewals	27,944	26,160
Cancellations	4,819	4,661
Monthly Total	280,731	282,147
Nett Increase	1,565	1,416
Population Ratio	10.59	10.64

VICTORIA

	July	August
New Issues	5,463	5,470
Renewals	22,230	23,876
Cancellations	3,016	3,128
Monthly Total	239,694	242,036
Nett Increase	2,447	2,342
Population Ratio	13.03	13.16

QUEENSLAND

	July	August
New Issues	2,203	1,811
Renewals	6,411	5,954
Cancellations	715	843
Monthly Total	69,034	70,002
Nett Increase	1,488	968
Population Ratio	7.17	7.27

SOUTH AUSTRALIA

	July	August
New Issues	1,912	1,734
Renewals	8,304	8,710
Cancellations	671	1,144
Monthly Total	77,756	78,346
Nett Increase	1,241	590
Population Ratio	13.18	13.28

WESTERN AUSTRALIA

	July	August
New Issues	1,409	1,169
Renewals	4,160	4,015
Cancellations	417	197
Monthly Total	42,249	43,221
Nett Increase	992	972
Population Ratio	9.51	9.73

TASMANIA

	July	August
New Issues	891	1,003
Renewals	1,893	1,915
Cancellations	517	650
Monthly Total	20,495	20,848
Nett Increase	374	353
Population Ratio	8.92	9.07

COMMONWEALTH

	July	August
New Issues	18,262	17,264
Renewals	70,942	70,630
Cancellations	10,155	10,623
Monthly Total	729,959	736,600
Nett Increase	8,107	6,641
Population Ratio	10.87	10.97

The above figures include:

Total Free Licenses to the Blind	1,675	1,698
Total Paid Experimental Licenses	1,329	1,340

ANOTHER NEW ZEALAND "B" STATION CLOSES DOWN

Regret was expressed in the Waikato district (N.I., N.Z.), at the decision of the owners of 1ZH Hamilton to close the station. The explanation given is that the government subsidy has been withdrawn.

With the closing of 1ZH a very old landmark in the Waikato disappears. 1ZH commenced transmitting in August 1929, with a power of 10 watts and a weekly schedule of 15 hours. Increases in both power and hours were made until 1ZH was exceedingly popular in the Waikato where reception from the "A" stations, 1YA Auckland and 2YA Wellington was notoriously bad.

When the Broadcasting Board assumed control of the "A" stations subsidies were made to certain private stations in view of the part they were playing in serving listeners. With the increase in power of 1YA it was found that the Waikato was adequately covered by the Auckland station, hence the subsidy was withdrawn. Another station to follow 1ZH is 2ZR Nelson, one of the most popular "B" stations in the South Island.

Private stations in New Zealand have a very precarious existence as they are unable to sell advertising time. Some of them have been favoured with a government subsidy, but the majority are conducted as a means of publicity for the firm who operates them or by enthusiasts.

EUROPEAN BROADCASTERS QUOTE COMMERCIAL RATES

Broadcasting is now reaching the international stage. Not only are broadcasts from all countries being featured on American stations, but American-sponsored programmes are going out over European transmitters for short-wave consumption all over the world.

A chain of European stations—"Radio-diffusion Europeene"—has also opened offices in Radio City, New York, for the sale of time on the "Chaine Rouge" and the "Chaine Bleue" in France, Italy and Spain. A 15-minute programme, including concert music, on the 60-kw. Radio Toulouse transmitter on Isle de France, is quoted at £53, while the 1-kw. Radio-Bordeaux, and Radio-Agen stations each cost £11. The 60-kw. Poste Parisien costs £73 for 15 minutes. The 6-kw. Radio Morocco in Northern Africa costs only £11 per quarter-hour.

Italy's Chaine Rouge, including the 50-kw. Milan, 50-kw. Turin, 20-kw. Genoa, and 10-kw. Trieste, Florence and Bolzano (total 150-kw.) is quoted at £280 per quarter hour. Radio-Rome (50 kw.), Radio Naples (20 kw.) and Radio-Bari (20 kw.), make up the Italian Chaine Bleue, at £139 for 15 minutes. In each instance above, musical programme material is furnished, together with two 30-second announcements.

Radio engineers will want to watch closely these new trends in commercial broadcasting practice, for it is in the business offices that their own bread is buttered.

September 20th, 1935.

LIVE TALENT UP — TRANSCRIPTIONS DOWN IN U.S.A.

It is reported by "Variety" that radio advertisers in U.S.A., are swinging heavily towards more frequent use of live talent, while transcriptions this year are falling off steadily as business makes healthy gains over 1934.

A substantial switch from "canned" to live advertising, resulting in a 26.7 per cent. increase in the outlay for talent, and a drop of 2.4 per cent., in the expenditure for transcriptions in non-network advertising was reported last month by the National Association of Broadcasters in surveying the result of the first half-year's time sales. This trade group found a major improvement in every sub-division of the broadcasting business, with gross time sales amounting to 17.9 per cent. over 1934.

The degree to which commercial sponsors are willing to pay their money for live talent, was emphasised by a breakdown which disclosed that expenditures for transcription programmes for National non-network accounts, dropped about \$70,000 this year, in contrast to an \$800,000 rise in the expenditure for live talent. In the local field both types of programme showed gain, with the expenditure for transcriptions climbing over \$100,000 and the outlay for talent zooming almost to \$800,000.

Analysing the half-year reports on a percentage basis, the National Association of Broadcasters found that the switch from transcriptions to talent resulted in a material change in the relative importance of various forms of programmes in the National field. Transcription volume last year, holding first place by a fraction of a point, has dropped far behind talent. The proportion of total National non-network expenditures for flesh and blood this year, was 44.7 per cent., as compared with 39.7 per cent. last year, while the transcription outlay this year was down more than 5 per cent., and accounted for only 34.6 per cent. of the total, in comparison with 40 per cent. of last year. In the local field, there was little change, both types dropping fractionally, while records increased from 2.7 per cent. to 3.8 per cent.

PRESTIGE I POPULARITY I LEADERSHIP I 3UZ IT'S PROGRAMMES THAT COUNT No. 2

"MRS. 'OLMES AND MRS. HENTHWISTLE" at 7.30 p.m. every Thursday.

The Original comedy pair of the air, whose success and popularity was so great as to merit the sincerest form of flattery.

Two amazingly successful years' run and still the best-known and most popular feature with Victorian listeners.

3UZ Nilsen's B'casting Service 3UZ

BROADCASTING BUSINESS

Vol 1.—No. 51
FRIDAY,
27th SEPT., 1935

Subscription:
10/- p.a. Post Free
Single Copy 1/-

The Personal Angle in Cosmetic Selling HOW RADIO FITS INTO THE MODERN PICTURE

By Kathleen Court

"I sell cosmetics not only in Australia, but in England, America, South Africa, New Zealand, India and Siam. The Kathleen Court products have found a niche for themselves and a widening market. I receive hundreds of letters a week from women in all parts of the world.

"Apart from those countries in which I sell through the established trade channels, many hundreds of orders come in yearly by mail from such countries as France, Denmark, Holland and China.

"In the very nature of things, the selling of cosmetics is ideally a personal business. It seems more logical to use beauty aids sold under the name of a woman than under some brand name, such as say Melvaya Beauty Aids. "If this be so, and it seems to be, then personal demonstrations and radio advertising are two natural selling mediums."

Pre-Depression Personal Selling

"About 10 years ago I gave, in one of the Sydney departmental stores, my first demonstration in Australia. Both the store and myself were amazed at the crowds we got; at their intense interest and the high unit value of their purchases. Later, I repeated that demonstration, at the same store, with twice the effect. I was learning about this type of selling.

"In those days I got crowds of from 100 to 250 people at a time, and that was considered phenomenal. Now, I sometimes get as many as 2,000 women at one session. The average would probably be about 600. In recent years I have demonstrated in many other stores, in Australia, New Zealand, England, South Africa and the United States. My best audiences were in Melbourne, best, apart from sales volume (which was excellent), because the women were so earnest, so enthusiastic, and so intelligent. This helped tremendously. Next to Melbourne, I place Capetown, Christchurch (N.Z.), Perth (W.A.), and Brisbane, in that order.

"I am writing this without the figures before me, but I believe that to be the correct order, in point of all-round success. I don't know how Sydney would be to-day. It is a difficult city for demonstrations. Some of the stores are not perfectly laid out for it. Also, they appear to be fascinated by the desire to get top prices for "luxury class" cosmetics. I am not in that field. I sell to the good class masses. The so-called demonstrations in the Sydney stores are very small affairs.

"Modern, big scale COSMETIC DEMONSTRATING has never been known in Sydney. Peculiarly, the only failure I have ever approached was in Durban, but here, frankly, although the number of women attracted by the advertising was surprisingly few, the size of their purchases, per individual, was amazingly high.

"Now Durban was one of the few places in which I did NOT have the assistance of radio.

Radio Can Make or Break

"The selling of cosmetics being a personal matter, as I have said, then radio is clearly fitted to the task of bringing the personality of whoever is concerned, before the public in the most directly personal way possible on a general scale. It permits the placing of a personal emphasis on a personal product. If the speaker has a good voice, an attractive radio manner, knows her subject, and understands the correct use of broadcast advertising, then radio will usually succeed. Not always. There are still many uncharted waters in radio.

"For instance, some stations have their most powerful appeal to very young listeners, to the exclusion of more mature people. If one does not happen to know this, and directs the appeal to women of 40, a flop is indicated.

"There are other peculiar things about radio too.

Comparison of Press Advertising With Radio

"Press advertising is now fairly well understood. There are many capable writers of press advertising copy. Many good lay-out men. The nett sales of various publications, too, are capable, nowadays, of pretty accurate assessments. Such advertising is reasonably controllable and fairly easily checked, at anyrate to the extent that you can see that the publication, however far away, did follow your instructions.

"Radio on a widespread scale, is much more difficult. They do it more easily in the United States, but the matter is on a different footing altogether there. Nearly all the conditions are different. Press advertising has this draw-back however. IT IS BEING USED BY TOO MANY GOOD ADVERTISERS. Competition in any issue of a popular publication is becoming too intense for any one advertiser to get consistently good results.

(Continued on page 2)

BROADCASTING BUSINESS

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

30-32 Carrington St., Sydney, N.S.W.
G.P.O. Box 3765
Phone: B 7188 (3 lines)

BRANCH OFFICE:
Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: M 5438, G.P.O. Box 1774
ANNUAL SUBSCRIPTION:
Post free in Australia 10/- p.a.
Post free in British Empire 12/6 p.a.
Post free, Foreign 15/- p.a.
Telegrams: "B7188 Sydney"

PERSONAL ANGLE OF COSMETIC SELLING

(Continued from page 1)

"The cost of this form of advertising is rising. It may become excessive. If competition exists to the point it does to-day, during depressed conditions, what will happen when a boom arrives? Press advertising rates will increase, new advertisers will appear over-night. Old advertisers will want bigger spaces—the advertising agents and the newspapers will employ squads of ex-pugilists to keep at bay the array of would-be-space buyers. Conditions being good, the advertisers may thrive in spite of it, but they will hardly thrive because of it.

"In cosmetics, competition is especially fierce. Due to this, the cost of producing the merchandise is going up, yet selling prices are coming down. A steady influx of newcomers in the industry occurs, increased by depression due to the failure of other business ventures requiring more capital. Anyone who fails in any line, appears to regard the cosmetic field as a means of salvation. So the cosmetic advertisers increase, the use of cosmetics goes up, but the trade must be shared by a tremendously increased number. Only the fittest, or most fortunate will survive.

Radio The Way Out

Radio is very different to press advertising. Naturally, it takes more effort to plan a good radio advertising scheme. It requires personality, of course, but it gives scope to such personality. While you are on the air, you have a chance of holding the field. When you are in the newspaper, your competitors may contradict you from above, below and at the side, while the paper may add to the fun by printing a letter from a distressed minister calling lip-stick users "hussies."

"It seems funny to me as I write this, because, to-day, for every pound I spend on radio advertising, I spend probably two hundred in press advertising. Why is this? I think it is because I have been 'brought up' on such advertising. I find it easier to prepare a press advertising scheme. We all like to take the line of least resistance. Then, too, while I am speaking over one station to perhaps 5,000 women, I can be writing an advertisement that, by a stereo, I can place before 30,000,000 women, in various parts of the world. That seems to simplify the task of reaching wide spread and far-flung markets, but it doesn't necessarily mean press advertising is better. Only that it is easier for an international advertiser like myself. Please remember that, strictly speaking, radio advertising is not allowed in England, New Zealand, or South Africa.

"Some advertisers, like myself, have to advertise in those countries. Of course, one may be able to get a certain amount of radio publicity in all three of the countries I have mentioned. For England one can use the Irish stations, like Athlone, or those on the Continental coast, like Fecamp. These are so near to England that it makes little difference with modern sets.

"Although no advertising in the plain commercial sense, is allowed in South Africa or New Zealand, I have found it possible to get on the air in those countries with a matter of general interest. So long as the name "Kathleen Court" goes over, that is principally what counts. "Whenever I speak over Australian stations I keep the specific "commercial" down to the minimum. It is fatal to bore people, although it is very difficult to bore women on the subject of beautifying themselves, when they can detect

(Continued on page 3)

"Rastus" at 2TM Children's Session



This illustration depicts Rastus, who is creating quite a stir in the Children's Session of Station 2TM, located at Tamworth, N.S.W.

Rastus attends the Possum Club Parties on Saturday mornings, at the premises of P. G. Smith & Co. Ltd., Tamworth.

COMMAND
A
HIGHER
BUYING
POWER
ADVERTISE WITH
3 AW

As there is some query as to his identity in Tamworth, this is being kept a secret, and is arousing quite an interest in the kiddies' activities on Saturday mornings at the premises of that progressive firm of P. G. Smith & Co. Ltd., who, incidentally, find it very profitable to advertise over 2TM.

COSMETIC SELLING

(Continued from page 2)

that you know what you are talking about. Women know bluff when they hear it. They also know when somebody has something worth-while to say. Too many advertisers want to be spectacular. They want to talk about "beauty down the ages" or something like that.

"The radio stations encourage that kind of talk. Women aren't interested in such stereotype and impersonal matter. They are fully sold on the idea of beauty. They want to know the technique. They want it honest, simple and direct. When I demonstrate, I never pick out a good looking woman from my audience. People are not impressed by that, but when I pick out, obviously at random, a quite plain and ordinary looking person, when I invite my audience by a show of hands, to tell me how they think I should make her up, and when, having done so, I produce the inevitable average result, they know there is no fake about that. I then proceed to clean off that make-up, and start to work on my own lines. When the audience sees that plain looking woman emerge, not beautiful perhaps, but certainly quite attractive, they know that I've done the job.

"Murder mysteries may sell a motor spirit, but they won't sell make-up. You have to tell a woman something she didn't know, but instinctively senses is right.

"Summed up, radio is right as an advertising medium for beauty aids, if you have the goods that need to be sold on personality, and if you can get the right personal touch.

"Other things being equal, it should sell personality goods better than the press, but if you choose a wrong appeal or the wrong personality to present the appeal, it's probably as neat a way to bankruptcy as press advertising out of control.

"Radio advertising has a future, i.e., if the radio stations don't get it stopped by an excess of raucous, unintelligent advertising. Fifty words badly done, can antagonise anybody, whereas 500 words well done, can make you long for more. "Brevity is the soul of wit," but if you have an exceptional story to tell, and somebody capable of telling it, don't have the story stifled at birth. Listeners don't get tired of hearing about those things near to their hearts, when the job is done interestingly, sincerely, and effectively. With the advent of television, radio no doubt, will be my sole advertising medium.

H.M.V.

B.8315 — "Congo Lullaby" and "The Killing Song" (both from the film "Sanders of the River"), sung by Paul Robeson, with orchestral accompaniment, conducted by Muir Mathieson.

B.8341 — "Anna From Annacrest" and "Love Is Everywhere" (both from film "Look up and Laugh") sung by Gracie Fields, with Tommy Fields, Douglas Wakefield and Billy Nelson.

Mr. Ben Sullivan To Make Independent Survey of Commercial Radio



Mr. Ben Sullivan has resigned the management of the Radio Division of the Goldberg Advertising Agency Ltd., and will be retained by L. V. Bartlett's Ltd., to make an independent survey of commercial radio in Australia.

Mr. Sullivan has had extensive overseas radio experience, and is an authority on all matters pertaining to programmes, radio surveys and radio copy. He was, for some years, on the announcing staff and was also in charge of the Programme Department of the B.B.C. London. While with the B.B.C. in London, he made several surveys of the listening public in London, and was responsible for the smoothly run wheels of the Programme Department.

Although a comparative newcomer to Australia, Mr. Sullivan's knowledge obtained overseas is standing him in good stead, and we have no doubt that he will make a niche for himself in Australia, so far as radio is concerned.

2UW holds its audience throughout the day and night, with a continuous programme of features and bright entertainment.

2 UW

On the air 24 hours daily

Mr. Sullivan will be pleased to supply any information on radio, if you contact him at L. V. Bartlett's Ltd.

COMPLETING THE TIE-UP

The enterprising nature of 2HD's Management, is definitely proved by the fact that they have arranged to take a full page advertisement weekly in the "Newcastle Advertiser" to publicise their programmes.

Every detail of the programme is published, together with publicity matter regarding outstanding features, competitions, etc.

This is a most successful method of merchandising—having the printed word tried up with the spoken word. After all, everybody learns through the agency of their ears and their eyes, and co-operation between the press and broadcasting stations always proves most effective.

Rates Unaltered at 2BH (Broken Hill)

ADVERTISING RATES - - - SPONSORED SESSIONS

Number of Broadcasts	1 Hour		1/2 Hour		1/4 Hour	
	Day	Night	Day	Night	Day	Night
53 to 104	£ 3 0 0	£ 4 10 0	£ 2 0 0	£ 2 10 0	£ 1 5 6	£ 1 10 0
27 to 52	£ 3 5 0	£ 4 15 0	£ 2 2 6	£ 2 12 6	£ 1 7 6	£ 1 12 6
14 to 26	£ 3 10 0	£ 5 0 0	£ 2 5 0	£ 2 15 0	£ 1 10 0	£ 1 15 0
7 to 13	£ 3 15 0	£ 5 5 0	£ 2 7 6	£ 2 17 6	£ 1 12 6	£ 1 17 6
1 to 6	£ 4 0 0	£ 5 10 0	£ 2 10 0	£ 3 0 0	£ 1 15 0	£ 2 0 0

DIRECT ANNOUNCEMENTS (One Minute)

Number of Announcements	Day Session	Night Session
157 to 312 Each	7/-	9/6
79 to 156 "	8/6	11/-
25 to 78 "	9/6	12/-
7 to 24 "	10/6	13/-
1 to 6 "	12/6	15/-

SCATTERS

Words	Number of Announcements					
	20	40	80	160	312	624
20	6/-	5/6	5/-	4/6	4/-	3/6
50	8/-	7/6	7/-	6/6	6/-	5/6

ADDRESS ALL COMMUNICATIONS DIRECT TO 2BH BROKEN HILL (No Sydney Agent)

MR. SYD. MORGAN
Proves 3KZ's Supremacy



One of the highlights of the Melbourne trip was the squash racquet game between Mr. Dave Worrall, General Manager of 3DB Melbourne, and Mr. Syd. Morgan, General Manager of 3KZ.

It appears that Mr. Dave Worrall has been challenging Mr. Syd. Morgan to a squash racquet game for some considerable time, and they both arrived at the arena full of beans and all ready to go.

However, Mr. Worrall was not up to to his usual form and Mr. Morgan managed to put the boot in properly—in spite of the fact that Dave carried the most weight.

Dave Worrall says he is thirsting for vengeance, and as he is known in Melbourne as the squash racquet expert, Syd. Morgan will have to watch his laurels when next they meet.

As a suggestion—what about a shorter pair of white trousers Dave?

MR. L. R. HEATH of 3HA



A recent appointment in Melbourne was that of Mr. L. R. Heath as Advertising Manager of 3HA, which has been previously reported in these columns. Trained originally for civil engineering, Mr. Heath decided on a commercial career, and as an advertising enthusiast entered 3HA from the advertising staff of the "Age" Melbourne. Here you see him as he looks.

Programmes That Pay

No. 2

By "SCRUTATOR"

Sponsor: The Ever Ready Company (Australasia) Ltd.
Product: Radio batteries, torches, cycle lamps, refills, etc.
Area: Commonwealth.
Number of Stations used: 27.
Programme: 100-word recorded announcements.

THIS Radio campaign offers a good opportunity for examining the advantages to a National advertiser of recording specially prepared one-minute announcements for distribution to a large number of country stations.

With the Ever Ready Company, we have a very large firm whose products are already widely known and used. In some lines they have a practical monopoly in the Australian market. Hitherto it has not been necessary to do much advertising direct to the buying public. Dealers have been well cared for, and only a small proportion of the total amount of advertising has been addressed to "the man in the street." But, with all progressive concerns, policies change with prevailing conditions, and the Ever Ready Company decided to make an extensive approach direct to the public through Radio.

It was necessary to attract the attention of the man on the land. A large number of dramatic 100-word announcements were prepared, some of them rendered more effective by startling sound-effects, and many of them being in dialogue form. These were carefully selected to give the right amount of advertising to each product to meet merchandising requirements. Thirty-six of these announcements were recorded, six to each record, using four voices—two male, and two female. The

records are played in rotation, each station commencing with a different number, so that where the field of one station overlaps into another, the same announcement is in no danger of close repetition. The thirty-six announcements are scheduled to be used over a period of twelve months.

What is the effect of these recorded announcements? In the first place, the very fact that a Radio campaign has been commenced wins addition goodwill from the dealers. The dealer knows that his own efforts to push the products are backed up by the manufacturer—that something substantial is being done to bring the public into his shop.

From the listener's point of view, the sudden change from the ordinary station announcer's voice arrests attention, while the sound-effects insist on a degree of concentration. The announcements are carefully worded to include phrases of practical interest to countrymen, such as "pedigree," and so forth. The sponsors of the campaign appreciate the necessity for talking to the public in its own language, as opposed to strange hybrid phraseology of radio stations. This alone ensures attention and an appreciation that cannot be guaranteed in the ordinary way. The recording eliminates all possibility of error. The sponsor knows exactly what the listener will hear, for no announcement is finally recorded until it has been passed as entirely satisfactory.

In brief, this campaign illustrates the extreme simplicity with which it is possible to impress a selling message on the public, by preparing the right copy beforehand, and recording it with technical perfection. When this has been done, the sponsor can turn to his other responsibilities with the comfortable knowledge that his campaign is under way, and that from one direction at least, he has nothing more to trouble about.

SPECIAL NOTICE.

Re Our Melbourne Office

Readers are advised that as from Tuesday, September 24, Mr. Keith H. M. Denny has taken over control of the Melbourne office of the Mingay Publishing Company, which controls the activities of Australian Radio Publications, publishers of "Broadcasting Business," "Radio & Electrical Merchant," "Electrical News," "Radio Trade Annual," "Radio Review," etc.

The Melbourne office is located on the Second Floor, Stock Exchange Buildings, 422 Little Collins St., Melbourne. Telephone M 5438.

FAMOUS SINGER

Over PHI

Philips Lamps (Sydney) announce an interesting broadcast to take place on October 1, commencing at 12.45 a.m. (E.S.T.). In the studio of the short-wave station PHI, Holland, Madame Maarschalk, the famous Dutch singer will render several items from compositions by Mozart, Schubert and Brahms.

Madame Maarschalk, who was formerly a Miss Wetsels, has an international reputation and is the wife of a prominent official at Philips factories in Eindhoven, Holland.

It Pays To Advertise

By Les. B. Daley, Copyrighted

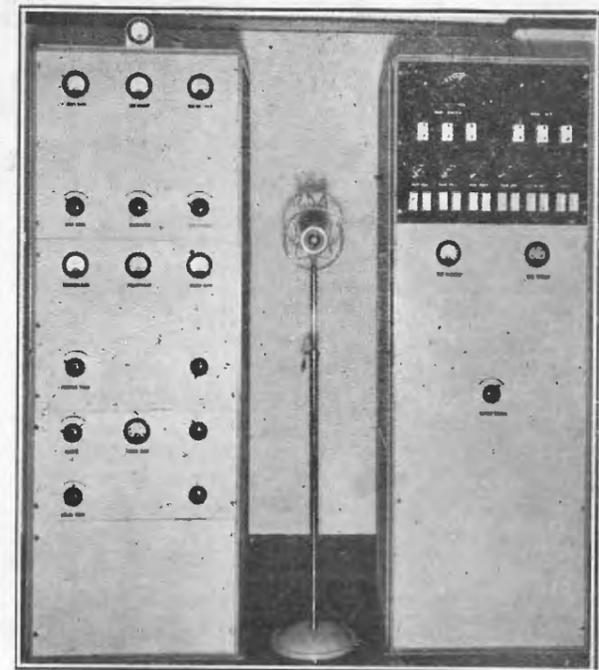
In the days when Caesar's legions conquered well nigh half the earth
They always let the whole world know
The country of their birth;
And the fact of their great fame once
Moved an oracle so wise
To originate that slogan
'IT PAYS TO ADVERTISE.'

Right down throughout the ages
These words have stood the test
They run through history's pages
You will find them if you quest.
Napoleon realised their worth
And Nelson did the same.
To-day the Yanks have proved themselves,
Past masters at the game.
Wherever men foregather beneath God's
open skies
This Yankee boost is proving that
'IT PAYS TO ADVERTISE.'

Here in New South Wales,
It is a quality we lack
We always seem contented
To be standing at the back:
We know we've got the country and
We've got the goods as well,
But no one deems it needful
To get up and ring the bell.
It isn't swank to tell the truth
About the things you've got,
And you'll agree that New South Wales
Is Blest with quite a lot.
So put your shoulder to the wheel
Prosperity's the prize
And boost the corn-stalk State
Because 'IT PAYS TO ADVERTISE.'

Tell the world of the riches
That are lurking in the soil
Of Coal and Gold and Silver, of the
Tin and Lead and Oil,
Let them know of Broken Hill,
Of the Riverina plain,
Of farm-steads on the Hunter
With their fields of golden grain.
Sing about the great North-west,
Where the sun-god holds his sway,
Tell of smiling home-steads that are
Down round Sydney way.
Let the whole world know that
You are there to put them wise,
About the State of New South Wales,
'IT PAYS TO ADVERTISE.'

Talk about your scenery
By Mountain, lake and dell,
Of the wonderful Blue Mountains
Of Jenolan Caves as well,
Tell them of the Hawkesbury,
The water-way of Dreams,
And of the River Murray, mighty
Monarch of the streams.
Boast about your great South Coast
And Kosciusko's might,
Of the Bridge in Sydney Harbour
Showing blue waves capped with white.
Laud your sunny homeland,
From the earth up to the skies
And make the world wake up and say
'IT PAYS TO ADVERTISE.'



Front View of
2KA's New
Transmitter
showing
power supply
rack on right,
Oscillator and
Modulated
Amplifier
on left

Tell about your Diggers
Who have sailed across the foam
And crossed their swords with foemen
To protect their southern home.
Talk about your sportsmen,
Your Bradman and Kippax
Of Kingsford Smith and Crawford,
And your great athletic cracks,
Keep on boosting, boosting,
From Tweed Heads to Cape Howe,
Get right out amongst them,
Get out and tell them now.
From the sunburnt plains out back o'
Bourke

To Kosciusko's peak,
Let it be for New South Wales
Just every time you speak.
Climb up to the furthest height
And bridge the widest gap,
And let them know that New South Wales
Is surely on the map.
And when your task is finished,
And prosperity's your prize,
You'll thank the man who coined those
words—
'IT PAYS TO ADVERTISE.'

VK2ME GOES TRI-LINGUAL

The long-distance short wave broadcasting station VK2ME, operated by Amalgamated Wireless from Radio Centre, Pennant Hills, now makes announcements in French and German as well as English.

It is believed that this will still further enhance the station's popularity abroad, especially in European countries. VK2ME can be heard in every country, but most listeners who write regarding reception are in English speaking countries.

Some idea of the publicity value to Australia of a high-powered, long distance broadcasting station may be gathered from the following.

During the two-and-a-half years ended June 30th last, Amalgamated Wireless received 15,103 letters reporting on reception of VK2ME. The letters were distributed as under:—

North America	8,855
(made up as follows):—	
U.S.A.	8,027
Alaska	3
Canada	770
Mexico	55

Central America	10
South America	45
Europe	2,749
Asia	266
Australia	1,112
New Zealand	1,664
Pacific Islands	129
Trawlers	8
West Indies	49
Africa	107
Miscellaneous	111

Of the 2,749 letters received from Europe, 2,321 came from England and 194 from Scotland, other European countries averaging 6 letters each. Of the 266 letters from Asia, 168 came from India. The American letters included 1,034 from New York and 948 from California. Every state in U.S.A. was represented.

The number of letters received by A.W.A. averages 116 a week over the two-and-a-half years.

VK2ME is favoured with an excellent announcer. In a recent critique of the various long-distance broadcasting stations of the world, Mr. A. M. Pooley, the distinguished publicist, expressed the opinion that the announcer of VK2ME had the nicest voice in all Australia.

Broadcasting Gossip

A note in the latest issue of "Variety" says that managements of picture houses in Sydney are awakening to the fact that radio broadcasts of pictures do not help the box office at all. It is expected, they say, that one big chain will shortly order all air publicity up, and use newspapers solely for advertising. They further add that managers of the pictures and legitimate theatres are going to leave the radio moguls alone in the future. This hardly checks up with facts as we know them in Sydney.

In America there seems to be a tendency for a lot of broadcasting stations to put on "copy acts" which is an imitation of the legitimate performer. As this is hardly ever done in general advertising circles, it is hard to see that it will be successful in radio broadcasting.

It is reported that the N.B.C. in the United States is negotiating an arrangement to cover the Ethiopian War Front, and that this short wave re-broadcast will come by way of Central Europe.

It is not generally known that the Stromberg-Carlson Telephone Mfg. Co., of Rochester (which has a big interest in the Australian Company) has its own 50,000 watt station WHAM, over which they have just placed a new programme dealing with Stromberg-Carlson radio receivers, the spokesman being "The Radio Reporter."

Mr. Cave, Sales Promotion Manager of the Shell Company of Australia, has no need to use caveman tactics at the 3DB rehearsal. Mr. Cave is tall enough to be a caveman, but when he looks at his artists they all "cave in," toe the mark, and one of the best sessions on the air comes to light. So well does it go over that it must be lubricated with the new Shell Oil.

Commencing next Thursday, October 10, from 5.40 to 5.45 p.m., 2UW will broadcast the Homebush Market quotations and sales. This is quite a service to country listeners, and any advertiser interested in sponsoring the session is invited to contact 2UW.

The Hawkesbury Races, which will take place on Saturday, September 28, will be described by Cyril Angles and broadcast over 2UW. This is to be an exclusive 2UW feature. They also advise that at the Farewell Ball to the Australian cricketers from David Jones, all speeches made by the cricketers and items of interest will be broadcast by 2UW—another exclusive feature, and open for sponsorship.

The winner of the 2UW Nicholson's Eisteddfod, who, incidentally, now form the stars of the Southern Cross, will broadcast from that Station on Thursday nights, 10, 17 and 24 of October, from 9.30 to 10.

Special Notice

All readers of this journal, and that includes broadcasting stations, advertising agencies, etc., etc., are hereby notified that in a circular recently received by them asking for certain information regarding transcriptions etc., which mentioned "Broadcasting Business," there was a definite misunderstanding in regard to this matter. Neither the publishers of this journal, nor the journal itself, are in any way connected with any transcription organisation, station, agency, or any other body outside of our own business. Therefore, if any letters or circulars are received under our name, unless they are on our own letterheads and signed by responsible officers, no notice should be taken of them.

Any information desired from stations, agencies etc., by this journal, will be asked for on our own letterhead, and once again we wish to emphasise the fact that we are not in any way connected with any other business.

The Annual Convention of the Federation of Broadcasting Stations will be held in Melbourne commencing Monday, October 28. Interstate and country broadcasters, and others attending the Conference, are advised to book early. The Hotel Alexander in Spencer Street offers a good proposition. It is extremely comfortable and well worth while. Book early, because the Melbourne Cup is on the following week.

Many happy returns to Mr. A. E. Bennett, Managing Director of Station 2GB Sydney and President of the Federation of Broadcasting Stations, who celebrates his birthday to-morrow, Saturday, September 28. May his aerial never run hot.

Mr. E. Gold, Director of Golds Radio Service Pty. Ltd., 380 Ruthven Street, Toowoomba, states that his Company obtained permission to increase the power of station 4GR (300 metres—1000 kc/sec.) to 500 watts. At the moment the station is operating with a power of 50 watts, but we understand that the new transmitter will be on the air at an early date.

A successful meeting of the Australian Women's League was held at Carlton Hotel, last Friday morning. This League is formed by Station 2CH to provide physical, intellectual and social activities for women, especially those who, through various circumstances, spend most of their time in the home (listening to the radio).

The meeting was largely attended and great enthusiasm was shown. Golf and

(Continued on page 12)

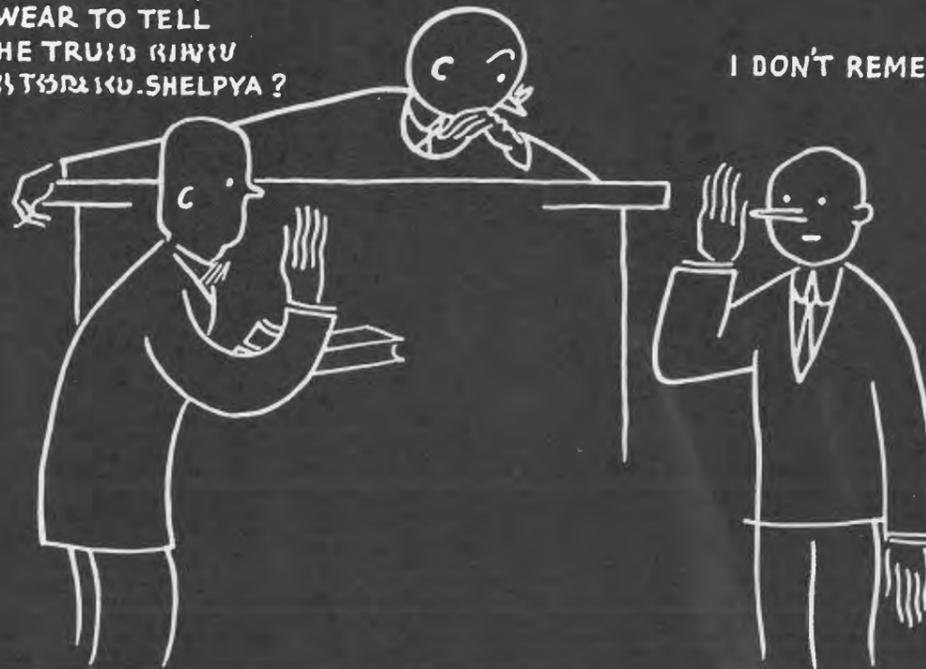
3UZ QUEST FOR THE GOLDEN VOICE OF THE AIR



Mr. R. Walker (Manager Radio Division of A. G. Healing Ltd.) and Mr. A. B. Dawson (Advertising Manager), counting the votes for the finalists in the "Quest for the Golden Voice of the Air." Over 500 entries were received including some of the leading professional singers in the State. The winner was Miss Irene Bennett with over 12,000 votes. She will be heard in the Healing programmes from 3UZ at 8 p.m. each Saturday.

DO YOU, 3.D.B.,
SWEAR TO TELL
THE TRUTH IN HEBREW
לֹא יִשָּׁרְרָא לְךָ שְׁהֶלְפָא?

I DON'T REMEMBER



3DB is Charged with Monopolizing the Victorian Radio Audience

The people of Australia calling 3DB to answer the charges:

- (1) Whereas of the 1,800,000 people in Victoria, 1,000,000 live within 15 miles radius of 3DB's aerials, and 1,100,000 within 3DB's primary service area.
- (2) Whereas nowhere in Australia are listeners more easily reached, and for climatic and other reasons more responsive and more attentive.
- (3) Whereas Victoria, with 3 per cent. of the total area of Australia, has 25 per cent. of the population, and to many thousands of listeners 3DB is their only station; to thousands more it is their first and most frequent choice.

Now 3DB is charged before the bar with monopolizing the radio audience, by reason of the following counts:—

- By securing sole rights to Decca records, including much of Britain's brightest and best music.
- By importing strange, novel, and fascinating music (from Iceland to the Dutch East Indies, from Japan to Alaska), never heard before in Australia.
- By importing so many comic scripts and gags that its lighter programmes sparkle with fun.
- By introducing so much new studio technique that its live programmes, such as the Shell Show, etc., set a new radio standard in Australia.
- By presenting so many new and interesting day-time programmes that housewives are seduced from their tasks.
- By presenting many fresh, vigorous and attractive announcers to the detriment of monotony.
- By being so vital, fresh, happy, and gay as to dispel all gloom—except in the hearts of competitors.
- In short—by being 3DB.

"How Do You Plead?"

... "Guilty, Your Honor, and glad of it!"

THE SENTENCE IS—TO BE DETAINED AT THE PUBLIC'S PLEASURE

3 D B
MELBOURNE

THE HERALD STATION

In Melbourne
'Phone: F 2118

In Sydney
'Phone: B 4186

Radio Survey in Melbourne

Summary of 3 DB's Finding

RECENTLY the Melbourne Herald ordered a Questionnaire to obtain if possible an "audited circulation figure," to determine how its station, 3DB, stood in public favour.

Mr. L. R. Walker, who has conducted research activities for a number of English newspapers, was retained to handle the job. He took offices in the Commonwealth Bank Buildings in Spencer Street, and called himself the "Radio Research Bureau." He had strict instructions that no member of the staff should know for whom they were working.

A canvass of a cross section of all suburbs was organised, every effort being made to arrange that the houses called on represented all classes. A total of 12,000 calls was made in this house-to-house canvass, of which 2,000 were regarded as ineffective since the answers came from children, maids, etc., who were not capable of giving a proper statement as to the family's listening habits.

In addition, 1,000 homes were telephoned during the evening's sessions and enquiries made as to which station the radio set was tuned to and which was the favourite station. Of these, 200 calls were ruled out as ineffective since the answers were either too vague or came from irresponsible people.

The returns were then sent to Messrs. Young & Outen for auditing. This firm was chosen rather than the Herald's regular auditors in order that no question of bias would enter into the check.

The following is the result now issued by 3DB:

House-to-house Canvass: 10,029 answers.

Question 1: "What is your favourite station?"

Station.	Percentage for each Station.
3DB	34.96
Other Stations	
A.	27.82
B.	13.38
C.	5.09
D.	9.28
E.	9.47

Question 2: "To where do you most tune for daytime programmes?"

Station.	Percentage for each Station.
3DB	34.47
Other Stations.	
A.	17.71
B.	20.59
C.	8.75
D.	8.46
E.	10.02

Question 3: "What feature do you like best and where?"

Station.	Percentage for each Station.
3DB	34.44
Other Stations	
A.	27.10
B.	13.63
C.	4.89
D.	10.91
E.	9.03

Telephone Canvass

In the Telephone Enquiry the question was asked: "To what station are you now listening?" The following are the percentages:

3DB.	31.80
A.	24.30
B.	6.90
C.	6.90
D.	17.00
E.	13.10

The question was also asked in the Telephone Enquiry: "What is your favourite station?" and the following was the result:

3DB.	33.73
A.	24.12
B.	7.80
C.	7.43
D.	12.60
E.	14.32

In the House-to-house Canvass the question was asked: "What is your favourite programme?" and an analysis of the result shows preferences as follows:

Popular Music	1831
Drama	1779
Sport	1192
Costume Comedy	875
Community Singing	778
Talks	715
Children's Session	540
Semi-Classical	468
Jazz	452
Dance	417
Variety	399
Women's Session	371
Classical	272
Church	264
Opera	261
Hymns (Sandy McNab)	236
Bands	133

Other items smaller voting.

In the House-to-house Canvass, 14.37 per cent. voted for the A class stations as their favourite station. In the Telephone Enquiry, however, 23.90 per cent. indicated they were listening to A class stations.

It is interesting to note that a questionnaire conducted by a leading advertising agency in Melbourne recently showed only 11 per cent. of the total audience preferred the A class stations in the evening programmes. The questionnaire was circulated largely among factories and offices, with staffs of possibly a preponderance of lower paid employees.

This is the third big questionnaire conducted by The Herald in the last several years. The first was handled by "House" canvassers, but the result was so overwhelmingly in favour of 3DB that it was felt that possibly some of the listeners had given a favourable reply to 3DB in view of the known association between the canvassers and this station. It was therefore followed by an independently conducted enquiry, which, while it

showed 3DB had a substantial leadership, did not confirm the over-favourable 3DB answer given on the previous canvass.

Popular "Smile Away" Club

Further evidence of "circulation" given by 3DB is the fact that 37,776 people have paid 1/- during the last nine months to join 3DB's "Smile-Away" Club. Free theatre tickets for members, picked at random, are announced each night at 6.50, and there is an almost 100 per cent. call for these.

In a "Listen and Get It" Session conducted on Friday evenings at 10, music is faded suddenly at odd moments and members' numbers are abruptly announced. The prize is a box of chocolates. The sponsors announce a 75 per cent. reply.

A most successful broadcast at 2HD was that of the Good Health Club on Thursday evening last. The lecturer, Mr. D. C. Muir received 20 phone calls before leaving the Station premises and booked enough business to keep him going for the next week.

Postars Shoes Ltd. are again on 2HD featuring "A Spot of Humour" in the interests of their campaign to boost spring and summer footwear. This is a very popular programme and is doing good work for the sponsors.

The Howard Rotary Hoe broadcast from 2HD has a special message for the man on the land and is rendering valuable service both to the advertiser and the primary producer.

Manufacturers of Joyce Biscuits are again on at Newcastle and finding that 2HD Ads. bring business.

Among the latest additions to 2HD's advertising family are the "Nu-White" products who, in attacking the Newcastle market, have employed the facilities of Station 2HD to reach the homes of the people.

C.B.S. UP 44 PER CENT.

It is reported from U.S.A. that both Columbia and the N.B.C. recorded high gross figures in the sale of time for the month of July. With the Columbia Broadcasting System the margin between July of this year and July of last year came to 44 per cent., and constituted the highest spot in the history of the C.B.S. network.

The N.B.C. in July, took in 2,208,935 dollars, while the C.B.S. total was 910,470 dollars. Compared with July of 1934, the increase for N.B.C. for July, 1935, was 18 per cent.

CANADA REVISES CENSORSHIP

The Canadian Radio Broadcasting Commission is reported to have revised its regulations concerning censorship requirements on the broadcasting stations in that country.

The Clause dealing with this matter has been revised because of the general protest of politicians that they could not attack any status in radio speeches in their campaigning, leading up to the Federal Elections on October 14 next.

This alteration will allow the orators to get their chance under the revised code, which reads as follows:

"No broadcasting station may broadcast any speech, printed matter or programme containing defamation, libellous, or obscene statements with regard to persons or institutions, or statements of a treasonable nature, or intended to promote change by unlawful means and which might lead to a breach of the peace, or any advertising matter containing false or deceptive statements."

JOTTINGS FROM 2HD.

A. Bourjois Et Cie, manufacturers of the well known "Evening in Paris" preparation, are again on 2HD. Allen White and Campbell Ltd., makers of Steam Rollers and other confections have also signed for another six months, having obtained satisfactory results from previous business.

D. & W. Murray Ltd., are on the air again at 2HD with a campaign for "British Chief" Summer Fabric and the popular "Gripu" Trousers. Satisfied clients are the best advertisement.

The makers of Twilight Cleaner—a white shoe cleaning preparation have signed up a lengthy contract with Station 2HD Newcastle. They have been fortunate in securing time just preceding the very popular Fireside Hour on Sunday evening. At that time and also on Saturday morning they will broadcast well known Dance Bands.

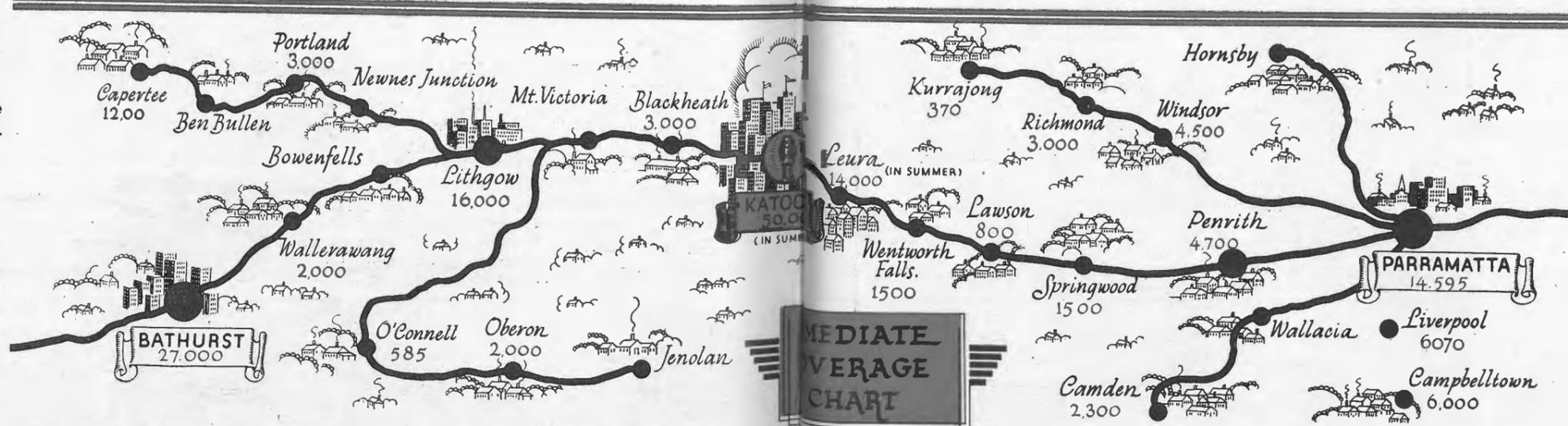
A NEW MARKET FOR YOU

What better place to advertise than Katoomba? . . . and what better station than

2KA

KATOOMBA?

The coverage chart tells its own story.



107,283

Licences within a 50-mile Radius of 2KA Katoomba

14,664

Licences within Postal District of Katoomba

YOU OWE IT TO YOURSELF

to investigate this wonderful district.

Write or 'Phone to Box No. 1 Katoomba; Tel., Kat. 568

WE OFFER YOU COVERAGE, OVER A WIDE HIGHLY POPULATED AREA, WHICH HAS NOT PREVIOUSLY BEEN EFFECTIVELY SERVED. OFFICIAL POPULATION FIGURES IN THIS AREA SHOW OVER 700,000 INHABITANTS.

British Press Objects

Deplores Relay Exchange Advertising

At the Annual Dinner of the Periodical Trade Press & Weekly Newspaper Association held in London in June last, Lord Iliffe said:

"We of the publishing industry view with the gravest possible concern, the growth of the relay exchange system of broadcasting—that system which depends for its work on a licence from the P.M.G. and which threatens, in our opinion, by the relay of sponsored programmes from abroad, to undermine the prohibition on microphone advertising enforced to-day by the B.B.C."

"In our view," Lord Iliffe went on, "it constitutes a general menace by placing in uncontrolled hands the power to upset the balance of broadcast opinion of controversial matters which are so carefully held to-day by the B.B.C."

"I should like, very seriously, to call the attention of the Government and of the P.M.G. in particular, to this very important point."

Lord Iliffe also referred in strong terms to the publishing activities of the B.B.C., and made clear the Association's attitude on the question.

Successful Publishers

He also referred to the B.B.C. as "one of the most successful publishing activities in Great Britain."

"I don't propose to deal with a question that is sub judice at the present moment," he went on. "I should like to make clear what is the attitude of this Association as to the publishing activities of the B.B.C."

"We, all of us, appreciate the excellent way in which the B.B.C. has carried out its function. We do not desire in any way that the activities of the B.B.C. in its proper sphere should be curtailed, even if such activities must necessarily damage our interests."

"But we do ask that a more careful watch be kept against any incursion into fields of enterprise that do belong to the independent publishing industry."

While wishing Sir Kingsley success in his new office as Minister of Health, Lord Iliffe said—"I hope you will not permit the epidemic of Government publishing to extend to the Ministry of Health."

MORE CONTRACTS

Still the National Advertisers take more time on 2KO.

This time its N.S.W. Mont de Pieta and Moseley Cutlery—Both through the agency of the "Weston Co." for periods of six and three months respectively. In addition "Bid-o-mak" through Chas. Haines Advertising have backed up for a renewal.

Gracie Fields Broadcasts

One of the most memorable broadcasts of last year was Richard Tauber speaking and singing to Australian audiences from his home in Vienna. The broadcast was made possible by the courtesy of British Empire Films. This organisation has now arranged another unique broadcast, and Gracie Fields will be heard over a network of Australian stations on October 6th, at 6 p.m.

Miss Fields is one of the highest paid artists in the world to-day. Her salary is something like £2 per minute. She will be heard in person and will deliver a message of goodwill to Australian audiences, and sing songs from her latest film—"Look up and Laugh," from the Associated Talking Picture Studios at Healing, England.

The following stations will participate in the Broadcast. Some of these stations listed below have found a sponsor in Sydney. Some of them are getting local sponsors but the majority are still open to do business.

It seems an ideal opportunity for a national advertiser to cash-in on this broadcast because no doubt immense interest will be evinced right throughout Australia, and we feel confident that if advertisers interested, were to contact some of the stations stated hereunder,

they will find it well worthwhile to sponsor this unique feature.

2UW is the key station, time has been sold to, and the session sponsored by, GRACE BROS.

Most of the following stations are still open to do business:—

3DB Melbourne, 3BO Bendigo, 3TR Sale, 3MA Mildura, 3HS Horsham, 3GL Geelong, 2AY Albury, 3BA Ballarat, 7UV Ulverstone, 5KA Adelaide, 6IX Perth, 6AG Kalgoorlie, 4BC Brisbane, 4GR Toowoomba, 4MB Melbourne, 4RO Rockhampton.

On the following group of stations, time has been bought and sessions sponsored by Kathleen Court Beauty Experts:—

2HD Newcastle, 2WG Wagga, 2TM Tamworth, 2WL Wollongong.

Charles Rogers & Sons Pty. Ltd. have arranged for the session to 2GN Goulburn.

2UW who are arranging all the land lines and other facilities have had considerable experience in network broadcasts and no doubt can be relied upon to do the job properly. We are confident that advertisers will get a good kick from this unique broadcast.

ANOTHER ADDITION TO 2KO STAFF

The most recent arrival at 2KO Newcastle is Mr. Eric Scott, who joins the staff in the capacity of Announcer 7 Copywriter. Mr. Scott is no stranger to Radio, having been associated with Mr. George Edwards for several years.

The Station with "IT"

3 —the Station with a definite personality which has been
K built on snappy music—bright dialogue—and smooth
Z presentation. Personality DOES sell—not only products
advertised, but also the Station itself. 3KZ has been
sold to hundreds of thousands of Victorian listeners as

THE BRIGHTER BROADCASTING SERVICE

U.S.A. Air Time up by 11.1 per cent

Commercial radio advertising over the National and Columbia Networks, in U.S.A., followed the usual seasonal trend closely in June, and total time sales exceeded the four year average by almost exactly the same percentage as in May. June was 25 per cent. ahead of the average June, against May's 25.4 per cent. gain over the average May.

Previous months this year have shown successive drops from January's 40.5 per cent. margin above the four year averages.

As compared with 1934 figures, June of 1935 was 11.1 per cent. ahead, against May with 6.6 per cent.

Combined total time sales by the networks amounted to \$3,447,574, which was lower by \$530,000 from the May total. Last year, the June figure was \$3,103,796, down about \$627,000 from May of that year.

These separate factors have been outlined to show that the publisher's hand has been forced. To the Sunday paper, radio is a logical next step, due to its entertainment facilities and the publisher's need for well-rounded community service. To the daily paper, radio's news qualifications make it both a potent rival and a desirable acquisition.

Magazines enter this discussion only as competitors with newspapers. Circulation and lineage gains in the former have not produced parallel losses to the latter, while the national scope of magazines pre-empts them from the radio picture, with its local importance. Where significance lies is in the fact that station-operating publishers undoubtedly believe themselves to be in a strategic position to compete with magazines for reader and advertiser support. It is well to note at this point that despite the battles with radio and magazines for reading time, newspapers have as yet held their own successfully. That they can improve their standing by gaining radio stations seems to be a likely conclusion.

Audible Newspapers

The trend toward audible newspapers bears, to a limited extent, an analogy to the revolutionary days in Hollywood when talking pictures were introduced. The cinema industry was forced to keep pace with the new development, with all the research and subsequent improvements that are now common knowledge. Where the comparison fortunately breaks down, however, is that no expensive scrapping of equipment is required of the paper which makes the change, though this condition prevailed in motion pictures when Vitaphone made its bow.

Newspapers with radio tie-ups are now in a position to offer a complete graphic and audible advertising service in their respective communities, and to meet almost any need of an advertiser, be it color, rotogravure, in the printed page or on ether waves. A simple answer to

the extensive wrangling as to whether the eye or the ear is the most important organ to the merchandiser, is supplied by the publisher who operates a station. He stands ready to furnish either or both, thus to serve consumers in both classes.

Joint control of the two media simplifies an advertising technique which may soon be developed to advantage on a larger scale. Co-ordination advertising serves to augment the effects of both time and space purchases when a radio artist's name and popularity are built into newspaper insertions. Prestige and brand familiarity created around an expensive star are but half used when the same themes are not carried into printed advertising. This seems especially ironical when one realises that many big names on radio owe a large amount of their bigness to publicity by the press in the first place. Maxwell House Coffee exemplifies the co-ordinated idea by its use of photographs of the Showboat radio cast in its publication insertions. Smart advertising is achieved when both audible and printed copy advantages are combined, and this is made easier by the juncture of press and radio.

Future campaigns, bearing the technique in mind, might possibly consider with preference the papers connected with radio stations that carry the manufacturer's hour. In addition to the joint advertising project, programme publicity is much more accessible from a paper connected with the station than from one not associated.

A New Media

Of greater significance, from the agency space-buying point of view, is the recent change in management effected by a New York firm. For two years Fred Gamble, executive secretary of the Four A's, has urged this revision. For a longer time than that, publishers have felt that agencies recommend radio in preference to newspapers because the former is handled through a separate department, acting as a special pleader. Now Ruthrauff & Ryan have moved their radio time buyer from the radio to the media department, leaving only programming problems for solution by the former.

Such a set-up not only indicates that extravagant claims will be discounted, no matter by whom presented, but that the dual radio-newspaper enters the fray at a solid advantage over the fellow publisher who did not take to the air when the taking was good.

Media men with their newspaper yardsticks of circulation, lineage, and milline rates, are now faced with even greater need for similar scales for radio. How soon, how accurately, and how mutually satisfactorily this can be done is decidedly another story. ("Advertising and Selling," July 4, 1935).

MRS. 'ARRIS & MRS. 'IGGS



Athol Tier and partner dressed up in their characteristic costumes for their well known sessions "Mrs. 'Arris & Mrs. 'iggs" which is now in its 326th session over 2UW on behalf of Tooheys Oatmeal Stout.

MacROBERTSON'S ON

2HD

Sir Macpherson MacRobertson is among the latest additions to the National Advertisers who recognise that 2HD is the open door to the markets of Newcastle. This well known Australian citizen is famous not only for his excellent chocolate which has a Commonwealth wide reputation, but he is equally renowned for his splendid service in sponsoring the England to Australia Air Race during the Melbourne Centenary.

This latter certainly accomplished much for aviation and additionally focussed the eyes of the whole world on Australia for the time being.

It is characteristic of the business acumen of this fine firm that in seeking to place their products in Newcastle and the Northern districts they should call to their assistance the splendid facilities of Station 2HD Newcastle. MacRobertsons are sponsoring a fine series of electrical transcriptions entitled "The Treasure Adventures of Donald Ayer." The story tells in a thrilling manner the adventures of a waif who was picked up on the East side of a great American city and his subsequent adventures form the subject of the narrative. The Adventures of Donald Ayer is one of the most thrilling dramas that have come from U.S.A. the home of Electrical transcriptions. It had a splendid run in the States and should be popular in Australia.

This MacRobertson programme will be heard twice weekly—on Mondays at 8 and Wednesdays at 9 for a period of 26 weeks.

September 27th, 1935

NEWS ITEM

WE were advised by a radio commission
That our presence was required at the Melbourne
Exhibition,
A car left Sydney at 4 a.m.
Carrying three good Mingay men.

When each man took his turn at the wheel
The words of the others we cannot reveal
The Sparks were flying on one occasion
When a new V8 came near erasion.

The Chief exclaimed: "Oh, Boy, that's hot!"
One offside nearly died on the spot.
The man in the Ford went as white as a ghost.
But the firm's good driver stuck to his post.

With many a twist and many a turn,
Mile after mile he continued to burn.
Then a new driver took his place
And carried on with the merry pace.

Regarding this driver, there's a story to tell,
For he managed to raise merry hell.
He hit a puddle at such a pace
The mud splashed up in the Big Chief's face.

Wiping the mud from hair, ears and eyes,
The Chief looked at his clothes with surprise.
One sports coat ruined, one shirt very wet,
His remarks were such as you might suspect.

Eats were indicated, so we called a halt.
Here we found many a salesman's fault.
Before we had time to turn a hair
The docket was presented with the bill of fare.

BROADCASTING GOSSIP.

(Continued from page 6)

tennis clubs were formed and play will commence in these clubs at the beginning of October.

Besides golf and tennis, other clubs to be formed, are swimming and life-saving, dancing, bridge, touring, cooking, etc.

Gwen Farley is director for Australia of the Australian Women's League, and Janet Austen is N.S.W. organiser. Janet Austin conducts the A.W.L. session at 2CH daily at 9.30.

A visitor to Melbourne last week was Mrs. J. K. Jamieson (Cousin Joan) of 5KA Adelaide. Besides having a charming personality, which makes her one of the most popular lady announcers on the air in Adelaide, Cousin Joan has an excellent sales record and no doubt 5KA will benefit financially from her visit to Melbourne.

The final episode of the "Count of Monte Cristo," sponsored by Woods Great Peppermint Cure, was broadcast through 2GB last Thursday night. At the finish of the programme Mr. D. Graham Dowland was introduced to the microphone and made a very nice ad-

quate speech, in which he thanked the listening audience for their attention, and pointed out that Woods & Co. had reason to believe from the sales, that the series of programmes just finished was one of the most popular programmes to be broadcast. Mr. Dowland thanked 2GB for their co-operation and altogether handled the situation excellently.

Engineers at 2HD Newcastle had quite a shock on a recent Sunday when they looked out the window to find the aerial on the ground. Mr. Harvey Heath rose to the occasion in more ways than one, and with the aid of a rope and spiked shoes climbed the mast, which, incidentally is 135 feet. It took him two and three-quarter hours to get to the top, however he did a very nice job. 2HD were back on the air again without very much delay, and as Mr. Harvey Heath put it—"You can't keep a good man down." I think that applied to Harvey Heath, and also to the aerial, AND also to the station. Harvey's muscles, however, were so stiff after his two and three-quarter hour climb that he had to have a very hot bath, rub down with eucalyptus and be put to bed for the

The order was: "Steak, two eggs and tea."
We were hungry men as you can see.
The girl came back and slapped the food down
And to each she said: "That's half a crown."

Now all you salesmen, what think you of that?
Not "Would you like sweets, some bread or some cheese?"
But, "You've got what you ordered, now, pay for it please."

We stole into Melbourne in the dead of night
Chock-a-block full of ideas so bright.
This Exhibition would be like many more,
Where you wandered around till your feet became sore.

Next day we set out to paint the town,
We met smiles everywhere and never a frown.
We filled all the contracts that we possessed;
It seemed Melbourne had become publicity blest.

We soon learned the reason for this position—
The Melbourne Electrical Exhibition.
Amazing, wonderful, a great revelation,
We use these words without hesitation.

There have been shows, displays and exhibitions,
Still, without any conditions,
We'll bet ten to one against the spinner
That this show is an absolute winner.

The Victorian members of the trade
Have shown the stuff of which they are made,
From the smallest lamp to the mechanical man
Everything installed and laid out to plan.

Other States please take note right now.
Melbourne, supposed to be highbrow,
Has beat you to it; it's a grand proposition,
This All-Electrical Exhibition.

Now, another journey we must make,
But the rough driver we shall not take.
Best of luck, Melbourne, we hand you the Cup.
But who said—"Interstate trade is dead from the feet up?"

rest of the night, so it seems that you
can keep a good man down even if it's
only for a short while.

"Flash" (Speed Gordon) is to make his debut over the microphone at 2UW on Monday night, the 7th October. This prime favourite of young and old has provided one long radio thrill in the United States of America over an extended period. Australian listeners will no doubt appreciate the opportunity to enjoy the same thrills and the sponsors of this session Junipah Spring Salts feel confident that these thrills will react by greater sales of their product.

Mr. F. E. Baume, Advertising Manager of 2UE Broadcasting Station in Sydney is becoming referred to as one of the favourite personalities radio has featured, possibly because he generally hits on a topic that concerns Mr. John Citizen, and he has just that gift of holding the interest whatever the subject may be. The proof of the pudding is in the eating, and when he recently concluded his series of "Pros and Cons" over 2UE the popular demand which incidentally made itself felt, brought Mr. F. E. Baume back to the microphone for further broadcasts.

September 27th, 1935

GRATITUDE Wave Changes

"The Editor,—

"May I, as a radio listener and experimenter who has been paying license fees for the past twenty-five years, express my deep gratitude to Mr. H. P. Brown, Director-General of Posts & Telegraphs, the Radio Inspector of N.S.W. and his staff, for the great blessing that they have conferred on the listening-in public of N.S.W., with the alteration of the wave-lengths.

"To-day it is now possible, all over Sydney and suburbs, to use small two and three valve sets and get perfect reception from all the A and B class stations transmitting in Sydney and suburbs. Previous to the alteration, the air was restricted to multi valve sets which only those with means could afford to purchase and operate, but the alteration now paves the way for thousands of working men and women to enjoy radio to the full.

"I admit that there are a few cranks who complain that it is not possible to get Victorian and Tasmanian stations, but so far as I am concerned, I read the 'Sydney Morning Herald' and 'Telegraph' at breakfast and I suggest to the cranks that they be consistent in their actions and read the Melbourne 'Argus' and Launceston 'Examiner' instead of their local papers.

"The problem that the radio technical staff of the Postmaster-General's Dept., tackled is one that many expert European Radio Engineers would have dodged and nothing but full praise must be bestowed on the staff who successfully carried out the alterations.

"2BL may not be coming in well in certain parts of N.S.W., but the day of long distance broadcasting is considered over by experts, on account of the noise level, and when the new regional stations at Grafton and Cummoock are completed, the man on the land will have a service that will leave no room for criticism.—Yours faithfully,

MALCOLM PERRY."

LAMP COMPETITION

One of the many popular features with the large army of children visiting the Melbourne All-Electric Exhibition, is a Coiled-Coil Lamp Competition conducted by Philips.

Thousands of entry forms have been taken from the Philips Stand No. 71, for the competition, which calls for the best coloured strip of one of Philips interesting cartoons that have been running for some time.

Four prizes of £1/1/- each and two prizes of 10/6 are being given, and the closing date is October 8, at Philips Lamps Melbourne Office, 590 Bourke St., Melbourne, C.1.



**COMMAND THE ATTENTION
OF THE NORTHERN
TABLELANDS**

**Advertise on
Broadcast Station
2TM Tamworth**

City Representative: E. H. Brewer
44 Margaret Street, Sydney. B 3403
Station Address: Briston Street, Tamworth

GOOD TRANSCRIPTIONS IN DEMAND

Whilst the first "transcription fever" so much in evidence during the early days of this type of radio entertainment have undoubtedly died down, there is no doubt that the public still react sympathetically to the better and more cultural types of recorded programmes.

The days when the gangster, racketeer, and even certain types of quasi musical programmes were in favour, have gone—it is hoped forever, and in their place listeners are demanding something of a more elevating but no less entertaining nature.

That a radio programme can be cultural as well as entertaining is evidenced by the excellent series of transcription programmes offered by S. Hoffnung & Co. Ltd., the force of whose motto, "Quality before Quantity" is amply demonstrated by the ready sponsorships they are finding for their importations.

At the time of going to press, three new series are available, but as options have been granted on all of them, they are offered subject to "prior sale."

Full details may be obtained from the Radio Transcription and Broadcasting Service Department, S. Hoffnung & Co. Ltd., Box 502 AA, G.P.O., Sydney.

ENTERPRISING STOREKEEPER

Anyone who doubts the ability of Radio Advertising to firmly establish a character and its attendant sponsor firmly in people's minds will be interested to hear that a wide awake storekeeper in the Newcastle Coalfields has run off a set of price sheets on his duplicator with a sketch of "The Honourable Archie" and the caption "The store specials as popular as the Hon. Archie." 2KO certainly does the job with this popular programme on the coalfields.

NEW GENERAL MAN- AGER FOR 2BH. —

Advice has been received from Mr. J. M. Wilcox, Secretary of 2BH, Broken Hill, that Mr. R. Allen, late Assistant Engineer of 2UW, has been appointed General Manager of 2BH.

At a meeting of the Directors and Shareholders held recently, the following Directors were appointed: Mr. George A. Bassett, Chairman of Directors, and Messrs. A. E. Norton (also Director of 2TM), Roy Allen (General Manager), and R. G. Lamb, were appointed Directors, with J. M. Wilcox, Secretary; office at O'Brien House, Young Street, Sydney.

In this issue will be found an announcement indicating that the old schedule of rates of 2BH will be adhered to, thus cancelling the recent announcement of an increase in rates of Broken Hill Station.

Mr. Wilcox also asked that any correspondence or enquiries for the station should be addressed to the General Manager at Broken Hill.

Mr. Wilcox still further wishes it to be emphasised that Broken Hill Station 2BH is in no way connected with Ka-toomba 2KA.

In a circular released by Radio Silver City Ltd., dated September 20, an intimation was incorporated, regarding the adhering to the old rates. It also stated that 2BH is in no way associated with any other station in N.S.W., and all business must be transacted direct with Broken Hill, as they have appointed no Sydney agents.

**PRESTIGE!
POPULARITY!
LEADERSHIP!**

3UZ

IT'S PROGRAMMES THAT COUNT
No. 3.
"STREET SINGER"
at 7 p.m., Thursdays

A unique musical romance featuring the overseas musical comedy star, Russell Scott, of "Student Prince" fame, Dorothy Foster, and Hal Percy.

It may be copied—
—but not equalled.

3UZ Nilsen's B'casting Service 3UZ



2UW 2UW

Continuous Entertainment 24 Hours' Daily

LEO CHERNIAVSKY
WORLD-FAMOUS VIOLINIST
8 p.m. Wednesdays & Sundays The Atlantic Union Oil Co Ltd

FILM STAR COCKTAIL
7.45 a.m. Daily
Derrin Bros Ltd.

SPORTSMEN'S SMOKO
9.30 p.m. Fridays
Mick Simmons Ltd

HONOR THE LAW
8 p.m. Mondays, & Thursdays
Junipah Mineral Spring Salts

WITCH'S TALE
7.30 p.m. Sundays

RACES
Melbourne by Eric Welch
Sydney by Cyril Angles
Melbourne Cup—Eric Welch (lownds & Rum)

SPORT
South African Cricket
International Tennis
Golf Swimming

MRS. 'ARRIS & MRS. 'IGGS
7.20 p.m. Monday to Thursdays
Tooheys Ltd

ELLIS PRICE
"Here's a Tale for You"
10.15 p.m. Sundays

UNION THEATRES ON PARADE
9.20 p.m. Sundays

MOTORISTS' SERVICE BUREAU
9 a.m. Sundays, 8.45 p.m. Mondays, 9 p.m. Wednesdays

DON'T MISS THESE FEATURES

Adventures of Flash (Speed) Gordon—Open Sesame (Sinbad Up-to-Date)
The O'Neils (Comedy Drama)—Dobbsie & Wee Willie (Exercise & Applesauce)

Broadcasting Stations Give Captain Stevens Testimonial Concert

We learn with regret that Captain Stevens, the well known radio identity, is unlikely to be heard on the air again.

Captain Stevens, the "Story-teller" of radio, has had a most interesting life, educated at the English public school (Bath) and later the Aberdeen University. In 1899 he saw war service in the Boer War. He received a commission in the R.F.A.

Later, he was a political resident for five years in Northern Nigeria, which was followed by a five years soldiery service in India. An appointment to the New Zealand Staff Corps followed, upon the outbreak of the Great War.

After the War, Captain Stevens came to Sydney and became a journalist, serving on the Sydney "Sunday Times" and "Daily Telegraph." He was Editor and Publicity Officer to the N.R.M.A.

Entering the broadcasting field he was associated for eight years with 2FC and later joined 2UE, where he became known as Captain Stevens, the "radio story-teller."

The staff and personalities of each of the six Sydney commercial stations are co-operating to make the testimonial concert to Captain Stevens, which will be held in the Sydney Town Hall on Saturday, September 28, an outstanding success.

At 7.20 on Saturday night, Charlie Lawrence will open the proceedings with community singing. At 8 o'clock will commence 2UW's programme with Charlie Lawrence as M.C. Items will be given by Vernon Sellers, Amy Ostinga, Clifford Arnold, G. Bills-Thompson, Athol Tier and Len Maurice.

At the conclusion of the 2UW presentation, an item will be rendered by the Professional Musicians Orchestra. Throughout the evening, after each station has contributed to the programme, the orchestra will be heard.

At 8.33 2CH will take the stage, and they will feature Mr. S. Beattie, Brunton Newell and Sally Paige.

Mr. Eric Colman, as M.C., will introduce 2GB's artists at 8.58, and items

will be given by Cyril James, George Edwards and Nell Sterling, and Jack Lumsdaine.

From 9.28 2SM will keep the ball rolling, and present Dominic Harkness, Les Warton and Norrie McInnes.

Then at 9.48, Mr. Frank Hatherley, who was to conduct the community singing but who, unfortunately, could not be present early, will entertain.

2UE's M.C., Mr. Eric Walsh, will present their programme at 9.53. The Eileen Barlow Trio, the Sheridans, Eric Warton and Bobbie Filbert, will entertain.

Finally, at 10.18, 2KY will take the stage, presenting Midge White and Her Ballet, Wit and Walker. (two lads in harmony) Auntie Maude, Bert Beaver, Pat Hannerby and Her Cutie Cutes.

We are confident that the concert will be a huge success, and it is indeed pleasing to see such co-operation on behalf of all the Sydney stations.

3UZ SPONSORSHIPS

The following new or renewed contracts are reported by 3UZ.

Sunshine Biscuit Company: One quarter hour at night weekly and scatters in the Children's Session. Renewal. First contract signed 1929.

Fred Hesse has renewed the well-known station feature—"Mrs. Olmes and Mrs. Hentwhistle." Home Service Laundry has renewed its quarter hour session in the evening programmes.

Lanes Motors are coming on with two ¼ hours weekly in the evenings.

Maples have again renewed their series of ¼ hour sessions and spot announcements every evening. This client has not missed one night from 3UZ since they first used the station in 1929.

Henderson's Federal Spring Works Pty. Ltd., who also have not missed a night since 1929 have renewed their contract of spot announcements in the evening sessions.

Brockhoff's (biscuits) another firm who have not missed since 1929 have renewed their contract of spot announcements.

Griffiths Sweets have renewed sponsorship of the weekly boxing relay from the Stadium and their feature "The Roar of the Crowd," being big moments in the lives of great athletes.

Bruce Small Pty. Ltd. have renewed their contract of scatters in the evening session.

Miss Doris Winter of "Make-Ups," who has returned from a study of beauty culture abroad will be heard regularly in two sessions a week in the day time.

Swallow & Ariell Ltd., have signed up for a half hour daily for over twelve months to feature light music for the house wife and have been on the air with 3UZ for four years.

**ATHOL TIER RADIO
ADVERTISING SERVICE**

ASSEMBLY BUILDING, 44 MARGARET
STREET, SYDNEY

The following are the functions of the Company:—

- Originate programme ideas.
- Prepare continuities.
- Create radio advertising plans to link with other media.
- Supervise studio production.
- Conduct auditions and cast programmes.
- Assist in making up cost and broadcasting schedules.
- Create theme songs and arrangements.
- Record programmes.
- Place our private studio at the disposal of clients that they may hear and approve their programmes BEFORE going on the air.

COMMERCIAL ACTIVITIES IN SYDNEY

Contrary to what many advertisers think, Summer time is quite an ideal time to advertise certain products over the air. This is proven by the fact that on one Sydney station alone, they are booking quite a lot of business in Sydney proper.

Chattertons Ltd., the well known Women's Store have recently signed a contract for an extensive campaign covering one sponsored session and six announcements per week.

Heath Co., manufacturers of Dandee and Glazall paint are also broadcasting their commercial announcements.

Bells Products, that is Women's Toilet preparations have contracted for a small trial campaign and if it is successful, they propose to embark on an extensive radio advertising effort.

The Shell Co. of Australia Ltd., in addition to the Shell show on 2UE are on the air over another Sydney Station with a strong scatter announcement campaign.

Ashdowns—the well-known Men's Outfitters are advertising bathing costumes, etc., and also their extensive stock of Men's Wear.

Major Bros., the paint manufacturers are on the air, also the distributors of Scrubbs Ammonia, and Mick Simmons Ltd. have signed a good radio contract for morning sessions and announcements.

The Kolynos campaign made a very impressive start over station 2CH. The "Scarlet Pimpernel" proved to be an outstanding success. Added interest was given to the initial broadcast by the distribution to over forty chemists of impressive window cards of large dimensions, drawing attention to the broadcast, and also displaying photographs from the London film production of the same title. No doubt there is a very real future in Australia for carefully produced and well advertised radio entertainment featuring local artists.

Summer time is definitely advertising time over the air. You have the products that are applicable. If you've got something to sell, use radio, it has the personal touch.

Reproduction of a two-coloured poster which 2UW have sent to a number of radio dealers in N.S.W., and also have pasted up wherever possible around the

city. The idea is, of course, to further popularise the advertisers' sessions over their station.

TELEVISION TRANSMISSION

The British Postmaster-General, on the recommendation of the Television Advisory Committee, has authorised the B.B.C. to arrange with the Baird Television Co. Ltd., and the Marconi-E.M.I. Television Co. Ltd., for the provision of complete

transmitting equipment for the operation of their respective systems at the Alexandra Palace.

The work of manufacture and installation is expected to be finished in approximately 6 months. The first test of transmission should therefore start early in the New Year.

Advertising Patent Medicines?

WOODS GREAT PEPPERMINT CURE
McKENZIES COUGH MIXTURE.

FISHERS' PHOSPHERINE
VINCENTS A.P.C.

BID-O-MAK

and the biggest nationally advertised lines have proved that 2KO does a good job of advertising in Newcastle territory.

2 KO

Box 300 P.O. NEWCASTLE

or

44 Margaret Street,
SYDNEY

Phone - - B 5370

STATIONS' CALL SIGNS Dropping Numerals

The practice of dropping the numeral in station call signs is growing. Because it will lead to confusion the P.M.G.'s Department urges the use of the complete call when referring to a station. There are Stations in adjoining States whose call letters are phonetically similar when the numeral is dropped, but which are quite distinct when this numeral is used.

The Department has taken great pains in the selection of calls and has planned them with the three units in mind. When all three are used it is most unlikely that stations can be confused.

Referring to the selection of call signs it was stated that, in the country districts particularly, the Department endeavoured to select letters which had some connection with the town or broadcaster operating the station. For instance, Bendigo had the call 3BO; 7NT was the call allotted to the North Tasmanian regional; 2CR was the Central Regional; 3AW related to the owners—Allan's, Williamson, "Age," and A.W.A.; 2GZ was owned by the Graziers' Association and so on. In many of the city stations of course the call signs were quite arbitrary and were chosen for their phonetics.

A case is on record where the call sign allotted a certain station corresponded with the brand of a well known beer. The fact that the letters were altered shortly afterwards seems to indicate that the department is not au fait with all the brands of ale on the market.

YOU ARE INVITED . . .

to send for Particulars of
Exclusive Features

NOW AVAILABLE!

Transcriptions—
Scripts—
Sound Effects, etc.

S. HOFFNUNG & CO. LTD.
G.P.O. Box 502 AA Sydney
And Charlotte Street, Brisbane

Latest License Figures

JULY AND AUGUST, 1935

NEW SOUTH WALES

	July	August
New Issues	6,384	6,077
Renewals	27,944	26,160
Cancellations	4,819	4,661
Monthly Total	280,731	282,147
Nett Increase	1,565	1,416
Population Ratio	10.59	10.64

VICTORIA

New Issues	5,463	5,470
Renewals	22,230	23,876
Cancellations	3,016	3,128
Monthly Total	239,694	242,036
Nett Increase	2,447	2,342
Population Ratio	13.03	13.16

QUEENSLAND

New Issues	2,203	1,811
Renewals	6,411	5,954
Cancellations	715	843
Monthly Total	69,034	70,002
Nett Increase	1,488	968
Population Ratio	7.17	7.27

SOUTH AUSTRALIA

New Issues	1,912	1,734
Renewals	8,304	8,710
Cancellations	671	1,144
Monthly Total	77,756	78,346
Nett Increase	1,241	590
Population Ratio	13.18	13.28

WESTERN AUSTRALIA

New Issues	1,409	1,169
Renewals	4,160	4,015
Cancellations	417	197
Monthly Total	42,249	43,221
Nett Increase	992	972
Population Ratio	9.51	9.73

TASMANIA

New Issues	891	1,003
Renewals	1,893	1,915
Cancellations	517	650
Monthly Total	20,495	20,848
Nett Increase	374	353
Population Ratio	8.92	9.07

COMMONWEALTH

New Issues	18,262	17,264
Renewals	70,942	70,630
Cancellations	10,155	10,623
Monthly Total	729,959	736,600
Nett Increase	8,107	6,641
Population Ratio	10.87	10.97

The above figures include:—

Total Free Licenses to the Blind	1,675	1,698
Total Paid Experimental Licenses	1,329	1,340

The Press Takes To The Air

By Richard A. Dunne, of Gilman, Nicoll & Ruthman.

IT may surprise many, in the light of past and present press-radio controversies, to learn that fully a fifth of all stations operating in the United States are now associated with newspapers, either by direct ownership, lease, or other liaison. How this condition developed and what it means to papers, broadcasters, advertisers, and agencies, are questions of immediate importance.

A primary key to the situation is found in the fact that the majority of publishers operating stations are those printing the largest Sunday papers. This relationship is explained by the opposite growth of the two media. Radio began as an entertaining and educating service; its interest in news is far more recent. Newspapers, on the other hand, held prompt gathering and dispensing to be their prime function from the first. Comics, rotogravure, magazine sections and other feature supplements were adopted much later, at a time when the Sunday tomes began to gain weight. Each of these additions to the simple newspaper resulted from the publisher's answer to competition. As each new demand for reader service arose, new features had to be included in each paper. Coverage and appeal offered by modern radio are factors of increasing importance to the publisher who is to stay in the lead. Sunday publishers are plainly in a position to need this complementary service, though the dailies are not far behind.

Only Question of Time

Radio's threat to the press has been successively treated with utter unconcern, derision, active competition, and, finally, the realisation that radio offers something that the successful publisher cannot do without. There are 1,400 cities and

DENILQUIN BROADCASTING STATION

Council Considers Location

At the recent meeting of the Municipal Council of Deniliquin, some questions concerning the new broadcasting station and its possible location, were brought up in a letter from the Mayor (Ald. E. T. Matthews), who was prevented by illness from attending the meeting.

The Mayor's questions were: Are there any regulations covering the erection of a wireless broadcasting station?

Is there any specific distance that the broadcasting station should be erected from the town?

If erected in the town area, what effect would the station have on private receiving sets?

towns supporting one or more daily and Sunday papers at present. It is only a question of time before somebody in each of these communities decides whether the area can also support its own radio station. This in itself is a prospect to appeal to community pride. Therefore, unless the publisher undertakes this service, some other organisation or individual will. Wave length limitations are an effective restriction of the number of possible outlets, of course, but a 1934 ruling by the Federal Communications Commission simplified even this obstacle, by permitting establishment of 100 watt stations, almost without regard to quotas. And these "one-lungers" are exactly the answer to the newspaper's needs.

As important a reason as any other why the press is scrambling for a place on the radio dials is the fact that radio, in the final analysis, is a purely local unit. As such, it becomes a potential, immediate competitor. Absorption by the press not only removes the rival in each community, but also adds to the newspaper's service and places the two media on an equal footing.

A Challenger

Each publisher prints and circulates an institution which is largely local in range and effect. American radio at this time is likewise a locally important medium; the major chains are simply groupings of units, the influence of each of which is circumscribed within a limited area. Consequently the printed page and the spoken word wage their battles in the same arenas throughout the country, and the newspaper-versus-newspaper rivalry expands to include radio as an effective challenger to advertising supremacy.

The news threat, already referred to, has been strangely accelerated by the papers themselves, through their several news services, which are engaged in lively competition to sell news gathered by their newspaper members to as many stations as possible. In fact, one of the services is now guaranteeing sponsors for the broadcasters who purchase its flashes—something that cannot be done by press members.

The Mayor added that he had noticed at Corowa that the broadcasting station was about three miles from the town. He considered these were matters which should be considered by the Municipal Council before they had gone too far, as if there was any interference with private receiving sets locally, it might create a prejudice which would militate against the success of the station. The Mayor added that though he did not have any practical knowledge, in casual conversation with people whose business it was to know, they had expressed the opinion to him that the broadcasting station would affect high-powered receiving sets if constructed too close.

On the motion of Ald. Brown and Everitt, the Council decided to refer the question to the Commonwealth authorities for advice.

BROADCASTING BUSINESS

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EDITORIAL

RADIO and HUMAN LIBERTY

THE radio broadcasting structure must begin with providing entertainment. Radio was not invented, apparently, to bore the human race. All over the world, every truly professional broadcasting organisation is primarily an entertainment enterprise.

This is for an inescapable reason. A radio signal goes out indiscriminately to every class of man who cares to listen. It thereupon transcends all classes. Its client is the mass man, and what is his desire? His desire to-day is precisely what it was when the Greek poet sang of the benefits he then entreated from the Muse. It is surcease from care. It is pardon from the gaol of fact to the free land of fancy.

Every broadcasting station or system, therefore, must first amuse; it otherwise has no audience justifying its existence. When that audience is secured, an extraordinary shift of scenic effects immediately follows, for the broadcasting organisation which gained an audience through entertainment is now under a recognised public duty to summon it seriously to better citizenship—and again, the reason is inescapable.

A Domain Tenant

Broadcasting is done on public property. True real estate, upon which it operates, is the ether. Bands of the ether are allocated to broadcasters everywhere by public authorities. The broadcaster is a tenant of a public domain—he owes a social duty to his landlord. His landlord is human society organised through government into civic social service.

Radio has progressed—at least so we assume, and so we constantly assert, but so we fall into illusion. We mistake mechanism for soul; we point out that radio shortens the time of communication between mind and mind; we point out that it shortens the time of communication between country and country; that distance has been annihilated. We imply

that all minds and all countries will be brought into closer appreciations and closer collaborations. We inscribe upon the portals of the British Broadcasting Corporation in London the confidently prophetic words—"Nations shall speak peace unto Nations," but let us test that optimism by a contemplation of Europe.

Radio is prevalent in Europe. Transmitters, often of excellent technique, and often of stupendous power, exist throughout its length and breadth. Mornings, afternoons and evenings, they send forth their messages to the European population, and these messages are heard by millions upon millions of listeners. Will anybody contend that the animosities which rend Europe have been settled? Will anybody contend that they have even been assuaged? Where are the Russian broadcasts inculcating love of non-Russian capitalistic foreigners? Where are the German broadcasts teaching admiration for non-Teutonic and non-Nordic foreign peoples? Where are the Italian broadcasts expressing an identity of aspiration between Latin Italy and Latin France? Where are those speeches and where is that Italian display of tolerance to Abyssinia? On how many occasions, anywhere in Continental Europe, is there a broadcast of International exchange of news and feelings?

Government Controlled

The fact is that a broadcasting station in any great and powerful European Continental country is an agency not at all for International understanding, but wholly, one-sidedly, for the understanding and underwriting of any and every policy embraced and promoted by its Government.

In former times in Europe there was one great organ for the accentuation of Nationalistic passion and ambition—that was diplomacy; and now, there is also radio broadcasting.

Radio has not blunted Nationalism in this world. It has sharpened it. The

International state of Europe with radio is not better. It is worse, through a development to which a large contribution has been made by governmentally directed broadcasting systems. So why then, will our public men keep up their senseless prattle about broadcasting promoting a tolerance among the people of the world hitherto unknown?

Those Government broadcasting systems can, and do often operate in an air of culture. They cannot, and do not operate in an air of genuinely free discussion. No Government anywhere can, or will invoke on its own facilities a genuinely free and therefore potentially successful criticism of its policy. The public affairs broadcast by the governmentally directed broadcasting systems are therefore either coloured in favour of the Government or at best, colourless. Never can they welcome that combat of all colours which alone ultimately produces the white light of truth.

Power to Teach

But the severance between radio and liberty on most of the area of the Continent of Europe, does not stop, even at this point. It proceeds further. In countries controlled by dictatorships, the power of radio is a power which every day teaches great multitudes of listeners to disdain liberty and to prefer servitude. Free institutions are flouted. Worshipful

(Continued on page 4, col. 1)

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