

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
Nett Increase	2,899	3,507
Population Ratio	10.08	10.22

VICTORIA

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

QUEENSLAND

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

SOUTH AUSTRALIA

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

WESTERN AUSTRALIA

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

TASMANIA

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

COMMONWEALTH

	January	February
New Issues	11,846	10,940
Renewals	36,318	35,930
Cancellations	5,715	4,226
Monthly Total	687,765	694,479
Nett Increase	6,131	6,714
Population Ratio	10.28	10.38
The above figures include—		
Total Free Licences to the Blind	1,500	1,530
Total Paid Experimental Licences	1,262	1,237

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.

BROADCASTING BUSINESS

Vol. I—No. 28.

FRIDAY

APRIL 12, 1935.

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

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.

NEARING COMPLETION Radio Trade Annual — 1935 Edition

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

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: 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"

Graphical Index of Radio Adver- tising in U.S.A.

Monthly Average for 1928-1932
Inclusive Equals 100

This Radio Index by courtesy of "Printers' Ink" shows the growth in broadcast advertising in the United States since 1928. For the purpose of arriving at an average figure of 100 the monthly average for the period of 1928-1932 has been taken and adequate corrections have been made for seasonal variations.

This Index represents the time cost on the two principal chains of stations, and reached 189.5 for January, 1935, which is a gain of 22.3 per cent., over the Index for the corresponding month of last year, and a rise of 4.4 per cent., over December, 1934. The latter is the percentage increase after correction was made for regular seasonal fluctuations.

The chart shows that the radio index for October, 1934, was far above any previous high point, and since then has recorded two increases. The first was in December, the second for January, discussed above.

Lunn Gets Verdict for £4,101

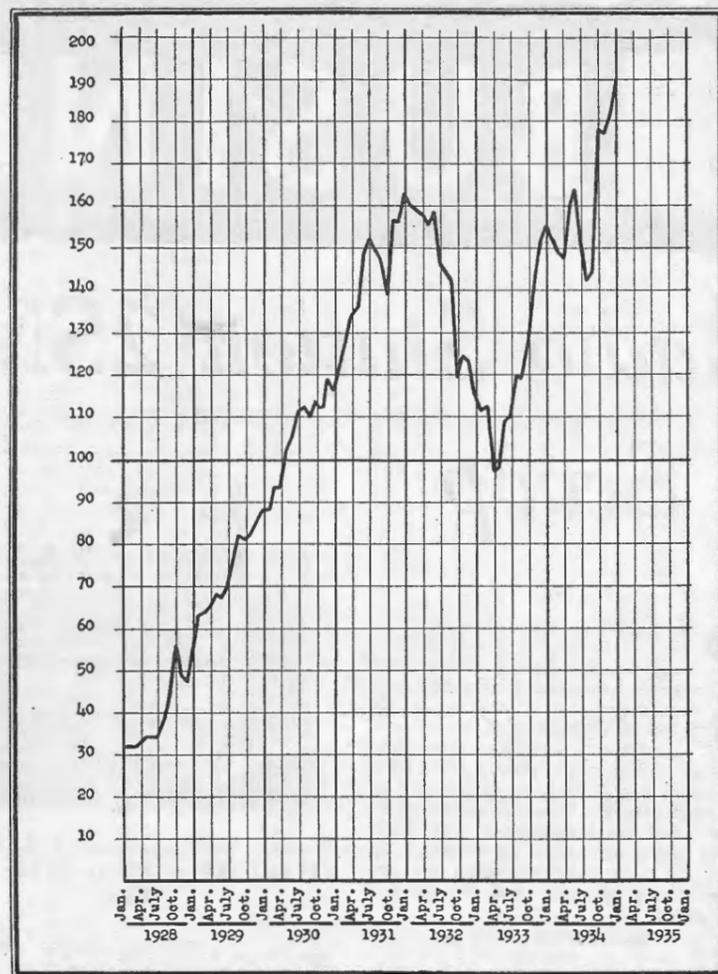
In Action Against Radio 2UE
Sydney Ltd.

LAST week, before Mr. Justice Davidson, in No. 1 Causes Court, Lionel Lunn, who formerly had had "general control of the broadcasting business of Radio 2UE Sydney, Ltd.," for two years and five months, was awarded a verdict for £4,101/6/9 in his action for £8,000 against the company. The hearing, before Mr. Justice Davidson and a jury, lasted nine days.

Of the total verdict, an amount of £3,836 was given by the jury as damages for wrongful dismissal. Under the other counts of the action, the jury added £12/10/- for one week's salary outstanding; £37/16/- for commission earned under contracts in July, 1934; £2/10/7 as commission wrongly deducted; £28/7/4 as commission wrongly deducted on bad debts; and £184/2/10 for commission wrongly deducted.

A stay of proceedings was granted to the defendant company on the usual terms.

Remarkable Growth of Radio Advertising in U.S.A.



In his principal cause of action, Lunn sued for breaches of a contract, under which he was to serve as manager of the defendant's broadcasting business for three years from February 22, 1932, with an option of a renewal of the agreement for another two years. Lunn was to receive a weekly salary of £12/10/-, a commission payable weekly of 10 per cent., on all advertising orders obtained, and 5 per cent. on certain other orders obtained, and an over-riding commission, payable weekly, of two and a half per cent. on all advertising orders accepted by the defendant other than advertising orders obtained by Lunn himself. There was also provision in the agreement for holidays. Lunn complained that he was discharged on July 18, 1934. He also claimed to be entitled to £113 for salary and commission.

The defendant company pleaded a number of pleas, which set out that they were justified in terminating the agreement because of Lunn's behaviour, which allegation Lunn denied. The defendant also pleaded a set-off for moneys alleged to be overpaid.

Radio 2UE Sydney Ltd., was also defendant in another action in which Chandra Parkes claimed damages in two counts of wrongful dismissal. As soon as the action was called yesterday morning, a settlement on terms filed and not disclosed was announced.

The Postman will bring this weekly issue if you send 10/- postal note for annual subscription to Box 3765 G.P.O., Sydney

2TM Opens Tamworth's Eyes

Bright Programme --- Progressive
Management

THIS week Mr. Ernie Higginbotham, Manager of Station 2TM, the new, modern broadcasting station located at Tamworth, visited Sydney, and reported excellent progress being made with the new station, in that Northern town of N.S.W.

Tamworth has always been known as a difficult spot for broadcast reception, as in daylight Sydney stations could rarely be received with satisfactory volume, while even at night, few of them were enjoyable.

Now that Tamworth has a station of its own in 2TM, of the latest design, built to service Tamworth and surrounding districts with the best in broadcast entertainment, listeners located in that area have at last realised that a progressive country station can give effective and interesting entertainment.

The Tamworth and surrounding districts have been recognised as some of the most progressive in Northern N.S.W. Within that area resides over 58,000 people, a tremendous potential market for almost any product. These population figures do not include Inverell, Wagga, Walcha, Quirindi or other nearby areas satisfactorily covered by 2TM, which, in its modesty, does not make excessive claims for its effective coverage.

Satisfactory Support

Mr. Higginbotham said that he was extremely satisfied with the reception that his enterprise had met with in Tamworth districts. The support of local people on 2TM is very encouraging. Considering the station operates for 9 hours a day, commencing at 7 a.m., and with judicious breaks carries on until 10 p.m., this enables the people of Tamworth to get a broadcasting service to-day which they have never enjoyed before.

It is also extremely interesting to note that several National advertisers who have already gone over the air through 2TM, have received most satisfactory response.

On the station there are 5 announcers, 3 men and 2 women, and judging the policy of the station from the men behind it, one can only say that it is destined for a successful future.

2TM has opened up a new vista in country broadcasting stations. The day has gone when a country station can open up at 6 p.m. and close down at 10 p.m. It must give a daytime service as well as an evening service. Otherwise, it will find its place being taken by another station from a nearby area. As time goes on, and these country stations are per-



MR. E. HIGGINBOTHAM
Manager 2TM Tamworth

mitted to increase their power, one can well visualise the influence that a modern broadcasting station such as 2TM will have on such an important area.

Among the advertisers who have already supported 2TM are the Atlantic Union Oil Co., the Sheldon Drug Co., Associated General Electric Co., Throaties Ltd., Marcus Clark, Dangar Gedye etc., etc. Firms like those do not throw their money literally down the sink. They pick their advertising media, and 2TM has claimed their attention.

Mr. V. L. H. Coghlan, of 44 Margaret Street, Sydney is the representative for 2TM for both Sydney and Melbourne.

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.

Latest Record Releases

EA1447—"Give Me a Heart to Sing To," (from film "Frankie and Johnny"), by Henry King & His Orchestra; and "Two Cigarettes in the Dark" (from "Kill That Story"), by Jerry Johnston & His Orchestra.

EA1429—"I've Found a Little Grass Skirt," by Sol K. Bright & His Hollywians, and "Stars Fell on Alabama," played by Richard Himber & His Ritz-Carlton Orchestra.

EA1449—"When the New Moon Shines on the New Mown Hay," Fox-trot, by Jan Garber & His Orchestra; and "If I Had a Million Dollars," Fox-trot (from "Transatlantic Merry-Go-Round") by Richard Himber & His Ritz-Carlton Orchestra.

B8221—"Piano Medley," Part 1 and Part 2 (Intro.: "One Morning in May," "All I Do is Dream of You," "The Very Thought of You"). Played by Alec Templeton.

EA1448—"Wine Song" (from film "Caravan"), by The High Hatters; and "Ha-Cha-Cha," played by Rudy Vallee & His Connecticut Yankees.

EA1443—"Soon," Fox-trot, and "Where the Mountains Meet the Sea," Waltz, played by Jack Jackson & His Orchestra, at the Dorchester Hotel, London.

EA1441—"Unless," Waltz, played by Ray Noble & His Orchestra; and "You Have Taken My Heart," Waltz.

C2673—"Lilac Time Selection," Part 1 and 2, played by Marek Weber & His Orchestra.

**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

Broadcasting Gossip

The National Station broadcast last Sunday evening of "One Night of Love" featuring Grace Moore, was a wonderful advertisement for the Liberty Theatre. It is recalled that the P.M.G. was responsible for suggesting to commercial stations that they should reduce or even eliminate their advertising in Sunday sessions. It is also understood that the National Stations should do no advertising, but this was one of the most effective advertisements we have ever heard on the air for a particular theatre and a particular picture. Quite possibly the National Stations will shortly be entering into commercial advertising activities.

Hector Harris, 3AW's Secretary, was married on Saturday, April 6. Just as well Hec. was not married on Friday!

Managing Director A. E. Bennett of 2GB has taken to the air with a vengeance. He visited Melbourne and Adelaide recently in a plane piloted by his Chief Engineer, Len Schultz, who, quite incidentally, is the ace pilot of the N.S.W. Aero Club. A.E. is in quite good hands when in the air with Len. He is hoping to leave for America almost any day or week now. Mr. Bennett, we mean, not Len—not yet.

Telephone messages are sometimes pleasant and sometimes not so pleasant. During a Conference at the Broadcasting Federation Rooms recently, two Station members left hastily after receiving a telephone message. It may have had something to do with a Court decision running into a few thousands.

2SM are to be congratulated on their enterprise in linking up with the record breaking stunt by Philips who brought out a few thousand Octode valves from Europe, all the way by mail plane. John Dunne of 2SM was on the job, and did it well.

One of the brightest things we have come across for some time is a book that is available from the N.S.W. Book-stall, written by A. Lloyd James, entitled "The Broadcast Word." Mr. James is a University Professor of Phonetics at the School of Oriental Studies, London, and also Hon. Secretary of the B.B.C. Advisory Committee on Spoken English. He should know what he is talking about. The book deals mainly with some of the problems involved in the broadcasting of the English language. Whereas every educated man is expected to be able to write, he is not expected to speak, and those who can use the spoken language effectively are far less numerous than those who can handle the written. This book is available at 11/9d. It is recommended to quite a number of announcers and other broadcasters.

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

MELBOURNE SPONSORSHIPS

Rolfe & Co. Ltd., 300 King Street, Melbourne have renewed their series of quarter hour sessions with 3KZ.

Cadbury's Bournville Cocoa, C/o Harry Julius Advertising, Sydney, have signed with 3KZ for a series of spot announcements. New business.

Hoyts Theatres Ltd., 121 Collins St., Melbourne, have renewed their series of half hour sessions 6 days a week at 6.30 p.m. with 3KZ.

Grosvenor Laboratories, distributors of Junipah Mineral Spring Salts, on three nights a week are sponsoring a session featuring the Demon Detective from 3AW.

The Orient Line of Steamers, 356 Collins Street, Melbourne, have signed with 3UZ for a series of announcements in the evening. Renewal.

Small's Chocolate have signed with 3UZ for a series of announcements in the Children's Session.

Godfrey's ("The Home Supply"), 175 Commercial Road, Prahran, have signed with 3UZ for a series of quarter hours in the morning programmes three times a week. New business.

Brunel's Frock Shops have renewed their quarter hour sessions from 3UZ.

Herberhold's Dry Batteries (Aust.) Pty. Ltd. 562 Spencer Street, Melbourne, have renewed a series of scatters from 3UZ in the evening session.

Maison D'Oree Cafe have signed with 3UZ for direct announcements in the evening programme. New business.

Tye & Co. Pty. Ltd., 100 Bourke Street, Melbourne, have renewed their contract of two quarter hours a week with 3UZ.

The British Medical Laboratories have signed with 3UZ for announcements in the breakfast session.

NOVELTY FROM 3AW

Nicky of Nicky and Tuppy fame is giving a one-string fiddle session from 3AW. Nicky tells the children how to make the fiddle and the children send in a label from MAIZE PRODUCTS and have an instruction sheet posted to them giving only the measurements etc., without actual instructions. In each session Nicky takes the fiddle in sections and explains it to them. When the fiddle is completed a prize will be given for the best effort, and it is suggested that then instructions will be given over the air for the numbering of the key board. Later instructions for the playing of a specified number will be given. It has been suggested that this special number should be the theme song. There will be a competition for the best player and the finalist will be given the opportunity to broadcast.

After four broadcasts of 10 minutes each 300 applications have been made for instruction sheets.

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
Nett Increase	2,899	3,507
Population Ratio	10.08	10.22

VICTORIA

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

QUEENSLAND

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

SOUTH AUSTRALIA

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

WESTERN AUSTRALIA

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

TASMANIA

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

COMMONWEALTH

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

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

BROADCASTING BUSINESS

Vol. I—No. 29.

FRIDAY

APRIL 19, 1935.

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

OVER 700,000 LICENCES

March Figures Improve Over February

**New Issues up 2,406—Renewals up 2,377—
Cancellations up 393**

LATEST licence figures issued by the P.M.G.'s Department for the month of March show that for the whole of Australia the total new licences issued were 12,346 for the month as compared to 10,940 for the previous month. These figures are slightly down for the same period last year, and for March, 1934, were 15,196 and February, 1934, 12,838.

Renewals reached the huge total of 38,307 for March, as against 35,930 for February this year. March of last year showed 27,447 renewals.

Cancellations, being 4,619, showed a step up of 393 over February 4,226, but these figures were very satisfactory compared to March of last year, which was 6,523, and February 5,149.

The total for the Commonwealth at the end of March was 702,206, which compared very favourably indeed with the total at the end of March, 1934, which then stood at 543,715, an increase of 158,491 over the past 12 months, equal to 29 per cent., absolute nett increase.

Broadcast advertisers and advertising agencies will appreciate this increased circulation figure of 29 per cent. in 12 months.

The nett increase for the month of March was 7,727, compared with 6,714 last month. These are slightly below the same period last year, when March showed 828 and February 7,884.

The population ratio at the end of March was 10.47 as against 8.17 twelve months ago.

New South Wales

New issues in N.S.W. last month at 4,612 showed an increase of 209 over February, 4,403. In March of last year new issues were 5,950. The nett increase last month at 2,948 showed a decrease of 559 compared to the previous month of February. In March, 1934, the nett increase was 3,361.

Victoria

This State has climbed back to first place in regard to population ratio, which now stands at 12.63, and South Australia has fallen back to second place with 12.62.

Cancellations were up in Victoria last month, with 1,523 as compared to 919 in February. The net increase for the month in the Southern State was 2,360 compared to 1,996 in February, which shows an improvement of 364.

Queensland

In the northern State a marked improvement has taken place. Whereas in February there was a nett decrease of 154 licences for the month, this improved to an increase of 902 during March. In other words, an improvement of 1,056.

Queensland still has the smallest population ratio of 6.74, which is no doubt explained by the vast area covered by the northern State, and the terrific interference from atmospherics. It is noteworthy that cancellations during March were only 368 in Queensland, as compared to 1,468 during the previous month.

During March of 1934 the cancellations were 644.

During the past 12 months 19,044 increased licences have been issued in Queensland.

South Australia

The State of South Australia continues to support radio in a most satisfactory manner. At the end of last month 1,233 new licences were issued, as compared to 1,129 for February. This compares very favourably with 1,431 for March, 1934.

Cancellations at 581 were slightly in excess of February. The total at the end of the month of 74,408, shows an improvement in the past twelve months of 16,156, an improvement of over 27 per cent., during that period.

Western Australia

This State of the West has shown a remarkable increase in the position at the end of March, last month, as compared to March, 1934. Whereas last month the total licences were 39,249, they were only 27,202 at the end of March, 1934, which showed a nett increase during the 12 months of 12,047, with a percentage of 44 increase.

New issues for March last were 861 as compared to 907 in 1934. Cancellations

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"