

Vol. 8 No.1

Thursday  
July 6, 1939

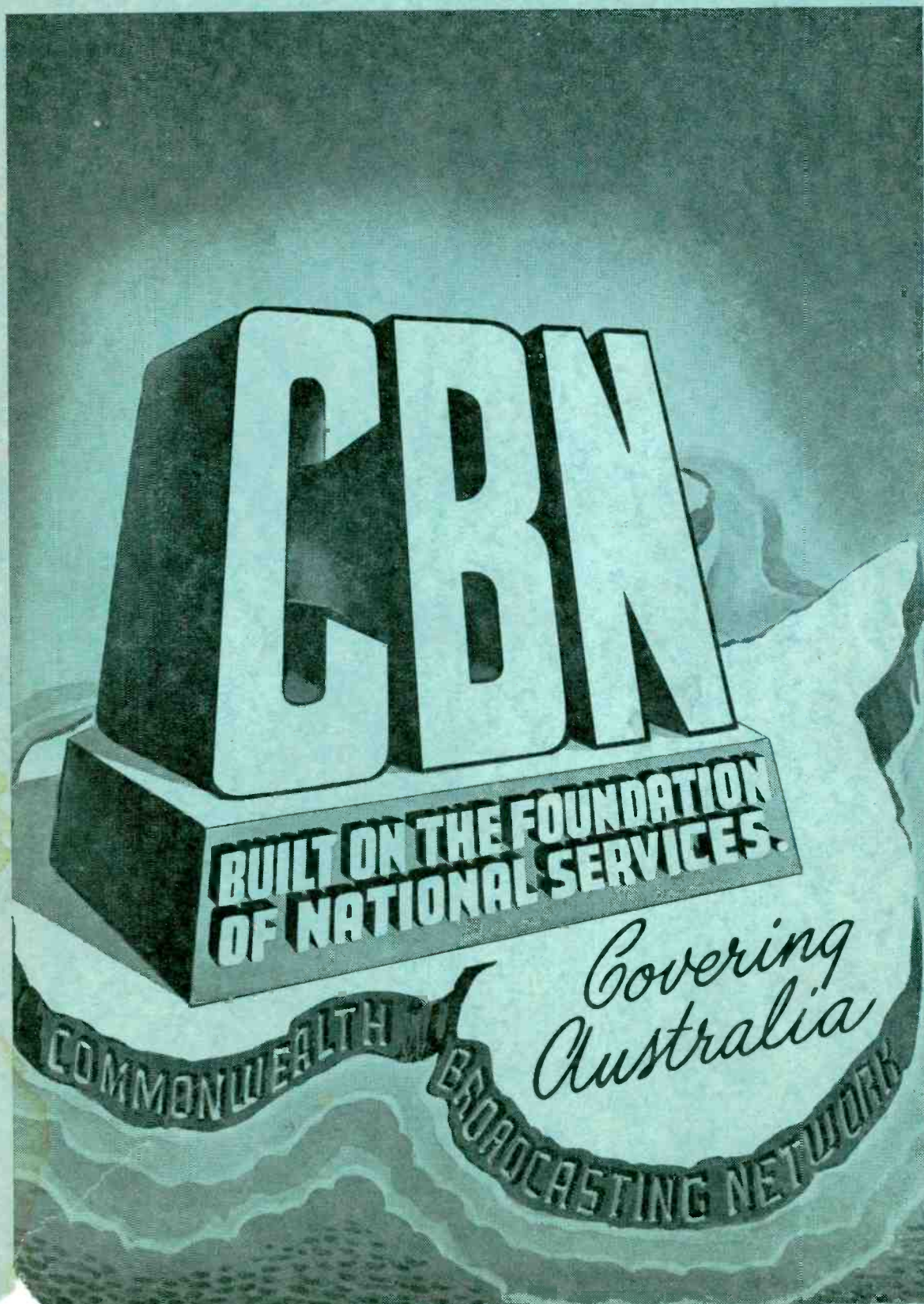
Price 6d

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

B  
R  
O  
A  
D  
C  
A  
S  
T  
I  
N  
G



Registered at the G.P.O.,  
Sydney, for transmission  
by post as a newspaper.



**2CH**

**DAYTIME COVERAGE**

Every day of the year women welcome 2CH into their homes. They like its wholesome entertainment, its fascinating variety of helpful features and service sessions — in a word, its coverage of their individual interests.

If you sell anything that women buy the logical way to increase your sales is to build your radio advertising campaign around the 2CH Women's Sessions.

TELEPHONE  
**MJ 4351**

2CH ENTERTAINS THE WHOLE FAMILY  
**AMALGAMATED WIRELESS (AUSTRALASIA) LTD**



## PRIME MINISTER COMMENDS BROADCAST MEDIUM

### Opening of New 3MA Equipment

"Broadcasting has a larger audience than any other means of public entertainment. One important thing is that it reduces distance and is playing a great part in breaking down that hostility between city and country bred by remoteness. It makes us more and more one people." . . . National leaders can speak to their people with frankness and with understanding. The vague spread of rumour can be immediately corrected.

—The Prime Minister of Australia, the Hon. R. G. Menzies.

The above quotation is from a recent broadcast speech by the Australian Prime Minister, made on the occasion of the official opening of new A.W.A. built transmitting equipment at 3MA Mildura, on Saturday, June 24.

Mr. Menzies added that the possibilities of the future in broadcasting were enormous. The happenings of the world and many other features, including that of education, can be spread so to speak on the wings of the morning.

In the course of his speech which was relayed from Canberra, Mr. Menzies paid high tribute to the progressive policy of commercial broadcasting stations.

"It gives me great pleasure to declare officially open 3MA broadcasting station, newly equipped as it is with a transmitter which will give very effective reception in the Sunraysia district," he said.

"I suppose in a sense I am not without some qualification for performing this function. For years I acted as counsel for the dried fruits industry, which thanks to our constitution, has been placed on a satisfactory basis so far as marketing is concerned.

"In the referendum campaign," continued Mr. Menzies, "I took an exceedingly active part in efforts to arm the Commonwealth with such powers as to be able to handle the problem of the primary producer. Frequently in those days I found myself on the same platform with representatives of the district that I am now addressing.

"These things will serve to indicate to you that my interest is much more than an official one. It is true that I address you as Prime Minister, but I am also speaking to many whom I can call my personal friends.

(Continued on page 5.)



Richard Crooks.

It is fitting that COMMERCIAL BROADCASTING should be first to announce the details of this ambitious program, for it was this paper that was first to announce that there would be no Shell Show of 1939, following upon the outstandingly successful season of the 1938 Shell Show, and while there have been no Shell Shows as they were known in previous years during the current year, the Super Shell Show is sure to prove one that has been well worth waiting for.

#### Frank Cave Promises "Super Show."

"Shell has not only secured the sole broadcast in Australia of the world renowned tenor," says Frank Cave, who will produce the Super Shell Show, "but intends to present him to Australian listeners in a style comparable with the greatest overseas broadcasts."

"For the discerning Australian listeners, the day of the song recital to piano accompaniment is a thing of the past,

## "SUPER SHELL SHOW" TO FEATURE RICHARD CROOKS

### Jay Whidden's Orchestra Additional Attraction

With relays or re-broadcasts arranged over 48 stations for Sunday, July 23, The Shell Co. will sponsor a "Super Shell Show," featuring the world famous tenor, Richard Crooks.

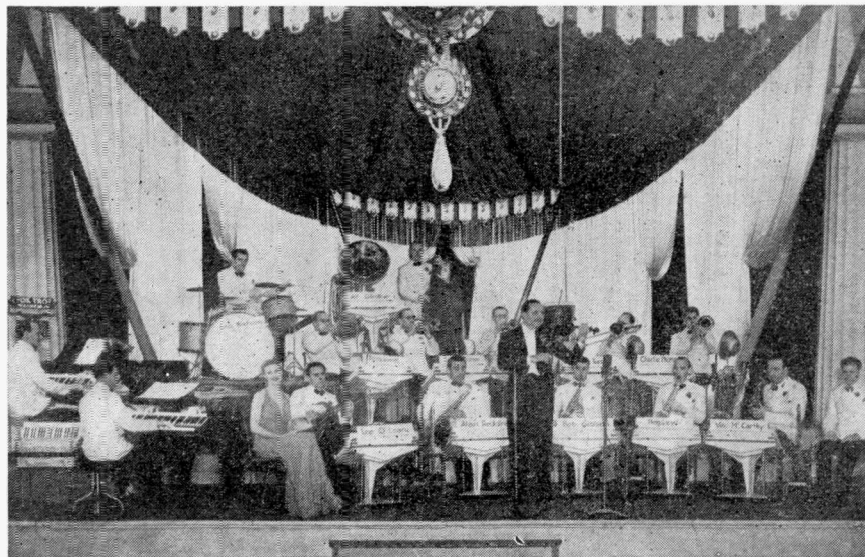
even with such great artists as Richard Crooks, and it is only due to the artist and his audience that he be presented in a manner fitting the high position he holds in the world of musical art."

Continuing in an interview with COMMERCIAL BROADCASTING, Mr. Cave said: "In the 'Super Shell Show,' Mr. Crooks will be backed by a program of the strongest possible entertainment value, and accompanied in all his numbers by an orchestra under the baton of Jay Whidden, famous American orchestra leader.

#### Comedy Theatre Setting.

"The broadcast will be staged from 9 to 10 p.m. at the Comedy Theatre, Melbourne, scene of past 'Shell Show' triumphs, to an audience of 1,000 people. Before the actual broadcast at 9 o'clock, there will be a complete talkie and stage show featuring Jay Whidden and his band, with Mal Verco and 'Ginger,' and associate artists."

(Continued on page 5)



Jay Whidden and his Band to be featured in the "Super Shell Show."

---

# The Grass May be Growing— *but we haven't noticed it*

!

**T**HAT'S the trouble with this fast-moving radio game. A fellow never gets a chance to sit and muse awhile and watch the grass grow—at least a successful fellow never gets that chance.

Here we were all sitting pretty round about February of this year, with schedules more than comfortably full, budgets overbalancing a bit on the right side, a program bill that read like a list of Academy Awards, all set to loaf around a bit, or go fishing, when somebody mentions 1940—and off we go again, planning and plotting to keep the Major Network way ahead, where it belongs.

And here's the turn of the year, with a network representative (Dave Worrall) back from a trip to America, with a bag full of new agreements, new music, new comedy, new drama, new ideas.

And every member of the Major Network is ready to talk turkey on your 1940 programs.

If you're ready—'phone the Manager of any member station, the Sydney representative I. Phillips B6541 or the Melbourne representative G. Bednall MX4323.

---

THE MAJOR FOR

THE MAJORITY



---

## THE MAJOR NETWORK

2CH, 2KO NEW SOUTH WALES, 3DB-3LK VICTORIA,  
4BK-4AK QUEENSLAND, 5AD-PI-MU-SE SOUTH AUSTRALIA,  
6IX-6WB, WESTERN AUSTRALIA. 7HT, 7EX TASMANIA

---

# COMMERCIAL BROADCASTING

*Incorporating*  
**BROADCASTING BUSINESS**

Vol. 8, No. 1 Thursday, July 6, 1939.

Price 6d. Subscription, 10/- p.a.

## BROADCASTING BUSINESS MARCHES ON

With this issue the title of BROADCASTING BUSINESS changes to that of COMMERCIAL BROADCASTING, and with other improvements in the form of the introduction of a cover and the use of white paper inside instead of blue, something entirely different, bigger and better is introduced into the commercial broadcasting industry of Australia. Henceforth also, this paper will be published every second Thursday, instead of weekly as hitherto.

It is almost five years ago—Friday, October 5, 1934, to be exact—since BROADCASTING BUSINESS was released in an earnest and honest endeavour to service all those concerned with commercial broadcasting—as distinct from the national service—in Australia. Since that first edition this trade newspaper has steadily grown every week along with the growth of the commercial stations, and has played its part to the very limit of its resources and opportunities.

In our first edition we said—"The interests of commercial broadcasting in Australia have developed to such an extent that there is to-day an actual need for a trade paper which will be thoroughly independent and capable of representing the interests of commercial broadcasting in a fair and consistent manner—a paper that shall be reliable and clean-cut in its utterances and shall disseminate news of a truthful character, that shall faithfully and fearlessly record the advances and improvements which are rapidly going on in this young business of broadcasting. BROADCASTING BUSINESS will endeavour by every consistent means to advance the legitimate interests of commercial broadcasting stations. It stands four square for the general uplifting of the whole broadcasting structure of Australia, so that with each part of the structure performing its correct service to the huge Australian public, who listen daily and nightly to the multitudinous programs, all interested will be well recompensed in building a bigger and better broadcasting service with profit to all concerned."

We then went on to say that the responsibility of the National service was to cultivate Australian mentality at its best, to foster the national spirit, to inculcate into the millions of listeners a desire for better music, for a better spoken word, better actions and better citizenship. That the commercial stations were responsible for the showmanship side of broadcasting, and entitled to legitimately exploit to the full the public's desire for popular entertainment of a clean and wholesome type.

And surely those words printed in our first weekly issue have come true. At the time of our first issue of BROADCASTING BUSINESS there were only 666,563 listeners in Australia. To-day there are over 1,128,664 radio homes, an increase of 84 per cent. in less than five years. The great majority of that increase is due to the excellent

program service produced by the commercial stations throughout Australia.

It must be remembered that while the National service collects 12/- out of each annual fee of 21/- paid by each of the million odd radio set owners, not one penny of that big income goes to the commercial stations, who are absolutely dependant upon their own resources such as advertising, etc., to conduct their station and produce a popular program to attract the constant attention of listeners and, in addition, to so make an impression on the minds of those listeners that they purchase the goods advertised over those commercial stations.

They have done that with the most marvellous results imaginable. Results not only measured in terms of the listener audience, but in terms of "sales of advertised goods" to the satisfaction of the advertisers, who are so satisfied that they are coming back for more and more. Radio advertising to-day is more popular and more effective than ever, and is fast moving into a leading position in the ranks of advertising media.

It was the purpose of BROADCASTING BUSINESS and will continue to be the policy of COMMERCIAL BROADCASTING to not only provide a trade newspaper for the commercial broadcasting industry, but to spread the gospel of how effective "advertising over radio" can really be. To circulate among advertising agents, national advertisers and local advertisers in order that they may learn more and more of the wonderful service carried out by the commercial broadcasting stations of Australia.

It is the policy of this paper to support the Federation of Commercial Stations, because that official body represents almost, if not all, the commercial stations in the Commonwealth, and therefore, deserves every support.

The changes made in this trade paper are largely the result of constructive suggestions made to us by many of our staunch supporters, and without whose help this publication could not have continued. The fact that the majority of the commercial stations support this paper with consistent advertising, speaks volumes for their appreciation of the work we are doing. We believe that such support and appreciation will continue, because we are determined to carry on and substantially improve the standard and service of this trade paper.

To all our advertisers, readers, and friends we offer our sincere thanks for their support in the past, and trust that the future will be an amplified repetition thereof. We invite suggestions, criticisms of our new paper at all times so that it can do a more effective job for commercial broadcasting in Australia.





## LEWIS BENNETT

Well-known and Popular Studio Manager  
of 2TM

2,000 WATTS—COMMERCIAL CENTRE—NORTHERN NEW SOUTH WALES

## Shell Show Stations (Continued from Page 1)

During the broadcast itself, Richard Crooks will sing six carefully chosen numbers.

"Jay Whidden and I," continued Frank Cave, "spent three hours with Mr. Crooks and his accompanist, Frederick Schauwecker, in their private suite at Menzies Hotel, deciding on these six songs, and we consider that we have the perfect program, with appeal to every taste. Mr. Crooks himself is completely satisfied with the choice, and, believe me, that means something.

"Jay Whidden is equally keen on a perfect show. He is, of course, a musician of great experience who has been to the forefront of musical radio in America for many years. For his Crooks broadcast, his band of 16 will be augmented with additional violins, violas, harps, and a Hammond organ, while all musical arrangements are being specially written in Melbourne, and the band has already commenced rehearsal for this broadcast."

### Extensive Line-up of Stations.

Listed herewith are the stations which will broadcast the "Super Shell Show" in its entirety, or in part together with those stations which will broadcast a special recording of the show later in the night.

New South Wales: 2GB Sydney, 2TM Tamworth, 2MO Gunnedah, 2AD Armidale, 2NZ Inverell, 2HD Newcastle, 2MW Murrumbidgee, 2PK Parkes, 2LF Young, 2XL Cooma, 2DU Dubbo, 2KA Katoomba, 2BS Bathurst, 2HR Hunter River, 2GZ Orange, 2GN Goulburn, 2KM Kempsey, 2QN Deniliquin.

## "Listeners Cannot Interject," Says Mr. Menzies.

(Continued from page 1.)

"As you sit in your homes I am sitting in an office in Canberra and, through the marvel of science, my voice comes to you as though I were in the room with you.

"The only difference is that you cannot interject while I talk to you. Some day some scientist will solve this problem and broadcasting will be an even greater thing than it is to-day.

"I congratulate the directors of this station, and I hope that their enterprise will have its proper reward. Broadcasting has undoubtedly grown into an important element in community life. In 1935 there were 63,000 listeners' licences in the Commonwealth, and to-day there are 1,128,000.

"I am glad to have had this opportunity of speaking to you," said Mr. Menzies in conclusion, "and I wish the company good fortune. The best thing I can wish for the listeners is that from this station, day by day, month by month, and year by year, there shall come to them nothing but goods news—news of peace, and news of rural prosperity, for Australian men, women and children. Good luck to you! Good night!"

Queensland: 4BK Brisbane, 4AK Darling Downs, 4IP Ipswich, 4VL Charleville, 4BU Bundaberg, 4MB Maryborough, 4ZR Roma, 4AT Atherton, 4AY Ayr, 4MK Mackay, 4WK Warwick, 4TO Townsville, 4CA Cairns.

Victoria: 3AW Melbourne, 3GL Geelong, 3CV Charlton, 3UL Warragul, 3SH Swan Hill.

Tasmania: 7HT Hobart, 7EX Launceston, 7QT Queenstown, 7DY Derby, 7UV Ulverstone.

South Australia: 5DN Adelaide, 5RM Renmark.

Victorian stations to whom it is proposed to relay the recorded program from 10 to 11 p.m.:—3BA Ballarat, 3BO Bendigo, 3HA Hamilton, 3TR Sale, 3SR Shepparton.

### Elaborate Merchandising Schemes.

As with previous Shell Shows, the "Super Shell Show" will be thoroughly merchandised to ensure a big listening audience, and arrangements are nearing completion for display space in all metropolitan and provincial daily papers. Fifteen thousand posters will be used throughout Australia, while 250,000 pamphlets are to be distributed in various ways through Shell dealers, stations, mailing etc.

### 2½ Hour Theatre Show.

With an audience of 1,000 at the Comedy Theatre special arrangements are being made to have entertainment of the highest order for this night, and from 7.45 to 8.30 a special program of talkies has been arranged, following which from 8.30 to 9 o'clock a special stage show, featuring Jay Whidden and his orchestra with Mal Verco and "Ginger," assisted by well known artists will act as the curtain-raiser to the broadcast from 9 to 10 p.m.

### Equipment Inspected.

After the official opening, representatives of the City Council, Chamber of Commerce, other organisations, and business men inspected the new equipment, which was explained to them by Mr. Martin and by the chief engineer (Mr. Max Folie). The visitors were the guests of the management at refreshments and supper.

## 48 STATIONS IN "BEAU MONDE" LINE-UP

### Six Months Campaign in Six States

Contracts now being released by Agency Mooney-Webb Pty. Ltd., Melbourne, on behalf of Beau Monde (Australia) Ltd., call for 25 word scatter announcements on 48 stations throughout six states of the Commonwealth.

This line-up of stations to carry the credits of this progressive firm comes as the result of many test campaigns of radio as a medium worthy of producing results to the expectations of this advertiser, and such a campaign as is now being released covering a period of six months indicates that broadcast advertising definitely does get the desired sales results.

Using scatters during day and night time Beau Monde will be featured over stations: N.S.W.: 2UW, 2CH, 2UE, 2GB,

## RURAL BANK RENEWS "THE GRAND PARADE"

The successful use of the broadcast medium of advertising for banking business has been demonstrated by the Rural Bank of New South Wales which has just contracted with six N.S.W. stations for 26 weeks for a continuance of "The Grand Parade," a feature written and produced specially for the bank. . .

Stations which carried the original broadcasts, and which have been included in the renewals for a second series are 2GB, 2TM, 2LM, 2WG, 2GZ, 2RG. Time, 9.30 p.m. Sundays has been retained.

"The Grand Parade" series was dramatised and recorded by Macquarie. Each episode recounts in dramatised form the history of a leading New South Wales town or centre.

Discussing the campaign with a representative of COMMERCIAL BROADCASTING last week, an officer of the bank said that the broadcast program had proved very popular, developing a "quality audience" on Sunday nights. Mail response to the program showed clearly a responsible type of listener. Historical societies in each centre so far covered by the broadcasts had requested copies of the respective recorded episodes. These requests had all been complied with.

A further important broadcasting activity of the Rural Bank is the presentation of ten minute "Man on the Land" sessions each Wednesday night from country stations. This feature, as from July 12 will have the new title of "The Agriculture Magazine of the Air," and will be broadcast through Stations 2TM, 2LM, 2GZ, 2WG and 2RG. In the series which is on disc, well known experts on agricultural subjects discuss various agricultural topics or problems.

2HD, 2HR, 2GZ, 2WG, 2BH, 2AY; Victoria: 3DB, 3LK, 3AW, 3UZ, 3XY, 3KZ, 3BA, 3BO, 3GL, 3SR, 3TR, 3HA, 3SH, 3CV, 3MA; Queensland: 4BH, 4BC, 4SB, 4GR, 4RO, 4CA, 4BU; South Australia: 5AD, 5PI, 5MU, 5SE, 5DN, 5RM, 5AU; Western Australia: 6PR, 6GE, 6KG; Tasmania: 7HO, 7QT, 7LA, 7DY, 7BU, 7UV.

### Competition

In addition to the scatter campaign, 3AW, Melbourne, will feature a competition 15 minute program weekly while 3HA, Hamilton, will also feature a competition program of a half-hour duration. Prizes of Beau Monde stockings will be given from both these stations and indications at this stage are that further extensions will be made.



Sir Harry Brown,  
K.B., C.M.G., M.B.E.,  
M.I.E.E.

# A REVIEW OF COMMERCIAL BROADCASTING IN AUSTRALIA

(By SIR HARRY BROWN, Director-General  
Postmaster-General's Department)

The publication of a fortnightly journal devoted to commercial broadcasting is a further indication of the progress and stability of that important section of the Australian broadcasting system.

The inaugural issue provides a suitable occasion to look back on what has happened and to take stock of the part which commercial broadcasting plays to-day and is likely to play in the immediate future. Therefore, I am pleased to comply with the request to make a few observations and, incidentally, to congratulate the very enterprising gentleman who is responsible for the journal which in its new form will be of still greater value than its predecessor to those engaged in commercial broadcasting and to the advertisers, without whom, of course, the commercial stations could not continue to give the admirable service which they now supply to listeners.

Strictly speaking, we have had commercial broadcasting in Australia since the inception of broadcasting, in the sense that some stations relied on advertising for part of their revenue. The first station which opened in Australia—2BL, under its original title of 2SB Sydney, in 1923—endeavoured with some success to interest advertisers in this new publicity medium, but it was not until towards the end of 1924, under the revised system of Class A and Class B stations, that commercial broadcasting as a separate entity from what was ultimately to become the National Broadcasting Service had its real beginning.

One is apt to look back on that period with much satisfaction because in those early days business people were frankly dubious of the advantages of radio advertising; in fact, some were doubtful whether broadcasting in any form would become a real influence in the life of the community.

When official regulations were promulgated for the guidance and control of broadcasting in the public interest, it was felt that a broadcasting service provided by private enterprise and financed by advertising revenue was sure to succeed and would be of exceptional benefit operating side by side with a National service to be developed from the experience gained in the early more or less experimental years.

To say that outstanding success has been achieved is merely to state the obvious, and the functioning of the dual services—National and Commercial—has provided listeners generally with a variety and standard of program

beyond the most sanguine expectations of those earlier days.

The extent and standard of commercial broadcasting provide the most definite evidence that those seeking all forms of publicity have realised in a remarkable degree the benefits to be derived from broadcast advertisements, and there is further evidence of the appreciation of this medium of publicity by the continued substantial allocations of money set aside by large firms and organisations for radio advertising. The use of broadcasting for advertising purposes has expanded to such an extent that many large and important advertising agencies devote their activities to this new form of business.

Many enquiries are received from abroad regarding the Australian broadcasting organisation, because of the fact that it comprises both National and Commercial stations, giving benefits that cannot be obtained from either system separately. It is now generally realised that the Commonwealth system of broadcasting is one which almost approaches the ideal, where two distinct services— one supplementing the other—are conducted respectively by National and private enterprise and regulated by a central authority in the interests of the Nation.

The mention of regulations in any private enterprise is not always welcome, particularly in such a severely competitive enterprise as broadcasting with its rapid progress, both technical and commercial, and where new financial commitments are always in sight for the purpose of keeping abreast of general developments.

A little reflection, however, proves that it is essential, not only from the public standpoint but in the interests of broadcasters themselves, to have a central regulating authority free from any sectional or individual concern and guided only by its obligation to keep a constant watchfulness on the existing services and to prepare plans for future changes. These changes are, of course, largely of a technical nature because any system of broadcasting necessarily is based on the more or less delicate fabric of broadcasting frequencies, with unavoidable limitations as to suitability and number available for use.

As the transmission of any radio signals cannot easily be confined within prescribed boundaries and as indeed they are capable of interfering or being interfered with, both nationally and internationally, the responsibility of the controlling authority to exercise a careful supervision and to look ahead is obvious. This obligation is abundantly recognised in the department, and it is a source of gratification that a full measure of co-operation is cordially given by the managers of the commercial broadcasting stations and is of great assistance.

The commercial broadcasters, too, fully realise their responsibilities to the public, both by the attention which is given to the programs generally, and by the adherence

(Continued opposite page.)



# COMMERCIAL RADIO A GREAT AUSTRALIAN INDUSTRY SAYS FEDERATION PRESIDENT

With the publishing to-day of the broadcasting industry's trade paper, BROADCASTING BUSINESS, in an entirely new and enlarged form under the title of COMMERCIAL BROADCASTING, the realisation is forcibly brought home to us all, of the great advance made by and the importance attached to commercial radio as an industry in Australia.

Eight years ago stations were owned and operated by experimental amateurs, struggling to build up something the potential strength of which they little understood and couldn't fully realise.

To-day, there are ninety-seven stations operating throughout the length and breadth of the continent, each with its individual management and policy, supplying alternate services, all co-ordinated within the Federation of Commercial Broadcasting Stations, which in turn, governs the ethical standards and business practices set down by agreement of the member station.

In its functioning, the Federation has set up several working committees designed to be of assistance in an advisory capacity. One of import, works in collaboration with the Australian Association of National Advertisers and the National Council of Accredited Advertising Agents, to which, can be referred from time to time, any advertising claims considered to be at all doubtful—a step in the right direction, as bitter experiences in the past have proved. This tribunal, as it were, has already been the means of preventing unfair advertising.

Another result of this stabilisation of commercial broadcasting interests has been the gradual elimination of the unethical practice of price cutting, which in the past has done more to the detriment of broadcasting interests, than any good that could possibly arise from such an unfair and underground practice. A general clean-up of advertising media has been effected by the total elimination of exaggerated, unproven statements, thus giving the listening public as near as is possible authentic statements of fact in the process of merchandising.

## "Better Advertising," says Sir Harry Brown

(Continued from page 6.)

to a standard of ethics in radio advertising and programs. In furtherance of the effort to provide programs which will satisfy the majority of listeners, the broadcasters are now being assisted by the advertising agencies which are collaborating for the maintenance of higher standards of programs and the elimination of undesirable program features. Recognising that this enterprise is comparatively new and is of such a highly competitive character, it is not surprising that adverse comment is occasionally heard in regard to the advertising methods, but it is heartening to all of us who are anxious that broadcasting shall fulfil its proper function to note the gradual improvement which is taking place.

Mr. C. F. Marden,  
President of the  
Australian  
Federation  
of  
Commercial  
Broadcasting  
Stations.



Commercial radio is generally accepted by business houses and service agents as being an advertising service of powerful integrity commanding a national coverage over other media, a service endorsed by Australia's millions of listeners who have adopted radio, and what it stands for, as a very part of the Nation's home life—so we who guide the destiny of radio play no small part in guiding the destiny of the nation. Let us be worthy of this great responsibility by doing our utmost at all times to keep it free from malpractices of any kind—continually striving for better things.

Commercial radio has within its immense machinations all branches of the industry, advancing with the progress so apparent everywhere, giving employment to thousands of people in the manufacture of receiving sets, valves, component parts, batteries, recording houses, and many other vocations allied to the industry.

All these are our trust—their prosperity depends on us—our prosperity depends upon the way we conduct our business. May we who have raised commercial radio out of the morass of the past see clearly our obligation to the industry as a whole—and to our critics—The Great Listening Public! !

One could speculate at considerable length regarding the future of commercial broadcasting, but the main features which need constant and increasing attention by the station managers are concerned with those very standards of commercial ethics and good taste which are now receiving special attention by the Broadcasting Federation.

Necessarily, program material must be compiled on the broadest possible lines to meet the need for entertainment and information and, to a certain extent, education. Educational matter might have little place in programs of commercial stations if those responsible were intent only on competing for the favour of the maximum audience. It is worth bearing in mind also that advertisements in themselves are not likely to be

(Continued on page 8.)

## SIR HARRY BROWN WISHES SUCCESS TO "COMMERCIAL BROADCASTING"

(Continued from page 7.)

popular. Both are, however, essential—a reasonable extent of educational information because of its value to the community as a whole, and the advertising announcements from which the necessary funds are obtained to defray the cost of providing the service. Listeners realise that advertisements are necessary, and both they and the advertisers will expect them to be prepared and transmitted in the most attractive fashion and free from causes of irritation.

Any broadcasting service will always be a subject for criticism, and it is a healthy sign to have the evidence of those interested so long as the comment is reasonable and is based on broadminded considerations. Criticism of this character will, I am sure, always be welcomed by station managers who are striving continuously for a contented and appreciative audience. In seeking that objective they will realise that successful commercial broadcasting must be based on strict impartiality, free from those things which irritate or annoy any section of the listening public and recognising that whilst the service they supply is essentially of an entertainment character it also affords extraordinary opportunities for the dis-

semination of useful information, welcomed by the listener and contributing to his pleasure and contentment.

The improvement in the program services since 1924 is well known to listeners, and it is also realised by most of them that technical progress in both the transmitters and the receivers has been remarkable. Nevertheless, it still behoves the broadcasters to pay close attention to further technical progress which may be taken advantage of in the improvement of their services. There are several ways in which the transmitted signal may be strengthened and hence reception facilitated, and it is pleasing to note that managers are encouraging their technical staffs to incorporate improved methods and devices in their studio and transmitting equipments.

I look forward with confidence and pleasurable anticipation to still greater progress in the commercial broadcasting field, convinced that the companies and organisations responsible are genuinely anxious to improve their services in every way possible so as to command still further appreciation and support from the listening public. I wish "Commercial Broadcasting" a full measure of success in doing its part to help in the improvement and progress of broadcasting, and I am confident that those responsible for the journal will meet with well-merited approbation from all those concerned in any way with the commercial broadcasting activities of the Commonwealth.

## STATION PERSONALS

Mr. C. R. Carson, manager, and Mr. George Stokes, advertising manager, of 4BH Brisbane, flew down to Sydney last week-end to spend three days in the big city on business bent.

Melbourne has been inundated with radio executives of late, and during the past 14 days among those who have been seen in town have been: Messrs. A. Kinnear and M. Chapman, of 5AD-PI-MU-SE; A. T. Findlay, of 7LA-7BU; D. L. Richardson, manager of 7LA and the Tasmanian Broadcasting Network; Miss Sue Barry, of 7HO; Messrs. C. Sharpe and Ryan, of 2CA; and several others whose names we cannot recall at the moment.

J. A. Crawcour, rural lecturer attached to Station 2UW Sydney, has been successful in placing, up to date, 35 lads in positions on farms and stations, all of whom have registered their appreciation of the opportunity to become farmers.

Whenever there are pipers around a broadcast you can bet saxpence that Tom Spencer, of 2CH, will be in the offing. Being a true blue Scotsman himself, his feet simply itch to do the Highland Fling, or some of the other Scottish dances when he hears the pipes bellowing.

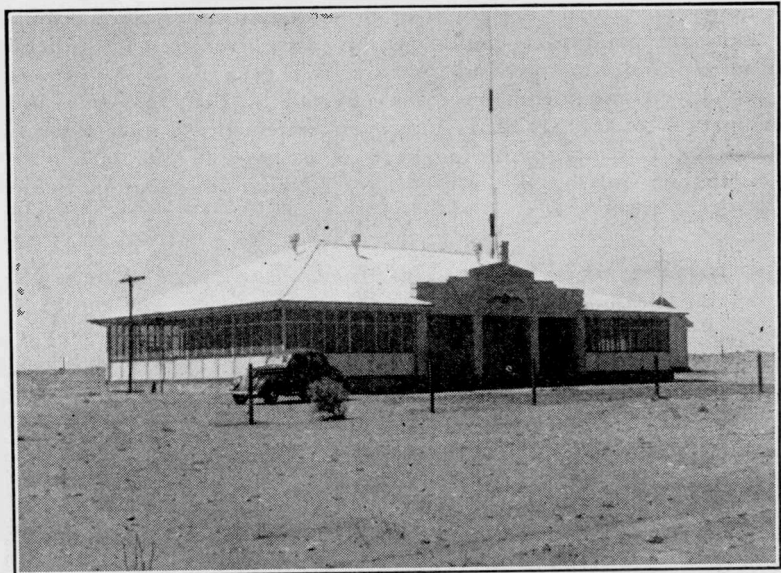
Cliff. Arnold, in charge of productions at Station 2UW Sydney, has just written a new song. It is to be featured by Peter Dawson with his appearance at the State Theatre.

At a recent Charity Gymkhana in aid of the Red Cross Society held at the W.A. Trotting Ass. Grounds, Gloucester Park, an event given by the 10th Light Horse Regiment was won by Trooper J. M. Daly riding "Night Air." Jim is a member of 6AM-PM's sales staff. And whilst on the subject of militia, the staff of 6AM-PM is well represented. In units of the 3rd Field Bgde. we find Geoff

Manion, announcer; J. M. Daly, 10th Light Horse; and Betty Everall, advertising, is a V.A.D.

Mr. Brian Murphy who recently joined the announcing staff of 2UW Sydney, is the possessor of a voice of outstanding quality. Had several year's experience in New Zealand stations. Is now working the evening and late evening sessions from 2UW.

### A.A.M.S. New Wireless Station at Broken Hill



This illustrates the Australian Aerial Medical Services Base Wireless Station located at Broken Hill, which was opened by His Excellency the Governor-General on Wednesday, June 28, in a national broadcast over the A.B.C. Network. The Council of A.A.M.S. thanks all those who made possible the establishment of this service for the isolated settlers, and trusts that they will retain their interest in his noble work.

**THEY KEEP  
ON COMING!**



EVERY FEW WEEKS,  
for six months now, a  
new Advertising Campaign  
has brought to 2GB...A NEW  
PROGRAMME FEATURE...and  
a new army of listener friends.

## AND THEY KEEP ON COMING!

*These are some of the NEW FEATURES added to the 2GB  
programme during the past six months:—*

"LUX RADIO THEATRE" - - - -	Sponsor—Lever Bros. Pty. Ltd.
"FAMOUS AUSTRALIANS" - - - -	Sponsor—The Nyal Company.
"DILL AND DAFFYDILL" - - - -	Sponsor—The Makers of Crispies.
"THRILLS" - - - - - - - - -	Sponsor—E. C. De Witt & Co. (Aust.) Ltd.
"KRAFT DILLY REVUE" - - - - -	Sponsor—Kraft Walker Cheese Co. Pty. Ltd.
"THE PLAY GOES ON" - - - - -	Sponsor—Australian Gas Light Co. Ltd. and North Shore Gas Co. Ltd.
"THE GRAND PARADE" - - - - -	Sponsor—The Rural Bank of N.S.W.
"THE SHADOW OF FU MANCHU" -	Sponsor—W. E. Woods Ltd.
"FRANK & ARCHIE" (New Series) -	Sponsor—Winn's Pty. Ltd.
"THE BROKEN IDOL" - - - - -	Sponsor—John Dewar & Sons Ltd.
"PICCADILLY ON PARADE" - - - -	Sponsor—B. Seppelt & Sons Ltd.
"TALES OF THE FUR TRAIL" - - - -	Sponsor—Biber Furs Pty. Ltd.
"THE CHILDREN'S DOCTOR" - - - -	Sponsor—Cornwell's Extract of Malt.
"THREE MINUTE MYSTERIES" - - -	Sponsor—Bayer-Pharma Pty. Ltd.

*And now, coming soon . . . 4 nights a week . . .*

**"GINGER,"**

**the Charlie McCarthy of Australia**

# 2GB

**THEY STAY WHERE  
IT PAYS!**

# "RADIO IS AS FREE AS THE PRESS,"

Says President Roosevelt

Declaring that "radio is as free as the press," and praising it for the part it has played in the diffusion of knowledge and culture, President Roosevelt inaugurated a series of recordings during May, in which he and members of his Cabinet are interviewed by Lowell Mellett, the executive director of the National Emergency Council in U.S.A.

The transcribed interviews are offered to radio stations throughout the United States for broadcasting on a non-commercial basis—that is they do not receive payment for it. When you read the following transcript of the actual recording, you will quite appreciate how the commercial stations in the United States accept this transcription as a part of their program, without payment from the Government.

In the opening statement of the Presidential interview, Mr. Mellett stated that it was the purpose of the National Emergency Council, through the co-operation of broadcasting stations, to present reports, by members of the Cabinet, regarding the work of their departments.

Below is published a transcript of the interview which N.E.C. furnished at the request of the National Association of Broadcasters:—

The President of the United States and Lowell Mellett, Executive Director, the National Emergency Council.

Open: Music—"Star and Stripes Forever" (15 Seconds—Fade For:)

Announcer: United States Government Report.

Music: (Music up — 15 seconds — Gradual Fade Out:)

Announcer: (Opening Announcement) 1 minute.

Mellett: Mr. President, it is the purpose of the National Emergency Council, through the generous co-operation of broadcasting stations in all the States, to present reports by the members of your Cabinet regarding the work of their respective departments. The first of these reports will be made by Secretary Hull next week when he will discuss the work of the Department of State.

Since this program is being arranged at your direction, we are asking you to



President Roosevelt during one of his "Fireside Chats".—International News Photo.

make the opening announcement. The United States Government Manual published by my department—price 1.75 dollars—no more to you than to any other citizen, Mr. President—carries this foreword over your signature: (I quote) "Only through a clear understanding by every citizen of the objectives, organization and availability of the Government agencies can they render truly effective service and assure progress toward economic security." That, I presume, sums up the reasons for these broadcasts, but you are asked now to elaborate the theory behind them and, if you can, to say all that again in shorter words.

The President: I can say it in different words and, if not shorter, better words, the words of George Washington. In his farewell address to the people of the United States, he said: "Promote then as an object of primary importance, institutions for the general diffusion of knowledge . . . In proportion as the structure of a Government gives force to public opinion, it is essential that public opinion be enlightened."

The course thus charted by our first President has been followed consistently since his time. Institutions for the general diffusion of knowledge have been promoted in many ways: The Government, Federal, State and local, has built schools, supported them financially, and aided them in their efforts to make America a nation of educated people. The other most important institution for the diffusion of knowledge during the greater part of

this period had been different from its relation to the schools. Aside from some financial assistance, in the form of less-than-cost postal rates, the Government has supported the press chiefly by protecting its freedom. Whether or not we have the best schools in the world—and many of us think we have—it can hardly be disputed that we have the freest press. Government restrictions on the press amount to little more than laws to prevent the printing of obscene matters and articles calculated to incite rebellion. The press is as free as it cares to be or as its economic condition permits it to be.

But now, in our time, there has come into being another great institution for the general diffusion of knowledge—the radio. Still in its infancy it already rivals in importance the schools and the press. The Government, as the people's agent, has had and has now a still different relation to radio from that toward the schools and the press. It has encouraged and aided its development on the one hand, and, on the other it has set up such controls to prevent complete confusion on the air. In all other respects the radio is as free as the press.

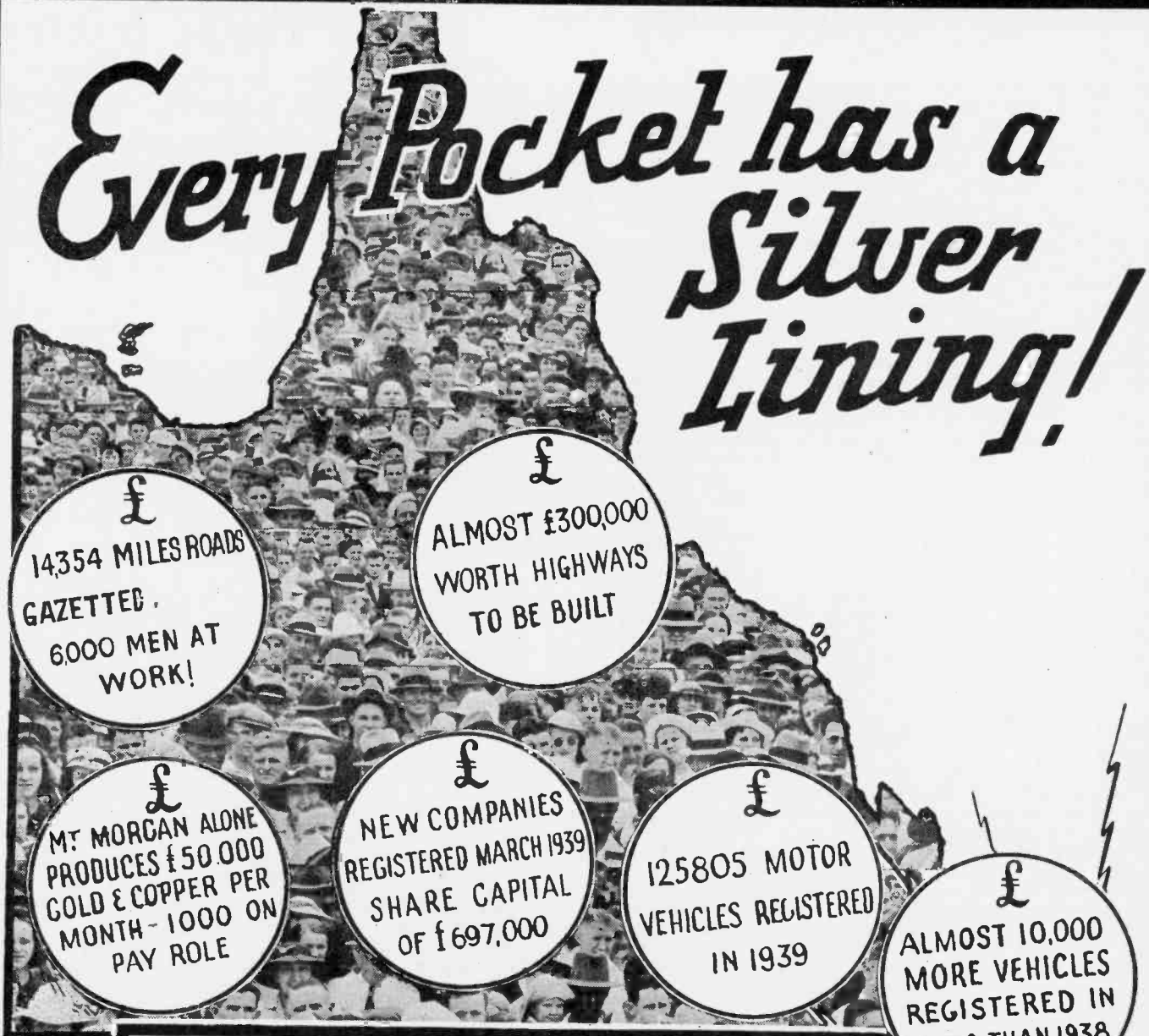
Always the Government has endeavored to follow the suggestion of George Washington that the public be enlightened. Throughout the years it has made available to the press information that is essential to the people. But there has been and there is now a limit to the amount of such information that newspapers can print. Particularly is this true of newspapers published in cities of less than metropolitan size. Newspapers are business institutions, living on advertising revenue, and they are apt to be as large or as small as their advertising volume requires or permits. This is true and must be recognized, regardless of how seriously or how lightly an individual publisher may take his responsibility to keep the public fairly informed.

So, the Government, in our time, is turning to the radio as an additional means of meeting its obligation to the people. I have watched with interest and appreciation the manner in which the National Emergency Council during recent months has undertaken through the radio the diffusion of factual knowledge concerning Government operations. May I ask you, Mr. Director, to report something of your operations?

Mellett: All of our broadcasts, Mr. President, have been on local stations, not on the networks. They have taken the form, for the most part, of discussions between our State directors and field representatives of various Govern-

(Turn to page 12)

# Every Pocket has a Silver Lining!



£  
14,354 MILES ROADS  
GAZETTED.  
6,000 MEN AT  
WORK!

£  
ALMOST £300,000  
WORTH HIGHWAYS  
TO BE BUILT

£  
MT. MORGAN ALONE  
PRODUCES £50,000  
GOLD & COPPER PER  
MONTH - 1000 ON  
PAY ROLL

£  
NEW COMPANIES  
REGISTERED MARCH 1939  
SHARE CAPITAL  
OF £697,000

£  
12,580 MOTOR  
VEHICLES REGISTERED  
IN 1939

£  
ALMOST 10,000  
MORE VEHICLES  
REGISTERED IN  
1939 THAN 1938

"The greatest asset any Radio Station can have is the CONFIDENCE, RESPECT, and LOYALTY of its listeners." That 4BH has this asset developed to an unusually high degree—is evidenced by the many successful Radio Campaigns now in operation.

Use 4BH in YOUR Campaign. Queenslanders have pockets with silver linings.



**A CHANDLER**

# 4BH

**S T A T I O N**

Melbourne:  
MACQUARIE BROADCASTING  
SERVICES PTY., LTD.,  
37 Queen Street, Melbourne.

Studios and Offices:  
43 ADELAIDE STREET, BRISBANE

Sydney:  
CHANDLER'S BROADCASTING  
SERVICE,  
Australia House,  
Carrington Street, Sydney.

# President Roosevelt Educates Public by Radio

(Continued from page 10.)

ment agencies. The effort has been to answer any question that may be in the mind of any citizen concerning any phase of the Government's work. Our office in Washington receives a multitude of such questions. Some of the agencies receive even more enquiries. So we feel we have reason to know what it is the people want to know. We try in these broadcasts to meet this desire.

Beginning last summer with the cooperation of a few stations in a few States our undertaking had grown by winter to the point where stations in 42 States were working with us.

The President: What Government agencies have made these reports to the people?

Mellett: The Civilian Conservation Corps, the Public Works Administration, the United States Employment Service, the Home Owners' Loan Corporation, the Army Engineers.

The President: That looks like a long list. How many in all?

Mellett: Forty in all. The present broadcast, Mr. President, and those to follow by members of your Cabinet, take a somewhat different form. They will be electrical transcriptions, made here and sent out to the stations. Stations in every State have engaged to present them to their listeners.

The President: It is hard for me to conceive of any method of diffusing knowledge that would more exactly meet the purpose our first President had in mind, even though radio had not been dreamed of in his time. I am sure the heads of the Government departments will not fail to make good use of it. I like the idea of keeping the broadcasts entirely factual in character and the effort to answer the questions in the minds of the people.

When I was Governor of New York I learned the State Government was performing about 120 different functions of Government. Here in Washington the Federal Government carries on about the same number of functions, most of them different forms of or supplementary to the usual State functions. It seems to me important that before the people pass on the size of or the question of continuing these functions they should have an opportunity to obtain some factual information about them. The people, through Congress, have the right, at any time, to end any individual function, to increase it or to add new functions. That is why knowledge of what Government does to-day is of such great importance.

It should be possible, too, through your broadcasts, to correct the kind of misinformation that is sometimes given currency for one reason or another. In some communities it is the unhappy fact that only through the radio is it possible to overtake loudly proclaimed untruths or greatly exaggerated half-truths. While, to be sure, the people have learned to discriminate pretty well between sober facts and exciting fiction, they have a right to expect their Gov-

ernment to keep them supplied with the sober facts in every possible way. It is heartening to hear your report concerning the questions the people put to the Government agencies. In that connection, please give the figures of your own operation in this field.

Mellett: Our United States Information Service during 1938 received slightly more than one hundred thousand letters of enquiry on a wide variety of subjects. The United States Superintendent of Documents received almost three times that many concerning Government publications. I do not have the information as to all the departments and agencies, but an indication of the people's interest is given by the fact that the Department of Agriculture alone receives about 7,500 enquiries a day—or more than two million a year.

The President: May the interest of the people in the Government never grow less. I am sure it will not, for the people know the Government is their Government.

This is good work the National Emergency Council is doing, Mr. Director. Keep it up.

Announcer: (Closing announcement).  
Music: ("Stars and Stripes Forever").

(Until Finish.)

## RADIO AIDS SYDNEY LEGACY BALL

The Legacy Club of Sydney held its annual ball at the Trocadero on Friday night last, June 30, and a crowded house was the result, despite the epidemic of flu.

His Excellency the Governor, Lord Wakehurst, was piped into the ballroom, and this function was described by Mr. Tom Spencer over 2CH.

From 9.45 to 10 p.m. the presentation of the 22 debutantes to His Excellency was also broadcast by 2CH, and later again the same station announced the winner of the Legacy Club's Ugly Man Competition, which was won by Mr. Evan Williams, of Trade Credits Ltd. Over £1,200 was collected in penny votes for this Ugly Man Competition for the Sydney Legacy Club.

For some considerable time Broadcasting Station 2GB has voluntarily given a session every Friday night to Sydney Legacy for publicity purposes, and largely due to this publicity the ball was a marvellous success, the tickets having been sold out weeks before. The Legacy members are very appreciative of the excellent support given to the club, not only in Sydney, but in all parts of Australia.

This club consists of Diggers who have banded together to help the children of their deceased comrades, and therefore it has a very worthy motive.

## COMING EVENTS

\* 1939 Erda Golf Season, monthly competitions to be played as follows: July 27, Bonnie Doon; August 31, Pymble; September 28, Concord; October 26, N.S.W.; November 30, The Lakes.

Amalgamated Wireless (A/sia) Ltd. Annual Staff Ball, at the Trocadero, Friday, July 7, from 9 p.m. to 1.30 a.m. Tickets 7/6, from Miss Ina Clark, Hon. Secretary, 'Phone BW 2211.

A.B.C. Staff Social Club Annual Dance (Victorian Division), Friday, July 7, at the "Grosvenor." Harry Bloom's Band. Dancing 8.30 p.m. to 2 a.m. Tickets 7/6 from Miss J. Dado or Miss Armstrong, Central 7484.

I.R.E. (Aust.), Sydney Division Meeting, Saturday, July 8. Visit to 10 kilowatt National transmitter, Station 2FC, at Liverpool. Members only. All members meet outside 30 Carrington Street, Sydney, at 2.15. Return by 5.15 p.m.

I.R.E. (Aust.), Victorian Division, Lecture, Radio Theatre, Melbourne Technical College, Tuesday, July 11, at 8 p.m. Mr. R. J. Collins, Research Engineer at Electronic Industries, on "Superhetrodyne Design and Aerials."

Electronic Industries First Annual Staff Ball, Earl's Court, St. Kilda, Wednesday, July 12. Proceeds to Victorian Deaf and Dumb Society. Tickets 7/6 from hon. secretary, J. Fogarty, MX 4711.

Crazy Ball, Friday, July 14, 1939, Sydney Trocadero. Tickets, 10/-. Hon. secretary, C. Roy Stanley. 'Phone B1433.

Australian Broadcasting Commission Third Annual Staff Ball, David Jones' Ballroom, Thursday, July 20. Tickets, 7/6. Table reservations, Miss T. Wood, 96 Market Street. 'Phone M6991.

Microphone Ball of 1939, Thursday, July 27, Palais de Danse, St. Kilda, Melbourne. Hon. organiser, R. W. Pfeil, Cent. 442. Proceeds in aid of Blind Babies' Nursery School.

Columbia and "His Master's Voice" 14th Annual Staff Ball, Empress Rooms, Mark Foy's Ltd., Friday, July 28, 9 p.m. to 1 a.m. Tickets 7/6, from hon. sec., E. L. Brownson, UM 6671. Proceeds to Cooinoo Home for Destitute Children.

Samson Clark Price-Berry Staff Ball, at Hordern Bros.' Ballroom, George Street, Sydney, on August 4.

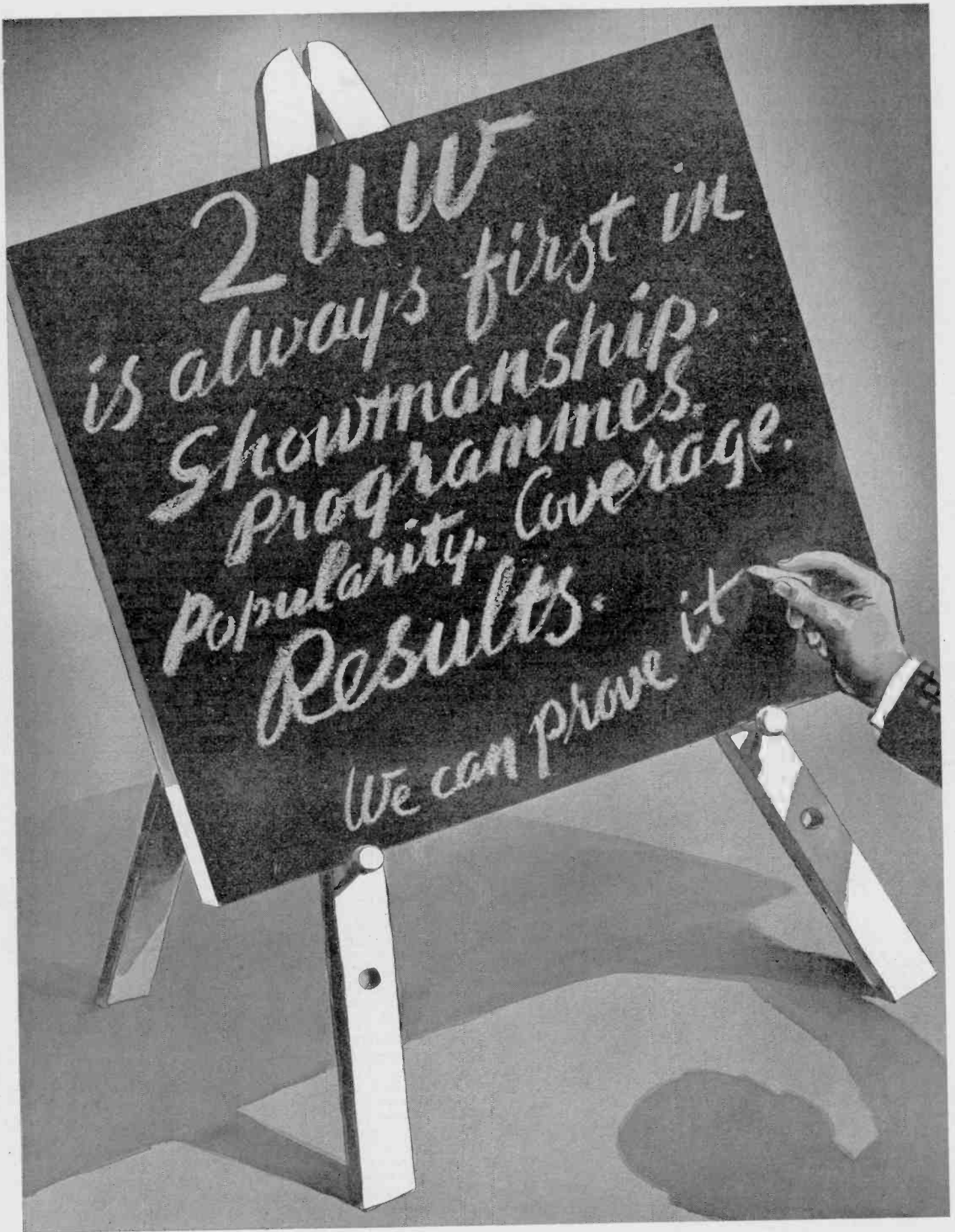
Perth Radio Ball, at Embassy Cabaret, Perth, Wednesday, August 23. Mr. J. O. Smith, B9201, hon. secretary.

## SPONSORSHIP OF EDUCATIONAL TALKS

An interesting new program announced last week was "The Children's Doctor," to be sponsored on 2GB by Mauri Bros. and Thompson to advertise Cornwall's Extract of Malt.

The session will comprise a series of talks on child health by one of Sydney's leading authorities on maternal and child health.

The contract arranged by A. N. White Pty. Ltd. provides for a coverage of all New South Wales Macquarie Stations—2GB, 2CA, 2WL, 2HR, 2KA, and 2KM; and also 2GZ; and the new program will be broadcast each Thursday at 3.30 p.m. the session is described as a gesture of goodwill to mothers, expectant mothers, and the children of today and tomorrow.



# CAMPBELL'S FURNITURE PROVES PROGRAM PULLING POWER

Some sponsors believe in "goodwill" advertising over the air. Some don't. Some "experts" in radio advertising will say that there is no such thing as goodwill broadcast advertising, that the term "goodwill" is a misnomer.

Be all that as it may. W. W. Campbell and Co. Ltd., one of Sydney's biggest furniture manufacturers, wholesalers and retailers, believe in goodwill broadcast advertising to such good effect that they have followed a definite policy in regard to it during the past several years.

One only has to examine this commercial announcement as broadcast on Tuesday, June 27, from 2UW, ahead of Campbell's sponsored quarter-hour:—

**Announcer:** To-night marks the commencement of "Mr. Chalmers, K.C.", another remarkable achievement in radio production by Mr. George Edwards. And it is fitting that this production should be brought to you by courtesy of W. W. Campbell and Co. Ltd.—who during the last half of a century and more, have achieved a proud position of respect and trust among the home-lovers of this State. Yes—and through the confidence of satisfied customers, W. W. Campbell's although still trading on the same location, have many times enlarged their warehouse, until today, this great eight storey building, is one of the landmarks of Sydney! Your greatest hopes will be confirmed when you furnish at W. W. Campbell's—their values, the modern artistic furniture they offer, and their easiest of easy terms, which include W. W. Campbell's exclusive THREE YEAR PLAN, makes the furnishing of your home a pleasure. Yes—and a profitable pleasure—because W. W. Campbell's furniture values are absolutely unsurpassed. Remember—you are always welcomed at W. W. Campbell's furniture warehouse, which is situated at 249 Clarence Street, one door from Market Street, and just a stone's throw from George Street. Think . . . of . . . furniture . . . Think . . . of . . . Campbell's.

And again on Sunday night last, July 2, these two announcements opening and closing a further episode of "Mr. Chalmers, K.C.":—

## Opening

**Announcer:** If a person tells the same story in just the same way all the time, you believe it don't you! Well, have you ever thought that the consistency with which W. W. Campbell's have told you of their furniture and furnishing values, their easiest of easy terms and the service they render, must mean something? Must mean in fact that W. W. Campbell's only make statements which they can substantiate. W. W. Campbell's have been trading for over half a century on the same location—249 Clarence Street, one door from Market Street, and just a stone's throw from George Street. Think . . . of . . . furniture . . . Think . . . of . . . Campbell's!

## Closing.

Just as George Edwards' productions offer you outstanding radio entertainment—W. W. Campbell and Co. Ltd. offer you outstanding furniture values. You'll find W. W. Campbell's situated at 249 Clarence Street, one door from Market Street, and just a stone's throw from George Street. Think . . . of . . . furniture . . . Think . . . of . . . Campbell's!

Thus W. W. Campbell and Co., use radio, not as a direct selling line of attack, but as a goodwill builder—to establish and to maintain goodwill between sponsor and listeners every one of whom is regarded in the light of a potential purchaser. The firm believes that as it sows so shall it reap, by putting something into radio it will get something out of radio, by giving the people good entertainment it will be rewarded by establishing those listeners' goodwill, and once having secured their goodwill it is but a short step to selling them goods.

W. W. Campbell's are currently using six quarter-hour sessions weekly on 2UW Sydney, and have been doing so for some time past, using exclusively George Edwards' serial productions for their programs. Included in past features used have been "The Hunchback of Notre Dame," "Mittens," "Notable British Trials," "Every Walk of Life," and from the Dicken's series, "Domby and Son," "Nicholas Nicholby," "Great Expectations," and "Oliver Twist," "History of Your Suburb," "Never too Late to Mend," "Nero," "Famous Women," "Henry VIII," "Knights of the Round Table," "Inspector Scott," "Frankenstein," "His Last Plunge," "Darby and Joan," and just completed "The Birth of the British Empire."

For Campbell's the extensive use of the broadcast medium has not meant the cancellation of press advertising. It has, however, meant a considerable curtailment of press advertising without loss of any advertising values. Full page display advertisements still appear in the press. Occasionally only one of these pages will carry a small reminder panel of the firm's broadcast program, and in the main the advertisements are aimed as direct selling hits as any such advertisements can be.

## Seven out of 10 Customers Mention Program.

Mr. G. E. Brown, departmental manager of W. W. Campbell and Co. Ltd., is the force behind the firm's advertising activities. His judgment is not influenced by any false enthusiasm for the broadcast medium, but rather from an intimate knowledge of the definite effects brought about by the firm's association with broadcast advertising.

During an interview with COMMERCIAL BROADCASTING representative last week, Mr. Brown called one of the floor salesmen into his office and put this question without disclosing the identity of the interviewer: "How many customers who come into the store would you say Mr. —, volunteered a mention of our broadcast programs?" The salesman replied after a little thought, "About seven out of ten." Another salesman was called in, and the same question put. Promptly he replied,

"More than half!" and then upon a little reflection added that "well over half" the customers he contacted mentioned Campbell's program on the air, either commending it or sometimes condemning it in comparison with the previous Campbell program.

Little wonder is it that Campbell's can so confidently assess the value of radio. Their warehouse is situated off the beaten track, right out of the city's shopping area, but they pull sufficient customers into the showrooms to make their annual balance sheets read as healthily as any firm could desire, while the same customers, to boot, provide a good cross section of public opinion in regard to the firm's broadcast programs acting as a constant guide as to the value of every penny spent.

## Quality, Consistency.

Therefore Mr. Brown's opinion on broadcast advertising is of considerable value when he gives this advice:—

"If the average air advertiser concentrated on first-class program material which gives the public entertainment which appeals to all tastes, or as near as possible to all tastes, the results achieved will be far more promising than through the efforts of broadcast advertising scattered about in small ineffectual pieces." Three points Mr. Brown regards as of paramount importance: (1) Suitable time for the broadcast and regularity of programs at that time; (2) definite theme music appropriate to the product and which will stick in the mind; and (3) the even good quality of the program.

Lastly, Mr. Brown believes that three months should be given to any show or session before its pulling power as an advertising medium should be expected to show results.

## GROCERY SERVICES SUCCESS WITH COMMUNITY CONCERTS

The Grocery Services Association, sponsors of "Songs by Famous Singers" and the Parramatta community singing and variety entertainment on 2CH has contracted for an extension of the concerts to the Chatswood Town Hall commencing on Wednesday, July 12.

This organisation, which represents distributors of various lines throughout the Sydney suburbs, has been using 2CH for over 12 months, the anniversary of its sponsorship of "Songs by Famous Singers" having been celebrated a few weeks ago. Early this year it undertook the sponsorship of the 2CH community concerts at Parramatta which have drawn big audiences to the Parramatta Town Hall each week.

At Chatswood the concerts will be held each Wednesday and as this centre has responded to community entertainment in the past it appears certain that the program will have an immediate appeal. Lew Myers, who has been a draw at Parramatta, will be in charge.



# A POPULATION OF 2,500,000 PEOPLE

IS COVERED  
by **2HR** The HUNTER RIVER STATION

*These Personalities Can Sell YOUR Products*

OSCAR MASON

whose evening presentation always carries the prestige which advertisers and listeners demand at this time.



MRS PENNY

whose listening audience extends from Newcastle to Northern New South Wales. A women's session conducted by a business woman.



NOEL JUDD

whose breakfast session makes you wake up and live.



IAN HEALY

whose every sales message carries a personal touch.



RASTUS



UNCLE BUD & AUNTIE PATSY

At left: A TRIO conducting a kiddies' session with 2,000 members full of fun and mirth, with down to earth human appeal will always hold spell-bound those little minds for ever seeking information, and yet who, when properly appealed to, prove the finest little salesman for any advertiser.



THE HUNTER RIVER STATION

BROADCAST ADVERTISING WITH 2H.R. MEANS **BIG PROFITS TO YOU**

# VETERAN RADIO SHOW

## Coles and Garrard's "C. and G." Minstrels in 8th Year

Introduced to Victorian listeners almost eight years ago by 3DB on behalf of Coles and Garrard, Melbourne opticians, the C. and G. Minstrels program is a demonstration of consistency in broadcast advertising, which has won admirable results for the sponsor.

Although the commercial use of radio was just coming into its own in 1931 "Live Artist" shows, so far as the commercial stations were concerned, were considered more as an "occasion" than anything else. It was therefore amid such comments as "It won't last more than a few weeks, or "It can't be done," or even, "It couldn't compare with records," that the announcement was made that 3DB was launching this live-artist show as a regular presentation.

Several months after its inception, Mr. Coles, of the well-known firm of opticians, Coles & Garrard, was successfully approached as a sponsor. Despite dissuasion from several quarters on his decision, Mr. Coles was determined to go ahead with this "advertising gamble." From the first it became apparent that the "C. & G. Minstrels" had "something" that caught the public ear!

It was a homely program—what it lost in the technicalities of production it gained in the free and easy sincerity of its presentation! The public had listened for a minstrel show and, almost to their surprise they heard one! A clever medley to open and close, a good topical humour set to music, songs that everyone knew, and a brand of simple minstrel "gags" which kept everyone chuckling.

Another reason for the popularity of the feature was the combination of simplicity and brevity of the goodwill commercials.

This desirable aspect was due to the far-sighted co-operation of Mr. Coles, who has always taken a personal interest in the program.

The name of Charlie Vaude is, of course, synonymous with that of the C. and G. Minstrels, for his personal efforts of writing even the medleys and topical songs has been a stupendous one! An idea of this task will be realised when it is known that each of the minstrel presentations necessitates the preparation of two distinct medleys of song! In each medley an average of eight tunes is used by Vaude, so that a total of 750 medleys has been prepared with words to fit snatches of 6,000 melodies.

So great has been the commercial success of the C. and G. Minstrels that contract renewal has been taken almost as a matter of course by the sponsor after each succeeding year.

Mr. Coles has every reason to congratulate himself upon associating his firm with the sponsorship of the "C and

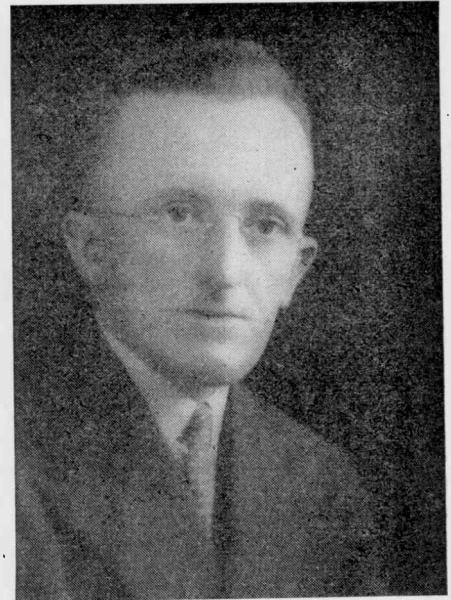
G Minstrels," for it is an actual fact to-day that "Coles and Garrard" get free advertising every week before an audience of at least 100,000 people.

For as a direct result of the firm's slogan "With C and G's—you see with ease," the Victorian public has created and accepted a colloquialism—"Put your C and G's on!"

This phrase can be heard on any of the Victorian football or cricket grounds whenever some unfortunate player drops a catch or a mark. Instead of the old good-humoured "Get a bag" from the vociferous "outer," one hears "Put your C and G's on!" A remarkable tribute in itself to the popularity of this veteran live-artist program.

Incidentally, despite all the modern tenets of "live-artist show" production, the sponsors of the "C and G Minstrels" have not made any production change of note since the inception of the program almost eight years ago. Always excepting, naturally, the technical improvements which have been made in both transmission and receiving equipment in that time, and the introduction of studio audience about four years ago, which proved itself a popular and successful move.

The sponsor and the producer have agreed, and their argument have been vindicated, that to make the "C and G Minstrels" a perfect "script" show, would be to take from it one of the most outstanding features of its popularity—its friendly, free and easy atmosphere.



Mr. H. E. Coles, Managing Director, Coles & Garrard Pty. Ltd.

Some of the original members of the company still chuckle over an occurrence in their earliest days.

Before the show came under the sponsorship of Coles and Garrard, the banjoist was Harry Reiser, the world's ace banjo player. But, he was on records.

In those tyro days Vaude rehearsed his quartet to sing minstrel songs to the accompaniment of a recording of Reiser; and it was pretty good faking—or should we say "dubbing!"

Imagine the minstrels' surprise, therefore, when an indignant listener 'phoned up to say it was about time they got a new banjoist, as the one they were using was terrible."



**C.B.C.**  
COMMONWEALTH BROADCASTING CORPORATION (Q'LD) LTD.

**THE GATEWAY  
TO SUCCESS**

**Advertise Through**

**ENTER-  
TAINING  
300,000  
BUYERS  
DAILY**

**4  
B  
C**

**BRISBANE  
1000 Watts  
and  
RELAY  
STATION  
4SB  
KINGAROY  
2000 Watts**

featuring

**QUEENSLAND'S  
MOST POPULAR  
RADIO PRESENTATIONS  
AND LIVE ARTISTS**

The Affiliated Stations of the C.B.N. offer COMPLETE QUEENSLAND COVERAGE

● from 4ZR  
**ROMA**

COVERING A 100% AUDIENCE IN THE  
VASTLY WEALTHY MARANOVA DISTRICT

● from 4GR **TOOWOOMBA**

COVERING THE DARLING DOWNS—  
QUEENSLAND'S MOST FERTILE AREA

● from 4VL  
**CHARLEVILLE**

THE SOLO VOICE OF THE GOLDEN WEST  
—WHERE WOOL MEANS WEALTH

● from 4RO **ROCKHAMPTON**

THE CENTRAL QUEENSLAND METROPOLIS—POPULATION 48,000

● from 4MB **MARYBOROUGH**

WHERE MONEY TALKS! RECENT CREAM  
CHEQUE OVER ONE MILLION POUNDS!

## LICENCE FIGURES REVEAL OVER 5,000,000 LISTENERS

The broadcast listeners' licence figures as released by the P.M.G.'s Department for the month of May show an appreciable increase, when all things are considered.

The net increase in the Commonwealth during May was 6,457 as compared with 10,117 for the month of May last year. It must be remembered that last year the Australian cricketers were in England and this made a difference. Furthermore, during last year there were about 190,000 new licences issued, which meant at the very least about 150,000-180,000 new wireless sets put into commission, which brought the total for the end of May to 1,128,664 licences in operation throughout the Commonwealth, as compared with 1,045,363 twelve months ago.

The population ratio of people to wireless sets increased from 15.22% in May of last year to 16.29% in May of this year.

Cancellations for the month of May, 1939 were down to 8,019 from 9,051 of May last year.

Renewals of existing licences totalled 92,900 for the month of May this year, as compared with 81,751 for May last year.

These figures are decidedly better than those appearing for April when there was a net increase of only 1,132, as against 5,414 of April last year. Cancellations were up again this April, 10,670 as against 8,584 for last year.

This might be accounted for by the Easter holidays, when some people may have failed to renew their licences, due to holiday expenditure, etc.,

New South Wales, Queensland, Western Australia and Tasmania showed increases, while Victoria and South Australia decreased during April, 1939. It is interesting to note that both the States which showed a decrease during April, 1939, are the two highest in respect to saturation as regards the number of radio sets to population or homes. South Australia has a population ratio to radio sets of 19.44 and Victoria 17.48.

During May all States showed an improvement in their figures. New South

Wales went up by 2,316, Victoria 1,439, Queensland 913, South Australia 907, Western Australia 425, and Tasmania 457.

The cancellation aspect is rather an interesting one. It is understood that quite a large number of people omit to renew their licences on due dates. And they even forget to do this until a month or two later. If they then renew at the end of about three months, they appear in the figures as new licencees, having in the meantime been registered as cancellations. So that actually the cancellation and new issue figures, as given out by the Post Office, are not always a true reflection of the exact situation. One might think that because there were 8,019 cancellations during May that that was the number of people who actually gave up using radio sets during the month. This, of course, is quite wrong. As against that, there were supposed to be 14,456 new issues, which would more or less involve, one would think, the purchase of a new radio set, if that figure was a true reflection of the situation. Actually it is not a true reflection because many of those new issues of licences were renewals of cancellations.

The principal and most reliable figure is the net increase and the monthly total. In New South Wales there are 431,929 homes fitted with radio; in Victoria, 328,462; Queensland, 132,964; in South Australia, 117,415; Western Australia, 78,611; Tasmania, 39,283; and in the Commonwealth, 1,128,664.

### British Licences

It is extremely interesting to note that during the month of April in England a net decrease of 5,494 paid licences was experienced. During that month Victoria and South Australia experienced a similar decrease.

In England, during April, 532,077 paid licences were issued, while 537,571 actually expired.

Nevertheless these trends in licence figures indicate that the rate of growth of new listeners is slowing up materially and that, so far as the radio manufacturers in all parts of the world are concerned, their principal market to-day lies in the replacement business, selling new sets to those already possessing old ones.

From the point of view of an advertiser over commercial stations, it is obvious that his listening audience is continually growing, and that the total radio audience throughout the Commonwealth is in the vicinity of well over 5,000,000 people, which indicates a huge circulation.

### "ARGUS" CHAIN ISSUES NEW RATES

New rate cards operative as from July 1, 1939, have been issued by the Argus Broadcasting Services Pty. Ltd., operating the Victorian Country Network 3SR, 3YB, and 3UL.

The rates are clearly set out to enable quick costing for the purchase of air time on these stations.

## RADIO 2UE

*"The Progressive Station"*

### NEW FEATURES

#### "SOLDIER OF FORTUNE"

Thrills! Glamour! Romance! Featuring the noted actor James Raglan. Commencing Tuesday, July 18th, at 7.15 p.m., then each Tuesday, Wednesday and Thursday. Sponsored by Winns Limited.

#### "TAKE IT EASY"

The tribulations of the Meek Family. Commencing Tuesday, July 18, at 7.35 p.m., then each Tuesday, Wednesday and Thursday. Sponsored by Beare and Ley Pty. Ltd.

#### "HANDYMAN JOE"

His troubles and his triumphs. Commencing early in August. Sponsored by Sterling Paints.

#### "PETER DAWSON"

Australia's great baritone. Recitals each Monday at 8.45 p.m. and Thursday at 9.45 p.m. (By arrangement with Greater Union Theatres Pty. Limited.) Sponsored by McWilliams Wines Pty. Ltd.

#### "DREAM TIME"

Music for all moods. Sundays at 10.15 p.m. Sponsored by Beare and Ley Pty. Limited.

RADIO **2UE**

*"The Progressive Station"*

*For Infinite Variety*

# Transcription Making Easy? — I Ask You!

(By GEORGE MATTHEWS, General Manager and Director of Productions for British Australian Programmes Pty. Ltd.)

A producer of "live-artist" plays told me recently that we makers of transcriptions have one of the sweetest, softest, and most satisfying jobs in radio.

It's nice work certainly. I won't deny there's pleasure to be had from discing a good show and finding a national sponsor prepared to pay well for it. But the transcription business isn't all smooth cutting and happy returns. By Edison, it's not!

I forget the exact words used by that producer friend of mine, but they were to this effect:

"Once you chaps stick a play on record it's there for all time. You know before it's broadcast what it's going to sound like, there's no chance of your artists letting you down, and you can have that same play aired on as many stations and for as many years as you can induce sponsors to part up cash for it. We 'live-artist' people put the same amount of effort into rehearsing a program that's gone with the wind as soon as it's done—nothing to show next day for our trouble except a bunch of dog-eared scripts and possibly some fan mail. You can't blame us envying you. Compared with ours, your game's easy."

Easy! Bear with me while I give you some idea of what goes on in many a studio before, during, and after the making of a transcription. Don't get the impression I'm out of sympathy with the straight-on-the-air gang—I've been one of them myself—nor that I'm suggesting that we transcriptionists are toil-worn slaves of the cutting sapphire. I just want to indicate that we do have our worries.

First, there's the material to be chosen. Supremely important this. Pick correctly and the directors have a luncheon on it with smiles all round and cigars for those who like that kind of thing. Pick wrongly and it's you for an interview with the bank manager on an age-old subject.

Ideas for shows come while shaving, while running to catch the 8.30 'bus, while marvelling at your secretary's ever-changing hair "do," in conversation at the pub—enough ideas to keep a recording plant flat out for years and some of them bad enough to put the plant flat on its financial back.

You ask yourself and your friends: "Is History still a good bet? Shall we get on a Spy cycle and pedal away? Would anybody come across with a bit extra for a really fine musical transcription? Are 'complete story' episodes more in demand than the serial sort? Do sponsors want simplicity or sophistication, he-man heroics or saccharinalia?"

Usually your friends are evenly

divided on questions like these—scarcely any help at all—but, somehow, your show finally gets selected.

If you take the easy course and buy the Australasian rights of some cracker-jack American script, you can be reasonably sure that no competitor company is going to beat you to it with another recorded version of the same feature. All that needs to be done is to ensure that the agents supplying the script have the right to sell the rights, re-write parts of it to make it right for British listeners, and sail right ahead.

It's when a recording company encourages home talent by having a script written locally that it has to watch out.

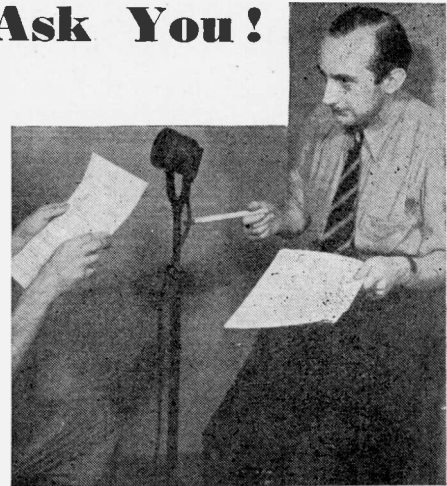
Supposing it's an author you go for—Dumas, Mrs. Henry Wood, or any of the other much appreciated sufficiently-long-dead friends of we transcription makers—or a biographical study. As an unlikely instance, let's pretend your wife's mother has suggested between squirts from the breakfast grapefruit: "The Life and Loves of Mother Shipton."

The moment she gives tongue you know the idea's a honey. Not unnaturally, considering he's dependant on you for the butcher's money, your ace script writer shares your enthusiasm when you call him into conference at the office. You are astonished that no one else has thought of making 52 quality quarter-hours on this sure-fire theme completely clear of copyright.

The trouble is someone has! Usually, however, you don't discover this until weeks have been spent in "Mother Shipton" research; most of the scripts, not to mention full synopsis, list of characters, etc., have been typed and stencilled; 10 or more episodes have been recorded and sent factorywards; and your bill for artists, scripts, discs, and processing is up to substantial figures.

Then, during your first spare hour since getting the show under weigh, you notify rival recording interests that your company has commenced production on "Mother Shipton." Back comes a letter from one of them containing the frightful news that their company also is in production with "Mother Shipton," and has practically completed same. When that happens, if you are a gentleman—and most of us contrive to be despite the work we do—you throw your "Mother Shipton" sadly out of the window and start on something fresh.

I regret to say that the foregoing is not the gross exaggeration it may seem to some. The unfortunate situation I've described has occurred twice in the history of my company—first over "Mutiny of the Bounty" and this year over "Marie



When he can escape from his manager's office George Matthews likes to do a spot of producing.

Antoinette." In each case, happily for B.A.P., we had the good luck to be further advanced with our cutting than were the other companies, who accordingly withdrew—an action which we consider most sporting.

This isn't the place for such appeals, but while on the topic I would like to recommend to my brother recording angels that we take each other a little

(Continued on page 20.)

## The Music You Love Best to hear

Hear the world's greatest artists on the world's finest records . . . Telefunken! Telefunken High Fidelity recordings give the lowest possible surface noise and reproduce with amazing clarity the music of the masters. Telefunken records are moderately priced, too!

LATEST TELEFUNKEN RECORDINGS INCLUDE THESE FAMOUS ARTISTS:

★ Erna Sack,  
Peter Anders,  
Joseph Schmidt,  
Karl Schmidt-Walter,  
Michael Bohnen,  
Hans Reinmar,  
Willem Mengelberg  
and the Concertgebouw-Orchestra,  
Original Teddies Band,  
Hot Club de France,  
Bayreuth-Festivals,  
And hundreds more.



# TELEFUNKEN RECORDS



Write to-day for Record Catalogues. Remember, Telefunken "S T A L I T" needles last longer and give better reproduction.

Sole Agents: **A. M. CLUBB & CO. Pty. Ltd.**  
76 Clarence Street, SYDNEY.  
Phone: B3908.

## Transcription Making Easy!

(Continued from page 19.)

more into each other's confidence regarding ear-marked titles. There are plenty to go round, and most of us will be found willing to keep off the other man's grass if warned in time.

It occurs to me that I may get into trouble with the said brother recorders if I continue to generalise about the worries of a transcription maker, so to play safe I'll make the rest of this applicable only to B.A.P.

You'll be relieved to hear that we've at last got our hypothetical story. Forty of the scripts are written, 39 of them have been re-written, and, notwithstanding the fact that there are already 115 speaking parts, we think we have the goods.

On a large spread of cardboard, ruled with many lines, we mark which episodes each character appears in, and try to fix matters so that one of our contract players, for example, can be the Russian count Nikolas Cofalot, who kills himself with a poisoned linctus in Episode 5, and then can come back as a

Yorkshire ploughboy round about Episode 36 without anyone spotting him as a grave-deserter.

Having worked ourselves into a heavy thirst over this cast problem, we decide that the 115 speaking parts—some of them only a single line—can be efficiently handled by a company of 62. Twenty will be our regular salaried players, all able to turn on several entirely different voices; and the others (including some of the "leads" specially chosen for their suitability and names) will be prominent free-lance artists, who will come and record for us when not engaged elsewhere.

We would prefer to tie-up these free-lances exclusively throughout our month or so of cutting, but this isn't always possible. Mr. Irving, perhaps, has an arrangement under which he has to give every Tuesday morning to XYZ. Consequently, on Tuesday mornings we try to find episodes in which Mr. Irving does not appear. Should he be a principal, this is often a hopeless quest. And so we have a blank morning, working on Tuesday afternoon and night instead.

Usually our recording hours are

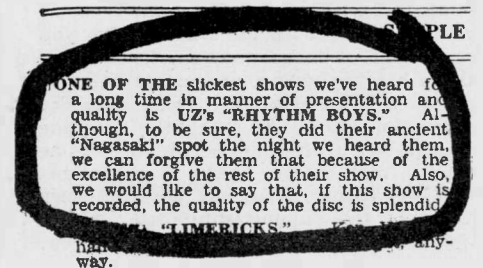
strictly daytime; but recently, in order to get the 78 episodes of "Spy Exchange" cut and checked before Jack Arthur, our star, caught the "Monterey" back to America, we had to do quite a lot of overtime—in fact, there were four occasions when at 2 o'clock in the morning the otherwise silent third floor of the City Mutual Building was still echoing with the crack of revolver shots, the whirling of U-boat propellers, and the unvanquished voices of the B.A.P. Players.

Getting free-lance artists to the studios at a particular time is one of our worries, though we don't regard it as a major one. Invariably it involves endless telephoning and hourly re-adjustment of our production schedule.

(Continued on page 21.)

JUNE 17th '39.

*Radio's most caustic critic "falls" to a Legionnaire feature!*



Get expert advice on all radio productions—Ring Lin Corr—  
MU 6171 at

**LEGIONNAIRE**  
SOUND PRODUCTIONS PTY. LTD.,  
68-70 KING STREET, MELBOURNE.

## They're on the Way!

*"Bluey" and "Annabel" in Ellis Price's new  
Radio Serial*

## "BLUEY"

*The most lovable character ever presented in Radio!*

ELLIS PRICE SAYS:—

"I have been associated with Radio, Drama and Comedy now for about fourteen years, and I can speak of 'Bluey' with all the knowledge that that experience has taught me and without any illusions. I not only believe that, I have sufficient courage to say that I know that 'Bluey' will make radio history.

"'Bluey,' himself, is typical of nearly every normal boy of his age throughout the world. He not only has the virtues but he has the failings which make boys of his age so loveable, so interesting and so entertaining."

**ELLIS PRICE, 169 CASTLEREAGH STREET, SYDNEY**

You can have . . .

## Your Own Announcer on every Station

If your commercials are recorded by A.R.C. Your announcements become a personal message in a studio presentation . . . not just another record.

From script to transcription . . .

**THE AUSTRALIAN RECORD COMPANY PTY. LTD.**

29 BLIGH STREET, SYDNEY. 'PHONE B 7887.

*(A Unit of Macquarie Broadcasting Services Pty. Ltd.)*

## Transcription Making Easy!

(Continued from page 20.)

Miss Drury Lane rings to say that she has been held up at another studio and will be half an hour late. Mr. Sadlers Wells, already with us, says he can stay only another hour and a half—not enough to rehearse and record the next episode if we have to wait for Miss Lane. The script tells us that the lady in question has only one short scene to do anyway; so we carry on and read through the rest of the episode without her.

By the time we have done a job on this Miss Drury Lane, slightly breathless for a moment, is with us. We go through her scene, have a full microphone rehearsal, and proceed to the cut. Everything swings along beautifully. The artists excel themselves, the effects come in exactly right and really sound like the sounds they are meant to be, the music transitions can't be bettered, and the all-clear buzzer at the close of the show finds our producer saying: "Well done, everybody—one of your best yet!"

Mr. Sadlers Wells grabs his hat and prepares to rush off to his next job. Then the blow falls. Our control engineer, in the compassionate voice he reserves for such occasions, announces through the "talk back" that he has located a broken track. No need to tell the company what this means. The disc just cut can't be sent for processing. The whole job must be done again.

Sadlers Wells is dragged back from the interior of the lift, an apology is 'phoned to his waiting studio, and we make a second stab at it.

The nuisance about this little trouble is that there's no certain method of telling whether a disc is going to behave itself for the whole 15 minutes' distance. Not until it stops spinning and the engineer gets to work with his microscope can he make certain that everything in the grooves is lovely.

On one distressing afternoon lately disc trouble compelled us to re-cut the same episode five times. After the fifth attempt, the actors, still cheerful, said they knew the episode so well they would like to take it out on tour! You'll understand now the true significance of the transcription engineer's prayer: "Let the artists have the publicity, the pictures in the paper, their names on listeners' lips—but, I will be content, God, if you give me good discs."

Our technical trials don't end there. It's no so bad if you know the worst about a disc immediately. The company's "warm" and re-cut, apart from wasting time and energy, doesn't present any difficulties. But a couple of days afterwards your record arrives back from the factory duly processed, and it has happened—not often I'm glad to state—that re-cuts have been necessary owing to technical faults developing during the processing process.

Re-cuts for this reason are much rarer than for the other—a fact for which we are thankful because the re-assembling of a cast is not always simple. Your

first character man may have left for Melbourne to fulfil a stage engagement; your ingenue may be having her appendix out.

Yes, heaps of things can happen to upset the transcription appletart. Having yielded to the demands of interested sponsors for audition discs as early as possible (not to mention your own greedy nature) and started to show before all the scripts were completed, you may find yourself having to take the stuff page by page from the writer's typewriter, or waiting for his Muse to function. With a company on contract, this can cost you quite a packet unless you have a stop-gap feature ready.

Then, at the height of cutting, your No. 1 engineer may be forced into hospital with impacted wisdom teeth. For B.A.P. this would be a serious catastrophe—not that there aren't other engineers, but I know none who can handle recorded effects and music so expertly, and have such an uncannily accurate idea of a show's proper tempo and dramatic essentials, as genial Ron Ferrie. At a pinch we can replace ailing actors, but if our pet engineer takes to his bed—well, I'd rather not think about it!

Suppose you've been lucky and finished your transcription without serious mishap. There are still traps for young players. Working on the principle "first come, first served," you may decide to sell certain rights to the first metropolitan station which makes a reasonable bid; only to learn the next day that a national sponsor, unwilling

(Turn to column 3, page 24.)



## GEORGE EDWARDS PRODUCTIONS THE MOONSTONE

A dramatisation of Wilkie Collins' vivid and colourful story that created a sensation when it was published at the end of last century.

The story of the "Moonstone" opens with the storming of Seringa Potam, and it tells how John Horncastle, a British officer, stole a magnificent diamond that once had been the eye of a Hindu God. From that time on, Horncastle was followed by ill-luck, and forty-five years later, he bequeathed the "Moonstone" to his niece, Rachel Verinder. When the Verinder family inherited the "Moonstone" their fortunes rapidly changed for the worse, and they became the victims of strange happenings.

This is a powerful and exciting story and George Edwards—the Star of the Air—does full justice to the many dramatic incidences that are found in the book. Wherever the "Moonstone" went it left death and disaster.

"The Moonstone" consists of 52 episodes of 15 minutes each.

Full Particulars from: OSWALD P. SELLERS, Selling Agent.  
GRACE BUILDING, 77 YORK STREET, SYDNEY  
TELEGRAPHIC ADDRESS: "SELOS"  
TEL.: M 4141 (3 lines)  
P.O. BOX 2928NN, G.P.O.

### A COLUMBIA RECORDING

# Editorial

## ADVERTISEMENTS MUST BE ATTRACTIVE

"It is worth bearing in mind that advertisements in themselves are not likely to be popular," says the Director-General of the P.M.G.'s Dept., Sir Harry Brown, who is the permanent head of that vast Post Office organisation which controls broadcasting, in a special article written for **COMMERCIAL BROADCASTING** and published herein. He added: "Listeners realise that advertisements are necessary, and both they and the advertiser will expect them to be prepared and transmitted in the most attractive fashion and free from causes of irritation."

That is a concise and precise statement on the most important aspect of commercial broadcasting, worthy of framing and then to be hung in front of every copywriter, announcer, salesman, advertiser and station executive concerned in any way with commercial broadcasting. In fact, it goes for all advertising. As a trained and experienced engineer-administrator, Sir Harry hits the nail right on the head. Advertising is the only revenue-producer for commercial stations, and so it is fundamentally necessary that every thought and action be applied to making, not only the programs, but the advertising announcement, attractive, entertaining and devoid of irritation.

We wonder how many advertisers, agents and copywriters give much thought to this aspect of radio advertising as stressed by Sir Harry Brown? There is no doubt that quite a lot of thought and attention is given the actual program, but may be not sufficient to the advertising message. The advertisers, agencies and station managers cannot afford to ignore this indication that the authorities are very much alive to the tendency in some quarters to forget that the listeners must be served by entertainment even in advertising.

Fortunately, most commercial stations do pay considerable attention to the necessity for attractiveness and entertainment in the advertisements going over the air. This is proved by the rapid growth of commercial stations in all parts of Australia, supported by advertisers. Still there is considerable room for improvement.

## "RADIO RIVALS THE PRESS," SAYS MR. ROOSEVELT

Also in this issue will be found the printed transcript of an interview between the honourable President of the United States and Lowell Mellett, executive director of the U.S.A. National Emergency Committee. The first of a series of recorded interviews by Mellett with members of the United States Cabinet and departmental heads being aired over hundreds of American stations. This is not the first effort by the Roosevelt administration to utilise the power and ability of radio to reach direct to the people and tell them what the Government is actually doing.

Following the theme of George Washington that the public be enlightened, the President himself proved completely, in his last Presidential campaign, and before it, that by his "fireside chats" over the radio to the American public, he was able to command their support and apparent approbation, despite the intense opposition of over 90 per cent. of the American press. He said that Government restrictions on the press amount to little more than laws to prevent the printing of obscene matter and articles calculated to incite rebellion, and that the press is as free as it cares to be, or as its economic condition permits it to be. He then goes on to point out the coming of a new and great institution for the general diffusion of knowledge—the radio—and says: "Still in its infancy, it already rivals in importance the schools and the press. Except for such control as is necessary to avoid confusion on the air (as also mentioned by Sir Harry Brown) radio is as free as the press," continued Mr. Roosevelt.

Such a positive statement by such a personage as the President of the U.S.A., based on his actual experience, finds many a counterpart in Great Britain, Australia, New Zealand, and, of course, the European countries. Such world-wide broadcasts as by the present and past Kings of Britain, by the Prime Ministers and other statesmen, have, over the past few years particularly, proved the tremendous value of radio as a most effective means of reaching direct to the people. This fact is continually being demonstrated by the commercial stations in Australia and New Zealand in the interests of the people and the advertisers. The people benefit from the vast amount of entertainment, instruction and news that is diffused over the air, intermingled with advertising messages which in turn induce the listeners to buy the great variety of goods that keep so many Australians in work, and so circulates money. Keep money circulating and you keep people in work and vice versa. Stop either and you stop our very life. Radio is one of the greatest scientific inventions ever discovered, and its force for good is so apparent, so resultful and so far-reaching that it will continue to play a leading part in the lives of the people, both in providing entertainment and the distribution of goods. Commercial broadcasting is playing its part to the full for the benefit of the Australian people.

# COMMERCIAL BROADCASTING

*Incorporating*

## BROADCASTING BUSINESS

VOLUME 8—NO. 1

THURSDAY,

JULY 6, 1939

Price: 6d. per copy  
Subscription: 10/- P.A.

MANAGING EDITOR:  
O. F. Mingay

NEWS EDITOR:  
L. Lippmann

TECHNICAL EDITOR  
J. R. Edwards, M.I.R.E. (Aust.)

ADVERTISING MANAGER:  
W. Murphy

MELBOURNE REPRESENTATIVE:  
R. W. Pfeil  
C/o Mingay Publishing Company,  
Room 3, Fifth Floor, 239 Collins St.,  
Melbourne. 'Phone Central 442.

CALIFORNIAN REPRESENTATIVE:  
Howard C. Brown, 6418 Santa Monica  
Boulevard, Hollywood, Cal. U.S.A.

Printed by  
Radio Printing Press Pty. Ltd.,  
146 Foveaux Street, Surry Hills

Published every second Thursday by  
AUSTRALIAN RADIO  
PUBLICATIONS PTY. LTD.  
30-32 Carrington St., Sydney, N.S.W.  
G.P.O. Box 3765

'Phone B 7188 (3 lines)  
BW 1774 (2 lines)  
Telegrams "B 7188 Sydney"

Also Publishers of:

BROADCASTING BUSINESS YEAR  
BOOK, issued about June of each  
year, and containing all reference  
data required by all engaged in the  
business of Commercial Broadcasting  
in Australia. Price 10/- per copy, or  
combined with **COMMERCIAL  
BROADCASTING** for 15/- per annum.

COMMERCIAL BROADCASTING  
RATE BOOK, issued every three  
months, and containing all the rate  
cards of all commercial broadcasting  
stations in Australia and New Zealand,  
plus all licence figures and maps  
showing location of stations. Price  
2/6 per copy, or 7/6 per annum.

RADIO TRADE ANNUAL  
AND SERVICE MANUAL

RADIO AND ELECTRICAL  
RETAILER

(Fortnightly Trade Paper)





## B.A.P. SHOW FOR HAWAII

Pleased with the reception by listeners in Hawaii of "Mutiny of the Bounty," KGU Honolulu has now purchased B.A.P.'s "Marie Antoinette," and in a letter received last mail the station describes this Australian-made transcription as "one of the finest things we have heard."

This week B.A.P. announces the sale of "East Lynne"—already secured by 2CH, 2HD, 2MG and 3BO—to 5DN (South Australian rights), 4BK (Brisbane rights), 4CA, and 7EX.

Melbourne rights of "This is True!"—a series of dramatised queer happenings lately completed—have been sold to 3UZ, West. Australian rights to 6PR, and rights for Launceston to 7EX.

Miss Madeline Clark, of International Sound Recordings, returned to Sydney last week from New Zealand, where she has been touring with Madame Lotte Lehmann. Miss Clark has been Lotte Lehmann's constant companion during the prima donna's Australasian tour.

## ELLIS PRICE PRODUCES KID SHOW FOR GROWN-UPS

A fascinating new serial production is announced by veteran radio producer, Ellis Price, and one which will shortly be released by a leading Sydney station. Title of the show is "Bluey." The series is being waxed at Columbia.

"Bluey" is a show about youngsters, lovable youngsters, but the appeal of the program is directed to grown-ups. Into the making of the show Price has put several years of patient study. His great difficulty was to obtain such juvenile talent as was required. Of this he says: "To obtain juvenile actors and actresses to faithfully portray the characters of "Bluey" and his companion "Annabel," and their young friends at first seemed an impossible task, and I searched in vain for several years. Now I have obtained the services of and trained myself, youngsters who I can happily say not only act "Bluey" and "Annabel," but ARE "Bluey" and "Annabel."

The grown-up characters in "Bluey" are also definitely human. His father and mother are typical of every small boy's father and mother, and all the incidents with which "Bluey" is associated are within the orbit of plausibility, however dramatic or humorous are some of them.

## TELEVOX OUTLINE EXTENSIVE PROGRAM OF PRODUCTIONS

Although only formed recently to take over the plant and studios of Featuradio Sound Productions Pty. Ltd., Televox Pty. Ltd. is already planning an intensive program of feature productions to be disc'd in the near future.

Directors of the new company are: Mr. Geo. Sutherland, chairman of directors, while Mr. W. H. Berry is managing director of the company.

## Transcription Making Easy

(Continued from page 21.)

to use that particular station, would have taken it for the whole of Australia if you had held your horses.

I could go on for quite a while about other worries which crop up in this comparatively new business of ours, but my stop-watch tells me the disc is just about filled. Besides, an agency representative is due in for an audition of a program already sold, and I've got to try to switch him to something else. The musical copyright people are on the 'phone asking for cue sheets of a production only just begun. There's a crowd of free-lance artists outside wanting to know what times each of them is required to-morrow. Our publicity man has just looked in to enquire when he's going to get those action photographs I promised him. I have to give instructions about sending a set of records to Canada. On my desk there's a pile of letters demanding urgent replies, also a mountain of scrips to be read and returned. The air-conditioning feels a lot too hot, I think I'm getting 'flu, and I can't possibly stay away from the office just at present.

What was it that producer friend of mine said at the start of all this—"The transcription game's easy"!

I ask you!

sales sales sales sales sales sales sal  
ales sales sales sales sales sales sale  
les sales sales sales sales sales sales  
es sal sales  
s sale ales s  
sales les sa  
sales es sal  
ales s sale  
les sa sales  
es sal sales  
s sales sales sales sales sales sales s  
sales sales sales sales sales sales sa  
sales sales sales sales sales sales sal

# 7HT

**You Can't Deny  
a Fact!**

*The Coverage of Course,  
of*

**6PM Perth—500 watts**

**6AM Northam—2,000 watts**

**6KG Kalgoorlie—500 watts**

---

**Whitford's Broadcasting  
Network**

---

St. George's House—St. George's Tce.  
— PERTH —

*MONEY TALKS . . . Sometimes it whispers . . .*

# This time IT SCREAMS OUT LOUD!

Commencing on 3XY July 31st . . . The biggest and most exciting contest feature with the biggest first prize ever offered by any Advertiser in Australia—£1,750 !! More than ever, people are going to listen to 3XY! Smart Advertisers will want to take advantage of the tremendous public interest which this competition will arouse . . . Best times will be sold over-night ! Remember — first come, first served ! Get in touch with 3XY Melbourne or 3XY's Sydney representative, BW 7283.



# Radio Personality Branded Lines

Radio Personality branded lines might open up new and vast fields of exploration in marketing, bringing to the merchandising of goods a sales force of remarkable value.

Two outstanding examples of the idea have already been put into operation by 2SM, Sydney, the sponsors being Murdochs Ltd., big men's and boys' outfitters, and the manufacturers of "Netsonia" mattresses. In both cases John Dunne is the personality featured. Few broadcast sessions have won such far flung fame as John Dunne's "Gang" sessions featured daily on 2SM. As a vehicle of entertainment and advertising these sessions have even invoked the envious admiration of certain American broadcasters who recently requested a recording of the session with a view to modelling something similar for broadcast in America.



The John Dunne Gang branded line idea proved an immediate success with Murdochs Ltd. in the marketing of boys' suits. The scheme meant the manufacture by Murdochs Ltd., of a special line of boys' suits, made to the satisfaction of John Dunne as to quality and price to enable him to give the suits his personal recommendation. To these suits were attached the Murdochs' "Gang" Quality label which carries a picture of John Dunne in a circle surrounded by the legend "Murdochs' 'Gang' Quality. Recommended by Uncle

Tom." In the course of "The Gang" session on 2SM, Dunne puts over the commercial credit for Murdochs advising mothers to ask for the "Gang" quality branded suits.

Justification of Murdochs' initiative in co-operating in the scheme was immediate. A delay in the delivery of the brand tickets from the printer nearly brought the scheme to disaster so far as first sales were concerned. Over the air John Dunne had advised mothers to insist on the suits with the "Gang" brand. Well the mothers did insist, to such good effect that they would not take delivery of the suits without the ticket carrying Uncle Tom's recommendation. However, all's well that ends well. The tickets turned up, were attached to the suits and the line began to move out steadily.

### Mattresses Branded

In the case of the "Netsonia" mattresses the 5" x 3" labels have been printed on cloth and will be stitched to the ticking. Assistant advertising manager, Bernie Stapleton of 2SM, is credited with originating the plan of 2SM Personality branded goods many months ago. After working out all the details of the merchandising plan he shelved it until the opportunity of its inauguration recently offered.



# 577

CERTIFIED AUDITOR'S FIGURES

# Contracts

held by

# V. B. N.

on March 31st

Victoria's most prosperous rural areas are covered by the Victorian Broadcasting Network. Proof of the pulling power of V.B.N. units is found in the wide popularity enjoyed by Stations.

3HA 3TR 3SH

Particulars from

**VICTORIAN  
BROADCASTING  
NETWORK**

239 Collins Street  
Melbourne — MX 4731

*Sydney*

Macquarie Broadcasting  
Services,  
29 Bligh Street — B 7887

# MERCHANDISING - PROMOTION

## Broadcast From Shop Window.

Station 4BH Brisbane was responsible for carrying out an unusual broadcast last week when George Hardman presented a complete 30-minute musical session from the new display windows of Music Masters, prominent city radio dealers, who already sponsor a one-hour musical feature session over this station on Sundays.

The managing director of the firm, Mr. W. T. Kelly, has had installed in the main display window a reproduction of the essential components of a modern broadcasting studio, replete even to electric turntables.

A crowd of interested spectators gathered in the foyer of the premises where they could both see and hear George Hardman explaining, in between musical renditions, the "high-spots" of correct studio presentation. He explained the technical implications of a "closed" and "open" microphone.

This display window broadcast will become a fixed feature of Music Master's presentation through 4BH Tuesdays, at

1 p.m., providing Brisbane's main thoroughfare with a luncheon-hour novelty which should achieve worthwhile merchandising results.

## Using Glamour Appeal

In their new quiz program, "Name the Star," which is aired from 3AW each Thursday night at 8.30, the "Sutex" stocking people have, at one and the same time, a listeners-in-studio program that is already building a big waiting list of competitors, and an ideal glamour tie-up with their product.

A nice tie-up with the session and product has been made by the sponsors, who have put in special windows, stressing the glamour angle of the show in various shops in the city and suburbs.

## Whisky Prizes to Listeners.

Within 10 days or so of the first Milne's Whisky Pedigree Stakes broadcast over 6IX-WB more than one thousand entries were received from listeners. Each week 8 bottles of Milne's Whisky is being given to those whose

entries are used in the "Pedigree Stakes."

The sponsors, Milne & Co., who are also agents for Bull-Dog Guinness Stout, have decided to extend the session a further 5 minutes.

## 3XY Airing Mannequin Parades.

Arrangements have been made by Lillian Lang Frock Salon for 3XY Melbourne to broadcast a description of part of their mannequin show every Tuesday afternoon for a quarter-hour, with 3XY announcer, Madge Thomas, at the microphone. At the opening of the series on July 4, an interesting guest appearance was made by Miss Mary Dees, American actress, who took a prominent part in "The Women," the successful play which has just finished a return season at the King's Theatre. Free afternoon tea is an attraction which should help to pull in the visitors to the parades. The contract was booked through Anivitti-Schey Pty. Ltd., Sydney.

## Group Sponsorship of Community

The Newtown Chamber of Commerce and Enmore Shopkeepers' Association are sponsors of a new 2KY Sydney Friday community singing from Hoyt's Enmore Theatre. The opening broadcast is scheduled for to-morrow (Friday), July 7, at 2 p.m. Captain Bairnsfather will be the compere of the entertainment as well as leader of the community singing. With Gordon Weston at the piano, and Vic. Beattie as violinist and saxophonist, the show should be fast-moving. A different group of stage artists will be presented each week, well known male impersonator, Nellie Kolle, being starred for the opening show, with Alec. Walker and Les. Young also on the program.

## Cornwall's Malt Promotion Pieces

A striking child study forms the basis of 2GB's publicity for the new session "The Children's Doctor" which is sponsored by the makers of Cornwall's Extract of Malt. In the picture—a study of a dynamic youngster in his bath—the photographer has caught an expression of surprised exclamation, full face to the camera. "Hey, Mum . . . Look at the clock!" "It's time for the Children's Doctor from 2GB."

# 3AW

3AW's line-up of outstanding quiz programmes—"Sums of Money," "Views & Interviews," "Name the Place," "Spelling Jackpots" and "Name the Star"—carries an aggregate waiting-list of . . .

## 5,000 COMPETITORS

## CASH IN ON THE PULLING POWER OF

## MAKES A QUIZZICAL STATEMENT

PLUS a listening audience of many thousands more. Bring your sales-message to this constant audience.

# 3AW

## C. A. MONKS Says :—

Here's a hearty welcome to the New Magazine—  
May we grow old but ever New together.

Sydney Representative:  
2HD, 2MG, 2PK, 2QN, 2XL,  
3KZ, 4AT, 5KA, 5AU, 7UV.  
Shell House,  
Carrington Street.

Telegrams: "Airads"  
Telephone: BW 4135

### Competition Proved Listener-Interest

As a test of listener-interest, John Hunter and Son Pty. Ltd., sponsors of "Hunter's Harmony," 2KY, Sundays at 1.30 p.m., recently invited listeners to submit a 30-minute program for Sunday presentation. In response to 2 announcements in one of their regular Sunday 3-hour sessions, over 600 entries were received, which quickly make the sponsors scrap their original intention of making this a weekly contest, the judging of 600 programs every week being quite outside their calculations.

Hence, the following Sunday, listeners were informed that from the entries already in hand one would be selected for broadcasting each week, the sender of the chosen program receiving as a prize a pair of Hunter's shoes valued at one guinea.

### Mayor is Guest for Pre-hear

So much interest has been shown in the new transcription feature, "The Broken Idol," that 2AY, Albury, recently arranged two functions at which leading Albury business folk were entertained at private hearings of the opening episodes of this powerful story of Lawrence of Arabia, together with other selected recorded items.

Among those present were the Mayor and Mayoress of Albury, Alderman and Mrs. D. G. Padman; Mr. Cornago, manager of John Dewar & Son of Melbourne (the sponsors), and Mr. L. Corr, managing director of Legionnaire—which studios were responsible for the splendid recording. Another guest was Captain Norman Goode, the author.

Prior to presenting "The Broken Idol" to the guests, Captain Goode gave a short speech in which he outlined the situation in Arabia and Palestine during the period of Lawrence's influence, together with details of his own association with the great leader. This brief speech was broadcast.

### Photograph Offers

The Grocery Services Association is offering photographs to 2CH listeners through its "Famous Singers" session and at the community concerts. These are of Big Chief Little Wolf (in full Indian regalia) at the 2CH mike and of Lew Myers conducting at a community entertainment.

### Seven Thousand Photos

During the past few weeks Marcus Clark & Co. Ltd. have distributed over 7,000 photographs of Norman Field, noted actor of the New York stage who plays the leading role in "The House of Peter MacGregor," sponsored by that firm on 2CH.

This provides a further indication of the popularity of the session for the photographs were distributed at the request of listeners. On a previous occasion the feature was discontinued for a week, and the station was inundated with requests that it be resumed, a demonstration which resulted in its sponsorship by Marcus Clark & Co.

"The House of Peter MacGregor" is now approaching its 350th episode on 2CH. For the 300th broadcast an afternoon tea party was held at Marcus Clark's Restaurant which was filled with listeners to the session, a feature being the playing of the record of the 300th episode for the benefit of those present who otherwise would have missed it.

The appeal it has made to listeners is found in letters which have been received at the station. One such (referring to the characters in the story) reads: "They are truly lovable people and I feel that they belong to us. It is no wonder that it is such a fine story when such a man as Norman Field plays the part of the chief character."

"The House of Peter MacGregor" is presented on 2CH Monday to Thursday at 2.30 p.m.

Presented  
to  
2KY Advertisers  
for their Exclusive use  
The Radiatorium . . .

Modern in equipment and design, with up-to-date stage-effects and lighting . . . inlaid parquet floor . . . 250 deep-sprung chairs . . . delightfully cosy . . . friendly atmosphere . . .

The Radiatorium is the ideal setting for live-artist entertainments, providing the opportunity for personal contact with the public, as well as contact with radio audience!



PHONE: M 6291 (3 lines)

2KY

250,000 WAGE-EARNERS STAND BEHIND  
THAT'S WHY 2KY ADVERTISING PAYS

2KY

## "CANARIES SOMETIMES SING"

Modern radio has proved to be a successful advertising medium for products and services as diverse as chalk from cheese. The latest "believe it or not" advertising story comes from Newcastle, where 2KO has introduced to listeners a breeder and seller of Canaries! In the opinion of the canary fancier, Mr. G. Williams, there's no reason why his campaign—100 word announcements in the breakfast session—should not prove successful. Despite the high price of these purebred canaries, enquiries have come in from all over the north, and if there isn't a boom in canaries within the next few months, it won't be any fault of 2KO.

### Notable British Trials for Davis Bros., Melbourne.

One of 3KZ's oldest sponsors, Davis Bros., have signed a contract with 3KZ for the inclusion of "Notable British Trials" (George Edwards production), in their daily session. Davis Bros., a leading Melbourne furnishing house, have had the same daily 40-minute spot for over eight years. Their sponsoring of "Notable British Trials" is a deviation from their usual practice of a musical program conducted by their own radio representative, Mr. E. Davis.

## 3UZ Purchase "True-Tone" Standard Library

Melbourne station, 3UZ, has purchased the exclusive "Tru-Tone" Recorded Library, which will further enhance the already high standard of 3UZ programs.

Already over 1,800 numbers are on hand from this purchase, and fresh numbers are scheduled to arrive from America each month for this Tailored Transcription Service.

### STATION MANAGERS!

The next issue of the **COMMERCIAL BROADCASTING RATE BOOK** (formerly **Broadcasting Business Quarterly**) will appear early in August.

Please check your Rate Cards as published in the May issue and notify us as to its correctness for publication in the next issue. If new Rate Cards have been printed or are planned to appear in time for incorporation, please send copies to us.

We desire this information to reach us not later than JULY 24.

WE THANK YOU

# 2SM

## TO SELL MORE

*and save your money*

Station 2SM  
46 Carrington Street  
Sydney—B7294

## Latest Licence Figures

### NEW SOUTH WALES.

	May, 1938	May, 1939
New issues .. . . .	6,463	5,932
Renewals .. . . .	30,481	33,328
Cancellations .. . . .	3,725	3,616
Monthly total .. . . .	401,386	431,929
Nett increase .. . . .	2,738	2,316
Population ratio .. . . .	14.75	15.72

### VICTORIA.

New issues .. . . .	4,883	2,867
Renewals .. . . .	24,526	27,981
Cancellations .. . . .	2,366	1,428
Monthly total .. . . .	313,034	328,462
Nett increase .. . . .	2,517	1,439
Population ratio .. . . .	16.83	17.53

### QUEENSLAND.

New issues .. . . .	2,639	2,107
Renewals .. . . .	9,861	11,306
Cancellations .. . . .	1,189	1,194
Monthly total .. . . .	115,540	132,964
Nett increase .. . . .	1,450	913
Population ratio .. . . .	11.63	13.24

### SOUTH AUSTRALIA.

New issues .. . . .	2,117	1,651
Renewals .. . . .	8,775	10,148
Cancellations .. . . .	866	744
Monthly total .. . . .	109,781	117,415
Nett increase .. . . .	1,251	907
Population ratio .. . . .	18.40	19.54

### WESTERN AUSTRALIA.

New issues .. . . .	1,806	1,239
Renewals .. . . .	5,770	6,762
Cancellations .. . . .	423	814
Monthly total .. . . .	70,367	78,611
Nett increase .. . . .	1,383	425
Population ratio .. . . .	15.39	17.00

### TASMANIA.

New issues .. . . .	1,260	680
Renewals .. . . .	2,338	3,375
Cancellations .. . . .	482	223
Monthly total .. . . .	35,255	39,283
Nett increase .. . . .	778	457
Population ratio .. . . .	14.75	16.27

### COMMONWEALTH.

New issues .. . . .	19,168	14,476
Renewals .. . . .	81,751	92,900
Cancellations .. . . .	9,051	8,019
Monthly total .. . . .	1,045,363	1,128,664
Nett increase .. . . .	10,117	6,457
Population ratio .. . . .	15.22	16.29

The above totals include: Total licences to the blind 2,165 (1938), 2,346 (1939), and total experimental licences 1,908 (1938), 2,057 (1939).



# OF COURSE YOU'VE HEARD

A local store wanted 100 dozen eggs to cater for a Militia Camp, and found a great scarcity, all ordinary means failing to secure requirements, so it was decided to ask for supplies with the aid of two announcements over 4WK, Warwick.

The first brought in such a response that the second was cancelled. More than were thought to be in the district had swamped the client!

All the way from Breadbo (N.S.W.) came Alan Newton, a competitor in the 2KY-Morley Johnson "Quick-Fire" Radio Trials last Wednesday night. He made the 300-mile trip specially to compete, returning home the following night, and he intends to be a competitor in the next series, which will commence on Wednesday, August 23. The Grand Final of both the Radio Trials and "Radio-Announcer" Quest is scheduled for August 9. This alteration in dates has been made necessary by the extension in duration of the contests, arranged to give a further 100 competitors an opportunity to appear at the Assembly Hall. Morley Johnson Ltd., 546 George Street, Sydney, are the sponsors of this 2KY feature.

Listeners to 2UW Sydney were given a ringside description of the Tony Galento-Joe Louis bout in New York on Thursday last, June 29. The broadcast was made possible through short-wave pick-up from the ringside in New York. Reception was exceptionally good, with every word of the commentary by Bill Stern, RCA sporting commentator, being easily followed. The broadcast was made through the courtesy and co-operation of Amalgamated Wireless (A/sia) Ltd. from their short-wave station at La Perouse, which was then pumped through to the 2UW studios in the city.

## STAFF CHANGES

We have been asked to correct a wrong impression contained in a paragraph under this heading in last week's issue of BROADCASTING BUSINESS, referring to the appointment of Mr. and Mrs. Bill Penny to 2HR, and in which it was stated they "have been known to 2TM listeners for the last four years as Uncle Budd and Auntie Patsy." It has been drawn to our attention that Mr. Penny has not been associated with 2TM since 1937, and that Mrs. Penny left the 2TM Women's Club in January, 1939.

## 2KA Broadcasts 2LT Opening.

Station 2KA last Friday night, June 30, again lived up to its reputation of broadcasting the news as it breaks, by featuring the opening of 2LT Lithgow in its news session, and offering a cheery welcome into the rapidly expanding brotherhood of commercial broadcasting stations. An hour before 2LT went on the air, the following message was broadcast by "The Voice of the Mountains":—

"Of special interest to Lithgow residents is the opening of 2LT to-night, from the Royal Theatre, Lithgow, where, we understand, a community entertainment has been arranged and local personalities will be assembled to participate in the inaugural ceremony and to extend good wishes to proprietors and staff of this new venture. We understand also a good time will be had by all as a good company of entertainers has been billed. As 2LT joins the broadcasting band, the management and staff of 2KA extend their best wishes for its ultimate success, and we send a special cheerio to Manager Grant and "Barry" who were until recently with us at 2KA. Cheerio, 2LT, we wish you good luck."

## 7UV Changes Wavelength

Ulverstone, Tasmania Station 7UV, officially went on to the new wavelength of 240 metres awarded by the P.M.G.'s Department, on Monday evening, June 19. On that evening 7UV broadcast a special "gala night" program composed of "Fifteen-minute Features." Sketches, competitions and choruses by the studio team made a very bright program throughout the evening.

# THERE IS ONLY ONE STATION— IN ALBURY 2AY

The Listeners of Albury and District Prefer 2AY—  
because

- It is their own local station
- They get the entertainment they like
- It delivers a stronger and clearer signal in Albury and district than any other station
- They buy the products advertised on 2AY.

*No National Advertising Campaign is Complete  
without 2AY*

Full details of 2AY service available from :—

**AMALGAMATED WIRELESS (A/SIA.) LTD.**

77 YORK STREET  
SYDNEY

167/9 QUEEN STREET  
MELBOURNE

## "NICURE" LAUNCHED VIA RADIO FOR A. W. ALLEN

Extensive users of air-time over a long period, A. W. Allen Ltd., well known confectionery manufacturers, naturally turned to this advertising medium when it came to the time to launch "Nicure" to the public, and in a special eight-week campaign over Stations 3AW, 3UZ, 3DB-LK a special series of announcements is being used to publicise this new product.

Agency, Mooney-Webb, Melbourne, are handling this account.

## TATTS USING "MITTENS" AND "LAST PLUNGE"

The distributors of Tatts Cigarettes have issued contracts to 7HO Hobart and 7QT Queenstown for two well known George Edwards features.

Contracts issued by agency, Goldberg's, Melbourne, call for a series of 52 sessions of "Mittens" over 7HA, while Station 7QT will feature a series of 52 quarter-hours in which the series, "His Last Plunge" will be used. Although Tatts Cigarettes were only released to the public a short time ago, the distributors have been quick to take advantage of the far-reaching effect of radio advertising, and already large sales indicate that their choice in this medium has not been misplaced.

## "Melody Tour" Resumes on 2CH

Sponsored by the Victorian Government Tourist Bureau, "Melody Tour," a quarter-hour musical session resumed on 2CH on Tuesday night last and will extend to two nights each week when the tourist season commences.

"Melody Tour" provides an entertaining means of presenting Victoria's tourist attractions to listeners, for each session comprises a description of various holiday centres, interspersed with music. For the present it will be presented each Tuesday night at 8.30 p.m.

## IN THE CONTROL ROOM

The science of electronics makes it possible for a person to speak over the telephone trunk line, to hear a sound motion picture, to send a message to a friend at sea, and for a doctor to photograph various forms of bone and body tissue by x-rays. So stated Tom Whitcomb, 2TM's chief engineer, in an address to the Tamworth branch of the Rotary Club at their weekly luncheon last week, taking as his subject "Electronics." Mr. Whitcomb held the undivided attention of Tamworth's business executives for over half an hour. Electronics, he stated, although not entirely confined to radio, formed the science on which radio, both transmitting and receiving has its foundations.

## Behind the Mike

Since Mrs. Dorothy Jordan's "Banish Drudgery" session has been given increased time on the air from 2GB, her correspondence has taken a sudden upward rush. Letters from listeners seek recipes demonstrated by Mrs. Jordan in Sydney County Council. Mrs. Jordan last week received 1113 applications for recipes.

An influenza epidemic struck the studios of the Whitford Broadcasting Network, 6AM-PM-KG, last week. 6AM-PM's chief announcer, Moray Powell, was forced to take several days off, but after trying various National cough remedies he is now thrilling the multitudes in his usual cheery manner. Other announcers sniffing their way from studio to studio include Juan Cortez, chief announcer for 6KG, Geoff Manion and Alec MacAskill, two of W.A.'s youngest announcers, both of 6AM-PM, and Kevin Whitby, a newcomer.

Harry Keesing, well-known Sydney sporting writer and commentator, will shortly join 2UE Sydney, and will give details of important sporting fixtures both here and overseas, and will take part with the other members of the station's sporting staff in the All Sports sessions on Wednesday and Saturday afternoons.

Another well-known radio personality to rejoin 2UE is Ronald Morse, who is to revive his popular late night session, "Morse the Pity."

Every Saturday night is tavern night for Dick Fair, of 2GB. His popular 7 p.m. session, "At the Tavern," features vocal and instrumental recordings. This session is given the atmosphere of a homely old hostelry by Dick Fair's subtle commentary. In this tavern, a group of old friends gather to give musical items between their occasional pints of new or old.

## RHU PILLS RELEASING IN FOUR STATES.

Contracts are now being released by agency, Goldberg's, Melbourne, on behalf of the manufacturers of Rhu Pills, well known radio advertisers who in this new release will concentrate their endeavours on 100-word recorded announcements over a number of stations in Victoria, New South Wales, Tasmania and South Australia.

Announcements to be used throughout this campaign were recorded in the studios of Televox Pty. Ltd., Melbourne.

## 2BE BEGA

Offers Results to the Advertisers

Sydney Rep.: R. Wilson  
9 Bligh Street

# New

3  
MA  
Mildura

3MA proudly announces the installation of a NEW 200 Watt transmitter, NEW Peak Limiting Amplifier, NEW Sound-on-film Apparatus, and the addition of NEW transcribed and Live-Artist Features. 221 metres —200 watts.



NEW ————— POWER  
NEW ————— WIDER COVERAGE  
NEW IMPROVED REPRODUCTION  
NEW, KEENER, LISTENER INTEREST

## BLANKET NORTH-WEST VICTORIA WITH 3MA

"Where the Market Makes Advertising Worth While."

Representatives: Melbourne: Stanford Allan, 247 Collins Street.  
Sydney: George Hill, Warwick House, 15 Hamilton Street.



## RADIO ASSISTS IN ALLAN AND STARK'S EXPANSION

"We're putting this store into a new suit of clothes!"

In a few words the general manager of Allan and Stark, Brisbane, Mr. T. J. Weedman, summed up the big inter-departmental expansion now taking place at the big Brisbane department store, which has been a consistent user of broadcast advertising.

This is not to imply that the "abandoned" suit of clothes had flaws—but it does imply that consistently good advertising (particularly per medium of radio), plus a slogan that has "sold"—"You Can't Buy Better!"—now brings about an expenditure of thousands of pounds on wall demolitions, new fixtures and fittings, making their principal floor the most up-to-date in Brisbane.

Allan and Stark were one of the far-sighted firms who realised the value of "personalising" their sales messages—a job ably carried out by the broadcast voice of "Mary," a young lady who first attracted attention when she covered a mannequin parade in Brisbane for the edification of Southern buyers.

Probably the most encouraging aspect of the store's "four-talks-a-day" policy (in addition to which they are sponsoring the 30-minute feature, "The Lone Ranger," over 4BH every Monday night) is the unusually keen interest taken in the sessions by the sales staff. No doubt it is this keenness, allied with an



Mr. T. J. Weedman (right of microphone), general manager of Allan and Stark Ltd., and other executives on the occasion of the inaugural broadcast of the firm's first radio advertising campaign.

unusually friendly service, which has contributed so materially to the firm's advancement under the guiding hand of Mr. Weedman.

"Plans for the current rapid expansion of Allan and Stark," declared Mr. Weedman, "are designed ultimately to embrace complete new window fronts—bringing this store into line with the most modern contemporary establishments in the Commonwealth."

In keeping audiences constantly informed of the keen values coming for-

ward all the time, "Mary's" work forces her to maintain close contact with the buyers in each department. A noticeable feature of the store's broadcasts is the absence of any exaggeration. Truth in advertising has been their golden rule at all times.

Allan and Stark have been with 4BH for over two years now, and have successfully demonstrated that an adult audience can be influenced by a session such as "The Lone Ranger," with its accompanying appeal to young minds.

## 100 NATIONAL ADVERTISERS choose

# RADIO **2KO** NEWCASTLE

### to cover the rich NEWCASTLE MARKET\*

*TOPS in National Advertiser Support*

*TOPS in Entertainment*

*TOPS in Audience Appeal*

\*Embracing Newcastle, Maitland, Cessnock and Hunter Valley to Singleton.

# **2KO** No. 1 Station in Australia's Most Progressive Market

# QUEENSLAND'S GREAT WEALTH

## C. F. Marden Enthusiastic after Tour

Returning to Sydney last week from a tour of inspection of stations of Commonwealth Broadcasting (Q'land) Ltd., Mr. C. F. Marden, general manager of 2UW, said that the splendid progress made by these stations justified the keenest gratification and optimism.

"Travelling by car, I made my first call at Toowoomba and 4GR," he told COMMERCIAL BROADCASTING in the course of an interview.

"The station," he said, "was doing excellent business, continuously writing new accounts and renewing contracts with sponsors.

"This station is marvellously situated, covering the intensely rich Darling Downs, Queensland's most fertile area. The amount of £700 has just been expended by 4GR on a new vertical aerial.

It is of the tubular type and is over 200 feet in height. Station 4GR now covers, with good signal strength, the Downs area.

"My next call was on 4BC, Brisbane, key station of the C.B.C. (Q'land) Ltd. group; here I found the expansion of business exceeded my expectations in every direction. I found an air of enthusiasm pervading the studios everywhere. I also found it necessary to make extensions to the Executive Department to cope with the situation. It was also very pleasing to me to see the great advancement made in the presentation of media put out on the air, and the bright and diversified order of the continuity which, in itself was arresting, and most entertaining. The present splendid business being done and the remarkable progressive outlook of business for the coming season, has more than justified the great outlay financi-

ally, entailed in building the new and lavish offices and studio accommodation in conjunction with the complete modernisation of all technical facilities for transmission.

"The existing hook-up with 4SB, Kingaroy, as a permanent relay station of 4BC has given definite and certain coverage over the rich Southern Queensland section—a coverage which far-sighted business men and advertisers are taking advantage of.

"My next jump was to Maryborough, and on driving through the country, I found evidence of prosperity and excellent seasons everywhere. The town of Maryborough is growing in leaps and bounds and is the big business centre of the Wide Bay area, devoted mostly to the butter and cream industry. Incidentally, the cream cheque recently exceeded the million pound mark. In Maryborough 4MB not only shares the prosperity that is evident everywhere, but is doing a fine job of work for advertisers and the population of its vast surrounding districts in a fashion that leaves no doubt in one's mind as to the town's future outlook and stability. To keep pace with the rapidly increasing volume of business handled by 4MB, the power output of the transmitter has been doubled and the necessary modernisation of equipment has been given effect to, increasing the efficiency of output and the service area of coverage.

"From Maryborough, I travelled to Rockhampton, this time by train and, on arrival, found the spirit of progress everywhere. The river port of Rockhampton is situated on the Fitzroy River nearly 40 miles inland and is used by inter-state ships of light draught for the shipment of an amazing wealth of produce. Rockhampton is thriving . . . business brisk . . . with 4RO I found, doing a splendid job, reaping in no mean fashion, the reward of its enterprise. This station gives effective coverage of a great part of Central Queensland, producing meat, wool, cattle and sugar, including also many important mining centres, all of which look to Rockhampton as the shipping centre of their activities.

"I am greatly impressed by the vast wealth and even greater potential wealth of this great Northern State," Mr. Marden declared. "Its immense industries, both primary and secondary, its amazing country and last of all, its people. They it is, who through the hardest of toil, imbued by their faith and loyalty have hewn, and in no small a time, a Monument to Enterprise, Courage and Determination. That monument is Queensland, now the most go-ahead and progressive State in the Commonwealth. The commercial stations of Queensland have played no small part in the advancement of the Northern State, situated at all important centres completely covering Queensland's population, its industrial and agricultural centres. They have helped to build up Queensland's industries, co-ordinating the manufacturer, the grower and the retailer in friendly relationship with the vast consuming population."

The **DOMINATING** Station . . . .

in North Queensland

**4AY AYR 4AY**

500 WATTS

500 WATTS

*The most popular Station with Listeners and Advertisers  
in Townsville, Ayr, Charters Towers, Bowen, etc.*

SYDNEY REP.: A. D. BOURKE, B 2085

## Announcing

The conversion of

**N. V. NIXON & CO.**

into a Proprietary Company

To our growing list of clients this means that the services of one of the principals will always be readily available.

To the media with whom we are, or will be, dealing, it means that we are better organised to create business and service it thoroughly.

To us it means the end of a "one man" agency—the logical development of 4 years of sound building, and the beginning of a new phase in our progress.

Our new title is

**N. V. NIXON & CO. PTY. LTD.**

39 Queen Street, Melbourne, C.1. MU 6674-5-6

DIRECTORS:

**N. V. NIXON, W. R. STUART HUNT, J. V. WADDELL**

# Programs

A new slant in radio competitions is offered in "Zingo"—now being tested over 2KO, Newcastle, for Schumann's Salts, account through Hansen-Rubensohn. Program is an American one released through American Radio Transcription Agencies.

The program consists of a dramatic sketch introducing a series of sound effects. The listener has before him a printed chart on which is illustrated the various sound effects to be heard through the complete series. As each sound is heard the appropriate illustration is marked. Correct cards returned will net the winners cash prizes with a minimum of 10/- or upwards of £25, as entry fee of 6d. is added to the prize money weekly.

To place a "Zingo" chart in the hands of listeners, newspaper advertisements will carry a reproduction on each day of broadcast, whilst additional entry blanks are available through chemists and stores stocking Schumann's.

Program commenced Tuesday last, July 4, and is billed over 2KO, Tuesdays at 7.45 p.m.

## "Pick the Singer."

"Pick the Singer," a novelty session featured on 4BH, Brisbane, Tuesdays at 11.30 a.m., is stimulating keen interest amongst the women's audience which Dulcie Scott's programs attract. Hanson's, well known firm of Brisbane jewellers, are sponsoring the feature.

The idea exploited is to play a number of popular recordings without revealing the name of the artists. Listeners are asked to name the singers in their order of presentation. Popular draw cards are Bobby Breen, Deanna Durbin, Judy Garland and Nelson Eddy. Prizes consist of open orders for 10/6 and 7/6 on the sponsors, and strong mail support is being accorded the session each week.

## "Hope Alden's Romance"

A serial feature which 2CH has secured is "Hope Alden's Romance," which will be presented Monday to Thursday at 3.30 p.m. as a special feature in the "Happy Companions" session. "Hope Alden's Romance" has also achieved great popularity at previous broadcasts elsewhere.

## "Musiquiz" for Willys

Stokoe Motors Pty. Ltd. are spreading the good news about the "Willys-Overland" through 3AW Wednesday nights at 8.30, on a 52-weeks' contract, with the feature "Musiquiz," a new, streamlined quiz program.

A good time is had by all, when "Musiquiz" takes the air, because the program is so constructed that every competitor must leave the studio with a cash award, while both the studio audience and outside listeners have an opportunity of cashing in as well.

The idea is to test the competitors musical knowledge. There are two teams of five—one consisting of ladies the other of gentlemen—and the contestants are opposed in pairs. Each already has a fee of 5/- to hold, to lose, or to add to. Each lady challenges her opponent to name a musical item that is played. If he succeeds, she pays him 2/-. If he fails, he pays her 2/-. The first member of the studio audience to call "Willys" and catch the compere's eye then has a chance to name the number. If successful, he receives portion of the challenger's winnings; if unsuccessful, then the listening audience gets its chance.

"General Knowledge Jackpots," commencing from Sunday July 2, at 12.15 p.m., sponsored by Comino's Cafe, Cairns, are the first of the Jackpot series to be presented from 4CA, and will undoubtedly be the forerunner of many others.

**Alert**  
That's why

Head Office:  
"Apollo House,"  
67 Brisbane Street,  
Launceston  
Selling Agents:  
Macquarie Broadcasting  
Services Pty. Ltd.  
29 Bligh Street, Sydney,  
and 37 Queen Street,  
Melbourne

WHENEVER something of real local interest takes place, the units of The Tasmanian Broadcasting Network are right on the scene, furthermore, they promote many events that attract large audiences in person — Community Singing — Amateur Theatrical Trials — Sporting Broadcasts — Audience Participation Presentations.

These performances to live audiences help to keep The Tasmanian Broadcasting Network more prominently in the mind of the public. All this together with judicious but dynamic presentation of every program heard from the Network Studios — plus — Australia's leading Network programs, has won for the T.B.N. undisputed leadership in Tasmania, in the kind of showmanship that builds audiences, builds business for our advertisers.

**THE TASMANIAN BROADCASTING NETWORK STATIONS**

**7LA - 7DY**

LAUNCESTON

DERBY

**7HO - 7QT**

HOBART

QUEENSTOWN

**7BU**

BURNIE

**Are the Popular Stations in Tasmania.**

# AGENCY NEWS

"N. V. Nixon & Co. Pty. Ltd." will be the new title to the private business of N. V. Nixon & Co., progressive Melbourne agency, when the Registrar duly gives his blessing to the necessary documents early in July.

The managing director will be Noel V. Nixon. Other directors include W. R. Stuart Hunt, who has been associated with the agency as an account executive for some time past, and John V. Waddell, who will also hold the position of secretary to the Company.

Four years of operation have produced many important accounts for this agency and, in adhering to a rigid policy formed in the early days to give the best possible service to clients who would always be contacted by a principal of the firm, the formation of the company now becomes necessary.

The arrival of a son to the inimitable John Haysom, of the agency, bearing his name, on Friday, June 23, was responsible for some copy being late on that date, and with the son and heir now carrying the title of Maxwell John, we add our congratulations to Mr. and Mrs. Haysom.

When in America some time ago, Theo. Scales, of Paton Agency, Melbourne, took part in some transcription shows, and when sitting back comfortably recently he was surprised to hear himself in "The Crimson Trail" now being featured for Aspro in Australia. Theo. says his face was like the Trail.

Promoted by combined advertising organisations in Victoria the first annual competition of golfers is to be held at the popular Victoria Links on Wednesday, July 12, and this is to be the first of a series of annual get-togethers of all advertising men in Victoria.

The main event on this occasion will be for the Advertising (Victorian) Cup, the winner of which will have the right to hold for one year a handsome cup, and to receive a miniature cup to be held permanently.

The following additional trophies will be competed for concurrently with the main event, and one entry fee covers all events.

Best gross score (trophy donated by "The Age"); best net score returned by player who is a member of the Victorian Institute of Advertising (trophy donated by the Victorian Institute of Advertising); best net score returned by player who is a member of the Accredited Advertising Agents' Association (trophy donated by "The Argus"); best net score returned by player who is a member of the Broadcasting Federation of Commercial Stations (trophy donated by Federation of Commercial Broadcasting Stations); best net score by player who is a member of the Column Club or Advertising Students' Club (trophy donated by "The Herald"); worst net score (secret limit) (trophy donated by "The Sun"); putting competition; long driving competition.

The hon. secretary for this outing is F. T. Everett, whose 'phone number is MX1173.

Total cost of this day is 10/-, including luncheon, or 7/6 without luncheon.

Mr. David Cody, director of Charles Haines Advertising Agency Co. of Wellington, New Zealand, came over to Sydney last week to spend a fortnight in Australia searching for outstanding transcription programs. The Charles Haines organisation is one of the big agencies in N.Z.

Noel Nixon, of N. V. Nixon Pty. Ltd., Melbourne, has been spending a few days in Sydney partly to miss the 'flu epidemic and mainly on business. 'Tis rumoured that Noel will have some interesting news as the result of this trip.

Melbourne Goldberg's John Hickling is wearing the latest thing in outside blisters, resulting from a bad burn, hence no squash playing during the past two weeks.

## 3UZ

### Announces . . .

That in keeping with this Station's progressive policy, they have purchased exclusive broadcasting rights of:

## Standard Musical Library

This Station's clients can now have exclusive high fidelity musical programmes that will literally take Victoria by the ears!

WE give them the music, YOU take the CREDITS.

You may take it from us it is NOT the BEST in music if it's not

*PP* *J.R.G.* *J.G.N.* *E.O.*

### High Fidelity

## 3UZ

MELBOURNE

Key Station in Victoria  
"ARGUS" AND C.B.N.  
NETWORKS.

## THE MAN ON THE SPOT

is the Man who knows just what is the Real Value of Radio Advertising in a Given District.

## PROUDLY

# Station 2AD Armidale

Points to its 140 Local and District Advertisers  
AS A GUIDE TO NATIONAL ADVERTISERS

That 2AD Armidale is a Vital Link in the National Chain of Publicity Businessmen on the spot do not consistently renew and extend their contracts unless they are getting results.

Day and Night 2AD Programmes are Delighting Thousands of Listeners

AND REMEMBER —

*This Audience Comprises People With the Money to Spend*

**2AD, ARMIDALE, N.S.W. Operating from the Capital of New England**

Conducted by J. R. EDWARDS, M.I.R.E. (Aust.), Technical Editor, Australian Radio Publications.

*More about the*

## STANDARD VOLUME-LEVEL INDICATOR

Some weeks ago (25/5/39, page 22) we presented some notes dealing with the "vu" and a new volume-level indicator of standardised pattern. As reported at that time, the new volume level term, and indicator are the products of an agreement which has been reached in U.S.A. between the Bell Laboratories, the C.B.S. and the N.B.C. Since then, the arrangement has been defined more clearly and "vu-calibrated" meters have received wider approval. It will be of interest to review the latest data available and examine the new level indicator in somewhat more detail than previously.

The first point to bear in mind is that the "vu" does not entirely supplant the decibel, as has been the impression in some quarters. The "vu" has been introduced merely to supplant the cumbersome expression "decibels above zero volume level" which previously had to be employed when referring to the level of program matter. The decibel still remains standard when referring to ratios, such as gain or loss, signal-to-noise ratio, or frequency response, but the "vu" finds its application when referring to input or output levels or the signal level in a line.

Another point to bear in mind is that the reference level for the new system is one milliwatt (0.001 w.), not six milliwatts (0.006 w.), as has been more or less standard practice in the past. This change simplifies ratio calculation considerably and makes direct conversion into "vu" so much easier. This new reference level will take some little while to become familiar, but once it does so, the change no doubt will be appreciated.

Before proceeding further, it will be of interest to see what the change in reference level means to existing equipment. A level of one milliwatt is just under 7.8 dB. down from six milliwatts, so that instruments calibrated on the basis of an 0.006 watt reference level will actually be indicating very nearly 7.8 vu when the pointer reaches the "zero level" mark. A voltage step-up to the meter of approximately 2.45 to 1 will therefore be necessary before the existing zero will be correct in terms of "vu." If it is possible to arrange this without upsetting the power distribution in the circuit, the meter will then indi-

cate "vu" correctly under steady-tone conditions. However, it does not necessarily follow from this that it will give true "vu" indications under program conditions, as the indications under these circumstances are to an appreciable extent regulated by the ballistic characteristics of the meter movement and these may not coincide with those of the standard meter which has been developed for use as a programme "vu" indicator.

Another change to be effected is in the rating of line amplifiers, peak limiters, etc. Equipment of this type now rated to deliver a given output when fed with a "zero-level" signal, will actually be delivering about 7.8 dB. under its rating if fed with a zero-level signal in accordance with the new standards. In many cases, this may be taken care of by an internal gain adjustment or a rearrangement of input matching pads, but in cases where equipment is operating at the limit of its capacity, a compensating adjustment elsewhere in the system may be necessary. This point is being emphasised because of the possibility of "vu-rated" apparatus making its appearance on the market in the near future.

Before concluding these notes on the new "zero-level," it will be of interest to read exactly what the American sponsors (Bell, N.B.C. and C.B.S.) have to say about its adoption: "The value of one milliwatt was chosen because it is (a), a unit quantity and readily applicable to a decimal system; (b) related to the watt by the preferred factor of  $10^{-3}$ ; (c) it results in positive quantities for the majority of measurements made at the present time; and (d) it was found to be the one value to which general agreement is possible."

### THE NEW VOLUME-LEVEL INDICATOR.

So far we only have dealt with the concept of a new "zero-level" and its relationship to everyday practice. We will now deal with the application of the new zero-level and its companion, the "vu," to the highly-standardised volume-level indicator which is such a feature of the new system.

We have already pointed out that, even though an old V.I. may be recalibrated on a one milliwatt basis, it will not necessarily give true "vu" indications on program matter, however accurate it may be on steady tones. This is because the new meter has a deliberate, highly-damped movement which is totally different in ballistic characteristics from the vast majority of meters previously employed. This high degree of damping has been achieved by the use of a greater magnetic flux than is normally required. The use of such a powerful magnet system has introduced a minor complication into the application of the new meter in that it has been found necessary to keep all magnetic materials at least two inches away from the centre of pointer rotation. Obviously, this debar's mounting of the new meter on steel panels, although in cases where such a panel is already fitted, it may be found that the required spacing can be achieved by cutting away the lower edge of the mounting hole to the limits of the meter case. If this is done, and the panel is not over 1/16" thick, the resultant error will be quite small.

Further investigation of the characteristics of the new "vu" meters which have been introduced reveals a rather interesting point—that "zero level" on the scale is not actually zero-level at all. Instead, it corresponds to a signal level of + 4 vu. This discrepancy is taken care of by the calibration of the attenuator which forms part of the volume-indicator network, as this reads "+ 4 vu" when the meter pointer indicates "0." The reason for this, appar-

(Continued overleaf.)

# THE STANDARD "V.I." (continued)

ently, is that no meter movements of the required ballistic characteristics were available which would give 71% of full-scale indication when connected in series with about 7,500 ohms of resistance and shunted across the 0.775 volt, r.m.s., which is developed by one milliwatt of 1,000 cycles sinusoidal power in 600 ohms. However, this deficiency is purely a matter of meter sensitivity and doubtless will be rectified as soon as the meter manufacturers devote some serious attention to the problem.

In our earlier notes on this subject, we presented a brief resume of the characteristics which have been standardised for the new "V.I." In the light of further information now to hand, it will be of interest to present these again in greater detail.

be read at its normal point (0 vu or 100%) on a volume level of 4 vu. (This deviation from the newly-defined reference or "zero" level has already been dealt with and it has been pointed out above that the necessary conciliation is effected in the calibration of the usual "multiplying" attenuator.)

(6) Impedance: For bridging across a line, the volume indicator (which comprises the instrument and proper series resistance) shall have an impedance of 7,500 ohms when measured with a sinusoidal voltage sufficient to deflect the meter to the 0 vu (or 100%) scale point.

(7) Harmonic Distortion: The harmonic distortion introduced in a 600 ohms circuit by bridging the volume indicator across it shall be less than that equivalent to 0.3%, under the worst condition (i.e., when there is no loss introduced by the attenuator).

(8) Overload: The instrument must be capable of withstanding without injury or effect on calibration, peaks of ten times the voltage required to give a reading of 0 vu (or 100%) for 0.5 second, and a continuous overload of five times the normal "0 vu" voltage.

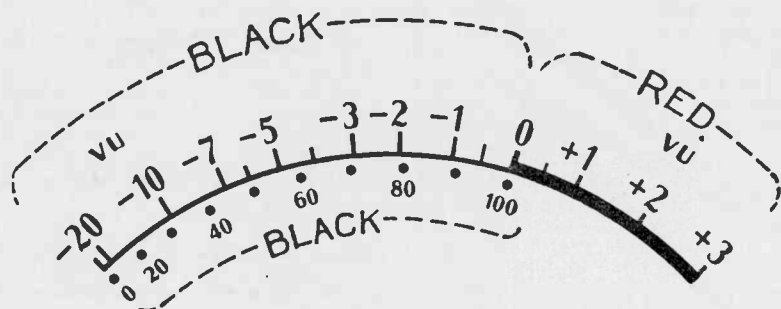
## To All Station Technicians

With the advent of COMMERCIAL BROADCASTING it has been found possible to increase the amount of space devoted to the technical side of the broadcasting industry and, as a result, we hope to increase the value of the paper to station technicians.

However, in order that these pages may be of utmost value to their readers, we earnestly seek the co-operation of all station technicians. We have a general idea of your problems and requirements, but only YOU can tell us exactly what you want to see and read in this section of COMMERCIAL BROADCASTING.

To assist in this direction, put your ideas down on paper and mail them to us at Box 3765, G.P.O., Sydney. If you can find time to jot down a few notes on work you have been doing, or other subjects of interest, let us have them, too, and before long we will have a COMMERCIAL BROADCASTING technical section which is tailor-made to meet the needs of Australian broadcast station technicians.

During the nine months or so that this section was incorporated in "Broadcasting Business" we received quite an appreciable degree of support from the technical fraternity and it is because of this support that we were encouraged to continue the section in the new "B.B."—COMMERCIAL BROADCASTING. May we look to you for a continuance of this support?



## GENERAL "V.I." CHARACTERISTICS.

(1) General Type: The volume indicator employs a D.C. movement with an internally-mounted non-corrosive full-wave copper-oxide rectifier and responds approximately to the r.m.s. value of the applied voltage.

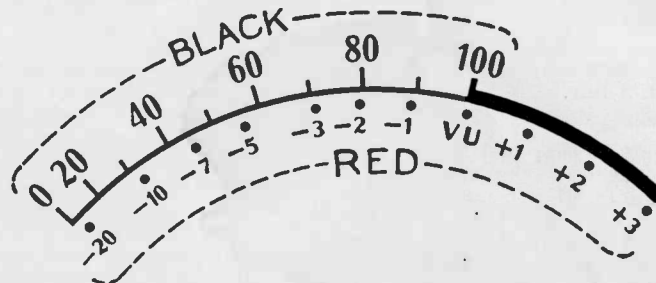
(2) Scale of Instrument: Two scale cards have been designed, one giving precedence to a -20 to +3 vu scale and the other giving precedence to an 0-100% scale. Of these, the first is known as scale "A" and is considered as being most suitable for sound-level work, as in recording studios, while the second, known as scale "B," is more applicable to broadcasting. Exactly the same amount of information is conveyed by each scale, the only difference being in the relative positions of the percentage and vu scales. In both cases, 0 vu and 100% are at approximately 71% of full-scale deflection. For convenience of reference, both scale cards are reproduced herewith, card "A" being shown exactly its correct size. It is of interest to note that cream-yellow has been selected as the scale-card colour as this colour has been found to be the most effective compromise between the requirements for high contrast and minimum eye strain.

(3) Dynamic Characteristics: With the instrument connected to the proper external resistance, the sudden application of a sine-wave voltage sufficient to give a steady-state indication of 0 vu (or 100%), shall cause the pointer to overshoot not less than 1%, nor more than 1%. Furthermore, the pointer shall reach 99 on the percentage scale in 0.3 second.

(4) Response vs. Frequency: The instrument sensitivity shall not depart from that at 1,000 cycles by more than 0.2 dB. between 35 and 10,000 cycles, nor more than 0.5 dB. between 25 and 16,000 cycles.

(5) Sensitivity: The application of a sinusoidal potential of 1.228 volts, r.m.s. (4 dB. above one milliwatt in 600 ohms) to the instrument, in series with the proper external resistance, shall cause a deflection to the 0 vu (or 100%) scale point. The meter therefore has sufficient sensitivity to

Above is shown an actual-size reproduction of scale-card "A" for the new volume-level indicator, while scale-card "B" is shown, slightly undersize, at right.



## APPLICATION.

From the above details, it is evident that the "multiplying" attenuator network employed with the meter proper must have a constant input impedance of 7,500 ohms. In the designs so far formulated, a 3,900 ohms "T" pad is used to feed the meter, while a fixed resistor of 3,600 ohms is placed in series between the circuit and the attenuator input. The actual output impedance of the "T" type attenuator, of course, will depend on the internal resistance of the meter proper.

The design of the meter movement represents rather a tricky problem for the meter manufacturer, because even if there is no insertion loss at all resulting from the use of the "T" pad, the series resistance in circuit must result in a loss of about 99% of the applied voltage. This means that as the applied

voltage at the temporarily increased level (+4vu) is only 1.228 v., r.m.s., the meter movement will only receive about 10 of 12 millivolts when it is required to indicate 0 vu (or 100%). Under the originally-specified conditions (1 mW. reference level), the position was even worse, because then the meter movement would only get about 5 millivolts. It is not surprising that no meters of sufficient sensitivity were available!

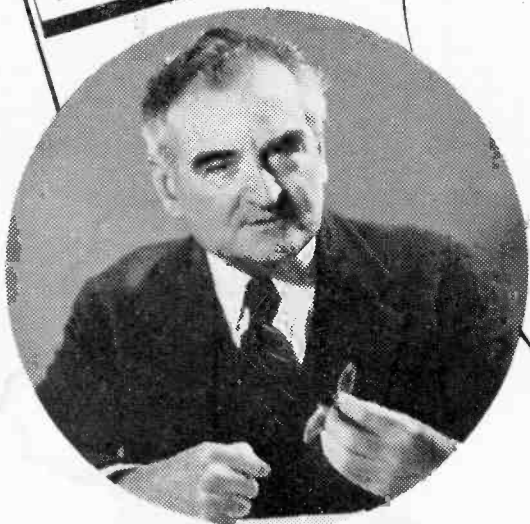
The data given above provide a fairly complete picture of the new "zero-level," the "vu" and the new "V.I.," and it will now be of interest to see how soon the "vu" makes its appearance in Australian broadcasting circles.

In conclusion, we must express our indebtedness to "Communications" (U.S.A.), the National Association of Broadcasters (U.S.A.), and the Davenport Co. (U.S.A.) for the basic data upon which these notes have been compiled.

**LET US HELP YOU TO**

*Serve two  
Masters!*

**THE  
ADVERTISER**



**THE  
PUBLIC ..**



YOUR success depends upon ability to give service in two directions.

Your advertisers must get results . . . must profit from the popularity and quality of your transmissions. Your public must be served with outstanding entertainment and uninterrupted quality transmission.

Philips Transmission Department can help you achieve both objectives with highest quality tubes and equipment . . . and you can't afford anything else.

Furthermore, the Philips Transmitting Service will help to solve every technical problem which you may have.

THE SYMBOL



OF QUALITY

**PHILIPS**  
TRANSMISSION

97.43

## NEW PHILIPS PENTHODES

Advice is to hand that two new pentodes have been added to the range of Philips transmitting valves. Both of the new types are indirectly-heated and bear the type numbers PE 04/10 and PE 06/40, respectively.

At the moment only outline data on these types is available, and it is not possible to present complete specifications. However, the information to hand indicates that the smaller valve (type PE 04/10) can be operated in class "C" with an anode dissipation of about 7 watts, and will prove particularly useful as an R.F. separator or buffer amplifier. This type requires a heater potential of about 12 volts and operates with a 400 volt anode supply.

The larger valve (type PE 06/40) also has a 12-volt heater, but requires an anode supply of 600 volts. This valve will operate with an anode dissipation of 25 watts and should prove useful as an R.F. driver or modulated amplifier in low-power equipment. Small stocks of this type already are available.

From the above, it is evident that the characteristics of these two pentodes "straddle" those of the existing type PE 05/15, while the characteristics of the larger type fall midway between those of the PE 05/15 and PE 1/80. A conveniently-graduated series of four indirectly-heated transmitting pentodes is therefore created by the addition of these two new types, and no difficulty should be encountered in the selection of a valve for any separator or low-power output function.

For further details of these and other Philips transmitting pentodes, an enquiry should be addressed to the Transmission Department of Philips Lamps, at 69-73 Clarence Street, Sydney.

## 648 TUBES IN TELEMITTER

Altogether 648 valves are used in General Electric's television transmitter at Schenectady, U.S.A. Failure of any one of about 499 of them would automatically stop the broadcast of the television program. The average run of modern American sound broadcasting transmitters contain only about one seventh of that number of tubes.

## 74 SOUNDPROOFING WINDOWS

No fewer than 74 Fisk soundproof windows and several soundproof ventilators will be installed at Cleveland St. School by the end of June. A year ago 12 windows were treated by Amalgamated Wireless, then an additional 24. Now A.W.A. has received instructions from the Education Department to fit 38 more Fisk soundproof windows and other soundproof equipment in the remaining part of the building.

This is by far the most comprehensive soundproof window installation of any Government building in Australia.

## Standardised Sound Equipment Ratings

In view of the recent American move to standardise the ratings of amplifiers, it is of interest to note that similar activity is taking place in England. For the benefit of those engaged in the "sound" field, we present below details of a standards proposal recently formulated by the Institute of Public Address Engineers, London. The fact that microphones and loudspeakers, as well as amplifiers, are dealt with is of particular interest.

### (1) MICROPHONES.

**Sensitivity:** To be expressed in the form of E.M.F. generated by a pressure of 1 dyne per square centimetre, the direction of the incident sound being that for normal operation of the microphone. The E.M.F. is that value which exists across the secondary winding of the microphone transformer or load resistance and, in the case of condenser or crystal microphones, the open-circuit value. Values of internal impedance or capacity are also desired.

**Frequency Response:** The variation in level expressed in decibels over a specified frequency range (such as 60 to 6,000 c/s) is considered adequate for general purpose instruments. The range might be extended to 30 and 10,000 c/s for high-fidelity types.

**Polar Curve:** Although it is appreciated that a polar curve involves a considerable amount of measurement, all available information is desired.

**Distortion:** Where the type of microphone is known to be susceptible to distortion, limiting values are requested.

### (2) RATING OF AMPLIFIERS.

**Maximum Input:** The RMS voltage (across the stated value of input impedance) which will fully load the amplifier is to be specified.

**Rated Output:** The output is to be expressed as the true watts which can be dissipated in the resistive load of value equivalent to the nominal load demanded by the amplifier. The permissible distortion should not exceed 5 per cent harmonic content, or, alternatively, should be expressed in accordance with R.M.A. definition, the frequency range being specified and covering the alternative ranges of 60 to 6,000 c/s, or 30 to 10,000 c/s, as mentioned in connection with microphones.

In the case of pre-amplifiers, the output is to be expressed as the voltage set up across the specified resistive load.

**Frequency Response:** The variation in output level over one or other of the alternative frequency ranges for constant input voltage is to be stated.

**Noise and Hum Level:** This is to be expressed in the form of energy level in decibels below the maximum output.

### (3) LOUDSPEAKERS.

**Loading:** This is to be stated as the value of watts in the form of speech or music currents and voltages which can be handled without audible distortion. The electro-acoustic efficiency or values of maximum radiated energy are desirable.

**Safe Overload:** The value of maximum watts (speech or music) which can be handled indefinitely by the speaker without mechanical damage is also requested.

**Coil Impedance:** In all cases the nominal value of coil impedance should be stated. It is suggested that 15 ohms voice coil be recommended to manufacturers as likely to find most favour with public address engineers. The coil impedance is to be defined as the average measured value over the frequency range 400 to 1,000 c/s.

By this is meant that the output from a 12 W. amplifier is to be referred to as 12 W. speech or music, although it is appreciated that the mean output during the normal programme will be considerably less. The figures stated for loudspeakers will thus be directly related to the rating of amplifiers.

### (4) LINES.

Where characteristic impedance is of importance, as in the case of lines longer than, say, half a mile, the recommended value is to be either 200 or 600 ohms. In view of the possibilities of coupling public address equipment to post office lines in the event of 600 ohms is preferable.

## A. W. A. MAKING NEW TRANSMITTER FOR 2KO

Station 2KO Newcastle is to have a complete new transmitter of latest type, together with new radiating system.

Amalgamated Wireless (A/sia) Ltd. has designed, and is now constructing the transmitter which will be installed on 2KO's present site at Sandgate. An important feature of the station, which has a power of 500 watts and a wavelength of 213 metres (1,410 kilocycles) is the use of "Class B" modulation.

The transmitter will be coupled through a buried concentric cable to a lattice guyed radiating mast situated some 500 or 600 feet away from the transmitter building, at which site an extensive earth system will be laid.

No effort is being spared to see that the transmitter delivers maximum service, and to this end the R.C.A. type 96A volume limiting amplifier will also be installed to maintain modulation at the highest level consistent with the perfect musical capabilities of the new equipment.

With a view to the new transmitting system servicing the Newcastle, Maitland, Cessnock and Hunter River areas, a complete ground conductivity survey was made by the A.W.A. Research Department. On actual measurement the present site fully justified its original selection eight years ago.





# Among the Sponsors

Beare and Ley Pty. Ltd. are sponsoring a new feature on radio 2UE, which is to commence on July 18, called "Take It Easy." This is a very humorous and human session, dealing with the trials and tribulations of a family called the "Meeks," and gives the 2UE Dramatic Players full scope to develop some very amusing situations. Beare and Ley Pty. Ltd. have taken further time over 2UE, with "Dreamtime," a musical session that should have a wide appeal. Heard on Sundays at 10.15 p.m. this latest radio novelty provides music for all moods, and has a bright and appealing continuity story linking the articles together.

Swift Australian Co. Pty. Ltd. has signed a contract with Station 4BH Brisbane, in support of their big advertising campaign for tinned meats.

Packers and exporters of meat for many years, the name of Swift has become a by-word in the industry that they have so materially helped to build. The campaign is being directed towards publicising a variety of "packs"—suitable for hot and cold meals—and, in addition, certain varieties of meat pastes.

Contract calls for 312 x 25 and 50-word announcements.

Three further stations have received long-term contracts from Nicholas Ltd., manufacturers of Aspro through agency, Goldberg's, Melbourne, for scatter announcements, and they are 2CA Canberra, 2NZ Inverell, and 4TO Townsville, contracts in each case being for a heavy schedule of scatters over 12 months.

Station 2UW Sydney has received a contract from Goldberg's Agency, Melbourne, on behalf of the distributors of Black and White Cigarettes and Ready Rubbed Tobacco, covering half-sponsorship of the wrestling and boxing broadcasts from that station.

## 3AK \* \*

"The Voice of the Night"

Announce the Appointment  
of

**RADIOVISION PTY. LTD.**

61 HUNTER STREET, SYDNEY.

'Phone: B 5453.

**AS N.S.W. & QUEENSLAND  
REPRESENTATIVES**

## \* \* 3AK

Paterson's Pty. Ltd. have added Station 2QN Deniliquin to the network carrying their Sunday evening dramatic feature, "Are You an Actor?" This half-hour program for amateur actors originates at 3XY Melbourne, and is relayed to stations 3GL Geelong, 3BA Ballarat, 3SH Swan Hill, 3SR Shepparton, and 3UL Warragul.

Johnston and Miller, Hobart Department Store, has booked "Mr. Chalmers, K.C.," the George Edwards production, for presentation twice weekly, on Tuesday and Thursday nights at 9.30, from Radio 7HT Hobart.

Brownells Ltd., of Hobart, and Tasmania's largest store, told the Southern Tasmanian part of the world about the opening of their winter sale, through the medium of 7HT. With Rich Vertigan and Neta Chaston at the microphone, the story of the busy beginning was told during a half-hour broadcast.

The newest sporting coverage by 7HT is the engagement to give exclusive broadcasts of the boxing season commencing in Hobart with "The Alabama Kid" v. Claude Nichols. These broadcasts will be sponsored by McLaren's Hotel, Collins Street, Hobart.

Davidson's Furnishing Stores have signed up with 2UE Sydney for four nights a week, commencing on July 17, with special musical programs, including a feature called "The Kingsmen's Chorus."

Using the technique proved in Sydney and Melbourne, Colgates chose 2KO, and "The Voice of the Business Girl" to launch their new Cashmere Bouquet Cosmetic Bar in Selfridge's Newcastle store on June 29. With Miss Anna Bojen giving beauty hints to shoppers and Mr. Ron. Roberts, of 2KO, handling the mike, the session was a great success:

Colgates arranged for three sessions of "The Voice of the Business Girl," with three rebroadcasts during evening sessions. The shop display, with suitable window dressing, plus the actual broadcasts created a lot of very favourable comment around town. Account is handled by George Patterson Pty. Ltd.

Mack Furnishing Co., of Melbourne, long term sponsors of the first 222 episode run of "Frank and Archie" transcription on 3AW, did not fail to realise the value of the new series when offered in Melbourne recently. Their sponsorship of the new series on 3AW commenced with opening release on July 3, and is scheduled for 7.45 p.m. Mondays to Thursdays inclusive.

Seppelts secured sponsorship of one of the latest features to be aired by 3AW Melbourne. Commencing July 4, "Piccadilly on Parade" proved an immediate favourite, featuring as it does a line up of over 30 world famous stars.

7LA's crystal studio has been opened in the island window at Roses Gift Store, Launceston. The studio is on the air from 4 to 5 p.m., Mondays to Fridays inclusive with Jack Vertigan as compere.

# 2HD

## NEWCASTLE

*"Business Builders of the Air"*

Some have their Choice,  
Others have the Voice,  
Let your Choice and Voice be 2HD.

### Use 2HD for Results

Sydney Rep.:  
C. A. MONKS,  
Shell House,  
Carrington Street.  
BW 4135.

Melbourne Rep.:  
E. A. WOOD,  
Shell Corner,  
532 Bourke Street.  
MU 2375.

# Among the Sponsors

Mr. Bert Goldsmid, chairman of directors of the Royal Art Furnishing Co., is one of radio's greatest enthusiasts. He has sponsored for several years past the interstate racing sessions put out from Station 2UW Sydney, and takes a keen delight in putting over his firm's commercials personally at the "mike." His Royal Art Flying Scholarship session concluded a short time ago, was responsible for training quite a number of young aspirants in the flying game, thus launching them out on the career of a lifetime.

W. W. Campbell have once more chosen drama for the exploitation of their goods—this time a radio play by George Edwards entitled "Mr. Chalmers, K.C." Mr. Brown, junr., who handles the advertising dept. of this firm, considers that dramatic serials like this which have been running for a number of years, are amongst the firm's highlights in sales promotion.

Mr. John Davis, advertising manager of Murdochs Ltd., Park Street, Sydney, who have recently started to use the broadcast medium, is closely associated with broadcasting activities. From 2CH every Sunday evening at 9.15 p.m. Mr. Davis conducts the "Church in the Wildwood" session. The session has been running for seven or eight months, and during that time has won quite a big following. Another 2CH session which Mr. Davis used to conduct and which was one of the highlights of 2CH's program was the "Scottish Reveries" session.

A series of taxation talks are given each Tuesday night through 2HD Newcastle, by Mr. James, of Morrison, James and Dart, well-known public accountants, who maintain the Northern Taxation and Accountancy Service.

The talks are quite interesting, despite the subject, and are eagerly looked forward to by 2HD listeners.

"I Want a Divorce" is being broadcast over 6WB, Katanning, for Atkins (W.A.) Ltd., the Western Australian

Distributors of "Hotpoint" Electrical Appliances. In view of the strong appeal to women of both the feature and the products advertised, the time of 12.30 is being used for the broadcast of this weekly feature.

"Embarrassing Moments" will be the title of a session and of a competition associated with it to be sponsored by the Economic Vacuum Company on Mondays and Wednesdays at 11.15 a.m. over 2CH, Sydney.

The Economic Vacuum Company distributes the Economic Electric Ironing Machine as well as other household appliances. The ironing machine will be featured in the session which will be conducted by Joan Read as a unit in her "Home Harmony" session. Listeners will be asked to tell of their embarrassing moments as their entries in the competition which will have as first prize an ironing machine valued at £19/19/-.

Selling the idea of money advances through 15-minute musical presentations is the method which Confidential Loans Pty. Ltd., Brisbane, have followed over 4BH during the 19 months they have been on the program. Apparently the friendly suggestions which they convey in their opening and closing credits is assisting them in their line of business. The spot occupied is 9 a.m. Monday to Friday.

A further station to be added to the list carrying the "Broken Idol" program on behalf of John Dewar and Sons Ltd., is 2KA Katoomba, who will take a relay of this feature from 2GB Sydney, every Wednesday at 9 p.m. Agency, Geo. Patterson, Melbourne, are handling the Dewar account.

The popular "East Lynne" sponsored by Mrs. C. N. E. Capra (Frock Salon) was extended to half an hour in lieu of the present quarter-hour each Friday night at 7.30 as from June 30.

Through agency Mooney-Webb contracts on behalf of A. W. Allen & Co., well-known confectionery manufacturers, have been issued to station 2GB, Sydney, for 50 announcements, three weekly in Frank Sturge Harty's sessions to be relayed to 2GZ, Orange.

Cashing in on the statement that no less than 250,000 people were suffering from influenza in Victoria, Nicholas Ltd., manufacturers of Aspro tablets used the quickest means of getting the remedial measure story to the public by concentrating their energies on radio advertising. In addition to their existing allocations on metropolitan stations, special contracts were issued to stations 3UZ and 3AW for these 'flu announcements of 50 words.

All stations in Tasmania are featuring 50 worders on behalf of Aspro where there is also an epidemic of influenza. Stations being used there are: 7UV, Ulverstone; 7BU, Burnie; 7LA, Launceston; 7DY, Derby; 7EX, Launceston; 7HO, Hobart; 7QT, Queenstown, and 7HT, Hobart.

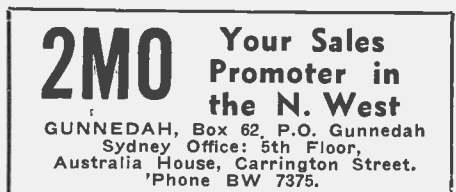
Further additions to the stations already carrying the announcement campaign of scatters for the distributors of Tatts Cigarettes, during the past week by agency Goldberg's, Melbourne, have been the inclusion of 4BC, 4SB, 4BK, 4AK, 4BH, 4GR, 4AY, 4CA, 4RO, and 4IP in this scheme. 25 worders are being used in an intensive barrage of announcements to bring this new line of cigarettes to the public's notice.

Contracts have been renewed by Williams the Shoeman during the current month for 260 quarter-hour sessions on the Warragul and Shepparton units of "The Argus" Victorian Network. This makes the third annual renewal on 3SR and the second on 3UL and is excellent proof of the value of these two stations to this advertiser who has numerous branches in the two areas served by these stations.

Another firm that realises the value of intensive coverage over the South Burnett and Central Queensland sections of the State are Josephson and Son, clothing warehousemen of Brisbane, who have just booked an extended contract over 4SB covering the time service.



**3KZ**  
**MELBOURNE**  
"SELLS TO THE MAJORITY"



**2MO** Your Sales Promoter in the N. West  
GUNNEDAH, Box 62, P.O. Gunnedah  
Sydney Office: 5th Floor,  
Australia House, Carrington Street,  
Phone BW 7375.



For Effective Sales Campaigns Use  
**6PR**  
The Western Link in the Macquarie Chain.

# Mr. National Advertiser

## 159 LOCAL ADVERTISERS Buy Time on 2KA

When you buy 2KA, you buy Guaranteed Coverage. The success of these 159 firms in advertising over 2KA is your guarantee

### KATOOMBA

S. C. Bartle & Co. . . . . Draper  
Mitchell, F. G. . . . . Draper and Mercer  
Millis & Bryon . . . . . Draper and Mercer  
Powell, Perce . . . . . Mercer  
Horwood Knitwear Co. . . . . Drapers  
Woolworths Limited . . . . . General Store  
Avar Bros. . . . . Hardware, Furniture  
P. & G. Finance Co. . . . .  
Beale, C. . . . . Furniture  
Levings, A. . . . . Furniture  
Bear & Co. . . . . Furniture  
Bradford, E. H. . . . . Pharmacy  
Greenwell & Thomas . . . . . Pharmacy  
Medicott's Pharmacy . . . . .  
McNiven, A. . . . . Gearin's Hotel  
Ridett's . . . . . Family Hotel  
Maher, W. . . . . Caldwell's Wine Cafe  
Green, W. H. . . . . Radio Service  
Zlems, H. S. . . . . Great Western Garage  
Yale Remoulds . . . . . Garage  
Searls Motor Tours . . . . . Garage  
Blue Mountains Service Stations . . . . . Garage  
Blue Mountains Transport Co. . . . . Garage  
Kat. Council Electricity Supply  
Katoomba Theatres  
White, L. A. . . . . Grocer  
Self Help Stores . . . . . Grocer  
Kensell, H. D. . . . . Grocer  
Mavris, E. . . . . Refreshment Rooms  
Lumsdaine, Mrs. L. . . . . Confectioner  
Mirabito, J. . . . . Fruit and Confectioner  
N.S.W. Fresh Food & Ice Co.  
Helene Hunter . . . . . Beauty Salon  
Neyrood & Reid . . . . . Sports Store

### LITHGOW

Bracey's Ltd. . . . . General Store  
Finley's Furniture Arcade  
McMurtrie, E. . . . . Undertaker  
Weiss, W. . . . . Grocer  
Self Help Stores . . . . . Grocer  
Lean, R. T. & Sons . . . . . Motor Distributors  
Lithgow Football Asscn.  
City Furnishing and Sports Store  
Smyth, M. . . . . Baker and Pastrycook  
Hennessey, E. . . . . Hotel Lithgow  
McDonald, A. W. . . . . Tatt's Hotel  
Bloomfield, H. H. . . . . General Store  
Langlands . . . . . Optician  
Capallino, A. . . . . Cycle Agent  
Summons, J. H. (Mrs.) . . . . . Shoe Store  
Lithgow Hospital  
Lithgow Greyhound Asscn.  
Clarkes Motors . . . . . Garage  
Boote, A. A. . . . . Radio Shop  
Luscombe, W. J. L. . . . . Exchange Hotel  
Roper, A. E. . . . . Pharmacy  
Shirt, T. S. . . . . Plumber  
R. Beynon . . . . . Cafe

### PARRAMATTA

Hillsdon Ltd. . . . . Motor House  
Sutton, E. R. . . . . Boot Repairer  
Grace Bros. . . . . Home Service  
Hammill Bros. . . . . Grocers  
Cash's Butchery  
Lyke-Nu Dry Cleaning Co.  
Terry, Mrs. J.  
Astra Milk Bar  
Lorenz, C. T. . . . . Optometrist

### WINDSOR

Breenan, P. . . . . Royal Exchange  
Collikides, N. . . . . (Cafe) Hotel  
Pollock, H. C. . . . . Draper  
Bowe, G. . . . . Theatre  
Pulsford, H. . . . . General Store  
Roy's Butchery  
McCarron, W. F. . . . . Fitzroy Hotel

### PENRITH

Peterson, J. O. . . . . Garage  
Long, E. . . . . Cordials  
Claeson, C. A. . . . . Milk Bar  
Bussel Bros. . . . . Grocers  
Andrews Motors . . . . . Garage  
Miller, T. J. . . . . Draper  
Hand, W. H. & Sons . . . . . Radio  
Levine, L. . . . . Draper  
Nepean Laundry  
Parry, H. G. . . . . Electrical Contractor

### SPRINGWOOD

Tate's Royal Hotel  
Young, E. C. . . . . Confectioner  
Sounders, W. G. . . . . Grocer  
Hirst, F. H. . . . . Cash and Carry  
Deab, H. . . . . Oriental Hotel  
Thompson, A. . . . . Cafe  
Honeysett, B. . . . . Newsagent  
Stonewall Jackson . . . . . Shoe Store

### LEURA

Lambert, B. G. . . . . Builder  
Casacelli, V. . . . . Grocer  
Best & Co. . . . . Chemist  
Wheeler, W. . . . . Cafe  
Cotley, S. J. . . . . Hotel  
Peacock, W. . . . . Grocer  
Brown, T. . . . . Kiosk  
Blue Mountain Transport Company

### BLACKHEATH

Wadson, C. A. . . . . Tailors and Outfitters  
Godsell, W. . . . . Grocer  
Thew, B. . . . . Cafe  
Tonkin, L. (Bonny View) . . . . . Orchard  
Wilson, W. R. . . . . Grocer  
Snelling, A. & Son . . . . . Bakers

### MISCELLANEOUS

FAULCONBRIDGE  
Paterson, J. . . . . (Waterhole Service Stn.)  
LAWSON  
Staples, W. S. . . . . Grocer  
HAZELBROOK  
Counsell, T. . . . . Signwriter  
Layton Counsell & Co. . . . . Painter  
MEDLOW BATH  
Hydro Majestic Hotel  
RICHMOND  
Walsh, W. . . . . Hotel  
George Bros. . . . . Cafe  
RIVERSTONE  
Nicholls, W. R. . . . . Garage  
Mitchell, L. . . . . Chemist

### BLACKTOWN

Faust, P. . . . . Pharmacy  
Bromfield, J. S. . . . . Builder and Contractor  
Rivoli Theatre  
Cromwell, E. R. . . . . Tailor  
Chilvers, M. . . . . Grocer

### LIVERPOOL

Regent Theatre  
Well Worth Store . . . . . General Store

### CAMDEN

Connelly, T. . . . . Crown Hotel  
Haffenden & Henderson . . . . . Storekeepers  
Whiteman, F. C. . . . . General Store  
Camden Filling Station . . . . . Garage  
Crown Hotel  
Dwyer's Stores . . . . . General Store  
Nickleess, H. . . . . Macquarie Theatre  
Federal Hotel  
Regal Theatre

### CAMPBELLTOWN

Macquarie Theatre

### BOWRAL

Burton, A. N. . . . . Estate Agent

### MOSS VALE

Whyte, J. D. . . . . Estate Agent  
Commercial Hotel

### OBERON

Peter & Co. . . . . Cafe  
Mawhood, S. E. . . . . Grocer  
Charles, A.  
Gall, L. G. . . . . Tourist Hotel  
Osborne, R. W. . . . . Chemist  
Cashin, E. & R. . . . . General Store

### MITTAGONG

Evans, E. . . . . Garage

### PICTON

Clarke, J. B. . . . . Chemist  
Hill, L. A. . . . . General Store  
Davidson, J. R. . . . . Hotel  
Slayter, M. G. . . . . Picton Theatre  
Burns, M. J. . . . . Cafe  
Picton Motors . . . . . Garage  
K. Humphreys . . . . . Store

### PORTLAND

Grahams Coronation Hotel  
Milgate, F. J. . . . . Sports Store  
Sophios, T. . . . . Cafe  
Gleeson, J. W. . . . . Crystal Theatre

### WENTWORTH FALLS

Spellacy, J. F. . . . . Grocer  
Baggaley, W. A. . . . . Drapers  
Scraggs, A. J. . . . . Hotel  
Davidson, D. A. . . . . Grocer  
Hughes, G. . . . . Taxi Service

### WENTWORTHVILLE

Harper, J. G.  
Grist, W. D. . . . . Chemist

# 2KA

## THE VOICE OF THE MOUNTAINS

Sydney Sales & Service - 19 Bligh St. - BW4501-02



A constantly increasing number of advertisers throughout Australia are finding that the Commonwealth Broadcasting Network provides the solution of all their broadcasting problems. A C.B.N. station is located in every Australian market area providing the people with the best in broadcast entertainment.

