

Latest License Figures

JUNE AND JULY, 1935

New South Wales

	June	July
New issues	5,768	6,384
Renewals	22,777	27,944
Cancellations	4,523	4,819
Monthly Total	279,166	280,731
Nett Increase	1,245	1,565
Population Ratio	10.53	10.59

Victoria

	June	July
New Issues	4,716	5,463
Renewals	20,482	22,230
Cancellations	4,323	3,016
Monthly Total	237,247	239,694
Nett Increase	394	2,447
Population Ratio	12.90	13.03

Queensland

	June	July
New Issues	1,913	2,203
Renewals	5,739	6,411
Cancellations	1,298	715
Monthly Total	67,546	69,034
Nett Increase	615	1,488
Population Ratio	7.02	7.17

South Australia

	June	July
New Issues	1,661	1,912
Renewals	7,423	8,304
Cancellations	1,432	671
Monthly Total	76,515	77,756
Nett Increase	229	1,241
Population Ratio	12.97	13.18

Western Australia

	June	July
New Issues	1,298	1,409
Renewals	3,798	4,160
Cancellations	691	417
Monthly Total	41,257	42,249
Nett Increase	607	992
Population Ratio	9.29	9.51

Tasmania

	June	July
New Issues	744	891
Renewals	1,682	1,893
Cancellations	580	517
Monthly Total	20,121	20,495
Nett Increase	164	374
Population Ratio	8.76	8.92

Commonwealth

	June	July
New Issues	16,101	18,262
Renewals	61,901	70,942
Cancellations	12,847	10,155
Monthly Total	721,852	729,959
Nett Increase	3,254	8,107
Population Ratio	10.74	10.87

The above figures include:—

Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

RAYTHEON OVER 3UZ

"The Ghost of Murdered Melody." At 8.45 p.m. on Monday, August 19, S.T.C.'s campaign in Victoria on behalf of Raytheon valves was commenced from 3UZ. The Novelty was achieved by whispers and groans made ostensibly by "The Ghost of Murdered Melody." After a distorted recording had been played, points were made by the announcer for Raytheon four pillar valves. The name of Alan S. Duke Pty. Ltd. was introduced by 3UZ's announcer at the end of the recording.

Similar announcements are being made regularly from 3UZ and it is understood that other Melbourne stations will be tying in with the scheme. Raytheon is sponsoring probably the first valve campaign of any size to be launched over the air in this State.

THE FIRESIDE EVENING

Hundreds of letters of appreciation are being received weekly by 2HD, commending the Station on the outstanding feature programme broadcast between 9.30 and 10 p.m. each Sunday evening. "The Fireside Evening" gives ample scope for the 30 performers to be heard in old time songs, smart patter, and plenty of good jokes. Adopting the American idea of popularising a session before offering it for sale, it is now eight (8) weeks since this feature commenced, and in view of the appreciation and goodwill which has been built up with listeners, this should prove an outstanding opportunity for a progressive advertiser to reach the prosperous Newcastle market.

EDITORIAL— (Continued from Page 2)

organisation, concerning something by which that firm expects to make a profit? Nevertheless, we are not prepared to publish anything or everything, even concerning our supporters. Strange but true, those organisations who do spend fair sums on advertising, generally ask the least in free air or free publicity.

One more point that is very important and very appropriate in this rate card issue. It is generally known in advertising circles that many stations cut their rates and give special concessions to individuals. Therefore, can any advertiser or agent be blamed for using every means to get the best cut price? If the station is so weak as to bend to such pressure and accept contracts at reduced rates, not in accordance with standard schedule, then it must expect to be the victim of all concerned. Why not stand up to the rate card? If not, then why have a rate card? Giving different rates to various people is a suicide policy.

If you have the goods, sell them on quality and performance, but not on price. Stick to your guns, and you must win.

O. F. MINGAY,
Editor.

BROADCASTING BUSINESS

August 30th, 1935

SUNDAY MORNING PROGRAMME

The Sunday morning programme broadcast from 2HD between 9 a.m. and 12 noon has recently been entirely reconstructed, and is now one of the most popular sessions in Newcastle district. The "Brighter Hour" is broadcast between 9 and 10 a.m. and the snappiest recordings obtainable make up a sparkling variety entertainment. At 11 a.m. a session is devoted to "Contrasts"—a few popular airs are used as a basis for this programme and the different interpretations by orchestras and soloists make up a deservedly popular half hour. From 11.45 to 12 noon the "Rhythm Man" conducts a session which finds favour with dance enthusiasts. There are still a few excellent periods open for sponsorship to advertisers who desire to reach the large listening audience to the 2HD Sunday morning programme.

SPECIAL 2UW FEATURE

Gustav Mahler's Symphony No. 2 in G Minor with full orchestra, chorus and solos will be broadcast by 2UW on Sunday, September 1.

This is the first time this unique series of recordings have been broadcast in Australia and according to 2UW it is extremely unlikely it will ever be performed here with flesh and blood artists because of the many details involved.

In America it is seldom presented, but at one rare performance the work was recorded. It requires a large orchestra of 100, a choir of 300 and many soloists.

2UW feel they are providing service in presenting this feature. It will take one and a half hours to play.

TALKIES ON SHIPBOARD

The Huddart Parker liner Westralia was fitted yesterday by Amalgamated Wireless with a twin projector talkie picture equipment. The Wanganella, also of the H.P. Line has had a talkie equipment for the past eighteen months. This facility has been greatly appreciated by travellers.

2UW's REVISED WOMEN'S SESSION

Miss Dempsey, who returned to 2UW on August 26 last, can now be heard from that station from 9.15 to 10.30 a.m. Monday to Saturday. At 10.50 Hilda Morse comes to the microphone with "Morning Tea with Hilda Morse," then at 11.30 Miss Morse and J. M. Prentice entertain with two way conversation and competitions.

A Postal Note for 12/6 to Box 3765 G.P.O., Sydney, will bring you this business paper every week by the postman and a copy of the 306-page Radio Trade Annual.

BROADCASTING BUSINESS

Vol. 1.—No. 48
FRIDAY,
6th SEPT., 1935

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

Broadcasting Gossip

In Sydney town this week was Mr. Ernie Higginbotham, the energetic Manager of 2TM Tamworth. 2TM will be going up to 2,000 watts shortly, and, with the new wavelength, promises to be one of the best country stations on the air. It won't be Ernie's fault if 2TM is not well in the front rank.

W. A. Broadcasters Ltd., operators of 6ML and 6IX, have been granted a license for a new country relay station of 2 kw power on 1,070 kc., to be situated a few miles from the Minding Regional A.B.C. station. This new station should be the "bees knees."

Mr. Ross Garling, Managing Director of Heenzo, was in Melbourne, last week. Among his ports of call was Station 3AW where a large proportion of his advertising allocation is placed.

The reception in Sydney on Sunday night from 2HD Newcastle, was a great improvement to that existing prior to the changeover in wavelength. Operating on 263 metres, 1,140 kc., 2HD came in extremely well, with absolutely no interference.

Seppelts Wines, advertising over 2UE on Sunday night last, offered to send a case of wine to any address in England as a Christmas present. It seems a very good idea.

Listening-in to various commercial stations on Sunday night last, after the changeover, we were rather impressed with what appeared to be materially improved quality transmission of 2UE and 2UW. There was the absence of that Japanese whistle on 2UW and 2UE seemed to reproduce much more high fidelity music than hitherto.

An error occurred in last week's advertisement of 3AW. The wavelength should read 234 metres under the new changeover.

Mr. L. N. Schultz, one of Australia's leading radio engineers, left Sydney on

Tuesday, September 3rd, for Adelaide.

Mr. Schultz will advise on and probably instal an entire new outfit for 5DN which is Adelaide's oldest station.

The management of 5DN have decided on new studios, a new transmitter, new speech input equipment and a new aerial system.

There is no engineer more capable of handling this difficult proposition than Mr. Schultz and we wish him and 5DN success in this venture.

Proof of the report that a wave of optimism and enterprise is sweeping Newcastle is found in the fact that Messrs. Stewart and Lloyd, pipe manufacturers have found it necessary to extend their works and employ an additional 200 men. National advertisers should find the Newcastle district a good proposition and would be well advised to get moving while Newcastle is booming.

2TM Tamworth has recently signed a contract for a number of quarter hour sponsored sessions. These sessions will be used by the British Israel World Federation.

Mr. E. H. Brewer, Sydney representative for 7HO Hobart informs us that Lewis Berger & Sons Aust. Pty. Ltd., have now included that station in their radio campaign.

Taylor & Co., Tea Merchants have signed a contract with 2TM Tamworth for a number of one hundred word announcements over that station. This is the first time that this company has ever used a country station and we are confident that 2TM will do the job for the advertiser.

A series of dramatised true stories of Richtofen, famous war air ace, is presented with suitable effects every Tuesday and Friday over 2UW. Additionally, talks on aviation past, present and future, are given. Continuity for the session is written by Mr. Geo. Davis, and it is sponsored by several aerial service Companies.

K. G. Stevens has been appointed city representative for 2KA Katoomba and 2BH Broken Hill. Mr. Stevens is located at Wingello House, Angel Place, Sydney.

Station 2KA opens on September 7th and the initial programme will take the form of the broadcast of J.C.W.'s White Horse Inn. This will be a recorded programme lasting over one hour with a commentary throughout the programme by Mr. H. A. Bowden, General Manager of J. C. Williamsons.

According to Mr. Lamb, the 2KA Studio will be one of the best in Australia. Actual size of the studio is 35 ft. by 20 ft. It is completely carpeted, and beautifully curtained. Situated in one of the beauty spots of N.S.W. at Westmead the tastefully built studio is improved by the beauty of its location, surrounded as it is by flowering lilac and old English holly.

Sally Paige—Sweetheart of the Blues on 2CH and one of the most interesting personalities on the air to-day, has been sponsored for a long term by the Commonwealth Weaving Mills Ltd., who plan to use her session as a spearhead of a drive for sales for "Dri-Glow" towels. She will broadcast Monday, Wednesday, Thursday and Saturday at 7.45 p.m. and

BROADCASTING BUSINESS

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

30-32 Carrington St., Sydney, N.S.W.
G.P.O. Box 3765

Phone: B 7188 (3 lines)

BRANCH OFFICE:

Care of Mingly Publishing Co.
422 Little Collins St., Melbourne, Vic.

Phone: M 5438, G.P.O. Box 1774

ANNUAL SUBSCRIPTION:

Post free in Australia 10/- p.a.

Post free in British Empire 12/6 p.a.

Post free, Foreign 15/- p.a.

Telegrams: "B7188 Sydney"

BROADCASTING GOSSIP
(Continued from page 1)

the session will be announced as hitherto by Kenneth Fowles. The Commonwealth Weaving Mills Ltd., also plans to publicise this session throughout the trade and to link-up the appeal of Sally Paige with the whole of the merchandising of Dri-Glow Towels.

Listeners to 3AW on Sunday evening, September 1 were well entertained. The whole programme from early evening set a very high standard. The Lee Murray Players in "The Yellow Ticket" were exceptionally good in this play which called for a high standard of characterisation. Then followed Cherniavsky relayed from 2UW Sydney, when thousands of listeners were thrilled by the maestro's delightful interpretations.

Every Saturday night 3UZ aims to create the atmosphere for the Healing Quest of the Golden Voice of the Air and the Happy Caravan. Last Saturday the main studio was packed with appreciative visitors who willingly supplied the background. Councillor Nilsen was present for the first time since the opening of the studio about 2 months ago and took the opportunity of thanking the visitors for their interest. He congratulated his staff upon the way the studio was being conducted. 3UZ is making a very determined effort to establish flesh and blood acts in place of transcriptions and recordings.

NEW COMMERCIALS

Additional Stations to Commence During September, 1935

Call Sign	Licensee	Location of Station	Frequency k.c.	Wave-length (m.)	Aerial Power Watts
NEW SOUTH WALES					
2KA	Radio Katoomba Ltd., Commonwealth Bank Chambers, Katoomba	Katoomba	1160	259	100
VICTORIA					
3XY	Station 3XY Pty. Ltd., Princes Theatre Buildings, Spring Street, Melbourne, C.1	Melbourne City	1420	211	600
QUEENSLAND					
4AK	Brisbane Broadcasting Pty. Ltd., 47 Charlotte Street, Brisbane	Oakey	1220	246	1000
4IP	Ipswich Broadcasting Co. Pty. Ltd., Brisbane Street, Ipswich	Ipswich	1440	208	50
SOUTH AUSTRALIA					
5RM	River Murray Broadcasters Ltd., 29 Rundle Street, Adelaide	near Renmark	850	353	1000

Income From Time Sales on U.S.A. Chain

	N.B.C.			
	1935	1934	1933	1932
January	\$2,894,767	\$2,387,127	\$1,869,885	\$2,635,447
February	2,757,475	2,197,297	1,742,784	2,571,609
March	2,971,321	2,473,400	1,997,463	2,864,783
April	2,692,073	2,368,118	1,690,177	2,649,892
May	2,691,513	2,472,594	1,662,887	2,305,448
June	2,380,845	2,182,742	1,512,139	2,081,466
Total	\$16,387,994	\$14,081,268	\$10,475,335	\$15,108,640
	C.B.S.			
	1935	1934	1933	1932
January	\$1,768,949	\$1,405,048	\$941,465	\$1,348,842
February	1,638,421	1,387,823	884,977	1,319,414
March	1,819,553	1,524,904	1,016,102	1,433,050
April	1,597,283	1,371,601	775,487	1,354,592
May	1,287,455	1,255,887	624,256	1,326,994
June	1,066,729	925,939	553,056	915,830
Total	\$9,178,390	\$7,872,102	\$4,795,343	\$7,698,722

Prominent retail and national advertisers are capitalising on 2UW's popularity in Sydney's rich concentrated market.

2 U W

On the air 24 hours daily

COMMERCIAL RADIO IN U.S.A.

"Spot" broadcast advertising during the day sessions is booming in U.S.A. Columbia Broadcasting Service is reported to be 20 per cent. ahead of last year, and 80 per cent. ahead of 1933 in mid-Summer volume of contracts set for the Autumn.

If the orders that are pouring into the networks and the "spot" campaigns that are being laid out by the advertising agencies, are any criterion, the coming season will bring a record business to commercial radio in U.S.A.

A particularly important factor is the rush among National accounts to get their "spot" contracts placed a full two months earlier than in previous years.

The N.B.C. has already booked over 15 per cent. more than for the same time in 1934.

C.B.S. expects to show an increase of at least 60 per cent. in day-time "spot" sales, as compared to the situation 12 months ago.

The Music Publishers' Protective Association in U.S.A. has distributed \$10,600 in royalties collected from transcription manufacturers during June. Income for July is expected to exceed that figure.

The major share of June income came from the Chevrolet campaign, which, altogether accounted for about \$12,000 in musical royalties.

Latest Dodge Disc Series are reported to bring the copyright owners an income of about \$2,500.

It Costs Money!
(By 2XX)

IN a recent issue of "Broadcasting Business," an article was published, written by Mr. D. Graham Dowland "Rate Cards and How."

In that article Mr. Dowland suggested that stations should cut their rates for a special feature supplied by an advertiser buying time on a station to merchandise his product.

Forgetting for the moment that the bigger the feature the larger the audience, giving correspondingly greater response, and therefore, if there is any difference to be made in rates, they should be made higher not lower, I would like to draw to Mr. Dowland's notice the large announcing staff which is necessary on a commercial station in order that that station might give service to listeners.

For example, take one day from 2UW's programme only. Provision has to be made for the midnight session which continues until 5 a.m., then there is a specialised session conducted by J. A. Crawford. At 6 o'clock another announcer

takes over to conduct the early breakfast session, followed by the session for Diggers at 9 a.m., then comes the session for women, and at 10.30 a.m. a male voice is heard in a two-way conversation. At 10.50 Miss Hilda Morse comes to the microphone, and she is joined at 11.50 by another male announcer. Lunch hour music from 12 to 2 requires four voices. The Children's Session at 5 o'clock requires five different voices. Dinner music is scheduled for 5.40 requiring a fresh personality and from 6.30 to midnight constant changes of voices are necessary. You will note then that for one week, provision has to be made for 168 hours of announcing plus 100 hours of two-way conversation requiring eighteen announcers to cope with same.

The enormous detail work involved in arranging a roster for the above sessions and announcers is very evident, but it is all necessary to provide just that service that assures the success of any product marketed per medium of air advertising.

The moral is then, that when asking a station to cut their rates, don't forget you are also asking them to cut their service to you, as an advertiser, and this must react unfavourably on the product you hope to make "Go Over" per medium of radio.

YOU want the best exclusive features for your clients . . .

WE have them!

TRANSCRIPTIONS, SCRIPTS, ETC.

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

UNION THEATRES ON PARADE

Commencing September 8, and every Sunday following at 9.20, Union Theatres will present per medium of 2UW a half hour bright variety programme in which Australian artists will be featured.

It is pleasing to note that advertisers are realising the value of Australian talent which obviously means that much money will be kept in Australia which has hitherto been spent abroad in buying transcriptions.

ANY TIME ON 2BH IS SALES TIME!

Every executive on 2BH Broken Hill is a radio-trained man. Our men know their jobs.

National advertisers will do well to investigate the unique possibilities of results that are obtainable in the Broken Hill area.

2 BH Broken Hill

It is no secret when you advertise with 2BH Broken Hill.

For YOUR STUDIO or OFFICE . . . use the MODERN FLOOR COVERING

"FELTEX"

colourful decorative wear guaranteed

MARBLED AND PLAIN PATTERNS

OUR EXPERT MEASURING AND ESTIMATING SERVICE IS FREE!

'Phone M 2021 for Representative

"Feltex" is guaranteed against moths and silverfish for full period of wear

BEAR & CO. LTD.

FLOOR COVERING AND FURNISHING SPECIALISTS

403-11 George Street, Sydney, one door from Market Street (opp. Farmer's)

Listeners' Licenses in Force in Areas Within 50 Miles of Principal Cities and Towns

Quarter Ended 30th June, 1935

(Figures for previous quarter ending 31/3/35 were published in "Broadcasting Business," May 31st, page 3.)

N.S.W. and F.C.T.					Queensland				
Locality	Licenses	Population	Popn. to 100 of	Homes	Locality	Licenses	Population	Popn. to 100 of	Homes
Sydney	203,782	1,442,092	14.13	60	Brisbane	44,480	402,870	11.04	47
Remainder of State	75,384	1,208,669	6.23	27	Remainder of State	23,066	559,343	4.12	18
State (inc. F.C.T.)	279,166	2,650,761	10.53	45	State Total	67,546	962,213	7.02	30
Albury—					Ayr				
N.S.W. Sec.	2,646	30,792	8.59	39	Cairns	2,089	41,529	5.03	22
Vic. Sec.	2,547	38,016	6.69	28	Mackay	954	48,850	1.95	8
Bathurst	5,819	93,390	6.23	26	Maryborough	957	29,065	3.28	14
Broken Hill—					Rockhampton	2,716	53,527	5.07	20
(Ex. S.A.)	2,144	28,257	7.59	30	Toowoomba	3,445	47,944	7.18	31
Canberra—					Townsville	8,832	123,059	7.17	32
(inc. N.S.W.)	2,433	33,586	7.24	31	Warwick—				
Corowa—					Q'ld. Sec.	5,299	84,287	6.28	28
N.S.W. Sec.	2,924	32,168	9.09	41	N.S.W. Sec.	128	4,052	3.16	11
Vic. Sec.	2,979	48,963	6.08	25	South Australia				
Dubbo	1,820	31,277	5.81	26	Adelaide	59,110	393,508	15.02	60
Goulburn	3,925	61,541	6.38	28	Remainder of State—				
Grafton	2,097	42,314	4.95	22	(inc. N.T.)	17,405	196,411	8.86	39
Gunnedah	2,332	47,214	4.94	23	State (inc. N.T.)	76,515	589,919	12.97	54
Lismore—					Crystal Brook	6,188	50,128	12.34	53
N.S.W. Sec.	3,929	90,680	4.33	20	Port Lincoln	804	7,196	11.17	48
Q'ld. Sec.	206	5,812	3.54	14	Port Pirie	4,848	43,330	11.11	49
Moss Vale	9,574	114,179	8.38	36	Mt. Gambier—				
Newcastle	24,792	242,606	10.22	44	S.A. Sec.	1,006	17,181	5.85	24
Orange	3,542	79,855	4.44	19	Vic. Sec.	1,102	7,922	13.91	58
Tamworth	2,682	50,312	5.33	24	Murray Bridge (exc. Metrop area)	6,114	72,910	8.38	33
Wagga	4,551	73,086	6.23	29	Renmark	1,696	21,501	7.88	32
Wollongong—					Western Australia				
Inc. Sydney	200,973	1,392,480	14.43	59	Perth	31,201	243,172	12.83	55
Exc. Sydney	15,734	147,073	10.70	44	Remainder of State	10,056	200,900	5.00	21
Victoria					State Total	41,257	444,072	9.29	38
Melbourne	185,906	1,203,858	15.44	63	Albany	684	9,416	7.26	27
Remainder of State	51,341	635,505	8.07	33	Bunbury	1,815	33,848	5.36	21
State Total	237,247	1,839,363	12.90	54	Collie	1,791	35,470	5.05	19
Ballarat	17,858	161,826	11.03	44	Geraldton	503	9,984	5.04	23
Bendigo	8,950	126,454	7.07	28	Kalgoorlie	1,089	23,257	4.68	18
Geelong—					Katanning	1,434	14,537	9.86	41
Inc. Melb.	185,933	1,148,212	16.19	68	Merredin	937	15,031	6.23	26
Exc. Melb.	19,527	156,164	12.50	53	Narrogin	821	15,847	5.18	22
Hamilton	4,349	55,555	7.82	34	Northam (ex. Perth)	1,615	37,782	4.27	18
Horsham	3,413	44,380	7.69	32	Wagin	1,122	17,767	6.31	27
Mildura—					Wiluna	206	10,348	2.00	7
Vic. Sec.	1,998	23,976	8.33	36	Tasmania				
N.S.W. Sec.	262	3,584	7.31	29	Hobart	11,221	99,911	11.23	48
Sale	4,097	49,869	8.21	34	Remainder of State	8,900	129,800	6.86	30
Shepparton—					State Total	20,121	229,711	8.76	38
Vic. Sec.	6,230	79,996	7.78	31	Burnie	3,864	48,377	7.99	35
N.S.W. Sec.	271	3,085	8.78	37	Devonport	7,408	86,597	8.55	37
Swan Hill—					Launceston	6,890	82,196	8.38	36
Vic. Sec.	2,103	29,583	7.10	31	Queenstown	782	9,719	8.05	32
N.S.W. Sec.	263	5,490	4.79	21	Ulverstone	3,471	80,697	4.30	19

Farnsworth Television—Baird—Fernseh (German) Combine

AN announcement was made in Philadelphia a few weeks ago by Mr. Philo T. Farnsworth, Vice-President of the Farnsworth Television, Inc., that that Company had signed an agreement with the Baird Television Ltd., of London, England, whereby there would be a complete interchange of patents and technic. The Farnsworth Company has already made a similar agreement with Fernseh A.G., the German television company, and Fernseh in turn has signed a like agreement with Baird of London. Thus the three companies have bound themselves together so that the knowledge and patents of each will be available to the others.

In announcing this tie-up, Philo T. Farnsworth, vice-president of the concern bearing his name and inventor of the various television devices used by this firm, predicted that television would open new fields for employment and would be a tremendous factor towards giving renewed impetus to business.

It was pointed out by Mr. Farnsworth that Baird Television Ltd., is closely affiliated with British-Gaumont Films. The Baird Company has a television station in Crystal Palace, London, which broadcasts daily. One of the stumbling blocks in the progress of television, as stated from some sources, has been the fact that new technics of acting and programme arrangement would be necessary, and time would be required in the study of these before television could become a reality. This particular problem is far nearer solution than is generally supposed, for it is stated that Baird has been using the technical and artistic staffs of British-Gaumont Films in an effort to perfect programmes for television. For some time past actors from the British film company, as well as artistic directors, have laboured in the television studios and a programme of technic has been almost perfected.

Sir Harry Greer is Chairman of the board of directors of Baird Television

COVERAGE
SERVICE
RESULTS

3AW

SYDNEY ADVERTISERS
CONTACT
E. H. BREWER :: B 3403

Ltd., while Captain A. G. D. West is technical head of the firm. Its station has a daily transmission on 10 k.w., which will shortly be increased to 30 k.w. Transmission at the London station is through the Farnsworth camera, the Farnsworth telecine and the Farnsworth dissector tubes.

The British station is said to have an effective radius of about thirty miles. Mr. Farnsworth declared that to-day television in England and German is an actuality, and that with the present patent combination, it is only a matter of months until there will also be transmission in this country. Much of the experimental work on programmes has already been done by a Baird. The Farnsworth company now benefits by all this experimental work, both in the technical and programme fields, which has been done in England and Germany, Mr. Farnsworth pointed out.

Officers of the local company in addition to Mr. Farnsworth, are J. B. McGarver of San Francisco, President; George Everson, also of San Francisco, Secretary, and A. H. Broolly, Chief Engineer. Experimental laboratories are being maintained in both this city and San Francisco. Its local television station is nearly completed.

Trained engineers and actors will be at a premium when the art is perfected, Mr. Farnsworth declared. He also declared that it is possible that advertising itself will be revolutionised by the new art. He further definitely stated that television will have attained the accessibility and perfection it now experiences in England and Germany, in this country, before the first of the coming year.

PULLING PROFITS AT RECORD-BREAKING PACE!

Not only in radio alone, but in comparison with many other advertising mediums, 2HD Newcastle has taken the front rank of N.S.W.'s most powerful business producers in terms of profits.

Rates on application from
2HD E. A. WOOD
47 York Street
Sydney
Doing the job for the advertiser

13 WEEKS OPERA BROADCAST A.B.C. Plans

The Chairman of the Australian Broadcasting Commission (Mr. W. J. Cleary) has announced a 13 weeks Sydney season of broadcast Opera, with Mr. Maurice de Abravanel as conductor.

Several principals, including Madame Florence Austral, Mr. Sydney de Vries and Mr. Ben Williams, have already been engaged, and negotiations are in progress with other famous overseas singers to come to Australia for the season.

In organising this season, which has been in the course of preparation for several weeks, Mr. Cleary said the Commission hopes to give listeners something of the best in music.

The Operas to be performed will, in the majority of cases be new to Australia, and Mr. de Abravanel is now completing the details of the programme.

The Sydney season will comprise two broadcasts weekly for 13 weeks. If the season is a success, which is fully anticipated, a further series of 13 weeks will be broadcast through the Melbourne studios.

YOUR ATTENTION PLEASE!

In presenting Leo Cherniavsky, Atlantic Union are making possible the long-sought-after programme.

- A FAMED NAME ARTIST
- MUSIC WITH UNIVERSAL APPEAL

To hear the world famous Leo Cherniavsky broadcast will be an incentive for the general public to buy more radio receivers, giving you—Mr. Broadcasting Executive—a larger field in which to operate. This service is rendered to the public and broadcasting stations alike by . . .

ATLANTIC UNION

Marketers of Atlantic Ethyl, Atlantic Petrol, Atlantic Motor Oils

A Voice From The Mountains

2KA On The Air

Listeners at Sydney's holiday resorts in the Blue Mountains will shortly have a broadcasting station to themselves, as 2KA owned and operated by Radio Katoomba Ltd., commences operations tomorrow, Saturday, September 7th.

The new transmitter, which will operate on a frequency of 1,160 kc/sec., has been completely designed and built by the company's chief engineer, Mr. H. V. Lindo Taylor, who is well known in Sydney broadcasting circles.

The location of the station and studios will be at Westmead Farm, Medlow Bath, near Katoomba, and an "L" type aerial, supported by two 100 feet masts will be used as a radiator.

The transmitter itself incorporates some of the latest developments in design and construction and is capable of delivering 100 watts of R.F. energy to the aerial.

Philips transmitting valves are used throughout, the final modulated amplifier stage incorporating a TB.2/250 fed with 2,000 volts D.C. from a bridge type three phase rectifier. Six Philips type D.C. G.2/1,000 mercury vapour rectifier valves are used in a three-phase bridge-type rectifier circuit, which also supplies high tension voltage to the second buffer amplifier and modulator stages.

Modulation is at 100% and two Philips M.B.2/200 valves are used to modulate the final amplifier.

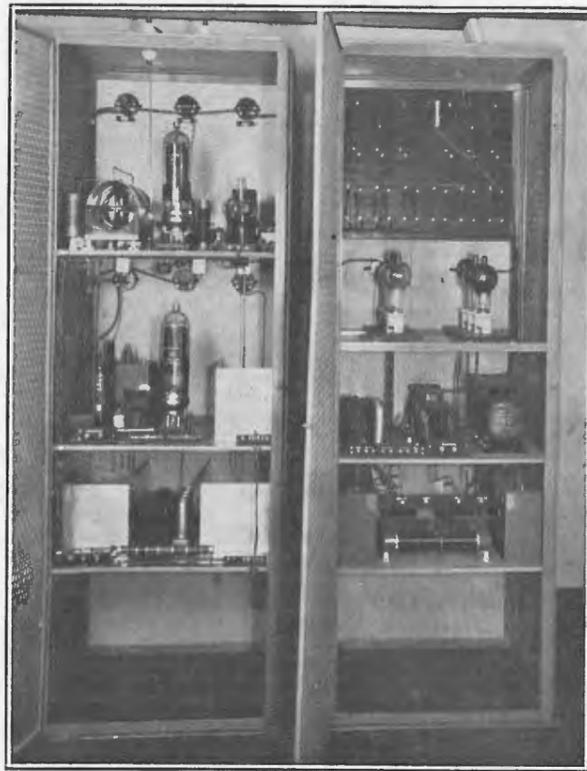
Assurance that the station will keep on its assigned frequency of 1,160 kc/sec. is given by the use of two "AT" cut crystals operating in a vapour-pressure type thermostatically controlled oven. The temperature control is such that the maximum variation is plus or minus one degree Fahrenheit.

As will be seen from the illustrations, the transmitter itself is built up into two bays, one of which contains the entire power supply for the complete transmitter. The other bay contains the oscillator, modulator and amplifier stages, together with all tuning gear. A separate panel in the transmitter room carries the speech amplifier equipment.

Complete monitoring and input control is effected from the announcer's desk, on to which are built the mixers and faders for the five input channels available.

Amplion microphones are used throughout and the only batteries used in the entire installation are employed to supply these items.

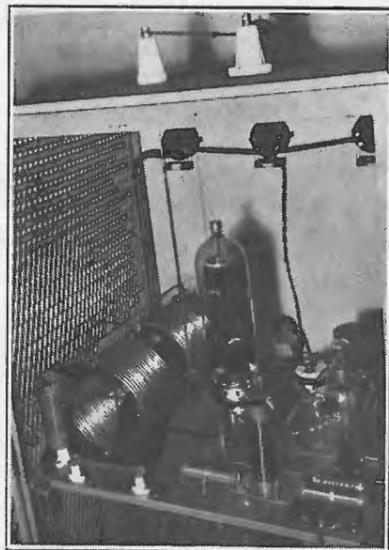
An ingenious device incorporated into each microphone switch performs four operations simultaneously, and completely eliminates any possibility of extraneous noise entering into the broadcast. At the same time as the "mike" is cut in, the studio monitor speaker is switched off, an indicator light is switched on the microphone itself and a warning light over the studio door is switched on.



Back View of Transmitter Panels

Two Marconiphone pick-ups are used for records and transcriptions, the turntable motors being adaptable, at will, for use with either 78 or 33 1/3 r.p.m. records.

The engineering of the entire installation is of a very high order and is a tribute to the foresight of the promoters and the ability of the designer.



Modulated Amplifier panel of 2KA, showing tank circuit and 2nd. buffer stage

Listeners may look forward to some worthwhile transmission from "the voice from the mountains," even though yodelling may not form a staple section of the programmes.

In conclusion all we can say is—
"More power to you, 2KA."



H. V. LINDO
TAYLOR,
Chief Engineer
2KA

3UZ
MELBOURNE
Desires to announce
the appointment of
MR. A. D. BOURKE
as Sydney representative.

Office :
5 BARRACK STREET
Phone : - - B 2085

A HIT!

Atlantic Do It Well

THE initial broadcast by Leo Cherniavsky, Sunday night last, September 1, over stations 2UW, 2HD and 3AW, sponsored by Atlantic Union, was an outstanding success.

A new note in studio presentation was struck when Mr. Ellis Price, a well-known air identity was called upon to introduce the artist to his listening audience.

Mr. Cherniavsky played three numbers:
1. Chopin's Nocturne in E Flat.
2. Horostaccato (Roumanian Dance).
3. Andante and Allegro movement

A SURVEY

Commercial Programmes for Sunday

The type of programme best suited for Sunday entertainment has been quite a problem for station executives for a considerable period. Those in charge of the programme department of a commercial station, have from time to time, presented to the listening public, all types of programmes from Church Services to Jazz music and dramatised plays.

It is only during recent years that the National advertiser has definitely interested himself in buying time on a station during Sunday, and as there has been no consensus of opinion as to just the correct type of programme applicable to a Sunday, the National advertiser or his agent has been chary of presenting any programme fearing it would not sell his product, or would fail to uphold the prestige of his organisation.

Some station executives are of the opinion that plays constitute the ideal for a Sunday programme, others lean towards classical, and in some cases, sacred music, and so on, but whatever our own private opinion may be as to the type of programme we like, it is the listener to whose residence one is admitted, through medium of the programme as an invited guest, that one must serve.

Realising the importance of programmes and their presentation, several National advertisers very recently conducted an exhaustive survey to ascertain just what type of Sunday programme would have universal appeal.

Each and every employee of certain large companies, including the Shell Co. of Australia, the Kraft Walker Cheese Co. of Aust., and the A.G.E. were given a questionnaire form, asked to take it home and fill in the particulars, and return same to the Company at an early date.

In this way thousands of homes and all types of listeners were contacted. The reports from all companies were then carefully tabulated by a special staff, and a fairly accurate estimate of the popular type of programme was obtained.

from one of Mendelssohn's Concertos.
All three numbers were executed with just the right amount of feeling which revealed the genius, and displayed a thorough understanding of the works performed.

Praise must be given to Miss Helen Hill, supporting artist, who rendered her vocal numbers admirably and also to Mr. Clifford J. Arnold and Mr. G. Bills Thompson, who conducted the session with dignity and restraint.

Atlantic Union is to be congratulated on making such a programme possible. Broadcasts of such high calibre do much to make license figures climb, and certainly further the interests of commercial broadcasting in Australia.

Percentage results as found are as follows:—

Popular Music—(Bright orchestral and light numbers, excluding blaring jazz)—74.75%. Plays (Historical and heavy drama)—16.75%. Church Services—3%. Talks—2%.

Obviously as can be seen from the above the lighter type of musical programme comes out an easy winner, but even though it is the popular programme it certainly is not a signal for stations to overload that type of session with direct commercial announcements.

For Sunday entertainment a sponsored session is definitely the thing, uninterrupted every three minutes by a commercial announcement.

Direct plug announcements on weekdays are quite in order, but on Sundays listeners want to forget the hurly-burly of the week, and they appreciate a carefully planned and executed programme.

2KA IS EQUIPPED
with
PHILIPS
Transmitting Valves

With the coming of 2KA, yet another link is forged in the ever-growing chain of stations equipped with Philips transmitting valves.

The Philips range, which embraces Pentodes, Triodes and Screen-Grid valves, provides a transmitting valve for every purpose. Consult Philips on all transmission problems.

PHILIPS

WORLD'S LARGEST RADIO MANUFACTURERS

3AW's
NEW WAVE
LENGTH
234 Metres
From Sunday, September 1
Get in on the Rising Wave

A programme that will not offend by reason of its blatancy or too much advertising, but a programme that will give them the feeling, that they really owe it to the advertiser, who has gone to so much trouble to provide enjoyable entertainment for them, to buy his product.

PRUDENTIAL PROGRAMMES

The Prudential Assurance Co. Ltd., report satisfactory results from their interstate broadcast hook-ups.

British Empire recorded programmes are being used in the campaign and they are certainly of a very high standard. Most of the transcriptions feature such artists such as Jack and Claude Hulbert, Anona Winn and Cecily Courtneidge, any one of whom would assure the success of the entertainment.

Prudential are first in the field as far as extensive radio advertising for Insurance Companies is concerned and we wish them good hunting.

Latest License Figures

JUNE AND JULY, 1935

New South Wales		
	June	July
New issues	5,768	6,384
Renewals	22,777	27,944
Cancellations	4,523	4,819
Monthly Total	279,166	280,731
Nett Increase	1,245	1,565
Population Ratio	10.53	10.59

Victoria		
	June	July
New Issues	4,716	5,463
Renewals	20,482	22,230
Cancellations	4,323	3,016
Monthly Total	237,247	239,694
Nett Increase	394	2,447
Population Ratio	12.90	13.03

Queensland		
	June	July
New Issues	1,913	2,203
Renewals	5,739	6,411
Cancellations	1,298	715
Monthly Total	67,546	69,034
Nett Increase	615	1,488
Population Ratio	7.02	7.17

South Australia		
	June	July
New Issues	1,661	1,912
Renewals	7,423	8,304
Cancellations	1,432	671
Monthly Total	76,515	77,756
Nett Increase	229	1,241
Population Ratio	12.97	13.18

Western Australia		
	June	July
New Issues	1,298	1,409
Renewals	3,798	4,160
Cancellations	691	417
Monthly Total	41,257	42,249
Nett Increase	607	992
Population Ratio	9.29	9.51

Tasmania		
	June	July
New Issues	744	891
Renewals	1,682	1,893
Cancellations	580	517
Monthly Total	20,121	20,495
Nett Increase	164	374
Population Ratio	8.76	8.92

Commonwealth		
	June	July
New Issues	16,101	18,262
Renewals	61,901	70,942
Cancellations	12,847	10,155
Monthly Total	721,852	729,959
Nett Increase	3,254	8,107
Population Ratio	10.74	10.87

The above figures include:—		
Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

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.

Country and Metropolitan License Distribution

QUARTERS ENDING 31/3/35 AND 30/6/35

Area	Date	Licenses	Population	Ratio of Licenses to 100 of Population Dwellings	% of Metrop. & Country Licenses
NEW SOUTH WALES					
Metropolitan	31/3/35	180,768	1,252,318	14.43	66
	30/6/35	185,239	1,251,839	14.80	63
Country	31/3/35	91,574	1,393,334	6.57	29
	30/6/35	93,927	1,398,922	6.71	29
State	31/3/35	272,342	2,645,652	10.29	44
	30/6/35	279,166	2,650,761	10.53	45
VICTORIA					
Metropolitan	31/3/35	162,962	1,001,486	16.27	68
	30/6/35	166,406	1,000,966	16.62	69
Country	31/3/35	69,154	836,103	8.27	34
	30/6/35	70,841	838,397	8.44	35
State	31/3/35	232,116	1,837,589	12.63	52
	30/6/35	237,247	1,839,363	12.90	54
QUEENSLAND					
Metropolitan	31/3/35	36,552	303,569	12.04	51
	30/6/35	38,405	305,708	12.56	54
Country	31/3/35	28,053	656,183	4.27	18
	30/6/35	29,141	656,505	4.43	19
State	31/3/35	64,605	959,752	6.74	29
	30/6/35	67,546	962,213	7.02	30
SOUTH AUSTRALIA					
Metropolitan	31/3/35	50,075	314,429	15.88	64
	30/6/35	51,495	314,061	16.39	66
Country	31/3/35	24,333	274,857	8.85	37
	30/6/35	25,020	275,858	9.07	39
State	31/3/35	74,408	589,286	12.62	52
	30/6/35	76,515	589,919	12.97	54
WESTERN AUSTRALIA					
Metropolitan	31/3/35	28,214	209,222	13.50	58
	30/6/35	29,727	214,473	13.86	60
Country	31/3/35	11,035	233,484	4.73	19
	30/6/35	11,530	229,599	5.02	20
State	31/3/35	39,249	442,706	8.87	37
	30/6/35	41,257	444,072	9.29	38
TASMANIA					
Metropolitan	31/3/35	7,684	61,427	12.51	53
	30/6/35	7,921	60,038	13.19	56
Country	31/3/35	11,802	170,026	6.94	30
	30/6/35	12,200	169,673	7.19	31
State	31/3/35	19,486	231,453	8.42	36
	30/6/35	20,121	229,711	8.76	38
COMMONWEALTH					
Metropolitan	31/3/35	466,255	3,142,451	14.83	62
	30/6/35	479,193	3,147,085	15.22	64
Country	31/3/35	235,951	3,563,987	6.62	28
	30/6/35	242,659	3,568,954	6.80	29
State	31/3/35	702,206	6,706,438	10.47	44
	30/6/35	721,852	6,716,039	10.74	45

H.M.V.

EA.1527—"SONG OF THE TREES," fox trot, played by Jack Jackson and His Orchestra at the Dorchester Hotel, London, with vocal refrain, and "WHAT ARE YOU DOING OUT IN THE RAIN," fox trot, played by Teddy Joyce and His Orchestra, with vocal refrain. EA.1529—"Marie Louise" and "There Won't Be Any Spring" (both from film "The Flying Trapeze"), played by Jack Jackson and His Orchestra, at the Dorchester Hotel, London, with vocal refrain. Good waltzes are infrequent, so dealers

can look forward to splendid results with this really delightful record.

EA.1532—"Winter Wonderland," fox trot, played by Richard Humber and His Orchestra, and "Throwin' Stones at the Sun," played by Willie Bryant and His Orchestra.

B.6520—"Dreaming a Dream" (from "Yes Madam") played by Ray Noble and His Orchestra, with vocal refrain, and "Sitting Beside O' You" (from "Yes, Madam") played by Jack Jackson and His Orchestra (at the Dorchester Hotel, London) with vocal refrain.

BROADCASTING BUSINESS

Vol. 1—No. 49
FRIDAY
13th SEPT., 1935

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

Commercial Broadcasting For England

300 Advertisers said to be Lined Up

THIS week's overseas mail brings information through "Advertisers' Weekly" to the effect that a new company, the Commercial Broadcasting Corporation of Great Britain, plans to start radio advertising as soon as the B.B.C.'s monopoly charter terminates in 1936.

The Company is reported to have arranged for the opening of three radio stations immediately that happens. The charter finishes in 1936, and the Royal Commission is now considering the future of the B.B.C.

Mr. David S. Cecil, who is described as Director-General of the new Corporation, told "Advertisers' Weekly" that he fully realised that no decision had been made by the Royal Commission regarding the future of radio advertising, but that he was in possession of certain information which led him to think that the B.B.C.'s monopoly of the air would not be continued after the charter terminates. "But," he said, "whatever the decision is, there will be a period of a fortnight between 1936-37 when the air will be free, for two weeks must elapse between the expiration of the charter and the granting of a new one. During this period, we shall be putting over sponsored programmes which, we hope, will arouse public opinion sufficiently for us to continue."

"Three hundred advertisers are lined up for this venture, and have signed options for advertising through us. Our programmes will be done by actual artists and not by gramophone records. The studios will be run entirely upon American lines. Glass panel studios where the public can actually see the artists work, will be much in evidence, and the studios will be open to the public. There will be no red tape, and anyone passing the studios will be admitted without written application. The programmes will be run as an entertainment only, and the advertisers' announcements will be made judiciously.

We want to work in with the newspapers and not oppose them. Any paper which publishes our programmes, in however a condensed form, will be given a free advertisement over the air.

"We have obtained sites for the studios which are not far from New Oxford Street. We shall begin erecting studios in about 3 weeks' time."

Behind the Corporation is the Dayben Advertising Company which owns three radio stations in the United States. Mr. B. Leven of the Dayben Company is Mr. Cecil's Co-Director, and is in charge of the technical side. Mr. Cecil owns Cecil Enterprises, a variety agency, and has been connected with the Liverpool Pavilion and Don Rico's Gypsy Girl Orchestra.

Among those present were Mr. George Patterson, Managing Director of George Patterson Advertising Agency Pty. Ltd., Mr. J. A. Armstrong, Manager of the Media Dept., Weston Company, advertising service, Mr. Athol Tier of the Athol Tier Agency, Mr. H. Julius, Manager of Harry Julius Agency, Mr. C. De Mayda, Sales Manager, Caldwell's Wines Ltd., Mr. Stretton-Morgan, Advertising Manager, W. D. & H. O. Wills, Mr. D. G. Dowland, Production Manager, Country Press Corp., Mr. and Mrs. Hollis, Manager O'Brien Publicity, Mr. Thompson of F. R. Thompson & Co., Advertising Service, Mr. Peter Speight, who represented Union Theatres Ltd., and Mr. Harvey, Assistant Advertising Manager Atlantic Union Oil Co.

All present had a very enjoyable time, and showed definite interest in the mid-night session and how it was conducted.

Published Every Friday
OSWALD F. MINGAY - Editor
EDITORIAL & PUBLISHING OFFICES:
30-32 Carrington St., Sydney, N.S.W.
G.P.O. Box 3765
Phone: B 7188 (3 lines)
BRANCH OFFICE:
Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: M 5438, G.P.O. Box 1774
ANNUAL SUBSCRIPTION:
Post free in Australia 10/- p.a.
Post free in British Empire 12/6 p.a.
Post free, Foreign 15/- p.a.
Telegrams: "B7188 Sydney"

NO MONOPOLY

The Federal Communications Commission in Washington, U.S.A., recently gave the American Telephone & Telegraph Company permission to make field tests of its new coaxial cable method of transmitting images by wire, after application had been made to the Commission by the A.T. & T.

This represents a partial victory for apprehensive broadcasters and various film interests, as the Commission order specifies that the A.T. & T. may not deny rival parties the right to use its novel equipment, nor use the cable to build up a monopoly.

The cable will be built between New York and Philadelphia for test of feasibility of new methods over long lines.

Quite a host of restrictions were written into the order giving consent to the installation of the cable, as a result of a fight at recent hearings by broadcast and independent makers of sound film apparatus, to prevent the telephone system from invading their field. Efforts to add even more stringent qualifications were blocked, however, after a fractional rumour with the Commission.

Behind all this is the advent of television over these cables.

2UW GIVES MIDNIGHT PARTY

On Saturday night last, September 7, Mr. Oswald Anderson, on behalf of the Directorate of 2UW, entertained a number of guests at the studio.

Six months have come and gone since 2UW commenced their 24-hour service, and on Saturday night the guests present were able to see just how this all-night session is conducted.

Just prior to 12 o'clock, Mr. Anderson made brief reference to their service, and pointed out its value commercially.

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