

BROADCASTING—Latest Licence Figures

Romance of Business

Community Sold on Advertising

PERHAPS because they seem too common-place, no-one is telling in terms of to-day's service to the people, the stories of clothing or of food, yet these are things without which . . . our lives would not be nearly so well worth living."

Realisation of this fact, plus knowledge that advertising had helped make many one-time luxuries a common part of daily lives, prompted the Erie Advertising Club to sponsor a series of somewhat unusual radio broadcasts. These were presented for 15 minutes each Sunday afternoon over a Columbia outlet. The general subject was—"The History and Romance of Business."

Each broadcast was personally directed by a Club member—an optometrist, whose dearest hobby is the teaching of public speaking. Under his guidance members of the Club prepared discussions on little known facts of human interest about their own industry or trade. The listener was carried back to the very beginning of the product or service. Skillfully worded questions—the type any enquiring mind might ask at the particular moment—gave an easy transition from highlight to highlight in the development to present-day standards.

Woven in, near the end of each script, was a restrained tribute to the part advertising has played in making the now commonplace commodity or service so generously contributed to our great comfort as human beings.

Watches For All

A jeweller told the romantic background of a watch, and paid tribute to the way in which advertising fostered the mass production, which has placed a personal time-piece within the reach of all.

A manufacturer of plumbing supplies, discussed the history of the bath; a manufacturer of wringer rolls, romanticised the laundry; a photographer has brought out the antecedents of the snapshot so casually taken to-day; a manufacturer of cooking utensils has contrasted to-day's easy methods of cookery with those of bygone generations, and with each of these stories a few words in recognition of advertising has been one of the factors which helped make each story come true.

Before the series was ended, it was hoped to cover almost every commonplace thing which adds to human com-

fort or well living. There was even tentatively scheduled for later presentation, the tale of a shirt, and the romance of a can of beans.

The steady growth of the listening audience, proves that men and women are interested in this type of programme. Each speaker has had plenty of evidence of this in the form of comments received from people he met during the week following his broadcast. Contact men from the radio station told of many unsolicited words of approval picked up from unexpected sources as they made their rounds each week.

Four Ways of Success

Less than 2 months old, the programme proved a "natural" in four ways: (1) It gave the radio station a good sustaining programme at no cost—a programme which built its own audience through word-of-mouth publicity. (2) It has done, and is doing, a direct selling job for the business of each man who presents its story on the air. (3) It has added to prestige of the Erie Advertising Club as a vital force in the community. (4) It has already sold advertising as an asset to the community, better than all the "canned" talks on advertising per se which have been presented over the air, and in the pages of newspapers and magazines.

The final point is perhaps the most important. Too many misguided forces are now endeavouring to discredit advertising. They are hampering recovery by decrying one of the most potentially powerful tools of business. The efforts of professional advertising men and women have too often been over the heads of those whom they would convince. They have tried too hard to sell the mechanics rather than the results of advertising—i.e., the results as translated into terms of comfort and conveniences which touch us all—in our homes, in our places of employment, and in our recreations.

As experts of mass psychology, all commercial broadcasting men and their employees should appreciate that the sales message must be told in the language of those to whom they would sell. Yet, when they attempt to do a selling job for themselves, they hesitate to take their own medicine.

Latest Licence Figures

NETT INCREASE, 7,209

Down Only 653

South Australia's Big Gain

NEW SOUTH WALES

	November	December
New Issues	5,468	4,727
Renewals	15,081	13,934
Cancellations	1,940	1,384
Monthly Total	259,645	262,988
Nett Increase	3,528	3,343
Population Ratio	9.87	9.97

VICTORIA

New Issues	5,375	3,273
Renewals	11,412	12,788
Cancellations	3,704	1,808
Monthly Total	225,670	227,135
Nett Increase	1,671	1,465
Population Ratio	12.33	12.33

QUEENSLAND

New Issues	1,599	1,266
Renewals	3,605	2,688
Cancellations	471	392
Monthly Total	61,847	62,721
Nett Increase	1,128	874
Population Ratio	6.45	6.54

SOUTH AUSTRALIA

New Issues	1,159	1,217
Renewals	3,566	3,754
Cancellations	435	328
Monthly Total	71,587	72,476
Nett Increase	724	889
Population Ratio	12.17	12.31

WESTERN AUSTRALIA

New Issues	962	855
Renewals	2,180	1,745
Cancellations	301	337
Monthly Total	36,899	37,417
Nett Increase	661	518
Population Ratio	8.34	8.46

TASMANIA

New Issues	451	423
Renewals	854	795
Cancellations	301	303
Monthly Total	18,777	18,897
Nett Increase	150	120
Population Ratio	8.23	8.29

COMMONWEALTH

New Issues	15,014	11,761
Renewals	36,698	35,704
Cancellations	7,152	4,552
Monthly Total	674,425	681,634
Nett Increase	7,862	7,209
Population Ratio	10.10	10.19

The above figures include—

Total Free Licences to the Blind	1,477	1,519
Total Paid Experimental Licences	1,242	1,259

BROADCASTING BUSINESS

Vol. I.—No. 22.

FRIDAY

1st March, 1935

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

Decentralisation of Radio Markets

Country Listeners Increase—Country Stations Grow More Popular

IN this issue is published the latest broadcast listeners figures of the licences that are in force in areas within 50 miles of the principal cities and towns throughout Australia, for the quarter ended 31st December, 1934.

Previous figures in this respect were published in "Broadcasting Business" of November 23rd, 1934, for the quarter ended September 30th of that year.

While it is indicative that licences in the metropolitan areas continue to increase much more rapidly than country areas, it is nevertheless reassuring to find that there is a considerable advance being made in country areas.

The Newcastle area has made great strides, and for the 3 months under review, the total licences increased from 21,294 up to 22,634. This brought the ratio of licences to 100 of population, from 8.77 up to 9.33, and made the percentages of licences to dwellings reach the figure of 40 as compared to 38 in the previous quarter. These are the best figures registered, excluding Wollongong, where, exclusive of the area of Sydney, there is a percentage of 41 licences to dwellings, as against 39 per cent., in September last.

The Wollongong Station is making quite an impression on the South Coast, just as the Newcastle stations are making a considerable impression in and around their area.

Broken Hill is an outstanding example of what can be achieved by an excellent commercial broadcasting station. Whereas, in September last the percentage of licences to population was 7.33, i.e., in the N.S.W. area, this has now gone up to 7.42. Since the introduction of Sta-

tion 2BH, the area around Broken Hill has become more radio minded.

Grafton affords a still further example of the influence of B class stations. The licences there in September last were 1,818, whereas in December they were 1,936, and the percentage of listeners to population rose from 4.29 to 4.51.

Gunnedah is running parallel with Grafton in regard to the percentage figure, although the number of licences in that area is 2,132.

Lismore is also increasing in popularity, and the percentage figure rose from 4.15 to 4.21 during the last 3 months. It is significant that the Orange area makes very little progress, and no doubt a broadcasting station at Orange would reap quite a number of licences.

Tamworth is another place which has made relatively slow progress. In fact, during the 3 months under review, the licence figures only increased by 73.

Wagga licences increased by 159 in the 3 months.

Victoria

Here we find that in the area outside of 50 miles of Melbourne, the licences increased from 46,246 up to 51,037, very nearly 5,000 increase, and the percentage rose from 7.33 to 8.06, with the percentage in houses rising from 30 up to 34.

The saturation of the State is now at 12.38 population as against 12.04 three months ago.

The old city of Ballarat went up from 16,956 to 17,441, an increase of 485 licences, with a percentage value of 10.77 as against 10.47 three months ago.

Bendigo increased by 181, which is really very little progress.

The Geelong area, excluding Melbourne, rose from 19,250 in September last, up to 19,753, an increase of 503, showing an extremely high figure ratio of 12.64 in December, as against 12.32 in September.

Hamilton, in Victoria, only went up from 4,309 to 4,318, an extremely small rise—actually 9 licences—while Horsham, another centre with a B class station, increased from 3,138 up to 3,270, a total of 142.

In Mildura, licences went up 208 in the Victorian Section, and two in the N.S.W. Section.

Sale is another town where quite a number of licences have recently been taken out, and the increase there was 758, while at Shepparton, the figures were 5,790 in September as against 6,005 in December, showing an appreciable rise of 215.

At Swan Hill, the figures apparently decreased by 8 on the Victorian side and 18 on the N.S.W. Section.

No criticism is offered of the other States at this juncture.

Country Effectiveness

These figures released by the P.M.G.'s Department, really warrant considerable

(Continued on page 3)

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Phone: Cent. 2805. G.P.O. Box 1774.

ANNUAL SUBSCRIPTION:
Post free in Australia 10/- p.a.
Post free in British Empire 12/6 p.a.
Post free, Foreign 15/- p.a.
Telegrams: "B7188 Sydney"

SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

"Broadcasting Business"

Box 3765, G.P.O., Sydney.

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for sum of 10/- is enclosed

NAME

ADDRESS Phone

Broadcast Listeners Licences in Force in Areas within 50 miles of Principal Cities and Towns

Quarter Ended 31st December, 1935

(Figures for previous quarter were published in "Broadcasting Business" for November 23rd, 1934, Page 14)

New South Wales and Federal Capital Territory					Queensland				
Locality	Licences	Population	Ratio of Licences to 100 of Population	Dwellings	Locality	Licences	Population	Ratio of Licences to 100 of Population	Dwellings
(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Sydney	191,878	1,436,924	13.35	56	Brisbane	40,712	400,465	10.10	44
Remainder of State	71,110	1,199,773	5.92	26	Remainder of State	22,009	559,242	3.93	17
State (inc. F.C.T.)	262,988	2,636,697	9.97	43	State	62,721	959,707	6.53	28
Albany—N.S.W. Sec. Vic. Section	2,640	30,792	8.57	38	Cairns	953	48,850	1.95	8
Bathurst	2,424	38,016	6.38	26	Mackay	925	29,065	3.18	14
Broken Hill—(exc. S.A.)	5,301	93,390	5.67	24	Maryborough	2,945	53,527	5.50	22
Canberra—(inc. N.S.W.)	2,099	28,257	7.42	30	Rockhampton	3,180	47,944	6.33	29
Corowa—N.S.W. Secn.	2,376	33,586	7.07	30	Toowoomba	8,102	123,059	6.58	30
Dubbo	2,844	32,168	8.84	40	Townsville	1,957	40,055	4.88	22
Goulburn	2,829	48,963	5.98	24	Warwick—Qld. Secn.	4,935	84,287	5.85	26
Grafton	1,692	31,277	5.40	24	N.S.W. Secn.	124	4,052	3.06	10
Gunnedah	3,741	61,541	6.07	27	South Australia				
Lismore—N.S.W. Secn.	1,936	42,314	4.51	20	Adelaide	54,749	393,080	13.9	56
Moss Vale	2,132	47,214	4.51	21	Remainder of State	17,727	195,499	9.6	40
Newcastle	3,823	90,680	4.21	19	State (Inc. N.T.)	72,476	588,579	12.31	51
Orange	196	5,812	3.37	14	Crystal Brook	6,012	50,128	11.97	51
Tamworth	8,961	114,179	7.84	34	Port Lincoln	785	7,196	10.9	47
Wagga	22,634	242,606	9.33	40	Port Pirie	4,686	43,330	10.81	47
Wollongong—Inc. Sydney	3,179	79,855	3.98	17	Mt. Gambier—S.A. Secn.	930	17,181	5.41	23
Exc. Sydney	2,484	50,312	4.93	22	Vic. Secn.	1,023	7,922	12.91	53
	4,283	73,086	5.86	27	Western Australia				
Victoria					Perth	28,311	238,225	11.88	51
Melbourne	176,098	1,201,835	14.65	61	Remainder of State	9,106	204,141	4.45	19
Remainder of State	51,037	632,721	8.06	34	State	37,417	442,366	8.45	35
State	227,135	1,834,556	12.38	51	Albany	597	9,416	6.34	24
Ballarat	17,441	161,826	10.77	43	Bunbury	1,545	33,848	4.56	18
Bendigo	8,430	126,454	6.66	26	Collie	1,530	35,470	4.31	17
Geelong—Inc. Melbourne	179,062	1,148,212	15.59	65	Geraldton	452	9,984	4.52	21
Exc. Melbourne	19,753	156,164	12.64	53	Kalgoorlie	903	23,257	3.88	15
Hamilton	4,318	55,555	7.77	33	Katanning	1,254	14,537	7.93	36
Horsham	3,270	44,380	7.36	31	Merredin	858	15,031	5.71	24
Mildura—Vic. Secn.	1,918	23,976	7.99	34	Narrogin	710	15,847	4.41	19
N.S.W. Secn.	233	3,584	6.50	25	Northam—(exc. Perth)	1,402	37,782	3.97	16
Sale	3,914	49,869	7.84	32	Wagin	992	17,767	5.58	23
Shepparton—Vic. Secn.	6,005	79,996	7.50	31	Wiluna	159	10,348	1.53	5
N.S.W. Secn.	264	3,085	8.55	34	Tasmania				
Swan Hill—Vic. Secn.	1,956	29,583	6.61	28	Hobart	10,420	99,789	10.44	45
N.S.W. Secn.	253	5,490	4.61	20	Remainder of State	8,477	128,025	6.62	28
					State	18,897	227,814	8.29	36
					Burnie	3,642	48,377	7.52	33
					Devonport	6,933	86,597	8.00	34
					Launceston	6,433	82,196	7.83	34
					Queenstown	709	9,719	7.30	29
					Ulverstone	3,278	80,697	4.10	18

DECENTRALISATION OF RADIO MARKET

(Continued from page 1)

attention on the part of all National broadcast advertisers, also advertising agencies and stations. They afford good ammunition for comparison and investigation. They also show, within reason, that country stations are definitely having an effect in many of the country centres. The country people have a bad enough service as it is, from the National stations, but what with artificial and natural static, and other interference, country people do not enjoy broadcasting as it is known in the city to-day.

It has often been claimed by a lot of the big city stations that they cover country areas. They read out letters received from listeners in various areas, and generally contend that they are giving a fairly wide country coverage. Such claims can only be taken with a grain of salt. The extent of a station's coverage is determined by quite a lot of factors. On the transmitting side, it depends on the location of the station, the efficiency of the aerial, and the efficiency of the equipment. Once the energy leaves the aerial, it then depends upon the surrounding country, the intervening atmosphere, and by the time it reaches any particular receiving set, it must overcome the disadvantages of the area in which that receiver is located.

The transmitting of energy through the air per medium of a broadcasting station, must also take cognisance of the effect of the sun upon the earth and the heaviside layer.

Metropolitan stations do not have as wide a country coverage in the day as they might have during the night. It is quite evident that the day of the country station is dawning, and that even the highest city stations, with 1,000 watts power in the aerial, will find it difficult to continue to convince metropolitan advertisers that they really do cover country areas.

In many cases, if a correct field strength curve were published of so-called efficient metropolitan stations, it would be found that their effectiveness, even in some suburbs, was very much below that anticipated by the advertiser.

A Yardstick!

There are no yardsticks by which this effectiveness can be measured, other than by a very comprehensive field survey in the areas which it is desired to investigate. Even then, that only gives the relative strength at which that station operates in the particular area, and after that it must be ascertained what the acceptance of the station is amongst the actual listeners in that area.

You can prove this for yourself by tuning in to say the weakest of the city commercial stations. Get it up to a fair volume, tune it in accurately, and then turn it down until you can hear it reasonably well. Now move your tuning dial over to the other stations, without touching your volume control, and see what stations come in at a stronger or weaker value than the station you originally tuned to. In this way, you will be rather intrigued with the difference in power of the various stations.

Then, it must also be remembered, that because a station is licensed to use 1,000 watts, it does not always mean that they are using 1,000 watts, and it is predicted that the day will come when advertisers will demand a Radio Inspector's Certificate as to the actual power used, or the actual operation value of the transmitter, as almost a warranty of circulation.

Even the power factor has its problems, and just because a station may be using a large power, does not always mean that it becomes effective, as this will depend upon the degree of modulation. Some stations push up their power, but in so doing, they affect their modulation, the station thereby becoming "mushy" and distorted.

The decentralisation of the radio market would be largely brought about by the rapid development experienced in country broadcasting stations. This is exemplified in Newcastle, which many of the Sydney stations claim they cover with great accuracy. In actual fact, very few of them get within miles of it. Likewise, it is not conceivable that country stations could claim to cover city areas, although, after all is said and done, providing that a station is receivable at reasonable strength, and is capable of producing a programme that will encourage the people to listen to it, then, they will get the listeners.

It will all revert to the programmes some day or other—coupled, of course, with the efficiency of the station, which in turn will depend on how the transmission is carried out.

It is very interesting to note that in the station allocations recently announced to be effective from September 1st, that provision is being made for several new country stations. As these stations develop in numbers and efficiency, together with revenue and support from advertisers, the country people will certainly get a good service, and the supporters of those stations should materially benefit.

It must surely evolve that metropolitan stations are purely for the metropolitan area, and not for country areas, as some of them now claim.

NEWCASTLE'S PREMIER STATION

Serves Newcastle, The Coalfields and Northern Districts

2 HD

Watch here for important announcements each week.

STATION 2HD

Box 123 Newcastle
Sydney Office:

E. A. Wood (BW 2211)
C/- A.W.A., 47 York Street
Sydney

NEWCASTLE STATIONS BENEFIT

A recent announcement of the new allocations effective from November 1st next, of wavelengths dealing with commercial stations, brings to light the fact that 2HD Newcastle will be operating on a much clearer channel than at present, and should be free from interference from other stations.

This enterprising Newcastle station will add still further to its popularity when the allocations are brought into effect.

4BC GIVEN 1,000 WATTS

Brisbane Station 4BC has been given permission by the P.M.G.'s Dept., to increase its power to 1,000 watts. When this increase is effective, it should place 4BC in an even better position than it occupies at present—which is pretty high.

It will also put the station in the highest position possible and equivalent to the highest powered commercial station in Australia.

This also means that its effective area will be considerably increased, and dwellers in outlying country areas should be able to receive this popular Northern station.

2UW'S COUNTRYMAN'S SESSION

One of the most important outcomes of 2UW's all-round-the-clock-service to listeners is the inclusion of a Session for Countryman and the Countrywoman 2UW's many listeners in country centres are thus to benefit by information and entertainment in the early hours of the morning when the cities are still asleep, namely from 5.0 to 6.30 a.m.

The session sponsored by Grace Bros. will take the form of news, weather and market notes, stock reports and items of general interest to the man on the Land.

THE PUBLIC TASTE

Programme From Suggestions

The public like vocal music according to requests that are being sent to 3DB Melbourne. This station provides a programme every afternoon which is built from suggestions sent in by listeners. So far the session has been in operation for 45 weeks and there has been no lack of numbers. A double theatre ticket is given every week to those whose numbers are played.

An interesting feature is that most people prefer vocal music of the Richard Crooks type. All suburbs have very much the same taste, which is generally surprisingly good. Very few people request jazz numbers and even instrumentalists are not very popular.

3AW Steps Out

New Building and Modern Plant

3AW MELBOURNE has stepped out. After having been housed in His Majesty's Theatre then temporarily elsewhere in Exhibition Street it has now taken up its permanent abode in a new and modern three storey building in Latrobe Street just above Queen Street. From here its two 125 ft. tubular steel masts can be seen from many points in the city and at night two neon beacons are a land mark as well as a guide for aircraft and shipping.

The building itself is of brick and of a modern exterior. The letters "3AW" in chromium steel are conspicuous on the upper half of the front, while on the top of the building the 3AW sign stands out in neon 3 feet high.

The Administrative Offices

Efficiency is the keynote of the layout of the ground floor where the administrative offices are situated. The outer main office is at one side of the floor while a corridor leads down to the smaller offices where the management and continuity departments are to be found. The furniture throughout is of tubular steel construction and all offices are heavily carpeted as is the stair leading to the studios and control rooms.

Studios and Control

Here the layout is somewhat similar to the ground floor. A corridor runs the entire length of the building opening into which are doors leading to the three studios, A, B and C, the control room, and at the distant end a smaller studio D. The walls are decorated in brown tonings with futuristic patterns. The frequent use of chromium steel adds a further note of beauty.

The Studios

Studio A on the street end is sufficient to accommodate a band of 15 players, it being 28 by 17 by 17. Alongside it is studio B used for speech transmissions, dramas, etc., as well as practically all of the night programmes. Its measurements are 15 by 17 by 30.

Studio C is smaller and is used for talks and recorded programmes. Of the three studios A, B and C, C is the most removed from the street in order to isolate it from any possible noise that might get through. It is thus admirable for daytime transmissions.

At the end of the corridor is studio D the dramatic control room, where all features used in dramatic production may be manufactured. The studio serves a dual role, it being possible for the Pro-

gramme Director to conduct rehearsals in any studio from here. He is able to speak to the players and hear their replies.

In order to prevent any interlinking of sound the walls have been elaborately insulated against noise transmission. They are 14 inches thick and all of special sound absorbing material. In this direction Professor Cherry of the Melbourne University was consulted.

The control room is situated off the main corridor and in a line with studios A, B and C. Plate glass windows in the end of the walls of all these studios enable through vision from the control room while a window at the other side of this room enables studio D to be kept in sight. Thus all studios may be kept under the direct eye of the engineer in charge of the transmissions. In the control room special new apparatus has been installed and already there is a marked improvement in the transmissions. All microphones, pick-ups, etc., are individually controlled from the four-way G.R. mixer.

There is a complete stand-by speech equipment for use in the event of failure in the speech equipment in any studio. This apparatus is normally used as audition equipment so that programmes may be carried on from one studio while an audition may be held in another and listened to at any of the several points in the building.

All land lines terminate on one board so that at one time as many as 30 permanent lines may be connected here.



3AW's New Station, Corner Queen and Latrobe Streets, Melbourne

March 1st, 1935

Masts and Aerial

Two 125 feet tubular steel masts 10 inches in diameter at the bottom and 6 inches at the top carry the quarter wavelength Marconi flat topped T type aerial. The masts are mounted on insulators and the probability is that they will be left in this condition. The usual practice is to earth the mast, but this is liable to cause loss of power due to absorption from the lead-in. The earth is a 6 x 4 feet copper plate buried in moist ground.

All studios are connected by running ducts so that at any time additional lines may be laid and existing lines attended to without disfiguring the studios.

Microphones are of the dynamic, ribbon and condenser type, the carbon type being used for outside broadcasts. All studios are air conditioned.

For interstate relays special apparatus is being constructed to enable programmes to be sent out simultaneously.

On the third floor are workshops and store room and from here access is gained to the flat roof of the building.

Ideally Constructed

The new 3AW is thus ideally constructed for broadcast transmissions. It has been for long the aim of the directors and management to place before advertisers facilities that would enable them to send out to their listeners the very best of programmes. Now that the new studios are working, advertisers may even more than before be certain of getting a telling story to the public they wish to reach.

Metropolitan and Country Distribution

QUARTERS ENDING SEPTEMBER 30 AND DECEMBER 31st, 1934

New South Wales

Area	Licences	Population	Ratio of Licences to 100 of Populn.	% of Metro & Country Licences		
	(1)	(2)	(3)	(4)	(5)	(6)
Metro 30/9/34	167,276	1,245,407	13.43	57	66	
31/12/34	174,714	1,248,071	14.00	59	66	
Coun. 30/9/34	84,691	1,385,780	6.11	27	34	
31/12/34	88,274	1,388,626	6.35	28	34	
State 30/9/34	251,967	2,631,187	9.57	41		
31/12/34	262,988	2,636,697	9.97	43		

Victoria

Metro. 30/9/34	154,993	997,128	15.54	65	70
31/12/34	159,309	834,723	8.13	33	30
Coun. 30/9/34	65,297	832,552	7.84	32	30
31/12/34	67,826	834,723	8.13	33	30
State 30/9/34	220,290	1,829,680	12.03	50	
31/12/34	227,135	1,834,556	12.38	51	

Queensland

Metro. 30/9/34	33,165	303,010	10.94	47	56
31/12/34	35,131	303,555	11.57	49	56
Coun. 30/9/34	25,909	654,982	3.95	17	44
31/12/34	27,590	656,152	4.20	18	44
State 30/9/34	59,074	957,992	6.16	27	
31/12/34	62,721	959,707	6.53	28	

South Australia

Metro. 30/9/34	46,771	313,909	14.90	60	67
31/12/34	48,716	314,002	15.51	62	67
Coun. 30/9/34	23,067	274,316	8.40	36	33
31/12/34	23,760	274,577	8.65	37	
State 30/9/34	69,838	588,225	11.87	49	
31/12/34	72,476	588,579	12.31	51	

Western Australia

Metro. 30/9/34	25,549	208,965	12.22	53	72
31/12/34	27,003	209,062	12.91	55	72
Coun. 30/9/34	9,730	233,160	4.17	17	28
31/12/34	10,414	233,304	4.46	18	28
State 30/9/34	35,279	442,125	7.98	33	
31/12/34	37,417	442,366	8.45	35	

Tasmania

Metro. 30/9/34	7,263	60,502	12.01	51	40
31/12/34	7,404	60,462	12.24	52	40
Coun. 30/9/34	11,137	167,457	6.65	29	60
31/12/34	11,493	167,352	6.86	30	60
State 30/9/34	18,400	227,959	8.07	35	
31/12/34	18,897	227,814	8.29	36	

Commonwealth

Metro. 30/9/34	435,017	3,128,921	13.90	58	66
31/12/34	452,277	3,134,985	14.42	60	66
Coun. 30/9/34	219,831	3,548,247	6.19	26	34
31/12/34	229,357	3,554,734	6.45	27	34
C'wealth 30/9/34	654,848	6,677,168	9.81	41	
Total 31/12/34	681,634	6,689,719	10.19	43	

Listeners' Licence Figures

ANALYSIS:

The accompanying figures show how the 681,634 broadcast listener's licences were distributed between the metropolitan and country areas, in the various States for the quarter ending December 31st, 1934.

For easy comparison the previous quarter's figures as at 30/9/34, are published as well. (The various municipalities, shires, etc., included in those areas in the respective States are clearly set out on pages 91 and 92 of the 1934 Radio Trade Annual).

The feature of the December figures is that in every State the percentage of licences in both country and metropolitan remained the same as for the previous quarter ending September 30th. Another fact is that N.S.W. still equals the average distribution throughout the Commonwealth, i.e., 66% in Metropolitan and 34% in the Country.

Metropolitan Area

In Victoria 70% of the licences are in the Metropolitan area while in Tasmania only 40% are in that area. Queensland goes down to 56%, South Australia has 67% while West Australia tops the list with 72%.

Dealing with Metropolitan homes (column 5) and the percentage of licences to homes, Victoria holds premier position with 67% of metropolitan homes equipped, next is South Australia with 62%, then N.S.W. with 59%, West Australia with 55% and finally Tasmania with 52%. The Commonwealth average is 60%.

South Australia has more radio sets per hundred homes than any other State and the figure is 37%, next on the list is Victoria with 33%, then Tasmania with 30%, N.S.W. with 28%, while West Australia and Queensland both have 18%. The Commonwealth average for the country areas is 27%.

Ratio of licences to population reveals some interesting comparisons.

Of the various States, Victoria leads with 15.93 licences to 100 people, and South Australia running close with 15.51, then N.S.W. with 14, W.A. with 12.91, Tasmania 12.24 and Queensland 11.57, while the Commonwealth average is 14.42.

In the country areas, South Australia leads with 8.65, then Victoria with 8.13 followed by Tasmania with 6.86, then N.S.W. with 6.35, W.A. 4.46 and Queensland 4.20 with the Commonwealth average 6.45.

(Continued on page 8)

"I Have an Audience!"

By Captain A. C. C. Stevens (2UE)

I have an audience, and yet I never see them! Nevertheless, I am as sure as I am that these lines are not written in any boastful spirit that "I have an audience" every time I go to the microphone.

HOW do I know this? There are several ways in which such a statement can be tested.

On a Sunday evening recently the Municipal power failed and my station went off the air. This happened at the crucial point in a dramatic story. I was reading. Immediately three telephones commenced to ring and listeners started to enquire, "What was wrong?"—"Would the story continue?"—What was the climax?"—and so forth. This telephone bombardment continued until the station was put back on the air. The next day folk wrote in or rang up to enquire about the interrupted story. In short, I knew "I had an audience."

Again—over and over again—by way of testing my audience and gauging its size, I have asked listeners to answer a question or make a suggestion. Invariably the answer through the post has been most convincing.

Let me be absent through illness, and one's air-followers are soon on one's track. I am made to feel "I have an audience" and a very sympathetic one at that.

This fact is acknowledged and utilised in the realm of advertising. Although generally referred to as an announcer, I am not that, but rather a radio entertainer. No syllable of advertising passes my lips, and yet I am materially helping those announcers whose duty it is to sell goods by the spoken word. My job is to build up an audience and then let the expert salesman have a go at it.

I have been a straight-announcer for years at National Stations, and submerged my personality in a huge machine, and because I was expected to lose my identity in this way, I preferred to leave "A" class stations and throw in my lot with "B" class stations, where personality is an asset.

5,000 in Three Months

But even so, I find I had that indefinable quality called "It"—and during my first three months at 2UE I received no less than 5,000 letters from old "A" class listeners who told me they were now listening to me on my chosen "B" class station.

Personality counts all the time. It is especially important in the announcer who has to draw attention to an advertiser's products. He must be persuasive, and create the impression that he himself is absolutely convinced that the article he is describing is the best of its kind. Some selling announcers are too cock-sure, others are inclined to be soapy, and speak as if their mouths were filled with glycerine. They literally "ooze" out of the microphone. The ideal Radio Sales Announcer is one who, in a manly, respectful business-like way, draws attention to the inherent quality of the line he wishes to sell.



Capt. Stevens at the "Mike"

A salesman in a big store is not facetious, and I can never understand why some radio announcers consider it imperative to infuse forced humour into their sales talks. Clear, refined diction, with the proper emphasis on the keywords in an advertisement, to my way of thinking, is far better than confusing cross-talk by a bevy of announcers, each trying to outdo the other in spontaneous witticisms. Of course, it is desirable to have more than one announcer in an advertising session, and one voice, hour after hour, becomes monotonous.

The great idea is to try and make each individual listener feel that you are talking to him or her alone. The platform manner is doomed to failure whether it is adopted in an advertising announcement, or in any form of radio entertainment, such as a travel talk, or chat on some psychological problem.

Refined diction is essential these days. Let the National Broadcasting authorities say what they will—it is indisputable that listeners do not follow so much a programme as a personality. The average listener tunes in his set, and if he hears a raucous, unrefined announcement he immediately "switches off" to some other station. It does not matter whether the programme on the rejected station is good or not.

My experience is that listeners take a fancy to this or that announcer—merely by listening to his voice on the air, and follow him always.

It is vital, therefore, to select as announcers men with good English accents—the real pure English accent undefiled by the eccentricities of Oxford and Cambridge—men of experience and education

and a natural flair for expressing their personality through the microphone. Everywhere in the world to-day in the wireless studio and on the films, such voices and personalities are in demand. Even American stars are learning to speak correct English.

Of course some men and most women have voices that do not transmit well on the air. This can only be determined by an audition. A good radio voice is generally deep—without being woolly, and flexible and capable of many colour variations.

Happy indeed, the man or woman who can project his or her own personality through the microphone in a natural, happy, conversational way.

A Big Responsibility

We radio folk must remember that we go into thousands of homes daily—uninvited! What a responsibility is ours! How careful we should always be never to offend good taste, and how particular we should be to endeavour always to speak correctly—remembering that so many folk look to the radio nowadays, not only for entertainment but also for education.

"I have an audience"—it grows with the years, and I have to thank radio for a host of good, but unseen, friends who have adopted me into their family circles, and I feel I am doing an important job of work—if I can succeed, as I believe I am, in gathering together the best elements in the community at various hours of the day or night to hear—when I surrender the microphone—a conscientious and dignified advertising talk by an expert.

I want my "audience" to realise that advertising revenue is the life blood of a "B" class station. We take no share of the broadcasting licence revenue. Unless they support our sponsors, any stories, travelogues, poetry sessions, and so forth, would be impossible. Therefore, they will not resent the intrusion of advertising announcements, but rather welcome them, and loyally support the station which makes them—bearing in mind that the entertainment given by a "B" class station goes to their homes—absolutely free of cost.

"JANE EYRE" THROUGH 2HD

One of the biggest things of the year will be the broadcasting of that intensely human and dramatic novel, "Jane Eyre," written by Charlotte Bronte. This is an Ellis Price production and will be broadcast over a hook-up of twenty-two stations in New South Wales and Victoria. This interesting dramatisation will be heard in Newcastle from 2HD every Tuesday evening at 8.30 beginning Tuesday, March 5th. It is sponsored by Atlantic Union Oil Company.

Another very fine programme heard from 2HD is the Bex A.P.C. sponsored session which is under contract twice daily for twelve months. This latter consists of a feast of music much appreciated by the listeners.

SAM LANDS SEEKS INJUNCTION AGAINST 2KY.

In the Equity Court, Sydney, recently, a suit was instituted by Samuel Lands against Broadcasting Station 2KY, plaintiff applied for interim injunction, pending the hearing. The application was opposed.

The Court was informed that under an advertising contract between the parties a programme was broadcast daily from 2KY. Disputes had arisen, and on Tuesday morning there had been an actual quarrel. The plaintiff had insisted that he had a right to be present in the studio and to personally broadcast certain records. His claim had been resisted, and after the police had been telephoned for to eject him, the plaintiff left. The broadcast was then resumed by plaintiff's broadcaster, and had been continued on the following days. Plaintiff asked for an injunction to restrain defendant from excluding him from the studio, and from depriving him from use of the broadcasting apparatus.

Counsel for defendant said that the contract provided that the plaintiff's programme was to be subject to approval by the wireless committee of the station. Plaintiff had, however, made a nuisance of himself by entering the studio, and the committee had decided not to allow this any longer. Obviously the station was not the plaintiff's, and some control had to be exercised over people who presented themselves there and wanted to use the apparatus. No necessity existed for plaintiff being in the studio, but his broadcaster (Mr. A. Dare) was quite acceptable. As to plaintiff's demand to broadcast particular records, the position was that he had obtained possession of a number of records of which there had been no release of copyright, and wanted to "get ahead of the trade" by putting these on the air.

The manager of 2KY being away in Queensland and counsel for defendant requiring his evidence, the matter was allowed to stand over for three weeks, on the understanding that plaintiff's programme would be continued by his broadcaster in co-operation with the musical director, plaintiff not to enter the studio in the meantime.

Mr. E. D. Roper (instructed by Messrs. Lionel Dare and B. P. Purcell) appeared for plaintiff, and Mr. Mason, K.C., and Mr. C. Evatt (instructed by Messrs. Landa and Lemaro) for the management of 2KY.

HIGH-CLASS MUSIC AT 2HD

Newcastle is sure on the map as a centre of musical culture. In addition to a visit from Sir Benjamin Fuller's Opera Company, the local radio stations national and commercial vie with each other in presenting high-class music for the entertainment and instruction of their listeners. Station 2HD Newcastle will shortly broadcast a series of fine musical programmes lasting for a half-hour on Thursday evening of each week for a period of six months. This programme is sponsored by the Shell Company of Australia Ltd.

An Australian Looks at The Radio World

John Dunne Back From America

JOHAN DUNNE, Station 2SM's Ace Announcer, is glad to be back. He has had a wonderful five months' holiday in Europe and America, but he is glad to be back, and his cup of pleasure was filled to overflowing last Friday evening by the amazing tribute of a welcome home in the Australian Hall from eleven hundred of his "Gangsters" and radio friends.

I found him full of information about radio abroad. I began by asking him to what extent Radio had replaced newspaper advertising in America.

"Radio and the press work hand in hand, as a rule," he replied. There is nearly always a system of tie-ups between the two, and newspaper advertisements usually refer the reader to the radio programme sponsored by the advertiser. But any prejudice that might have existed against Radio as a sales vehicle is destroyed, for you hear all types of commodities advertised on the air. However, newspaper advertising has been affected to the extent that many of the big papers have been compelled to operate stations of their own so as to retain their advertisers, but as the huge National Broadcasting Company's and the Columbia coast to coast networks together hold a virtual monopoly of American broadcasting; a single station is purely local in its drawing power, and most of its listeners tune in because proximity gives better reception. Now Hearst Newspapers are organising a third coast to coast network which will compete for the big prizes at present shared by N.B.C. and Columbia.

"The prices paid for radio features are amazing. For a coast to coast hook-up with a star of the drawing power of Rudy Vallee, Mary Pickford or the ubiquitous Bing Crosby, five thousand pounds Sterling—not Dollars—is the fee, of which the artist is paid about two thousand pounds. The price, however, seems reasonable when you think that such a presentation reaches thirty million listeners. Time on these nation wide networks is so valuable that programmes are timed to the split second and an entertainment intended to last one hour is rehearsed for thirty before it goes on the air. The smooth efficiency of their timing is really amazing. Nothing is hurried, the effect is always perfect—but it is right on time.

"The advertisers leave all production details to the Station, absolutely, and merely prepare the advertising copy which is reduced to the astounding minimum of three short announcements in an hour's programme. Radio entertainment is presented with an entirely new tech-

nique, which I am immediately introducing to 2SM listeners by means of the many new features I have brought back with me. Some of these are the big hits of current American programmes.

"When a big American Radio Station—the N.B.C., for instance—prepares an advertising campaign, it is really a work of art. It is presented in a beautifully bound volume stamped with the letters N.B.C. in gold. Suppose it is a scheme to sell children's goods, then besides a draft of two or three sessions, the book will contain maps of the region to be reached showing the number of radio sets, where they are, the number of listeners, number of children in the area and even their ages. Numerous other graphs and diagrams are included so that it looks like some scientific treatise. Everything the advertiser could possibly want to know is included—and if the scheme is turned down no tears are shed and they are right on the job with another.

"I found the American programmes the best in the world, and this I attribute to the keen competition between the stations. The big prizes for radio advertising are so great that only the most brilliant writers and artists survive in the keen struggle to get the maximum of entertainment into each programme.

The B.B.C. does some things perfectly, but they have not the slick timing of the American Studios, and there are only two programmes per night in England, the National and the Regional, and often the Regional is merely a repetition of the preceding night's National feature, so that the choice of programme is very limited. On the other hand, in America there is an enormous choice. And all American Radio is supported by the advertising; there are no licences there—you just buy your set and plug in.

"No, I have no figures with me to show the effect of Radio Advertising on sales, but they are easily obtained. Anyway, it's still definitely on the up grade, because just before I left New York for England, the National Biscuit Company signed the world's biggest contract for Radio Advertising—for three hours of dance music on Saturday nights over the N.B.C. employing three bands continuously. Just try to imagine what they would pay for that—and then think of the enormous listener field they would have! It certainly must be worth it, for the National Biscuit Company know how much they want for a dollar.

Mr. Dunn concluded by assuring me that if anyone goes to America who is interested in radio or advertising, he will meet with every courtesy from the N.B.C. and Columbia. I left him surrounded with papers and scripts. He is up to his ears in work for he is eager to get his new features into 2SM's programmes at the earliest possible moment.

ANALYSIS OF LICENCE FIGURES

(Continued from page 5)

It is obvious from these figures that there is need for more progressive treatment and immediate action on the part of the National service to adequately serve the country areas. There are twice as many licences in operation in the metropolitan areas, as in the country—yet the country residents require wireless broadcasting far more urgently than the city dwellers.

If the primary industry is so important as the country party politicians would make out why don't they take decisive action to have a really effective broadcasting service instituted without delay?

The present programme of medium wave stations with relatively small power is too slow to be of much value. A few 50 K.W. stations would do a much more effective job.

In the N.S.W. country area 72% of the homes do NOT possess a radio set, while that figure is 67% in Victoria, 82% in Queensland, 63% in South Australia, 82%—W.A. and 70% Tasmania with the Commonwealth average of 73% of the country homes still waiting a real efficient service to encourage them to buy a wireless.

2HD At Newcastle Show

One of the sights of the Newcastle A.H. & I. Association Show at Broadmeadow, Newcastle, was the fine building erected by Radio Station 2HD.

This permanent two-storey structure is located to the left of the entrance, immediately in front of the Arts Pavilion. It has a gaily decorated exterior, similar to the fine studios at Sandgate which have become a familiar landmark on the Pacific Highway, and is crowned by a dome supported by flagstaves on either side. The architecture is massive in design and the colour scheme, gay and effective.

With characteristic enterprise, the top floor of the building has been fitted as a modern broadcasting studio from which programmes were transmitted during the Show. Large plate-glass windows enabled visitors to the Show to witness the operations of wireless broadcasting in full view, and a loud-speaker conveniently placed enabled all to hear the programmes with comfort.

The lower floor served as an office for the enrolment of joysters and the transaction of other 2HD business.

Powerful floodlights directed on the front of the building enabled its chaste design to be recognised as clearly by night as by day.

In addition to broadcasting the ring events over 2HD, the amplifying of announcements from the centre of the ring was entrusted to the 2HD Public Address

System which rendered yeoman service on the occasion of the visit of the Duke of Gloucester, the Newcastle Surf Club Carnival and other public occasions. A battery of loud-speakers strategically placed carried the voice of the speakers to every part of the Showground.

This fine building, with its beautiful exterior and modern up-to-date internal fittings and design, offers still another testimony to the enterprise of the management of 2HD and the popularity of that Station with the public of Newcastle and district.

"BEAU GESTE" SERIAL SOLD TO CITY COUNCIL

A radio version of P. C. Wren's Novel, "Beau Geste," dramatised by Mr. Greenfield of station 2CH is commencing on March 11th, and running three nights weekly, Mondays, Tuesdays and Wednesdays, at 7.55 p.m. in connection with City Council advertising.

NEW FEATURES AT 2SM

"The House of Years," now being given on Monday nights and "Log Cabin" on Wednesday nights, both from Station 2SM, are examples of the new type of sessions, resulting from Mr. John Dunne's recent tour of America and study of broadcasting conditions.

EAVESDROPPINGS

THAT Radio First Nighter on 2CH is a smart fellow, but a trifle too priggish. After all, everybody's taste is different to everybody else's and such self assurance as he shows is questionable. One becomes so accustomed to his condemnation that the occasional praise comes as a shock. Still it's a very good session in its way.

EB AND ZEB WITH HORTENSE provide a bright little spot in the 2UW programmes. It's American, it's funny, and it's NOT suggestive.

Auntie Grace (2UE) hesitates too much in her speech. You expect an announcer to speak quite smoothly and a woman announcer even more!

The Victorian Housewives' Association believes in the most effective method of publicity, and consequently have arranged with Station 3AW for a series of broadcasting talks on the objects and activities of their Association. Miss R. Robinson, Organising Secretary, is looking after these talks, which are given every Monday at 3.45 p.m. and probably at intervals during the week in addition.

According to Mrs. John Dunne of Station 2SM, who returned by the "Narkunda" last week, women listeners in Australia are much better catered for as regards wireless sessions than those abroad. "Here we have our talks on fashions, home-decorating and domestic art, by women with a knowledge of such subjects, but generally speaking, the nearest approach to a women's session abroad is a brief cookery talk, introduced as an excuse for mentioning somebody's custard powder."

BROADCASTING BUSINESS

March 1st, 1935

Graham Dowland of the Country Press, Sydney, is to be congratulated on trying the unique experiment of running a serial transcription in the lunch hour. In selecting this period at 3AW to broadcast "The Count of Monte Cristo" he will be given an opportunity to ascertain the drawing power of 3AW at that hour.

Station 2SM are extremely pleased about the production by John Pickard of "For The Term of His Natural Life" (by Marcus Clark). They are of the opinion that if Australian literature were properly reviewed, it might yield quite a lot of first-class radio material. The premiere of this dramatisation took place last Wednesday, and every Wednesday at 9.30 p.m. will hear a continuation of what should prove to be a very interesting presentation.

Showing a great appreciation of news value, 3AW slipped over a topical session featuring Seth Parker last Sunday week, between 8 and 9 p.m. It so happened that 3AW was able to locate two or three of the famous American's transcriptions and these were included in the Heenzo hour. The session was made all the more interesting by a talk explaining the naval position that had arisen through the "Australia" going to the "Seth Parker's" assistance.

SUCCESSFUL INAUGURATION 24 Hours Service From 2UW

On Saturday last, February 23rd, Station 2UW, located in Sydney, inaugurated the first 24 hour continuous service of any known commercial broadcasting station in the world.

The question will naturally arise to everybody interested in commercial broadcasting, as to what would be the practical value, particularly from a commercial point of view, of a station operating for 24 hours a day, 365 days every year. Would there be a sufficient number of people listening in at that hour, to warrant advertisers sponsoring sessions, or putting over any announcements?

Reports from 2UW Management state that doubts in regard to these questions have been dispelled, and anybody who could have visited 2UW Studio on Sunday morning early (February 24) would have seen Mr. Len. Maurice busily answering telephone calls giving requests for cheerio calls to listeners in many parts of the State. Down at Bulli, up at Katoomba, and even up as far as Gunnedah, requests came in for special items.

2UW intend to broadcast every morning at dawn, a special record, exclusive to 2UW, giving the dawn call. This innovation on the part of the station located on the top of the State Theatre building, is being watched with interest by all people interested in broadcasting.

YOUR SUBSCRIPTION

The Postman will bring this paper to you every week if you send P.N. for 10/- to—

Box 3765 G.P.O., Sydney

BROADCASTING BUSINESS

Vol. 1—No. 23

FRIDAY

MARCH 8, 1935.

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

Federal Labour Party Propose Tax on Broadcasting Advertising

At the Federal Labour Conference held in Sydney last month, a long discussion took place on a motion that a tax should be imposed on newspaper advertisements and on advertisements placed with commercial broadcasting stations, for the purpose of unemployment relief.

Dr. Du Maurier, who is a member of the Federal Labour Party, pointed out that B class stations have given much assistance to the working people. It had been stated by one delegate that Mr. Lang had paid £5,000 to the broadcasting stations at the last Federal Election, but he (Dr. Du Maurier) was in a position to know that the amount actually paid was much more than the sum stated. If they attempted to filch revenue from the broadcasting stations, they were merely attempting to kill "the goose that laid the golden egg."

Mr. Bramston said that the rates charged by broadcasting stations were extortionate. Nine items out of ten put over the air were not worth listening to. It was ridiculous to talk about taxing the newspapers, because it had been proved that no State Government had power to do it.

The question of the proposed tax on newspapers and broadcasting stations was referred to the new Executive for further consideration.

The motion to levy a tax for unemployment relief on all advertising broadcast through B class stations, was strongly opposed by Dr. Northey Du Maurier, who pointed out that to impose a tax of this description on the commercial stations would prove a grave injustice.

Dr. Du Maurier questioned the knowledge of the instigators of the item on the Agenda paper, pointing out that (unlike the A class stations) the B class stations received no benefit from the licence fees paid by listeners. He further submitted that if any tax was to be levied it should be by means of a deduction from each licence fee paid to the Government, a large percentage of which was devoted to the A class stations for the transmission of programmes which, quite frequently, were not up to the standard of those broadcast by the commercial stations.

On the earnest appeal of Dr. Du Maurier, that the matter be dropped immediately, it was decided to refer it to the incoming Executive. This Executive meets within the next week or two, and it is understood action will be taken to have the matter dropped.

LISTERINE RENEWS WITH 2HD

For the third consecutive year Listerine has renewed its advertising contract over 2HD.

Surely this speaks volumes for the effectiveness of 2HD. The fact that 1935 sees Listerine spending more money in advertising over 2HD than in previous years proves conclusively that by using this medium the proprietors of Listerine Tooth Paste are finding the Newcastle public more and more responsive to their sales message.

Listerine has sponsored the N.B.C. production "Paul Wing the Story Man," which is broadcast three nights weekly.

News From Mafeking

The Shell Co. of Aust. Ltd., have certainly profited by the splendid historical sessions they are sponsoring from Station 4BC, Brisbane. The listeners to these weekly broadcasts on Sunday, by Russell F. Roberts (Manager 4BC) are legion, as the mail bears witness, and each and every listener thus expressing their appreciation, uses the words "Shell Session." It is known as a "Shell Feature" throughout Australia, in the South Sea Isles, New Zealand, Canada and on the East and West Coasts of America.

The present series deals with the happenings connected with the Boer War, and an unusual note was struck at a recent lecture (24/2/35) when Mr. J. E. Personne was introduced to listeners as the only man to get into and out of Mafeking with cable and press despatches, when it was held for seven months by Baden Powell against Boer siege! His personal reminiscences concerning that hazardous undertaking, were greatly appreciated, and showed great enterprise on the part of the Shell Company in making such an interesting broadcast possible.

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