# Stromberg-Carlson to repeat Re-Broadcast Tie-Up

Overseas Short Wave Rebroadcasts to be Effected by Dual Wave Receiver Over Station

O effective were the previous short wave rebroadcasts by means of stan-dard Stromberg-Carlson All Wave Receivers that the company has decided to offer further dealer sales assistance in the form of more rebroadcasts over Station 2CH, Sydney.

Mr. A. H. Freedman, Sales Manager of the Company, announces that arrangements have been made for a period of one month, commencing on Saturday, 15th December. He adds—"The times scheduled for these rebroadcasts are 9.30 p.m. and 10.45 p.m. The former time on Mondays, Wednesdays and Fridays. The latter time on Tuesdays, Thursdays

Mr. Freedman points out the tremendous advantage to be gained by following up in a systematic manner prospects who become "short wave minded" in this way so that with just the extra effort on the part of the dealer that prospect quickly becomes "dual-wave minded."

"Our dealers," he says, "appreciate the assistance we can give in this regard and those who profited by our last series of rebroadcasts have not been slow to get in adequate stocks of our latest dual wave model in order to cash in on the good work either started or considerably helped along by rebroadcasts sponsored by Stromberg-Carlson."

Recollecting previous rebroadcasts be-fore the introduction of the dual wave receiver, we, for our part, can but look forward to the next series with keen anticipation of hearing something not only to give the listening public a great deal to talk about; what with the even closer ties which exist with the old world at Christmas time; but what would appear to us to be one of the greatest dealer aids offered in recent months.

#### RADIO REVIEW

The Technical Monthly of Radio and Allied Subjects. Published by

> AUSTRALIAN RADIO PUBLICATIONS LTD.

15 Castlereagh Street, Sydney

Annual Subscription :: 10/-Single Copy, 1/- each

## HILARITY AT 2HD One of the most successful features of

the Gala Week Programme arranged by 2HD to celebrate their second birthday, which synchronised with Newcastle festivities on account of the Prince's visit, was the Birthday Concert and Ball held was the birthday Concert and bail held at Newcastle Town Hall on Tuesday, December 4th. The stage presentation consisted of a huge laughing head with a wide open mouth in which, when the curtain was dropped the dance orchestra appeared. The figure, it was jocularly said, was that of a Joyster learning to smile. The audience could quite well believe it as they listened to peals of demoniacal laughter issuing therefrom, with the aid of an amplifier.

A number of Newcastle's best artists

appeared upon the platform and well sustained the high reputation Newcastle pos-

sesses in the musical world.

Dancing was from 9 till midnight and included quite a number of novelty dances. A competition One-step was held during the evening and the winning couple were presented each with a silver cup.
A most enjoyable evening was spent.

#### **EXECUTIVE MOVEMENTS**

Visitors to Sydney during the past few days from Interstate, include Mr. Dave Worrall, the well known Manager of Station 3DB Melbourne. Mr. Worrall has large business affiliations in Sydney in the broadcasting field, and likes to come over to the "Harbour City" occasionally to enjoy a spell of good weather.

Another visitor seen around town recently was Mr. H. R. Pinkerton, of Station 5DN Adelaide. This Station is doing very well, and is opening a new station in the country in the next few

Mr. R. Lamb, Managing Director of the Broken Hill station, 2BH, has been visiting Sydney for the last few weeks, and has found very little time to look up some of his old friends. He returned to Broken Hill last week after having had a

A broadcasting executive all the way from Perth is Mr. H. S. Sibary, Manager 6PR, who finds it necessary to visit the Eastern States frequently to keep in touch with all things that matter.

#### **3AW'S ACTIVITIES**

A picnic has been arranged by Nicky and Tuppy of 3AW for Saturday, December 15. The outing, which will be held on Williamstown beach, promises to be a very popular affair. At the last picnic sponsored by these two popular radio stars 13,000 people attended

radio stars 13,000 people attended.
On Saturday, December 15, 3AW will broadcast the first performance of midget car races from Olympic Park. Fred Tupper will be at the microphone.

Lee Murray's Players were heard in an excellent presentation of "The Trial of Mary Dugan" from 3AW on Tuesday, December 4. "The Wrecker" was successfully broadcast on December 11. Radio plays are now a feature of the station and are heard regularly on this even-ing. It is in the air that "Treasure Island" will soon be on the air with a cast featuring Colin Crane.

## Latest Licence **Figures**

11715 Increase NEW SOUTH WALES

- U	checimper	OCCOPET
New Issues	7,121	6,129
Renewals	15,582	15,416
Cancellations	2,911	1,979
Monthly Total	251,967	256,117
Nett Increase	4,210	4150
	4,210	4,150
Ratio of Population	9.57	9.73
VICT		
New Issues	4,139	5,378
Renewals	14,449	14,362
Cancellations	2,291	1,669
Monthly Total	220,290	223,999
	1,848	2 700
		3,709
Ratio of Population	12.04	12.24
QUEEN	SLAND	
New Issues	2,337	2,085
Renewals Cancellations	3,071	3,244
Cancellations	677	440
Monthly Total Nett Increase	59,074	60,719
Nett Increase	1,660	1,645
Ratio of Population	6.16	6.34
SOUTH A		
New Issues	1,200	1,261
Renewals Cancellations	4,276	3,911
Cancellations	503	236
Monthly Total	69,838	70,863
Nett Increase	697	1,025
Ratio of Population	11.87	12.05
WESTERN		T A 12.07
	AUSTRAL	
New Issues	1,025	964
Renewals	2,069	2,260
Cancellations	385	5
Monthly Total	35,279	36,238
Nett Increase	640	959
Ratio of Population	7.98	8.20
TASM		0.20
New Issues	544	509
Renewals	914	
Compatible		874
Cancellations	382	282
Monthly Total	18,400	18,627
Nett Increase	162	227
Ratio of Population	8.07	8.17
COMMON	WEALTH	
New Issues	16,366	16,326
Renewals	40,361	40,067
Cancellations		
Monthly Total	7,149	4,611
	654,848	666,563
Nett Increase	9,217	11,715
Ratio of Population	9.81	9.98
The above figures	include:-	
Total Free Licences	>*	
to the Blind	1,303	1,239
Total Paid Experi-	2,000	1,237
mental Licences	1 222	1 201
mental Licences	1,223	1,381

#### RADIO NEEDS SHOWMEN-(Continued from page 14).

I prophesied he would last three weeks. He fooled me by a week. At the end of the fourth week his sponsor decided to buy him out of the rest of the contract.

There should be a closer co-operation between stars and sponsors and a closer study of radio as a merging of the advertising business with the show business.
Only as we get better understanding of this fact will we develop greater showmen in radio. I predict that radio will go further in the next two years than it has in the last ten.

Let's tune in and see-and hear!

# BROADCASTING

Vol. 1—No. 12.
FRIDAY
DEC. 21, 1934.

BUSNESS

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

Published every Friday by Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney.

# ANA Survey Shows Radio Best Media Buy Listeners have increased 50 per cent as Unit Rate Dropped 10 per cent

### Newspaper Rates Have Risen as Circulation Fell

SIGNIFICANT analysis, in effect disclosing that radio advertising is a better buy from the "circulation" standpoint than magazine or newspaper space, has been released by the Association of National Advertisers, Inc. of U.S.A.

Entitled "Trend of Media Rates in Relation to Circulation and Cost of Commodities," the analysis was prepared by the Circulations Committee of the ANA with the approval of the Research Council. The report was a topic of discussion at the semi-annual meeting of the ANA in Chicago last June, in executive session, after which the ANA adopted a statement to the effect that it looked upon the "continued forcing of publication circulation" with keen disfavour.

#### Radio Alone Shows Gain

OF THE THREE advertising media, the analysis showed, radio alone represents a better buy for advertisers now, as compared with 1929. In the case of magazines, it was shown that rates per page per thousand circulation decreased per cent. in 1933 as compared with 1929, while the general price level of commodities dropped 28 per cent. Total newspaper circulation decreased 7.8 per cent., while the rate for space in newspapers on the average increased 8.5 per cent., as against the general price level drop of 28 per cent.

For radio, however, the total families listening in (circulation) increased 50 per cent. in 1933 as compared with 1929, while the total cost of reaching the radio coverage increased only 35 per cent. And

listening in decreased 10 per cent.

The analysis is devoted largely to a

criticism of the printed media for artificially bloating their circulations and for not adjusting their rates to absorb the diminished coverage and reduced buying power. This is not so in the case of radio, which was not mentioned in the statement of the ANA deprecating "forcing methods" of increasing circulation and protesting against increases in gross rates based on such circulation.

From another angle, the ANA survey showed that radio represents a fairer value for the advertiser than the printed media. This was the ratio of rate levels of the three media as compared with the downward curve of general price levels of commodities. Here is what the report

"With the exception of radio in 1930 and 1931, at no time did rate levels of the three media descend to the level of the general price level of commodities! The widest differential between the increase in newspaper rates and the decline of the 'general price level' was 36.5 per cent.—the differential between the decline of magazine rates and the decline of the 'general price level' was 23.9 per cent. Radio in 1932 shows a differential of 18.8 per cent.; 1933, 18.0 per cent.'

The report pointed out that incomes in 1932 decreased drastically in comparison with 1929. "Therefore," it said, "magazines and newspapers with only slightly decreased circulations, and radio with a largely increased circulation, went

the cost of reaching 1,000 of the families into a market decidedly decreased in buying power.

> Ten charts are used in the report to indicate the trends of rates and circulation among the three media, and the fluctuations of commodity prices. study of the ten charts," it states, "clearly indicates what the ANA has maintained since the depression: "That generally speaking circulation and rates have not been liquidated, that is, brought down to levels comparable with other business factors which are more directly affected by the laws of supply and demand."

#### BROADCASTING BUSINESS

Published Every Friday
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Post free Foreign 15/- p.a.

#### A.N.A. SURVEY-Continued

#### Comparison of Rates

PROPOS of gross (card) rates and unit rates, the survey brought out in the case of 55 leading magazines, that gross rates have declined 11.8 per cent. in 1933 as compared with 1929, while unit rates decreased 3.8 per cent. and circulation decreased 8.2 per cent. Newspaper gross rates declined 4 per cent., while the unit rates increased 8.5 per cent. and circulation declined 7.8 per cent. The gross rate for radio coverage increased 35 per cent., as unit rates dropped 10 per cent., but circulation increased 50 per cent.

That portion of the report dealing with radio coverage, to be employed in conjunction with the chart published herewith, follows in full text:

"In setting up indexes for publications, circulations were dealt with as 'Total Net Paid Distribution.' With radio, the num-ber of families 'listening in' at a given time (8 p.m. to 9 p.m.) is considered as radio coverage (circulation). These figures for each year (1929, 1930, 1931, 1932 and 1933) were arrived at from averaging the figures of the 'Total Number of Families Owning Sets' received from several sources. Each year's figure, obtained from the average, was multiplied by the percentage of families 'listening in' from 8 p.m. to 9 p.m., which percentages are given in the Co-operative Analysis of Broadcasting reports, and the study, The Advertiser Looks at Radio, issued by the Association of National Advertisers, Inc.

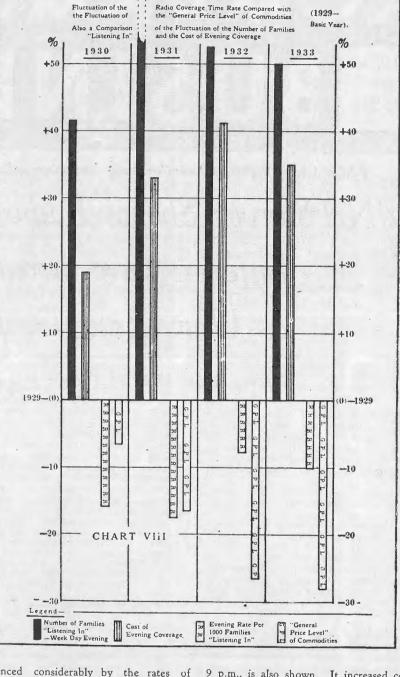
"In order to secure complete coverage of families 'listening in' from 8 p.m. to 9 p.m., it would be necessary to broadcast over all stations at that period. Therefore, in order to secure comparable index numbers of cost of coverage each year of the five years, there was computed from the Standard Rates & Data Service the total cost of one hour of radio time (from 8 p.m. to 9 p.m.) of all stations each of those years.

#### Rate Per 1,000 Listeners

"TO OBTAIN the index numbers for 'Rate per 1,000 Families Listening In,' the total cost of coverage each year was divided by the number of thousand families listening in.

"The figures that were used for the number of families owning sets are as follows: 1929, 10,313,000; 1930, 13,000, .000; 1931, 15,250,000; 1932, 16,452,000; 1933, 17,439,000. Percentage of families 'listening in' from 8 p.m. to 9 p.m., according to the CAB reports and the ANA study, were as follows: 1929, 61.1 per cent.; 1930, 68.5 per cent.; 1931, 66,6 per cent.; 1932, 58.4 per cent.; 1933, 54.2 per cent. These percentages were arrived at for the months of March, April, May and June each year, with the exception of 1929, when no check was made during March.

"Radio is, perhaps, too new as a medium to make any direct comparison with magazines and newspapers. Being com-



+62

RADIO :: COVERAGE (U. S.)

fluenced considerably by the rates of magazines and newspapers.

'It is interesting to observe that this medium cannot control its circulation as can magazines and newspapers; therefore, rates cannot be regulated by circulation methods.

"On Chart VIII (accompanying this article) is shown the trend of the "Number of Families Listening In" during 1930, 1931, 1932 and 1933, as compared to 1929. Its fluctuations are caused by the variance of the number of sets in use and the variance in the percentages petitive to a large extent, it is, perhaps, of listening habits. The total cost of natural that the rate curve would be in evening coverage, that is, from 8 p.m. to

9 p.m., is also shown. It increased considerably from 1929 to 1932, and then dropped off in 1933.

"The 'Rate per 1,000 Families Listening In' decreased perceptibly in 1930 and 1931, due to a greater increase in the Number of Familes Listening In' than the increase in the total cost of coverage. As the increase in the total cost of coverage caught up somewhat with the increase in the total 'Number of Families Listening In' during 1932 and 1933, rate decreases became less. In 1933 a differential of 18 per cent. is shown between the rate and the 'General Price Level' of commodities.

#### Personnel of Committee

THE CIRCULATIONS Committee, which prepared the report, is presided over by J. Seward Johnson, of Johnson & Johnson, pharmaceutical manufacturers, New Brunswick, N.J. Other members are Lee H. Bristol, Bristol-Myers Co.; Ralph Star Butler, General Foods Corp.; William A. Hart, E. I. du Pont de Nemours & Co., H. A. Hey, Singer Sewing Machine Co.; Lucien P. Locke, Ethyl Gasoline Corp.; Grafton B. Perkins, Lever Brothers Co.; R. F. Regan, Procter & Gamble Co.; Wilmot P. Rogers, California Packing Corp.; William W. Tomlinson, Scott Paper Co.; and Edward Strass

man, secretary.

The Research Council of the ANA which approved the report, comprises Chester H. Lang, General Electric Co., Chairman; Ken. R. Dyke, Colgate-Palm olive Peet Co.; Robert J. Flood, Gulf Refining Co.; Turner Jones, Coca Cola Co.; Ralph Leavenworth, Westinghouse E. & M. Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Lucien P. Locke, Ethyl Gasoline Corp.; Sidney Matz, Ex Lax, Inc.; Allyn B. McIntire, Pepperell Manufacturing Co.; Stuart Peabody, The Borden Co.; Daniel F. Sullivan, Cannon Mills; and Paul B. West, managing director of ANA.

In urging publishers to refrain from "forcing" circulation, the ANA following its June meeting, stated that statistics show that, while newstand sales have fallen almost in exact proportion with commodity prices, sales through other sources have increased in reverse ratio. "The only reason possible for this," it said, "is that artificial forcing has been and is still being practised.

"The members of the associations prefer to pay a reasonable increase per thou-sand on a lowered volume of circulation rather than to support circulation which

they believe to be unsound.
"With full appreciation of the increased costs of publishers, we are of the very strong opinion that these increases should be met in whole or in part by eliminating the excessive cost of obtaining circulation. Until this is done, until this forced circulation, which is of questionable benefit to the advertiser, is eliminated, any attempt on the part of publishers generally to increase their rates is felt to be unwarranted.

"At the meeting it was pointed out that advertisers have a common cause with publishers. There is just so much money to be spent. Increasing the cost of space will merely result in a decrease in the space used which will not benefit the publisher and which will be detrimental to the advertiser."

#### CONGRATULATIONS TO 3DB.

A list of flood relief donations received by 3DB was recently published in the Melbourne "Herald" and the fund amounted to £855 for this Victorian Rev lief Fund.

On top of this, of course, the Melbourne "Herald" and other people have also raised large sums of money for the same purpose, and in view of this multiplicity of efforts, it is very pleasing to note the effectiveness of 3DB's campaign.

# "THE MESSIAH"

Special Centenary Broadcast

One of the outstanding achievements of the Melbourne Philharmonic Society is that during the whole of its active choral career of nearly 80 years it has performed Handel's "Messiah" in Melourne every Christmas, following the tradition which has so closely associated Handel's masterpiece with The Nativity that without it, this season could almost be regarded as incomplete.

This year, the performance will have additional historic interest, for it will be Centenary festival in which the choir will be conducted by Professor Bernard Heinze, with a full professional orchestra. It will be relayed to all States by 3LO, as a special Christmas programme. Produced under the special advantages of a Centenary Festival, "The Messiah" this Christmas should prove a most memorable event in the annals of the Society which, founded under the conductorship of the late Mr. John Russell on December 24th, 1853, is the oldest continuous musical organisation in Australia.

Immediately following this epic performance there will be, at 10.45 p.m. approximately, a recorded "tour" of the British Empire, followed, from 11.55 p.m. to 1.07 a.m. by the special Christmas programme arranged in conjunction with British Broadcasting Corporation, which includes Empire greetings and the King's message.

#### THE SPIRIT OF **CHRISTMAS** Radio Version of Dickens

Whatever may be the merits or demerits of the "Christmas Carol" it really is a carol in the sense of being short and direct, and having the same chorus throughout. So that it lends itself, of all the masterpieces of Dickens, to radio adaptation without essential change in that very spirit of Christmas which is its seasonal and perennial charm. A broadcast version by J. C. Buckrose, under the title "Scrooge" is to be performed in the National programme from 8.45 p.m. on December 23rd. Maurice Dudley, doyen of radio personalities in Melbourne, is taking the title role with Mrs. Dudley as "Mrs. Cratchitt"; Reg. Roberts as Fred Wayland; and J. Howlett Ross, another "beloved veteran" of Melbourne radio as the ghost of Jacob Marley. Appropriate carols to this most appropriate Christmas performance will be sung by the A.B.C. Carol singers.

#### POLICE AID

2UE arranged a Christmas Revel to be held to morrow at the Sydney Town Hall, sponsored by M. Jacobs, Jeweller, of Sydney.

This was advertised over 2UE, and three thousand tickets were issued. The tickets were free and were obtainable at M. Jacobs, Liverpool Street Store.

On Monday last prior to the party all the tickets had been issued—and the queue waiting in Liverpool Street was so long that traffic was blocked and the police had to clear the crowd away.

### Advertising's Best Buy

("Broadcast Advertising")

F ANY DOUBT ever existed about radio as an advertising buy, it cer-tainly is dissipated by the Association of National Advertisers in its analysis of the trend of media rates in relation to circulation and cost of commodities. That analysis, reviewed in this issue, tells eloquently in facts and figures that radio time represents a better buy than newspapers or magazines when rate and "circulation" are taken into account.

The ANA survey answers many questions. It tells its own story as to why desirable radio time is at a premium; why advertisers who heretofore scorned daytime and summer programmes are flocking to the air, and why national advertisers are constantly bickering with the printed media about circulation. It also throws new light on what Edgar Kobak, chairman of the Advertising Federation of America, meant when he told the NAB commercial section a few weeks ago that radio has "something big" but that it didn't know how to sell it.

Publishers' ears must be burning from the chastisement they take from ANA for bloating circulations artificialy as a means of keeping rates up. All of the ANA criticism was directed against printed media; radio was significantly free from criti-

Obviously, the survey placed the ANA in an awkward position. Here were the newspapers and magazines showing decreased circulation, in spite of their "forcing methods," while the cost of reaching this circulation increased. Radio, on the other hand, showed a 50 per cent. increase in "circulation" from 1929 to 1933, the period under survey, but the cost of reaching per 1,000 families decreased 10 per cent.

ANA, as the trade association for national advertisers, has the task of keeping media rates in line. It could not say, in so many words, that radio alone has proved a good buy during and since the depression. But the figures certainly tell

#### STATE ELECTIONS Will Be Fought On The Air

The recent Federal Elections were largely fought "on the air" and it is certain that candidates for parliamentary honours will use the facilities of the commercial stations during the State election, early next year.

Proof of the efficacy of the part played by the Mobile Station, during the Federal Elections in September last is evidenced by the fact that 3YB space is already booked by one of the parties, for the forthcoming State Election.

Candidates evidently appreciate the advantage offered by Radio, which enables them to address their constituents without interjection from adherents of the opposing factions.

#### UNITED COUNTRY PARTY WANT BROADCASTING **STATION**

In Federal Parliament recently, Mr. J. McEwen, Member for Echuca in Vic-

"In view of the announcement of the Prime Minister (Mr. Lyons) that the Federal Cabinet had decided to make available to the United Australia Party organisation in Victoria, a "B" class wireless licence, will the Prime Minister take the necessary steps to see that a licence to conduct a "B" class wireless station is also made available to the United Country Party organisation in a centrally situated locality in order that that party may have equal facilities for placing its policy before the people?" Mr. Lyons replied:

The matter is one to be dealt with by the P.M.G.'s Department in the light of all applications that are made, and I can assure the Honorable Member that his suggestion will be taken into con-

Mr. McEwen:-"The Prime Minister announced that the licence for the United Australia Party was issued as a result of

a Cabinet decision."
Mr. Lyons:—"That is so. The Cabinet will be free to deal with any other mat-ter of the kind which is brought before it by the Postmaster-General.

#### **2UW PERSONALITY CALENDAR**

Requests continue to pour in in thousands to Station 2UW for the calendar giving photographs of all the station personalities together with useful information concerning health, sport, home hints, dreams, the horoscope and other matters of daily interest in every home. The calendar is in the form of a handy booklet and a stamped addressed envelope will bring this dainty gift to any 2UW listeners who care to write in and ask for same. These calendars are linked up with the Australian Broadcasting Health presentations.

#### "THE THRILL HUNTER"

The Vacuum Oil Company has been entertaining Queenslanders with a specially prepared half-hour's musical programme, including such popular concert artists of the Gladys Moncrieff, Richard Tauber, Clapham & Dwyer variety; another musical feast made available to Northern music lovers was the widespread broadcast of the Grenadier Guards'
Band Concert in the South which was relayed through 4BC to its chain of associated country stations.

The new session sponsored by the Vacuum Oil Co., is entitled "The Thrill Hunter," consisting of dramatised chapters from the amazing career of a George Mortimer, who has lead a particularly colourful life as French Foreign Legionnaire, Texas Ranger, Gun Runner, U.S.A., Secret Service Man, Buffalo Bill Showman and an aviator in the Great War. Each episode is complete in itself and is supposed to be from real life.

#### **BROADCASTING AT** KALGOORLIE

In the House of Representatives last week, the Honorable A. E. Green, member for Kalgoorlie, W.A., asked the Minister representing the P.M.G., if—"In view of the fact that the B class station at Kalgoorlie has discontinued its day. light broadcasting service, but no satisfactory service is received from the 6WF National Station at Perth, which is 375 miles away, and that it is unlikely that this may be expected from the only other National Service Station, in the Katanning District-which is equally remotewill the Minister representing the P.M.G. consider as urgent, the necessity of establishing a National broadcasting station at Kalgoorlie to serve the whole of the gold fields of W.A.?"

Mr. Hunter—"The Postal Department is still engaged in the second stage of its programme comprising the erection of seven broadcasting stations. At the conclusion of the present work the third stage will be undertaken, and no doubt consideration will then be given to the claims of Kalgoorlie.

#### NEW PEPSODENT **FEATURE**

"The Air Adventures of Jimmy Allen" will be the title of the new serial sponsored by Pepsodent and broadcast 3KZ Melbourne. The same serial is also running through 2GB in Sydney.

The serial will tell of the adventures of Jimmy Allen of the ground staff of an American commercial aerodrome. Jimmy Allen is the normal boy of 1934 interested in aviation and adventure.

Ground signals, radio beacons and radio will be worked in against a background of whirring planes as Jimmy Allen speeds away on his thrilling adven-The story is more than a real thriller, it is an education—an education that seeks to awaken the airmindness in the youth of Australia.

Tarzan was popular, but it is felt that the "Adventures of Jimmy Allen" will be even more popular.

In order to maintain the continuity of the serial Pepsodent wil be heard every night from 3KZ between 7.30 and 7.45

#### **ALTERATION IN** TAMWORTH CALL **SIGN**

Advice has been received from Tamworth Radio Development Co. Ltd. that the call sign of 2WO originally allocated to the Tamworth Station has been changed to 2TM. The wavelength remains unchanged at 204 metres. It is anticipated that active developments will eventuate in the New Year, so that Peel Street's new transmitter will quickly achieve well deserved popularity. organisation is in the capable hands of a good combination in Messrs. Higgin-botham & Whitcombe (Engineer).

# Released!

LICENCE FIGURES

-			
NEW SOU			
1.323	October	November	
New Issues	6,129	5,468	
Renewals	15,416	15,081	
Cancellations,	. 1,979	1,940	
Monthly Total	256,117	259,645	
Net Increase	4,150	3,528	
Population Ratio .	9.73	9.87	
ropulation Ratio .	ORIA	9.07	
	CKIA 270	5,375	
New Issues	5,378	11 412	
Renewals	14,362	11,412	
Cancellations	1,669	3,704	
Monthly Total	223,999	225,670	
Nett Increase	3,709	1,671	
Population Ratio .	3,709 12.24	12.33	
QUEENSLAND			
New Issues	2,085	1,599	
Renewals	3,244	3,605	
Cancellations	440	471	
	60,719	61,847	
Monthly Total Nett Increase	1,645	1,128	
	6.34	6.45	
Population Ratio			
SOUTH A	1 261	1,159	
New Issues	1,261		
Renewals	3,911	3,566	
Cancellations	236	435	
Monthly Total	70,863	71,587	
Nett Increase	1,025	724	
Population Ratio .	12.05	12.17	
WESTERN AUSTRALIA			
New Issues	964	962	
Renewals	2,260	2,180	
Cancellations	2,200	301	
Monthly Total	36,238	36,899	
Net Increase	959	661	
Net Increase	8.20	8.34	
Population Ratio .		0.0 1	
	IANIA		
New Issues	509	451	
Renewals	874	854	
Cancellations	282	301	
Monthly Total	18,627	18,777	
Nett Increase	227	150	
Population Ratio .	8.17	8.23	
COMMON	JW/EAIT	LT	
New Issues	16,326	15,014	
Renewals	40,067	36,698	
Cancellations	4,611	7,152	
Monthly Total	666,563	674,425	
Net Increase	11,715	7,862	
Population Rátio .	9.98	10.10	
The above figure	s include:	-	
Total Free Licences			
to the Blind	1,381	1,477	
Total Paid Experi-			
mental Licences	1,239	1,242	
<b>ATTION 11</b>			
DADIO TALENT CEARCE			

#### RADIO TALENT SEARCH BY 2UW

Complete arrangements have now been made by 2UW for the conduct of a far reaching Eisteddfod, the object of which is a search for radio talent. Details will be announced shortly. The Eisteddfod will be run right through from January to Easter and a number of Sydney's leading musicians will act as adjudicators.

# Just

3AW Breakfast Club Activities

S the days, months and years go by, the "Nicky & Tuppy" 3AW, "Ham & Eggs," Club, is becoming more popular than ever. The membership is growing each week by leaps and bounds, and many thousands of appreciative listeners have paid their join-ing fee of sixpence, which goes towards the up-keep of two Cots in the Austin

Although "Nicky & Tuppy" have been conducting the Breakfast Session almost since the inception of 3AW, they did not form their Breakfast Club until May 3rd of this year, and to have installed two Cots in such a short while, on behalf of their Breakfast Club Listeners, is certainly a marvellous feat. Through the medium of their listeners, this Radio couple is always ready to help those in need, and numerous appeals have already been made to their members for assistance to those who are not so fortunately situated. The response has been more than gratifying, and only goes to show what wonderfully good natured people there are in the Club.

Apart from the two Cots, the 1932 and 1933 Christmas Appeals combined, provided close on 2,000 homes with food, clothing and toys for the poor.

Appeals by "Nicky & Tuppy" have been made for earphones for the Austin Hospital, and almost 900 pairs have been provided for the institution.

Until "Nicky & Tuppy" started the Breakfast Club for the benefit of the

Austin Hospital, this institution lacked the advertisement that many other hospitals receive. Consequently, it was very little known to many people. But now it is probably as well-known as the Melbourne Hospital.

The success of their Opening Dance, in the Masonic Hall is past history, their picnic at Williamstown a few weeks ago was attended by 16,000 people, their Radio Party at Wirth's Circus on Tues day night, December 4th, was attended by 6,000 people, and naturally, their next picnic on December 16th, is looked forward to by all members and listeners with

keen interest. It has been arranged that special trains will leave every suburban station, as well as Flinders Street, to transport the intending picnickers to Williamstown Beach, where the outing is to be

BROADCASTING

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BUSINESS

In co-operation with various theatres, in and around the city and suburbs, free theatre tickets are distributed among members of the Breakfast Club every morning. It can safely be said that no individual session being broadcast in Australia has become more popular than the famous "Nicky & Tuppy" combination. Its advertising value is immense and the sponsors' announcements are delivered in such a way as to provide entertainment. while at the same time, conveying a sales message. Space in this session is hard to secure, and present sponsors are always eager to renew on the expiry of

"Nicky & Tuppy" were the inaugurators of the Dual Breakfast Combination, and their popularity is illustrated by the numbers of their followers, who, in the space of six days, sent in between five and six thousand parcels for the benefit of flood victims, together with a substantial sum of money.

#### VACUUM'S MERRY **MOMENTS**

Of intense interest to music lovers is the half-hour session broadcast from Station 4BC each Monday night at 8 p.m., when "Vacuum's Merry Moments" take the air. Outstanding popular concert artists of the Gladys Moncrieff, Richard Tauber, Raie da Costa, Clapham & Dwyer variety, follow each other with the briefest of introductions and a minimum of advertising matter. Another musical treat was recently made available to Queenslanders by the Vacuum Oil Company, when the widespread broadcast of the Grenadier Guards' Band Concert in the South was relayed through 4BC to

#### SWIMMING CHAMPION. SHIPS

10/- P.A. Post Free

Single Copy 1/-

2UW has received exclusive broadcasting rights from the N.S.W. Swimming Association to describe the N.S.W. Swimming Championships to be held in the Domain Baths on January 7; at Manly Baths on January 8; at Coogee Aquarium on January 10; and again at the Domain on January 12. In addition to the Australian leading swimmers, Sakagama and Kivokawa, from Japan, will also compete. Great interest will be taken in Andrew Charlton's attempted "comeback" and Noel Ryan and Reg. Clark, Olympic swimmers, will also be on the programmes.

Descriptions will be broadcast by Mr. Dud. Hellmrich, Secretary of the N.S.W. Amateur Swimming Association. Listeners should tune in to 2UW on the afternoons of the dates mentioned above, when the descriptions of each event will be worked into the usual studio pro-

#### SHEFFIELD SHIELD **MATCHES**

A large Brisbane emporium-"Overell's"-is providing the opportunity for thousands of Queensland sporting enthusiasts to enjoy a ball-by-ball description of the Sheffield Shield matches being played in Brisbane. These descriptions will come direct from the playing ground, and will be given by the popular sporting commentator, Mr. Barney Cook, through the 4BC microphone.

#### 7,500 LETTERS WITH STAMPS IN LESS THAN 7 DAYS

On Wednesday, December 5th, Dr. N. du Maurier, the founder of the Australian Broadcasting Health Society, mentioned during his session on 2UW that the Station would be glad to send free to any listeners forwarding a 2d. stamp for postage, a unique calendar featuring 2UW's personalities.

Pointers covering the offer were given by the Station, and the great flood of applications received necessitated a further 2,500 being ordered from the printer to supplement the original order of 5,000. Surely eloquent testimony to 2UW's "pul-

. 7,500 letters with stamps enclosed for postage in less than a week!