

Latest Licence Figures

NEW SOUTH WALES

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

VICTORIA

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New Issues	2,974	2,915
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SOUTH AUSTRALIA

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Cancellations	433	544
Monthly Total	73,171	73,756
Net Increase	695	585
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The above figures include—		
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MELBOURNE SPONSORSHIPS

Davis Lacquer Products, 27 Nicholson Street, Abbotsford, N9. Vic., sponsoring "Rainbow and Melody" quarter hour sessions from 3DB once a week.

Wrigley's, commencing on Easter Monday are taking for three evenings a week, a relay from 2GB in the 3DB's Children's Session featuring animal characters.

Preservene Pty. Ltd. (Soap Manufacturers) 59 Stawell Street, Burnley, with Miss Preservene at the piano Mondays and Thursdays at 8 p.m. Quarter hour sessions from 3DB.

Life Savers (Aust.) Ltd., of 369 Gore Street, Fitzroy, have renewed a lengthy contract of scatters from 3KZ.

Colman-Keen (A/sia) Ltd. and Reckitts (O/sea) Ltd., C/o George Patterson, 24 Jamieson Street, Sydney, have signed with 3KZ for a series of scatters. New Business.

A. Gamble, Gamble's Products, 544 Flinders Street, Melbourne, has renewed a contract for a series of scatters from 3KZ.

C. Visbord, Cnr. Swanston & Lonsdale Streets, Melbourne, has signed with 3KZ for a lengthy series of quarter hour sessions on Tuesdays and Saturdays from 1 to 1.15 p.m. New business.

Pioneer Tourist Coaches Pty. Ltd., 15 Queen's Walk, Melbourne, have signed with 3KZ for a series of scatters. New business.

A. J. Veall Pty. Ltd., of 5 Riversdale Road, Camberwell, have signed with 3AK for a series of sponsored sessions on Saturday afternoons.

Laconia Blankets (Laconia Woollen Mills), Normanby Road, South Melbourne, who have been going on to 3UZ during the winters, have renewed their session of quarter hours every Thursday. Paton's.

Metropolitan Gas Co., 196 Flinders Street, Melbourne, are broadcasting two quarter hour sessions weekly from 3UZ. New business.

Qualified Opticians Society, sponsoring "Under the Skull and Crossbones," pirate stories told by Lloyd Jones. Series of quarter hour sessions from 3UZ. A series of scatters has here been converted into a feature.

Viogen (A/sia) Pty. Ltd. (toothpaste) 52 Collins Street, Melbourne, are featuring romances of the theatres, including the histories of famous plays, etc., every Monday at 8.15 p.m. from 3UZ. Renewal.



General Manager Station 2HD

THE VOICE OF SPORT

A VERY real Australian is "a good sport"—hence in building Radio programmes, sport of necessity occupies a very prominent position.

Thousands of sporting enthusiasts listen each racing day to the relays from Sydney of New South Wales and Victorian races broadcast from 2HD while the sponsored Turf Sessions are among the most important programme features of the week.

Other sporting listeners are equally well catered for. Swimming, Tennis, Shooting, all have their place on the 2HD programme, and Cricket and Football in their season. In addition to the foregoing, a weekly summary of sporting features is given each Friday evening by Jimmy O'Ryan, Newcastle's leading tennis exponent and all-round sports advocate.

Hartley's Sports Stores, 270 Flinders Street, Melbourne, are sponsoring talks by Clem Enderby the golf professional on "How to Improve Your Golf," on Monday nights, from 9 to 9.15 p.m. New business.

Swallow & Ariell Ltd., Rouse Street, Port Melbourne, are sponsoring two sessions on Monday and Wednesday at 9.30 p.m. from 3UZ on behalf of Vitogen Health Drink. Hal Percy will present the feature "Through the Eyes of the World," a review of the current news items of the day.

SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

"Broadcasting Business"

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

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

NAME

ADDRESS Phone

BROADCASTING BUSINESS

Vol. 1.—No. 27
FRIDAY,
APRIL 5, 1935

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

Mrs. Jameson of 5 KA Visits Sydney

DURING the week a charming visitor from Adelaide presented herself to the Harbour City to make contact with the clients of 5KA. Mrs. J. K. Jameson, better known as "Cousin Joan" on 5KA, is a feature announcer of that Station having been with 5KA for the past three years. "Cousin Joan" is particularly enthusiastic about the Merry-makers' Club which now totals over 9,000 members, and which is entirely self-supporting without any sponsorships whatsoever.

Discussing with Mrs. Jameson the effect of sponsorships on various types of sessions, she cited the broadcast of a mystery serial story where the title of the book was not known, and listeners were invited to guess or ascertain in whatever manner they could the actual title of the book. Consequently Adelaide booksellers have been pestered by people wanting to know the name of a book with the heroine named Anne, or the hero named Lionel, or something of that character. It all shows the wonderful pulling power of judicious broadcast advertising.

Another interesting subject was the cause of South Australia's wonderful figures in regard to the density of licences to population, which is now 12.53 as against the next best, Victoria, 12.52.

Many factors, of course, might be credited to this increase, but as to whether there is any difference between the National Service in Adelaide and the National Service in Sydney as an instance, or Melbourne as another instance, or again, as to whether the B class stations in Adelaide have a better method of putting over their programmes than those in other States, is rather difficult to define. Mrs. Jameson did think that in regard to 5KA particularly, they had a very close personal contact with their listeners. They went in for the social side of things very much, and thereby built up a remarkably large army of supporters.

It would appear that Sydney and Melbourne stations are just as enterprising as Adelaide, and, after all, it is only during the last year or two that South Aus-

tralia has really come to the fore in the manner that it has.

5KA has certainly shown some enterprise, particularly when they have feature announcers of the type of Mrs. Jameson, who will not be returning to Adelaide until about the end of this month. During her stay in the East she will have contacted many of the station's clients in Sydney and in Melbourne.

"B.B." GOSSIP

IT is rumoured that K. G. Stephens, who was until recently associated with 2UE on the advertising staff, has opened under the name of Broadcasting Service Company at Wingello House, and is well equipped to handle advertising campaigns.

It is learned that "Eb and Zeb" are returning to 3DB on Tuesdays and Thursdays at 7 p.m. They will be sponsored by MacRobertson's Chocolates.

After spending a week in Sydney Mr. White, of Station 6AM (not in the morning) of Perth, dashed in to our office during the week to bid us "good-day" and to express his appreciation of "Broadcasting Business." He mentioned that the peculiar location of his transmitter (some 40 miles out of Perth over the crest of the ranges) gave his station a wonderful advantage in getting the signal out to the country folk of Western Australia. He reported business as going excellently. Mr. White then rushed away to catch a train to Melbourne on his way home.

"The Seal of the Don," a dramatic serial telling of the adventures of the Dons in the early days of California, is a new feature running from 3DB. It is sponsored by Kiwi Boot Polish at 6 p.m. and takes the place of the fairy stories told by "Uncle Hans," but is by no means a feature for children only.

Mr. H. Small, head of the Company that makes Small's Chocolates, and a keen supporter of broadcast advertising, left for America this week to have a look-see over the rest of the world. Mr. Small believes that you can't do things in a small way if you are going to achieve any success. When you have a good chocolate you've got to tell the world about it, and the best way of telling the world is to broadcast the fact.

CONTINUOUS SERVICE AT 2HD

Owing to the great demand for their time, 2HD Newcastle have found it necessary to apply for permission to extend their hours of service. This has been granted by the P.M.G.'s Department and this enterprising station is now on the air continuously from 6 a.m. to 10.30 p.m. week-days and on Saturdays from 6 a.m. till midnight. Sunday hours are from 9 to 12 noon, 3 to 4 p.m., and 5 p.m. till midnight.

Sunday is a popular day for sponsored programmes and all of the time allotted for them is already booked at 2HD. If the demand continues to increase as at present, it may be necessary to extend the hours for Sunday service as well.

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"

J. B. CHANDLER arrives in America

ONE of Australia's leading business men—Mr. John Beals Chandler, who amongst other activities is one of the leading Electrical Merchants and one of the leading Commercial Broadcasters of the Commonwealth, recently left Australia on a business trip to America where he arrived last week.

Mr. Chandler operates five commercial broadcasting stations throughout the vast State of Queensland, which function as—4BC Brisbane, 4BH Brisbane, 4GR Toowoomba, 4MB Maryborough and 4RO Rockhampton.

Behind this Queensland link-up of stations is a prosperous and progressive business firm—J. B. Chandler & Co., Brisbane, Queensland, Aust., its head, a remarkable example of what grit and far-seeing enterprise can do.

Twenty-Eight Years Ago

A native of Norfolk, John Beals Chandler was quite a young man when he migrated to Australia some 28 years ago, in search of his fortune. Reports in overseas papers, concerning the marked possibilities awaiting any industrious man in Queensland, provoked him to come to Australia "and try his luck." His industrial experience up to this time, to a large extent, had been horticulture—his particular fancy, fruit-growing. But he was disappointed; settling on the land, even in Queensland, was not as easy as it had seemed in England, 13,000 miles away. After making a general survey of the situation in various parts of the State, Mr. Chandler ultimately opened up business in Brisbane as a manufacturer's agent in a small way.

"Throwing a little light" on the path to prosperity—had a literal meaning for "J.B.," because amongst the lines he handled in those early days, was a lighting system for the country homes. This led to an interest in electric lighting, especially when municipal enterprise in Brisbane gave a big fillip to the use of electricity. The business rapidly expanded, until about eight years ago, it was established in its present extensive premises, Adelaide Street, Brisbane, Queensland, which the firm purchased.

With the advent of radio broadcasting, Mr. Chandler quickly foresaw the development, and in 1924 he opened a radio branch, being one of the first to do so in Brisbane. "J.B." recalls with amusement, that his first day's taking in radio amounted to 1/6d. In due course he and a few other interested traders got together with a view to advancing radio, and they financed a small amateur broadcasting station (4CM), which pioneered the broadcasting way in the State of Queensland. Later a big transmitting station (4QG) was established by the State Government, and radio began to grow. The radio trade developed rapidly, and Mr. Chandler was always in the lead.

MR. J. B.
CHANDLER



Commercial Station 1930

His entry into actual broadcasting, by the establishment of 4BC, came five years ago, its beginning being coincident with the International Test Cricket in England, and the start was a most auspicious one. The excellent cricket service organised by the new station, established 4BC more firmly as prime favourite with listeners—and it has always retained that enviable position.

At first Station 4BC had a staff of three. To-day there are about 20 on the announcing staff and 20 on the Advertising, Publicity, Production and Engineering staffs, with, say, 100 in the merchandise division.

4BC is one of the best known stations in Australia, and takes an intense pride in the quality of its transmission and of its programmes. Recently the management was approached by the International DX'ers Alliance of America, to broadcast the first good-will International Programme from Australia—for the simple reason that in America, 4BC is the most consistently heard of all Australian Broadcasting Stations (this statement was made by the DX'ers themselves).

4BC's service is almost seventeen hours a day, transmitting from 6.30 a.m. to 11 p.m.—enterprise is the station's watchword, and in this respect it consistently maintains the reputation that the firm of Chandler's has always set up for itself.

The idea of public service is highly developed in Mr. Chandler—notwithstanding that he frankly confesses himself an individualist in the political sense. Public life has little attraction for him, but he is a member of Rotary; a member of the Council of Federation of Broadcasting Stations of Australia; a Councilor and Past-President of the Electrical Federation of Queensland; Proprietor of J. B. Chandler & Co., and Chandler's Broadcasting Service; Chairman of Directors of Broadcasters (Aust.) Pty. Ltd. (4BH); Gold Radio Service Pty. Ltd. (4GR); Maryborough Broadcasting Pty. Ltd. (4MB); Rockhampton Broadcasting Co. (4RO); and J. B. Chandler Investment Co. Ltd., etc., etc.

Valuable data dealing with "B" class stations is contained in the 1935 Radio Trade Annual—Send 5/- to Box 3765 G.P.O., Sydney, for a copy which will be ready next month.

April 5th, 1935

2BH APPROACHES THE CENTURY

With 93 advertisers' business on the air since this Station opened on the 30th June last, it should not be long before 2BH can boast of having successfully broadcast 100 advertisers in less than one year after its opening date.

MELBOURNE

SPONSORSHIPS

Laconia Blankets (Laconia Woollen Mills) Normanby Road, South Melbourne, have signed with 3KZ for a series of quarter hour sessions. Account through Paton's. New business.

John Browning Pty. Ltd., 182 Collins Street, Melbourne, have renewed their contract with 3KZ for a lengthy series of quarter hour sessions.

The Pepsodent Co. (Aust.) Pty. Ltd., 278 Queen Street, Melbourne, have renewed their contract with 3KZ for a series of quarter hour sessions featuring the serial transcription "The Air Adventures of Jimmie Allen."

H. Cohen, Cnr. York & Hoddle Sts., North Richmond, has renewed his contract of minute announcements with 3KZ.

Hugo Wertheim Pty. Ltd., 250 Collins Street, Melbourne, have signed with 3KZ for a series of quarter hour sessions. Account through Williams McFerran.

The Knox Chemical Company, Kansas City, U.S.A., have signed with 3KZ for a series of quarter hour sessions featuring the transcription "Newspaper Adventures" from 9 p.m. on Fridays. New business.

A. W. Allen of Byrne Street, South Melbourne, have signed with 3KZ for a series of Football Talks. New business.

Swallow & Ariell of Rouse Street, Port Melbourne, have signed with 3KZ for a series of quarter hour sessions at 9.45 p.m. on Tuesdays and Saturdays. New business.

W. H. Gurton Tyre Co., 246 Latrobe Street, Melbourne, have renewed their series of quarter hour sessions with 3KZ.

Preservene Soap of Burnley Street, Richmond, have taken out an extra quarter hour weekly from 3DB. Their sessions are now to be heard on Monday, Tuesday and Thursday at 8 p.m.

MacRobertson's have increased their contract from 3DB to take in an extra evening a week. They will be sponsoring "Front Page Drama," a series of quarter hour transcriptions.

Cereal Distributors Pty. Ltd. Twelve months contract with 3YB (Mobile)—quarter hour sessions, also sample distribution.

Beefine Pty. Ltd. Three months contract, with 3YB (Mobile)—quarter hour sessions (through Service Agents—Williams McFerran).

Relife & Co. Ltd. Six months contract with 3YB (Mobile) quarter hour sessions, including window display service.

April 5th, 1935

COMMERCIAL BROADCASTER AT IPSWICH

A Commercial Broadcasting Station is to be erected at Ipswich within six months by the Ipswich Broadcasters Pty. Ltd. It is understood that the Station will have 50 watts to start with, and that the call-sign provisionally allotted is 4IP on a wave-length of 208 metres. Tenders are to be invited for the construction and erection of the plant.

6KG DAMAGED

Recently Station 6KG of Kalgoolie, W.A., was damaged by vandals, and caused the broadcasting to be suspended for a couple of days. The intruders before turning on all the switches connected high tension wires with those of low voltage, and poured a gallon of oil into three electric motors. Later they crawled beneath the building and disconnected the wiring. The damage however, was not so serious as it at first appeared.

SIMULTANEOUS BROADCAST

On Sunday last an important lecture by Judge Rutherford, the President of the organisation known as Jehovah's Witnesses, was simultaneously broadcast by electrical transcription from over 30 stations throughout the Commonwealth.

The lecture "Universal War Near" was originally delivered by the Judge in Los Angeles, Cal., U.S.A., and was relayed to 300 radio stations in America and Canada. Judge Rutherford is a well known lecturer on Bible topics who addresses an audience of millions weekly, through over 300 stations in America and Europe.

2BH REPRESENTATION

Mr. R. G. Lamb, Managing Director of 2BH Broken Hill, finds that personal representation by the Manager of a station is the soundest way to build the station's business. Dividing his time between Sydney, Melbourne and Broken Hill, he is able to report very satisfactory new business for this popular station after every visit to the capital cities.

MYSTERY!

Smalls Ltd., manufacturers of the famous Smalls Chocolate products, are once again on the air with a long term contract at 2HD Newcastle.

To give point to their sales appeal, they have sponsored a series of rattling good detective yarns entitled "London's Mystery Man." This story, or series, tells of the adventures of an experienced criminologist in London who, without revealing his identity, unravels the mystery of several crimes that had baffled the best brains of Scotland Yard. This programme is heard each week-day from Monday to Thursday at 6 p.m., and is arousing intense interest among listeners in Newcastle.

SALES TALK

To sell the Northern Districts of New South Wales you need to cover them, and to cover them you need the only commercial Station that can do the job effectively

Station 2HD Newcastle

Write Box 123 Newcastle
or 'phone War. 487
Sydney Office :

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

QUICK WORK AT 2BH

The 2BH Children's Smilers' Club continues to maintain great interest among the Broken Hill people especially parents. Quite accidentally competition has been entered into among mothers to see who can enrol the youngest Smiler. Two weeks ago a proud parent presented his application for membership of his son and heir aged 6 months. This was followed a few days later by the parent of an applicant aged 6 weeks. Not to be out-done, a grand-parent aroused the radio man from his afternoon siesta last Sunday to enrol her daughter's child born a week before. As these enrolments are made they are, of course, announced in the children's session and are followed with great interest by the residents and, it would seem, particularly by the expectant mothers who have requested the nurse or doctor attending the event to rush the information post haste to 2BH. This has resulted up to the moment of going to press of one young lady born at 2 a.m. being enrolled when the station went on the air at 7 a.m.

STOP PRESS

Born at 5.15 a.m. Miss Margaret Skipworth was enrolled an hour and a half later by a sleepy-eyed announcer who had been awakened by the excited father.

As the Broken Hill Hospital is a neat 500 yards from the popular station, and providing arrangements can be made for the infant to be born during the hours 2BH is on the air, it now would seem only necessary for proud fathers to go into training for a 500 yards sprint in order to set an unbeatable record.

MUSIC — sweet and melodious places 2BH among the most popular Stations in Australia.

NATIONAL ADVERTISERS or their Agents should communicate direct with

2 BH BROKEN HILL

for particulars of coverage in this, the wealthiest district in Australia.

GEORGE THOMPSON ON 2UW

A newcomer to 2UW's announcing staff is Mr. George Thompson, popularly known as "Mike," who has been connected with wireless since 1923, when in those far off days and still a boy at school, he held one of the early experimenters' licences.

Eventually his ability found him the position of Manager of 7LA Launceston, and, after a long period of service there he resigned to join the staff of 3AW, Melbourne, and has been with the staff of that station for the past eighteen months. "Mike" is not only strong on the technical and announcing side of broadcasting, but he is equally famous as a singer and his song recitals of the more popular numbers command a large audience. Thousands of listeners in Melbourne know him as the "Good-night" Announcer, for it has been his duty at 3AW to close the station with the sincere softly spoken words "Good-night, Ladies and Gentlemen . . . Good-night!" There is quite a pretty story attached to the repetition of the words "Good-night." It seems that "Mike's" mother lives in Launceston and she never goes to bed without waiting to hear her son close down the station, for though the first words are for all listeners, she knows that the second "Good-night" is a special message for herself.

"George's" departure from Melbourne recently was the signal for 11,000 out of 40,000 of the 3AW Chums of Chatterbox Corner to attend a farewell party in his honour and nearly as many went to the railway station to wish him God-speed.

"Mike" is fond of out-door sports, particularly cruising, although flying and motoring claim a good many hours of his leisure time. "Mike" begins duty with 2UW by taking over the midnight—6.30 a.m. session.

NEARING COMPLETION
Radio Trade Annual — 1935
Edition

Orders Executed strictly in rotation
PRICE — 5/- POST FREE
BOX 3765 G.P.O., SYDNEY

Broadcasting Station Rates

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

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LATEST RECORD RELEASES

Some Excellent Recordings

In this latest issue of H.M.V. recordings are several numbers which are really worth buying. Jack Hulbert, who plays in "The Camels Are Coming," and is one of the best known characters on the British films, records on H.M.V. B.8238, the popular air, "Who's Been Polishing The Sun?" Jack Hulbert has a style all his own, and he is exceedingly popular.

The well known Irish tenor Danny Malone, sings excellently on B.8214, in a rendition of "Eileen Alannah" and "One Kind Word." This artist is proving very popular.

H.M.V.

B.8237—"Fare Thee Well," sung by Noel Coward, and "Love in Bloom" (from the film "She Loves Me Not") sung by Noel Coward.

B.8223—"Mae Time" (from film "Gay Love") and "A British Mother's Big Flight," sung by Florence Desmond.

B.8222—"Be Yourself" and "Kiss Me, Dear" (from film "Streamline") sung by Florence Desmond, soprano.

B.8238—"Who's Been Polishing The Sun" (from film "The Camels Are Coming") sung by Jack Hulbert.

B.8214—"Eileen Alannah" and "One Kind Word," sung by Danny Malone, tenor.

B.8229—"Jesu, Lover of My Soul," and "Excelsis"—Massed Bands (recorded at the National Band Festival, Crystal Palace, September 29th, 1934).

B.6535—"I Travel Alone" and "Most of Every Day," played by Jack Jackson and his orchestra at the Dorchester Hotel, London.

B.8151—"Spring Song" and "Simple Aveu," played by Marek Weber and his orchestra.

DA.1397—"Sailormen" and "The Green-Eyed Dragon," sung by John Charles Thomas, baritone.

EA.1464—"In a Blue and Pensive Mood," played by Richard Himber and his Ritz-Carlton Orchestra, and "Love is Just Around the Corner," sung by the Pickens Sisters.

EA.1468—"I Met My Waterloo," and "Solitude," played by Duke Ellington and his orchestra.

EA.1461—"June in January," and "With Every Breath I Take" (from film "Here is My Heart") played by Richard Himber and his Ritz-Carlton orchestra.

EA.1453—"La Golondrina" and "Birth of Passion," played by Jesse Crawford on the Wurlitzer Organ.

DB.2362—"Light Cavalry," Overture, Part 1 and Part 2, played by the B.B.C. Symphony Orchestra.

ED.25—"Emperor Waltz," Part 1 and Part 2, played by the Chicago Symphony Orchestra.

C.2698—"The Floral Dance" and "The Lute Player," sung by Peter Dawson.

C.2682—"Selection of Wilfrid Sander-son's Songs," Part 1 and Part 2, played by Terence Casey on the organ.

C.2671—"Tosca Selection," Part 1 and Part 2, played by Marek Weber and his orchestra.

BROADCASTING BUSINESS

April 5th, 1935

BOVRIL ON THE AIR

No matter how well known the product, it is essential that it should be advertised if the sales record is to be maintained and increased. Bovril has well nigh become a household word, but the advent of imitators and competitors necessitate that the virtues of this original body-builder should be emphasised.

To this end the vendors in Newcastle and district have enlisted the services of Station 2HD Newcastle in an endeavour to still further popularise this already well known product.

NEWS FROM STATION 4BC

Vacuum Oil Chooses 4BC. Vacuum are releasing the new radio series "Robin Hood" through 4BC. This programme is a dramatisation of the exploits of that famous English outlaw in Sherwood Forest. The presentation will take the form of a weekly half-hour recording. Vacuum have been using 4BC to reach Queensland listeners for four years!

Brewery Increases Air Time. Castle-maine-Perkins Ltd., Brisbane's leading brewers, are an outstanding instance of an advertiser realising the sales value of radio. This company has been using half-an-hour a week on 4BC for four years. Realising that the "air" is a successful advertising medium, they have increased this to six half-hours per week, introducing "Mr. Castle and Mr. Maine," a comedy duo, who present their "Dinner Music with a Laugh." Surely a convincing proof of 4BC appeal!

Newspaper on the Air. Perhaps a more significant instance is that of "Truth" newspaper. Hitherto newspapers have employed their own methods of advertising, and it is a notable sign of the times that a leading paper should turn to radio to advertise its printed word. "Truth" utilises 4BC to sell its news, and also the Queensland country stations to reach the more distant parts of the State.

Selling Electricity by Radio. Brisbane City Electric Light Co., has selected 4BC to tell Brisbane about the value and rates of electricity. This is the first use of radio by any such public utility in this State. A noteworthy aspect of these sessions is that they are straight-out talks, and do not strive for entertainment in the ordinary "feature" manner. They are concerned with the merits of electricity, and serve as an explanation of a printed booklet, which is circulated among householders. This company chooses the "air" to explain the printed page. A new and interesting development in radio, and the excellence of 4BC service.

"TRUTHFUL TITBITS"
"Truthful Titbits," sponsored by "Truth & Sportsman Ltd." is the title of Myra Dempsey's new session from 2UW Monday to Saturdays at 9.15 a.m. and here she will deal in turn with fashion, recipes, social topics, sporting, and on two days a week will include the ever popular record competitions for which in future cash prizes will be given.

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Radio Station 2SM Scoop

A NEW QUEENSLAND
STATION

Darling Downs New Location



The Brisbane Courier Mail Station 4BK has been granted a licence for another high powered commercial station on the Darling Downs, on a site near Oakey, about 15 miles west of Toowoomba, and should be on the air about September 1st.

Preparations are in hand for the installation of a first class modern transmitter operating on an aerial power of 1,000 watts. Wavelength will be 246 metres, 1,220 k.c.

The Management of 4BK also announce that a working alliance has been negotiated with the Ipswich Broadcasting Company, proprietors of the new Ipswich Station 4IP which is also expected to be in operation on September 1st.

PILOT YOUNG and MR. J. A. OVERDIEP of Philips at the 2SM Mike

ON Monday of last week, with admirable foresight 2SM, in negotiation with Philips Lamps (Australasia) Ltd., secured the exclusive rights to broadcast the progress and landing of the world's record cargo carried by air mail from Europe to Australia—throughout the day and evening sessions from Monday to Friday 2SM kept its listeners acquainted with the latest movement of the plane and developments of the flight. Every night at 7.45 a commentary was given by Lyle Blair regarding the progress during the day and the aims of this flight.

The messages, were of course, broadcast as soon as received from the pilot of the plane, and in this way up-to-the-minute interest was kept alive. The way in which 2SM handled the broadcast has aroused praise from all over Sydney.

2SM, which is, incidentally, one of the youngest stations in Sydney is rapidly becoming, if it has not already done so, the feature station of Sydney. Its session "In Town To-night," given at 9 p.m. every Thursday evening is one of the best sessions on the air.

On Friday when the mail plane carrying its record breaking cargo landed at Mascot at 1 p.m., 2SM described both the landing and reception. No fault could be found with the whole broadcast, the description and speeches coming through with perfect continuity and clarity.

Among those who spoke at the arrival were Mr. J. A. Overdiep, Philips Lamps (A/sia) Ltd., The Mayor of Mascot—Mr. Dransfield—and Pilot "Tommy" Young. Later at the luncheon Mr. J. A. Overdiep as chairman again spoke—the other speakers included Mr. Rudder, Junr., for Qantas Empire Airways, Col. Koopman,

K.L.M., and Mr. Richardson for New England Airways. These speeches all typified the enthusiasm with which the various Airways of the world greeted this record-breaking attempt.

At the conclusion of Mr. J. A. Overdiep's speech he expressed the appreciation of Philips Lamps (A/sia) Ltd., for the whole-hearted co-operation and wonderful service which had been given by 2SM.

The action of 2SM in securing the exclusive rights for the broadcasting of this flight was typical of the station, showing an admirable blending of foresight and service for which the radio listener of Australia is extremely thankful.

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