

## Latest License Figures

JUNE AND JULY, 1935

New South Wales	
	June July
New issues	5,768 6,384
Renewals	22,777 27,944
Cancellations	4,523 4,819
Monthly Total	279,166 280,731
Nett Increase	1,245 1,565
Population Ratio	10.53 10.59
Victoria	
New Issues	4,716 5,463
Renewals	20,482 22,230
Cancellations	4,323 3,016
Monthly Total	237,247 239,694
Nett Increase	394 2,447
Population Ratio	12.90 13.03
Queensland	
New Issues	1,913 2,203
Renewals	5,739 6,411
Cancellations	1,298 715
Monthly Total	67,546 69,034
Nett Increase	615 1,488
Population Ratio	7.02 7.17
South Australia	
New Issues	1,661 1,912
Renewals	7,423 8,304
Cancellations	1,432 671
Monthly Total	76,515 77,756
Nett Increase	229 1,241
Population Ratio	12.97 13.18
Western Australia	
New Issues	1,298 1,409
Renewals	3,798 4,160
Cancellations	691 417
Monthly Total	41,257 42,249
Nett Increase	607 992
Population Ratio	9.29 9.51
Tasmania	
New Issues	744 891
Renewals	1,682 1,893
Cancellations	580 517
Monthly Total	20,121 20,495
Nett Increase	164 374
Population Ratio	8.76 8.92
Commonwealth	
New Issues	16,101 18,262
Renewals	61,901 70,942
Cancellations	12,847 10,155
Monthly Total	721,852 729,959
Nett Increase	3,254 8,107
Population Ratio	10.74 10.87

The above figures include:—

Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

## 2KA (BLUE MOUNTAINS)

Opens Saturday, September 7th

High Possibilities Ahead of Station On Renowned Mountain Resort

THE recent formation of Radio Katoomba Ltd., with Mr. R. G. Lamb as Managing Director, was brought about after a lot of hard work by that gentleman in association with Mr. H. A. Bowden, who is also a Director of the Company and is probably better known as General Manager of J. C. Williamson Ltd.

2KA will go on the air on Saturday, September 7th. The actual station, a magnificently arranged property, is located two or three miles on the western side of Katoomba in order that any difficulties about congested areas will be avoided.

Two masts, each 100 feet high are being erected on ground that is already 3,450 feet above sea level, and this should put 2KA in a very high position.

The Registered Office of the Company will be located at the Commonwealth Bank Buildings, Katoomba and, of course the City office, where Mr. Lamb is quite often available is located on the 4th Floor of 18 Market Street. Phone MA 4511.

### Figures Tell Story

A very interesting picture can be visualised by readers in regard to the possible coverage area of the new 2KA station, which will operate on a frequency of 1,160—wavelength 259 metres and a power of 100 watts.

Just a little over 12 months ago 2BH Broken Hill, a commercial station, was put into operation, also under the Managing Directorship of Mr. Lamb, who still controls that Station. When 2BH opened there were 1,395 listeners within five miles of that station. During the twelve months of operation of 2BH the station has, according to Mr. Lamb, made

Mr. David Syme, Managing Director of 3HA Hamilton has sailed for Java where he will spend a few weeks.

Featuradio of Melbourne has often been called upon to record many novel and unusual programmes, but one day last week they had the unusual experience of recording four separate programmes in four different languages. They started off at the Zoo where they made a wax recording of the call of the hyaena. Their next task was a recording of a broadcast of Mr. Lloyd George's speech from Wales.

The phone lines at 3AW and later at the home of the Manager, Mr. Stuart Bridgman were busy on Friday night of last week following the broadcast of dramatised excerpts from Noel Coward's film "The Scoundrel." The dramatisation was broadcast in co-operation with the Capitol Theatre where the picture is running.



Mr. R. G. LAMB,  
Managing Director  
2BH & 2KA

great progress, shown a profit and is very satisfactory in every way. Now the same control opens up 2KA where there are 14,664 licences in the immediate area of Katoomba with a population of 177,127, and 35% of the dwellings are fitted with radio sets.

Taking the area of 50 miles from Katoomba which also brings in portion of the metropolitan area, the figures are 107,283 radio homes which is equivalent to 56% of the homes in that area, a population of 803,047. This all shows that if 2BH can make such good progress as it has done over the past 12 months with a commencement of only 1395 licences, there is every reason to believe that the new Blue Mountains station 2KA with their 14,664 (and a wider coverage even if you take a 25 mile radius bringing in almost Lithgow on the west and very nearly down to Penrith on the East), will be successful.

As a further contribution to the complete coverage of Australian country areas by broadcasting stations this new venture is very welcome.

### TELEVISION PATENT COMBINE.

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

An announcement in Philadelphia recently was that the Farnsworth Television Inc., had signed an agreement with Baird Television Ltd., of London, whereby there would be a complete interchange of patents and technic.

The Farnsworth Company has already made a similar agreement with Fernseh, A.G., the German television company, and Fernseh in turn has signed a like agreement with Baird of London. Thus, the three companies have bound themselves together, so that the knowledge and patents of each will be available to the others.

# SPECIAL RATE CARD ISSUE

# BROADCASTING BUSINESS

Vol. 1.—No. 47  
FRIDAY,  
30th AUG., 1935

Subscription:  
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Single Copy 1/-

## EDITORIAL

### RATE CARDS—POLICIES, Etc.

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

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

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

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

Unfortunately, some—not all—of the metropolitan stations decided against having their rates included. If they, in their wisdom, do not want their rates on record, then that is their individual affair. They are entitled to, and should, conduct their own business in their own way.

At the same time, opposition from a group of city stations will not prevent "Broadcasting Business" from carrying on the work which we have every reason to believe is appreciated by many readers and stations. Therefore, on consideration of this situation, we decided to publish this rate card issue, as apparently the included stations are running their own business in their own way.

That aspect rather compels us to re-inform readers that this business paper was

originally published (October, 1934) as a supplement to our other weekly trade paper, the "Radio & Electrical Merchant" which is now in its sixth year. Early this year we took "Broadcasting Business" out of the "Merchant" and although very young, placed it on its own feet, where, with the aid of its big brother, it learned to walk. The organisation behind "Broadcasting Business" is Australian Radio Publications Ltd., owned by the Mingay Publishing Company, of which the writer (O. F. Mingay) is the Proprietor. As a publishing house, we are in our sixth year, and now publish 2 weekly business papers, a monthly technical magazine ("Radio Review") and the big book, "Radio Trade Annual" of over 300 pages.

As from to-morrow, August 31, our headquarters will be at Lisgar House, 6th Floor, 30 Carrington Street (same telephone number).

Our staff consists of 6 men and 10 office assistants in Sydney and Melbourne. In the Southern City, the branch office is located on 2nd Floor, Stock Exchange Building, 422 Little Collins Street, Melbourne.

Prior to forming this Company, I was associated with radio trading activities back to 1922. I was Manager of the absolute first commercial "B" station in Australia—old 2BE in Sydney, which operated in Kent Street on 316 metres. Yes—radio has certainly progressed since those days, and it will continue to progress very rapidly. Almost everything—except technical and business fundamentals—has changed for the better, and may it always do so.

That brief recitation of what is behind "Broadcasting Business" brings me to the point regarding the policy of this weekly business paper. It is our belief that "Broadcasting Business" will be of material benefit to all those engaged in the business of commercial broadcasting

throughout Australia. It will endeavour by every consistent means, to advance the legitimate interests of commercial broadcasters. It stands four square for the general improvement of the whole broadcast structure of Australia, so that, with each part of that structure performing its correct service to the huge Australian public who listen daily and nightly to the multitudinous programmes, all interested will be well recompensed in building a bigger and better broadcast service with profit to all concerned.

To the commercial stations should fall the lot of providing entertainment of a clean and wholesome type to the aggregate of three million people who do listen to radio broadcasts. By the very nature of their independence from National license revenue, they are—or should be—in a position to do things that private enterprise can and will always do with much greater alacrity and public acceptance than any broadcast commission controlled by Governments. The remarkable enterprise displayed by the leading and even minor commercial stations is responsible for at least fifty per cent. of the 730,000 licensed sets listened to by the three million already referred to.

It will be a most regrettable day if anything—particularly of a political or Governmental nature—occurs which re-

(Continued on Next Page)

## BROADCASTING BUSINESS

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tards the wonderful progress made by commercial broadcasting in Australia.

It is the duty of this broadcast business paper to watch and record that progress, and when necessary, to rise up against any force which may tend to injure the future of broadcasting.

In pursuing that policy, it must be understood that "Broadcasting Business" will not give up its independence. As an independent business paper unassociated with any station, advertiser, agent or trading organisation, we will always serve the field we cover in a fair and equitable manner. It is our policy to give all legitimate trade associations fullest publicity, while in no way purporting or wishing to be an official organ of any body or faction.

Genuine news will always receive our attention, but publicity concerning concerning stations, which is obviously an advertisement, or at least is something from which such stations hope to make a profit, cannot, by any stretch of imagination, be called news. What station gives free time on the air to any trading

(Contd. on Page 16, bottom Col. 2)

**3AW's**

NEW WAVE  
LENGTH

**324 Metres**

From Sunday, September 1

●

Get in on the Rising Wave

### POPULAR TRANSCRIPTIONS

S. Hoffnung & Co. Ltd., by virtue of their independence of any actual broadcasting interests and their consequent ability to offer an absolutely impartial service, are finding complete favour with stations and sponsors alike, is evidenced from the fact that in the comparatively short space of time during which they have been operating in the radio field, no less than nine series of Transcription Programmes are already on the air, whilst three others are scheduled to commence immediately the discs arrive from abroad.

In addition, the Company report having sold one of the finest series of Radio Scripts that have yet been produced and it is anticipated that listeners will hear them in the near future as soon as the sponsor decides to commence his campaign.

New features are available by each incoming mail, but early application for particulars on the part of those interested is necessary, as the demand for quality programmes has exceeded the supply, and to date S. Hoffnung & Co. Ltd., have succeeded in placing their importations almost immediately upon arrival. It certainly pays to concentrate on the better type of entertainment.

## More About Radio Contests

(By R. T. Sparkes)

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

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

Mr. S. Tyrrell Coan, Advertising Manager of Bear and Co. Ltd., has used radio as a medium for advertising for a considerable period and it is interesting to note what he has to say regarding radio contests.

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

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

However, in the experience of Bear & Co. Ltd., the idea still has suitable value if handled properly.

Of course it naturally depends upon what the advertiser expects in the form of results. Bear & Co. Ltd., only expect as results from whatever goods or attractions they offer free, that it will serve to bring people into, and get them accustomed to, the surroundings of a progressive furniture house.

With this in view several easy competitions have been run recently using radio as a medium. The results have

been most satisfactory, and the competitions could not possibly have been held in any other way than over the air.

For instance, this month, both 2UW and 2KY have been used with telling results: 2UW in broadcasting programmes containing "Mystery Titles and Artists," and 2KY in solving the thriller the "Stone Hill Prison Mystery." In both instances free gifts as prizes were given proportionate to the occasion.

The advertising value from these contests has been most useful and if it has done nothing more than to bring people into the store, or interest them in the merchandise, or Bear & Co.'s service, the plan has achieved a very large percentage of the sales effort.

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

That an excellent basis upon which to plan a radio campaign can be achieved from such methods is the experience of Bear & Co.—almost invariably each station has its particular type of listener and indeed its particular zone and area of listeners.

The writer would be pleased to assist those who are interested in the radio contest type of campaign by supplying such information as has been secured and which may be of value before good money is spent.

## 3XY To Open In September Personnel of New Station

Eftte Broadcasters Pty. Ltd. announce that station 3XY Melbourne will be opened in the first week of September. For some considerable time now Mr. F. W. Thring, Managing Director, has been searching Victoria for radio talent. In Victoria alone over 400 aspirants were given auditions. Applications for staff positions were also very heavy.

Flesh and blood programmes similar to those put over the N.B.C. and Columbia Networks in U.S.A. is the aim of the station. Members of the announcing staff include Miss Madge Thomas, a well known broadcaster in Melbourne. Tasmanian born, she has lived in Melbourne, Adelaide, Sydney and New Zealand where she started in her broadcasting career. In Melbourne she has been heard from 3LO, 3UZ, 3AW, 3AR and 3DB, and occasionally from 3KZ.

As Monty, Mr. Frank Blandford will be appearing at 3XY. A Sydneysider, Mr. Blandford has spent much of his time

in Dunedin, N.Z., where he conducted for various musical societies. He enlisted with the New Zealand Expeditionary Forces and saw war service. His broadcasting experience has been obtained principally at 3AW where he became known from the Children's Sessions. These he will conduct for 3XY.

Miss Marjory Morris has been recruited from the "A" class stations to take charge of the Women's Sessions for 3XY. It is stated that she has been the most continuous speaker on "A" stations over the past seven years. Other announcers are Mr. Walter Pym, late of 2GB, 4BC, 4BH, 4QG, 2FC, and 2BC; Miss Joyce Turner, who has had wide stage experience and Miss Dockery (a teacher of elocution).

The studios and transmitting equipment of 3XY are located in the Princess Theatre, Spring Street, Melbourne. The wavelength is 211 metres, the position formerly occupied by 3AW. Aerial masts have already been erected and the station is now testing.

## PROOF—and Plenty! Tamworth 2TM Goes Ahead

UNDER the signature of Mr. Ernie Higginbotham, Manager of Station 2TM, comes further proof of the excellent pulling power which that popular Northern Station has established in and around Tamworth.

The Boy Scout Movement in Tamworth evidently needed a bit of "pep," and 2TM generously donated one quarter hour session per week. In three months they had the old troop absolutely filled up, and a second Tamworth troop has started with a great flourish.

A similar period was given to the 33rd-41st Battalion on a recent Friday night—the worst night for advertising—and as a result a new platoon has been instituted—purely as a result of broadcast advertising.

Proving the appeal of radio advertising to the womenfolk, two new types of business opened up at Tamworth four weeks ago.

J. M. Callinan, a hair-dresser, took six quarter-hour sessions on the day of open-

ing, and a quarter hour per day since then. Mr. Callinan had to ring Sydney for assistance, and thought of cancelling his contract over 2TM owing to the excess work received by him. Needless to say, 2TM changed his mind on that particular point.

The other new business was Gordon Gow, Furniture Co., who handed 2TM their allocation, and spent the whole of the money in the Women's Session, between 3.30 and 4.30 p.m. The net result—complete satisfaction and excellent results.

In both cases these firms confined their advertising to the broadcast station.

Mr. E. H. Brewer has been appointed successor to the late Mr. Coghlan, as Sydney representative of 2TM.

Any National advertisers or agency executives passing through Tamworth, are invited to have a look at this enterprising country station which has done so well in a short space of time.

### OVER 2HD



LEO CHERNIAVSKY  
—Block by courtesy 2HD

### U.S.A. STATIONS TO PAY LICENSE FEE

#### F.C.C. Working on Equitable Charges

The Federal Communications Commission in U.S.A. is developing a plan to submit to Congress calling for an amendment to the Radio Act, to enable the imposition of a tax on wavelength assignments of commercial stations.

A tentative scale of charges, based on power, wavelength allocation and the amount of time that a station operates, is now in the hands of the Chairman, with the Commission electing to withhold its approval until several important objectives can be ironed out.

The most important of these objectives is the devising of a fee that will be exorbitant enough to discourage promoters from seeking to obtain an air franchise which can be transferred to somewhere else at a profit. What the Commission wants to avoid is the establishment of a fee for new allocations that would make the honest applicant suffer as well as the fellow who, because of a political pull, can bring enough pressure to bear to get a wavelength assignment that he has no intention of using for himself.

The Postman will bring this business paper to you every week and a copy of the 306-page Radio Trade Annual if you send 12/6 to Box 3765 G.P.O. Sydney.

A Merchandising Policy  
THAT says . . .

**HERE IT IS!**

Reports obtained through contact with wholesalers and retailers in all lines give . . .

**2HD** advertisers a line up on their product.

Write to

E. A. WOOD (BW 2211)  
c/- A.W.A., SYDNEY, or  
Box 123, Newcastle, N.S.W.

### ELECTRICITY AND DOMESTIC SCIENCE

The Radio School of Domestic Science is conducted by the Electricity Department of the Municipal Council of Sydney, which, at the end of the year will come under the new Sydney County Council.

The idea of this Science School, which is broadcast over 2GB every week-day, Monday to Friday at 2.45 p.m., is to teach housewives more about the application of electricity in home activities.

This Radio School of Domestic Science is conducted for the Electricity Department by Mrs. D. State, who is the only Bachelor of Domestic Science in N.S.W. From the lectures, which are delivered in an interesting and entertaining manner, every woman should pick up useful hints.

At the termination of the course in December, 1935, a Diploma in Housewifery will be issued to persons who satisfactorily answer questions which will be announced at the completion of the course, or posted on request. The lectures are delivered as under:—

Monday—Advanced Cookery and Dietetics.

Tuesday—Laundry Work.

Wednesday—Advanced Cookery and Dietetics.

Thursday—Elementary Cookery.

Friday—Home Management.

Where it is not possible to listen-in, the Electricity Department is always glad to forward a summary of any lecture which may have been missed.

The new course commenced on July 1, and summaries of any lectures delivered prior to that date will be supplied.

Whatever the time,  
day or night, 2UW  
advertisers know that  
2UW produces results

**2 U W**

On the Air 24 hours daily

## F.C.C. Chairman Talks to Broadcasters

The following is a report of the address given by Mr. A. S. Prall, Chairman of the Federal Communications Commission of U.S.A., before the Annual Convention of the National Association of Broadcasters held at Colorado Springs, July, 1935. It contains such a lot of important matter relating to broadcasting, that it is printed herewith in order that Australian broadcasting stations, advertising agencies and National advertisers, will understand a little more about commercial radio advertising from a country which has already had over 10 years' experience in this new media.

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

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

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

### High Standards

"As you are probably aware, we have injected a bit of 'New Deal' in radio during the past few months, and from where we sit in Washington, it is very apparent, to say the least, that you are interested in our desire, or, may I make it a little stronger and say, our determination to free the air of objectionable programmes and strengthen friendly radio reception in the American home. While our actions may have appeared drastic, I believe all of you will agree that even at this early stage much good has been accomplished. You

## F. R. THOMPSON & CO. RADIO ADVERTISING

... Radio demands ideas ... and something more. Imagination must perceive the potentiality of the idea in proper relation to the product.

An interview will prove our point.

LISGAR HOUSE, CARRINGTON STREET  
SYDNEY

B.4276

will also agree, I am sure, that by our action the American home is assured of a better standard of radio programmes and that in the final analysis the industry itself, having grown so important in the public mind and having assumed the responsibility of broadcasting information that should always be accurate and dependable, can rely upon the strong arm of the Commission to protect it against its unscrupulous brother within its own ranks who seems to disregard the idea that immediate profit must at times be subordinated to public service.

"In order that you may follow our thesis chronologically, suppose I start at the very beginning of this new trend in programme improvement. I came to the Commission in January as a layman with little more than the average listener's knowledge of broadcasting, but I had been something of an ardent listener. To me radio was (and still is) an ultra-modern combination of journalism, the theatre, the public rostrum and the school house.

"Visualising radio as I did, it was difficult for me to reconcile some of the programmes heard so consistently with this concept. To me there were many commercial medical programmes and children's programmes which did not accord with good taste. In the former case there appeared to be commercial announcements which were not only repugnant, but absolutely false, deceptive and fraudulent. That much is an old story to you.

"Upon taking office, I found that the Commission's Law Department was working on a score or more of complaints involving programmes that seemed to be out of step with the requirements of law. We expedited that work. Immediately

## Commercial Station Rate Cards

WAVELENGTH: 226 METRES 1330 K.C.

### 2 BH Broken Hill

Owned and operated by  
Radio Silver City Ltd.

Sydney Office:  
80 Market St., 4th Floor. MA4511

R. G. LAMB, Managing Director.

ADVERTISING RATES Effective 1st. Sept. 1935

		SPONSORED SESSIONS					
No. of Broadcasts	Day	1 Hour		1 Hour		1 Hour	
		£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
53 to 104	3 7 6	5 2 6	2 5 0	2 17 6	1 7 6	1 15 0	
27 to 52	3 15 0	5 10 0	2 7 6	3 0 0	1 10 0	1 17 6	
14 to 26	4 0 0	5 17 6	2 10 0	3 2 6	1 15 0	2 2 6	
7 to 13	4 5 0	6 5 0	2 12 6	3 5 0	1 17 6	2 5 0	
1 to 6	4 10 0	6 10 0	2 15 0	3 10 0	2 0 0	2 7 6	

		DIRECT ANNOUNCEMENTS (one minute)		
No. of Announcements	Day Session	Night Session		Night Session
		£ s. d.	£ s. d.	
157 to 312	Each	7/6		11/-
79 to 156	"	8/6		12/6
25 to 78	"	9/6		14/-
7 to 24	"	10/6		15/-
1 to 6	"	12/6		17/6

		SCATTERS					
WORDS	20	Number of Announcements		160	312	624	624
		40	80				
20	6/9	6/-	5/6	5/-	4/3	3/9	3/9
25	7/-	6/6	6/-	5/6	5/-	4/6	4/6
50	8/9	8/3	7/3	7/3	6/9	6/3	6/3

there developed a strong support for it. It was not a reform movement. We simply had in mind what should have been obvious to the broadcasting industry all along: That elimination of these offensive or improper programmes was desired by listeners, and that with their stations could not meet the requirements of serving 'public interest, convenience and necessity.'

### Blood and Thunder

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

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

"We would not have you believe that our view has been that all broadcasting stations have been transgressors. Far from

### Announcing

THE NEW STATION

## 2 KA Katoomba

OPENING SATURDAY, SEPTEMBER 7

Wavelength: 259 Metres 1160 K.C. Power: 100 Watts (Aerial).

Owned and Operated by RADIO KATOOMBA LTD.

Regd. Office: Commonwealth Bank Building, Katoomba.

Sydney Office: 4th Floor, 80 Market Street. MA 4511.

R. G. LAMB, Managing Director.

Station Location: 3450 feet above sea level.

ADVERTISING RATES Effective Sept. 1, 1935

		SPONSORED SESSIONS					
Number of Broadcasts	Day	1 Hour		1 Hour		1 Hour	
		£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
53 to 104	...	3 0 0	4 10 0	2 0 0	2 10 0	1 5 6	1 10 0
27 to 52	...	3 5 0	4 15 0	2 2 6	2 12 6	1 7 6	1 12 6
14 to 26	...	3 10 0	5 0 0	2 5 0	2 15 0	1 10 0	1 15 0
7 to 13	...	3 15 0	5 5 0	2 7 6	2 17 6	1 12 6	1 17 6
1 to 6	...	4 0 0	5 10 0	2 10 0	3 0 0	1 15 0	2 0 0

		DIRECT ANNOUNCEMENTS (one minute)		
Number of Announcements	Day Session	Night Session		Night Session
		£ s. d.	£ s. d.	
157 to 312	Each	7/6		9 6
79 to 156	"	8/6		11 -
25 to 78	"	9/6		12 -
7 to 24	"	10/6		13 -
1 to 6	"	12/6		15 -

		SCATTERS					
WORDS	20	Number of Announcements		160	312	624	624
		40	80				
10	5/-	4 9	4 3	3 9	3 3	3 3	3 3
20	5/6	5 3	4 9	4 3	3 9	3 9	3 9
25	6 -	5 6	5 -	4 9	4 3	4 3	4 3
50	7/6	7 -	6 6	6 -	5 6	5 6	5 6

that. We felt that the entire roster of 600 or more stations was being penalised by the sins of a decided minority who failed to recognise their obligation to listeners. We have discovered that a large number of stations for some time had been rejecting programmes in which the commercial continuities were overdone, or the products questionable.

"Particularly gratifying to us has been the leadership of the nation-wide networks. Because of their greater stakes in the broadcasting industry, it was only logical to expect them to be the bell-wethers. They have responded admirably, and we hope they will continue to lead the way in this sensible self-regulation movement. Otherwise, there is strong possibility that Congress itself will step in and take a hand, and perhaps write into the law programme restrictions with which stations will be forced to comply. That would be unfortunate, particularly when the result can be accomplished without it. On this, the ball has

(Continued on Next Page)

## F.C.C. Chairman Talks to Broadcasters

(Continued from page 5).

been passed to the broadcasting industry, and that includes the advertisers as well as the station operators. There must be team-work between the two. During the past few months the team-work has been fine. A bit of brain-work along with this team-work will win the old ball game.

"Many of you, perhaps, are wondering what we are going to do about stations now operating with temporary licences because of alleged programme excesses. I am going to talk frankly. We do not have in mind the deletion of stations which can show that their programmes complained of did not constitute the major part of their schedules, or which have since taken steps to clean up; but we will not condone gross and wilful infractions. Stations have been deleted in the past due to programme shortcomings, and it may be that a few of the pending cases will necessitate this drastic action. I hope not.

"It can be said, also, that the Commission has not and does not intend to prohibit the advertising of any and all medical products over the air. It does not have the power to do so, as you well know, because it can exercise no censorship whatever over programmes. If a product, in the first instance, is legitimate and if it is advertised in good taste without false or deceptive statements, then there is no reason why the account cannot be accepted by the station. But the broadcaster must be the judge. If he is incapable of judging, then we must assume he is not the proper person to hold a broadcasting station licence.

"At this point I wish to mention another factor in radio advertising which apparently has been overlooked; that is the advertiser himself, and, of course, his advertising agency. The advertiser has a very definite and primary responsibility. He is not subject to the terms of the Communications Act, as is the station, but he is amenable to many other laws of the land dealing with pure food and drugs and with interstate commerce. In the first place the advertiser should realise that radio is very different as an advertising medium from the printed page. He should not attempt to foist upon stations and their listeners advertising copy that cannot be placed in newspapers and magazines. He should realise that while he may sell his goods effectively over the radio by going to high-powered extremes in his sales talks, he is at the same time creating ill will among those who are informed. In the long run he will lose and perhaps the stations will be found in the ruins.

### Coverage Data

"It is because unscrupulous manufacturers in the food, drug and cosmetics lines have gone to such extremes that the United States Senate recently, passed the Copeland Bill designed to

rigidly regulate the sale and advertising of these products. If this bill becomes a law, then these manufacturers will soon find they cannot continue these practices. Radio should be the modern Paul Revere and be used to warn the public against the fake advertiser. Most certainly it should never be the medium used for selling goods that are fraudulently advertised.

"I have noticed in 'Broadcasting' that your Association is co-operating with the Association of National Advertisers and with the Association of Advertising Agencies in plans to form a co-operative bureau to authenticate station coverage and listener data. In this connection an idea occurs to me: Why not go further? Here are the three principal trade associations of the three industrial groups most vitally concerned with radio as an advertising medium. Why can't they enlarge the scope of their activity to include a co-operative movement for safe, sane, clean and dependable continuities on the air? There need be no mandatory rules. Perhaps the writing of trade practice provisions to cover these points would suffice. Without knowing very much of these trade associations, it nevertheless seems to me that you have a splendid opportunity to accomplish something along this line.

"Also worthy of consideration, I believe, is the editorial suggestion made in May 1 issue of 'Broadcasting' on the subject of questionable programmes. I quote from its columns:

"Perhaps a solution (to the programme problem) would be to set up within the industry (the National Association of Broadcasters would be the logical agency) an individual whose task it would be to advise stations and advertisers and their agencies whether particular accounts are construed to be ethically, aesthetically and otherwise acceptable. It would be a matter of 'editorial selection,' so to speak, for the industry. The man would have to be forceful, and one with the courage to say 'no.'

"Thus when a new account is offered, the NAB could review it, and if necessary, check with Federal authorities to ascertain whether the claims are reasonable. Like the procedure so successfully adopted by 'Good Housekeeping' in the home commodity field, the NAB could place its stamp of approval on products or services, and deny it to those which fail to meet pre-determined specifications.

"I am informed, since this address was prepared, that several other publications have also advocated the same idea.

"That, to me, seems to be a plausible proposal, basically. It is another matter your convention might well consider at its deliberations here. It may have its short-comings, but most certainly it is a function that can be performed by your trade association, particularly when one takes into account the fact that our radio law specifically prevents us from exercising any degree of programme censorship.

"At the beginning of this talk, I believe I characterised radio as the 'Fifth Estate.' That may sound trite to you of the trade, but the first time I heard it I was greatly impressed. Turn to page 8).

## 2 KQ Newcastle

Wave-length, 213 metres; 1410 kilocycles; aerial power, 500 watts. Station headquarters: Nicholson's Buildings, Wolfe Street, Newcastle ('Phone 932). Sydney office: Assembly Building, 44 Margaret Street ('Phone: B 5370).

### Hours of Service

Breakfast Session, 7 a.m. to 9 a.m.; First Morning Session, 9 a.m. to 10 a.m.; Women's Morning Session, 10 a.m. to 12.30 p.m.; Luncheon Session, 12.30 p.m. to 2 p.m.; Afternoon Session, 2 p.m. to 4 p.m.; Children's Session, 5 p.m. to 6 p.m.; Evening Session, 6 p.m. to 10.30 p.m.

### Broadcasting Facilities

33 1-3 r.p.m. gramophone motors are available for reproduction of 16-inch recordings.

Special line equalising equipment has been installed to facilitate the relaying of programmes from any capital city station without loss of musical quality.

### Land-line Costs, 2KO, to Any Sydney Station

Time	Music	Speech
9 a.m. to 6 p.m.—		
10 minutes	10/-	8/8
15 minutes	12/6	11/2
6 p.m. to 9 p.m.—		
10 minutes	9/-	7/8
15 minutes	11/-	9/8
After 9 p.m.—		
10 minutes	7/8	6/4
15 minutes	8/-	7/8

A percentage of the Telephone Dept. Splitting Charge is additional if the programme is relayed to more than one station.

### Advertising Rates

#### Day Rates—7 a.m. to 6 p.m.

	Spot Announcements		15-Minute Sessions		25-Word Scatters	
	s. d.	£ s. d.	s. d.	£ s. d.	s. d.	£ s. d.
Casual	18 0	2 0 0	15 0	1 12 0	10 0	8 0
13	15 0	1 12 0	14 0	1 10 0	7 6	6 6
24	14 0	1 10 0	13 0	1 7 6	7 0	6 0
52	13 0	1 6 0	12 0	1 5 0	6 6	6 0
78	12 0	1 3 4	10 0	1 0 0	6 0	6 0
104	12 0	1 3 4	10 0	1 0 0	6 0	6 0
156	12 0	1 3 4	10 0	1 0 0	6 0	6 0
312	10 0	1 0 0	10 0	1 0 0	6 0	6 0

#### Evening Rates—After 6 p.m.

	Spot Announcements (100 Words)		15-Minute Sessions	
	After 9.30	Peak Periods	After 9.30	Peak Periods
Casual	£ s. d. 1 6 0	£ s. d. 1 7 6	£ s. d. 3 7 6	£ s. d. 3 15 0
13	18 6	1 0 0	2 12 6	3 0 0
24	17 0	18 6	2 7 6	2 15 0
52	15 0	16 6	2 2 6	2 12 6
78	15 0	16 6	2 0 0	2 0 0
104	13 6	15 0	1 17 6	2 7 6
156	12 6	14 0	1 15 0	2 5 0
312	12 6	14 0	1 15 0	2 5 0

Peak Periods—Sundays to Thursdays inclusive, from 6 p.m. to 9.30 p.m.

25-word announcements during evening sessions at usual spot announcement rates less 20%.

Sponsored programmes to contain not more than 15% advertising.

## 2 GZ

SERVICE COMMENCES OCTOBER 31st, 1935

OWNED and operated by COUNTRY BROADCASTING SERVICES LTD. General Manager, H. G. Anderson—Advertising Manager and Programme Director, J. Ridley. Head Office: 12 Spring Street, Sydney, B 1818—Studios at Commonwealth Bank Building, Orange, and 12 Spring Street, Sydney. Transmitter 2,000 watts. Located at AMAROO, N.S.W. Wave-length 303 metres.

### SCHEDULE "A"

NUMBER OF ANNOUNCEMENTS	30 WORDS Minimum of 3 Announcements per week		100 WORDS		5 MINUTES		15 MINUTES		30 MINUTES	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
1 to 12	1 5 0	1 5 0	2 10 0	5 0 0	7 10 0	1 2 0	2 4 0	4 8 0	6 12 0	10 0 0
13 to 25	1 2 0	1 2 0	2 4 0	4 8 0	6 12 0	1 1 0	2 2 0	4 4 0	6 6 0	10 0 0
26 to 38	0 10 6	1 1 0	2 2 0	4 0 0	6 0 0	0 10 0	1 0 0	2 0 0	4 0 0	6 0 0
39 to 51	0 10 0	1 0 0	2 0 0	4 0 0	6 0 0	0 9 6	0 19 0	1 18 0	3 16 0	5 14 0
52 to 77	0 9 6	0 19 0	1 18 0	3 16 0	5 14 0	0 9 0	0 18 0	1 16 0	3 12 0	5 8 0
78 to 103	0 9 0	0 18 0	1 16 0	3 12 0	5 8 0	0 8 6	0 17 0	1 14 0	3 8 0	5 2 0
104 to 155	0 8 6	0 17 0	1 14 0	3 8 0	5 2 0	0 8 0	0 16 0	1 12 0	3 4 0	4 16 0
156 to 311	0 8 0	0 16 0	1 12 0	3 4 0	4 16 0	0 7 6	0 15 0	1 10 0	3 0 0	4 10 0
312 and Over	0 7 6	0 15 0	1 10 0	3 0 0	4 10 0					

### SCHEDULE "B"

NUMBER OF ANNOUNCEMENTS	30 WORDS Minimum of 3 Announcements per week		100 WORDS		5 MINUTES		15 MINUTES		30 MINUTES	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
1 to 12	0 16 6	1 13 0	3 6 0	4 19 0	13 0 0	0 14 6	1 9 0	2 18 0	4 7 0	7 10 0
13 to 25	0 14 6	1 9 0	2 16 0	4 4 0	6 6 0	0 7 0	0 14 0	1 8 0	2 16 0	4 4 0
26 to 38	0 7 0	1 8 0	2 16 0	4 4 0	6 6 0	0 6 9	0 13 6	1 7 0	2 14 0	4 1 0
39 to 51	0 6 9	0 13 6	1 7 0	2 14 0	4 1 0	0 6 6	0 13 0	1 6 0	2 12 0	3 18 0
52 to 77	0 6 6	0 13 0	1 6 0	2 12 0	3 18 0	0 6 3	0 12 6	1 5 0	2 10 0	3 15 0
78 to 103	0 6 3	0 12 6	1 5 0	2 10 0	3 15 0	0 6 0	0 12 0	1 4 0	2 8 0	3 12 0
104 to 155	0 6 0	0 12 0	1 4 0	2 8 0	3 12 0	0 5 9	0 11 6	1 3 0	2 6 0	3 9 0
156 to 311	0 5 9	0 11 6	1 3 0	2 6 0	3 9 0	0 5 6	0 11 0	1 2 0	2 4 0	3 6 0
312 and Over	0 5 6	0 11 0	1 2 0	2 4 0	3 6 0					

### SCHEDULE "C"

NUMBER OF ANNOUNCEMENTS	30 WORDS Minimum of 3 Announcements per week		100 WORDS		5 MINUTES		15 MINUTES		30 MINUTES	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
1 to 12	0 12 6	1 5 0	2 10 0	3 15 0	13 0 0	0 11 0	1 2 0	2 4 0	4 7 0	7 10 0
13 to 25	0 11 0	1 2 0	2 4 0	3 3 0	6 0 0	0 10 6	1 1 0	2 2 0	3 3 0	5 0 0
26 to 38	0 5 3	0 10 6	1 1 0	2 0 0	3 0 0	0 5 0	0 10 0	1 0 0	2 0 0	3 0 0
39 to 51	0 5 0	0 10 0	1 0 0	2 0 0	3 0 0	0 4 9	0 9 6	0 19 0	1 18 0	2 17 0
52 to 77	0 4 9	0 9 6	0 18 0	2 14 0	3 10 0	0 4 6	0 9 0	0 18 0	1 16 0	2 14 0
78 to 103	0 4 6	0 9 0	0 18 0	2 14 0	3 10 0	0 4 3	0 8 6	0 17 0	1 14 0	2 11 0
104 to 155	0 4 3	0 8 6	0 17 0	2 11 0	2 8 0	0 4 0	0 8 0	0 16 0	1 12 0	2 8 0
156 to 311	0 4 0	0 8 0	0 16 0	2 8 0	2 8 0	0 3 9	0 7 6	0 15 0	1 10 0	2 5 0
312 and Over	0 3 9	0 7 6	0 15 0	2 5 0	2 8 0					

### SESSIONS.

TIME	WEEK DAYS	SATURDAYS	SUNDAYS
6.30 a.m. to 7.30 a.m.	MARKETS, NEWS AND WEATHER Schedule "A" Advertising Rates	MARKETS, NEWS AND WEATHER Schedule "A" Advertising Rates	
7.30 a.m. to 9.30 a.m.	BREAKFAST SESSION Schedule "B" Advertising Rates	BREAKFAST SESSION Schedule "B" Advertising Rates	
9.30 a.m. to 11 a.m.			
11 a.m. to 1 p.m.	MID-DAY SESSION Schedule "B" Advertising Rates	MID-DAY SESSION Schedule "B" Advertising Rates	MID-DAY SESSION
1 p.m. to 2 p.m.	Schedule "B" Advertising Rates		Schedule "B" Advertising Rates
2 p.m. to 3.30 p.m.		SPORTING SESSION	AFTERNOON SESSION
3.30 p.m. to 6.15 p.m.	AFTERNOON SESSION Schedule "C" Advertising Rates		
6.15 p.m. to 7.15 p.m.	MARKETS, NEWS AND WEATHER Schedule "A" Advertising Rates	Advertising Rates on Application.	Schedule "C" Advertising Rates
7.15 p.m. to 10.30 p.m.	EVENING SESSION Schedule "A" Advertising Rates	EVENING SESSION Schedule "A" Advertising Rates	EVENING SESSION

Land Line charges for relays, and any further particulars available on application to—

**Country Broadcasting Services Ltd.**  
12 SPRING STREET, SYDNEY

'PHONE: B 1818

Advertisers will appreciate mentioning this journal in your replies.

## PUT YOUR COPY ON DISC

— NATIONAL ADVERTISERS ARE RECORDING ANNOUNCEMENTS —

THEIR CHOSEN ANNOUNCERS MAKE THE MESSAGES COMPELLING BY USING CORRECT SALES EMPHASIS

2,919,836 LISTENERS ARE READY TO LEND THEIR EARS

GIVE THEM SOUND ADVERTISING—THEY WILL RESPOND TO IT.

ANNOUNCEMENTS . . . PROGRAMME COMMENTARIES . . . ENTERTAINMENT

Recorded by

64 ELIZABETH STREET **FEATURADIO** MELBOURNE. (F 4850)

# STATION 2TM

TAMWORTH RADIO DEVELOPMENT CO. LTD., controlling the Broadcast Station of the North-West, Manilla Road, Tamworth. Offices: 80 Brisbane Street, Tamworth. Wavelength, 231 metres; Frequency, 1300 Kilocycles; 50 Watts. Sydney Representative: Mr. E. H. Brewer, 44 Margaret Street, Sydney. Manager: E. Higginbotham. Engineer: T. Whitcomb. Secretary: H. Dyball. Sales Manager: W. Langford Penny. Announcers: T. Whitcomb, H. Dyball, J. Whitmore, Miss M. Hugill, Miss James. Directors: E. Higginbotham, T. Whitcomb, M. Sheffer, A. E. Norton.

### SESSIONS:

Breakfast: 7 a.m. to 9 a.m.; Luncheon: 12 noon to 2 p.m.; Women's Session: 3.30 to 4.30 p.m.; Possum Club: 5.30 to 6 p.m.; Dinner Music: 6 to 6.30 p.m.; Sports Session: 6.30 to 7 p.m.; Evening Presentation.

### Advertising Rates

Number of Sessions	One Minute (100 words)	Hour		
		1/4 Hour	1/2 Hour	1 Hour
Casual	0 8 6	1 15 0	3 0 0	5 10 0
13	0 7 6	1 10 0	2 10 0	4 10 0
24	0 6 6	1 7 6	2 5 0	4 0 0
52	0 6 0	1 2 6	2 0 0	3 0 0
78	0 5 6	—	—	—
104	0 5 0	1 0 0	1 17 6	3 5 0
156	0 4 6	0 18 6	1 15 0	3 0 0
312	0 4 0	0 17 6	1 12 6	2 15 0

**Slogan Announcements—10 words maximum 2/-**  
Rates for sponsored sessions cover only normal station entertainment facilities. Quotations given on special items, artists, relays and programmes requiring special reproductions.

### F.C.C. CHAIRMAN TALKS TO BROADCASTERS

—(Continued from page 6).

It describes radio broadcasting in a remarkably apt way. In the case of the 'Fourth Estate,' which embraces journalism or the press, there were some 400 years of history since the first news was published from type. Radio, the 'Fifth Estate,' has only 15 years behind it, but those have been years of dazzling, almost reckless development. To-day it is levelling off into a medium comparable with the press, but providing also certain types of 'editorial matter' not developed on the printed page. Naturally, we cannot expect this 15-year-old infant, which some of my newspaper friends call 'audible journalism' to do what the publishers have accomplished only after four centuries; but it can profit and happily is profiting by the experience and background of the 'Fourth Estaters.'

### Station Responsibility

"The radio broadcaster of to-day is the 'Editor of the Air.' Like the editor of the press he has a distinct responsibility to his auditors. The responsibility of the 'Editor of the Air' even transcends that of his more experienced brother, because he must comply with the mandate of serving 'public interest,' convenience and necessity in everything he 'publishes' by means of his transmitter. His broadcasting franchise is contingent upon that. Moreover, the 'Editor of the Air' is decidedly limited in the amount of 'news' he can publish for the information, edification and enlightenment of his listeners. There are only so many hours in the day and he must offer his listeners a balanced menu. He cannot add pages to the newspaper of the air. On the printing press, of course, there is limit to the size or number of the news columns that can be published.

"This 'Editor of the Air' analogy is becoming more and more striking these days. As I turn the dial of my radio, I find that news reports consume infinitely more time than they did only a few short months ago. That is an interesting and important development and may have a far-reaching bearing upon the future status of the broadcasting stations.

(Continued on Page 9, Col. 2)

# 3AW

THE VOGUE BROADCASTING COMPANY PTY. LTD., owned and operated by David Syme & Co. ("The Age"), J. C. Williamson Ltd., and Allan & Co. Pty. Ltd., controlling the Feature Station, 382 Latrobe Street, Melbourne. 234 metres from September 1. Telephones: Cent. 1112.

### SPONSORED SESSIONS

	NIGHT (6 to 11.30 p.m.)		
	1/4-Hour	Half	Hour
Casual	£12 0 0	£19 0 0	£32 0 0
13	£7 15 0	£14 15 0	£25 0 0
26	£7 5 0	£14 0 0	£23 0 0
52	£6 15 0	£13 0 0	£22 0 0
104	£6 5 0	£12 0 0	£20 0 0

	DAY (11 a.m. to 2 p.m.)		
	1/4-Hour	Half	Hour
Casual	£6 0 0	£10 0 0	£15 0 0
13	£3 5 0	£6 0 0	£11 10 0
26	£3 0 0	£5 15 0	£10 10 0
52	£2 15 0	£5 0 0	£9 10 0
104	£2 10 0	£4 10 0	£9 0 0

### NICKY AND TUPPY BREAKFAST SESSION

(6.30 to 9.15 a.m.)

Six Quarter Hours Weekly	£15 0 0
Each Quarter Hour	£2 10 0
Six Half Hours Weekly	£22 0 0
Casual Half Hour	£6 0 0

### NANCY LEE'S CHILDREN'S SESSION

(4.45 to 6 p.m.)

Ad Lib Session (approx. 10 mins), Six Weekly	£10 0 0
Each Ad Lib Session	£2 10 0
Casual Ad Lib Session	£6 10 0
Ad Lib Sessions incorporating Competitions, per wk.	£12 0 0

### 3AW WOMEN'S ASSOCIATION

(2.0 to 4.30 p.m.)

	Conducted by Gwen Varley			
	13	26	52	104
Each Quarter Hour	£4 0 0	£3 15 0	£3 10 0	£3 5 0
Each Half Hour	£7 10 0	£7 0 0	£6 10 0	£6 0 0
Direct Advertising (Maximum 50 Words)	£1 5 0			

### 100-WORD ANNOUNCEMENTS

	NIGHT (6.0 to 11.30 p.m.)		DAY (other than Spec. Sess.)	
	Casual	£3 0 0	Casual	£2 0 0
12	2 0 0		12	1 7 6
24	1 15 0		24	1 5 0
48	1 12 6		48	1 3 0
78	1 10 0		78	1 2 0
156	1 7 6		156	1 0 0
312	1 5 0		312	0 17 6

### SCATTER ANNOUNCEMENTS

	TWENTY-FIVE WORDS.		FIFTY WORDS.	
	Night	Day	Night	Day
Casual	23/-	16/-	30/-	20/-
12	17/6	11/-	25/-	15/-
24	17/-	10/6	24/-	14/-
48	16/6	10/-	23/-	13/-
78	16/-	9/6	22/-	12/-
156	15/6	9/-	21/-	11/-
312	15/-	8/6	20/-	10/-

3AW'S aerial power is the maximum allowed Victorian Metropolitan Stations.

# 3HA

WESTERN PROVINCE RADIO PTY. LTD., owned and operated by David Syme & Co., Allan & Co. Pty. Ltd., and Amalgamated Wireless (Australasia) Ltd., controlling "The Age" Station, 37 Gray Street, Hamilton. Melbourne Office: "Age" Chambers, 239 Collins Street, Melbourne. Commenced 24/9/32. Freq., 1010 k.c.; 297 m. Manager: R. A. Fitts. Directors: G. Sutherland, E. T. Fisk, David F. Syme and G. S. Featonby. Executives: June Walls, Secretary; Richard Burrows, Studio Manager; L. R. Heath, Advertising Manager; R. A. Fitts, Manager and Chief Engineer; Richard Burrows, Chief Announcer; Don James and Betty Errington, Announcers.

### SPECIAL SESSIONS AND ANNOUNCERS:

Breakfast: Don James, 7 a.m.-9 a.m.; Racing and Sporting: Eric Welch (Relay); Women's: Betty Errington; Children's: Don James and Betty Errington.

Transmission Times: 7 a.m.—9 a.m., 12 p.m.—4.15 p.m., 5 p.m.—10 p.m. Monday to Friday; 7 a.m.—9 a.m., 12 p.m.—10.30 p.m. Saturday; 11 a.m.—4.30 p.m., 6.30 p.m.—11 pm. Sunday.

### Advertising Rates

#### DAYTIME: 7 a.m. to 6.30 p.m.

No. of Times.	30 Words		100 Words		15 Min.		30 Min.	
	s.	d.	s.	d.	s.	d.	£	s. d.
1-12	5	0	9	0	18	0	£	1 15 0
13-25	4	6	7	0	17	0		1 13 0
26-38	4	3	6	9	16	0		1 11 0
39-51	4	0	6	6	15	0		1 9 0
52-77	3	9	6	3	14	0		1 7 0
78-103	3	6	6	0	13	0		1 5 0
104-155	3	3	5	9	12	0		1 3 0
156-259	3	0	5	3	11	0		1 1 0
260-312	2	6	4	9	10	0		0 19 0

#### EVENING: 6.30 to 10.45 p.m.

No. of Times.	30 Words		100 Words		15 Min.		30 Min.		60 Min.	
	s.	d.	s.	d.	£	s. d.	£	s. d.	£	s. d.
1-12	8	0	12	0	3	5 0	5	10 0	10	10 0
13-25	6	0	9	6	2	10 0	4	10 0	8	10 0
26-38	5	9	9	3	2	7 6	4	5 0	8	0 0
39-51	5	6	9	0	2	5 0	4	0 0	7	10 0
52-77	5	0	8	6	2	2 6	3	15 0	7	0 0
78-103	4	6	8	0	2	0 0	3	10 0	6	10 0
104-155	4	3	7	6	1	17 6	3	5 0	6	0 0
156-259	4	0	7	3	1	15 0	3	0 0	5	10 0
260-312	3	9	7	0	1	10 0	2	10 0	5	0 0

Sunday Rates on application. No direct advertising. Relays from City Stations: Advertisers' programmes on a City Station can be relayed to 3HA by arrangement. In addition to Station time rates, additional charges are made for Trunk Line facilities. These include rental of lines and connecting and disconnecting fees.

The above rates cover only broadcasting time, Station facilities, staff announcers and gramophone music other than copyright works. Other features by arrangement. A maximum of 15 per cent. of advertising matter in sponsored sessions.

All copy, which may be altered by us if considered necessary, must be at 3HA not less than 24 hours before broadcast time.

### F.C.C. CHAIRMAN'S ADDRESS—

(Continued from Page 8)

"Broadcasters, as they become more alive to their editorial responsibility, I believe, will soon find themselves establishing editorial standards. By that I do not mean that they will identify themselves with politics, for that would be wrong and deplorable. It is my view that they will become more intimately identified with the civic activities of their own communities, that there will be more forums on the air, and that they will awaken the interest of their listeners in an entirely new sphere of editorial activity. The station will then become a vastly more important entity in the affairs of its own city or town.

### Educational Programmes

"I cannot permit the day to pass without a word of appreciation from the Commission for the fine spirit of co-operation shown by the broadcasters in working so harmoniously with the educational groups of the country to the end of pressing the broadcasting industry into use in our movement to bring about a definite, workable plan for education by radio. A committee, headed by Dr. Studebaker, U.S. Commissioner of Education, is working to that end, and to your everlasting credit I understand you are 100 per cent. committed to the idea and supporting it wholeheartedly.

"At the Commission we are mindful of the fact that broadcasting stations now operate under six-month licences. That, to a business man, seems extremely unjust when the millions of dollars invested in the broadcasting plant and equipment are taken into account, along with some 15,000 full-time radio station employees and the tremendous payrolls. I agree that under ordinary circumstances you have some reason to protest. I do not agree, however, with some who have said or written that broadcasting stations have been intimidated or coerced because of these short-term licences. I do not believe that there has been the slightest degree of censorship invoked upon networks by the Administration or by our Commission. All that talk may be branded as sheer partisan propaganda and no one is better informed on this subject than you gentlemen of the industry. The law as now written permits us, if we so desire, to extend the term of broadcasting station licences to three years. Most of you will recall that in the early days of our predecessor agency, the Federal Radio Commission, licences were issued for only three months and then extended to the present six-month term. That was because the old Commission felt the broadcasting structure should be kept sufficiently fluid to permit the shifting of station assignments and to so adjust radio as to provide maximum service for the people of the country.

"There is now pending before the Commission a resolution introduced by Commissioner Brown to extend the broadcast licence term to one year. I have not discussed this resolution with any of the Commissioners and cannot even venture an opinion of what action they may take when this matter comes before us for adoption. I know, however, that you are vitally interested in this phase of your business and I can see no good reason, when once the industry has established itself on a sound programme basis, why the Commission should not give the proposal serious consideration.

### Extension of Licences

"Before closing, may I assure you that during my short tenure on the Commission I have appreciated fully the splendid co-operation of the officers and members of your Association whom it has been my pleasure to meet. May I say too, that I have learned with keen regret that your Managing Director, Philip G. Loucks, is about to retire after five years of service. In the work of the educational groups I have been in close personal contact with Mr. Loucks, who is gifted with a charming personality, and he has impressed me as an able, conscientious and efficient representative of your organisation. I wish him success in his chosen field.

"It is my hope that when you convene again, one year hence, you will report the broadcasting industry without an exception, as having attained the goal of clean programming. Having accomplished that purpose, you should then take up for consideration and presentation to the Commission your claims for granting longer-term licences.

### 3 BA

3BA, owned and operated by Ballarat Broadcasters' Proprietary Limited. Studio and Office situated at Broadcasters' Building, 56 Lydiard St. N., Ballarat. The Station commenced operations on 31st July, 1930, and recently "The Ballarat Courier Pty. Ltd." acquired a controlling interest. The first move the new management made was to modernise the plant throughout and build new studios which are claimed to be the most modern in Victoria. The official opening of the new studios took place on the 31st July last, this being the fifth anniversary of the commencement of Station activities.

3BA operates on a frequency of 1320 cycles 227 metres. **Administrative Staff:** Directors: Mr. S. W. J. Clark, Chairman; Messrs. J. H. Davey, C. P. A. Taylor and K. Taylor. **Managing Director:** Mr. J. H. Davey. **Secretary and Advertising Manager:** Mr. E. J. W. Whykes. **Technical Staff** comprises W. A. Wilson and A. D. Kerr as Engineers, with E. Thomas as relieving operator. **Announcing Staff:** Ernest Trotman (Uncle George, late of 3UZ), Chief Announcer; P. F. Corby (The Early Bird), Morning and Sporting Announcer; A. E. C. Kerr, Sunday Announcer; Miss Lela Lake, Children's and Lady Announcer; Miss L. Johnson, Sunday Children's Announcer.

**Transmission Times:** The Station's time is divided into six sessions—Breakfast, 7.30 to 9 a.m.; Morning, 9 to 10.30 a.m.; Luncheon, 12 noon to 2 p.m.; Children's, 6 to 7 p.m.; Evening, 7 to 9.30 p.m.; Night, 9.30 to 10.30 p.m.

Special features associated with the Station are a large Blue-bird Club run in conjunction with the Children's Session, and also a Ladies' Picture Club.

#### 3BA Advertising Rates

Monday to Saturday inclusive

BREAKFAST SESSION	Times 13	Times 52	Times 156	Times 312
50 words	3 8	3 2	2 8	2 6
100 words	5 6	4 9	4 0	3 9
Quarter-hour	14 0	12 6	11 0	10 6
Half-hour	1 6 0	1 2 3	1 8 6	1 7 3
Hour	2 8 0	2 0 6	1 13 0	1 10 6

#### MORNING SESSION

50 words	3 4	2 10	2 4	2 2
100 words	5 0	4 3	3 6	3 3
Quarter-hour	12 6	11 0	9 6	9 0
Half-hour	1 2 6	1 9 6	1 6 6	1 5 6
Hour	2 0 0	1 14 0	1 8 0	1 6 0

#### LUNCHEON SESSION

50 words	3 8	3 2	2 8	2 6
100 words	5 6	4 9	4 0	3 9
Quarter-hour	14 0	12 6	11 0	10 6
Half-hour	1 6 0	1 2 3	1 8 6	1 7 3
Hour	2 8 0	2 0 6	1 13 0	1 10 6

#### CHILDREN'S SESSION

*25 words	4 8	4 3	3 11	3 9
*50 words	6 2	5 8	5 2	5 0
*100 words	9 3	8 6	7 9	7 6
Quarter-hour	1 5 0	1 3 6	1 2 0	1 1 6
Half-hour	2 0 0	1 17 0	1 14 0	1 13 0
Hour	3 10 0	3 4 0	2 18 0	2 16 0

\* Subject to time being available and matter suitable.

#### EVENING SESSION

25 words	4 8	4 3	3 11	3 9
50 words	6 2	5 8	5 2	5 0
100 words	9 3	8 6	7 9	7 6
Quarter-hour	2 10 0	2 6 3	2 2 6	2 1 3
Half-hour	4 0 0	3 12 6	3 5 0	3 2 6
Hour	6 10 0	5 15 0	5 0 0	4 15 0

#### NIGHT SESSION

25 words	4 2	3 9	3 5	3 3
50 words	5 6	5 0	4 6	4 4
100 words	8 3	7 6	6 9	6 6
Quarter-hour	1 15 0	1 11 3	1 7 6	1 6 3
Half-hour	3 2 6	2 15 0	2 7 6	2 5 0
Hour	5 10 0	4 15 0	4 0 0	3 15 0

#### Classified Section

Minimum Charge 1/- per announcement.

1 to 12 times, per word	2d.
13 to 77 times, per word	1½d.
78 times or more per word	1d.
Special Rates for Saturday Afternoons (Sporting Session) and Sundays (Sponsored Sessions only), on application.	

#### Charges for Speech

5 minutes	£1 10 0
10 "	2 10 0
15 "	3 10 0
30 "	5 10 0
45 "	7 10 0
60 "	9 0 0

## New Radio Opportunities for NEWSPAPERS

### In Ultra Short Waves

THIS week's U.S.A. mail brings front page news in "Editor and Publisher" July 27, to the effect that opportunity may be knocking twice for the newspaper industry so far as participation in the field of radio broadcasting is concerned.

The opportunity for operation in the present intermediate frequency broadcast band was, in the opinion of many radio men interviewed recently, overlooked by newspapers through lack of foresight or funds.

That over 115 newspapers now own or are affiliated with broadcast stations, is evidence of a changing viewpoint—a disposition to enter a virtually closed field. This entrance may be made possible through the perfection of transmission methods in the yet unpredicted extreme high end of the radio spectrum—the ultra-high frequency.

Careful conditional conclusions to that effect can be drawn from the viewpoint of the Federal Communications Commis-

sion in Washington, that what is now an experimental field has shown such evidence of progress in the last eight years, that there is reasonable expectation that two to five years will see ultra-high frequency broadcasting on a permanent basis.

The channels now allotted for experimental transmission are all subject to immediate revocation by the F.C.C., if conditions become necessary.

Why is ultra-high frequency transmission so important to a newspaper industry awakened to the possibilities of radio facsimile and television broadcasts? Simply because all of the available frequencies for broadcast stations are now utilised to virtually maximum capacity. Ultra-high frequency may be a way out of the shackles, and a way into profitable radio participation, engineers tell the newspaper industry. It is over these high frequencies that facsimile newspapers, a field claimed to be pioneered by W. G. H. Finch, will be transmitted.

### THE PERSONAL TOUCH

An example illustrating the value of 2UW's specialised session for "The Man on the Land," conducted every morning from 5 a.m. to 6 a.m. by Mr. J. A. Crawcour, was provided during the past week.

On July 18 Mr. Crawcour received a most complimentary letter from Muddy Creek, Hamilton, containing this clause: "I listen in to your session every day and consider it the best put over the air." The writer asked for some information and literature which was forwarded without delay. On the 24th July another letter was received saying that the information, etc., had not come to hand. Then, on August 10th the whole of the correspondence was returned by the P.M.G.'s Department having been to three different Hamiltons. On the 12th August Mr. Crawcour sent out an S.O.S. during his session asking for Mr. McLoughlin to write giving his correct address as it was worrying to have a listener write in and then think he had been let down. Well, Mr. McLoughlin had kept listening in and he heard the S.O.S. and duly wrote in giving his full address as Hamilton, Victoria. Such consistency and enthusiasm is surely convincing proof of the session's value and holding powers.

### 4 BH

Owned and operated by Broadcasters (Aust.) Pty. Ltd., 90-92 Queen Street, Brisbane. 1000 Watts. Frequency, 1380. Wave-length, 217 metres.

**Manager,** Arthur L. Prince; **Directors,** J. B. Chandler, R. D. Kennedy, V. F. Mitchell, Neil O'Sullivan; **Secretary,** H. R. Marshall; **Chief Announcer,** G. H. Hardman; **Production,** Sydney Everett; **Announcers,** A. Graham, G. Marshall; **Women's Activities,** Mrs. Millar; **Chief Engineer,** N. Cruickshank; **Assistant Engineer,** G. Ham; **Special Announcers:** Boxing, Joe Rivers; Wrestling, Pat Hill; Tennis, Dean Cason; Racing, G. Hardman, C. Moran.

#### Transmission Times

Monday to Friday (inclusive): 7 a.m. to 3 p.m., 5.30 p.m. to 11 p.m. Saturdays: 7 a.m. to 10 a.m., 5.30 p.m. to 11 p.m. Sundays: 12 noon to 3 p.m., 5.30 p.m. to 11 p.m.

### Advertising Rates

#### Day Sessions

	½-Hour	¼-Hour	1 Hour
Casual	£2 0 0	£4 0 0	£6 0 0
13 times	£1 17 6	£3 15 0	£5 15 0
26 times	£1 15 0	£3 10 0	£5 10 0
52 times	£1 12 6	£3 5 0	£5 0 0

No. of Words	10	25	50	100
Casual	5/-	6/-	8/-	10/-
24 times	4/-	5/-	7/6	9/6
78 times	3/6	4/6	7/-	9/-
156 times	3/3	4/-	6/6	8/-
312 times	3/-	3/6	6/-	7/6

#### Evening Sessions

	½-Hour	¼-Hour	1 Hour
Casual	£4 0 0	£8 0 0	£12 0 0
13 times	£3 15 0	£7 10 0	£11 10 0
26 times	£3 10 0	£7 0 0	£11 0 0
52 times	£3 5 0	£6 10 0	£10 0 0

No. of Words	10	25	50	100
Casual	10/-	12/-	16/-	20/-
24 times	8/-	10/-	15/-	19/-
78 times	7/-	9/-	14/-	18/-
156 times	6/-	8/-	13/-	17/-
312 times	5/-	7/-	12/-	16/-

The above rates are Station Time, Stock Gramophone Recordings, Usual Station Facilities. Special features by arrangement. All copy at Station's discretion.

## RADIO TRADE ANNUAL

306 Pages . . . Now Ready

Available to subscribers of "Broadcasting Business" for 2/6. A postal note for 12/6 to Box 3765 G.P.O. Sydney will bring you a copy of the Annual and also "Broadcasting Business" every week.

Advertisers will appreciate mentioning this journal in your replies.

## "The Advertiser" NETWORK

### The BIG 3



Provides . . .

### THE MOST COMPLETE RADIO COVERAGE of South Australia

With an aerial power of 2,000 watts or 6,000 watts input to the final amplifier 5PI, the Regional Relay Unit of 5AD, is the MOST POWERFUL COMMERCIAL STATION ON THE AIR IN AUSTRALIA.

## 5 PI

has over six times the power output of any Adelaide Commercial Station.

#### REPRESENTATIVES:

London: A. J. Chard, 92 Fleet Street, London.  
Sydney: Fred Thompson, Warwick Bldg., 15 Hamilton St., Sydney.  
Melbourne: W. E. Davey, Newspaper House, Collins St., Melbourne.

From whom rate cards and other particulars may be obtained.

"The Advertiser" Broadcasting Services  
Waymouth Street :: :: Adelaide

## "THE RADIO ARM"

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

IN point of numbers, daily newspapers have become important as licensees of broadcasting stations. The press holds air rights over more than 10 per cent. of the available time and channels, through licenses owned by newspapers or their direct subsidiaries, and through co-operative arrangements, probably enjoys the right of reaching the listening public over as many more stations. Newspaper broadcasting reflects accurately the qualities of the newspapers holding the facilities. For the most part, the stations are of a range comparable with the circulation territory served. Few have power exceeding 1,000 watts and only four are super-power, 50,000 watt stations. The near future will probably see increased power granted to many newspaper stations now working with 100 watts, as they demonstrate their public service to the communications commission.

Data which appears on other pages of this issue indicate that most newspaper broadcasters consider their radio news a purely public service, not available for advertising sponsorship. Most of the minority which will permit sponsorship also reserve to themselves one or more news periods daily without any advertising tag-lines. And the great majority of newspaper-operated stations now furnish much more news over the air than was contemplated when the Press-Radio bureau was formed 18 months ago.

Opinion as to the wisdom of permitting sponsorship of news is still divided or unformed, it appears from the comments of newspapermen who have been associated with the radio for various periods, dating back to the pioneer days of 1920. None of those who have given their views to "Editor and Publisher" specifically approve commercial sponsorship of news. One repudiates the idea emphatically, another considers it unfortunate, others just don't find opinion or action necessary. Some believe that the present volume of broadcast news is excessive and will be curtailed soon because the public will not accept a routine budget. All experienced in press and radio

**3UZ**

MELBOURNE

Desires to announce  
the appointment of  
**MR. A. D. BOURKE**  
as Sydney representative.

Office :  
5 BARRACK STREET  
Phone : - - B 2085

## THE BEST BUY IN BROADCASTING

If you are interested in reaching the most people per pound who have the most pounds to spend in the richest district in N.S.W., the Northern Tablelands, we invite you to investigate the possibilities of

**2TM Tamworth**

Your enquiry will receive immediate attention at Brisbane St., Tamworth. Sydney representative: E. H. Brewer, Room 112, Assembly Hall, Margaret Street, Sydney - - - Phone: B 3403



believe that the broadcasting of news can be used to promote newspaper circulation. Whether the methods now in use help or hinder circulations is another question.

A small minority sells time on its stations co-operatively with space in the paper, but the majority opinion is that the selling problems are so radically different that separate staffs and separate rate-cards perform best. That radio advertising has not been at the expense of their newspaper columns but rather promoted newspaper advertising, seems to be the general conclusion of the leaders quoted. In any case, operation of a station permits them to offer both horns of the dilemma to the doubtful prospect.

So run the opinions of people qualified by experience to have them. They have changed frequently in the years that have passed since 1920, and they will change often between now and 1940. On one subject, they and "Editor and Publisher" are in accord—and some of our readers appear to have forgotten that this paper has advocated the idea for more than 10 years—newspapers by their place in the community and their knowledge of communications processes are better fitted to be broadcasters than any other group which can be named. The field is not yet closed to newspaper participation, and it is not at all unlikely that technical advances will open new air channels for broadcasting. If so, let it not be said again that newspapers "missed the boat." For, whatever may be the legal status of the radio medium, it is essentially a means of public communication, and neither competitor nor ally, but adjunct of the daily newspaper instrument.

**B.B.C. PROBES ADVERTISING**

It is reported from London that the Royal Commission now considering the B.B.C. Charter, is exploring the question of radio advertising very thoroughly, and is taking evidence on the amount of money spent on radio advertising in Great Britain, and the percentage spent on radio as against press and other forms of publicity.

**RADIO CLUBS POPULAR IN ADELAIDE**

Adelaide listeners are catered for with social functions in a big way by 5KA Adelaide as is evidenced by the fact that during one week over 4,000 people attended club entertainments.

Additionally on Thursday night, last August 22, a huge ball was held at the Palladium and over 1,700 Merry-makers (Club Members) attended.

5KA have a Children's "Cheerio" Club of 11,000 members, an interesting feature of which is that every morning at 8.15 a.m. a special session of fifteen minutes duration is conducted for their benefit.

5KA average at least, one function weekly and publicise these entertainments solely over the air. Response to all social activities conducted by the station is so gratifying as to well merit their slogan, "Air Publicity Gets Right There."

**INTERPRETING STATISTICS****Listener Census**

Catts-Patterson Pty. Ltd., advertising agents, have just compiled a census of a section of the listening public. Portion of that questionnaire asked who was the most prominent radio advertiser. 107 firms were listed entailing 3,404 votes. 3UZ has made the following summary of the voting relative to its own activities.

45 of the firms were introduced to radio by 3UZ. They recorded 1,862 votes or 54.7% of the total.

35 firms are current advertisers with 3UZ. They recorded 1,944 votes representing 57.07%.

28 firms had been introduced to broadcasting by 3UZ and were still with that station. 1,436 votes were recorded, representing 42.5%.

5 firms were exclusive to 3UZ. They pooled 71 votes or 2.08%.

21 firms representing 8.14% of votes have never used 3UZ.

## IS THE DRAMA DYING?

(By Eric Woods, 2HD)

IT is sometimes said that between them Radio and the Cinema have killed the legitimate drama. This raises the question as to what is legitimate, and what otherwise, in dramatic art. Even plays that are reproduced in film or radio transcription have to be acted in the first instance, and when the many excellent reproductions that are seen in the Talksies and heard over the air are taken into consideration it is apparent that the boundary line of legitimacy becomes faint and indistinguishable.

Is it necessary to assume that a play must be acted continuously by actors moving from place to place seeking an audience, to make it legitimate? Does not the art of mechanical reproduction and aerial broadcasting secure for the drama an equally vivid presentation and a larger audience than the performers could possibly secure if they went from place to place to gather their listeners into a theatre?

The success of both of these mechanical aids shows that the appreciation of the drama has by no means died out, but that the new mediums of presentation are in greater favour than the old. The new method of presentation may require a different technique to that hitherto employed, but save in the minds of a few highbrows, this has led to a larger appreciation of the Drama than ever before.

**CODE OF ETHICS**

A very natty little idea has been developed by Mr. R. G. Lamb, Managing Director of 2KA, in connection with his new station on the Blue Mountains.

This is a Code of Ethics, setting out six items which will govern the policy of this new station.

FIRST—Recognising that the radio audience includes persons of all ages and all types of political, social and religious belief, we will endeavour to prevent the broadcasting of any matter which would commonly be regarded as offensive.

SECOND—When the facilities of this station are used by others, we shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organisation may gain access to the radio audience.

THIRD—Matters which are barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

FOURTH—We shall exercise caution in accepting any advertising matter regarding products or services which may be injurious to health.

FIFTH—We shall not permit the broadcasting of advertising statements or claims which we know or believe to be false, deceptive or grossly exaggerated.

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

All the great masterpieces of literature have been dramatised, filmed and broadcast to audiences numbering millions who otherwise would not have become acquainted with them at all. Of course, both the picture theatre and the radio have been abused and made a channel for the pouring out of much trash, but the stage also has been responsible for the production of much that would have been better stillborn.

An unbiased survey of the evidence goes to show that instead of the Cinema and the Radio (particularly the latter) being regarded as foes of the Drama, they have been its best friends in that they have enlarged the appreciation thereof and enabled it to penetrate to circles which under other methods it would never have reached.

A debt of gratitude therefore, is owing to both the National and Commercial Stations for the service rendered in this connection. Such Stations as 2HD Newcastle and others are performing a real service to the community in putting over high class Dramas that illumine the minds and elevate the standard of public taste.

**PRESS AND BROADCASTING CO-OPERATION**

Indicative of the fact that newspaper and broadcasting can work hand in hand is the response to the Rondo "Chef Session" from 3UZ. The chef of this Melbourne cafe broadcasts exclusive recipes twice weekly from 3UZ, the ingredients having previously been published in the "Star." So far the response has been excellent, all parties—the "Star," Rondo's and 3UZ securing the benefit from this combined publicity.

Press and radio co-operation are necessary to get the very best from both media. Working along these lines, 3UZ have made many effective tie-ups.

IT PAYS  
to concentrate  
on the better type  
of entertainment



For a better  
feature—  
transcriptions  
or scripts—

Address your enquiries to  
**S. HOFFNUNG & CO. LTD.**  
TRANSCRIPTION DEPT.,  
165 Pitt Street, Sydney, and  
Charlotte Street, Brisbane.

**ALREADY HERE  
NEW TRANSCRIPTIONS**

Advice has been received from Mr. Arthur M. Davis, Manager of the Radio Transcription & Broadcasting Service Dept. of S. Hoffnung & Co. Ltd., that a report published recently in some other publication to the effect that some new recording material which was now used in America would be available in Australia within a month or two, was in his opinion, incorrect.

Mr. Davis says that Hoffnungs have been supplying transcription programmes pressed on this new material for quite some considerable time—in fact within a few weeks of its initial introduction in America several months ago.

Mr. Davis visited America some months ago, and was in a position to obtain quite a number of the new things that have been introduced recently.

Full details of the proposition will be gladly supplied by Mr. Davis upon request.

More Radio Licences will be issued!

**LEO CHERNIAVSKY  
MASTER OF THE VIOLIN**

Will be heard in a series of broadcasts over 2UW, 2HD, 3AW  
(every Sunday and Wednesday at 8 p.m., from Sunday, September 1)

**Broadcasting Executives**

will appreciate the fact that a programme featuring a world renowned name artist will do much to further the interests of radio in Australia. Leo Cherniavsky is under contract to

**ATLANTIC UNION**

Marketers of Atlantic Ethyl, Atlantic Petrol, Atlantic Motor Oils.

## BROADCASTING GOSSIP

Mr. L. R. Heath has been appointed Sales Manager of 3HA, Hamilton, which is operated by the "Age" Broadcasting Service, with headquarters at 239 Collins St., Melbourne. This appointment is in succession to Mr. J. E. Ridley, who has taken up the position of Programme Director of Country Broadcasting Services Ltd., Sydney.

Speaking for the National Association of Broadcasters (U.S.A.), J. W. Baldwin objected to the installation of television apparatus by the A.T. & T. Company, who have applied to the Federal Communications Commission for experimental permission to instal and use new types of television equipment between New York and Philadelphia. Opposition has also arisen from the Independent Picture Producers and Exhibitors in America, who have filed a strenuous protest against permitting the telephone company to invade the picture field.

W. A. Broadcasters Ltd., owners and operators of 6ML-6IX, are proposing to erect a powerful country station in the great southern area of W.A., approximately 160 miles from Perth. This will be erected within 30 miles of the National Regional Station at Minding which is now being built. A clear channel of 280 metres, with an aerial power of 2,000 watts has been authorised. It is intended to operate the station as a relay from 6IX. Tenders are now to hand, and are receiving the consideration of the management. The erection of the station will be proceeded with as expeditiously as possible.

A real "red hot" wireless message was received to the effect that at a meeting of some Federation members recently, somebody asked Mr. Oswald Anderson, of 2UW, how he was getting on with his 24-hour service. He expressed grave concern, as he was unable to sell the actual time between 4 and 4.15 a.m. 2UW knew a thing or two when they changed over to 24 hours. There were many sceptics, in fact, very few people thought it would be any good, but apparently it is more than paying its way.

No small meed of praise is due 3UZ for their efforts to popularise flesh and blood artists and Australian productions in competition with transcriptions. Their latest effort is noteworthy, in that it really does set a new and higher standard in musical romance. Dealing with the adventures of an itinerant band of players, "Happy Caravan" introduces some exceedingly fine talent to the microphone, and at the same time works in well known 3UZ personalities, such as Mrs. Olmes and Mrs. Hentwhistle. The orchestration is brilliant.

September 1 promises to be more than a red letter day in the history of 2GB as they start their day-break session at 6 a.m. Just as well the Summer is coming on, as otherwise it would be pretty cold having to get out of the blankets at about 5 o'clock to talk to a lot of people. Nevertheless, where there's a will there's a way.

Although they have been only 6 months in the new building, 3AW have already made alterations to the studios. The large No. 1 Studio is undergoing treatment to deaden even further any noise coming from outside. When completed, the studio will be almost entirely sound proof.

Is it true, as reported in the press last Sunday, that the Broadcast Federation President said that one of the big dangers is that licences to broadcast may be given to small country stations in such numbers that the broadcasting band will become overcrowded? What have the country stations to say to that? If the city commercial stations cannot reach into the country, is it not to be expected that country centres will automatically require their own broadcasting stations?

As it is a fact that high fidelity broadcast transmission and reception is only effective over a limited area, surely Mr. Bennett, President of the Federation and Managing Director of 2GB, who is a proponent of high fidelity broadcasts and whose station is one of the best on the air in that direction, should welcome the introduction of more broadcasting stations in country areas, and encourage their transmission of high fidelity so that the public will get better reception.

Mr. E. A. Wood, General Manager for 2HD Newcastle, left Sydney on Thursday, 29th, for a quick business trip to Melbourne. While anticipating painting the town red, Mr. Wood hopes to sign up healthy contracts for 2HD.

Mr. M. O'Halloran, who has been endeavouring to convince National advertisers and their agents in Sydney of the value of 5KA Adelaide, returned to the Garden City last Thursday.

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

It is interesting to note that Mr. Leo Cherniavsky, the famous violinist, who is under contract to Atlantic Union Oil Co., and sponsored by them, will be heard from 2UW, 2HD and 3AW. He

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

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

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

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

Sponsored by Maize Products, the Lee Murray Players will be relayed from 3AW to 3MA, 3HA, 3HS, 3SH, 3WR, 3BA every Sunday night from 7.30-8. The players have popularised many of J. C. Williamson stage plays adapted for radio. They have a wide reputation in Melbourne.

We hear that Gordon Marsh, who is now manager of 5DN Adelaide, has instituted a number of changes in the station. Many features are being reorganised and at the moment he is as busy as the proverbial bee.

2WG Wagga recently increased their power to 500 watts in the aerial and within the next few weeks will be transmitting on 1000 watts.

### FIJI WIRELESS

A.W.A. to Operate

Amalgamated Wireless (A/sia) Limited has announced that the Fiji Government had concluded an agreement with the company whereby A.W.A. will continue to operate the oversea wireless services of the Fiji Islands for a further period of years.

### 3 T.R. Sale

(Covers all Gippsland)  
HIGH-GRADE ANNOUNCERS  
AND PUBLICITY  
RATES ON APPLICATION

# WE'RE MOVING

... to ...

## "LISGAR HOUSE"

30-32 CARRINGTON STREET,  
WYNYARD SQUARE

... on ...

## Saturday, August 31

TELEPHONE NUMBERS REMAIN  
UNCHANGED

**B 7188 (3 lines)**

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

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

## Australian Radio Publications Ltd.

Publishers of

### "Radio & Electrical Merchant"

The only weekly National Trade journal catering for the Radio and Electrical Industries throughout Australia. Published every Friday.

### "Radio Trade Annual"

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

### "Radio Review of Australia"

Technical monthly journal incorporating the proceedings of the Institution of Radio Engineers (Aust.). Published 21st of each month.

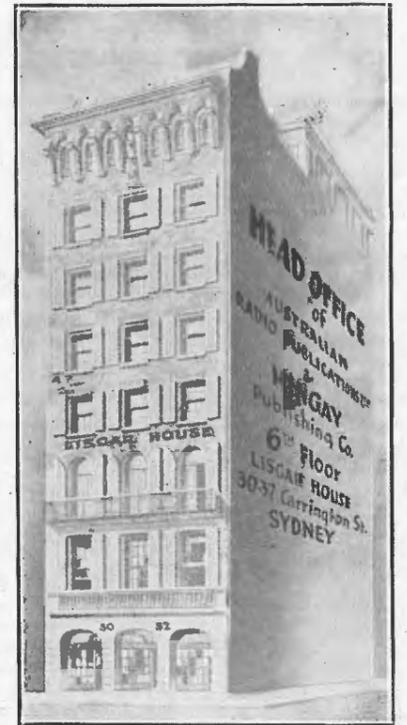
### "Broadcasting Business"

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

VICTORIAN BRANCH OFFICE:

422 LITTLE COLLINS STREET :: :: MELBOURNE

Phone: M 5438 ——— G.P.O. Box 1774



# Latest License Figures

JUNE AND JULY, 1935

## New South Wales

	June	July
New issues	5,768	6,384
Renewals	22,777	27,944
Cancellations	4,523	4,819
Monthly Total	279,166	280,731
Nett Increase	1,245	1,565
Population Ratio	10.53	10.59

## Victoria

	June	July
New Issues	4,716	5,463
Renewals	20,482	22,230
Cancellations	4,323	3,016
Monthly Total	237,247	239,694
Nett Increase	394	2,447
Population Ratio	12.90	13.03

## Queensland

	June	July
New Issues	1,913	2,203
Renewals	5,739	6,411
Cancellations	1,298	715
Monthly Total	67,546	69,034
Nett Increase	615	1,488
Population Ratio	7.02	7.17

## South Australia

	June	July
New Issues	1,661	1,912
Renewals	7,423	8,304
Cancellations	1,432	671
Monthly Total	76,515	77,756
Nett Increase	229	1,241
Population Ratio	12.97	13.18

## Western Australia

	June	July
New Issues	1,298	1,409
Renewals	3,798	4,160
Cancellations	691	417
Monthly Total	41,257	42,249
Nett Increase	607	992
Population Ratio	9.29	9.51

## Tasmania

	June	July
New Issues	744	891
Renewals	1,682	1,893
Cancellations	580	517
Monthly Total	20,121	20,495
Nett Increase	164	374
Population Ratio	8.76	8.92

## Commonwealth

	June	July
New Issues	16,101	18,262
Renewals	61,901	70,942
Cancellations	12,847	10,155
Monthly Total	721,852	729,959
Nett Increase	3,254	8,107
Population Ratio	10.74	10.87

The above figures include—

Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

## RAYTHEON OVER 3UZ

"The Ghost of Murdered Melody." At 8.45 p.m. on Monday, August 19, S.T.C.'s campaign in Victoria on behalf of Raytheon valves was commenced from 3UZ. The Novelty was achieved by whispers and groans made ostensibly by "The Ghost of Murdered Melody." After a distorted recording had been played, points were made by the announcer for Raytheon four pillar valves. The name of Alan S. Duke Pty. Ltd. was introduced by 3UZ's announcer at the end of the recording.

Similar announcements are being made regularly from 3UZ and it is understood that other Melbourne stations will be tying in with the scheme. Raytheon is sponsoring probably the first valve campaign of any size to be launched over the air in this State.

## THE FIRESIDE EVENING

Hundreds of letters of appreciation are being received weekly by 2HD, commending the Station on the outstanding feature programme broadcast between 9.30 and 10 p.m. each Sunday evening.

"The Fireside Evening" gives ample scope for the 30 performers to be heard in old time songs, smart patter, and plenty of good jokes. Adopting the American idea of popularising a session before offering it for sale, it is now eight (8) weeks since this feature commenced, and in view of the appreciation and goodwill which has been built up with listeners, this should prove an outstanding opportunity for a progressive advertiser to reach the prosperous Newcastle market.

## EDITORIAL— (Continued from Page 2)

organisation, concerning something by which that firm expects to make a profit? Nevertheless, we are not prepared to publish anything or everything, even concerning our supporters. Strange but true, those organisations who do spend fair sums on advertising, generally ask the least in free air or free publicity.

One more point that is very important and very appropriate in this rate card issue. It is generally known in advertising circles that many stations cut their rates and give special concessions to individuals. Therefore, can any advertiser or agent be blamed for using every means to get the best cut price? If the station is so weak as to bend to such pressure and accept contracts at reduced rates, not in accordance with standard schedule, then it must expect to be the victim of all concerned. Why not stand up to the rate card? If not, then why have a rate card? Giving different rates to various people is a suicide policy.

If you have the goods, sell them on quality and performance, but not on price. Stick to your guns, and you must win.

O. F. MINGAY,  
Editor.

## BROADCASTING BUSINESS

August 30th, 1935

## SUNDAY MORNING PROGRAMME

The Sunday morning programme broadcast from 2HD between 9 a.m. and 12 noon has recently been entirely reconstructed, and is now one of the most popular sessions in Newcastle district. The "Brighter Hour" is broadcast between 9 and 10 a.m. and the snappiest recordings obtainable make up a sparkling variety entertainment. At 11 a.m. a session is devoted to "Contrasts"—a few popular airs are used as a basis for this programme and the different interpretations by orchestras and soloists make up a deservedly popular half hour. From 11.45 to 12 noon the "Rhythm Man" conducts a session which finds favour with dance enthusiasts. There are still a few excellent periods open for sponsorship to advertisers who desire to reach the large listening audience to the 2HD Sunday morning programme.

## SPECIAL 2UW FEATURE

Gustav Mahler's Symphony No. 2 in G Minor with full orchestra, chorus and solos will be broadcast by 2UW on Sunday, September 1.

This is the first time this unique series of recordings have been broadcast in Australia and according to 2UW it is extremely unlikely it will ever be performed here with flesh and blood artists because of the many details involved.

In America it is seldom presented, but at one rare performance the work was recorded. It requires a large orchestra of 100, a choir of 300 and many soloists.

2UW feel they are providing service in presenting this feature. It will take one and a half hours to play.

## TALKIES ON SHIPBOARD

The Huddart Parker liner Westralia was fitted yesterday by Amalgamated Wireless with a twin projector talkie picture equipment. The Wanganella, also of the H.P. Line has had a talkie equipment for the past eighteen months. This facility has been greatly appreciated by travellers.

## 2UW's REVISED WOMEN'S SESSION

Miss Dempsey, who returned to 2UW on August 26 last, can now be heard from that station from 9.15 to 10.30 a.m. Monday to Saturday. At 10.50 Hilda Morse comes to the microphone with "Morning Tea with Hilda Morse," then at 11.30 Miss Morse and J. M. Prentice entertain with two way conversation and competitions.

A Postal Note for 12/6 to Box 3765 G.P.O., Sydney, will bring you this business paper every week by the postman and a copy of the 306-page Radio Trade Annual.

# BROADCASTING BUSINESS

Vol. 1.—No. 48  
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## Broadcasting Gossip

In Sydney town this week was Mr. Ernie Higginbotham, the energetic Manager of 2TM Tamworth. 2TM will be going up to 2,000 watts shortly, and, with the new wavelength, promises to be one of the best country stations on the air. It won't be Ernie's fault if 2TM is not well in the front rank.

W. A. Broadcasters Ltd., operators of 6ML and 6IX, have been granted a license for a new country relay station of 2 kw power on 1,070 kc., to be situated a few miles from the Minding Regional A.B.C. station. This new station should be the "bees knees."

Mr. Ross Garling, Managing Director of Heenzo, was in Melbourne, last week. Among his ports of call was Station 3AW where a large proportion of his advertising allocation is placed.

The reception in Sydney on Sunday night from 2HD Newcastle, was a great improvement to that existing prior to the changeover in wavelength. Operating on 263 metres, 1,140 kc., 2HD came in extremely well, with absolutely no interference.

Seppelts Wines, advertising over 2UE on Sunday night last, offered to send a case of wine to any address in England as a Christmas present. It seems a very good idea.

Listening-in to various commercial stations on Sunday night last, after the changeover, we were rather impressed with what appeared to be materially improved quality transmission of 2UE and 2UW. There was the absence of that Japanese whistle on 2UW and 2UE seemed to reproduce much more high fidelity music than hitherto.

An error occurred in last week's advertisement of 3AW. The wavelength should read 234 metres under the new changeover.

Mr. L. N. Schultz, one of Australia's leading radio engineers, left Sydney on

Tuesday, September 3rd, for Adelaide. Mr. Schultz will advise on and probably instal an entire new outfit for 5DN which is Adelaide's oldest station.

The management of 5DN have decided on new studios, a new transmitter, new speech input equipment and a new aerial system.

There is no engineer more capable of handling this difficult proposition than Mr. Schultz and we wish him and 5DN success in this venture.

Proof of the report that a wave of optimism and enterprise is sweeping Newcastle is found in the fact that Messrs. Stewart and Lloyd, pipe manufacturers have found it necessary to extend their works and employ an additional 200 men. National advertisers should find the Newcastle district a good proposition and would be well advised to get moving while Newcastle is booming.

2TM Tamworth has recently signed a contract for a number of quarter hour sponsored sessions. These sessions will be used by the British Israel World Federation.

Mr. E. H. Brewer, Sydney representative for 7HO Hobart informs us that Lewis Berger & Sons Aust. Pty. Ltd., have now included that station in their radio campaign.

Taylor & Co., Tea Merchants have signed a contract with 2TM Tamworth for a number of one hundred word announcements over that station. This is the first time that this company has ever used a country station and we are confident that 2TM will do the job for the advertiser.

A series of dramatised true stories of Richtofen, famous war air ace, is presented with suitable effects every Tuesday and Friday over 2UW. Additionally, talks on aviation past, present and future, are given. Continuity for the session is written by Mr. Geo. Davis, and it is sponsored by several aerial service Companies.

K. G. Stevens has been appointed city representative for 2KA Katoomba and 2BH Broken Hill. Mr. Stevens is located at Wingello House, Angel Place, Sydney.

Station 2KA opens on September 7th and the initial programme will take the form of the broadcast of J.C.W.'s White Horse Inn. This will be a recorded programme lasting over one hour with a commentary throughout the programme by Mr. H. A. Bowden, General Manager of J. C. Williamsons.

According to Mr. Lamb, the 2KA Studio will be one of the best in Australia. Actual size of the studio is 35 ft. by 20 ft. It is completely carpeted, and beautifully curtained. Situated in one of the beauty spots of N.S.W. at Westmead the tastefully built studio is improved by the beauty of its location, surrounded as it is by flowering lilac and old English holly.

Sally Paige—Sweetheart of the Blues on 2CH and one of the most interesting personalities on the air to-day, has been sponsored for a long term by the Commonwealth Weaving Mills Ltd., who plan to use her session as a spearhead of a drive for sales for "Dri-Glow" towels. She will broadcast Monday, Wednesday, Thursday and Saturday at 7.45 p.m. and

## BROADCASTING BUSINESS

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