1,000 ATTEND 2BH's Community Singing

Business continues to move ahead at 2BH Broken Hill where our latest ad
indicates the new feature for this li-
ine is a series of Renews... 
From the front

1,745
3,754
1,067
518
483
855

2BH Sundays' Club, organised for the
VICTORIA

3,273
1,262
277
1,467
12,41
1,266
3,754
1,067
518
483
855

kiddies, is another new feature, and the
club claims more than 600 applications
for membership within the first two weeks.

NEW FEATURES FOR 3DB

A series of new features are being of-
tered to sponsors by 3DB. All are quarter-
hour transmissions and vary widely in the
type of entertainment.

"Front Page Drama" is a series of short
stories dramatized from the front pages of
the world's press.

"The Witch's Tale" is a series of bloody
coldfiber consisting of stories related by
old witch to her black cat.

"Royal Intrigues" is a series of stories
of the life of Charles.

"The Deal of the Don" is a serialised
drama of the early Spanish Don of Cali-
io.

"Hawaiian Fantasies" comprise a selec-
tion of the beauties of Hawaii's idoles
with short colourful sketches of the
islands.

"Divie Memories"—a useful showcast
type of programme.

"Crazy Quilt" is a snappy variety type
of programme.

"Paper Moon" is an usual serial of
back stage theatrical life involving a new
story, love theme and musical comedy.

GIVE 'EM MUCK (Concluded from page 5)

Once an audience of baronets, jute
brokers, publishers and journalists.
And if I regret, with much difference,
that the broadcasting station give thought
to the same obvious, but apparently
unappreciated, fact.

Any programme or sponsored session
which is restricted by one breed only
of entertainment, excludes an important
percentage of listeners, unless, of course,
which is an exception that anything
would be so extensive but I have one
Fifteen minutes of classic music will
divorce the untrained, neutral mind,
whose owner might yet have been a buyer
of the goods advertised. Similarly, wench-
teen minutes of jazz will render the
creature insensible to the musically
fastidious, lectures on the beauties
of poetry who buy goods, nevertheless.
Dying minutes of jazz will render the

it is a fact of no mean significance
that the three major oil companies
exxon of Australia, to take

control of 2CH

EGOTIATIONS have been en-
tered into secretly for the acquisi-
tion by Amalgamated Wireless
A.C.T., the National Wireless organisa-
tion of Australia, to take over the con-
trol of this Station in Sydney last Monday.

There is no news of any difficulties,
and the negotiations are said to be well
advanced and an agreement is imminent.

With the introduction of

Mr. F. H. STEWART

Chairman of Directors A.W. A. Ltd.

The arrangement involves a transfer to
Amalgamated Wireless of the Station's
agreement with the Council of Churches.

Mr. Stewart, the Promoter of the
Station, and Amalgamated Wireless,
and this was approved by the
Council of Churches in their meeting in
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How the Hook-Up is Carried Out

The greatest strength of radio hook-up over a long distance is the long tail of the audience and the way it can be used to boost listening at other stations. These trailers were an integral part of the programme itself was designed to create an audience.

The average listener has not the faintest idea how a programme is relayed through a key station to others who are listening to the same programme. For example "Jane Eyre" which is being relayed from station 2UW each Tuesday night at 8.30 to 21 stations, 11 in N.S.W. and 10 in Victoria.

It means that in twenty-one country districts "Jane Eyre" will be received with the same clarity as listeners within the metropolitan area listening to 2UW. The method employed is this: 2UW relays the play from this studio to the O.T.O. Test Room. The Test Room is the distributing centre for the number of telephone lines that are required, which means that after the relay is received by the Test Room from 2UW it then is sent by landline to radio engineers.

The new station which has been designed and is being constructed by Amalgamated Wireless, will be located at the W.W.A. Radio Centre, Penrith Hills and the top of the mast will be 825 feet above sea level. The mast is so proportioned that maximum transmission will take place along the earth's surface, instead, as in the case of the usual aerial, the energy being largely propagated into the sky with resultant interference between it and the ground wave, causing fading.

The transmitter itself embodies all the latest ideas, and the most recently developed techniques, which makes it possible to handle the series system will be employed. The frequency of the aerial wave will be maintained constant by means of a temperature control system. The output power is artificially cooled by a circulating water system and is capable of delivering 1,000 watts continuously to the aerial. The transmitter is equipped with an elaborate system of relays which would automatically shut off the power in the event of a fault developing in any part of the system. Lamps reveal to the engineer who is responsible for the engineering and upkeep of the transmission plant, that if a link in the chain is faulty, it can be cut out and the rest of the system put into operation by the pressing of a button. This is a great advance on the ordinary method of checking the service, which requires that the master to the radio engineer for repair and maintenance.

The new studio equipment for 2SM is already in operation, and it can be claimed that no other station in Australia possesses better equipment or has a studio of the same size. 2SM has the ability to transmit at a range of from 50 000 to 100 000 metres per second its accuracy is negligible.

The velocity type of microphone representing the latest design in equipment is designed.

This is a great advance on the ordinary microphone-operated type as it functions on the velocity of the sound waves. It has a range of from 30 to 100 000 cycles per second and has the advantage of being double-sided. 2SM is equipped also with the lapel velocity microphone which is about half the size of a match box and is worn in the cost button hole. It is particularly useful for commentators from outside points where it might be impracticable to install a microphone of the studio type.

NEW INDUSTRY

Mr. Homeyfield will in future conduct an additional session on 2UW, dealing with fruit and gardening each Saturday morning at 9.15.

On Saturday, March 16th, Mushroom Culture will occupy the Session. At present, mushroomers are for the most part imported, but they can be grown in practically any district here either in or out of doors.

Many Poultry Farmers and Dairy Farmers, who at present suffering economically, would find mushroom growing a useful sideline, and this aspect will be stressed from the 2UW Agricultural Commissioner.

SM'S New 450ft. Mast Highest in Australia

SOMETHING new in broadcasting stations is being handled by Ellis Price, who is already in operation and in the top of the mast will be 825 feet above sea level. The mast is so proportioned that maximum transmission will take place along the earth's surface, instead, as in the case of the usual aerial, the energy being largely propagated into the sky with resultant interference between it and the ground wave, causing fading.

The transmission system embodies all the latest ideas, and the most recently developed techniques, which makes it possible to handle the series system will be employed. The frequency of the aerial wave will be maintained constant by means of a temperature control system. The output power is artificially cooled by a circulating water system and is capable of delivering 1,000 watts continuously to the aerial. The transmitter is equipped with an elaborate system of relays which would automatically shut off the power in the event of a fault developing in any part of the system. Lamps reveal to the engineer who is responsible for the engineering and upkeep of the transmission plant, that if a link in the chain is faulty, it can be cut out and the rest of the system put into operation by the pressing of a button. This is a great advance on the ordinary method of checking the service, which requires that the master to the radio engineer for repair and maintenance.

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"IN TOWN TO-NIGHT"

The success of "In Town To-night" is a tribute to the showmanship of John Dunite of Station 2SM. For it he has taken the microphone out into the streets of Sydney and built up an entertainment which mirrors the multi-coloured life of a large city. Real personalities of Sydney are heard telling about their daily lives, and John, with his masterly technique of switching in the various voices in their proper order.

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COMMERCIAL STATIONS PAY OVER £40,000 p.a.

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**1926**

One of Victoria's pioneer radio advertisers is the Sunshine Biscuit Co. of Bathurst.

This progressive company launched its first advertising campaign on 2UE in November 1925, using 2 minutes for a public relations program. The campaign continued until 1929.

One of the great advertising achievements of the period was the Sunshine Biscuit Company's allocation of radio time for its product in 1925. The campaign continued for a year and utilized the full power of the station.

The station was one of the few to have an advertising agency that specialized in radio.

---

**Hours At Random**

**Being Comments on Programmes**

**Tuned-in at odd times**

*(by DEGGY)*

**SB**

On Sunday evening last, I decided to spend an hour listening to 2UW, being in the same mood as the other fellows in the Happy House. This session continued until the following morning, when I was forced to get up to attend another lecture. The service was certainly not over-burdened with advertising talk. The music was increasing, monotonous, and quite attractive.

At 7.00 o'clock sharp, "The Time for a Song" was put over before one noticed it. There is no doubt that this advertisement is one of the most effective ideas that has ever been created. Note that I said "one of the most," but probably I should have said "one of the few." From 7 to 7.30 we listened to "Another time we're going to put our pets, Marley versus etc." With all these "ex's," I am not surprised that the advertisements are not very effective.

At 7.30 an announcement was made that the band would play for the benefit of "Aarons Capstan". I noticed it. There is no doubt that this advertisement is one of the most effective that has ever been created. Note that I said "one of the most," but probably I should have said "one of the few." From 7 to 7.30 we listened to "Another time we're going to put our pets, Marley versus etc." With all these "ex's," I am not surprised that the advertisements are not very effective.

At 7.44, during a musical item, the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.45 the N.S.W. Society for Promotion of Public Health put out some marvellous things for promoting the public health or the health of the individual. They were on to something that which happened millions of years ago.

At that juncture I thought I had had enough. I could not afford any more of this sort of thing, I have another announcement to make. "Mr. Aarons" or whatever his name is.

At 7.46 the announcer introduced his own number, which was in the "vendetta" tradition.

At 7.47 the N.S.W. Society for Promotion of Public Health put out some marvellous things for promoting the public health or the health of the individual. They were on to something that which happened millions of years ago.

At that juncture I thought I had had enough. I could not afford any more of this sort of thing, I have another announcement to make. "Mr. Aarons" or whatever his name is.

At 7.48 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.49, during a musical item, the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.50 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.51 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.52 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.53 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

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At 7.55 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

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At 7.57 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.58 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 7.59 the announcer changed his voice. This habit of the announcer announcing themselves when they come on the air, is quite one argument, as to whether they should do so. After all, unless you are right or what you say is true on the beginning, you do not have any occasion to worry about the answer, and in the days of the vaudeville of announcers one is very liable to get mixed up.

At 8.00 o'clock sharp, the session continued until the following Sunday, when I was forced to get up to attend another lecture. The service was certainly not over-burdened with advertising talk. The music was increasing, monotonous, and quite attractive.
Broadcasting

Gossip

Keith Howard’s section on 2CH at 3.30 p.m. on Tuesday is popular with women listeners. The title is "Home Comforts from a man’s point of view."

Betty Sutton is another popular 2CH personality, who, in spite of her youth, is building women’s audiences with her "Getting the most out of Home Life."

"The Hibunch of Notts Donne" on 2GB gives George Edwards at his best. Rather a pity that such excellent Journal and excellent artists are not available to evening listeners.

Stuart Bryant ("the good morning"

man on 2CH) is one of the few good morning men who speak like a man.

Jack Wills ("the good morning"

man over 2UW and anyone who can keep up that style of thing so naturally as he does deserves all praise.

John Harper’s illness being over, the impression is that he is somewhat more restrained in his manner than all the better.

Back in after a brief holiday, Stuart Bridgman, SAW’s popular morning speaker, and he walks with a limp. While out fishing the wrong kind of half at Apollo Bay he had the misfortune to break his hip, but is building up his strength and twists his ankle in the rock— "nasty sort of thing.

"Our dearest friend of Peru," a serial which was announced as having been available for sponsors from SAW has been announced as beginning on 3UW. This Easter thriller is being broadcast every Monday and Wednesday night.

SAW’s Leo Murray Players who are now broadcasting on Wednesday evening from 6.30 to 7 p.m. to 3GZ Gertrude where they are being sponsored by GM, they are getting in a station feature from 2AW—and a really good one.

A new transcription, "The Stassenhill Prison Mystery," is scheduled for immediate release with 3UZ on March 29th for 3GZ Gertrude. The title is a serial of 15 episodes telling of the murder of a prisoner in cell.

3AW advises us that they are consoling themselves with 3AW and England and America. By importing direct, they hope to give their listeners and sponsors precedence of all new recordings.

MELBOURNE

SPONSORING

C. E. Wood & Co., 316 Flinders Lane, Melbourne, have renewed their contract for ad announcements from 3KZ.

D. & W. Chandler Ltd., 120 Johnston Street, have renewed their spot contract with 3KZ.

James (Ansley) Ltd., 136 Wellington Parade, Thompson Pty. Ltd., 66 York Street, Melbourne. New business from 3KZ.

New Graphic of Australia, Temple Court, Collins Street, Melbourne, have signed with 3KZ for a number of scatter advertisements.

Toy & Co. Ltd., 100 Bourke Street, Melbourne, have renewed their contract of eight hour sessions from 3KZ. They shall be heard each Sunday from 6 to 8 p.m. on Thursday, Monday and 5 to 8 p.m. on Tuesday through Patent Advertising Service, 1A, Truie Street, Melbourne.

The Capitol Theatre has renewed its half hour every night contract with SAW.

H. E. Wood & Co., 316 Flinders Lane, Melbourne. Scattered in Geraldine Brighton’s afternoon session for women from 3AW. One a week.

Sappian & King (pist. 1 hour session from SAW. Australian Broadcasting Commission Field Service, Session from 3AW to be relayed to various advertisers. Patent Advertising Service.

B. Seppelt & Sons (Wines), 51 Coli- nes Street, Melbourne. Have renewed their half hour session once a week from Wednesday.

Coleman Keen (Ansley) Ltd., Melbourne, have signed for a series of 100 announce- ments from 3AW.

Mitchell’s (Hunters), Bourke Street, Melbourne, have renewed their scatter contract with 3AW.

Tye & Co. Ltd., 100 Bourke Street, Melbourne, have renewed their quarter hour session from 3AW on Wednesdays between 11 a.m. and 12 noon. Patent Advertising Service.

Nance Morell sponsors beauty talks from Collins Street for a half hour daily session from 3AW for one week.

P. S. Marks (Kleinberger) have increased their contract of scatter from 3AW.

Penny & Co., 342 Collins Street, Melbourne (Granotx). Each evening a week from 3 to 4 p.m., through hour transcription featuring Detectives Black and Blue, serial. Gen. Paton’s Commission.

W. Saunders & Son Pty. Ltd. (Mal East) continue their contract of music, ranging from March 4th from 3DB and "Crapo’s Captains" every Monday night.

Carter, Co., 5 Brunswick Street, Fint.

Patton’s & Baldwin Co., 232 Flinders Lane, Melbourne. Monday morning session, nightly from 3UZ. Cummings-Wright Advertising Service.

BROADCASTING BUSINESS

March 12th, 1925

LATE RECORD RELEASES

Regal Zonophone


G22506—"Don’t You Cry When We Go Away," sung by Betty Sutton ("Who Made Little Boy Blue," "Youthful Love,") and Mr. Lane, half hour booking.

"What a Little Moonlight Can Do" (both from SF Road Shows), played by Gaumont British Dance Orchestra.

G22107—"Round the Old North Pole" and "Look- ing For a Little Bit of Blue." (Both from SF Road House). Played by Gaum- mont British Dance Orchestra.

G22999—"There’s No More You Can Say" and "This—Tango," played by the London Piano-Accordian Band.

G22116—"Hi Trovatore—Vocal Gems,

Parts 1 & 2. Done by the Classic Opera Company.

G22117—"Other Days"—Selection,


G22999—"Memories of Old Vienna,

Parts 1 & 2. Played by Grand Companions Brass Bands.

G22997—"Because de Joseyn, & Serenade,

played by the Celebrity Trio.

G22995—"The Last of the Texas Rom- ans," and "Bunk House Billyf. The Hill Billies.

G22992—"Molly Can’t Build That Castle Made of Sand," sung by Walsh and Barker.

Parlophone

A6067—"Moon Glow" and "Don’t Let Your Last Love Cry Wrong," sung by Nat Gonella and His Georgians.


A607 —"The Toilet Scene," sung by (from Roberts) by Harry Key and His Mollies.

A6079—"You Only Have Eyes For You," (from "Dames") by Ben Selvin & His Orchestra.

A6051—"Fox Trot Medley — No. 3s," sung by Massed Chorale.

A6077—"The One For Me," sung by Pat Hyde, Guy Groover and "Louis- ville Ladies," sung by Rood Orchestra.

A6097—"Laughing Stock" and "Parn- ato Polka," sung by Dallace Harmon- ics Orchestra.

JANUARY

A6067—"I Saw Smoke" and "Smoke on the Water," sung and played by Leslie Hitchcock, with Harry Key and His Mollies.

A6068—"Oh! How I Badly Want to Live," sung and played by Leslie Hitchcock, with Harry Key and His Mollies.

A6079—"Tales of Hoffman" and "I’m One Only Coocal," sung in German by Louise Lehmann.

Columbia

DO1156—"Play the Game You Can’t Do " and "After All That." The Western Brothers.


DO1158—"There," and "Beautiful Garden of Roses," sung by Charles Kull- mann.


H.M.V.


BM1—"Song of Thanksgiving," Parts 1 & 2. Played by Massed Harp and Violin Con- tralto.

BM1—"The Patriot’s Daughter," sung by James McHarg, Baritone.

BM1—"Molly Bannigan," and (a) "The Nineteen Edges," (b) "The Un- hideable Child," sung by James Mc- Harg, Baritone.

BM1—"Irish Patriotic Marches," (in- cluding "You’re the Best We’ve Got Save Ireland)," "The Girl I Left Behind Me," and "The Nights of Maloney," played by Dan Sullivan’s Shamrock Band.

BM1—"A Song We Can Sing," and "What Can You Give a Nudie, on His Birth- day," sung by Grace Fields, Con- stance.

EA1349—"Heart Waves," sung by Sac K. Bright & His Hollywoodites; and "Nancy Whitley." Played by Nat Reins & His Orchestra.

EA1440—"Miss Country," and "Sing on the Right Side of the Road," played by Nat Reins & His Orchestra.

EA1441—"Love (Wonderful Love)," sung by Massed Chorale.

EA1442—"None As We Go," played by Ray Noble & His Orchestra.
THE WISHING TREE

As announced some three months ago by F. H. Booth, general secretary of the TRADING NAME "... " the Wishing Tree has been the repository of the hopes, during which time the old Wishing Tree of Sydney during the past hundred years, have been prepared with dainty and appropriate items. In order to elude the government whose property the Gardens is now gradually ending its journey.

There are two of these albums and one by F. H. Booth written in "Easy Music" featuring "Trees" that one hears over the air. The trial the analysis rather indicates that the most successful one.

An interesting fact is that although the elephant charms have been received by Post Office. Hecht & Co. report that the season has been a most successful one.

Recently statistics applied by 3KZ Melbourne into industrial and non-industrial the analysis rather indicates that the station has a 59-50 class division of its listeners.

Three new afternoon features have been announced by 2UW. "Radio Revolutions" are intimate stories of the artists and producers who have had one or two over the air. The 'Easy to Listen To' series every Tuesday afternoon, while on Thursday afternoon John will embark among the records giving bright informal talks about the movies that is played.

FEDERAL LABOR PARTY TURNED DOWN BROADCAST ADVERTISING TAX

At the Annual Conference of the Federal Labor Party last month, in Sydney, the resolution submitted by the Kensington Branch opposing a proposal to tax broadcast advertising, was submitted for discussion. In our issue of March 8th we published details of this matter and stated that it was understood the Executive would meet within the next week or two, and that action would be taken to have the matter dropped.

A letter has been received from W. R. Colbourne, General Secretary to the N.S.W. Branch of the Australian Labor Party, as follows:

"Dear Sir,

In your issue of "Broadcasting Business" dated March 3rd, there appears an article headed "Federal Labor Party. Proposal to Tax Broadcast Advertising".

As this is likely to create some repercussions in the real policy of the party concerning the matter under discussion, I am writing to be able if you would publish the following facts in reply:

(1) The resolution to Tax Broadcast Advertising was placed on the Annual Conference Agenda by the Kensington branch. This branch in accordance with the rule has a right to place any resolution on the Agenda. Even though such a resolution is ultimately opposed to the platform of the party.

(2) The Annual Conference meets to discuss resolutions from the branches and to discuss matters of policy, delegations, additions or amendments to the platform. The recent conference did discuss the question of taxing Broadcast Advertising and decided to refer the matter to the State Executive. The State Executive has turned the proposal down.

(3) The effect of the State Executive decision is that the Federal Labor Party does not oppose to tax Broadcast Advertising, which means that your article of March 8th was both premature and misleading.

"Trust me that you will give this reply in some publication your readers may see of March 8th.

Syd. W. R. COLBOURNE, General Secretary,"

(We definitely disagree with Mr. Colbourne that the matter published in your issue of March 8th, was premature or misleading. Mr. Colbourne's letter is in his paragraph 1 of his letter that the Kensington branch brought this matter up. He admits in paragraph 3, that the matter was discussed at the Conference and was referred to the State Executive, and that the only additional information before the State Executive has turned the proposal down—which was what we predicted in our article of March 8th.

If it had not been for the action taken by Dr. D. McKerlie, who is a well known user of broadcast advertising, it might be in order to say that there was a possibility of this resolution by the Kensington branch being passed. The fact that lengthy debate took place at the Executive tree on the 14th inst, shows that it must have had a fair opportunity. The Executive of the Australian Labor Party is to be congratulated on their foresight in defeating such a ridiculous proposition—Ed.)

ROLFE'S FLYING SQUADRON

Rolfe's "Spitfire" T has inaugurated Rolfe's Flying Squadron from 1AW. The session which will be dealing with aviation in general will encourage the making and flying of model aeroplanes.

It will be commercialised by asking the children to send in a label from a packet of Rolfe's tea, then the club join the club and get the chart diagram. The model will then be described over the air in stages so that children can make it. When completed a prize will be given for the best model plane which will be taken out and flown. There will be another prize for the best flight.

At this stage a more advanced model will be taken on. The children send in a label, get the plan and the same routine is followed.

Later it is anticipated getting a badge called the Flying Squadron. The children will send in six or labels to get the badge.

Another idea for the commercialisation of the scheme is that children swap up to 3 Spoon T labels and exchange them for tickets to a cinema show. This will be of some use to them as Rolfe's will purchase and distribute at their city showrooms.

BROADCASTING BUSINESS

March 12th, 1935

VICTORIAN COMMENTS

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