Evening sessions from Post Office P.A.

The above figures include cancellations.

Population Ratio

New Issues 11,846
New Renewals 2,974
Net Increase 8,872
Population Ratio 12.53

Queenland

New Issues 1,262
Renewals 573
Net Increase 689
Population Ratio 12.17

South Australia

New Issues 404
Renewals 116
Net Increase 288
Population Ratio 12.48

Western Australia

New Issues 660
Renewals 1,866
Net Increase 1,206
Population Ratio 8.79

Tasmania

New Issues 483
Renewals 1,067
Net Increase 584
Population Ratio 8.48

Commonwealth

New Issues 11,846
Renewals 571
Net Increase 1,530
Population Ratio 1.88

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 the famous English outlaw in Sherwood Forest. The presentation will take the form of a weekly half-hour recording.

Bovril on the Air

The Management of 4BC also announce that a working alliance has been negotiated with the Ipswich Broadcasting Company, proprietors of the new Ipswich Station 4IF which is also expected to be in operation on September 1st.

Preparations are in hand for the installation of a first class modern transmitters operating on 1000 watts. Wavelength will be 246 meters, 1270 k.c.

The Management of 4BC also announce that a working alliance has been negotiated with the Ipswich Broadcasting Company, proprietors of the new Ipswich Station 4IF which is also expected to be in operation on September 1st.

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Graphical Index of Radio Advertising in U.S.A.

Monthly Average for 1928-1932
Inclusive Equals 100

This Index by courtesy of "Indexer's Desk" 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 100 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, as shown above.

Lunn Gets Verdict for £410

In Action Against Radio 2UE Sydney Ltd.

A week ago Mr. Justice Dav­

dison in the Supreme Court at Sydney, ordered Mr. Reginald Lunn, who formerly had "general control of the broadcasting business of Radio 2UE Sydney Ltd.," for four years and 12 weeks, to pay £410 to the company. Lunn was awarded a verdict for £410.10/6 in his action for breach of contract.

The hearing, before Mr. Justice Davidson and Mr. Justice Hailstone, was concluded on July 18, 1934. Lunn, who was in charge of the broadcasting department of Lord Northcliffe's "The Postman," was discharged on July 18, 1934. He also had a settlement on terms for £4,101.20/10/6 as the action was called yesterday morning, a settlement as to terms found and not disclosed was announced.

Satisfactory Support

Mr. Higginbotham said that he was extremley satisfied with the reception that his enterprise had met with in Tamworth district. Tamworth population indices do not include Inverell, but within that area resides over 6,000 people. The station operates for 9 hours a day, with 2 breaks and commission payable weekly of 10 per cent., which he was to serve as manager of the station from a nearby area. As time goes on, and these country stations are permitted to increase their power, one can well estimate the influence that a modern broadcasting station such as 2TM will have on such an important area.

The Postman will bring this week to those who have already supported 2TM and their associated advertisers, an invitation to come and see for themselves the new modern broadcasting station there is at a success story. For 2TM for both for Sydney and Melbourne.

2TM Opens

TAMWORTH'S EYES

The defendant company pleaded a defense of contract, on which the plaintiff and his counsel were satisfied that the agreements between the parties had been entered into by the defendant company, but that the agreement was not made with the new station, in that Northern town of N.S.W. Lunn had always been known as a difficult spot for broadcast advertising, as in daylight Sydney stations could quite easily be reached with satisfactory volume, while at night, few of them were enjoyable.

Now that Tamworth has a station of its own in 2TM, the latest design, built to service Tamworth and surrounding districts with the best in broadcast entertainment, listeners located in that area give it a higher acceptance than existing entertainers in the station could give effective and interesting entertainment.

The Tamworth and surrounding districts have been receiving, as is the most progressive in Northern N.S.W. Within that area resides over 60,000 people, a tremendous potential market for almost any product. These population figures do not include Inverell, Warrigal, Walcha, Oxley or other nearby areas satisfactorily covered by 2TM, which, in its nature, doesn't make excessive claims for its effective coverage.

The defendant company pleaded a number of pleas, which went out that they were justified in terminating the agreement because of Lunn's behavior, which the plaintiff and his counsel were justified in terminating the agreement because of Lunn's behavior, which the plaintiff was to serve as manager of the station.

Advertising Circulars

SYDNEY, April 12th, 1935

SUNSHINE HOURS

From broadcast times in the afternoon until nine at night, they are reception of listeners that is remarkable. The Postman, and all the local newspapers, except the "Northern Observer," can be received with satisfactory volume.

The Postman will bring this week to those who are interested in the progress of the Tamworth station, an invitation to come and see for themselves the new station, which is a success story. The station has been operating for 9 hours a day, with 2 breaks and commission payable weekly of 10 per cent., which the defendant company was to serve as manager of the station.

This Index by courtesy of "Indexer's Desk" 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.

The Postman will bring this weekly issue to those who have already supported 2TM and their associated advertisers, an invitation to come and see for themselves the new modern broadcasting station there is a success story. For 2TM for both Sydney and Melbourne.

Bright Programme -- Progressive Management

The Postman will bring this weekly issue to those who have already supported 2TM and their associated advertisers, an invitation to come and see for themselves the new modern broadcasting station there is a success story. For 2TM for both Sydney and Melbourne.

2TM Opens

TAMWORTH'S EYES

Mr. HIGGINBOTHAM Manager 2TM Tamworth

The defendant company pleaded a defense of contract, on which the plaintiff and his counsel were satisfied that the agreements between the parties had been entered into by the defendant company, but that the agreement was not made with the new station, in that Northern town of N.S.W. Lunn had always been known as a difficult spot for broadcast advertising, as in daylight Sydney stations could quite easily be reached with satisfactory volume, while at night, few of them were enjoyable.

Now that Tamworth has a station of its own in 2TM, the latest design, built to service Tamworth and surrounding districts with the best in broadcast entertainment, listeners located in that area give it a higher acceptance than existing entertainers in the station could give effective and interesting entertainment. The station there are

Support

Mr. Higginbotham said that he was extremley satisfied with the reception that his enterprise had met with in Tamworth district. Tamworth population indices do not include Inverell, but within that area resides over 60,000 people. The station operates for 9 hours a day, with 2 breaks and commission payable weekly of 10 per cent., which the defendant company was to serve as manager of the station.

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 £12/10/6, 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. His action was also provided to be entitled to £113 for salary and commission.

The Postman will bring this weekly issue to those who have already supported 2TM and their associated advertisers, an invitation to come and see for themselves the new modern broadcasting station there is a success story. For 2TM for both Sydney and Melbourne.

SUNSHINE HOURS

To broadcast times from 9 a.m. until nine at night, they are reception of listeners that is remarkable. The Postman, and all the local newspapers, except the "Northern Observer," can be received with satisfactory volume.

The Postman will bring this weekly issue to those who have already supported 2TM and their associated advertisers, an invitation to come and see for themselves the new modern broadcasting station there is a success story. For 2TM for both Sydney and Melbourne.
The National Station broadcast lost half a dozen "Ballad Sheet Love" featuring Gaye Moore, a wonderful achievement. 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 programmes. It is also understood that the National stations do not advertise, but this was one of the most effective advertisements we have ever heard on the air for a particular station and a particular picture. Consideration is being given to the fact that National Stations will shortly be entering into commercial advertising activities.

Rector Harris, IAW's Secretary, was married on Saturday, April 6th, not as well Her, was not married on Friday!

Manager Director A. E. Bennett of 2GB has taken to the air with a virus point. He visited Melbourne and Adelaide recently in a plane piloted by his Engineer, Len Schulte, who, quite incidentally, is the son of the I. S. A. tutor. A. E. is a quick words in the air with Len. He is hoping to get into the air with Len next week. Mr. Bennett, we mean Lennin.

Telephone message are sometimes pleasant and sometimes not so pleasant. During the past month the Exhibition Committee has been flooded with complaints of commercial stations running into a few thousands.

'ISM are to be congratulated on their enterprise in linking up with the record breaking attempt of the BBC, who, before the end of the year will have set a new three times a week. New business.

Brook's Shops have completed a prize of two quarter hours a week.

Maison O'Con Cate have signed with 3AW for direct announcements in the evening programmes. New business.

M. O. C. P. Ltd., 100 Spencer Street, Melbourne, have renewed their contract with 3AW

The British Medical Laboratories have signed with 3AW for announcements in the breakfast time.

NOVELTY FROM 3AW

Nicky of Nicky and Tppy Jones is giving a one-string fiddle session from 3AW. Nicky tells the children that they will make the fiddle and the childrend in Australia from M.I.S.E. are both in quantity and an impressionist and have an impressionist sheet about them in the children's station. When the fiddle is completed a prize will be given for the best effort of composition and the same will be given for the best effort.

The IETST licence figures issued by the I. E. M. C.'s Department for the month of March show that for the whole of Australia the total number of licences issued was 12,546 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 12,900 and February, 1934, 12,838.

Renewals reached the huge total of 6,307 for March, as against 5,920 for February this year. March of last year showed 27,847 renewals.

Cancellations, being 6,619, showed a drop of 83 for March over 4,258, but these figures were very satisfactory compared to March of last year, which was 6,723, and February, 5,149.

The total for the Commonwealth for the month of March was 114,114, compared very favourably indeed with the total of 151,264 for the month of March, 1934, which then stood at 73,715, in an increase of 118,493 over last year and 2 months, and equal to 29 per cent, absolute net increase.

Cancellations, being 3,213, showed a decrease of 896 to March, 1934, which then showed a decrease of 154, according to the figures.

The total for the month of March was 7,775, compared with 6,714 last month. There are slightly below the recent months, being 6,182 and February, 7,884.

The population rate at the end of March, 1934, was 22.15. ABC Broadcasting.