The above figures include:

- Population Ratio: 12.94
- New Issues: 1,619
- Nett Increase: 2,940
- Population Ratio: 10.50
- Latest: 76,931
- New Issues: 2,940
- Nett Increase: 2,940
- Population Ratio: 6.97

PROCEEDS TO CHARITY

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

Three records by His Majesty The King (R.C. 7474, 6/6 and R.C. 7348, 6/6) should be in the library of every reader. They are records which will stand the test of time and again, and in years to come these will be much older than they are today, these will be something to have and to enjoy.

SOUTH AUSTRALIA

New Issues: 1,296
Reissues: 3,745
Cancellations: 6,291
Nett Increase: 5,732
Population Ratio: 10.97

WESTERN AUSTRALIA

New Issues: 1,266
Reissues: 3,929
Cancellations: 6,142
Nett Increase: 5,305
Population Ratio: 9.18

TASMANIA

New Issues: 971
Reissues: 1,548
Cancellations: 3,267
Nett Increase: 5,072
Population Ratio: 8.61

COMMONWEALTH

New Issues: 26,143
Reissues: 54,624
Cancellations: 6,282
Nett Increase: 22,538
Population Ratio: 10.41

Latest Licence Figures

May and June, 1935

BROADCASTING BUSINESS

8th AUGH., 1935.

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

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

One cannot help but wonder on what basis, if there is one, stations assess the value of the time made available to the advertisers. In one case only one might cite a case of two stations of equal power, both equipped with the latest and most modern transmitters, and both giving a definite service to listeners, there is little to choose between these two stations, sometimes one programme may appeal more than another, but generally speaking, it is purely a matter of choice as to which station will receive the listener.

One case, for instance, of examination of rate cards that one station is charging, and presumably obtaining, 10% more than the other station. When the station manager explained why its rate is higher than that of its competitor, one is simply informed that it is because of a service that that particular station is giving to the public.

Yet a close examination of the programme fails to disclose any service which is exclusive.

Further, an advertiser may, for example, purchase 130 30-hour sessions over a particular station at card rate, and necessitate the station to play two or three commercial recordings and the usual ad- versement credits. This actually costs the station a small amount of money in that they will have to pay performers and all the work involved in the record broadcasting during that period. Another station may purchase the same amount of time and decide that an advertising programme is required. He may use either flash-and-blood artists or special occasion recordings of the transcription to pay as much as two or three thousand pounds for those 130 programme.

The station, on its rate card, makes no allowance for the advertiser who is actually supplying them with a station feature which will help considerably in building an exclusive audience that will continue for years to come.

Surely the advertiser who is prepared to pay money into programmes should receive consideration from the station.

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

Actually the broadcasting station has no control whatsoever over its programmes, except as a form of censorship, in regard to questionable copy. It seems more logical for the station to supply the features and to let stations that want to programme

(Continued on Next Page)
Rate Cards and How! Continued from P. 1

broughting out rate cards without rhyme or reason (except that they feel that they can) is a process that arises when the advertiser is going to sell the 'air time' and the producer of the show knows that he will have to pay him to utilise this medium of advertising. Mind you, this is not, in the least, an intangible factor where the potential audience is concerned. He himself has to find out who his audience actually consists of.

Recently, a new licence was granted for a new metropolitan station which actually, before going on the air, produced a rate card which is considerably higher than that of any other station in the State. This is a significant factor for when you consider the fact that some cities are already on the air.

One can only assume that in the beginning of broadcasting some radio executives and producers, for whatever reason, felt that they had to pay much per announcement or session, and then they joined the fee frenzy that came into their head, and that from the beginning they were not con­scientious about the law of supply and demand, and that to a certain extent, regulated the existing licence fees.

Today, however, radio time is becoming too expensive to permit of experiments by the advertiser, and the cost of running a small station is considerably higher than that of stations which have been on the air for five years. This is brought about by the appreciation of the listener.

Talking about gift and lucky charms, it reminds us that Guarantee Laboratories, the firm of sponsors and a promotion over 27UW, are giving away a lucky charm, and an advertisement is being run in the name of the "Nancy-Black Cat Syndicate," a name which the winner of the lottery will not forget the announcement.

Most of the Melbourne stations introduced to their listeners last year or members of the visiting Maori football team on more than one occasion announced the Maori that in their opinion they all were behind the Maori Rugby Union and picked up several promising Maori for the 1931 tests.

A visitor to Perth recently was Mr. H. Cooper of 6BY. It has been denied that 6BY will be moved from Brooklands, London, which is listed under the changes to be made on the next programme number.

**Press Reporter** - Such was the heading for the editorial, "Wireless Weekly," August 9, referring to the latest broadcast where several prominent footballers and one who visited overseas recently. We are glad to know that "Press Reporter" generally agrees with the matter, and we agree with what they say. It is great to be in agreement!

2UW's newly arranged Children's Hour is now being presented from 5 to 5:30 by the tiny tots, 5.10 to 5.15 the serial story, and 5.15 to 5.30, popular entertain­ment for the more grown-up boys and girls. It has the biggest show that is being held at the Capitol Theatre every Saturday morning, where films and other enter­tainment will be provided.

Novelties and gifts are quite the fashion now and are used by all the stations. One of the stations which plays novelties is 3AW. They are playing the "Yoke's Wife," a show which has been running for more than 20 years. The programme is presented by Mr. Spears and his daughter.

Three out of the five commercial stations in this capital city are using the popular amateur shows on Sundays, and they are using the popular amateur shows on Sundays, and they are using the popular amateur shows on Sundays, and they are using the popular amateur shows on Sundays, and they are using the popular amateur shows on Sundays, and they are using the popular amateur shows on Sundays. The programme is presented by the "Yoke's Wife," where the children and their parents are entertained.

**Continued.**
SPECIAL RATE CARD ISSUE

Advertisements are now in hand for a special issue of "Broadcasting Business" on Friday, August 30, to carry the current rate card of commercial broadcast stations throughout Australia.

Quite a number of advertising agencies, stations and radio advertisers have agreed that such a special issue of "Broadcasting Business" incorporating this information, would be extremely useful, and, in fact, is urgently required for quick reference.

As it would be impossible to publish this information free, it will be necessary to make a special charge, which will be at the rate of 12½ per column inch (2 columns 20 each, to a page) in 6-point type, including all headings and other information supplied, with a minimum of 1 (one quarter) page at a cost of 4/16 1/2 per column inch.

As the new wave-lengths come into force on September 1 next, this special issue of "Broadcasting Business" on August 30 will reach national advertisers, agencies and stations on or about September 1, and, including as it will the latest monthly licence figures, with comparisons to previous periods, latest 10-mile radius figures, a map of Australia showing location of all stations, and possibly a map of each State, also a complete chart of the new station positions, plus a host of other informative data, there is no doubt that it will well sought after.

SPECIAL

SPECIAL RATE Card Issue of "Broadcasting Business" FRIDAY, 30th AUGUST

Don't Fail Have Your Particular Included

National Advertisers and Agencies Need this Today Reference

Publishers: Australian Radio Publications Limited

222 LITTLE COLLINS STREET
MELBOURNE M 3418

15 CASTLEREAGH STREET
SYDNEY B 7188 (3 lines)

Also P.O. Box "Radio & Electrical Merchant"
"Radio Review"

"Broadcasting Business"
"Radio Trade Annual"

3 A.W.

This is the method of layout and type, etc., to be used in the Special Rate Card Issue of "Broadcasting Business" on August 30th.

SPECIAL

BROADCASTING BUSINESS
August 9th, 1935

BROADCASTING BUSINESS
August 9th, 1935

SAMPLE ONLY

Arrangements are now in hand for a special issue of "Broadcasting Business" on Friday, August 30, to carry the current rate card of commercial broadcast stations throughout Australia.

The special rate card issue of "Broadcasting Business" will be published on Friday, August 30, to coincide with the changeover in wave-length allocations of commercial broadcast stations throughout Australia, on September 1.

Particulars of the proposed contents of this Special Rate Card Issue are outlined hereinafter.

As there are many agencies who would like to have their radio activities listed in this special number, a section is being devoted to agencies at the same advertising rate of 12½ per column inch (2 columns 20 each, to a page) in 6-point type, including all headings and other information supplied, with a minimum of 1 (one quarter) page at a cost of 4/16 1/2 per column inch.

It is suggested that such agencies should include names of personnel of agency, facilities and services available, and a list of radio accounts handled—and possibly, the schedule of broadcast times and stations being used.

Straight out advertising space by agencies will, if required, be inserted at our usual advertising rates.

All copy closes at our Head Office, Sydney, by noon on Friday, August 23.
Further Moves in RACING 'Broadcasts'

Canterbury Club prohibits Broadcasts from Trainers' Property.

The fight between various racing clubs in the metropolitan area of Sydney and certain commercial broadcasting stations is still on.

A further round in this interesting battle took place last Saturday, when the Canterbury Racing Club had the stands of several announcements removed from the premises of trainers adjourning the racecourse, the broadcastings thereby being forced to seek temporary stands elsewhere.

It is understood that several trainers were warned by the Canterbury Racing Club that their training licence would be impounded or suspended if they continued to permit transmissions over their property. The broadcastings, however, are not going to be interrupted for the time being, and the use of temporary quarters is being made available by the club.

Federal Aspect

On the other hand, the racing question, if one were entirely for the State Government while on the other, the transmission of telephone information and telegrams concerning racing is in the hands of the Commonwealth Government. "The latter are not at all interfered with in what goes on under State control, and as it is not illegal to send a telegram about the results of a race, nor to ring anybody on the telephone, nor to broadcast the information, it is very difficult to see how the Federal Government can interfere at all."

It is also very interesting to note that despite this cry about depletion of exchequer, the fact that on the part of race clubs, the State Government revenue from racing for the 12 months ended June last year was substantially increased over the previous year.

In addition, the fact that the racing clubs are given a monopoly, opens the question of whether they are in the right by trying to restrict the broadcast of information regarding their racing.

It would also be interesting to know definitely, if all broadcast stations and other agencies of distributing information were closed, would that increase the number of people who attend the racecourses?

Why not license the P.P. bookmakers, and pay quite a substantial part of that revenue to the various racing clubs to compensate them for what they think they have lost?

LIONEL LUNN WITH

One of the best known personalities in broadcasting circles, Mr. Lionel Lunn, is now associated with 2UE, where he can be heard on the air every day. It is understood that he is to be in the successful selling of time on that station.

A further announcement is expected at an early date.

DON'T FORGET YOUR SUBSCRIPTION TO THIS PAPER — 10/- P.A.

READ THE CENTRE SPREAD IN THIS ISSUE

LISTENERS' LIKES AND DISLIKES

Attempts to Check Up Listeners' Habits

By N.R.H.

If night last week when I was sitting with my telephone in my hand, I was spending, and asked what station I had been listening to. Normally I wanted to know who the speaker was and what he was. Without getting satisfaction I was asked if it was KZK to whom I listened. I asked for the city address, but the speaker would not give it and the conversation terminated.

A few enquiries indicated that many attempts have been made recently to find out what stations people listen to. I understand that a well known Melbourne advertising agency recently conducted an enquiry into listeners to various stations.

It is understood that various trainers' representatives were asked if it was 3KZ to whom they listened, to what extent they had listened, to what extent was their listening affected, and whether the racing clubs will permit transmission, and whether the racing clubs will permit transmission of racing programmes on their premises.

Our efforts to find out what the Federal Government can interfere at all."

In the words of one broadcast this week, "the Federal Government can interfere at all."

It is understood that various trainers' representatives were asked if it was 3KZ to whom they listened, to what extent they had listened, to what extent was their listening affected, and whether the racing clubs will permit transmission of racing programmes on their premises.

One broadcast station was only interested in what goes on under State control, and as it is not illegal to send a telegram about the results of a race, nor to ring anybody on the telephone, nor to broadcast the information, it is very difficult to see how the Federal Government can interfere at all."

It is also very interesting to note that despite this cry about depletion of exchequer, the fact that on the part of race clubs, the State Government revenue from racing for the 12 months ended June last year was substantially increased over the previous year.

In addition, the fact that the racing clubs are given a monopoly, opens the question of whether they are in the right by trying to restrict the broadcast of information regarding their racing.

It would also be interesting to know definitely, if all broadcast stations and other agencies of distributing information were closed, would that increase the number of people who attend the racecourses?

Why not license the P.P. bookmakers, and pay quite a substantial part of that revenue to the various racing clubs to compensate them for what they think they have lost?

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Why not license the P.P. bookmakers, and pay quite a substantial part of that revenue to the various racing clubs to compensate them for what they think they have lost?
**LATEST RECORD RELEASES**

**Regal-Zonophone**

G 22418 - OUT IN THE COLD AGAIN, played by Joe Henson on bass, with vocal chorus, and "ROLLIN' HOME" for tenor, played by Ben Selvin and his Orchestra, with vocal refrain.

G 22441 - "She's a Latin from Manil, played by Joe Henson, and "Almost a Quartet to None," both from "Go Into Your Dance," played by Johnny Green and his Orchestra, with vocal refrain.

G 22442 - "The Little Things You Used To Do," and "Go Into Your Dance," both from "Go Into Your Dance," played by Johnny Green and his Orchestra, with vocal refrain.

G 22447 - "The Violin's Song," and "Let Us Sing Until The Majesties," song by Robert Walker and chorus, with orchestra. (An excellent recording.)

G 22414 - "Rival Fire Dance," (from "Silver the Magician") and "Capri Vampiress," sung by Larry Adler, the Mint Choco Vampires, with two pianos.

G 22419 - "Count of Luxembourg," sung by "The Dollar," with the London Continental Orchestra, (A very good record, well played and recorded.)

G 22410 - "Dear Old Mother," and "Three Pictures of Life and Other Side," sung by Bill Carlisle, with vocal duet, with Guitars.


G 22417 - "Veteran's Songbook," Part 1 and Part 2, played by the London Philharmonic Orchestra, with vocal duet.

G 22410 - "When The Curtains of Night Are Pinned Back by the Star," sung by The Hill Billies with novelty accompaniment.

G 22435 - "I'm Yours," sung by Sir Henry Hall, with vocal chorus.

**Queensland**

New Issues 1,975 1,913
Reissues 4,462 3,739
Cancellations 613 1,298
Monthly Total 96,951 101,546
Net Increase 5,987 6,120
Population Ratio 304 6.97

**Victoria**

New Issues 3,242 9.18
Reissues 614 6.97
Cancellations 7,423 12.97
Monthly Total 67,546 3,254
Net Increase 7,707 6.51
Population Ratio 50 20.482

**South Australia**

New Issues 1,619 1,661
Reissues 627 1,493
Cancellations 608 615
Monthly Total 76,268 76,711
Net Increase 4,261 4,229
Population Ratio 1,394 1,297

**Western Australia**

New Issues 1,298 1,259
Reissues 3,542 3,799
Cancellations 1,472 2,291
Monthly Total 60,070 45,177
Net Increase 5,890 2,220
Population Ratio 129 649 9.18

**Tasmania**

New Issues 671 674
Reissues 567 570
Cancellations 504 570
Monthly Total 3,677 20,121
Net Increase 304 164
Population Ratio 18 8.62 8.76

**Commonwealth**

New Issues 16,475 16,101
Reissues 6,188 6,149
Cancellations 718,708 712,857
Monthly Total 78,918 78,654
Net Increase 9,817 5,274
Population Ratio 102 72 50 30

**The above figures include: Total Subscribers 1,260 to the Blood 1,624 on Melbourne's Paramount**

**Broadcasting Business**

**BROADCASTING BUSINESS**

August 9th, 1935

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**DOX.491 - "DANCING DOWN THE JUMP," by Raymond Cowley, recording 33 Dances, from Early Georgian Days to Present Times by Harry Finn and His Orchestra.**

The idea originated with Columbia that recording could provide, as no other medium could, an anthology of dance. There was only one man who could do it — Homer Finck—whose storehouse of tunes, and he was asked to undertake the work. His conception and orchestration demanded all his powers of research, insight, memory, courage and experience, but the result is a collected volume of dance music captured in the early days of Greece, through the Italian Baroque, and into the 20th Century Blues. Finck's performance is the last word in expression of his genius.

DOX.481 - "Fantasia In F Minor," and "Moonlight Sonata," Opus 27, No. 2, by Beethoven, arranged for Piano and Guitar by Solomon.


LOX.215 - "Prince Igor - Choral No. 17," and Part 2, played by The Leipzig Festival Choral, with the London Philharmonic Orchestra, conducted by Sir Thomas Beecham.

LOX.555 - "Choral No. 17," Part 1 and Part 2, played by The Leeds Festival Choral, with the London Philharmonic Orchestra, conducted by Sir Thomas Beecham.

**DOX.481 - "Fantasia In F Minor," and "Moonlight Sonata," Opus 27, No. 2, by Beethoven, arranged for Piano and Guitar by Solomon.**

**DOX.478 - "Songs of Home," Part 1 and Part 2, played by Len Fillis and His Orchestra.**

**LOX.215 - "Prince Igor - Choral No. 17," and Part 2, played by The Leipzig Festival Choral, with the London Philharmonic Orchestra, conducted by Sir Thomas Beecham.**

**DOX.555 - "Choral No. 17," Part 1 and Part 2, played by The Leeds Festival Choral, with the London Philharmonic Orchestra, conducted by Sir Thomas Beecham.**

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**The Comeback to—**

"RATE CARDS and HOW"  

**A Reply to Mr. Dowland**

(By "Sydneysider")

** Another Question**

Although Mr. Dowland claims that the broadcasting business is being supplied with excellent editorial matter in the form of a feature item, does the same thing apply in newspaper circles, where the advertisement takes a full page, and makes a very fine show? Does he get any extra allowance from the newspaper because he produced a very fine advertisement?

As to whether the station should supply only features and then sell "spot" announcements during its programme at a commensurate rate, can we compare the same thing in a newspaper? Does Mr. Dowland expect any of his daily papers to take up his editorial columns, displayed advertisements? Yes.

**All Stations Have Features**

There are many instances of where stations supply features. For example take 3JJW and their many unsponsored spots. One could call almost a full column of the valuable space of "sydneysider" carrying the business in outlining what 3JJW does. Take, for instance, the Sir Norman Leyons's "Sydneysider"—a weekly feature to enter Australian artists then again, at 9.10 p.m. On Thursdays, Mr. Dowland, as he knows, is on the radio at 8.45 on "Peter & Pan," which is a 2JJW feature to enter Australian artists. There are so many more appealing appeals, there is little or no uniformity in advertising agency cents.

The second paragraph of Mr. Dowland's article deals with the rates of one station against another, and he says that it is claimed that the services of one particular station to the public are better than another.

While it might be difficult to disclose any exclusive service which may be rendered by one radio station, nevertheless each station has its own peculiarities, its own policies, and its own following of permanent listeners. One of several reasons which might be extended in favour of various rates for various stations is that one station may offer a very much more wide spread of news to its own client and, also, over a number of years, has built up a very large body of listeners in contrast to a relatively new station which has not the same audience. Finally, there is therefore, in order that the older and more attractive station should command a better advertising rate than the newer station.

The third paragraph deals with an allowance when the client supplies the programme either by transcription or "book and blood" series, etc.

Again, one is faced with the viewpoint of a station that the client and the agency prefer to supply their own material in order that their programme may be more consistent and to receive some command greater appreciation with a consequent greater sales volume of the product being advertised. Does that not serve the client's interest, when an agency is going to be a lot of trouble and expense for the purposes of transcribing, mixing, recording, etc., in order to make the spot they buy more attractive?