

BROADCASTING BUSINESS

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Why Limit Broadcast Advertising on Sunday?

At the recent broadcasting conference the Hon. Archdale Parkhill who was then Postmaster-General (now Minister for Defence) suggested that his department was giving consideration to the quantity and quality of broadcast advertising by commercial stations on Sundays.

The Federation has not been blind to this matter and the Executive Committee has urged all members to endeavour to raise their standards of advertising and to eliminate what might be termed "blatant" advertising.

The commercial stations prefer to voluntarily regulate their own business rather than have further government regulation, but they also — and rightly too — claim that they are entitled to the same rights in regard to advertising as are enjoyed by other advertising media. If it is good enough for a Sunday newspaper to contain a vast quantity of advertisements a lot of which contain mention of price and some are extremely "blatant"—why should not the P.M.G.'s Department object to such press advertising and refuse to transmit those newspapers through the post office mail service?

After all no person has much of a right to tell the commercial stations where they shall draw the line. The listener's licence is paid essentially to listen to the national service and it does appear that if a licensed listener dislikes a particular commercial station he has a very wide choice of others, and finally he should listen to those national stations. Surely the Postmaster-General to whom the Broadcasting Commission is answerable can arrange for an improvement in the Sunday National programme, without trying to reduce the revenue earnings of some commercial stations.

The P.M.G.'s policy is extremely inconsistent. He would not sacrifice his revenue from S. P. betting to satisfy the various States—but he wants commercial stations to sacrifice their revenue to suit

his views or those of his officers. Maybe they are afraid that the growing popularity of Commercial stations will seriously outdistance the national service.

If the commercial stations sit down under this proposition—they are only helping to drive another nail into their own coffin.

What has Senator McLachlan, the new P.M.G. got to say about it?

Four New Licences Issued Including the United Australia Party, Melbourne

The P.M.G.'s Department has announced that 4 new licences have been granted including one to Station 3XY Pty. Ltd. of Melbourne, this being licensed for the United Australia Party, about which there was so much controversy recently.

3XY Pty. Ltd. has been registered in Melbourne with the following directorate: Messrs. K. A. Henderson, R. C. Straughton and R. W. Tovell. The registered address is C/o K. A. Henderson, 4 Bank Place, Melbourne. It is too early yet to give any details concerning the station.

The other licences go to the country, one each to New South Wales, Queensland and South Australia. The Tamworth Radio Development Co. has been granted a licence to operate station 2WO at Tamworth. 4WK will be operated by the Warwick Broadcasting Co. Pty. Ltd., at Warwick, while 5MR will be owned by the River Murray Broadcasting Co. Pty. Ltd.

As with 3XY no details are available, but they will be published as soon as they are obtained from the P.M.G.'s Department.

TECHNIQUE!

Vic. M. Dinneny, who manages the Mobile Broadcasting Service, occasionally does a trip on the Station, when he undertakes the duties of announcer.

He is particularly proud of his technique as a player of gramophone records, and here is the reason:—

Bairnsdale, Vic.,
July 15th, 1934.

Dear Friend,

I am writing to tell you how much I have enjoyed your programmes.

I am nearly 80 years old and have little entertainment other than my wireless and have listened to your station every night since you came.

I may be old fashioned, but I hate jazz dance music, tho' I must say I like the way you play it.

Come soon again to Bairnsdale.

Yours truly,
(Signed) Mrs.

What technique?

BROADCASTING BUSINESS

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Is Listener's Licence Constitutional?

Commonwealth's Power Challenged By Counsel

AT the Central Summons Court, Sydney, on Tuesday last (30/10/34), the Commonwealth Government's power to legislate in respect of radio broadcasting was challenged by Mr. Clive Evatt (instructed by Mr. T. F. Williams for the defendant, Dulcie Williams, of Bourke Street, Surry Hills).

Mrs. Williams was proceeded against by Wireless Inspector Brislau, and she was charged with maintaining an appliance for the purpose of receiving messages by means of wireless telegraphy.

This case had been heard in the same Court the previous week before the same Magistrate, Mr. McMahon, who had adjourned the hearing of the summons so that the matter could be argued on behalf of the Commonwealth.

Mr. Clive Evatt, on behalf of the defendant, claimed that the Wireless Telegraphy Act did not provide for broadcasting, and that if it did, it depended for its validity on the Federal Constitution, Section 51v, which enabled Parliament to make laws in respect to postal, telegraphic, telephonic and like services. Mr. Evatt contended that the Constitutional Conference held in Melbourne on February 28th last upheld his point, because at that Conference the Federal Attorney General asked the various States for complete control of broadcasting. This request was refused by the States.

Mr. Evatt also cited a case in Adelaide, on April 27th, when Special Magistrate E. J. R. Morgan gave a verdict against the Radio Inspector's Department, who applied to confiscate a radio set, the property of Ernest Smith. Mr. Evatt further contended that the word a "message" meant a business or private communication between two or more specific points.

A still further case was cited of *Carbines v. Powell* (36 C.L.R. page 88) when a case depending on the dealer's licence of £5 which was invoked in 1924, and which on appeal to the High Court was found to be invalid, eliminated the dealer's licence.

Mr. McMahon's Verdict

Mr. McMahon said that Mr. Evatt had introduced three points. The first was the question of the Wireless Telegraphy Act 1905-1919 being ultra vires the Federal Constitution. Was it sufficient to cover broadcasting? When the Constitution was first drawn broadcasting was not in use. He held that the words must be construed to cover broadcasting, and therefore must come within the Act, which therefore is Constitutional, and on that point the defence must fail.

The second point, said Mr. McMahon,

was whether a message was actually being received by this particular agency, and as to whether speech by means of broadcasting can be properly said to be a message within the Act. It was difficult to define what message means, but as it was a general application, and when used in a general sense, it covered almost all communications. Speech transmitted by this means can fairly be described as a message. The question of whether music etc., was being transmitted or received does not arise in this particular case, and therefore he was not giving an opinion on that possibility. It did seem to him that speech broadcasted was a message and the defendant's claim failed on that point also.

On the third point, as Mr. Evatt had raised the point that the defendant was alleged to have maintained an appliance for the purpose of receiving messages and had cited the Betting Act, which provided for a repetition of the act of doing something to prove a purpose, Mr. McMahon held that as the defendant admitted having had the wireless set in the house for a week, she was undoubtedly maintaining the set for that purpose.

Defendant was fined £1 with 8/- costs, and on an application by Mr. Evatt, the Magistrate allowed 21 days to lodge an appeal. In view of the issues involved, it is understood that an appeal to a higher Tribunal is likely.

SUCCESSFUL RE-BROADCAST BY 7UV

While Mainland Stations can take their relays over landlines, Tasmanian Stations are handicapped in this direction. 7UV, Ulverstone, however, has installed an all-wave receiver designed specially for re-broadcasting purposes and has been very successful.

During the arrival of His Royal Highness The Duke of Gloucester in Melbourne on October 18th, 7UV rebroadcast from 3DB from 7.45 a.m. to 8.15 a.m., and later the whole of the progress of the Royal Party from the Princes Pier, commencing from 2.0 o'clock and concluding about 4.30 p.m., 7UV was the only commercial Station in Tasmania to rebroadcast this feature.

Another successful rebroadcast was that of the Caulfield Cup races from 3A.W.

In addition 7UV regularly rebroadcasts "Pinto Pete" and his Ranchboys from 3KZ, together with several other mainland programmes.

With an aerial power of 300 watts, 7UV is regularly heard in New Zealand as well as all the Australian States.

Commonwealth Radio Conference

Radio Interference Investigation

The subject of Radio Interference, particularly in regard to broadcasting services is receiving the attention of various authorities throughout the world. The Institution of Radio Engineers (Australia) has been giving this matter considerable attention for some months, and is now waiting on a report resulting from the deliberations of a special committee which will meet in Berlin at a date provisionally fixed for the end of November, 1934. The I.R.E. is in touch with the British authorities on this matter and appreciating the fact that it is essential to adopt a most effective and practical method of measuring the interference of electrical apparatus which can be utilised by the various countries, the result of the international deliberations will be carefully considered and arrangements then made for a conference of all interested parties throughout Australia.

The Institution of Radio Engineers (Aust.) are co-operating with the International Electrotechnical Commission, Headquarters, London, who are holding further conferences at Berlin in November next, and after full consideration of these overseas investigations together with investigations in America and Canada, the Institution of Radio Engineers (Aust.) will then take action towards a satisfactory solution of the problem as affecting Australian broadcast listeners. It might be mentioned that the I.R.E. has already carried out considerable investigations, and is co-operating with the P.M.G.'s Department, which has performed and continues to perform valuable practical work in all parts of the Commonwealth.

GRENADIER GUARDS WILL BE BROADCAST

We are advised by Major Conder, General Manager of the Australian Broadcasting Commission that performances of the Grenadier Guards Band will be broadcast to National stations in both Sydney and Melbourne.

This is very welcome news to the radio trade and broadcasters generally.

After the unfortunate incident in Adelaide when the band was not allowed to broadcast, it was thought that the public of Australia would be denied this privilege. The Broadcasting Commission have evidently been able to make satisfactory arrangements, and now this magnificent band will be heard by all within reach.

Here is an opportunity for the radio trade to cash-in on an excellent proposition.

Biggest Commercial Hook-Up Ever Attempted

3AW Broadcasts Grenadier
Guards Band Over 33 Stations.

TO-MORROW, Saturday, November 3rd, at 8 p.m., 3AW will inaugurate the most ambitious National Commercial broadcast ever attempted, when the Band of His Majesty's Grenadier Guards will be broadcast for the first time in Australia over a National Network of 33 Commercial Broadcasters.

Not only is 3AW catering for the musical pleasure of Melbourne audiences, but listeners in country districts also will be able to hear a complete two hour Recital of this historic Regimental Band. A total of 33 individual Commercial Stations will participate in this hook-up, which has been organised by 3AW, on behalf of a National Sponsor (The Vacuum Oil Co. Pty. Ltd.) and the network will extend from Perth to Brisbane, covering metropolitan and intermediate country stations in every State.

The Grenadier Guards Band has been brought to Australia under the management of J. & N. Tait, and on its arrival in Melbourne it attracted tremendous crowds and excited an inordinate amount of public comment. The gay uniforms and the tall bearskins, in perfect military formation, swinging along the wide and expansive Collins Street, gave even the most phlegmatic soul the thrill of a life-time.

Major George Miller, M.B.E., is the Musical Director of this world famous Military Unit, and he is the fourth generation of his family to serve under six British Sovereigns. Major Miller has attained rapid promotion in the British Army by reason of his extraordinary musical dexterity, and this progress perhaps had its precedent in the meteoric rise of Dan Godfrey, who was the first Bandmaster in the British Army to be gazetted Lieutenant. Dan Godfrey is, of course, world famous in these days as Sir Dan Godfrey, whose first international success was gained when he took the Grenadier Guards Band to the United States in 1872 during the International Peace Conference of that period.

Judging by the response already accorded the present representatives of the Grenadier Guards Bands, it would appear that the American success was thoroughly eclipsed, and the best indication of this suggestion is the tremendous enthusiasm with which they have been greeted during each and every one of their public appearances in Melbourne.

Those who have not been fortunate in seeing the stalwart Guardsmen will be able to hear them on Saturday, November 3rd at 8 p.m., when 3AW will broadcast a complete recital over a network of 33 Commercial Stations.

Golf Match Transmitted by Short-Wave

3AW to the Forefront Again

3AW, which pioneered in Australia, the description of Golf Tournaments by means of a portable short wave transmitter, will again be on the job during the international matches and the Centenary Golf Championships. One of the outstanding features of the occasion is the visit to Australia of a number of world famous golfers, who have signified their intention to participate in the various matches to be held at Royal, Melbourne, Metropolitan and Victoria Golf Links.

The first International Tournament will take place at Royal Melbourne Links, on November 10th and 12th. The Centenary Championships have been provided for at Metropolitan on November 15th and 24th—while the match between United States and Australia will be held at Victoria on November 26th and 27th. 3AW, through its expert engineering personnel has designed this special short wave portable transmitter which operates on the five metres band. The various contestants in the Golf Tournaments will be followed by a microphone and commentator, who will thus be enabled to give a stroke by stroke description of the matches as they progress. This broadcast will be picked up at a field receiving station, located near the Club House, at each links, and will be relayed over a special land line to the 3AW Studio in Melbourne, which will then transmit in the ordinary way. The field receiver in each event will be in communication with the Studio.



MR. S. BRIDGMAN—Manager 3AW.

3AW was responsible for the first short wave broadcast of a golf match last year, when a description of the A.I.F. Cup from the Eastern Links was given. The same transmitter was used aboard a yacht in Port Phillip Bay, during one of the Special Challenge Cup races held by the Brighton Yacht Club.

Stromberg's Effective Re-Broadcast Over Station 2UW

FOR several nights during the past week Stromberg-Carlson Ltd., have been putting over a special re-broadcast over 2UW by means of their new Dual Wave Stromberg receiver which is shortly to be released.

Listening-in to this re-broadcast over 2UW on Monday evening last, at about 10.45, stations from France, Germany, England, Russia and other parts of the world came in extraordinarily well. It would not be belittling other notable broadcasts to say that in this Stromberg-Carlson session on Monday night, the reproduction of these overseas stations was unsurpassed in any previous broadcast. It was really wonderful the way the various stations were received and reproduced over a broadcast receiver.

No particulars are yet available of the Stromberg Dual Wave shortly to be released, but this particular broadcast proved beyond all doubt that the radio

manufacturers can well utilise "over-the-air" broadcasting to advertise their products to the people. The large number of enquiries received from members of the public and from dealers by Stromberg-Carlson is indicative of the tremendous interest that has been shown in this broadcast.

Mr. A. Freedman, Sales Manager of Stromberg's, is extremely gratified at the response and at the results.

Mr. Harry Marshall, Chief Engineer of 2UW, had one of these new Stromberg-Carlson Dual Wave sets at his home, and relayed the result over a land-line to 2UW's studio, where it was re-broadcast over that particular station.

As results are the primary factor in judging any radio receiver, one can only say that this new Stromberg Dual Wave will be quite capable of giving results hitherto almost unsurpassed. The release of this new job is looked forward to with great interest.

Latest Licence Figures

New Issues Down—
Cancellations Up

NEW SOUTH WALES

	August	September
New Issues	10,732	7,121
Renewals	20,089	15,582
Cancellations	1,600	2,911
Monthly Total	247,757	251,967
Nett Increase	9,132	4,210
Ratio of Popul.	9.42	9.57

VICTORIA

New Issues	8,495	4,139
Renewals	18,509	14,449
Cancellations	1,495	2,291
Monthly Total	218,442	220,290
Nett Increase	7,000	1,848
Ratio of Popul.	11.94	12.04

QUEENSLAND

New Issues	2,894	2,337
Renewals	3,903	3,071
Cancellations	386	677
Monthly Total	57,414	59,074
Nett Increase	2,508	1,660
Ratio of Popul.	5.99	6.16

SOUTH AUSTRALIA

New Issues	2,713	1,200
Renewals	7,141	4,276
Cancellations	510	503
Monthly Total	69,141	69,838
Nett Increase	2,203	697
Ratio of Popul.	11.75	11.87

WESTERN AUSTRALIA

New Issues	1,727	1,025
Renewals	2,485	2,069
Cancellations	381	385
Monthly Total	34,639	35,279
Nett Increase	1,346	640
Ratio of Popul.	7.83	7.98

TASMANIA

New Issues	1,052	544
Renewals	1,513	914
Cancellations	284	382
Monthly Total	18,238	18,400
Nett Increase	768	162
Ratio of Popul.	8.00	8.07

COMMONWEALTH

New Issues	27,613	16,366
Renewals	53,640	40,361
Cancellations	4,656	7,149
Monthly Total	645,631	654,848
Nett Increase	22,957	9,217
Ratio of Popul.	9.67	9.81

The above figures include:—

Total Free Licences to the Blind	1,222	1,303
Total Paid Experimental Licences	1,198	1,223

RADIO ADVERTISING

MIGHTY oaks from little acorns grow. Such could easily be the theme of this story which concerns the working of a Copy Department in a modern "B" Class Broadcasting Station—such a station as 2UW with its many important features by which it gives Service to Listeners and Public alike.

In the early days of broadcasting the advertiser's message was generally supplied by him, or her, in the form of a brief resume of the product concerned and put over according to the ideas of the announcer on duty. Gradually however, a technique has developed in the presentation of radio advertising and today just as much attention is paid to its correct preparation as to the putting together of the station's entertainment programme. Thus the Copy Department has become a very vital factor in providing the link between the signing of the contract and the presentation of the advertisement through the 'Mike.'

Also, before the advent of radio advertising business men had been accustomed to the setting out of a description of the goods themselves and merely consulting with the newspaper's representatives on such matters as type, space, etc. With radio it is different. In most cases the advertiser entrusts his publicity to the station which he has chosen as his medium because he knows that the technique—the very words, sentences, approach and farewell—are very differently handled to suit the spoken word. It is true that the description of his goods must remain intact, but each word, each syllable, must also undergo scrutiny and possible adjustment.

The Copy Department, in handling an advertisement, has to seriously consider the type of matter to go over, and, in addition to the writing of it, the particular style of mannerisms of the announcer on duty has also to be considered. And this may mean the passing of copy between the Station's Copy Department and the advertiser, several times, until each in turn has decided upon additions and possible omissions so that the advertiser may be perfectly satisfied before his wares are publicised to the great listening public.

A Distinct Difference

The difference between radio and newspaper copy is indicated by the fact that whereas newspaper copy may deal with a specified day, radio copy must also be

arranged for not only days but precise hours or minutes. Thus another service is provided for the advertiser so that his story can be put over at the time when the particular class of listener for which the advertisement is intended is likely to be listening.

And all this 'technique' as it may be termed, has developed within the last few years, and, as an additional step, broadcast advertising history is being made by 2UW by the use of an exclusive Recording Machine. By means of this machine an advertiser can take his audition away under his arm, as it were, and submit it to his board for final sanction.

The record is cut in a similar manner to an ordinary gramophone record, only on a stronger disc, and is available immediately the audition is finished. The time has gone by when a large sum of money expended on radio advertising vanished into thin air. So much thought has been put into the presentation of advertising that hundreds of thousands of listeners have subconsciously acquired the habit of comparing the styles of delivery of the various announcers, thereby assimilating perhaps, without knowing it, the very points which the advertiser desired to stress.

Therefore, 2UW, with its organised Copy Department in conjunction with its exclusive facilities made possible by the advent of the Recording Machine, has developed the presentation of Radio Advertising until it practically takes the worry of this all-important matter from the shoulders of busy sales executives.

INTERNATIONAL GOOD- WILL PROGRAMME FROM AUSTRALIA

The International DX'ers Alliance of Illinois, U.S.A., conducted a six months DX contest as an experiment, to test the reception of overseas stations on the broadcast band (540-1510 kilocycles). This test was held in connection with the various types of receivers and the receptive qualities of the many stations, regardless of location and operative power of each station.

Word has been received by the management of Station 4BC that their station, even with its low power, is being received more consistently than any other Australian broadcasting station, and a DX Good-will programme was requested from 4BC to be dedicated to the International DX'ers Alliance. The date has been selected as November 11th, and as this date will also commemorate the 16th Anniversary of Armistice Day, much interest should centre round this, the initial broadcast of an International Good-will Programme from Australia.

— ROLA K7 —

Try the new ROLA K7 with one of your good sets and note the difference