

other day that he had inherited a fortune from his grandmother in England. It is understood that it will be several thousands of pounds. He is apparently very fond of Queensland and has no intention of throwing up his good job. He is known to 4BH listeners as "Uncle George." It is to be hoped he won't be a "Hard man" when he gets the "dough."

A visitor to Sydney last week was Mr. R. Lincoln, Manager of Station 5KA Adelaide, who made it his business to contact all their clients in the "Harbour City." Melbourne is also receiving his attention during the visit, and it is understood that 5KA activities will receive greater publicity in the Eastern States in the near future. Mr. Lincoln can certainly display evidence of an enterprising station.

"The Wandering Mike at the Mutual" over 3DB at 10 a.m., sponsored by the Mutual Stores Pty. Ltd., is a session made worth while by the obvious sincerity of the commentator—Louise Humphries. Gets women's interest and holds it, which is more than a number of other sessions manage to do.

Vickers-Willis, 3AW astrologist and meteorologist, talks at 3 p.m. daily. V. W. States that his biggest job is to fight down prejudice. Listen to him a couple of times, and you will realise the import of this statement. Has a great reputation as a weather prophet and more than once he has put the Weather Bureau to shame. If you want to know when not to play golf listen to V.W.

February 20th is reported to be the date on which 4WK, the new Queensland Station at Warwick, will commence operations. The wavelength will be 333 metres, with a frequency of 900 K.C.

Interest is already being manifested in "The Trial of Phyllis Dale," from 3DB, as already "judgments" are being forwarded to the station, with the trial only half finished. That's what we would call jumping to conclusions.

People who live out in the country, 100 miles or more from the capital cities, do not get much service from their radio sets, and in comparison with the people within the 100 miles limit, certainly do not get their 12d. per 1/- on their wireless licence. One of these days the country areas may be served, particularly if the authorities decide to put up a long wave station with plenty of power behind it.

From the beginning of March about 18 transcriptions will be running from 3KZ. They vary from the discontinuous comedy type to the continuous Jimmy Allen serial.

Station 5MU, Murray Bridge, is one of the three radio stations now comprising the units incorporated in "The Advertiser" Broadcasting Services, Adelaide. The others are 5AD Adelaide and the Regional Relay Unit 5PI, located at Crystalbrook. Reception reports over the Murray River district indicate that 5MU is giving excellent service. This station transmits on 206.8 metres.

## EAVESDROPPINGS *Continued*

Syd. Morgan, 3KZ's Manager, is taking a well-earned rest by the seaside. Presumably to hear what the wild (not sky) waves are saying.

It is reported that Pastor Arnott of the Church of Christ has advocated the Council of Churches to disassociate itself from Broadcasting Station 2CH in advertising cigarettes etc., over the air. It will be interesting to note whether the revenue from the "Time for a Capstan" announcement will carry any weight.

Prizes in the competitions held during the 8.30—9 o'clock session conducted by Miss Gwen Lawrence every Saturday morning from Station 2KY, are awarded by The Globe Trust and Finance Co., and the "Dorothy" Lingerie Shop. This session, with its bright and entertaining features, is attaining great popularity, and that it is greatly appreciated by listeners is proved by the number of congratulatory letters received.

Complaints have been received from all over the Commonwealth by the Federal Government, regarding electrical interference to broadcast programmes. In view of this, the Federal Government is considering some action to minimise the trouble. These complaints suggest that the majority of interference comes from electrical undertakings. The P.M.G.'s Department have the question of the limitation of interference under consideration, and its inspectors are endeavouring to seek the co-operation of users of electricity. It has been suggested in official quarters that better results might be obtained if the Government was given complete control of broadcasting in Australia.

The competitions conducted in connection with the 2KY Players' weekly presentations have proved a tremendous success. In last week's competition, an entry in Braille was received, also a letter in the same type from a different source, congratulating the station on this entertaining feature.

Alec. Marshall, 2UW's Chief, has just completed entirely revamping the old 2UW transmitter, and it has satisfactorily passed tests during which it was called upon to take over the programme from the new transmitter. The former will now be available at a moment's notice as a safeguard against programme interruption, and will also serve as a means whereby the regular transmitter can obtain a "breather."

Al. Hammett, the well-known saxophonist, broadcasts through Station 2KY every Monday night at 7.15. This new feature is sponsored by The Hammett School of Music.

Messrs. Pickeral and Walls of 4ZN Dunedin, New Zealand, are at present in Sydney on a short holiday and business visit. Among other things (they are staying at the Oriental, Darlinghurst by the way) they have been putting in some good sight seeing in the local stations and some of our larger radio factories.

The "Darby & Joan" Breakfast Session from 2GB at 7.40 a.m. is a real babble. Certainly there are some witticisms transmitted through the "mike" occasionally, but the general babble and discussion is so unlike the average Australian home, that we wonder where the originators got the idea from. Darby and Joan for breakfast is almost enough to put anybody off their food.

### NEW ACCOUNTS

Russell's Yeast Pty. Ltd., 422 Collins Street, Melbourne, have signed with 3KZ for a quarter-hour daily. Gordon & Gotch is the agency concerned.

Wiltshire's Pty. Ltd. of Wiltshire St., Richmond, have gone on to 3KZ for spot announcements. Account direct.

J. Granger, Tailor, 331 Lonsdale St., Melbourne, has signed with 3KZ for a series of quarter-hour sessions. Account direct.

W. H. Johnston, Leather Goods Manufacturers are coming on to 3KZ sponsoring a half hour session. Account through A. J. Naylor Advertising Service.

The Shell Company of Australia Ltd., 163 William Street, Melbourne, are sponsoring a half hour session on Saturday nights from 3KZ. Special recordings provided by the Shell Co. will be used. Account direct.

**CORRECTION.**—On page 8 of last week's issue was published a new account by 2CH mentioning that a special "pick of the week" session every Wednesday night was being sponsored by Vacuum Oil. This is incorrect, as we have been informed by Mr. Fowles, Production Manager of 2CH, that this session is sponsored by the Neptune Oil Company, and includes the pick of the new release recordings of a special character. This is a quarter-hour session, commencing at 8.35 p.m. every Wednesday evening, and the product featured is the Veedol Motor Oil.

## 24 Hour Broadcasting Service

### Unique Introduction by 2UW

The enterprise and progressiveness of Station 2UW have been further exemplified by the recent announcement that the Directors of the Commonwealth Broadcasting Corporation Ltd., Proprietors of Station 2UW, have decided to commence on Saturday, February 23rd, a 24 hour day broadcasting service. Permission has been received from the P.M.G.'s Dept. for this to be put into effect, and 2UW Directors feel that it will be one of the most successful steps they have taken since they entered the broadcasting field.

To provide entertainment for listeners, 24 hours a day, 365 days a year, in other ways, an absolutely continuous service, is something which will take quite a lot of organisation.

Vol. I.—No. 21.

FRIDAY

22nd FEB, 1935

# BROADCASTING BUSINESS

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

## Something a Gargle Won't Cure "ANNOUNCER'S MOUTH"

Perhaps Sales Training for Announcers is the Remedy for Extravagant Accents on Innocent Adjectives

By P. H. Erbes, Jr.

**T**HIS piece purposes to call attention to an advertising affliction that infects the broadcasting of many radio programmes. "Announcer's Mouth" is as good a name as any for it. It will not, although considerable restraint has been required, be referred to in any of the subjoined paragraphs as "A.M."

Announcer's Mouth, let it be noted, is not a physiological ailment. There probably isn't any opportunity here for the discovery of some special sort of gargle. Announcer's Mouth has its roots in a seemingly unnoticed peculiarity of the spoken word itself. And in the understanding of that lies the simple remedy, although it will still no doubt be advisable for the subjects to see their dentist occasionally.

Announcer's Mouth, in less cryptic terms, is the unseemly exaggeration that seems to be cropping up in many sponsored radio programmes. Products that for years have had the benefit of dignified assertion of fact in their advertising seem to be heralded over the radio as astounding discoveries, indispensable boons to the present structure of society, the bulwarks of its future. Be it monkey-wrench or mayonnaise, cigar or soft drink, you and your well-known loved ones proceed on life's path without them at your own imminent peril. These, remember, are in many cases the same advertisers whose printed advertising messages seem conservative, believable and non-irritating.

Remember well the announcer's words, noting particularly how extravagant seemed his adjectives. Seek out a printed advertisement of that same advertiser, for that same product. In many instances will be found in the printed copy exactly those same words, or words very like them that rang so falsely a few minutes

### Why the Difference

And why is there this difference in the quality of appeal between radio and printed advertising? Is it because advertisers feel that in radio advertising they can be more extravagant than on the printed page, that the ear is more gullible than the eye, or that only credulous people listen to the radio?

To the credit of most, it may be said, that such is not the case. There is a simple proof to establish that point, which likewise makes evident the cause and cure of Announcer's Mouth.

Turn on the radio and listen to a few advertising pronouncements. The disease, of course, has by no means unanimous coverage, but you'll come across an extravagant, false-ringing message soon enough. The voice may be unctuous or maudlin or plainly evangelistic. In any event, the words about the product seem far too inclusive of human benefits to be true. And they irritate with their suave arrogance. Some advertising continuities bring a none too faint remembrance of swarthy gentlemen who, the Indian princess having finished her dance by torchlight, proclaimed the marvellous merits of their multi-herbed cure-alls.

Remember well the announcer's words, noting particularly how extravagant seemed his adjectives. Seek out a printed advertisement of that same advertiser, for that same product. In many instances will be found in the printed copy exactly those same words, or words very like them that rang so falsely a few minutes

before. Yet, you find them readily acceptable to your mind; they seem authentic, well-founded facts.

This points to a simple, fundamental, but apparently easily overlooked, conclusion:

### Proper Care Necessary

The same calm, factual statement that in print is readily and faithfully accepted can become a discredited, irritating blurb when rendered by the spoken voice—unless the proper care is taken. In advertising by the spoken voice there is a factor beyond word selection that must be controlled—the emotional intonations of the human voice.

When a person reads he puts his own accents and inflections on the words before his eyes. The mind translates each statement in a comparatively even cadence, according to the words a degree of emphasis compatible with the reader's experience. Furthermore, there is an established tendency, born of the years, to believe almost anything seen in cold print.

But when a message is conveyed by another's voice and that voice has been charged high with enthusiasm; the believability factor takes on different proportions. The properties for emphasis and emotion in the human voice can make the simplest statement or adjective seem

(Turn to next page)

## BROADCASTING BUSINESS

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**ANNOUNCER'S MOUTH**

(Continued from page 1)

a far-flung exaggeration that the most unprincipled written copy couldn't possibly equal. In print a word like "remarkable" may seem conservative enough, but when rolled off the tongue in an impassioned crescendo or a too-breathless reverence it can sound pretty silly. "Get a package at your dealer's to-day" in print is a friendly urging; over the radio it often becomes an impertinent ultimatum.

**Destroy Confidence**

In a sense, the fact that accents may be placed in spoken advertising is an advantage of that form. But carried too far, it can become a decided drawback. Emotional rendition of a radio message may, like the evangelist's raving, make temporary converts. But in the long run, it may easily breed lessened confidence.

The cure for Announcer's Mouth seems to lie in provision for the simple fact that most radio announcers have no sales experience whatever. They are voice specialists, trained elocutionists skilled in producing dramatic effects. An observer of a number of broadcasts reports that indeed many radio announcers get quite dramatically wound up when delivering an advertising continuity. This technique is fine for the presentation of melodrama, but citation of the advantages of a brand of sturdy shoes is more looked at from the advertising standpoint, than melodrama. Radio advertising, being a sales tool, needs understanding and application of the principles of salesmanship on the part of its mouthpiece—the announcer—as well as competent voice production.

It seems, in fact, extremely probable, since the medium of delivery is the same, that the technique of radio advertising from the standpoint of the announcer is closely allied to that of personal selling, so far as voice manners are concerned. Training of announcers in the art of modern salesmanship might better equip them in the important part they play in the quality and effectiveness of advertising over the air. The day of the emotional, breath-in-your-face salesman passed some time ago. To-day's skilful salesman presents his case in calm, reasoned accents and wisely leaves emoting honors to the Barrymore family. Radio advertising might well benefit by that experience.

Like other oral afflictions, Announcer's Mouth seems to be one of those things you don't know when you have it. Those whom you seek to woo as customers will not say anything to you about it. They will just turn their dials and leave you raising Pekinese.

And incidentally, the introduction of the theme song has made it possible for listeners to tune out your man before he has had a chance to say a word. That puts it right up to the radio advertiser. Either Announcer's Mouth must go or this theme song idea will turn out to be nothing less than a mistake. ("Printer's Ink").

**Opening Next Week**

**Station 2TM Tamworth**

ON Wednesday next, February 27th at Tamworth, N.S.W., Station 2TM will be put on the air on a wavelength of 201 metres, 1,490 K.C. It is hoped that arrangements will permit the Hon. Captain Chaffey, Chief Secretary, and member for Tamworth, to perform the opening ceremony.

Invitations have also been extended to Mr. V. C. Thompson, member of the House of Representatives for New England, and also the Mayor of Tamworth, Mr. Thibault.

The proprietors of 2TM, Messrs. Higgenbotham and Tom Whitcombe, have already been on the job for some time, and everything has been organised to a nicety. Mr. Roy James takes up the duties of programme manager, while Miss Dorothy Ward will be the lady announcer, assisted on occasions by Messrs. Whitcombe and Higgenbotham.

According to the latest figures available (September 30th, 1934) there were 2,411 licenses within an area of 50 miles of Tamworth, which included a population of 50,312. This gave a ratio of licenses to 100 population, of 4.79, and to dwellings, 21.

The anticipated growth of licenses in this area as a result of 2TM should bring this figure of 21 dwellings per license well up to the 30 mark, and possibly beyond it. There are possibilities associated with this station, particularly in the area in which it has been located by the principals concerned, and we predict that another flag will be nailed to the mast indicating the progress of commercial stations in country areas.

The station is located in Peel Street, Tamworth, and enquiries concerning advertising rates and other facts, can be made to the Manager, Station 2TM, Peel Street, Tamworth.

**BOBBY FILBERT'S FAN MAIL**

(Arthur Carr, Junior)

Bobby Filbert is very excited about a letter he has received all the way from "Wonyip, Via Toora, South Gippsland." "Dear Bobby,

I am writing to ask you if you would be so kind as to send me a photograph of yourself. I have been listening to you every night.

Yours truly,  
Betty McAninly."

**A STUDIO SECRET**

For a recent play "put on" by the 2UE players, effects required gun shots. The record for this was not available, so Rex Shaw solved the difficulty by tapping a pencil on the gramophone pickups! Result—excellent imitation of quick fire!

**NEWS "LIFTING" BY RADIO UPHELD**

**U.S.A. Federal Judge's Opinion**

A VERY important decision governing the question of "lifting" news out of newspapers by radio broadcasting stations, was given at Seattle, U.S.A., in December last, by Federal District Judge John C. Bowen, who made public a decision condoning the "pirating" of news by radio stations, and left newspaper circles bewildered.

It apparently ignored the right of newsagencies and publishers to control the use of news which they gather and pay for. Judge Bowen dissolved a temporary restraining order obtained two months ago by the Bellingham (Wash.) Publishing Company, against Radio Station KVOS, located in Bellingham, preventing the radio station from its long time practice of broadcasting local and telegraph news obtained from the Bellingham "Herald," the Seattle "Times," and the Seattle "Post Intelligence."

The suit dismissed by the Court's ruling was brought by the Bellingham Publishing Co.

The Court held that when general news furnished by the Associated Press or Newspaper, or local news claimed to be under its control as regards publication, has been printed in a regular issue of a newspaper and that issue has been, in the ordinary course, published and distributed to the public, such news reports, from that moment, belong to the public, including the defendant (KVOS) and all others who may desire to use them, except for sale by a rival newsagency, to its news-publishing customers; and that the mere fact that the defendant disseminates gratuitously those news reports as a part of its radio service, after they have been so received by the defendant contemporaneously with other members of the public, does not prevent defendants from so receiving and using such news reports, since such practice by defendant does not involve the pirating by one news-gathering and distributing agency, of news reports of another such agency.

It is anticipated that the case will be promptly appealed against.

**REMODELLING 5CL STUDIOS**

Tenders have been called for an extensive remodelling plan of 5CL studios at Hindmarsh Square, Adelaide. This scheme includes the addition of two studios, one of which will be the largest in the Commonwealth. There will be a new control room, together with a studio for sound and effect, equipped with new apparatus. The estimated cost of the building and alterations (including a new auditorium) will be £5,000. The work will be carried out according to the latest approved methods—with the new B.B.C. studios as a model for acoustic and artistic properties—and with a view to future important developments, which may include television.

**New Frequency Channels announced by P.M.G.'s Department**  
*All Changes to be Effective on and after 1st September*

ADVICE has been received from the Postmaster-General's Department, Melbourne, relative to the simultaneous change-over which certain Stations are asked to make on the 1st September, 1935. This information is tabulated in convenient form below, and in addition to the listed frequencies and wave lengths, together with the existing and the proposed allocations, space is provided for the dial setting under the present and new arrangement.

DEALERS who are anxious to take advantage of this opportunity of reasonably-priced publicity in their own district, will be interested to learn that quotations will be given on application to this Office, Box 3765, G.P.O., Sydney, covering quantities of cards similar to this page which may be distributed to the dealer's clientele.

The quotations will cover the inclusion of a reasonable amount of "personal copy" instead of the matter at present appearing at the head of this page. All owners of radio receivers will be vitally interested in the new Station allocations, and this new log card affords an excellent yet inexpensive means of not only rendering your clients a service, but of keeping your name and 'phone number before them with a view to business in September.

FRE- QUENCY IN KC	WAVE LENGTH IN METRES	NEW POSITION ON & AFTER 1 <sup>ST</sup> SEPT. 1935		PRESENT POSITION UNTIL 31 <sup>ST</sup> AUG. 1935	
		DIAL NO.	STATION	STATION	DIAL NO.
550	545		2CR CENTRAL REG. NSW.		
560	536		6WA S.W. REGIONAL W.A.	2CO COROWA	
580	517		3WV WEST REG. VIC.	7ZL HOBART	
590	508		7ZL HOBART		
600	500		4QN NORTH REG. QLD.		
610	492		2FC SYDNEY	3AR MELBOURNE	
630	476		3AR MELBOURNE		
635	472			5CK CRYSTAL BROOK	
640	469		5CK CRYSTAL BROOK		
665	451			2FC SYDNEY	
670	448		2CO COROWA		
690	435		6WF PERTH	6WF PERTH	
700	429		2NR N. RIVERS REG. NSW.		
720	417		6GF KALGOORLIE		
730	411		5CL ADELAIDE	5CL ADELAIDE	
740	405		2BL SYDNEY		
750	400		7NT NORTH REG. TAS.		
760	395			4QG BRISBANE	
770	390		3LO MELBOURNE		
800	375		4QG BRISBANE	3LO MELBOURNE	
820	366		7HO HOBART		
830	361		3GI GIPPSLAND REG. VIC.		
850	353		5RM RENMARK		
855	351			2BL SYDNEY	
870	345		2GB SYDNEY		
880	341		6PR PERTH	6PR PERTH	
890	337			7HO HOBART	
900	333		3MA MILDURA	3MA MILDURA	
910	330		4WK WARWICK	4WK WARWICK	
910	330		4RK ROCKHAMPTON	4RK ROCKHAMPTON	
930	323		3UZ MELBOURNE	3UZ MELBOURNE	
940	319			5RM RENMARK	
950	316		2UE SYDNEY	2GB SYDNEY	
960	313		5DN ADELAIDE	5DN ADELAIDE	
970	309		3BO BENDIGO	3BO BENDIGO	
980	306		4AY AYR	4AY AYR	
			6BY NARROGIN	6BY BUNBURY	
990	303		... CENTRAL N.S.W.		
1000	300		4GR TOOWOOMBA	4GR TOOWOOMBA	
1010	297		3HA HAMILTON	3HA HAMILTON	
1020	294		2KY SYDNEY		
1025	292			2UE SYDNEY	
1030	291		3DB MELBOURNE		
1040	288		5PI CRYSTAL BROOK	5PI CRYSTAL BROOK	
1050	286		2CA CANBERRA	2CA CANBERRA	
			3YB MOBILE	3YB MOBILE	
1060	283		4MB MARYBOROUGH	4MB MARYBOROUGH	
			2KB KATOOMBA	2KY SYDNEY	
1070	280		6AM NORTHAM		
1080	278		3SH SWAN HILL	3SH SWAN HILL	
1090	275			6AM NORTHAM	
1100	273		7LA LAUNCESTON	7LA LAUNCESTON	
1110	270		2UW SYDNEY	2HD NEWCASTLE	

FRE- QUENCY IN KC	WAVE LENGTH IN METRES	NEW POSITION ON & AFTER 1 <sup>ST</sup> SEPT. 1935		PRESENT POSITION UNTIL 31 <sup>ST</sup> AUG. 1935	
		DIAL NO.	STATION	STATION	DIAL NO.
1120	268		4BC BRISBANE		
1125	266			2UW SYDNEY	
1130	265		6ML PERTH		
1135	264			6ML PERTH	
1140	263		2HD NEWCASTLE		
1145	262			4BC BRISBANE	
1150	261		2WG WAGGA		
1155	260			2WG WAGGA	
1160	259		4MK MACKAY		
1170	256		4TO TOWNSVILLE	4TO TOWNSVILLE	
1180	254		3KZ MELBOURNE	3DB MELBOURNE	
1190	252		2CH SYDNEY	4MK MACKAY	
1200	250		5KA ADELAIDE	5KA ADELAIDE	
			2GF GRAFTON	2CH SYDNEY	
1210	248		6KG KALGOORLIE		
			... SOUTH QLD.	2GF GRAFTON	
				6KG KALGOORLIE	
1220	246				
1230	244		2NC NEWCASTLE		
1240	242		3TR SALE		
1245	241			2NC NEWCASTLE	
1260	238		3WR SHEPPARTON	3WR SHEPPARTON	
1270	236		2SM SYDNEY	2SM SYDNEY	
1280	234		3AW MELBOURNE	3TR SALE	
1290	233		4BK BRISBANE	4BK BRISBANE	
1300	231		2TM TAMWORTH	3BA BALLARAT	
1310	229		5AD ADELAIDE	5AD ADELAIDE	
1320	227		3BA BALLARAT	2MO GUNNEDAH	
1330	226		4RO ROCKHAMPTON	4RO ROCKHAMPTON	
1340	224		2XN LISMORE	2XN LISMORE	
1350	222		3GL GEELONG	3KZ MELBOURNE	
			2BH BROKEN HILL	2BH BROKEN HILL	
1360	221		4PM PORT MORESBY		
			7BU BURNIE	7BU BURNIE	
1370	219		3HS HORSHAM	3HS HORSHAM	
1380	217		4BH BRISBANE	4BH BRISBANE	
1390	216		2GN GOULBURN	2GN GOULBURN	
1400	214		6IX PERTH	3GL GEELONG	
1410	213		2KO NEWCASTLE		
1415	212			2KO NEWCASTLE	
1420	211		3XY MELBOURNE		
1425	210.5			3AW MELBOURNE	
1430	210		2WL WOLLONGONG		
1435	209			2WL WOLLONGONG	
1440	208		2MO GUNNEDAH		
1450	207		5MU MURRAY BRIDGE	5MU MURRAY BRIDGE	
				4CA CAIRNS	
1460	205		7UV ULVERSTONE	7UV ULVERSTONE	
1470	204		... BEGA	6IX PERTH	
			4CA CAIRNS		
1480	203		2AY ALBURY	2AY ALBURY	
1490	201		... SOUTH N.S.W.	2TM TAMWORTH	
1500	200		... HOBART		
			3AK MELB. (NIGHT SERVICE STATION)	3AK MELB. (NIGHT SERVICE STATION)	

# Radio Technicians Submit Log of Rates and Conditions

## All Broadcasting Stations Implicated Early Appeal to Court

**T**HE Professional Radio Employees Institute of Australasia, with head office at 70 King Street, Sydney, has submitted a log of rates and conditions to the various broadcasting stations throughout Australia, in the hope that the stations would see their way clear to enter into an agreement with that body, containing the provisions of the log.

It is understood that no attempt was made by the broadcasting stations to acquiesce in this direction, and therefore the General Secretary of the Professional Radio Employees' Institute, Mr. C. A. Beal, under instructions from his organisation, is now submitting the matter in dispute by plaint to the Commonwealth Court of Conciliation and Arbitration.

In this claim the P.R.E.I.A. (Professional Radio Employees Institute of A/sia) claim the minimum amount of wage to be paid per annum to members of that body by the employer, in the case of the Chief Engineer, £650 p.a., Senior Technician, £411, Technician, £366. Where four or more technicians are employed at a broadcasting station, one of them should be rated and paid as a Senior Technician, with a salary of not less than £411 p.a.

The station shall include the transmitting station, the control room and the point or points of outside "pickups."

In the event of an employee who is married, or a widower, and who is the father or step-father of dependent children under the age of 14 years, an allowance of £13 p.a. in respect of each child so dependent.

Every technician shall hold a certificate of proficiency issued by the P.M.G.'s Department.

### Hours of Duty and Overtime

The maximum hours of duty claimed for, without overtime payment, shall not exceed 42 hours in each week, to be worked on ordinary working days of the week, i.e., days other than Sundays and prescribed holidays, in consecutive periods of 7 hours per day, such 42 hours to be reduced by 7 hours for each public holiday arising in each week.

An employee shall be liable to be called for duty at any time that he is required, but if he is required to perform any duty outside the prescribed ordinary daily time of work, he shall, except as otherwise provided in the claim, be paid overtime at the rate of time and a half for the first two and one half hours, and double rate thereafter.

If an employee is recalled for duty at a time when he would not ordinarily have been on duty, he should be paid overtime at the rate of double time, subject to a minimum of 4 hours. The time for such payments shall include travelling time to and from duty. All work done by an employee within 10 hours after the termination of a shift or ordinary day worked by him, shall be paid for at the rate of time and a half.

### Appointments

When any vacancy arises from transfer or promotion, applications should be called from the whole of the employees covered by this claim.

Any employee, other than a permanent relieving officer, who is appointed to a station or other place of duty, shall be appointed for a term of 3 years, and shall not be transferred before the expiration of his term, except for promotion or in the case of illness or extreme necessity.

Where a station is located in a non-residential area, or if no public transport service plies regularly between such station and the nearest residential area, and such station is situated 2 miles or more distant from the nearest residential area and regular public transport service, a disability allowance of £25 p.a. shall be paid to each person employed at such station.

### Recreation Leave

Leave of absence on full pay for a period of 18 days, exclusive of Sundays and holidays. Employees shall be given at least one month's notice of the date of commencement of their leave. An employee once sent on leave shall not be recalled for duty until the expiration of the leave.

When an employee performs duties of a position lower than that in which he is classified, he shall not suffer any reduction in pay or loss of status. When he performs the duties of a position higher than that in which he is classified, he should be paid an allowance to raise his salary to the minimum of the higher position for all time temporarily served in that position in excess of 26 working days in each period of 12 months.

### Travelling Allowance

Employees receiving £372 and under, 14/6 per day in capital cities, and 12/ in other places. After 2 weeks, 42/- per week in capital cities, and 35/- in other places.

Over £372 and up to £450 p.a., 15/6 per day for the first 2 weeks in the city, and 13/- in other places. After 2 weeks, 48/- per week in the city and 40/- in other places.

Over £450, 17/6 in the city and 14/6 other places per diem, and after 2 weeks, 60/- per week in the city, and 50/- other places.

Allowance will not be paid to any employee beyond a period of 8 weeks in one locality. Other requirements in regard to travelling by steamer, sustenance, lodging, travelling of families etc., are all provided for.

### Sundays and Holidays

Sunday work—time and a half of the ordinary rates for the whole time, from the first commencement to the final termination of work on the day or to the end of the day.

Where possible the employee shall be granted a day off during the 6 days succeeding Sunday, and a half day's pay.

Public holiday—double ordinary rate for the whole time.

### Sick Leave

In the case of illness, the employee shall, on production of satisfactory medical evidence, be granted leave of absence on the following conditions:—After the completion of the first 6 months' service—6 days on full pay, 4 days half pay, and 3 days third pay. After 12 months service—12 days full pay, 8 days half pay, 6 days third pay. At the completion of each additional 12 months service, a similar amount.

Other provisions are required for employees whose duties cover 7 days per week.

### Duties

The duties of employees shall be strictly confined to work connected with the operation, maintenance and installation of wireless, telephone or broadcasting equipment, but such employees shall not undertake the work usually performed by riggers.

### Continuity of Employment

One month's notice of termination of employment should be given in writing by either side. This does not apply in the case of dismissal for misconduct.

Preference of employment shall be given to members of the Professional Radio Employees Institute of Australasia, the applicant body claiming that the wages and conditions specified in their log shall be paid and operate from the date of service of the claim, i.e., 14th November, 1934.

### Comments

Space does not permit the publication of the full details of this log submitted by the P.R.E.I.A., but it is interesting to note that an effort is being made to establish satisfactory conditions for the employment of radio technicians employed in and about broadcasting stations.

It is very much to be regretted that quite a large number of broadcasting stations do not recognise the work of their engineers and technicians sufficiently to remunerate these men for the valued services they render. In many cases broad-

casting was instituted by the radio technicians themselves, but later the business men began to see the possibilities of broadcasting and took over the control of various stations.

Due, probably, to the somewhat limited sphere, until recently, for employment of radio broadcasting personnel, no doubt advantage has been taken by many broadcasting stations, to pay the men as little as possible, and it is understood that evidence will be submitted to show that the standard of remuneration is extremely low.

The amount of revenue enjoyed and the progress made by the various commercial broadcasting stations, is sufficient to indicate that they can well afford to pay their engineers and technicians a much better salary than they are paying them to-day, and it would appear that whatever the result of this particular log, broadcasting executives have themselves to blame.

Good radio engineers are very hard to find, particularly out of work, and they are becoming increasingly valuable as the technique of broadcasting becomes more intricate. With the application of television, this will be even more pronounced, and it is to be hoped that a much higher standard of remuneration is set, consequently demanding a much higher standard of technical knowledge on the part of the people who are bound to receive the higher remuneration.

Many broadcasting stations will kick against the log submitted by the P.R.E.I.A., but they are going to find it very hard to defend the application made by that particular body.

It is understood that the matter will be applied for to the Commonwealth Court within the next few days.

## COUNTRY BROADCASTING PAYS

Three times within a fortnight 2KO has sought permission from the powers to extend hours. The first to increase time for a sold out night Session; the second to run through the gaps in the then current day schedule; and now to extend a further three hours per day—7 a.m. to 10 a.m.

It might be mentioned that two of these hours—7 a.m. to 9 a.m.—five days per week have been purchased by COO-EE CLOTHING CO. in the interests of their Chain Stores. The contract is for twelve months, with an option for a similar period; and considering they are paying real rates for it, who will say Country Broadcasting doesn't pay? The COO-EE CLOTHING CO., by the way, have been on the Station almost continuously since the opening week.

## NEWCASTLE FIGURES IMPROVE

According to Station 2HD, the Newcastle district, during the last quarter, increased its licences to a greater ratio than any other part of the Commonwealth.

This is, they say, no doubt to be ascribed to the fine service rendered by the commercial stations in Newcastle.

# Another Radio Contest— No More — No Less

## Colonel:

Thank you, Ted. In the event you do not have the bottles necessary to enter the contest, we have made arrangements with the Bing Bottle Builders of Buffalo to furnish the apparatus required for blowing your own bottles. The cost is negligible and full particulars may be had by writing Monday Morning Mouth Wash, Incorporated, at 5678928 Broadway. You may now take your ears away from the loud-speaker and stop listening, ladies and gentlemen. Sorry if we have caused you any inconvenience. So, until tomorrow night.

Budd: Thank you.

Colonel: So, until to-morrow night.

Budd: Thank you.

## WOODS BOOKS 130 SESSIONS

Last week's issue spoke of New Radio Features for Newcastle Listeners. It certainly looks as though Newcastle listeners are being well catered for. . . . 2KO has signed a very imposing list of programme features, commencing over the next few weeks, and running for periods of three to twelve months. Among them are the two big features for 1935, "Chandu," sold to Hyman the Jeweller, for 185 Sessions; "Count of Monte Cristo" for Woods' Great Peppermint Cure, 130 Sessions.

## UNLICENSED LISTENERS

In the Kalgoorlie Police Court recently, 18 persons were convicted and fined for being in possession of unlicensed broadcast receiving sets. A. W. Pinkus, of Kalgoorlie, was fined £5, with 11/- costs. L. Quinn, of Coolgardie, and R. E. Annakin, of Kalgoorlie, were each fined £2, with 11/- costs. Each of the following was fined £3, with 11/- costs:—A. C. Wallace, of Grants Patch; M. C. Finlayson, of Ora Banda; M. Oates, of Broad Arrow; M. Hayward, of Coolgardie; and Mrs. Scattini; R. McCracken, J. Quinlan, M. Savage, A. G. Morey, A. E. O'Loughlin, J. Wilson, W. Wheatley, A. F. Baldwin, J. Baker and G. R. Burgoyne, all of Kalgoorlie.

At the Southern Cross Police Court three persons were fined for being in possession of unlicensed wireless receiving sets. They were Frederick Grubb, of Bullfinch, fined £3 with £1/14/3 costs; S. Maynard, of Westonia, fined £2 with £1/14/3 costs, and W. Walls, of Walgoolan, fined £2 with £1/14/3 costs.

[The following is a script of the burlesque of a radio programme enacted by The Tastyest Gloom Chasers at the banquet of the Association of National Advertisers. The skit was written in collaboration by Paul B. West, advertising manager of the National Carbon Company, Stuart Peabody, general advertising manager of The Borden Company, and A. W. Lehman, assistant managing director of the A.N.A. During the skit, which was enacted before a microphone set up on the stage, Colonel Stoopnagle impersonated an announcer whom they called "Graham Husing," while Budd took the part of another announcer, "Ted McNamee."]

## Budd:

**A**ND now, ladies and gentlemen, here is something entirely new in radio merchandising—something which you will be surprised to hear about. Listen! Get your ears right next to your loud-speaker. Drink in the words I am about to tell you. Put them down in shorthand. Listen! We are going to have a contest! After you have finished washing your mouth with Monday Morning Mouth Wash, spelled W-A-S-H, as in Washington, save the bottle. And when you are through using your second bottle, save that one too, until you have collected fifty-two empty bottles, one for every Monday morning in the year. I will now turn you over to my pal, Graham Husing.

## Colonel:

Thank you, Ted. To continue with important announcement about Monday Morning Mouth Wash, ladies and gentlemen, when you have your collector of bottles, inscribe on each in Chinese characters not less than 300 words telling how you wash your mouth with Monday Morning Mouth Wash. Or better still, use Manchurian characters so that both the Chinese and Japanese may understand them—300 words, no more, and tell us where you put the bottles after you saved them. I will now turn you over to my pal, Ted McNamee, who will tell you something further about the contest.

## Budd:

Thank you, Graham. When you have the fifty-two bottles properly inscribed, ladies and gentlemen, mail them in to Monday Morning Mouth Wash, Incorporated, at 5678928 Broadway, or better still, take them to your nearest drug store. The prize for the neatest job will be a life-size model of the Empire State Building done in papier-mache by the eminent Scandinavian sculptor, Colonel Gutzon Borglum Stoopnagle. In case of a tie, the other winner will be shot. I will now turn you over to my pal, Graham Husing, for the final announcement.

## "EAVESDROPPINGS"

THE competitions conducted in connection with the presentations by the 2KY Players have proved very successful. Entries have been received from both local and Interstate listeners, and from as far afield as New Zealand. Numbered amongst the entries were two very unique and highly-prized letters, both being in Braille type.

One of the 2CH announcers will have a lot to answer for some day. It is bad enough to hear bad English in ordinary sessions, but when this announcer says, "There's no more letters" or "If there's any more calls," etc., to an audience of impressionable youngsters, we shudder to think of the children's grammar of the future.

The acoustics of 2KY's Studios are peculiar. Every word from the announcer has a background of reverberating echoes that suggests a badly walled room. And when the careless English affected by this Station is concentrated in this odd way, the result is irritating in the extreme.

Some new pick-ups are needed at 2SM or at least a supply of new needles. Most of their records are prefaced by a very clear grate from the pick-up.

Eric Coates is an Englishman, but his nationality hasn't prevented the stations from putting his records over the air quite a lot. Strange, but true, English jazz is a little more musical, yet quite as entertaining as the American version. Incidentally, America will be able to do without an army and navy if she keeps on with "hot rhythm." No other race will be able to stand up to it.

Doreen Mackay is a bright personality on 2SM. She puts her advertising announcements over as if she means 'em. Perhaps she does, for that matter, but in case the listeners feel that way she gets across a lot of interesting general information that women like to hear.

3AW's manager, Stuart Bridgeman, was hors d'combat late last week, but is now sparking again, even though a cylinder appeared to be missing when we spoke to him over the 'phone. He is mightily pleased at the reception the public are giving this new station that he has to look after. And is he after new business? Watchim!

Humour is a good medicine in small doses, but "Aggie" (2UE) should ease up on his 7 a.m. listeners. Too many early morning jokes are apt to defeat their own object.

The broadcasting fraternity has always been known to be high-flyers. Some of the stories that the commercial station advertising men put over about the effec-

tiveness of their station would take some beating. It took Chief Engineer Len Schultz of 2GB to beat all the crack amateur flyers in the Championship for the Aero Club last Saturday. This young man handles a 'plane just as well as he can handle a radio transmitter. Now you know why you get good transmission from 2GB.

A little bird whispered the other day that some of the stations make a very loud noise about the official power that they are allowed, but the same bird added that a lot of the stations did not use the full power that they were allotted. In some cases a station supposed to be using 1000 watts only uses about 500. That's a factor which will govern "effective circulation." It may be necessary one day to get a certificate from the Radio Inspector certifying the actual power utilised by a commercial broadcasting station. No names—no pack drill—but watch your step, boys!

Listening-in to the various commercial stations day and night very quickly shows that they owe quite a lot to the record manufacturers. Why they ever quibble about paying a few hundred pounds to the producers of the marvellous records is almost beyond comprehension. Let the record supplies be stopped, and bang goes commercial broadcasting. This is not saying that live artists are better than the recorded music (with the exception of the real American stuff, which they ought to "kan"), but it is saying that the "B" stations are making a welter of it.

Readers who are desirous of locating various stations in a most ready manner will be interested to know that the Stanton Indicator Co. is releasing a new tuning indicator which will apply to any radio set, and will show you exactly where to get stations, either on the old or new setting.

The publicity being put over the air by several commercial stations on behalf of the Telephone Department contains very interesting copy. Listening to The Feature Station 2UE last Thursday evening, an advertisement from the Telephone Company was put over in an exceedingly effective manner. It asked listeners to send in a list of the essential services for which a telephone could be used, and the winner of this competition was to be given 1 year's free telephone rental and a new telephone into the bargain.

In the N.S.W. Parliament last week, Dr. Webb (U.A.P., Hurstville) asked: "Is the Minister for Health aware that broadcasting is part of the P.M.G.'s Department, and as such is under Government and Ministerial control? Is he also aware that it is not unusual for unqualified persons to give health talks over the wireless, and that most of these talks con-

sist of unnerving statements and bosh? Will the Minister confer with the P.M.G. and the Federal Minister for Health to ascertain whether this practice, which is not only misleading, but is also frightening the public, can be stopped?"

Mr. Fitzsimmons, in reply, said: "Yes, I will confer with the Commonwealth Minister for Health and the Postmaster-General."

The old-time songs rendered during the "Rinso" 15-minute session from 2GB under the title of "Pinto Pete" are a welcome change from some of the thrillers which seem to dominate quite a number of sessions. Many women consider the "Pinto Pete" "Rinso" Session most acceptable in every way.

Pinto-Pete, a Lintas feature that has been popular with 3KZ listeners for some time, is shortly to be replaced by the Happy Valley boys, who will be heard in Hill-Billy and modern songs with a camp-fire setting. The Pinto Pete feature has been used to publicise Rinso, but the new series will be used for Vim, another transcription being provided for Rinso.

Just in case it was not made clear in the recent "Evesdroppings," 3KZ's 18 transcriptions will be running weekly. That's a fair handful—or air-ful, as the case may be.

There was great interest in the 3DB stitch-counting competition, I am told. Some 67 entrants judged correctly the number of stitches made by a sewing machine rotated in front of the mike. Only one was successful in counting, or guessing, the number of peas that were poured out of a bottle, while 69 people divided the "paid" gas bill that was to be the prize in the match-box competition. There were, we understand, many thousands of entries.

Many listeners to parts of the 3DB "Trial of Phyllis Dale" wrote to the station for further details. Sometimes they missed portions of what had gone over and sometimes they were enquiring after evidence that was not brought up. Incidentally, the conclusion of this trial was a great success, particularly the address by Counsel for Defence. The girl deserves to be acquitted after all that.

The C.D. Stores in Melbourne backed up their extensive newspaper "sale" advertising by a generous allowance for 3UZ. Which reminds me that 3UZ looks very much like as though it is having one glorious sale. This rebuilding scheme is causing the dust to fly.

Opinions differ. Jimmy Allen, from 3KZ and 2GB, is popular in many quarters, according to publicity manager Balmer of the former station. He tells us over wires that almost fused that on one occasion when he was in the country he passed one house where there were 14 children and 7 adults listening in out of a household of 33. We are told that there have been many complimentary remarks about this serial.

## New Accounts

Julius Burman, ladies' hairdresser, 119 Swanston Street, Melbourne, every Monday morning breakfast session at 3UZ for quarter-hour. Direct.

Direct Supply Jewellery Co., 229 Collins Street, Melbourne, C.1. Increasing present spot announcement contract with 3UZ by two quarter-hour sessions in the morning: "Penelope Round the Shops."

Graham's Furniture Warehouse, 116 Elizabeth Street, Melbourne, C.1. Spot announcements from 3UZ.

Cohen Brothers (Home Furnishers) Pty. Ltd., 132 Bourke Street, Melbourne, C.1. Spot evening announcements with 3UZ.

Victoria Palace, 221 Little Collins Street, Melbourne, C.1, has resumed special session with 3UZ at 9.30 every evening (9 p.m. Friday).

Telephone Development Association. Spot announcements from 3UZ.

Rolle & Co. Ltd., Wholesale Grocers, 300 King Street, C.1, taking additional quarter-hours in the morning session from 3UZ.

F. W. Cheshire Pty. Ltd., Educational booksellers, 174 Little Collins Street, Melbourne, C.1. Breakfast session scatters through 3UZ.

Julius Cohn (Shutone polish), nightly in the Children's Session from 3UZ.

Lever Bros. Ltd., Soap Manufacturers, 565 Flinders Street, Melbourne, C.1. Twice weekly quarter-hour sessions in 3DB Children Sessions. Sponsoring transcriptions featuring popular fairy stories.

Auto-Terms, 493 Elizabeth Street, Melbourne, C.1. Direct spot announcements from 3KZ.

Hoyts Theatres Ltd., 191 Collins Street, Melbourne, C.1. Half-hour session nightly from 3KZ. Direct.

Bushells Blue Label Tea, 297 Collins Street, Melbourne, C.1. Additional spot announcements from 3KZ.

Bjelke-Petersen Institute, Canberra House, 360 Little Collins Street, Melbourne, C.1. Sponsoring quarter-hour health-talks by Mr. P. W. Pearce, one evening weekly from 3KZ.

General Theatres Corporation of Australasia Ltd. have signed up with 2GB for weekly sessions of one half hour each Sunday at 9.15 p.m. The title of the session will be "Hoyt's Radio Entertainment."

Wrigley's (Australasia) Ltd. will be on the air with 2GB again, with "The Missing Link." These are twelve minute sessions round about 6.0 o'clock.

Dearborns Pty. Ltd. are continuing their programme, "Beauty Through the Ages" on 2GB for a further period. These are 7 minute sessions at 10.30 a.m.

Diamonds Pharmacies, Six Ways, Bondi, have signed with 2GB for further one minute spot announcements.

Smith Sons & Rees Ltd., 30-32 Wentworth Avenue, have linked up with 2GB for a series of one minute ads. commencing February 15.

## PETER DAWSON TO VISIT AUSTRALIA

Peter Dawson talks of visiting Australia again by way of the "sharp end" which is his way of describing Northern Queensland, in time for the Adelaide Centenary in 1936.

Peter Dawson is at this moment on his way to South Africa for an extended tour under the Mackay Brothers of Johannesburg. Talking of the first of the Promenade Concerts given recently at the Queen's Hall, London, Mr. Dawson says that it was Sir Henry Wood's 40th season as founder and, so keen were people to be present that many fainted in the queues which waited twelve hours outside the hall. Sir Henry had just returned from a trip to America where he found no sign of a depression. He was particularly enthusiastic on the wonderful manner in which the American millionaires foster the arts and relates how a Mr. Clark not only subsidised the fine Hollywood orchestra for fifteen years, but also gave it the backing of his boundless energy and enthusiasm. Since his death American millionaires have been lining up in a queue to take his place. Peter Dawson pithily writes his own comment on the above in the following words:

"Can you imagine such a thing happening in England? I can't. Our millionaires are interested in sport, not in music. They will finance a cricket, football or tennis team to go to the Antipodes, but not a music team to go to the Albert Hall." Talking of sport though, Mr. Dawson says: "I saw the massacre of the English Eleven. The tragi-comedy at the Kennington Oval. The Aussie team are to be congratulated on their greatly superior display in every department of the game. The run of luck had been against them in two of the previous Tests and with all the unkind things that have appeared in the press every Englishman is very glad that our boys won."

It is interesting to note that Peter Dawson was broadcast for the first time from Sydney Town Hall when he was associated with Mark Hambourg. Prior to this, this famous artist refused to fall a victim to the lure of the microphone, but 2UW was able to break down this opposition and succeeded in broadcasting the Sydney concerts of the 1931 series and these concerts were put through a network of "B" Class stations. This is the outstanding musical event that has yet been handled by the "B" Class system.

## 10,000 VISITORS

At the end of January Station 2HD logged the ten thousandth visitor to their station.

The book shows that visitors have come from all parts of the Commonwealth, some from England, and some from U.S.A. and Canada.

An extension has been added to the transmitting room, and additional and up-to-date machinery will add volume and fidelity to a transmission which is already very good.

## IN BIG LUMPS

Talking about business in large pieces . . . 2KO is now finalising arrangements to handle 208 sponsored quarter hours, on behalf of LINTAS (AUSTRALIA) LIMITED. This will mean that, for the period of twelve months to June 30th, 1935, 2KO will have handled 326 sponsored Sessions for this firm, every one a feature, besides a bunch of direct announcements.

Incidentally, the whole of these programmes are being relayed from 2GB.

Talking about Relays, 2KO is relaying 29 quarter hour Sessions per week from Sydney Stations. Advertisers are invited to draw their own conclusions.

## B.B.C. COMMENCES 10.15 A.M.

It will be interesting to know how the radio listeners of Australia, and the radio trade in particular, will appreciate the fact that the Australian Broadcasting Commission does not commence any daily broadcasts until 10.15 a.m., which is a rule pertaining in Great Britain, where the B.B.C. commences at that hour.

In the House of Lords, last week Lord Kilmain (Conservative) asked why the British Broadcasting Corporation Stations began at 10.15 a.m. when Continental Stations began at 6 a.m. and 7 a.m.

Doubtless, if the Corporation gave the world's news early in the morning, newspaper owners would lose revenue, but many people thought that there were too many newspapers. Whenever there was an international crisis, papers vied with each other in fanning it into flame.

"Last Summer when the cricket world was agitated by the not very serious question of body-line bowling, the press took it up with fervour, fanned it into flaming heat and nearly brought about the Australians refusal to continue the test," he added.

Lord Templemore replied that he would direct the Corporation's attention to Lord Kilmain's suggestion.

## Can A.B.C. Start Earlier?

While on the subject, it will be interesting to know if the same Broadcasting Commission could not commence their early morning session at 6 o'clock, in order to give the country people the news at a much earlier time than it is given now. 7 o'clock is all very well for the city workers who have not got to be in their offices until 9 o'clock, but the country people surely deserve a far earlier session than 7 a.m., and the earlier hours of the morning would probably give a better carrying power into country areas.

## 2UE REBROADCASTS RACE DESCRIPTIONS

A feature that is winning the approval of racing enthusiasts is the recording from 2UE at nine o'clock each Wednesday night of the description of the chief races given by Harry Solomons that afternoon. This is for the benefit of listeners who cannot tune-in during the day.

# BROADCASTING—Latest Licence Figures

## Romance of Business Community Sold on Advertising

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

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

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

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

### Watches For All

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

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

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

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

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

### Four Ways of Success

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

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

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

NETT INCREASE, 7,209

Down Only 653

### South Australia's Big Gain

#### NEW SOUTH WALES

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

#### VICTORIA

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

#### QUEENSLAND

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

#### SOUTH AUSTRALIA

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

#### WESTERN AUSTRALIA

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

#### TASMANIA

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

#### COMMONWEALTH

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

#### The above figures include—

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

# BROADCASTING BUSINESS

Vol. I.—No. 22.  
FRIDAY  
1st March, 1935

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

## Decentralisation of Radio Markets

### Country Listeners Increase—Country Stations Grow More Popular

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

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

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

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

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

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

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

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

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

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

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

Wagga licences increased by 159 in the 3 months.

### Victoria

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

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

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

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

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

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

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

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

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

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

### Country Effectiveness

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

(Continued on page 3)

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