

BROADCASTING

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BUSINESS

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NEW TAMWORTH STATION

AT the end of January next, according to the well laid plans of the men concerned, a new commercial station will be opened at Tamworth, N.S.W., under the call sign of 2WO, on a wave-length of 204.1 metres.

The men behind this station have formed a company known as the Tamworth Radio Development Company, and the principals are Mr. E. Higginbotham and Mr. T. Whitcomb.



MR. E. HIGGINBOTHAM

Better known to their many friends as "Tom" and "Higgy," this team we found harnessed together again at Tamworth. At the present time they are both on the staff of the A.G.E.I. in Sydney.

Mr. Higginbotham has been in the radio business for many, many years. First he was in the Radio Department of the British General Electric Co. in Sydney, when Mr. W. J. McLellan was in charge. For the last 6 or 7 years, Mr. Higginbotham has been in the Radio Department of the A.G.E.I. under Mr. Cliff. Southwell.

Mr. Tom Whitcomb is in the Service Department of the A.G.E.I., and is well experienced in radio matters. At the new station Mr. Whitcomb will be the station engineers, while Mr. Higginbotham will be the Manager.

Many country dealers, as well as the city trade, no doubt remember these two chaps putting over R.C.A. Radio and lately G.E. receivers, and we are confident they will put over a programme and maintain a service which will more than satisfy the residents of their new home town.

The estimated coverage of the new Tamworth station is 58,000 people, and when it is realised that it is almost impossible to obtain satisfactory daylight reception in Tamworth from Sydney stations, it will be appreciated that 2WO will fill a long felt want.



MR. T. WHITCOMB

Advertisers will do well to bear in mind that Tamworth relies on local stations for its radio programmes, owing to the poor reception previously mentioned.

Tamworth may well look forward to city programmes in the country, when these two "pep and punch" men take charge of their local station. The radio trade wishes them well in their new venture.

SAMPLES PLEASE!

Some people make requests in a very humdrum manner, but this 2UW listener rose to the occasion thus—"I heard your announcement concerning Mrs. 'Arris and Mrs. 'Iggs." What is home without their photo? Please send it along. Some people would be afraid of it—no, I'm not incinerating, I'm merely remarking. Heartiest appreciation of your programme generally."

2HD's REMARKABLE PROGRESS

It is just a little over 2 years ago since Station 2HD blossomed out under its present management. This station has been on the air for a much longer period and its earlier history is well known to those loyal adherents who have followed its fortunes from its childhood days until now.

It was just a little over 2 years ago that it began to grow up, and its growth has been so rapid and complete that those who knew 2HD in its early stages hardly recognise it to be the same enterprise. From a tiny one-man concern operating in a back room of the licensee's home, it has now become one of the finest broadcasting stations in the Commonwealth, with a staff of 30 members, housed in an up-to-date building, the beauty of which has made it famous throughout the land.

In the auditors' report for their period ending June 30th last, the following is stated:

"The advertising revenue continues to increase, and for the year under review the advance is 55.7%. Whereas 67 clients used the station in 1933, up to June, 1934, the number was 107, an increase of 56.6%. This necessitated increasing the broadcasting time to nearly 100 hours a week."

BROADCASTING BUSINESS

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A Day Out in a Broadcasting Studio

The Family Visits 2UW

NUMEROUS visitors to Sydney are taking the opportunity of visiting 2UW Broadcasting Station, and it is often interesting to gauge from remarks passed, the reason for the visit. Father, mother and every one of the children have their different reasons. With father it's sometimes the chance to catch a glimpse of Charles Lawrence, who "puts over" the racing; with mother it may be the look of the place as a whole, or the chance of seeing a lady announcer, personally; with the son and heir it's certainly the mechanical devices and equipment that fairly hypnotise.

And so, for the purpose, we will greet a party of visitors to 2UW's Studios. Through the swinging glass doors they come to be greeted by the girl on the switch—There she sits glued to her board, with head-phone and breast-plate all ready to plug and pull. From the switch attendant, the visitors are handed over to a member of the staff and the tour of inspection is on in earnest.

The Transmitter

First, there is the new transmitter, about which all have heard and read so much—but technical descriptions can't convey the details adequately. Through glass windows the visitors see huge battle-ship-grey steel compartments, the front panels of which are decorated with rows of green and red buttons with electric lights behind them. These, the interested sightseers are told, correspond with various parts of the complicated machinery, and, while all are glowing all is well, but, should one go out the engineers know exactly where to locate the trouble. The engineer-in-charge sits at a table with a control box in front of him and this contains a dial which indicates the range of the voice of the person speaking over the air. The engineer constantly adjusts this to ensure an even quality of voice volume for the listeners. Notices indicate that admittance to the control room is strictly forbidden, and accordingly visitors must content themselves with asking questions.

A point that greatly impresses every visitor is the fact that beyond the transmitter is the room containing the power plant—2UW's being one of the few plants in the State that is entirely self-contained—that it has the power, trans-



ACTORS GETTING EXCITED BEFORE THE 2UW MIKE

mitter, studios, executive offices and aerial, all in one building.

Emergency Transmitter

In addition to the new transmitter, but enclosed in an adjacent studio, is the old transmitting plant which is not customarily in use, but is kept in condition so that it may be put into service against any emergency—silent mostly, but still an efficient transmitting unit of 2UW if wanted.

Studio 'A' is the admiration of all visitors—its position in the centre of the building enables it to be surrounded with studios and offices, each one connected with it by glass, yet sound-proof windows. The decorations are simple, yet most effective, for the dark green of the floor covering and the chromium steel furniture make high-lights in what is naturally a sunless room. When a play is in progress, the scarlet curtains are drawn and visitors are enabled to enjoy the novelty of seeing a play not only acted before the microphone, but also of watching the producer controlling the effects and other incidentals that coincide with a broadcast play.

The aim of all visitors, of course, is to see an announcer actually at work before the microphone and many stand by the half-hour in the thrill of watching "Uncle" Jack, Vernon Sellars, Clifford Arnold or whoever is in charge, announce a record. The announcer puts it on one of the revolving turn-tables beside him, turns the key that switches the music on the air, and sees the little green light go on, which means he is now free to speak to anyone in the studio without danger of his voice going over the air. The record concluded, he turns another switch and puts himself on to the air again, during which time he must keep an anxious eye on any visitors lest they speak out of turn, and the air should catch up their asides. The visitors hear the announcer deftly switch from spoken advertisement to chatty conversation, to the titles of records, to wea-

ther observations and then to his constant log keeping for this log keeps check on everything he has been doing. An announcer's life is a busy one indeed!

"It's wonderful — simply wonderful!" the visitors say, "and now when we are home again listening in, we can just picture it all and we never thought it would be like that—not all those bright lights, this music everywhere, these dozens of busy people—however do you all work?" And the member of the staff who has shown them around goes back to office desk or typewriter and adds still further to the noise, for a programme like 2UW's from 7 a.m. till midnight daily, takes some feeding. And, so, with each visitor to the studio is forged a happy link between listeners and the station, which, from the top of the State continues to give them Service and still better Service.

FIRST WOMEN'S TEST CRICKET TEAM

One of the most interesting sporting coverages by a broadcasting station is that of the exclusive Queensland right of 4BC to broadcast the first Women's Test Cricket Match to be played in the world!

A complete sporting service will be given of the matches played in the South between the various State teams and the visiting English women, as follows:—

England v. Victoria (Melbourne)—December 7th and 8th.

England v. N.S.W. (Sydney)—December 14th and 15th.

England v. Queensland (Brisbane)—December 21st and 22nd.

The last mentioned match will be broadcast from the Brisbane Cricket Ground by the popular Mr. Barney Cook, as will also the First Womens' Test Match, Australia v. England, on December 28th, 29th and 31st. During the subsequent Test Matches in the South, Station 4BC will provide a special service which will keep listeners posted with the progress and details of the play.

NEW WOMEN'S SECTION FROM 3AW

Believing that of broadcasts in general the women's sessions were the poorest, 3AW is making a special effort to raise the standard and provide a feature of special value to sponsors.

3AW's new session which will occupy about 2 hours from 2 p.m. daily, will be under the direction of Miss Geraldine Bright, an accomplished stage and broadcasting artiste. Geraldine Bright commenced her career on the footlights at a very early age and has experience in many parts of the world. She has broadcast frequently and has been heard spasmodically from 3AW over the last 18 months. She now assumes a staff position, in charge of the new session.

The sketches are being prepared by Mr. George Matthews, a distinguished journalist, who has had wide experience in preparing work for 3LO and the national stations. Mr. Matthews and his wife are using fragments gathered from their extensive travels abroad, and weaving them into an enchanting series to be known as "Honeymooning Abroad." The sketches will depict the adventures of a honeymooning couple starting from London and going to Melbourne via a devious path. They go through France and Italy, the glamorous Near East; Africa, India and the jungles of the East Indies.

In presenting to the women-folk of Melbourne this outstanding feature the

management of 3AW feel they are providing an opportunity for sponsors to get a message right to the hearts of the persons who do the buying.

Magnificent Broadcasts During Royal Tour

National Service Covers the Sydney Programme

LAST week when His Royal Highness the Duke of Gloucester, visited Sydney, a most elaborate programme was arranged on all sides, and in order to give the hundreds of thousands of listeners an opportunity of understanding what was going on, the broadcasting services, both National and commercial, extended themselves in a manner almost unsurpassed in the history of broadcasting in Australia.

The National service particularly is to be congratulated on the very fine results of their wonderful effort.

In these days of enormous crowds, and the necessity for waiting for many hours before a procession passes, it is becoming more evident that one can enjoy the proceedings more by listening in to a description than standing for hours in one spot.

The manner in which the National service covered the Royal procession from

the landing stage in Farm Cove right through the city, also covering the Pageant Procession, was something that was outstanding. There was no break in the continuity of the whole description, and announcers located at various points around the city were able to take up the commentaries immediately, their delivery and description of the event leaving very little to be desired.

Dedication of Anzac Memorial

Much the same thing applied on Saturday morning when the beautiful Anzac Memorial in Sydney was dedicated by His Royal Highness. Due to holidays, it was the Editor's job to work all day Saturday, therefore being unable to attend the Dedication, so we listened in at the office on a Stromberg-Carlson direct-current set, and heard the whole of the description in a manner which was almost as good as being right on the spot.

There is no doubt that radio today is bringing all these benefits right into the home, and those who are unable to participate in these public functions are at least able to get some sort of a picture of what is happening.

On the Saturday morning during the Anzac Memorial Service, the commercial stations co-operated, and Mr. Jack Prentice gave a very vivid description of the events during that morning from a location opposite the Memorial. Mr. Prentice, who served with the A.I.F. during the War, carried out his job in an excellent manner.

3 AW

**Sends Christmas Greetings
To its Many Advertisers
and also to those firms
which, in the coming year,
can't afford to omit us from
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BIG THEATRICAL INTERESTS LINKED WITH 3XY

Question of Available Frequencies

IT has been learned that big theatrical interests are linked with the project of establishing a new station in Melbourne, 3XY. It was announced a few weeks ago that a licence had been granted to a Company registered as 3XY Pty. Ltd. and that it represented the National Party. It has since been learned that this company in all probability will submit to theatrical interests with which Mr. F. T. Thring is connected. It is also believed that Mr. Doyle of Sydney theatrical interests is also associated with the project but confirmation has not been established when we go to press.

The allocation of a new broadcasting licence in Melbourne and the establishment of a new national station will require the certain adjustment of existing wavelengths, this adjustment taking place before very long—it is understood, before 3XY comes on the air.

The granting of the new licence and the reallocation of the wavelengths of certain Australian stations recall the very interesting history of station 3AK Melbourne.

Political Pull?

3AK, owned and operated by Melbourne Broadcasters Pty. Ltd. (Mr. C. F. Palmer) still operates on 200 metres with 50 watts output and is restricted in hours. In the hurly-burly of allocating wavelengths and powers to the "B" Stations four years ago 3AK, apparently the last Melbourne application to be filed, was allegedly given the last wavelength, thereby closing the door to further applications. But 3AK was restricted in hours of operation and in power, and although the other stations were progressively allowed extensions in each department, 3AK has remained in its original position. Over the past four years a long series of letters has passed between the station and the Department. 3AK although paying the same licence fees as the other stations has made repeated requests to be allowed to extend both time and power, but in every case the giving of a direct answer has been postponed and always the position has been one that "will be investigated" or "will be dealt with in the near future."

And now very much to the surprise of everybody who understood the situation and believed that 3AK had the only available wavelength in Melbourne city, a new licence has been granted. When the reshuffle of wavelengths and conditions takes place 3AK expects that it will be placed upon the footing for which it has fought so long. The station has no political influence and must fight its battle on its own merits. Hence it looks forward to fair treatment of its rights to which it has clung under such difficult conditions for so long.

Melbourne Broadcasters await with interest the next move by the Postmaster-General's Department or 3XY.

Sweeping Broadcast Changes

Federal Communications Commission of U.S.A. Adopts Policy Looking To More Stations, Higher Power, Increased Hours As Quota System Is Revised.

SINCE the recent establishment of the Federal Communications Commission in America, very close investigations have been made in regard to the broadcasting situation, and last month (October 10) a very sweeping change in the system of allocating broadcasting facilities, new Quota Regulations were adopted, new policies established respecting the licensing of more local stations and the use of higher powers on regional channels, which will open the way to substantially increased facilities generally throughout the country.

In revising the Quota System which has been a source of curious controversy since its adoption by the former Radio Commission four years ago, the F.C.C. set up what amounts to two distinct Quota Systems—one covering Day Quotas and the other Night Quotas. The same basic principle of allocating according to Quotas based on State populations will be adhered to, but additional daytime facilities are set up in all but a dozen States. This is interpreted to mean that additional stations and more power and time for existing stations will be possible in some 36 States, adding considerably to the service and coverage capacity of broadcasting as a whole.

Simultaneously the F.C.C. adopted a new regulation clearing the way for the licensing of additional 100 watt local stations in conformity with the provision in Communications Act of 1934, without charging such new stations to State Quotas.

It also adopted a modification of existing regulations under which a limitation of 2,500 watts in daytime power on regional stations is discarded, and the maximum is placed at 5,000 watts.

SUICIDE REPORTED

It is reported from U.S.A. that George F. McClelland, former Vice-President and General Manager of the National Broadcasting Company, shot and killed himself in his New York office on the night of October 12.

He was 39 years old and one of the pioneers of the broadcasting industry. Police say they were unable to decipher a note he had left because it was so blood-soaked.

"Mac" as he was well known throughout the industry, announced shortly after he had left the N.B.C. that he would undertake a new network project. Although nothing came of his plans, which he discussed with high radio and publishing officials on the Pacific Coast last winter, he declined at least one big offer to join a leading agency as an account executive.

N.B.C. AFTER WMAQ.

It is understood that negotiations are in progress for the acquisition by the National Broadcasting Company of the half interest in WMAQ, Chicago, clear channel station now held by the Chicago "Daily News," at a price understood to be in the neighbourhood of about £100,000.

Confirmation of the arrangement was expected prior to November 1st or exactly three years from the date on which N.B.C. acquired 50% interest and programme control of WMAQ from Colonel Frank Knox, publisher of the newspaper.

PERCY GRAINGER'S LECTURES

Notable Recitals in Melbourne

Following his broadcast season of recitals in Sydney and Tasmania, Percy Grainger, the famous Australian composer-pianist, will begin his series of 12 lectures on music, in Melbourne, in the National programme of 3LO on December 4th from 9.15 p.m. These lectures which are arousing widespread interest in Australian musical circles not only on account of the eminence of the lecturer, but through the original manner of their presentation and the wealth of research which they may be expected to reveal.

In his opening lecture on December 4th his subject will be "The Universalist Attitude Towards Music." He will strike an entirely original note in not separating European from Asiatic, folk songs from art music, or classical from popular works, and he will show how, throughout the civilised and uncivilised world, at all stages of its history, music has been a universal language of the emotions, so that to-day though ultra-modern registers may be poles apart from unsophisticated savagery, the links may be joined to form a musical chain binding all the stages of mankind.

On December 6th in the National programme of 3LO from 9.15 p.m. Mr. Grainger will discuss "Scales in the Past, the Present and the Future," with illustrations from Purcell's and Sandby's Quartettes, Thomas Tomkins' Fantasy for strings, and Excerpts from Brockway's "Lonesome Tunes," and "Twenty Kentucky Mountain Songs."

DIGGERS!

One of the most pleasing contributions to 2UW's programmes is that by Vernon Sellars and entitled "The Digger's Session." In Vernon's own breezy and cheerful manner he tells tales of days at the Front, stories of soldiers in hospital and in Blighty. He has an endless stock of them, and many of them are his own personal reminiscences. These little sketches are interspersed with news items from the various Returned Soldiers and Sailors' institutions and societies—the whole session welded together by stirring martial music. No digger who is able to listen in at 9 p.m. each morning can afford to miss this session which will keep him in contact with all that's doing in the returned soldier world.