

Latest Licence Figures

May and June, 1935

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

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

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July 26th, 1935.

BROADCAST AUDIT BUREAU CONTEMPLATED

U.S.A. Association Active

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

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

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

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

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

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

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

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

RECORDING ARTISTS EXACT FEES.

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

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

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

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

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

The salient points of the proposed contract are as follow:

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

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

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

MORE LICENCES

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

BROADCASTING BUSINESS

Vol. 1—No. 43

FRIDAY

2nd August, 1935

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

Australia v. South Africa Tests

Coming Summer Cricket Broadcasts being Organised by 2UW

Mr. Francis
Levy,
Advertising
Manager
of 2UW



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

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

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

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

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

500 LETTERS

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

'ARRIS & 'IGGS IN AMERICA?

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

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

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

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

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

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

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

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BROADCASTING GOSSIP

IN view of a misprint in a recent issue, we want to make it quite definite that Mr. Francis Levy is the Advertising Manager of 2UW. Through a slight error we mentioned that Mr. MacGregor Foott had been appointed successor to Mr. Thompson, but later in the issue of July 19 we mentioned that Miss Rita Foott, who for many years has been Mr. Oswald Anderson's private secretary, had been appointed to take over the Service Department of 2UW, which position was previously held by Mr. Levy. The latter is now Advertising Manager.

Mr. Levy's long experience in the advertising world, with particular reference to broadcasting, gives 2UW a first-class executive. Advertisers can rest assured that Mr. Levy will give their requirements his expert attention.

New Zealand "B" class stations are having a very rough spin. Not only are the N.Z. authorities very much opposed to "B" class stations, but apparently these stations have run foul of the gramophone companies, and have been advised that they must cease broadcasting gramophone records without authority. Apparently the stations have continued to broadcast despite this instruction. It is understood they have also been served with a demand for 10/- for each record broadcast without authority for the past 3 years. This would cost the Christchurch stations over £36,000 and the Nelson Broadcasting Station £43,000. (What will they use for money?)

In Australia the commercial stations and also the Broadcasting Commission, have made satisfactory arrangements with the record manufacturers, and no such action, of course, will be taken here.

The position of Deputy-Director of Posts & Telegraphs in N.S.W. is to be filled by Mr. R. Lawson who at present is holding that position in Victoria, and, until a year or two ago, was for nearly 10 years, Superintending Engineer of N.S.W. Mr. Lawson is well known in the "Mother State," and his wide circle of friends will be very pleased to see him return to the "Harbour City."

Owing to the continued illness of Mr. G. F. Palmer, 3AK Melbourne, Mr. J. B. Eltringham who was appointed Advertising Manager about 3 months ago, has been acting in the managerial capacity. Mr. Eltringham has been associated with Senator Elliott's country newspapers for some time prior to his appointment with 3AK.

Having completed a successful first year on the air, 2BH Broken Hill rather than remaining satisfied with their programme material, have now commenced to treat their listeners to a number of high-lights in electrical transcriptions. In this regard recent additions to their programme are "The Adventures of The Honourable Archie," "The Coconut Grove Orchestra" and "The Life of Victor Herbert." These, together with some of their earlier transcriptions, such as "Pinto Pete" and "Diamond Dramas," certainly provide listeners with excellent variety.

Considerable success has been attending the efforts of Healing's Ltd., of Melbourne in their quest for the Golden Voice of the Air, a feature conducted over 3UZ and relayed from 3HA, 3GL and 3BO. Letters have been coming in at as many as a thousand per mail, according to statements made by Healing's last week, and included in these were votes by airmail. The Quest for the Golden Voice of the Air is broadcast from 3UZ between 8 and 8.30 p.m. It is not an amateur hour, but all applicants must be prepared to submit to an audition test before facing the microphone.

A visitor to Sydney this week was Mr. Dave Worrall, the renowned Manager of 3DB. Still his cheery self, he likes to come over to Sydney occasionally and get a bit of the warm sunshine which does infect the Harbour City.

Another National advertiser has decided to use 2BH Broken Hill in a big way. Wood's Great Peppermint Cure will commence on that station with the "Count of Monte Cristo" at 8.45 each evening. Undoubtedly this popular station has been able to demonstrate its selling value to national advertisers, as evidenced by their increasing number of national accounts supported by excellent transcriptions.

Is this a record? In one day 3AW received individual letters numbering 5,444, and it is possible that a record in mail has been established. Each letter contained one vote for an artist heard during the Amateur Hour on Saturday, July 20. In the four days following the broadcast, no less than 10,000 letters were received, another large total. The 5444 received on the Thursday did not include 400 odd that had been refused because they were insufficiently stamped.

3 AW
RECEIVED
5440
LETTERS IN
ONE DAY
SELL THROUGH
3 AW

Commencing August 5, Betty Sutter, well known radio player, and equally well known as the partner in the amusing Betty and Bill session, will be heard on the Early Morning Session over 2CH between the hours of 7.30 and 8.30 a.m.

3AW's Women's Association grows daily in magnitude. Miss Gwen Varley has now successfully organised tennis, golf, dancing and bridge clubs. From 200 to 300 women, all enthusiastic and anxious to participate in the activities of the Association, attended the golf meeting held last week. An excellent response has been forthcoming from sponsors, and it seems that 3AW has commenced what will eventually prove to be a huge organisation.

After hearing an address by Mr. Noel Kirkby, in support of his claim for a radio broadcasting licence at Moree, the Narrabri Municipal Council at a special meeting last week, reaffirmed its previous decision to support Country Broadcasting Services in their proposal to construct a high powered transmission station and studio at Narrabri.

A.W.A. (Sydney) have arranged for a second relay of the Cessnock Welsh Choir over 2CH on Saturday, August 17, from 8 to 9 p.m.

The penetrating qualities of 2UW's all-night session, are amply demonstrated every night. A particular instance is the following: A Mrs. Rutherford wished to send greetings to her husband who was buffalo shooting in the Northern Territory. She hadn't the faintest idea where he was. All she knew was that he was somewhere between Newcastle Waters and Dalley Waters. 2UW transmitted the greetings, and reminded him to call at the Roper River Station in Arnhem Land. Thanks to 2UW he got the message alright, and later telegraphed confirmation.

Over in South Australia, 2UW frequently contacts Captain Frank Hurley. These are definite instances of the night-time carrying power of Station 2UW.

The well known radio personality, Frank Hatherley, will be heard once again over metropolitan stations on August 13, when 2CH will broadcast his Community Concert from the Sydney

BROADCASTING GOSSIP.

—(Continued).—

Town Hall between 1 and 2 p.m. Rumour has it that Frank is at the top of his form, and 2CH looks forward to this broadcast.

Shell Co., have just extended for a further period, their contract with 2HD Newcastle. This high-class programme which 2HD has transmitted every Thursday evening, is awaited with keen anticipation by a large number of listeners. Mr. F. J. Cave, Advertising Manager of Shell, speaks very highly of 2HD. According to Mr. Eric Wood, Manager of 2HD, this renewal is likewise a proof of Mr. Cave's business acumen, and a testimony to the value of 2HD as a never-failing advertising medium.

Commencing at 7 o'clock August 5, 2CH will broadcast "Reo Cavalcade," which is placed through the Goldberg Advertising Agency, Radio Division, and features such outstanding radio players as Miss Beryl Bryant of Bryant's Playhouse fame, Mr. Walter Hartley and Mr. Frank Cayley. The play will be produced by Mr. Ben Sullivan of the Goldberg Radio Division, who was formerly a pupil of the German producer, Max Reinhardt, and subsequently an announcer with the B.B.C.

REORGANISED
CHILDREN'S SESSION

The recent announcement that 2UE intended to eliminate birthday calls from Children's Sessions, caused "Broadcast-Business," to ask Mr. S. E. Baume, Advertising Manager of 2UE, "What for?"

Mr. Baume said that the listening audience of his popular station had grown to such large proportions, particularly during the last twelve months, that the management have realised that they must cater for the whole of their listeners and not just for a small section alone.

Although the relatively high figure of 50 birthday calls was generally made from 2UE, this, in effect, only interested about 200 listeners at the most, so that thousands, if not tens of thousands of listeners, were definitely not interested in those particular names.

2UE's new Children's Session, minus the birthday calls, will now be able to be enjoyed by all of their listeners by reason of its musical and general entertainment value.

According to Mr. Baume their station provides entertainment for over 100,000 listeners, both children and adults, and the progress of the station demands attention to these important details.

NEW APPOINTMENT FOR
COUNTRY
BROADCASTERS

Mr. J. E. Ridley, formerly Manager of 3HA Hamilton, has been appointed Programme and Sales Manager for Country Broadcasting Services Ltd., who have secured licences for stations at Orange and Narrabri in N.S.W. Mr. Ridley will be first assistant to Mr. G. Anderson, whose appointment was announced in a recent issue.

Mr. Ridley has been associated with 3HA since the inception of the Station in 1931. During this time he has combined his managerial offices with that of Secretary and in such a capacity was largely responsible for the progress that this Station has made. A young man, fired with high ideals and having the necessary enthusiasm and experience to put them into practice, he should do well in his new sphere.

COUNTRYMAN'S
SESSION

Too many city people are apt to think that there is nobody about between 5 and 6 a.m., but this has been definitely disproved by Mr. A. J. Crawcour, who conducts the specialised session for "The Man on the Land" from 2UW every morning.

Sponsored by the Alpha Laval Separator Company, Paton Burns & Co. (fertilisers and Vix) Meggitt Ltd. (linseed oil, meal etc.) and Rylands Bros. (fencing wire etc.) this session is proving extremely popular, and again proof is to hand of such popularity. After all, any commercial broadcasting station can only compile its programmes in such a manner that listeners will actually listen to them. As to whether the particular advertisements put over are possessed of pulling power, depends largely on the product, also on the composition of the subject, and the way it is announced.

A new feature commencing Wednesday, August 7, will be the broadcast of calf and pig sales held at Homebush every Tuesday. These will be broadcast every Wednesday morning.

60 FEATURES PER WEEK

The popularity of feature programmes, both with advertisers and listeners, is evidenced by the fact that 60 of these are broadcast each week from 2HD Newcastle.

These comprise dramas and comedies, some of them transcription records, and others put over by Studio artists; some continuous serials, and others complete feasts of fun; still others, an equally delightful offering of music by specially trained radio artists.

A new feature commencing Wednesday this week, when the Golden Age Magazines sponsor a series of plays entitled "Short Short Stories."

2UW

Transmitting from the very heart of Sydney, 2UW provides at lowest cost, the widest cover of N.S.W.'s most thickly populated area.

GOODWILL
PROGRAMMES

The magnificent broadcast programmes of Madame Muriel Brunskill arranged by Amalgamated Wireless and radiated from Stations 2CH, 2HD and 2UW recall the broadcast appearances of a number of other great artists "by courtesy of" the same company.

On August 15, 1931, Mark Hambourg, the pianist, and Peter Dawson, the singer, had combined forces to give a concert in Sydney Town Hall. They had the support of the Conservatorium Orchestra and the Sydney Male Choir—a feast of entertainment rarely heard in Australia. There was only one thing lacking and that was the fact that the programme was not to be broadcast.

The difficulty was removed by A.W.A. and the Hambourg-Dawson concert of four years ago still lingers in the memories of listeners. A no less distinguished Australian artist was heard about the same time, one whose accomplishments included singing, whistling and an extraordinary power of mimicry. The artist was a lyre bird as he sang his daily pean from the depths of Sherbrooke forest in Victoria. On this occasion A.W.A., through the world-wide broadcasting station, VK2ME, carried the lyre bird's notes into every country where short-wave broadcasting is received.

Thanks to A.W.A., Madge Elliott and Cyril Richards, noted Australian artists, were brought to the microphone of 2SM in January, 1932, and on June 18 of the same year the Williamson Grand Opera Company, with Maestro Emilio Rossi in control, gave a magnificent rendering of Lucia di Lammermoor from Her Majesty's Theatre, Sydney. Edward Streeton, a Queensland boy of ten, was fast making a name for himself, was broadcast through VK2ME, not only for the edification of the general listener, but particularly for the lad's grandmother in England who had heard of his success as a vocalist but had not even seen him. Miss Gladys Moncrieff was heard in March, 1933, over a chain of stations arranged by A.W.A. The presentation of Madame Muriel Brunskill, no doubt may be taken as an augury of further world-famous artists to be heard "as a goodwill gesture by A.W.A."

Why We Use Broadcasting as an Advertising Medium

By Mr. H. S. Darke,

Advertising Manager, F. S. Walton & Co. Ltd.,
347 Kent Street, Sydney

Manufacturers of Cesarine (the wonder cloth) Summer Breeze
(fashionable corded cotton) and O. B. Leader Sheets.

THE end of July marks the 117th time that Cesarine plays have been broadcast through the 2GB network, which incorporates 4BK Brisbane, 3GL Geelong, 3KZ Melbourne and 5DN Adelaide.

The plays, which occupy half-an-hour from the pen of Maurice Francis, and cover every branch of dramatic art—melodrama, thriller, comedy, historical and Biblical stories.

George Edwards has been responsible for their presentation, and their reception by radio listeners is a thing of which this versatile combination can be justly proud. Other plays for which the Cesarine sessions are famous is George Edwards' interpretation of famous inventors and the lives of great statesmen.

Many people have asked if the broadcasting of these plays is responsible for increasing sales to any great extent. That is a difficult question to answer in a few words. I believe that it is possible to build up substantial goodwill around a product, more especially if other advertising media are used. As a goodwill builder Cesarine plays have no equal, and must automatically have a definite effect on sales.

It is most difficult to trace the direct sales from the sponsoring of plays. Prices of commodities cannot be mentioned during the Sunday sessions over 2GB, which makes direct results an unknown quantity. The 117 plays can only be valued as a whole, and not individually.

I do not know of any other medium that could have created goodwill to the same extent. Undoubtedly, Cesarine plays have been very successful, and indirectly have been responsible for a definite increase in sales, and popularising of our products.

Continuity is what all advertising men aim for when planning a campaign—continual repetition of the name and message. Experience has taught us that it is only through constant reminders that results are obtained. What better method of reminder advertising can you get than radio. Thousands of listeners who have radio sets bought them with the object of listening to sponsored programmes, purely because these programmes appeal to the imagination. Having captured the imagination, you have done as much as it is possible to do with advertising. The

success of thrilling serial stories has proved this beyond doubt. Only recently a certain manufacturer who had been running a serial play for some time asked listeners if they would like the plays to continue, and if so would they kindly send in to the station portion of the carton container of the product advertised. The results were colossal. Thousands sent in cartons, every one being a direct sale.

Being in constant touch with radio activities, I have heard of some amazing results, even when radio was the only medium employed. On the other hand, there have been some real disappointments, due, I think, to lack of thought in the planning of the campaign around the particular product.

I am convinced that it requires at least three months to test the value of radio advertising, irrespective of the kind or type of product to be marketed. It is asking too much of radio to create a market when it is the only medium used. As part of a campaign to give greater impetus to sales in a short space of time, I advocate the use of the microphone.

ENTERPRISE IN THE COALFIELDS

Newcastle listeners had a special treat recently, when, by courtesy of Amalgamated Wireless Ltd., Madame Muriel Brunskill, famous contralto, was broadcast from 2HD.

This renowned singer was no stranger to the Newcastle Station, as on the occasion of her recent visit to the Northern city, when she gave a memorable concert in the Newcastle Town Hall, Madame Brunskill gave a brief lecture on music to 2HD listeners.

It was with considerable pleasure therefore that 2HD shared the privilege with 2UW and 2CH Sydney of broadcasting the famous singer's glorious voice to her Northern admirers, a pleasure which was enhanced by the knowledge that their's was the one Station outside the metropolis chosen to have that honour.

The gratitude of music lovers in the Northern parts of the State is due to Amalgamated Wireless for the thoughtfulness that enabled them to share the privileges of the more fortunately situated Sydney-siders.

TRANSCRIPTIONS
and SCRIPTS
for
IDEAL RADIO
ENTERTAINMENT
Your Requirements
of the Very Latest
supplied by
S. Hoffnung & Co. Ltd.
165 Pitt St., Sydney. BW 2921

RADIO BALL SUCCESS

THE final meeting of the Committee of the 1935 Radio Industry Ball was held last week, when Mr. A. P. Hosking presided.

Others present included Mr. H. C. Trenam (President of the Committee), Messrs. Godley, Freedman, Thom, Davidson, Gittoes, Dare, Bennett and Secretary Mingay.

The Treasurer, Mr. George Davidson, produced a financial statement which showed a net profit of £95/1/7, of which £60 will be paid to the Children's Hospital Radio Cot, and the balance to the Legacy Club of Sydney.

A vote of thanks was unanimously carried to the "Radio & Electrical Merchant" and staff for services rendered in connection with the Radio Industry Ball this year and in past years.

Discussion ensued in regard to future functions, and certain plans in this direction will be announced later.

At the conclusion of the meeting, the Chairman, on behalf of the Committee, presented Mr. H. C. Trenam (Managing Director of Standard Telephones & Cables) with a framed photograph of the large gathering at the recent function at the Palais Royal, as a small token of appreciation of his assistance as President of the Committee.

It was decided that in future the surplus funds of these functions would be devoted to maintaining in proper working order the various wireless installations in hospitals around Sydney. It is understood that in several cases wireless installations have been made by various people and organisations, but that the after care of these installations has been quite a problem to the hospitals concerned.

It is not a good advertisement for the Radio Industry to have hospital wireless services in a faulty condition, and therefore the suggestion, which emanated from Mr. Eric Dare of Mullard Radio Co., should meet with the approval of the entire Radio Industry.

HOFFNUNG'S HANDLE TRANSCRIPTIONS

With the return of Mr. Arthur M. Davis from America, S. Hoffnung & Co. Ltd. definitely enter the radio field. Being an entirely independent organisation with no broadcasting interests of any description, the Company aim to render an efficient and wholly impartial service to all radio stations, advertisers, etc.



MR. ARTHUR M. DAVIS

Through their own New York office, arrangements have been made for the regular supply of radio programmes, both in recorded and script form, and contacts have been established with a number of the more important producers of radio entertainment in that country.

An important point which Hoffnung's intend to feature in connection with the programmes they will offer, is that these will consist of a very much higher standard of radio entertainment than has hitherto been offering in Australia. Whilst programmes of the "thriller" and "gangster" type will be available for those whose tastes may lie in that direction, the Company propose to feature programmes of a more cultural nature. These will include travel, adventure, historical, scientific, and in some cases educational series, and it is felt that the public generally will respond to this better class of entertainment.

Enquiries should be addressed to Radio Transcription Dept., S. Hoffnung & Co. Ltd., Sydney, and Charlotte Street, Brisbane.

LETTER FROM NEWCASTLE

The Editor,

After reading Dave Worrall's apologia in your last issue I am somewhat mollified. It seems D — B-d taste to exalt yourself at the expense of your colleagues even in the hope of obtaining benefits for 'the pack.'

However, in view of the nice things Dave has said about Newcastle and its stations—all is forgiven and I promise to accept his invitation (which you, Mr. Editor will, of course, endorse) to drink to the sincerity of his repentance, at your expense, next time I am in Sydney.

Yours faithfully,

W.W.J.

2HD Newcastle.

2 TM
TAMWORTH
is the only station that gives complete coverage of the thickly populated districts of the Northern Tablelands . . . The PEOPLE listen to 2TM because we give

- The brightest programmes in the North
- To 58,000 people every day.

YOU . . . cannot afford to ignore this rich district in the marketing of your products. Write direct to the manager for full details.

BRISBANE STREET, TAMWORTH

U.S. CHAIN INCOME

	CBS			
	1935	1934	1933	1932
January	\$1,768,949	\$1,405,948	\$941,465	\$1,348,842
February	1,654,461	1,387,823	884,977	1,329,414
March	1,829,553	1,524,904	1,016,102	1,436,050
April	1,615,389	1,371,601	775,487	1,354,592
May	1,287,455	1,255,887	624,256	1,326,994
Total	\$8,155,807	\$6,956,163	\$4,242,287	\$6,785,892
	NBC Red (WEAF) Network			
January	\$1,729,137	\$1,309,662	\$1,031,373	\$1,421,034
February	1,620,977	1,215,998	908,531	1,379,120
March	1,802,741	1,374,910	1,028,935	1,484,906
April	1,656,283	1,355,587	809,508	1,297,903
May	1,614,969	1,441,900	816,665	1,150,152
Total	\$8,424,107	\$6,698,057	\$4,595,012	\$6,733,115
	NBC Blue (WJZ) Network			
January	\$1,093,749	\$988,503	\$752,052	\$1,068,868
February	1,072,136	902,866	744,209	1,054,490
March	1,156,032	1,028,552	859,572	1,228,844
April	975,970	924,623	783,898	1,227,530
May	1,007,931	926,880	761,231	1,041,195
Total	\$5,305,818	\$4,771,424	\$3,900,962	\$5,620,927

2UW TO THE RESCUE

On a recent Sunday in the 2UW Diggers' Session, which is presented between 12 and 1 p.m., Mr. J. M. Prentice made three appeals. The first was for a typewriter which was required by the Belmore sub-Branch of the Returned Soldiers' League, and this was forthcoming within five minutes. Emboldened by the success, Mr. Prentice made a further appeal for a bicycle which was required by the Picton Lakes T.B. Settlement, and, within twenty minutes, he was informed that this appeal also had produced results.

A further appeal for two motor cars to convey artists from Auburn to Randwick Hospital for the purpose of giving a Cheerio Concert to the diggers was also successful. These amazing results indicate the warm-hearted response that is forthcoming on the part of 2UW listeners. Such appeals are only rarely transmitted and then for the most deserving objects, consequently the public realise their gifts are always placed where they are legitimately required.

2KY AND BIRTHDAY CALLS

Mr. R. E. King, Secretary of 2KY, stated that their station has also taken the plunge and cut out birthday calls.

2KY have much the same reason for this action as did 2UE. Mr. King believes that just as many, if not more, adults listen into the Children's Session as do the children themselves, and therefore a station must move with the times.

What you get at
2 HD
Newcastle
WIDER COVERAGE
MORE SALES

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

Extraordinary Recording

H.M. KING GEORGE V.

R.C.2747 — "WELCOME TO THE KING AND QUEEN," recorded during the Silver Jubilee Procession to St. Paul's Cathedral on May 6, 1935, and "HIS MAJESTY'S SILVER JUBILEE MESSAGE TO THE EMPIRE" (Broadcast on May 6, 1935).

R.C.2748 — "HIS MAJESTY'S SPEECH IN WESTMINSTER HALL ON MAY 9, 1935." Parts 1 and 2.

(The profits from these records, which are issued with a special label, are being paid to Charities, nominated by H.M. The King).

The Silver Jubilee celebrations during May, which provided every section of the Empire with an opportunity of demonstrating in the most wonderful way their love and loyalty for the King and Queen, marked the 25th year of a reign which has no parallel in English history, and these two records, which preserve every inflection of His Majesty's voice—his personal message to the Empire on this great occasion—his speech in Westminster Hall—and an impression of the tumultuous welcome given their Majesties during the procession to St. Paul's Cathedral on May 6—are historical mementoes no one will wish to be without in the years to come.

B.8254 — "Cavalcade of Martial Songs," Parts 1 and 2, played by the New Mayfair Novelty Orchestra. Soloist, George Baker.

This parade or review of martial songs gives you the best and catchiest military style songs of recent years.

C.2715 — "The Arcadians," Parts 1 and 2, played by the Band of H.M. Coldstream Guards (conducted by Lt. J. C. Windram).

A selection from "The Arcadians," is always welcome, and doubly so when it is played by such a band as that of H.M. Coldstream Guards. This is one of their best achievements.

EA.1490 — "I'm Goin' Shoppin' With You" and "The Words Are In My Heart" (both from film "Gold Diggers of 1935") played by Eddy Duchin and His Orchestra. Vocal refrain by Lew Sherwood.

EA.1489 — "I'm Free" and "Rodgers' Puzzle Record" (this record contains 3 songs) sung by Jimmie Rodgers.

B.8249 — "Lorna's Song" and "Love's Wisdom" (both from film "Lorna Doone") sung by Victoria Hopper, soprano, accompaniment by the A.T.P. Studio orchestra, conducted by Ernest Irving.

EA.1491 — "Love and a Dime" (from film "Stags at Bay") played by Jan Garber and His Orchestra, and "Lullaby of Broadway" (from film "Gold Diggers of 1935") played by Richard Himber and His Ritz-Carlton Orchestra.

EA.1513 — "Zing! Went the String of My Heart" played by Richard Himber and His Ritz-Carlton Orchestra, and "It's Easy to Remember" (from film "Mississippi") played by Jan Garber and His Orchestra.

EA.1512 — "Soon" and "Down by the River" (both from film "Mississippi") played by Ray Noble and His Orchestra.

EA.1506 — "Ev'rything's Been Done Before" (from film "Reckless") and "You Opened My Eyes," sung by Al Bowlly, with orchestra arranged and directed by Ray Noble.

H.M.V.

B.8290 — "PIANO MEDLEY, NO. 2," Parts 1 and 2, played by Ronald Gourley on the piano, with whistling.

Here is a collection of popular hits, delightfully played by one of England's foremost piano entertainers, and with the added novelty of a whistling accompaniment.

EA.1517 — "Stars Fell on Alabama," and "Lazin'," sung by Derickson and Brown (tenor with piano).

Dealers will recollect the success of Derickson and Brown's recent records of popular hits, and in this, their latest, they give two numbers which are in big demand. As usual, their novelty treatment and the really brilliant piano accompaniment make these records into something out of the ordinary.

EA.1488 — "I Won't Dance," and "Lovely To Look At," played by Eddy Duchin and His Orchestra.

EA.1480 — "Ev'ry Day" and "Sweet Music," played by Rudy Vallee and His Yankees (vocal refrains by Rudy Vallee).

EA.1481 — "There's a Different 'You' In Your Heart," and "Fare Thee Well, Annabelle," played by Rudy Vallee and His Yankees.

EA.1504 — "It's An Old Southern Custom," and "According to the Moonlight" (both from film "George White's Scandals of 1935") played by Eddy Duchin's Orchestra.

EA.1505 — "Vienna in Springtime," played by Jack Jackson and His Orchestra, and "I'm Afraid to Open Your Letter," played by Teddy Joyce's Orchestra.

"New" Maurice Chevalier

EA.1493 — "Rhythm of the Rain," and "You Took the Words Right Out of My Mouth," sung by Maurice Chevalier with orchestral accompaniment. Hear Chevalier sing the songs from the film, exactly as he sings them in the film itself.

BROADCASTING BUSINESS
August 2nd, 1935

DB.2291 — "Ave Maria" (Schubert) and "Bist Du Bei Mir" (Bach), sung by Elisabeth Schumann, in German with orchestral accompaniment.

Elisabeth Schumann sings Schubert's lovely "Ave Maria," the simplest and loveliest of all devotional songs, with exquisite beauty. The Bach aria, on the reverse side, completes the perfection of this record, which is one to possess and treasure all your life. The lovely melodies, the beautiful voice, and the excellent recording, make an irresistible appeal.

C.2718 — "A Summer Night" and "The Great Awakening," sung by Essie Ackland (contralto) with organ accompaniment played by Herbert Dawson.

These well-contrasted songs give Essie Ackland every opportunity to display the fine qualities of her rich contralto voice, and she makes the most of them. She never fails her admirers, and there is a spiritual force at the back of her art which gives significance to every song that she sings.

B.8258 — "Song of the Buccaneer," with orchestral accompaniment, and "A Bowl of Punch," with piano accompaniment, sung by Stuart Robertson (bass-baritone).

This pair of rousing, carousing songs has given Stuart Robertson the opportunity of making one of the best records of his career—and he has taken it. The "Song of the Buccaneer," is an autobiographical ditty of a swash-buckling brigand who roars out "Yo ho! Yo ho!" and sings of the prospect of the hangman's noose as if it were a joyful one. "A Bowl of Punch" is, of course, a drinking song—a hearty, stirring song in praise of the flowing bowl.

U.S. NETWORKS SIGN
WITH ASCAP

Five Year Contract

A new 5 year contract with the American Society of Composers, Authors and Publishers (ASCAP) and the Broadcasting Networks, received the approval of the National Association of Broadcasters Board of Directors at a meeting in New York on Saturday, June 22.

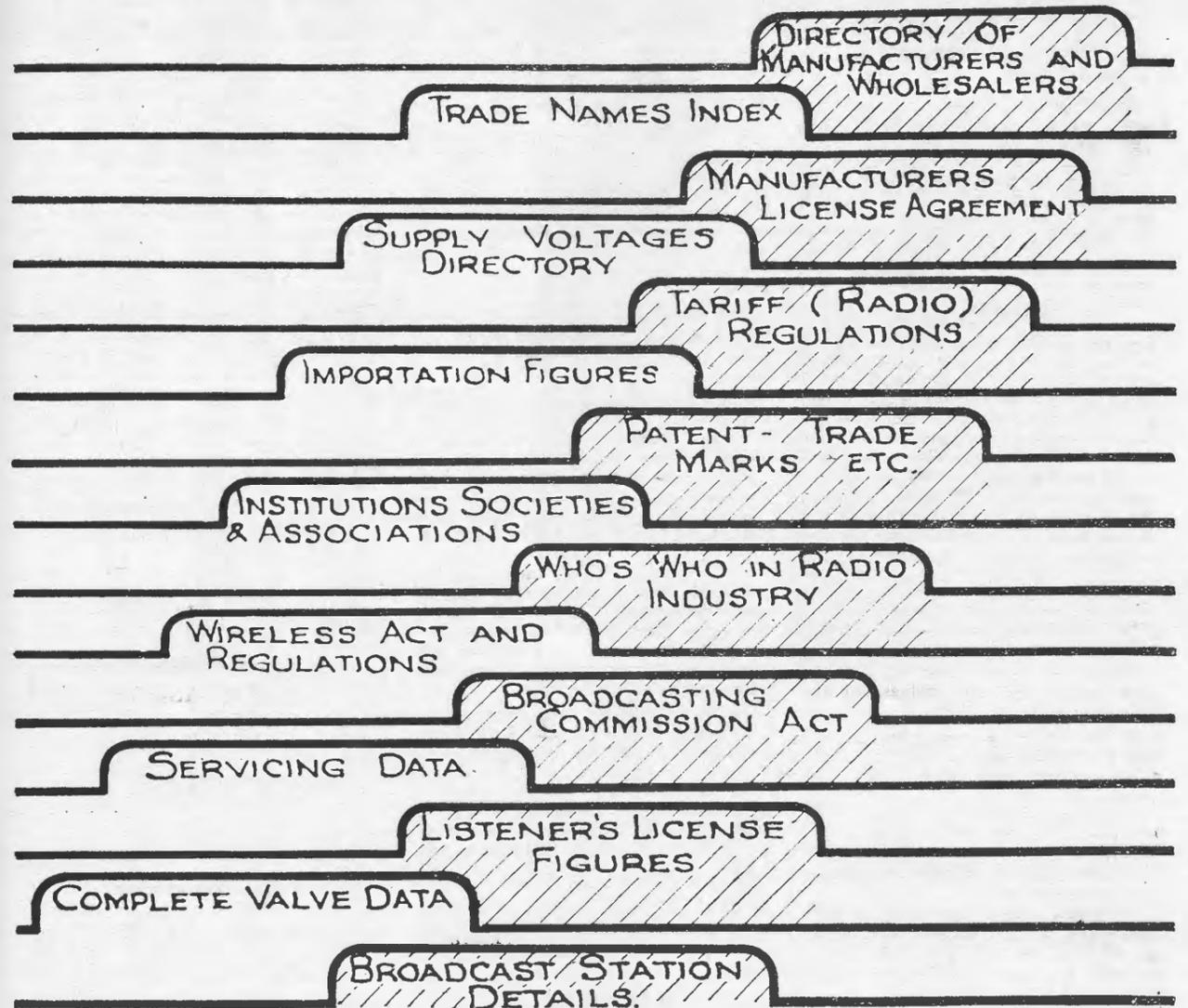
In a resolution by the Board it was declared that the Networks accepted the new licensing agreement only after they had come to the conclusion that there was no chance of the Society consenting to selling its wares on a "per piece" arrangement.

LISTENING POSTS

2UW have introduced rather a novel idea. They have arranged with certain people in certain country towns to listen in to 2UW's all-night service between certain hours, and they claim that this will enable the city people to keep in contact with the country. Exactly how this will be carried out remains to be seen, but it does offer great possibilities of mobilising people in the event of National emergency.

BROADCASTING BUSINESS
August 2nd, 1935

Cost Hundreds of Pounds . . . YOURS for a Few Shillings



NOW READY

RADIO TRADE ANNUAL - 1935

Published by
AUSTRALIAN RADIO PUBLICATIONS LTD.

15 Castlereagh Street, Sydney, N.S.W. 'Phones: B 7188 (3 lines)

The compilation of the 1935 Radio Trade Annual cost hundreds of pounds and within the covers of this 300-odd-page book of reference will be found all the latest available data which will definitely add to the efficiency of your business. For five shillings the Radio Trade Annual will be forwarded, post free in Australia, OR, if you are a subscriber to "Broadcasting Business," the cost is only two shillings and sixpence.

SEND FOR YOUR COPY NOW!

PRICE
5/-
Post Free in
Australia

Latest Licence Figures

May and June, 1935

NEW SOUTH WALES		
	May	June
New Issues	5,798	5,768
Renewals	20,141	22,777
Cancellations	2,241	4,523
Monthly Total	277,921	279,166
Nett Increase	3,557	1,245
Population Ratio	10.50	10.53
VICTORIA		
New Issues	5,116	4,716
Renewals	18,652	20,482
Cancellations	2,176	4,323
Monthly Total	236,853	237,247
Nett Increase	2,940	394
Population Ratio	12.89	12.90
QUEENSLAND		
New Issues	1,955	1,913
Renewals	4,847	5,739
Cancellations	613	1,298
Monthly Total	66,931	67,546
Nett Increase	1,342	615
Population Ratio	6.97	7.02
SOUTH AUSTRALIA		
New Issues	1,619	1,661
Renewals	6,244	7,423
Cancellations	627	1,432
Monthly Total	76,286	76,515
Nett Increase	992	229
Population Ratio	12.94	12.97
WESTERN AUSTRALIA		
New Issues	1,296	1,298
Renewals	3,242	3,798
Cancellations	614	691
Monthly Total	40,650	41,257
Nett Increase	682	607
Population Ratio	9.18	9.29
TASMANIA		
New Issues	671	744
Renewals	1,298	1,682
Cancellations	367	580
Monthly Total	19,957	20,121
Nett Increase	304	164
Population Ratio	8.62	8.76
COMMONWEALTH		
New Issues	16,455	16,101
Renewals	54,424	61,901
Cancellations	6,638	12,847
Monthly Total	718,598	721,852
Nett Increase	9,817	3,254
Population Ratio	10.71	10.74
The above figures include:		
Total Free Licences to the Blind	1,624	1,636
Total Paid Experimental Licences	1,293	1,320

RADIO ENCYCLOPAEDIA

IN these days encyclopaedias appear to be the fashion, and it is therefore in keeping that the Broadcasting fraternity has now available what is undoubtedly a radio encyclopaedia. The 1935 "Radio Trade Annual" published by Australian Radio Publications Ltd., has just been released. This is the third year it has been issued, and the 306 pages contain practically all the reference data required by any person engaged in radio.

All the Acts and Regulations concerning radio and broadcasting are contained in 16 pages. The Annual Reports of the Australian Broadcasting Commission, the P.M.G.'s Department, the Auditor-General's comments on such reports, together with a description of the technical progress in broadcasting etc., take up 20 pages.

The importance of patents in radio is lucidly explained, together with a complete list and analysis, which occupies 8 pages.

The Tariff & Customs importations etc., cover 12 pages, and then there are 44 pages setting out the growth in listeners' licence figures, details of the various broadcasting stations and a

"Who's Who in Commercial Broadcasting." The electric supply voltage in every available town in Australia is given. The various Institutions, Societies and Associations that operate in radio circles are described in 15 pages.

The Technical Section is a text book in itself and includes in 58 pages, almost everything of reference that any radio engineer or technician requires. Then in addition there is a most exhaustive list of characteristics of every available valve on the Australian market contained in 18 pages.

Plastics and mouldings play an important part in radio work, and this is contained in 8 pages.

A Who's Who in the Radio Industry covers 20 pages.

A Manufacturers and Wholesalers' Directory, particulars of many companies and firms, and a directory of trade names, comprises 16 pages.

Altogether this 1935 "Radio Trade Annual" is a veritable encyclopaedia at the very reasonable price of 5/- post paid, and is obtainable from Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney. (Box 3765, G.P.O., Sydney).

PROCEEDS TO CHARITY

H.M.V. have again stepped forward and, by recording the King's Speech at the recent Silver Jubilee celebrations and devoting all the profits from the sale of these historic records to charity, have done a great job.

These records by His Majesty The King (R.C. 2747, 6/- and R.C. 2748, 6/-) should be in the library of every reader. They are records which will stand playing time and time again, and in years to come when readers will be much older than they are to-day, these records will be something to have and to enjoy.

IT PAYS!

The Homely Hen.

It pays to advertise. Take the case of the codfish for example. The Lord Mayor of London (Sir Steven Killik) only a few weeks ago at a dinner, quoted the following little ditty:—

"The codfish lays 10,000 eggs,
The homely hen lays one;
The codfish never cackles
To tell you what she's done;
And so we scorn the codfish,
And the homely hen we prize;
Which demonstrates to you and me
That it pays to advertise!"

LATEST RECORDINGS

H.M.V.

EA1507—"You Opened My Eyes," fox trot, played by Rudy Vallee and his Connecticut Yankees, vocal refrain by Rudy Vallee, and "Things Might Have Been So Different," fox trot, played by Richard Himber and His Ritz-Carlton Orchestra, vocal refrain by Joey Nash.

EA1518—"March Winds and April Showers," fox trot, played by Teddy Joyce and his Orchestra with vocal refrain, and "Honey, That Belongs To Me," fox trot, played by Jack Jackson and His Orchestra at the Dorchester Hotel, London, with vocal refrain.

Regal-Zonophone

G22428—"Whistling Lovers Waltz," and "Home Again," fox trot, played by the Rhythmic Troubadours, with vocal chorus.

G22427—"Just a Kiss," and "Vienna in Springtime," played by the London Piano-Acordeon Band, under the direction of Scott Wood, with vocal chorus.

G22423—"My Old Dog," fox trot, and "Two Trumpet Toot," fox trot, with Lew Stone and His Band, vocal chorus.

G22416—"Got Me Doin' Things," fox trot, and "Here Comes Cookie," fox trot (both from film "Love in Bloom") played by the Casino Royal Orchestra, with vocal chorus.

G22415—"My Heart is An Open Book," and "Let Me Sing You to Sleep With a Love Song," waltz (both from film "Love in Bloom") played by Harry Rosenthal and His Orchestra, with vocal refrain.

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RATE CARDS AND HOW!

By D. Graham Dowland, Production Manager, Country Press Co-operative Co. of Aust. Ltd.

AS a buyer on behalf of clients, of a considerable amount of station time, on various "B" class stations throughout Australia, I have been amazed at the extraordinary discrepancies and the lack of uniformity in station rate cards.

One cannot help but wonder on what basis, if there is one, stations assess the value of the time made available to the advertisers. In one capital city one might cite a case of two stations of equal power, both equipped with the latest and most modern transmitters, and both giving a definite service to listeners. There is little to choose between these two stations. Sometimes one programme may appeal more than another but, generally speaking, it is purely a matter of choice as to which station will receive the listener's attention. Yet one finds on examination of their rate cards that one station is charging, and presumably obtaining, 50% more than the other station. When the station management is asked why its rate is higher than that of its competitor, one is usually informed that it is because of a service that that particular station is offering to the public. Yet a close examination of the programmes fails to disclose any service which is exclusive.

Further, an advertiser may, for example, purchase 130 ¼-hour sessions over a particular station at card rate, and instruct the station to play two or three commercial recordings and the usual advertising credits. This actually costs the station a small amount of money in that they have to pay performing rights for the records broadcast during that period. Another advertiser over the same station may purchase the same amount of time and decide that an outstanding programme is required. He may use either

flesh-and-blood artists or special exclusive recordings of the transcription type, and pay as much as two or three thousand pounds for those 130 programmes. Yet the station, on its rate card, makes no allowance for the advertiser who is actually supplying them with a station feature which will help considerably in building an exclusive audience at that particular time to that station. Surely the advertiser who is prepared to put his money into programmes should receive consideration from the station.

The argument which is very often put up by the broadcasting station that the advertiser, by the very nature of that programme, will receive extra benefit, hardly seems to meet the case. Further, the broadcasting station which seeks to draw a parallel with the purchase of white space in the newspaper is beside the mark. It is true that good art work and clever copy allow him to make better use of that white space than that of the advertiser who has the advertisements type-set by the paper, but it is surely not a parallel in the case of the advertiser who is supplying a feature programme to the broadcasting station; he is in fact supplying editorial matter which has a definite value.

Actually the broadcasting station has no control whatsoever over its programme, except as a form of censorship in regard to questionable copy. It would seem more logical for the station to supply the features and to sell spot announcements during its programme at a commensurate rate during this programme. It would then allow for the station to build up an advantage over another competitor by virtue of the fact that its presentation of programmes is infinitely better than the programme presented by the other station.

The popularity of broadcasting is, undoubtedly, due to the fact that the advertiser has been able to obtain results at a fair economic cost, but with stations

(Continued on Next Page)



MR. D. GRAHAM DOWLAND.

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