

**THE LEE MURRAY PLAYERS OF 3AW**

Interest has been aroused by the announcement that the Lee Murray Players have been sponsored by Maize products. This band of players is one of the best groups that is heard on the air in Australia and Maize Products are to be congratulated on securing their services from 3AW. The players from left to right are: Campbell Copelin, Catherine Neill, Lee Murray, Austin Milroy.



**Latest Licence Figures**

FEBRUARY & MARCH 1935

NEW SOUTH WALES		
	February	March
New Issues .....	4,403	4,612
Renewals .....	14,479	14,980
Cancellations.....	896	1,664
Monthly Total .....	269,394	272,342
Nett Increase.....	3,507	2,948
Population Ratio....	10.22	10.29

VICTORIA		
	February	March
New Issues .....	2,915	3,883
Renewals .....	12,541	12,938
Cancellations.....	919	1,523
Monthly Total .....	229,756	232,116
Nett Increase.....	1,996	2,360
Population Ratio....	12.52	12.63

QUEENSLAND		
	February	March
New Issues .....	1,314	1,270
Renewals .....	3,283	3,711
Cancellations.....	1,468	368
Monthly Total .....	63,703	64,605
Nett Increase.....	154	902
Population Ratio....	6.64	6.74

SOUTH AUSTRALIA		
	February	March
New Issues .....	1,129	1,233
Renewals .....	3,376	3,928
Cancellations.....	544	581
Monthly Total .....	73,756	74,408
Nett Increase.....	585	652
Population Ratio....	12.53	12.62

WESTERN AUSTRALIA		
	February	March
New Issues .....	675	861
Renewals .....	1,585	1,922
Cancellations.....	129	162
Monthly Total .....	38,550	39,249
Nett Increase.....	546	699
Population Ratio....	8.71	8.87

TASMANIA		
	February	March
New Issues .....	504	487
Renewals .....	666	828
Cancellations.....	270	321
Monthly Total .....	19,320	19,486
Nett Increase.....	234	166
Population Ratio....	8.48	8.42

COMMONWEALTH		
	February	March
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The above figures include—		
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Total Paid Experimental Licences .....	1,237	1,251

"paid" programmes, the news bulletins are put over so fast that they can be understood only with difficulty, even by Americans! Mr. Hinchin found the un-hurried programmes put over by the B.B.C. in England much more pleasant and soothing.

A new item on Station 2SM's programme is News Flashes. Throughout every evening listeners are given a brief summary of news items as they are flashed through to Sydney, from all over the world. It is an up-to-the-minute service that beats the morning papers, and is made possible by a reciprocal tie-up with the "Labour Daily."

**HISTORICAL PLAYS AT 2HD**

This enterprising Newcastle Station has secured the broadcasting rights for Newcastle of a fine series of dramas based upon actual happenings during the late war. They are known as the Kay Seven Series and have to do with the closing stages of the war when British pluck and perseverance was making its weight felt, and the ingenuity of the Allied Secret Service was bringing discomfiture and disaster to the German machine. Stories of mystery ships, the deciphering of secret codes salvaged from wrecks of German submarines and other thrilling narratives are presented with a dramatic fervour that rekindles all the emotions occasioned by the original occurrence.

These dramas are presented by the 2HD Radio Players each Saturday evening at 9 p.m. This talented company of artists have already made a name for themselves in the district and are always assured of a good audience.

Gordon Massey of the 3AW staff is enjoying a short holiday in Sydney. He plans to look at some of the stations to glean ideas to help him with his programmes.

The B.B.C. Charter will expire at the end of this year, and a Committee, under the chairmanship of Lord Ullswater, has been appointed to consider constitutional control and finance of broadcasting services in Great Britain, and to advise generally on the conditions under which the services, including broadcasting to Empire Television broadcasting, and a system of wireless exchanges should be conducted thereafter.

New data obtained from 125,000 personal interviews with all earlier data on radio set ownership distribution Columbia Broadcasting System (C.B.S.) recently published a booklet showing there were 21,455,799 homes in U.S.A. equipped with radios since January 1st, 1935 or 69.4 of all the homes in the country.

Mr. Don Hinchin, Managing Director of Magnavox Aust. Ltd., who manufacture Loud Speakers, returned last week after a trip to England and America. Mr. Hinchin says that London expects to have a television service over a radius of 25 miles from Crystal Palace commencing October 1st.

A marked contrast exists between broadcasting methods in England and America says Mr. Hinchin. Time on the air is so valuable in U.S.A. that programmes are timed to a second. Although there still exists a fair amount of direct or blatant advertising, there is a definite swing towards the "sponsored" type of programme. As an example of the rapid-fire methods of clearing channels for

**BROADCASTING BUSINESS**

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FRIDAY  
MAY 10th, 1935

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

*The Voice of the*  
**WESTERN DISTRICT**  
*Over Ten Thousand Hours on the Air*

**W**HEN 3HA Hamilton, Victoria, celebrated its third birthday in October last year it had completed 10,000 hours of broadcasting. During this period the percentage of time off the air due to failure in the transmitting equipment was one of the lowest in the records of broadcasting stations.

3HA since its inception has seen a big increase in the number of licences in the Western District of Victoria. Within a 50-mile radius of the station the percentage increase up to June of last year was greater than in any other area in Australia. Whereas the general ratio of licences to 100 of population outside the metropolitan area in Victoria (quarter ending June 30, 1934) was 6.83, that within a 50 miles radius of 3HA was 7.58.

These figures indicate that 3HA broadcasts in an area where one in every three homes has a licensed radio receiver and where the percentage of licenses is considerably greater than that generally existing in other country districts. The population within 100 miles of Hamilton, which area the station adequately serves, exceeds 200,000 people.

Within this area are such towns as Hamilton, Colac, Terang, Mount Gambier (S.A.), Nhill, Horsham, Ararat, Warrnambool, Stawell and other towns of importance. The spending power of this area is particularly high as it is the famous Western District of Victoria with its sheep and dairying and the Wimmera wheat district.

The success of 3HA is attributed to several factors: It is a 300 watt station—the highest power of any commercial station in Victoria, outside the metropolitan area, the type of programme (a large staff of announcers and feature announcers is retained and the best type of entertainment is provided) and the service it gives to its advertisers are most efficient.

3HA offers its sponsors a comprehensive merchandising service comprising free promotional announcements, planning tie-in advertising in other media, conducting contests, advertising programmes in newspapers and on screen slides, local dealer contact with a view to tying up with broadcast features, conducting research into response, to programmes among dealers and making surveys of the listening audience's response, providing facilities for an audience to be present at a sponsor's broadcast and furnishing clients with suggestions as to suitable dealers for new products.

Indicative of the value to sponsors of 3HA is the large sheaf of correspondence in the Manager's Office. A letter from a Hamilton client reads:—"I wish to put on record my appreciation of the service rendered to its clients by your station.

With a business whose ramifications cover a considerable portion of Victoria, as well as the nearer parts of South Australia, I have discovered in 3HA the ideal medium of advertisement. Not only for its wide coverage and popular appeal, but also for the ability of the staff responsible for the composition and announcing of my publicity, I am satisfied that 3HA Hamilton is unique among country broadcasting stations. As from to-day I wish to renew my contract with you.

ANSETT'S MOTOR SERVICE  
(Sgd.) R. ANSETT

When local advertisers make these remarks about a station it is a fair indication of its worthiness.

The Head Office of the Station is at 299 Collins Street, Melbourne, where Mr. J. E. Ridley, the Manager, is at present situated, while the Sydney office is with Mr. J. M. Mundell, "Age" Office, 43 Hunter Street.

**"JANE EYRE" BROCHURE**

Presented with the compliments of the Atlantic Union Oil Co. Ltd., sponsors of the "Jane Eyre" programme now being broadcast over many commercial stations, a brochure is being issued containing the portraits of the two stars now playing in the radio dramatisation of "Jane Eyre." Ellis Price as Edward Rochester, and Barbara Lotherington as Jane Eyre, this souvenir is beautifully executed, and worthy of the reputation of Atlantic Union. It is being given to all listeners who request a copy of the same through listening to the excellent broadcasts sponsored by Atlantic Union.

**MOBIL OIL SPONSORS**

**WONDERFUL PRODUCTION**

The sponsorship by the Vacuum Oil Co., of a session on Thursday nights over 2GB at 9.15 p.m. dealing with The Birth of a Nation, the early history of the British Nation, must afford the large army of listeners great satisfaction.

It is an excellent programme and very well produced. It is certainly worth the half-hour to listen to it, and in fact, one was quite sorry when it ended. That is what one would call good advertising.

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Care of Mingay Publishing Co.  
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Phone: Cent. 2805. G.P.O. Box 1774.

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Post free in British Empire 12/6 p.a.  
Post free, Foreign ..... 15/- p.a.  
Telegrams: "B7188 Sydney"

# Radio and Press ADVERTISING

## WHY the Difference?

By FRANCIS E. LEVY (Service Manager 2UW)

(In "Broadcasting Business," January 18, Mr. Levy discussed what, in his opinion was the apparent complete reversal of judgment when analysing the results of an advertising campaign. Readers are again referred to that article on page 4, January 18, and the following is the conclusion of that article, in which Mr. Levy discusses the difference between classified and display advertising, as compared to direct announcements and sessions over the air. Mr. Levy's experience in the advertising field fits him to comment on this very important subject.—Ed.)

**P**OSSIBLY, one reason for the misconception concerning radio advertising is its comparatively low rates. For instance, whilst an advertiser with an appropriation of £500 a year, could not do very much with it in the press—nevertheless, over the air he can secure quite a worth while campaign. However, this does not mean that if he can afford more he should not spend more, and launch something which will not only appeal to the imagination of the listeners but will undoubtedly produce satisfactory results.

Another extraordinary thing is the inclination of the advertiser employing radio to use direct announcements rather than sessions. In my opinion, radio advertising is very similar to press advertising, insofar as both are divided into two sections. The press includes both classified and display advertising, the former being mainly used for one purpose—to introduce a product or a service to a prospect who is in the market for such article or service. For example, a person is considering renting a flat. Naturally, the first thing he does is to consult the "Flats Available" column in the local paper. He may want to sell a radio set, so he scans the "Wireless" column. In other words, the classified columns of the press bring together two parties who are desirous of securing or selling an article or service. The classified columns do not as a rule create in the mind of the reader a desire for the particular commodity or service—that is the function of the display advertising which is particularly designed to achieve this purpose.

All advertising men know the fundamental points of an advertisement—these are popularly summed up in the one word—A I D A—Attention! Interest! Desire! Action! and a successful advertisement will be found to measure up to the standard of this formula in every respect. As already stated, Radio Advertising also falls into two categories—direct announcements and sessions. (In my opinion these latter are badly named "sponsored" sessions—they are no more sponsored than space in any paper is sponsored by

an advertiser taking an advertisement in it. As sessions are merely units of a complete programme, they would to my mind be better named "unit sessions").

Direct announcements, like their press parallel, classified advertisements, appeal to, and are heard by, only those listeners to the station who happen to be tuned in at that particular moment; direct announcements do not create their own audience any more than classified advertising creates its own reader.

On the other hand, a unit session as a vehicle for an advertising message does, if it is sufficiently appealing, create its own listeners. Like a display advertisement, it attracts attention by reason of its difference. Through its entertainment value, it arouses interest in the commodity or service—whilst the advertising tie-in with the session creates desire in the mind of the listeners, finally fulfilling the formula (AIDA) by instituting action in causing the listener to enquire about or purchase the commodity or service.

Thus, if display advertisers would only realise the wisdom of utilising the radio parallel, unit sessions, they would achieve their objective by creating their own audience quite irrespective of the station. In other words, provided the unit session contained sufficient entertainment appeal, then the listeners would tune into it even if they tuned out immediately after its

# 3HA

297 METRES

You want  
RESULTS  
COVERAGE

You can count on . . .

3HA HAMILTON for both in  
the rich Western District of  
Victoria.

May 10th, 1935.

# 3AW

SELLS WHERE  
THE  
BUYING  
POWER  
IS  
CONCENTRATED

conclusion. This is not merely conjecture, but an absolute fact, proved by the moving of a programme from one station to another when it was definitely found that listeners followed.

In conclusion, it is evident that if the same care and knowledge as is utilised in the compilation of a press campaign be exercised for radio, then the latter, far from being a misjudged, and, frequently, a much maligned medium, would soon prove its ability to produce the object of every advertiser—

RESULTS!

## LATEST RECORD RELEASES

### Columbia

DOX-485: **Walt Disney Selection.** Parts 1 and 2. Played by the Silly Symphonic Orchestra.

There is a notable resonance in this recording, and studied attention has been given to the actual effects and sounds used in the Disney cartoons.

LOX-202: **William Tell — Overture.** Parts 1 and 2. Played by the London Philharmonic Orchestra, conducted by Sir Thomas Beecham.

### Regal Zonophone

G22361: **You, Me and Love and My Heart is Always Calling You.** (From the Film "My Heart is Calling"), sung by Cavan O'Connor, tenor, with orchestra.

G22279: **Escort Me, Madame—Fox Trot, and March of the Mannequins.** Played by Alexander and His Accordeon Orchestra.

G22311: **My Brown Eyed Texas Rose and She's Still That Old Sweetheart of Mine.** W. Lee O'Daniel and His Light Crust Doughboys. Vocal, with instrumental accompaniment.

G22315: **I'm 21 To-day.** Sung by Fred Douglas and Male Chorus, with Orchestra. When the Rich Man Drives By. Fred and Harry, Comedians. With Orchestra.

G22323: **I Want to Hear Those Old Time Melodies Again and Live and Let Live.** Dick Henderson, Comedian, with Orchestra.

G22324: **Little Mountain Cabin and Pop Eyed Pete.** Sung by The Hill Billies, with Novelty Accompaniment.

G22325: **A Collier's Child and What a Wonderful Friend is Mother.** Sung by Master Billy Hill, Boy Soprano, with Organ.

May 10th, 1935.

# Broadcasting Gossip

**A** total of approximately 2,600,000 Pepsodent Cartons, which means sales of that number of tubes of the tooth-paste was pulled by the nation-wide contest early this year, over the National Broadcasting Company's chain, U.S.A., in connection with the Amos'n' Andy Prize offer, it was learned in authoritative quarters. The Pepsodent Company has never revealed this result. The 31,000 dollar contest requirements were that a complete Pepsodent carton be mailed to the Pepsodent Company together with a statement of fifty words or less on "Why I like Pepsodent Tooth-paste." The Federal Communications Commission of U.S.A. is following through with its pledge to eliminate loose practices in Broadcasting and otherwise to cleanse the ether of objectionable commercial programmes. It has opened fire on five radio fronts recently and has cited over 20 stations, sponsored by medical groups which advertise personal medical care involving the possible refusal to renew licences.

All sales talks and spot advertising will be prohibited in all Canadian Radio Broadcasting Stations on Sunday, under an order recently promulgated by the Canadian Broadcasting Commission.

So popular are Broadcasting commentators in the United States, that the Department of Justice Agents have found it necessary to investigate a kidnapping threat received by Boake Carter, who is the Philco C.B.S. commentator. Four notes, demanding 5,000 dollars were received by the noted radio commentator at his Philadelphia home and office during the last two months.

On behalf of the 3HA Sunshine Club "Patsy" and Mr. Dick Burrows, presented a cot to the Port Fairy Hospital last week. This is the second cot that has been purchased by this band of youngsters, the Hamilton hospital having scored some time ago. In the last ten months the club has gained more than 2,000 members.

In a new series of spot and sponsored announcements, through 3HA Hamilton, the Widdis Diamond Dry Battery Co. are pushing the new P5 "B" battery. And they are getting good results too.

The American Society of Authors, Composers and Publishers (A.S.C.A.P.) was the victim of a clash with the Dept. of Justice in U.S.A. recently, when the Federal Judge granted the Government's motion to strike out all irrelevant matter in the suit now under way.

Following the remarkable success that was achieved by the "Kleenbath" people from 3AW when they sponsored the Stonehill Prison Mystery, comes an announcement that they have taken out a further series of quarter hours this time in the morning sessions. Kleenbath started from very small beginnings at 3AW and is now on a sizable contract.

"Wired Radio" is being tested out very thoroughly at Cleveland, U.S.A. Wired Radio Inc., which is associated with the Electric Power Supply organisation has installed 200 receivers in different homes to pick up programmes transmitted over the electric light lines. Choice of three programmes is being offered. The idea is that instead of broadcasting through the air the transmitter will be connected to the electric light lines and into every home that has the electric power connected, a special receiving apparatus can be installed which will allow them to tune to several stations being transmitted over the one pair of wires. There are possibilities in this form of broadcasting which the future has yet to reveal.

## TRADITIONAL PHRASES AND THEIR ORIGIN AT 2HD

How many know the origin of phrases that have become a matter of common every day usage, of manners and customs that have come to be regarded as the hall mark of good breeding? Why for instance, should it be considered proper to raise one's hat on meeting a lady? A cricketer on the playing field fails to hold a ball reckoned a good catch and a cry of disappointment goes up, "He's muffed it." But what is 'muffing' and where and how did this expression originate? Each of these customs and phrases that have become a part of the daily routine had a rational origin and it is both interesting and educative to trace them to their source.

This entertaining pursuit is accomplished in a series of broadcasts from Station 2HD Newcastle entitled, "Traditional Phrases and their Origin," in which a number of these interesting stories are not only related but dramatised as well. Although forming one continuous series each broadcast is complete in itself and can be listened to without any regrets at not hearing the preceding numbers.

The programmes are heard on Sunday evenings at 7.45 p.m., and are sponsored by J. Mackie & Co. Ltd., House Furnishers.



## COMMAND THE ATTENTION OF THE NORTHERN TABLELANDS

Advertise on  
Broadcast Station  
**2TM Tamworth**

City Representative: V. A. H. Coghlan,  
44 Margaret Street, Sydney. BW6832  
Station Address: Briston Street, Tamworth

The listening public of Newcastle and the Coalfields await your sales message at . . .

# 2HD

Come in on Newcastle's wave  
of prosperity.

WRITE BOX 123 NEWCASTLE

or Mr. E. A. Wood (BW2211)  
C/o. A.W.A., 47 York Street,  
SYDNEY . . . . . N.S.W.

## 4WK WARWICK, OPEN

The new broadcasting station 4WK located at Warwick, Queensland, was scheduled to be opened last Monday at 8 p.m. This is controlled by the Warwick Broadcasting Co. Pty. Ltd., and is operating on a wavelength of 333 metres. The equipment was designed and constructed by Amalgamated Wireless A/sia Ltd.

## JOHN BULL OATS ON 3AW

Indicative of the value of 3AW's Children's Session to sponsors is the fact that in answer to a competition 458 entries were received after only three announcements. Each entry was accompanied by a label from John Bull Oats. There is no doubt about it. 3AW have made a winner of their Children's Session so far as sponsors are concerned.

## 4BK TAKES ANOTHER HOOKUP

As we have already published, the "Courier-Mail" Station, 4BK Brisbane, hook up with Station 2GB Sydney each Sunday night to take the George Edwards play for Caesarine. It is now announced that 4BK has been selected to plug in on a second George Edwards programme, the Swiss Family Robinson, produced for W. C. Douglass, of Sydney. This latter programme travels the landline each Monday, Wednesday and Friday evening.

## TRANSCRIPTIONS

## Exclusive to 4BK

The "Courier-Mail" Station, Brisbane, boasts a fine list of electrical transcription programmes exclusive to their Station. Many of them are well known throughout Australia and have been heard particularly through 2GB—

## FRANK AND THE HONORABLE ARCHIE

Used twice weekly by Pike Bros. Ltd. of Queen Street, Brisbane.

## THE ACE OF DIAMONDS

Sponsored by F. E. Todd, optometrist of George Street, Brisbane.

## DONALD NOVIS

For Rothwells of Edward Street, Brisbane.

COCONUT GROVE AMBASSADORS Orchestra for McLeods Ltd., of Edward Street, Brisbane.

## FUNFEST

For Chas. Gilbert & Co. Ltd.

## DO YOU BELIEVE IN GHOSTS

Station feature.

## KING'S MEN

For Howards Ltd., Morris Car Agents.

## JONES AND HARE

For Stuart Suit Specialists.

## STUDIO MURDER MYSTERY

For Stuart Suit Specialists.

## SHORT SHORT STORIES

For John Bishop & Sons Ltd.

## MASTERS OF MUSIC

For General Rubber Co. Ltd., etc., etc.

## QUEENSLAND

## SPONSORSHIPS

Cadbury Fry Pascall, through Julius Advertising, Sydney, have signed with 4BK for spot announcement campaign. New business!

W. C. Douglass Ltd., through Sydney Office of "Courier-Mail" have signed for Breakfast D-Light Campaign of fourteen weeks, comprising three quarter hour programmes weekly to be relayed to 4BK from 2GB. New business!

Colgate Palmolive-Pett Co. Ltd., through George Patters Pty. Ltd., have signed for a spot announcement campaign on Cashmere Bouquet Soap through 4BK. New business!

Bonnington & Co. Ltd., have commenced spot announcement campaign placed with 4BK through Reuters Ltd., Sydney Office. Irish Moss Jubes are the merchandise. New business!

D. & W. Murray Ltd. are running sponsored sessions through 4BK on Challenge Blankets. New business from P. Leonard, Sydney.

Colman-Keen Co. are running a spot campaign through 4BK on Robinson's Patent Groats—New business through George Patterson, Sydney.

Neville B. Currey Co., Melbourne, Victoria, have signed a contract for sponsored sessions for "Twilight Cleaner" through 4BK. New business!

Goldsbrough Mort commenced spot announcement campaign through 4BK covering Reynella Brandy. New business!

Max Factor cosmetics—spot announcements through 4BK, through Sydney office. New business!

ERG Batteries are using 4BK for spot campaign—business through Brisbane office. New business!

Shell Co.—Half-hour sponsored programmes weekly through 4BK. New business from A.W.A. Melbourne office!

General Rubber Co., Brisbane—signed for 52 hour programmes on 4BK. New business!

## MELBOURNE

## SPONSORSHIPS

J.D.K.Z. Gin have signed with 3AW for an extensive contract of scatters.

"Kleenbath" (P. S. Marks) after the completion of their "Stonehill Mystery" serial with 3AW have taken a series of quarter hour sessions in the morning.

"John Bull" Oats are now featured in the Children's Sessions of 3AW.

## LONG TERM CONTRACT AT 2HD

Pleased with the results of their trial sponsored session just ended the Lambert Pharmacal Coy., makers of the famous Listerine Products, immediately signed a new contract with Station 2HD Newcastle for a sponsored feature that will take six months to complete.

This series records the adventures of Bill, Mack and Jimmy, a trio of adventurers who go roving round the world in an aeroplane meeting with all sorts of experiences and getting into all sorts of scrapes and out again.

In addition to clean humour, the adventures of these three heroes are educational, romantic and thrilling. The geographical conditions, customs and habits of the countries and peoples visited are faithfully recorded so that the series becomes a valuable course of instruction. A tie-up with the sponsor is secured by the formation of a "Round the World" Club, in which the members secure souvenirs by purchasing the sponsors products and mailing cartons or trade-marks to the Station.

"Bill, Mack and Jimmy," provide a fine healthy series of programmes for the young, with lots of action and thrills, yet nothing weird or fantastic to disturb their dreams or lead to nightmares.

They will be heard from 2HD each Monday, Tuesday and Thursday at 5.45 p.m.

## MOST POPULAR TUNE

When the paper boy blasts, "The Isle of Capri," at you in the street, be tolerant, for he is merely giving his rendition of the most popular tune on the air. The final figures in a competition just held by 3UZ and "The Star," its allied evening newspaper, reveal that the Isle of Capri is on more lips, at present, than any other tune, with the Blue Danube and the Old Spinning Wheel running equal second. Following closely on these three come Wagon Wheels, Love in Bloom, Home Sweet Home, Little Man You've Had a Busy Day, Abide With Me, The Merry Widow, Colonel Bogey, The Little Dutch Mill, and Home on the Range. Altogether five thousand tunes were nominated,

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ated, but the partiality of listeners for the melodious resulted in the twelve tunes mentioned gaining the first twelve places. The competition was simple—the choice in selection of popular tunes being unlimited.

## BROADCASTING BUSINESS

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FRIDAY  
MAY 17, 1935Subscription:  
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## Broadcasting Business Gossip

ARRANGEMENTS have been made for 2UE to broadcast the Sunday afternoon concerts which are being organised by the Council of Sydney at the Sydney Town Hall. These will commence on Sunday, June 2. The orchestral presentations are arranged to help the unemployed musicians of Sydney and many noted artists will participate.

The transmission from 2GB last Sunday evening at 8.45 p.m. by the George Edwards Players of "Samson" was an extremely delightful 35 minutes. The composition of the story, its delivery, the particular time selected and the day, together with the excellent effects, made this O.B. Leader Sheets programme a most commendable one. The extremely brief "credit" given to the O.B. Leader Sheets at the termination of the broadcast made the whole thing very acceptable. Truly a very fine 35 minutes.

Station WOR Newark, which recently increased its power to 50,000 watts, has filed a protest with the Federal Radio Commission against the directional aerial being erected by WLW Cincinnati, a station of 500,000 watts. The Canadian authorities also objected to WLW's utilisation of half million watts at night time, and this power was reduced to 50,000 watts at night, with a retention of the half million during the daytime. Interference was being experienced with certain Canadian stations, and representations were made to the Federal Commission.

Showmanship appears to be the term the radio people like to hear in America. It is claimed that some of the most conservative lads in radio are now talking familiarly about showmanship.

"The toughest job in broadcasting in the States is being a manager of a station owned by a newspaper," said Doc Dakin, who resigned recently from CHSJ.

Dakin found that newspapers seem more anxious to discourage rather than encourage radio advertising, and boosted the rates nearly 100%. That succeeded beautifully in driving away many of the local sponsors, leaving Dakin struggling with the chronic spectre of deficits. The newspaper generally regarded a station pretty much as a step-child.

The experience outlined is regarded in broadcasting circles in America, as fairly characteristic of the condition duplicated throughout radio where stations are the creatures of newspapers, and held down to rock bottom expenditures. While preserving the station as a publicity adjunct, many publishers continue to be unsympathetic to radio.

Such does not appear to be the case in Australia.

During March another record was achieved by the Columbia Broadcasting Chain in U.S.A., which exceeded the takings for March 1934 by 19.4%. The gross income in March last accounted for \$1,819,553 as against a year ago, \$1,524,904.

In Melbourne recently at the meeting of the I.R.E., Mr. H. P. Brown, Director-General of Postal Services said that it was clear that big things were in store for radio, but just what they would be was not easy to forecast. Aviation was coming to the forefront, and with it radio and telephonic communications were expanding rapidly. Earlier in the evening, Mr. Brown, had talked with Sir John Reith, Director-General of the B.B.C. who had stated that there were in excess of 7,000,000 licences in Great Britain, and that a Committee to investigate the broadcasting services, was being set up.

In view of the similarity and dissimilarity between the Australian and British services, it would be interesting to see what changes would be made. Mr. Brown had talked with Sir John Reith on Tele-

vision, but he was not able to state the attitude of the B.B.C. Director-General.

Mr. Brown considered that television must be dealt with cautiously and that lead must be taken by those who were qualified to speak. Sooner or later a reaction would set in against those who were making wild statements about television being in the offing. "It is important," stated Mr. Brown, "that we be conservative in expressing our views about television in public. Such a practice encourages mushroom companies, and causes people to expect something which is impossible. The immediate effect of this talk on television has a detrimental effect on the radio community, and upon the industry.

"It is not coming this year—it is not coming next year in this country," stated Mr. Brown emphatically.

True to their calling, the Broadcasters' Federation are having a real old "chip-wag" this week in Sydney. One of the exceptions to the rule is the Vice-President, Mr. M. B. Duffy, who makes quite a good Chairman, only saying things at the right time, and then not talking too long. In fact, this is something unique in broadcasting conferences.

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