

BIG THEATRICAL INTERESTS LINKED WITH 3XY

Question of Available Frequencies

IT has been learned that big theatrical interests are linked with the project of establishing a new station in Melbourne, 3XY. It was announced a few weeks ago that a licence had been granted to a Company registered as 3XY Pty. Ltd. and that it represented the National Party. It has since been learned that this company in all probability will submit to theatrical interests with which Mr. F. T. Thring is connected. It is also believed that Mr. Doyle of Sydney theatrical interests is also associated with the project but confirmation has not been established when we go to press.

The allocation of a new broadcasting licence in Melbourne and the establishment of a new national station will require the certain adjustment of existing wavelengths, this adjustment taking place before very long—it is understood, before 3XY comes on the air.

The granting of the new licence and the reallocation of the wavelengths of certain Australian stations recall the very interesting history of station 3AK Melbourne.

Political Pull?

3AK, owned and operated by Melbourne Broadcasters Pty. Ltd. (Mr. C. F. Palmer) still operates on 200 metres with 50 watts output and is restricted in hours. In the hurly-burly of allocating wavelengths and powers to the "B" Stations four years ago 3AK, apparently the last Melbourne application to be filed, was allegedly given the last wavelength, thereby closing the door to further applications. But 3AK was restricted in hours of operation and in power, and although the other stations were progressively allowed extensions in each department, 3AK has remained in its original position. Over the past four years a long series of letters has passed between the station and the Department. 3AK although paying the same licence fees as the other stations has made repeated requests to be allowed to extend both time and power, but in every case the giving of a direct answer has been postponed and always the position has been one that "will be investigated" or "will be dealt with in the near future."

And now very much to the surprise of everybody who understood the situation and believed that 3AK had the only available wavelength in Melbourne city, a new licence has been granted. When the reshuffle of wavelengths and conditions takes place 3AK expects that it will be placed upon the footing for which it has fought so long. The station has no political influence and must fight its battle on its own merits. Hence it looks forward to fair treatment of its rights to which it has clung under such difficult conditions for so long.

Melbourne Broadcasters await with interest the next move by the Postmaster-General's Department or 3XY.

Sweeping Broadcast Changes

Federal Communications Commission of U.S.A. Adopts Policy Looking To More Stations, Higher Power, Increased Hours As Quota System Is Revised.

SINCE the recent establishment of the Federal Communications Commission in America, very close investigations have been made in regard to the broadcasting situation, and last month (October 10) a very sweeping change in the system of allocating broadcasting facilities, new Quota Regulations were adopted, new policies established respecting the licensing of more local stations and the use of higher powers on regional channels, which will open the way to substantially increased facilities generally throughout the country.

In revising the Quota System which has been a source of curious controversy since its adoption by the former Radio Commission four years ago, the F.C.C. set up what amounts to two distinct Quota Systems—one covering Day Quotas and the other Night Quotas. The same basic principle of allocating according to Quotas based on State populations will be adhered to, but additional daytime facilities are set up in all but a dozen States. This is interpreted to mean that additional stations and more power and time for existing stations will be possible in some 36 States, adding considerably to the service and coverage capacity of broadcasting as a whole.

Simultaneously the F.C.C. adopted a new regulation clearing the way for the licensing of additional 100 watt local stations in conformity with the provision in Communications Act of 1934, without charging such new stations to State Quotas.

It also adopted a modification of existing regulations under which a limitation of 2,500 watts in daytime power on regional stations is discarded, and the maximum is placed at 5,000 watts.

SUICIDE REPORTED

It is reported from U.S.A. that George F. McClelland, former Vice-President and General Manager of the National Broadcasting Company, shot and killed himself in his New York office on the night of October 12.

He was 39 years old and one of the pioneers of the broadcasting industry. Police say they were unable to decipher a note he had left because it was so blood-soaked.

"Mac" as he was well known throughout the industry, announced shortly after he had left the N.B.C. that he would undertake a new network project. Although nothing came of his plans, which he discussed with high radio and publishing officials on the Pacific Coast last winter, he declined at least one big offer to join a leading agency as an account executive.

N.B.C. AFTER WMAQ.

It is understood that negotiations are in progress for the acquisition by the National Broadcasting Company of the half interest in WMAQ, Chicago clear channel station now held by the Chicago "Daily News," at a price understood to be in the neighbourhood of about £100,000.

Confirmation of the arrangement was expected prior to November 1st or exactly three years from the date on which N.B.C. acquired 50% interest and programme control of WMAQ from Colonel Frank Knox, publisher of the newspaper.

PERCY GRAINGER'S LECTURES

Notable Recitals in Melbourne

Following his broadcast season of recitals in Sydney and Tasmania, Percy Grainger, the famous Australian composer-pianist, will begin his series of 12 lectures on music, in Melbourne, in the National programme of 3LO on December 4th from 9.15 p.m. These lectures which are arousing widespread interest in Australian musical circles not only on account of the eminence of the lecturer, but through the original manner of their presentation and the wealth of research which they may be expected to reveal.

In his opening lecture on December 4th his subject will be "The Universalist Attitude Towards Music." He will strike an entirely original note in not separating European from Asiatic, folk songs from art music, or classical from popular works, and he will show how, throughout the civilised and uncivilised world, at all stages of its history, music has been a universal language of the emotions, so that to-day though ultra-modern registers may be poles apart from unsophisticated savagery, the links may be joined to form a musical chain binding all the stages of mankind.

On December 6th in the National programme of 3LO from 9.15 p.m. Mr. Grainger will discuss "Scales in the Past, the Present and the Future," with illustrations from Purcell's and Sandby's Quartettes, Thomas Tomkins' Fantasy for strings, and Excerpts from Brockway's "Lonesome Tunes," and "Twenty Kentucky Mountain Songs."

DIGGERS!

One of the most pleasing contributions to 2UW's programmes is that by Vernon Sellars and entitled "The Digger's Session." In Vernon's own breezy and cheerful manner he tells tales of days at the Front, stories of soldiers in hospital and in Blighty. He has an endless stock of them, and many of them are his own personal reminiscences. These little sketches are interspersed with news items from the various Returned Soldiers and Sailors' institutions and societies—the whole session welded together by stirring martial music. No digger who is able to listen in at 9 p.m. each morning can afford to miss this session which will keep him in contact with all that's doing in the returned soldier world.

BROADCASTING BUSINESS

Vol. I.—No. 10.

FRIDAY

DEC. 7, 1934.

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

Published every Friday by Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney.

3AW FETE

Organised by the Chums Chatterbox Corner

ONCE again 3AW is demonstrating the effectiveness of appeals broadcast through the children's session. A fete organised by 150 women will be held at the Town Hall, Melbourne, on the 9th and 10th of December and indications are that it will be eminently successful. The proceeds will go to the Children's and Eye and Ear Hospitals.

On July 27 Nancy Lee, who conducts the Chums Chatterbox Corner broadcast an appeal for volunteers to organise a grand fete at Christmastime. Over 150 women answered the appeal and met to form the gigantic committee which has worked incessantly since that date. Meetings have been held every fortnight and as evidence of the interest manifest no less than 120 women attended the meeting, some from as far distant as Frankston and Belgrave.

£275 has already been raised in small sums. This is being augmented by donations made by advertisers from 3AW and prominent business firms. Altogether 300 letters were sent out to business houses and 200 have come back with either donations in cash or in goods which will be sold on the various stalls at the fete.

Altogether 17 stalls have been provided together with a large number of side shows. One of the stalls arranged by the Belgrave women will have a unique bush setting complete with native animals. There will be competitions for the members of the Chums Chatterbox Corner.

The 3AW Chums Chatterbox Corner which comprises 33,000 members is

through space, and surely must have reached the hearts of all British subjects—and in fact all people of the world.

When the voices of Prince George and Princess Marina were heard pronouncing the wonderful and inspiring words of the marriage ceremony, many tears were probably shed by the more emotional—especially those whose home is really in England, and whose heart will never be anywhere else.

As the bride and bridegroom walked out to their coach, bells pealed—people cheered and clapped—and in the hearts of everybody was a great joy for the happiness this couple would share.

When one thinks that it was only made possible for the people of the world to hear this by the efforts of those who perfected radio broadcasting, it makes one want to go down on one's knees and thank them for this most wonderful of all inventions.

A Lady's Thought On Royal Wedding

IT is hard to find words to describe what is probably the most wonderful event in the history of radio broadcasting—the Royal Wedding. To think that we, in Australia, could sit at home and, by the mere pressing of an electric switch and a few adjustments to a wireless set, hear an event of such National importance, is almost too wonderful to be true, almost beyond comprehension.

A wedding, at any time, raises one above the ordinary things of life for a brief space of time, but a wedding such as this was most wonderful to listen to. As the voice of the describer was heard, telling of the marvellous scenes taking place—as though listeners were actually present, a word picture must have come before their eyes, to inspire in them a feeling of loyalty and love for these two young people who were taking such a big step in their lives.

The bell-like tones of the choir voices, ringing through Westminster Abbey, carried their message over land and sea

BROADCASTING BUSINESS

OSWALD F. MINGAY - Editor
EDITORIAL & PUBLISHING
OFFICES:

15 Castlereagh St., Sydney, N.S.W.
Phone: B 7188 (3 lines)
G.P.O. Box 3765

Telegrams: "B7188 Sydney"
BRANCH OFFICE:

Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: Cent. 2805. G.P.O. Box 1774.

ANNUAL SUBSCRIPTION:
Post free in Australia 10/- p.a.
Post free in British Empire 12/6 p.a.
Post free, Foreign 15/- p.a.
Published Every Friday

Latest Record Releases

COLUMBIA

Important New Releases of
Catholic Church Music
Conducted by Chaplin
Baldwin

(Recorded in the Dome, Brighton, 12th February, 1934.)

DO1290—Messe Solennelle — Sanctus Part 1. Messe Solennelle—Santus Part 2.

DO.1291—Messe Solennelle (a) Benedictus. Angus Dei (First Part). Messe Solennelle—Angus Dei (Conclusion).

Catholic Church Music Concert Choir (Sung in Latin.) (Soloists: Ena Chaplin Baldwin; Edward Reach; Norman Walker.) (At the Organ: Terance Casey).

We have authoritative information that these two records embrace some of the best known and well liked Catholic Church music—music that is in almost every day use. Never having been previously recorded it is safe to say that all Catholic Schools, Convents, Choirs and Church Associations, will be interested in these authentic recordings, and we believe they are capable of producing some good sales figures.

From the Record-Breaking Film "One Night of Love"

EA.1413—One Night of Love. Waltz, with vocal refrain. Eddy Duchin and his orchestra. Thank You for a Lovely Evening. Foxtrot with vocal refrain. Don Bestor and his orchestra. (Not from film).

Grace Moore's latest film, "One Night of Love," has done phenomenal business both in America and England, and the applause with which it was received at a special Sunday evening screening in Sydney, heralds a like success for it in Australia. You can take our word for it, this film will be SENSATIONALLY successful, and the song "One Night of Love" should be extremely popular as a result.

In "One Night of Love" Grace Moore also sings the following operatic titles, all of which are available on His Master's Voice records. (See His Master's Voice Catalogue for full particulars).

"Sempre Libera" from "Traviata"—C.2217.

Love Duet from "Madam Butterfly"—DB.1119, C.1954, C.1955.

"One Fine Day" from "Madame Butterfly"—D.B.261, D.B.1264, C.1957.

Last Rose of Summer" from "Marta"—E.480.

Sextet from "Lucia di Lammermoor"—DQ.100, DQ.102.

"Cibiribin"—A Neapolitan Song—DA.900.

"Little Valley in the Mountains"

EA.1414—Little Valley in the Mountains. Foxtrot with vocal refrain. Ray Noble and his orchestra. Madame, Will You Walk. Foxtrot with vocal refrain. Jack Jackson and his orchestra.

Another tune which looks like being a big hit is "Little Valley in the Mountains," and Ray Noble gives it the best possible performance. Coupled with a new publication of Messrs. Chappell's "Madame, Will You Walk," this is a record that dealers should concentrate on.

SPECIAL RELEASES

Early Release of Jan Kiepura's
New Picture, "My Song For
You."

Here Are Two Exclusive
Parlophone Records!

AR.258—My Song For You (Sung in English). With All My Heart (Sung in English). Jan Kiepura (Tenor) with orchestra.

ALREADY RELEASED

AR.232—Il Trovatore—Di quella pira. Aida—Celeste Aida (both sung in Italian). Jan Kiepura (tenor) with orchestra.

Fox films announce that "My Song For You" starring Jan Kiepura, will be released in Sydney immediately following the present run of "Blossom Time."

Never in the history of the Gramophone was there such a "seller" in its label classification, as "Tell Me Tonight," sung by Kiepura, and we confidently expect big business from "My Song For You," on record number AR.258.

At the same time, we are featuring AR.232, which contains the two operatic numbers sung by Kiepura in "My Song For You." We therefore, are in a position to effect a splendid tie-up with four numbers. Nothing more need be said—the possibilities are obvious.

Another Merry Record by Murgatroyd and Winterbottom

(Known to the Police as Ronald Frankau and Tommy Handley)

A.6018—Winter Sports — Murgatroyd and Winterbottom. Pets — Murgatroyd and Winterbottom.

The first record by Murgatroyd and Winterbottom (A.3941) was an inevitable success. They are funnier than ever here.

A "Rhythm-Style" Record by Horace Henderson and His Orchestra

A.6020—Minnie the Moocher's Wedding Day. Foxtrot, without vocal chorus.

Ain't Cha Glad. Foxtrot, without vocal chorus.

We have had many requests to issue this record of "Minnie the Moocher's Wedding Day," which is a notable addition to Parlophone "Rhythm-Style" series.

A Country Seller!

BARRY LORNE (Tenor) & GRAHAM PAYN (Boy Soprano) With Accordeon Band

A.6019—If You Please Miss, Give Me Heaven (Hullo Central). May I Listen to the Angels Daddy?

Country dealers can safely order this record, as this class of song is popular in country districts.

New Dance Novelties

G.22223—The Mosquitoes' Parade—The Rhythmic Troubadours. Whistling Rufus—The Rhythmic Troubadours.

The genius that created the marvelous arrangement of the "Teddy Bears' Picnic" on G.21725 is responsible for this fascinating version of two more old favourites—the fact that the same band renders a superlative performance of the items is an interesting selling point.

"In Town To-night"

THE MELODY MADE FAMOUS BY
THE GRENADIER GUARDS BAND

G.22222—In Town To-night, March. ("Knightsbridge" from "London Suite"). Westminster, Meditation. (From "London Suite.")

Commodore Grand Orchestra—Conducted by Joseph Muscant.

A success almost overnight, and this is what has prompted the special release of this splendid 2/6d. recording.

Popular Theme Songs by the Broadway Bandits

G.22152—Born to be Kissed. Foxtrot, with vocal trio. From M.G.M. film "The Girl From Missouri." To-night is Mine. Foxtrot, with vocal chorus. From R.K.O. Radio film "Stingaree."

This record is to be noted for the particularly nice arrangements of two attractive melodies, which are so well featured in their respective films.

New Scottish Dances

Noticing the enhanced demand during recent weeks for authentic records of Scottish dances, we have decided to immediately release these vigorous new recordings of Jigs, Reels and Hornpipes.

James Shand—British Chromatic Accordeon Solos

G.22180—Set of Jigs, Introducing:—Atholl Highlanders, Rakes of Kildare, Teviot Bridge. (a) Londonderry Hornpipe (b) High Level Hornpipe.

G.22181—Set of Reels, Introducing:—Punchbowl; My Love She's But A Lassie Yet; Fair Maid of Perth. (a) The Drunken Piper—March; (b) Laird of Drumblair—Strathspey; (c) De'il Among the Tailors—Reel.

Accordeon Solos by JAMES SHAND. (British Chromatic Accordeon) with piano.

GILBERT AND SULLIVAN OPERAS

Music lovers make a point of tuning to Station 4BC each Tuesday night at 9 p.m., for the enjoyment of Gilbert and Sullivan's tuneful comic operas. As the presentations comprise two acts, it has been found advisable to broadcast one act each night. The entertaining story of each work is accompanied by members of the D'Oyley Carte Opera Co., and a world renowned Orchestra. These splendid entertainments have been sponsored by Howard Motors Pty. Ltd., and provide an excellent opportunity for listeners to renew their acquaintance with these operas which have won the approval and appreciation of the public for so many years.

Already Queenslanders have enjoyed the complete broadcast of—"H.M.S. Pinafore," "The Pirates of Penzance," "The Mikado," "The Yeomen of the Guard," "Patience," "The Gondoliers."

Those operas still to be presented through 4BC by Howards Ltd., are "Rudrigore" on December 11th and 18th. "Princess Ida" on January 15th and 22nd. "The Sorcerer" on February 5th and 12th. "Trial by Jury," February 26th, March 5th and "Iolanthe," March 19th and 26th.

3BO PETS' PARADE.

Big Day at Bendigo

Just on a thousand entries were received at the Pets' Parade organised by the Smile Club of the A.W.A. Broadcasting Station 3BO at Bendigo recently. There were 500 entries for the best looking dog, but only four for the ugliest dog. More than 200 puppies were shown and there was a large variety of cats, ponies, cows, goats, fowls, fish, rabbits, wallabies, fox cubs, guinea pigs, opossums, tortoises, lizards, frogs, curlews, parrots, galahs, cockatoos, magpies, canaries, ducks and seagulls. One child carried two tiny yabbies in a jar. The championship prize was awarded to Master Jack Gerrard, who patrolled the ring with a small cart drawn by a dog and containing a hen on a setting of eggs. There were diversions in plenty. A Persian cat was last seen streaking over a fence while a greyhound snapped his jaws a few inches in the rear. A white rabbit fled with a horde of dogs in pursuit, but was mercifully captured by its owner. A pony also bolted and a kookaburra and several pigeons became fed up with the Parade and left for more congenial surroundings. The wedding of Hetty the Hen and Flash the Rooster was a star turn. The parson was disguised as a wild cat, the groomsmen as the Big Bad Wolf and Three Little Pigs were the trainbearers. The whole business passed off with great gusto, and the Mayor of Bendigo congratulated Amalgamated Wireless on the afternoon's entertainment. Bendigo Hospital will profit by the Pets' Parade to the extent of about £80.

TARZAN GOES—JIMMY ALLEN ARRIVES

It is extremely evident that the Pepsodent people have long since proved the immense pulling power of broadcasting. For quite a long time this enterprising organisation of toothpaste manufacturers have sponsored a continuous broadcast of Tarzan of the Apes. That session was definitely listened to by probably the greatest audience in Australian broadcasting circles. Adults as well as children were quite fascinated by the magnificent presentation of the adventures of such a person as Tarzan. Not that anybody believed them, naturally, but they were very good entertainment, and altogether one was rather sorry to hear of Tarzan's marriage.

Now that Tarzan has settled down as a normal English gentleman, a further series of broadcasts on behalf of Pepsodent bring to light Jimmy Allen, and his adventures in the air. This modern method of transportation, added to the modern system of communication by radio is so wound around an adventurous story, as to again hold the attention of adults as well as the young people.

At times the articulation might not be quite so clear as it was in the Tarzan records, but nevertheless it is pretty good.

2GB certainly know how to put these programmes over, and it would be safe to say that at 7.30 every-night more radio sets are tuned in to 2GB in N.S.W. than to any other station.

2UW'S NEW ADVERTISER

On Monday night last a new advertiser came on the air on 2UW, viz., Pulsford's of Bathurst Street, furniture suppliers, and a long established firm in Sydney.

Furniture has proved to be a good seller per medium of broadcast advertising, and it is therefore no wonder that an enterprising firm such as Pulsford's would take the air over an equally enterprising station as 2UW.

2UE'S PROGRESS

The remarkable progress made by 2UE over the past six months or so, is commented upon by people in all walks of life and in all kinds of activities. It is not very many years ago since 2UE was considered a very old-fashioned station, lacking enterprise, but this last twelve months or so that has been materially changed, until to-day, in association with "Sun Newspapers," they are indeed putting over a programme which leaves very little to be desired.

HAND CLAPS

The Radio First-Nighter from 2CH last Monday evening handed out his hand claps and brick bats in no uncertain measure. It is rather interesting, and extremely satisfactory to hear such comments, providing it is obvious that such a session is not influenced by advertising.

NEXT MOVE 3XY. Matters Temporarily at a Standstill

BEFORE a frequency can be allotted to the new Melbourne station 3XY a report from that Company must be tabled giving details of its proposed service together with details as to the location of the transmitter. As soon as this is received, the Department will allot frequency and power.

Approached last week with respect to his participation in the activities of the new station, Mr. F. T. Thring refused to make any statement, although it is understood that applications are being made to his company for positions on the staff of the station. Despite the persistent rumours of a connection between his company and that of Mr. Doyle of Sydney, Mr. Thring would not make any comment.

It is learned that when the company representing 3AK made application for a licence, all existing channels except the 200 metre one were allocated and either a restricted licence or none at all was offered. They took the former and have since been agitating for full time and power. Between the 3AK application and issued were many applications, including the last of the existing licences to be those from Messrs. Thring and Doyle.

All applications, it is stated, are treated on their merits, not necessarily on priority of application. It is apparently considered by the Department that the new company is more in a position to render service to listeners than any other application that has been made for licences.

SUPER STATION FOR N.Z.

The N.Z. Broadcasting Board has decided to increase the power of the Christchurch Station from 3,000 to 10,000 watts in the aerial. The necessary high fidelity transmitting equipment will be manufactured in Australia by A.W.A.

The Christchurch Station will then have higher power than any broadcast station in Australia or New Zealand and will match one of 10,000 watts now in course of erection at Auckland. These stations embody new principles, combining to produce high fidelity, which is a feature of modern broadcasting.

This is the fifth order placed by the New Zealand Board with A.W.A.

TO WELCOME 1935.

Those who are already making preparations for the Christmas and New Year holidays should not forget the "Dancing" Ball to be held at the Town Hall on New Year's Eve. Charles Lawrence will act as Pageant Director and as conductor of the Community Singing—this in itself should be a guarantee of the festivities to be radiated at this function. Descriptions will be given at intervals by 2UW and an important feature is the broadcasting of messages at midnight. The ball is being organised in aid of the Benevolent Society of New South Wales.

THE PRINCE AT NEWCASTLE

One of the outstanding features of the Prince's visit to Newcastle from a trade point of view, was the excellent transmission of the Royal speech. The Duke is fortunate in possessing a 'Royal Microphone voice' deep and melodious and with the aid of the excellent Public Address System supplied by Station 2HD Newcastle his remarks were heard distinctly by all present at the District Park Aerodrome where he landed from the plane 'Faith in Australia,' and by the vast concourse gathered to greet him at the Newcastle Town Hall. Other speakers less fortunate in their voices were heard with equal clarity which speaks volumes for the efficiency of the amplifying system used on this occasion.

In addition to transmitting the Royal Speech 2HD Broadcast the Surf Carnival in the afternoon which was part of the festivities marking the 75th anniversary of the birth of Newcastle as a municipality and also the Sports Display and Carnival at the Newcastle Sports Grounds in the evening.

GOODIE REEVE ON THE AIR

Station 2UE presented to its innumerable listeners last week the well known personage, Goodie Reeve. Miss Reeve introduced the new Associated News production "Woman."

One of the best known women personalities on the air, although she has been absent for twelve months, she is still very well known and liked.

FLOOD NEWS SERVICE

3AW maintained an excellent service on the evening of Friday, November 30, when the flood waters were rapidly rising in Melbourne. A line was put through to the Russell Street Police Station and bulletins were regularly broadcast till 11.30 p.m. when the service was transferred to 3AK. 3AW was the first to broadcast news concerning the ships which were being buffeted by the storm.

3LO broadcast a graphic description relayed by short wave transmitter from an announcer who was wading round in the water at Montague.

Letter to Editor

Coverage of Mobile Station

"The Editor,

In your publication, Vol. 1 No. 8, under date of November 23rd, you publish an interesting table of licences in force as at September 30th, 1934.

The section covering Victoria is, at first glance, rather misleading, in that total rural licences is given as being 46,246, whilst the total under the section within 50 miles of fixed country stations, excluding those in N.S.W. and Metropolitan radius, is 65,022.

This greater total is apparently caused by overlapping in areas where stations are less than 100 miles apart.

INTERNATIONAL TENNIS

Queenslanders have been able to follow the progress of all International Tennis matches, whether they were able to attend the Milton Courts in Brisbane or not; because for the past three years Station 4BC has secured all the exclusive broadcasting rights of the International games played in Queensland. These have always been sponsored by the well-known sporting firm of A. G. Spalding & Bros. (Q'ld) Pty. Ltd.

In this way sporting enthusiasts were able to follow the Queensland Championships on November 16th and 17th, when a ball for ball description was broadcast direct from the Milton Courts by the popular tennis commentator Mr. Dean Casos. The N.S.W. Championships played November 29th, 30th and Dec. 1st, are covered by a complete resume each night of each day's play.

The International match played at the Milton Courts on December 6th, 7th, and 8th, will be described direct from the court by Mr. Dean Casos, and a resume of the play given nightly from the studio. In these matches Menzel (Czechoslovakia), Maier (Spain), Kirby (South African champion and Davis Cup player), will oppose an Australian team including Vivian McGrath (the boy wonder) who sensationally defeated Perry here and then Sidney Wood of America in the Davis Cup Final.

Messrs. Spaldings continue their comprehensive sporting service by presenting the International matches on December 14th and 15th, a ball for ball description will be given by Mr. Casos from Milton, when Boususs and Brugnon, the French Davis Cup players will meet McGrath and Moon—who are the potential doubles for the next Davis Cup. Also resumes will be given each night from the Studio. The Australian Tennis Championships in January, will be covered by a complete sporting resume each night of each day's play. The conclusion of this year's Tennis Championships will mark the conclusion of three years' broadcast sporting service by A. G. Spalding & Bros. (Q'land) Pty. Ltd.—and three successful years in sporting goods sales.

Why not go a step further and complete the coverage of Victoria, by including the licences within a radius of 25 miles of the Mobile Station, from the 30 towns we include on our Itinerary.

As the population we serve is 186,416 and ratio of licences to country population is 7.35, the Station on rails is therefore serving 13,700 licences or approximately 30% of the rural licences of Victoria.

Sgd. Mobile Broadcasting Service,
3YB."

(The figures concerned are issued by the P.M.G.'s Department, and it is not possible for us to compile any further figures in this regard.—Ed.)

Latest Licence Figures

11715 Increase

NEW SOUTH WALES

	September	October
New Issues	7,121	6,129
Renewals	15,582	15,416
Cancellations	2,911	1,979
Monthly Total	251,967	256,117
Nett Increase	4,210	4,150
Ratio of Population	9.57	9.73

VICTORIA

New Issues	4,139	5,378
Renewals	14,449	14,362
Cancellations	2,291	1,669
Monthly Total	220,290	223,999
Nett Increase	1,848	3,709
Ratio of Population	12.04	12.24

QUEENSLAND

New Issues	2,337	2,085
Renewals	3,071	3,244
Cancellations	677	440
Monthly Total	59,074	60,719
Nett Increase	1,660	1,645
Ratio of Population	6.16	6.34

SOUTH AUSTRALIA

New Issues	1,200	1,261
Renewals	4,276	3,911
Cancellations	503	236
Monthly Total	69,838	70,863
Nett Increase	697	1,025
Ratio of Population	11.87	12.05

WESTERN AUSTRALIA

New Issues	1,025	964
Renewals	2,069	2,260
Cancellations	385	5
Monthly Total	35,279	36,238
Nett Increase	640	959
Ratio of Population	7.98	8.20

TASMANIA

New Issues	544	509
Renewals	914	874
Cancellations	382	282
Monthly Total	18,400	18,627
Nett Increase	162	227
Ratio of Population	8.07	8.17

COMMONWEALTH

New Issues	16,366	16,326
Renewals	40,361	40,067
Cancellations	7,149	4,611
Monthly Total	654,848	666,563
Nett Increase	9,217	11,715
Ratio of Population	9.81	9.98

The above figures include:—

Total Free Licences to the Blind	1,303	1,239
Total Paid Experimental Licences	1,223	1,381

RADIO REVIEW

The Technical Monthly of Radio and Allied Subjects.

Published by

AUSTRALIAN RADIO PUBLICATIONS LTD.

15 Castlereagh Street, Sydney

Annual Subscription :: 10/-
Single Copy, 1/- each

BROADCASTING BUSINESS

Vol. 1—No. 11.

FRIDAY

DEC. 14, 1934

Subscription

10/- P.A. Post Free

Single Copy 1/-

Published every Friday by Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney.

Radio Needs Showmen

Comedian's ideas on Big Names, Commercials, Length of Programmes, Opposition Hours, Advertisers, Stars.

By EDDIE CANTOR

(This article was published in a very recent issue of "Printers' Ink"—a weekly publication that every sales manager, merchandiser, advertiser and in fact any executive, should read. "Printers' Ink" contains information and articles dealing with many phases of business which make it almost indispensable to every executive. We reprint this article with the compliments of "Printers' Ink" and feel sure that the opinions expressed by Eddie Cantor will find some application to broadcasting in Australia.—Ed.)

AMERICA has had three really great showmen—Barnum, Belasco and Ziegfeld. It is too bad that none of these men lived to give of their best to modern radio—because radio needs perhaps more than anything else, good showmanship.

Don't misunderstand me. I don't think radio is the show business. It is the advertising business.

It is really the merger of two quite different things; the show business, that never really understood the best use of advertising, and advertising which, it seems to me, has always been too lacking in good showmanship.

Because of this, radio has been fumbling around during the last six or seven years trying to graft the show business to advertising. The job hasn't been too successful even yet, although radio today gives a far better show than it used to and, I believe, does a better advertising job.

It is, however, an advertising business such as we have never seen before. It demands the best tricks of advertising as well as the best tricks of the show business.

The best example of how this business has been fumbling around is shown by the number of programmes that have been on and off the air. It strikes me as important that although a great many advertisers using the air to-day have used it for a number of years, comparatively few shows have had any consistent success.

For every programme like the A. & P. Gipsies or the Cities Service hour there are literally hundreds that have come and gone in the meantime.

Advertisers stick. Programmes do not. Of course, I don't mean that it would be a healthy sign if we had a bunch of long-time programmes on the air. Certainly Ziegfeld, master showman that he was, changed his "Follies" every year and was continually on the lookout for new talent and new ideas.

The significant fact is that in spite of the many changes in programmes that have been made, even yet radio is far from working out any policy that would lead me to say confidently, "Now the radio business has jelled."

Of course, we have learned a lot of things on the air. Gradually as we learn

more things and put them into our bag of tricks the bag is beginning to fill up. Each failure teaches us something. Each success puts us a little nearer our goal.

I have been in the radio business long enough now so that I have built up some pretty definite convictions. Maybe some of these will be turned over and thrown out within the next couple of years. I happen to be cocky enough to believe that most of them are based on sound principles of good advertising and good showmanship.

Anyway, I am going to take my life in my hands and say some of the things I believe.

Hour Programmes Overtax Stars

I am against the hour programme, and yet I have spent most of my radio life on hour broadcasts.

I think you can do anything in a half hour that can be done in an hour. I think you can do it just as well and just as effectively.

I think that for certain types of radio artists the hour puts too much of a strain on their ingenuity and ability. Take my own case, for instance. Let us assume that I have a twenty-six-week contract for hour programmes. That means that each week I have to prepare forty pages of material and in that forty pages each week there have got to be 100 jokes. Twenty-six hundred jokes in twenty-six weeks. Figure it out for yourself. In my own case it costs me, personally, quite a lot more than \$1,000 a week to take care that my material is fresh and, I hope, funny.

My ideal programme would be the one that takes thirty minutes, packs them full of entertainment, gives the listeners everything they can possibly ask for and then stops. The possible exceptions to this belief of mine are symphony broadcasts and such tie-in broadcasts as World Series and opera programmes.

Of course these tie-ins with opera, baseball and news events are not really the radio advertising business. So because they are freaks, let's throw them out of consideration.

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