

ANALYSIS OF LICENCE FIGURES

(Continued from page 5)

It is obvious from these figures that there is need for more progressive treatment and immediate action on the part of the National service to adequately serve the country areas. There are twice as many licences in operation in the metropolitan areas, as in the country—yet the country residents require wireless broadcasting far more urgently than the city dwellers.

If the primary industry is so important as the country party politicians would make out why don't they take decisive action to have a really effective broadcasting service instituted without delay?

The present programme of medium wave stations with relatively small power is too slow to be of much value. A few 50 K.W. stations would do a much more effective job.

In the N.S.W. country area 72% of the homes do NOT possess a radio set, while that figure is 67% in Victoria, 82% in Queensland, 63% in South Australia, 82%—W.A. and 70% Tasmania with the Commonwealth average of 73% of the country homes still waiting a real efficient service to encourage them to buy a wireless.

2HD At Newcastle Show

One of the sights of the Newcastle A.H. & I. Association Show at Broadmeadow, Newcastle, was the fine building erected by Radio Station 2HD.

This permanent two-storey structure is located to the left of the entrance, immediately in front of the Arts Pavilion. It has a gaily decorated exterior, similar to the fine studios at Sandgate which have become a familiar landmark on the Pacific Highway, and is crowned by a dome supported by flagstaffs on either side. The architecture is massive in design and the colour scheme, gay and effective.

With characteristic enterprise, the top floor of the building has been fitted as a modern broadcasting studio from which programmes were transmitted during the Show. Large plate-glass windows enabled visitors to the Show to witness the operations of wireless broadcasting in full view, and a loud-speaker conveniently placed enabled all to hear the programmes with comfort.

The lower floor served as an office for the enrolment of joysters and the transaction of other 2HD business.

Powerful floodlights directed on the front of the building enabled its chaste design to be recognised as clearly by night as by day.

In addition to broadcasting the ring events over 2HD, the amplifying of announcements from the centre of the ring was entrusted to the 2HD Public Address

System which rendered yeoman service on the occasion of the visit of the Duke of Gloucester, the Newcastle Surf Club Carnival and other public occasions. A battery of loud-speakers strategically placed carried the voice of the speakers to every part of the Showground.

This fine building, with its beautiful exterior and modern up-to-date internal fittings and design, offers still another testimony to the enterprise of the management of 2HD and the popularity of that Station with the public of Newcastle and district.

"BEAU GESTE" SERIAL SOLD TO CITY COUNCIL

A radio version of P. C. Wren's Novel, "Beau Geste," dramatised by Mr. Greenfield of station 2CH is commencing on March 11th, and running three nights weekly, Mondays, Tuesdays and Wednesdays, at 7.55 p.m. in connection with City Council advertising.

NEW FEATURES AT 2SM

"The House of Years," now being given on Monday nights and "Log Cabin" on Wednesday nights, both from Station 2SM, are examples of the new type of sessions, resulting from Mr. John Dunne's recent tour of America and study of broadcasting conditions.

EAVESDROPPINGS

THAT Radio First Nighter on 2CH is a smart fellow, but a trifle too priggish. After all, everybody's taste is different to everybody else's and such self assurance as he shows is questionable. One becomes so accustomed to his condemnation that the occasional praise comes as a shock. Still it's a very good session in its way.

EB AND ZEB WITH HORTENSE provide a bright little spot in the 2UW programmes. It's American, it's funny, and it's NOT suggestive.

Auntie Grace (2UE) hesitates too much in her speech. You expect an announcer to speak quite smoothly and a woman announcer even more!

The Victorian Housewives' Association believes in the most effective method of publicity, and consequently have arranged with Station 3AW for a series of broadcasting talks on the objects and activities of their Association. Miss R. Robinson, Organising Secretary, is looking after these talks, which are given every Monday at 3.45 p.m. and probably at intervals during the week in addition.

According to Mrs. John Dunne of Station 2SM, who returned by the "Narkunda" last week, women listeners in Australia are much better catered for as regards wireless sessions than those abroad. "Here we have our talks on fashions, home-decorating and domestic art, by women with a knowledge of such subjects, but generally speaking, the nearest approach to a women's session abroad is a brief cookery talk, introduced as an excuse for mentioning somebody's custard powder."

BROADCASTING BUSINESS

March 1st, 1935

Graham Dowland of the Country Press, Sydney, is to be congratulated on trying the unique experiment of running a serial transcription in the lunch hour. In selecting this period at 3AW to broadcast "The Count of Monte Cristo" he will be given an opportunity to ascertain the drawing power of 3AW at that hour.

Station 2SM are extremely pleased about the production by John Pickard of "For The Term of His Natural Life" (by Marcus Clark). They are of the opinion that if Australian literature were properly reviewed, it might yield quite a lot of first-class radio material. The premiere of this dramatisation took place last Wednesday, and every Wednesday at 9.30 p.m. will hear a continuation of what should prove to be a very interesting presentation.

Showing a great appreciation of news value, 3AW slipped over a topical session featuring Seth Parker last Sunday week, between 8 and 9 p.m. It so happened that 3AW was able to locate two or three of the famous American's transcriptions and these were included in the Heenzo hour. The session was made all the more interesting by a talk explaining the naval position that had arisen through the "Australia" going to the "Seth Parker's" assistance.

SUCCESSFUL INAUGURATION 24 Hours Service From 2UW

On Saturday last, February 23rd, Station 2UW, located in Sydney, inaugurated the first 24 hour continuous service of any known commercial broadcasting station in the world.

The question will naturally arise to everybody interested in commercial broadcasting, as to what would be the practical value, particularly from a commercial point of view, of a station operating for 24 hours a day, 365 days every year. Would there be a sufficient number of people listening in at that hour, to warrant advertisers sponsoring sessions, or putting over any announcements?

Reports from 2UW Management state that doubts in regard to these questions have been dispelled, and anybody who could have visited 2UW Studio on Sunday morning early (February 24) would have seen Mr. Len. Maurice busily answering telephone calls giving requests for cheerio calls to listeners in many parts of the State. Down at Bulli, up at Katoomba, and even up as far as Gunnedah, requests came in for special items.

2UW intend to broadcast every morning at dawn, a special record, exclusive to 2UW, giving the dawn call. This innovation on the part of the station located on the top of the State Theatre building, is being watched with interest by all people interested in broadcasting.

YOUR SUBSCRIPTION

The Postman will bring this paper to you every week if you send P.N. for 10/- to—

Box 3765 G.P.O., Sydney

BROADCASTING BUSINESS

Vol. 1—No. 23

FRIDAY

MARCH 8, 1935.

Subscription

10/- P.A. Post Free

Single Copy 1/-

Federal Labour Party Propose Tax on Broadcasting Advertising

At the Federal Labour Conference held in Sydney last month, a long discussion took place on a motion that a tax should be imposed on newspaper advertisements and on advertisements placed with commercial broadcasting stations, for the purpose of unemployment relief.

Dr. Du Maurier, who is a member of the Federal Labour Party, pointed out that B class stations have given much assistance to the working people. It had been stated by one delegate that Mr. Lang had paid £5,000 to the broadcasting stations at the last Federal Election, but he (Dr. Du Maurier) was in a position to know that the amount actually paid was much more than the sum stated. If they attempted to filch revenue from the broadcasting stations, they were merely attempting to kill "the goose that laid the golden egg."

Mr. Bramston said that the rates charged by broadcasting stations were extortionate. Nine items out of ten put over the air were not worth listening to. It was ridiculous to talk about taxing the newspapers, because it had been proved that no State Government had power to do it.

The question of the proposed tax on newspapers and broadcasting stations was referred to the new Executive for further consideration.

The motion to levy a tax for unemployment relief on all advertising broadcast through B class stations, was strongly opposed by Dr. Northey Du Maurier, who pointed out that to impose a tax of this description on the commercial stations would prove a grave injustice.

Dr. Du Maurier questioned the knowledge of the instigators of the item on the Agenda paper, pointing out that (unlike the A class stations) the B class stations received no benefit from the licence fees paid by listeners. He further submitted that if any tax was to be levied it should be by means of a deduction from each licence fee paid to the Government, a large percentage of which was devoted to the A class stations for the transmission of programmes which, quite frequently, were not up to the standard of those broadcast by the commercial stations.

On the earnest appeal of Dr. Du Maurier, that the matter be dropped immediately, it was decided to refer it to the incoming Executive. This Executive meets within the next week or two, and it is understood action will be taken to have the matter dropped.

LISTERINE RENEWS WITH 2HD

For the third consecutive year Listerine has renewed its advertising contract over 2HD.

Surely this speaks volumes for the effectiveness of 2HD. The fact that 1935 sees Listerine spending more money in advertising over 2HD than in previous years proves conclusively that by using this medium the proprietors of Listerine Tooth Paste are finding the Newcastle public more and more responsive to their sales message.

Listerine has sponsored the N.B.C. production "Paul Wing the Story Man," which is broadcast three nights weekly.

News From Mafeking

The Shell Co. of Aust. Ltd., have certainly profited by the splendid historical sessions they are sponsoring from Station 4BC, Brisbane. The listeners to these weekly broadcasts on Sunday, by Russell F. Roberts (Manager 4BC) are legion, as the mail bears witness, and each and every listener thus expressing their appreciation, uses the words "Shell Session." It is known as a "Shell Feature" throughout Australia, in the South Sea Isles, New Zealand, Canada and on the East and West Coasts of America.

The present series deals with the happenings connected with the Boer War, and an unusual note was struck at a recent lecture (24/2/35) when Mr. J. E. Personne was introduced to listeners as the only man to get into and out of Mafeking with cable and press despatches, when it was held for seven months by Baden Powell against Boer siege! His personal reminiscences concerning that hazardous undertaking, were greatly appreciated, and showed great enterprise on the part of the Shell Company in making such an interesting broadcast possible.

BROADCASTING BUSINESS

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

15 Castlereagh St., Sydney, N.S.W.
G.P.O. Box 3765

Phone: B7188 (3 lines)
BRANCH OFFICE:

Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: Cent. 2805. 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"

RADIO SHOWMANSHIP

By R. G. Lamb
Managing Director of
Radio Silver City
Limited, 2BH
Broken Hill



MR. R. G. LAMB

RADIO showmanship is in its infancy. Like any fine art, it does not lend itself to definite rules. Certain broadcasting ineptitudes, committed freely and frequently, destroy the acceptability of any feature, no matter what its other merits may be. They irritate and annoy, and are, therefore, effective antidotes to good will. One of them is lack of naturalness in announcing. Any grave and studied effort to make an artist appear bigger than he is, or any reference to the excessive generosity of the sponsor in making a feature possible, is not acceptable to the sophisticated broadcast listener. Commercial broadcasting is recognised as "goodwill advertising," and it cannot be made to appear as a gift by any spellbinding announcer.

The broadcast listener invites the commercial broadcaster to his home through the medium of his receiving set. His reaction to self-laudation on the part of an invited guest, whether it be a commercial broadcasting feature or a friend from across the way, is identical. In the case of the friend from across the way, he is not always easily ejected from the scene, but the broadcast listener has the finest and most unostentatious exit in existence available to him. It is not like leaving church in the middle of the sermon; it is a mere twist of a dial entirely unobserved and unnoted by the sponsor of the feature.

Meddlers!

The direction of radio programmes requires genius, just as does the direction of motion picture films and theatrical productions. If beaten tracks are followed, pitfalls are avoided, but this does not represent either the attainment of distinctiveness or a contribution to the advancement of the art. Most of these ridiculous faux pas in radio presentation are the result either of thoughtless or careless announcing, or of the meddling of totally unqualified executives in the running of radio programmes. Broadcasting is so fascinating and so interesting that it is naturally a temptation for all and sundry to meddle with it. The direction of radio programmes, however, is a specialised art, and requires artistic presentation and sensing of audience psychology. Its management should be left to persons accustomed to sensing these qualities.

A feature, to attain a goodwill result worthy of a substantial broadcasting expenditure, must have sufficient attention attraction power to win an audience and, at the same time, be of a nature which does not overshadow the sponsor; consistent in theme and personality, in order to be regularly expected and pleasantly anticipated; distinctive enough to be talked about; of a character in keeping with that of the sponsoring concern; of a standard befitting the station which radiates it and finally, presented with a finished showmanship that pleases an audience already established for the particular hour at which it is offered. This result is most effectively achieved by centering full authority in a capable programme director who carries out a definite and consistent programme policy.

In selecting a programme feature for commercial broadcasting, its objective—goodwill directed toward the sponsor—is often lost sight of. It is not sufficient to gain goodwill; goodwill must be associated directly with the programme's sponsor. The prospective user of commercial broadcasting, who has learned the principle that the audience must be pleased, oftentimes decides hastily that the thing to do is to hire the biggest and most famous artists who can be secured. This method is expensive and not always productive. The biggest artists of the theatrical and concert world are not always the best for the microphone. They are often excelled by artists possessing much less training and skill, but having better microphone characteristics.

To judge the effectiveness of a broadcasting feature, it is necessary to listen to its blindfold and to imagine its volume reduced to that which is ordinarily heard from the loud-speaker.

The theory that the more you spend the more you get does not apply to com-

March 8th, 1935

mercial broadcasting. The reputation of many broadcasting favourites has been built up slowly and gradually through consistent merit rather than spectacular glory.

The Speaking Voice

VOICE personality is one of the most important aspects of radio showmanship. Fundamentally, the speaking voice used must be subject to careful and impartial judgment, for the reason that the sensation of sound is the brain's response to air waves impressing themselves on the diaphragm of the ear. Air vibrations cause the auditory nerves to register upon the brain's centre of hearing. The microphone is, in essence, the ear of the broadcasting station. It is not a discriminating ear like the human ear, which can concentrate on a desired sound and exclude the impression caused by interfering sounds. It picks up every sound within range. The sensitiveness of the microphone as an ear is regulated by the input amplifier operator. If the microphone is called upon to pick up speech or quietly modulated singing, he makes it sensitive. When called upon to handle the great, crashing finale of a huge orchestra, he makes it insensitive. In its most sensitive condition, it responds not only to weak sounds, but to all sounds for a large area. A whisper can be picked up for a distance of thirty feet when the microphone is in its sensitive adjustment.

A voice possessed of oratorical quality is usually a failure before the microphone. The oratorical voice fails in broadcasting because the microphone does not pick up its great variation in volume very well and because it is unnatural to listen to someone shouting from the inanimate loud-speaker in the quiet surrounding of the home.

The same general principle applies to singing voices, and it accounts for some of the failures of very great and skilful artists. Accustomed as they are to facing large audiences they cannot accustom themselves successfully to the quiet sympathetic singing which reproduces naturally and easily. Briefly, purity of tonal output, limited variation in volume, and small area of pick up under favourable studio conditions are desirable qualities of commercial broadcasting feature. These qualities are more important than fame or reputation of the contributing artist in other fields. Effectiveness as a broadcasting feature is the prime consideration in selecting broadcasting artists.

A second consideration is the range of volume encountered between the softest and loudest sounds which must be handled in broadcasting feature. At this writing, the limitations of radio receivers allow roughly a ratio of 400 to 1 between the softest and the loudest sound. Sitting in a concert hall, the listener is called upon to discriminate and enjoy passages ranging all the way from one sound unit in volume to one a hundred thousand times as great. The ear's range of volume ratio discrimination is obviously much greater than that of a broadcast transmitter and receiver.

This technical task is the function of the input amplifier operator. When he does not perform his duty properly, a trained listener can easily detect it. His work is most obvious when broadcasting is shifted from one point to another. The first words of an announcer from a new location are either too loud or too soft and there is a quick adjustment which brings the volume to normal level for best reception. Similar adjustments, less easily observed, are made throughout the broadcasting programme.

Radio Personality

THE importance of tonal expression in conversation is rarely realised, because we are accustomed to place emphasis on words, facial expression and posture. The intonation of voice, however, can completely alter the meaning of a sentence. The radio speaker, who merely recites words to the microphone, however interesting they may be in manuscript form, fails completely to hold his audience. Nevertheless, although the announcer performs a seemingly secondary part in the programme presentation, the part played by his tonal expression is often sufficient to make or mar a programme. Simple announcing to the effect that "the next number will be," is not only lacking in interest but, because of its brevity, is bereft of any personal warmth.

Whether in the capacity of announcer or as a radio actor or speaker, the outstanding successes are those who put expression into their speaking before the microphone. Radio personality is the term used to describe the general ability to convey feelings and impressions as well as information. Radio personality arises from one of two sources: either the speaker is so imbued with, and enthusiastic about his subject and his broadcasting task that he radiates interest and enthusiasm through his voice, or else he is a skilful actor, who, by special training and study, has learned exactly the intonation and voice expression which make every passage of his remarks vivid and natural.

Words of Wisdom

To a speaker or a singer about to use our microphone for the first time we usually say: "A broadcast performance is as personal and intimate as one given for a small group of friends in your own home. There is none of the annoyance and distraction occasioned by large audiences. The studio is comfortable, quiet and homelike."

"You need not raise your voice higher than you do when entertaining a group in a drawing room. Although the radio audience is large, broadcasting requires the minimum of effort."

"When speaking over the air, do not hurry, use a quiet, clear, slow and distinct voice of the same pitch that you use in addressing a group of five or six people seated around a table."

"Broadcasting is simple and easy. It not only overcomes distance, but does it with the least possible effort and strain on the part of the artist."

"If you are accustomed to large audiences, you may miss the applause which is often so freely given. But the radio audiences is the most responsive which exists. To respond to you requires much greater effort than a mere automatic clapping of the hands. They must either telephone the station or go to the trouble of writing a letter of appreciation of your performance."

"It is a psychological action natural to nervousness to clear the throat after the first few words, producing a disagreeable and exaggerated effect from the loud-speaker. It is wise to clear the throat thoroughly just before the broadcast begins."

Bearing in mind that every intonation of voice inflection is regarded with considerably more attention when heard through a radio receiver than when heard in conversation, any unusual characteristics of inflection, however slight, become matters of serious proportions. A slight nasal quality in the voice becomes obnoxious in the radio listener's home. A rising inflection is positively irritating, while an effeminate voice is likely to result in a few hundred punctured loud-speakers. An affected voice or even a speaker who observes meticulous care in seeking to pronounce clearly is unwelcome. Some accents are agreeable, others, a serious detriment.

Extended broadcasting experience sometimes adds qualities to the voice which detract from its acceptability. A certain ceremoniousness is affected by experienced announcers who consider it a mark of announcing skill.

For commercial programmes, humourists are often suggested as ideal announcers. The search for radio humourists is diligently carried out by programme managements, but rarely is a star radio humourist unearthed. This is due to the fact that stage training for expression of humour is something of a handicap to successful microphone appearance. Finally, out of consideration for the programme director, may I say that applications for the job of radio humourist ought to be made through a medium of gramophone records rather than in person.

4BC APPOINT SOUTHERN REPRESENTATIVE

The Management of Station 4BC announce the appointment of Mr. D. Duff as their business representative in the Southern part of Australia, and who will represent 4BC and its associated Queensland stations.

Mr. Duff will make his headquarters C/o Station 3AW Melbourne. He has had considerable experience in commercial radio spread over a period of 6 years.

2HD ADS. GET THERE!

Station 2HD
Newcastle, N.S.W.

Dear Sirs,
May we take the opportunity to express our appreciation of the wonderful results from our advertising at 2HD? Radio is the only regular form of advertising in which we indulge. 2HD is the only station carrying our business and the results are satisfying in the last degree.

Yours faithfully,
ANDREW COOK & SONS LTD.
per Jas. Cook, Secy.

WE TELL! YOU SELL!

STATION 2HD
Box 123, Newcastle
Sydney Office:
E. A. Wood (BW 2211)
c/o A.W.A., 47 York St., Sydney

"Hours at Random"

Being Observations on Programmes Tuned In At Odd Times

TUNED in at 2GB at 7.20 p.m. to hear Mr. Harding, the original astrologer of the air who is speaking very effectively on the subject of the animal nature of man. He speaks very well, in well chosen English and if his observations are somewhat trite they are very good reasoning, nevertheless. The Cream brand Cornflour sponsors have a decidedly palatable session, and the astrologer is a welcome high-light.

A record played by De Groot and his concert orchestra concludes the Session.

Pinto Pete is under way again. The preliminary advertising talk is good. For that matter, this Station's announcers are uniformly excellent in diction. Mr. Pinto Pete introduces a little philosophy, the boys sing, and now the Randall sisters are at it! Appalling and unmusical, but fortunately doesn't last long. Apart from the sad ladies, the rest is good entertainment. Can't help liking Pinto himself. He sings "The Last Rose of Summer" and that's that.

The announcer is concluding the Pinto Pete session with an impassioned speech about Rinso. He makes Rinso sound downright attractive too.

A stirring march is in progress, that quaint gong follows it and now W. W. Campbell & Co. Ltd., are on the air presenting an evening with Darby & Joan.

The advertising story is good, and ties up with the firm's newspaper publicity. Quite convincing material. Darby & Joan entertain little Arthur Meekly to-night, and while Horace, Aunt Agatha and Uncle Edgar distract the listener Darby plays draughts with little Meekly. It's all so very cleverly done. No doubt George Edwards is a genius at this sort of thing. Nell Stirling is nice as Joan too. Well, quite an entertaining session.

Barralough, the Optician will be carrying on with no interruption of business... smart idea that, taking advantage of the publicity surrounding the big fire.

Here's this new thing, "Love Making Incorporated," and it's pretty good too, if you like stories about American bands. Quite a bright little show too. Atkinsons, the perfumers, are sponsoring it and they have chosen a very likely session, but what a pity the advertising material was so poorly put over. The lady announcer obviously read it from a script and she didn't sound a bit natural.

"What is a dogman?" Oh, this is a little ad. from Clements Tonic, very smartly done.

There's that gong again and the three big friendly stores are here again presenting the Hon. Archie. There's no doubt Winns make themselves felt with all this advertising and Archie and Frank are delightfully quaint to listen to.

That's an hour—and a very entertaining hour—of 2GB.

Commercial Station 2TM Tamworth Opens

Local People Very Enthusiastic

ON Wednesday of last week (February 27th) commercial broadcasting station 2TM was opened at Tamworth (N.S.W.) by Mr. V. C. Thompson, Federal Member for New England.

The official opening was performed from the dining room of the Tamworth Royal Hotel.

Mr. E. Higginbotham, General Manager and Director of the Tamworth Radio Development Co. Ltd., was the announcer, and in introducing the station said that it was their objective to render the best country programme in Australia, and combine service and pleasure in their transmissions.

Ald. W. H. Thibault, the first speaker, referred to the Tamworth district's rich pastoral and agricultural resources, its public services and facilities for sport and recreation. Now they were proud to announce the opening of a new broadcasting station.

"This, I am sure," said Ald. Thibault, "will justify the confidence of the owners, and assist in maintaining Tamworth's reputation for being right up-to-date in the dissemination of news and entertainment. I realise that these are of great importance to the average citizen and that 2TM will maintain such a standard in its service, that it will be much appreciated by listeners."

Mr. Thompson's Address

The official opening of 2TM, said Mr. Thompson, M.H.R., was an event in the history of Tamworth and also the neighbouring districts. Radio broadcasting had become essential to country people, but they had suffered by comparison with those in the capital cities, having to depend on inferior reception at a distance. Only now were the Federal authorities introducing a relay station system for the country. One of these stations was now in course of erection near Grafton. He had been informed that the second would probably be somewhere between Tamworth and Barraba; but this would not be proceeded with until the effect of broadcasting from the Grafton Station had been gauged.

"In the meantime, we feel under an obligation to the proprietors of 2TM," said Mr. Thompson, "commercial or B class stations have proved a boon to the wireless listening community. But for these stations, I doubt whether broadcasting would have become so popular in Australia for the A class station has not been able to serve every section as was expected when broadcasting became a great national utility.

Many listeners, he added, thought as much of these stations as they did of the A class, because they provided a great variety of entertainment, interspersed with

advertising of an interesting and often humorous character. Personally, he felt confident that two such enterprising men as Mr. Higginbotham, Managing Director and Mr. T. Whitcomb, Engineer and Designer, would keep their station up to the highest standard of usefulness to listeners. Both came with a wealth of experience behind them, having been employed by the Associated General Electric Company for many years. Already they had spent £2,000 on the installation of their studios and plant, and if expectations were realised, they would spend more. They were starting on a transmission radius of 50 miles, but when authorised to use more power, hoped to transmit all over the State. It required some courage to start anything outside the capital cities, and when they found young men with expert knowledge coming into the country towns and spending their capital on broadcasting, they must regard them as pioneers, entitled to the respect and support of the business community.

Local Talent

Mr. Thompson, in conclusion, said he had been assured by the proprietors that it was the idea to encourage local talent. They would find no lack of it locally and from adjoining towns and districts. The churches, too, were to be given air space, and public events in Tamworth would be broadcast, hail, rain, or sunshine. He asked the public to give the station a little time to get on its feet, and if it did all it set out to do there would soon be many more than 21 out of every 100 homes within a 50 miles radius of Tamworth with wireless sets. He declared the station officially open and hoped that it would be an immediate success and have a long life.

Mr. A. Joseph, Managing Director of "The Northern Daily Leader," of Tamworth, said that broadcasting had made such strides in its infancy that he could foresee in the immediate future even greater progress. It had provided for the people not only a wonderfully cheap form of entertainment, but one of high educational value. It should be a factor in welding together people of different nationalities and assist in securing peace, understanding, and goodwill amongst all men. He joined in congratulating Mr. Higginbotham, Mr. Whitcomb, and the Directors of the Tamworth Radio Development Co. Ltd., for their enterprise in establishing a station in Tamworth. During the period of the year when static was bad, it would be a boon to Northern listeners to have a broadcasting station that would be able to give programmes over the air with little interference.

The Directors of "The Northern Daily Leader" had placed the news service of the paper at the disposal of 2TM, and would publish daily its programmes. The enterprise, which would be of benefit to the community, was worthy of support, and he hoped that 2TM was here to stay and that it would turn out a successful venture.

Concluding, Mr. Joseph said that he had been informed that the signals sent out were being clearly received that evening, and he was pleased to have been able to reach so many of his friends throughout the North and North-West, to whom he sent greetings.

In welcoming 2TM Tamworth on the air, on behalf of 2MO Gunnedah, Mr. H. Goddard expressed the hope that the two stations would work well together.

Between speeches, other greetings were extended to the new station by 2SM, and 2UW Sydney, the latter giving an example of what listeners could expect in the way of a sporting service on Saturday afternoons.

The presentation included a recorded description of two classic racing fixtures.

The P.M.G.'s Department was represented at the function by Mr. W. T. S. Crawford, Senior Radio Inspector for N.S.W., who said that with out-of-date sets some interference from 2TM might be experienced, and in such cases listeners should notify the management. Messrs. Higginbotham and Whitcomb had been known to him for many years, and had always enjoyed the confidence of the wireless branch. He congratulated them on the inauguration of the service, and wished it success.

In adding his congratulations, Mr. T. Treloar, Secretary of Tamworth Chamber of Commerce, praised the Directors' foresight in selecting Tamworth for their station. It was one of the best country towns in Australia and had great possibilities for future development. The station would be a big help and deserved the support of the business community and private citizens.

At the conclusion of Wednesday night's inaugural broadcast from station 2TM, Mr. Higginbotham, General Manager, said the first night that a station was put over the air was always in the nature of an experiment, inasmuch as the broadcasters were never certain how the receivers were going to react. However, the fact that the management was able to construct the receiver within a few days of their arrival in Tamworth and "put over" satisfactorily, the first night's programme, was a credit to the technical ability of the engineer, Mr. T. Whitcomb.

Obsolete Receivers

During the day that the tests were being carried out, radio dealers in Tamworth were besieged by numerous set owners who complained that they were unable to receive Station 2TM, which operates on 201 metres until September 1st next, when, under the general alteration of wavelengths, it will change to 231 metres.

The reason for the disappointment was that many sets required "lining up" to enable them to reach the low wavelength of 2TM. (Concluded on Page 8)

Amateur Broadcasters and 3AK

FOLLOWING an alleged statement of Mr. Brown, Director of Postal Services, and published in the Melbourne "Sun-Pictorial" on Saturday, the 23rd of February, there has been some discussion in Melbourne broadcasting circles as to what constitutes a "B" station.

The "Sun's" paragraph read as follows: "So as not to interfere with station 3AK, three or four amateur broadcasters in Balwyn district have been told by the Postal Department to remain off the air, said the Postal Director (Mr. Brown) yesterday.

"There is no general exclusion of amateurs. Station 3AK, while not a recognised 'B' class station, broadcasts regularly late at night and at certain hours on Sunday.

The words, "Station 3AK while not a recognised 'B' station" caused us to investigate the position and the following statement was made by Mr. C. F. Palmer, Managing Director of 3AK:

The statement in the "Sun" that 3AK is not a recognised "B" class station is a most unwarranted and harmful one. 3AK is licensed as a "B" class station by the P.M.G.'s Department and is now in its fourth year of service, paying from its very inception in 1931 the same licence fee as other "B" class stations. It also operates on its own wave-length independent of all other Melbourne stations, and the only distinction between the other stations is that its authorised hours of service are restricted.

Mr. Brown's remarks that certain amateurs in the Balwyn district must remain off the air so as to avoid interference with 3AK also conveys another wrong impression, as there are still certain times when experimental stations in this district and elsewhere could continue, so why penalise three or four amateurs when all that is necessary is a simple re-arrangement of their schedules?

Enquiries at the Postmaster-General's Department failed to determine whether the Department considered whether 3AK was a recognised "B" station or not.

The fact of the matter is that there are no "B" stations and on that score the statement was loose. There are three divisions of Australian broadcasting stations: the National stations, the licensed stations, and the amateurs.

3AK is most decidedly not a National station and, considering that it pays the same licence fee as the other licensed stations, it may safely claim to be a recognised licensed station.

Owing to its looseness, a misconception about 3AK can be caused and it is rather surprising to see such a statement allegedly emanating from the P.M.G.'s Department. If, on the other hand, such a reference was not made by the P.M.G., then it is loose and harmful reporting.

"GIVE 'EM MUCK!"

Critical Reflections on Broadcasting

By R. Devonald

(The writer, who has had 20 years of experience in the advertising business in a number of its branches, and who is a reasonably discerning critic, looks at broadcasting from the viewpoint of the listening public. His views contain much that is contentious, but the columns of "Broadcasting Business" are open for expressions of opinion—Ed.)

TRAVEL to the City every day by tram and boat. My daily companions on this typically suburban journey are typically suburban people. Nevertheless they represent a delightfully wide variety of types. Among them is a barrister, a jute broker, a publisher, a commercial artist, a financier (who seems a very human fellow in spite of his sordid profession) an importer of chinaware and a number of others whose methods of extracting a livelihood from a disinterested world are unknown to me.

You cannot travel at the same time every day with the same people without making acquaintances, nor can you prevent acquaintance developing into a lively exchange of badinage nor yet can you hope to evade those free expressions of opinion which betray your character more readily than your taste in ties and hosiery.

We often talk about radio. The jute broker, surprisingly enough, turns out to be avidly musical, with a tendency to mysticism. The barrister (shades of the academicians!) is a dull fellow, whose interests lie in law, lawn tennis and little else. The publisher diffidently admits to a passion for grand opera broadcasts while the financier adores "hot rhythm."

But it was the merchant of chinaware who started the uproar yesterday with the acio remark, "Melba was right! She said 'Give 'em muck,' and they're doing it!"

This somewhat arbitrary statement evoked comment not merely from our recognised coterie of travelling companions, but from everybody within ear-shot.

The smoking saloon of our normally respectable ferry became a worthy rival of the vituperative House of Representatives. Staid commercial faces were distorted with fury, benign expressions changed to leers of cynical superiority and a few, yes a few, reflected complacent agreement with the china importer.

"Listen in?" he went on, "there's nothing worth listening to! The plays are rotten-amateur shows; the music simply isn't music, the talks are pure drivel and . . ."

"Here, wait a minute," bellowed the financier, "you're right about the plays—never listen to 'em myself—but what's wrong with the music, man? Now last night, the Boswell sisters . . ."

The publisher's raucous laughter drowned whatever praise the Misses Boswell were to have received.

The commercial artist electrified everyone by modestly admitting that he does not own a radio set, but that as he lives in a flat, he hears a great deal of radio and really enjoys the plays. (The people next door tune in to 2FC every Saturday night).

Now all this (and it takes our boat 20 minutes to reach the city) left in my mind the tremendous question, "Does radio entertainment reach the standard it should?" So I set to work to find the answer. I rang up friends and asked their opinions, I asked the tram conductor what he thought, and implored perfect strangers to open their hearts to me—and this is what I found.

Everyone who listens to radio has a clearly defined taste which is not the outcome of the listening habit, but which is a previously conceived standard by which he measures radio entertainment as he receives it. This, I think, is a situation without precedent. The theatre educated its own audiences and created its own traditions. Folk music came from the primitive souls of men and educated as it progressed.

In contemporary times the motion picture developed its own special understanding, and carried into the sphere of sound its own standards of appreciation.

But Radio—poor harassed child of a frenzied world—is in the unfortunate position of being measured by existing standards. And because those standards are the individual standards of individual men and women of widely divergent tastes, it must inevitably happen that broadcasting programmes will fail in their objectives unless they are better balanced.

The listener who admires the primitive rhythm of American music, may develop a lively appreciation of better music if a little of the latter is interspersed with his preferred musical fare. The musical "highbrow" may discover some merit in the Jazz orchestra if Jazz is gently interpolated into the classic programme.

The flat dweller is a type, so is the garden loving suburban resident. The flapper has emotions and the elderly merchant reacts to mental sensations, but they are all human and all susceptible to progressive emotional education. Besides, I know I'm right, for I like a bit of Jazz myself now.

Progressing along this simple line of thought, I naturally anticipate the more difficult question of what is a well balanced programme? The barrister's opinion on this subject is bound to differ from the jute brokers, while mine will probably be at variance with both.

But, so long as we all hear something which pleases us, at reasonable intervals, we will forgive the injury to our prejudices in the things which fail to appeal to us.

At this juncture I introduce the purpose of my reflections—an exhortation to the advertiser to remember that his audience (Concluded on page 8)

W.A. STATIONS Big Increase in Power

The Manager of Stations 6ML and 6IX advises having received notification from the Commonwealth Radio Department that an increase of power has been granted to both Station 6ML and 6IX.

In the past both these Stations have been transmitting with a power rating of 300 watts; this power will now ultimately be increased to 500 watts. The Station engineers are busily engaged at present in making the necessary adjustments to the plants to enable them to carry the increase of power.

In the case of Station 6IX only minor alterations will be necessary as this transmitter was originally designed to use much greater power than the 300 watts on which it has been operating.

Station 6ML will require slight structural alteration and at any time within the next few days listeners may hear the announcement that the power increase has been made. The increase will be in two stages, firstly to 400 watts and after a month to 500.

This means, according to the Manager, that the service area of both these Stations will be considerably increased. City listeners who are using a large outdoor aerial will not notice an appreciable increase of signal in their receivers, as the increase will only be the square root of the amount of extra power added at the transmitting end. However, listeners who are using small receivers and short indoor aerials will notice a great increase in signal strength from both 6ML and 6IX. The result should be that they can work their receivers at a lower volume and this should very materially overcome much of the man-made static with which some are troubled at present.

Country listeners will no doubt notice the greatest improvement. Areas which have up to the present only received the two Stations at weak strength should find a considerable improvement.

Information has also been received that under the new re-shuffling of all wave-lengths throughout the Commonwealth, the wave-lengths of these Stations will be altered. In the case of 6ML the alteration is very slight (only one metre) and in the near future 6ML's wave-length will be 265.5 metres or 1130 k.c. With 6IX the alteration is greater: there will be an advance of 10 metres and 6IX will be radiating on 214.3 metres (1400 k.c.) instead of 204.6. In the case of 6IX the alteration will also be beneficial to listeners, especially those using receivers of the older type who have experienced some difficulty in tuning in the lower wave-lengths.

KELVINATOR TALKS OVER 6ML

Malloch Bros., makers in W.A. of Kelvinator Refrigerators, recently sponsored a series of talks entitled "From Cave to Kelvinator." The theme was novel, and the talks were written in a masterly fashion.

The series traced the history of Kelvinator, described the principle of refrigeration in an understandable way, and told of Lord Kelvin's early efforts to market a refrigerator suitable for home use.

4BC IN FAVOUR

In addition to the many feature sessions being broadcast from Station 4BC weekly, several consignments of over-seas programmes have arrived in Brisbane, and their entertaining value has been quickly realised by progressive firms. Those already released are as follows:—

"Comedy Capers," sponsored by Lever Bros., manufacturers of "Rinso" washing powders. A fast moving medley of laughter and song, garnished with snappy impersonations, skits and cross-talks, and served to the strains of a tip-top orchestra. Programmed each Monday, Tuesday and Wednesday night at 7.30 p.m.

"Robin Hood," sponsored by the Vacuum Oil Co. Pty. Ltd., and broadcast each Monday and Wednesday at 7.30 p.m. Dramatised version of the famous English Outlaw's career with the Merry Men of Sherwood Forest.

"Romance & Melody," sponsored by Stuart the Suit Specialist, released on Thursday nights at 7.45 p.m. Internationally famous radio star, Jules Lande provides melody with his £10,000 "Singing Violin," assisted by other international radio stars, who provide the "romance."

"The Vagabond Reporter," sponsored by Stuart the Suit Specialist. Introducing Tom Ferris, the new star on the "Five Star Radio Hour," known as the Vagabond Reporter who tells tales of other peoples and places he has visited in his world-wide travels.

"Lovemaking Incorporated," sponsored by Atkinsons, manufacturers of Sonnet face powder and perfume. A Musical Revue of unusual appeal—boy falls in love with beautiful girl—father forbids the romance because boy is a musician and not a business man. So boy goes into business "Lovemaking Incorporated." A novel, bright, musical entertainment broadcast from 4BC on Tuesday and Thursday nights at 7.15 p.m.

"The Count of Monte Cristo," sponsored by W. E. Woods Ltd., manufacturers of Woods Great Peppermint Cure. To be released in April. A dramatised version of Alexander Dumas' classic of the same name. To be programmed nightly from 8 p.m. to 8.15 p.m.

POWER INCREASE FOR 3AK

The P.M.G.'s Department has approved of a substantial power increase for 3AK Melbourne. As a result entirely new equipment is being built, and when completed this increase of power will mean that 3AK will be in the position to serve Victorian listeners in the same efficient manner as other Melbourne licensed stations.

This will be very satisfactory news to the many listeners, including those throughout the country districts who rely on this station for entertainment as well as information during early morning hours. The present wave length of 200 metres will remain unaltered, but many other important changes are taking place to meet the requirements of the special service which this station will be in an even better position to offer than in the past.

RADIO AND POLITICS

At the first Summer School of the Australian Institute of Political Science, held at Healesville, Melbourne, recently, wireless and the increasing cost of electioneering were claimed by Mr. D. R. Hall, of Sydney, to be the principal factors which were driving political parties into two great camps—labour and non-labour.

"One very powerful factor which increases this tendency to adhere to the old groups, and to look for changes in the politics of those parties rather than encourage new and rival sections, is the influence of wireless on modern campaigning," Mr. Hall said. "The coming of wireless into Australia has fundamentally altered the position here. Broadly speaking, people no longer attend political meetings.

"This represents a tremendous change in the habits of the people. In bygone days any candidate for Parliament could get an audience, where to-day this is impossible."

"The great increase in the cost of electioneering also tended to play into the hands of the well established parties with huge fighting funds," Mr. Hall continued. "A wireless talk over a 'B' class station cost a pound a minute. Printing and advertising were more costly than 25 years ago and even country halls were more difficult to hire and more expensive because so many had a higher rental value as moving picture houses."

N.B.C. TRANSCRIPTION OVER 2HD

First N.B.C. Dramatic Transcription Series in Australia. "Paul Wing, the story man and his magical typewriter," is heard from 2HD three nights each week.

The National Broadcasting Company of America, owning and controlling the largest network of stations in that country, has released a number of exclusive transcriptions, including the "Paul Wing" entertainment. These have been released to Australian listeners by Amalgamated Wireless (A/sia) Limited. You have only to hear this series to be convinced that programmes of this description cannot fail to hold the station audience. In presenting these transcriptions, 2HD is once again establishing the fact firmly in the minds of listeners that this station at all times presents the cream of entertainment.

NEW BROADCASTER 4CA

The most northerly broadcasting station in Australia is about to be established at Cairns, North Queensland by Amalgamated Wireless. Owing to the trying climatic conditions, listeners in the district have felt a need for increased facilities in addition to those already afforded by the A.W.A. station at Townsville, 4TO, which is 210 miles away by air line. The Cairns broadcaster will be known as 4CA and will operate on a wavelength of 204 metres (1,470 kilocycles). The station now being designed, will be manufactured in the Radio-Electric Works of A.W.A. and will be in operation about three months hence.

BROADCASTING GOSSIP

After so many years announcing on the National stations, and considered one of the most able announcers in Australia, it did seem strange, yet quite effective, to hear Mr. A. S. Cochrane over 2CH putting in some good advertising talk.

A unique session was that over 2CH giving the roll call of General Motors cars, at the same time endorsing "Super Shell."

2GB are to be congratulated on their transmission of the production by Ellis Price. Sponsored by the Paget Manufacturing Co., the transmission on 28/2/35 (9 p.m.) was excellent in every direction.

3UZ conducted easily the best electioneering service of the Melbourne commercial stations on Saturday last. With Mr. Kent-Hughes at the microphone a rapid and comprehensive service was given. At one time we heard Mr. Kent-Hughes give a progress report of a certain electorate and about 10 minutes later we happened to be listening to another station which gave an earlier report of the same electorate. Between the two reports the tables had been turned and another candidate was leading, so that the last given information was far from correct.

Although in the throes of rebuilding operations 3UZ has maintained a high standard of transmission quality. The last few days it has been particularly good, there being a good representation of frequencies at both ends of the band. Joe Larkins, Advertising Manager for the station says that the final amplifier is "straight from 30 to 10,000 cycles." Joe himself is perfectly straight in all matters such as this of course.

The well-known voice of Mr. F. J. Cave was heard again from 3KZ on Saturday evening, March 2nd. Besides the type of music which has been associated with his programme for some considerable time, a new feature in the shape of an eight minute playlet was introduced. Programmes along similar lines will be presented from 3KZ by Mr. Cave at 8.15 p.m. every Saturday evening, and should be particularly pleasing to those who ask for entertainment a little out of the ordinary on Saturday nights.

"Nonsense and Melody," the new Rinso transcription, will be heard from 3KZ on three evenings weekly—Monday, Thursday and Saturday. The transcription is a musical serial and is being broadcast on behalf of Lintas. Atkinson's Perfumes are sponsoring "Love Making Incorporated" on Mondays and Wednesdays at 9.45 p.m. from 3KZ. The programme is designed to appeal to women of all ages. Also a Lintas account.

Murdoch's Session over 2UW, handled by a Scotsman, and with a recording of the bagpipes, was rather a nifty idea. His "guid nite" was really well done, and thoroughly enjoyed.

Unfortunate that the occasional whistle comes on 2UW's carrier at times. May be due to heterodyning with another station.

Figures just released by 3KZ, covering an analysis of all mail received over the last six months, gives indication of the fact that radio is as popular in the palatial home of the business magnate, as in the humble cottage of the "wharfie." Besides many entries for their successful football competition last year, two other competitions, normal business mail and with correspondence technically known as fan mail, the total envelopes received, approximated the one hundred thousand mark. In certain instances where the mail had been stamped at the Melbourne G.P.O. and had to be forwarded immediately to the sponsor concerned, it was impossible to discover the whereabouts of the sender. The interesting percentages for the Yarra, 51.8%; South of the Yarra, 48.2%.

With a swish of gowns and a wealth of adjectives rarely heard even in women's sessions over the air, 3AW broadcast last Monday on behalf of George's Pty. Ltd., Collins Street, Melbourne, a mannequin parade, showing the new season's frocks. The session lasted for an hour and a quarter and was interspersed with music from the studio. Such sessions take on well with the women-folk.

3AW's birthday party provided one of the brightest sessions that has been heard from that station—and that is saying a lot. From the studio the Rhythm Boys combined with 3AW Rhythm Ragtags to put over some jolly fine numbers. Diana Belmont and Colin Crane were heard in a potted version of the "Showboat," while to cap it all the last act of "High Jinks" was included. You can't blame 3AW for going gay on the anniversary of their third birthday. They have done well in that time.

"Breath-taking Bargains" over 2KY at 7.45 p.m., 28/2/35, nearly took one's breath away. Marvellous value, certainly, and marvellously put over. There is no doubt that Station 2KY loses no time, and is quite an entertaining station.

A great pity that the announcer on Orchard's session over 2UE (7.50 p.m. 28/2/35) spoke in such a low-pitched voice. Apparently he had a cold.

The well known Astor "Mickey Mouse" Auto Radio, is meeting with excellent response, and no doubt credit can be given to 2UW's all night service, in promoting the better use of car radio. It is quite a happy thought and a very effective one.

V. M. Dinenny of 3YB fame, has taken charge of the Sunshine Biscuit Co.'s session on Tuesday nights from 3UZ. He is concluding a series of stories of the Spanish Main, and on March 12 will open a new series entitled "Dancing Through the Ages." Mr. Dinenny is a popular microphone personality and his session from 3UZ should be appreciated by sponsors and public alike.

Last Monday evening at 9 p.m. saw Station 2SM's first presentation of "In Town To-night." Delightfully topical, this feature presents personalities of Sydney who, in conversation with John Dunne, reveal to listeners interesting aspects of their lives. "In Town To-night" is an excellent example of the close touch radio keeps with every-day life, but unlike every-day life, "In Town To-night" is saved from any suggestion of drabness by John Dunne's keen flair for entertainment.

John Tuttell of Station 2SM who took a brief but well earned rest on the return of John Dunne from abroad, is now back at the microphone, and will in future conduct the Early Evening Session from 6 p.m. to 8 p.m., and afterwards will help Doreen McKay, John Dunne, and Dominic Harnett, to entertain.

Court scenes. When are they going to be banned from the air? There was a time when a court scene on the talkies or on the air was a novelty, but that is long since passed. Most of them, fortunately, are fairly well done, but stations would be wise to put a brake on this type of entertainment.

Sponsored by Moran & Cato, "Grocer, and Madame," has been a feature of Station 2SM's programmes, six nights per week, continuously since 5th June, 1933. Put over by John Dunne, in his inimitable fashion, "The Grocer" has sold a tremendous number of lines and "specials" to Moran & Cato's huge clientele with gratifying success, evidenced by the length of their contract, which is very nearly as old as the Station.

Dave Worrall of 3DB has just arrived in the States, and although his broadcasting abilities are frowned upon even by his own staff, he was lined up to the N.B.C. microphone to broadcast an ad. lib. talk. Apparently the whole N.B.C. Pacific Coast network from Oregon to San Diego was linked up so that the natives might hear words of wisdom from friend Dave. Incidentally, the announcer who introduced him was Al Pearce, who was the "Eb" of "Eb and Zeb" who are well known 3DB characters.

The "Vim" Cleaner session by Lever Bros., over Station 2GB (7.15 p.m. 2/3/35) rendered by The Happy Valley Boys, while typically American, was well recorded and reproduced.

2TM OPENS

(Concluded from Page 4)

Although many dials are marked at least from 200 to 550 metres, many sets will not receive stations in the vicinity of 200 metres, and require adjustment accordingly. It is only a slight adjustment, according to one radio serviceman, who stated that he had handled a tremendous number of sets, and was kept working at high pressure most of the day.

Big things are expected of 2TM at Tamworth.

Their session commences at 7 a.m. with a news session from "The Northern Daily Leader," 7.30 music, 8.0 a.m. second news service from "The Northern Daily Leader," 8.30 light music, 9.0 close; 12.0 sponsored session, 12.15 p.m. bracket of songs, and other music etc., until 2.0 p.m.; 3.30 story, 4.0 afternoon tea music, 4.30 close; 6.15 children's session, 7.0 musical session, 8.0 and then on until 10.0 p.m.

For a country station, this is an excellent service.

GIVE 'EM MUCK

(Concluded from page 5)

ence is an audience of barristers, jute brokers, publishers, financiers and others. And I suggest, with much deference, that the broadcasting station give thought to the same obvious, but apparently unappreciated, fact.

Any programme or sponsored session which is restricted to one broad type of entertainment, excludes an important percentage of listeners, unless, of course, its quality is so exceptional that anybody would be anxious to hear it.

I suppose such types of entertainment are possible, but I have not heard one yet!

Fifteen minutes of classic music will discourage the untrained musical mind, whose owner might yet have been a buyer of the goods advertised. Similarly, fifteen minutes of jazz will render the session anathema to the musically fastidious, who buy goods, nevertheless.

But 15 minutes of music, jazz, and intelligent advertising, may reasonably hold the interest of both.

It is quite easy to theorise like this. If I had the heavy responsibility of arranging programmes I might fail to achieve my own demands on the troubled programme directors who will read and condemn these words, BUT—someone will do it some day, and he will reap the reward of judgment.

1,000 ATTEND 2BH's

Community Singing

Business continues to move ahead at 2BH Broken Hill where our latest advice indicates the new feature for their listeners is a drama "Jane Eyre" by Charlotte Bronte, relayed from Sydney for Atlantic Union Oil Company. Three sessions weekly of Pinto Pete for Lever Bros. and half an hour of Shell Company's electrical transcriptions for Thursday night.

This popular Station has now inaugurated community singing in Broken Hill where previously it could not be successfully conducted. The good-will possessed by 2BH was responsible for an attendance of more than 1,000 people at the inaugural concert.

2BH Smilers' Club, organised for the Kiddies, is another new feature, and the club claims more than 600 applications for membership within the first two weeks.

NEW FEATURES FOR 3DB

A series of new features are being offered to sponsors by 3DB. All are quarter hour transcriptions and vary widely in the type of entertainment.

"Front Page Drama" is a series of short stories dramatised from the front pages of the world's press.

"The Witch's Tale," is a series of blood curdlers consisting of stories related by an old witch to her black cat.

"Royal Intrigues" is a series of stories on the life of Cleopatra.

"The Seal of the Don" is a serialised drama of the early Spanish Dons of California.

"Hawaiian Fantasies" comprise a selection of the beauties of Hawaiian melodies with short colourful sketches of the islands.

"Dixie Memories"—a tuneful showboat type of programme.

"Crazy Quilt" is a snappy variety type of programme.

"Paper Moon" is an unusual serial of back stage theatrical life involving a mystery story, love theme and musical comedy.

BROADCASTING BUSINESS

Latest Licence Figures

December, 1934, and January, 1935

NEW SOUTH WALES

	December	January
New Issues	4,727	5,160
Renewals	13,934	14,729
Cancellations	1,384	2,261
Monthly Total	262,988	265,887
Nett Increase	3,343	2,899
Population Ratio	9.97	10.08

VICTORIA

New Issues	3,273	2,974
Renewals	12,788	11,537
Cancellations	1,808	2,349
Monthly Total	227,135	227,760
Nett Increase	1,465	625
Population Ratio	12.33	12.41

QUEENSLAND

New Issues	1,266	1,441
Renewals	2,688	3,364
Cancellations	392	305
Monthly Total	62,721	63,857
Nett Increase	874	1,136
Population Ratio	6.54	6.65

SOUTH AUSTRALIA

New Issues	1,217	1,128
Renewals	3,754	3,735
Cancellations	328	433
Monthly Total	72,476	73,171
Nett Increase	889	695
Population Ratio	12.31	12.43

WESTERN AUSTRALIA

New Issues	855	660
Renewals	1,745	1,886
Cancellations	337	73
Monthly Total	37,417	38,004
Nett Increase	518	587
Population Ratio	8.46	8.59

TASMANIA

New Issues	423	483
Renewals	795	1,067
Cancellations	303	294
Monthly Total	18,897	19,086
Nett Increase	120	189
Population Ratio	8.29	8.38

COMMONWEALTH

New Issues	11,761	11,846
Renewals	35,704	36,318
Cancellations	4,552	5,715
Monthly Total	681,634	687,765
Nett Increase	7,209	6,131
Population Ratio	10.19	10.28

The above figures include—		
Total Free Licences to the Blind	1,519	1,500
Total Paid Experimental Licences	1,259	1,262

SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

"Broadcasting Business"

Box 3765, G.P.O., Sydney.

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for sum of 10/- is enclosed.

NAME

ADDRESS 'Phone

Printed by F. H. Booth & Son Ltd., 31 Burton Street, Sydney, for the Publisher, Oswald F. Mingay, Woodside Avenue, Lindfield, of Australian Radio Publications Ltd., 15 Castlereagh St., Sydney.

BROADCASTING BUSINESS

Vol. 1, No. 24

FRIDAY

MARCH 15, 1935

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

Control of 2CH

Taken over by

Amalgamated Wireless

Mr. F. H. Stewart Relinquishes Control

NEGOTIATIONS have been entered into recently for the acquisition by Amalgamated Wireless A/sia Ltd., the National wireless organisation of Australia, to take over the control of Station 2CH.

A tentative arrangement was arrived at between Mr. F. H. Stewart, the Proprietor of the Station, and Amalgamated Wireless, and this was approved by the Council of Churches at their meeting held in Sydney last Monday.

The arrangements involve a transfer to Amalgamated Wireless of the Station's agreement with the Council of Churches. The meeting of the Council of Churches agreed to the transfer on the condition that the necessary formalities were made with the Postmaster-General's Department, and that no objection was raised by the Council's solicitors.

The transfer, it is understood, will not result in any alteration in the present church broadcasting facilities. Members of the Council of Churches expressed regret that Mr. Stewart was disassociating himself from the station, and placed on record its high appreciation of the service to the Kingdom of God rendered by Mr. Stewart in establishing and conducting 2CH.

It will be recalled that on the introduction of Station 2CH, Mr. Stewart contracted with the Council of Churches, which body holds the actual licence, to conduct the station as a commercial venture, and with certain limitations, the management of 2CH controlled their own destiny.

With the introduction of Amalgamated Wireless into the picture as the controllers



MR. E. T. FISK,

Chairman of Directors A.W.A. Ltd.
Now Controlling Station 2CH

of one of Sydney's leading B class stations, a large chain of stations is almost complete, ranging from the North of Queensland down to Victoria. A.W.A. have an interest in more ways than one, in many stations, and are understood to be the largest owners of any series of broadcasting stations in the Commonwealth.

It is rumoured that 2CH will also be used to carry out experiments and transmissions with television, as soon as that has developed sufficiently to be utilised in Sydney.

MAJOR OIL COMPANIES AT 2HD

It is a fact of no mean significance that the three major oil companies: Vacuum Oil, Atlantic Union and Shell Oil Coy. Ltd. all advertise from Station 2HD Newcastle. The Vacuum Oil Coys. programme comprises a series of episodes from "Robin Hood," the Atlantic Union Oil Coy. are sponsoring a dramatisation of "Jane Eyre," and the Shell Coy. a programme of high class music. These National Advertisers find that they get satisfactory results from advertising with 2HD, and do not hesitate to sign up for lengthy periods.

MARATHON

ADVERTISING

Probably the largest contract for Advertising ever placed in Newcastle is that of Bex A.P.C. Ltd. now operating at Station 2HD Newcastle. This contract provides for two sponsored quarter hours daily, one day and one evening session for a period of twelve months. This totals 364 day and 364 evening sessions, an aggregate of 728 ¼-hours, making a grand total of 182 hours on the air.

Such marathon advertising is without doubt a testimony to the popularity of this Newcastle Station.

BROADCASTING BUSINESS

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

15 Castlereagh 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: Cent. 2805. 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"