

ONE YEAR OLD

Station 6IX Has Birthday

Station 6IX, the "B" class broadcaster of West Australian Newspapers Ltd., celebrated its first birthday on November 27, and can look back on a successful year's broadcasting. In its short life so far, 6IX has made its mark in the West Australian broadcasting world; it has participated in numerous successful stunts, and has adhered to a popular programme policy which is the only one of its kind in the State.

One of the biggest jobs of the year was the special Federal election results service given on September 15 and involving the greatest link-up of the Australian "B" class stations up to that time. Using special lines to "B" class stations in Brisbane, Sydney, Melbourne and Adelaide, 6IX was able to provide a constant flow of up-to-the-minute information regarding the fate of political parties from 6.30 p.m. on the day of voting until the early hours of the following morning. Weeks of planning and organisation were rewarded when the service proved an outstanding success. The four Eastern States stations and 6IX were in constant communication with each other for the exchanging of progress totals. As 6IX received these periodically over the land-lines they were broadcast, with the latest figures from the Electoral Office in this State, and, by the use of special results forms supplied by "The Broadcaster," listeners were able to keep a constant check on all results as they came through.

Station 6IX's programme policy deserves some mention. The system demands that listeners should be given, as far as possible, four uninterrupted programme features, each lasting 20 minutes, every night. The aim has been that during this 20 minutes no advertising matter be inserted, and so far the only exceptions have been sponsored features. Careful observance of this rule has had much to do with the popularity of the station's method of radio presentation, which gives perfect continuity.

A long-felt want was supplied when 6IX set out to fill in the gaps when no stations in this State were on the air. For example, until 6IX commenced broadcasting the air was "dead" from 8.30 to 10.30 a.m. each week day.

MORE CONTRACTS

Many New Accounts

During the past three months new campaigns from the following advertisers have been received by 6ML:—

Luxor Theatre; Woolworths; Corner House; Edward Berry; Foy's; Mallabone & Co.; Gordonson Cycles; F. C. Lange & Co.; Ted Turner; Vanity Toilet Saloon; Cecil Gould; Arrow Cycle Co.; Don Clothing; "Rita"; Chris. McCarthy; Chas. Killick; Cabin Tea Rooms; Nelson D'Raine Ltd.; R. Kelvin Blake; Bert Derby; New York Hat and Suit Cleaners; Chas. Watson & Co.; Quain's; Redcastle Brewery; United Motors Ltd.; City Body Builders; Lonsdale Motors; Arthur D. Clarke & Sons; Coppersmiths Ltd.; Geo. Rapp; Stewart Dawson; Petty's; Betty

Ann; J. Spigl; McIlwraith, McEachern; Superior Knitting Mills; F. W. Charlesworth; H. C. Glanville; Fresh Fruit Drink Co.; Swan Brand Products; W.A. Airways; Ah Kwong & Co.; Walsh's Ltd.; Ah Sam & Co.; Andy Phillips; R. H. Higgins; Caris Bros.; W.A. Safe Deposit; Miss Mack; Glory Box; "Irene"; Peter Pan Tea Rooms; Harvey Bros.; Peters Fruit Palace; Belle Gladstone; W. Smith & Co. (Fremantle); Boans; Craig & Co.; Cottesloe Car Park; J. and W. Bateman Ltd.; Fremantle Trotting Club; Fisher Beard & Co.; Miss C. Rogers; Metters Ltd.; J. Millard; Westralia Wire Works; Alex. Kelly Shoe Stores; Bond's Shoe Store; Lattice Tea Rooms; J. Schwarzniger; Langham Studios; John Cykle; Decorations Co.; Wishart & Kirwan; Cyclone Fence Co.; Plaiostow's; Rational Council of Finance; Yalumba Wines; Smith's Gin; White Horse Whisky; Aberdeen and Commonwealth Line; Seppelts' Wines; Scrubbs Ammonia; Diamond Batteries; Michelides Ltd.; Selfix Sports Trousers; Chesterfield Racquets; "4711"; Nestle's; Gem Razors; Nugget Shoe Polish; Johnny Walker Whisky; Insectibane; "Walkabout"; British Australian Lead Manufacturers; Vacuum Oil Co.; Levers; Cox Bros.; B.D.V. Cigarettes; Cophia; O. W. Strang.

ALL NATIONALITIES HAIL AND FAREWELL 1934-1935.

A beautiful gesture in keeping with pacifists tenets is being organised in connection with the Danc-Sing Ball at the Town Hall on New Year's Eve. At the first stroke of midnight "Father Time" will enter and tap the sleeping nations (represented by girls in costume) on the shoulder. There will then follow a gay impromptu ballet in the shape of a 'crocodile' of all present on the dancing floor who will sing the "Stein Song" as they go.

New Year's Greetings will also be broadcast in several languages. 2UW is broadcasting descriptions throughout the evening.

TROUBLE-FREE RECEIVERS

Tasma dealers received a circular recently from Sales Manager Jennings, which read:

"This brings us to the close of the most prosperous radio season we have ever known, of which Tasma has had its full share, which we realise is due to the support given us by our many agents. We have always striven to make trouble-free receivers which would not eat up your profits in servicing, and this point alone, we feel sure, most of our dealers appreciate. Next year we will have better models and competitive prices with outstanding performance, which we feel sure will bring many sales and satisfied customers to you.

"Again thanking you for your past support and wishing you a very happy Christmas and the Compliments of the Season.

Yours faithfully,
Thom & Smith Ltd."

Latest Licence Figures

NEW SOUTH WALES		
	October	November
New Issues	6,129	5,468
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The above figures include:—

Total Free Licences to the Blind	1,381	1,477
Total Paid Experimental Licences	1,239	1,242

RADIO TRADE ANNUAL

360 pages of valuable data for only 5/-

Postal Note to Box 3765 G.P.O.,

Sydney.

New Year Greetings To All

BROADCASTING BUSINESS

Vol. 1—No. 14.

FRIDAY

JAN. 4, 1935.

Subscription
10/- P.A. Post Free
Single Copy 1/-

Millions of Dollars

U.S.A. Spends on Radio

THE two outstanding impressions of radio in America are the wonderful strides made without the help of licence fees by the commercial broadcasting stations, and the enormous sums of money which the American broadcasters spend on their artists," said Mr. V. M. Brooker, manager of the broadcasting department of Amalgamated Wireless on his return from America, whither he was despatched by Mr. E. T. Fisk to study certain aspects of wireless development.

Mr. Brooker remarked to-day that as much as 20,000 dollars would sometimes be paid for an hour's programme. This enormous fee was made possible by the fact that 80 stations would take the one programme; consequently no expense was spared. Moreover, direct advertising over the radio as known in Australia had disappeared completely from the radio network. Nevertheless, the amount spent on programmes by the American stations totalled 110,000,000 dollars a year or ten times as much as was spent in any other country.

Mr. Brooker was amused one evening at a banquet given by the Elk's Club at

Cincinnati. In the middle of the meal a man looked at his watch, whispered to his neighbour and hurried out into the lounge where he was followed by half of those present. It was the Amos 'n' Andy session on the national network which the banqueters were so eager not to miss.

"I thought I was pretty hard-headed in respect of radio programmes," said Mr. Brooker, "but those two negro impersonators have so perfected their turn that I found myself also postponing my evening meals in order to hear them."

"Broadcasting is the principal consideration in the creation and production of all new music in the United States," said Mr. Brooker. "Complete musical operas are being written for broadcasting only. The Gibson family for instance, present a new opera every week and the composers, Schwartz and Dietz have turned out 40 complete musical shows which are being broadcast at the rate of one a week. To judge from the position in America," concluded Mr. Brooker, "it seems reasonable to assume that the commercial or B class stations of Australia have a very bright future before them."

Successful Appeal

One of the most successful Charity Appeals was conducted in Queensland by Station 4BC and its associate station 4BH, some weeks before the Festive Season. As an outcome of three trips down the Bay in the s.s. "Kooopa"—two performances of "Charley's Aunt" by the Brisbane Repertory Theatre—three monster raffles (the prizes of which were all donations) and cash gifts—over £800 was collected to provide Christmas Cheer to Children of needy families.

A special Christmas Party was arranged in the City Hall by Station 4BC and at the Brisbane Stadium by Station 4BH—and for the first time in the history of Brisbane, the same speakers presided over both functions! As the Premier, Bishop Dixon, Mr. J. B. Chandler (Director 4BC) and Mr. Russell F. Roberts (Man-

ager 4BC) spoke from the platform of the City Hall, their remarks were broadcast through amplifiers installed in the Brisbane Stadium. Splendid entertainment was provided at both places, and the younger folk—and their adult escorts—enjoyed one of the most enjoyable presentations arranged during the year.

After the party came the treat! Sections of the thousands comprising the audiences were allowed out at a time and these were quickly supplied with bags of "cheer"—cakes, sweets, fruit and balloons—which had been packed the previous afternoon by voluntary workers. Mothers received an open order to secure clothing for the little ones before their return to school . . . and so the fear that Father Christmas mightn't arrive this year was banished—his envoys had done their work well!

SPECIAL REBROADCAST

On Thursday, January 10th, at 10.20 p.m. (eastern time) the National Service will rebroadcast from the B.B.C. "A Message to the People of Australia," by the Prime Minister of Great Britain (the Rt. Hon. J. Ramsay MacDonald). This is a very special occasion. Dealers and all listeners are particularly requested to listen-in at 10.20 p.m. (east.) on Thursday, January 10th.

THREE NEW MASTS AT 2BH

Progress continues unabated at 2BH Broken Hill where three new masts were recently erected. Studio accommodation has been doubled, further offices have been added and the library extended together with general renovations and improvements. This popular Station which has been on the air now since 30th June last, met with success right from the start. The management's policy is a very broad one in as much as they were courageous enough to give the public 7 hours of broadcasting daily from their opening day, which service includes all the items of interest to the Broken Hill people.

The listeners of Broken Hill and the district within a 100 miles are unanimously of the opinion that 2BH is a God-send.

BROADCASTING BUSINESS

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Telegrams: "B7188 Sydney"

A Hive of Activity

Commercial Stations Grow

THE average listener is supremely ignorant as to the workings of a broadcasting station—especially if they have not sufficient enthusiasm and curiosity, to definitely make a call on a station and see for themselves how things are done—at least on the surface. That public interest in broadcasting is growing, however, is demonstrated by the shoals of people who roll up each day at 2UW to see the wheels go round and also their favourite announcer before the microphone.

"What do you broadcast?" is the usual question asked by listeners to anyone who works in a broadcasting studio. They quite omit to recognise that the spoken word through the microphone is but a culmination of intense co-operation and a multiplicity of operations which pass through the hands of everyone in turn from the office boy to the General Manager. Take a single advertisement as an example—for we are dealing here with Commercial broadcasting stations only. At weekly meetings held in 2UW studio the salesmen organise their campaign and, later return with reports of their contracts. This introduces the prospective advertiser to the copy department, to the library and to the recording service department. All these departments combine to demonstrate to the prospective advertiser suitable copy in keeping with the special goods he is selling, and the length of time he is thinking of purchasing. The copy department will, if he wishes, weld copy and music together, and, if he desires to go to further expense after a trial of the programme, it can be recorded for frequent use and filing in the advertisers' office, if so desired by him. The copy department, therefore, is the clearing house for all advertising matter, announcements of all kinds, and pointers of advance ads. to the larger and more important sessions. With a station continuously on the air such as 2UW—from 7 a.m. till 12 midnight, and with a programme which is as packed as 2UW's, the preparation and supervising of copy alone, is an ever-constant job.

Departmentised

Relays from and to, other stations also engage the attention of another department, for each one is done by mutual agreement between kindred or sister stations, and this requires most precise arrangements, not only as to the exact time of broadcast, but even to the signal given one minute before-hand which is the signal for all such broadcasts.

Then, too, all relays take an amount of correspondence with the P.M.G.'s Department, and other people whose duty it is to attend to all broadcasts which make use of land lines. Outside broadcasts from sports grounds, etc., also require an amount of organisation from another department which sees that the engineers are placed advantageously, and again, co-operation with the P.M.G.'s de-

partment is required. The Station's correspondence is in the hands of still other office workers, amongst whom it is sorted according to its contents—the announcers' fan mail goes to one department—the requests to another—the artists requiring audition and so on.

Commercial Stations require not only a programme showing artists and various musical sessions throughout each day of the week and prepared a fortnight in advance, but also the advertising schedule which is really a programme of each advertisement, has to be made up daily so that the announcer on duty always has exact instructions before him for every minute of time that the station is "on the air." These schedules are made up ahead and, at the week-end particularly, each session up to Monday mid-day must be all in order before the office staff can think of enjoying their Saturday's surfing. This matter also comes under the supervision of the copy department.

It is only those who have visited Commercial stations and heard the din of the typewriters competing with the broadcast music who can realise the amount of office work that goes to the making of the programmes which appear in the newspapers, and these, it should be realised, are so abbreviated that they have only a ghostly likeness to the typed screed with which every announcer has to deal while he talks in dulcet tones of the virtues of this or that line of merchandise. It is possible that if business men paid a visit to a Commercial Station they would have a greater appreciation of the sincere and vital work that surrounds the microphone, and which backs up the announcers in their work of advertising products amongst those thousands of listeners.

3AW'S NEW BUILDING

3AW's new building in Latrobe Street is nearing completion. It will command a good view from Elizabeth Street and other parts of the city. At the present time, Manager Bridgeman is usually to be found somewhere between the new building and Exhibition Street.

3AW FETE

Over £600 was realised by the 3AW fete held in the Town Hall recently. This princely sum has been handed over to Melbourne hospitals.

XMAS PARTY

On Friday afternoon before Christmas some three thousand children attended the annual 3UZ Radio Xmas Party in the Town Hall. Fifty children took part in the proceedings from the stage.

NEWSBOY GREETINGS

3DB must be complimented for arranging, and A.W.A. for executing the exchange of greetings between newsboys in New York and Melbourne. The reception of the short-wave signals from America was particularly good.

January 4th, 1935

TARZAN AND GRASSHOPPERS

The Tarzan series attracts both young and old. We were assiduously watering our garden the other night and talking to our neighbour on the subject of grasshoppers, when 7.30 struck. A feminine voice called from the neighbour's lounge: "Billy—Tarzan." And Billy hurried away and left us to our grasshoppers. A few minutes later two people were espied sitting round the radio in deep concentration.

THRING AND DOYLE INTEREST IN 3XY

Still no more news concerning 3XY. Until late last week, no official pronouncement had been made re the sub-letting of the operating rights to F. T. Thring and Stuart Doyle. It is understood that there is no signature on the dotted line yet.

2HD AT THE AERIAL PAGEANT

Saturday, December 15, was a great day at Newcastle. It was the day of the first aerial pageant at the new aerodrome at District Park. This display had been arranged to synchronise with the visit of Prince Henry to Newcastle, but it had to be postponed, as the inclement weather on the day appointed made ordinary flying hazardous and stunt flying impossible. This time, however, old Boreas was more propitious and excellent weather attended the later date. And, boy, what a pageant! Club officials and other aerial authorities agreed that it was one of the finest exhibitions of flying the Commonwealth had yet produced.

There was some wonderful formation flying; aeroplanes that, from the ground at least, appeared to be only a few feet apart, keeping perfect formation and performing all kinds of graceful evolutions. Later there was a display of aerobatics in which the airmen rushed earthwards at a terrific speed, while the spectators held their breath, and just when they were due to crash the planes turned their noses and "zoomed" away up to 2,000 feet where they stood on their tails, rolled over and over and looped the loop like frisky seals in a pool.

Then there was a mock battle in the air, an air attack on the 'drome, which was defended by an anti-aircraft battalion, a bombing attack on a motor car, several aerial derbys, and a parachute descent. And while planes dipped and zoomed, bombs burst and anti-aircraft guns crackled, a competent announcer with the aid of the excellent public address system, provided by Station 2HD Newcastle, kept the vast audience well informed of the technique of the game, calling attention to the fine points of flying which to the uninitiated would have otherwise passed unnoticed. There is not the least doubt that the amplifying contributed largely to the success of the occasion, as the attention of the onlookers was directed to the banking and turning, and the intricacy and difficulty of the art of formation flying were efficiently explained to the public.

(Turn to Col. 3 Page 12).

January 4th, 1935

GOOD FEATURE MAKES STATION

Advertising With Open Eyes

WE have learned from advertising in this country that if you have a programme of sufficient interest it will attract and hold an audience to whatever station it is on." This quotation from a letter of the Advertising Manager of a Chicago proprietary company was cited us when we approached their Australian representatives to find out how they regarded the practice of spreading an allocation among various broadcasting stations.

The advertising chief of the American concern went on to say in his letter to Australia that if mediocre programmes were broadcast, the sponsor must depend upon the listening audience that automatically tunes in a given station. The theory that some people never listen to more than one station is true only to a very small per cent. "If you can get sufficient interest aroused in a programme, the people will switch over. We have demonstrated this very thoroughly with our programmes because whenever we put them on a weak station we actually make the station by attracting large audiences to it."

This theory has been substantiated by the Australian company which advertises consistently through one leading station only in Melbourne and Sydney. In the series of broadcasts from each station has been concentrated the entire advertising allocation and their recent decision to increase the time taken indicates how thoroughly they believe in this idea of concentration.

The same company pays great attention to its advertising and ascertains so far as possible the effect the advertising is having. In the broadcast series, listeners were invited to apply for a certain article enclosing a wrapper from the product. Within a 50 mile radius of Melbourne 7.28 listeners answered the appeal. Of these 55.34 per cent. came from non-industrial suburbs and the balance from industrial districts. In Sydney 10 per cent. of the licensees wrote to the station concerned. They were divided 55 per cent. non-industrial, with the balance industrial and interstate. It is interesting to note that this station drew double figure replies from both Tasmania and New Zealand, whereas the Melbourne station drew only a few replies from Tasmania and only one from New Zealand. The Managing Director of the Australian organisation expressed his faith in broadcast advertising with one proviso—the programmes must be of a high standard and the amount of advertising matter kept down to a minimum.

For this reason the Company use only about 5 per cent. of their time in making announcements relative to their product. Long experience of the Company in America has impressed the necessity of good programmes and short announcements and results of this policy have been indicated in the sales maintained by the Company.

FIRST WOMEN'S INTERNATIONAL CRICKET MATCH

To sponsor the broadcast of the very first Women's International Cricket Match to be played, is the unique position being held by the enterprising Brisbane firm, Alexander & Sons Ltd., manufacturers of the well-known "Suprem" Shoe Polish. In addition to the International Matches played on December 28th, 29th and 31st, Alexanders sponsored the games played by the English and Queensland teams earlier in the month.

The decision to sponsor this important and unique sporting feature, was the outcome of successful radio advertising previously conducted through Station 4BC—and it is to be hoped that the footwear of Queenslanders will be beaming with that famous "Suprem" smile in gratitude for such an excellent service.

VACUUM OIL COY. AT 6PR

The Vacuum Oil Coy.'s programmes featuring great composers, broadcast from 6PR every Wednesday at 8 p.m., are earning much favourable comment. Each programme is confined to works representative of the composer selected, and short biographies are added by Mr. G. G. Gregory, who conducts the sessions on behalf of the Vacuum Oil Coy. Listeners who have not yet tuned in to these sessions should do so next Wednesday at 8 p.m.

MALVERN STAR CYCLES

During the current month a feature of 6PR's breakfast sessions has been the special Malvern Star programmes. These are broadcast in a bright and breezy manner, calculated to instill a desire for a cycle and the open spaces. Cycling is rapidly regaining its popularity and there is no healthier exercise for children for whom Bruce Small & Coy. specially cater.



—sweet and melodious, places 2BH Broken Hill among the most popular stations in Australia.

NATIONAL ADVERTISERS are invited to avail themselves of the broadcasting medium which serves the greatest area of New South Wales.

2 BH—BROKEN HILL

Owned and Operated by
RADIO SILVER CITY LTD.

Power 100 watts (in the aerial)
Wave Length 220.6 metres

HOURS OF TRANSMISSION

Morning Session 7 a.m. to 9 a.m.
Evening Session 6 p.m. to 10.30 p.m.
Sundays 10.30 a.m. to 1 p.m.; 6 p.m. to 10 p.m.

NEW REGIONAL STATION BUILDINGS

Parliamentary Questions:—

In the House of Senate, Canberra (14/12/34), Postmaster-General (Senator McLachlan) replied to Senator Sampson in regard to certain questions asked by the latter concerning the new Kelso regional station in Tasmania.

1.—Who was responsible for the plans and specifications of the Staff dwelling house now being erected for the Wireless Broadcasting Station at Kelso, Tasmania?

Ans.—The working, drawings and specifications in respect of this building were prepared in the office of the Works Director for Victoria.

Q. 2.—On what grounds are 5 in. x 5 in. Peppermint Posts being used to support the building instead of concrete?

Ans.—It is the usual practice to use wooden stumps for timber buildings. The specification in respect of this particular building provided for Jarrah stumps. It was, however, considered desirable to use Tasmanian timber, and as Peppermint which, with the exception of Tasmanian Blue Gum, which was not obtainable in the district, has a longer life than any other Tasmanian hardwood, that timber was decided upon. The building is not being erected on swampy ground, the site being some four feet higher than the surrounding area.

Q. 3.—Is it not a fact that some seventy chains of wire fencing is being erected, with 6 in. x 4 in. concrete posts, manufactured on the job?

Ans.—Yes. Concrete fence posts are being used because a considerable portion of the fence traverses swampy ground.

Q. 4.—What is the difference in cost between (a) 5 in. x 5 in. peppermint posts; (b) 5 in. x 5 in. concrete posts?

Ans.—Approximately one shilling and sixpence per 4 ft. post.

Q. 5.—What is the estimated life of the 5 in. x 5 in. Peppermint Piles under the dwelling?

Ans.—The life of peppermint telegraph poles which are exposed to all weather is approximately eighteen years. The life of the same timber used for foundation posts which are in a sheltered position would be naturally longer.

Q. 6.—What is the estimated life of the same in concrete?

Ans.—Indefinite.

Q. 7.—The Parliamentary Public Works Committee having ceased to function, what examination, if any is exercised with regard to site, plans etc., and by whom?

Ans.—Plans etc., in respect of all buildings prepared by the Technical Officers of the Department of the Interior are subject to review by the Departments for which such buildings are erected. The sites upon which buildings are erected are also subject to the approval of the Departments concerned.

HIGHER POWER REQUIRED FOR COMMERCIAL STATIONS

At a meeting of the 50,000 Club held in Perth recently, Mr. V. Samuels, Manager of Station 6MO, commented upon the possibility of improving the programme as put on the air by "B" Class Broadcasting Stations. It was necessary, he said, that the power of the station should be increased so that the broadcast would reach a larger number of listeners—and nothing has been accomplished in that direction yet—and that the revenue of the station should be increased. The number of listeners was greatest within twenty-five or thirty miles of existing stations, so that if their power could be increased there would be an increase in licence figures and consequently in revenue of Station.

Asked by a member how the stations would improve their programmes if the revenue increased, Mr. Samuels says that in the first place the Stations would increase the number of hours on the air. The hours of broadcasting have only been reduced because of a fall in income. An improvement in programmes could be quickly and easily brought about if there were more money to spend.

Another member said that one station in particular was very popular because it adhered to a brief style of advertising. Long advertisements were boring, but the Station he was referring to had the advertisements finished almost before people realised they were listening to an advertisement. Mr. Samuels said that considerable difficulty had been experienced in convincing advertisers that short announcements were most essential. It has taken some time to get them down from 250 word announcements to the present stage.

SPONSORS 5,000 HAPPY HOURS.

Appreciation from Sam Lands Editor,

This letter is in appreciation for the very valued information published in your magazine from week to week. I derive much enjoyment from reading same, and I am very thankful for the information I obtain.

No doubt, you are aware that practically all my advertising is done over the air, starting first with Station 2KY in the very early days. My Happy Hours are now also conducted over Station 2UW, and I consider my best Session is that of the Diggers' Session which I sponsor between 9 o'clock and 9.15 each morning over this Station.

For your information I wish to state that I think my Store (The Palace of Gems) has a world's record regarding Radio Advertising, for I have sponsored approximately 5,000 Happy Hours through different B Class Stations. During the next year I have some very new and novel ideas for my Happy Hours listeners which I think they will enjoy immensely.

SAM LANDS.

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January 4th, 1935

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2HD—(Continued)

Amplification has transformed every other form of entertainment as truly as it has done the motion picture industry. "Stills" are now a back number and whether the function be in or out of doors, the interest of the audience in the performance is increased 100 per cent. by the competent description given in a voice that can be heard everywhere and by all.

Station 2HD's public address system is another triumph for 2HD engineers, that has more than met all of the demands made upon it and has secured for that Station management the grateful thanks of satisfied promoters.

BROADCASTING BUSINESS

Vol. 1—No. 15

FRIDAY

JAN. 11, 1935.

Subscription

10/- P.A. Post Free

Single Copy 1/-

Radio Audiences Form Class Tastes

Broadcasting no longer can be expected to reach all Groups; advertising copy, not programme, sells products.—By R. L. Harlow.

A BRAHAM LINCOLN observed long before radio appeared that "You can't please all the people all of the time." Mr. Harlow recalls this sage observation in complaining that sponsors often expect the impossible of broadcast programmes and blame the broadcaster if results are not all that were anticipated. The modern listener to-day, he observes, selects his radio programme just like a theatre-goer picks the play or musical show he prefers. And it isn't the programme which sells the sponsor's product, he adds, it's the commercial announcement.

What does the public want? Where is the producer who will guarantee that programmes which he initiates will positively be listened to? Where is the man who can please all the people all of the time?

And isn't that exactly the individual for which we are all searching? What kind of business are we involved in? Is it theatrical, educational, engineering, advertising, or what? Who started it and what were their qualifications?

A survey of the pioneers in the broadcasting field is certainly illuminating. The list contains no names of prominence either in the theatrical, educational or advertising fields. Engineers, yes, who produced the means but didn't know what to do with their own inventions. Isn't it a miracle, then, that we have succeeded as well as we have? Now with that background before us, we can better appreciate to-day's problems in the producing of programmes for broadcasting.

Miracle Expected of Radio

WHO to-day would expect to engage a theatre and produce a play through which he hoped to please equally every man, woman or child regardless of race or creed. That

may seem ridiculous but it is exactly what is expected of the producer of a radio programme by its sponsor.

Granted music is the only real "Esperanto," it has as many dialects as any language. A new programme is ready for the air as far as client and agency are concerned. What is the next step? Discounting all the conversations concerning securing "something new" the final solution is usually an orchestra, soloists or vocal groups and the M.C. and really not a bad start at that.

Now on paper "orchestra" is spelled the same whether it is the Philadelphia Symphony or some unknown jazz band. As far as the average client is concerned the former must be better because it costs more.

However, because we still assume that the general listening public is, musically unintelligent in selecting our orchestra, we choose a dance combination.

Lo, The Poor Broadcaster!

All right, there's nothing the matter with good dance music but regardless of one's personal likes or dislikes, if we are staging a show to play New York City and every theatre on Broadway was playing a burlesque show, it might be considered pretty poor showmanship to take the only available theatre left and open up one more of the same type performance and expect to do business.

As far as the theatre is concerned we plan carefully to make our appeal either to lovers of good music, symphonic or operatic; to those who will pay to see the drama or musical comedy, pictures or vaudeville. And we are quite satisfied if we have accomplished, successfully, that object.

In the printed "ad." we give thought to the circulation of the medium we select.

But lo, the poor radio programmes! A station announces with pride a potential audience of 1,000,000 or more is immediately expected to deliver just that number, regardless of who or where they are and without regard to individual habits or conditions or the means adopted by the client to bring his product to their attention. When will we learn that you can't fool a radio listener in his home any more than you can in a shop or on the street.

It isn't that the radio is losing its appeal—not at all. It's simply that to-day the radio fan selects his programme according to his own personal likes or dislikes. He is rapidly being formed into the same groups which have been recognised by the "theatre" for years.

The Copy's The Thing

BASICALLY, if we are willing to face facts, the playing of the "Last Roundup" or an act from a Wagnerian opera will never sell a can of soup or a tube of toothpaste. It is the copy that sells—nothing else. Granted the ballyhoo of a fine programme is a great attention-getter, and that a good performance builds good will, in the final analysis it is the copy, its dignity or cleverness of introduction, its delivery and salesmanship that brings the cus-

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