

BROADCAST ADVERTISERS

Vincent Chemical Co. has renewed quarter hour sessions once a week and daily spot announcements with 3AW.
Susan Bell Laboratories is sponsoring a quarter hour session from 3AW every Sunday evening. New business.
"Kolynos." In April "Kolynos" will be starting a half hour weekly session with 3AW.
Vibrona Tonic Wine (Potter and Birk) are sponsoring a half hour session every Sunday from 3AW.
Paget's (Shinoleum) have renewed their weekly session from 3AW. They are featuring the Ellis Price players from 2GB.
Melbourne Ferries (Hardings) Pty. Ltd. Princes Bridge, C.I. New business in 3AW's Children's session.

TENDENCY TO MERGE Newspaper and Radio

That there would be a tendency to merge between newspaper and radio and that news would become more perishable because of quicker communication, was given by Mr. F. H. Goldsmith before the West Australian Institute of Advertising, Perth, recently. Mr. Goldsmith said that there were many possibilities of development in both spheres and also for the merging of each other's interests. The newspaper will continue to act as the daily historian in spite of increased competition from film gazettes and broadcasting; each had its correct sphere and was complementary to newspapers. Radio would give the "spot news" which whetted the appetite for fuller details in newspapers. Television was now very close. Sets were now procurable in England for about £50, which, with mass production, would soon be reduced to £20 or £25, but television would prove no more disturbing than radio. The ethical development would be towards a higher truth element with greater independence and courage. There would be more moderation and less sensationalism, crime stories would be reported more constructionally, free publicity may be curtailed. There would be wonderful improvements in the reception of photographs by wireless and rapid transmission all over the world. The newspaper of to-morrow would probably contain smaller pages; mechanical aids would be greater; it would be better printed and in colour; there would be a greater appreciation of type values.

RESPONSIBILITY OF THE CHILDREN'S SESSION

(Concluded from page 4)

negative attack or an ill-informed censorship, but rather through working together to discover new and better paths in this uncharted territory.

In America the authorities are attacking this problem with full realisation of their responsibilities and a proposal has been drawn up for the establishment of a clearing house on all matters pertaining to radio for children. The tentative plans for this central agency have been worked out by a committee representing the American Library Association, the Progressive Education Association and the Child Study Association. Such a central agency would offer both the interested public and the broadcasting companies and sponsors a practical means of achieving the co-operation for which they all feel an urgent need.

In Australia the problem loses none of its importance and many people and organisations interested in this all-important subject are endeavouring individually to make a change for the better. At the present time, so far as can be gathered, no organised effort at co-ordination is being made, but it is hoped that publication of this information of what they are doing in America, where commercial broadcasting is so successful, will induce those responsible in Australia to give earnest consideration to the same important question.

THE VOICE OF THE HOOVER

No, not the ex-President, but the song of a popular vacuum cleaner merchandised by the Newcastle Council Electric Supply and advocast at Station 2HD Newcastle.

This is a musical programme sponsored by the Electric Supply Department, and presented twice weekly. The remarkable response to this programme proves that right advertising placed with the right Station never fails in its appeal.

Latest Licence Figures

S.A. Leads in Population Ration NEW SOUTH WALES

	January	February
New Issues	5,160	4,403
Renewals	14,729	14,479
Cancellations	2,261	896
Monthly Total	265,887	269,394
Nett Increase	2,899	3,507
Population Ratio	10.08	10.22

VICTORIA

New Issues	2,974	2,915
Renewals	11,537	12,541
Cancellations	2,349	919
Monthly Total	227,760	229,756
Nett Increase	625	1,996
Population Ratio	12.41	12.52

QUEENSLAND

New Issues	1,441	1,314
Renewals	3,364	3,283
Cancellations	305	1,468
Monthly Total	63,857	63,703
Nett decrease	1,136	154
Population Ratio	6.65	6.64

SOUTH AUSTRALIA

New Issues	1,128	1,129
Renewals	3,735	3,376
Cancellations	433	544
Monthly Total	73,171	73,756
Net Increase	695	585
Population Ratio	12.43	12.53

WESTERN AUSTRALIA

New Issues	660	675
Renewals	1,886	1,585
Cancellations	73	129
Monthly Total	38,004	38,550
Net Increase	587	546
Population Ratio	8.59	8.71

TASMANIA

New Issues	483	504
Renewals	1,067	666
Cancellations	294	270
Monthly Total	19,086	19,320
Net Increase	189	234
Population Ratio	8.38	8.48

COMMONWEALTH

New Issues	11,846	10,940
Renewals	36,318	35,930
Cancellations	5,715	4,226
Monthly Total	687,765	694,479
Net Increase	6,131	6,714
Population Ratio	10.28	10.38

The above figures include—
Total Free Licences to the Blind 1,500 1,530
Total Paid Experimental Licences 1,262 1,237

BROADCASTING BUSINESS

Vol. I—No. 26
FRIDAY
MARCH 29, 1935

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

February Licence Figures Comparison with February 1934

- Total Licences—Improved 29.6%
- New Issues—Dropped 14.7%
- Cancellations Improved—17.9%
- Nett Increase Down—14.8%



THE broadcast listeners' licence figures published here in every issue are the best and only authentic testimony of the remarkable growth of broadcasting. Up to the end of last month 694,479 sets were in operation, as compared to 534,887 the same time last year, an increase of 159,592 equal to 29.6 per cent.

The actual monthly figures for February over the whole of Australia were not as good as last year. Last month 10,940 new licences were issued compared to 12,838 in February last year, a drop of 14.7 per cent. One redeeming feature is that cancellations were not so many during last month, being only 4,226 compared to 5,149 in February of last year, an improvement of 17.9 per cent.

Nett monthly increase over the Commonwealth was 6,714 compared to 7,884 for February, 1934, a decline of 14.8 per cent.

NEW SOUTH WALES

In N.S.W. the new issue position was only slightly down for February, being 4,403 compared to 4,716, down 313 or 6.6 per cent. Cancellations in this State are very satisfactory, being only 896 last month,

compared to 1,822 for the same month last year, an improvement of 103 per cent. The monthly total of 269,394 last month compares most favourably with February of last year, at 204,618 an increase of 31 per cent. The nett increase of 3,507 is better than February, 1934 by 543, equal to 18 per cent., and the population has increased from 7.82 to 10.22 per cent.

VICTORIA

In VICTORIA the new issues were 3,463 for 1934, and 2,915 for 1935, down 12 per cent. Cancellations showed a most marked drop last month to 919, compared with 2,319 for 1934, an improvement of 152 per cent., showing a greater appreciation of the programmes generally, thus holding their clients. The monthly total of 229,756 last month was better by 41,838, an advance of 22 per cent. The monthly nett increase of 1,996 was an improvement over last year's February, at 1,201, by 795, equal to 66 per cent.

QUEENSLAND

QUEENSLAND was the only State to show a decrease in the nett figures for last month, as there were 1,468 cancellations against 1,314 new

issues, a decline of 154. Compared to 1934, the new issues for last month were only 1,314 as against 2,327 last year, a decrease of 1,013 or 43 per cent. Cancellations for last month were 1,468 as against 89 for February last year, a drop of 1,381. The population ratio has improved over the past 12 months, from 4.66 to 6.64.

SOUTH AUSTRALIA

This State has made most remarkable progress, and the population ratio or density of licences is now the highest in the Commonwealth, being 12.53 as against 9.77 in February of last year. New issues for the month are only slightly down by 68, being 1,129 as against 1,197 last year. Cancellations increased from 438 to 544, a difference of 106. The monthly total now reaches 73,756 as compared to 57,322 in February 1934, an increase of 16,434, equal to 28 per cent. The nett increase for last month was 585, compared to 783, a decrease of 198 or 25%.

WESTERN AUSTRALIA

This State has of late shown marked public appreciation of broadcasting, and the total at the end of last month showed 38,550 as against 26,457 at February 1934, an increase of 12,093, equal to 45 per cent. New issues for last February at 675 were slightly better than last year's figure, at 662, while the cancellations also improved, being 129 last month as against 207 last year. The nett increase of 546 last month also improved on last years' figures of 472, by 75, equal to 15 per cent. and the population ratio improved 2.7 from 6.01 to 8.71 per cent.

(Continued on Next Page)

SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

"Broadcasting Business"

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

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for sum of 10/- is enclosed.

NAME

ADDRESS Phone

EDITORIAL (contd.) Running a Women's Session

TASMANIA

In the Apple Isle, progress can also be reported, and the ratio figure improved by 2.2 from 6.28 to 8.48 per cent. New issues at 504 were up 131 or 27%. Cancellations were almost the same—270 last month and 274 last year. The total of 19,320 at the end of last month, as compared to 14,292 at February 1934, was up 5,028, a percentage improvement of 35, which compares most favourably with the Commonwealth average of 29.6 per cent.

In conclusion, one cannot help but be impressed with the truly remarkable growth of broadcasting, as indicated by the official licence figures. It is a growing force, largely brought about by the wonderful service given by the Commercial stations, and also the National Service. While it may be only a matter of personal opinion, nevertheless, due credit must be given Commercial stations for their enterprise and ability to carry on their programmes purely by revenue from advertising.

MORE BRISBANE RADIO NEWS

Midday Sessions Very Popular: Station 4BC has demonstrated beyond all question that midday is not the "dull" period on the air, as is generally supposed. The following should be of primary interest to those advertisers who imagine that the evening session is the only one that commands a large and attentive audience. Recently an appeal for a receiving set for a Women's Hostel was put over Station 4BC at 12 midday. And, within the next 25 minutes phone calls responded to the required amount. These calls came from within an area of one hundred miles—north, west and south of Brisbane, thus demonstrating that Station 4BC had at that hour, over a wide area, a listening audience which could be sufficiently interested by the Station to make a telephone call in a number of cases by trunk line.

4B.C.'s Official List

The range of 4BC's activities is indicated by the fact that it is the official broadcasting station for:—The Rotary Club, Brisbane Rugby League, Queensland Rugby Union, Queensland Amateur Boxing and Wrestling Union, Y.W.C.A., Queensland Lawn Tennis Association, Brisbane Eisteddfod, Queensland Aero Club, Royal Queensland Art Society, the Brisbane Arts and Crafts Society, the Queensland Housewives' Association, Boy Scout and Girl Guide Associations, Brisbane Amateur Turf Club and Tattersalls Club.

By Doreen McKay of Station 2SM

IN this age of ever-increasing self revelation even the Radio Announcer is not immune, and now, on request, I emerge from behind the friendly curtain of the "mike" to tell what a woman announcer thinks of her job.

Actually I have not a plan for my "Women's World" session, other than to make it live up to its title and be a complete mirror of women's activities. The keynote of my session is variety and the pivot on which it turns is music. I imagine my unseen audience at 3 p.m. have finished the daily round of housework and now they relax with sewing or perhaps the vegetables for the night's dinner, or perhaps a friend has called; their minds are receptive, eager for anything under the sun that will interest or entertain them. First of all, because they are women, I give them "Flashbacks and Forecasts on the screen of women's activities"—this is perhaps a brief sketch of some famous women, perhaps news of various women's movements and organisations, and always some fashion hints.

Then, because so few of them have a chance to travel, I become "The Musical Booktaster" and interpret for them foreign parts, and phases of history by means of specially chosen music and suitable commentary. The gossip that every woman loves comes in "Varieties and Notorieties," and this is when I give my cooking and household hints. Finally, in case there is anything else, there is "The

Religion By Radio: From its inception 4BC has been used by the International Bible Students' Association. This session of 15 minutes, at schedule rates, is still continued every Sunday morning. This association believes that 4BC is their best pulpit.

On Being Well Bred: David Webster & Co. Ltd., leading bakers, pastrycooks and cafe proprietors, have found radio advertising has already proved the best medium for popularising their cafes. This company has chosen 4BC as their spokesmen for all their activities and products.

Radio Retread: Laheys, featuring tyre retreads, are now heard from 4BC, presenting three sessions per week. For two and a half years, Laheys have been gradually increasing 4BC publicity, and their present contract displays increasing confidence in this station.

Radio and Records: Hitherto, it has been all on the one side. The radio has used the records. Now the records are using radio—Gramophone Record Companies have selected 4BC to keep the public informed of the latest releases. Another triumph for wireless and 4BC!

"Passing Show," a sort of jumble. Here I give my book reviews, miscellaneous news and perhaps a little philosophy, and it is here, too, that I interview any celebrities I can lay my hands on. J. O. Anderson was the feature of "The Passing Show" last Friday. Throughout the various features I strive to maintain an atmosphere of friendliness and intimacy that will reach through to my listeners, many of whom are now my friends. This is really the hardest part of announcing, the struggle to achieve contact through the microphone.

Multitude of Duties

Once the session starts I have my hands full. There are records to be sorted and arranged in order, advertisements that must be rehearsed before they go over the air and my own copy must be ready and carefully timed. As well as this two log sheets must be kept—one for music, a detailed affair with title, author, artist and time of going over; the other for advertisements which is simply signed and timed.

Of course my advertisements are always suitable to my session—football boots and pipes are never urged upon the defenceless women listeners, but clothes, shoe cleaners, foods, furniture, tonics and kindred goods. Women, I feel convinced, listen to these with interest, and so that the advertisement may go over most forcefully, I imagine I am speaking to one particular woman, who has written to me, and whom I feel I know a little about.

By choosing only suitable advertisements like this all parties are benefited—I because it is in harmony with my session, the listeners because they are really interested in them, and the advertiser, because he is reaching his most desirable listener field. As a rule I do not write the advertisements myself—copywriters usually know their job—but sometimes when I have sold the contract myself I write the copy too. But, really, preparing and running my Women's World Session is a whole time job that leaves no scope for any extras.

OBTAINING ATMOSPHERE

To obtain atmosphere for the picture "Beyond Bengal" Hoyts sponsored talks by Ramendra Maitra from 3KZ before the picture was released. Maitra, an explorer with many achievements to his credit, took part in the actual filming of the picture. Although an accomplished English scholar speaking with a perfect accent, he added just sufficient of the Indian dialect to the talks to create atmosphere. Hoyts have been doing good business with the film.

BROADCASTING GOSSIP

Too many radio programmes ignore the more thoughtful members of the community, who, disgusted with a diet of thrillers, jazz, and crooners, are turning from radio with a sense of disappointment. One of the features on the well balanced programme of Station 2SM designed to appeal to them is Camden Morrisby's "Bookman's Talk" every Friday at 8.45 p.m. For each talk Mr. Morrisby chooses an accepted masterpiece or writer of worth, and in his inimitable way opens up new vistas of appreciation for his listeners. Mr. Morrisby is successful in firing his listeners with his own enthusiasm and pleasure.

Beginning on Monday, 1st April, Station 2SM will present "London's Man of Mystery," a session of hairbreadth escapes, excitements and thrilling battles of wits that will send you in to dinner with keen appetites. "London's Man of Mystery" will be presented from Monday to Thursday every week at 6 p.m.

Manager Ridley of 3HA Hamilton is now back in Melbourne, and is writing up some excellent business for his station. Having a good quota of power and being favourably situated 3HA makes a good job of covering the Western District and consequently anyone who has anything to sell to farmers finds 3HA a good bet.

Carpenters are still kicking up dust at 3UZ and there are no prospects of an immediate cessation. Next week some of the departments will be changed over to a portion of the new building, but it will be the middle of the year before 3UZ is settled in its new home.

Heard Dave Worrall's recorded talk from the Pacific network of the N.B.C. when we were round at 3DB the other day. Dave was interviewed by Al Pearce (Eb of "Eb & Zeb") and his gang. A bright and breezy show they put over too. Dave got in well right at the beginning by saying that it was "Too DB" that they wanted him to say something as there was nothing doing, but the boys would not have that, and Dave said a few words, answered a few questions and added a few comments. At the end Al Pearce remarked that Dave would make a real good comedian and they wished they had more of his type. Dave a Comedian!!

Our paragraph on "In Town To-night" in a recent issue brought Charlie Taylor of 3DB on to his feet to tell us that his station has been running a similar feature ever since George Taylor, Editor of the Melbourne "Sun" came back after the Test matches and fired 3DB's enthusiasm with the idea. George had heard the B.B.C. put the feature over and was very much impressed thereby.

This "In Town To-night" feature of 3DB's is one of which the station is very proud. People from all walks of life are brought to the microphone at 9 p.m. Some of the most interesting have been a Flemington racecourse cleaner, Viola Dana, a street singer, Colonel Holman James, Colonel Chew, who defended Shanghai against the Japs, an artist's model, a wild animal trainer, a gaol warden and a ticket examiner. We believe a forthcoming interview will be with a sponsor whose name was associated with the wrong product! (They can't find one yet they say).

Chief Engineer Ryan of 3AW has been hunting for crayfish at Apollo Bay. We believe he combed Melbourne very thoroughly for crayfish gear, etc., and finally landed everything even to a lobster pot. Puzzle to be answered when Mr. Ryan returns to 3AW. If the engineers supply the lobsters, who will supply the beer?

Stuart Bridgman of 3AW suffered more severe injury to his ankle than was first anticipated. Instead of spraining it he broke it and his appearance at the office sans walking stick did not help to improve matters.

POWER INCREASED AT 6ML-6IX

The first stage in the increase of power of 6ML and 6IX from 300 to 500 watts unmodulated aerial power, took place recently when the strength of those stations reached to 400 watts. A new intermediate B Class amplifier is now working at 6ML and it is planned to instal another water-cooled valve at 6IX, thus ensuring an ample reserve of power.

The management of the station is anxious to receive reports from country districts as to the quality and strength of signals.

SATISFIED CLIENTS BEST RECOMMEND

Station 2HD,
NEWCASTLE, N.S.W.

Dear Sir,

We have decided to resume our aerial advertising, and if you will kindly call at your convenience, we will be prepared to sign up a contract with you.

Yours faithfully,
A. MACROW & SON PTY LTD.
Newcastle.

ADVERTISE WITH 2HD
Newcastle's Premier Radio Station

Sydney Office:
E. A. Wood (BW 2211)
C/o. A.W.A., 47 York St.,
SYDNEY, N.S.W.

"OVER THE TOP"

Early morning from 2UW at 9 a.m. is sponsored by Sam Lands of the Palace of Gems, 99 Liverpool Street. This session is eagerly looked forward to by many diggers in hospitals and others in their homes all over the State, and the recent competition has brought to light many hitherto unprinted stories of interest relating to the Great War. We suggest that many of them will still remain unprinted. We've heard a few ourselves from time to time. At any rate Vernon Sellars, a three stripe artist, who was among the recent Cook's tourists conducts the 2UW session and gives Sam Lands his money's worth.

REBROADCASTS FROM ULVERSTON

Arrangements have been made whereby 7UV Ulverston will rebroadcast the Lintas features: Happy Valley Boys, Love-making Incorporated and Nonsense and Melody. These three features which are being broadcast over 3KZ have proved very popular, and Northern Tasmanian listeners will appreciate 7UV's move in linking up.

Eric Welch's descriptions of sporting events are now being rebroadcast exclusively in Northern Tasmania by 7UV. In the past rebroadcasts of Mr. Welch's descriptions have been highly successful and now that 7UV have the exclusive rights the service should be found very valuable to that station.

COUNT OF MONTE CRISTO FROM 3DB

The 3DB people are getting very excited about "The Count of Monte Cristo" which starts on April 19, and will run for six nights a week at 6.45 p.m. and will be sponsored by Wood's Great Peppermint Cure. The feature will be broadcast in every capital city in Australia and many country stations will be linked. A cast of 83 has been employed to make this radio drama a success. It is claimed that all the dramatic intensity of the book is captured in the radio product. 3AW is also linking up in Melbourne, but they will be on during the lunch hour session.

EXCLUSIVE SERIAL

"Love-Making Incorporated" commenced at 3KZ on March 18 is a serial (sponsored by Lintas) that has many exclusive features. It is stated that the production was a very costly affair as the entire scores are original and not used elsewhere. It is a radio-musical comedy with every item new. Jerry, the hero, is in love with June, but the peppery Major, June's father, being a hard-hearted business man, refuses to sanction any engagement between the two, until Jerry proves that he can make money through normal business channels, rather than leading an orchestra. With this love motive as its background the serial develops some very fine highlights.

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MELBOURNE SPONSORSHIPS

Davis Lacquer Products, 27 Nicholson Street, Abbotsford, N9. Vic., sponsoring "Rainbow and Melody" quarter hour sessions from 3DB once a week.

Wrigley's, commencing on Easter Monday are taking for three evenings a week, a relay from 2GB in the 3DB's Children's Session featuring animal characters.

Preservene Pty. Ltd. (Soap Manufacturers) 59 Stawell Street, Burnley, with Miss Preservene at the piano Mondays and Thursdays at 8 p.m. Quarter hour sessions from 3DB.

Life Savers (Aust.) Ltd., of 369 Gore Street, Fitzroy, have renewed a lengthy contract of scatters from 3KZ.

Colman-Keen (A/sia) Ltd. and Reckitts (O/sea) Ltd., C/o George Patterson, 24 Jamieson Street, Sydney, have signed with 3KZ for a series of scatters. New Business.

A. Gamble, Gamble's Products, 544 Flinders Street, Melbourne, has renewed a contract for a series of scatters from 3KZ.

C. Visbord, Cnr. Swanston & Lonsdale Streets, Melbourne, has signed with 3KZ for a lengthy series of quarter hour sessions on Tuesdays and Saturdays from 1 to 1.15 p.m. New business.

Pioneer Tourist Coaches Pty. Ltd., 15 Queen's Walk, Melbourne, have signed with 3KZ for a series of scatters. New business.

A. J. Veall Pty. Ltd., of 5 Riversdale Road, Camberwell, have signed with 3AK for a series of sponsored sessions on Saturday afternoons.

Laconia Blankets (Laconia Woollen Mills), Normanby Road, South Melbourne, who have been going on to 3UZ during the winters, have renewed their session of quarter hours every Thursday. Paton's.

Metropolitan Gas Co., 196 Flinders Street, Melbourne, are broadcasting two quarter hour sessions weekly from 3UZ. New business.

Qualified Opticians Society, sponsoring "Under the Skull and Crossbones," pirate stories told by Lloyd Jones. Series of quarter hour sessions from 3UZ. A series of scatters has here been converted into a feature.

Viogen (A/sia) Pty. Ltd. (toothpaste) 52 Collins Street, Melbourne, are featuring romances of the theatres, including the histories of famous plays, etc., every Monday at 8.15 p.m. from 3UZ. Renewal.



General Manager Station 2HD

THE VOICE OF SPORT

A VERY real Australian is "a good sport"—hence in building Radio programmes, sport of necessity occupies a very prominent position.

Thousands of sporting enthusiasts listen each racing day to the relays from Sydney of New South Wales and Victorian races broadcast from 2HD while the sponsored Turf Sessions are among the most important programme features of the week.

Other sporting listeners are equally well catered for. Swimming, Tennis, Shooting, all have their place on the 2HD programme, and Cricket and Football in their season. In addition to the foregoing, a weekly summary of sporting features is given each Friday evening by Jimmy O'Ryan, Newcastle's leading tennis exponent and all-round sports advocate.

Hartley's Sports Stores, 270 Flinders Street, Melbourne, are sponsoring talks by Clem Enderby the golf professional on "How to Improve Your Golf," on Monday nights, from 9 to 9.15 p.m. New business.

Swallow & Ariell Ltd., Rouse Street, Port Melbourne, are sponsoring two sessions on Monday and Wednesday at 9.30 p.m. from 3UZ on behalf of Vitogen Health Drink. Hal Percy will present the feature "Through the Eyes of the World," a review of the current news items of the day.

SUBSCRIPTION FORM

THE CIRCULATION MANAGER,

"Broadcasting Business"

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

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for sum of 10/- is enclosed.

NAME

ADDRESS Phone

BROADCASTING BUSINESS

Vol. 1.—No. 27
FRIDAY,
APRIL 5, 1935

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

Mrs. Jameson of 5 KA Visits Sydney

DURING the week a charming visitor from Adelaide presented herself to the Harbour City to make contact with the clients of 5KA. Mrs. J. K. Jameson, better known as "Cousin Joan" on 5KA, is a feature announcer of that Station having been with 5KA for the past three years. "Cousin Joan" is particularly enthusiastic about the Merry-makers' Club which now totals over 9,000 members, and which is entirely self-supporting without any sponsorships whatsoever.

Discussing with Mrs. Jameson the effect of sponsorships on various types of sessions, she cited the broadcast of a mystery serial story where the title of the book was not known, and listeners were invited to guess or ascertain in whatever manner they could the actual title of the book. Consequently Adelaide booksellers have been pestered by people wanting to know the name of a book with the heroine named Anne, or the hero named Lionel, or something of that character. It all shows the wonderful pulling power of judicious broadcast advertising.

Another interesting subject was the cause of South Australia's wonderful figures in regard to the density of licences to population, which is now 12.53 as against the next best, Victoria, 12.52.

Many factors, of course, might be credited to this increase, but as to whether there is any difference between the National Service in Adelaide and the National Service in Sydney as an instance, or Melbourne as another instance, or again, as to whether the B class stations in Adelaide have a better method of putting over their programmes than those in other States, is rather difficult to define. Mrs. Jameson did think that in regard to 5KA particularly, they had a very close personal contact with their listeners. They went in for the social side of things very much, and thereby built up a remarkably large army of supporters.

It would appear that Sydney and Melbourne stations are just as enterprising as Adelaide, and, after all, it is only during the last year or two that South Aus-

tralia has really come to the fore in the manner that it has.

5KA has certainly shown some enterprise, particularly when they have feature announcers of the type of Mrs. Jameson, who will not be returning to Adelaide until about the end of this month. During her stay in the East she will have contacted many of the station's clients in Sydney and in Melbourne.

"B.B." GOSSIP

IT is rumoured that K. G. Stephens, who was until recently associated with 2UE on the advertising staff, has opened under the name of Broadcasting Service Company at Wingello House, and is well equipped to handle advertising campaigns.

It is learned that "Eb and Zeb" are returning to 3DB on Tuesdays and Thursdays at 7 p.m. They will be sponsored by MacRobertson's Chocolates.

After spending a week in Sydney Mr. White, of Station 6AM (not in the morning) of Perth, dashed in to our office during the week to bid us "good-day" and to express his appreciation of "Broadcasting Business." He mentioned that the peculiar location of his transmitter (some 40 miles out of Perth over the crest of the ranges) gave his station a wonderful advantage in getting the signal out to the country folk of Western Australia. He reported business as going excellently. Mr. White then rushed away to catch a train to Melbourne on his way home.

"The Seal of the Don," a dramatic serial telling of the adventures of the Dons in the early days of California, is a new feature running from 3DB. It is sponsored by Kiwi Boot Polish at 6 p.m. and takes the place of the fairy stories told by "Uncle Hans," but is by no means a feature for children only.

Mr. H. Small, head of the Company that makes Small's Chocolates, and a keen supporter of broadcast advertising, left for America this week to have a look-see over the rest of the world. Mr. Small believes that you can't do things in a small way if you are going to achieve any success. When you have a good chocolate you've got to tell the world about it, and the best way of telling the world is to broadcast the fact.

CONTINUOUS SERVICE AT 2HD

Owing to the great demand for their time, 2HD Newcastle have found it necessary to apply for permission to extend their hours of service. This has been granted by the P.M.G.'s Department and this enterprising station is now on the air continuously from 6 a.m. to 10.30 p.m. week-days and on Saturdays from 6 a.m. till midnight. Sunday hours are from 9 to 12 noon, 3 to 4 p.m., and 5 p.m. till midnight.

Sunday is a popular day for sponsored programmes and all of the time allotted for them is already booked at 2HD. If the demand continues to increase as at present, it may be necessary to extend the hours for Sunday service as well.

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