CENTURY FOR 4AY ALSO!

In the issue of "Broadcasting Business," dated 20th June, mention was made of the number of advertisers appearing on 4AY. The Editor requested similar information from other stations and now he is answering the query.

"In your issue of June 20th which we have just received we notice a paragraph in which you state that station 2BG has over 100 advertisers after being on the air only eleven weeks. I wonder whether any other station can equal this performance?"

It will be recalled that this station was erected by Mr. Burton, of Collingwood, at a cost of £47,520.

NEWCASTLE RELAYS TO SYDNEY

On Saturday next, July 20, Station 2HD, located on the coast of New South Wales, will broadcast a very fine program of choral and other musical items by the celebrated Newcastle Male Voice Choir. This program will also be relayed to Station 2CR, Sydney, and according to Mr. E. A. Wood, General Manager of Station 2HD, this is about the first time that a relay from a provincial town has been taken to a capital city.

The Newcastle Male Voice Choir was formed 18 years ago and has been conducted by Mr. H. Colville, of Rowville, Victoria. The choir has given many concerts in Sydney, and will be conducted by Mr. H. Colville, of Rowville, Victoria.

The above figures include:

**Free Licences**
- Total Free Licences: 1,614
- Total Paid Exempt Licences: 1,392

Printed by F. H. Booth & Son Ltd., 8 Norton Street, Sydney, for the Publisher, Oswald F. Minney, Woodville Avenue, Morningside, South Australia Radio Personalities at Recent Radio Industry

BROADCASTING BUSINESS

JULY 19, 1935

Vol. 1, No. 41
FRIDAY 7TH JULY, 1935

Racing Broadcasts MUST Continue

Opposition to Reasted

T HE Sydney Press during the past week or two has opened a further inspired attack against the broadcasting of race information and results by both the National and Commercial Stations.

The Sydney "Truth" July 14, page 2, quoted to the press the fact that the radio station was running a "race," and that the great racing industry of New South Wales was being slowly strangled. Prior money was being drained, attendances falling, and the best efforts of country clubs going to the "profits" of a now centre of N.S.W. Jockey Club on its legs and Sydney Clubs in financial difficulties, etc., etc., "Truth" also said that the fall-off of attendances at races had been synchronous with the spread of S.P., betting which was fostered by nonsense description of races over the air. The broadcasting stations pay nothing towards the upkeep of racing, but bar the game for their own good. Many of the public can indulge in S.P. betting, and at the same time enjoy all the benefits of attending races, without wasting the actual race.

The broadcasting stations also have their own problems of revenue. Many listen, as does the "Truth," have no need to read the newspapers concerning the races. The same position obtains in regard to broadcasting. Many people cannot attend the races, and therefore, their only means of knowing what is going on is by radio.
Broadcasting Business
July 20th, 1965

3 AW
Air Ads with Distinction

Fred. Thompson Branches Out
FORMS RADIO ADVERTISING CONSULTING BUSINESS

AFTER having served for 6 years as Advertising Manager for the "A" stations, Mr. Fred Thompson—who can probably put more "A" stations in his newsreel than can all the other "A" stations put together—has announced his departure from the "A" stations to set up in business for himself.

This is, it is said, the very first specialised radio advertising organisation that has been started in Australia by a man who has had actual experience in that field.

Radio advertising is quite different today to what it was in the days when Mr. Thompson first started with 3AW in Ash Street, but he has moved with the times, and been very closely associated with the advertisements which have been made in this new age. Therefore, it is not surprising to find that a man who has had such knowledge of his subject and is ambitious, at last decides to set up his own business, organise his own company, surround himself with the best that advertising can provide to a large array of clients, and get out after business.

"Once more looking for a way to crush broadcasting stations, the Press have picked them as the scapegoat on which to put the blame for S.P. betting. S.P. betting has been in operation since racing began. All sorts of reform have been brought into being, fines imposed, etc. Racing officials have thought of and put into action many schemes to make the people attend the course, but did this stop S.P. betting? Definitely not!"

"It is obvious then who is behind the scheme to stop the broadcast descriptions of racing, jockey positions, etc., because since S.P. betting has flourished since the advent of radio, broadcasting stations cannot be blamed for it. From where did S.P. bookmakers first obtain their information? Need we tell?"

"To suppress the broadcasting of races and racing positions is to deprive thousands of country people and thousands more in hospitals and other public institutions of hearing described the king of all sport. Why impose hardships on unfortunate bookies who cannot attend a race course even if it were free."

"We support to those journals who insist that radio broadcasts of S.P. positions should be banned, that they are raising S.P. betting status and also responsible publishing an especial edition of his book, The Eyes of a Jockey, which has been very closely associated with the broadcast description."

Mr. Thompson will retire from the "A" stations this month and his name will be the talk of the industry. He is expected to return to Victoria at the beginning of next year, where he will continue his work as an advertising executive.

Promotion Directly to Advertising

BROADCASTING BUSINESS
July 20th, 1965

Broadcasting Gossip

It is understood that the Northern Star Newspapers, Limited, have purchased the radio station in the Northern Star area, which was once operated by Mr. D. C. Foster. Confirmation of this announcement is expected at any moment.

Publishing a feature over a commercial station is becoming quite the rage these days. A.W.A. have for many years resisted the idea of broadcasting over their station in the "Sydney Morning Herald." Monday, July 11th, telling about Madame Muriel Brokoll, the English contralto, who would broadcast over 3CH and 3UW at 8.45 that night, was an excellent arrangement. Broadcasting stations have got away with a lot of free publicity of late, and with the growing commercialisation of this expanding industry, they must be prepared to pay for their share of publicity just as advertisers have to pay for publicity over commercial stations.

J. Jack, late Chief Engineer of 3KA, is now with SDN Adelaide. Transmission from 3KA is believed to be above with the advent of J. Jack to the engineering staff.

Bert Woolley has resigned from the "A" class station 3YL and is now Chief Announcer at SDN Adelaide. Woolley, who started his career at 3YL, will succeed at 3YL Boys Club, this being one of the very few permanent positions.

Father Murray, commenting on 2SY's new disc programme, said he was extremely pleased with the outcome of the experiment. He added that there was no doubt that 2SY will become a very powerful country station.

In town this week is Mr. E. H. Pickering, Manager of 2BM Toowoomba. Judy Fawcett, who has been following with his 3YL Boys Club, is one of the very few permanent positions.

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Mr. FRED THOMPSON
The policy of J. P. Thompson & Co. is to aim its advertising at the "A" stations and bookmakers to the advantage of all concerned.

Mr. J. F. Thompson's services will be available to any existing advertising agency, but to the exclusion of all others. Thomson will also be able to render a completely independent service.

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F. R. THOMPSON & CO. RADIO ADVERTISING SPECIALISTS & CONSULTANTS
Departments: Jockey Club, 3CH, 3UW, 2HD Nelson, Little House, Carrington Street, Sydney • 3976

Mr. R. Thompson, late of 2SY, has commenced operations in the advertising agency business, with the aim of becoming the first radio advertising only, and may be located at Little House, Carrington Street, Sydney.

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FRED THOMPSON (etc.)—

(Cont. from page 2 Col. 3)

dependent service to the large army of advertisers who are division of entering this field, and who feel that they want to have their business handled by somebody who really knows the subject thoroughly and is not just a theory man.

Mr. Thompson has been successful in obtaining the services of the clever man that Mr. Thompson considers to be a very brilliant father, to wit, Bruce Anderson, who is the son of Mr. and Mrs. Anderson, the well known radio identity.

Bruce Anderson, who entered into commercial radio circles, has proved himself most adaptable and certainly most efficient, particularly in continuity writing which these days have become a necessary and specialized section of radio work.

Mr. Thompson feels that he will be able to render a very material service to the industry in general, and considering the large army of friends he has, associated both in the advertising and radio fields, one cannot but expect that he will make a success of his new venture, and will undoubtedly perform a really valuable service.

His entry into this field is welcomed by all, and we join with his friends in wishing him every success.

The above figures include:

- Total Paid Licences
- Total Free Licences

**NEW SOUTH WALES**

<table>
<thead>
<tr>
<th>Year</th>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
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<tbody>
<tr>
<td>June</td>
<td>1,988</td>
<td>1,700</td>
<td>1,696</td>
<td>7,974</td>
<td>1,988</td>
<td>10.70</td>
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**VICTORIA**

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<th>Net Increase</th>
<th>Population Ratio</th>
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<td>1,061</td>
<td>7,087</td>
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**SOUTH AUSTRALIA**

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<th>Net Increase</th>
<th>Population Ratio</th>
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<tbody>
<tr>
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<td>1,176</td>
<td>7,126</td>
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**QUEENSLAND**

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<th>Renewals</th>
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<th>Net Increase</th>
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<tbody>
<tr>
<td>June</td>
<td>1,539</td>
<td>1,234</td>
<td>1,231</td>
<td>6,794</td>
<td>1,539</td>
<td>9.36</td>
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**TASMANIA**

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<th>Net Increase</th>
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<tr>
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<td>1,671</td>
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<td>1,287</td>
<td>7,147</td>
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<td>8.86</td>
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**COMMONWEALTH**

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<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
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<tbody>
<tr>
<td>June</td>
<td>1,445</td>
<td>1,044</td>
<td>1,043</td>
<td>6,932</td>
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**TOTAL POPULATION**

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<th>Year</th>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
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</thead>
<tbody>
<tr>
<td>June</td>
<td>1,668</td>
<td>1,276</td>
<td>1,276</td>
<td>7,112</td>
<td>1,668</td>
<td>10.10</td>
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Letter to the Editor...

**EDITORIAL**

I am sorry that you published the article from "Export Advertising." It was meant for foreign consumption only. I cordially agree with my critics that it is on the conservative side and I wish to apologize, particularly to our New South Wales friends, for forgetting all about them.

As we went in the Golden Gate at San Francisco a charming American woman was pointing out the view to Mr. Worrall, and a woman from Newcastle drew her on one side and whispered to her, "Don't let her get away with it. We're going to say we've got just as good a back at Newcastle." As an old New Englander, I admired her spirit, if not her veracity. When I left the "cozy" city years ago the Newcastle City Council gave me a certificate under which the Council says what a booster I had been for Newcastle. How, I don't know from grace.

"But I was not a seller in the United States, I was a buyer. Some years ago we could get Australian rights on American transcriptions for about $8.00 per retransmission, then somebody from Australia (I don't think it was from Newcastle) went to several of the transcription manufacturers here in town and managed to get them to promise he would pay 40 cents per programme. I didn't think he had ever bought anything else, but the cost of the licence to Australia was very promptly tried.

When I got there I found that these good people were anything but foolish in their transcriptions in Australia and we are able to get several dollars per transcription for Australian rights. Can you wonder that I am overjoyed?" 

**BROADCASTING BUSINESS**

July 16, 1935

COUNTRY BROADCAST MANAGER

Mr. R. H. ANDERSON has been appointed Manager of Country Broadcasting Services Ltd., which has secured licences for stations at Orange and Narrabri. The power of the Orange Station will be 1,000 watts, broadcasting in the most powerful "D" class station in New South Wales and equipping the most powerful "D" class station in Australia.

A similar licence has been granted for Narrabri.

Country Broadcasting Services Ltd. has been formed primarily by the Australian Association of N.S.W. and Country Life Newspaper Co., Ltd., and its special aim is to get the country a better broadcasting service. The nominal capital of the Company is $10,000.

Mr. Anderson was born in Tasmania and was educated at Hobart School. Here, his father was headmaster. For four years prior to the War, he was employed as an engineer on the Tasmanian railways and when he began his service he was the youngest engineer on the railways. He served four and a half years with the A.I.F. and was promoted to Lieutenant in 1919. At present he is captain and officer commanding a field battery.

Mr. Anderson has extensive business experience and for the last several years he has been a general secretary of the Associated Union of Transmitters, N.S.W., which has a membership of over 8,000. Mr. Anderson is well known to country people and has a reputation for organisation and initiative and is energetic.

"Give the country the broadcasting service it desires and needs" is his slogan.

NARRABRI 2NZ

It is understood that the Narrabri station 2NZ which will operate on 256 metres 1,170 kc., sharing a channel with 4TO Townsville, will have its studio located at Narrabri and the main studio in Sydney.

Direct telephone lines will link these studios with the actual transmitting station. 2,000 watts will be the power, and the Country Broadcasting Service Co., are now arranging for the station equipment.

GOSFORD RACES

Last week 2HD and 2LYI inaugurated a service whereby the Gosford Races, which are usually broadcast through 2HD Newcastle, were relayed through 2LYI Sydney.

Gosford is a very popular race meeting, and this further gives an indication of 2ULW's public service.

SUCCESSFUL 2HD TRANSMISSION

On Saturday night the transmission from Cessnock through 2HD and then through 2JHN turned "trumpy." The interesting sketch given of a miner's life, whereby the miners work hard to get his son out of the mines and fill other publications with the occasional changeover in an atmosphere which was extremely lively. The production was a hit in S.W.

2TM HEARD IN CANADA

All the way from Ontario comes the report that Station 2TM, the live stream in the Northern part of N.S.W. has been heard by Mr. Bill Sanders of King Street, East, Hamilton, Ontario, Canada, who heard the station on April 27.

An 11 valve Marconi receiver was used, and despite fading, the announcement could be heard distinctly. While 2TM is quite easy to be heard over such a long distance, they are nevertheless more numerous with the excellent coverage they are getting around 50 stations.

2TM's popularity around Townsville and analyzing districts is growing every week.

Published Every Friday

OSWALD F. PEYTON, Editor

EDITORIAL & PUBLISHING OFFICES

15 Castlereagh St., Sydney, N.S.W.

G.P.O. Box 327

Phones: A 7788 (3 lines)

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Care of Milgong Publishing Co.

422 Little Collins St., Melbourne, Vic.

G.P.O. Box 319.

ANNUAL SUBSCRIPTION:

Post free, $1.50-

Overseas, $5.

Newfoundland, $4.50.

Foreign subscription, $5.00.

In Canada, $3.00.

In the U.S.A., $4.00.

The price of this paper has been increased to 3 cents a newspaper.

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