

Latest License Figures

JULY AND AUGUST, 1935

NEW SOUTH WALES

	July	August
New Issues	6,384	6,077
Renewals	27,944	26,160
Cancellations	4,819	4,661
Monthly Total	280,731	282,147
Nett Increase	1,565	1,416
Population Ratio	10.59	10.64

VICTORIA

New Issues	5,463	5,470
Renewals	22,230	23,876
Cancellations	3,016	3,128
Monthly Total	239,694	242,036
Nett Increase	2,447	2,342
Population Ratio	13.03	13.16

QUEENSLAND

New Issues	2,203	1,811
Renewals	6,411	5,954
Cancellations	715	843
Monthly Total	69,034	70,002
Nett Increase	1,488	968
Population Ratio	7.17	7.27

SOUTH AUSTRALIA

New Issues	1,912	1,734
Renewals	8,304	8,710
Cancellations	671	1,144
Monthly Total	77,756	78,346
Nett Increase	1,241	590
Population Ratio	13.18	13.28

WESTERN AUSTRALIA

New Issues	1,409	1,169
Renewals	4,160	4,015
Cancellations	417	197
Monthly Total	42,249	43,221
Nett Increase	992	972
Population Ratio	9.51	9.73

TASMANIA

New Issues	891	1,003
Renewals	1,893	1,915
Cancellations	517	650
Monthly Total	20,495	20,848
Nett Increase	374	353
Population Ratio	8.92	9.07

COMMONWEALTH

New Issues	18,262	17,264
Renewals	70,942	70,630
Cancellations	10,155	10,623
Monthly Total	729,959	736,600
Nett Increase	8,107	6,641
Population Ratio	10.87	10.97

The above figures include:—

Total Free Licenses to the Blind	1,675	1,698
Total Paid Experimental Licenses	1,329	1,340

The Press Takes To The Air

By Richard A. Dunne, of Gilman, Nicoll & Ruthman.

IT may surprise many, in the light of past and present press-radio controversies, to learn that fully a fifth of all stations operating in the United States are now associated with newspapers, either by direct ownership, lease, or other liaison. How this condition developed and what it means to papers, broadcasters, advertisers, and agencies, are questions of immediate importance.

A primary key to the situation is found in the fact that the majority of publishers operating stations are those printing the largest Sunday papers. This relationship is explained by the opposite growth of the two media. Radio began as an entertaining and educating service; its interest in news is far more recent. Newspapers, on the other hand, held prompt gathering and dispensing to be their prime function from the first. Comics, rotogravure, magazine sections and other feature supplements were adopted much later, at a time when the Sunday tomes began to gain weight. Each of these additions to the simple newspaper resulted from the publisher's answer to competition. As each new demand for reader service arose, new features had to be included in each paper. Coverage and appeal offered by modern radio are factors of increasing importance to the publisher who is to stay in the lead. Sunday publishers are plainly in a position to need this complementary service, though the dailies are not far behind.

Only Question of Time

Radio's threat to the press has been successively treated with utter unconcern, derision, active competition, and, finally, the realisation that radio offers something that the successful publisher cannot do without. There are 1,400 cities and

towns supporting one or more daily and Sunday papers at present. It is only a question of time before somebody in each of these communities decides whether the area can also support its own radio station. This in itself is a prospect to appeal to community pride. Therefore, unless the publisher undertakes this service, some other organisation or individual will. Wave length limitations are an effective restriction of the number of possible outlets, of course, but a 1934 ruling by the Federal Communications Commission simplified even this obstacle, by permitting establishment of 100 watt stations, almost without regard to quotas. And these "one-lungers" are exactly the answer to the newspaper's needs.

As important a reason as any other why the press is scrambling for a place on the radio dials is the fact that radio, in the final analysis, is a purely local unit. As such, it becomes a potential, immediate competitor. Absorption by the press not only removes the rival in each community, but also adds to the newspaper's service and places the two media on an equal footing.

A Challenger

Each publisher prints and circulates an institution which is largely local in range and effect. American radio at this time is likewise a locally important medium; the major chains are simply groupings of units, the influence of each of which is circumscribed within a limited area. Consequently the printed page and the spoken word wage their battles in the same arenas throughout the country, and the newspaper-versus-newspaper rivalry expands to include radio as an effective challenger to advertising supremacy.

The news threat, already referred to, has been strangely accelerated by the papers themselves, through their several news services, which are engaged in lively competition to sell news gathered by their newspaper members to as many stations as possible. In fact, one of the services is now guaranteeing sponsors for the broadcasters who purchase its flashes—something that cannot be done by press members.

The Mayor added that he had noticed at Corowa that the broadcasting station was about three miles from the town. He considered these were matters which should be considered by the Municipal Council before they had gone too far, as if there was any interference with private receiving sets locally, it might create a prejudice which would militate against the success of the station. The Mayor added that though he did not have any practical knowledge, in casual conversation with people whose business it was to know, they had expressed the opinion to him that the broadcasting station would affect high-powered receiving sets if constructed too close.

On the motion of Ald. Brown and Everitt, the Council decided to refer the question to the Commonwealth authorities for advice.

DENILIQUN BROADCASTING STATION

Council Considers Location

At the recent meeting of the Municipal Council of Deniliquin, some questions concerning the new broadcasting station and its possible location, were brought up in a letter from the Mayor (Ald. E. T. Matthews), who was prevented by illness from attending the meeting.

The Mayor's questions were: Are there any regulations covering the erection of a wireless broadcasting station?

Is there any specific distance that the broadcasting station should be erected from the town?

If erected in the town area, what effect would the station have on private receiving sets?

BROADCASTING BUSINESS

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EDITORIAL

RADIO and HUMAN LIBERTY



THE radio broadcasting structure must begin with providing entertainment. Radio was not invented, apparently, to bore the human race. All over the world, every truly professional broadcasting organisation is primarily an entertainment enterprise.

This is for an inescapable reason. A radio signal goes out indiscriminately to every class of man who cares to listen. It thereupon transcends all classes. Its client is the mass man, and what is his desire? His desire to-day is precisely what it was when the Greek poet sang of the benefits he then entreated from the Muse. It is surcease from care. It is pardon from the gaol of fact to the free land of fancy.

Every broadcasting station or system, therefore, must first amuse; it otherwise has no audience justifying its existence. When that audience is secured, an extraordinary shift of scenic effects immediately follows, for the broadcasting organisation which gained an audience through entertainment is now under a recognised public duty to summon it seriously to better citizenship—and again, the reason is inescapable.

A Domain Tenant

Broadcasting is done on public property. True real estate, upon which it operates, is the ether. Bands of the ether are allocated to broadcasters everywhere by public authorities. The broadcaster is a tenant of a public domain—he owes a social duty to his landlord. His landlord is human society organised through government into civic social service.

Radio has progressed—at least so we assume, and so we constantly assert, but so we fall into illusion. We mistake mechanism for soul; we point out that radio shortens the time of communication between mind and mind; we point out that it shortens the time of communication between country and country; that distance has been annihilated. We imply

that all minds and all countries will be brought into closer appreciations and closer collaborations. We inscribe upon the portals of the British Broadcasting Corporation in London the confidently prophetic words—"Nations shall speak peace unto Nations," but let us test that optimism by a contemplation of Europe.

Radio is prevalent in Europe. Transmitters, often of excellent technique, and often of stupendous power, exist throughout its length and breadth. Mornings, afternoons and evenings, they send forth their messages to the European population, and these messages are heard by millions upon millions of listeners. Will anybody contend that the animosities which rend Europe have been settled? Will anybody contend that they have even been assuaged? Where are the Russian broadcasts inculcating love of non-Russian capitalistic foreigners? Where are the German broadcasts teaching admiration for non-Teutonic and non-Nordic foreign peoples? Where are the Italian broadcasts expressing an identity of aspiration between Latin Italy and Latin France? Where are those speeches and where is that Italian display of tolerance to Abyssinia? On how many occasions, anywhere in Continental Europe, is there a broadcast of International exchange of news and feelings?

Government Controlled

The fact is that a broadcasting station in any great and powerful European Continental country is an agency not at all for International understanding, but wholly, one-sidedly, for the understanding and underwriting of any and every policy embraced and promoted by its Government.

In former times in Europe there was one great organ for the accentuation of Nationalistic passion and ambition—that was diplomacy; and now, there is also radio broadcasting.

Radio has not blunted Nationalism in this world. It has sharpened it. The

International state of Europe with radio is not better. It is worse, through a development to which a large contribution has been made by governmentally directed broadcasting systems. So why then, will our public men keep up their senseless prattle about broadcasting promoting a tolerance among the people of the world hitherto unknown?

Those Government broadcasting systems can, and do often operate in an air of culture. They cannot, and do not operate in an air of genuinely free discussion. No Government anywhere can, or will invoke on its own facilities a genuinely free and therefore potentially successful criticism of its policy. The public affairs broadcast by the governmentally directed broadcasting systems are therefore either coloured in favour of the Government or at best, colourless. Never can they welcome that combat of all colours which alone ultimately produces the white light of truth.

Power to Teach

But the severance between radio and liberty on most of the area of the Continent of Europe, does not stop, even at this point. It proceeds further. In countries controlled by dictatorships, the power of radio is a power which every day teaches great multitudes of listeners to disdain liberty and to prefer servitude. Free institutions are flouted. Worshipful

(Continued on page 4, col. 1)

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Special Birthday Number!

of

BROADCASTING BUSINESS

ON OCTOBER 11, 1935

"Broadcasting Business" made its bow to the broadcasting industry and, despite many trials and tribulations, has maintained such a steady growth that it is to-day recognised as THE broadcasting business paper.

BECAUSE . . .

- IT IS INDEPENDENT
- IT IS AUTHORITATIVE
- IT BACKS THE COMMERCIAL STATIONS
- IT CONTAINS BROADCASTING NEWS
- IT IS THE ONLY INDEPENDENT TRADE PAPER

The special Birthday number of "Broadcasting Business" will be issued on Friday, 11th October. It will be an outstanding issue. Copy closes at Sydney, Tuesday, October 8th. Book your space . . . NOW!

MINGAY PUBLISHING CO.

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BROADCASTING GOSSIP

Last Sunday night took an hour or two off to have a listen to some of the Sydney commercial stations.

The Feltex Session over 2UW and 2KA at about 7.20 last Sunday night was quite interesting, describing the legend of the "Frogs and the Floods."

The Taubman's Concert over 2UE at about 7.30 was an excellent show, and these renditions are always very acceptable.

Cherniavsky, sponsored by Atlantic Union over 2UW, 2HD and 3AW from 8 to 8.30 last Sunday night, should have appealed to all music lovers.

There is no doubt that Cherniavsky can manipulate that violin, and make music come out of it which is extremely acceptable.

The impelling attraction of the Shell Show over 3DB, 2KA, 2UE, 3BA, 5PI and 5AD compelled us to listen to the open road opening chorus at 8 p.m. when that star announcer, Mr. Cave (who happens to be the sales promotion manager of the Shell Company), told us that Shell had been in use for over 35 years. Young Trevor Telfer, a boy of 11, has a marvellous voice, and his singing was something worth listening to. How they manage to dig up these special artists is something difficult to understand. It must take some hard work.

The variations in the Shell programme are excellent. Their little "Spy" drama was well put over.

From 2KY at 9.10 p.m. we heard John Harper telling a good story about Bear's trade-in furniture proposition. John is quite an interesting character, and we should imagine that the majority of Australians would much prefer him to some announcers on other stations who will persist in speaking something like a foreign language, with Oxford accent and accentuated English tone.

Time did not permit us to listen in much longer on Sunday night, but we enjoyed ourselves on the commercial stations.

After a recent six weeks' spell in hospital, Tom King, popular pianist announcer at 2KO, says: "If you have a lot of fans, that's good. But if they all visit you in hospital, that's bad."

It is much to be deplored that National advertisers who are responsible for the presentation of extraordinarily good features over metropolitan commercial stations, are more or less forcing small country stations to take their feature items free of charge, with the exception of land-line costs. This is tantamount to encouraging the country stations to cut their rates to zero, which is a thing that National advertisers themselves generally preach against, and certainly do not advo-

cate. Why pay the metropolitan stations big fees, and yet deny the starving country stations?

Mr. G. Thompson, of City Hatters Ltd., has been elected President of the Hatman's Association of N.S.W. City Hatters are well known advertisers over the air.

Other prominent broadcast advertisers are represented by Mr. H. J. Robinson, of Millard's, who is one of the Vice-Presidents. The name of Mr. A. Marr, of Akubra, is also noticed amongst the list of Councillors. Mr. V. Cooper, of Lowe's Ltd., where they say you can always get it for less, and Mr. R. Neave, of Anthony Hordern's, are also included.

It is understood that Mr. E. M. B. Bell, long established and well connected radio dealer of Bega, is arranging for the installation of a 100 watt commercial broadcasting station in that town on the south-west coast of N.S.W. This should give a fillip to another country town.

Mr. R. G. Lamb has relinquished his position as General Manager of 2BH Broken Hill. Mr. Lamb's successor is Mr. Roy Allan, who has had considerable radio experience and will no doubt prove a worthy successor to Mr. Lamb.

Junipah Mineral Spring Salts announce that their transcription "Flash" (Speed Gordon) will be broadcast from 2UW commencing Monday evening, the 7th October, at 5.30 p.m. The first five transcriptions take in a condensation of fifty two weeks of the story, and as the action unfolds it proves itself to be a real thriller. The session will be broadcast Monday and Thursday evenings at 5.30, Tuesday and Friday mornings at 11.30.

The winners of the 2UW Nicholson Eisteddfod known as the Stars of the Southern Cross are programmed by station 2UW to feature Thursdays nights of 10th, 17th and 24th October.

The artists are Mr. Vaughan Hanley, violinist; Betty Higgins, contralto; Wanda Myddleton, pianist; W. F. Chapman, baritone; and R. G. Bolton, compere.

The Graziers' Station, 2GZ, at Orange, is due to open on Thursday, October 31. According to Mr. Ridley, Programme and Advertising Manager of the Station, the plant is on its way to Orange, and the transmitter will be located at Amaroo, about 12 miles from Orange towards Molong. This station promises to be something right out of the bag, particularly in regard to country stations, and, it is understood, will even be the most powerful commercial station in Australia, with 2,000 watts.

SO YOU'RE AN ENGINEER...
WHAT'S ALL THIS TALK ABOUT
YOUR AUNT ENNA?



JUST WAIT TILL
I GET OUT MY
SLIDE RULE



How is 3 DB able to Blanket the Great Victorian Radio Market?

(3DB is charged with Monopolising the Victorian Radio Audience)

The technical staff of 3DB now called to witness stand to testify on the first count—Power.

EXHIBIT A: 600 watts. . . . Two years ago 3DB boosted its power to the maximum allowed by the Department to any Melbourne Station.

EXHIBIT B: New Transmitter . . . with the boost in power aforementioned, 3DB built a new transmitter in the city with new masts on the roof of the Melbourne Herald building; the new antennae being 208 feet from the ground.

Almost immediately, it became apparent that the new location tremendously improved distant reception and gave clear, even and powerful service to the primary service area within at least 50 miles radius of The Herald. The metropolitan area of Melbourne is a broadcaster's paradise. There are no hills; city buildings are low, owing to the building limit,

and seventy per cent. of Victoria's licensed listeners are in a seven miles radius of The Herald building. So 3DB's signal strength punches home evenly to all suburbs and beyond.

EXHIBIT C: Latest equipment . . . every latest development in control and studio equipment has been incorporated into 3DB's technical set-up, turning green with envy the heart of every outside engineer who visits the studio.

The latest improvement is the introduction of the Rolls Royce of turntables, the de luxe Western Electric equipment for the broadcasting of transcriptions.

EXHIBIT D: New wavelength . . . in the redistribution of wavelengths, 3DB was allotted the 1030 kilocycle point, which again gave increased coverage range.

The case goes on, with 3DB cheerfully pleading guilty, on every count, to monopolising the Victorian Radio Audience.

In Melbourne
'Phone: F 2118

3 DB

In Sydney
'Phone: B 6451

THE HERALD STATION

Studio Show Case at 2HD Containing Samples of Station Advertiser's Products.—(See Page 11 Column 2).



EDITORIAL.—(Continued)— RADIO & HUMAN LIBERTY

obedience to secular authority is defended and demanded. The young are carefully schooled in the theory that it is their noblest duty to grow up into being the automata of an omnipotent mechanised state.

How foolish then, for us to say that radio in itself means progress. It can equally mean retrogression. Radio is not a salvation, it is only an acceleration. It can hurry life faster towards the better. It can hurry life faster towards the worse. Its destination depends upon the soul that man puts into it. It can be the greatest organ ever invented for the opening of wider horizons to the free development of mankind. It can equally be the cunningest engine ever devised for riveting the chains of mass prejudice, mass superstition and mass slavery upon the mass mind.

In Australia commercial broadcasting has still an opportunity to be the servant of liberty. If radio is ever to become the servant of liberty throughout the world, the inspiration toward that end should come from Australia. It must come from a successful display here of the economic possibilities and of the social advantage of a commercial radio system freely operated.

Will Governments Compete?

To the proprietors of commercial broadcasting stations I say the entertainment which you provide is undoubtedly good, and your display of enterprise commendable.

Yet, consider what governments might do in that field if they had little imagination and a lot of courage. Governments have the power of taxation. There is no limit except utter human exhaustion,

to the exercise of that power. Do you spend £50,000 a year on entertainment? Will you spend £100,000? The Government could spend millions. The Government which decided to attract the masses to its political standard, not only by unlimited relief, but also by unlimited entertainment, the Government which decided to emulate the generosity of the Roman Emperors, not only in the matter of bread, but also in the matter of the circus, could outspend you without the slightest difficulty. You hire many of the best entertainers in the country. The Government could hire them all. You transmit occasional music from the Orient. The Government could import whole troupes of Oriental musicians to bring Thibet and Kashmir to the microphones of Sydney and Melbourne.

You spend large sums of money reporting races. The Government could, at any time, provide the races themselves, as well as the reports. In a word, you entertain lavishly, but the Government could entertain more lavishly still.

Not long ago a European broadcasting system turned deliberately from emphasising its scholastic and educational features, and threw the full weight of emphasis upon its features of entertainment.

Future Freedom Essential

Modern Governments are learning ancient lessons. They are learning them, as they incline more and more towards becoming dictatorships. The wise dictator, ancient or modern, keeps his people subjected and amused. In any country, accordingly, and at any moment, a population seeking amusement might derive it more copiously from the Government

October 4th, 1935.

**3 AW
BETTER
ENTERTAINMENT
BETTER CLASS
ADVERTISING**

treasury than from private enterprise, and what can private enterprise say to its listeners in bidding against that drive?

It can only say: "I offer you the one thing that no Government ever did or can give. I offer all reputable and responsible elements among you, proletarian or capitalistic, agricultural or urban, reactionary or conservative, or liberal or progressive, or radical Governmental or oppositional, contented or discontented, popular or unpopular. I offer full access to expression. I offer you the freedom of your mind. I offer you the retention of your soul—something that the Government radio stations can never do."

It is at those heights that you must walk, if you would outbid the Government for the occupancy of the ether. You walk there already, to a degree, which is notable, but which, unfortunately, is neither sufficiently proclaimed by yourselves, nor thereupon sufficiently realised by the citizens of this country.

CHANDLER'S OPEN SYDNEY OFFICE

J. B. Chandler Ltd., a branch of J. B. Chandler & Co., Brisbane, have opened offices on the 9th floor of Australia House, Carrington Street, Sydney. The purpose of the new Company will be to further the interest of electrical equipment and transcription recordings in Sydney.

Mr. P. R. Hall is manager of the electrical department and he informs us that J. B. Chandler Ltd., have obtained the sole agency for the Cloughbrenge measuring instruments, which he says are of the highest quality.

Mr. Radford is being drafted from the Brisbane office and will take charge of the Transcription Department. J. B. Chandler Ltd. have obtained the sole rights for all transcriptions made by Radio Recorders Inc., Hollywood, and according to Mr. Radford, these transcriptions are exceedingly low priced and ideal for the Australian market.

"Broadcasting Business" had an opportunity of hearing several of these transcriptions and there is no doubt that they are good, particularly at the price.

Any country station representative who would like to know more about these transcriptions should write to Mr. Radford, C/o J. B. Chandler Ltd., Australia House, Carrington Street, Sydney.

October 4th, 1935

Sydney Commercial Combine

Testimonial Concert to Captain Stevens

THE Sydney Town Hall was crammed to the doors on Saturday night last, September 28, when the 6 Sydney commercial stations combined and presented an extremely interesting and entertaining programme to a hall full of enthusiastic listeners.

In the souvenir programme, presented by courtesy of Grace Bros. Ltd., the following tribute was paid to Captain Stevens:—

"We take this opportunity of paying tribute to Captain A. C. C. Stevens, one of the outstanding personalities of Australian radio; a man whose work was enriched by a wealth of experience acquired in many quarters of the globe, and whose tolerant outlook on life, and above all, whose sincerity endeared him to thousands.

"Below we give a brief outline of the brilliant career of Captain Stevens, who considered his life's ambition realised when, as "the story-teller of radio" he spread happiness to many.

"Singessa in India, was the birthplace of Captain Stevens. At an early age he went to school in England, and then studied medicine at the Aberdeen University. In his fourth year he abandoned his original plans to accept a commission in the army and served in the Boer War. This was followed by 5 years' special service under the Colonial Office, and later he became Resident Officer of the Bassa Province in Northern Nigeria.

"At the end of this long period of soldiering, Captain Stevens, who had remarkable musical gifts; joined the J. C. Williamson Royal Comic Opera Company, with which he toured New Zealand. At the outbreak of the Great War he returned to the army and held various positions in the New Zealand Staff Corps.

"In 1918 he came to Sydney, where journalism and finally radio, provided full scope for his talents.

"Perhaps no greater tribute can be paid to the high esteem in which radio holds Captain Stevens, than the glad co-operation which has made possible tonight's testimonial programme; the co-operation of every Sydney commercial station, the artists whose names you will read elsewhere, the people behind the scenes who have worked untiringly, and by no means least, your attendance, has proved the fact that the man who, in good health, gave his best for the enjoyment of the many, in illness is not forgotten."

All Contributed

The programme was contributed to by many; Community Singing by Charlie Lawrence; 2UW's session with Vernon Sellars, Amy Ostinga, Clifford Arnold at the piano, and George Bills-Thompson; Athol Tier in a comedy number; duet by Amy Ostinga and Vernon Sellars.

2CH session, with A. S. Cochrane as M.C.; Stuart Beattie, Brunton Gibb, Sally Paige, and the orchestra.

2GB session, with Eric Coleman as M.C.; Reg. Morgan at the piano, Uncle George and Bimbo, Cyril James, Dorothy Wood at the piano, and Jack Lumsdaine "The Radio Rascal," in that marvellous piece—"Stay as Sweet as You Are."

After interval, 2SM's session, with James Nagle as M.C., assisted by Don Harnett, Les Warton, Norris McInnes, and an item by Frank Hatherley.

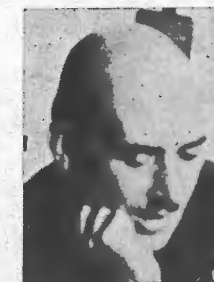


MR. FREDERICK DANIELLS
Chairman of Concert Committee

2UE Session, with Si Meredith as M.C., assisted by James Griffiths, the 2UE Players, the "Hill-Billy Girls," Grace Quine and Peggy Ford, and the orchestra.

2KY Session, with Bert Beaver as M.C., assisted by Midge White and Ballet, Witt & Walker, Auntie Maude, Kath. Hannabry & Her Kutie Kids, with Hilda Farnillo and Keith Fogwell.

Rex Shaw was the conductor of the orchestra, and A.W.A. provided the



CAPTAIN A. C. C. STEVENS

speech equipment, Cinesound the lighting, "Wireless Weekly" the blocks for the programmes, Palings supplied the piano, and a "thank you" to the donors of the testimonial fund, and also to the artists, ushers and programme sellers.

The programme sellers—girls from the lottery office, Miss Shaw and Mrs. Filmer (2UE), Ambrose (2UE), collected over £30 in money from programmes alone, with outside donations to date, of over £50, and the funds are still open.

Charlie Lawrence, as usual, was well received, likewise the 2CH effort.

The best item on the 2GB programme was rendered by Jack Lumsdaine, who played "Stay as Sweet as You Are" as a jazz number, then how Beethoven, Chopin, and Mendelssohn would have played it. It was a wonderful piece of work, and extremely well received.

An outstanding number of the night was Athol Tier in his "Ringworm Dance." He certainly knows what the public want, and he brought the house down.

Frank and Mrs. Hatherley were exceptionally well received. Frank still retains his popularity.

Bobbie Filbert (who appealed to the ladies—we wonder why?) was especially good.

The best of 2KY's effort was Bert Beaver, who revealed unknown talent with his juggling and patter. He juggled 4 hats on his head and 3 off. It was very, very good.

The house was packed long before 8 o'clock. There was not a vacant seat, and everybody enjoyed themselves.

To the organising committee and the Chairman, Mr. Frederick Daniel, goes the thanks of everybody for the wonderful job they did.

As the testimonial fund is still open, if any readers of "Broadcasting Business" would like to send along a donation towards "Uncle Steve's" fund, we would be pleased to hand it on to the Committee.

SPECIAL NOTICE

W.A. Representative

The publishers of this trade paper are pleased to announce the appointment of Mr. R. H. Atkinson as Western Australian representative.

Mr. Atkinson is well known in W.A. radio circles, and can be reached at 27 Rathay Street, Victoria Park.

Should Advertising Agents be Paid Commission by Stations?

AT the forthcoming Federal Convention of the Commercial Broadcasting Stations one of the subjects on the Agenda will be the discussion of accreditation of advertising agents and the allocation of commission thereto.

Published herewith are the recommendations of the Australian Association of National Advertisers and also suggestions put forward by an independent advertising agent, which it is understood will be discussed fully.

This subject has been under discussion in America for some considerable time, even to the extent that the American National Advertisers Body took out an analysis and made a study on agency compensation.

Agency Side

The following extract from the American Association of Advertising Agencies' (A.A.A.A.) analysis of the A.N.A.'s study on agency compensation should prove interesting.

The agencies' legal status, to the best of our knowledge, has never been authoritatively defined with any finality either by the Courts or others, and

in our opinion, will never be so defined because of the inter-related nature of the business.

The idea that an agent can serve only one master in a given transaction, runs counter to common practice recognised by custom and by law. . . . The advertising agency is not exclusively the agent of the advertiser nor the publisher; it is essentially an independent contractor. . . . Regardless of whether the agency acts as the agent of the advertiser there is an adverse interest in all negotiations or contracting between them, including any agreement to rebate. . . . Of course, any advertiser has the right to decline to deal with any agency on the basis of its receiving commission from media owners on his own business; and the agency can forego such commissions if it so elects. But no agency has any right to play fast and loose with the equities of a third party in accepting a commission from him and then disposing of it contrary to agreement. Further details on that subject will be found in "Printers' Ink," March 7, 1935. Page 21.

Advertiser's Side of Argument.

A prominent member of the American National Advertisers Association, in presenting the advertisers' side of agency argument says:—

I have yet to meet the agent who will not admit that he owes and delivers his entire allegiance and loyalty to the advertiser. Neither have I ever heard one state that he is a space salesman for a publisher or publishers (or broadcasters). On the contrary, all agents of my acquaintance deny indignantly that they are interested in selling publication space—against street car advertising, let us say.

In short it is my observation that everyone who is willing to forget theory and mumbo jumbo and hocus pocus knows that from the standpoint of practical operations, moles, ethics and what nots, the agent is in fact, the agent of the advertiser. And in spite of your correspondent's vigorous "Tain't So," it is generally conceded by those who have troubled to study the evidence that the A.N.A.'s report proves clearly that the advertising agent is the advertiser's agent in law.

All the above conclusions come from conversations with many agents and publishers whom I respect and trust. Yet in conventions assembled in official reports in the business papers these same gentlemen abandon the realities when they tell us:

1. The publisher decides on the qualifications of the agent to serve us. (We think we can determine them much better ourselves. We've had more experience with advertising and advertising agents than most publishers and we see the sales figures).

2. The publisher engages the agent to increase his volume by selling us space (in addition to the able and presumably highly paid young men on his direct pay-roll who call on advertisers regularly and often, and who, incidentally are rarely satisfied with our statement that the agent is responsible for space buying. One set of salesmen giving another the run around, as it were).

3. The agency carries the credit risk (when we know very well that if we were to express ourselves as dissatisfied with the way the publisher is picked for us, fills the space he sells us and refused to pay the bill, we'd be sued quicker than you would say, "four A's").

That publishers will not and do not do business with any agent who directly or indirectly cuts the commission—and much more of the same sort of fol-de-rol.

Let's get back to earth and not complicate the issue any more than it is already. Let's recognise the fact that the agent being human sees the comfortable arrangement under which he has operated for so many years, threatened, and is out to keep it in force by using all the arguments he can think of—tony and otherwise.

The advertiser generally is a simple fellow. He appreciates his agent and wants to pay him what he is worth. But it irks him and outrages his sense of fitness to be told patronisingly that his partner upon whom he relies for effective advertising and intimate counsel is really the agent of someone else—the salesman of publication space—an independent contractor—and other highly improbable things. It smacks of herring-drawing and dust kicking and it just doesn't make sense.

So the advertiser says, in effect, this agent is my agent and I will deal with him individually, and we will arrive at a basis fair to both of us and get along together and prosper as we have in the past only more so. And so A.N.A. model contracts will be signed (most of them at 15%) and individual agents and advertisers will forget the argument (if they're allowed to) and good agents will flourish as they have in the past and poor agents shorn of their protection will pass out and the business will be a less hypocritical business and a better one.

That is what the American situation appears to be and the broadcasting situation in regard to America has already been published and now it only remains to see what will happen when the Australian commercial stations meet in Melbourne at the end of this month and decide their own fate.

See Next Page For A.A.N.A. Proposals

A.A.N.A. Accreditation Proposals

THE Australian Association of National Advertisers has consistently advocated the accreditation of Advertising Agents by Broadcasting Stations in a manner similar to that adopted by the leading Publishers. Some time ago they suggested to the New South Wales Branch of the Federation that a set of conditions should be drawn up, and recommended the adoption of the following Rules and Regulations:

Proposals For the Constitution and Working of An Accreditation Bureau

(a) **Constitution of the Bureau.**—The Bureau should consist of a Chairman who shall be a representative of the broadcasting station, and other members who shall consist of one representative from each co-operating station and two representatives of the advertisers. Stations which have representatives in the Bureau would abide by its rules.

(b) **Granting of Accreditation to Agents.**—The following shall apply:

(1) Applications from agencies shall be supported by evidence satisfactory to the Bureau that the applicant maintains a properly equipped office, has sufficient standing and ability to carry out the undertakings involved in the granting of accreditation under these rules, is independent of any financial control by, or any arrangement with, any advertiser or station whereby the latter obtains any interest in the commissions paid to the applicant; and is handling and/or placing advertising contracts on behalf of at least three independent advertisers acceptable to the Bureau.

(2) The agent should satisfy the Bureau of its financial standing, and that it is sufficient to carry the del credere and shall establish bonds sufficient to carry the del credere.

(3) Accreditation should not be given to any agency, the principal(s) of which is (are) a salaried employee(s) of any advertiser, or in whose business any advertiser or station has a controlling interest or whose existence is created for and dependent on the advertising and publicity activities of any particular firm or individual; or who holds any financial interest in radio stations, newspapers or other media or publicity.

Nothing in this clause should be held to prevent any station from establishing its own service department and making a service charge to its clients for such advertising business.

(4) Accreditation may be cancelled at all times by the Accreditation Bureau for any breach, non-performance or non-observance of these conditions. In the event of cancellation of the accreditation of a member, all stations will be notified by the Bureau.

(5) Commission should be allowed only as accounts are paid, and paid only to the agent who pays for the time.

(6) All applications for accreditation should be made individually by agents, whether trading as individuals, partners or incorporated companies. Only such agents as are accredited shall be eligible to receive commission.

(7) All applications for accreditation should be addressed to the Secretary of the Accreditations Bureau.

(c) Control of Agencies

(1) Control will be by disaccreditation.

(2) **Rebating of Commission.**—The full commission allowed by the stations should be retained by the accredited agent and, subject to the provision in this clause contained, should not be shared with or rebated to any other person firm or company directly or indirectly, and should be apart from the service charges actually quoted by the agent. This should not be held to prohibit an accredited agent sharing any part of the commission with another accredited agent or from paying to any bona fide employee of the agent to secure advertising accounts a share of the commission payable by the stations. Commission is to be paid at the agreed rate on the definite understanding that it is not to be rebated in any shape or form, either by supplying free entertainment, free advertising of another type, free advertising material, part or whole payment of the advertiser's staff, and not to be used to level the rate of commission on any other form of advertising. On proof that this proviso is being broken or has been broken or of any offer having been made to break it, the agency is to lose accreditation. The agent must agree to the stations' conditions referred to.

The above conditions shall not prohibit the advertising agent and the advertiser concerned adopting the open billing system.

(3) Nothing contained herein shall be construed to permit of a rebate or commission being allowed by an agent to a radio advertiser.

(4) The agent shall, unless the requirement is waived by the mutual consent of the station and the advertiser, accept full responsibility for the payment of accounts in respect of contracts placed by the agent.

(5) Advertising accounts shall be settled by the agent on the usual thirty (30)

days' terms; in the event of any account being overdue to the extent of 30 days the station shall have the right to reduce the commission payable by fifty per cent. (50%); and in the event of any account being more than sixty (60) days overdue the station shall have the right to cancel any commission which might be payable.

(6) The advertising agent should conform strictly to the individual station's conditions.

(d) Control of Stations

(1) No station shall quote any advertiser or agent a price lower than the rate card, apart from renewals of existing contracts, which will be by mutual arrangement.

(2) No station shall quote any advertiser a rate lower than that obtainable by any advertiser dealing through an agency.

(3) No station should hold out to an agent or advertiser the added inducement of free time when negotiating for a contract, and the rate card shall be strictly adhered to regarding full payment by the client for time devoted to his advertising. Pointers are excluded from this general recommendation, provided that they are confined specifically to drawing attention to any special session, but not stating the terms of any special offer.

(4) No station will permit any of its space to be sub-let. All time purchased on station must be used exclusively for the advertiser making the contract. The only exception to this rule should be existing contracts, the sub-lease of which has already been allowed, and these should not be renewed after expiration of the current contracts. Existing contracts must expire within 12 months from the date of formation of the Bureau, otherwise they shall call for special consideration by the Bureau.

All such contracts shall be notified to the Bureau by the stations.

(e) Payment of Commission

The rate of commission to be paid to the agencies shall be as follows:

1. For placing the business: 15% of Station time rates as laid down in the rate cards of the individual Stations.

All other services such as artists, land lines, etc., to be an additional charge.

TURN TO NEXT PAGE FOR AN INDEPENDENT SUGGESTION ON ACCREDITATION

Independent Agency Proposal

Suggested Regulations Govern- ing Accredited Agents.

Definitions

(1) An accredited agent is one who has been given the right by the Federation of Broadcasting Stations to place business of his own procurement direct with all Broadcasting Stations.

(2) An accredited agent is one who has received accreditation from the Federation of Broadcasting Stations on signifying acceptance of the conditions governing such agent, and agreeing specifically to abide by such conditions on pain of the penalties therein provided.

Conditions

The following conditions must be observed by all accredited agents:

(1) Applications for accreditation as advertising agents may be from individuals or incorporated companies.

(2) Annual application shall be made for annual accreditation. Such application shall be made not later than . . . in each year, but the agent may act under his certificate until he receives notice of refusal or renewal.

(3) Agencies that are accredited shall be given a certificate by the Federation, such certificate to have a currency of 12 months from . . . in each year.

(4) In appointing an accredited agent, the main consideration shall be whether he/they is/are seeking accreditation for the purpose of increasing and developing broadcast advertising, rather than for the purpose of merely taking already existing business from recognised agents.

(5) (a) Applications for accreditation must be supported by evidence disclosing that the applicant has a properly equipped office and can place commission-earning advertising contracts to the aggregate of not less than £1,000 per annum, and the strict enforcement of this minimum amount to be at the discretion of the Federation of Broadcasting Stations Executive.

(5) (b) Agents, before receiving renewal of accreditation by the Federation, shall be required to produce evidence showing that they have secured and are actively developing commission-earning advertising contracts for members of the Federation to an extent satisfactory to the Executive Committee.

(5) (c) Should the Federation Executive consider that any agent to whom accreditation has been granted has not justified expectations in the amount of new advertising of his own procurement placed with members of the Federation, it shall have the right to withdraw accreditation.

(6) Agencies applying for recognition must be in a position to satisfy the Federation Executive that they are able to meet all financial engagements. The Federation may require: (a) Balance Sheet; (b) Bank references or other satisfactory

evidence as to the applicant's financial stability; (c) Fidelity Bonds may be required.

(7) (a) A fully accredited agent shall retain and not share with any advertiser, his employee, or representative, not being a bona fide agent, the full commission of . . .% allowed by the Federation; (b) At the discretion of the Executive of the Federation fully accredited agents shall furnish a return showing the volume of business being placed for and on behalf of non-accredited agents.

(8) An entrance fee of £10 shall be paid by the advertising agent on being accredited for the first time. The annual accreditation fee for all agents shall be £5.

(9) When a case of alleged rebating of broadcasting stations commissions is cited, the matter shall be investigated by a joint committee of equal numbers drawn from the Federation and the Advertising Agents' Association of New South Wales.

(10) An accredited agent shall not directly or indirectly do anything likely to unfairly deprive another accredited agent of an existing contract or of a contract which such other agent has been entrusted with.

(11) An accredited agent shall not request a broadcasting station to suspend or cancel any contract for advertising except under the following conditions: (a) In the event of a request from the advertiser supported by substantial reasons, so to act; (b) In the event of reasonable doubt as to the advertiser's ability to pay his advertising accounts or any other reason which may in the discretion of the Federation be deemed reasonable.

(12) (a) Notwithstanding anything contained in the above clauses it shall be a definite condition of the suspension or cancellation of any contract that the agent shall be liable for payment on account of any advertising that has appeared under the contract on the basis of the higher rate chargeable under the broadcasting stations scale of rates for the shorter period utilised. (b) The agent shall give not less than seven days' notice of the suspension or cancellation of any contract advertisement, and shall also notify the Secretary of the Federation.

(13) An accredited agent shall not directly or indirectly allow for discount or abatement to advertisers on the gross charge for station time by way of sharing commission with the advertiser, supplying free copy transcriptions, or in any other way which gives the advertiser a reduction of scale rates.

(14) An accredited agent shall not sublet the contract space of his principal in any form, nor shall such space be made the subject of a rebate of goods indirectly or otherwise. With respect to the marketing of goods, distributing agents or others are not permitted to advertise the goods of several manufacturing or business

houses under one contract. Free publicity to advertisers shall not be part of any advertising contract.

(15) An accredited agent shall not cause his name to be announced in relation to any advertisement or session broadcast through any station.

(16) Accredited agents shall not undertake to give exclusive service to any advertiser or station.

(17) The principal or principals of an accredited agency shall not be the salaried employee or employees of any advertiser.

(18) No commission shall be allowed where the advertising agent has a financial interest in the commodity or is directly engaged in its sale or distribution.

BERT HOWELL AT 3DB



Bert Howell of the Capitol Theatre Orchestra, who also conducts the Shell Orchestra during 3DB's Feature Programme sponsored by the Shell Co.

NEW BUSINESS AT 2CH

Borthwicks, Manufacturers of Borthwicks Paints A.B., who were consistent advertisers over 2CH last summer, have renewed their series of direct announcements featuring their very well known products.

S. Hoffnung & Co. Ltd., are now broadcasting a series of five minute sessions advertising Gem Razor Blades.

H. Small & Co. Ltd., sponsors of the atmospheric presentation which concluded last week over 2CH have now contracted for an extensive summer season advertising campaign made up largely of direct announcements. They also plan to continue their sponsored session broadcast during the major selling season next winter, and are at present engaged in using possible presentations for the campaign.

Chartres Liverpool are using American transcriptions and the makers of Dry Glow towels are publicising Sally Page, the Sweetheart of the Mills, with attractively designed folders distributed throughout the trade. Sally Page continues her broadcast over 2CH Monday, Wednesday, Thursday and Saturdays at 7.45 p.m.

Programmes That Pay

No. 3

By "SCRUTATOR"

Sponsor: Tooheys Ltd.

Merchandise: Oatmeal Sout.

Merchandising Area: New South Wales.

Stations Used: One city station and one country station.

Programme: 10 minute comedy sketches in dialogue form, entitled "Mrs. Arris and Mrs. Iggs."

Broadcasts: 4 evenings per week.

Direct Contact: Listeners invited to write for photographs of the two comedy characters.

Response: Approximately 9,000 requests since the commencement of the programme 18 months ago.

BECAUSE of its wide popularity, this Radio campaign serves to illustrate how a short programme broadcast only four times a week can become a byword among radio listeners, and it is remarkable inasmuch as the nature of the dialogue does not vary to any great extent, but having fixed on one well known music-hall style of Cockney joking, successfully adheres to it, and at the same time acquires an ever increasing number of listeners.

Considering the product it advertises, it may be said that there are two attitudes to be taken in advertising beer and similar drinks. One is to attempt to dignify the product, by associating it with high-class entertainment. Presumably this idea is to win over potential consumers to thinking that beer is not too lowly a drink after all. (And it is said that there actually are some who do think so!) The other attitude, and the one adopted in the case we are examining, is to accept beer for what it really is—a drink that is generally popular among all classes (and has its best sale among those who cannot always afford other beverages). The only question that remains is whether the brewers prefer to carry the extension of their sales into the remoter field, or to increase them among the already established consumers.

In addition to the usual attractions of (in this case) stout, the sponsors make a great point of stressing the beneficial effects of the oatmeal and the malt in this product. It may be questioned as to how many consumers are really influenced to drink more stout for these reasons, but psychologically the principle is sound, since most people like to think that they have a good moral reason for drinking as much as they want. Here is an important aspect of advertising. The sponsors are unquestionably right in their claims. Malt and oatmeal are "body-building," and those who drink the bev-

THIS is the third of a series of articles examining the merits of successful radio campaigns, by an advertising specialist located in Sydney, but who desires to remain anonymous.

The specimens are chosen entirely without bias or prejudice irrespective of sponsor, station, or advertising agent. The sole object is to demonstrate the selling values of radio campaigns.

erage for that reason are not being misled. At the same time, an immense proportion of listeners are grateful for the same reason applied in a different way.

In the first of this series examining programmes that pay, I stressed the necessity for consistency. The "Arris and Iggs" programme is in itself nothing new. In fact, its style is one of best established props of variety entertainment. How, then, if there is no novelty in its type, has it achieved its wide popularity? In the first place the two characters are played by well-known character actors, whose photographs together with programme announcements have been well pushed in the press. In the second place, the ten minutes of the programme is full of enjoyment. The two old cronies are getting the most out of life, so that their conversation and ridiculous stories broadcast a sense of pleasure, which, if it is not particularly refined, is carefree and amusing. Chiefly, the public knows just what to expect when it tunes in.

To strike a safe note, and to keep to it, has proved once again the value of consistent advertising.



MELBOURNE CHATTER

The Shell session last Sunday, September 27 was of an excellent standard. The main feature in the broadcast was the presence in the studio of the young boy soprano, Trevor Telford. This young artist has been offered a position with the Viennese Boys' Choir and in addition the expenses of his mother-to-travel with him have been offered. Mr. Cave showed his ability as director of ceremonies of the show and Bert Howell with his orchestra was of an excellent standard. The remainder of the company were as usual of a high class.

2UW HYDRO PARTY

Another 2UW Hydro party has been arranged for the 19th and 20th of October. Conditions will be the same as on previous occasions namely 30/- for the week-end including train fare or 26/- for those who go in their own car.

The party will be organised by Mr. Ern Colibee and Charles Lawrence will be the Master of Ceremonies. 2UW artists will assist in entertaining those who go along.

U.S.A. Chain Income from Time Sales

National Broadcasting Co.	1935		N.B.C.	
	1935	1934	1933	1932
January	\$2,894,767	\$2,387,127	\$1,869,885	\$2,635,447
February	2,757,475	2,197,297	1,742,784	2,571,609
March	2,971,321	2,473,400	1,997,463	2,864,783
April	2,692,073	2,368,118	1,690,177	2,649,892
May	2,691,513	2,472,594	1,662,887	2,305,448
June	2,380,845	2,182,742	1,512,139	2,081,466
July	2,208,935	1,864,420	1,370,993	1,825,433
Total	\$18,596,929	\$15,945,688	\$11,846,328	\$16,934,073

Columbia Broadcasting System.	1935		C.B.S.	
	1935	1934	1933	1932
January	\$1,768,949	\$1,405,048	\$941,465	\$1,348,842
February	1,638,421	1,387,823	884,977	1,319,414
March	1,819,553	1,524,904	1,016,102	1,433,050
April	1,597,283	1,371,601	775,487	1,354,592
May	1,287,455	1,255,887	624,256	1,326,994
June	1,066,729	925,939	553,056	915,830
July	910,470	620,290	445,414	591,183
Total	\$10,088,860	\$8,502,392	\$5,240,757	\$8,289,905

MEET A FAMOUS ANNOUNCER

Here is a recent study of Mr. Edward Startz, announcer at Philips short-wave station PHI, Holland.

Mr. Startz is as well-known on the continent as the proverbial town clock and is acknowledged to be one of the world's most efficient announcers.

His personality contributes in no small measure to the popularity of the station, and it appears that he was born to the job. There is a peculiar charm to his broadcasts, and the fact that he is adept at no fewer than seven languages enables him to lend special stress to all listeners of the various nations.

Mr. Startz is the "Happy Man" and as such he spreads good cheer together with artistic enjoyment throughout the whole of Europe.

In Australia too, his "ether friends" are numerous.

Short-wave enthusiasts have come to recognise his cheery voice and his "Hullo evrybody, this is the PHI transmitter at Huizen, Holland," tells them that they are assured of a couple of hours artistic and pleasant entertainment.



COUNTRY LICENSE HOLD-UP

Is P.M.G. Policy Fair?

Several instances have recently come under notice, where applications have been made for commercial broadcasting licenses in various country towns, and in certain instances by long established radio dealers who are generally fairly well technically equipped to be able to institute the service without delay.

Subsequent applications by other interests, chiefly of the newspaper variety, have been lodged with the P.M.G.'s Department, and it is understood that the Department has instructed the various applicants to get together and work out a scheme of mutual control.

This seems hardly fair to the original applicant, particularly as the country newspaper group invariably possesses more capital, and is able to dictate terms to the detriment of the original applicant.

As is well known in business, partnerships are not very desirable, and do not always work out with much satisfaction. It is generally necessary for one party to hold control. Even a 49 per cent., interest is not conducive to having a real share in the business, and there appears no reason why the original applicant, if he measures up generally, should not have prior claim.

It is to be hoped that the P.M.G.'s Department will give this matter their urgent consideration, as, by pursuing their existing policy, they are more or less forcing the position into the hands of the stronger parties.

3UZ News

On Monday last Miss Dorothy Foster left for a two weeks' holiday to her native isle, Tasmania. During her absence, Miss Anne Harvey will conduct the session on behalf of the fair sex.

Rolls Razors have signed up a contract which will consist of dramatic plays entitled "Close Shaves." The first of this series will be entitled "John Lee (The Man They Couldn't Hang)." This will be presented by the ever-popular Hal Percy on Saturday nights.

A. G. Healing Ltd. have renewed a long contract for half hour sessions consisting of comedy and drama featuring the principal contestants in the Healing Quest for the Golden Voice of the Air. These will be accompanied by full orchestra.

Messrs. J. M. Ballantyne, makers of Ballay Pills, have taken a long contract of quarter hour sessions with 3UZ. This firm, together with A. G. Healing Ltd., The Shell Company, and Southern Motors who sponsor the popular "Pontiac Melody Cruise," and "Happy Caravan," is proving that Saturday nights are regaining their popularity.

3UZ have commenced a new policy for the Ladies' Afternoon Sessions by arranging for interviews with some of the popular J. C. Williamson stars. Mr. Ivan Menzies of Gilbert & Sullivan fame, conducted a very interesting session and Miss Elaine Hamill was interviewed by Miss Dorothy Foster. This feature is proving very popular in the Ladies' Session.

RADIO REVIEW

FOR
SEPTEMBER
Is Now
Available



WHAT THIS ISSUE CONTAINS:—

- "The Pentagrid Converter" by F. Langford-Smith
- "The Development of Television"—Part II.
- "Design and Service Notes"
- "Australian Radio Patents"
- "Optimum Operating Conditions for Thermionic Tubes"
- "Overseas Notes and News" as well as full details on the New "Milnes" H.T. unit and the "Palec" Cathode Ray Oscillograph.

Get your copy from the leading bookstalls or direct from the publishers—

AUSTRALIAN RADIO PUBLICATIONS LTD.

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Phone: B7188 (3 lines)

Box 1774 G.P.O., Melbourne.

Phone: M 5438

6PR STEPS OUT

Features For W.A. Commercial

Prominent among radio attractions to the Western Australian listener are the feature programmes of Nicholson's station 6PR. This station has built up an enviable reputation for feature presentations and constantly new ones are being added to the roster.

Transcription sessions there are in goodly number, these including the well known "Count of Monte Cristo," the kiddies' feature "Robin Hood" and the British programmes including Songs from the Shows" and others. In addition, local talent is used to a larger extent than on any other local commercial station. On five nights a week, different local artists perform on various musical instruments and the sessions are much appreciated judging by the number of requests played.

The new modern studio dramatic control equipment installed some time ago is proving of great value in adequately conveying sponsors' messages in the correct way. 6PR is the only commercial station in W.A. with such modern control equipment giving flexible control and production of programmes.

HEARD ON A SET IN W.A. . . .

A lady announcer who tells ladies not to be "mizzled (misled) into paying higher prices" . . . some (mostly) very excellent American network programmes from 6ML and 6IX . . . a male announcer who insists that "theatre" is "theeta" and that 6IX is "six-one-ex" . . . a very strong signal from 6AM now that the power is up and the wavelength is so favourable; this station is now a strong competitor for city coverage as well as country as before . . . a very much appreciated antidote for chewing-gum-addicted racing commentators and wildly-excited football announcers, in the new "Western Mail" programme on 6IX of a Saturday between 3 and 5 p.m. . . . a finely polished and cultured (?) voice during a specialty session calling a "route" a "rowt" (he was right—it was a rout—but not in his favour!!!)

EDUCATIONAL BROADCASTS

Nearly 200 country teachers enthusiastically received a demonstration of the efficiency of educational broadcasting which was given at the Melbourne studio of the Australian Broadcasting Commission last week.

The demonstration was arranged by the A.B.C., with the Committee of Educational Broadcasting to show the teachers how practical school lessons could be broadcast.

Mrs. Claude Couchman, a member of the Commission pointed out that if educational broadcasting were to be successful, the teachers would, in some measure, have to sink their individualism, and cooperate to the fullest extent. Such broadcasting had a definite ethical basis.

MERCHANDISING DE LUXE

Realising the value of merchandising to their advertisers 2HD Newcastle have laid themselves out to excel in that service.

In addition to making calls upon retailers and reporting to manufacturers and distributors on the progress of their products they have put in a large showcase in the listening hall in their studios at Sandgate in which sample products of every advertiser are displayed.

The beautiful 2HD building attracts anything from 1000 to 1500 visitors per month and the display of the advertisers products is therefore of considerable value to the advertiser whose goods are on show.

Members of the 2HD staff are specially deputed to show visitors through the studios and incidentally direct their attention to the show case and commend its contents to them.

Felt and Textiles of Aust. Ltd. are the latest newcomers to station 2HD Newcastle, having signed a contract for a considerable period. They will be on the air each evening at 7.20 p.m. and Sunday evenings a sponsored session will be relayed from 2UW Sydney. The first of these programmes—Legend of a Lost Race—is the story of Aboriginal Law, and incidentally is told by Mr. Bruce Anderson. This was featured from 2HD last Sunday. It will be followed by programmes of equal attraction each Sunday evening at the same hour.

Smalls Ltd., Chocolate Manufacturers, who have long been broadcasting from 2HD, have also renewed their contract. Another popular feature from that Newcastle station, and one which is awaited with avidity is Mrs. 'Arris and Mrs. 'Iggs, an Athol Tier production sponsored by Tooheys Ltd.

The enduring popularity of this station is a splendid testimony to the ability of the producers and the wisdom of the sponsors in giving it such a fine run.



MR. D. GRAHAM DOWLAND IN CHARGE OF PUBLICITY FOR THE AUSTRALIAN TELEPHONE DEVELOPMENT ASSOCIATION.

The Australian Telephone Development Association have decided on a national campaign embodying Radio and Press publicity to further the interests of telephonic communications in Australia.

This will be one of the largest campaigns ever launched and will embody all phases of publicity.

PONTIAC CRUISE

The Melbourne audience was given a feast of music and comedy on Saturday night last, September 28. Miss Irene Bennett, winner of the Healing Quest for the Golden Voice of the Air was brought before the microphone in person. Mr. Russell Scott, Dorothy Foster, Ann Harvey, Hal Percy, Darcy Kellaway, Syd. Hollister and George English with his orchestra gave of their best in 3UZ Saturday night feature programme. A. G. Healing Ltd., and Southern Motors, sponsors of the Pontiac Melody Cruise, are responsible for these features.

3KZ

PRESENTS . . .

THIRD DIMENSION SOUND

WIDE RANGE

HILL AND DALE RECORDINGS

EXCLUSIVE IN VICTORIA

TO

THE BRIGHTER BROADCASTING SERVICE

Location of Transmitters of U.S.A. Broadcast Stations

(Prepared by Broadcast Section, Engineering Department, Federal Communications Commission) Washington, U.S.A.

THE Federal Communications Commission of U.S.A. has no rules or regulations concerning the location of transmitters of broadcast stations. The Communications Act of 1934 requires that the Commission pass upon sites, and pursuant thereto applicants desiring to obtain approval of sites for broadcast transmitters are required to supply the Commission with extensive technical data concerning the proposed site. These data are reviewed by the Engineering Department while the application is in regular routing through the Commission.

The Engineering Department makes a complete report to the Commission for its consideration in passing upon the application. In making the report the Engineering Department is guided by the data supplied by the applicant and what it considers good engineering practice. In some cases Field Division supplies supplemental data, and the applicants may be required to supply additional data if the case could not be properly reported from the data supplied in the application.

To insure uniformity several empirical standards on the location of transmitters of broadcast stations have been adopted, based on the extensive experience of the Engineering Department and all data available along this line. Heretofore there has been little published data on sites, and this paper is offered as a guide and for the information of those who desire to know the Engineering Department's standards.

Importance of Sites

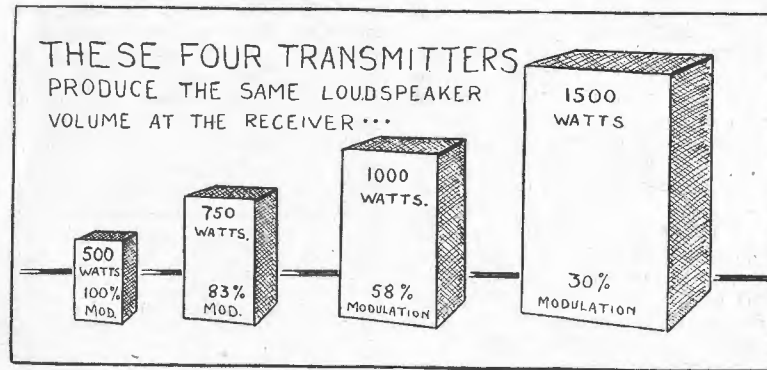
It is only recently that the importance of selecting the proper site for broadcast

transmitters has been fully realised. The coverage success of a broadcast station is dependent in a large measure upon selecting the proper site which may directly determine the efficiency of the radiating system and the field intensity throughout any desired centre of population. Recent engineering surveys of transmitters reveal that the efficiency of radiating systems varies from approximately 5.7 per cent. to 57 per cent., the location of the transmitter and the antenna being in a large measure responsible for this wide variation. A 1,000-watt station with a 57 per cent. efficient antenna would be equivalent to a 10,000-watt transmitter with 5.7 per cent. antenna efficiency, other conditions being the same.

It has been found that certain low-power stations are much more successful in covering centres of population than high-powered stations, due to the efficiency of the radiating system and the location of the transmitter. If data were available on the primary coverage of all broadcast stations and tabulated according to power, it would undoubtedly reveal that power alone is of minor importance in determining the coverage and that there are other factors which are more influential.

As a matter of fact, the percentage of modulation is more important than power, and the effectiveness of the site and antenna efficiency of the radiating system are more important than either. The operating power of a station and the minimum percentage of modulation are fixed by the Commission, and every licensee of a broadcast station should select a site from which a maximum city and rural service may be had and the minimum amount of interference produced with other stations.

By the Commission's plan of allocation, power is allocated by steps which increase by approximately twice the next lower step. A study of the transmitter locations and radiating systems indicates



that these two factors may have a materially greater effect than these small power steps. A station assigned 500 watts may by the mere expediency of selecting a suitable location and efficient radiating system increase the effective coverage much more than by increasing the power by twice or even more as given in the above example.

Primary Objectives

The three primary objectives to be attained in the selection of a site for the transmitter of a broadcast station are as follows:—

1. To serve adequately the centre of population in which the studio is located and give maximum coverage to adjacent areas.
2. To produce minimum cross-talk interference to the receptions of other stations assigned to adjacent channels.
3. Pass requirements of Federal Communications Commission.

If a site is engineeringly correct, presumably it will pass the requirements of the Federal Communications Commission.

The table herewith is offered as a general guide to be used in determining the approximate site of broadcast transmitters. That is, from this table it may be determined whether or not the station should be located in the centre of the city or at some distance from the city.

In case the power and the population of the city are such that it should be located at some distance from the centre of the city, the approximate distance is given as well as the population of the so-called "blanket area." The "blanket area" of a broadcast station is defined as that area in which the average broadcast receiver would not receive satisfactorily, without cross-talk, other stations operating on a frequency separated by 50 kilocycles or more. If the city under consideration is of irregular shape, the table may not apply, but the general principles set out will still hold.

Another factor to be considered is the relation of the site to airports and airways. There are no regulations or laws with respect to distance from airports and airways, but a distance of three miles from each is used as a guide. In case a suitable location is found at less distance than this, it may be satisfactory if the towers are suitably painted and lighted in conformity with Aeronautics Bulletin No. 9* or if the towers are not higher than the surrounding objects. The latter is poor radio engineering. In

selecting a site, the local aeronautical authorities should always be consulted if there is any question concerning erecting a hazard to aviation, and in case of towers over 200 feet high this should always be done.

Sites Within Cities

In selecting a site in the centre of a city, it is usually necessary to place the radiating system on the top of a building. This building should be large enough to permit the necessary spacing and height of towers. Great care must be taken to avoid selecting a building surrounded by taller buildings or any building higher than the antenna and in the direction which it is desired to serve. Such a building will tend to cast shadows in the field intensity, which may materially reduce the coverage of the station in that direction.

If from Table A it is determined that a site should be selected removed from the city, then there are several general conditions to be followed in determining the exact site. The table gives the approximate distance from the centre of the city. Three maps should be given consideration if available:

1. Map of the density of population and number of people by sections in the area.
2. Geographical contour map with contour intervals of 20 to 50 feet.
3. Map showing the type, nature and depth of the soil in the area with special reference to the condition of the moisture throughout the year.

From these maps a site should be selected that is approximately the required distance from the city with a minimum population in the "blanket area" and with a minimum number of intervening hills between it and the centre of the city. In general, because of ground conditions, it is better to select a site in a low area rather than on top of a hill, and the only condition under which a site on top of a hill should be selected is that it is only possible by this means to avoid a substantial number of hills between the site and the centre of a city with consequent field shadows.

If a compromise must be made between probable field shadows from intervening hills and locating the transmitter on top of a hill, it is generally better to compromise in favour of the lower area where an efficient radiating system may be erected and take the losses due to shadows caused by the hills if not too numerous or too high. Several transmitters have been located on top of hills, but so far as is known not a single installation has given the average efficiency of propagation and coverage.

Ideal Broadcast Locations

The ideal location of a broadcast transmitter is in a low area of marshy or "crawfishy" soil or area which is damp the maximum percentage of time and from which a straight line view over the entire centre of population may be had, and the tall buildings in the business section of the city would cast a shadow across the minimum residential area.

*This bulletin may be obtained from U.S. Government Printing Office, Washington D.C. No charge.

2UW is the only station in the British Empire maintaining a non-stop broadcasting schedule, 7 days a week, 365 days a year.

2UW

On the air 24 hours daily.

The type and condition of the soil or earth immediately around a site is very important. Important, but to a less extent, is the soil or earth between the site and the principle area to be served. Sandy soil is considered the worst type, with glacial deposits and mineral ore areas next. Alluvial, marshy areas and salt water bogs have been found to have the least absorption of the signal. One is fortunate to have available such an area, and if not available, the next best condition must be selected.

If a site is to be selected to serve a city which is on a general sloping area, it is generally better to select a site below the city than above the city.

Careful consideration must be given to selecting a site, so that the number of people in the blanket area is a minimum. The last column of Table A gives the percentage of the total population of the city or metropolitan area that may be permitted in the blanket area. In general, broadcast transmitters operating with approximately the same power can be grouped in the same approximate area and thereby reduce the cross-talk interference between them.

By the Commission policy, stations serving the same area must have a frequency separation of 50 kilocycles, and this practice is observed in practically all cases. It is presumed that owners of any radio receiving sets would have no difficulty in separating signals separated in frequency by 50 or more kilocycles when the receiver is located not in the blanket area of either station. This is not strictly true, however of some old receiving sets and any set in a poor state of repair and alignment, as they may not have the capability of separating stations operating on frequencies 50 or more kilocycles separated. This is especially true when the transmitters of the stations are so located that in certain areas there are large differences in the field intensities from the stations and on the higher frequencies. If this condition could be alleviated without impairing the coverage of the stations and at the same time protect all receivers, this would be desirable.

In cases of several stations serving large cities, the principle of grouping transmitters could not be advantageously applied to all stations located in the area because generally any station has some field shadow and accordingly may not

(Continued on page 14)

PHILIPS TRANSMITTING VALVES



Gas-filled Rectifier Group

DCG 1/125	£2 10 0
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DCG 2/1000	£6 10 0
DCG 5/2500	£12 0 0
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WORLD'S LARGEST RADIO MANUFACTURERS

A COMPLETE SERVICE

(Programmes for every purpose)

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Are you keeping in step?

with all
aspects
of the
RADIO FIELD

READ:—

"THE RADIO RETAILER OF AUSTRALIA"

because it brings you last minute news of the trade every week. It tells you what is happening to businesses and individuals. It keeps you posted on the detailed movements of the trade of which you are a member. You cannot be entirely up to date without authentic news and the "Retailer" is the only trade publication which supplies it.

"THE RADIO REVIEW"

because it contains a digest of all technical developments in the radio world. It is edited by highly qualified men whose job it is to find out, summarise and explain the progress of the industry. The "Review" is essential if you are going to keep in step with progress. It also incorporates the proceedings of the I — R — E — Australia.

"BROADCASTING BUSINESS"

because it is a weekly comment on Broadcasting as a business. It will keep you in touch with the things that make the Broadcasting industry possible. The movements of stationers, announcers and advertisers are covered by "Broadcasting Business."

SUBSCRIPTIONS:—

Retailer	} 15/- per annum
Review	
B. Business	

AUSTRALIAN RADIO PUBLIC'NS
30 Carrington Street, Sydney

TRANSMITTERS

(Continued from page 13)

well serve certain parts of the city. Another station with the transmitter across the city would serve this area well, so that between the two they would serve all the areas well.

The ideal arrangement would be to group the transmitters of the stations operating nearest in frequency and between which there may be some possibility of cross-talk interference.

If the city is of irregular shape, it is often possible to take advantage of this in selecting a suitable location that will give a maximum coverage and at the same time maintain a minimum of people within the blanket area. The maps giving the density of population will be a key to this. The map giving the elevation by contours will be the key to the obstructing hills between the site and city. The map of the soil conditions will assist in determining the efficiency of the radiating system that may be erected and the absorption of the signal encountered in the surrounding area.

Efficiency of Radiators

In finally selecting the site, consideration must be given to the required space for erecting an efficient radiating system. It is the general practice to use direct grounds consisting of a radial buried wire system. If the area is such that it is not possible to get such a ground system in soil that remains moist throughout the year, it probably will be found better to erect a counterpoise. A counterpoise properly erected may be as efficient as the best possible ground, and, if it is not possible to secure an excellent ground, the counterpoise should always be given consideration. It, like the antenna itself, must of course be designed properly for the operating frequency and other local conditions.

It is always highly desirable, and whenever possible, a field intensity survey should be made to determine that the site selected will come up to the expectations and meet the requirements. Often two or more sites may be selected that appear to be of equal promise. It is only by means of field intensity surveys taken with a transmitter at the different sites that it can be determined which is more desirable. There are many considerations of inefficiency that cannot be determined by any other method. An engineer with experience in selecting a site can generally do a good job by inspection, but he can never be certain without the survey.

The field survey should prove the following things:—

1. A minimum field intensity of 10 to 25 millivolts per metre will be obtained over the business area of the city.
2. A minimum field intensity of at least 2 to 5 millivolts per metre will be obtained over the residential section.
3. The absorption of the signal is the minimum of any obtainable sites in the area. As a guide in this respect the absorption of the signals from other stations in the area should be followed as

2BH BROKEN HILL

Announce the appointment of

**MR. ROY ALLAN
AS GENERAL MANAGER**

2BH Broken Hill has no connection with any other station and no Sydney Agent. Advertisers and advertising agents please address your inquiries direct to 2BH, Broken Hill. They will receive our immediate attention.

well as the results of tests on other sites.

4. The field intensity at the outer limit of the blanket radius does not exceed 100 to 125 millivolts per metre.

In the absence of field surveys, the average conditions are presumed to prevail. If a compromise must be made between sandy soil, high elevations, and intervening territory, a field intensity survey should be made from several sites.

In conclusion let it be said that there are now many stations licensed to operate with specific powers which could undoubtedly gain a better coverage of their primary areas by selecting more suitable sites and erecting efficient radiating systems than could be obtained by a one or two step increase in power. As commercial surveys become more popular this fact will become evident throughout the industry.

In making the final determination of a site, it cannot be stressed too much the need for a field intensity survey to establish the exact conditions and the consideration of the results with the field intensities considered in comparison not only with other sites in the same area but with other existing stations in the same and other areas. The selection of a proper site for a broadcast station is an important engineering problem and can only be done properly by experienced radio engineers.

NEWSPAPER'S

ENTERPRISE

"The Bulletin" and "Mirror" newspapers with commendable enterprise have arranged to sponsor the market reports going over Station 2TM Tamworth. Thus, the names of these famous publications will reverberate daily through the great New England district, and the air will augment the contents bill boards which country newspapers display. A novel and capital idea. The sponsorship was sold by Mr. E. H. Brewer, of Assembly Hall.

FELTEX LIKES THE AIR

Felt & Textiles of Aust. Ltd., who manufacture that amazingly successful material "Feltex," are evidently great believers in radio broadcasting. Mr. E. H. Brewer reports that this Company has engaged to take a number of 100-word announcements over 7HO Hobart. The Company is now broadcasting in Sydney, Brisbane, Adelaide, Perth, Hobart, Newcastle and 2TM Tamworth.

THE POWER OF PUBLICITY

"The man who doubts the power of advertising belongs to the same class as the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see it's rounded for himself," says Mr. Arthur Davis, Manager, Transcription Department, Hoffnungs Ltd., Sydney.

The merchant who fears to attempt advertising because he figures it is an expense is blind to his own interests. Some men, because they have once tried advertising to the extent of a few cheaply printed handbills, and did not find it necessary next morning to call the fleet to keep the crowd of eager buyers from swamping their store, loudly and solemnly aver that advertising doesn't pay.

Advertising does pay. The most successful merchants are the merchants who believe most thoroughly in advertising and practice their belief. But, advertising in order to pay, has got to be intelligent. The day of hashed over superlatives "Best Goods," "Lowest Prices," "Best Stock in Town," "Greatest Bargains Ever Heard Of," and so on has passed.

People have learned to distinguish the truthful advertiser from the blatant and behind-the-times storekeeper who believes that so long as he claims to have the best goods on earth or under the earth, or within distance of the earth, people will break their necks in trying to get to his counters in the forefront of the crowd.

Put some brains into your advertising. Don't let the office boy write your announcement in between his other duties.

Don't doubt the business getting and business building powers of intelligent and informative publicity, especially don't doubt the business getting and business building power of well known, authoritative and independent trade journals and you will find that advertising does pay.

2UW EMPLOYMENT SCHEME

Somewhere in Sydney or in the environs there are some lucky boys and girls between the ages of 14 and 18 who are going to secure a job. Years ago this offer would have created little excitement, but now, with each year the schools and colleges turning out thousands of young people, for the majority of whom it is a long and uphill battle to secure employment, this idea of 2UW's should attract thousands of competitors.

First, those who desire to enter, must secure from 2UW an entry form giving full name and address and age. Following this the entrants are to be submitted to a simple examination in English, handwriting and arithmetic, but, their ability in this respect will not be the only deciding factor for if the chosen ones are not up to the requisite standard they will be trained.

Entry forms are now available at 2UW studios, State Shopping Block, Market Street, Sydney, and are available on application at the Enquiry Desk, or on receipt of a stamped addressed envelope endorsed "Employment Scheme."

NEW WAVE LENGTHS UNSUITABLE FOR BROKEN HILL National Stations Lost

As a result of the introduction of the new wave lengths, stations 2BL and 3AR have been lost to Broken Hill listeners. The loss of these two stations is a serious matter to local folk, as it is from these that the alternative programmes are mainly drawn. Practically every night there is a link-up of stations 2FC, 3LO, and 2CO and very often, in addition, stations 5CL-CK, 4QG and 4RK. This very wide link-up has been very severely criticised by listeners, especially when very "high-brow" music is being broadcast, but relief has been obtained by tuning in to 3AR and 2BL, which have in themselves always acceptable programmes. Under the new allotment the weak 2BL, taking distance into account, is now sandwiched in between the more powerfully received 5CL and 7NT, and is consequently blotted right out even in the latest model superheterodyne sets. Station 3AR broadcasts are listened to in Broken Hill, and it was one of the few interstate stations received at speaker strength in the day time.

The new allotment places this station too near 5CK, and the result is that the powerful regional station can always be heard on 3AR, being particularly bad at night when 3AR is almost obliterated. The loss of these two stations is regarded seriously locally, and it is hoped that some consideration will be given to the matter when the new allotments and their practical results come up for review.

In the B class allotments it has been said that distinct improvement is noted. In the past 5DN, which has become popular since Bert Woolley transferred to that station, was always heard with considerable background, but it now comes out very clearly, and 5KA, another Adelaide station, also comes in well, 4KA Queensland is received well, and good results have been obtained from 3KZ. The lower band has always given a good deal of trouble in separation locally even with knife-edge superhet instruments, but owners of these sets now say that separation is not so difficult. The general opinion is that the new allotments would meet with approval if 3AR and 2BL could be restored to local dials by moving them further away from the more powerful stations.

HE HEARS THE WORLD

Mr. John E. Mudge of Woodstock, N.S.W., pays a high tribute to the Radiola 243 broadcast receiver. In a letter to the manufacturers, Amalgamated Wireless, Mr. Mudge says that one morning about 8 a.m. he heard an American station on the 19 metre band. The station came in so loud that he had to tone it down or it would have hunted him out of the room. Mr. Mudge says that in addition to American short wave stations he hears also Moscow, London, Berlin and many other international broadcasters.

PRESTIGE!
POPULARITY!
LEADERSHIP!
IT'S PROGRAMMES THAT COUNT

3UZ

No. 3
"THE ROAR OF THE CROWD"
At 9 p.m. Tuesday

Thrilling, Dramatic Narratives of outstanding events in the Lives of Great Athletes, written by 3UZ's Sporting Commentator, Jack Gurry, and presented by Hal Percy.

It may be copied—
—but not equalled.

3UZ Nilsen's Broadcasting Service 3UZ

BROADCASTING GOSSIP.

—(Continued).

Mr. Stuart Bridgman, Manager of 3AW, announced the termination of 3AW's Amateur Hour last Saturday night, unquestionably a most popular session since its inception. It reflects great credit on its originator, that others have decided to follow suit. Mr. Bridgman adds—"Plenty of other good 3AW ideas yet to come."

Quite recently, Messrs. Beale & Co., of Sydney and Newcastle, broadcast a special advertisement from 2HD of a piano which they wished to dispose of. After the second announcement, they secured a customer, a listener who purchased an instrument at double the price of the one advertised. 2HD ads get there every time.

GOOD NEWS

The Lee-Murray Players on 3AW are proving very popular under the able leadership of Mr. Lee-Murray. These programmes are relayed through 6 Victorian stations at 7.30 p.m. on Sundays—3MA Mildura, 3WR Wangaratta, 3HS Horsham, 3SH Swan Hill, 3BA Ballarat and 3HA Hamilton.

Kream Cornflour, sponsors of these players are pleased with results in country districts. Lorna Forbes, of J. C. Williamson fame, is popular as leading lady. Ken Tuckfield, another addition to the caste, is studying law at Melbourne University. "The Patsy," "Brewster's Millions," "The Letter," "Dracula" and "Misleading Lady" are some of the plays Mr. Lee-Murray will be putting on in the very near future.

3AW's Nicky and Tuppy Breakfast Club has 18,000 members and arrangements are being made for the annual picnic of inmates of Austin Hospital. Last year this club presented the Austin Hospital with a cheque for £240 and Nicky informs us that the cheque this year will be just as encouraging.

The ever popular Nancy Lee and the boys who conduct the Children's Session inform us that the membership of the Chums' Chatterbox Corner has reached 46,000. In addition, this Club has raised over £600 for Melbourne charities.

Latest License Figures

JULY AND AUGUST, 1935

NEW SOUTH WALES

	July	August
New Issues	6,384	6,077
Renewals	27,944	26,160
Cancellations	4,819	4,661
Monthly Total	280,731	282,147
Nett Increase	1,565	1,416
Population Ratio	10.59	10.64

VICTORIA

New Issues	5,463	5,470
Renewals	22,230	23,876
Cancellations	3,016	3,128
Monthly Total	239,694	242,036
Nett Increase	2,447	2,342
Population Ratio	13.03	13.16

QUEENSLAND

New Issues	2,203	1,811
Renewals	6,411	5,954
Cancellations	715	843
Monthly Total	69,034	70,002
Nett Increase	1,488	968
Population Ratio	7.17	7.27

SOUTH AUSTRALIA

New Issues	1,912	1,734
Renewals	8,304	8,710
Cancellations	671	1,144
Monthly Total	77,756	78,346
Nett Increase	1,241	590
Population Ratio	13.18	13.28

WESTERN AUSTRALIA

New Issues	1,409	1,169
Renewals	4,160	4,015
Cancellations	417	197
Monthly Total	42,249	43,221
Nett Increase	992	972
Population Ratio	9.51	9.73

TASMANIA

New Issues	891	1,003
Renewals	1,893	1,915
Cancellations	517	650
Monthly Total	20,495	20,848
Nett Increase	374	353
Population Ratio	8.92	9.07

COMMONWEALTH

New Issues	18,262	17,264
Renewals	70,942	70,630
Cancellations	10,155	10,623
Monthly Total	729,959	736,600
Nett Increase	8,107	6,641
Population Ratio	10.87	10.97

The above figures include:—

Total Free Licenses to the Blind	1,675	1,698
Total Paid Experimental Licenses	1,329	1,340

PROSPERITY IN N.S.W.

Latest figures issued by the N.S.W. Government Statistician, dated September 25, show very interesting development in many activities.

Factory sales for the month of July were £2,511,000, and employees were 19,900, while the weekly salaries and wages paid were £71,200.

In the building industry, for the month of August, new buildings and additions totalled £788,943 in Sydney and suburbs, and in the city of Sydney £146,925. In the suburbs there were 431 new buildings valued at £543,111.

For the June quarter, in country municipalities there were 950 new buildings valued at £625,983.

In N.S.W., the total for the June quarter, including 7 shires adjoining the metropolitan area, with all other excluded, was £3,367,652.

Motor vehicles registered in N.S.W. during August showed there were 166,090 registered cars in operation, 56,073 lorries and vans, 22,675 cycles, 504 omnibuses, 1,068 cabs.

The average weekly number of new vehicles registered rose to 336 for August in the new car section, which is the highest figure recorded back to January, 1931.

Savings Bank deposits rose to 78,316,954, also the highest figure since June of 1929.

AMOS 'N' ANDY IN PRINT

About six years ago—August 19, 1929—Amos 'n' Andy made their first broadcast for The Pepsodent Company. This year their sponsor is considering the advisability of further capitalising this famous team's appeal by using the two boys in publication advertising.

A test campaign has just been completed. Final results will not be known for some time, but unofficial reports indicate that coupon returns verify the belief that Amos 'n' Andy would be very popular in a comic strip campaign. The comic strip idea was tested in four cities with two advertisements. Both black and white and colour were used.

One advertisement was in typical comic strip style with Amos 'n' Andy playing a small part. Their pictures appeared at the top and their names were used in an introductory heading "Thanks! Amos 'n' Andy, you 'patched up' my broken romance." The story told in the picture squares was that of a girl with dull teeth who hears the Pepsodent broadcast and, following the advice of the commercial, uses Pepsodent toothpaste and gets her man. The advertisement closed with a picture of Bill Hay, the Pepsodent announcer, who gives the final suggestion to mail in the coupon. The coupon contained an offer of a free product sample.

It is an attempt to put the same entertainment appeal into publication advertising that has been so successful in radio for this company.

LATEST RECORD RELEASES.

C.2692 — "Yes Madam," Selections, Part 1 and Part 2, played by the New Mayfair Orchestra, conducted by Percival Mackey. (Quite good).

DB.2289 — "CHACONNE," Part 1 and Part 2, Unaccompanied Partita No. 2 in D Minor (Bach) played on the violin by Yehudi Menuhin.

DB.2290 — "CHACONNE" Part 3 and Part 4, Unaccompanied Partita No. 2 in D. Minor (Bach) played on the violin by Yehudi Menuhin.

Ever since Yehudi Menuhin started his concert tour, and included in his repertoire the superb "Chaconne" of Bach's, recordings of this work have been in great demand. Dealers should make a point of advising all their customers for Menuhin records that this work is available.

Parlophone

A.6185—"The Seaside" and "Clothes," sung by Murgatroyd and Winterbottom with Monte Crick at the Piano.

A.6165 — "Samun," fox trot, and "Baby Gaby and the Music Box," fox trot, played by the Dajos Bela Dance Orchestra.

AR.268 — "Blossoms Red and White" and "Where the Danube Embraces Vienna," sung by Richard Tauber, tenor, with orchestra. (Sung in German).

A.6191 — "Lookie, Lookie, Lookie, Here Comes Cookie," fox trot, and "My Heart Is An Open Book" (both from film "Love in Bloom") played by Harry

Roy and His Mayfair Hotel Orchestra, with vocal refrain.

A.6170 — "Rollin' Home" and "Rain" sung by Patrick Colbert, bass, with orchestra. (Excellent).

A.6141 — "Lena," polka, and "Cuckoo," waltz, played by The Jolly Campers, Novelty Accordeon Orchestra. (A jolly record).

A.6146 — "Singing a Happy Song," fox trot, and "I Was Lucky," fox trot (both from film "Folies Bergere de Paris") played by Harry Roy and His Mayfair Hotel Orchestra, with vocal refrain.

A.6138 — "What Are You Going To Do?" (from "Yes, Madam?") and "Dancing With My Shadow," slow fox trot, played by Harry Roy and His Mayfair Hotel Orchestra with vocal refrain.

A.6144 — "When Sonja Does Her Russian Dance" and "Toreador," played by the Robert Renard Dance Orchestra.

A.6140 — "Barcarolle," and "Song Without Words," played by the Carpi Duo.

A.6139 — "Carmen," Fantasy, Parts 1 and 2, played by the Grand Symphony Orchestra, Paris.

AR.267 — "Sonja, I Love You" and "You Mean the World to Me" (both from "The Singing Dream") sung by Richard Tauber.

AR.266 — "Your Love Is All I Care For," waltz song, and "Hungarian Song" (from film "Gitta Discovers Her Heart") sung by Gitta Alpar, Soprano, with orchestra (sung in German).