

BROADCASTING BUSINESS

Vol. 1—No. 7

FRIDAY

November 16, 1934

Subscription

10/- P.A. Post Free

Single Copy 1/-

Published every Friday by Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney.

Radio Programmes

Pull Best When Promoted

Some Case Studies of Resultful Merchandising Methods

By Bernard A. Grimes

A RULE that should be incorporated in every radio advertising campaign is "Merchandise the programme." Even those sponsors who hold that they will not advertise their programmes, line up when it comes to merchandising promotion.

Merchandising prepares the trade to capitalise on radio advertising effort from the start. It enables the sponsor to derive maximum effectiveness from the broadcasting phase of his consumer activity.

Sponsors have a choice ranging from postcard and letter announcements to an elaborate campaign of tie-in material with the flexibility that this broad field makes possible.

Merchandising should begin well in advance of the broadcast. Follow-up should be consistent to keep alive the interest of the trade. Such efforts not only are helpful in tying up the product at the point of purchase, but they also keep the dealer aware of the advertising which is being done to draw consumers to his store.

A survey of the merchandising material used by a number of advertisers includes the following:

Letters, postcards, formal announcements, broadsides, sales meetings, window stickers, counter cards, news bulletins, premiums for customers, tickets to broadcasts or passes to studios of local stations, imitation theatre tickets, business-paper advertising, articles in house magazines, folders, photographs of talent, testimonial letters from users,

tabloids, certificate membership in programme clubs, poster stamps, buttons, copies of radio talks.

The type of business, nature of programme, factor of time and amount of money to be spent will determine which of the items listed can be used. How and when they are used is perhaps best described by reviewing the methods of a number of advertisers.

Best Foods, Inc.

Combination broadside and window display. Certificate of membership in the Merry Musical Grocers' Association presented to grocers who verified the fact that they heard the programme.

Poster stamps issued to grocers for use on packages sent to customers. These were also used on company correspondence with dealers. Celluloid buttons, distributed among grocers' clerks, and worn by them to remind people to hear the programme.

Business-paper copy featured by radio artists in costume. Suburban stores were urged to hold radio parties, the company co-operating.

Premier-Pabst Sales Company

Small window posters and counter cards have been found effective because they don't take up much room, yet attract attention. Salesmen have such pieces available for distribution among dealers at all times. Business-paper copy also used. Bulletins sent to salesmen.

Congress Cigar Company

Cards sent salesmen and distributors described programme and listed stations.

Throughout two-year period, window sticker pictures of Kate Smith were sent dealers. Small cards for attachment on open boxes of La Palina proved very popular and were used in large quantities.

"The La Palina News Bulletin," carrying pictures of Kate Smith and news of her activities, was mailed monthly to company salesmen and to the home addresses of distributors' salesmen.

Garnation Milk Sales Company

LAUNCHED a booster club among employees. Dues were "Listen in yourself and be responsible for getting new listeners every week."

(Continued on next page)

BROADCASTING BUSINESS

OSWALD F. MINGAY - - Editor
EDITORIAL & PUBLISHING
OFFICES:

15 Castlereagh St., Sydney, N.S.W.
Phone: B 7188 (3 lines)
G.P.O. Box 3765
Telegrams: "B7188 Sydney"

BRANCH OFFICE:

Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: Cent. 2805. G.P.O. Box 1774.

ANNUAL SUBSCRIPTION:

Post free in Australia 10/- p.a.
Post free in British Empire 12/6 p.a.
Post free, Foreign 15/- p.a.

Published Every Friday

Radio Programmes Pull

(Continued from Page 37).

Employees were asked for comments. Response, which fell just short of 100 per cent., resulted in many valuable suggestions. Carnation's own salesmen calling on the retail trade are notified far in advance of every detail of the radio campaign, as are brokers and direct representatives.

Before the first broadcast, a broadside was sent all jobbers. The same broadside with a letter was sent to chain-store buying headquarters. The broadside and a special letter were sent salesmen calling on the retail trade.

The broadside and copies of both these letters were sent to brokers and direct representatives together with a letter outlining suggestions for merchandising the programme.

Everything was done to take members of the sales organisation back of the scenes. This was done not only to sell them on the programme but to make them enthusiastic as well.

Copies of "Carnation News," carrying articles and pictures of the broadcast, were presented individually to grocers by retail salesmen, who also distributed counter cards.

Salesmen were equipped with a sound device encased in a Carnation can. This device reproduced the "moo" of a cow and tied-in with the sound effects which introduce the programme. It is believed that almost every grocer has seen and heard these "pocket cows."

Waitt & Bond, Inc.

The principal promotional work done on "The Blackstone Plantation" series, which ran for four years, was to notify salesmen and distributors of the hook-up, with a list of stations and to supply window stickers featuring the principal artists.

Bristol-Myers Co.

An electrical transcription campaign is being used for Ingram's Milkweed Cream. Druggists in the territory, covered by the spot broadcasts were sent a broadside illustrating the characters in the programme. They also received a list of the stations, testimonial letters from users of the product, and a postcard for use in ordering a counter display.

Ten days after the broadside was mailed, a giant telegram was mailed to these same dealers reminding them of the programme. Ten days later a facsimile letter on the personal stationery of Frances Ingram was mailed to these dealers again reminding them of the programme and repeating the counter display offer. In addition, all regular trade-paper advertising was devoted to promoting the radio programmes.

THESSE case studies are important in one particular: They illustrate the variations and flexibility possible in planning the job to be done in relation to the money available to do it.

No single type of promotion is most effective all the time. One kind will prove best under one condition, but it is a good idea to try the various kinds

from time to time. The first essential is to capitalise at the point of sale on the good-will created by the radio programme.

Retailers show a decided preference for material that features the artists and which unmistakably identifies them with the product advertised. The merchandising campaign should not be spasmodic. Every step should be carefully planned in advance. Fresh material should be constantly made available to salesmen for distribution to retailers.

It is not enough to have an article of merit and a good programme. Thorough merchandising at the point of sale is necessary to complete the job.

A recognition of dramatic values, so

essential to creation of a successful programme, carries over into the promotion of that programme. The exercise of ingenuity will often lead to ideas which, until the opportunity presents itself, may not be foreseen.

For example, there is the clever promotion used to capitalise on the Maxwell House series. Here, as the Show Boat made its air tour of the cities, its arrival was made known to dealers in each city in advance and a complete plan outlined for dealers to tie-in with the event.

Personal appearance of a programme's artists at meetings of salesmen and dealers also helps to stimulate enthusiasm. It introduces reality. They like to be "in the know," to get behind the scenes. Get them interested, by whatever means, and they will express this interest in their work with those whom they contact.

Should British Advertising Go On The Air ?

Two Advertising Executives Discuss the Case for Commercial Advertising

THE CASE FOR :

IF you do not like to-night's radio programme you will try another station, and if you cannot get anything to suit you, you will switch off the set and use the gramophone.

This is the answer of the protagonists of commercial broadcasting to those who raise their hands in horror at the idea of advertisements being broadcast over Great Britain. Americans were dubious about ten years ago when the first advertiser got on the air. Since then the number of sets in use has multiplied exceedingly. Does this look as if the American listener disliked and resented commercial broadcasting?

Look at Woolworth's.

It will be argued that the American is not the Englishman and that although the American may take kindly to the commercialisation of his pleasures, the Englishman will not tolerate advertisements in the radio programme.

In answer to that I point to Woolworth's. When this great six-penny store organisation began operations in this country British business men said uneasily, "It won't last. The English Housewife does not want her stuff mauled about." But the English housewife does not seem to mind, and a large proportion of stores have since adopted the open display with great success.

The average man's objection to broadcast advertising is due to sheer ignorant prejudice. He does not realise how ad-

vertising on the air has raised the standard of the American programmes. It has done for radio what advertising has done for the newspapers in this country; it has provided them with the money by which they can offer every day for a penny a newspaper that costs thousands of pounds to produce.

Some time ago Mr. L. Carlton Dyer suggested to Sir John Reith that a world-famous musician should broadcast. The answer was that the B.B.C. would announce that the programme was made possible by the courtesy of Philco Radio. Sir John refused the offer describing it as the thin end of the wedge. How many people would begrudge a hundred words of advertising for a reputable firm in exchange for the joy of hearing a famous violinist?

Now if the wedge were driven home and commercial broadcasting became general, nobody would have to listen to a particular programme. Further, it would be possible for the licence fee of 10s. extracted from every listener to be abolished which means that every day the very best talent in all fields of entertainment could be heard for nothing. Any advertiser who dodged the very strict censorship that would be imposed and put over anything unacceptable would be immediately tuned out. The standard of advertising would be not lower, but a good deal higher, even, than it is now.

More Press Advertising

This, briefly, is the case for commercial broadcasting. The Press sides with Sir John Reith, but for very different reasons. They do not want to share advertising appropriations with anybody else. In America, however, the press has found that commercial broadcasting has brought more profit, because advertisers now run, in addition to their ordinary advertising, announcements of their programmes. When the new Dublin station opens for commercial broadcasting in the autumn we may have evidence that the same will be true in this country.

It might be possible, as a matter of fact, for commercial broadcasting to be done through a network of low power stations, as in the States, leaving the present big stations to operate under existing conditions. I am no technician, but this, I am told, could only be done by the use of short waves. If it could what a fine test this would be of the relative acceptance of first quality entertainment plus a soupcon of advertisement and mainly mediocre programmes free of the "taint."

Collected Evidence

If commercial broadcasting is coming to this country within the next five or seven years, now is the time for advertising agents and manufacturers to start absorbing the technique. What does broadcast advertising do for the national advertiser? The National Broadcasting

Company of New York has prepared a mass of evidence to support its contention that broadcast advertising does these four things:

1. Wins consumer acceptance and stimulates goodwill.
2. Promotes dealer co-operation.
3. Increases the value of space advertising by drawing friendly attention to it.
4. Improves the morale of the manufacturer's personnel, which is backed by the enormous power of the spoken word.

Greaton and Knight Company of Worcester, Massachusetts, have for many years been manufacturers of soles for boots and shoes. They were sold under the trade mark of "Gold Spot," but they could not induce shoemakers who used the sole to make that one of the selling points. Then Greaton and Knight went on the air. Now manufacturers are proud to announce in their advertisements that they use "Gold Spot" soles.

Inviting The Guest

Manufacturers of Ipana tooth paste dress their orchestra, called the Ipana Troubadours, in red and yellow costumes. When the Troubadours broadcast, the announcer says: "Here are the Ipana Troubadours, in their smart red and yellow costumes." Ipana tooth paste is sold in red and yellow striped tubes, thus an immediate link is created.

It is argued in America that broadcast advertising enters the home as an invited guest; that is to say, it is only ad-

mitted when it is wanted, and the guest can be speedily dismissed by the mere turning of a knob. The corollary is added that any newspaper advertising by the sponsors of the welcome programmes will be given greater attention because it is the announcement of an intimate acquaintance.

So far, therefore, from commercial broadcasting damaging Press advertising the contrary will be the case, for each will support the other. In fact it is fair to argue that the advertising business would be enormously more powerful by the addition of another mighty weapon to its armoury.

Restless Desire

The perpetual restless desire for something new, no matter what it costs or what its merits are, is the most vital feature of modern life seen from the viewpoint of the advertising business. Commercial broadcasting is a novelty, so far as this country is concerned, and handled in a large way in the manner of Cecil B. de Mille, or to come nearer home, C. B. Cochran, it would be bound to leap into immediate popularity.

Will commercial broadcasting come to this country? It will be very many years before it is accepted by the B.B.C. if even that staid body accepts it at all. For a long time, however, Radio Paris and Normandy have been used by British advertisers. These programmes cannot be taken as a criterion of the standard that would be set if British stations

(Continued on Page 40.)

PUBLICITY WITH A PULL
THAT'S PROVEN

3 AW
MELBOURNE

MAXIMUM RESULTS FOR ADVERTISERS
WITH THE MINIMUM OF EXPENSE

When replying to advertisements, please mention "The Merchant."

November 16th, 1934.

BRITISH BROADCASTING, ETC. (Cont.)

could be used because of the French embargo on imported artists. Gramophone records have now to be used very largely, and, excellent as some of them are, they cannot be as good as an original studio production.

There is a probability of the new station at Athlone in the Irish Free State being employed for commercial broadcasting. If it is, no doubt advertisers will extend their experiments, but again the cost and difficulty of transporting artists to Ireland will restrict the development of a method of advertising which has taken America by storm.

And Against

Opponents of commercial broadcasting state, quite unequivocally, that such a form of advertising would not be acceptable to the people of this country. Much as English people admire Americans, they have no desire to adopt the flamboyance and insistence of American publicity methods. Signs are not lacking that even the good American is becoming a little tired of taking advertising as a sauce to every meal, and as a by no means pianissimo accompaniment to everything that he hears and sees.

It has been repeatedly asserted that commercial broadcasting would raise the standard of radio entertainment. But what really is the matter with present programmes, if the opportunity for selection is taken advantage of, there is enough variety to please any but those who will be pleased by nothing.

Too Much Distraction

Sir John Reith may, perhaps lean towards uplift, but surely it is far better that an organisation wielding the power that the B.B.C. has, should exert it in this direction, rather than for depressing the cultural level of the nation. There is so much in modern civilisation that tends to distract people from the things that really matter that, within limits, it is impossible to have too much food for the intellect.

Let us for a moment examine commercial broadcasting in America. There are one or two good orchestras and a handful of really intelligent entertainers, but the bulk of the programmes consist of vaudeville acts. These may be to the American taste, but it is easy to have a surfeit of them here. Unfortunately there is no evidence that advertisers in this country would do anything different from their American contemporaries. There will be a rush to engage coloured crooners, sexy saxophonists, and jumping jazzmaniacs.

Sir Charles Higham returned from America convinced that commercial broadcasting would be valueless in this country. Lord Luke, Chairman of Bovril Ltd., said a few days ago that it would take a great deal of persuasion to induce his firm to utilise radio advertising.

Money Shouts

He pointed out that the reader of a newspaper need not read the advertisements it carries unless he likes. He can keep himself occupied with whichever

section of the news columns appeals to him, but the broadcast listener has no such choice. He must either listen to whatever is thrown at him through the ether, or switch off his set. One buyer or potential buyer annoyed may well count for far more on the debit side than several just interested may do on the assets side.

The protagonists of commercial broadcasting are agreed that some form of censorship or other control would have to be exercised. Such a censorship would be extremely difficult to operate, and would be open to all the inadequacies and abuses to which all forms of censorship are subject. In lean times, when business is difficult to get, there

would be a great temptation to relax discipline for the benefit of the balance sheet and, as always, big money would shout louder than the small man's mite.

"We Don't Want It"

Nor would it be enough to leave it to the "good sense" of the advertisers to see that there was nothing undesirable in the broadcasts. There is too much evidence from other forms of advertising that tastes vary so widely that what passes the advertiser's conscience may offend the public.

We do not want commercial broadcasting in England. We have already sampled it from Continental stations, and that is more than enough.

Stromberg-Carlson Re-Broadcasts Short Wave from 3AW

"Highest Standard of Short Wave Set Rebroadcast."

Considerable interest is being shown in the rebroadcasts from 3AW, Melbourne, of the short wave programmes picked up by the new Stromberg-Carlson 635. The general excellence of these programmes was described by an experienced listener as "the finest short-wave rebroadcasts that have ever been heard."

There is no doubt that Stromberg-Carlson have created considerable interest through these rebroadcasts. Staying on the air after 10.30 p.m. for a special session, 3AW has been rebroadcasting several selected programmes from overseas. They have been picked up at the home of Mr. William Hill at Brighton and relayed by land-line to 3AW where they have been interspersed in musical programmes. The quality of the rebroadcasts has been of a very high standard and such overseas stations as Dav-

entry, Paris and Holland, etc., have been rebroadcast with such clarity that at times the programme could have been mistaken for a studio one.

An interesting coincidence occurred on the night of Thursday, November 8, when the evening papers had stated that Miss Thompson, the air woman, was still lost in Central Australia. A news session rebroadcast from Daventry stated that she had been found.

On several occasions 3AW remained on the air to broadcast some of the excellent short wave that was available at the later hour. Arrangements have also been made to extend the rebroadcasts over the ensuing week. It is stated that considerable interest has been evinced by listeners who have written both to 3AW and to Stromberg-Carlson distributors for more details of the new set.

**BROADCASTING COUP
D'ETAT****Alleged Plan to Seize B.B.C.**

Last week during a debate in Committee on the Incitement to Disaffection Bill for which over 30 amendments had been given by Labour Peers, Lord Allen, in criticising one amendment, said that it had recently come to his knowledge personally from a source he had no reason to doubt, that there was some kind of movement afoot in Britain to seize the British Broadcasting Corporation's premises and bring about a coup d'etat similar to the one prepared in Vienna.

If that sort of thing were to be permitted, he said, it would be in the interests of a socialistic State, which he desired to see established; but that should not be the means of tampering with the forces of law and order whether these were run by a Government of the right or left.

The B.B.C. is reported to have declared that it had no knowledge of the matter.

This might bring home to Australians the importance of the National Broadcasting System, and what might happen

if a similar thing were attempted in Australia. It would, of course, be more difficult in Australia on account of the various States and also the multiple number of stations in each State, and a similar thing to what happened in Vienna would be impossible in Australia. Nevertheless the power of broadcasting is very evident.

**LONG WAVES IN
BROADCASTING**

It is reported from Goulburn, N.S.W., that Mr. W. Young, addressing the Goulburn Rotary Club last week, said:

"Australia is the only country not using long waves in radio broadcasting, and it is the very country where long waves should be utilised, but I am afraid vested interests have too much to do with it."

Mr. Young also added that so long as the Federal Government had control of the technical side, and the programme service remained in the hands of the Broadcasting Commission, so long would the radio public suffer. To-day thousands of pounds from licence fees were being diverted into consolidated revenue.

BROADCAST ADVERTISING DOES PAY

By Francis E. Levy

(We frequently hear advertisers state "Radio advertising may be all right for SOME businesses, but MINE is different and Radio cannot possibly help." Mr. F. E. Levy, Service Manager of 2UW, with over fourteen years' practical advertising experience, including three years' close study of broadcast advertising, thinks differently, and has already definitely demonstrated that this modern medium, capably handled, can undoubtedly produce results.—ED.)

ONE of the first points that occur to anyone interested in radio advertising, is the fact that, if the medium were not as good as claimed by some, why would so many firms, engaged in so many varied classes of business, use it? Is it because it is cheaper than other forms, or are the results accruing more satisfactory? No advertiser, regardless of any personal whims, is likely to spend money on a medium unless results warrant it, and to say that the sales cannot be stimulated by radio advertising is simply to make a statement without thinking.

Careful Planning Necessary

In the United States, radio has rapidly leapt to the fore, until to-day no advertiser can possibly ignore its power or value. Figures are available which prove beyond question that products and services advertised by the medium of radio, show a definite increase in sales but these figures really mean nothing so far as Australia is concerned, for what applies to American people does not necessarily fit in with Australian conditions. Consequently, I will confine my remarks to giving just three experiences, each in a different field, which will undoubtedly prove the value of radio advertising, provided it is carefully planned, and executed in the same exacting and precise manner in which a newspaper campaign is usually launched.

THE first is that concerning a now well-known weekly newspaper, which was launched in Sydney not so long ago. Believing that this publication, which was to break into a highly competitive field, required an unusual presentation to the public, it was decided to broadcast a gripping mystery "thriller" in nine, 15-minute episodes, at 7.30 p.m. on consecutive nights, over a network of all Sydney "B" class stations. 7.30 p.m. was selected because investigation showed that at that time, both the Sydney "A" class stations usually programmed either an educational talk, or, alternatively, market reports and late news, with the result that between 7.30 and 7.45 p.m., possibly 90% of the Sydney listening public were tuned to Sydney "B" class stations. The "thriller" was broadcast simultaneously over the six "B" class stations, and unless listeners were prepared to switch off their sets then they had only the one entertainment

left to them. This programme was supported by a nightly talk by the editor of the new publication, who briefly outlined his policy and the paper's features. As a result of this unusual presentation, the sales of the first issue exceeded all expectations, and, although newspaper advertising was also used, it was generally conceded by all concerned, and also by the fact that wherever one went, one heard comments by the general public on this "thriller"—that radio had undoubtedly successfully launched a newspaper. Radio advertising certainly paid those publishers.

An Unusual Recipe Book

The second instance relates to a well-known national advertiser, who proposed to release an unusual recipe book of considerable interest to housewives. Both newspaper and radio advertising was used extensively throughout the Commonwealth, in fact practically every "B" class station was employed, and as a result, the recipe book was widely distributed amongst interested inquirers. Despite the fact that the radio expenditure was but one-tenth the newspaper appropriation, and that although newspaper readers had the advantage of clipping and filling in a coupon, whilst radio listeners were compelled to write a short note requesting the recipe book, the final check up showed that the average cost per enquiry from radio listeners was 1d. less than the cost of replies by newspaper coupons, and this in spite of the seeming disadvantage of oral as against visual selling.

A Retail Example

My final example covers the retail field. A well-known Sydney furniture emporium decided to give radio one more trial. They had previously used this medium, but results were poor. Nevertheless, the fact that so many advertisers, particularly those in the same line of business, were apparently securing results, they decided to give radio one more chance, and a good one at that. They were prepared to spend on radio, as and how was deemed advisable, an amount equal to the cost of a full page advertisement, and would compare the results with those usually secured from a full page advertisement. The money was allocated over three stations and expended in a matter of four days, and, notwithstanding adverse weather conditions, the results



ENTRANCE TO 2UW STUDIOS

achieved were nothing short of amazing, particularly when an examination of the sales showed that practically all sales were of suites rather than small units of purchases. It will be realised how difficult it is to paint for listeners, a true mental picture of a piece of furniture, yet, despite this handicap, the sales exceeded those secured from the newspaper advertising. A continuation of the radio campaign has shown this advertiser that the first results were not merely a "flash in the pan," but that careful planning of radio advertising does pay.

In conclusion, may I state that although the fact that so many advertisers are using "the air" undoubtedly proves the worth of this medium, it must be borne in mind that radio is a medium only—a frame for the picture. That "word" picture must be appealing and attractive in order to secure attention, and, consequently, RESULTS.

Wood's Sponsor

130 Episodes

The enterprise of the Proprietors of Wood's Great Peppermint Cure is proven by their sponsoring a series of 130 episodes of "The Count of Monte Christo" over Station 6PR, W.A. Another feature to be sponsored by the same Company over the same station is "The Adventures of The Hawk."

The release of these features from 6PR will provide excellent entertainment for their host of listeners, and shows the effectiveness of broadcast advertising.

London Stores Sign With

3AW

3AW has secured a contract from the London Stores, Melbourne, this representing a new and important account.

Between 9 and 9.10 p.m. on Saturday, November 10, 3AW rebroadcast a description of the Barbecue at Laverton held in connection with the Air Pageant. The session was sponsored by B. D. V. Cigarettes.

November 16th, 1934

Latest Recordings

Regal-Zonophone

Special Releases

Four Great Songs! All dealers will remember the big sales they made of "Twenty-One Years" and "The Big Rock Candy Mountain." These successes can now be repeated with G.22174—"The Answer to 21 Years," and "Answer to

Big Rock Candy Mountain."

G.22166—"The Yellow Rose of Texas," vocal duet with piano, guitar and violin, and "Cowboy's Heaven," vocal duet with guitar, violin and Celeste.

GENE AUTRY SINGS

G.22175—"The Life of Jimmie Rodgers," Vocal with Violin and Guitar, and "If I Could Bring Back My Buddy," vocal duet with guitar and violin accompaniment.

Here is a record that will sell like "Hot cakes."

MELBOURNE CENTENARY SOUVENIR RECORD

G.22195—"Australia, Happy Isle" (with choir) Clem Williams, Baritone, and "Let's Take a Trip to Melbourne," with orchestra accompaniment.

A record with definite possibilities! "Australia, Happy Isle," is a song which is national in its interest and appeal. It was composed by a well known Sydney musician, Lindley Evans, with words by Jessie Street, and shared the One Hundred Guinea prize donated by the late Sydney Myer in the "Centenary Song Contest." Clem Williams has the support of a mixed choir of sixteen voices for this recording. "Let's Take a Trip to Melbourne," is of topical interest and completes what should be a record that is easy to sell.

A SENSATIONAL NEW HIT!

G.22198—"Dreamy Serenade," Billy Cotton and His Band, and "The Old River Road," Larry Brennan and The Winter Gardens Dance Band (Reginald Dixon at the Organ).

Song hits of lasting popularity are rare, but there are exceptions as we all know. Such a one is the new tune, "Dreamy Serenade." It has a really lovely melody.

ANOTHER BIG HIT

G.22200—"Little Valley in the Mountains," Tango, with vocal chorus—The Rhythmic Troubadours, and "Dream of Me Darling, To-night," waltz, with vocal chorus—Jay Whidden and His Orchestra.

Be sure to give this number your best attention—it's a sure winner.

G.22196—"Little Valley in the Mountains," Billy Reid and the London Piano-Accordeon Band, and "Dreamy Serenade," both with vocal choruses.

These numbers are put over by Billy Reid's all Accordeon Band with their customary satisfying richness of tone. An attractive double makes this record outstanding value.

THE LATEST NOVELTY

G.22199—"O! Muki Muki Oh! (I Love You So)," foxtrot with V/C—Billy Cotton and His Band, and "Rolling in Love" (We're Just Poor Folks) from film "The Old-Fashioned Way"—The Silver Screen Orchestra.

"WONDER BAR" THEME SONGS

Jim Davidson and His Palais Royal Orchestra.

G.22178—"Why Do I Dream Those Dreams," Foxtrot, and "Don't Say Good-night," waltz.

G.22083—"Goin' to Heaven on a Mule," Ben Pollack and His Orchestra, and "Wonder Bar," Emil Coleman and His Palais Royal Orchestra.

BRITISH LEGION MASSED BANDS

G.22144—"The Supreme Sacrifice" (© Valiant Hearts) and "For All The Saints," the Massed Bands of the British Legion conducted by Henry Geehl.

The finest of all massed bands are those of the British Legion and at no greater advantage could they be heard than in music of this description. There is a glorious thrill in their playing of these noble pieces and their tone is rich and full. But that is not all; both sides are accompanied by a grand choir. "The Supreme Sacrifice," is the famous Armistice Hymn. A truly notable record!

REGINALD DIXON PLAYS

G.22146—"In Town To-night," march ("Knightsbridge" from "London Suite") and "London Bridge," march (Eric Coates).

A NEW YODELLING RECORD

G.22140—"Ringtail Tom" and "Mouse's Ear Blues," Bob Clifford, Vocal. Something novel in yodelling records—you will want to hear this over and over again.

CONTINENTAL HARMONICA QUARTET

A vigorous recording of spirited tunes that will keep your feet tapping—excellent tempo for old-time dancing.

G.22141—"A Song of the Sea, Sailors' Waltz," and "On the Rolling Waves, Sailors' Waltz."

OLD FAVOURITES.

G.22142—"I'm Forever Blowing Bubbles," and "Because I Love You," by the Society Serenaders."

Lovely melodies, which, by reason of their intrinsic appeal, will find their way into thousands of homes.

HARRY FAY, COMEDIAN

G.22143—"Joe Bleasdale Seeks Adventure." Both sides. Harry Fay provides a screamingly funny record in the style which has made Stanley Holloway famous all over the world. A great half crown's worth.

FINE MUNICIPAL BAND RECORDING

G.22139—"My Treasure," International Waltz, and "Sari," International Waltz, by the Municipal Band.

Special Columbia Releases

NORMAN ALLIN—NOW IN AUSTRALIA

DO.1282—"The King's Own" and "True Till Death."

In this new record Norman Allin has given two fine stirring ballads that will further endear him to his extensive public. "The King's Own" is a dramatic marching song, relating the story of the boy who throws aside his toys and finds himself marching with the colours, and later involved in battle. "True Till Death" brings out Norman Allin's rich low notes to perfection.

"WONDER BAR" THEME SONGS.

Freddie Martin and His Orchestra. DO.1185—"Why Do I Dream Those Dreams?" foxtrot, and "Wonder Bar," Foxtrot.

DICK POWELL

DO.1190—"Why Do I Dream Those Dreams," and "Wonder Bar."

BING CROSBY

"She Loves Me Not" (Paramount). DO.1283—"I'm Hummin', I'm Whistlin', I'm Singin'" and "Straight From the Shoulder" (Right from the Heart). DO.1284—"Love in Bloom" and "Give Me a Heart to Sing To." Bing Crosby with Irving Aaronson and His Commanders.

A NEW "OBERON."

"Oberon," overture (Weber) two sides, 12 inch. By the B.B.C. Wireless Military Band, conducted by B. Walton O'Donnell. DOX.433.

"MR. JETSAM."

One of the most superb duet records it has been our pleasure to hear. Malcolm McEachern and Harold Williams are together in duets that will astonish and delight even the most hardened. The "Gendarmes' Duet" is a jolly, swinging ditty of the two soldiers who "run in" little boys just to show their authority. The richness of the voices and their perfect attunement to each other are a sheer joy.

DOX434—"Gendarmes' Duet," and "The Lord is a Man of War."

THE SEVEN SINGING SISTERS

DO.1268—"Garland of Schubert Songs" (in German) and "Italian Serenade" (in Italian).

EXQUISITE MELODIES

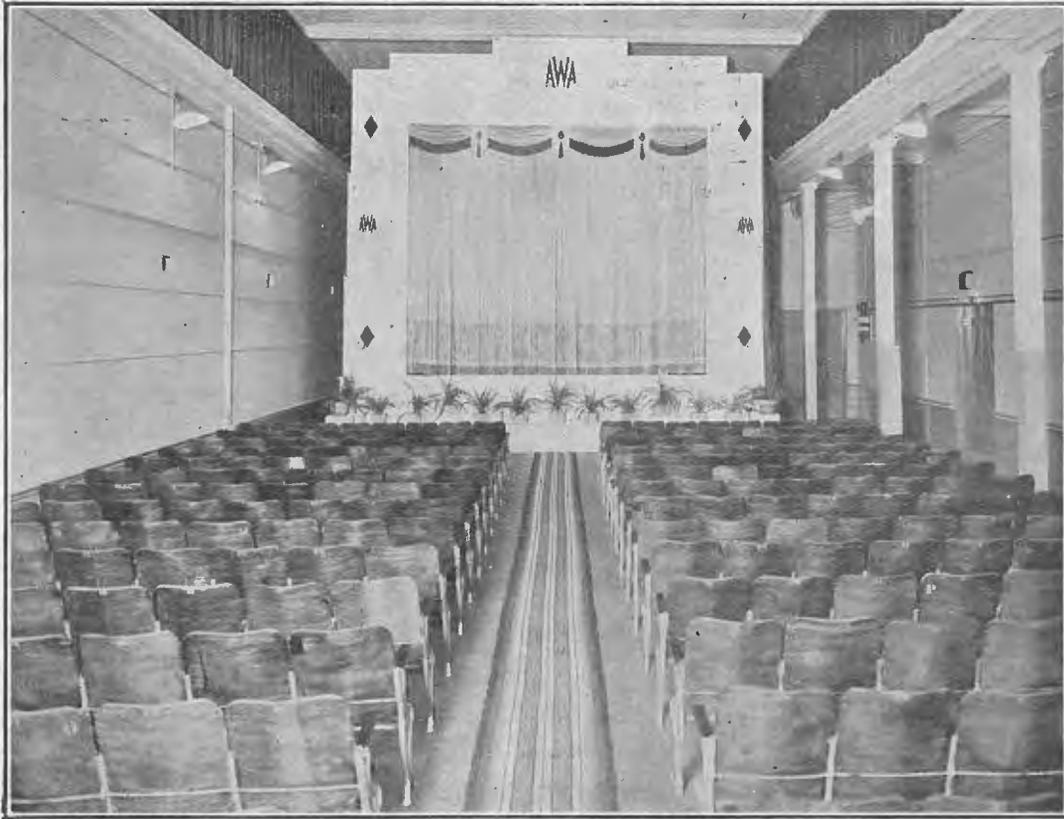
DO.1266—"Songs My Mother Taught Me," and "Old German Love Song," played by Lionel Tertis on the Viola as a solo instrument.

BOURNEMOUTH MUNICIPAL ORCHESTRA

DO1264—"Carlsbad Doll Dance," and the "Oriental Dance" recorded by the Bournemouth Municipal Orchestra in clever novelties, conducted by Sir Dan Godfrey.

DO.1262—Norman Long, entertainer at the piano records "I've Brought You Some Narcissus, Cis," and "Marrers."

A.W.A.'s Special Theatre at Melbourne Centenary Exhibition



NEW BROADCASTING FEATURE

At Melbourne Centenary Exhibition

A special feature of a high fidelity transmitting equipment installed at the Melbourne Centenary Exhibition of A.W.A., is the incorporation of a cathode-ray modulator indicator. This apparatus enables to voice or the notes of a musical programme to be "seen" while being broadcast.

The instrument consists of a cathode-ray tube which operates directly from the radio frequency carrier wave, and provides a view of the actual carrier envelope as well as showing the symmetry of the modulation. The ups and downs of the voice resemble the peaks and valleys of a sharply defined range of mountains, and can be read easily in a normally lighted room at a distance of 20 feet.

The broadcasting transmitter has a power of 2,000 watts with crystal control, and is a fine example of A.W.A. design and workmanship.

CENTENARY GALA PERFORMANCES

Broadcasts from 3AW

In honour of C. W. A. Scott and Captain T. Campbell Black, winners of the Macpherson Robertson Centenary Air Race, a gala performance of "White Horse Inn" was held at His Majesty's Theatre on the evening of October 29. 3AW, relaying interstate, broadcast the ceremonials exclusively. Other competitors in the race were present. Sir Macpherson Robertson welcomed the airmen from the stage.

On the evening of November 5 3AW relaying interstate will exclusively broadcast the gala night of "Blue Mountain Melody" from His Majesty's in honour of the Australian Test team.

Arrangements will also be made for the broadcasting of the gala night in honour of the Duke of Gloucester.

3AW is to be congratulated on securing these exclusive broadcasts which indicate that Manager Bridgman is well on his toes when it comes to securing good scoops.

Picnic Attended by 13,000

3AW's Nicky and Tuppy picnic was a huge success. 13,000 people were conveyed to Kardinia Park, Williamstown by 800 motor cars, 243 vans and 11 special trains. Police extras were required at Flinders Street to guide 10,000 people from the station at the arrival of the picnic trains.

Five minutes after an appeal for vans to convey children from the Austin Hospital to the picnic, 17 vans had been made available to 3AW.

The picnic, it is claimed, is the largest outing of its kind yet held in Australia and demonstrates very forcibly the size of the listening public of 3AW and of those two capital entertainers, Nicky and Tuppy.

WOMEN OF THE WORLD

Another series of sponsored sessions to create more than ordinary interest is that broadcast every Monday evening over 6PR by Tootal Broadhurst and Lee Ltd., entitled "Women of the World." Their appeal is not confined entirely to the feminine portion of our audience, since menfolk also seem keen to learn the habits and customs of women in various parts of the world. This, too, is proving a popular feature in programmes.

Latest Licence Figures

11715 Increase

NEW SOUTH WALES

	September	October
New Issues	7,121	6,129
Renewals	15,582	15,416
Cancellations	2,911	1,979
Monthly Total	251,967	256,117
Nett Increase	4,210	4,150
Ratio of Population	9.57	9.73

VICTORIA

New Issues	4,139	5,378
Renewals	14,449	14,362
Cancellations	2,291	1,669
Monthly Total	220,290	223,999
Nett Increase	1,848	3,709
Ratio of Population	12.04	12.24

QUEENSLAND

New Issues	2,337	2,085
Renewals	3,071	3,244
Cancellations	677	440
Monthly Total	59,074	60,719
Nett Increase	1,660	1,645
Ratio of Population	6.16	6.34

SOUTH AUSTRALIA

New Issues	1,200	1,261
Renewals	4,276	3,911
Cancellations	503	236
Monthly Total	69,838	70,863
Nett Increase	697	1,025
Ratio of Population	11.87	12.05

WESTERN AUSTRALIA

New Issues	1,025	964
Renewals	2,069	2,260
Cancellations	385	5
Monthly Total	35,279	36,238
Nett Increase	640	959
Ratio of Population	7.98	8.20

TASMANIA

New Issues	544	509
Renewals	914	874
Cancellations	382	282
Monthly Total	18,400	18,627
Nett Increase	162	227
Ratio of Population	8.07	8.17

COMMONWEALTH

New Issues	16,366	16,326
Renewals	40,361	40,067
Cancellations	7,149	4,611
Monthly Total	654,848	666,563
Nett Increase	9,217	11,715
Ratio of Population	9.81	9.98

The above figures include:—

Total Free Licences to the Blind	1,303	1,239
Total Paid Experimental Licences	1,223	1,381

All Broadcast Advertisers should have a copy of 1934 Radio Trade Annual. A 5/- Postal Note to Box 3765 G.P.O., Sydney, and the post-man will deliver you a copy.

UNLICENSED LISTENERS £57 in Fines at Northcote

Users of unlicensed wireless sets at the times of visits by inspectors of the Postmaster-General's department were summoned to appear at the Northcote (Vic.) Court last week. One case was withdrawn, and fines were imposed in 24 other cases as follows:—John Edward Bathman, Smith Street, Thornbury, £3; William Edward Bolger, Mitchell Street, Northcote, £3; Amelia Cystensen, Shaftesbury Parade, Thornbury, £2; Charles Alfred Harrison, Harold Street, Thornbury, £2; Sarah Crawford, Raleigh Street, Thornbury, £4; Thomas Joseph Hollowood, Plow Street, Thornbury, £2; Myrtle Ella Kneebone, Derby Street, Northcote, £2; Frederick Thomas Daley, Reid Street, Northcote, £3; Ernest Albert Dobell, Normanby Avenue, Thornbury, £2; Edward Duncan, Collins Street, Northcote, £2; Alfred Westmore Fawcett, Andrew Street, Northcote, £2; Stanley Morton Lang, Andrew Street, Northcote, £4; Eulalie May Muir, McDonald Street, Northcote, £2; Walter E. Richards, Andrew Street, Northcote, £2; Thomas Stoaite, Wakanui Street, Northcote, £5; Roy Watts, Harold Street, Thornbury, £3; John Warner, Fyffe Street, Thornbury, £1; George Clarkson, Hutton St., Thornbury, £2; Ernest Charles Fry, Harold Street, Thornbury, £1; Elsie Matthews, Christmas Street, Northcote, £2; Myrtle Mouat, Smith Street, Thornbury, £2; William McLaren, Ballantyne Street, Thornbury, £2; William Reade, Keon Street, Thornbury, £1; and George Stewart, Plow Street, Thornbury, £3.

LISTENERS BLOCK ADELAIDE FOOTPATHS

Crowds like those which were to be seen in the city streets during the Test cricket broadcasts, gathered outside every radio shop in Adelaide on 23/10/34. By merely glancing down any street the locality of loudspeakers could be instantly seen by the closely packed crowds round the doorways.

As the time of Scott and Black's expected arrival in Melbourne approached these crowds grew larger, and in some of the busier thoroughfares, such as Rundle and King William Streets, pedestrian traffic was diverted to the roadway. But there was little pedestrian traffic, for few could resist the thrill of listening to the culmination of the wonderful flight. For once people, eagerly hanging on every word which issued from the loudspeakers, completely blocked the footway without being pressed to "stand on the outside, please."

There was no outburst of cheering, but rather a rapt attention and eager absorption of every detail described by the commentators in Melbourne. This example of the combination of two great advances in modern science—the almost incredible increase in the speed of air transport over long distances, and the annihilation of time by wireless telephony—seemed to have a deep effect on those who listened.

November 16th, 1934.

Those people not within earshot of a loudspeaker were acquainted of the arrival of Scott and Campbell Black in Melbourne by the sudden pealing of the Adelaide Town Hall bells at the moment the aviators circled over Flemington. Most people knew, instantly the bells rang out, the message they were meant to convey, and even those who were momentarily puzzled, could not fail, after a moment's reflection, to interpret their message.

POPULAR HOROSCOPE READINGS

That the disposition of the stars and planets at the particular moment of a person's birth, exerts an influence on that individual's life seems to be a more or less accepted fact. Large numbers of people in Western Australia would appear to believe this, to judge by the readings broadcast from 6PR by the manufacturers of "Beau Monde" Hosiery. During, and at the conclusion of the series, so many enquiries were received asking for a repetition, that the sponsors decided to repeat the whole series.

Programmes such as these are distinctly novel and the manufacturers of "Beau Monde" Hosiery are to be congratulated on evolving such a unique and entertaining method of advertising.

£100,000 BROADCASTING STUDIO

The 'Chicago Tribune' have ordered the steel for a half million dollar broadcasting studio building for WGN, its radio station.

The new structure, which will house all the Tribune's radio activities, will be erected just north of the Tribune Tower and will be pleasing to the eye.

The present plans call for an eventual building of 24 storeys, but only the first, second and third storeys are definitely assured. WGN is expected to occupy its new quarters by June 1935. The radio building will contain the studio theatre, with a seating capacity of 600, and capable of accommodating a 100 piece symphony orchestra; three other studios, a music library, sound effect rooms, property, reception and various other rooms and offices.

A MOST ENTERPRISING STATION

Of recent months Station 2UE Sydney has brought off some wonderful coups. Their enterprise in arranging for the visit of the victorious aviators, Messrs. Scott and Campbell Black to Sydney this week, deserves every mention.

Their tying-in with the "Telegraph" and the "Sun" on account of their close association, was very effective, and rendered a service to listeners that must have been very much appreciated.