

Latest Licence Figures

FEBRUARY & MARCH
1935

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Total Paid Experimental Licences 1,237 1,251

NEARING COMPLETION

Radio Trade Annual — 1935
Edition

Orders Executed strictly in rotation

PRICE — 5/- POST FREE

BOX 3765 G.P.O., SYDNEY

3HA CONTRACTS SINCE MARCH 1, 1935

Williams the Shoeman Pty. Ltd., 96 Flinders Street, Melbourne: ½-hour daily for a lengthy period during the Breakfast Session. New business.

Atlantic Union Oil Co. Ltd., 396 Collins Street, Melbourne: Relay from 2UW of the serial "Jane Eyre." New business.

Seppelt & Sons Ltd., 581 Collins Street, Melbourne: A lengthy series of quarter-hour sessions.

Leonard Bissell, 273 Collins Street, Melbourne: A series of quarter-hour sessions featuring "Through the Eyes of a World Traveller."

Rinso (Lintas): ½-hour sessions featuring "Nonsense and Melody."

Pear's Furniture Pty. Ltd., Chapel Street, Prahran: A series of quarter-hour sessions featuring "Rambling Through Victoria."

Prudential Assurance Co. Ltd., 422 Collins Street, Melbourne: A series of ½-hour sessions.

Vacuum Oil Co. Ltd., 29 Market Street, Melbourne: A lengthy series of ¼-hour sessions.

W. E. Woods Ltd.: Quarter-hour sessions and announcements.

Laycock, Son & Co., 179 Normanby Road, South Melbourne: A series of ¼-hour sessions.

Miller & Co., 317 Collins Street, Melbourne: A lengthy series of quarter-hour sessions.

Paton & Baldwin's Ltd. (knitting wools), 232 Flinders Lane, Melbourne: A series of announcements.

Clements & Co.: A series of announcements.

Lipton's Tea (Lintas): A series of announcements.

A. G. Healing Ltd., Franklyn Street, Melbourne: A series of announcements (golden-voiced radio).

Fleming & Co. Pty. Ltd. (Creamoata), 422 Collins Street, Melbourne: A series of announcements.

MacRobertson's, Argyle Street, Fitzroy: Time signals.

Kitchen's & Sons (Lintas): A series of announcements (Velvet Soap).

SELLING VACUUM CLEANERS IN CHILDREN'S SESSION

3AW has shown how to sell vacuum cleaners in the Children's Session. Godfrey's, "The Home Supply," who merchandise among other things second-hand vacuum cleaners, went on to 3AW for a short period to try out the children's session. Miss Miller, who arranges the kiddy's session for the Station, worked out some very fine publicity. In their playful moments children tipped all sorts of things over the carpets and the "horse," developed a habit of blowing chaff all over the floor. However, it could all be quickly cleaned up by a vacuum cleaner from Godfrey's. Apparently results came quickly, for when the contract expired it was renewed for a lengthier session. It just shows what can be done with a little originality.

BROADCASTING BUSINESS

April 19th, 1935

FEATURES AT 3HA

Some good features are now running from the Victorian Western District station, 3HA. Among these are the following:

"Diamond Drama" (Vacuum Oil Co. Ltd.), 7.45 to 8.0 p.m., Mondays

"Robin Hood": Shortly to replace the Diamond Drama Series for Vacuum Oil Co.

"The Hamiltons at Home": Amusing incidents in the lives of a typical country home. 7.30 to 7.45 p.m., Mondays, for Wholesalers Ltd.

"A British Album of Familiar Music": 8.45 to 9.0 p.m., Mondays. A truly British programme introducing familiar scenes in "The Old Country."

"Through the Eyes of a World Traveller": Tuesdays, 8.0 to 8.15 p.m. Telling of some of the strangest of customs whose origin dates back hundreds of years. Sponsored by Leonard Bissell, optician.

"Nonsense and Melody": For Rinso, every Tuesday, Thursday and Saturday at 8.15 p.m.

"Jane Eyre": Relayed from 2UW for Atlantic Union Oil Co. 8.30 to 9.0 p.m., Tuesdays.

ELLIS PRICE

And His "Jane Eyre"



Sponsored by Atlantic Union Oil Co., the tremendous success of the "Jane Eyre" presentation from a large number of stations, is doing a fine job, both for broadcasting and for Atlantic Union.

Ellis Price is one of the leading personalities in the radio play world. Having made a study of microphone work, he is putting over a session that will undoubtedly appeal to all listeners, and will be a credit to the stations handling the broadcast, and Atlantic Union who are paying the bill.

You can receive this weekly broadcast paper regularly for a 10/- postal note to Box 3765 G.P.O., Sydney.

BROADCASTING BUSINESS

Vol. 1—No. 30.

FRIDAY

APRIL 26, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

RADIO Must Continue Free

*American System, untrammelled by
Bureaucratic Rules, Excels Broad-
casting in the rest of the World.*

(By H. V. Kaltenborn)

THE most important issue with respect to radio is control. In the United States control is shared by business and Government and there will always be debate on the degree of control to be exercised by each.

In the radio field there is the age-old struggle between Government and liberty and the newer contest between rugged individualism and regimentation. Just now Government is reaching for a little more control. The Federal Communications Commission has been gathering evidence to determine whether the proposed change is justified.

Certain people want the Government to take away broadcast licences from money-making corporations and give them to non-profit-making educational institutions. They have been trying hard to show that unless this is done, education cannot have a fair chance on the air. They point to the larger proportion of educational material presented in England and decry what they call the prostitution of American radio to sordid gain. They do not like advertising on the air.

No Decided Change

TO those who have followed the hearings before the Federal Communications Commission, it is obvious that there will not be any

decided change in the present radio set-up. The evidence presented was conclusive in justifying the present competitive system. The testimony showed that every type of material has its fair chance on the air, that programmes are good and getting better, that most listeners are satisfied and that any change might be harmful rather than helpful.

Those who have compared foreign and American programmes are in general agreement that the latter are superior. Considering the hullabaloo raised by a vociferous minority before the hearings began, there was surprisingly little evidence of prejudice, censorship, venality and unintelligent discrimination on the part of station managers. The broadcasters made a better showing at these hearings than even they had expected.

We may conclude, then, that the American system will remain and that advertising will continue to support broadcasting just as it supports the press. Religion, education, entertainment, political controversy, news, editorial comment will keep their respective places on the air in response to the changing tastes and demands of radio listeners.

American broadcasters will continue to give the people what they want rather than what some little group of serious thinkers says they ought to want.

A Choice of Evils

LET it be conceded that this is not an ideal situation. The British Broadcasting Corporation always tries to give its listeners something a little better than they want in a laudable endeavour to raise the average taste of British listeners. The absence of advertising makes for more continuity in programmes and eliminates that constant business emphasis which is sometimes an intrusion and sometimes an unattractive part of the American radio programme.

But here, as elsewhere in this wicked world, we are confronted with a choice of evils. Someone must pay for broadcasting. If we eliminate the advertiser, we must substitute a Government tax and control. This control can be indirect, as in England, or direct and therefore in violation of every democratic principle.

Many persons who only know the British system of indirect control from a distance applaud it as the best, but my own personal experience with it has not been such as to make me wish to substitute it for ours.

(Continued overleaf.)

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: B7188 (3 lines)

BRANCH OFFICE:

Care of Mingay Publishing Co.

422 Little Collins St., Melbourne, Vic.

Phone: Cent. 2805. 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"

RADIO MUST CONTINUE FREE (Continued from Page 1)

Too Conservative

B RITISH Broadcasting Corporation management is too conservative for my American taste. Programmes lack colour and variety, especially on Sundays, and there is too little experiment and innovation. British expenditures on programme material are small compared with ours, and while the amount spent is no final criterion of programme quality, it is a factor in securing American listeners the services of a hundred outstanding radio stars for every evening of the week.

Moreover, what Donald Richberg recently referred to as "good old competition" has its value in broadcasting as in business. That element is entirely absent abroad. While it is true that listeners in any one country can tune in programmes of several others, language handicaps and distance interfere.

In the United States, every one of 600 stations is continually subjected to the keen test of competitive performance. The general stimulus to enterprise, originality and programme development that results, produces an astonishingly high average of performance from even the smaller stations.

Service to Listeners

N EW ideas in programme structure and arrangement are always being tried out, frequently with happy results. A thousand individual station managers and programme directors are on the lookout for new talent and new ideas. There is a merciless process of elimination of those unable to meet the competitive pace and this makes for an intensive, unremitting drive all along the radio line. It is hard on the broadcasting performers but the listener is served.

Every broadcasting system in Europe is full of inside politics and bureaucratic scheming. The government in power either influences or controls radio programmes. Even the British Broadcasting Corporation makes its every move in the shadow of governmental control. Political opposition, unorthodox views, radical or liberal opinions have little chance to break into the established routine of any government station.

In the United States we have labour stations, socialistic stations, religious stations, business stations, municipal stations, and university stations, broadcasting on a competitive basis. Each one is free to present anything so long as it avoids libel and does not endanger morals. Special interest groups operate broadcasting stations exactly as they print newspapers or magazines for propaganda purposes. And let us remember that propaganda is often educational when it is competitive, when there is complete freedom of speech to reply to someone else's freedom of speech.

(To be continued in next week's issue.)

CLASSICS IN ADVENTURE AT 2HD

Stories of Adventure are old yet ever new. Tales of our youth never die, and even when the hair has turned to silver or the well thatched pate to the semblance of a billiard ball, they still add spice to the sauce of life and zest to its leisure hours.

Who does not recall the thrill that came to them when reading for the first time the wonderful adventures of "The Swiss Family Robinson." This age old story is being broadcast from 2HD Newcastle on Monday, Wednesday and Friday evenings at 6.20 p.m. in dramatised form from 2GB. Produced by George Edwards in his usual efficient manner, the old well known characters are made to live again and intense interest is maintained throughout. The sponsors are Messrs. W. C. Douglass Ltd., manufacturers of Fountain Flour, Breakfast Delight and other W. C. Douglass products.

LATEST RECORD RELEASES

Regal-Zonophone

G.22352—"It's Home" (from film "Marie Galante") and "With Every Breath I Take" (from film "Here is My Heart") both sung by Gerry Fitz Gerald with Orchestra.

G.22346—"I Wait For You" (from film "Evensong") and "The Merry Widow," waltz, song (from film "The Merry Widow") both sung by Gladys Moncrieff soprano, with Gil Dech, and String Quartet.

G.22349—"Blossom Time," Selections Part 1 and Part 2, by the Commodore Grand Orchestra with vocal chorus.

G.22341—"Love Will Find a Way" (from "The Maid of the Mountains") and "Vilia" (from film "The Merry Widow") both sung by Gladys Moncrieff, soprano, with orchestra, conducted by Gil Dech.

G.22343—"Dancing With My Darling" waltz, and "On the Good Ship "Lollipop" (from film "Bright Eyes") played by the Casino Royal Orchestra, with vocal chorus.

G.22342—"An Old Lullaby," Les Allen and Male Trio with The Melody Four, and "I Love You Very Much, Madame," by George Barclay with Archie Alexander and the Prince's Restaurant Orchestra.

Maximum Results
for
Minimum Expenditure

3AW

4BK SECURES SERVICES OF HARRY SUNDERLAND

Since the "Courier Mail" assumed control of 4BK the station has been in the happy position of announcing an increasing number of "radio scoops," but surely there is nothing that could give greater pleasure to the great army of sportsmen throughout Queensland than the news that 4BK has secured the exclusive use of Mr. Harry Sunderland's services as a sporting commentator. Sunderland needs no introduction, his work in every branch of sport, but particularly football, is too well known. Fresh from a two years' trip to America, England and France, Mr. Sunderland has returned to his native shores with an increased prestige as a sporting journalist, administrator and commentator.

Naturally there was keen competition to secure his services, but 4BK was fortunate in winning the day, and has arranged for a comprehensive series of sporting and travel talks to be given by this well known journalist. Commencing early in May, Harry Sunderland will be heard discussing Rugby League football from 4BK every Thursday night at 7. On Saturday night he will give a resume of the athletic events of the afternoon, and later in the evening will describe the main wrestling bout at the Stadium.

Each Sunday night Sunderland will give an intensely interesting travel talk on adventures that have befallen him on his wanderings around the globe, and all those who are familiar with his breezy, informative sporting articles, will know at once that the maximum of entertainment will be crowded into these travel talks. Keep in close touch with the 4BK programmes for the official announcement of the date on which these sporting and travel talks commence.

THE ELECTIONS

Once again the Elections are here and the voice of the candidate is heard throughout the land. There are no more astute members of Society than the Politicians and the fact that they turn en masse to Radio to gain the ears of the people is a striking testimony to the value of that form of advertising as a channel of public approach. No longer does the political wooer address a few hundreds gathered into a local hall and leave it at that. Now he turns to a more effective (and much safer) method of addressing an audience of a million gathered for him by radio.

Nor does this destroy the value of his newspaper campaign; rather it is enhanced, since there is a greater demand for the printed record to supplement the spoken word, that the policy of the speaker may be more closely examined.

It is a significant fact also that State leaders as well as local candidates are all to be heard from 2HD Newcastle, regardless of party.

April 26th, 1935

LOVE HOUR

Sweet Nothings With An Object

A MERICAN programmes, it is well known, are commercial in the sense that wireless is in private hands and that business firms may advertise, says a writer in the London "Time." The desire to please the buying public is extreme; and so it happens that, among other amenities, a public lover is now provided, who pours out the very height and ecstasy of love, not in a general declamatory way, but intimately and softly, so that each listener may easily imagine it is meant for her alone. The deep need for admiration and affection in thus, in part at any rate, allayed; and women with stolid and boorish husbands, or with none, are nevertheless able at the Love Hour to hear the prettiest compliments and the most charming speeches. The feature is accordingly popular, and is the sort of thing that the makers of scents and cosmetics find particularly apt for their purposes, better even than a concert of soft chamber music, when they want to provide a programme which will leave sweet associations behind it.

A new career, that of the wireless lover, has thus been opened to young men whose fluency and warmth might land them in only too many breach of promise actions in real life. The privacy of the home, in which most listening is done, takes away from the effectiveness of many wireless programmes, but it adds to the power of this one, and may have awkward results for American men, whose shortcomings are already freely criticised.

The shy and tongue-tied youth, meditating his proposal, will have horrible qualms lest his performance shall look too crude and flat by the side of the skilled rhapsodies which have just been switched off because he has called with his flowers.

Men have always had an answer when reproached with the obvious fact that the heroes in novels are more eloquent lovers and more finished proposers than the men who actually marry women can claim to be. Novels and their characters, it is said in reply, are deliberate illusion. That, alas, cannot be said about wireless announcers whose practised, soft, seductive tones actually fill the room from which they would themselves be firmly removed. But no one wants a diet of sugar, and happiness could yet be further increased if, in addition to romantic lovers, other possibilities made themselves heard at the microphone.

Women might be less critical, even in the United States, of their actual partners if real boors come grumbling and grouching through the microphone for an hour at the end of the day, cursing an absence of slippers and pipe and book in a style so alarming and unpleasant that the mild remarks of real husbands would lose all their power to exasperate.

SUNSHINE HOURS

From breakfast time to late afternoon women are occupied about the home. They are receptive to suggestions that would lighten their tasks. Reach and sell this large class in Newcastle and Northern Districts through . . .

Station 2HD, Newcastle

For Special Daytime Rates . . .

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

BRUCE ANDERSON FOR 4BC

Mr. Bruce Anderson of 2UW is joining the staff of 4BC, Brisbane, and leaves this week to take up his new position with the Northern Station. A son of Mr. Oswald Anderson, General Manager of Station 2UW, Bruce served his apprenticeship to radio in a very comprehensive manner, for during his several years on the staff of 2UW his work took in the commercial, musical, literary and announcing fields. He was accorded a send-off by his fellow members of the staff at the Pickwick Club last week and was the recipient of a presentation. Bruce Anderson represents the mind of youth in present-day broadcasting and his career with 4BC, Brisbane will be watched with great interest by his many friends in Sydney.

300 PER CENT. INCREASE

At the beginning of the year the **Globe Costume Company** of Newcastle and Maitland signed up an Advertising Contract with Station 2HD Newcastle.

Since then the Newcastle business of this enterprising firm has doubled while their Maitland business has increased by 300 per cent. Who said Radio Advertising doesn't pay?

Given the right Station a radio Ad. is as good an investment as a gold mine—and much safer.



A LUSTY INFANT HEARD FAR and WIDE

INSTANTANEOUS SUCCESS
achieved by the most recent addition
to the "B" Class family.

Brightest Programme in the North . . .
serving 58,000 people every day.

THE TAMWORTH NEWSPAPER OF THE AIR

FIVE ANNOUNCERS: (3 men, 2 women)
City Representative V. A. H. COGHLAN
44 Margaret Street, Sydney. BW 6832
Station Address: Briston Street, Tamworth

BROADCAST SCANDAL

The great popularity of these delightful old scandal-mongers "Mrs. Arris and Mrs. Iggs" in the Newcastle district is a fine testimony to the value of that Athol Tier presentation relayed from 2UW and broadcast from Station 2HD Newcastle.

This excellent programme sponsored by Tooheys Ltd., has been going for nearly 12 months, yet it has lost none of its freshness and is eagerly awaited each night by thousands of listeners in Newcastle and the Coalfields.

That the results are satisfactory to all parties is attested by the longevity of the programme.

BROADCASTER FOR PORT MORESBY

Port Moresby is about to have its own broadcasting station, the equipment having been despatched last week from Sydney by Amalgamated Wireless (Australia) Ltd. Residents of Papua and the Mandated Territory will thus be enabled to hear radio programmes without excessive atmospheric interference. The new station, to be known as 4PM, will be conducted by A.W.A., by which company the plant was designed and manufactured. The transmitter is of the latest high fidelity type and will have a power of 100 watts in the aerial, operating on a wave length of 221 metres. The Moresby Station will be the first broadcaster in the South Pacific Islands.

Effective Service by 3YB

An instance of immediate results for advertising over the Mobile Broadcasting Service, 3YB, is given in what occurred during a recent trip through Gippsland.

Cereal Distributors Pty. Ltd., advertised over 3YB their breakfast food "Malties." In order to give service for the demand they knew would immediately be created, 3YB carried certain stocks with them, and during their broadcast in Gippsland they were called upon to deliver 600 of the 24 oz. packets, of which 69% were sold for cash.

This was straight out advertising, with no inducement such as prizes given for a certain number of packets, or anything of that kind. It was just an instance of effective advertising.

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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.

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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Australian Radio Publications Ltd.,
Box 3765 G.P.O., Sydney
Please forward post free to the address below ONE (1) copy of the RADIO TRADE ANNUAL for 1935.

I enclose
.....* for five (5) shillings
Name.....
Address.....

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

BROADCASTING BUSINESS
April 26th, 1935

BROADCASTING BUSINESS

Vol. I.—No. 31.

FRIDAY

MAY 3, 1935

Subscription

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Single Copy 1/-

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.

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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: B7188 (3 lines)
BRANCH OFFICE:

Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: Cent. 2805. 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"