BROADCASTING AT KALGOORLIE

In the House of Representatives last week, the Honorable A. E. Green, member for Kalgoorlie, W.A., asked the Minister representing the P.M.O., if, in view of the fact that the B C E, which is situated at Kalgoorlie, has discontinued its daytime broadcasting service, but that a factory service is received from the WPT National Station at Perth, which is 2200 miles away, and that it is unlikely that any service may be expected from the only National Service Station in the Karratha District, which is equally remote, whether the Minister representing the P.M.O. will make arrangements, as urgent, the necessary steps to establish a National broadcasting station at Kalgoorlie to serve the whole of the gold fields of W.A.

THE THRILL HUNTER

"The Air Adventures of Jimmy Allen" will be the title of the new serial sponsored by Pepsodent and broadcast on 2UW, Melbourne. The serial is a continuation of the successful "Jimmy Allen" serial now being broadcast in Sydney.

The serial will tell of the adventures of Jimmy Allen, the grandson of the famous American commercial airmen, Jimmy Allen Sr., and the story is a continuation of aviation and adventure. Ground signals, radio beacons and radio work will be included in the program, with the background of winds, air currents and the effect that weather has on the operations of the aircraft. There is a story of a young pilot who seeks to awaken the adventure spirit in the youth of Australia.

The serial will feature popular fiction, with the action in the serial being set in the Western Australian outback and the story being told in an exciting and educational style, with the aim of inculcating the spirit of adventure in the youth of Australia.

The serial will be broadcast on 2UW, Melbourne, and will feature a variety of exciting and educational content, including stories of adventure, aviation, and the impact of the environment on aviation.

THE THRILL HUNTER

The "Air Adventures of Jimmy Allen" serial will debut on 2UW, Melbourne, on Monday, January 3, 1932, at 8:00 p.m.

TASMANIA

New Issues: 3,547
New Cancellations: 342
New Total: 3,195
Gross Increase: 11,412
Net Increase: 8,576
Net Total: 28,175
Population Ratio: 12.53

COMMONWEALTH

New Issues: 16,326
New Cancellations: 2,260
New Total: 18,586
Gross Increase: 36,238
Net Increase: 18,777
Net Total: 53,411
Population Ratio: 13.41

NEW SOUTH WALES

New Issues: 2,081
New Cancellations: 324
New Total: 1,757
Gross Increase: 3,468
Net Increase: 1,025
Net Total: 4,983
Population Ratio: 10.97

SOUTH AUSTRALIA

New Issues: 9,001
New Cancellations: 1,159
New Total: 7,842
Gross Increase: 18,777
Net Increase: 11,412
Net Total: 28,175
Population Ratio: 12.53

QUEENSLAND

New Issues: 3,518
New Cancellations: 724
New Total: 2,794
Gross Increase: 3,566
Net Increase: 587
Net Total: 3,353
Population Ratio: 8.34

 offs

A broadcast shot of a far reaching Eisteddfod, the object of which was to attract listeners to the 2UW broadcast of the "Just Released!" radio serial, has been announced shortly. The Eisteddfod will top the programme, and will be heard in a number of Sydney's leading suburban areas. The radio serial, "Just Released!", will be broadcast by 2UW on Monday, January 3, 1932, at 8:00 p.m.

SWIMMING CHAMPIONSHIPS

2UW has received exclusive broadcast rights to the N.S.W. Swimming Championships to be held in the Domain Baths on January 4, at Mainy Baths on January 8, at Cooper Aquatic on January 10, and again at the Domain on January 12. In addition to the Australian swimming stars, Sakakima and Kurokawa, from Japan, will also compete. Great interest will be taken in the Charmian's attempt "to break" and Noel Ryan and Eris Clark, Australian swimmers, will also be in the program.

Descriptions will be broadcast by Mr. Don Hollington, Secretary of the N.S.W. Australian Swimming Association. Listeners should tune in to 2UW on the afternoons of the dates mentioned above, when the description of each event will be worked into the usual studio program.

SHIELDSFIELD MATCHES

A large Brisbane epic"—Over 30,000 of the best players from the thousands of Queensland sporting enthusiasts, which marks the beginning of the Sheldfield Shield matches being played. These descriptions will come direct from the field and will be given in the periodical program, with a specially arranged broadcast from the 2UW microphone.

VACUUM'S MERRY MOMENTS

Of intense interest to music lovers is the half-hour serial broadcast from Sydney on 2UW each Monday night at 8 p.m., "Vacuum's Merry Moments". Among the highlights of the serial are: 1) A broadcast of the Opening Dance, in the Masonic Hall is past history, their pictures soon will be distributed among all the large radio listening stations. 2) A broadcast of the Opening Dance, in the Masonic Hall is past history, their pictures soon will be distributed among all the large radio listening stations. 3) A broadcast of the Opening Dance, in the Masonic Hall is past history, their pictures soon will be distributed among all the large radio listening stations.
**U.S.A. Network Radio Expenditures by Six Leading Industrial Classes**

First six months of 1934 vs. First six months of 1933

**NETWORK RADIO EXPENDITURES. MAGAZINES.**

Industrial Classification

<table>
<thead>
<tr>
<th>First six months 1934</th>
<th>%</th>
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<tr>
<td>1. Drugs and Toilet Goods</td>
<td>3,738,067</td>
<td>86,823,031</td>
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<td>476,061</td>
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**Mystery Microphones**

Shkub! — The sound of the microphone in the air in Queensland whose call sign is P.H.O.E.N.I.X. has been picked in Test

The NBC-WJZ "Real openers" have been chiefly responsible for marked increase of listenership that is revolutionizing the world of radios. According to Leo Burnett, who is in charge of the marketing of the "Real openers," the situation has changed from a mere trial to a real marketing of the products by the manufacturers.

Real Silk has continued itsbroadcast advertising throughout the summer, using the services of Charles Pein's dancing orchestra and guest stars like Harry Elphick and the Andrews Sisters. It is understood that a booklet has been issued in Sydney by the American Society of Composers, Authors and Publishers, more familiarly known as ASCAP, which is equivalent to APRA in Australia.

The booklet reveals surprising figures in regard to various songs, and the extent of their popularity. In 1937 the song "Romans" sold to the extent of 1,750 copies of sheet music. Shorty after that time the full effects of broadcasting upon the sale of music became manifest, and in 1931 the "Stein Song," the hit of the year, sold 960,000 copies only.

Radio, in its establishment, has not only proved its sale and store methods, but it has also similarly reduced composers and the author's revenue from the sale of ganeo-phone records and player rolls.

**Real Silk Hosiery Trade**

**Gains 60% Through Radio Ads.**

The campaign has begun, according to Mr. Buren, and the supplementary benefit is its radio advertising. The combination of our programme and the supplementary benefit has been cut down accordingly, and the applications for jobs as salesmen, their interest being aroused by the radio programmes.

**WINE, WOMEN AND WITCHCRAFT**

Goods which have a distinct seasonal appeal have to move fast to please any manufacturers, and when opportunities are at hand, the greatest thought is given to every avenue of product. Where advertising in radio and good press is concerned, we have found the marketing of the Old Ears, and hampers, they started the campaign by obtaining broad casting through the medium of Stations Group. This campaign ranged from one to two quarter sessions.

The radio programme started during the women's sessions—the night of Sessions of Songs from the new glass and sound-proof book placed on the floor. When one realises that the programme has been arranged to interest as well as to please, the results will be far in advance of any obtained through other advertising mediums of past years.

**LEADERS IN THE VINEYARD**

The results obtained from our initial efforts were quite gratifying. We have just completed a series of sessions, and received suggestions from radio listeners, with regard to the marketing of their overseas Xmas hampers, and we placed them in the facilities of several stations in Los Angeles, with results which were considered more than satisfactory.

**BROADCASTING BUSINESS**

First six months of 1933 vs. 1934

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**BROADCASTING BUSINESS**

December 28th, 1934

**Drug Distributors’ Experiments**

**Prove Radio Is Effective**

**Listener Suggestions Asked**

By Ben. A. Roos

General Manager, Western Division Robert P. Gost Co. Inc., Seattle.

For over 11 years Robert P. Gost Co. has been responsible for the development of the drug trade, and has been providing service for manufacturers whose products are distributed through drug stores and department stores. Prior to 1929 we had used many advertising mediums to reach consumers of the products we were merchandising.

After making some investigations of the results obtained by several advertisers who had been using radio programs, we decided in 1929, to try radio, to a medium to which mail is written in marketing two products. Our first programme was ad hoc.

To-day the situation has changed so that every advertising medium is used to reach the public, and no form of advertising is yet considered too insignificant to be used to establish a position in the market.
ONE YEAR OLD
Station 6IX Has Birthday

Station 6IX, the “B” class broadcaster of West Australian Newspapers Ltd., celebrates the first birthday of its network and can look back on a successful year’s work. An examination of the statistics for 6IX has made it mark in the West Australian broadcasting world, and the station has been consistently profitable, and has adhered to a popular programme policy, and can claim to have given the public the only one of its kind in the City.

One of the biggest jobs of the year was the special Federal election results service given on September 17 and 18, involving the greatest link-up of the Australian “B” class stations up to that time. Using special links to “B” class stations in Sydney, Melbourne and Adelaide, 6IX was able to provide a constant flow of up-to-the-minute information regarding the fate of political parties from 6.30 p.m. on the day of voting until the early hours of the following morning.

Weeks of planning and organization were rewarded when the service proved an outstanding success. The four Eastern States stations and 6IX were in constant communication with each other for the exchange of results data. As 6IX received these data, they were immediately broadcast in several languages.

Millions of Dollars

U.S.A. Spends on Radio

THERE are outstanding impressions of radio in America. It is the wonder of the world. Radio as known in Australia had probably its greatest job of the year in breaking all previous records of interest to the Broken Hill people. It was the Amos ‘n’ Andy season on the radio network.

One of the most prosperous radio seasons we have ever known has been the year 1934-1935. A New Year’s Greeting will also be broadcast as soon as the annual meeting of the B.A.C. is over.

TROUBLE-FREE RECEIVERS

Tasman dealers received a circular recently from the Sales Manager, announcing sales of a new type of radio set.

COMMONWEALTH

New Issues.... 11,636
Nett Increase 11,717
Population Ratio 7,762

TASMANIA

New Issues.... 674
Nett Increase 217
Population Ratio 720

W. A.

New Issues.... 10,451
Nett Increase 1,375
Population Ratio 7,048

SOUTH AUSTRALIA

New Issues.... 1,461
Nett Increase 1,024
Population Ratio 12,177

QUEENSLAND

New Issues.... 2,976
Nett Increase 36,185
Population Ratio 8,349

NEW SOUTH WALES

New Issues.... 1,561
Nett Increase 1,396
Population Ratio 16,197

REBROADCAST

VICTORIA

New Issues.... 1,082
Nett Increase 213
Population Ratio 24,478

HOTEL ADVERTISEMENT

A ONE DAY SALE

Room Rates Reduced

We are preparing a special programme for the New Year season. The listeners of Broken Hill and the district within a 150 miles radius of the City Hall will have the opportunity of the operation of the 1935-1936 season before it.

SPECIAL REBROADCAST

On Thursday, January 15th, at 10.30 p.m. (eastern time) the National Service will rebroadcast from the R.B.C. “A Message to the People of Australia,” by the Prime Minister of Great Britain, (the Rt. Hon. J. Ramsay MacDonald). This is a very special occasion. Dealers and all listeners are particularly requested to listen in at that time.

THREE NEW MASTS AT 2BH

Program continues unabated at 19BH Broken Hill where three new masts were recently erected. Studio accommodation has been doubled, further offices have been added and the library extended to get with general renovations and improvements. This popular station which has been on the air since June 29th last, met with success right from the start. The management’s policy is a very broad one in as much as it is generous enough to give the public 7 hours of broadcasting daily from the National Service at 2BH Broken Hill.

SUCCESSFUL APPEAL

One of the most successful Charity Appeals was that which raised $40,000 for the City Hall. The station’s broadcast through amplifiers installed in the city hall, was a triumph. An excellent part of the money was provided at both places, and the remainder was raised by the “Charity’s Aid” from the Brisbane, Sydney and Melbourne stations, which were all very generous.

After the party calm the击败 Secret Co. received the thousands of letters which were all of the most enjoyable presentations. The Station extended an invitation to the “charity’s Aid” for the station to raise the money for the “Charity’s Aid.”

A special Charter was arranged in the City Hall by Station 4BC and the Brisbane, Sydney and Melbourne stations. The Charter was an invitation to all stations to broadcast the appeals each week for their respective purposes. The appeal was quickly taken up by many stations, and so the work of broadcasting the Christmas Cheer to children of needy families.

One of the biggest jobs of the year was the special Federal election results service given on September 17 and 18, involving the greatest link-up of the Australian “B” class stations up to that time. Using special links to “B” class stations in Sydney, Melbourne and Adelaide, 6IX was able to provide a constant flow of up-to-the-minute information regarding the fate of political parties from 6.30 p.m. on the day of voting until the early hours of the following morning.

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