

# Latest Licence Figures

May and June, 1935

NEW SOUTH WALES		
	May	June
New Issues	5,798	5,768
Renewals	20,141	22,777
Cancellations	2,241	4,523
Monthly Total	277,921	279,166
Net Increase	3,557	1,245
Population Ratio	10.50	10.53
VICTORIA		
New Issues	5,116	4,716
Renewals	18,652	20,482
Cancellations	2,176	4,323
Monthly Total	236,853	237,247
Net Increase	2,940	394
Population Ratio	12.89	12.90
QUEENSLAND		
New Issues	1,955	1,913
Renewals	4,847	5,739
Cancellations	613	1,298
Monthly Total	66,931	67,546
Net Increase	1,342	615
Population Ratio	6.97	7.02
SOUTH AUSTRALIA		
New Issues	1,619	1,661
Renewals	6,244	7,423
Cancellations	627	1,432
Monthly Total	76,286	76,515
Net Increase	992	229
Population Ratio	12.94	12.97
WESTERN AUSTRALIA		
New Issues	1,296	1,298
Renewals	3,242	3,798
Cancellations	614	691
Monthly Total	40,650	41,257
Net Increase	682	607
Population Ratio	9.18	9.29
TASMANIA		
New Issues	671	744
Renewals	1,298	1,683
Cancellations	367	580
Monthly Total	19,957	20,121
Net Increase	304	164
Population Ratio	8.62	8.76
COMMONWEALTH		
New Issues	16,455	16,101
Renewals	54,424	61,901
Cancellations	6,638	12,847
Monthly Total	718,598	721,852
Net Increase	9,817	3,254
Population Ratio	10.71	10.74
The above figures include:		
Total Free Licences to the Blind	1,624	1,636
Total Paid Experimental Licences	1,293	1,320

## QUALITY v. QUANTITY

It is an age old business platitude that "quality is remembered long after price is forgotten," and in no branch of commerce is it more applicable than in the radio business.

Quality of entertainment is the "sine qua non" of any broadcasting organisation, whether a commercial enterprise depending for existence upon its advertising revenue, or whether a Government controlled body with an assured income.

By the quality of their entertainment do the listening public assess the relative merits of Broadcasting Stations, and it is safe to say that from an advertising point of view, five minutes of first-class entertainment can benefit a product far more than a thirty-minute programme of poor or even mediocre quality.

Quantity, therefore, is less important than quality and it was this conclusion that decided S. Hoffnung & Co. Ltd. when embarking on the Transcription business, to concentrate solely on programmes that could fulfil the conditions of being quality entertainment.

The result, therefore, of Mr. Arthur Davis' recent visit to America was that instead of buying up anything and everything of a recorded nature that was offered, a practice by the way only too prevalent when Australian programme buyers get loose in U.S.A., he sifted the wheat from the chaff, and purchased only what was, in his judgment, quality entertainment. Furthermore, he secured options and information concerning programmes of this type not yet produced, and with a representative permanently on the Pacific Coast, together with their own New York Office to give the final O.K., the future offerings of S. Hoffnung & Co. Ltd. will be watched with interest.

## RADIO BUILDS THE FURNITURE INDUSTRY.

Positive proof of the effectiveness of radio broadcast advertising is demonstrated in a full page advertisement which appeared in the "Sunday Sun & Guardian" last Sunday, August 11.

E. G. Glass & Co., in their typically effective style, took a full page, and, along with their various furniture items, featured various announcers.

Mr. Warren Penny, the well known announcer of 2UE was honoured with his photograph, and the readers of the "Sunday Sun" were told that 2UE would give fuller details of a particular suite between 6 and 6.15 p.m. all the coming week.

Then "Goodo" of Station 2KY also was in the picture gallery, and readers were likewise informed that "Goodo" had just inspected E. G. Glass & Company's upholstery factory and would give a complete description of the construction of the above suite, this morning (that was last Sunday morning) between 8.30 and 9 a.m.

BROADCASTING BUSINESS  
August 16th, 1935

## J. Ridley with Country Broadcasting Services

Programme Director and  
Advertising Manager

The appointment last week of a Programme Director and Advertising Manager, was confirmed by Mr. G. H. Anderson, General Manager of Country Broadcasting Services Ltd., and Mr. J. Ridley, late Manager of 3HA Hamilton, is now the occupant of that office.

Mr. Ridley has been associated with broadcasting for many years, and his experience in Hamilton and Melbourne will undoubtedly stand him in great stead in carrying out the important duties of Programme Director and Advertising Manager for the central Western station to be located at Orange and the other one to be located at Narrabri, with headquarters in Sydney.

As from Monday next, August 19, the Sydney head office of the Company will be located at 10 Spring Street, where they have the whole of the tenth floor. Mr. G. H. Anderson, General Manager, will also be located there.

It is the intention of the Company to have one studio in the Commonwealth Bank Buildings, Summer Street, Orange, and the other one in Narrabri.

It is anticipated that Orange 2GX will be on the air on October 31, with 2,000 watts, the station being built by A.W.A.

Tenders are now being called for the Narrabri station, which is expected to be on the air about the end of January.

Still further, Mr. Colibee, the well known aviator announcer of 2UW, had his photograph well to the fore, and readers were told he would give real details about a dining-room setting.

Finally, the cheery, breezy personality, John Dunne of Station 2SM—quite a good looking fellow according to the picture—was promised to listeners as a real treat during his evening session this week, and he would also tell a good story about the Glass products.

Many other instances could be given of how the furniture trade of Sydney have built their business up through broadcasting, coupled with judicious press advertising, and it is very pleasing to see the effective tie-ups that can be arranged between the visible and audible methods of telling the public all about a good thing.

Radio broadcasting is not anticipated to oust newspapers, but a properly organised tie-up between press publicity and broadcasting publicity, thereby reaching the eye and ear of the listener, will and has had marvellous results.

# BROADCASTING BUSINESS

Vol. I—No. 46  
FRIDAY  
23rd AUG., 1935

Subscription:  
10/- p.a. Post Free  
Single Copy 1/-

## Record Issues

### July License Figures Climb

New Issues—18,262

Renewals—70,942

Licenses issued for July—89,304

Cancellations—10,155

In Force at July 31.—729,959

Net Increase for Month—8,107

**T**HE listeners' license figures just released by the Postmaster-General's Department, for July, and published on the last page of this issue, show a very satisfactory increase over the previous month, and, all things considered, compare favourably with the same month in previous years, except 1934 Test Match year, when 31,420 new licenses were issued.

#### Commonwealth Comparisons

During the past five years, 1931-35, the number of new licenses issued in the month of July show—as almost all these figures do—an ever increasing number of homes fitted with radio.

New Issues July	1931—10,229
" "	1932—14,242
" "	1933—17,472
" "	1934—31,470
" "	1935—18,262

The 1934 cricket year, of course, was exceptional, which is only to be expected on account of the intense National interest that the Cricket Tests create. While the difference between July 1933 and 1935 was only 790, it must be appreciated that in that two year period, the total licenses in force throughout the Commonwealth improved by 248,585 to the total of 729,959. This was a 51 per cent. increase in homes, and easily over one million extra people now listen in as compared to two years ago.

#### Population Ratio

This is the real barometer of the public appreciation of radio broadcasting and the growth since 1931 is as follows:—1931—5.10; 1932—5.77; 1933—7.32; 1934—9.34; 1935—10.87.

#### Total Licenses

Along with the population ratio, the growth of total licenses in force at the end of each month are more reliable figures than any Audit Bureau of Circulation can ever give. It shows the actual number of homes who not only paid their 21/- to listen to the broadcasts, but primarily invested in a radio set at an average cost of £25. Here is the story:—

At July, 30, 1931	330,918
" " " 1932	376,759
" " " 1933	481,374
" " " 1934	622,674
" " " 1935	729,959

During those 5 years, the radio fitted homes have more than doubled, actually 120 per cent. increase, and don't forget they were "depression years." Isn't that positive proof of radio popularity?

#### Renewals

A new record was created during July when 89,304 licenses (new and renewals) were issued all over the Commonwealth, which means that the P.M.G.'s Department collected £93,769 for the month, equal to over a million (£1,125,228) per annum.

#### Cancellations

The number of cancellations, or people who failed to renew on due date, amounted to 10,155, which was exceeded during July back in 1931, when 11,280 failed to pay their license. It is interesting to note that last June the figure reached 12,847, so that although the total licenses during June were 81,097, much lower than July, the cancellations for that month were higher. For the past 5 years, in July the cancellation figures were:—1931—11,280; 1932—7,428; 1933—5,575; 1934—7,955 and 1935—10,155.

#### Net Increase

For last month under review, the net increase, after cancellations were deducted and new issues added, was 8,107, which is lower by 3,790 than July of 1933, and, of course, substantially down as compared to last year, when the net gain was 23,515. For the past 5 years, the net increases were:—1931—minus 1,051; 1932—6,814; 1933—11,897; 1934—23,515 and 1935—8,107.

## BROADCASTING BUSINESS

Published Every Friday  
OSWALD F. MINGAY - Editor  
EDITORIAL & PUBLISHING  
OFFICES:

15 Castlereagh St., Sydney, N.S.W.  
G.P.O. Box 3765

Phone: B 7188 (3 lines)  
BRANCH OFFICE:

Care of Mingay Publishing Co.  
422 Little Collins St., Melbourne, Vic.

Phone: M 5438, G.P.O. Box 1774

ANNUAL SUBSCRIPTION:

Post free in Australia 10/- p.a.

Post free in British Empire 12/6 p.a.

Post free, Foreign 15/- p.a.

Telegrams: "B7188 Sydney"

# The National Advertiser and Radio Advertising

By C. Roy Stanley, Secretary  
A.A.N.A.

**R**ADIO, as an advertising medium, is steadily growing in favour with advertisers of branded goods. Where a year or two ago the proportion of National Advertising to Retail Advertising was very small, to-day the former bids fair to be by far the greater users of Radio Advertising.

The reason is not far to seek. Advertisers as a whole are chary about using untried media, and radio, insofar as Australia is concerned, is the latest comer to the Advertising field.

Its early days were mostly experimental—no one knew very much about it or how to make use of it. Radio Stations were erected and thousands of pounds were expended by Advertisers in an attempt to discover its potentialities. Various types of programmes were tried out, from short announcements to sponsored sessions. Results were carefully checked and it was found out that by judicious planning Radio Advertising could be profitably used in creating sales.

To-day Radio Advertising is the main secondary adjunct to a campaign. Perhaps it is not too much to say that it is far ahead of all media excepting newspapers and magazines.

The growth of Radio Advertising has been phenomenal. Stations are "on the air" from early morning until late at night; one Station actually broadcasts over the entire 24 hour period.

All of this is due to the large volume of advertising placed through Radio Stations. It appears, however, that the fringe of the available monies has only been touched, especially amongst National Advertisers. Although quite a large number are present users of the medium, by far the greater proportion have not availed themselves of it. Doubtless, the Radio Stations realise this and are making every effort to sell vacant times to them.

Unfortunately, the method by which the radio advertising business is controlled has not kept pace with its growth. Very few changes have been made since its inception towards the betterment of business relationships between Advertisers, Advertising Agents and Broadcasting Stations. It is time that the radio stations of Australia realised that they are only storing up a lot of trouble for themselves if they do not make some attempt to follow the example of those more experienced in the control of advertising policies and lay down conditions under which radio advertising will be firmly established in the Advertising field.

The question of Advertising Agency relations is an important one. It is necessary that Advertising Agents should be accredited by a central body in a proper manner—that they should subscribe to a set of conditions commensurable to those laid down by the publishers.

For one thing, commissions should be standardised—there should be no avenue through which stations can compete one with the other in the matter of the rate of commissions paid to agents. The commissions should be set down on a basis that will give the agents sufficient inducement to allow them to take care of radio advertising in its proper sphere, and yet be kept on an economic basis.

Unfortunately, radio advertising cannot, at the present time, and perhaps will not for all time, give to Advertisers the same facts that they obtain from publishers.

The number of listeners to any individual station at any given time is a doubtful quantity—no one can say which station has the greatest listening public at any specific time. Attempts have been made to gather as much information as possible regarding popularity of individual stations, but there are no means in existence whereby accurate details can be ascertained.

Researches have been made by both Advertisers and Agents, but all are necessarily based on conditions that prevail at a certain time—conditions that are liable to alter within very short periods—sometimes within 24 hours.

Because of these variable changes and conditions, radio advertising will always be problematical insofar as circulation is concerned. Opinions, of course, based on researches etc., will be continually formed, and it appears that such researches offer the only avenue at present open to assist Advertisers in making their decisions.

It must not be construed that Advertisers look only to circulation for the effectiveness of an advertising medium—far from it. Other factors count as well—factors such as classes of listeners, quality of programmes and the power of the stations. No station, however, can have an appeal to the Advertiser without first of all having a listening public, and it is, therefore, essential that the Advertiser should have as much information as possible concerning the individual station with which he wants to do business.

Realising these facts, it is imperative that the radio stations attack the problem in the correct manner. They should get together and originate plans by which radio advertising can be placed on a proper footing. These plans should have the power to control advertising policies in the same way that the publishers demand that Advertising Agents shall con-

form to a set of conditions under which they operate. Such a method, before it can be effective, must be a co-operative one between radio stations and the Advertisers. It will be welcomed by both Advertisers and Agents, and the Australian Association of National Advertisers will help to the best of its ability to bring such a plan into effect.

## VOIGT of 2KY Pronounces on Television

### Australia's Policy Must Be Reshaped.

Press reports from London are to the effect that Mr. E. R. Voigt, the General Manager of 2KY, Sydney, who is on a world tour, has arrived in London from Germany and Russia, deeply impressed by developments in television which he expects to be operating commercially throughout the world in 5 years.

Mr. Voigt predicts that there will be a big change in Australian broadcasting activities in the next few years, and States of Australia must recast the whole broadcasting policy immediately, as television is certain to cause revolutionary changes in broadcasting which will be entirely replaced, as surely as silent films were replaced by talkies.

He claims to have seen practical television operating in Germany with outstanding efficiency, and suggests that it will necessitate the scrapping of existing transmission and receiving apparatus and replacement, at heavy cost, of Australian commercial stations.

Private manufacturers, he says, already are planning to meet developments (apparently he means overseas.—Ed.)

Mr. Voigt adds that he is convinced that the Australian broadcasting system is superior to that of any nation, and that competition between commercial and Government controlled stations is essential to ensure the best programmes.

Australian stations, however, must increase their power to provide efficient service for widespread listeners, as at present they are lagging far behind Europe in this respect.

He found Russia to be in the forefront of technical aspects of broadcasting, but not in quality of programmes. At present 600 men were erecting a short wave station in Russia, which is expected to lead the world.

Mr. Voigt sails for America on September 4.

## SPEEDO BROADCASTS

Macrea Knitting Mills Ltd., makers of Speedo Swimming suits, will resume radio broadcast activities as soon as the warm weather returns, when they will continue the very popular Beach Forecasts for surfers over 2CH during the morning Session—Monday to Saturday inclusive. This should be a most useful service on the air, as it supplies swimmers with interesting information regarding tides, state of the water, breakers and other necessary data.

## THE AIR THEATRE



# 2HD

NEWCASTLE

DOING THE JOB FOR THE ADVERTISER

2HD, Newcastle's premier station, offers unlimited choice of features for specialised programme presentation. National advertisers have chosen 2HD as the exclusive medium to present . . .

Test Cricket service, 1934 Series.

Racing service (twice weekly).

White Horse Inn (J. C. Williamson's production).

Televisor presentation.

H.M. Grenadier Guards Band.

Madam Muriel Brunskill.

AND NOW . . .

LEO CHERNIAVSKY, Maestro of the violin, together with 70 exclusive weekly features, including "One Man's Family", "Pinto Pete", etc.

Essential departments have been established to enable you to secure maximum results.

### ● Production Dept.

Programmes built and arranged to suit your product, transcriptions, studio dramatised plays.

### ● Merchandising Dept.

Stores and warehouses contacted regularly and reports submitted enabling national advertisers to definitely check results of a broadcast campaign.

### ● Service Dept.

Branch established in Sydney to give clients personal service.

Coverage may be interesting to know but it is audience that makes broadcasting time pay its way. Allow us to Show . . . how YOU can get

250,000

PEOPLE buying your Product  
Your enquiry will receive prompt attention from

E. A. WOOD, 47 York Street  
SYDNEY

PHONE: BW 2211

Melb. Rep.—

A.W.A., Queen St., Melb. Phone F4161

# Atlantic Union signs Cherniavsky

## 26 Weeks over 2UW, 3AW and 2HD

**A**TLANTIC UNION OIL CO LTD., have signed up Leo Cherniavsky, the International violinist, for a period of 26 weeks, to broadcast over radio stations in N.S.W. and Victoria, commencing Sunday, September 1, twice weekly.

It is understood that this is the first time that an International star artist has been sponsored over a long period, and over a chain of stations.

Don't be confused with this claim, as Atlantic Union are quite well aware that various stations and other sponsors have attracted star artists on individual occasions, but they are of the opinion that this is the first time that an International star has been sponsored over such a long period as 26 weeks for which Cherniavsky has been signed up.

It is also interesting to know that as soon as Atlantic Union knew that Cherniavsky was even thinking of coming to Australia, they arranged by cable to book him up for the Atlantic Union sponsorship during the next six months.

### International Violinist will prove Big Draw Card



Atlantic Union feel that in introducing over these three stations—3AW, 2HD and 2UW — such a world-famous artist, they are pioneering a new field in radio entertainment. They have already created a name for themselves in radio broadcasting circles by having sponsored three sustained programmes by Ellis Price, the past six months, over 22 stations in the two States concerned.

Now that "Eugene Aram" is due to go off the air next week, and being absolutely sold on the merits of broadcast advertising, Atlantic Union have, in their wisdom, thought it a good bet to sponsor Leo Cherniavsky.

#### Favourable Reaction

The reaction has already been obtained to broadcasting, and particular proof of this is available in that over 5,000 requests for road maps were received from N.S.W. listeners alone in a period of less than one month. It must be remembered that those road maps are for use of motorists only, and then one must also consider that the average motorist is not very addicted to writing in for road maps, as he would more likely get them at the garage where he obtained his Atlantic Union petrol.

Atlantic Union also believe that in providing entertainment for the large army of listeners, it is necessary to go further than the ordinary stereotype programme, and they consider that Cherniavsky is therefore a good bet.

There was considerable competition in the field for Cherniavsky, but Atlantic Union were determined to have him at almost any cost.

Further proof of the merchandising value of Atlantic Union programmes is that during the past six months, since radio programmes have been on the air,

the demand of the public at garages and service stations for the various Atlantic Union maps, etc., has more than doubled.

#### Not High Brow

One very important fact is not being overlooked by the executives of Atlantic Union in introducing this big artist to the Australian public, and that is, the programme will not be ultra-high-brow, neither will it deal in ultra-classical music all the time. It is intended that the programmes will be absolutely of a popular character, and also will be interspersed with variety items so that one will not get tired of listening to the violin all the time—even though the performer may be a world artist.

All of these aspects are being very carefully considered in the organisation of

this wonderful presentation, which all goes to show that even the big companies who may spend a lot of money in various forms of publicity, are not prepared to just throw away their good cash, but are determined to plan their operations and see that they get full value for every penny that is spent.

To the Atlantic Union Oil Company, all due credit must be given for their enterprise in showing just how effective broadcast advertising can be made, and furthermore, showing to the world at large that they are prepared to back their opinion by entering into such a costly contract with such an International artist as Cherniavsky.

These broadcasts commence Sunday, September 1 at 8.30 p.m.

#### MAORIS AT 2HD

Listeners at Newcastle had an unexpected treat on Tuesday, 13th inst., when the Maori Football Team scheduled to play a Newcastle Rugby team at the Newcastle Sports Ground on the following day, turned up at the Studio at 2HD, where they were accorded a Radio Reception. Mr. Robert Yuill, the Secretary of the local Rugby Union extended a hearty welcome to Newcastle to the visitors and commented favourably upon their fine appearance and beautiful play.

Suitable replies were made by Mr. Kingi Tahiwai and Mr. Bill Wallace, co-managers of the team after which the boys sang songs of their homeland in their native tongue, revealing the fact that they can be as powerful in team work in singing as they are in chasing the ball.

After rendering several beautiful numbers they closed an impromptu programme with a Haka which made the welkin ring, and the microphone tremble. Altogether a very pleasant interlude in the usual programme.

#### 3AW EXPERIMENTS

3AW is making an experiment in Saturday afternoon programmes. From Saturday, August 17 they are discontinuing full commentaries on sporting programmes and include only summaries of the various events in the programmes.

The experiment is being made by the management in the belief that there are numbers of people on Saturday afternoons who do not want to listen to sport and are unable to find any station in Melbourne which is not devoting a large proportion of its time to sporting broadcasts. 3AW it is understood was the first commercial station in Victoria to broadcast commentaries on race meetings.

The new broadcast will be known as the "Mystery Ship" and will star Fred Tupper and a prominent J. C. Williamson cast including Helen Langton, Tommy Jay, George Cowley, Peggy Higgins, Trixie Lyons, Theo Scales, Reginald Stoneham and others.

## Thank You, Atlantic Union Oil Co. Ltd.!

It has been our privilege during the past 26 weeks to act as the key station for your weekly hook-up of 22 Stations in New South Wales and Victoria (representing the largest sustained network in Australia), broadcasting the radio versions by Ellis Price and Company, of such literary masterpieces as

JANE EYRE,  
CAMILLE,  
EUGENE ARAM.

Tangible expression of satisfaction with, and confidence in our service is indicated in your renewal order covering 52 half hours during the next six months, under which contract we shall have the pleasure of transmitting from our ultra-modern studios the bi-weekly recitals of

## Leo Cherniavsky

The World-Famous  
Violinist.

On behalf of broadcasting generally, may we commend your enterprise and foresight in providing listeners, at such enormous expense, with the regular recitals of such an outstanding artist.

# 2UW

On top of the State, at the  
Crossroads of Sydney.

Continuous Entertainment  
24 Hours' Daily

## Atlantic Union Oil Co. Ltd. Presents . . .



Leo  
Cherniavsky

Master  
of the  
VIOLIN

●  
STATIONS

2UW

2HD

3AW

Every Wed. &  
Sun. Evening  
at 8 p.m.

Commencing  
Sept. 1st.

Advertisers will appreciate mentioning this journal in your replies.

AS USUAL  
**3AW**  
IS FIRST CHOICE  
IN  
MELBOURNE  
ATLANTIC UNION OIL CO.  
SPONSORS  
WORLD FAMOUS VIOLINIST  
**LEO. CHERNIAVSKY**  
IN NATIONAL HOOK-UP

Advertisers will appreciate mentioning this journal in your replies.

2UW's signal strength  
in Sydney's Metropolitan Area is greater  
than any other station

**2UW**  
On the air 24 hours  
daily

## BROADCASTING GOSSIP

Winns, with their "4 Big Friendly Stores," put over some good publicity talks prior to the "Honorable Archie" Session every week-day at about 8.20 p.m. Recently they mentioned the line of Precedent radio receivers, and the announcer put over a "cute" one in "Winns and the Winner." In radio circles Precedent is considered quite a first-class job.

Who heard Jack Lumsdaine over 2GB on Friday, 16th at 9.45 p.m., when he put over a session—"A Day in the Life of 2GB"? Jack, in his inimitable style, proved most entertaining, and we certainly got a great laugh out of his imitations of the various characters portrayed on 2GB during the day. Jack Lumsdaine is certainly an excellent entertainer.



## The Symbol of Service

Just as the broadcasting companies render an invaluable service to the community so, also, do Philips render a service to the broadcasting stations which helps them to keep technically up-to-date. There is a Philips transmitting valve for every purpose. Consult Philips on all transmission problems.

PHILIPS — World's Largest Radio Manufacturers

According to Mr. Charles Lloyd Jones over 100 broadcasting stations in U.S.A., are transmitting records featuring Australia as a place for tourists. The only pity is that it was not the whole of the 600 stations that are on the air in U.S.A.

Sponsored by Grace Bros. of Broadway, Sydney, 2UE will present next Sunday night at 9.0 p.m., "Il Trovatore." To condense this really magnificent opera into half an hour and still maintain the important arias and keep the story intact, is a real achievement.

Vocal gems from "The Merry Widow" "Rio Rita," "The Belle of New York" and other well known light operas, now provide a popular interlude from 2UE each Tuesday, Thursday and Saturday at 6.52 p.m. They are presented by the English Light Opera Company, conducted by Dr. Malcolm Sargent, and sponsored by Henderson Hats.

Mr. Michael Stiver — STIVER—Managing Director of Walter J. Thompson, spells his name "STIVER" and not STRIER as was published in last week's issue.

From 2UE at 9.45 p.m. on Sunday, August 18, Mr. Harold Gatty, the world famous Australian airman, who was associated in a round-the-world flight with the late Wiley Post, paid tribute to the latter. The talk was relayed to 3DB and 5AD.

We are indeed sorry to hear of the severe illness which has temporarily taken Mr. (Capt.) Stevens off the air. Radio Station 2UE are organising a testimonial concert for Mr. Stevens, to be held at the Sydney Town Hall, Saturday night, September 28. The entire programme will be presented by his fellow artists,

### A COMPLETE SERVICE

(Programmes for every purpose)

- TRANSCRIPTIONS
- SOUND EFFECTS
- SCRIPTS

Audition Facilities Available

**S. Hoffnung & Co. Ltd.**  
165 Pitt St., Sydney. BW 2921  
and Charlotte St., Brisbane.

by courtesy of all the Sydney B class stations. Prior to 8 o'clock, Mr. Frank Hatherly will conduct community singing, and from then on, artists from 2UE, 2GB, 2SM, 2UW and 2KY will keep things moving. It is pleasing to note such fine co-operation from all stations, in such a good cause.

The Shell Show on Sunday night last, August 18, was a credit to all concerned. Mr. Cave, who led the performance is to be congratulated on the excellent job that he carried out with such credit. The various artists are also worthy of hand-claps, the producers of the show are worthy of bouquets, and the Shell Company are worthy of their share in the sale of more petrol. It was indeed one of the most interesting and entertaining three-quarters of an hour that we have listened to for many a long day.

It is very pleasing to note that the various petrol companies are playing a leading part in presenting excellent features on the air, particularly of the flesh and blood type and are endeavouring to get away from the stereotyped transcriptions that have really become too much of a habit.

A number of 3AW emblems denoting depots for the Women's Association are appearing round Melbourne sports stores. This organisation is becoming so widespread that already several extra staff additions have had to be made to assist Miss Varley.

3UZ scored again when they broadcast from the Brunskill concert in Melbourne Town Hall. Madame Brunskill's glorious contralto voice was enjoyed by many thousands of listeners on that evening, thanks to the enterprise of 3UZ and the sponsors, the "Star" newspaper.

Presenting Programmes that appeal  
is the secret of the pulling power  
of . . .

### 2BH Broken Hill

You can increase the sales of your  
product in this vast and wealthy district.

Write to 2BH Broken Hill for  
particulars.

## Mixing News and Advertisements

### Development of Novel Sponsored Sessions in U.S.A.

(By A. E. Bennett, President,  
Australian Federation of "B"  
Class Stations)

WHILE I found that radio was making progress in America, it was not developing as much as formerly, because so high a standard had been attained previous to my last visit about two years ago, that it was difficult to advance rapidly beyond it. There are several new features in American radio, however, which are as yet unknown in Australia.

The most outstanding innovation is the sponsoring of news services. Previously the dissemination of information concerning local and world happenings had been considered the prerogative of the press, and news items were broadcast as station programme features, by arrangement with the papers, as is the case in Australia today. But during the past year or so, an entirely new complexion has been cast on the situation with the recognition by astute business interests, of the immense advertising possibilities in news sessions. This has resulted in the formation of companies whose object is to supply news sessions and "spots" to radio stations for sponsor advertisers, in competition with the established news broadcasts provided by the papers themselves.

Inevitably, this development stirred up a hornet's nest, and the resultant sting was felt most sharply by the press. With the birth of an organisation aiming at

## 3UZ

MELBOURNE

Desires to announce  
the appointment of  
**MR. A. D. BOURKE**  
as Sydney representative.

Office:  
5 BARRACK STREET  
Phone: - - B 2085

## A NEW ERA in Broadcast Programmes

(EXCLUSIVE BRITISH EMPIRE PROGRAMMES)

In introducing their series of unique British programmes, the Prudential Assurance Co. Ltd. pioneers a new development in Australian radio history—hourly and half-hourly sponsored programmes of the highest standard entirely uninterrupted by advertising announcements.

Embracing the widest scope of radio entertainment, and featuring such outstanding British artists as Claude Hulbert, Anona Winn, Bransby Williams and Reginald Purdell, this unique series of programmes will be heard weekly over a vast national network . . .

OVER STATIONS

2CH, 2GN, 3AW, 3HA, 3BA, 4BC, 5AD, 5PI, 6PR,  
6KG, 7HO, 7UV, 7LA.

Presented by  
THE PRUDENTIAL ASSURANCE CO. LTD.

"covering" all news happenings independently of newspapers, and serving it up hot over the air to the public before the press could transform it into type and paper and distribute it, the newspapers realised that the menace they had long anticipated, had arrived.

The consequent competition between the radio and press interests, in their burning anxiety to be first with the news, has become frantic, and sometimes accuracy has been sacrificed on the altar of speed. The newspapers have resigned themselves to the fact that sponsored news broadcasting has come to stay, and many of them are now offering their news services, individually or in groups, for use in conjunction with advertising announcements.

Conversely, one newspaper proprietary sought to change a seeming disadvantage into a benefit by buying the service supplied by a radio news company.

The principal organisations in U.S.A., formed to provide broadcasting stations with news, are Transradio, International News Service, and a combination of press interests styled United Press. These three supply news services to 311 of the 600 stations in the United States, Transradio, with 250, having the great majority of broadcasting stations as its clients.

Of course, many of these stations use the news services as special programme features exclusive to their respective territories; but the number of sponsored news sessions is gradually increasing, and with the perfection of newsgathering facilities for radio purposes, which will ultimately grow out of experience, the majority of American listeners will hear the latest information about war and rumours of war, the current tragedy and the chief sporting events, presented in conjunction with advertising matter, in much the same proportion as news and advertisements are associated in their daily papers.

## PRUDENTIAL Over 13 Stations

### British Empire Transcriptions

ON Monday night last, August 19, over a chain of 13 stations the Prudential Assurance Co. of Aust. Ltd. released a feature programme which will include a series of British Empire recordings.

The stations to be employed in this huge network extend to all States of the Commonwealth and include 2CH, 2GN, 3AW, 3HA, 3BA, 4BC, 5AD, 5PI, 6PR, 6KG, 7HO, 7UV, 7LA.

The first programme released last Monday ran for one hour and subsequent broadcasts will be on the air for half an hour.

These transcriptions arranged through Country Press Advertising Agency are reported to be excellent recordings with wonderful themes.

In U.S.A. broadcasting has been used by several big insurance companies with marked success. It is also stated by those in a position to judge that this Prudential programme throughout Australia will compare more than favourably with the best insurance programmes ever released in America.

So far as is known this is the first time that long periods of organised commercial programmes have been sponsored by an Australian Insurance Co. and it is to the credit of Prudential Assurance that they have appreciated the value of this British Empire group of transcriptions and are behind the effort to let the Australian public hear a very fine British effort which proves quite a change to the multitude of American transcriptions to which we have been subjected for even too long a time.

## Latest License Figures

JUNE AND JULY, 1935

New South Wales	
	June
New issues	5,768
Renewals	22,777
Cancellations	4,523
Monthly Total	279,166
Nett Increase	1,245
Population Ratio	10.53
Victoria	
	July
New Issues	4,716
Renewals	20,482
Cancellations	4,323
Monthly Total	237,247
Nett Increase	394
Population Ratio	12.90
Queensland	
	July
New Issues	1,913
Renewals	5,739
Cancellations	1,298
Monthly Total	67,546
Nett Increase	615
Population Ratio	7.02
South Australia	
	July
New Issues	1,661
Renewals	7,423
Cancellations	1,432
Monthly Total	76,515
Nett Increase	229
Population Ratio	12.97
Western Australia	
	July
New Issues	1,298
Renewals	3,798
Cancellations	691
Monthly Total	41,257
Nett Increase	607
Population Ratio	9.29
Tasmania	
	July
New Issues	744
Renewals	1,682
Cancellations	580
Monthly Total	20,121
Nett Increase	164
Population Ratio	8.76
Commonwealth	
	July
New Issues	16,101
Renewals	61,901
Cancellations	12,847
Monthly Total	721,852
Nett Increase	3,254
Population Ratio	10.74

The above figures include:—

Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

Printed by F. H. Booth & Son Ltd., 31 Burton Street, Sydney, for the Publisher, Oswald F. Mingay, Woodside Avenue, Lindfield, of Australian Radio Publications Ltd., 15 Castlereagh St., Sydney.

## 2KA (BLUE MOUNTAINS)

### Opens Saturday, September 7th

High Possibilities Ahead of Station On Renowned Mountain Resort

THE recent formation of Radio Katoomba Ltd., with Mr. R. G. Lamb as Managing Director, was brought about after a lot of hard work by that gentleman in association with Mr. H. A. Bowden, who is also a Director of the Company and is probably better known as General Manager of J. C. Williamson Ltd.

2KA will go on the air on Saturday, September 7th. The actual station, a magnificently arranged property, is located two or three miles on the western side of Katoomba in order that any difficulties about congested areas will be avoided.

Two masts, each 100 feet high are being erected on ground that is already 3,450 feet above sea level, and this should put 2KA in a very high position.

The Registered Office of the Company will be located at the Commonwealth Bank Buildings, Katoomba and, of course the City office, where Mr. Lamb is quite often available is located on the 4th Floor of 18 Market Street. Phone MA 4511.

#### Figures Tell Story

A very interesting picture can be visualised by readers in regard to the possible coverage area of the new 2KA station, which will operate on a frequency of 1,160—wavelength 259 metres and a power of 100 watts.

Just a little over 12 months ago 2BH Broken Hill, a commercial station, was put into operation, also under the Managing Directorship of Mr. Lamb, who still controls that Station. When 2BH opened there were 1,395 listeners within five miles of that station. During the twelve months of operation of 2BH the station has, according to Mr. Lamb, made

Mr. David Syme, Managing Director of 3HA Hamilton has sailed for Java where he will spend a few weeks.

Featuradio of Melbourne has often been called upon to record many novel and unusual programmes, but one day last week they had the unusual experience of recording four separate programmes in four different languages. They started off at the Zoo where they made a wax recording of the call of the hyaena. Their next task was a recording of a broadcast of Mr. Lloyd George's speech from Wales.

The phone lines at 3AW and later at the home of the Manager, Mr. Stuart Bridgman were busy on Friday night of last week following the broadcast of dramatised excerpts from Noel Coward's film "The Scoundrel." The dramatisation was broadcast in co-operation with the Capitol Theatre where the picture is running.



Mr. R. G. LAMB,  
Managing Director  
2BH & 2KA

great progress, shown a profit and is very satisfactory in every way. Now the same control opens up 2KA where there are 14,664 licences in the immediate area of Katoomba with a population of 177,127, and 35% of the dwellings are fitted with radio sets.

Taking the area of 50 miles from Katoomba which also brings in portion of the metropolitan area, the figures are 107,283 radio homes which is equivalent to 56% of the homes in that area, a population of 803,047. This all shows that if 2BH can make such good progress as it has done over the past 12 months with a commencement of only 1395 licences, there is every reason to believe that the new Blue Mountains station 2KA with their 14,664 (and a wider coverage even if you take a 25 mile radius bringing in almost Lithgow on the west and very nearly down to Penrith on the East), will be successful.

As a further contribution to the complete coverage of Australian country areas by broadcasting stations this new venture is very welcome.

#### TELEVISION PATENT COMBINE.

Farnsworth (U.S.A.) — Baird (England)—Fernseh (German) Effect Interchange of Patents

An announcement in Philadelphia recently was that the Farnsworth Television Inc., had signed an agreement with Baird Television Ltd., of London, whereby there would be a complete interchange of patents and technic.

The Farnsworth Company has already made a similar agreement with Fernseh, A.G., the German television company, and Fernseh in turn has signed a like agreement with Baird of London. Thus, the three companies have bound themselves together, so that the knowledge and patents of each will be available to the others.

# SPECIAL RATE CARD ISSUE

# BROADCASTING BUSINESS

Vol. 1.—No. 47  
FRIDAY,  
30th AUG., 1935

Subscription:  
10/- p.a. Post Free  
Single Copy 1/-

## EDITORIAL

### RATE CARDS—POLICIES, Etc.

THIS issue of "Broadcasting Business," contains several rate card reproductions inserted as paid advertising space by the stations concerned.

The idea behind this rate card issue was to have in one book all the particulars of as many commercial broadcast stations as possible (that would generally be found on issued rate cards), needed by a radio advertiser and/or his agency.

It is generally agreed by buyers of space that the present system of entirely different rate cards, lack of uniformity in layout, difficulty of comparison, and various sizes, necessitates anything up to 60 different sized cards, all of which prevents ready reference. The easier it is made for a "time" prospect to refer to station particulars and rates, the more apt he is to become a buyer.

The idea is considered excellent by quite a number of stations, and "Broadcasting Business" considers that in time, special rate card issues of this business paper will be looked for and constantly referred to by business executives and agencies throughout Australia.

Unfortunately, some—not all — of the metropolitan stations decided against having their rates included. If they, in their wisdom, do not want their rates on record, then that is their individual affair. They are entitled to, and should, conduct their own business in their own way.

At the same time, opposition from a group of city stations will not prevent "Broadcasting Business" from carrying on the work which we have every reason to believe is appreciated by many readers and stations. Therefore, on consideration of this situation, we decided to publish this rate card issue, as apparently the included stations are running their own business in their own way.

That aspect rather compels us to re-inform readers that this business paper was

originally published (October, 1934) as a supplement to our other weekly trade paper, the "Radio & Electrical Merchant" which is now in its sixth year. Early this year we took "Broadcasting Business" out of the "Merchant" and although very young, placed it on its own feet, where, with the aid of its big brother, it learned to walk. The organisation behind "Broadcasting Business" is Australian Radio Publications Ltd., owned by the Mingay Publishing Company, of which the writer (O. F. Mingay) is the Proprietor. As a publishing house, we are in our sixth year, and now publish 2 weekly business papers, a monthly technical magazine ("Radio Review") and the big book, "Radio Trade Annual" of over 300 pages.

As from to-morrow, August 31, our headquarters will be at Lisgar House, 6th Floor, 30 Carrington Street (same telephone number).

Our staff consists of 6 men and 10 office assistants in Sydney and Melbourne. In the Southern City, the branch office is located on 2nd Floor, Stock Exchange Building, 422 Little Collins Street, Melbourne.

Prior to forming this Company, I was associated with radio trading activities back to 1922. I was Manager of the absolute first commercial "B" station in Australia—old 2BE in Sydney, which operated in Kent Street on 316 metres. Yes—radio has certainly progressed since those days, and it will continue to progress very rapidly. Almost everything—except technical and business fundamentals—has changed for the better, and may it always do so.

That brief recitation of what is behind "Broadcasting Business" brings me to the point regarding the policy of this weekly business paper. It is our belief that "Broadcasting Business" will be of material benefit to all those engaged in the business of commercial broadcasting

throughout Australia. It will endeavour by every consistent means, to advance the legitimate interests of commercial broadcasters. It stands four square for the general improvement of the whole broadcast structure of Australia, so that, with each part of that structure performing its correct service to the huge Australian public who listen daily and nightly to the multitudinous programmes, all interested will be well recompensed in building a bigger and better broadcast service with profit to all concerned.

To the commercial stations should fall the lot of providing entertainment of a clean and wholesome type to the aggregate of three million people who do listen to radio broadcasts. By the very nature of their independence from National license revenue, they are — or should be — in a position to do things that private enterprise can and will always do with much greater alacrity and public acceptance than any broadcast commission controlled by Governments. The remarkable enterprise displayed by the leading and even minor commercial stations is responsible for at least fifty per cent. of the 730,000 licensed sets listened to by the three million already referred to.

It will be a most regrettable day if anything—particularly of a political or Governmental nature—occurs which re-

(Continued on Next Page)

## BROADCASTING BUSINESS

Published Every Friday  
OSWALD F. MINGAY - Editor  
EDITORIAL & PUBLISHING  
OFFICES:

30-32 Carrington St., Sydney, N.S.W.  
G.P.O. Box 3765  
Phone: B 7188 (3 lines)  
BRANCH OFFICE:

Care of Mingay Publishing Co.  
422 Little Collins St., Melbourne, Vic.  
Phone: M 5438, G.P.O. Box 1774

ANNUAL SUBSCRIPTION:  
Post free in Australia ..... 10/- p.a.  
Post free in British Empire 12/6 p.a.  
Post free, Foreign ..... 15/- p.a.  
Telegrams: "B7188 Sydney"