

## Stromberg-Carlson to repeat Re-Broad- cast Tie-Up

Overseas Short Wave Rebroadcasts to be Effected by Dual Wave Receiver Over Station 2CH.

SO effective were the previous short wave rebroadcasts by means of standard Stromberg-Carlson All Wave Receivers that the company has decided to offer further dealer sales assistance in the form of more rebroadcasts over Station 2CH, Sydney.

Mr. A. H. Freedman, Sales Manager of the Company, announces that arrangements have been made for a period of one month, commencing on Saturday, 15th December. He adds—"The times scheduled for these rebroadcasts are 9.30 p.m. and 10.45 p.m. The former time on Mondays, Wednesdays and Fridays. The latter time on Tuesdays, Thursdays and Saturdays."

Mr. Freedman points out the tremendous advantage to be gained by following up in a systematic manner prospects who become "short wave minded" in this way so that with just the extra effort on the part of the dealer that prospect quickly becomes "dual-wave minded."

"Our dealers," he says, "appreciate the assistance we can give in this regard and those who profited by our last series of rebroadcasts have not been slow to get in adequate stocks of our latest dual wave model in order to cash in on the good work either started or considerably helped along by rebroadcasts sponsored by Stromberg-Carlson."

Recollecting previous rebroadcasts before the introduction of the dual wave receiver, we, for our part, can but look forward to the next series with keen anticipation of hearing something not only to give the listening public a great deal to talk about; what with the even closer ties which exist with the old world at Christmas time; but what would appear to us to be one of the greatest dealer aids offered in recent months.

## HILARITY AT 2HD

One of the most successful features of the Gala Week Programme arranged by 2HD to celebrate their second birthday, which synchronised with Newcastle festivities on account of the Prince's visit, was the Birthday Concert and Ball held at Newcastle Town Hall on Tuesday, December 4th. The stage presentation consisted of a huge laughing head with a wide open mouth in which, when the curtain was dropped the dance orchestra appeared. The figure, it was jocularly said, was that of a Joyster learning to smile. The audience could quite well believe it as they listened to peals of demoniacal laughter issuing therefrom, with the aid of an amplifier.

A number of Newcastle's best artists appeared upon the platform and well sustained the high reputation Newcastle possesses in the musical world.

Dancing was from 9 till midnight and included quite a number of novelty dances. A competition One-step was held during the evening and the winning couple were presented each with a silver cup.

A most enjoyable evening was spent.

## EXECUTIVE MOVEMENTS

Visitors to Sydney during the past few days from Interstate, include Mr. Dave Worrall, the well known Manager of Station 3DB Melbourne. Mr. Worrall has large business affiliations in Sydney in the broadcasting field, and likes to come over to the "Harbour City" occasionally to enjoy a spell of good weather.

Another visitor seen around town recently was Mr. H. R. Pinkerton, of Station 5DN Adelaide. This Station is doing very well, and is opening a new station in the country in the next few weeks.

Mr. R. Lamb, Managing Director of the Broken Hill station, 2BH, has been visiting Sydney for the last few weeks, and has found very little time to look up some of his old friends. He returned to Broken Hill last week after having had a whirlwind time.

A broadcasting executive all the way from Perth is Mr. H. S. Sibary, Manager of 6PR, who finds it necessary to visit the Eastern States frequently to keep in touch with all things that matter.

## 3AW'S ACTIVITIES

A picnic has been arranged by Nicky and Tuppy of 3AW for Saturday, December 15. The outing, which will be held on Williamstown beach, promises to be a very popular affair. At the last picnic sponsored by these two popular radio stars 13,000 people attended.

On Saturday, December 15, 3AW will broadcast the first performance of midget car races from Olympic Park. Fred Tupper will be at the microphone.

Lee Murray's Players were heard in an excellent presentation of "The Trial of Mary Dugan" from 3AW on Tuesday, December 4. "The Wrecker" was successfully broadcast on December 11. Radio plays are now a feature of the station and are heard regularly on this evening. It is in the air that "Treasure Island" will soon be on the air with a cast featuring Colin Crane.

## 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 NEEDS SHOWMEN— (Continued from page 14).

I prophesied he would last three weeks. He fooled me by a week. At the end of the fourth week his sponsor decided to buy him out of the rest of the contract.

There should be a closer co-operation between stars and sponsors and a closer study of radio as a merging of the advertising business with the show business. Only as we get better understanding of this fact will we develop greater showmen in radio. I predict that radio will go further in the next two years than it has in the last ten.

Let's tune in and see—and hear!

# BROADCASTING BUSINESS

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FRIDAY

DEC. 21, 1934.

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## ANA Survey Shows Radio Best Media Buy

Listeners have increased 50 per cent  
as Unit Rate Dropped 10 per cent

### Newspaper Rates Have Risen as Circulation Fell

A SIGNIFICANT analysis, in effect disclosing that radio advertising is a better buy from the "circulation" standpoint than magazine or newspaper space, has been released by the Association of National Advertisers, Inc. of U.S.A.

Entitled "Trend of Media Rates in Relation to Circulation and Cost of Commodities," the analysis was prepared by the Circulations Committee of the ANA with the approval of the Research Council. The report was a topic of discussion at the semi-annual meeting of the ANA in Chicago last June, in executive session, after which the ANA adopted a statement to the effect that it looked upon the "continued forcing of publication circulation" with keen disfavour.

### Radio Alone Shows Gain

OF THE THREE advertising media, the analysis showed, radio alone represents a better buy for advertisers now, as compared with 1929. In the case of magazines, it was shown that rates per page per thousand circulation decreased 4.1 per cent. in 1933 as compared with 1929, while the general price level of commodities dropped 28 per cent. Total newspaper circulation decreased 7.8 per cent., while the rate for space in newspapers on the average increased 8.5 per cent., as against the general price level drop of 28 per cent.

For radio, however, the total families listening in (circulation) increased 50 per cent. in 1933 as compared with 1929, while the total cost of reaching the radio coverage increased only 35 per cent. And

the cost of reaching 1,000 of the families listening in decreased 10 per cent.

The analysis is devoted largely to a criticism of the printed media for artificially bloating their circulations and for not adjusting their rates to absorb the diminished coverage and reduced buying power. This is not so in the case of radio, which was not mentioned in the statement of the ANA deprecating "forcing methods" of increasing circulation and protesting against increases in gross rates based on such circulation.

From another angle, the ANA survey showed that radio represents a fairer value for the advertiser than the printed media. This was the ratio of rate levels of the three media as compared with the downward curve of general price levels of commodities. Here is what the report said:

"With the exception of radio in 1930 and 1931, at no time did rate levels of the three media descend to the level of the general price level of commodities! The widest differential between the increase in newspaper rates and the decline of the 'general price level' was 36.5 per cent.—the differential between the decline of magazine rates and the decline of the 'general price level' was 23.9 per cent. Radio in 1932 shows a differential of 18.8 per cent.; 1933, 18.0 per cent."

The report pointed out that incomes in 1932 decreased drastically in comparison with 1929. "Therefore," it said, "magazines and newspapers with only slightly decreased circulations, and radio with a largely increased circulation, went

into a market decidedly decreased in buying power."

Ten charts are used in the report to indicate the trends of rates and circulation among the three media, and the fluctuations of commodity prices. "A study of the ten charts," it states, "clearly indicates what the ANA has maintained since the depression: 'That generally speaking circulation and rates have not been liquidated, that is, brought down to levels comparable with other business factors which are more directly affected by the laws of supply and demand.'"

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## UNITED COUNTRY PARTY WANT BROADCASTING STATION

In Federal Parliament recently, Mr. J. McEwen, Member for Echuca in Victoria, asked:

"In view of the announcement of the Prime Minister (Mr. Lyons) that the Federal Cabinet had decided to make available to the United Australia Party organisation in Victoria, a "B" class wireless licence, will the Prime Minister take the necessary steps to see that a licence to conduct a "B" class wireless station is also made available to the United Country Party organisation in a centrally situated locality in order that that party may have equal facilities for placing its policy before the people?"

Mr. Lyons replied:

"The matter is one to be dealt with by the P.M.G.'s Department in the light of all applications that are made, and I can assure the Honorable Member that his suggestion will be taken into consideration."

Mr. McEwen:—"The Prime Minister announced that the licence for the United Australia Party was issued as a result of a Cabinet decision."

Mr. Lyons:—"That is so. The Cabinet will be free to deal with any other matter of the kind which is brought before it by the Postmaster-General."

## 2UW PERSONALITY CALENDAR

Requests continue to pour in in thousands to Station 2UW for the calendar giving photographs of all the station personalities together with useful information concerning health, sport, home hints, dreams, the horoscope and other matters of daily interest in every home. The calendar is in the form of a handy booklet and a stamped addressed envelope will bring this dainty gift to any 2UW listeners who care to write in and ask for same. These calendars are linked up with the Australian Broadcasting Health presentations.

## "THE THRILL HUNTER"

The Vacuum Oil Company has been entertaining Queenslanders with a specially prepared half-hour's musical programme, including such popular concert artists of the Gladys Moncrieff, Richard Tauber, Clapham & Dwyer variety; another musical feast made available to Northern music lovers was the widespread broadcast of the Grenadier Guards' Band Concert in the South which was relayed through 4BC to its chain of associated country stations.

The new session sponsored by the Vacuum Oil Co., is entitled "The Thrill Hunter," consisting of dramatised chapters from the amazing career of a George Mortimer, who has led a particularly colourful life as French Foreign Legionnaire, Texas Ranger, Gun Runner, U.S.A., Secret Service Man, Buffalo Bill Showman and an aviator in the Great War. Each episode is complete in itself and is supposed to be from real life.

## BROADCASTING AT KALGOORLIE

In the House of Representatives last week, the Honorable A. E. Green, member for Kalgoorlie, W.A., asked the Minister representing the P.M.G., if—"In view of the fact that the B class station at Kalgoorlie has discontinued its daylight broadcasting service, but no satisfactory service is received from the 6WF National Station at Perth, which is 375 miles away, and that it is unlikely that this may be expected from the only other National Service Station, in the Katanning District—which is equally remote—will the Minister representing the P.M.G. consider as urgent, the necessity of establishing a National broadcasting station at Kalgoorlie to serve the whole of the gold fields of W.A.?"

Mr. Hunter—"The Postal Department is still engaged in the second stage of its programme comprising the erection of seven broadcasting stations. At the conclusion of the present work the third stage will be undertaken, and no doubt consideration will then be given to the claims of Kalgoorlie."

## NEW PEPSODENT FEATURE

"The Air Adventures of Jimmy Allen" will be the title of the new serial sponsored by Pepsodent and broadcast by 3KZ Melbourne. The same serial is also running through 2GB in Sydney.

The serial will tell of the adventures of Jimmy Allen of the ground staff of an American commercial aerodrome. Jimmy Allen is the normal boy of 1934 interested in aviation and adventure.

Ground signals, radio beacons and radio will be worked in against a background of whirring planes as Jimmy Allen speeds away on his thrilling adventures. The story is more than a real thriller, it is an education—an education that seeks to awaken the airmindedness in the youth of Australia.

Tarzan was popular, but it is felt that the "Adventures of Jimmy Allen" will be even more popular.

In order to maintain the continuity of the serial Pepsodent will be heard every night from 3KZ between 7.30 and 7.45 p.m.

## ALTERATION IN TAMWORTH CALL SIGN

Advice has been received from Tamworth Radio Development Co. Ltd. that the call sign of 2WO originally allocated to the Tamworth Station has been changed to 2TM. The wavelength remains unchanged at 204 metres. It is anticipated that active developments will eventuate in the New Year, so that Peel Street's new transmitter will quickly achieve well deserved popularity. The organisation is in the capable hands of a good combination in Messrs. Higginbotham & Whitcombe (Engineer).

## Just Released!

### LICENCE FIGURES

#### NEW SOUTH WALES

	October	November
New Issues	6,129	5,468
Renewals	15,416	15,081
Cancellations	1,979	1,940
Monthly Total	256,117	259,645
Net Increase	4,150	3,528
Population Ratio	9.73	9.87

#### VICTORIA

New Issues	5,378	5,375
Renewals	14,362	11,412
Cancellations	1,669	3,704
Monthly Total	223,999	225,670
Net Increase	3,709	1,671
Population Ratio	12.24	12.33

#### QUEENSLAND

New Issues	2,085	1,599
Renewals	3,244	3,605
Cancellations	440	471
Monthly Total	60,719	61,847
Net Increase	1,645	1,128
Population Ratio	6.34	6.45

#### SOUTH AUSTRALIA

New Issues	1,261	1,159
Renewals	3,911	3,566
Cancellations	236	435
Monthly Total	70,863	71,587
Net Increase	1,025	724
Population Ratio	12.05	12.17

#### WESTERN AUSTRALIA

New Issues	964	962
Renewals	2,260	2,180
Cancellations	5	301
Monthly Total	36,238	36,899
Net Increase	959	661
Population Ratio	8.20	8.34

#### TASMANIA

New Issues	509	451
Renewals	874	854
Cancellations	282	301
Monthly Total	18,627	18,777
Net Increase	227	150
Population Ratio	8.17	8.23

#### COMMONWEALTH

New Issues	16,326	15,014
Renewals	40,067	36,698
Cancellations	4,611	7,152
Monthly Total	666,563	674,425
Net Increase	11,715	7,862
Population Ratio	9.98	10.10

The above figures include:—

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

## RADIO TALENT SEARCH BY 2UW

Complete arrangements have now been made by 2UW for the conduct of a far reaching Eisteddfod, the object of which is a search for radio talent. Details will be announced shortly. The Eisteddfod will be run right through from January to Easter and a number of Sydney's leading musicians will act as adjudicators.

# BROADCASTING BUSINESS

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FRIDAY

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## 3AW Breakfast Club Activities

AS the days, months and years go by, the "Nicky & Tuppy" 3AW, "Ham & Eggs" Club, is becoming more popular than ever. The membership is growing each week by leaps and bounds, and many thousands of appreciative listeners have paid their joining fee of sixpence, which goes towards the up-keep of two Cots in the Austin Hospital.

Although "Nicky & Tuppy" have been conducting the Breakfast Session almost since the inception of 3AW, they did not form their Breakfast Club until May 3rd of this year, and to have installed two Cots in such a short while, on behalf of their Breakfast Club Listeners, is certainly a marvellous feat. Through the medium of their listeners, this Radio couple is always ready to help those in need, and numerous appeals have already been made to their members for assistance to those who are not so fortunately situated. The response has been more than gratifying, and only goes to show what wonderfully good-natured people there are in the Club.

Apart from the two Cots, the 1932 and 1933 Christmas Appeals combined, provided close on 2,000 homes with food, clothing and toys for the poor.

Appeals by "Nicky & Tuppy" have been made for earphones for the Austin Hospital, and almost 900 pairs have been provided for the institution.

Until "Nicky & Tuppy" started the Breakfast Club for the benefit of the Austin Hospital, this institution lacked the advertisement that many other hospitals receive. Consequently, it was very little known to many people. But now it is probably as well-known as the Melbourne Hospital.

The success of their Opening Dance, in the Masonic Hall is past history, their picnic at Williamstown a few weeks ago was attended by 16,000 people, their Radio Party at Wirth's Circus on Tuesday night, December 4th, was attended by 6,000 people, and naturally, their next picnic on December 16th, is looked forward to by all members and listeners with

keen interest. It has been arranged that special trains will leave every suburban station, as well as Flinders Street, to transport the intending picnickers to Williamstown Beach, where the outing is to be held.

In co-operation with various theatres, in and around the city and suburbs, free theatre tickets are distributed among members of the Breakfast Club every morning. It can safely be said that no individual session being broadcast in Australia has become more popular than the famous "Nicky & Tuppy" combination. Its advertising value is immense and the sponsors' announcements are delivered in such a way as to provide entertainment, while at the same time, conveying a sales message. Space in this session is hard to secure, and present sponsors are always eager to renew on the expiry of their contracts.

"Nicky & Tuppy" were the inaugurators of the Dual Breakfast Combination, and their popularity is illustrated by the numbers of their followers, who, in the space of six days, sent in between five and six thousand parcels for the benefit of flood victims, together with a substantial sum of money.

## VACUUM'S MERRY MOMENTS

Of intense interest to music lovers is the half-hour session broadcast from Station 4BC each Monday night at 8 p.m., when "Vacuum's Merry Moments" take the air. Outstanding popular concert artists of the Gladys Moncrieff, Richard Tauber, Raie da Costa, Clapham & Dwyer variety, follow each other with the briefest of introductions and a minimum of advertising matter. Another musical treat was recently made available to Queenslanders by the Vacuum Oil Company, when the widespread broadcast of the Grenadier Guards' Band Concert in the South was relayed through 4BC to its chain of associated country stations.

## SWIMMING CHAMPIONSHIPS

2UW has received exclusive broadcasting rights from the N.S.W. Swimming Association to describe the N.S.W. Swimming Championships to be held in the Domain Baths on January 7; at Manly Baths on January 8; at Coogee Aquarium on January 10; and again at the Domain on January 12. In addition to the Australian leading swimmers, Sakagama and Kivokawa, from Japan, will also compete. Great interest will be taken in Andrew Charlton's attempted "comeback" and Noel Ryan and Reg. Clark, Olympic swimmers, will also be on the programmes.

Descriptions will be broadcast by Mr. Dud. Hellmrich, Secretary of the N.S.W. Amateur Swimming Association. Listeners should tune in to 2UW on the afternoons of the dates mentioned above, when the descriptions of each event will be worked into the usual studio programme.

## SHEFFIELD SHIELD MATCHES

A large Brisbane emporium—"Overell's"—is providing the opportunity for thousands of Queensland sporting enthusiasts to enjoy a ball-by-ball description of the Sheffield Shield matches being played in Brisbane. These descriptions will come direct from the playing ground, and will be given by the popular sporting commentator, Mr. Barney Cook, through the 4BC microphone.

## 7,500 LETTERS WITH STAMPS IN LESS THAN 7 DAYS

On Wednesday, December 5th, Dr. N. du Maurier, the founder of the Australian Broadcasting Health Society, mentioned during his session on 2UW that the Station would be glad to send free to any listeners forwarding a 2d. stamp for postage, a unique calendar featuring 2UW's personalities.

Pointers covering the offer were given by the Station, and the great flood of applications received necessitated a further 2,500 being ordered from the printer to supplement the original order of 5,000. Surely eloquent testimony to 2UW's "pulling" power.

7,500 letters with stamps enclosed for postage in less than a week!