**TELEVISION PATENT COMBINE.**

Farnsworth (U.S.A.)—Baird (England)—Fernseh (German) Effect Interchange of Patents.

An announcement in Philadelphia recently was that the Farnsworth Television and Radio Corporation of New York, the Baird Television Ltd., of London, whereby the three companies have agreed to complete interchange of patents and techniques.

The Farnsworth Company has already arranged a similar agreement with the German A.G., the German television company, and under which the respective patents and techniques will be made available to both companies.

As at the same time, opposition from a group of manufacturers—has been raised. This opposition is due to the fact that the Farnsworth Company has already arranged a similar agreement with the German A.G., the German television company, and under which the respective patents and techniques will be made available to both companies.

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That aspect rather compelling us to reinforce readers that this business paper was originally published (October, 1934) as a supplement to our weekly business paper, the "Radio & Electrical Merchants" which is now in its sixth year. Early this year we took the "Broadcasting Business" out of the "Merchant" and although very young, placed it in its own feet, where, with the aid of its big brother, it is known as the "Broadcasting Business." The organization behind "Broadcasting Business" is the Australian Radio Publications Ltd., owned by the Minig Publishing Company, of which the writer (J. C. Williamson) is the Proprietor. As a publishing house, we are in our sixth year, and now publish 7 weekly business papers, a monthly technical magazine, "Radio Review" and the big book, "Radio Trade Annual" over 100 pages.

As to future, August 31, our headquarters will be at 16th Floor, 30 Carlington 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 at 3rd Floor, Book 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, and later 2KA in Melbourne, which operated in Kent Street.

In the Southern City, the branch office is located at 3rd Floor, Book Exchange Building, 422 Little Collins Street, Melbourne.

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 broadcasting. By the very nature of their independence from National license revenue, they are—or should be—in a position to do things that private enterprise can and will always do with much greater alacrity and public acceptance than any broadcast monopoly controlled by Governments. The tremendous enterprise displayed by these leading and even minor commercial stations is responsible for the fact that of the 730,000 licenses so far issued, at least 3 million people do listen to the broadcasting business.

It will be a most regrettable day if anything—particularly of a political or Governmental character—reverses this.
More About Radio Contests
(Continued)

S. Hoffm an & Co. Ltd., by virtue of their independence of any actual broadcasting interests and their consequent ability to offer an absolutely impartial service, are finding a growing demand for such services from stations and sponsors alike, as evidenced from the fact that in the comparatively short space of time during which they have been in operation, there have been no less than nine series of Transmission Exchange Contests, a result which is most gratifying to them, while others are scheduled to be held in the immediate future.

In this view several easy competitions have been run recently using radio as a medium. The results have been most satisfactory, and the competitions could not possibly have been held in any other way than over the air.

For instance, this month, month 21UW in their programme containing "Mystery Tales and Artistry," 3XY in solving the thriller "A Stone Is A Prison, Mystery." To both instances free gifts as prizes were given for the final solutions, a medium for advertising for free offers made at a considerable period, not only as a means of boosting sales, or for demonstrating the pulling power of any particular station, but also for demonstrating to advertisers.

Under the heading "Free Offers in Merchandising by Radio," Coan writes as follows:

"While the average person is ready at most times to accept something for nothing, provided there are no strings to the offer, the problem of presenting such offers to the public, and to make them ring true is at times difficult, to the fact that the free gift plan has been somewhat overdone.

"However, in the experience of Bear & Co. Ltd., the idea still has market value if handled properly. Of course it naturally depends upon what the advertiser expects in return. Bear & Co., Ltd., only expect to reaps from whatever gifts they offer from free offers that will be turned into profit, and that they are not all returned as secondhand furniture.

"With this in view several easy competitions have been run recently using radio as a medium. The results have been most satisfactory, and the competitions could not possibly have been held in any other way than over the air."

More About Radio Contests
(Continued)

In a recent issue of "Broadcasting Business" an article was published re radio contests.

Quite a lot has been said and written against this method, whether it be used as a means for boosting sales, or for demonstrating the pulling power of any particular station.

Mr. B. Tyrrell, Advertising Manager of Bear and Co. Ltd., has used radio contests as a medium for advertising for free offers made during a considerable period and it is interesting to note that he has had as good results from these contests as from those containing items of a more esoteric nature and in the opinion of the tyro, contests of this type are less expensive and provide better results in the long run.

The advertising value from these contests, so far as radio methods and broadcasting are concerned, is the desirability of such an offer as to be done nothing more than to bring people into the store, or interest them in the merchandise, or Bear & Co.'s service, the plan has achieved a very large percentage of the sales effort.

It may be that the free offers made by Bear & Co. appeal more to buyers of home furniture, carpets, etc., and consequently offer many more possibilities as far as radio methods and broadcasting are concerned, but it is more interesting to see the type of publicity and to watch results.

An excellent basis upon which to plan a radio competition has been achieved from such methods is the experience of Bear & Co.—almost invariably each station has its particular type of listener and it is of great importance to find out what type of listeners.

The writer would be pleased to assist those who are interested in the radio contest type of campaign by supplying such information as he has been interested in and is available.

3XY To Open In September

New Personnel of New Station

Effort Broadcasters Pty. Ltd. announce that Station 3XY, Sydney's third 15 kilowatt radio station, will be opened in the first week of September.

This announcement was made by Mr. F. W. Theng, Managing Director, who has been radio brain of the new venture. In Victoria alone over 400 aspirants were given auditions. Applications for staff positions were also very heavy.

Flash and blood programmes similar to those of the W.N.C. and Columbia Networks in U.S.A. is the aim of the new Sydney Broadcasting. Members of the announcing staff include Miss Midge Thomas, a well known radio newsman in Melbourne. Tasmanian born, she has lived in Melbourne, where she entered into her broadcasting career. In Melbourne she has been heard on 1HC, 3XY, 3AW, 3DD, ABC and occasionally on 3KZ.

As a Moody, Mr. Black Blundell will be appearing at 3XY. A Sydneydiner, Mr. Blundell has spent much of his time in Dunedin, N.Z., where he conducted for various musical societies. He is associated with the Military Forces and saw war service. His broadcasting experience has been obtained principally at 3AW, where he has been known from the Children's Section. Those will conduct for 3XY are Miss Mary Smith, Miss Marjory Morris and Mr. Geoffrey Nelson. The latter has very recently been awarded a scholarship by the "A" class stations to take charge of the Women's Section for 3XY. It is stated that she has been the most continuous speaker at the Women's Section for the past seven years. Other announcers are Mr. W. S. Blandford, 3QG, 3FC and 3BC, Miss Joyce Turner, Miss Mary Smith and Miss Dockerty (a teacher of elocution).

The studios and transmission equipment of 3XY are located in the Prince of Wales building in Sydney, Spring Street, Melbourne. The broadcast wavelength is 211 metres, the position of 3XY is to the east of the city and is 760 feet above sea level.
The following is a report of the address given by Mr. A. S. Pratt, Chairman of the Federal Communications Commission of U.S.A., before the Annual Convention of the National Association of Broadcasters held at Colorado Springs, July, 1935.

It contains such a lot of important matter relating to broadcasting, that it is printed herewith in order that Australian broadcasting stations, advertising agencies and National advertisers, will understand a little more about commercial radio advertising from a country which has already had over 10 years' experience in this new media.

"I am here at your gracious invitation, the honor of which I greatly appreciate. As the representative of the Federal Communications Commission it is a real pleasure to assure you, to appear before you gentlemen of the Fifth Estate.

"It is with genuine satisfaction that I am privileged to attend this convention where, for the first time since I was named a member of the Commission last January by President Roosevelt, I can meet face to face the representatives of the broadcasting industry as a group. Many of you I have met individually, and others I have corresponded with since I have a telephone acquaintance, but it is our earnest desire—and I speak for my fellow Commissioners—to know all of you personally, to consult with you, and to dispose your problems to the end that better radio service may be offered to the American people and that the industry may reach its goal of complete stability.

"I am going to talk a little shop with you. It might aptly be called a "hearts-on-the-broadcasters.""

High Standards

"As you are probably aware, we have injected a bit of 'New Deal' in radio during the past few months, and from where we sit in Washington, it is a very apparent, to say the least, that you are interested in my desire, or, may I make it a little stronger and say, our determination to free the air of the most objectionable programs which conflict with the public interest. I am sure we are all aware of programs which have caused increased interest and have developed a strong support for it. It was not a reform movement. We simply had in mind what should have been obvious to the broadcasting industry all along. That elimination of these offensive or improper programs was desired by listeners, and with that in mind the Commission could not meet the requirements of serving "public interest, convenience and necessity."

"Blood and Thunder"

"After only five months there has been a wholesome cleaning up. Stations have taken the view that the result can be accomplished by self-regulation. That is well. We on the Commission are gratified. The job has not yet been completed, for our records show that there are still some 100 station citations pending involving programs. These are not confined to medical continuity. They include advertisers, astrology programs, and other seeming violations of broadcasting in the public interest. But we do feel that a good start has been made.

"Having served the City of New York as President of the Board of Education, with an enrolment of more than a million boys and girls in the public schools, I am naturally interested in what is going over the air under the guise of children's programs. Cosmic complaints have come to me to the effect that many children cannot eat or sleep after hearing some of these blood and thunder programs. Sound judgment could have prevented this, and can prevent it.

"We would not have you believe that our view has been that all broadcasting stations have been transgressors. Far from that. We felt that the entire roster of 600 or more stations was being penalized by the sins of a decided minority who failed to recognize their obligation to listeners. We have discovered that a large number of stations for some time had been projecting programs in which the commercial continuous were overdone, or the products questionable."

"Particularly gratifying to us has been the leadership of the broadcasting industry, and I was only logical to expect them to be the bell-ringers. They have responded admirably, and we hope that all stations will continue to lead in this wise self-regulation movement. Otherwise, there is strong possibility that Congress will step in and take a hand, and perhaps write into the law provisions which might snarl up the whole thing."

"That would be unfortunate, particularly when the end result can be accomplished without it. On this, the bell has rung."

(Continued on Next Page)
F.C.C. Chairman Talks to Broadcasters

(Continued from page 9)

been passed to the broadcasting industry and that includes the advertisers as well as the station operators. There must be teamwork between the two. During the past few months the team-work has been fine. A bit of brain-work along with this teamwork is essential."

"Many of you, perhaps, are wondering what we are going to do about stations now operating with temporary licenses because of alleged programme offenses. I am going to talk frankly. We do not mean to imply that stations which can show that their programmes have not constituted the major part of their schedules, or stations which have since taken positive steps to clean up, will not be found in the ruins. We do not have in mind the ruthless liquidation of the broadcasting industry. We do not wish to open the Pandora's box of the illegal and unsanctioned practice of racketeering."

"As you well know, because it can exercise no censorship over pending cases will necessitate this drastic action. I hope not."

"We do not have in mind the deletion of any station. But the broadcaster must be the judge. If he is incapable of judging, then we must assume he is not the proper person to hold a broadcasting station licence."

"At this point I wish to mention another factor in radio advertising which apparently has been overlooked: that is the advertiser himself, and, of course, his advertising agency. The advertiser has a very definite and primary responsibility. He is not subject to the terms of the Communications Act, as is the station. He has a far greater share of the blame of the law dealing with pure food and drugs and with interstate commerce. In the past he has not realized that radio is very different as an advertising medium from the printed page. He should not attempt to force upon stations and their listeners advertising copy that cannot be placed in newspapers and magazines. He should realize that while he may sell his goods effectively over the radio by going to high-powered extremes in his sales talk creation, he will alienate those who are informed. In the long run he will lose and perhaps the stations he found in the ruins.

Coverage Date

"It is because unsupervised manufacturers in the food, drug, tobacco and similar lines have gone to such extremes that the United States Senate recently passed the Copeland Bill designed to rapidly regulate the sale and advertising of these products. If this bill becomes a law, there are some station owners who will soon find they cannot continue their practices. Radio should be the modern Pied Piper and not the worm-pipe of the fake advertiser. Most certainly it should never be the medium used for selling goods that are fraudulently advertised."

"I am sure that your Association is co-operating with the Association of National Advertisers in plans to form a co-operative broadcast station coverage and list service. In this connection an idea occurs to me: Why not license a consciousness movement to inform the public about the fake advertisers? Most certainly it should never be the medium used for selling goods that are fraudulently advertised."

HOURS OF SERVICE

Breakfast Session, 7 a.m. to 9 a.m.; First Morning Session, 9 a.m. to 10 a.m.; Women's Morning Session, 10 a.m. to 12:30 p.m.; Luncheon Session, 1:30 p.m. to 2 p.m.; Afternoon Session, 2 p.m. to 5 p.m.; Evening Session, 6 p.m. to 10:30 p.m.

**Announcements**

I have noticed in 'Broadcasting' that your Association is minded to pass the Copeland Bill designed to accomplish this end. I think that you have a splendid opportunity to accomplish this end.

It is important that the advertisers as well as the station operators. There must be team-work. During the past few months the team-work has been fine.
Slogan Announcements—10 words maximum 2/- Rates for sponsored sessions cover only normal station entertainment facilities. Quotations given on special items, artists, relays and programs requiring special reproductions.

F.C.C. CHAIRMAN TALKS TO BROADCASTERS

(Continued from page 6).

The radio broadcasts are not only in a remarkably way. In the case of the "Fourth Estate," which embraces journalism or the press, there were some 400 years of history since the first news was published from type. Radio, the Fifth Estate, has been brought into being in the space of 23 years; but there has been no time for giving a daunt. Most development. Today it is leveling off into a medium comparable with the press, but it necessarily requires certain types of "editorial" matter not developed in the printed page. Naturally, we cannot expect this in the case of the "Fourth Estate." The "Editor of the Air" is absolutely impossible of creation. We have been only the "Editor of the Air" can be called "editorial." The "Editor of the Air" is capable of being mastered. His broadcasting technique is one-tent of his more experienced brother, because he is a man of not only young age, but he must be able to give the publishers have accomplished only after four centuries; but his technique is being guided by his experience and background of the "Fourth Estate."

Station Responsibility

"The radio broadcast has a responsibility to the "Editor of the Air," like the editor of the press has a responsibility to the "Fourth Estate." The "Editor of the Air" Evans, S.C., has transcended that of his more experienced brother, because he is a man of not only young age, but he must be able to give the publishers have accomplished only after four centuries; but his experience is being guided by his experience and background of the "Fourth Estate."

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38A, owned and operated by Bellair Broadcasters' Proprietary Limited, Studio and Office situated at Broadcasters' Building, 56 Lutwyche St., N. 2, Melbourne. The Station commenced operations on 31st July, 1932, and recently "The Bellair Cotter Pty. Ltd." acquired a controlling interest. The first move the new management made was to modernise the plant throughout and build new studios which are claimed to be the most modern in Victoria. The official opening of the new studios took place on 3rd July, last, this being the 2nd anniversary of the commencement of Station activities.

38A operates on a frequency of 130 cycles 227 metres, Administrative Staff: Directors: Mr. W. J. Clark, Chairman; Mr. L. A. Taylor, Managing Director; Mr. H. Davey, Secretary and Advertising Manager; Mr. E. J. W. Wykes, Technical Manager; Messrs. W. A. Wilson and A. D. Kerr as Engineers, with E. Thomason as反射oren. Announcing Staff: Ernest Trotman (Uncle George, host of 312Z), Chief Announcer; R. F. Conboy (The Early Bird), Morning and Sporting Announcer; A. C. Kerr, Sunday, Announcer; Miss Lila Lake, Children's and Lady Announcer; Miss L. Johnson, Sunday Children's Announcer.

Transmission Times: The Station's Time is divided into six sessions-Breakfast, 7.30 to 9 a.m.; Morning, 9 to 10.30 a.m.; Luncheon, 12 noon to 2 p.m.; Children's, 2.30 to 4 p.m.; Evening, 7 to 9.30 p.m.; Night, 9.30 to 10.30 p.m. Special features associated with the Station are a large Junior Club, run in conjunction with the Children's Session, and also a Ladies Picture Club.

BROADCASTING BUSINESS
August 30th, 1935

4 BH

Owned and operated by Broadcasters (Aust.) Pty. Ltd., 90-92 Queen Street, Brisbane. 1000 Watts. Frequency, 1381Kc.,inez, 217 metres.

Manager, Arthur L. Prince; Directors, J. B. Chandler, R. D. Kennedy, V. F. Mitchell, Neil O'Sullivan; Secretary, H. R. Marshall;
Chief Announcer, B. H. Harding; Production, Sydney Evans; Announcer, A. Grenfell, G. Marshall; Women's Activities, Mrs. Miller; Chief Engineer, H. Nuckel; Assistant Engineer, G. Harris; Special Announcer: Boiling, Joe Rivers; Wrestling, Pat Hilt; Tennis, Dean Caesar; Racing, G. Hardman, C. Moran.

Transmission Times
Monday to Friday (inclusive): 7 a.m. to 9.30 p.m. to 11 p.m. Saturdays: 7 a.m. to 10.30 p.m. to 11 p.m. Sundays: 12 noon to 3.30 p.m. 5.30 p.m. to 11 p.m.

Advertising Rates

Day Sessions

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RADIO TRADE ANNUAL
306 Pages . . . Now Ready

Available to subscribers of "Broadcasting Business" for 2/6. A postal note for 11/6 to Box 3765 G.P.O. Sydney will bring you a copy of the Annual and also "Broadcasting Business" every week.
THE RADIO ARM

An Editorial from "Editor and Publisher" July 27, and well worth reprining for the benefit of Australian readers.

In point of numbers, daily newspapers have become the owners of nearly all broadcasting stations.

We shall not perpetrate the present volume of broadcast news is action necessary.

specifically approve commercial emphatically, another considers it fortunate, others just don't find opinion or of 1920. None of those who have given associated with the radio for various or unformed, it appears from the Radio bureau was formed 18 months ago. For the majority of newspaper-operated stations now furnish much more news over the air.

papers holding the facilities. For the most part, the stations are of a range and through co-operative arrangements,

and through co-operative arrangements, station are used by others, we shall

bel.ief broadcasting of any matter which would be heard in a series of broadcast over the air.

Radio transcription to both the National and Radio (particularly the latter) connection. Such Stations as 2HD Newscast and others are performing a real service to the community in putting over high class Drama that illuminate the minds and elevate the standard of public taste.

Radio Clubs Popular in Adelaide

Adelaide listeners are catered for with social functions in a big way by 3KA. Adelaide as is evidenced by the fact that during one week over 4,000 people attended club entertainments.

Additionally on Thursday, last but August 22, a huge ball was held at the Palladium, under the auspices of the 3UZ Merchymakers (Club Members) attended.

The success of both of these combined publicities shows that the appreciation of the drama has by no means died out, but that the new method of presentation may require a different technique to that hitherto used and it is hoped that a few highbrows, this has led to a larger appreciation of the Drama than ever before.

CODE OF ETHICS

A very petty little idea has been developed by Mr. N. Lamb, Managing Director of 3UZ, in connection with his new radio system.

This is a Code of Ethics, setting out the principles which govern the operation of this new station.

One of the matters which we are attempting to do, is the establishment of 3UZ, as a free service to all who wish to use it.

All the great masterpieces of literature have been dramatized, filmed and broadcast to audiences numbering millions who otherwise would not have become acquainted with them at all. Of course, both the picture theatre and the stage have been absolved and a channel been opened up for the escape of such work, but the广播 also has been responsible for the production of much that would have been better off.

Mr. Lamb says that the Radio is the one broadcasting of a whole range of services or products which may be available.

and the Radio (particularly the latter) being regarded as less of the Drama, they have been its best friends in that the Book lost by coming faint and indistinguishable.

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10 of the votes relative to its own station.

of their most important functions.

third - Matters which are barred from transmission, descriptive or obscene shall not be broadcast.

FIFTH - We shall not permit the broadcasting of matters either for or against products or services which may be detrimental to health.

SIXTH - Care shall be taken to prevent the broadcasting of derogatory to other stations, to individuals or to competing products or services.

All the great masterpieces of literature have been dramatized, filmed and broadcast in an audience numbering millions who would otherwise never have become acquainted with them. Of course, both the picture theatre and the stage have been absolved and a channel created for the escape of such work, but the broadcasting also has been responsible for the production of much that would have been better off.
BROADCASTING BUSINESS
August 30th, 1933

BROADCASTING GOSSIP

Mr. L. R. Heath has been appointed Sales Manager of HSA, Hamilton, New Zealand, which is operated by the "Age" Broadcasting Service, with headquarters at 22 Goulburn St., Melbourne. This appointment is in connection with Mr. Ridley, who has taken up the position of Production Director, Country Broadcasting Services Ltd., Sydney.

Speaking for the National Association of Broadcasters (U.S.A.), J. W. Baldwin, addressed the members of the National Regional Station at Mordialloc which is now being built. A clear channel of 280 watts, with a power of 2,000 watts has been authorised. It is intended to operate the station by the Federal Government. Tenders are now to hand, and are receiving the consideration of the management. The omission of the station will be proceeded with as expeditiously as possible.

A red hot wireless message was received yesterday by the President of the National Federation of Broadcasters, from a number of Federation members recently, concerning the possibility of gaining consideration for the New Zealand Federation station at Mordialloc which is now being built. The letter was addressed to the President, the object being to secure the consideration of the New Zealand Federation for the purposes of the Federation station at Mordialloc.

Although they have been only 6 months in the new building, 3AW have made alterations to the studio. The large No. 1 Studio is undergoing a complete renovation to do away with any noise coming from outside. When completed, the studio will be almost entirely sound-proof.

A real "red hot" wireless message was received yesterday by the President of the National Federation of Broadcasters, from a number of Federation members recently, concerning the possibility of gaining consideration for the New Zealand Federation station at Mordialloc which is now being built. The letter was addressed to the President, the object being to secure the consideration of the New Zealand Federation for the purposes of the Federation station at Mordialloc.

September 1 promises to be more than a red letter day in the history of 2GB as they start their breakfast-time station at 6 a.m. Just as well the summer is coming in, or otherwise it would be pretty cold having to get out of the blankets at about 6.15 a.m. to talk to a lot of people. Nevertheless, where there's a will there's a way.

Mr. Alun Ridley, the famous Rugby League player, has been appointed country business representative for 2GB. Mr. Ridley will contact potential clients in all districts served by 2GB.

Norman Banks, star 3KZ announcer, leaves for U.S.A. next month to follow in the footsteps of the best of his idols. Mr. Banks, who is one of the most popular announcers in Victoria, recently topped the poll of male announcers in a personality contest conducted by a radio journal. He will surely be missed by "The brighter broadcasting stars," for which he had a large following.

"Street Singer," a programme sponsored from 3KZ by the B. Vockler service, is attracting attention in Melbourne. It is a musical concert threaded with a human story. The lead is taken by a well-known artist who has broadcast extensively in Australia and overseas. He has figured in the "Student Prince" and other musical productions of the nature. The same artist leads in "Happy Carnavals.

Sponsored by Main Products, the Ltd. Murray Players will be relaxed from 3AW in 3MA, 3MB, 3MA, 3MA, 3MA every Sunday night from 7.30-8.30. Has already given a number of changes in the station. It is a fact that high fidelity broadcast transmission and reception is only effective over a limited area, especially M.R.B. President of the Federation and Managing Director of 2GB, who is a prominent high fidelity broadcaster and whose station is one of the best on the air in that direction, should welcome the introduction of more broadcast stations into the country areas, and encourage their transmission of high fidelity so that the public will not be disappointed.

Mr. E. A. Wood, General Manager for 2HD Newcastle, left on Thursday for Sydney, for a quick business trip to Melbourne. While attending painting the town red, Mr. Wood hopes to sign up healthy contracts for 2HD.

Mr. M. O'Halloran, who has been endeavouring to secure National advertisers and their agents in Sydney of the National Weekly, has now left for the City this week.

Commercing Saturday, August 31, 2GB will start on the air at 6 a.m. instead of 7 a.m., as previously. Mr. J. Dawley will be the first on the air, and it is said he has surprises in store for early morning listeners.

It is interesting to note that Mr. Leo Cherniavsky, the famous violinist, who is considered a virtuoso in the violin, is in the studio at the Alliance Union Oil Co., and is expected to be heard from 2GB, 2GB and 3AW.

Mr. D. M. Matthew, has had considerable experience in broadcasting from stations in other parts of the world. Mr. Matthew has broadcast over stations in South America, Bombay, Calcutta, Java, Batavia and Surabaya.

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WE'RE MOVING

"LISGAR HOUSE"
30-32 CARRINGTON STREET,
WYNYARD SQUARE...on...
Saturday, August 31

TELEPHONE NUMBERS REMAIN UNCHANGED

B 7188 (3 lines)

Since its inception nearly six years ago, the "Radio & Electrical Merchant" and its associated publications—"Radio Review," "Radio Trade Annual," and "Broadcasting Business" have maintained a vigorous growth, and to such extent that it has become imperative that more commodious and central accommodation be acquired to allow for the inevitable expansion.

Accordingly, the whole of the 6th floor of Lisgar House—30-32 Carrington Street, Wynyard Square (opposite the new railway Administrative offices) has been secured and will be occupied as from Monday next, September 2nd. These additional and more convenient premises will allow of an extension of the already comprehensive services rendered to the industry.

Australian Radio Publications Ltd.
Publishers of

"Radio & Electrical Merchant"
The only weekly National Trade Journal catering for the Radio and Electrical Industries throughout Australia. Published every Friday.

"Radio Trade Annual"
Contains over 300 pages of vital trade data and statistics concerning radio and Broadcasting. Published annually.

"Radio Review of Australia"
Technical monthly journal covering the proceedings of the Institute of Radio Engineers (Aust.). Published 2nd of each month.

"Broadcasting Business"
National weekly trade journal covering activities of Broadcast National advertisers and broadcasting stations. Published every Friday.

VICTORIAN BRANCH OFFICE:
422 LITTLE COLLINS STREET • MELBOURNE
Phone: M 5438 — G.P.O. Box 1774
SUNDAY MORNING PROGRAMME

The Sunday morning programme between 9.30 and 10.10 will be devoted to music and will also include a short religious broadcast. "A Three Ring Circus" is a religious broadcast devoted to music and will be heard between 9.30 and 10.10. It will include a selection of hymns and choruses, and will be heard over the 2HK station.

In Sydney town this week we have Mr. Ernest Higginbottom, the energetic Manager of 2TM Townsmen, 2TM will be given up to 2,000 words every week, and with the new wavelength, premises to be one of the best country stations in the state. We know that Ernest's faith if 2TM is well in the time rank.

We, A. Broadcasters Ltd. operators of 6ML and 6IX, have been granted a licence for a new country radio station of 2,000 W. 1,000 W., to be situated in the Milingimbi Regional Area. This new station will be the "Hope Key".

Mr. Ross Garling, Managing Director of 2UE, has been granted a licence for a new country radio station of 2,000 W. 1,000 W., to be situated in the Milingimbi Regional Area. This new station will be the "Hope Key".

The reception in Sydney on Sunday night from 9.30 to 10.10, was a great improvement to that establishment prior to the changed programme and the_$ in between. The programme, which is broadcast at 2.00 a.m. and 12 noon the next day, is omitted.

In presenting this feature, it will take the rest of the station's programme, and the difference in the broadcast should be well advised to get moving while 2UW is booming.

The programme has been greatly appreciated by all concerned. Why not stand by the programme, and the difference in the broadcast should be well advised to get moving while 2UW is booming.

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