

UNITED COUNTRY PARTY WANT BROADCASTING STATION

In Federal Parliament recently, Mr. J. McEwen, Member for Echuca in Victoria, asked:

"In view of the announcement of the Prime Minister (Mr. Lyons) that the Federal Cabinet had decided to make available to the United Australia Party organisation in Victoria, a "B" class wireless licence, will the Prime Minister take the necessary steps to see that a licence to conduct a "B" class wireless station is also made available to the United Country Party organisation in a centrally situated locality in order that that party may have equal facilities for placing its policy before the people?"

Mr. Lyons replied:

"The matter is one to be dealt with by the P.M.G.'s Department in the light of all applications that are made, and I can assure the Honorable Member that his suggestion will be taken into consideration."

Mr. McEwen:—"The Prime Minister announced that the licence for the United Australia Party was issued as a result of a Cabinet decision."

Mr. Lyons:—"That is so. The Cabinet will be free to deal with any other matter of the kind which is brought before it by the Postmaster-General."

2UW PERSONALITY CALENDAR

Requests continue to pour in in thousands to Station 2UW for the calendar giving photographs of all the station personalities together with useful information concerning health, sport, home hints, dreams, the horoscope and other matters of daily interest in every home. The calendar is in the form of a handy booklet and a stamped addressed envelope will bring this dainty gift to any 2UW listeners who care to write in and ask for same. These calendars are linked up with the Australian Broadcasting Health presentations.

"THE THRILL HUNTER"

The Vacuum Oil Company has been entertaining Queenslanders with a specially prepared half-hour's musical programme, including such popular concert artists of the Gladys Moncrieff, Richard Tauber, Clapham & Dwyer variety; another musical feast made available to Northern music lovers was the widespread broadcast of the Grenadier Guards' Band Concert in the South which was relayed through 4BC to its chain of associated country stations.

The new session sponsored by the Vacuum Oil Co., is entitled "The Thrill Hunter," consisting of dramatised chapters from the amazing career of a George Mortimer, who has led a particularly colourful life as French Foreign Legionnaire, Texas Ranger, Gun Runner, U.S.A., Secret Service Man, Buffalo Bill Showman and an aviator in the Great War. Each episode is complete in itself and is supposed to be from real life.

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.G., if—"In view of the fact that the B class station at Kalgoorlie has discontinued its daylight broadcasting service, but no satisfactory service is received from the 6WF National Station at Perth, which is 375 miles away, and that it is unlikely that this may be expected from the only other National Service Station, in the Katanning District—which is equally remote—will the Minister representing the P.M.G. consider as urgent, the necessity of establishing a National broadcasting station at Kalgoorlie to serve the whole of the gold fields of W.A.?"

Mr. Hunter—"The Postal Department is still engaged in the second stage of its programme comprising the erection of seven broadcasting stations. At the conclusion of the present work the third stage will be undertaken, and no doubt consideration will then be given to the claims of Kalgoorlie."

NEW PEPSODENT FEATURE

"The Air Adventures of Jimmy Allen" will be the title of the new serial sponsored by Pepsodent and broadcast by 3KZ Melbourne. The same serial is also running through 2GB in Sydney.

The serial will tell of the adventures of Jimmy Allen of the ground staff of an American commercial aerodrome. Jimmy Allen is the normal boy of 1934 interested in aviation and adventure.

Ground signals, radio beacons and radio will be worked in against a background of whirring planes as Jimmy Allen speeds away on his thrilling adventures. The story is more than a real thriller, it is an education—an education that seeks to awaken the airmindedness in the youth of Australia.

Tarzan was popular, but it is felt that the "Adventures of Jimmy Allen" will be even more popular.

In order to maintain the continuity of the serial Pepsodent will be heard every night from 3KZ between 7.30 and 7.45 p.m.

ALTERATION IN TAMWORTH CALL SIGN

Advice has been received from Tamworth Radio Development Co. Ltd. that the call sign of 2WO originally allocated to the Tamworth Station has been changed to 2TM. The wavelength remains unchanged at 204 metres. It is anticipated that active developments will eventuate in the New Year, so that Peel Street's new transmitter will quickly achieve well deserved popularity. The organisation is in the capable hands of a good combination in Messrs. Higginbotham & Whitcombe (Engineer).

Just Released!

LICENCE FIGURES

NEW SOUTH WALES

	October	November
New Issues	6,129	5,468
Renewals	15,416	15,081
Cancellations	1,979	1,940
Monthly Total	256,117	259,645
Net Increase	4,150	3,528
Population Ratio	9.73	9.87

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New Issues	1,261	1,159
Renewals	3,911	3,566
Cancellations	236	435
Monthly Total	70,863	71,587
Net Increase	1,025	724
Population Ratio	12.05	12.17

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New Issues	964	962
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Monthly Total	36,238	36,899
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Population Ratio	8.20	8.34

TASMANIA

New Issues	509	451
Renewals	874	854
Cancellations	282	301
Monthly Total	18,627	18,777
Net Increase	227	150
Population Ratio	8.17	8.23

COMMONWEALTH

New Issues	16,326	15,014
Renewals	40,067	36,698
Cancellations	4,611	7,152
Monthly Total	666,563	674,425
Net Increase	11,715	7,862
Population Ratio	9.98	10.10

The above figures include:—

Total Free Licences to the Blind	1,381	1,477
Total Paid Experimental Licences	1,239	1,242

RADIO TALENT SEARCH BY 2UW

Complete arrangements have now been made by 2UW for the conduct of a far reaching Eisteddfod, the object of which is a search for radio talent. Details will be announced shortly. The Eisteddfod will be run right through from January to Easter and a number of Sydney's leading musicians will act as adjudicators.

BROADCASTING BUSINESS

Vol. 1—No. 13.

FRIDAY

DEC. 28, 1934.

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10/- P.A. Post Free
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3AW Breakfast Club Activities

AS the days, months and years go by, the "Nicky & Tuppy" 3AW, "Ham & Eggs," Club, is becoming more popular than ever. The membership is growing each week by leaps and bounds, and many thousands of appreciative listeners have paid their joining fee of sixpence, which goes towards the up-keep of two Cots in the Austin Hospital.

Although "Nicky & Tuppy" have been conducting the Breakfast Session almost since the inception of 3AW, they did not form their Breakfast Club until May 3rd of this year, and to have installed two Cots in such a short while, on behalf of their Breakfast Club Listeners, is certainly a marvellous feat. Through the medium of their listeners, this Radio couple is always ready to help those in need, and numerous appeals have already been made to their members for assistance to those who are not so fortunately situated. The response has been more than gratifying, and only goes to show what wonderfully good-natured people there are in the Club.

Apart from the two Cots, the 1932 and 1933 Christmas Appeals combined, provided close on 2,000 homes with food, clothing and toys for the poor.

Appeals by "Nicky & Tuppy" have been made for earphones for the Austin Hospital, and almost 900 pairs have been provided for the institution.

Until "Nicky & Tuppy" started the Breakfast Club for the benefit of the Austin Hospital, this institution lacked the advertisement that many other hospitals receive. Consequently, it was very little known to many people. But now it is probably as well-known as the Melbourne Hospital.

The success of their Opening Dance, in the Masonic Hall is past history, their picnic at Williamstown a few weeks ago was attended by 16,000 people, their Radio Party at Wirth's Circus on Tuesday night, December 4th, was attended by 6,000 people, and naturally, their next picnic on December 16th, is looked forward to by all members and listeners with

keen interest. It has been arranged that special trains will leave every suburban station, as well as Flinders Street, to transport the intending picnickers to Williamstown Beach, where the outing is to be held.

In co-operation with various theatres, free theatre tickets are distributed among members of the Breakfast Club every morning. It can safely be said that no individual session being broadcast in Australia has become more popular than the famous "Nicky & Tuppy" combination. Its advertising value is immense and the sponsors' announcements are delivered in such a way as to provide entertainment, while at the same time, conveying a sales message. Space in this session is hard to secure, and present sponsors are always eager to renew on the expiry of their contracts.

"Nicky & Tuppy" were the inaugurators of the Dual Breakfast Combination, and their popularity is illustrated by the numbers of their followers, who, in the space of six days, sent in between five and six thousand parcels for the benefit of flood victims, together with a substantial sum of money.

VACUUM'S MERRY MOMENTS

Of intense interest to music lovers is the half-hour session broadcast from Station 4BC each Monday night at 8 p.m., when "Vacuum's Merry Moments" take the air. Outstanding popular concert artists of the Gladys Moncrieff, Richard Tauber, Raie da Costa, Clapham & Dwyer variety, follow each other with the briefest of introductions and a minimum of advertising matter. Another musical treat was recently made available to Queenslanders by the Vacuum Oil Company, when the widespread broadcast of the Grenadier Guards' Band Concert in the South was relayed through 4BC to its chain of associated country stations.

SWIMMING CHAMPIONSHIPS

2UW has received exclusive broadcasting rights from the N.S.W. Swimming Association to describe the N.S.W. Swimming Championships to be held in the Domain Baths on January 7; at Manly Baths on January 8; at Coogee Aquarium on January 10; and again at the Domain on January 12. In addition to the Australian leading swimmers, Sakagama and Kivokawa, from Japan, will also compete. Great interest will be taken in Andrew Charlton's attempted "comeback" and Noel Ryan and Reg. Clark, Olympic swimmers, will also be on the programmes.

Descriptions will be broadcast by Mr. Dud. Hellmrich, Secretary of the N.S.W. Amateur Swimming Association. Listeners should tune in to 2UW on the afternoons of the dates mentioned above, when the descriptions of each event will be worked into the usual studio programme.

SHEFFIELD SHIELD MATCHES

A large Brisbane emporium—"Overell's"—is providing the opportunity for thousands of Queensland sporting enthusiasts to enjoy a ball-by-ball description of the Sheffield Shield matches being played in Brisbane. These descriptions will come direct from the playing ground, and will be given by the popular sporting commentator, Mr. Barney Cook, through the 4BC microphone.

7,500 LETTERS WITH STAMPS IN LESS THAN 7 DAYS

On Wednesday, December 5th, Dr. N. du Maurier, the founder of the Australian Broadcasting Health Society, mentioned during his session on 2UW that the Station would be glad to send free to any listeners forwarding a 2d. stamp for postage, a unique calendar featuring 2UW's personalities.

Pointers covering the offer were given by the Station, and the great flood of applications received necessitated a further 2,500 being ordered from the printer to supplement the original order of 5,000. Surely eloquent testimony to 2UW's "pulling" power.

7,500 letters with stamps enclosed for postage in less than a week!

U.S.A. Network Radio Expenditures by Six Leading Industrial Classes

First six months of 1934 v. First six months of 1933

Industrial Classification	NETWORK RADIO EXPENDITURES.		MAGAZINES			
	First six mos. 1933	First six mos. 1934	% Gain	% Loss	% Gain	% Loss
1. Drugs and Toilet Goods	\$3,738,067	\$6,823,031	82.5	—	4.4	—
2. Foods and Food Beverages	\$4,418,080	\$5,885,183	33.2	—	—	2.1
3. Cigars, Cigarettes & Tobacco	\$1,746,934	\$2,068,181	18.4	—	24.0	—
4. Automotive	\$923,849	\$1,958,611	112.0	—	56.0	—
5. Lubricants, Petroleum Products & Fuel	\$1,908,290	\$1,456,530	—	23.7	—	9.3
6. Soaps & Housekeepers' Sup- plies	\$476,062	\$1,058,404	122.3	—	—	3.2

Real Silk Hosiery Trade Gains 60% Through Radio Ads.

Campaign Has Turned Buyers To Higher Priced Goods

REAL SILK Hosiery Mills, Indianapolis, credits its radio advertising with being chiefly responsible for marked sales increase that now represent a monthly average that is 60 per cent. above that of last year, according to Leo Burnett, vice-president of Erwin, Wasey & Co., agency handling the account.

The NBC campaign began February 5, 1933, with a very limited appropriation. The Real Silk hook-up now includes 44 NBC-WJZ and supplementary stations from coast to coast.

Supplementary Benefits

BESIDES the sales gains, Mr. Burnett attributes supplementary benefits to its radio advertising. The classified advertising cost incurred by the sales department has been cut down considerably, he said, as there are always applicants for jobs as salesmen, their interest being aroused by the radio programme.

Another important supplementary advantage is that radio has cut down expenditures for what are known as "door openers"—that is novelties used by salesmen to obtain a hearing—to approximately half the amount normally spent prior to the radio campaign. Radio has proved itself to be an amazingly effective "door opener" for the Real Silk salesmen, who now report a great increase in "appointment business," that is, calls on new prospects arranged on the recommendation of their satisfied customers.

Better Class Business

A YEAR ago 70 per cent. of the Real Silk business was secured on the lower-priced lines, whereas now the situation

is reversed. Several of the lower-priced items may be discontinued as a result. Real Silk has continued its broadcast advertising throughout the summer, using Charles Pevin's dance orchestra and guest artists.

It is understood that a booklet has just been received in Sydney musical circles from the American Society of Composers, Authors and Publishers, more familiarly known as ASCAP, which is equivalent to APRA in Australia.

This booklet reveals surprising figures in regard to various songs, and the extent of their popularity. In 1927 the song "Ramona" sold to the extent of 1,750,000 copies of sheet music. Shortly 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 900,000 copies only.

To-day, the society alleges, if 100,000 copies of a song are sold it is considered a very great success. Constant repetition over the air cuts down the sale of sheet music enormously, and whereas the life of a popular song was a year or more, to-day the composer is lucky if his song lasts for three months.

Radio, it is stated, has not only pruned the sales of sheet music, but it has almost similarly reduced composers and author's revenue from the sale of gramophone records and player rolls.

It appears that the American public spends an average of £10,000,000 a year on radio, yet the creators of the music, which is the foundation of this form of entertainment, receive less than £1 out of every £1,000 thus spent. In the U.S.A. a few years ago, there were 8,000 shops retailing sheet music, to-day the number has declined to 2,000.

"MYSTERY MICROPHONES"

Shush! There's a new station in the air in Queensland whose call sign is P.H.O.E.N.I.X.—and each Thursday night at 8 p.m., as the studio clock of Station 4BC chimes out the hour, several "mystery microphones" are switched on in turn, so that Queenslanders may enjoy the unique opportunity of hearing some extremely entertaining flashes of metropolitan life. This unusual feature session is being sponsored by E. Rich & Co., the Queensland distributors of the well known "Phoenix" Products—biscuits, cakes and puddings—and the advertising message is handled subtly throughout, introducing the goods without the listening audience being conscious of hearing a "sponsored" session, but rather a feature entertainment.

"WINE, WOMEN AND SONG"

Goods which have a distinct seasonal appeal have to move fast to please any manufacturers, and when appropriations are planned the greatest thought is given to every avenue of propagating sales. When B. Seppelt & Son Ltd., vintners, of world-wide repute, were considering the marketing of their overseas Xmas hampers, they decided to conduct their first Queensland broadcasting campaign through the medium of Station 4BC.

The form of their advertising ranged from one to two quarter sessions per week, with 100-word announcements during the women's sessions—the nightly broadcasts consisted of philosophical—musical and humorous incidents, interwoven with the advertising message of "Xmas Hampers for Overseas"—the popularity of these bright entertainments brought forward such a splendid response that the management have declared that the direct results were far in advance of any obtained through other advertising mediums of past years.

RADIO TALENT

Complete arrangements have now been made by 2UW for the conduct of a far reaching Eisteddfod, the object of which is a search for radio talent. The Eisteddfod will be run right through from January to Easter and a number of Sydney's leading musicians will act as adjudicators. Details will be announced shortly.

NON-STOP REVUE

To open the New Year programmes through the National Stations comes a bright and snappy revue on Tuesday, at 8 p.m., January 1st. This non-stop revue, full of bright songs and sketches, will be relayed from the Sydney studios, where it will be produced by James J. Donnelly. Another bright revue to be broadcast is "The Southern Stars," which will be broadcast from the National studios at 9.15 p.m. on Wednesday, January 2nd, under the direction of Dave Howard.

Drug Distributors' Experiments Prove Radio is Effective Listener Suggestions Asked:

KOMO Picked in Test

By Ben. A. Rooks

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

FOR over 15 years Robert P. Gust Inc., manufacturers' agents for the drug trade, 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 presented radio programmes, we decided in January 1929, to try radio as a medium to assist us in marketing two products. Our first programme was presented in southern California. As there were only a few programmes at that time of especial interest to housewives or home makers, we did a great deal of experimenting during the first six months and used the facilities of several stations in Los Angeles.

Leads to Expansion

The results obtained from our initial efforts were quite gratifying. We asked and received suggestions from radio listeners and succeeded in developing a programme that proved of interest to those of the radio audience that we were attempting to reach. After being satisfied that the programme presented by Julia Hayes not only proved interesting to radio listeners but produced results, we decided to expand to other cities.

Early in 1930, when ready to present the Julia Hayes programme in Seattle, we thoroughly investigated the facilities offered by the various radio stations there. The investigations took into account the territory covered, the general character of programmes being presented by the stations, the type of audience, and the cost of reaching that portion of the listeners we desired to influence.

After completing these investigations, we decided that KOMO provided the facilities desired, but the cost of the station time seemed out of proportion to the results we believed could be accomplished in Seattle. However, we inaugurated the Julia Hayes series over KOMO, Feb. 1, 1930. But, at the same time we presented our programme over another station in Seattle in order to have a comparison of the results obtained from two different radio audiences.

The combination of our programme "Julia Hayes, What's New?" plus the facilities provided by KOMO must have produced the results that every advertiser desired, for our programme was started February, 1930, over KOMO and it is being presented over the same station to-day. We are convinced that we

are reaching and influencing the people for whom our messages are prepared. The thousands of letters received by Julia Hayes testify to the fact that her informal talks are of interest to home makers and appreciated by a large audience.

SPEEDWAY ROYAL THRILLS

Twenty thousand Sydney-siders flocked to the Speedway Royal on the first Saturday night of the Test season to see English and Australian riders in motor cycle speed tests. And twenty thousand people sat beneath brilliantly lit pavilions, and watched in excited suspense, the "pigmies" racing around the track at gravity-defying angles, their machines roaring and throbbing in attempts to lessen records by split seconds. Those who could not visit the Speedway were fortunate in being able to listen in to the descriptions broadcast by Station 2UW from the new glass and sound-proof box placed on the lawn close to the start. Mr. Norman Lyons, the commentator, had this box specially constructed with a view to minimising the noises of the motors which marred previous broadcasts last year. The box was designed with a movable lid in order that just sufficient noises might be allowed to enter the microphone and thus give listeners a realistic description. Unfortunately this lid was responsible for an altogether unrehearsed incident—and accident. Mr. Lyons had just returned from a wander (with the "Wandaphone") among the riders and broadcasting personal interviews with them, when, on re-entering the box, he bumped the wall of the structure which caused the glass lid to collapse and strike him on the head, inflicting a nasty cut. So intent was Mr. Lyons on his descriptions, however, that he stuck to his job, although conscious that blood was flowing down his face and on to his coat. An ambulance man standing by however, noticed Mr. Lyons' predicament, and entering the box, quietly placed a piece of gauze on the sufferer's head. When one realises that that gauze was saturated with Friar's Balsam one can appreciate the feelings of the well-known 2UW commentator as the keen stinging sensation conveyed itself to his busy brain. He wonders how many listeners heard him mutter "Gee, that hurt!" . . . Further Speedway descriptions will be given by 2UW every Saturday night.

THE BIGGEST SUCCESS STORY OF 1934

One of radio's biggest success stories for 1934 will read as follows:

"An advertiser inaugurates his first regular coast to coast series in February next, spends close to £4,000 weekly for time alone during his first five months on the air, raises his expenditure to £4,300 weekly in September and again to an average of £11,520 weekly in October. On the other side of his ledger sales of his products more than double, and for the first time in three years, outstrip all competitors—when before the radio campaign, and with the same competitors, he lagged behind. The name of the advertiser: Henry Ford."

Only ten months ago, the mere fact that Ford was going on the air was a significant headline for broadcast advertising. One of the country's leading industrialists, but an in and out advertiser whose schedules had never been much of a boon to any single medium had, after years of resistance, finally been won to radio.

Now in Front Rank

Last December the Columbia Broadcasting System received a contract for a half-hour weekly period on a coast to coast network, to feature Fred Waring and his Pennsylvanians under the sponsorship of the four dealers of America. Before the opening broadcast of this series came another contract for a second weekly half-hour on C.B.S. with the same programme.

In August, the third Four Dealers Series "Mickey Cochrane on the Pen-nant Race" began on the same network, and last September brought news of two additional radio investments that will place Ford in the front rank of 1934 radio advertisers.

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ONE YEAR OLD

Station 6IX Has Birthday

Station 6IX, the "B" class broadcaster of West Australian Newspapers Ltd., celebrated its first birthday on November 27, and can look back on a successful year's broadcasting. In its short life so far, 6IX has made its mark in the West Australian broadcasting world; it has participated in numerous successful stunts, and has adhered to a popular programme policy which is the only one of its kind in the State.

One of the biggest jobs of the year was the special Federal election results service given on September 15 and involving the greatest link-up of the Australian "B" class stations up to that time. Using special lines to "B" class stations in Brisbane, 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 organisation 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 exchanging of progress totals. As 6IX received these periodically over the land-lines they were broadcast, with the latest figures from the Electoral Office in this State, and, by the use of special results forms supplied by "The Broadcaster," listeners were able to keep a constant check on all results as they came through.

Station 6IX's programme policy deserves some mention. The system demands that listeners should be given, as far as possible, four uninterrupted programme features, each lasting 20 minutes, every night. The aim has been that during this 20 minutes no advertising matter be inserted, and so far the only exceptions have been sponsored features. Careful observance of this rule has had much to do with the popularity of the station's method of radio presentation, which gives perfect continuity.

A long-felt want was supplied when 6IX set out to fill in the gaps when no stations in this State were on the air. For example, until 6IX commenced broadcasting the air was "dead" from 8.30 to 10.30 a.m. each week day.

MORE CONTRACTS

Many New Accounts

During the past three months new campaigns from the following advertisers have been received by 6ML:—

Luxor Theatre; Woolworths; Corner House; Edward Berry; Foy's; Mallabone & Co.; Gordonson Cycles; F. C. Lange & Co.; Ted Turner; Vanity Toilet Saloon; Cecil Gould; Arrow Cycle Co.; Don Clothing; "Rita"; Chris. McCarthy; Chas. Killick; Cabin Tea Rooms; Nelson D'Raine Ltd.; R. Kelvin Blake; Bert Derby; New York Hat and Suit Cleaners; Chas. Watson & Co.; Quain's; Redcastle Brewery; United Motors Ltd.; City Body Builders; Lonsdale Motors; Arthur D. Clarke & Sons; Coppersmiths Ltd.; Geo. Rapp; Stewart Dawson; Petty's; Betty

Ann; J. Spigl; McIlwraith, McEachern; Superior Knitting Mills; F. W. Charlesworth; H. C. Glanville; Fresh Fruit Drink Co.; Swan Brand Products; W.A. Airways; Ah Kwong & Co.; Walsh's Ltd.; Ah Sam & Co.; Andy Phillips; R. H. Higgins; Caris Bros.; W.A. Safe Deposit; Miss Mack; Glory Box; "Irene"; Peter Pan Tea Rooms; Harvey Bros.; Peters Fruit Palace; Belle Gladstone; W. Smith & Co. (Fremantle); Boans; Craig & Co.; Cottesloe Car Park; J. and W. Bateman Ltd.; Fremantle Trotting Club; Fisher Beard & Co.; Miss C. Rogers; Metters Ltd.; J. Millard; Westralia Wire Works; Alex. Kelly Shoe Stores; Bond's Shoe Store; Lattice Tea Rooms; J. Schwarzenberger; Langham Studios; John Cykle; Decorations Co.; Wishart & Kirwan; Cyclone Fence Co.; Plaistow's; Rational Council of Finance; Yalumba Wines; Smith's Gin; White Horse Whisky; Aberdeen and Commonwealth Line; Seppelts' Wines; Scrubbs Ammonia; Diamond Batteries; Michelides Ltd.; Selfix Sports Trousers; Chesterfield Racquets; "4711"; Nestle's; Gem Razors; Nugget Shoe Polish; Johnny Walker Whisky; Insectibane; "Walkabout"; British Australian Lead Manufacturers; Vacuum Oil Co.; Levers; Cox Bros.; B.D.V. Cigarettes; Cofpa; O. W. Strang.

ALL NATIONALITIES HAIL AND FAREWELL 1934-1935.

A beautiful gesture in keeping with pacifists tenets is being organised in connection with the Danc-Sing Ball at the Town Hall on New Year's Eve. At the first stroke of midnight "Father Time" will enter and tap the sleeping nations (represented by girls in costume) on the shoulder. There will then follow a gay impromptu ballet in the shape of a 'crocodile' of all present on the dancing floor who will sing the "Stein Song" as they go.

New Year's Greetings will also be broadcast in several languages. 2UW is broadcasting descriptions throughout the evening.

TROUBLE-FREE RECEIVERS

Tasma dealers received a circular recently from Sales Manager Jennings, which read:

"This brings us to the close of the most prosperous radio season we have ever known, of which Tasma has had its full share, which we realise is due to the support given us by our many agents. We have always striven to make trouble-free receivers which would not eat up your profits in servicing, and this point alone, we feel sure, most of our dealers appreciate. Next year we will have better models and competitive prices with outstanding performance, which we feel sure will bring many sales and satisfied customers to you.

"Again thanking you for your past support and wishing you a very happy Christmas and the Compliments of the Season.

Yours faithfully,
Thom & Smith Ltd."

Latest Licence Figures

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Renewals	40,067	36,698
Cancellations	4,611	7,152
Monthly Total	666,563	674,425
Net Increase	11,715	7,862
Population Ratio	9.98	10.10

The above figures include:—

Total Free Licences to the Blind	1,381	1,477
Total Paid Experimental Licences	1,239	1,242

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New Year Greetings To All

BROADCASTING BUSINESS

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Millions of Dollars

U.S.A. Spends on Radio

THE two outstanding impressions of radio in America are the wonderful strides made without the help of licence fees by the commercial broadcasting stations, and the enormous sums of money which the American broadcasters spend on their artists," said Mr. V. M. Brooker, manager of the broadcasting department of Amalgamated Wireless on his return from America, whither he was despatched by Mr. E. T. Fisk to study certain aspects of wireless development.

Mr. Brooker remarked to-day that as much as 20,000 dollars would sometimes be paid for an hour's programme. This enormous fee was made possible by the fact that 80 stations would take the one programme; consequently no expense was spared. Moreover, direct advertising over the radio as known in Australia had disappeared completely from the radio network. Nevertheless, the amount spent on programmes by the American stations totalled 110,000,000 dollars a year or ten times as much as was spent in any other country.

Mr. Brooker was amused one evening at a banquet given by the Elk's Club at

Cincinnati. In the middle of the meal a man looked at his watch, whispered to his neighbour and hurried out into the lounge where he was followed by half of those present. It was the Amos 'n' Andy session on the national network which the banqueters were so eager not to miss.

"I thought I was pretty hard-headed in respect of radio programmes," said Mr. Brooker, "but those two negro impersonators have so perfected their turn that I found myself also postponing my evening meals in order to hear them."

"Broadcasting is the principal consideration in the creation and production of all new music in the United States," said Mr. Brooker. "Complete musical operas are being written for broadcasting only. The Gibson family for instance, present a new opera every week and the composers, Schwartz and Dietz have turned out 40 complete musical shows which are being broadcast at the rate of one a week. To judge from the position in America," concluded Mr. Brooker, "it seems reasonable to assume that the commercial or B class stations of Australia have a very bright future before them."

Successful Appeal

One of the most successful Charity Appeals was conducted in Queensland by Station 4BC and its associate station 4BH, some weeks before the Festive Season. As an outcome of three trips down the Bay in the s.s. "Kooopa"—two performances of "Charley's Aunt" by the Brisbane Repertory Theatre—three monster raffles (the prizes of which were all donations) and cash gifts—over £800 was collected to provide Christmas Cheer to Children of needy families.

A special Christmas Party was arranged in the City Hall by Station 4BC and at the Brisbane Stadium by Station 4BH—and for the first time in the history of Brisbane, the same speakers presided over both functions! As the Premier, Bishop Dixon, Mr. J. B. Chandler (Director 4BC) and Mr. Russell F. Roberts (Man-

ager 4BC) spoke from the platform of the City Hall, their remarks were broadcast through amplifiers installed in the Brisbane Stadium. Splendid entertainment was provided at both places, and the younger folk—and their adult escorts—enjoyed one of the most enjoyable presentations arranged during the year.

After the party came the treat! Sections of the thousands comprising the audiences were allowed out at a time and these were quickly supplied with bags of "cheer"—cakes, sweets, fruit and balloons—which had been packed the previous afternoon by voluntary workers. Mothers received an open order to secure clothing for the little ones before their return to school... and so the fear that Father Christmas mightn't arrive this year was banished—his envoys had done their work well!

SPECIAL REBROADCAST

On Thursday, January 10th, at 10.20 p.m. (eastern time) the National Service will rebroadcast from the B.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 10.20 p.m. (east.) on Thursday, January 10th.

THREE NEW MASTS AT 2BH

Progress continues unabated at 2BH Broken Hill where three new masts were recently erected. Studio accommodation has been doubled, further offices have been added and the library extended together with general renovations and improvements. This popular Station which has been on the air now since 30th June last, met with success right from the start. The management's policy is a very broad one in as much as they were courageous enough to give the public 7 hours of broadcasting daily from their opening day, which service includes all the items of interest to the Broken Hill people.

The listeners of Broken Hill and the district within a 100 miles are unanimously of the opinion that 2BH is a God-send.

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