

# Latest Licence Figures

FEBRUARY & MARCH 1935

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The above figures include—		
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Total Paid Experimental Licences	1,237	1,251

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## Latest Record Releases

### Regal-Zonophone

G.22330—"Sweetmeat Joe, The Candy Man," played by The Rhythmic Troubadours, and "You're Nothin' But a Nothin'" (from Walt Disney's Silly Symphony "The Flying Mouse") played by Billy Cotton and His Band.

### Columbia

DO-1343—"One Good Tune Deserves Another," and "I Think I Can" (from film "Brewster's Millions") sung by Jack Buchanan, comedian.

## LONG DISTANCE TELEPHONE

### For Broadcasting Purposes

IN barely a decade the practice of utilising telephone trunk lines for picking up programmes at points remote from the transmitting station and of effecting simultaneous transmissions of programmes by stations located in various parts of the Commonwealth has progressed to such an extent that these features are now almost of hourly occurrence. The first simultaneous broadcast of a really national character involving the use of trunk lines took place about August 1925, when a transmission from Melbourne to Sydney, Brisbane and Adelaide was effected.

Few people realise the enormous demand made on the long distance telephone system of Australia for broadcasting purposes and the following figures are of particular interest in this respect:—

Year ended	Number of transmissions of programmes over Trunk Lines
December, 1932	2,118
December, 1933	3,478
December, 1934	7,679

The aggregate length of lines used for these 7,679 relays exceeded 4,000,000 miles, whilst the time for which telephone trunk line channels were diverted from their normal functions for these relays aggregated 15,000 hours.

47 stations is the greatest number linked together for any simultaneous broadcast in Australia and the length of trunk line used on that occasion totalled 11,000 miles. To link together all stations of the National Broadcasting Service for a simultaneous transmission involves 4,400 miles of trunk line, the capital value of the plant employed approximately £270,000.

Readers will, therefore, appreciate the extent to which the long distance telephone service is bound up with the provision of satisfactory broadcast programmes. There is no doubt that if these inter-connecting lines were not available, many events of outstanding importance or of unusual interest would only reach listeners within the normal range of the station transmitting the particular event.

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# BROADCASTING BUSINESS

Vol. I.—No. 31.

FRIDAY

MAY 3, 1935

Subscription

10/- P.A. Post Free

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## RADIO Must Continue Free

By H. V. Kaltenborn

(Continued from last week's issue of Broadcasting Business)

### Listener Discriminates

THIS may mean cluttering up the air with material that has little value or interest for the average listener but, while he has his choice among a score of stations on his radio dial, this is unimportant. In an imperfect world every system has the defects of its qualities. The 600 broadcasting stations in the United States present much inferior material, cheap advertising and objectionable propaganda, but they also present the world's finest programme material. The listener can tune out the one and tune in the other. Under the European system there is a choice of only one or two national programmes, dominated by a small group of government-controlled or government-influenced appointees. Many of these appointees have the restricted conservative bureaucratic point of view.

Most important is the question of free speech. No system in the world offers a freedom comparable to ours. Almost any individual who has something to say can find some American radio station that will let him say it. He may be a crank, a self-exploiter, a fanatic or a man with a real idea. If he has attracted public interest, some radio station will give him a chance. No Government approval is required.

Certain policies of the Roosevelt administration are being attacked over a dozen radio stations in the United States every day of the week. If the speakers are responsible, they are frequently not required to submit manuscript. Banquet addresses, debates and public meetings are broadcast night after night direct from the scene. Each day the radio audience participates in important discussions of political problems by outstanding authorities.

Nothing like our freedom of discussion on the air prevails anywhere else in the world.

### Loud-Speaker Teaches

FOR the first time in American history the mass of our population, thanks to radio, has become politically literate. The loud speaker has taught women voters to take a keen interest in political problems. Our Government speaks to the people over the air and the people write back and talk back, with the result that we are returning to the town meeting idea which popularised politics in the days of the Founding Fathers. Radio has organised 40,000,000 American voters into a never-ending political meeting, often directed but in no sense controlled by the local State, and Federal units of government. In this meeting Government announces, explains and justifies its policies, while the opposition denounces, questions and challenges.

What a difference between this happy state of affairs, and conditions in countries controlled by dictators. There the government-owned broadcasting stations put forth an unbroken stream of fulsome propaganda to prove that those in power possess the ultimate wisdom of the age. No one may challenge their policies, or their decision. There is no question, no debate. Antagonism—there must be antagonism, since that is inherent in human nature—is directed against neighbouring peoples and their governments. International enmity is fostered thereby, to promote unity at home.

### Radio in Russia

Too much of this naturally defeats itself. In both Russia and Germany, broad-

casting policy has recently been changed to avoid public indifference to broadcast material. For years the Soviet regime used radio almost exclusively for propaganda. Entertainment was incidental and was presented so as to produce some special educational effect. In 1926, the director of the principal Moscow station told me that his radio mail indicated a large, unsatisfied demand for popular music. At that time he was under instructions to restrict his musical offerings to opera and orchestral classics, with only an occasional excursion into Russian folk music.

There were propaganda speeches without end on every phase of Marxism. Even the children were subjected to a bombardment of propaganda they could not possibly understand or assimilate. During my travels about the Soviet Union last summer, I found a decided change. Propaganda had become more subtle and indirect. The great Comintern (Communist International) station in Moscow, which had irritated every government in Europe by its direct advocacy of Communism, was still sending out nightly programmes in English, French, German, Spanish and other languages, but had changed their character. Interesting descriptions of various aspects of life in Soviet Russia under the beneficent Red regime had replaced direct propaganda appeal. Programmes were undoubtedly improved.

(Continued on page 2)

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# Radio Must Continue Free

Continued from Page 1

## More Entertainment

HERE was much more entertainment on all programmes. Popular music now receives considerable attention. Various stations in the provinces have organised special orchestras of native instruments to give their local listeners the particular kind of music with which they are most familiar and which they like best. There are even jazz orchestras as a special concession to what is considered a rather depraved taste.

Almost every station has speech experts who read or tell stories over the air. The children are no longer expected to listen hours on end to expositions of Marxian theory. Instead, there is a fairy-tale hour around bedtime and the good old pre-Revolution fairy tales have regained standing and popularity. Instead of direct Communist teaching, some of the stations present the most interesting editorials from Russian newspapers. These are naturally written by loyal Marxists, but the ideas are often presented in lively and entertaining fashion.

In Germany, people soon got tired of Propaganda Minister Goebbels' attempt to devote the entire radio programme to a glorification of Nazidom. In spite of every effort to advertise radio programmes in the controlled Nazi press, the number of listeners fell off.

## Radio in Germany

IN Germany the postman collects two marks a month from each radio set owner and those who stopped listening stopped paying. The government took warning and changed its broadcast policy. Some of the popular radio stars who had been dismissed were re-engaged. There was less insistence on giving every aspect of the daily programme a propaganda flavour. But the German radio audience still gets more Nazi material than it wants and, of course, not so much as a whisper of dissent from any Nazi idea or policy is permitted from any station in the country.

As a result of this stultifying control over radio and the press, every intelligent German is hungry for real news from the outside world. He tunes in foreign programmes and makes a special effort to get the news broadcasts from other countries. It is not considered good form to listen in on these and tuning in on Russian stations is positively verboten. In order that tattling neighbours may be kept in ignorance, the German radio fan is once more using headphones. During the last year these headphones have come into fairly general use. They are particularly useful in picking up the short-wave news broadcasts sent out by many European countries outside Germany.

## Ours is Best!

Obviously every system of broadcast control and management has some handi-

caps. It is my conclusion, after studying methods used in a half dozen countries, that ours is by far the best. We have a certain number of endowed stations that are doing excellent work in developing class-room and adult education over the air. We could use more such stations, especially if they could be linked together and developed by private endowment. A chain of stations extending across the country, divorced from commercialism, which would present programmes entirely devoted to culture and education, would provide a valuable supplement to the existing radio chains. A decade ago I outlined a programme for such a national radio university. I still hope to see it realised.

Such a chain must not be under Government control, nor should there be any arbitrary reservation of wave lengths for endowed stations. They must justify themselves on the same basis of public convenience, interest and necessity as the commercial stations. If the Federal Communications Commission should ever deny educational stations fair consideration it would not take Congress long to supply the remedy. At present there is no evidence that there has been discrimination against any station which has made even reasonably good use of its facilities.

## Factor in Education

SOME educational stations have dropped by the wayside, in the face of intelligent competition from commercial broadcasters. Many others are still on the air and are doing a better job with every passing year. Their work is supplemented by the commercial stations which have become increasingly hospitable to educational programmes when these are intelligently organised and presented with some sense of radio technique. The excellent radio material presented by the University of Chicago by the American School of the Air, and by the National Advisory Council on Radio in Education show what can be done when leaders in education and radio co-operate.

Trial and error is still the best way of making progress in a new field. We are only beginning to learn how to present material on the air. It would be crippling and restrictive to prevent continuance of free experiment by inviting Government intervention. Let us try to cure the ills we have rather than fly to others that we know not of. The commercialism and sensationalism of a part of our press is the price we pay for a free press. So with radio. There is already a great difference between radio programmes of to-day and yesterday. They have improved even more rapidly than public taste. This wholesome growth is bound to continue if we avoid the dead hand of Government control.

May 3rd, 1935.

## Local Advertisers know their Radio Stations

3HA, serving the Western District of Victoria, has secured 100 per cent. renewals from its local Advertisers.

**3HA**  
HAMILTON

## BROADCASTING GOSSIP

CONGRATULATIONS are no doubt pouring in to Mr. William Hill ("Bill") Victorian Factory Representative for Stromberg-Carlson, on his play entitled "The Twenty-Fifth of April," which was broadcast over the National Network on Anzac Night at 9.25 p.m. The play took exactly 50 minutes and was a remarkably fine effort—the "effects" being particularly good. We listened in—enjoyed it immensely, and now offer our congratulations to the author. Well done, Bill. Let's have some more some time.

Just how many words do you think can be built from the letters in Constantinople? 3DB recently on behalf of Lady Talbot Milk Co., held a competition to determine this interesting fact, and from a field of over ten thousand entries the winner emerged claiming a total of 2,769. Although a few of these were not allowed, he still remained the winner. Entries of 1,500 to 2,000 words were common. The prize was worth £20.

Twenty regular features are now running on 3UZ. Other Melbourne stations are also running regular features, so it is apparent that this type of entertainment is welcomed in the Southern City.

A unique service in broadcasting circles is being inaugurated by Mr. Syd. Tatham, who is installing an independent studio, with recording equipment, in the M.U.I.O.F. Buildings, Sydney. This arrangement, it is understood, will permit of city clients being able to broadcast over a special private land line to various country stations, so obviating the necessity of having to go through an existing city station. Already certain broadcasts have been put over this way, with good results. Further innovations in regard to this service are expected at an early date.

Radio firms are taking to broadcasting more seriously. Healings and Hartleys, two people new to broadcasting, have gone on to 3UZ for lengthy sessions. After all, why not? A very large proportion of sales this year are going to be by replacements, and what better medium for this purpose is there than broadcasting?

May 3rd, 1935.

## Broadcasting Gossip—(Continued)

Mr. R. Lamb, Managing Director of Broken Hill Station 2BH, was in Sydney over the Easter Holidays, and also visited Melbourne very recently. Mr. Lamb finds it very beneficial to pay frequent visits to Adelaide, Melbourne and Sydney, all of which is resulting in increased and very satisfactory business for the ever-growing and popular station 2BH.

Great changes are taking place in the studios of 3UZ Melbourne which are being entirely reconstructed. The new studios, which are most ambitious in design, should be opened between 6 and 8 weeks from now. The builders have now started on the front portion of the building, and Nilsen's shop and 3UZ offices have been moved into the half completed new building in the rear.

Announcing "The Birth of the British Nation" a grand new radio feature, the Vacuum Oil Company utilise the popular station 2GB, to put over this romance of English history every Thursday night at 9.15. A very commendable programme.

"The Count of Monte Cristo" released in Melbourne from 3DB and 3AW is attracting considerable attention among listeners. The transcription (sponsored by Wood's Great Peppermint Cure) is particularly well done, and is one of the best that is running in Melbourne at the present time.

Mr. A. E. Bennett, Managing Director of 2GB, sailed on Wednesday last for America. He has been trying to get away for some weeks, and at last was able to manage it. In his absence Mr. Millar will keep 2GB well on the air.

The Federation of B stations in Melbourne has a good friend in Raymond Dooley, who looks after the secretarial work. Although the secretaryship is vested in G. L. Chilvers, public secretaries, it is the particular pidgeon of R.D. to shepherd the broadcasting people. Not always an easy job, either.

Kellogg's Corn Flakes are trying to get an announcer with the proper accent to put over a bedtime story series for the British children, in a programme to be broadcast from Radio Luxembourg.

Maximum Results  
for Minimum  
Expenditure  
**3AW**

No Matter Who Wins the Elections

**2HD Ads**

will sell your goods

Write Box 123 Newcastle, or Mr. E. A. Wood (BW 2211), c/o A.W.A., 47 York Street, Sydney, N.S.W.

Questions of programmes for English listeners present quite a problem for American merchandisers who are anxious to "crash" the United Kingdom via radio.

Roy Russell, Acting Manager of 3DB, distinguished himself on Anzac Day in his official capacity as checker of the numbers who marched in the parade. We believe his system is so accurate that he and his assistants can tell almost to the very man how many are in the parade before the last members have passed their stand.

Pathe News is going on the air in America as a newsreel sponsored by Emerson (Bromo Seltzer) Company. The Pathe arrangement involves the use of the regular newsreel sound tracks for rebroadcasting on the air.

Dave Worrall, Manager of 3DB, is now in London after having had a very successful trip in U.S.A. He is scheduled to return in about another month.

Radio is expected to supplant the telephone in New York Stock Exchange activities. Recently exchange officials had been testing radio in the matter of transmitting stock quotations from the exchange floor to the quotation room on the 14th floor. Speed that is possible in such transmission by radio during an active market is the principal factor which is expected to sway official decision in favour of the broadcasts, where now such work is done by telephone.

2HD (N.S.W.) is to be congratulated on the way its transmission reaches Melbourne. We were listening to it the other night at a late hour and must say that it was superior to the other and stronger Sydney stations, who were transmitting at the same time. If the rest of 2HD's coverage is as effective as this then it is no wonder they are signing up big business.

Universal Film Company in Hollywood has given the first real recognition by a film Company of broadcasting as an adjunct for the utilisation of its picture talent. Universal has organised an Ether Department to foster a more general use of its artists. This is diametrically the opposite view of the other major companies, except RKO, due to its N.B.C. tie. While other companies professing generally an opposition to the air as a

competing business, and grudgingly allowing its personnel on the air, Universal is plunging into radio on the theory that broadcasting will further the interests of films and keep its contractees before the public beyond the possibilities of films.

Is it J. E. Ridley's car we see regularly parked in front of the "Age" office, Melbourne, where the said gentleman's offices are located? If so, what is his formula for getting the policeman not to look at his watch?

The Columbia Broadcasting System (C.B.S.) is reported to be contemplating the formation of a second network. It is said they have eyes on the Seaboard Hook-up which the American Broadcasting Company is composed of, and to form a nucleus for C.B.S. second network.

The Canadian Radio Commission are contemplating the immediate spending of \$1,000,000 in a construction programme, designed to give complete coast to coast nationalisation of broadcast entertainment. It is anticipated that this will remove current complaints regarding inadequate service and poor reception conditions in certain sections of the Dominion.

Chevrolet in America is launching the most extensive spot campaign yet undertaken by an automobile manufacturer in radio. About 300 stations will be used in the transcription ballyhoo over a stretch of 39 weeks. Platters, each framed for 15 minutes, will be run off at the rate of 3 per week.

Stuart Bridgman, 3AW's Manager, has proved himself to be very facile on the debating platform. In his first appearance in that capacity he banished the other side, and topped the poll in marks. He was on a subject that he knew something about—newspapers. Mr. Bridgman has very successfully brought newspaper methods into play in broadcasting.

The power of broadcasting has made itself felt in the existing election, particularly in N.S.W. The Labour Party were far-seeing, and booked up a very effective radio hook-up quite some time ago, and it is unfortunate for the U.A.P. that they failed to appreciate the growing power of broadcasting. Better luck next time!

THE RADIO AUDIENCE listens to what pleases it regardless of what educators or reformers think good for it, and a programme must please the Listener before it can accomplish any other purpose.

Our staff is highly skilled in programme presentation.

WRITE TO

**2 BH Broken Hill**

We serve the biggest area in N.S.W., including the wealthiest mining district in the world.

**THE LEE MURRAY PLAYERS OF 3AW**

Interest has been aroused by the announcement that the Lee Murray Players have been sponsored by Maize products. This band of players is one of the best groups that is heard on the air in Australia and Maize Products are to be congratulated on securing their services from 3AW. The players from left to right are: Campbell Copelin, Catherine Neill, Lee Murray, Austin Milroy.



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"paid" programmes, the news bulletins are put over so fast that they can be understood only with difficulty, even by Americans! Mr. Hinchin found the un-hurried programmes put over by the B.B.C. in England much more pleasant and soothing.

A new item on Station 2SM's programme is News Flashes. Throughout every evening listeners are given a brief summary of news items as they are flashed through to Sydney, from all over the world. It is an up-to-the-minute service that beats the morning papers, and is made possible by a reciprocal tie-up with the "Labour Daily."

**HISTORICAL PLAYS AT 2HD**

This enterprising Newcastle Station has secured the broadcasting rights for Newcastle of a fine series of dramas based upon actual happenings during the late war. They are known as the Kay Seven Series and have to do with the closing stages of the war when British pluck and perseverance was making its weight felt, and the ingenuity of the Allied Secret Service was bringing discomfiture and disaster to the German machine. Stories of mystery ships, the deciphering of secret codes salvaged from wrecks of German submarines and other thrilling narratives are presented with a dramatic fervour that rekindles all the emotions occasioned by the original occurrence.

These dramas are presented by the 2HD Radio Players each Saturday evening at 9 p.m. This talented company of artists have already made a name for themselves in the district and are always assured of a good audience.

Gordon Massey of the 3AW staff is enjoying a short holiday in Sydney. He plans to look at some of the stations to glean ideas to help him with his programmes.

The B.B.C. Charter will expire at the end of this year, and a Committee, under the chairmanship of Lord Ullswater, has been appointed to consider constitutional control and finance of broadcasting services in Great Britain, and to advise generally on the conditions under which the services, including broadcasting to Empire Television broadcasting, and a system of wireless exchanges should be conducted thereafter.

New data obtained from 125,000 personal interviews with all earlier data on radio set ownership distribution Columbia Broadcasting System (C.B.S.) recently published a booklet showing there were 21,455,799 homes in U.S.A. equipped with radios since January 1st, 1935 or 69.4 of all the homes in the country.

Mr. Don Hinchin, Managing Director of Magnavox Aust. Ltd., who manufacture Loud Speakers, returned last week after a trip to England and America. Mr. Hinchin says that London expects to have a television service over a radius of 25 miles from Crystal Palace commencing October 1st.

A marked contrast exists between broadcasting methods in England and America says Mr. Hinchin. Time on the air is so valuable in U.S.A. that programmes are timed to a second. Although there still exists a fair amount of direct or blatant advertising, there is a definite swing towards the "sponsored" type of programme. As an example of the rapid-fire methods of clearing channels for

# BROADCASTING BUSINESS

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FRIDAY  
MAY 10th, 1935

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

## The Voice of the WESTERN DISTRICT Over Ten Thousand Hours on the Air

WHEN 3HA Hamilton, Victoria, celebrated its third birthday in October last year it had completed 10,000 hours of broadcasting. During this period the percentage of time off the air due to failure in the transmitting equipment was one of the lowest in the records of broadcasting stations.

3HA since its inception has seen a big increase in the number of licences in the Western District of Victoria. Within a 50-mile radius of the station the percentage increase up to June of last year was greater than in any other area in Australia. Whereas the general ratio of licences to 100 of population outside the metropolitan area in Victoria (quarter ending June 30, 1934) was 6.83, that within a 50 miles radius of 3HA was 7.58.

These figures indicate that 3HA broadcasts in an area where one in every three homes has a licensed radio receiver and where the percentage of licenses is considerably greater than that generally existing in other country districts. The population within 100 miles of Hamilton, which area the station adequately serves, exceeds 200,000 people.

Within this area are such towns as Hamilton, Colac, Terang, Mount Gambier (S.A.), Nhill, Horsham, Ararat, Warrnambool, Stawell and other towns of importance. The spending power of this area is particularly high as it is the famous Western District of Victoria with its sheep and dairying and the Wimmera wheat district.

The success of 3HA is attributed to several factors: It is a 300 watt station—the highest power of any commercial station in Victoria, outside the metropolitan area, the type of programme (a large staff of announcers and feature announcers is retained and the best type of entertainment is provided) and the service it gives to its advertisers are most efficient.

3HA offers its sponsors a comprehensive merchandising service comprising free promotional announcements, planning tie-in advertising in other media, conducting contests, advertising programmes in newspapers and on screen slides, local dealer contact with a view to tying up with broadcast features, conducting research into response, to programmes among dealers and making surveys of the listening audience's response, providing facilities for an audience to be present at a sponsor's broadcast and furnishing clients with suggestions as to suitable dealers for new products.

Indicative of the value to sponsors of 3HA is the large sheaf of correspondence in the Manager's Office. A letter from a Hamilton client reads:—"I wish to put on record my appreciation of the service rendered to its clients by your station.

With a business whose ramifications cover a considerable portion of Victoria, as well as the nearer parts of South Australia, I have discovered in 3HA the ideal medium of advertisement. Not only for its wide coverage and popular appeal, but also for the ability of the staff responsible for the composition and announcing of my publicity, I am satisfied that 3HA Hamilton is unique among country broadcasting stations. As from to-day I wish to renew my contract with you.

ANSETT'S MOTOR SERVICE  
(Sgd.) R. ANSETT

When local advertisers make these remarks about a station it is a fair indication of its worthiness.

The Head Office of the Station is at 299 Collins Street, Melbourne, where Mr. J. E. Ridley, the Manager, is at present situated, while the Sydney office is with Mr. J. M. Mundell, "Age" Office, 43 Hunter Street.

**"JANE EYRE" BROCHURE**

Presented with the compliments of the Atlantic Union Oil Co. Ltd., sponsors of the "Jane Eyre" programme now being broadcast over many commercial stations, a brochure is being issued containing the portraits of the two stars now playing in the radio dramatisation of "Jane Eyre." Ellis Price as Edward Rochester, and Barbara Lotherington as Jane Eyre, this souvenir is beautifully executed, and worthy of the reputation of Atlantic Union. It is being given to all listeners who request a copy of the same through listening to the excellent broadcasts sponsored by Atlantic Union.

**MOBIL OIL SPONSORS WONDERFUL PRODUCTION**

The sponsorship by the Vacuum Oil Co., of a session on Thursday nights over 2GB at 9.15 p.m. dealing with The Birth of a Nation, the early history of the British Nation, must afford the large army of listeners great satisfaction.

It is an excellent programme and very well produced. It is certainly worth the half-hour to listen to it, and in fact, one was quite sorry when it ended. That is what one would call good advertising.

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