

TRANSCRIPTIONS

Exclusive to 4BK

The "Courier-Mail" Station, Brisbane, boasts a fine list of electrical transcription programmes exclusive to their Station. Many of them are well known throughout Australia and have been heard particularly through 2GB—

**FRANK AND THE HONORABLE ARCHIE**

Used twice weekly by Pike Bros. Ltd. of Queen Street, Brisbane.

**THE ACE OF DIAMONDS**

Sponsored by F. E. Todd, optometrist of George Street, Brisbane.

**DONALD NOVIS**

For Rothwells of Edward Street, Brisbane.

**COCONUT GROVE AMBASSADORS**  
Orchestra for McLeods Ltd., of Edward Street, Brisbane.

**FUNFEST**

For Chas. Gilbert & Co. Ltd.

**DO YOU BELIEVE IN GHOSTS**

Station feature.

**KING'S MEN**

For Howards Ltd., Morris Car Agents.

**JONES AND HARE**

For Stuart Suit Specialists.

**STUDIO MURDER MYSTERY**

For Stuart Suit Specialists.

**SHORT SHORT STORIES**

For John Bishop & Sons Ltd.

**MASTERS OF MUSIC**

For General Rubber Co. Ltd., etc., etc.

QUEENSLAND

SPONSORSHIPS

**Cadbury Fry Pascall**, through Julius Advertising, Sydney, have signed with 4BK for spot announcement campaign. New business!

**W. C. Douglass Ltd.**, through Sydney Office of "Courier-Mail" have signed for Breakfast D-Light Campaign of fourteen weeks, comprising three quarter hour programmes weekly to be relayed to 4BK from 2GB. New business!

**Colgate Palmolive-Pett Co. Ltd.**, through George Patters Pty. Ltd., have signed for a spot announcement campaign on Cashmere Bouquet Soap through 4BK. New business!

**Bonnington & Co. Ltd.**, have commenced spot announcement campaign placed with 4BK through Reuters Ltd., Sydney Office. Irish Moss Jubes are the merchandise. New business!

**D. & W. Murray Ltd.** are running sponsored sessions through 4BK on Challenge Blankets. New business from P. Leonard, Sydney.

**Colman-Keen Co.** are running a spot campaign through 4BK on Robinson's Patent Groats—New business through George Patterson, Sydney.

**Neville B. Currey Co.**, Melbourne, Victoria, have signed a contract for sponsored sessions for "Twilight Cleaner" through 4BK. New business!

**Goldsbrough Mort** commenced spot announcement campaign through 4BK covering Reynella Brandy. New business!

**Max Factor** cosmetics—spot announcements through 4BK, through Sydney office. New business!

**ERG Batteries** are using 4BK for spot campaign—business through Brisbane office. New business!

**Shell Co.**—Half-hour sponsored programmes weekly through 4BK. New business from A.W.A. Melbourne office!

**General Rubber Co.**, Brisbane—signed for 52 hour programmes on 4BK. New business!

MELBOURNE

SPONSORSHIPS

**J.D.K.Z. Gin** have signed with 3AW for an extensive contract of scatters.

"Kleenbath" (P. S. Marks) after the completion of their "Stonehill Mystery" serial with 3AW have taken a series of quarter hour sessions in the morning.

"John Bull" Oats are now featured in the Children's Sessions of 3AW.

LONG TERM CONTRACT AT 2HD

Pleased with the results of their trial sponsored session just ended the Lambert Pharmacal Coy., makers of the famous Listerine Products, immediately signed a new contract with Station 2HD Newcastle for a sponsored feature that will take six months to complete.

This series records the adventures of Bill, Mack and Jimmy, a trio of adventurers who go roving round the world in an aeroplane meeting with all sorts of experiences and getting into all sorts of scrapes and out again.

In addition to clean humour, the adventures of these three heroes are educational, romantic and thrilling. The geographical conditions, customs and habits of the countries and peoples visited are faithfully recorded so that the series becomes a valuable course of instruction. A tie-up with the sponsor is secured by the formation of a "Round the World" Club, in which the members secure souvenirs by purchasing the sponsors products and mailing cartons or trade-marks to the Station.

"Bill, Mack and Jimmy," provide a fine healthy series of programmes for the young, with lots of action and thrills, yet nothing weird or fantastic to disturb their dreams or lead to nightmares.

They will be heard from 2HD each Monday, Tuesday and Thursday at 5.45 p.m.

MOST POPULAR TUNE

When the paper boy blasts, "The Isle of Capri," at you in the street, be tolerant, for he is merely giving his rendition of the most popular tune on the air. The final figures in a competition just held by 3UZ and "The Star," its allied evening newspaper, reveal that the Isle of Capri is on more lips, at present, than any other tune, with the Blue Danube and the Old Spinning Wheel running equal second. Following closely on these three come Wagon Wheels, Love in Bloom, Home Sweet Home, Little Man You've Had a Busy Day, Abide With Me, The Merry Widow, Colonel Bogey, The Little Dutch Mill, and Home on the Range. Altogether five thousand tunes were nominated, but the partiality of listeners for the melodious resulted in the twelve tunes mentioned gaining the first twelve places. The competition was simple—the choice in selection of popular tunes being unlimited.

Latest Licence Figures

FEBRUARY & MARCH 1935

NEW SOUTH WALES		
	February	March
New Issues	4,403	4,612
Renewals	14,479	14,980
Cancellations	896	1,664
Monthly Total	269,394	272,342
Nett Increase	3,507	2,948
Population Ratio	10.22	10.29
VICTORIA		
New Issues	2,915	3,883
Renewals	12,541	12,938
Cancellations	919	1,523
Monthly Total	229,756	232,116
Nett Increase	1,996	2,360
Population Ratio	12.52	12.63
QUEENSLAND		
New Issues	1,314	1,270
Renewals	3,283	3,711
Cancellations	1,468	368
Monthly Total	63,703	64,605
Nett Increase	154	902
Population Ratio	6.64	6.74
SOUTH AUSTRALIA		
New Issues	1,129	1,233
Renewals	3,376	3,928
Cancellations	544	581
Monthly Total	73,756	74,408
Nett Increase	585	652
Population Ratio	12.53	12.62
WESTERN AUSTRALIA		
New Issues	675	861
Renewals	1,585	1,922
Cancellations	129	162
Monthly Total	38,550	39,249
Nett Increase	546	699
Population Ratio	8.71	8.87
TASMANIA		
New Issues	504	487
Renewals	666	828
Cancellations	270	321
Monthly Total	19,320	19,486
Nett Increase	234	166
Population Ratio	8.48	8.42
COMMONWEALTH		
New Issues	10,940	12,346
Renewals	35,930	38,307
Cancellations	4,226	4,619
Monthly Total	694,479	702,206
Nett Increase	6,714	7,727
Population Ratio	10.38	10.47
The above figures include—		
Total Free Licences to the Blind	1,530	1,545
Total Paid Experimental Licences	1,237	1,251

BROADCASTING BUSINESS

Vol. 1—No. 32  
FRIDAY  
MAY 17, 1935

Subscription:  
10/- P.A. Post Free  
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Broadcasting Business Gossip

ARRANGEMENTS have been made for 2UE to broadcast the Sunday afternoon concerts which are being organised by the Council of Sydney at the Sydney Town Hall. These will commence on Sunday, June 2. The orchestral presentations are arranged to help the unemployed musicians of Sydney and many noted artists will participate.

The transmission from 2GB last Sunday evening at 8.45 p.m. by the George Edwards Players of "Samson" was an extremely delightful 35 minutes. The composition of the story, its delivery, the particular time selected and the day, together with the excellent effects, made this O.B. Leader Sheets programme a most commendable one. The extremely brief "credit" given to the O.B. Leader Sheets at the termination of the broadcast made the whole thing very acceptable. Truly a very fine 35 minutes.

Station WOR Newark, which recently increased its power to 50,000 watts, has filed a protest with the Federal Radio Commission against the directional aerial being erected by WLW Cincinnati, a station of 500,000 watts. The Canadian authorities also objected to WLW's utilisation of half million watts at night time, and this power was reduced to 50,000 watts at night, with a retention of the half million during the daytime. Interference was being experienced with certain Canadian stations, and representations were made to the Federal Commission.

Showmanship appears to be the term the radio people like to hear in America. It is claimed that some of the most conservative lads in radio are now talking familiarly about showmanship.

"The toughest job in broadcasting in the States is being a manager of a station owned by a newspaper," said Doc Dakin, who resigned recently from CHSJ.

Dakin found that newspapers seem more anxious to discourage rather than encourage radio advertising, and boosted the rates nearly 100%. That succeeded beautifully in driving away many of the local sponsors, leaving Dakin struggling with the chronic spectre of deficits. The newspaper generally regarded a station pretty much as a step-child.

The experience outlined is regarded in broadcasting circles in America, as fairly characteristic of the condition duplicated throughout radio where stations are the creatures of newspapers, and held down to rock bottom expenditures. While preserving the station as a publicity adjunct, many publishers continue to be unsympathetic to radio.

Such does not appear to be the case in Australia.

During March another record was achieved by the Columbia Broadcasting Chain in U.S.A., which exceeded the takings for March 1934 by 19.4%. The gross income in March last accounted for \$1,819,553 as against a year ago, \$1,524,904.

In Melbourne recently at the meeting of the I.R.E., Mr. H. P. Brown, Director-General of Postal Services said that it was clear that big things were in store for radio, but just what they would be was not easy to forecast. Aviation was coming to the forefront, and with it radio and telephonic communications were expanding rapidly. Earlier in the evening, Mr. Brown, had talked with Sir John Reith, Director-General of the B.B.C. who had stated that there were in excess of 7,000,000 licences in Great Britain, and that a Committee to investigate the broadcasting services, was being set up.

In view of the similarity and dissimilarity between the Australian and British services, it would be interesting to see what changes would be made. Mr. Brown had talked with Sir John Reith on Tele-

vision, but he was not able to state the attitude of the B.B.C. Director-General.

Mr. Brown considered that television must be dealt with cautiously and that lead must be taken by those who were qualified to speak. Sooner or later a reaction would set in against those who were making wild statements about television being in the offing. "It is important," stated Mr. Brown, "that we be conservative in expressing our views about television in public. Such a practice encourages mushroom companies, and causes people to expect something which is impossible. The immediate effect of this talk on television has a detrimental effect on the radio community, and upon the industry.

"It is not coming this year—it is not coming next year in this country," stated Mr. Brown emphatically.

True to their calling, the Broadcasters' Federation are having a real old "chip-wag" this week in Sydney. One of the exceptions to the rule is the Vice-President, Mr. M. B. Duffy, who makes quite a good Chairman, only saying things at the right time, and then not talking too long. In fact, this is something unique in broadcasting conferences.

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## Meet Mr. J. E. RIDLEY

3HA's Progressive Young Manager

**M**R. RIDLEY has been associated with 3HA since it first went on the air in 1931. During this time he has combined his managerial offices with that of Secretary and in such a capacity was largely responsible for the progress of the station which is now considered to be the most progressive country station in Victoria if not in Australia.

From the outset Mr. Ridley has pictured the station as a district one and not as a local one with this aim in view he has made a trip to the Western district towns to check up on the station coverage and to arrange outstanding broadcasts from these particular towns. The knowledge gained on these trips has proved invaluable not only from the point of view of balancing his programmes, but also of advising his clients in the better distribution of their products.

When on these trips he arranged for local broadcasts making the inhabitants of that district feel that 3HA was their own station. The extent to which he has succeeded is evidenced by the record amount of business which is now being carried and the tremendous listener response of the station.

On the selling side Mr. Ridley has made contact with all the national and local advertisers. His genuine ambition to give the client and prospect, better service has been responsible for rapid growth in the number of satisfied time buyers. To assist his clients Mr. Ridley has successfully employed his knowledge of local conditions and buying habits of the rural population. His aim has been not only to sell time but to sell ideas that will assist the client in driving home the sales points of his products. Examples of these are two special sessions that he has prepared and sold—"Through the Eyes of a World-Traveler," is a series of sketches relating to the customs of mankind in the far flung corners of the world; "Smoke Social of the Air," is a programme for advertisers who want to tie up with their local agents in a selling scheme and whilst its entertainment value is purely local and so interests the agents in the district, the general propaganda is of value to their principals.

Realising how important the engineering aspect of conducting a broadcasting station is, Mr. Ridley has qualified for his broadcasting engineer's certificate.

Like most managers Mr. Ridley has taken his turn at the microphone and is personally responsible for the sporting broadcasts. The broadcasting of the test cricket service exclusive to 3HA was his particular pigeon.

Mr. Ridley is well known in Sydney circles as he has taken many trips to the harbour city to tell people how good 3HA is and also to see if his home town looks any different from when he last saw it.



MR. J. E. RIDLEY

### THE HINKLER BEACON

How many people are aware that the beacon on top of the State Theatre was erected as a tribute to the achievements of Hinkler, even before he met his untimely death—probably very few.

In order to remind both listeners and those who view the beam each night that it was erected in honour of this famous Australian airman and named after him, as well as fulfilling its duty in the radio world as the carrier for 2UW's broadcast wave, 2UW is running a competition and is offering a prize to the person at the furthest distance from whose home the flash of the Hinkler light wave is visible as it keeps its unceasing nightly vigil as a warning to aeroplanes flying over Sydney. 2UW will be pleased to receive answers from those interested.

### INCREASE IN TRANSMISSION HOURS

Although 2BH is on the air six and a half hours a day it would seem as though it may soon be necessary for this popular station to increase its evening hours in order to accommodate all the advertisers. Quite frequently nowadays, the management find their time completely sold at night.

# 3AW

SELLS WHERE  
THE  
BUYING  
POWER  
IS  
CONCENTRATED

May 17th, 1935.

**NATIONAL ADVERTISERS** should investigate the wonderful results obtained by those who advertise with . . .

## 2BH Broken Hill

**OUR MEN KNOW THEIR JOBS**  
We are positive we can show you results—write direct to 2BH Broken Hill.

### Outstanding Broadcast

**A** MAGNIFICENT review of the history of the British Empire in the form of a radio cavalcade was presented by a cast of many of Sydney's leading stage and radio stars through 2UE in a link-up between the King's Jubilee Shillings Fund and radio on Sunday night, April 28 at 9.0 p.m.

Frank Harvey, celebrated actor and writer, the author of the drama, generously gave it for the broadcast to further the Jubilee cause.

Ethel Morrison, Betty Bowden, James Raglan, Cecil Kellaway, Gabriel Toyne, Robert Coote, Lou Vernon, Ben Lewin, Sheila Parry, Claude Flemming and Frank Harvey himself were among the brilliant artists co-operating to make the radio presentation outstanding from every angle.

The Cavalcade was unfolded in ten episodes, opening with a conference of statesmen at No. 10 Downing Street, then reverting to the days of Elizabeth with the founding of the first colony; followed cameos from history, tracing the building-up of the Empire over a period of 400 years, down to a final episode of a fantastic conception of Menin Gate, with famous soldiers who have fallen in Flanders from the days of the Black Prince until 1918, passing through.

The Cavalcade was completed by Mr. Frank Harvey in the space of eight weeks and at the time of the broadcast negotiations were taking place between the author and C. B. Cochrane in reference to its production in Drury Lane for the Jubilee.

No effort was spared to make each episode absolutely authentic—so much so that practically every word uttered by the characters was either said or written by them during their life-time.

Mr. Harvey, to date, has had three plays produced in London—one of these "Cape Forlorn," later being made into a picture in three languages.

For the radio presentation, the 2UE Production Department and the personnel of the 2UE players were placed at the disposal of Mr. Frank Harvey and especial attention was paid to the creation of a colourful background by the use of effects.

May 17th, 1935.

### N.Z. FAVOURS 2HD

Every mail brings shoals of letters from New Zealand listeners to Station 2HD Newcastle. One of these read as follows:—

"Your very entertaining programmes are received here much better than many of the New Zealand Stations. I have logged 41 Australian stations over the past fortnight and have no hesitation in saying that 2HD ranks as one of the very best."

As a result of one broadcast sponsored by "The Golden Age," a number of applications were received from the Dominion for copies of that enterprising Magazine. So satisfied were the publishers that they have since signed a contract for a sponsored session for twelve months, a weekly feature.

### ELECTION SERVICE

2BH never allows its standard of service to fall below that of the Metropolitan Stations. Having provided its Listeners with a complete Test Cricket broadcast it followed this up with the Duke's visit, the Melbourne Cup and a complete service of the results of the Federal Election. Last Saturday night, 2BH was on the air until midnight with a programme of music which interspersed the State Election results.

### PROVED AND SOLD

A rather successful campaign was conducted recently in Geelong. The Advertising Manager of Solomon's Pty. Ltd. was a dyed-in-the-wool newspaper man, and could not even see how radio advertising would help his business. Eventually he agreed to try out a scheme submitted to him by 3GL. Every week a large advertisement was inserted in the "Geelong Advertiser" and throughout the text words were purposely spelt incorrectly. Words here and there had a single letter missing. Two half-hour morning programmes were taken, and 32 scatter announcements during evening programmes, to draw attention to the competition. Listeners were asked to read through the advertisement appearing in the "Geelong Advertiser" on Friday morning, find the missing letters, and make up a sentence of three words, the winner receiving a handsome prize.

The response by listeners was beyond all expectations. The advertisement appeared on the Friday morning and entries had to be in by six o'clock the same day. The total number of entries received for the first attempt was 386, and the store's turnover for the day was greatly increased. This client has now signed up a full year's contract for 104 half-hour sessions and 936 scatter announcements, and with the advent of the football season, has taken six 3-hour football broadcasts. This client, says Mr. W. W. Gray, of 3GL, has evidently found the ideal way of tying up his newspaper advertising with radio.

### ATLANTIC UNION SPONSORS ANOTHER 22 STATION BROADCAST.

"Camille" Commences Next Tuesday.

**F**OLLOWING on the remarkable success of the serial presentation of Charlotte Bronte's famous novel "Jane Eyre," by the Ellis Price Company, originating over 2UW and 21 other stations, the Atlantic Union Oil Company have decided to back a further sponsorship over a network of stations extending over N.S.W. and Victoria.

Commencing with 2UW Sydney, the relay goes to 2HD Newcastle, 2AY Albury, 2GN Goulburn, 2GF Grafton, 2WG Wagga, 2CA Canberra, 2WL Wollongong, 2MO Gunnedah, 2XN Lismore, 2BH Broken Hill, 2TM Tamworth, The Victorian Stations originate through Station 3AW, which relays to 3TR Trafalgar, 3GL Geelong, 3BA Ballarat, 3WR Shepparton, 3HA Hamilton, 3MA Mildura, 3SH Swan Hill, 3BO Bendigo and 3HS Horsham.

The colossal proportions of this broadcast are generally not comprehended by the uninitiated in radio engineering procedure. It involves the hiring of tens of hundreds of miles of specially prepared land lines, with consequent organisation. Add to this artists and studio staff engaged in the 22 stations sharing in the programme. Therefore, it is no exaggeration to say that there will be at least 100 persons employed in the technical presentation of each of these 13 serial presentations.

Then the actual players themselves—the Ellis Price Company, whose clever sustaining of the characters in "Jane Eyre" showed them eminently suitable for the big work ahead of them in "Camille."

Those who tune in on Tuesday night, May 21st, at 8.30 p.m. and hear the opening scene of this great play "Camille," can imagine themselves each as members of one large unit spread over an area of some hundreds of thousands of square miles, all hooked up per medium of land lines and wireless sound waves, to a presentation which is a radio milestone.

Atlantic Union certainly believe in the effectiveness of radio broadcasting.

**If you are seeking to cover profitably the rich Western District of Victoria, you must use . . .**

# 3 HA

Hamilton. 297 metres.

Meet the Northern Buyers . . . at

## 2HD Newcastle

the correct medium to reach the markets of Northern New South Wales.

Write Box 123, Newcastle, or Mr. E. A. Wood (BW 2211) c/o A.W.A., 47 York St., SYDNEY.

### SERVICE WITH A SMILE

2HD Newcastle, showed its enterprise last week end, when it arranged for a direct telephone line from the Sydney Tally-room straight through to 2HD, in order that the election results could be broadcast first-hand to the Newcastle and district enthusiasts. A fine commentator was on the job, and the Station was on the air until 1 a.m. on Sunday.

An entertaining programme was interspersed between the announcements. That is what listeners call real service.

### BRISBANE RADIO BALL

The radio folk of Brisbane are extremely busy at the moment. The reason is Queensland's first Radio Ball. It is to be a Plain and Fancy Dress affair, with valuable prizes for the Fancy Dress side, and will be staged at the Trocadero on June 6th. A big Committee has already been organising the function over many weeks, and their determined intention is to make the Radio Ball the biggest, brightest and most spectacular affair of the year. With all four Brisbane broadcasting stations assisting on the entertaining side, there can be no doubt of the success of the Ball. The Committee's slogan is—Something novel, something startling, and entertainment all the time! One naturally has rosy expectations of something unique and delightful when the best brains of the radio world get to work, but apparently even our best expectations will be more than surpassed by the Radio Ball.

### 2SM's "MARCH OF TIME"

The Radio Stars award has become the hallmark of Radio entertainment in America, and as five thousand dollars are usually spent on a coast-to-coast broadcast the production that wins it must be good. The Award is made each year and the 1935 winner has already been heard in 2SM's Sunday night programme—the Australian version of "The March of Time." On Monday next at 7.30 p.m. the production that won the award in 1934 will be presented by the same station. This is "One Man's Family," a vivid and dramatic serial that gives a cross-section of modern home life. "One Man's Family" will be presented with an All-Australian cast under the direction of John Pickard.

# Latest Licence Figures

MARCH AND APRIL, 1935

NEW SOUTH WALES			
	March	April	
New Issues	4,612	4,554	
Renewals	14,980	14,723	
Cancellations	1,664	2,532	
Monthly Total	272,342	274,364	
Nett Increase	2,948	2,022	
Population Ratio	10.29	10.37	

VICTORIA			
	March	April	
New Issues	3,883	4,070	
Renewals	12,938	13,996	
Cancellations	1,523	2,273	
Monthly Total	232,116	233,913	
Nett Increase	2,360	1,797	
Population Ratio	12.63	12.73	

QUEENSLAND			
	March	April	
New Issues	1,270	1,438	
Renewals	3,711	3,453	
Cancellations	368	454	
Monthly Total	64,605	65,589	
Nett Increase	902	984	
Population Ratio	6.74	6.83	

SOUTH AUSTRALIA			
	March	April	
New Issues	1,233	1,394	
Renewals	3,928	4,472	
Cancellations	581	508	
Monthly Total	74,408	75,294	
Nett Increase	652	886	
Population Ratio	12.62	12.77	

WESTERN AUSTRALIA			
	March	April	
New Issues	861	913	
Renewals	1,922	2,272	
Cancellations	162	194	
Monthly Total	39,249	39,968	
Nett Increase	699	719	
Population Ratio	8.87	9.03	

TASMANIA			
	March	April	
New Issues	487	512	
Renewals	828	841	
Cancellations	321	345	
Monthly Total	19,486	19,693	
Nett Increase	166	167	
Population Ratio	8.42	8.53	

COMMONWEALTH			
	March	April	
New Issues	12,346	12,881	
Renewals	38,307	39,757	
Cancellations	4,619	6,306	
Monthly Total	702,206	708,781	
Nett Increase	7,727	6,557	
Population Ratio	10.47	10.57	

The above figures include:			
Total Free Licences	1,545	1,614	
to the Blind	1,545	1,614	
Total Paid Experimental Licences	1,251	1,292	

## LATEST RECORD RELEASES

### Regal-Zonophone

G.22319—"I'm Lonesome For You Caroline," and "There's a Cottage in Killarney," sung by Sweet and Low (Duettists) with Orchestra.

These splendid songs receive ideal treatment in harmonised form from Sweet & Low, celebrated duettists. A new Irish song, "There's a Cottage in Killarney," will produce big figures for country dealers particularly.

G.22374—"We Were So Young," and "Molly O'Donahue" (both from film "Sweet Adeline") sung by Phil Regan with the Casino Royal Orchestra.

G.22375—"Lonely Feet" (from film "Sweet Adeline") played by Henry King and His Orchestra, and "Me Without You" (from film "One Hour Late") played by Irving Aaronson and His Commanders.

Warner Bros. theme songs with fine vocal chorus work well in evidence, make these two really saleable records. The release of the film should create an immediate demand.

G.22373—"Home, James, and Don't Spare the Horses," comedy waltz, "The Pig Got Up and Slowly Walked Away," quick step (both with vocal refrains).

Billy Cotton and His Band offer particularly good comedy numbers, of which clever patter and humour are features. "The Pig Got Up and Slowly Walked Away" is the "drunk" song recently banned by the B.B.C.

### His Master's Voice

EA.1474—"My Kid's a Crooner" and "His Majesty the Baby," played by the New Mayfair Dance Orchestra.

EA.1472—"In the Valley of Yesterday," played by Teddy Joyce and His Orchestra, and "Roll Along, Covered Wagon," played by the New Mayfair Dance Orchestra.

EA.1473—"That's the Way I Like to Hear You Talk," and "Yip! Neddy," played by Jack Jackson and His Orchestra at the Dorchester Hotel, London.

B.6564—"I Think I Can," and "Things Are Looking Up," played by Jack Jackson and His Orchestra.

B.8225—"Waltz Potpourri," Part 1 and Part 2, played by Marek Weber and His Orchestra.

B.8230—"May-Day Revels," and "Champion" March Medley, No. 2, played by the Massed Bands (Cond. by J. Henry Iles). Recorded at the National Band Festival, Crystal Palace, September 29th, 1934.

B.8244—"Trees" and "Little Prayer I Love," sung by Peter Dawson with Organ accompaniment.

On this record, accompanied on the organ by Herbert Dawson, Peter Dawson gives an exquisite rendering of "Trees," perhaps the most popular song of recent years, and "Little Prayer I Love," a moving song admirably suited to his quieter style.

B.8251—"To-night Will Teach Me To Forget" (from film "The Merry Widow") and "Try To Forget" (from film "The

## BROADCASTING BUSINESS

May 17th, 1935.

Cat and The Fiddle" sung by Jeannette MacDonald. (An excellent record).

C.2694—"Farewell" (from "Songs of the Fleet") and "Why Do the Nations" ("Messiah"—Handel) sung by Peter Dawson.

C.2708—"Paul Robeson Medley," No. 1 and No. 2, sung by Paul Robeson. This is the second medley recording by Robeson, the first enjoying great popularity.

C.2713—"One Night of Love Memories," Part 1 and Part 2.

This record heralds a new technique in the art of recording—it achieves musical story-telling by the employment of means that so far have been explored only by the films and broadcasting.

The record tells in words and music the story of the best film of the year "One Night of Love," the romance of a singer who would give all her hard-won triumphs of fame and her glory for a night of love with the man who has made her career on the condition that she will not speak of love.

C.2706—"Songs Everybody Should Know," Part 1 and Part 2. Sung by Stuart Robertson, bass-baritone.

D.B.2413—"Romanza Andaluza," Op. 22, and "Hungarian Dance, No. 6," played by Yehudi Menuhin on the violin.

D.B.2414—"Moto Perpetuo," Op. 11, and "La Ronde Des Lutins," Op. 25, played by Yehudi Menuhin on the violin.

For these records, Menuhin has chosen four well-known pieces which are present in the repertoire of every famous violinist, and are greeted with enthusiasm by concert audiences.

## SATURDAY NIGHTS AT 3AW

No jazz from 3AW on Saturday night—that is the new edict that has gone forth from the management. Henceforth 3AW is going to cater for the people who stay at home on this night of nights, not for those who go out to the dances. 3AW considers that the only persons on Saturday nights who want jazz are the young people who are on their toes and that that music is supplied either by an orchestra or by records.

The man who stays at home and sits over his fire with his proverbial pipe and newspaper can be very irritated by a whole programme of jazz items. In the place of jazz 3AW are substituting tuneful melody. Last Saturday night two exceedingly good singers were brought to the microphone in the person of John Crosby and John Dexter. So good were Mr. Crosby's numbers that the 3AW's phone was jammed for a considerable time with people ringing up wanting to know whether the station was putting over a hoax, and suggesting records were being played. John Dexter is an excellent crooner and provided some most enjoyable numbers.

There were two pianoforte recitals by the Roosevelt Rhythm Boys (in the flesh) who also are featuring from this popular station.

# BROADCASTING BUSINESS

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## Broadcasting Business Gossip

On Mothers' Day, Station 2TM, the progressive Station located at Tamworth, made a special feature of presenting "A Talk to Mothers," by Donald Day, who visited Tamworth for this purpose.

John Bull Oats have been running a very successful competition from 3AW. After about half a dozen announcements 3AW received 1,000 entries, each one with a label from John Bull Oats.

There were 95 advertisers who spent more than 100,000 dollars each for advertising over the combined National hookups of the N.B.C. and the C.B.S. in 1934. Their total expenditure amounted to 37,815,197 dollars.

The same group of advertisers spent 25,943,396 dollars during 1933. This represents an increase of 45.7%. The grand total of all advertising broadcast over the two National networks in U.S.A., surveyed, is 42,659,461 dollars for 1934, as compared with 31,516,298 dollars for 1933, a gain of 35%.

These figures do not represent the total appropriations of the various advertisers, but nevertheless, the figures speak volumes.

Congratulations to 3AW on its Jubilee programme "Cavalcade of Empire"—just another one of those programmes which are making 3AW exceedingly popular with listeners.

Sydney Electricity Department believes in reaching right into the people's home. Not only do they send their electrical product into the homes by wires, but they utilise the "Wire-less" to broadcast a particular message, over 2CH every Monday, Tuesday and Wednesday at 7.55 from "Beau Geste" is transmitted. "Cities of Perhaps," from Station 2SM every Thursday at 7.15 p.m., and a

School of Domestic Science from 2GB every day from Monday to Friday at 2.45 p.m. These sessions are doing a very effective job in taking the electrical message right into the home.

The Federation of Broadcasting Stations has been quite active recently with various conferences. The transcription people evidently want their share of the lucrative broadcasting field, and following the claims of many others of like ilk, make demands of about 3 or 4 times as much as they expect to get.

A conference has also been held with the Professional Radio Employees' Organisation, whose case before the Commonwealth Arbitration Court has been filed for hearing.

What is all the fuss about the transcription business? Is it true that a prominent broadcasting executive is on the mat for not selling enough of the overseas transcriptions?

Surveys by various advertising agencies appear to be the order of the day. Like accountants, they can literally make figures talk. After all, is their method of investigating any indication of the public's reaction? Can even a partial cross section of the people be a true guide?

When are the advertising agencies going to organise along lines that will raise their professional status? There is probably no bigger racket in this city than the many so-called advertising agencies who adopt the stand-and-deliver attitude of demanding 15 and up to 30 per cent., agency commission for advertising over commercial stations.

Racketeers are not in it, and if the legitimate agencies, who really do earn their money, were to apply some logical reasoning, they should be able to stop these rackets.

## BOANS LTD., SIGN FOR 6 MONTHS

A few weeks ago Station 6IX booked for a period of four weeks, an afternoon session, 2 to 3 p.m., on behalf of Boans Ltd. This session, whilst in the nature of an experiment, was actually filling an unused hour, and was designed to provide a brightly produced programme of afternoon music.

The listeners' response to the session conclusively proved its popularity right from the outset, and letters came pouring in from many country districts.

At the expiry of the four weeks' agreement, Messrs. Boans Ltd., whose Trizane Band had taken part in the afternoon session, undertook to continue the session for at least another six months, their contract providing an option of renewal at the end of that period.

With the signing of this new contract Boans Ltd., made further radio history, as this was the first time a large departmental store in Perth had undertaken a regular session of sponsored entertainment.

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