QUALITY v. QUANTITY

It is an age old business platitude that "quality is remembered long after price is forgotten," and in no branch of commerce is it more applicable than in the radio business.

Quality of entertainment is the "line goad" of any broadcasting organization, whether a commercial enterprise dependent for existence upon its advertising revenue, or whether a Government controlled body with an assured financial base.

By the quality of their output the listeners, as well as the taste and judgment of the broadcasting station, do the broadcasting public assess the relative merits of Broadcasting Stations, and it is safe to say that from an advertising point of view, five minutes of first-class entertainment can benefit a producer far more than a thruppennyworth of poor or even mediocre quality.

Quantity, therefore, is less important and quality was the condition that decided S. Hoffmann & Co., Ltd., when embarking on the Transcription business, to concentrate solely on programmes that could fulfill the conditions of being of quality entertainment.

The results, therefore, of Mr. Arthur Mingay, who has received the title "transcriber," are most encouraging. Mr. Mingay, a well known announcer of Transcription, has in his programme "Good Day," a daily radio broadcast of five minutes duration, which, when reckoned in the sound-proof recording studio, reaches all over Australia, and the other one to be located at Narrabri, with headquarters in Sydney.

As from Monday next, August 19, the Sydney head office of the Company will be located at 10 Spring Street, where they have an office on the second floor. Mr. G. H. Anderson, General Manager, will also be located there.

In the past the Company have had one studio in the Commonwealth Broadcasting Services, Ltd., and the other in Narrabri, with headquarters in Sydney. It is anticipated that Transcription 2OX will be on the air on October 31, 1934, and the station being built at Narrabri.

Figures published on the last page of this issue, show what the advent of radio broadcasting means to the radio business.

The appointment last week of a Programme Director and Advertising Manager, was confirmed by Mr. G. H. Anderson, General Manager of Commonwealth Broadcasting Services, Ltd., and Mr. J. Ridley, late Manager of 1SA Hamilton, is now the occupant of that office.

Mr. Ridley has been associated with radio broadcasting for many years, and has experienced in Hamilton and Melbourne will undoubtedly stand him in good stead in carrying out the important duties of Programme Director and Advertising Manager for the central Western station to be located at Orange and the other one to be located at Narrabri with headquarters in Sydney.

Mr. Ridley has been associated with radio broadcasting for many years, and has experienced in Hamilton and Melbourne will undoubtedly stand him in good stead in carrying out the important duties of Programme Director and Advertising Manager for the central Western station to be located at Orange and the other one to be located at Narrabri with headquarters in Sydney.

As from Monday next, August 19, the Sydney head office of the Company will be located at 10 Spring Street, where they have an office on the second floor. Mr. G. H. Anderson, General Manager, will also be located there.

In the past the Company have had one studio in the Commonwealth Broadcasting Services, Ltd., and the other in Narrabri, with headquarters in Sydney. It is anticipated that Transcription 2OX will be on the air on October 31, 1934, and the station being built at Narrabri.

Figures published on the last page of this issue, show what the advent of radio broadcasting means to the radio business.
The National Advertiser and Radio Advertising

By C. Roy Stanley, Secretary A.A.N.A.

Radio, as an advertising medium is steadily growing in favour with advertisers of branded goods. Where a year or two ago the proportion of National Advertising to Retail Advertising was very small, today the former is fast to be far by far the greater users of Radio Advertising.

The reason is not far to seek. Advertisers as a whole are chary about using untried media, and radio, just as Australia is conscious, is the latest comer to the Advertising field.

Its early days were mostly experimental—no one knew very much about it or how to make use of it. Radio stations were erected and thousands of pounds were expended by Advertisers, in the attempt to discover its potentialities. Various types of programmes were tried out, from short announcements to sponsored sessions. Results were carefully checked. It was found that by judicious planning Radio Advertising can be profitably used in creating sales.

To-day Radio Advertising is the main secondary adjunct to a campaign. Perhaps it is not too much to say that it is far ahead of all media excepting newspapers and magazines.

The growth of Radio Advertising has been phenomenal. Stations are "on the air" from early morning until last night; one station, 2HD, actually broadcasts over the entire 24 hours.

All of this is due to the large volume of advertising aired through Radio Stations. It appears, however, that the fringes of the available media have not been touched, especially amongst National Advertisers. Although quite a large number of advertisers are present, the medium, by far the greater proportion, has not availed themselves of it. Doubtless, the Radio Stations realise this and are making every effort to sell vacant times to them.

Unfortunately, the method by which the radio advertising business is controlled has not kept pace with its growth. Very few changes have been made since its inception towards the betterment of business relationships between Advertisers, Advertising Agents and Broadcasting Stations. It is true that the Radio stations of Australia realised that they were on a losing streak and are stemming up a lot of trouble for themselves if they do not take some steps to follow the example of those more experienced in the control of advertising policies and lay down conditions under which they will sell. Such a method, before it can be effective, must be a cooperative one between radio stations and the Advertisers. It will be welcomed by both Advertisers and Agents, and the Australian Association of National Advertisers will help to the best of its ability to bring such a plan into effect.

VOIGT of 2KY Pronounces on Television Australia's Policy Must Be Reshaped.

Press reports from London seem to offer the effect that Mr. E. C. Voigt, the General Manager of 2KY, Sydney, who is on a world tour, has arrived in London from Germany and Russia, deeply impressed by developments in television which he expects to be operating commercially throughout the world in 5 years.

Mr. Voigt predicts that there will be a big change in Australian broadcasting activities in the next few years, and States of Australia must recast the whole broadcasting policy immediately, as television is certain to cause revolutionary changes in broadcasting which will be entirely replaced, as surely as silent films were replaced by talkies.

He claims to have seen practical television operating in Germany with startling efficiency, and suggests that it will necessitate the scrapping of existing transmission and receiving apparatus and replacement, at heavy cost, of Australian commercial stations.

Private manufacturers, he says, already are planning to meet developments (paradoxically or measure over- 

Ed.) Mr. Voigt adds that he is convic
ted that the Australian broadcasting system is superior to that of any nation, and that competition between commercial and Governmental Broadcasting stations is essential to ensure the best programmes.

Australian stations, however, must increase their power to provide efficient service for widespread listening, as at present they are lagging far behind Europe in this respect.

He found Russia to be in the forefront of technical aspects of broadcasting but not in quality of programmes. At present 400 men were working on short wave station in Russia, which is expected to lead the world.

Mr. Voigt calls for America on September 4.

SPEEDO BROADCASTS Macquarie Knitting Mills Ltd., makers of Speedo Speeding Socks, will announce radio broadcast activities as soon as the warm weather returns, when they will continue "The New Zealand Chorus" for further over 2HD during the coming season—Monday to Saturday inclusive.

This should be a most useful service on the air, as it supplies listeners with interesting information regarding leads, sales of the winter, breakers and other necessary data.

Advertisers will appreciate mentioning this journal in your replies.
Atlantic Union signs Cherniavsky

26 Weeks over 2UW, 3AW and 2HD

Atlantic Union Oil Co. Ltd. Presents...

Leo Cherniavsky
Master of the VIOLIN

STATIONS
2UW
2HD
3AW
Every Wed. & Sun.
Every Evening
8 p.m.
Commencing
Sept. 1st.

Favourable Reaction

The reaction has already been obtained to broadcasting, and particular good of this is available in that they requests for road maps were received from N.S.W. listeners also during the last month (July) with the result that the average motorist is not very addicted to waiting in the crowd, as he would more likely get them at the garage where he obtained his Atlantic Union petrol.

Atlantic Union feel that in introducing over three stations—3AW, 2HD and 3AW—such a world-famous artist, they are pioneering a new field in radio entertainment. They have already created a name for themselves in radio broadcasting circles by having sponsored three sustained programmes by Ellis Price, the past six months, over 22 stations in the two States concerned.

Now that "Eugene Aram" is due to go off the air next week, and being absolutely sold on the merits of broadcast advertising, Atlantic Union have, in their wisdom, thought it a good bet to sponsor Leo Cherniavsky.

Not High Brow

One very important fact is not being overlooked by the executives of Atlantic Union in introducing this big name to the Australian public, and that is, the programme will not be ultra-high-brow, neither will it deal in ultra-classical music all the time. It is intended that the programmes will be absolutely of a popular character, and will be interspersed with variety items so that one will not get tired of listening to the same all the time—even though the performer may be World Famous.

3AW EXPERIMENTS

3AW is making an experiment in Saturday afternoon programmes. From Saturday, August 17 they are running full commentaries on sporting programmes and include only summaries of the various events in the programmes.

The experiment is being made by the management in the belief that there are numbers of people on Saturday afternoons who do not want to listen to sport and are unable to find any station in Melbourne which is not devoting a large proportion of its time to sporting broadcasts. 3AW it is understood was the first commercial station in Victoria to broadcast commentaries on race meetings.

The new broadcast will be known as the "Mystery Ship" and will star Fred Tupper and a prominent J. C. William's cast including Helen, Langdon, Tommy Jop, George Cowley, Peggy Higgins, Tree Lyrus, Theo Scales, Reginaldo Stoneham and others.

Advertisers will appreciate mentioning this journal in your replies.
2UW's signal strength in Sydney's Metropolitan Area is greater than any other station

2UW
On the air 24 hours daily

According to Mr. Charles Lloyd Jones over 100 broadcasting stations in U.S.A. are transmitting records featuring Australian artists as a piece for reasons. The only pity is that it was not the whole of the programmes that are on the air in U.S.A.

- - -

Sponsored by Grace Bros., of Broad- way, Sydney, 2UE will present near Sun- day night at 9.00 p.m., "2 Travellers," with special magazine opening into half an hour and still maintain the important rate and keep the memory of, is a real achievement.

- - -

Vocal gems from "The Merry Widow" Piano Radio, "The Bell of New York, and other well known story opera, now presents a popular side-street from 2UE in each Thursday and Saturday at 10.00 a.m. They are presented by the English Light Opera Company, con- ducted by Dr. Malcolm Sargent, and approved by His Majesty.

Mr. Michael Byrnes - STVER- Managing Director of Walter J. Thompson, spells his name "STVER" and not STVRE as was published in last week's issue.

- - -

From 2UE at 9.45 p.m. on Sunday, August 16th, Mr. Harold Gatty, the world famous Australian aviator, who was so successful in a round-the-world flight, will talk with the late Wiley Post, paid tribute to the late Charles Lindbergh, and talk with the late Wiley Post, paid tribute to the late Charles Lindbergh, and talk with a telnet of the stories that we have listened to for many a long day.

- - -

We are indeed sorry to hear of the severe illness which has temporarily taken Mr. G. J. Stevens from the air. Radio Station 2UE are organizing a testimonial concert for Mr. Stevens, to be held at the Sydney Town Hall, Saturday, September 9th. The entire programmes will be presented by his fellow artists, by courtesy of all the Sydney B-class stations. Prior to 8 o'clock, Mr. Frank Hobart will conduct community sing- ing, and from then on, artists from 2UE, 2GB, 4BC, 2UW and 3KB will keep things moving. It is pleasing to note such fine cooperation from all stations, in such a good cause.

- - -

The Shell Show on Sunday night last, August 16th, was a credit to all concerned. Mr. Cave, who led the performance is to be congratulated on the excellent job that he carried out with such credit. The various stations were also all good claps, the producers of the show were worthy of all praise, and the Shell Company are worthy of their share in the sale of more petrol. It was indeed one of the most interesting and entertaining talks prior to the show. The talk was relayed to 3DB just the community so, also, do they have the popular interlude from 2UE that appeal.

- - -

We are told that news reports have had an immense amount of talk last night, that it has been released.

- - -

The most outstanding innovation is the sponsoring of news services. Previously the dissemination of information concern- ing local and world happenings had been considered the prerogative of the newspapers, and news services were broadcast as station programmes features, by arrangement with the papers, as it is the case in London to-day. But during the past year or so, an entirely new conception has been cast on the situation with the recognition of the value of British companies, the immense advertising possibilities in news services. This has resulted in the formation of companies to provide news sessions and "spots," to radio stations for sponsored use, connected with the established news broadcasts provided by the newspapers themselves.

Inevitably, this development stirred up a new and wonderful experience. And the originator of the idea - the "She" newspaper - was born.

A number of 3AW emblems denot- ing depots for the Women's Auxiliary Air Force, and are appearing round Melbourne, is now in progress. The organisation is becoming so widespread that all stations are very extra afriad to be made to assist Miss Varley.

3UZ heard again when they broad- cast from a unique concert in Melbourne Town Hall at 9.00 p.m. when the "big" concert was enjoyed by many thousands of listeners. The concert was a surprise to the enterprise of 3UZ and the sponsors, the "She" newspaper.

3UZ
MELBOURNE
Desires to announce
H . A. BOURKE
as Sydney representative.

Office: 5 BARRACK STREET
Phone: B 2058

Presenting Programmes that appeal is the secret of the pulling power of

2BH Broken Hill

You can increase the sales of your product in this vast and wealthy district.

Write to 2BH Broken Hill for particulars.

The Symbol of Service

Just as the broadcasting companies render an invaluable service to the country, so it is essential that the advertisers render a service to the broadcasting stations which helps them to keep technically up-to-date. There is a Philips transmitting valve for every purpose, Cassil Philips on all transmission problems.

PHILIPS - World's Largest Radio Manufacturers

Advertisers will appreciate mentioning this journal in your replies.

BROADCASTING BUSINESS
August 23rd, 1935

Mixing News and
Advertisements
Development of Novel Sponsored Sessions in U.S.A.

(By A. E. Bennett, President, Australian Federation of "B" Class Stations)

W HILE I found that radio was making progress in America, it was not developing as much as formerly, because so high a standard had been attained previously to my last visit about twenty years ago. There are many difficulties to advance rapidly beyond this. There are several new innovations in American radio, however, which are as yet unknown in Australia.

The most outstanding innovation is the sponsoring of news services. Previously the dissemination of information concern- ing local and world happenings had been considered the prerogative of the newspapers, and news services were broadcast as station programmes features, by arrangement with the papers, as it is the case in London to-day. But during the past year or so, an entirely new conception has been cast on the situation with the recognition of the value of British companies, the immense advertising possibilities in news services. This has resulted in the formation of companies to provide news sessions and "spots," to radio stations for sponsored use, connected with the established news broadcasts provided by the papers themselves.

Inevitably, this development stirred up a new and wonderful experience. And the originator of the idea - the "She" newspaper - was born.

A number of 3AW emblems denot- ing depots for the Women's Auxiliary Air Force, and are appearing round Melbourne, is now in progress. The organisation is becoming so widespread that all stations are very extra afriad to be made to assist Miss Varley.

3UZ heard again when they broad- cast from a unique concert in Melbourne Town Hall at 9.00 p.m. when the "big" concert was enjoyed by many thousands of listeners. The concert was a surprise to the enterprise of 3UZ and the sponsors, the "She" newspaper.

PHILIPS - World's Largest Radio Manufacturers

Advertisers will appreciate mentioning this journal in your replies.

BROADCASTING BUSINESS
August 23rd, 1935

A NEW ERA
in Broadcast Programmes

(EXCLUSIVE BRITISH EMPIRE PROGRAMMES)

In introducing their series of unique British programmes, the Prudential Assurance Co. Ltd. pioneers a new development in Australian radio history—hourly and half-hourly sponsored programmes that are absolutely uninterrupted by advertising announcements.

Embracing the widest scope of the entertainment, and featuring such outstanding British artists as Claude Hulbert, Annes Wyn, Brandon Williams and Reginald Pole, this unique series of programmes will be heard weekly over a vast national network . . .

OVER STATIONS
2CH, 2GN, 3AW, 3HA, 3BA, 4BC, 5AD, 5F, 6PR, 7KB, 7ZA.

Presented by THE PRUDENTIAL ASSURANCE CO. LTD.

PRUDENTIAL
Over 13 Stations

British Empire Transcriptions

1. N Monday night last, August 19, over a chain of 13 stations the Australian Broadcasting Co. of Australia, Ltd., released a feature programme which will include a series of British Empire recordings.

7The stations to be employed in this
huge network extend to all States of the Commonwealth and include 2CH, 2GN, 3AW, 3HA, 3BA, 4BC, 5AD, 5F, 6PR, 7KB, 7ZA, 7UL.

The first programme released last Monday ran for one hour and subsequent broadcasts will be on the air for half an hour.

These transmissions arranged through Country Press Advertising Agency are re- ported to be excellent recordings with wonderful themes.

In U.S.A. broadcasting has been used for a long time by various insurance companies with marked success. It is also stated by those in a position to judge that this Prudential programme throughout Australia will considerably improve the interest in such programmes and has already been re-leased in many different forms.

Of course, many of these stations use the news services as special programme features exclusive to their respective territory but the number of sponsored news sessions is growing and, with the perfection of broadcasting facilities for radio purposes, which will un- doubtedly grow out of experience, the major- ity of American listeners will have the latest information about war and war- ness of war, the current tragedy and the chief sporting events, presented in conjunction with advertising notices, of which the program combinations are associated in their daily papers.

The Symbol of Service

Just as the broadcasting companies render an invaluable service to the country, so it is essential that the advertisers render a service to the broadcasting stations which helps them to keep technically up-to-date. There is a Philips transmitting valve for every purpose. Cassil Philips on all transmission problems.

PHILIPS - World's Largest Radio Manufacturers

Advertisers will appreciate mentioning this journal in your replies.
LATEST LICENSE FIGURES

JUNE AND JULY, 1935

New South Wales

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

Victoria

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

Queensland

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

South Australia

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

Western Australia

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

Tasmania

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

Commonwealth

<table>
<thead>
<tr>
<th>New Issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly Total</th>
<th>Net Increase</th>
<th>Population Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,716</td>
<td>2,048</td>
<td>727</td>
<td>7,560</td>
<td>1,541</td>
<td>10.13</td>
</tr>
</tbody>
</table>

Total Paid Expenditure

<table>
<thead>
<tr>
<th>Licensee</th>
<th>Total Licensed</th>
<th>1,520</th>
</tr>
</thead>
</table>

For full details see the report by Mr. G. R. G. Lamb, Managing Director, 2BH & 2KA.

EDITORIAL

RATe CARdS—POLICIES, Etc.

This issue of "Broadcasting Business," contains several rate card reproductions inserted as paid advertising space by the stations concerned.

The idea behind this rate card issue was to have it in one book all the particulars of as many commercial broadcast stations as possible (that would generally be found on issued rate cards), needed by a radio advertiser and/or his agency.

It is generally agreed by buyers of space that the present system of entirely different rate cards, lack of uniformity in layout, difficulty of comparison, and various rates, necessitates something up to 60 different rate cards, all of which prevent ready reference. The easier it is made for a "time" prospect to refer to station particulars and rates, the more apt he is to become a buyer.

The idea is considered excellent by quite a number of stations, and "Broadcasting Business" considers that in time, special rate card issues of this business paper will be looked for and constantly referred to as a source of reliable data and agencies throughout Australia.

Unfortunately, some—not all of the metropolitan stations decided against their having rates issued. If they, in their wisdom, do not want their rates on record, then that is their individual affair. That is rather a pity, and should prevent "Broadcasting Business" from carrying on the work which we have every reason to believe is appreciated by many readers and stations. As a result of this situation, we decided to publish this rate card issue, and although the included stations may not find it to their advantage in their present way.

That aspect rather compels us to reinform readers that this business paper was originally published (October, 1934) as a supplement to our other weekly trade papers, the "Radio & Electrical Merchant," which is now in its sixth year. Early this year we took "Broadcasting Business" out of the "Merchant" and although very young, placed it on its own feet, where, with the aid of its big brother, it is proving very popular. The organisation behind "Broadcasting Business," Australian Radio Publications Ltd., owned by the Menzies Publishing Company, of which the writer (C. F. Menzies) is the Proprietor. As a publishing house, we are in our sixth year, and now publish 17 weekly business papers, a monthly technical magazine, "Radio Review" and the big book, "Radio Trade Annual" of over 500 pages.

As from tomorrow, August 3, our headquarters will be at 15 Luger Street, 6th Floor, 30 Carlingford Street (same telephone number).

Our staff consists of 6 men and 10 office assistants in Sydney and Melbourne. In the Southern City, the branch office is located on 3rd Floor, Brook Exchange Building, 422 Little Collins Street, Melbourne.

Prior to forming this Company, I was associated with radio trading activities in Australia—old 2BE in Sydney, which operated in Kent Street on 316 metres. Yes—radio has progressed since those days, and it will continue to progress very rapidly. Almost all stations in Australia—except technical and business foundation—are doing it for the better, and may it always do so.

That brief recitation of what is being achieved in the "Broadcasting Business" brings me to the point regarding the policy of this weekly business paper. It is our belief that "Broadcasting Business" will be of material benefits to all those engaged in the business of commercial broadcasting throughout Australia. It will endeavour by every consistent means, to advance the legitimate interests of commercial broadcasters. It stands fourth for the general improvement of the whole broadcast structure of Australia, so that, with each part of that structure performing in correct service to the whole, Australian public who listen daily and nightly to every station, will be interested, and will be well recompensed in building a better and better broadcast service with profit to all concerned.

To the commercial stations should fall the lot of providing entertainment of a clean and wholesome type to the aggregate of three million people who do listen to radio broadcasts. By the very nature of their independence from National licence revenue, they—or should be—as in a position to do things that private enterprise can and will always do with much greater alacrity and public acceptance than any broadcast commission controlled by Governments. The remarkable enterprise displayed by the broadcasting industry in leading and even minor commercial stations is responsible for the great progress, shown a profit and is very rewarding. The Registered Broadcasting Office, the Commonwealth Government, and the Menzies Publishing Company are all interested in it being well recompensed in building a better and better broadcast service with profit to all concerned.

BROADCASTING BUSINESS

SPECIAL RATE CARD ISSUE

Vol. 1. No. 47
FRIDAY, 8th AUG., 1935

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

Printed by F. H. Booth & Son Ltd., 31 Barton Street, Sydney, for the Publisher, Oswald P. Minny, Woodville Avenue, Lindfield, of Australia Radio Publications Ltd., 15 Carlingford St., Sydney.