

# Latest Licence Figures

April and May, 1935

NEW SOUTH WALES		
	April	May
New Issues	4,554	5,798
Renewals	14,723	20,141
Cancellations	2,532	2,241
Monthly Total	274,364	277,921
Nett Increase	2,022	3,557
Population Ratio	10.37	10.50

VICTORIA		
	April	May
New Issues	4,070	5,116
Renewals	13,996	18,652
Cancellations	2,273	2,176
Monthly Total	233,913	236,853
Nett Increase	1,797	2,940
Population Ratio	12.73	12.89

QUEENSLAND		
	April	May
New Issues	1,438	1,955
Renewals	3,453	4,847
Cancellations	454	613
Monthly Total	65,589	66,931
Nett Increase	984	1,342
Population Ratio	6.83	6.97

SOUTH AUSTRALIA		
	April	May
New Issues	1,394	1,619
Renewals	4,472	6,244
Cancellations	508	627
Monthly Total	75,294	76,286
Nett Increase	886	992
Population Ratio	12.77	12.94

WESTERN AUSTRALIA		
	April	May
New Issues	913	1,296
Renewals	2,272	3,242
Cancellations	194	614
Monthly Total	39,968	40,650
Nett Increase	719	682
Population Ratio	9.03	9.18

TASMANIA		
	April	May
New Issues	512	671
Renewals	841	1,298
Cancellations	345	367
Monthly Total	19,653	19,957
Nett Increase	167	304
Population Ratio	8.53	8.62

COMMONWEALTH		
	April	May
New Issues	12,881	16,455
Renewals	39,757	54,424
Cancellations	6,306	6,638
Monthly Total	708,781	718,598
Nett Increase	6,575	9,817
Population Ratio	10.57	10.71

The above figures include:  
 Total Free Licences to the Blind 1,614 1,624  
 Total Paid Experimental Licences 1,292 1,293

## BROADCASTING GOSSIP— (Continued from Page 1)

The Director of Education, Queensland, Mr. B. J. McKenna, sailed last week for the United Kingdom and Europe. At a presentation made to him by members of the Queensland Teachers' Federation, he said: "No doubt we have done a great deal in education in Queensland, but I am quite sure that we can do a great deal more. Changes are taking place rapidly beneath our eyes, and educational methods must be changed in line with the progress and advance of science. More especially must we look into the extent to which broadcasting is playing a part in education. I am certainly going into these things, and hope to be able to visit Germany, where there has possibly been the greatest development in broadcasting."

2SM are worthy of praise for their stout effort in regard to their new transmitter and programme on their opening night.

Surely the Courier-Mail Station, 4BK, made a mistake on page 12 of their recently produced booklet about their station, when they stated that: "Its transmission radiates uniformly over the whole metropolitan area." It was certainly the most perfect field strength chart—or imitation of one—that we have ever seen.

The live-wire of 2SM, in the form of John Dunne, is out after listeners again. John was responsible for putting over "In Town To-night," "The March of Time," and "One Man's Family." This time he is coming along with "An Amateur Night," of which he will be Master of Ceremonies every Friday at 9 p.m. This should prove popular.

### SMALL'S SPONSOR "The Phantom Detective"

Detective yarns never grow stale. No matter how far fetched the tale and how often we vow "never to listen to such tripe again" when the next true (sic!) story appears, old man Curiosity gains the day and we decide to listen to only one episode—just to see how it goes, after which, of course, we cannot miss listening to all the others "just to see how it all ends up."

Well, after all, it would be impossible to spend the time more entertainingly, especially when the plot is the Hollywood Murder and the sleuth, the Phantom Detective.

This fascinating drama broadcast from Station 2HD Newcastle, Monday to Thursday, inclusive, contains all the elements that go to make up a thrilling detective yarn. There is plenty of action; the listeners are all the time on the tip-toe of expectancy, and the marvellous manner in which the plot is unfolded leaves not an idle moment for thoughts to stray elsewhere.

The makers of Small's Family Chocolate are featuring this programme and it is very favourably received in Newcastle and the Northern Districts of N.S.W.

## BROADCASTING BUSINESS June 28th, 1935

### THE GOLDEN COMET

The Balkans, the cockpit of Europe, has long been the home of romance and adventure. That seething cauldron of national animosity and racial hatreds has furnished the opportunity for numerous intrigues, bold coup-d'etats which before now have plunged the world into a saturnalia of slaughter.

It is in this appropriate setting that "The Golden Comet" is staged and the story it tells of political intrigue and stirring adventure is further enhanced by the love element added thereto. The story is by Dion Wheeler and the cast includes Nancy Stewart, Lou Vernon, and Bert Barron. This drama is broadcast from 2CH from Monday to Friday of each week and relayed to 2HD Newcastle where it is receiving well merited encomiums.

### 2BH BOOKINGS

With new advertisers taking the air at 2BH almost daily the Station has this week decided that they are unable to accept additional scatters for Thursday nights. It would seem that if the demand for time on Thursday increases this Station will have to extend its hours.

### ARMIDALE 2AD INVERELL 2LV

At a joint meeting of Directors of Armidale Newspaper Co. Ltd., and Northern Newspapers, a company to be known as Northern Broadcasters Ltd., was formed at Armidale recently, and the decision was made to establish radio stations at Armidale and Inverell.

The P.M.G.'s Department has granted licences, the call-signs to be 2AD for Armidale and 2LV for Inverell.

### E. F. WILKS SPONSOR SUNDAY CONCERT

The popular afternoon concerts by the Professional Musicians from the Sydney Town Hall, are being sponsored by E. F. Wilks & Co. Ltd., the well known radio, piano and music people, also distributors of Gulbransen refrigerators and Westinghouse electrical equipment.

These concerts are organised in conjunction with the Municipal Council of Sydney, to assist unemployed musicians, and notable conductors are featured. A complete series of these fine Sunday afternoon concerts is being broadcast by 2UE.

A new type microphone is being used, the "Brush Crystal," which picks up every item in such a manner that the listener receives it very much better than is the general experience with broadcasts from the Sydney Town Hall.

Wilks & Co., are to be congratulated on sponsoring such an effort for such a cause.

# BROADCASTING BUSINESS

Vol. 1—No. 39.  
FRIDAY  
5th JULY, 1935.

Subscription:  
10/- P.A. Post Free  
Single Copy 1/-

## Broadcasting Gossip

Over 2,000 children were turned away from 3AW's party at the Regent Theatre, Melbourne recently. Children's parties at this station are always very well attended due in large measure to the very wide popularity of Nancy Lee, who conducts the session.

In answer to an invitation extended by the Vacuum Oil Company, more than 6,000 applications were received by 3AW for a portrait of Nancy Lee.

2UW have secured the sole right of broadcasting the opening speech by His Excellency, the Governor (Sir Alexander Hore-Ruthven) on Tuesday, July 16, at 1.30 p.m. from Hawkesbury College. On the following morning the session conducted by Mr. J. A. Crawcour will be given from the College. Mr. E. A. Southee, B.Sc., O.B.E., will speak that morning, as also will 20 of the 300 delegates assembled from all over the State for the Conference.

Saturday night, 29th June, saw the inauguration of 2UW's Portable Studio

tour around the city and suburbs of Sydney. A Vauxhall light 6 Car containing Mr. Henderson of Boyded Cars Ltd., together with Mr. Norman Lyons, Mr. Len Maurice (Announcer) and Mr. H. Marshall (Engineer) left the studio carrying 2UW's exclusive Wandaphone equipment. During the evening various spots were visited and announcements made over the air direct through the Wandaphone.

Most people are aware that New Zealand has emphatically decided against Commercial broadcasting in the Dominion, so listeners will be interested to hear what Mr. Anderson has to say on the subject. He can speak with knowledge on the National angle for he was for some years Manager of Station 2FC, and now with several years pioneering in the commercial field he should be qualified to know whether the "B" should remain in broadcasting or not. The date of Mr. Anderson's talk is Wednesday, 17th July at 8.30 p.m.

Fears were apparently entertained in some quarters that the presence of a 10 kw Station at Kelso (Tas.) within 40 miles of Launceston would interfere with receiving sets in the latter location. Before the Launceston Rotary Club, Mr. A. H. Freedman did much to dispel this belief and pointed out that manufacturers to-day were designing sets to work in any locality and under all conditions no matter how far away or how close were the transmitting stations.

Good men always were scarce, and if you talk to Len Schultz, Chief Engineer of 2GB you will gather that the position is particularly acute at the moment. Oh, no, he is very well satisfied with present arrangements thank you, but the station has growing pains and it is understood that he is looking for additional technical assistance, so if you know of anyone qualified to fill the bill, pass along the tip.

"The Deputy," a play by Ellis Price to be broadcast by 2GB at 9 p.m. on Monday night next, sounds as though it may be interesting to those people who have been unfortunate enough to have written at some time or other, some more or less foolish sounding love letters. The action is apparently wound round a threatened breach of promise case. The popularity of this play is widespread and he can be thoroughly relied upon to create great amusement. Sounds like another good one from Ellis Price.



The Transmitter Site of 2TM Tamworth Transmitting on 204 Metres

## BROADCASTING BUSINESS

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## Dave Worrall, 3DB, tells the World!

### A Booster For Australia

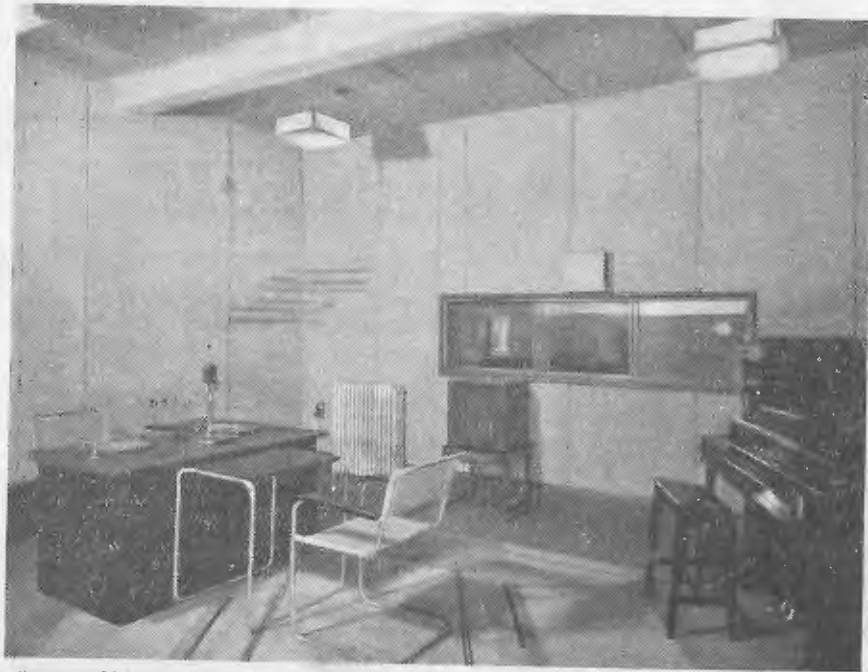
Mr. D. Worrall, Manager of 3DB, the Melbourne "Herald" Station, when in the United States recently in search of new radio ideas, evidently gave an interview to "Export Merchandising," which printed same in their recent April issue.

Mr. Worrall is reported to have said: "Station 3DB is the most important commercial station in Australia, owned, as it is, by the largest publishing house south of the Equator, and heads a chain of newspaper-owned stations with outlets in the five mainland capital cities." In the following notes Mr. Worrall gives a summary of the present radio situation in Australia.

"The only commercial chain at present in Australia consists of newspaper-owned stations in each State, headed by the Melbourne 'Herald' Station 3DB. Relays consist more of stunts than music, although land lines between the Eastern States are good and cheap. Recently 3DB relayed a big stunt nightly from 8 to 3.30 a.m. for 30 nights, over the 2,000 miles separating Adelaide, Melbourne, Sydney and Brisbane, and this is the longest and largest relay on record.

### Unique Radio Set-Up

"The radio set-up in Australia is unique, in that it is a combination of British and American systems. A licence fee of 21/- per annum is charged owners of receivers, and as there are more than 660,000 licensed listeners in the Com-



Portion of Studio "B," 3AW Melbourne. This studio is used for speech transmission, drama, etc., as well as many of the night programmes.

monwealth, this policy provides substantial revenues for the maintenance of the stations under the control of the Australian Broadcasting Commission. These stations must not broadcast advertising. Side by side with these stations are commercial stations, which receive none of the licence money, and subsist entirely on revenue from advertising in the manner of radio stations in the United States. There are 8 Commission controlled stations, distributed as follows: Brisbane 1, Sydney 2, Melbourne 2, Adelaide 1, Perth 1, Hobart 1. These stations have a number of relay units, located in country areas, which do not originate programmes, but relay programmes supplied from the nearest city."

### Density of Listeners

"Victoria has the greatest density of listeners, there being 186,000 licensed listeners within a 10 mile radius of the heart of Melbourne (where all the radio stations are located) and 246,000 licensed listeners in the State which has the smallest area of all the Australian States. Actually, analysis of mail received by Station 3DB shows that between 13 per cent. and 15 per cent. of the total mail received comes from places outside a 50 mile radius."

### Like Advertising

"It is commonly accepted that the commercial stations are the more popular. Tests in some of the capital cities show

that up to 75 per cent. of the listeners regularly tune in to the brighter and more informal advertising stations. The Commission controlled stations are required to rely mainly on local talent, while the commercial stations feature recorded music. Mary Jones singing a solo does not compete with Lilly Pons or John Smith with Tauber, and a high fidelity recording of the Berlin State or Chicago Symphony Orchestras rather takes the shine out of a studio string quartette.

### American Transcriptions

"3DB Melbourne introduced American transcriptions to Australia about 4 years ago, and despite many failures have persisted with them. With the improvement in quality in recent times, and the use of better voices—using 'Hollywood English,' i.e., accents which are not American and lack British inflections—there have been more successes than failures. Recording companies which have used such voices, and sensed our requirement have had no trouble in selling their transcriptions in Australia. Until comparatively recent times the other States would not try these transcriptions, mainly because concert programmes were rare outside of Melbourne. But even in Melbourne, one of the leading stations does not yet possess a 33 1/3 turntable. In Sydney, 2GB has been very energetic in recent times in pushing transcriptions, but the other stations there have not been very interested, while in the smaller States, only Brisbane and Adelaide, so far, have shown any interest. It is impossible to sell many in these areas, and they must be peculiarly suitable and very low in price to attract any attention at all.

"So far no transcriptions have been used in West Australia or Tasmania. Transcription producers, who imagine that because there are fifty-one stations in Australia, they can get high prices for discs, are chasing a 'Will-o-the-Wisp.'"

### Commercial Stations

"There are approximately 51 Commercial Stations in Australia. I say approximately because no one is ever quite sure how many are in existence at any one time, since bankruptcy is always at the doors of many small country stations. About thirty of them operate on a power of 50 watts or less. But to many of them 50 watts means an input of that amount, and an aerial power (U.S. rating) of about 16 watts. Many of these broadcast mainly to rabbits and I know of several

(Concluded foot of next page)

## 2HD Ads

GET THE GOODS

Write Box 123, Newcastle, or  
MR. E. A. WOOD (BW 2211)  
c/o A.W.A., 47 York Street,  
SYDNEY, N.S.W.

## RADIO PROGRAMME RESEARCHES

### Their Use and Abuse

THE subject of researches into radio broadcast listeners' habits, is holding the stage of the advertising fraternity throughout Australia to a marked degree. Numerous National advertisers, advertising agencies and others, are taking out all kinds of analyses and conducting various methods of investigation to endeavour to ascertain the popularity of certain programmes from certain stations at certain times.

Up to date it has been impossible to obtain any of this data for publication, or even to enable a detailed study to be made of same in order that even generalities can be placed before readers of "Broadcasting Business."

This question was discussed at the 23rd Semi-Annual Meeting of the Association of National Advertisers in America last month, when the major part of the Convention's programme was devoted to radio advertising.

An excellent contribution to this very important subject was made by Dr. D. P. Smelser, Manager of the Market Research Department of the Procter & Gamble Co., and Chairman of the governing committee of the Co-operative Analysis of Broadcasting.

Explaining that the CAB (Co-operative Analysis of Broadcasting) was organised in 1930 and that it is a non-profit organisation, Dr. Smelser continued:

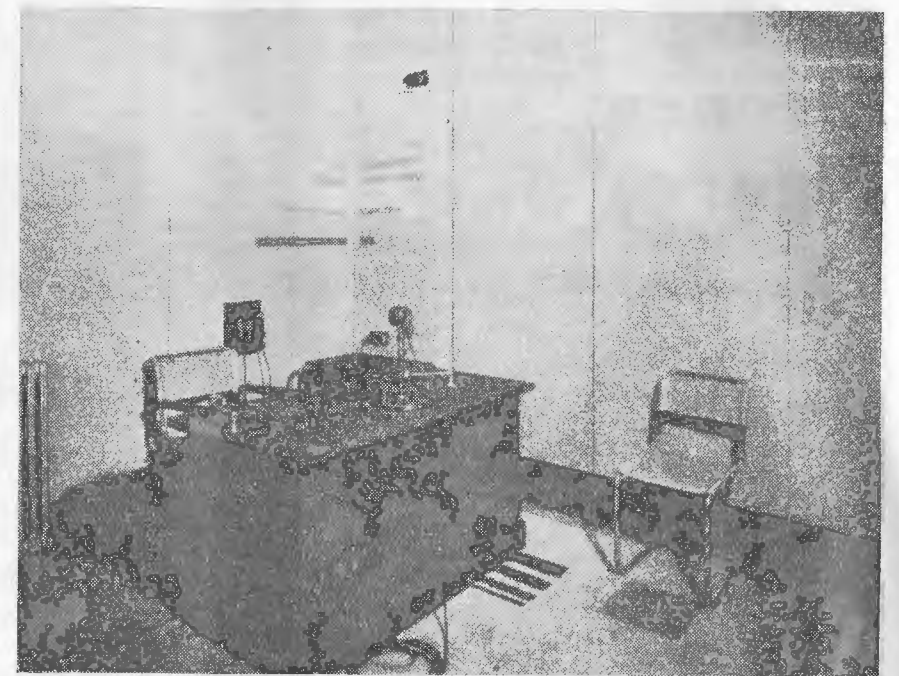
"Speaking generally, the CAB has attempted to furnish to the advertiser and his agency information which indicates from week to week how his programme compares in popularity with other programmes. This information has been is-

with a weekly revenue of £10 (about 40 dollars). The more important commercial stations are located as follows: Brisbane 3, Sydney 5, Melbourne 4, Adelaide 3, Perth 3, Hobart 1, Launceston 1.

"The Sydney Stations are permitted only a power of 1 kw aerial power. (Some of the stations boast a higher power, but they quote an input power which is confusing to Americans).

"In Melbourne all the stations are confined by the Government to a maximum of 600 watts. The Government's view is that the Commercial Stations are intended for Metropolitan coverage and that this bar under the favourable transmitting conditions of Australia, is quite adequate."

(Mr. Worrall's reported statements are extremely illuminating. What have some of the other stations got to say?)



Portion of Studio "C" at 3AW Melbourne. This is the smallest studio, and is used for talks and recorded programmes.

sued in the form of programme ratings. A great deal of other valuable information has been given to subscribers which has assisted them in spending their radio dollar effectively."

Dr. Smelser said that the great mass of research data had been confusing. "Just as market research is not a substitute for brains in the general administration of business, so the results of research in radio cannot be a substitute for ability (1) to produce programmes that will achieve popularity or (2) to write commercials that will sell goods. It can only be an aid."

Some of the points made by Dr. Smelser follow:

"Those who have imitated a programme having a relatively high audience rating with the expectation that their programme would have a similar rating, have been frequently disappointed."

"The factor which has contributed most to the distrust of research indicating the approximate size of programme's audience is the inability of some advertisers and agencies to understand that an audience rating is not necessarily a selling rating. A programme which is listened to by 20% of the radio audience does not necessarily sell twice as much goods as a programme which is listened to by 10% of the audience.

"Naturally you want a large audience, but it is well known that there have been programmes with the maximum audience which have sold very little goods while on the other hand there have been programmes with relatively small audiences which have been gold mines for the advertisers.

(Continued overleaf)

## 2TM Tamworth

provides the amusement for the Northern Tablelands, the richest district in N.S.W.

### SELL

to this densely populated area by advertising over the station with the Pull—2TM.

- The brightest programmes in the North.
- To 58,000 People every day.

Station Address: Brisbane St., Tamworth





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## RADIO PROGRAMME RESEARCHES—(Cont.)

### Lure of Numbers

"A characteristic tendency of the advertising fraternity is to succumb to the 'lure of large numbers.' Some agencies and some publishers have always insisted upon projecting percentages to millions of people and presenting these millions on charts which are so large that the first assistant and the second assistant had to be pressed into service for transporting them. People who have been thus trained become panicky when they see a research study showing that a mere 2% of the radio audience listened to one of their programmes.

"I once heard an advertiser try to prove that more than 4% listened to his programme that was broadcast four times a week, by showing that over a period of several weeks he had received 100,000 replies from listeners to his programme! He did not realise that he had about 15,000,000 radio sets in his area and that 4% of 15,000,000 is 600,000 to say nothing about the fact that the individuals making up the 4% daily audience were certainly not the same every day, or that the replies were not limited to one in a family.

"As long as magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove that the opposite is true, radio research will be subject to conscious and unconscious misinterpretation.

"Research will not be properly appreciated as long as people ascribe more importance to the number of interviews made than to the content and detail of how the individual interviews were made. One thousand interviews made carefully and properly by experienced investigators are of far greater value than 10,000 interviews made carelessly by inexperienced investigators."

Readers are particularly requested to note the following extract from the foregoing:—"As long as magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove the opposite is true, radio research will be subject to conscious and unconscious misinterpretation."

Readers are also asked to note that Dr. Smelser said: "A characteristic tendency of the advertising fraternity is to succumb to the lure of large numbers. Some agencies and some publishers have always insisted upon projecting percentages to millions of people, and presenting these millions on charts which are so large—"

It is understood that the Association of National Advertisers of Australia is very vitally interested in this subject, and many of its members have gone to a lot of trouble to conduct some of these researches, but it is evident that they still base their conclusions upon the large numbers which are referred to by Dr. Smelser.

## BROADCASTING BUSINESS

July 5th, 1935.

After all, it is not so much a question of numbers always, as "effectiveness." On the other hand the broadcasting stations can produce evidence of extraordinary sales results produced by advertising over their particular station.

It is understood that some of the stations that are supposed to come very low down in the list of listener preference, have some marvellous records to their credit in selling the products of their clients over the air.

This subject is extremely vital to all parties concerned, i.e., the advertiser, the broadcast station and the advertising agency. Therefore these columns are thrown open to members of these respective groups, so that discussion on this important subject may bring to light something more tangible.

### RECONSTRUCTION AT 2HD

Rumour has it that Old man Wrecker is once again at work at 2HD Newcastle and that a complete new Transmitter will shortly go into operation at that enterprising Station.

We understand that the new equipment at 2HD will be the very last word in Sound Transmission and that the efficiency and coverage of that enterprising Station will be considerably increased. Good Luck, 2HD!

### OPENING OF WARWICK BROADCASTER

The official opening of the Warwick broadcasting station 4WK took place at 8 p.m. on 28th June, Sir Littleton Groom, M.H.R., performing the official ceremony. A special programme was arranged concluding with a dance in the main hall of the station on behalf of the local ambulance. The Warwick station is heard over a wide area and may be received with considerable volume as far away as Sydney. 4WK employs series modulation and was designed and constructed by Amalgamated Wireless. It has a power of 50 watts unmodulated in the aerial. The wave length is 333 metres (900 kilocycles).

### TELEVISION STATION FOR LONDON

The announcement made in the House of Commons (17/6/35) by Major Tyron, Postmaster-General, was that on the advice of the Television Advisory Committee, the use of the site at Alexandra Palace, London, had been authorised for the setting up of a London Television Station.

**3AW**  
**WIDE FIELD**  
**WIDE FAVOR**

# BROADCASTING BUSINESS

Vol. I.—No. 40.  
FRIDAY  
12th JULY, 1935

Subscription:  
10/- P.A. Post Free  
Single Copy 1/-

## A Year of Achievement

**2BH** BROKEN HILL celebrated its first birthday on Saturday, June 29.

In a broadcast review of the Station's first year on the air the Managing Director of Radio Silver City Limited, Mr. R. G. Lamb said:—

**W**E are very pleased and proud on this occasion to tell you that 2BH has been successfully on the air one year to-night. We are sure most of our listeners will remember Saturday, 30th June last year when at 7.30 p.m. we inaugurated our service. It has been a very progressive and eventful year and we are glad to be able to say that the policy outlined in my remarks on our opening night has been successful. You may remember that on that occasion I laid down several fundamental principles which we considered vital to the success of a broadcasting station.

The first principle was, the listener must be served. In this connection I pointed out that the radio audience listened to the type of programme which they wanted to listen to, irrespective of what educators or reformers thought good for them.

My second point was that our programmes had to please the listeners before they could accomplish any other commercial purpose. The same principle governs radio programmes as governs any form of merchandising, i.e., the goods have to be right. Another of our fundamental principles laid down was that broadcasting is a highly specialised art which requires the direction of Specialists. Broadcasting is so fascinating and so interesting that it is naturally a temptation for all and sundry to meddle with it. In this connection it was pointed out that the Directors of this Company were specialists in broadcasting and that our staff knew their job too.

### Doing A Good Job

Perhaps I may be pardoned for saying that it has been highly gratifying during the past year to hear all round us the appreciation of listeners expressed in the words, "You are doing a good job."

The character of the programmes must be taken into account in assessing a Station's reputation. This formed another vital point in our policy. We realise that the popularity of a broadcasting Station is directly proportional to the appeal of its music and we definitely decided that the music which would go to you over the air from this Station would be sweet, melodious and bright.

Another important point made in my inaugural address was that the greatest appeal to the greatest number of listeners was the only sound basis for planning a broadcast programme. I pointed out that I was sorry for those of our listeners who might expect Chamber music and the like from this Station, but assured you that in place of it you would be pleased with the type of programmes selected. After all the object of commercial broadcasting is to win goodwill.

During the past year we have brought you in addition to our regular service every important event broadcast by metropolitan Stations. These included a complete test cricket service, the arrival of his Royal Highness, the Duke of Gloucester at each of the capital cities, the Centenary air race, the Melbourne Cup and complete results of the Federal State and Municipal Elections.

### Large Library

Our Library of music has been increased over 100% and in addition, as you know, some of the best 15 minute electrical transcriptions are now regular features of our programme. Our 2BH Smilers' Club, commenced on the 31st January this year, can now boast 1,178 members among whose ranks we have discovered some splendid talent. The 2BH Movie Club also has been conducted very successfully for 11 months. Our Old Time Session on Sunday morning and Wednesday evening, "The Wanderer's" short talks, and our Poet's Corner on Sunday, claim a very interested following so also does our sporting Sessions on Friday and Saturday evening. A recent addition to our programme structure is the Foreign Affairs talk on Wednesday evenings conducted by Mr. F. H. Beard, M.A., University Lecturer to the Workers' Educational Association. The Hospital Patients' Session each morning, the



MR. R. G. LAMB,  
Managing Director of 2BH

Children's Session each morning and evening and the special Smilers' Club Session on Wednesday evenings go to make up a completely varied programme.

Another valuable service to listeners is the 2BH Community Singing and dancing every Monday night. It has become the custom in the capital cities to hold a Radio Ball each year. We decided that Broken Hill should have a Radio Ball and we think it safe to say that our own Radio 2BH Ball more than compared with those of the capital cities as a brilliant and spectacular function. 2,543 Birthday and Cheerio calls have been made to listeners during the year and 111 advertisers have bought Station time.

(Continued on Page 2)

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