The above figures include--

**Population Ratio**
- **Cancellations**: 294
- **Renewals**: 1,886
- **Monthly Total**: 73,171

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**Address**

**Name**: Broadcasting Business

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**SUBSCRIPTION FORM**

The Circulation Manager,

"Broadcasting Business"

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

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue.

**Name**

**Address**

Telephone

Remittance for sum of 10/- is enclosed.

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**SPORTS SPONSORSHIP**

MELBOURNE

**SPONSORS:**

Davis Leather Products, 27 Nicholson Street, Abbotsford, N.S.W., Vic., sponsoring "Rainbow and Melody" quarter-hour sessions from 3DB once a week.

Wingfield, on occasion, on Easter Monday, they are on their way for two evenings a week, and once a day on 3DB in the 3DB Club's event featuring animal characters.

Womenswear, 102 Market Street, Bolivar, have sponsored "Rainbow and Melody" quarter-hour sessions from 3DB.

Life Savers (Aust.) Ltd., 569 Gore Street, Fitzroy, have received a contract of sponsorship from 3DB.

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**THE VOICE OF SPORT**

A very real Australian is a good sportsman in building radio programmes, sport of necessity occupies a very prominent position.

Thousands of sports enthusiasts listen each racing day to the relay from Sydney of the races broadcast from 3DB. While the suspended horse races are among the more important programme features of the week.

Other sporting listeners are equally well catered for. Swimming, Tennis, Shooting, all have their place on the 3DB programme, and Cricket and Football in their season. In addition to the foregoing, a weekly summary of sporting features is given each Friday evening by Jim Ross, Melbourne's leading sports commentator.

Harley's Sports Stores, 270 Flinders Street, Melbourne, are sponsoring talks by Chris Eady of the golf world on "How to Improve Your Golf," all day long, from 9 to 9.15 P.M.

Swallow & Airlie Ltd., 930 Flinders Street, Melbourne, are sponsoring talks by experts on "The Living Film," on Monday and Wednesday, from 6 to 9.15 P.M., with S honour, Dr. Hal Perry will present the feature, "Through the Eyes of the World," a review of the events of the day.

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**CONTINUOUS SERVICE AT 2HD**

Owing to the great demand for their service, 2HD Newcastle have found it necessary to apply for permission to extend their service. The request has been granted by the P.M.G's. Department and the extending station is now in the air continuously from 6 a.m. to 10.30 p.m. weekdays and from 6 a.m. till midnight on Saturdays. Sunday hours are from 9 to 11 a.m., 1 to 3 p.m. and 5 p.m. till midnight.

Sunday is a popular day, sponsored programmes are of a nature to attract a family audience for whom the station is planned.

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**“BB” GOSSIP**

It is rumoured that E. G. Stephenson, who was until recently associated with 2DB on the advertising side, has opened under the name of Broadcasting Service Company at Wingello House, and is well equipped to handle advertising campaigns.

It is learned that "Eh and Zeh" are returning to 2DB on Mondays and Thursdays at 7 P.M. They will be sponsored by MacRobie and chocolate.

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**BROADCASTING BUSINESS**

Published Every Friday

OSWALD P. MINEART

Editor

15 Castlereagh St., Sydney, N.S.W.
P.O. Box 1718

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**Radio Publications Ltd., 15 Castlereagh St., Sydney**
BROADCASTING BUSINESS
April 5th, 1935

2BH APPROACHES THE CENTURY
With 55 advertisers’ business on the air the station should, by the end of June, have as many names in its programme list as on the first day of the station’s existence.

MELBOURNE

COMMERCIAL BROADCASTING BUSINESS
April 5th, 1935

SALES TALK

To sell the Northbridge Division of New Holland, 8HJS WJ, 3KZ, 4BC, 3GK, 2BH, and stations that are in the job effectively.

Station 2HD Newcastle

435 Broadway, Wollongong.

STOP PRESS

Born at 5.15 this morning was Margaret Skipworth, the infant daughter of Mr. and Mrs. W. N. Skipworth, 410 Green Street, Sydney. Miss Margaret Skipworth was attended by the well-known and highly esteemed Dr. T. J. Mead, of 3B, who attended the birth of Miss Skipworth’s father, Mr. W. N. Skipworth.

Nearing completion
Radio Trade Annual 1935 Edition
Orders for the 1935 Radio Trade Annual Edition are now being received. The price is 5/-, post free. Order early to save disappointment.

Broadcasting Station Rates

This journal is prepared to publish every week any alterations to the rates of station time. If Managers of any of the classified advertisers of this journal send in their rate cards we will be pleased to give same our attention.
LATEST RECORD RELEASES

Some Excellent Recordings

In the latest issue of H.M.V. record reviews are several numbers which are really worthy listening. Jack Holbert, who plays in "The Taunts Are Coming," and a selection in the British films, records on H.M.V. B.1319, popular. "He's Been Painting The Wall," in which Jack Holbert has a 4th A. number of his own, and he is exceedingly popular.

New Zealand figures are well known, but the new edition of the "St. Kilda" annual is a serious attempt to bring the world a better view of this music. The presentation will take the form of a whole week's recording. The characters being used are the world's most popular.

BOVIRL ON THE AIR

Vacuum Oil Chooses 4BC. Vacuum Oil 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 whole week's recording. The characters being used are the world's most popular.

Tuesday, May 10th, 1935

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

KLM, and Mr. Richmond for New Zealand Airlines. These numbers are typical of the enthusiasm with which the various Airlines 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 Ltd. for the whole-hearted cooperation and work 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 speed for which the radio licence of Australia is extremely thankful.

NEAR COMPLETION

Radio Trade Annual—1935 Edition

Orders Enclosed totally in retail price—5/- Post Free

Box 3745, G.P.O., Sydney.

BROADCASTING BUSINESS

April 15, 1935

Radio Station 2SM Scoop

The Brisbane Courier Mail Station 48K has been granted a licence for another high powered commercial station on the Darling Downs, on site north of Toowoomba about 15 miles west of Toowoomba, and should be on the air by September 1st.

Preparations are in hand for the installation of a first class modern transmitter operating on a total output of 1,000 watts. Wavelength will be 246 metres, 1,720 kc.

The management of 48K also announced 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.

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 speed for which the radio licence of Australia is extremely thankful.

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