

## THE WISHING TREE

As announced some three months ago by Station 2UW, great preparations are being made to replace the famous Wishing Tree in the Sydney Botanical Gardens, by a new and vigorous tree, so that coming generations may derive the same pleasure as our grandparents from the nearly hundred year old tree which is now gradually ending its journey.

Permission has been given by the Government whose property the Gardens are for Farmer's Radio Children's Birthday Club in conjunction with 2UW to take charge of the entire proceedings, and it has been arranged for Lady Hore-Ruthven to plant the tree during the coming Easter holidays. An elaborate ceremony is being arranged which will include the appearance of "Peter Pan"—a ballet of children, a massed chorus of children singing "Trees" and various other appropriate items. In order to defray the expenses, two delightful albums have been prepared with dainty sketches and verses, and signatories to same are asked to contribute a silver coin. There are two of these albums and one may be viewed any day at Farmer's where it is in charge of "Lucille," and the second is kept at 2UW Studios where it may be seen any week day in the Children's Hour. The albums when completed will be placed in a public library as being a chronicle of the life of the city of Sydney during the past hundred years during which time the old Wishing Tree has been the repository of the hopes, romantic and otherwise of each generation as it grew up beneath its branches.

The 2UW Children's Hour is sponsored by Farmer's, the store for Service and Quality in Pitt, Market and George Streets, Sydney.

## VICTORIAN COMMENTS

Several thousands of requests for lucky elephant charms have been received by Rajput of 3KZ. This well known gentleman broadcasts regularly on behalf of Golden Oat Nut (Hecht & Co.) and the suggestions was made that listeners who wrote in could obtain lucky charms similar to the one that was worn by Rajput in very many of his amazing adventures. An interesting fact is that although the broadcast was on only twice weekly there was less than 20 per cent. variation in the amount of mail received every day. Before the elephant can be obtained it is necessary to send the serial numbers of three cartons of the product. Hecht & Co. report that the session has been a most successful one.

Recently statistics applied by 3KZ indicate that in excess of 21,000 letters have been received by the station in six months. This works out at more than 1,000 letters a day. They include the popular football competition, fan letters, letters requesting certain gifts and so on. An analysis of this number indicated that 48.2 per cent. were south of the Yarra and 51.8 per cent. north of the Yarra. As with few exceptions the Yarra divides Melbourne into industrial and non-industrial the analysis rather indicates that the station has a 50-50 class division of its listeners.

Three new afternoon features have been announced by 3DB. "Radio Revelations" are intimate stories of the artists that one hears over the air. The Ormady Orchestra Saloon Group will be featuring "Easy to Listen To" music every Tuesday afternoon, while on Thursday Sylvester John will spend a half hour among the records giving bright informal talks about the music that is played.

Latest Licence  
FiguresDecember, 1934, and January,  
1935

NEW SOUTH WALES		
	December	January
New Issues	4,727	5,160
Renewals	13,934	14,729
Cancellations	1,384	2,261
Monthly Total	262,988	265,887
Nett Increase	3,343	2,899
Population Ratio	9.97	10.08

VICTORIA		
	December	January
New Issues	3,273	2,974
Renewals	12,788	11,537
Cancellations	1,808	2,349
Monthly Total	227,135	227,760
Nett Increase	1,465	625
Population Ratio	12.33	12.41

QUEENSLAND		
	December	January
New Issues	1,266	1,441
Renewals	2,688	3,364
Cancellations	392	305
Monthly Total	62,721	63,857
Nett Increase	874	1,136
Population Ratio	6.54	6.65

SOUTH AUSTRALIA		
	December	January
New Issues	1,217	1,128
Renewals	3,754	3,735
Cancellations	328	433
Monthly Total	72,476	73,171
Nett Increase	889	695
Population Ratio	12.31	12.43

WESTERN AUSTRALIA		
	December	January
New Issues	855	660
Renewals	1,745	1,886
Cancellations	337	73
Monthly Total	37,417	38,004
Nett Increase	518	587
Population Ratio	8.46	8.59

TASMANIA		
	December	January
New Issues	423	483
Renewals	795	1,067
Cancellations	303	294
Monthly Total	18,897	19,086
Nett Increase	120	189
Population Ratio	8.29	8.38

COMMONWEALTH		
	December	January
New Issues	11,761	11,846
Renewals	35,704	36,318
Cancellations	4,552	5,715
Monthly Total	681,634	687,765
Nett Increase	7,209	6,131
Population Ratio	10.19	10.28
The above figures include—		
Total Free Licences to the Blind	1,519	1,500
Total Paid Experimental Licences	1,259	1,262

## SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

**Broadcasting  
Business**

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

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

TRADING NAME .....

ADDRESS..... Phone.....

# BROADCASTING BUSINESS

Vol. 1. No. 25

FRIDAY

MARCH 22, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

## Federal Labor Party Turned Down Broadcast Advertising Tax General Secretary Replies

ROLFE'S FLYING  
SQUADRON

Rolfe's "T Spoon T" has inaugurated Rolfe's Flying Squadron from 3AW. The session which will be dealing with aviation in general will encourage the making and flying of model aeroplanes.

It will be commercialised by asking the children to send in a label from a packet of Rolfe's tea, join the club and get the first diagram. The model will then be described over the air taken in stages so that children can make it. When completed a prize will be given for the best manufactured plane which will be taken out and flown. There will also be another prize for the best flight.

At this stage a more advanced model will be taken on. The children send in a label, get the plan and the same routine is followed.

Later it is anticipated getting a badge called the Flying Squadron. The children will send in five or six labels to get the badge.

Another idea for the commercialisation of the scheme is that children save up T Spoon T labels and exchange them for parts of the model aeroplane which Rolfe's will purchase and distribute at their city showrooms.

At the Annual Conference of the Federal Labour Party last month, in Sydney, the resolution submitted by the Kensington Branch embodying a proposal to tax broadcast advertising, was submitted for discussion.

In our issue of March 8th we published details of this matter, and stated that it was understood the Executive would meet within the next week or two, and that action would be taken to have the matter dropped.

A letter has been received from Mr. W. R. Colbourne, General Secretary of the N.S.W. Branch of the Australian Labor Party, as follows:

"Dear Sir,  
In your issue of "Broadcasting Business," dated 8th March, there appears an article headed "Federal Labor Party Proposes Tax on Broadcast Advertising."

As this article is likely to create a wrong impression as to the real policy of the party concerning the matter under discussion, I would be obliged if you would publish the following facts in reply:—

(1) The resolution to Tax Broadcast Advertising was placed on the Annual Conference Agenda by the Kensington branch. This branch in accordance with the rules has a right to place any resolution on the Agenda Paper even though such resolution is diametrically opposed to the platform of the party.

(2) The Annual Conference meets to discuss resolutions from the branches and to discuss matters of policy, also deletions, additions or amendments to the platform. The recent conference did discuss the question of taxing Broadcast

Advertising and decided to refer the matter to the State Executive. The State Executive has turned the proposal down.

(3) The effect of the State Executive decision is that the Federal Labor Party does not propose to tax Broadcast Advertising, which means that your article of March 8th was both premature and misleading.

"Trusting that you will give this reply the same publicity as your article of March 8th.

Sgd. W. R. COLBOURNE,  
General Secretary."

(We definitely disagree with Mr. Colbourne that the matter published in our issue of March 8th, was premature or misleading. Mr. Colbourne admits in paragraph 1 of his letter that the Kensington branch brought this matter up. He admits in paragraph 2 that the matter was discussed at the Conference and was referred to the State Executive, and the only additional information he gives is that the State Executive has turned the proposal down—which was what we predicted in our article of March 8th.

If it had not been for the action taken by Dr. Du Maurier, who is a well known user of broadcast advertising, it might be in order to say that there was a possibility of this resolution by the Kensington branch being passed. The fact that a lengthy debate took place at the Executive on the 14th inst., shows that it must have had a fair support. The Executive of the Australian Labor Party is to be congratulated on their foresight in defeating such a ridiculous proposition—Ed.)

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# A New Dimension in RADIO

## "The Count of Monte Cristo" Makes Radio History

WITH the coming of the "Count of Monte Cristo," the Australian radio public will hear what is beyond question the greatest radio drama yet produced in any part of the world.

The production of the "Count of Monte Cristo" has been attended with a lavishness never before attempted in radio entertainment. Faced with the problem of dramatising one of the world's greatest classics of adventure and romance, the producers discarded accepted methods and turned to Hollywood employing all the scientific resources of modern sound picture production.

Thus the "Count of Monte Cristo" is the first transcription to employ a new dimension in radio—what may be non-technically described as "movement" or "distance." This was made possible by the use of "dolly mikes," as used in all sound pictures. Suspended from long flexible rods, the microphones literally follow the players, permitting far greater fidelity of sound reproduction. In addition, special arrangements were made to produce the hundreds of new sound effects which have amazed radio critics, and in this respect the "Count of Monte Cristo" sets a standard of technique unlikely to be surpassed for many years. So true is the production that the most delicate sounds are conveyed with amazing realism, while the many colourful action and crowd scenes evidence a new artistry and restraint, rightfully employed as the background and atmosphere of the scenes, yet never dominating or obtrusive.

All the colour, the romance, the action of Dumas' immortal classic have been captured with graphic realism.

### Excellent Sound Effects

In the opening scene the varied sounds of shipboard activity, the wash of the water and the whole atmosphere of the scene on board the "PHARAON" are magnificently portrayed, and throughout the entire production the same high standard is maintained.

Hollywood also supplied most of the huge cast of eighty three principal characters and 2,000 supporting players. The cast is headed by Walter White, Hollywood motion picture actor and producer

who plays the leading role of Edmond Dantes (Count of Monte Cristo) and who gives a superb and masterly characterisation.

DANGLARS and DE VILLEFORT, arch villains and plotters, are played by C. Y. KENDALL and HANLEY STAFFORD respectively. The latter particularly is familiar to all Australian picture-goers as one of the leading American character actors with a splendid voice. As the King's prosecutor in the "Count of Monte Cristo" he fully maintains that reputation. As the gentle MERCEDES Dantes sweetheart, BETTY WEBB is appealingly sweet. Fernand, love rival of Dantes plays powerfully. Others among this exceptional cast of Hollywood stars are CYRIL ARMBRISTER, as King Louis XVIII; NIGEL DE BRULIER, as the wise and learned ABBE FARIA, DANTES' companion, guide and tutor in the prison, the "CHATEAU D'IF" for many years; VICTOR RODMAN, as DANTES' FATHER; LEWIS MORRISON, as BARON NORTIER, FATHER OF DE VILLEFORT; JEAN JOSTYN, as the smuggler captain; and many other well known artists.

Nearly two thousand supers were used as supporting players to complete easily the greatest cast ever assembled in the history of radio production.

## Sifting the Static

OH, quiet, QUIET! for goodness sake. Can't you hear me tuning in 2TM Tamworth.

Whew-ee-ee . . . . . orrr Crack . . . Ah got it!

Eric Coates' "London Bridge" March is the introduction to A.G.E. session "Nothing but the truth." The announcer has a good delivery and a fine vibrant voice.

The well known exchange of badinage between a man and woman are very well handled. There seems to be no reason why such a session should present difficulties to a country station, and as the presumption is that local talent has been drawn upon, the performance indicates that the "air instinct" is as latently strong in the country areas as it is in the metropolis.

The quality of reproduction is excellent, even judged by Sydney standards, the transmission coming through with admirable clarity at quite remarkable strength.

2TM is setting a high standard of entertainment and its standard is one in every way comparable with the best B class conceptions of radio.

The modern evening pastime of "sifting the static" for country and interstate stations is made more enjoyable by such stations as 2TM. This undoubtedly is the finest country station we have heard.

March 22nd, 1935

## "KLEENBATH" SUCCESS FROM 3AW

THE announcement that the "Kleenbath" people are sponsoring for 3AW the serial "The Stonehill Prison Mystery," is a tribute both to the progressive policy of "Kleenbath" (Vic.) and to 3AW.

Believing that radio would aid him in the better merchandising of his product the Victorian representative of the "Kleenbath" company, Mr. C. S. Marks signed up with 3AW for a series of broadcasts in the Children's Session. In specially written copy which included playlets, etc. "Kleenbath" publicity was incorporated. The sales began to rise and encouraged by the success of this small session the contract was extended to five nights weekly still in the Children's Session.

Stunts are featured, one of the latest being a children's party to the Zoo on Saturday, March 23. Nancy Lee, Sniffer, Nicky and Ron from 3AW Chatterbox Corner have arranged to lead the party. All that is required is that labels from "Kleenbath" be exchanged for children's tickets (one leaflet for 3 tickets). An adult ticket can be obtained in exchange for one leaflet which admits them at half price.

The latest stunt is the sponsorship of the "Stonehill Prison Mystery," a thrilling transcription. Briefly the story deals with the mystery surrounding the murder of a prisoner in the Stonehill Prison. The serial will run for 3 nights a week, Monday, Tuesday and Wednesday, for a quarter hour at 9.15, but the last two episodes will not be broadcast when expected. Instead of that listeners will be encouraged to suggest the solution of the mystery. After a lapse of a few days the last broadcast will take place and the listener's solution nearest to that of the transcription will be adjudged the winner. A fifteen guine, canteen of cutlery presented by Beville's, China and Crystal Specialists of Bourke Street, Melbourne, will be awarded to the winner. Two guineas will be given to the grocer who sells the tin of "Kleenbath" containing the coupon by which the winning entry form was obtained.

The whole campaign has been marked by a series of successes. Stunt has followed stunt, the sales of "Kleenbath" rising in harmony with the effort being put behind the publicity. The campaign indicates just what can be done with radio—particularly in the Children's Session.

## MR. D. WHITE On Visit to Sydney

Mr. D. White, Secretary of Station 6AM, Perth, is at present visiting Sydney. Mr. White is on a business journey to the Station's local representation and will be in Sydney for only a short stay.

March 22nd, 1935

# Breaking Down the Frontiers with Radio

Disarmament . . . re-armament—peace or war — depression — prosperity — what does the future hold?

THE sturdy middle class of all countries, traditionally the backbone of their respective nations, are vastly exercised in mind by a seething welter of questions, political, economic and spiritual, and to these questions, or most of them, there are no satisfying answers.

Every evening Mr. Middle Class escapes for a while from the worries of the day, when he tunes in to music, thought, rhythm, drama—any of the anodynes provided by this newest of entertainments. For the time being, he relaxes his mental vigilance. He wants to believe what he hears. He has ceased to be a sceptic and cynic and his mind is open to receive impressions.

Mr. Middle Class, whether he live in Australia or America, Spain or Syria, Germany or Greece, Ireland or Italy, is very much the same kind of man.

### No Limitations

As he listens to his radio he is envisaging the outlooks of people at a distance. Broadcasting knows no geographic limitations, in theory, at any rate, and the 50 miles effective radius of to-day will be lengthened to 500 to-morrow.

Travel has been regarded as a leveller of prejudice, but its importance is as nothing in comparison with radio. The time may come, WILL come, when the interchange of thought between races, made possible by the widespread broadcasting of national aspirations, ideals and attitudes by radio, will break down frontiers, eradicate parochialism and do something tangible in the direction of bringing about true unity among discordant nations.

Mr. Middle Class cannot fail to realise, when he listens to the words of his prototypes in other countries, that he is listening to other human beings, with hopes and fears, loves and hates, ideals and weaknesses—in a word—MEN.

But the sociological importance of radio is the ultimate form of its extraordinary utility. For the moment we are concerned with its possibilities within the narrower limits of our own countries, and towns.

Radio as an educational factor is too obvious to need emphasis. As a means of disseminating propaganda it is without a rival. Political or commercial messages become vibrant with reality when they are given over the air by an announcer who is able to invest them with meaning.

### Relatively Unknown

It is astonishing, in view of these facts, almost obvious enough to be trite, that so little, comparatively is known by commercial men, of the radio field and its potentialities.

The manufacturer seeking a market and the retailer looking for customers have a common problem—the frontier guard of public indifference. Surprisingly enough, ordinary instinct is against buying. Only a very small percentage of sales occur because the buyer reasoned out his desire for the article purchased. His mind was prepared by a good deal of commercial sophistry. If he buys a car for instance, he has a dozen reasons, apart from a simple desire for the purchase. So through the gamut of purchases made to surround ourselves with the supposed necessities of this complicated existence.

No matter how deplorable this situation may be in its fundamental implications, certain facts remain clear. Man requires, or imagines he requires, a vast array of goods. His instinct is to avoid their purchase. He desires to be persuaded. He has a period of mental relaxation when he welcomes persuasion.

These reflections point to radio as the only perfectly designed medium for meeting all the aspects of such a situation. Radio is persuasive. It requires no effort from the listener. It has vitality and a reality impossible to achieve by any other means.

The business man who reads these words will do well to remember that not everybody reads a newspaper. In an average household, the printed advertisement may be seen by parents and missed by children. Even if seen it is a matter for conjecture how deeply it impresses, except in special cases. But radio, on the other hand, is heard by an entire family, and, if the message is good enough, it will affect the entire family. It will pass the frontier of indifference, and if your sales story is not a story for the uplift of humanity it can at any rate be an effective aid to the uplift of sales.

## 2HD ADS REACH NEWCASTLE AND THE COALFIELDS

The richest market outside the Metropolis. Write Box 123 Newcastle and get on the air with 2HD.

Phone - - - War. 487

Sydney Office:

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

## F. W. Thring Leases 3XY

### New Company Takes Long Lease of Rights

THE Managing Director of Efftee Attractions (Mr. F. W. Thring) announced last week that a new company, of which he was managing director, had taken a long lease of the operating rights of the additional B class station, for which a licence had been granted and is to be issued to 3XY Pty. Ltd.

Mr. Thring said that studios would be erected at the Princess Theatre building at a cost of about £15,000 including plant. He expected it would be in operation within three months.

All Efftee's players, including 20 artists now on the way from England for the "Crazy" Revue, would sign for broadcast as well as other work.

A short time ago a registration was gazetted as follows: Efftee Broadcasters Pty. Ltd., Melbourne, Advertising experts etc.—Capital, £15,000 in £1 shares. Names in memorandum, Kathleen McCuskey—one share, Victor George Henry Harrison—one share. Directors—Francis William Thring and Arthur Phillips.

3XY has been allotted a frequency of 1,420 k.c. from September 1. If the station comes on the air prior to that date it will be given a provisional frequency.

## ALLENS ON THE AIR

The Manufacturers of the ALLEN'S STEAM-ROLLERS—the popular sweet—are once again on the air at Station 2HD Newcastle. This firm will be remembered as one of the sponsors who enabled the Test Match Broadcasts to be secured by the Commercial Stations—2HD was the only Station in New South Wales outside the metropolis that carried the Test broadcasts and the sponsor was so satisfied with the results in Newcastle and district, that when this firm had a new line of sweets to place on the market, they immediately enlisted the services of 2HD to advertise it.

## A BETTER STANDARD OF PLAYS

Critical consideration of radio play presentations has shown the B class station as falling short of the standard set by A class stations.

It is pleasing, for that reason, to hear a play so well presented as was "Red Ensign" from 2UE on 17th March. The presentation was not sponsored by an advertiser, so that the engagement of capable artists by the station is an indication of a willingness to raise their standard at a direct cost to themselves. The atmosphere of the ship yards was splendidly achieved by sound effects, very well handled, while the histrionic abilities of the cast were all that could be desired.

# The Responsibility of the Children's Session

## New and Better Subjects Required to Solve the Problem

**T**HE tremendous influence that is being exercised on the minds of the young generation, particularly the smaller children, through the various children's sessions that are broadcast from almost every station, both commercial and national, brings up for review whether the existing programmes are performing a right function.

According to Mrs. Gruenberg, a Director of the Child Study Association of America, and a lecturer in parent education of the Teachers' College at Columbia University, the school and the home do not between them maintain exclusive control over the education of children. Parents and teachers sometimes forget that other forces, coming from outside this somewhat limited horizon, affect children's lives just as powerfully. One of the most potent of these outside forces is broadcasting. Its social responsibilities and opportunities were clearly stated in the symposium on "Radio for Children," which was held recently in America under the auspices of the Child Study Association.

In one way or another, the symposium speakers all emphasised the gap between broadcasting potentialities and our appreciation and utilisation of them. We have hardly begun for instance to understand this far-reaching influence of the radio upon children's lives. Its social responsibility is immeasurable, because it affects all kinds of children in all kinds of homes; it reaches not only the "Radio fans" or habitual listeners, but the whole community of children. For to children, public opinion is what "the other kids" do and say. And when the "other kids" are thinking and talking in terms of radio heroes and breath-taking adventures upon the air, no parent can expect his own children to remain indifferent.

### Conflict of Interests

Thus the radio seems to find the parents even more helpless than did the deadwood dicks, the comic papers, the motor car, the pictures, and other earlier invaders of the home, because it cannot be locked out, nor can the children be locked in. Moreover we know, from informal studies made during recent years, that a very large proportion of children between the ages of six and thirteen are habitual listeners and that their sustained interest rises to a peak at about ten to twelve. It is also known that children generally pick as favourites the very programmes, the thriller, the mystery, the slap-stick comedy which their parents as

a whole especially disapprove. The broadcasters are thus faced with the double responsibility of evaluating both the children's interests and their parents' concern.

They cannot ignore parents' objections to radio for children, for these are amply justified. "Murdering the King's English," the exploiting of the child performers, the exaggeration of elemental fears and horrors, the crude overemphasis of sales appeals directed at children—these and other practices are legitimately open to severe criticism.

### Constructive Approach

**B**UT the solution of the problem will not be found if the commercial interests allow themselves either to be thrown into such a panic that they take off the air every programme which is criticised, or to assume that parents are all alarmists, to whom they need pay no attention. A constructive approach demands an evaluation of the fundamental issues. Two of the most important of these are: Why do children respond so early to thrillers and low comedies? What are the radio's potentialities for furnishing higher types of entertainment?

The most crucial problem is probably that of children's interest. It is certainly the problem which is most frequently ignored by those who indiscriminately condemn current programmes for children. Psychological studies as well as the insight of competent observers suggest that the exciting adventure programme which leave the child trembling, yet demanding more, may satisfy some corresponding need within the child, due to his stage of development, the gaps in his experience, or his particular temperament.

### A Real Opportunity

This profound need of children for vicarious experience and adventure of many kinds, not all of which seem "reasonable" to the adult mind, cannot be ignored in any effort to improve the radio. Public indignation over the shortcomings of current broadcasting too often ignores these deeper drives which come from within the child himself. But this offers the radio no excuse for irresponsible exploitation of the child. The radio has a very real opportunity to experiment in the creation of programmes which satisfy the child's legitimate craving for adventure without falling into the errors of taste and emphasis which have called forth such bitter criticism.

This is a challenge which broadcasters cannot afford to ignore. There are,

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indeed, signs that some of the most objectionable features of recent broadcasting are helping to work their own cure. Those who are in touch with both broadcasters and the public believe that the radio audience, including children, is becoming surfeited with this less desirable radio fare, and is now more ready to demand and to enjoy a higher type of entertainment.

### Choice of Programmes

**T**HE variety of good programmes already on the air offers the public a fairly wide choice. If we hear more complaints of the cheap and vulgar than praise of these superior programmes, it may be, at least in part because the public as a whole needs to become more discriminating. The radio has already made some outstanding contributions to the cultural life of our times. The most conspicuous of these have been in the field of music, but many broadcasts of events in the world's news and in the field of sports also indicate a notable advance.

Drama, too, offers almost limitless possibilities. Although little creative work has as yet been done in this field, some of those who are most experienced in radio feel that it is potentially as valuable and effective a dramatic form as is either stage or screen. It is obvious that before this promise can be realised, we shall have to discover a new dramatic technique suited to the radio's unique possibilities and limitations. This demands ingenuity, experiment, and creative ability of a very high order.

But there is no reason why the radio play should not eventually become as stimulating intellectually, and as moving emotionally, as the traditional drama of the theatre. However, to attempt any effort at improving the radio without the assistance of the professional writer and skilled director is likely to be only a waste of time and effort. Those who criticise the current output must remember that radio is still very new and that writers with ability to create, and directors with the experience to conduct really fine programmes are still few and far between.

### Charting the Future

It is too early to estimate with any degree of certainty the effects of this force which was let loose on the world only 14 years ago. Sweeping condemnations of something about which we know so little are still unwarranted. One of the most hopeful aspects of the situation is that those on the inside of radio are the first to admit their youth; they believe that they are still flexible, growing and willing to change. The problem, as they see it, is to experiment, to sift out what works, and to take their lead from what the public—men, women and children—really want.

If radio is to realise its potentialities and avoid its pitfalls, it is not a question of some of us telling the rest of us what should be done; it is a question of all who care giving their thought, their insight, and their sympathy. The commercial interests are as concerned as are parents. The way out is not through a

(Concluded on page 8)

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# HOURS at RANDOM

## Being Observations on Programmes—Tuned in at Odd Times

**S**EVEN o'clock, and with armchair, pipe and contented mind, we tune in to 2CH. Fred Berry has a word for motorists. W.E.K. of Randwick has a problem regarding lubrication. Its a 1926 model (make not disclosed). W.E.K. seems to be in trouble but Mr. Berry offers a triumphant solution. "Shell special ingredient," he says, but whether that was an advertisement or not we are not clear. "What do you know about upper cylinder lubrication?" Candidly, Mr. Berry, quite a bit—but go on, you tell us.

Quite an instructive ten minutes from the mechanically well-informed Fred.

"When the NOO (sic) Moon Shines," a Parlophone recording, is providing a contrast. What naive people Americans are—the words of this song are utter nonsense but . . . Oh Yes, we know what this is about . . . Kleen Bath . . . there, we were right! Shows what repetition does. Cleaning the bath is the wife's responsibility but we know that this product costs 8½d.

"Storms of Childhood," a programme presentation opens with "Three Little Piggies." Seem to have heard this before. Here is "Knights on the Hobby Horse," very ingeniously played on the xylophone. Ah! a selection from "Bluebeard." Offenbach's music is a refreshing contrast.

### Any Old Gold?

Have we any old gold? The Queensland Gold Depot will give us good prices. Yes, but we haven't any old gold, alas!

Now some more music, but the announcer didn't say what it is.

Boom! The gong precedes a stirring burst of melody to introduce John Critchton in a passionate paean of prose about Pond and Pond.

Now to a background of Eric Coates' music, we meet the radio first nighter. Will he approve of anything to-night. So far he hates the weather and red fingernails. He says he's not a normal person (and HOW!).

Heavens, he says "Roberta" is very good! Make a note, we MUST see it. Cyril Ritchard is good, the music is good, the cast is good, everything is good.

The films are not good nor yet bad. He's a malicious chap, but an interesting one. A great pity though that he does not realise the weakness of malice for its own sake, even when it is clever.

The Continental Band is entertaining with an exclusive recording. Delightful little interlude, followed by an advertising announcement for Arnolds.

Now a lady announcer has a word to say on weight reduction and superfluous flesh. The old phrases, but people must believe this type of propaganda. Now she suggests how to get rid of superfluous hair.

More music, very martial in character, by Ray Noble and his orchestra. Mr. Cochrane just told us the name. Nice to hear him on the air. He is such a friendly soul!

Here comes the fourth episode of "Beau Geste" sponsored by the Electricity Department, but this is a pleasure we will defer for it is 8 p.m. and our hour is over.

A delightful hour indeed (we hope the first nighter reads those last words).

## And Now 2KY

**W**HEN one really sits down for an hour and listens in to 2KY and approaches the topic with a really unbiased mind, it is rather easy to see how it is that 2KY has such a large following. There is just something about 2KY's programme that is quite different to other stations. Certainly the announcers are different, but apart from that the music seems to be definitely of a more popular character, and in many cases far more acceptable than some of the other would-be highbrow stations. The running fire of speech given by the announcers relieves the monotony, but at the same time it does also get a bit boresome, yet with those advantages and the disadvantages one cannot help but admit that 2KY has an appeal to a lot of people.

A Heenzo programme on Sunday, 7 to 8 p.m. given by Allen and Donald, enables them at times to put over some good "Hooley." Still, we like "Heenzo," which we thoroughly endorse in regard to colds, and always have a bottle at home, although the junior member of the family pulls a face when having to take it, but the old man can drink Heenzo better than XXX. It was quite obvious that the announcer was reading his advertising talk, he didn't attempt to use any expression in it or to camouflage the fact that he was reading it. Maybe a little forethought in that direction might enable advertising talk to be slightly more effective, although it wasn't bad.

Unlike some other stations 2KY never fails to mention its station call in between items, and always brings in some advertising matter, but of not too lengthy a character. In between those announcements the recordings are well worth listening to. Of course if one wants to adopt a sanctimonious attitude on Sundays then one shouldn't listen in to 2KY, but that doesn't detract from the station. People go to church in the morning, and go out for motor car rides in the afternoon, others go to the beach and so on, everyone has a different way of spending their Sunday and this must be a good break for a lot of people that 2KY does not err too much on the sanctimonious or high brow side. There are plenty of other stations that can do that, and after all "variety is the spice of life."

During the evening, about 8 o'clock, I listened in again to 2KY, and one parti-

cular record the announcer put on, he was quite unable to pronounce the foreign name of, and even the record itself wasn't too hot.

The Globe Trust and Finance Company get a pretty good deal on 2KY, and no doubt they get a lot of business from it as there are quite a lot of people hard up (ain't we all), but at any rate the recorded section of the programme was quite good.

When 2KY came on with the "Aussie and Johnnie" session I wanted to compare it with some of the American recorded broadcasts that have been rather prolific over some of the other stations. Sorry, but I was unable to raise much interest in Aussie and Johnnie, I don't think it was well acted and I'm afraid that the theme was extremely weak. The fact that it was put over by two people and was not an American recorded job is something that appeals, and I hope that 2KY's experience in this direction, will enable them in the near future to put on some real attractive dialogues.

At 8.30, the Grace Bros. uninterrupted programme of music was commenced and from then on one was given an example of some very effective goodwill advertising. You are not worried with Grace Bros.' spectacular offerings of a suite of furniture for about £5 or furnishing three rooms for about £19, you are simply reminded that it is Grace Bros.' programme, and as "you are sure to get it at Grace Bros." any additional advertising talk was more or less superfluous, and certainly not required. The programme was, in my opinion, an excellent advertisement for Grace Bros.

## "NOTHING BUT THE TRUTH"

This is the title of a series of brief interesting anecdotes—educative, informative and amusing—sponsored by Associated General Electric Industries Limited and broadcast bi-weekly from Station 2HD Newcastle.

These are true stories taken from real life, and told with a snap that grips the attention of the listeners. They do not last long enough to become stale. One tells how a bullock shot a man in the jaw, and another is the story of a cat which rolls its own swag every night. Believe it or not, these stories are fascinating and much appreciated.

## Broadcasting Station Rates

This journal is prepared to publish every week any alterations to the rates of station time. If Managers of the Commercial "B" class stations will send in their rate cards we will be pleased to give same our attention.

## Broadcasting Gossip

Early risers are finding the 2UW "Dawn of Day" session at 5.30 a.m. a cheerful beginning to the day. Our homage to the announcers who are fresh and frolicsome at this time in the morning.

John Dunne, of Station 2SM, has followed his brilliantly successful production of "In Town To-night" with another that promises to be a hit. Planned to afford an interlude of rest and meditation, "Soft Lights and Sweet Music," is altogether different to "In Town To-night." It opens at 8.45 p.m. every Monday evening with John singing the beautiful theme song, and then with charming prose and skilfully chosen music he leads listeners in pleasant reveries. Gone now is the dynamic personality of "In Town To-night," instead—"Soft Lights and Sweet Music" is permeated with peace and sympathy that scores of listeners are finding a real help.

Eric Coleman, principal announcer of 2GB is going the right way to achieve Chas. Cousens popularity. Clear unhurried diction and a sincere manner give him a distinctive quality.

A session that is commanding a big audience on 2UE is the Radio Adviser session conducted by Frank Sturge Harty. Listeners are invited to send in their problems, and these are dealt with in a quiet and dignified manner. The fact that the Radio Adviser is finding it hard work to deal with all the correspondence he receives is proof of the popularity of the session.

Hal Percy, who has been identified with 3UZ for some time has now joined the staff as studio manager. It is not anticipated that Mr. Percy will do much actual announcing, but he will be in charge of the feature programmes. His appointment follows that of George English, and this, together with the rebuilding activities, indicates that 3UZ is pursuing a very vigorous policy.

One of the Social Services that Station 2SM renders the community is their Veterinary Surgeon's Session every Monday evening at 6.45 p.m., and it is something that everyone interested in animals should know about. The session not only features special talks on the treatment of particular disorders in animals, but if your pet, or your horse, cow, poultry etc., is sick you are invited to write immediately to "The Vet." in care of 2SM and in his next session on the following Monday evening he will be glad to recommend the best treatment for you to give. The worth of "The Vet's" Session is testified by the number of inquiries and letters of thanks he has received, and many manufacturers of suitable products have found it an excellent medium for their advertisements.

So acceptable were Mr. A. T. Craigie's secret service talks from 3UZ that when he ceased, a large number of ex-soldiers and others wrote to the station relating spy stories. Mr. Craigie has collected sufficient material from these stories to sign up for a new session on behalf of W. C. Craigie & Co., Tailors, of 265 Little Collins Street, from 3UZ.

Shortly Aggie, otherwise C. Agassiz, hopes to announce from 2UE during his Wake Up session, details of a competition with first prize of five pounds. It will be a tie-up with a big grocery firm.

Such progress has been made by the contractors on the 3UZ rebuilding job that the first part of the building—the big studio and the rebuilt control room are expected to be completed within the next four weeks. When completed the "Mine Manager" and "Siberia" will be in the same building. It is understood that members of the staff who are now banished will be given free pardons.

Mr. David Duff, of Melbourne, has been appointed Melbourne representative of station 2UE. He is located at the offices of 3AW, Latrobe Street, Melbourne.

The Melbourne "Star" and 3UZ are co-operating in a "Most Popular Tunes" Competition. Listeners of 3UZ will receive coupons from the "Star" to send in which they consider to be the twelve most popular items. From the various programmes sent in the twelve most popular items will be selected for a special 3UZ programme and the competitor whose entry is nearest this programme will be adjudged the winner. Prizes are £25 first, 10 second, and £5 third and there is a large number of consolation prizes.

A press notice last week indicated that Mr. Frank Hatherley had joined up with Station 2KO. We are informed by Mr. Fairhall, Managing Director of 2KO, that that impression is quite wrong, but that Mr. Hatherley is arranging a community concert in Newcastle on March 26th, and 2KO will broadcast this for one hour. Except as a client, Mr. Hatherley is in no way connected with 2KO.

Cecil and Sally are reappearing on 3DB. These two good folk were well known in connection with Pepsodent toothpaste some two years ago. It is understood that they were taken off in the middle of a transcription. 3DB as a station feature will complete the serial. It is being broadcast at 4.15 p.m. and represents an endeavour on the part of the station to improve its day sessions.

A novel series of dramas is now being broadcast from 3DB, entitled "What would you do?" Each drama ends with

a query. Solutions first rung through by any listener are to be used to complete each play. V.W.B. Products are sponsoring a large number of these dramas.

Sponsored by Goldenia Granuma and Inglis products, the model aeroplane session from 2UW is proving extremely popular. The model aeroplane sessions formerly held at 6.30 will in future be programmed at 5.40 p.m. on Monday, Wednesday and Friday. At the present time a competition is being conducted, and the winner secures free tuition in flying at the Kingsford-Smith Air Services at Mascot.

Sally Ann, who does the kiddies' session from 3DB is away from the station on a fortnight's holiday. Which probably explains why Mr. Merriweather (who with Sally Ann, conducts the shop in the kiddies' session) fell from a ladder and got himself in hospital—for a fortnight—convenient—wasn't it?

After a fortnight in the Healesville district Charlie Taylor, 3DB's publicity manager returns to his desk. He no doubt used his seclusion to good purpose, as when we happened to get him between the light and ourselves we noticed something hesitating on his upper lip. It takes nerve to do that.

A bright show can always be heard from 3AW when snatches are broadcast from the Rolls Revue. This new feature is appreciated by listeners and sponsors alike.

We heard a whisper to the effect that 3AW's evening time is so full that no new sponsor can obtain time in the session during the week except Monday, Friday and Saturday. Even then there are very few periods available. Which says quite a lot for itself.

Twelve special trains were chartered to take Nicky and Tuppy (3AW) enthusiasts to the picnic at Greensborough, arranged by 3AW. It was estimated that 20,000 people would attend. So popular have been these picnics in the past that there has always been a big demand for transport, so 3AW took no risks this time and ordered ample special trains. Which serves to remind us that if any station has made good in its children's session it is 3AW.

Tuppy of 3AW gathered all his enthusiasts together at the Olympic Park last Saturday and a bright and merry programme was carried out. Match races in which participants varied from draught horses to old "crock" motors caused considerable merriment. George Wallace, who assisted Fred Tupper, was at his best.

Ellis Price's dramatisation of Charlotte Bronte's famous novel, "Jane Eyre," is being broadcast from 2UW, 3AW and all Victorian country stations between 8.30 and 9 p.m. every Tuesday. The Atlantic Oil Co. which is sponsoring the session has not stinted publicity. Newspaper advertising, posters and free photo brochures are included in the scheme.

## 2SM'S ST. PATRICK'S DAY PROGRAMME

LAST Sunday being St. Patrick's Day, we thought it might be a good idea to listen to Station 2SM, and hear how they treated their programmes in view of the auspicious occasion. The first opportunity was after lunch, at about 1.30, and having partaken of a rather good Sunday dinner, the Session put over by Uncle Frank, was exceedingly interesting.

In the first place, or probably one should say in the last place, it was a session at which there were no records played, several artists performed before the microphone, or rather we should say rendered some interesting Irish songs. Uncle Frank told a lot of Irish jokes, but all was presented in a manner that was most acceptable.

### Proven Pulling Power

The unique pulling power of a broadcasting station and particularly 2SM was illustrated when Uncle Frank recited the fact that a song was going to be sung, which he had learnt as a boy, apparently at the village Church or Concert Hall. He said that he was unable to obtain the sheet music or find out anything about the composition, but he remembered the tune and the words, so his friend at the piano was able to do quite a good job and the young lady sang the song with very good effect. Uncle Frank pointed out that this song had been taught him by Miss Heyward and he hadn't seen that family for very many years, and he just wondered, as a sort of after-thought whether they were listening in. Twenty minutes later, Uncle Frank announced that he had had a ring on the telephone from Miss Heyward.

That incident struck us as being particularly suited to broadcasting. Very few other mediums, in fact there is no other medium that would bring such instantaneous response, but to think that after, I suppose it would be safe to say thirty or forty years, or at least to be on the safe side, somewhere between twenty and forty, since Uncle Frank learned that song, that within a few minutes of making his announcement he should be able to contact with the very people concerned in this interesting episode. Such an event, must undoubtedly prove that 2SM has a very wide and a large coverage.

During the session, Uncle Frank introduced several advertising sponsors, who would no doubt appeal to listeners because of the manner in which he put over the small amount of advertising talk.

At 9 p.m. we tuned in again to 2SM and listened to John Dunne in his inimitable style putting over some excellent recordings and conducting his St. Patrick's night programme in quite a pleasant manner.

We enjoyed listening to 2SM last Sunday, and while there was nothing very sensational about the programme, at the same time it was considerably better than some other stations, in fact one might even go farther and say that it was an appreciable programme, and I am not Irish.

## Melbourne Sponsorships

Befine Pty. Ltd., c/o Williams McFarlan, 90 Queen Street, Melbourne, have signed with 3KZ for a series of quarter hour sessions in the evening. Renewal.

Parsons Pty. Ltd., 562 Flinders Lane, Melbourne, have renewed their contract with 3KZ for a series of quarter hour sessions in the evening.

R. Wilson of 7 Elizabeth Street, has renewed his contract for series of spot announcements from 3KZ.

Hoyts Theatres Ltd., of 121 Collins Street, Melbourne, have renewed their contract with 3KZ for a lengthy series of half hour sessions.

Geo. Wardrop Pty. Ltd., 197 Elizabeth Street, Melbourne, have renewed their contract with 3KZ for a series of quarter hour sessions.

W. J. Bush & Co., c/o J. Walter Thompson Co., 65 York Street, Sydney, have signed with 3KZ for a long series of four quarter hour sessions a week during the day-time. New business.

Martin & Pleasance (Phosphorine) 180 Collins Street, Melbourne, have signed for a number of spots daily in the breakfast session from 3UZ. Williams McFarlan.

Phoenix Biscuit Company Pty. Ltd., 42 Grosvenor Street, Abbotsford, are returning to 3UZ for a comedy featuring Hans and Orace, every Monday, at 7.30 p.m.

Devon Motors Pty. Ltd., 117 Lonsdale Street, Melbourne, have signed with 3UZ for a number of fifteen minute recorded programmes on behalf of the new Champion Studebaker cars.

Legget's Red Diamond Products, 317 Exhibition Street, Melbourne (spark plugs) will sponsor a description of the motor races at Phillip Island from 3UZ on Eight Hours Day (April 1).

V.W.B. Products (furniture), 12 Swan Street, Richmond, have signed with 3DB for a large number of "What would you do?" dramas. Broadcast every Monday, at 9.30 p.m.

Hoadley's Chocolates Ltd., Coventry Street, South Melbourne, are co-operating with 3DB and a Melbourne photographer for a £300 baby photo competition. The stunt will be worked in connection with the community singing session between midday and 1.30 p.m.

ORDER IT NOW



## RADIO TRADE ANNUAL for 1935

Over 300 pages of vitally important information, sectionalised and conveniently indexed. "Who's who" of the trade, Wholesalers and Manufacturers' Directory, Buyers Guide, Acts and Regulations, Statistical Data, Tariffs, Broadcasting, and a host of other sections including technical information of highest value. Complete and authentic, the Annual is an essential to every member of the trade. Will be ready 1st May, 1935. Make sure of your copy now.

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Please forward post free to the address below ONE (1) copy of the RADIO TRADE ANNUAL for 1935.

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\* All postal notes etc. to be made payable to Australian Radio Publications Ltd., Sydney

### BROADCAST ADVERTISERS

Vincent Chemical Co. has renewed quarter hour sessions once a week and daily spot announcements with 3AW.

Susan Bell Laboratories is sponsoring a quarter hour session from 3AW every Sunday evening. New business.

"Kolynos." In April "Kolynos" will be starting a half hour weekly session with 3AW.

Vibrona Tonic Wine (Potter and Birk) are sponsoring a half hour session every Sunday from 3AW.

Paget's (Shinoleum) have renewed their weekly session from 3AW. They are featuring the Ellis Price players from 2GB.

Melbourne Ferries (Hardings) Pty. Ltd. Princes Bridge, C.I. New business in 3AW's Children's session.

### TENDENCY TO MERGE Newspaper and Radio

That there would be a tendency to merge between newspaper and radio and that news would become more perishable because of quicker communication, was given by Mr. F. H. Goldsmith before the West Australian Institute of Advertising, Perth, recently. Mr. Goldsmith said that there were many possibilities of development in both spheres and also for the merging of each other's interests. The newspaper will continue to act as the daily historian in spite of increased competition from film gazettes and broadcasting; each had its correct sphere and was complementary to newspapers. Radio would give the "spot news" which whetted the appetite for fuller details in newspapers. Television was now very close. Sets were now procurable in England for about £50, which, with mass production, would soon be reduced to £20 or £25, but television would prove no more disturbing than radio. The ethical development would be towards a higher truth element with greater independence and courage. There would be more moderation and less sensationalism, crime stories would be reported more constructionally, free publicity may be curtailed. There would be wonderful improvements in the reception of photographs by wireless and rapid transmission all over the world. The newspaper of to-morrow would probably contain smaller pages; mechanical aids would be greater; it would be better printed and in colour; there would be a greater appreciation of type values.

### RESPONSIBILITY OF THE CHILDREN'S SESSION

(Concluded from page 4)

negative attack or an ill-informed censorship, but rather through working together to discover new and better paths in this uncharted territory.

In America the authorities are attacking this problem with full realisation of their responsibilities and a proposal has been drawn up for the establishment of a clearing house on all matters pertaining to radio for children. The tentative plans for this central agency have been worked out by a committee representing the American Library Association, the Progressive Education Association and the Child Study Association. Such a central agency would offer both the interested public and the broadcasting companies and sponsors a practical means of achieving the co-operation for which they all feel an urgent need.

In Australia the problem loses none of its importance and many people and organisations interested in this all-important subject are endeavouring individually to make a change for the better. At the present time, so far as can be gathered, no organised effort at co-ordination is being made, but it is hoped that publication of this information of what they are doing in America, where commercial broadcasting is so successful, will induce those responsible in Australia to give earnest consideration to the same important question.

### THE VOICE OF THE HOOVER

No, not the ex-President, but the song of a popular vacuum cleaner merchandised by the Newcastle Council Electric Supply and advocast at Station 2HD Newcastle.

This is a musical programme sponsored by the Electric Supply Department, and presented twice weekly. The remarkable response to this programme proves that right advertising placed with the right Station never fails in its appeal.

## Latest Licence Figures

### S.A. Leads in Population Ration NEW SOUTH WALES

	January	February
New Issues	5,160	4,403
Renewals	14,729	14,479
Cancellations	2,261	896
Monthly Total	265,887	269,394
Nett Increase	2,899	3,507
Population Ratio	10.08	10.22

### VICTORIA

New Issues	2,974	2,915
Renewals	11,537	12,541
Cancellations	2,349	919
Monthly Total	227,760	229,756
Nett Increase	625	1,996
Population Ratio	12.41	12.52

### QUEENSLAND

New Issues	1,441	1,314
Renewals	3,364	3,283
Cancellations	305	1,468
Monthly Total	63,857	63,703
Nett decrease	1,136	154
Population Ratio	6.65	6.64

### SOUTH AUSTRALIA

New Issues	1,128	1,129
Renewals	3,735	3,376
Cancellations	433	544
Monthly Total	73,171	73,756
Net Increase	695	585
Population Ratio	12.43	12.53

### WESTERN AUSTRALIA

New Issues	660	675
Renewals	1,886	1,585
Cancellations	73	129
Monthly Total	38,004	38,550
Net Increase	587	546
Population Ratio	8.59	8.71

### TASMANIA

New Issues	483	504
Renewals	1,067	666
Cancellations	294	270
Monthly Total	19,086	19,320
Net Increase	189	234
Population Ratio	8.38	8.48

### COMMONWEALTH

New Issues	11,846	10,940
Renewals	36,318	35,930
Cancellations	5,715	4,226
Monthly Total	687,765	694,479
Net Increase	6,131	6,714
Population Ratio	10.28	10.38

The above figures include—  
Total Free Licences to the Blind 1,500 1,530  
Total Paid Experimental Licences 1,262 1,237

# BROADCASTING BUSINESS

Vol. I—No. 26

FRIDAY

MARCH 29, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

## February Licence Figures Comparison with February 1934

Total Licences—Improved 29.6%

New Issues—Dropped 14.7%

Cancellations Improved—17.9%

Nett Increase Down—14.8%



THE broadcast listeners' licence figures published here in every issue are the best and only authentic testimony of the remarkable growth of broadcasting. Up to the end of last month 694,479 sets were in operation, as compared to 534,887 the same time last year, an increase of 159,592 equal to 29.6 per cent.

The actual monthly figures for February over the whole of Australia were not as good as last year. Last month 10,940 new licences were issued compared to 12,838 in February last year, a drop of 14.7 per cent. One redeeming feature is that cancellations were not so many during last month, being only 4,226 compared to 5,149 in February of last year, an improvement of 17.9 per cent.

Nett monthly increase over the Commonwealth was 6,714 compared to 7,884 for February, 1934, a decline of 14.8 per cent.

### NEW SOUTH WALES

In N.S.W. the new issue position was only slightly down for February, being 4,403 compared to 4,716, down 313 or 6.6 per cent. Cancellations in this State are very satisfactory, being only 896 last month,

compared to 1,822 for the same month last year, an improvement of 103 per cent. The monthly total of 269,394 last month compares most favourably with February of last year, at 204,618 an increase of 31 per cent. The nett increase of 3,507 is better than February, 1934 by 543, equal to 18 per cent., and the population has increased from 7.82 to 10.22 per cent.

### VICTORIA

In VICTORIA the new issues were 3,463 for 1934, and 2,915 for 1935, down 12 per cent. Cancellations showed a most marked drop last month to 919, compared with 2,319 for 1934, an improvement of 152 per cent., showing a greater appreciation of the programmes generally, thus holding their clients. The monthly total of 229,756 last month was better by 41,838, an advance of 22 per cent. The monthly nett increase of 1,996 was an improvement over last year's February, at 1,201, by 795, equal to 66 per cent.

### QUEENSLAND

QUEENSLAND was the only State to show a decrease in the nett figures for last month, as there were 1,468 cancellations against 1,314 new

issues, a decline of 154. Compared to 1934, the new issues for last month were only 1,314 as against 2,327 last year, a decrease of 1,013 or 43 per cent. Cancellations for last month were 1,468 as against 89 for February last year, a drop of 1,381. The population ratio has improved over the past 12 months, from 4.66 to 6.64.

### SOUTH AUSTRALIA

This State has made most remarkable progress, and the population ratio or density of licences is now the highest in the Commonwealth, being 12.53 as against 9.77 in February of last year. New issues for the month are only slightly down by 68, being 1,129 as against 1,197 last year. Cancellations increased from 438 to 544, a difference of 106. The monthly total now reaches 73,756 as compared to 57,322 in February 1934, an increase of 16,434, equal to 28 per cent. The nett increase for last month was 585, compared to 783, a decrease of 198 or 25%.

### WESTERN AUSTRALIA

This State has of late shown marked public appreciation of broadcasting, and the total at the end of last month showed 38,550 as against 26,457 at February 1934, an increase of 12,093, equal to 45 per cent. New issues for last February at 675 were slightly better than last year's figure, at 662, while the cancellations also improved, being 129 last month as against 207 last year. The nett increase of 546 last month also improved on last years' figures of 472, by 75, equal to 15 per cent. and the population ratio improved 2.7 from 6.01 to 8.71 per cent.

(Continued on Next Page)

### SUBSCRIPTION FORM

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