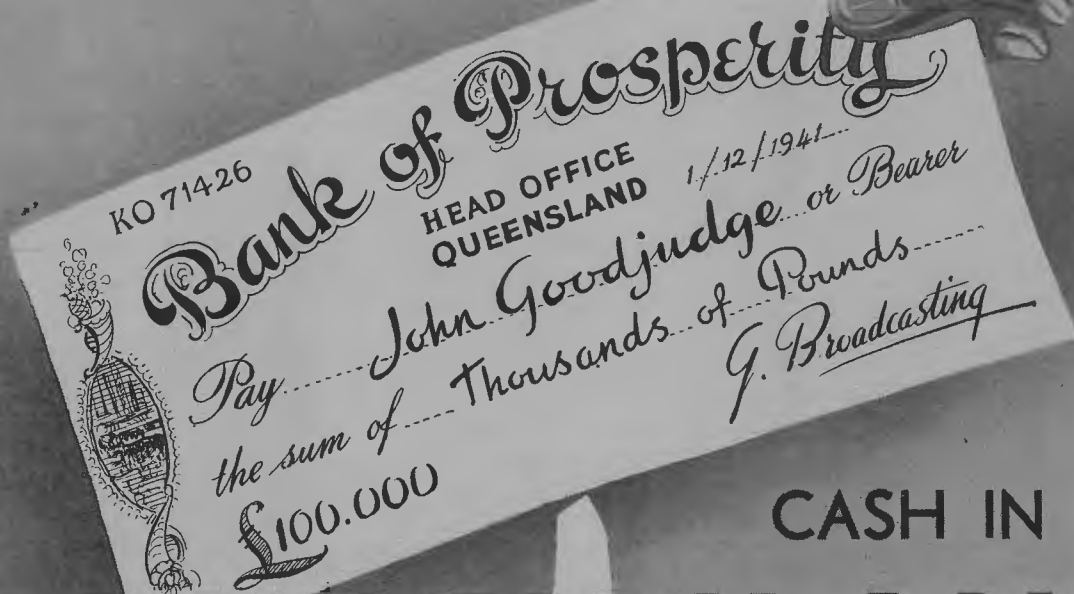


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4VL CHARLEVILLE
4ZR ROMA

COVERING THE RICHEST TERRITORY
 IN THE STATE

Vol. 9, No. 10
 (283rd Issue)
 Thursday,
 Nov. 7, 1940.
 Price 6d.

★ PRE-CONVENTION ISSUE ★
COMMERCIAL B

INCORPORATING BROADCASTING BUSINESS
 PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD

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Again, the manufacturers of two famous products choose Station 2UW to present their merchandising vehicles, thereby reaching the largest listening audiences.

1. The manufacturers of KOLYNOS present —

“EASY ACES”

The Laugh-a-minute Show
 Monday, Tuesday & Wednesday, 8.45 p.m.

2. The manufacturers of MORTEIN present —

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 (New Series)

The Hilarious Audience Participation
 Show — Every Friday, 8.30 p.m.

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We publish "COMMERCIAL BROADCASTING" primarily for Radio Advertisers and their Service Agencies!

If you figure we are using too much space in selling Broadcast Advertising as a whole, and that we are not telling the sponsor enough about your individual station, help yourself to some advertising space and sell to a 100% effective cover of the Australian Advertising field.

Statistics taken in U.S.A., in England and in Australia prove that BUSINESS PAPER ADVERTISING rates as one of the most important factors in BUILDING BUSINESS . . .

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Rates unchanged since the war, pref-spaces still available on application to

The Ad-manager,
COMMERCIAL BROADCASTING
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SYDNEY.

Watch for the SPECIAL numbers.

A.P.R.A. Annual Meeting This Week

The annual general meeting of the Australasian Performing Right Association Ltd. will be held in Sydney to-day, November 7. The meeting will be attended by members of the association, who include authors and composers of music and music publishers.

Mr. Syd. Edwards, secretary, and Mr. T. S. Woodbridge, staff manager and public relations officer, were both busy men last week preparing for the forthcoming meeting. Between them they share the executive activities associated with the conduct of the association.

Death of Mr. Forbes Mackay

The electrical engineering profession in Australia suffered a distinct loss on Saturday, October 19, when Mr. H. R. Forbes Mackay passed on. Mr. Forbes Mackay was for over 30 years general manager of Sydney's municipal electricity undertaking, and only retired from active service about 12 months ago. At time of his death, Mr. Forbes Mackay held the post of Chief Communications Censor in N.S.W.—a post which he accepted last December when it became evident that the nation's war effort required the services of every skilled executive.

POWER INCREASES

Operating power of 6TZ Dardanup, in Western Australia, has been stepped up from 500 watts to 1,000 watts, and with the very modern equipment in use the station is now throwing a strong clear signal justifying the recently adopted slogan, "The Voice of the South West." The station is associated with 6PR Perth, and while not in permanent relay the city station relays from 6PR to 6TZ are arranged at sponsors' convenience.

The Southern Tablelands station, 2XL Cooma, will shortly be broadcasting on increased power, according to advice received from the manager, Mr. R. P. Reynolds. Since its inception about three years ago, 2XL has been operating on 100 watts, but recently the department granted an increase to 200 watts. The popular voice of the snow country on the South Coast, will thus be able to give an even better service than formerly to a host of listeners in the southern part of the State of N.S.W.

£2,000 CLAIM

As the result of injuries allegedly received at Leichhardt Stadium early in September, Captain Tom Bairnsfather, of 2KY, has issued out of the Supreme Court of N.S.W., a writ for £2,000 damages against the famous wrestlers "Chief Little Wolf" and Terence McGinnis and New Leichhardt Stadium Ltd. The two wrestlers are American heavyweights at present in Australia. Bairnsfather gives radio descriptions of the wrestling matches from the Leichhardt Stadium for 2KY Sydney.

The writ alleges that one of the wrestlers was thrown out of the ring on top of Bairnsfather.

WILL SIR KEITH MURDOCH RELINQUISH D. OF I.?

It is reliably reported that Sir Keith Murdoch, Australia's newspaper magnate, and very prominent in broadcasting station control, and who some months ago was appointed Director-General of the Department of Information by the Prime Minister, now wishes to relinquish that post, but is carrying on at the request of Mr. Menzies. No body will envy Sir Keith the arduous duties associated with his office. This has been experienced in England by the various Director-Generals of Information who have occupied that position over the other side. Trying to please everybody one pleases none, and the field of propaganda, whilst so necessary, is most difficult.

NEW STATION AT GYMPIE

Receiver designers will soon have to find space for a new call-sign at the already-crowded high-frequency end of their tuning dials. The new call-sign is 4GY, which has been allocated to a new commercial broadcaster at Gympie Queensland, which is expected to be operating early in 1941 on a frequency of 1,350 kC. (220 metres). The equipment is being installed by Amalgam Wireless.

METAL TRADES DIRECTORY

The 1940 Directory put out by the Metal Trades Employers' Association is a credit to the publishers. It should be of particular interest to those who are concerned with war-time contracts and the obtaining of special material and further indicates the vast and efficient service given to its members by this association.

Copies of this Directory are available at 5/6 each.

COMMERCIAL BROADCASTING

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:

Hugh Travanner

MELBOURNE REPRESENTATIVE:

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COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Vol. 9, No. 10

Thursday, November 7, 1940.

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

Next week, commencing November 11, the Tenth Annual Convention of the Australian Federation of Commercial Broadcasting Stations assembles at the beautiful spot of Federal Capital Territory has been selected for this most important event in Australian broadcasting circles. It certainly appears to have all the attributes for a convention setting. At the time of going to press, the register of delegates intending to be present indicates quite a full house and, in fact, the Naval Lodge Hotel has been more than booked and an overflow will require other accommodation. This speaks well for the Federation Convention and is indicative of the effectiveness of the Federation in the interests of commercial stations in Australia. The Federation has more than justified itself, and although a lot remains to be done, a very profound tribute must be paid to those who have worked hard to make the Federation effective, and particularly those station executives who have accepted office of an honorary and onerous character for the benefit of commercial broadcasting. The last two years, particularly, have been a consolidation of the work performed by previous officials, notably the presidents who have the hardest work, being constantly on the job to ensure the protection of the industry which means so much not only to the business fraternity of Australia, but to the million and a quarter listeners who prefer commercial programs. This tenth convention will register a further milestone in the progress of this essential service to Australia.

Each annual convention of the Australian Federation of Commercial Broadcasting Stations has brought forth effective results for the benefit of the advertising and entertainment industry—the convention itself throwing into bold relief each progressive milestone marking the year's achievement. And under the guidance of the Federation, as a controlling and self-regulatory body for the industry, commercial broadcasting has gone from strength to strength. It has reached that state where it must be regarded as the most powerful force in the moulding of cultural desires and of public opinion. That same status is enjoyed by the broadcast medium in all civilised countries of the world.

Nevertheless, far be it that commercial broadcasting in this country should rest upon its laurels where laurels have been won. Even greater to-day than ever before are its responsibilities—it has built a tower and the job ahead is to keep that tower intact—it has accepted the gravest of responsibilities, and no consideration must be allowed to sway it from its obligations to the Nation—it can and MUST now as never before "serve the people."

That commercial broadcasters, individually and collectively, have served the people and served them well in the past no one will deny; the public appreciation of commercial station programs, the closely knit co-ordination between the Government authority and the broadcasters, the great charity and war efforts successfully carried out by commercial stations all point to the soundness and the extent of that service. Yet one observes ragged ends in the structure, unfinished buttresses in the foundations of the tower, weaknesses to which commercial broadcasters must turn their immediate attention lest the progress of the tower-building be halted. Let us hope that the representative executives of all the stations in Australia, when they meet in serious conference at Jervis Bay next week, will turn their attention to such matters.

We have two broadcasting systems—the National service controlled and operated by the Australian Broadcasting Commission with practically unlimited financial resources for development (but, fortunately for the other system, weak in initiative) and the commercial service operated by private enterprise which is completely dependent upon its advertiser support, and that in turn is contingent upon listener support for the respective commercial stations. It boils down to a matter of programming and service to the public.

The A.B.C. follows a program policy of giving the public what the A.B.C. considers the public should have in the way of entertainment every hour of the day that its stations are on the air, without regard for what the public might prefer in the way of programs, and in spite of the fact that the public is paying directly for the service broadcast by the A.B.C. through contributions from the listeners' licence fees. But a slight shift in the wind of this policy—say the recognition of the tastes of the majority of listeners combined

with a rigid rule for balancing the program throughout the day and night—and the A.B.C. would receive a far greater share of the listeners than it enjoys to-day.

Everyone knows that most of the listeners listen to the commercial stations most of the time. That is because the commercial stations cater for the entertainment tastes of the vast majority of the public—most of the time. But can it be said that the commercial stations have the necessary rigidity of program policy? Is it possible that commercial program policy is being swayed to-day more by the individual tastes of sponsors rather than the collective taste of the masses, and that so far only happy coincidence has saved commercial stations from possible program embarrassments? We think those are questions which the Convention delegates at Jervis Bay next week should give some thought to. This trade newspaper has repeatedly asserted the desirability, and the necessity, for all stations to main-

(Continued on page 5)

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

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Commercial Broadcasting (fortnightly)

Commercial Broadcasting Rate Book (half yearly)

Year Book of Commercial Broadcasting in Australia

Radio and Electrical Retailer (fortnightly)

Radio Technician (monthly)

Australian Radio Receiver Official Trade-in Allowance Handbook (annual)

Radio Trade Annual

Radio Diagram and Intermediate Frequency Index

Subscription and advertising details on application to Box 3765, G.P.O. Sydney, or 'phone FL 3054.

Convention Agenda

First Day—Monday, 11/11/40

Delegates assemble, if possible by lunch time. (This will be dependent upon the time of arrival of the delegates by bus from Sydney).

p.m.

3.30—Official opening by Prime Minister or Postmaster-General.

Vice-president to move vote of thanks.
Presidential address.

4.30—Cocktail party with ladies.

Second Day—Tuesday, 12/11/40

a.m.

9.30—Delegates assemble at Conference Room.

1. Proxies to be lodged and investigated.
2. Roll Call.
3. Confirmation of Minutes of 9th Annual Convention.
4. President's review of year's activities.
5. Appointment of Committees.
 - (a) Press.
 - (b) Finance and Administration.
 - (c) Co-ordination of war effort.
6. General discussion of war effort by commercial stations, including co-operation with Department of Information and functions of Radio War Service Committee.

p.m.

12.30—Adjourn for Luncheon.

2.15—Re-assemble.

7. Censorship.
8. Report of Conference regarding stations' security, etc.
9. Industrial matters.
10. Government matters:
 - (a) Control of broadcasting.
 - (b) Station power and issue of new licences.
11. Standard order form.
12. Copyright matters:
 - (a) Proposed revision of A.P.R.A. fees.
 - (b) Agreement with record manufacturers.

5.30—Adjourn until following morning.

Ladies' Social Program

Ladies' reception and program committee: Mesdames C. F. Marden, H. G. Horner and V. M. Brooker.

First Day—Monday, 11/1/40.

Morning: Ladies' reception and introductions.

4.30 p.m. Cocktail party.

Evening: Informal dinner, following on which bridge, games, etc., will be available.

Second Day—Tuesday, 12/11/40.

Morning: Free.

Afternoon: Ladies' golf stroke handicap.

Evening: Informal dinner—bridge, cards, etc.

Third Day—Wednesday, 13/11/40.

Morning: Free.

Third Day—Wednesday, 13/11/40.

13. Agency matters:

- (a) Renewals of accreditation.
- (b) Commission to agencies, including overseas agencies.
- (c) Credit control scheme.
- (d) Retrospective rebates on contracts.
- (e) Commercial radio advertising board.
- (f) Requests by agencies for stations to conduct surveys.
- (g) Requests by agencies for free publicity for sponsored programs.
- (h) Standardisation of sessions.

14. General matters:

- (a) Rates for talks.
- (b) Availability of technicians.
- (c) Price fixing legislation—effect on increase in station rates.
- (d) Petrol rationing.
- (e) Standards of broadcasting practice.
- (f) Broadcast advertising by radio receiver manufacturers.
- (g) Agenda for convention.

p.m.

12.30—Adjourn for Luncheon.

Afternoon—Golf match.

Evening—Official dinner.

Fourth Day—Thursday, 14/11/40.

a.m.

9.30—Conference resumes.

15. Reports of Sub-committees:

- (a) Co-ordination of War Effort.
- (b) Accreditation.

16. Management of Federation:

- (a) Report of Sub-committee on Finance and Administration.
- (b) Operation of State Committees.
- (c) Election of Office Bearers.
- (d) Convention for 1941.

17. Any other business.

Afternoon: Bay launch trip—afternoon tea picnic.
7.0 p.m. Ladies' dinner, followed by picture theatre party.

Fourth Day—Thursday, 14/11/40.

11.30 a.m.: Motor coach visit to Huskisson with luncheon at hotel, returning to Jervis Bay for afternoon tea.

Evening: Informal dinner—bridge, cards, etc.

Fifth Day—Friday, 15/11/40.

Morning: Free.

Afternoon: Mixed Canadian golf foursome.

General.

Mrs. Marden will have charge of the motor tour.
Mrs. Horner charge of the golf, and Mrs. Brooker the launch picnic.

What is the Paramount Lesson of Audience Participation and Quiz Shows?

(By LEX LIPPMANN.)

It was shown in last issue of COMMERCIAL BROADCASTING (25/10/40) that nearly two and a half million attendances are registered at broadcasts annually from 27 of the 100 commercial broadcasting stations in Australia. What is the paramount lesson to be learned from this rather staggering figure? What is the trend indicated—not necessarily the trend (yet) in programming, but what is the trend in public desire shown by the facts revealed in the "C.B." investigation?

After some thought on that question the answer will most probably be found in "information" or "popular knowledge."

Various theories have been advanced from time to time to explain the popularity of quiz shows, audience participation broadcasts and the like. It has been said that it is the "novelty" of the presentations, or that their popularity is borne of the desire by participants or attendance audiences to have a chance of winning one of the prizes offered for answering general knowledge questions. All of these ideas, while representing undoubtedly the reactions of SOME people, do not explain why in addition to the great number of people who attend broadcasts, tens of thousands of people listen-in to the same shows and are "entertained" by them in their own homes. Multiply the number of listeners by the number of quiz shows they listen to in a year and the figure would represent hundreds of millions of broadcast contacts as distinct from the "direct" or "physical" contacts.

There are other ideas of what makes quiz shows popular, but each one seems to have its limitation. The thirst for popular knowledge however is inherent in every human being in greater or lesser degree and, parenthetically, that degree usually is governed by the amount of incidental interest that can be created around the main knowledge fact. Interest in popular knowledge—knowledge about everyday things—is therefore an explanation of the popularity of quiz shows which is all-embracing of the great radio audience. The participant by his ego or his avarice may be drawn to an audience participation quiz broadcast, but he is still interested in the knowledge factor whether it be in the competitive display of his own knowledge or the assimilation of facts revealed throughout the show.

If all this reasoning is to be accepted and station managers, program executives, and advertisers on commercial stations, agree that a real trend in public taste is thus revealed, commercial broadcasting will be able to do an immense amount of good in a very great national work. It will be enabled to more completely fulfill its responsibility and its obligation to the nation—

the provision of a service in the interests of and the enlightenment of the people.

It is of particular interest that coincident with the foregoing conclusions, based upon "C.B.'s" audience participation investigation, the broadcasting department of A.W.A. this week went into production of a series of broadcasting programs (being discsed by the Recording Division), which set a new standard in discsed entertainment of the educational type. Through long habit, through past lack of full enough attention to the entertainment detail, programs labelled "educational" have generally been cold-shouldered by many stations and by many sponsors. But to-day production technique, radio showmanship, and a wider knowledge of public taste opens up a new field of lush programming possibilities.

In the new series of A.W.A. programs every obstacle to the "educational" tag appears to have been overcome. The title, "When Dreams Come True," might as well be given to an emotional romance as to factual romance such as this series depicts. The scripts, written at A.W.A., give fine dramatic emphasis to the characters and events portrayed.

At this writing, two in the series of quarter-hour shows had been discsed. The first deals with the historic and humane fight put up by Samuel Plimsoll for the prevention of overloading of British merchant ships and the inauguration of the Plimsoll line regulation in the Merchant Shipping Act in 1876. Another in the series, flashes the light of knowledge back to the invention and application of the Davey Safety Lamp in coal mines, showing why and how it was invented, and under what dramatic circumstances it was first successfully tested against the terrifying "firedamp" of the famous Hebburn coal mine.

(Perhaps again it is coincidence that both Plimsoll Line and Davey Safety Lamp are two subjects which have frequently formed the bases of quiz-broadcast questions).

Other features being dealt with in the "When Dreams Come True" series

Editorial Notes

(Continued from page 3.)

tain complete control of their program policy. Some stations to-day are in that happy position whereby they render consistent service to the people, consistently good entertainment, and consistent advertising rates to consistently satisfied advertisers. Such stations do not allow their air time to be used by sponsored feature or spoken advertisement unless such material conforms strictly with their managements' laid down policy for program standard.

★ Rate cutting is still being practiced, either as a straightout proposition, or in some form of attempted disguise. There's no sense in it, no logic, no gain to station or advertiser. The advertiser who gets a cut rate is obviously getting a cut service, or a service which is not as good as he is entitled to; he is cutting his own throat. The station who offers or allows to be offered on its behalf, cut rates, gains little monetarily and loses greatly in prestige which in commercial station time buying circles these days is a big asset for any station to possess—it is an asset which should be guarded jealously by all. Stations cutting rates are therefore cutting their own throats. Rate cutting is a matter which should engage some measure of attention at the appropriate sessions at the Jervis Bay Convention next week.

The promulgation and formation of the Federation's Bureau of Accreditation of Advertising Agencies was the direct result of deliberations at earlier Federation Conventions. It has proved a very great stabilising influence in the industry. Its operation has put the brake on the submission to stations of advertising campaigns in one hand with the demand for "concessions" in the other, and of various other forms of intimidation which hitherto had been practiced.

But there is allegedly another side to this picture. The side that shows a station, behind the back of an advertising agency, will approach one of the clients of that agency with a "proposition" that includes cut rates. Such practices almost nullify the whole object and operation of the Accreditation Bureau, and strike a serious blow to the very foundations of the industry. If necessary the Federation executive and the corresponding representatives of advertising agencies, the Advertising Agents' Association, should co-operate very closely in the policing of the code of accreditation.

include such everyday things as the sewing machine, water reticulation in London, the building of the Panama Canal, the construction of the Thames Tunnel, etc.

In building these programs A.W.A. set out with the definite object of achieving a high standard session which

(Continued page 7.)

Some Regular Delegates who are expected to be at Jervis Bay next week



Horner, 2GB



Worrall, 3DB.



Brooker, 2CH.



Marden, 2UW.



Secretary Dooley certainly has his hands full at Convention time!



Kemsley, 3UZ



Stevenson, 2UE.



Ogilvy, 2CA



Robertson, 4BK.



Morgan, 3KZ



Richardson, 7LA



Fitts, V.B.N.



Paddison, 2KA.



Kemp, "Argus."



Harvey, 4BU.



Findlay, 7AD.



Yeldon, 2WL.



Kennedy, 2TM.



Wynne, 4MB.



Holt, 3XY.



Findlay, 7HO.



Gold, 4GR.



Ridley, 2GZ.

The Trend Shown by A.P. (Continued from page 5)

While containing a high educational or "information" content would not only be nothing in artistry of production, but would strive for something new in entertainment value. To do this effort has been spared in perfecting production on to the disc, and in the selection of word-perfect artistes for narrations and the parts in the dramatized highlights of each powerful story. There should be room on the air for many such programs as these, with the same underlying motive, the same careful research and production and similar entertainment value; and based on the knowledge we already have there should be ample listeners to such programs to make them commercial propositions.

TENDERS ACCEPTED BY P.M.G.

Transmission Equipment Pty. Ltd., Melbourne—supply of speech input equipment for National Broadcasting Service, Queensland—Contract No. 3512.
 Telephone and Cables Pty. Sydney—supply of Melbourne-Seymour trunk cable, adjusted price \$2, Victoria. Contract No. 3514.
 Vesta Battery Co. Pty. Ltd., Sydney—supply of batteries in approximate quantities required during period ending June 30, 1941, South Australia. Contract No. 3511.

"The Watchman" on Commercial Stations

"The Watchman" talks commenced on Monday last, November 4, from 3UZ Melbourne, 2UW Sydney, 4BC Brisbane and 4SB Kingaroy, at 7.30 p.m., under the title of "At Home and Abroad." Commencing Sunday next, November 10, another series of talks are scheduled for each Sunday night at 9.45 p.m., on "The News Behind the News," which was his most popular session when he was broadcasting for the A.B.C.

In the last issue of COMMERCIAL BROADCASTING it was inadvertently stated that "The Watchman" (Mr. E. A. Mann) was an erstwhile member of the Western Australia Parliament, when the fact is that he represented Perth (metropolitan) in the House of Representatives from 1922 to 1929.

Mr. Mann, who to-day is probably the best known radio commentator on world and political events through his long association with the A.B.C. and widely publicised utterances and activities, is a native of South Australia, having been born at Mount Gambier in 1874. He was educated privately and at Melbourne University. He was Government Analyst in Western Australia for a number of years, and was a member of the Royal Commission on Ventilation and Sanitation of Mines in W.A. in 1902. He is the author of several technical

SENATOR McLEAY IS NEW POSTMASTER-GENERAL

With the appointment of Senator George McLeay to the Postmaster-Generalship of the Commonwealth of Australia, the responsibilities of that most important portfolio have fallen upon one of the youngest pairs of shoulders that have yet had the job.

Born at Port Lincoln, South Australia, in 1892, Senator McLeay is the second South Australian to hold the office of P.M.G. within the past 12 months or so, the former South Australian being Mr. Archie Cameron. A son of the late Mr. George McLeay, of Glenelg, S.A., Senator McLeay was educated at Port Lincoln and Unley State schools, and at Muirden College, S.A. He was the founder of McLeay Bros, wholesale and retail merchants of Adelaide. He was elected Senator in September, 1934, and became Government whip in the Senate three years later, and in that same year was appointed chairman of the Senate Regulations and Ordinances Committee. A Cabinet reshuffle in March this year found him with his first important Ministerial portfolio—Customs.

Senator McLeay is a life member of the St. Andrew's Literary and Debating Society in South Australia. He lives in Glenelg, S.A., and is a keen devotee of golf, cricket, tennis and lacrosse.

works on chemical investigations. He now lives at Hawthorn, Victoria.

And Now ★ **"The Starfinder"** ★

FEATURING LESLIE ROSS Direct from Radio and Stage Triumphs in London, New York and the Continent.

AND HIS YOUNG AUSTRALIAN DISCOVERIES

RADIO'S NEWEST PROGRAMME FEATURE

FRIDAY NIGHT AT 8.15

MORE

- ★ "TYE'S RADIO REVUE"
Sunday Night at 8
(Tye & Co.)
- ★ "ROLA RADIO-NEWSREEL"
Sunday Night at 7
Rola Co. (Aust.) Pty. Ltd.
- ★ "PAUL'S FAMILY"
Tuesday Night at 9
(Rosella Preserving Co.)
- ★ "CORONETS OF ENGLAND"
Monday Night at 9
(Hemburrows Furn. Arcade)
- ★ "YES, WHAT"
Mon. to Thur. Nights at 7.15
(Mortein)

OF COURSE ITS A

3 XY

PRESENTATION

FEATURES

- ★ "DON'T TALK!"
Thursday Night at 9
(Bevilles)
- ★ "CUCKOO COURT"
Sunday Night at 9.45
(Bidomak)
- ★ "CROFT'S RADIO REVELS"
Saturday Night at 8.15
(Croft's Stores)
- ★ "WHAT'S MY NAME?"
Wednesday Night at 9
(Kornies)
- ★ "THEME POTS O' GOLD"
Monday Night at 8
(Independent Theatres)



THE OUTLOOK . . . as Agencies see it

Leading Agency Executives say what they think about the coming Summer and 1941 in Radio business.

W. O. RICHARDS—Managing Director, The Weston Co. Pty. Ltd.

All clients of this company employing broadcasting report definite increases in sales.

The fact that every client has increased his broadcasting appropriation during the past year, seems to indicate his faith in this form of advertising and in the future.

The radio section of this agency anticipates record business for the coming year, the productions for 1941 are already in hand.

S. B. DOBBS—Managing director, J. Walter Thompson (Aust.) Pty. Ltd.

We are laying plans for bigger radio billings in 1941 than we used in 1940. The majority of our clients will continue the same or increased expenditures in radio for 1941.

N. V. NIXON—Managing Director, N. V. Nixon and Co. Pty. Ltd.

There's going to be a two-way argument—stations executives v. sponsors and their agencies—this summer.

Good evening times are practically non-existent, and the apparently growing practice of advance booking months ahead is going to create a lot of headaches for station managers—and for the late buyers.

One thing which will probably emerge is the almost total disappearance of scatters and announcements from the evening program, which will be a good thing for radio generally.

Another thing, the result of which is becoming evident already, will be the use of Friday and Saturday times by sponsors who previously turned up their noses at these nights.

The attempt being made by stations to sell day time when they cannot accommodate evening programs will probably defeat itself.

I do not consider, although I am more than willing to be proved wrong, that the daytime audience is either great enough or, in the main, interested enough in radio to show consistently good results. Admittedly certain stations at certain times have done a very good job in their day programs, but this

has been because they have offered goods of particular interest to a certain group of listeners and had the selective program to hold the attention of those listeners. When it becomes a battle on fairly even terms between all stations, my opinion is that the daytime audience will prove to be less in number and responsiveness than we like to imagine.

R. C. HICKLING—Radio Manager, Goldberg Advertising, Melbourne.

I consider 1940-41 should see a distinct increase in the demand for station time over the previous 12 months. Definite stability has been regained by business in general, as compared with the changing fortunes of late last year and the first six months of 1940. In addition, licences show a steady increase in number, and listeners are tuning in with greater eagerness to find something new and novel in entertainment. I think, however, that the growth of radio will depend, to a large extent, on considerably greater attention being given to presentation and programs. Listeners are demanding more from their sets and the success of radio in 1940-41 will depend largely on the effort put behind presentation and programs—particularly the balance of programs. 1940-41 should be a year of new ideas in radio, as something will be needed to replace the scores of audience participation shows now on the wane.

KEN UNSTED—Managing director, Unsted Jackson Haines Pty. Ltd.

I think the businessmen and the public are settling down to war conditions, and therefore 1941 should show a gradual building up of advertising under all the new circumstances occasioned by the conflict. Businessmen realize that they must maintain their turnover or their output as part of our economic war-front, and to do this, advertising must be maintained. So far as radio is concerned, it seems obvious to me that the people will listen where they can hear the most war news. The outlet for advertising has been greatly restricted by the restrictions on the use of newsprint—insertion schedules cannot be guaranteed. Commercial radio on the other hand is far better off as campaigns can be carried out in accordance with preconceived schedules.

SAM MAXWELL—Managing Director, Trans-Radio.

We expect an ever increasing expansion of broadcasting and a greater appreciation of its value in the personalisation of business, especially in the retail store field where broadcasting, properly handled, offers unique opportunities to stores. We expect more and more retailers to use radio advertising not because they cannot get newspaper space but from an appreciation of its potency.

J. C. MACKAY—Sydney manager, Paton Advertising Service.

In my opinion many more advertisers will discover the value of "off-peak" times. Quite naturally, as some stations filled their night programs they turned to the day and tried to persuade advertisers how good daytime channels were. This, I believe, probably started the swing which I forecast will develop and like a number of Paton's clients other advertisers will discover the extraordinarily good value obtainable during the day.

With everybody still trying to find new ideas for quiz programs, I am wondering how long it will be before something better will be found, or should I say how long it will be before all stations conducting audience participation shows control them properly to beat the professional quizzers who drifts from station to station collecting money.

Another most important point that will, I hope, soon be rectified is that the entertainment value of the program that goes over the air is of far greater importance than the number of people attending the studio.

Forecast: More musical programs for 1941.

ALBERT RUSSELL—Manager radio division, Goldberg Advertising (Aust.) Pty. Ltd.

The picture for 1941 looks to me as though those who require quarter-hour and half-hours will have to scout far ahead because stations generally appear to have long term contracts running and any good times in the evening are quickly snapped up as they become vacant. One thing which will have to be developed in 1941 will be feature sessions in the daytime. More and more women during the day are looking on the radio as their form of entertainment.

(Continued page 10.)

Greetings to the Members of the Federation at their Annual Convention Jervis Bay—1940

The Australasian Performing Right Association takes pleasure in sending greetings to all station executives attending the A.F.C.B.S. Annual Convention.

Every broadcaster in Australia who is mindful of his obligation to serve the public interest, is assured of our complete co-operation.

Our Composer, Author, and Publisher members will continue to say it with music. The public wants music and the public must be served

We are pleased to place on record our appreciation of the cordial relationship existing between the Federation and this Association.

We present this message to you with sincere wishes for continued progress and the success of all Broadcasters.



THE OUTLOOK as Agencies see it

(Continued from page 8)

G. J. M. JACKSON—Manager, Paton Advertising Service, Melbourne.

Attempting to prophesy on the future development and prospects of radio business, is very much like endeavouring to predict what the public will like. And I'm no prophet!

So we must necessarily concern ourselves in these words with the situation as it concerns those clients of this agency which are interested in radio advertising. As far as they are concerned, radio need not fear, providing the war and overseas changes do not affect the Australian market too adversely. That is an important thing to remember. While Australian commercial broadcasting is enjoying a boom at the present time, it is possible that overseas affairs could have serious repercussions in Australia, to the detriment of all forms of advertising.

With that proviso, radio in 1941 should reach its nearest approach to saturation. That point was almost reached this winter on many stations. Next year, radio should forge further ahead as a favoured medium. Newspaper rationing partly supplied the impetus for the swing to radio this year, but not entirely. Radio would have had a record year without that assistance.

We feel that many national and local sponsors will put even a larger share of their advertising appropriations into radio next year, providing (and it's a big providing) that radio stations can accept success.

An attitude of humility, and a more intensified degree of service, especially when successful, on the part of the stations, will benefit the radio industry. Those that become "too big for their watts" are looking for trouble that will reflect to the disadvantage of radio as a whole. Some stations have already given an indication that the crown of success does not sit lightly on their heads.

The stations that will consolidate and/or improve their positions next year, are those that will co-operate wholeheartedly with advertisers and their service agencies, and that are prepared to work to give the sponsor a fair return for his money. If you happen to be one of these stations, here's hoping for renewals and new business.

D. E. PULBROOK—Director, Radio Division, Gotham (A/sia) Pty. Ltd.

The situation on radio for 1941 is more than encouraging, next year's promise being brighter than that of the present phenomenal season.

It is possible that newsprint restrictions gave some stimulus to commercial broadcasting this year, but in any event radio results have been outstanding.

All our clients currently on the air will be continuing and we expect expansion in most of the bigger accounts.

New program trends will be closely watched, for it is in this department that next year's surprises will be forthcoming; 1941 will undoubtedly be a peak year for radio.

W. T. McCLELLAND—Managing Director, Hartford Advertising Agency Pty. Ltd.

We feel that radio did a great job for our various clients who used the medium during the past year. It has done a great job of business building as the sales curves of those clients indicate, and we look forward to next year seeing continued activity in broadcast advertising for most of our clients who will be giving the same or more attention to that medium.

LIONEL SHAVE—Director Radio Division George Patterson Pty. Ltd.

Practically without exception our radio clients have increased their radio appropriations—some very notably—and they can be expected to continue on that increased scale at least. Naturally radio will need to continue giving a satisfactory account of itself.

There should be a definite trend towards more sponsored sessions in 1941. With the increased demand on time it seems certain that advertisers turning to radio as a new or additional medium will be compelled to more seriously consider sponsored sessions rather than spots and scatters. Next year should see far greater attention paid to building daytime programs, chiefly through lack of available evening times. I think also there is a pressing need for the formation of stronger networks and network organisation.

L. MOONEY—Mooney Webb Pty. Ltd.

If present indications are any criterion, then radio should look forward to a bumper year in 1941. That the medium of radio has done so splendidly for most clients, is proof that every class of business should include in its advertising allocation, a generous amount for air advertising.

What has struck me more than anything else is the fact that retail businesses are succumbing to the lure of spoken work and the results obtained, where I have had an opportunity of checking same, have astounded me. I say astounded advisedly for up to two years ago, I was of the firm opinion that retail businesses could not be served adequately and efficiently by radio—but we live and learn and a retail business using radio with an idea in it, are most pleasantly surprised at the sales results.

I repeat that radio business for 1941

COLGATE-PALMOLIVE DOUBLE UP NETWORK TIME

Three months ago, the Colgate-Palmolive Co. undertook their sponsorship of "The Youth Show" over every station of the Macquarie Network. Now the Colgate-Palmolive Co. has arranged to double its time on the air, a contract having been signed for the broadcast each week over the Macquarie Network, of a new half-hour show Mondays at 9.15 p.m.

The new program has been built and the contract placed through the George Patterson Agency, which has a rapidly growing influence in radio in this country. In addition to other important radio commitments, "G.P." will now have three live-artist programs weekly (the third one is "Omar Khayyam—All That," the Andrew's Liver Salt feature) broadcasting on all Macquarie stations throughout the Commonwealth. Radio Director Lionel Shave will be intimately connected with the building of each program.

Details of the new show have not yet been revealed. It is known, however, that it will be an audience participation show developed from a completely new angle. The first broadcast will be on November 25.

ARMSTRONG TAKES OVER AT 3AW WHILE TAYLOR IN CAMP

When John Taylor, popular manager of 3AW, goes into camp for 88 days on December 14, David Armstrong, Melbourne manager for the Macquarie Network, will act as manager of 3AW during



Dave Armstrong to act as manager of 3AW Melbourne.

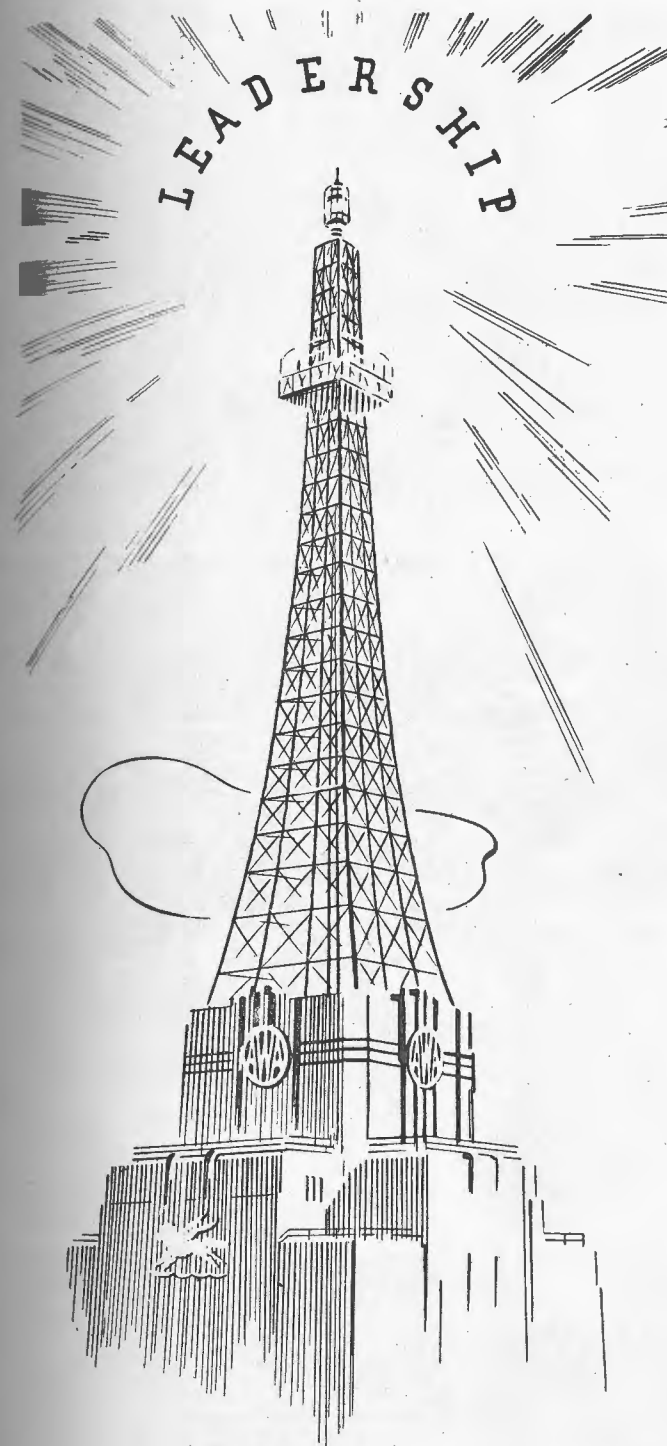
his absence and, with this fact in view, the offices of the two organisations have been amalgamated, the Macquarie people moving into 3AW.

Move should lead to even closer co-operation between the two sales forces, which have worked hand in hand in the past.

Taylor holds the rank of Lieutenant in the 3rd Div. A.S.C.

should boom as it has long since passed the experimental stage, and even the merchant in a small way who has just a few pounds to spend in an advertising campaign immediately thinks radio. And who is to say he is not wise, for it is remarkable the results he will get for his few pounds—given a good station, a good time, and what is, of course, far more important than the foregoing—a good idea—to sell his goods.

2CH - - TOWERING



To New Heights in Commercial RADIO

2CH broadcasting

from Australia's most modern studios at the top of the new A.W.A. building, ensures the utmost precision and efficiency in the presentation of every programme and gives advertisers improved service without increased cost.

For YOUR advertising appropriation, 2CH coverage, coupled with efficient service must make first claim to your consideration.

TELEPHONE
BW2222

AMALGAMATED WIRELESS (A/SIA) LIMITED

WITH MALICE TOWARDS NONE

By Valerie Chick

Not content with attacking the A.B.C. for its importation of artists and its method of selecting radio plays, Mr. Randolph Bedford, a Labour member of Parliament, had a smack at commercial stations in Saturday's Sydney "Telegraph." Mr. Bedford, it seems, objects to commercial announcements.

Apparently he considers that commercial stations should function without revenue. It hasn't occurred to him, of course, that hundreds of people, including writers, actors, and announcers are kept in constant employment because advertisers choose to present their messages through the medium of radio.

Generally speaking the 1940 "commercial" is not a dull, long-winded rigmarole. It is usually a crisp, well-written message, designed to fit into its sponsors program as entertainingly as possible. Many recorded announcements are entertainment in themselves.

Judging by the success of commercial stations, Mr. Bedford is merely a voice crying in the wilderness. Also, does he forget the tremendous part commercial radio plays in political campaigns?

A chat with Mr. Bert Button (2CH) revealed that during the months of September and October, 1940, 2CH has achieved the highest sales figures since the commencement of the station.

Commencing on Saturday last the Coo-ee Clothing Co. is presenting on 2CH Sydney a non-stop dance program (from 8 p.m. to midnight) with no commercial (Mr. Bedford will be pleased to hear this). The sponsors are circularising every patriotic organisation, so that organisers can avail themselves of this splendid dance music. Functions in private homes will also be catered for, and booklets giving suggested simple menus for parties and ideas for ensuring the success of almost any function are being issued by the Coo-ee Clothing Co. These are free. Calls will be given throughout the evening to those who are using this big 2CH program for the entertainment of their guests. Hostesses and hosts especially, are invited to send in their names so that they may receive a call. In the basement of the Coo-ee Clothing Co. there will be a 9-10 p.m. dance for those who care to go along. Accommodation will be approximately 250 people. At that hour 2CH will cross from the studio to the basement in order to achieve the true atmosphere of the Coo-ee Co.'s big evening.

"Tell Father Xmas" is another new 2CH program that promises to be very popular. Children in the studio are invited to speak through a microphone to "Father Xmas," and from another studio a "Santa Claus" answers the kiddies, telling them that he has noted their requests. This program is being sponsored by Walther & Stevenson Ltd. (makers of toys). The parents of each child are later forwarded a Walther & Stevenson catalogue, with the particular item asked for by the child marked in red.

Heigh-ho for the Macquarie Network Convention which commences in Sydney to-day. The place—Usher's Hotel. After much convening and conviviality most of the crowd will leave on Saturday for Jervis Bay, where the Commercial Broadcasting Federation's Convention takes place next week. Incidentally the wives of all the "conveners" are in for a mighty fine week of it. The reason? The popular wives of Manager Jack Horner (2GB) V. M. Brooker (A.W.A.), and the charming Mrs. Frank Marden are in charge of entertainment for the fair sex. Of course, we do not know what is being planned, nor have we spoken to anybody who does know, but nobody can stop us from thinking.

Noel Judd (Hunter River) recently signed a contract for life with a lovely lass from that vicinity. There are still a few interesting bachelors left in radio, and we believe with Phyllis McGinley (American poetess) that

"... the bachelor, the bachelor,
His ways are the ways of guile,
But soon or late,
He takes the bait,
And Lohengrins up the aisle."

They tell me that the dignified Gilbert Russell (crack English copywriter now with Catts-Patterson, Sydney), has bought himself a motor bike, and is to be seen week-ends dashing hither and thither over the Australian landscape. If only mama had christened me Daisy! 'Oops, sorry, I forgot. It's a single-seater.

John Stevenson (late J. Walter Thompson Agency) is now freelancing. John is a clever script writer who has been responsible for many successful original shows and adaptations on the air. He's a very modest "bloke" is John. Shuns publicity, and is reluctant to speak of the success he has enjoyed since coming to Sydney from New Zealand. He prefers freelancing for the reason that it gives him

the time to indulge in various cultural pursuits in which he delights, and also because it enables him to write in the section of his charming home at Rose Bay. His young wife is the well-known American actress, Iris Moore. Iris has appeared in A.B.C. plays and serials, and has taken part in several Lux shows. They are a clever, interesting couple—the Stevensons—both young, happy in their world—in love, so the sky's the limit!

Leona Deane (J. Walter Thompson), a young Sydney copywriter who recently arrived back from a trip abroad, has met all the big shots of the N.B.C., including Mr. David Sarnoff, the director of all E.C.A. and N.B.C. activities. Sarnoff told her "television hasn't even started yet." Leona also tells of the interesting way in which the Pepsodent half-hour is brought to American listeners. An audience of about 500 the original script of the program is presented by Bob Hope (comedian—now starring in the film "Ghost-crackers") and Judy Garland together with a male quartet and band. The audience's reaction to gags, songs and instrumental numbers is noted. Remarks and criticism from the audience are invited, and the whole thing from beginning to end is recorded on acetate. The following evening the revised script which contains only those gags, songs and musical items which have called forth 100 per cent appreciation from the previous day's audience, is broadcast from coast to coast. The actual broadcast is flesh and blood, of course. Miss Deane was guest speaker on the N.B.C. and was asked to tell she knew of Australia and Australian broadcasting. Knowing Leona, we feel sure, she gave us a good boost. Her work at J. Walter Thompson's includes the writing of copy for Wrigley's, Lux, "Dave and Dave," Persil and Bromo-Seltzer.

Last-minute pick-ups—Bill Hartz (2CH), announcer, writes splendid poetry. He's had some poems accepted for an Australian anthology. Geo. Anderson (2GB) is in again—camp, we mean. Joan Brodie, the voice of the switch at Goldbee (Sydney) is one of the brightest lasses we know. She's rapidly becoming known as the girl with the smile in her voice. Keep hearing very favourable comments about "Boos and Bouquets" (2UW) Friday. Charles Fletcher (2GB) is spending a week at Lapstone. Wonder why Mrs. Gray morning women's session doesn't continue. Have listened several times recently, but didn't hear a note from 10 a.m. to 11.45.



How many of the old faces will be there? This picture was taken at the Jervis Bay Convention in 1938.



MEMORIES OF THE 1938 CONVENTION AT JERVIS BAY

Those who attended the 1938 Convention at Jervis Bay will recall the very pleasant time they had on that occasion. This page of pictures was published in "C.B." 1938 Convention Issue. Clive Ogilvy (Macquarie), in the centre picture, measures the one that got away." Secretary Dooley, Sid Morgan, Alex Robertson, Dave Worrall, Frank Marden, Alf. Wynne, Mrs. Roberts, Archer Whitford, and "C.B." Managing Editor Mingay were all caught in these candid shots. It is to be hoped the weather next week will be just as enjoyable as it was in 1938.



RADIO ADVERTISING TECHNIQUE

(By C. W. Shortridge, General Manager, Catts-Patterson Co. (N.S.W.) Pty. Ltd.)

How does advertising work? What is the nature of the psychic phenomenon that occurs when "consumer-acceptance" is created? What actually happens in the mysterious human mind when ignorance or indifference or resistance is kindled into desire? The question is as intensely interesting to the advertising practitioner as the answer is important to his client. For advertising merely multiplies the process of converting the individual.

We frequently hear advertising referred to as mass salesmanship. Actually it is directed at individuals. People do not usually read or listen to advertisements in crowds, but singly or in small groups. Advertising is a mass force only in the sense that its effect is the sum of money individual effects.

Have you ever considered what a "sale" is? A sale is something that happens in the buyer's mind. "A" has sold something to "B" when "B" has decided, consciously or otherwise, that he wants what "A" has to sell. "A" succeeds—other factors being equal—according to the skill with which he conveys his idea to "B." He must, of course, have an idea to convey.

One of the pioneer advertising psychologists was Claude Hopkins, who was closely associated with the marketing in America of Pepsodent Tooth Paste, Goodyear Tyres, Palmolive Soap and many other products the names of which are now household words. Hopkins is reported to have been the first to use the beauty appeal for soap. He set it to work for Palmolive in 1909. Women responded immediately to the lure of something that would make them sought after by men and envied by other women. They still do, for human nature has not changed in 30 years, nor is it likely to change a great deal in 300.

New Dimensions

But while people remain the same, ways of reaching them and influencing them becomes more diverse and specialised. Radio has added a new dimension to advertising. Radio calls for a new technique, a technique of aural persuasion, as different from visual. Much of what is known about other forms of advertising holds good for radio, but much of the new technique breaks fresh ground. The effectiveness of radio advertising increases as advertisers, agencies and producers learn more about this relatively new medium.

Some advertisers use radio ineffectively because they ignore simple fundamentals: one, that what an advertiser emits about his goods doesn't matter, but only what his prospects absorb; two, that all advertising, including radio, is an intrusion. One hears radio advertisements which seem to have been written in the fatuous belief that people really want to hear about the superiorities of somebody's patent pills.

The radio receiver is the universal home entertainer. And people listen to commercial radio stations because the commercial stations give them entertainment of the kind they like. National stations, for cultural and other reasons, offer what it is thought they should have. But it is entertainment and not advertisements which draws listeners to commercial stations.

There is a moral in this. As Kenneth Goode once said, "millions of men have made hundreds of dollars offering people what they think they should have, while hundreds of men have made millions of dollars giving them what they want." People have a persistent habit of wanting what they want, uplifters notwithstanding.

Advertising—The Intruder

The advertiser who uses sponsored programs expects his program to create an audience for the advertising he links with it. He may also aim at a more or less nebulous benefit to himself in "goodwill." If his program is a winner he gets a real chance to impart his selling story to listeners. Even then he may fail to make the most of his opportunity if he assumes that people are interested in his point of view. Advertising, the intruder, may be persuasive, or provocative, or dramatic, or amusing, or even blatantly aggressive, and "get across"; but it cannot afford to be boring. It is the listener's reaction that makes it successful or otherwise.

As knowledge of the working of advertising increases we can say, more or less with certainty, that this or that rule of advertising is right. We know, for instance, that "owner-benefit" and "pride" and "prestige" are high among the positive factors that influence a sale; and "habit" and "fear" and "ignorance" among the negative. But the man who wrote "often a bridesmaid, never a bride" for Listerine advertisement, possibly 20 years ago, was a

psychologist with a creative mind, not a statistician.

Research reduces facts and probabilities to guide us. By testing we can prove our efforts as we go. But the greatest single contribution to radio or any other advertising is creative skill.

This agency's efforts are at present being applied specifically to the creation of made-to-order programs which are in themselves effective as a guide for the products advertised to improved commercial announcements.

For one advertiser we recently prepared and recorded three types of one-minute advertisements and submitted them to an opinion test, by playing them to an audience in conditions similar to those of home reception. The listeners were given ballot papers and asked to record their opinions. The questions were worded and the test conducted to obtain, as far as possible, a spontaneous rather than a considered opinion.

For the same advertiser a ten-minute program was produced and tested for audience reaction against the first choice one-minute announcement.

For another advertiser a close examination is being made of the comparative effectiveness of chosen newspaper advertisements and sponsored radio. The problem here, of course, is to estimate the advantage possessed by the visual advertisement in drawing requests for the free offer which is the basis of the test.

Note: Recent and current radio advertising releases by Catts-Patterson include Berlei Foundations, Kruschen Salts, Ovaltine, Hilton Hosiery, C.O.R. Petrol, Spalding Golf Balls, Clubs, etc., Digestive Biscuits, J.D.K.Z. Gin, Karswood Dog Food, and Cowell's Furniture. The last advertiser sponsors a weekly community concert from the Sydney Town Hall.

FOODSTUFF ADVERTISERS BIGGEST SPENDERS

An interesting study of 1939 national advertising expenditures by classification was recently released in America by the Bureau of Advertising of the A.N.P.A. Grocery advertisers, it revealed, spent 91,062,010 dollars or 23.75 per cent of the total 383,390,357 dollars spent by national advertisers in four media—newspapers, radio, magazines and farm papers. Chain radio accounted for 82,099,840 dollars or 21 per cent of the total, newspapers 40 per cent, magazines 36 per cent, and farm publications 3 per cent. The study did not include spot radio expenditure which, if included, would most probably have taken radio into the position of second media to newspapers and ahead of magazines. The next nine industries in order using the combined four media were shown as, automotive (54 million dollars), toilet requisites (43 million), tobacco (34 million), medical (26 million), alcoholic beverages (25 million), housing equipment (18 million), transport (13 million), wearing apparel (11 million), and industrial (10 million).

EVERY UNIT DOES ITS DUTY

UNITY

Truly great ventures succeed only by unified action—team-work. Each unit in the might of a nation's arms is itself a carefully directed individual force, part of the great engine of war.

Every station in the C.B.N. is a unit of individual strength. Each has a job to do for you, and does it—efficiently, dramatically. All are joined by the inspiration of a common ideal . . . to promote the highest in entertainment for your customers, to sell your goods . . . more . . . TO BRING FAME TO YOUR PRODUCT.

C.B.N. Sales:
Sydney: 49 Market Street.
Melbourne: P. Sullivan, 18 Queen Street.
Brisbane: 4BC, Queen Street.

COMMONWEALTH BROADCASTING NETWORK

2UW, Sydney; 2HD, Newcastle; 2TM, Tamworth; 2KA-BS, Katoomba-Bathurst; 2KM, Kempsey; 3UZ, Melbourne; 3SR, Shepparton; 3YB, Warrnambool; 3UL, Warragul, 3CV Charlton; 4BC, Brisbane; 4GR, Toowoomba; 4ZR, Roma; 4SB, Kingaroy (relay 4BC); 4VL, Charleville; 4AY, Ayr; 4MB, Maryborough; 4RO, Rockhampton; 4AT, Atherton; 5KA, Adelaide; 5AU, Port Augusta; 6ML, Perth; 7AD, Devonport.

Paling's Spreading Their Broadcast Campaign

Recent developments in the expansion of W. H. Paling and Co. Ltd.'s, radio advertising are interesting. "The Gateway to Fame" talent searches conducted through 2SM Sydney, 2KO Newcastle and 4BK Brisbane, have produced a number of outstanding artists who have been elevated to the "Roadway to Fame" library of musical transcriptions featuring Australian artists, which Paling's are making at Columbia studios. These "Roadway to Fame" discs are currently running on 2CH Sydney, 2KO

Newcastle and 2WL Wollongong, all under Paling's sponsorship, whilst the transcriptions have also been sold for broadcast in New Zealand by another sponsor. Further Queensland stations are likely to be added to the Paling's sponsorship in the near future.

The first adult section of a series of adult and juvenile radio Eisteddfods on behalf of the sponsor, was conducted on Monday, October 7, from the 2KO Newcastle studios. £40 in prize money, as well as special cash prizes for contes-

tants who are successful in securing the highest marks throughout the series, is being provided by the sponsors.

Auditions are given to contestants before they are selected to come before the microphone, so that only outstanding talent will be presented before the audience. The judging is done in Sydney by a committee of expert musicians and radio adjudicators, the program being relayed by landline to the 2GZ Sydney studios for the purpose of adjudication. Test recordings are made of past winners and successful performers, in order that further artists may be obtained for the making of Paling's Victor transcriptions featuring outstanding Australians.

Awards are made, having regard to the standard of the music, the music ability, interpretation and radio presentation displayed by the contestants, the two competitors receiving the highest number of points in each section during the preliminary heat, subsequently qualifying for the final to be held in the City Hall, Newcastle, on a future date. In the meantime, an adult section of the Eisteddfod is broadcast on the first Monday of each month, whilst the juvenile broadcast takes place on the third Wednesday of each month.

The agency handling Paling's broadcast advertising is Trans-Radio.

Lord Lurgan's Interest

The "Gateway to Fame" broadcast on 2SM Sydney Friday night at 9 o'clock have been presenting as feature artist, a young lass with a glorious voice—Joy Denny. She is being featured too, on the series of musical recordings produced by Bill Beatty for Paling's. When Miss Josephine Bevan, of the Gateway to Fame Special Talent Bureau, persuaded the noted artist Lord Lurgan recently in Australia to hear the young soprano he was so impressed with Joy's voice, that he decided she should be his musical protegee. Although Lord Lurgan is now on his way to America he has left a trust fund to provide her with a thorough musical education for the next two years! Very recently Miss Denny stepped to fame from the gateway opened to her by the big Friday night talent contests.

PELACO PALS

Pelaco Ltd. is another organisation that has shown faith in live-artistic entertainment in their decision to sponsor a show featuring Bruce Anderson and Jack Lumsdaine, two leading radio personalities on 2UE Sydney.

The show which runs for a quarter of an hour will be broadcast each Thursday at 8.45 p.m., commencing October 24, and is entitled "Jack Lumsdaine and Bruce Anderson—the Pelaco Pals," with the appropriate subtitle "Two Minds Without a Single Thought." The commercials are very effectively worked into the show, which includes songs by Bruce and Jack, with the latter at the piano, interspersed with crazy patter.

"PYRAMIDS TO SYDNEY"

Providing a regular news service to 2CH Sydney for listeners and particularly relatives and friends of members of the A.I.F., Wally Clark, well known Australian Rules footballer of Sydney, and now with the Australian forces in Egypt, is despatching to the station a weekly airmail newsletter entitled "From the Pyramids to Sydney."

Wally Clark is well known in sporting circles in Sydney, and is in close contact with many popular sporting personalities now serving with the A.I.F. in Egypt. His weekly newsletter is broadcast at 8.30 p.m. every Friday during the "Sing-song and Sport" session conducted by Bert Button. The latter, as 2CH sports commentator, made arrangements with Clark to provide this service for 2CH listeners, and following the first broadcast of the "Pyramids" bulletin there was remarkable evidence of the appeal it had made to people with relatives or friends serving with the A.I.F. in Egypt.

In a drive to raise 200 new recruits for the Army Service Corps 1st Cavalry Division, the sing-song and sport session was broadcast last week from the Drill Hall, Addison Road, Marwickville. All the regular features of this program were included, and the show went over in a big way with regular habitués of the "Sing-song and Sport" clubhouse, and the large crowd including many military men present.

During the evening Lieut.-Col. Baily, M.C., of the 1st Cavalry Division, and Major Nugent, D.S.O., O.B.E., of the 2nd Division of the A.M.C., broadcast an ap-



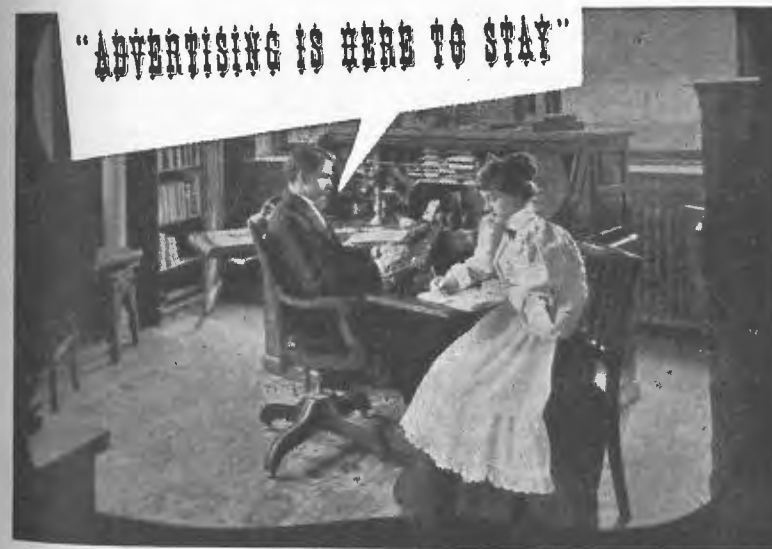
Bert Button, 2CH Sport Commentator, with Major H. J. Nugent and Lt.-Col. Bailey, when the A.S.C. appeal was made.

deal for new recruits between 25 and 45 years for the Army Service Corps, and a gratifying response was immediately forthcoming.

Before the end of the broadcast it was announced that a large number of men had telephoned the drill hall indicating their intention to enlist.

ACTORS PLUS AT 3UL

Keith Smith, studio manager of 3UL, finds no difficulty in obtaining talent for his original productions, which are delighting 3UL listeners. Manager "Ted" Lewis, Harry Collins (announcer), Joan Hardy (controller of the station's women's club), and Vic. Standing (salesman) are all in Keith's studio team. The latest 3UL-Keith Smith production is "The Merry Madcaps," an exciting story of a search for pirates' treasure, and 3UL's juvenile listeners have declared it "tops."



"Well begun, half done."

Many of 2SM's clients have been continuous advertisers since the inception of the station.

2SM SELLS MORE

MELBOURNE ADVERTISERS RING HUGH ANDERSON—CENT. 4366.

Tonight on 2HR

Listeners and advertisers alike are left with no doubt which station is the leading broadcaster to-day (or to-night) in the coalfields district.

● 200,000 listeners in the Newcastle, Maitland and Hunter River areas know that 2HR broadcasts 2GB feature programs on relay from Sunday to Thursday from 6.30 to 10.30 p.m.

Listeners everywhere throughout this closely settled district know by heart the phrase—"TO-NIGHT ON 2HR" . . . They have been told by the most comprehensive publicity and advertising campaign ever undertaken by any station in the Commonwealth outside the main metropolitan areas.

They have been told by 24-sheet posters in four colours from key points throughout the entire district, by window displays and by a wide press and merchandising campaign, and every last ounce of advertising pulled double because behind it lay the story . . . 2HR HAS the best listener-appeal programs on the air. Local advertisers cashed-in.

STOP PRESS: The 2GB relay is now available for Friday and Saturday from 6.30 to 10.30 p.m.

Associate YOUR product with one of the Commonwealth's most popular relays. Buy the 2GB-2HR relay and cover Sydney and the coalfields.

2HR IS THE BUY IN NEWCASTLE, MAITLAND AND HUNTER RIVER DISTRICTS.

"A MACQUARIE STATION"

"THE MAN WHO COMES AROUND"

At a Twist of the Dial

He's the man who puts your product in every home. He's the man who produces concrete evidence in the way of figures to show that he's doing a job. He's the man who, for one firm has pulled more than 60,000 entries so far. YOU'LL find him on 3KZ ready to do a job for you and your product.

Sydney Representative—
C. A. Monks,
Shell House,
Carrington Street.

3KZ MELBOURNE

Commonwealth Broadcasting Corporation (Q'land) Ltd.

Fourth Annual Meeting

The fourth annual meeting of the Commonwealth Broadcasting Corporation (Q'land) Ltd. was held at the company's offices on October 21 last.

The chairman, Mr. Stuart F. Doyle, explained to the meeting that the company has earned a profit of £6,929 for the year, as compared with £7,445 for the previous financial year, but pointed out that owing to the uncertainty of the taxation position the whole of the pro-



Mr. Stuart F. Doyle, chairman of directors of C.B.C. (Q'land)

fits of the subsidiary companies earned during the year had not been brought into the accounts.

Mr. Doyle further commented upon the uncertainty surrounding the taxation position, which he said was unfair to company directors endeavouring to budget for taxation provisions in balance sheets, as in his opinion the Federal Government had placed a heavy burden on company directors in not making up their mind and quickly passing whatever form of taxation would be applied to the profits for the year ending June 30, 1940.

The company's subsidiaries were proprietary companies, Mr. Doyle pointed out, and in common with the shareholders of most proprietary companies they had been alarmed at the discrimination shown in the proposed wartime company tax against small proprietary companies, whereas many large companies would pay no additional

WOMEN RALLY TO LEAGUE'S FIFTH BIRTHDAY



To mark the fifth birthday of the 2CH Women's League about 1,400 members attended an afternoon tea and dance party at the Sydney Trocadero one afternoon last week. This picture shows some of the crowd and inset, Lady Fisk, at the P.A. microphone congratulating the league organiser, Meg. McSpeerin, of 2CH, and the great band of league members who were working so patriotically for the various charity and war comforts appeals with which the league and Station 2CH had associated themselves. The league has recently been responsible for some outstanding collections of money for war comforts and for the relief of war victims.

wartime taxation whatever under the Commonwealth proposal. It had, however, given satisfaction to proprietary companies to know that the Wartime Company Tax Bill had now been withdrawn, and Mr. Doyle said he sincerely hoped some other form of taxation would be introduced that would impose an equal sacrifice on all companies, private or public, which no one could demur at in view of the necessity for finding the necessary finance in Australia to win the war.

A dividend at the rate of 7½ per cent on the preference shares was declared at the meeting, and a balance of £4,453 was carried forward. Mr. A. F. Albert and Mr. Stuart F. Doyle were re-elected as directors of the company, and Mr. Charles Bowly was re-elected to represent the preference shareholders.

The next issue of the "C.B." Rate Book is due off the presses January, 1941.

NEW ZEALAND LICENCE FIGURES AT JUNE 30, 1940

Total in force at June 30, 1940	343,939
Percentage licences per 100 population	approx. 21%
Radio equipped homes	approx. 87%
Receiving licences in various postal districts:—	
Auckland	74,563
Hamilton	23,020
Thames	10,269
Christchurch	46,419
Greymouth	5,697
Timaru	9,184
Westport	3,003
Dunedin	28,106
Invercargill	14,390
Oamaru	3,933
Wellington	54,569
Blenheim	3,327
Gisborne	6,478
Napier	14,403
Nelson	6,283
New Plymouth	14,107
Pelmerston North	15,930
Wanganui	12,029

JOIN THE TOP LINERS ON 2CA PLAY ON THIS BILL!

- RURAL BANK: "Agricultural Magazine of the Air."
- CORNWALL'S EXTRACT OF MALT: "The Children's Doctor."
- NESTLE'S: "Oh, Reggie!"
- FRIGLEY'S: "Ginger."
- PERSIL: "To-day's Children."
- BEX A.P.C.: "How The Other Half Lives."
- BEPELT'S: "Reflections in a Wineglass."
- COLGATE - PALMOLIVE: "The Youth Show."
- MENTHOIDS: "What I'd Like to Have Said."
- ANDREW'S LIVER SALTS: "Omar Khayyam and All That."
- NYAL PRODUCTS: "Dr. Davey."
- PEPSODENT: "Sunday Night at 8."
- PLUS:
 - To-day's War Diary."
 - Morning Story, by Ellis Price.
 - "The Friendly Way."
 - "The Women's Radio Club."
 - "Mainly for Women."
 - "King's Cross Flats."
 - "Fred and Maggie."
 - Tiny Tots' Session.
 - "Musical Memories."
 - "It's a Fact."
 - Mr. A. M. Pooley.
 - A.S.B. Racing Service.

The program of the hour — every hour of the day.

Keep Good company

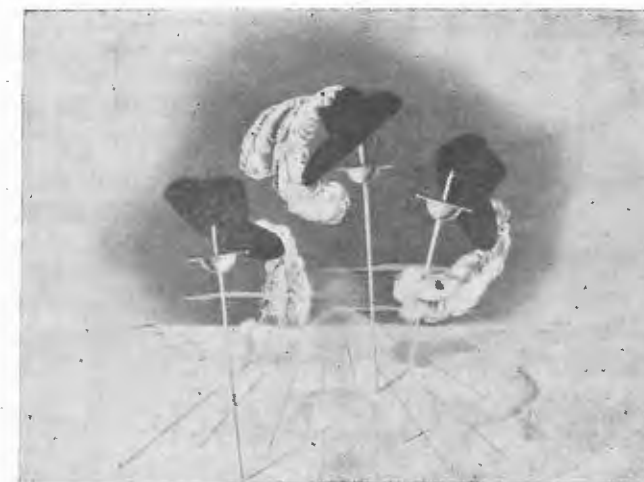
The Program, the Audience, the Power, plus Goodwill

Radio has stepped advertising and merchandising up by two decades over the past two years, because it does more than sell your goods—it brings prestige to your product. Your good name is measured by the standard of entertainment offered. 2CA is privileged to sell many products held in high esteem in every marketplace. Products presented to the townspeople of this wide and wealthy district on programs renowned throughout Australia for listener appeal.

Advertisers from 35 country towns sponsor sessions on 2CA, and this is convincing proof of the esteem in

2CA 2000 WATTS

which the Canberra station is held throughout its wide service area covering Southern New South Wales. Country sessions are established for the following centres, and these towns buy your products: — Bateman's Bay, Binalong, Bega, Bombala, Boorowa, Bowring, Braidwood, Bredbo, Bundanoon, Bungendore, Captain's Flat, Cobargo, Coolac, Cooma, Cootamundra, Cowra, Crookwell, Goulburn, Grenfell, Gundagai, Gunning, Harden, Mittagong, Moruya, Narooma, Nowra, Nimmitabel, Queanbeyan, Taralga, Tathra, Tumbarumba, Tumut, Wagga, Yass, Young.



Sponsor a program on 2CA — Romance — Mystery — Laughter — Excitement — Music — sell in our home towns. The good company of our advertisers is valued by 2CA, and the good company their programs provide is valued by our townspeople.

"TIE YOUR PRODUCT WITH PROGRAM"

2CA CANBERRA
"A Macquarie Station"

"SOUTH of the BORDER"

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WESTERN VICTORIA

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ALL national advertisers recognise the wealth of the Melbourne market, yet sometimes fail to realise that the rich country districts of Victoria are mainly responsible for the State's prosperity. Reach this valuable market at its source through the widespread coverage of the V.B.N., whose popular stations will do justice to your sales message.

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29 Bligh St.
Phone: B 7887.

Shows on the Air

"RHYMING JACKPOTS."

Sponsor: Richmond Brewing Co.
Jackpot Quiz Session: 15 minutes., Wed., 9.45 p.m.
2GB Sydney.

Agency: N. V. Nixon and Co. Pty. Ltd. (Melbourne).

Another jackpot session, conducted by Jack Davey, "The Jackpot King," and it's certainly one of the brightest of the entire series. Those popular jingles, limericks, form the basis of the session. Listeners are invited to send in humorous rhymes and each Wednesday the six best are selected and a parcel of Richmond lager is forwarded as a fee. Six competitors face the microphone and the contest is on. Jack Davey reads the first line of one of the limericks. The competitors must then supply a second line in rhyme. Thereupon Davey adds the next two short rhyming lines and again the competitor takes up the task of supplying the final line—if he can. Successful competitors collect a minimum broadcasting fee of 5/-. When this is not collected, it jackpots to the following week. After the limerick has been completed, Davey reads the original limerick so that the show has a double-barrelled laugh. Incidentally, many of the extempore limericks are equally as amusing as the originals. "The Three Rhythm Boys" add musical interludes to the show.

RADIO CROSS WORDS.

Sponsor: R. M. Gow and Co. Ltd.
4GR Toowoomba.

Radio cross words are something new to 4GR listeners, and this week sees this type of competition entering its third week.

R. M. Gow and Co. Ltd. are manufacturers of Gold Crest products, and excellent results are reported to have been immediately gained. The clues used in all competitions are the words Gold Crest, each letter being the first clue to the finished hidden word. Mr. R. Gow, the manager of the Toowoomba branch of the firm, had stated that a return of 200 entries for the first session would be considered successful, but to his surprise the first week's entries reached the total of 801. To make an entry, it is first necessary to purchase one of three given lines, namely, Gold Crest self-raising flour, Swat Fly and Insect Killer, or Mustard Sauce, and the entry has to be accompanied by a label. R. M. Gow and Co. are manufacturers of approximately 20 different lines, and during the currency of the contract all lines will be dealt with in the same way as the first week's competition.

SMOKES FOR SOLDIERS.

Sundays, 3-5 p.m.
4BH Brisbane.

Commencing nine weeks ago, 4BH Brisbane inaugurated a Sunday afternoon two-hour feature entitled "Smokes for Soldiers," from 3 to 5 o'clock.

Compered by "personality announcers," George Hardman and Wilson Irving, the session is broadcast from the 4BH auditorium, which on every occasion has been packed out, and bookings to capacity have been taken for several weeks in advance.

The program consists of community singing numbers by the audience, concert items by popular artists, and by Diggers from the various camps, and an assortment of novelty jackpots for men in uniform only.

Listeners and members of the auditorium audience are asked to donate "Smokes for Soldiers," and in eight weeks just on 100,000 cigarettes have been received. These are regularly distributed each week by 4BH announcers to soldiers in hospitals in and about Brisbane. On Sunday, October 12, over 22,000 cigarettes were received—the donations varying from one packet to 120 packets.

LUNCHTIME LUNACY.

Daily: Noon-2 p.m.
3AW Melbourne.

Success of comedy features in building a daytime audience is shown by the fact that this session, conducted by Vernon Pett, has held to a steady average mail response of 210 letters weekly for over 18 months.

Entire session is built on comedy-crazy comedy, which doesn't stop at the commercial announcements, but is maintained throughout.

In addition to his nonchalant handling of commercial credits, Announcer Pett includes in his two-hour panic several specially written comedy features, of which the two most popular are "Play the Game" and "Medical Club."

"Play the Game," conducted by "Outfield," is alleged to give the listener the inside stuff on all sports from "Whoopee Making" to "Winkle Spearing," and may be described truthfully as being filled with the most astonishing information.

"Medical Club," according to its founder, is designed for all people who have had an operation. Membership brings the right to use the club password "Hemstitch" and permission to talk about one's operation freely and at full length. Typical "Medical Club" lectures deal with such subjects as "How to Talk About Your Operation," "How to Beach a Floating Kidney," and "How to Make the Most of Your Symptoms."

Listeners actually ask for talks on special subjects.

"EVERYBODY DANCE!"

Sponsor: Coo-ee Clothing Ltd.
Saturday night: 8 p.m.-12 midnight.
2CH Sydney.

With the commencement of the four-hour Saturday night program, "Everybody Dance," sponsored by Coo-ee Clothing Ltd., last week a plan was inaugurated whereby a Saturday night dance will be held in conjunction with the broadcast on the basement dance floor of the A.W.A. building.

Specially arranged brackets of numbers by the world's best orchestras enable people to hold dance parties in their own homes. This music also provided the background for the dance held in the A.W.A. building, the broadcast program being interspersed with music by Benny Oddy's Swing Band, which was engaged for the occasion and which was put on the air for two half-hour sections of the program, first from 9.30 to 10 and again from 10.30 to 11.

About 200 people attended the dance in the A.W.A. building, including many from the staffs of Coo-ee Clothing Ltd. and Amalgamated Wireless.

The general manager, Mr. Cuffe, subsequently spoke briefly at the microphone broadcasting a goodwill message to listeners, at the same time referring to a plan to enable them to make use of the program for the purpose of holding dances in aid of war funds.

It is expected that this aspect of "Everybody Dance" will become an increasingly important feature in the future, as it will ensure the organisers of such functions a full program of first-class dance music without having to consider the cost factor which would otherwise be a problem.

The Saturday night dance in the A.W.A. building will also be a regular feature of the program. Admission will be limited to 200 people each week, and will be by ticket obtainable at any of Coo-ee Clothing Ltd.'s stores. There will be a broadcast of music from this dance at 9.30 every Saturday night.

(See picture elsewhere in this issue.)

COWELL'S COMMUNITY CONCERT

Sponsor: Cowell's Furniture.
Wednesdays: 11.52-2 p.m.
2UW Sydney.

Community singing, plus a fast-moving stage presentation of comedy sketches and vaudeville turns is attracting increasing large audiences to the Sydney Town Hall for this 2UW-produced two hours and 15 mins. of fun. Only one hour of the show goes on the air, in quarter-hour or half-hour sections. When caught by our reviewer the show was in its fourth week, with the visual audience having built from about 500 to 1,300. Five well-known radio comperes are on the job in Vernon Lisle, Cecil Scott, Reg. Quartly, Cyril James and Rod Gainsford, with Tut Coltman's Melody Boys in the background.

Cyril James was first on to take charge of his section of the community singing which comprised Digger marching songs. This was followed by a comedy part played in character on the stage by Lisle, Quartly, Scott and Gainsford. Next comes a novel act—on this occasion it was a juggler followed by a vocal number by Cyril James in his best baritone style. Back to community singing with Rod Gainsford in his well-known characterisation of "Grandpa," leading the crowd in old-time melodies, rounding off with an appropriate hymn such as "Onward Christian Soldiers," with the whole audience stood up to sing.

The next bracket is given over to Tut Coltman, in a round of popular melody numbers, featuring Les. Smith, the band crooner, at the microphone. Vest pocket comedian, Reg. Quartly, gets the crowd back into laughing mood as a pipe-opera for Cowell's Collegians, a quartet of humour featuring Quartly, Vernon Lisle, Scott and James.

Then Cecil Scott takes over to conduct his section of the community singing, in which the numbers are composed of purely romantic melodies. At about this stage what has proved to be a very popular game for the audience, is introduced. It is "Cowell's Says," a competition for the audience based on the "O'Grady Says" idea. Fifteen members of the audience are invited onto the stage and go through a routine of actions and movements in accordance with what "Cowell's Says." Those not performing strictly in accordance with the instructions are eliminated. The first five to be eliminated receive 1/- each, the next three to be eliminated 2/- each, the next three 3/- each, and so on, whilst the eventual winner is left to collect 10/-. Reg. Quartly rounds off the entertainment conducting community singing of the latest song releases.

All through the two hours quips and gags are flashed about amongst the entertainers. All commercials for Cowell's are cut in from the studio. An effective merchandising angle is the display of a different set or suite of furniture on the big Town Hall stage each week.

Reserved seats for the show are booked at Cowell's furniture store in George Street, at 1/-, whilst admission at the door is 1/- or 6d., with the proceeds going to the Red Cross, which organisation supplies V.A.D. girls as ushers and ticket sellers.

"WE'RE OFF THE AIR."

Sponsor: Maize Products Pty. Ltd. (Cameo Custard Powder).
Mondays: 7.45 p.m.
2UE Sydney.

Session is presented every Monday at 7.45 p.m. by Jack Lumsdaine and his studio stooges, and is what the title of the show implies. The broadcasts, presented in entertaining form, reveal just what happens in the studio when a station is off the air.

KOOKABURRA CLUB.

Sponsor: Peter's Arctic Delicacy Co.
Saturday, 9.30 a.m.; daily, 5-6 p.m.
4BH Brisbane.

Sponsorship of this children's club activities and broadcasts has just been renewed for the sixth successive year. Every day morning at 9.30, the 4BH children's Kookaburra Club meets at the Lyceum Theatre, Brisbane, for a one-hour stage entertainment, followed by a program of suitable pictures. At regular intervals during the year this procedure is varied by a picnic, a boat trip, a visit to the circus, the annual 4BH Kookaburra fancy dress ball in the City Hall. Admission to the various functions is by membership badge only. The children pay 1/- to join the club and receive their badge of membership; all further costs are borne by the sponsor.

In addition to the Saturday morning parties Peter's Arctic Delicacy Co. sponsor the Kookaburra hour from the 4BH auditorium between 5 and 6 o'clock every evening. Every member of the club has paid 1/- for membership badge, and within the next six or six weeks the 10,000 membership mark should be reached. The Lyceum Theatre is packed to the doors every Saturday morning.

The "Senior Kookaburra" concert party provide the bulk of the broadcast program from 5 to 6 o'clock on Saturday afternoons.

ANNOUNCER'S CHOICE.

Sponsor: Sheldon Drug Co.
Sundays: 8.15 p.m.
2SM Sydney.

Sheldon Drug is trying a new experimental broadcast on Sunday night at 8.15 p.m. in "Announcer's Choice." 2SM's eight senior announcers—John Dunne, Dom Harnett, Doreen McKay, Bill Beatty, Tommy Jay, Dorothy Dash, Claude Holland, and Keith Ashdown, each choose the record which most impressed them out of their various sessions each week. That record, with an explanation why, is featured on Sunday night at 8.15 p.m. in "Announcer's Choice." Listeners are asked to express their opinions of the announcer's selection, and say whose choice they liked best. The winner of this friendly piece of rivalry is rewarded by a gift from the good-natured sponsor.

"DOCTORS COURAGEOUS."

Sponsor: E. C. De Witt and Co. Ltd. (De Witt's Pills).
Mon. and Wed. 8.15 p.m.
2GB Sydney.

Written by Lynn Foster, one of Australia's foremost woman script-writer of documentary stories, "Doctors Courageous," tells in 52 quarter-hour sessions stories of famous medical discoveries and of heroism among medical practitioners, some famous, some obscure. Lister, Elizabeth Garrett Anderson, Harnack, Sava, Harpole, Shade-Jones, Purves-Stewart, Corinilleau, Morrow, Dinant, Filatov, Wiseman, Koch, Trudeau and Chisholm, are some of the medical giants recreated by a cast of nearly 20 players, including Harvey Adams, Arundel Nixon, Hilda Scurr, John Alden, Beulah Mayhew, George Hewlett, Lloyd Lambie, Lyndall Barbour, Marion Johns, John Cazabon, Colin McAllister, Lou Vernon, Ronald Morse, Muriel Steinbeck, John Tait, Irene Harpur and Ethel Lang. Nearly every branch of medicine is touched at some point, and the appeal of this session lies in the growing interest taken by the public since many novels, autobiographies and talkies have taken us behind the scenes in medicine and surgery.

"Doctors Courageous" is a logical follow on to De Witt's earlier dramatic series "Doctor Mac," which told of the daily adventures of a lovable general practitioner.

"SATURDAY STAKES."

Sponsor: Royal Prince Alfred Hospital Public Appeal.
Sat., 7.45 p.m.
2GB Sydney.

Listeners are invited to send in their best joke stories, accompanied by an entry fee of sixpence. Stories must be addressed to Box 4171X, G.P.O., Sydney. Jokes are sorted out and the 50 best selected and submitted to Jack Davey, who chooses the necessary number for the session. They are dramatised and presented over the air with a jury of nurses in the studio. The jury chooses the best joke, which is awarded the big prize of the night. Other jokes used receive 10/6. For the opening sessions

"RADIO RAZZLE DAZZLE."

Sponsorship divided between Bidomak and Gibb and Beeman.
Audience participation 1 hour: Wed. 9 p.m.
2SM Sydney.

Variety show composed of a group of attractive units—comedy, drama, music quiz, and featuring a large cast of 2SM personalities and prominent guest stars who vary from week to week. The sponsors' plugs are interspersed through the show. The whole thing is knit together in a well-written script prepared by 2SM's playwright, Walter Hartley, with comedy interludes by the recently arrived Leonard Hancock. There are three quiz units which give a chance to audience participators to land a bit of cash—most of the time without breasting the microphone. This type of "all-in" quiz that has no previously arranged contestants is used as a clever piece of continuous advertising for the sponsors' products. In the race game novelty unit called "Pick the Winner," recorded race descriptions are played up to the point when the horses got into the straight. The recording is cut there and the audience asked to pick the winner. Anyone who calls out the word "Bidomak" may be chosen to answer, and the person who names the correct horse is paid the odds to an imaginary shilling, e.g.: If the horse in actuality paid 10 to 1 the contestant gets 10/-. In the unit "Two of a Kind," John Dunne gives a song title—the audience must give the correct answering song title and so win 2/-. The songs are then sung by an excellent modern harmony trio, "The Rhythmettes." In the third quiz unit—three contestants are previously chosen to contest against three 2SM personalities in three tests which resemble the old party games "Who Am I?" "How Do You Like It?" etc. Audience by its applause (registered by the control room man) decides who is best. If contestant gets decision he or she wins 5/-. Show is compered by John Dunne and Dom Harnett, Doreen McKay, Elsie Waime, and Betty Smith are prominent.

a minimum prize of £25 was awarded, and it is hoped that this prize will increase from Saturday to Saturday. Increase depends on the number of sixpences sent in. Half the entry fee goes to build up prize money and the other half to the Royal Prince Alfred Hospital public appeal.

THE 4BH AUDITORIUM HAS A LONG WAITING LIST FOR ADMISSION TO ITS 5 WEEKLY AUDIENCE PARTICIPATION SHOWS

4 OF THESE ARE DAYTIME SESSIONS — 1 NIGHT TIME

In addition, over 2,000 people attend the 4BH Regent Theatre Community Jackpot Concert every Wednesday — over 1,100 children attend the 4BH Kookaburra Club Party at the Lyceum Theatre every Saturday morning.

A total of over 200,000 attend 4BH Audience Participation Shows annually.

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4BH

STATION

Melbourne:
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QUEENSLANDERS FAVOUR THEIR OWN QUEENSLAND-OWNED STATION

Another Great Charity Undertaking by Mrs. Stelzer



At right: Mrs. Stelzer, of 2GB, and Right Hon. P. C. Spender, M.H.R., who officially opened the holiday homes. Centre picture shows the picturesque setting of the area secured by the club and the completed recreation hall where the opening took place.

A number of notable citizens were among the thousand-odd people who paid their tribute to the work of Mrs. Stelzer and the 2GB Happiness Club, at the official opening by Mr. P. C. Spender, M.H.R. (the newly appointed Minister for the Army), of the ground of "Eurobodalla" Newport.

The ceremony marked a big step forward in a scheme unique in the radio world. Some 12 months ago, Mrs. Stelzer announced the scheme over the air, whereby the Happiness Club would secure a block of land and build on it a holiday home for aged folk. The first step then decided upon was the enclosing of two and a half acres of land at Newport with iron and wire fencing, the erection of double gates and the clearance of the land. It was also decided to build a recreation hall, which could be used for club meetings and for raising funds for the scheme by picnics, concerts and the serving of afternoon tea to passers by.

The next move will be the building of the units, and at the opening ceremony on Saturday, October 26, the plans illustrating the proposition were on view. Under the scheme, the various branches of the club, private citizens and others interested in the movement can endow a unit home. These units

will comprise a bedroom, living room, kitchen and bathroom, all fully fitted. They will cost approximately £400 each to build.

It is proposed to build 20 units, and these will provide a fortnight's holiday for more than 1,000 people each year.

In opening the grounds, Mr. Spender paid a tribute to Mrs. Stelzer and her supporters, whom he said were doing a wonderful work in bringing happiness into lives that needed it. Mr. Spender went on to say that the scene before him represented many things, which we hold dear and which we will have to fight to make secure against the aggressors with the three R's of English former Admiral, Jack Fisher—Ruthlessness, Remorselessness and Relentlessness.

Mr. Stanley, M.L.A. for Lakemba, said: "In Mrs. Stelzer we see an individual of personality, who has the gift of drawing people together, irrespective of religious or political views, with the sole purpose of doing good for others. It is unfortunate that Governments have not made provision for something

after the character of what we see here to-day."

Mr. C. Martin, M.L.A. for Waverley said: "I noted that Mrs. Stelzer said it was proposed to lessen this activity in favour of war. I hold the view that though we must divert our energies towards winning the war, we must not forget the struggle at home. This Australian community is fine enough and big enough to do both."

The Mayor of Canterbury, Ald. Parry, M.L.C., said that he and Mrs. Parry had been associated with the 2GB Happiness Club for 10 years. "I know the work they do and appreciate the results of that work." In further appreciation Mr. Parry offered to donate whatever sum was necessary to complete the building of the recreation hall, and later in the afternoon Mr. Stelzer announced that Mr. Parry had handed her a cheque for £70.

Part of the day's ceremony was taken up by the planting of many hundreds of trees and native shrubs, which will beautify the grounds, in years to come.

"Boos and Bouquets" Grand Final For Buckley's Canadiol

After an uproarious, well-nigh riotously funny season conducting "Boos and Bouquets," on behalf of Buckley's Canadiol Mixture, 2UW's Cecil Scott as Sergeant Buckley, and Reg. Quartly as "Trapper Reggie," signed off for that sponsor in the grand final session on Friday night, November 1, at the 2UW Assembly Hall concert.

The objective of "Boos and Bouquets" was to find the champion noise imitator of N.S.W.—and the winner turned up in a 14-year-old lad, Billy Truman. Billy imitated an ambulance siren so vividly, and so truly that listeners afterwards confessed that they looked in their own drawing rooms for the ambulance. A star turn of the evening—unfortunately not "on mike" for the listeners was the benign, fatherly kiss on the brow that Sergeant Buckley, Trapper Reggie and Vernon Lisle, each bestowed on Billy Truman along with Buckley's Canadiol, Sergeant Buckley Silver Cup." Billy, was certainly awed and "pleased as punch," about the cup, but three grown men, kissing him above the eyebrows on a stage in front of 1,400 screaming people—well—that was a little more than he bargained for! However, in addition to the kisses and the cup—Billy collected two guineas, a miniature am-

balance, a model mountie (on top of his cup) and an autographed photo of the "Boos and Bouquets" trio of comperes. The prize list, was wide and varied, all competitors in the grand final, receiving a cash award, a souvenir autographed photo, a miniature mountie and a comedy token related to their competitive noises. These comedy token prizes, were the special domain of Reg. Quartly, and he literally "went to town and took the audience with him," when he handed over the comedy tokens. In fact, Reggie, seemed to take an impish delight in getting square with "Tarzan." The "Tarzan" competitor—a Digger by the way, scared Reggie into a ball of quivering fear, huddled in the strong arms of Sergeant Buckley, by very realistically roaring at him like a hungry lion "fond of comedians for supper." So, when Reggie, got his turn at Tarzan—he stopped the show as he presented "Georgie the Gorilla," "as something no moth-eaten lion could scare anyway!"

The consistent smoothness and fast tempo of the show are a tribute to Vernon Lisle's very able compering during the show itself.

The sponsors, Buckley's Canadiol Mixture, having completed their winter campaign with the grand final of "Boos



One of the autographed photos given to competitors.

and Bouquets," are now reported to be preparing something even bigger and brighter for 1941.

Buckley's Canadiol Mixture campaigns are handled by the Hartford Advertising Agency, Sydney.

Same show is to continue under Morstein sponsorship.

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"ANDY THE YES MAN" .. Aspro
"KING TEA PRIZE TIME" .. Oriental Tea Co.

"MOON OVER AFRICA" .. Breville Radios
"KELVINATOR QUIZ" .. Wyper Bros.
"HARD CASH" .. Wyper Bros.
"ENEMY WITHIN" .. Fowkes Round and Murchie

"YES WHAT" .. Manahans
"RADIO QUIZ" .. Mac's Motors
"KRAZY KAPERS" .. Wyper Bros.
"BREAKFAST PARADE" .. B.C.C. Stores
"HATS OFF" .. Whedlocks
"OVER THE TEA CUPS" .. McRobbie's Cafe

THE 4BU KIDDIES' SUNSHINE CLUB (3,000 MEMBERS)—THE WOMEN'S CLUB—THE RADIO SUNDAY SCHOOL—COMPETITIONS—LIVE ARTIST SHOWS—SPORTS COMMENTARIES.

Every worthwhile feature is incorporated in programmes full of interest, thus assuring listeners of up-to-the-minute and permanently satisfactory service.

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Daily (Monday to Saturday): 6.30 a.m.—2 p.m. 3 p.m.—10 p.m.
Sunday: 8.30 a.m.—12.30 p.m. 5.30 p.m.—10 p.m.

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Telegrams: AIRADS

WARNING

BEWARE OF IMITATIONS

Instantaneous recording has advanced far in the past few years, but, the greatest single contributing factor has been the development of the coated disc.

One of the present-day requirements of high fidelity is that all frequencies between 30 and 10,000 cycles be reproduced uniformly. This means that every component part used must be of the highest quality.



The Green Seal Disc is the finest grade of recording blank made by Presto. It consists of a heavy base of aluminium, the smoothest and cleanest metal obtainable in commercial quantities, coated with a compound which has been developed during six years of experiment and practical experience. This compound CONTAINS 51 INGREDIENTS and is made by a formula developed and used exclusively by Presto.

The performance of the present Green Seal disc is actually SUPERIOR to that of most recording equipment with which it is used. Surface noise due to contact between the disc and reproducing needle is considerably lower than the mechanical and electrical noises originating in commercial turntables and amplifiers.

Research laboratories use the Green Seal disc to demonstrate the capabilities of the finest vertical and lateral recording equipment. It is considered the standard recording blank by over 80% of the larger broadcasting stations and recording studios throughout the world.

YOU cannot afford to take risks — Air time is too valuable, your sponsors demand value for money, therefore Rely on PRESTO

SOLE AGENTS —

**A. M. CLUBB & CO.
PTY. LTD.**

76 Clarence Street, Sydney
Phone: B 3908

Chance to Make Day Time Pay

Back in the earlier days of commercial radio, transcriptions played possibly the most important role in the development of program schedules. They were the logical solution to the problem of long hours of continuous broadcasting under conditions which made it imperative to reduce the program cost to a minimum while maintaining good standard entertainment. Some executives believe that transcriptions "saved the day" for broadcasters. Be that as it may. One thing is certain they were worthy of their hire!

But the past winter has been a sluggish one in the transcription market. As was shown in the audience participation survey in last issue of COMMERCIAL BROADCASTING, studio presentations soared to new heights of popularity demanding, collectively, some thousands of hours of air time, a fair proportion of which might otherwise have been devoted to the playing of transcriptions either as sponsored or sustaining features. It might well be anticipated however that the approaching summer months should show a recovery in transcription business.

There has always been a solid demand for good transcription features—there probably always will be—but the industry must be prepared to meet periodical setbacks such as that which it has just passed through.

And just as the broadcasting stations had to call upon the transcription houses in the past to play a vital part in the building up of listener support, history may repeat itself.

Though it would be difficult to find a commercial station anywhere in Australia which is not now supplying a highly entertaining program throughout the whole of its evening schedule (in most cases a fully sponsored schedule too) it must be admitted that many of the daytime schedules are patchy both as to sponsorship and to program appeal. In this respect the natural position should be "no program appeal, therefore no sponsorship." It is regrettable, however, that we very frequently see the reverse circumstance in evidence—"no sponsorship, therefore no program appeal."

Daytime radio programming is likely to provide one of the most interesting developments of the forthcoming summer and 1941. Already the daytime uplift has begun, as frequently reflected in recent issues of COMMERCIAL BROADCASTING. The uplift must develop into a boom. It is difficult for new advertisers to secure the best times in the evening anywhere in Australia. New daytime listener highspots will have to be created—not only created but firmly established. Shrewd observers have always appreciated the fact that many big advertisers have missed opportunities of cashing in on comparatively low daylight time costs

to reach huge audiences of women listeners. Many such sponsors are now being forced into the daylight hours through lack of accommodation available in the evenings.

The job ahead of stations therefore is to set their daytime programs to the tempo of the latest trend. It is in this work that the transcription houses may once again be called upon. Daytime serials have already proved a great success—even second and third release shows sometimes pulling with as much effectiveness as the newest of the new.

Competition in program building is going to be keen—not only between the commercial stations themselves but between the commercial stations and the national stations. There will probably be no time for any station to sit and wait for its advertisers to build up its programs for it. The scramble for daylight time will surely result in the early crop of sales going to the stations which already have thoroughly developed their daytime following by sound sustaining programs.

AUDEX
THE IMPROVED RECORDING DISC

**AMALGAMATED WIRELESS
(A'SIA) LIMITED**

47 YORK STREET SYDNEY 167 QUEEN STREET MELBOURNE
289 QUEEN STREET BRISBANE A.W.A. WELLINGTON, N.Z.

and the
**"ADVERTISER" BROADCASTING
NETWORK, ADELAIDE**



"THE LIFE OF SANTA CLAUS"

As part of their Xmas promotional campaign, McDowell's Ltd., Sydney retailers, have arranged to sponsor over 2GB, "The Life of Santa Claus," an Artransa transcription of particular appeal to children, which by arrangement with Artransa is controlled by TransRadio.

The contract, placed through TransRadio Agency, provides for broadcasts at 6.15 p.m. four nights weekly from December 2 to December 25.

"The Life of Santa Claus," produced by an outstanding cast, is a charming story for the young ones. It progresses through the detailed history of the grand old man's—why he chose the dead of night, why he drives reindeer, why he goes down chimneys, why he wears a red suit—and why, sometimes, parents have to deputise for him.

One American critic said of the program. "Fifty years from now this will be the universally accepted explanation of Santa Claus and general Yuletide customs." It was accepted by the City

NEW "FRANK AND ARCHIE'S" FOR WINNS

"Frank and Archie" are back on the air again at 2GB Sydney, 8.15 p.m. Tuesday and Thursdays, under the sponsorship of "Winn's Pty. Ltd., who have presented "Frank and Archie" in Sydney during the past five years. A new series of 78 quarter-hour shows were landed in Australia just before the imposition of the import ban, and they were promptly booked by Winn's for broadcasting over 2GB at the conclusion of "The Black Moth."

As a further example of the way the radio industry is getting behind war activities, it has come under our notice that the Legionnaire studios Melbourne have for some time been supplying the weekly recordings for the Australian Comforts Fund and the Red Cross, Victorian division, gratuitously.

of Boston School Committee in book form as a reference work in junior classes.

In Newcastle the show will be broadcast by 2KO for another retail store—Winns Ltd.

1-C CUTTING HEAD IS LATEST PRESTO IMPROVEMENT

Another improvement in the production of transcription recordings in Australia is reported to be the introduction of the new Presto type 1-C cutting head.

First installation has been made to the equipment recording turntables of Australian Record Co., where Presto recording turntables are used exclusively.

All of the improvements made during three years of research and practical experience with the 1-B head now combined in the new 1-C cutting head. The sensitivity has been increased so that the head operates at maximum efficiency at an input level of plus 20 db. The sound level recorded by the 1-C head has been increased to the theoretical limit, making an improvement of 6 to 9 db. in playback level and dynamic range. This gives several times the power output previously obtained from the records.

It is claimed that the response compensates accurately for the characteristic of Presto cellulose coated discs when cut at 78 r.p.m., giving a uniform response from 50 to 8,000 cycles.

Attention — Conventioneers !

When passing through Sydney put in a profitable hour at the offices of Artransa, 29 Bligh Street, to discuss these new Super Shows now in production:—

"Hopalong Cassidy"
"Cappy Ricks"
"Bureau of Missing Persons"

And discuss with Grace Gibson, Sales Manager, Artransa's large library of other good shows (including American and Australian programs) still available for individual States.

New Tempo Records

The Australian Record Co., makers of the popular Australian Macquarie records have now announced an additional brand of recordings. The new discs are to be known as "Tempo" records, and for the first series of releases under this name they have a series of ten numbers, making five double sided records, which are presented by a number of famous American bands.

These new Tempo records will be governed by the same policy that the Australian Record Co. has always followed in the past. That is, they will all be 10 inch double sided records and will sell for the same popular price of 2/6 each.

Here are the ten numbers which make up the first bracket of Tempo releases:—"With the Wind and the Rain in Your Hair," played by Georgie Auld and his orchestra.

"In an Old Dutch Garden," played by Buddy Clark and his orchestra.

"Little Curly Hair in a High Chair," from the current film "Forty Little Mothers," played by Johnny Messner and his orchestra.

"Hear My Song, Violetta," played by Van Alexander and his orchestra.

"Lazy Rolls the Rio Grande," presented by Rudy Vallee with the King's Men.

"Too Romantic," from the film "The Road to Singapore," played by Johnny Green and his orchestra.

"Fatima's Drummer Boy," played by Jack Teagarden and his orchestra.

"What's the Matter with Dixie," played by Phil Harris and his orchestra.

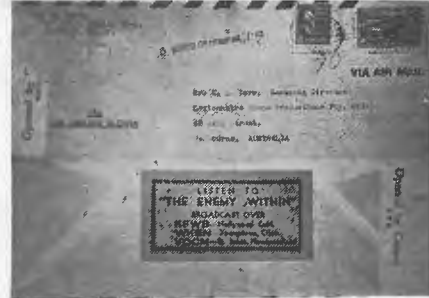
"Overture Begins at Forte" and "Babushka Hop," both played by Rex Irving and the Boys.

With the exception of the last two numbers all these items carry a vocal, and on the list of vocalists can be seen, among others, the names of Kay Foster, Phyllis Kenny, Phil Harris, Rudy Vallee and Buddy Clark.

"THE ENEMY WITHIN" IN U.S.A.

A boxed announcement in the "News" Los Angeles, Monday, September 6, created another page in Australian transcription history. The box read, "Starts to-day, 8 p.m., K.F.W.B. "The Enemy Within." It was incidentally the only program for the day that had been given the honour of a box.

The Australian Legionnaire radio serial, "The Enemy Within," received its first American schedule on this station four night weekly at 8 p.m., since then three other stations have been added to the list, and the main objection to this serial in America—British propaganda—seems well on the



way to being broken down. A second page in the Australian transcription history was a foot note on the last letter received from Legionnaire's American representative.

"Will have a small cheque to mail you within the near future."

Envelope stickers on American envelopes in recent mails have shown the gradual adding of stations. It is hoped for the sake of the Australian industry that larger envelopes will soon have to be employed to accommodate the full list of stations. The success of this Legionnaire feature on the Australian market is proof of the fact that it will do honour to the Australian transcription companies in America, and should open the way for a trading that will benefit not only Legionnaire, but all transcription companies in Australia.

Mr. Corr, managing director of Legionnaire, reports that already his

C. A. MONKS ENTERTAINS

One of the most representative gatherings at a radio party in Sydney for some time was that at which Mr. and Mrs. C. A. Monks were host and hostess at the I.O.O.F. Hall, Clarence Street, on Wednesday of last week.

Cuth. Monks' parties are always a success, the fraternity knowing that they can have a jolly good time in good company, and this party was no exception in that regard. It was a happy thought, however, to give the party in a spacious hall, and to provide a band to the music of which the guests could dance if they so desired.

A strong force of 2HD Newcastle personalities attended the function, headed by popular manager, Mick O'Halloran, and the Ranch Boys entertained with some of their popular hill-billy numbers.

During the evening it fell to Mr. Hemingway, advertising manager of Beckers Ltd. (Bex A.P.C.), to propose a vote of thanks to C. A. Monks. Mr. Hemingway was particularly enthusiastic in his remarks about the results which his firm had achieved through using 2HD Newcastle, which is one of the number of stations represented in Sydney by Mr. Monks.

"As one of the biggest users of the broadcast medium," said Mr. Hemingway, "I think it may interest you folks to know that we have been using radio for 4½ years. We are also considered one of the 'difficult' type of sponsor, because we insist on making surveys and all that sort of thing—(laughter)—in spite of our surveys—or is it because of them—we are still on 2HD after 4½ years."

Mr. Royston Marcus, manager of 2PK Parkes, whose station is also represented by C. A. Monks, attended the party, whilst practically all the Sydney advertising agencies, broadcasting stations and associated industries, and a number of leading radio advertisers and sponsors, were well represented.

Mr. Monks' firm has had requests for further program material. Reactions of American stations to "Enemy Within" will be a valuable guide in the production of future features.

"THE CLOCK TICKS ON"

One of the latest V.O.A. productions, "The Clock Ticks On," has a novel theme. In a split second . . . a crowded minute . . . an unguarded hour . . . the whole course of a human life can be changed. Life itself consists of little, countless, ticking seconds that cannot be captured, except as a memory—bitter, sad or beautiful.

This is the theme of a gripping series of short, short stories by Geo. B. Gramham.

The telling of them—by Ronald Morse—is tense, yet subdued, dramatic, yet whimsical, and always thoroughly convincing.

This series also banks on several strong merchandising angles. "The Clock Ticks On!" offers an apt theme for exploitation. The time element in it gains: "Don't be late for to-morrow's special!" "Only a limited time to buy!" Hold a "Clock Ticks On" sale—with a large, ticking clock above the "specials" counter. "The time to invest"—the right time—the opportune time—the urge to act.

COMPETITIONS PULL

Bundaberg station, 4BU, has found that competitions play a big part in maintaining listener interest.

A quiz program on Fridays at 4BU always attracts a big crowd, whilst each Tuesday morning there is a quiz for the ladies, in which the answers are sent to the studios. Both these features carry big cash prizes, and the listeners are not slow to avail themselves of the opportunity to earn some easy ready money.

The King Tea Prize Time—an idea inaugurated by Jim Sharp, manager of 4BU—is to invite the ladies to the studio to witness the drawing of the 50 prizes and to enjoy a cup of King Tea, with the compliments of the Oriental Tea Co., sponsors of this feature. About 60 ladies always attend and a happy time is spent during the afternoon. Entries are particularly good, with 600 and more always received.

The Battle of the Bands is also much enjoyed each Saturday evening, with entries always around the 750 mark. Two swing bands are pitted against each other, and the listeners vote for their choice, with the result that the winners of the prizes can earn "a small fortune."

Musical moments is another competitive show in which the ladies participate, guessing the names of the various numbers played and again securing valuable prizes.

V.O.A.

Presents



The Old Lady of Threadneedle Street

(52 Quarter hour sessions)

A series of tales dealing with that symbol of the Empire's wealth . . . The Bank of England.. stories with a background of tradition, dating from early Roman times . . . Featuring Sydney's leading Radio Artists at their best

For fuller details get in touch with

V.O.A. SOUND PRODUCTIONS

251a PITT STREET, SYDNEY.

PHONE, MA 1140

THIRD SERIES AVAILABLE

Sensational response to radio serial "ENEMY WITHIN" has necessitated production of a third series—Ep. 118 to 221. (Units of 26.)

Book ahead for YOUR station. (1st series, Ep. 1 to 65; 2nd series, Ep. 66 to 117)

Another **LEGIONNAIRE WINNER** ready for release—"ENGLAND EXPECTS"

Truly a **MASTERPIECE**—and Topical

WRITE:— **LEGIONNAIRE**, 68-70 King Street, Melbourne, Wire:— "LEGIONSOUND" or MU 6171.

Broadcast Medium Offers Utilities Great Goodwill and Sales Build Up



Such a case history is that revealed in a recent issue as "Sales Management" (an influential American business paper), dealing with the experience of Pacific Gas and Electric Co. which serves Northern California with gas and electricity. This concern wanted to build goodwill for itself as an institution and to foster the demand for gas, electricity and appliances.

It is reported that this concern, with very little confidence in the medium for its particular purpose, gave its name as sponsor to a sustaining two hour every-evening program of classical music, 8-10 p.m. on KYA, a San Francisco station.

There was an immediate listener reaction. Hundreds of letters of appreciation flowed in.

Sales management commented: A utility such as P, G and E has to sell itself and its products. Because of widespread agitation in favour of public ownership of utilities, the first of these is a major consideration, but all big business labours under this necessity to gain goodwill at the same time as it is selling its wares.

Its approach has been to promote its own interests by promoting the business of related or subsidiary or affiliated

Utilities, such as gas, electricity organisations, banking institutions, etc., have failed so far to appreciate to the full extent the powerful assistance which sponsored broadcast programs could be to them. There are exceptions to this rule in various parts of Australia where we find here and there a utility sailing along happily on the wings of a broadcast program. In the main, however, as a sponsor class they lag a long way behind other groups of air-time sponsors.

It was much the same in America. Utilities were about the last of the groups of radio prospects to succumb to the story of the networks. American trade papers these days, however, are well studded with the success stories of air advertising campaigns of various utilities.

enterprises. Primarily, of course, the sale of all manner of gas and electric goods and appliances. The company realises that every such appliance that is purchased increases the demand for its own products. Most of its advertising therefore, is indirect rather than direct, and the radio program is no exception.

The program is built up with recorded music but planned exactly like a symphony concert with "guest artist" featured on each evening's program. Listeners have actually praised the sponsor's restraint in the use of commercial announcements, which is a sure indication that they have listened attentively to those announcements. Throughout the whole two hours' broadcast there are only three commercial announcements, and these are reasonably brief.

Said advertising manager, Al Joy: "After the enthusiastic interest evinced by the public we are thoroughly sold on this type of radio program as a sup-

plementary form of advertising to our newspaper, magazine, billboard, dealer display, sticker, and other media. All indications are that this interest, increasing tremendously, was not just a flash in the pan.

"When we first went on the air with our concert, we had 5,000 programs printed for distribution to listeners. We did not offer to mail these programs but invited listeners to ask for them at our San Francisco and Bay area offices. To our surprise, the entire printing of 5,000 copies was exhausted in a short time and subsequent programs were printed in quantities of five, six, seven, eight, and finally 9,000 copies. The May program of 9,000 copies was exhausted eight days after issue, and it will be necessary to print 10,000 of the next program. When that many persons take the trouble to call and ask for a program, we feel it shows remarkable interest.

"In addition, we receive several thousand letters of appreciation, comment and suggestion monthly. These letters help to guide us in handling of the programs.

"For example, when we experimented with a brief harp interlude between the close of the musical offering and the start of the commercial announcement and repeated the harp interlude before commencing the next piece on the program for the purpose of preparing the listener for the advertising, listeners didn't like this at all. They seemed to think the harp interlude sentimental and emphasised the commercials and evidently preferred to go directly from the concert music to the announcement without preparation. We abandoned the harp interlude as a result of these comments."

Mr. Joy says that in addition to the large cultured audience that already exists for this type of program, there is a gradually increasing appreciation of classical programs by the general public. "One reason for this, we believe, is that the public ear has been so assailed, assaulted and attacked by all manner of jazz and swing that it is turning with relief to these better programs."

(Continued opposite page.)

Chance for Utilities

(Continued from page 28.)

grams. Many start listening indifferently who have had no taste for good music, and eventually become addicts. These are often our most constant and grateful listeners and the ones who write many of the thousands of letters we receive."

It is noteworthy that other utilities have been so impressed with P G and E's experience that they are undertaking similar programs. Southern California Gas Co. has signed up for a classical concert in the territory it serves; and Portland Gas and Coke Co. is considering a similar experiment.

RADIO SOLVES ANOTHER PROBLEM

Bakery Banishes Stale Bread Losses

Charles Quimby, the advertising manager of an American bread baking company tells an interesting story of his company's use of broadcasting advertising, in a recent issue of "Broadcasting."

The account he gives is straightforward, crisp and to the point, and it takes little time in the telling. Here it is:—

"Stale, or more sophisticatedly termed, 'yesterday's bread,' is a problem that grays bakers' hair and upsets profit columns. Such a problem was ours in varying degrees at Quimby Baking Co. Drivers persisted in returning 'home' with bread that, according to quality standards, should have been consumed by a bread-eating public.

"We turned to WWVA, Wheeling, to execute a merchandising plan designed not only to end our stale bread returns, but also to increase our regular output. Results were noticeable, but not in proportion to cost and effort. For the second time we came to the conclusion that radio advertising just didn't fit our business, but we couldn't make such a decision 'stick' with the radio station.

"After considerable study of the situation, the conclusion was reached that our radio program had too much individual community appeal. It was hardly broad enough in its appeal to all bread-eaters in our territory. WWVA convinced us that they were regularly serving that territory effectively and came through with a program idea of their own, for which a 'punch' was claimed. We were sceptical, especially so because an increased advertising expenditure was involved, but we dared.

"WWVA recommended a personality male singer with a claimed established audience. His radio title sounded rather appealing—'Silver Yodeling Bill!' We said okay. Then a simple contest was recommended, for which an immediate sales check was promised. It was proposed that we asked 'Silver Yodeling Bill's' listeners to count the number of times 'Holsum' was mentioned on each broadcast. Then we were to give six

AT PREMIERE OF "EVERYBODY DANCE"

At the first broadcast of "Everybody Dance," sponsored by Coo-ee Clothing Ltd. This group of sponsor's representatives and 2CH executives in the 2CH studios includes Messrs. H. J. Fraser (director), E. V. Cuffe (general manager), D. Macpherson (merchandising manager) and Maurice Smith, publicity manager of Coo-ee Clothing Ltd. At extreme right is Mr. A. E. R. Fox, manager, 2CH, and on extreme left Mr. C. T. Sproule, advertising manager A.W.A. Broadcasting Dept.



(See Shows on the Air, page 20.)

silver-plated teaspoons to those listeners who submitted the exact count, along with a proof of purchase. To all this we also said okay, signing a contract for 11.45 a.m. to 12 noon, Monday to Friday, inclusive.

"The wisdom of such a decision was immediately verified by contest returns. And better still, within a few days our trucks were returning 'home' without the 'yesterday's bread' headache. Along with this came the demand for more Holsum Bread—and in a volume which necessitated a call to WWVA to ask them to advise our program listeners to be patient if they could not secure Holsum Bread, as we were making every effort to supply public demand as quickly as possible.

"And all this proved to us the worth of radio advertising intelligently planned for the sale of our bread, and especially the value of the experience of a producing radio station."

SUCCESSFUL WANT ADVTS.

Enterprising 2KY Sydney has started a "For Sale—To Buy—Or Exchange" feature during Mrs. Gray's women's morning session. At the present time no charge is being made for this service, and no doubt 2KY expect that if they can make a success of it they can later make a charge for it. It will be an interesting experiment to see just how far this kind of classified advertising goes over the air. One or two other efforts have been made in the past on other stations, but apparently were not successful. Possibly it was the way in which it was done. At least these several attempts to solve this classified question should surely bring closer the day when it will be just as successful as in some of the daily newspapers.

SUN-UP to SUN-DOWN

... through every minute of the day ... 3AW is selling solidly.

We're just home-bodies, here at 3AW ... yes, we go right into the home ... during the daylight hours, when the housewife has the leisure, and inclination, to listen to us ... to sell YOUR goods!

Now that Summer is on the doorstep, there are more daylight hours ... more hours in which to tell the housewife about that product of yours. Contact us ... and get yourself some of those daytime sales. We're always at your SUN-TIME SERVICE!

3AW presents
"DAYLIGHT SELLING TIME"



WHY TAKE RISKS?

2KY Guarantees TO PILOT YOU TO BIGGER BUSINESS SAFELY AND SPEEDILY

2KY Advertising doesn't Cost — IT PAYS!

PHONE —
M 6291
M 6292

ONE MILLION POUNDS IS SPENT EVERY WEEK BY THE 250,000 WAGE-EARNERS AFFILIATED WITH **2KY**

428 GEORGE STREET, SYDNEY.

U.S.A. Newspapers Lose Millions of Dollars to Lusty New Medium

Addressing the National Advertising Executives Association in Chicago recently, Harvey R. Young, advertising director of the Columbus Despatch, was outspoken in his comments upon the newspapers versus radio situation as it exists in America. His description, in figures, of the fall of newspaper lineage in the face of fast rising radio advertising expenditures by the big national advertisers created a sensation in American business circles. Following are some extracts from the address:—

"We have all seen many theories of advertising loom on the horizon that eventually faded out," Young said. It is not likely this will happen to radio. Therefore, it appears that we were somewhat negligent in reckoning with radio in its infancy. If we can't compete with radio now, how are we going to handle television when it comes into practice?"

"Roy S. Durstine, at one of the Federated Advertising meetings several years ago, gave us a warning when he said: 'Business has been presented with a new vocabulary. It has a new sales tool. It is combining its advertising with showmanship. Whether we like it or not, masses of people are being influenced by the radio's dramatic, exciting programs.'

"Ever since 1927, the aggression of radio on newspaper advertising, particularly in the national field, has continued unimpeded, unimpeded and progressively successful.

"It sometimes looks as though newspaper competition as to radio has apparently folded because of many of our publishers accepted this new arch rival by installing and operating their own radio stations. Whether we, whose sole job is the sale of newspaper advertising, should become alarmed is answered in the figures I now present.

"In 1927 national advertisers invested 225,000,000 dollars in newspaper space. That same year, when radio went commercial, they spent 5,074,000 dollars with this new medium. In other words, the newspapers that year received 45 dollars from national advertisers for every dollar that went to radio.

Newspaper Linage Down 33 1/3%

"Twelve years later, in 1939, national advertisers had cut their newspaper appro-

priations to 149,000,000 dollars, and this included 20,000,000 of new advertising that newspapers received from the liquid industry, whereas the radio jumped from 5,074,000 dollars in 1927 to 129,000,000 dollars in 1939, and this did not include what these radio advertisers paid for talent conservatively estimated at 63,500,000 dollars.

"Including that 20,000,000 dollars received from the liquor industry, newspaper lineage was down 33% in twelve years. The radio likewise affected the magazines which were down 33 1/10%. The outdoor advertising people seem to have done a better job than either the newspapers or magazines with a loss of only 8%.

"It looks like the newspapers long standing position as a basic medium for national advertising is being somewhat usurped by radio.

"This change has all taken place in the face of the fact that many of these big radio users were first developed by newspapers. I refer especially to grocery products, toilet goods, soaps, tobaccos, automobiles and gas.

"Yet, through it all, the fundamental forces, which formerly lifted newspapers into their prime position with these advertisers, have not changed one iota. Neither has the average mil-line rate. Only the advertisers themselves have changed. I make this statement because radio has not affected newspaper circulations. Circulations have increased in the United States 42.7% in 20 years and there are now over 40 million papers sold daily.

"In giving you the total national advertising loss of newspapers since 1927, I do not want to leave with you the impression that all daily newspapers have suffered losses because Media Records show that out of 183 daily newspapers, 10 of them published more paid advertising in 1939 than they did in 1928. In some cities publishers seem to be playing both ends against the middle. I recently saw a full page advertisement of one of the metropolitan newspapers advertising the use of both its newspaper and its radio station.

"If I personally controlled a dozen stations and that many newspapers, their sales organisations would be absolutely separate. I am a firm believer in that old saying, 'Competition is the life of trade.'

Thousands of Homes ARE TUNED NIGHTLY TO

4WK Warwick

The popular station of the Darling Downs

—effective results for Local and National advertisers is 4WK's best claim for your advertising—

REPRESENTATIVES —
A.W.A. SYDNEY MELBOURNE BRISBANE

Competition is what makes us tighten our belts and whet our armament.

In Retail Field

"Since every indication points to radio being permanent, then newspaper salesmen should hesitate to decry it as an advertising medium—to say that no advertiser can profitably use radio is unsupported theory and has been refuted in practice. This criticism of destructive selling applies to radio salesmen when they blast newspaper advertising. I have heard them make statements that newspaper had seen their best day as an advertising medium.

The thing that inspired me most to write to re-hash this subject was not alone the losses in national advertising but what the biggest local advertisers—the department stores—are doing about radio. This was strongly demonstrated at the Retail Radio Session held in New York by the National Retail Dry Goods Association, January 11, 1940.

"When these largest users of newspaper space think radio is of sufficient importance to conduct a full day session discussing it, then it behooves us to keep our eyes open and our ears to the ground."

Australian Transmitters Valves

Upon completion of the three broadcast transmitters at present under construction at the A.W.A. Radio Electric Works no fewer than 50 A.W.A. broadcasting installations will be operating.

Actually A.W.A. has manufactured many more than the 50 broadcast transmitters listed elsewhere in this publication, many being repeat orders.

Realising the enterprising action taken by its associated company, Amalgamated Wireless Valve Co., to make Australia self-sufficient by the production locally of transmitting valves, many other broadcast stations are employing Radiotrons exclusively of which a full Australian range is now available for transmitting up to 3,000 watts.

It is an interesting fact that, of the 103 commercial broadcasting stations in Australia, (including the three new transmitters referred to above) 53 employ Radiotrons throughout and 24 are partly equipped with radiotrons. Similarly statistics show that of the 37,550 licensed watts being radiated by "B" class stations, 23,200 watts are radiated from A.W.A. manufactured transmitters.

Site Survey Service.

In addition to supplying complete broadcast transmitters and allied apparatus, A.W.A. has recently inaugurated a service whereby competent engineers are made available for the purpose of surveying suitable sites for proposed broadcasting stations, or for taking field measurements of existing installations with the object of calculating the effective coverage of the particular station. This latter facility is important and should not be overlooked by any station as it places a definite listener area before the advertiser, ensuring better and increased business.

Radio and Press Relations Viewed at Convention of National Association of Broadcasters

An interesting highlight of the annual convention of the National Association of Broadcasters held in San Francisco was the report submitted by Ed. Kirby, Director of Public Relations for N.A.B.

The following two extracts from Kirby's report will prove of interest to Australian readers:—

Public Relations Department

"In the past year the relations of the broadcasting industry with the public it serves may be described in one word: excellent.

"This is not the result of any one person's activity or of any one radio operation. It is the combined result of program service delivered by the entire industry which immediately affects the social and economic life of more than twenty-eight million American homes every day and night in the year.

"The public relations policy of radio and its program policy are, inescapably, one and same thing. Here no middleman stands between producer and consumer. What we transmit goes directly to the living-room of the home. If we please, we please instantly. If we displease, the displeasure is deep and widespread. No mobilisation of so-called public relations tactics—nothing can regain the confidence and the goodwill of the listener except a good program, a better program, a more balanced program service.

"It is clear from the very nature of things, therefore, that public relations and program policies are interwoven and interchangeable. If there has been one significant and sharply defined development in radio in the past year, this is it. What is good programming ought to be good public relations. What is good public relations ought to be translatable into good programming. To have the two welded in every unit of programming, commercial and sustaining, is our major operating job in 1940-41. The finest guide for this is found in the industry's own code.

"It has been the purpose of N.A.B. public relations activities in the past year to seek out as much pertinent information as possible from all segments of the listening audience, and from all political, social and economic developments which would be most helpful to management and program policy makers. Equally serious and important has been liaison and contact work between the industry and outside groups of the public who, because of the universal coverage of radio, find themselves and their interests affected. These include the field of women, re-

operation may be summoned from both the European and the domestic front.

"It can be successfully demonstrated, we believe, that the greater amount of coverage of important spot news by radio, the greater number of newspapers sold, and conversely, as more newspapers are sold as a result of spot news developments, the more radio news listening results. In this we have found common ground. But to thoughtful publishers and broadcasters there is yet more important ground commonly shared; the concept and the parallel operation of a free press and a free radio in the American democracy. The press cannot live free and radio trampled; nor can a free American radio continue if a free press is gone. Should one go, the other is next.

"We believe that N.A.B. has eliminated an erroneous concept in some sections of the newspaper world which felt that radio wished to live at the expense of the press.

Neither press nor radio can be sold at the expense of the other for long. Each has its field of service. A paper or a radio station will "survive or succumb" as it serves the public and therefore the advertiser. Selling a medium on the basis of what some other media won't or can't do—and not upon what you will and can do—is poor selling. No schedule so sold will long stick."

ligion, education, labour, the consumer movement, philanthropy, propaganda, national defence, and others. . . ."

Radio and the Press

"Since Munich there has been a growingly mature and better understanding between press and radio. Certainly no appeasement, in the Chamberlain manner, has brought this about, for competition in the origination and publication of news continues vigorous and wholesome. But the dramatic impact of Munich and what followed served to force an outline of the area radio was to occupy in the transmission of news. The subsequent European war and the current national emergency have given a still sharper outline: Because of its instantaneous coverage, radio must broadcast news as immediately as it is available. This is its duty to the public. To the credit of both this is realised, and superb examples of press-radio co-

4TO TOWNSVILLE

FIRST CHOICE with National Advertisers to reach TOWNSVILLE, AYR, and INGHAM districts.

4TO broadcasts the finest radio programmes in Northern Queensland to an immense community that includes these and other important centres and provides entree to one of Queensland's soundest and wealthiest areas.

Always include 4TO on your Radio Appropriation — the best buy in Radio.

All particulars from:—

AMALGAMATED WIRELESS (A/SIA) LTD.

Sydney

Brisbane

Melbourne

OF COURSE YOU'VE HEARD

Cup Broadcast in Comfort

Again this year the Australian Wool- len Mills (makers of "Crusader" Cloth) invited their 2KY listeners to come to the 2KY Radiatorium on Melbourne Cup Day to hear in comfort—if they were in the city and not at their homes—a running description of every race of the meeting. This was the fourth successive year that the same sponsor has sponsored 2KY's broadcast of the Cup meeting and the second year they invited people to listen in at the 2KY Radiatorium.

Community singing filled the intervals between each race description, while just before the big event 2KY presented a re-broadcast of last year's Cup race. A calendar was presented by the sponsors to everyone who accepted their invitation.

"Tyes Radio Revue" for Further 12 Months

Having used only a portion of their original contract covering "Tyes Radio Revue," from the stage of the Princess Theatre each Sunday night, the sponsors, Tye and Co. Pty. Ltd., intimated that they were anxious to extend for a further 52 weeks as from the date of the conclusion of the original contract. Actually more than £1,000 has been devoted to various charities as the result of the door collection taken at each show, and the fact that hundreds of people are turned away from the theatre—usually filled to capacity half an hour before the curtain rises—each Sunday is true indication of the public popularity of "Tyes Radio Revels."

War Work at Bundaberg

Much can be said for the efforts being made by 4BU Bundaberg to stimulate interest in the various war charity appeals. A Red Cross concert, two Comforts Fund concerts, a studio "Bob in" for the Patriotic Fund, and a stage presentation of "The Man from Toronto," for the Red Cross with a repeat performance of the play for the British Bombing Victims appeal has netted just on £450 for war charities. All the functions are organised, produced and conducted by station manager, Jim A. Sharp, who uses his stage and radio experience to the best possible advantage. There is a wealth of talent in Bundaberg and the live-artist shows heard from the station always meet with enthusiastic response from the listeners. The station is proud of its claim that it was the first Queensland country station to form its own War Savings Certificates Group.

"Information Please" Celebrates Its First Anniversary

On Tuesday, November 5, at 8 p.m., 2SM's popular quiz, "Information Please," celebrated its first anniversary—continuously under the one sponsor for that period and still going strong. "Information Please" is a light variation on the ever-popular quiz which gives good scope for merry ad libbing and display of each 2SM's popular trio—John Dunne, Doreen McKay and Dom Harnett. These three, who have been and still are, many times associated as a trio in 2SM's broadcast programs, have scarcely been heard to better advantage than in "Information Please" broadcast every Tuesday at 8 p.m. for Sheldon Drug Co.

Hot News Break

Sporting scoop, which aroused much discussion in Melbourne, was Fred. Tupper's broadcast of the attempted attack on the Cup favourite, Beau Vite, in which, by mistake, the attackers seriously injured El Golea.

The 3AW sportcaster has been broadcasting news of early morning track gallops three times a week over the past two months, and, for that reason, had a track expert on duty at Caulfield every morning. This representative was on the spot when the story broke and immediately phoned the news through to the 3AW studios. The call came through at 7.50 a.m., and sport-caster Tupper immediately put it over the air—repeating the message at frequent intervals throughout the early morning session.

Queensland's Big Jeweller 9th Year of Continued Radio

"By the F. W. Nissen exacta time service at 4BH it is . . ." For over eight years, from 6 a.m. to 11 p.m., seven days a week, in all sessions, this expression in varying forms has been heard by Queenslanders from the lips of 4BH announcers. It is quite a common thing to hear the same expression from the man in the street.

The result is that Nissen's lay claim to the largest watch and watch repair business in the northern State.

In addition, Nissen's have just renewed their long standing contract with this station for 15-minute features, sponsoring at the moment "Musical Gems."

Some of the features brought to 4BH listeners by these enterprising jewellers in the past have been "Beau Geste," "Through the Ages with Father Time," "Charlie Chan," "Rhapsody in Rhythm," "Fun Fest," "Diamond Dramas," and numerous others.

Newcastle Department Stores Using Radio

Bebarfalds Ltd., in Newcastle branch of the big Sydney firm, starts radio campaigning over local stations from to-day, November 7, according to advice received from the agency handling the account for radio, Trans-Radio. Both 2KO and 2HD are being used with "Bebarfalds' Singing Salesman." The singer is Pat Walcott, possessor of a fine baritone, and recent winner of Palings' "Gateway to Fame" broadcast talent search at Newcastle.

Winns Ltd., of Newcastle, from November 4, will be campaigning through 2KO's newly instituted "woman's magazine" type of woman's session.

"Argus" Network Helps Bomb Relief Victims

The "Argus" country chain in Victoria is always to the fore with charity appeals. In recent weeks £1,480 was subscribed by listeners to 3SR, 3YB and 3UL. Amounts subscribed to individual stations were 3YB £150, 3UL £258 and 3SR £1,072.

A.S.B. Cup Service Sponsored by Dewars

Associated Sports Broadcasts (relaying to 2UE, 2KY, 2GZ, 2CA, 2HR and 2LT, as well as many other stations outside the network) had its comprehensive Melbourne Cup cover sponsored by the distributors of Dewar's Whisky.

The A.S.B. provided expert talks on Cup eve by "Cardigan," of the Melbourne Herald, and "Phar Lap," while on Cup day informative previews and descriptions of every race held interest throughout the afternoon. A large racing audience is now claimed by the A.S.B. with its State-wide tie-up.

Real Sympathy

That Aspro's "Andy, the Yes Man," won the affection of many listeners to 3HA Hamilton, was indicated by the fact that when the unfortunate little man ceased to be heard over the air, several listeners wrote asking why he had been cut out of the program. One indignant admirer wrote from way up beyond the Grampians—"Even if all the world was against Andy you might have kept him on the radio." 3HA wrote promising to see what could be done about it.

Brick Build-up

Station 4BC and the Noble Bartlett Advertising Agency have produced a novel entertainment to popularise the use of brick in home construction. House-warming parties in new brick homes are assisted by Tom McGregor, of 4BC, and a band of entertainers. Each Thursday night at a quarter to nine 4BC broadcasts direct from one of Brisbane's better brick homes, the home-owner proudly announcing "My Home is Yours To-night." Thirteen weeks is the term of the contract.

Among the Sponsors

F. J. Palmer and Sons, sponsors of the Friday story read by St Meredith, are offering 2KY listeners 100 hams and 25 novels as prizes in an interesting competition.

Details are given at 12 noon Monday to Friday inclusive, stress being given to the fact that all entries must be accompanied by a purchase docket from F. J. Palmer and Sons, at whose stores entry forms are available. Results of the contest will be announced in approximately six weeks' time, ensuring that the winners will receive their prizes before Xmas.

Bamboo Isle are ultra-modern sports and beach wear manufacturers and retailers. The new showrooms in Adelaide Street are designed in the form of a bamboo grove and their Sunday morning quarter-hour on 4BC ties in with a program of "Memories of Hawaii." The broadcast at 10.30 will be a Bamboo Isle feature for 26 weeks.

"That's What You Think," the popular Jack Davey feature popularising "Fancies," has been steadily growing in listener appeal every Saturday night at 8 o'clock from Station 4BH Brisbane. The same station is now broadcasting the new "Mintie" session every Monday night at 8.45—Jack Davey's "Yes! No! Jackpots." This type of feature is very popular with Queensland audiences. Shows are relayed from 2GB Sydney.

Barnes Auto Repairs and Garaging Co. are using the petrol rationing as a business booster rather than a business deterrent. A new contract will extend their advertising for another 12 months on 4BC.

LESLIE ROSS TO BE AUSTRALIAN "STARFINDER"

Melbourne station, 3XY, has announced a new Friday night feature, "The Starfinder."

The program is handled by Leslie Ross, Australian theatrical and radio star, who since being sent abroad (by Mr. Tom Holt, general manager of 3XY) 15 years ago, has won acclaim from audiences in many No. 1 theatres overseas, featured in international radio programs, and within the last few weeks returned to Australia to help develop Australian talent within Australia.

It is through the Starfinder that young Australians will have the opportunity of displaying their gifts of entertainment. Ross has all the microphone technique, personality and appeal to keep the program at a high level. He was the originator of "Crazy Shows" in England, author of the first Australian broadcast from the A.B.C., producer of theatrical and radio "Hit" shows abroad, originator of the "Three Australian Boys"—an act of international reputation. A returned soldier, he was known in London stage and radio circles as "The Little Digger."

The entertainment of the "Starfinder" program is provided by the young discoveries of Ross! Whilst no age limit is necessary it is "Accent on Youth" throughout the show and with such material available in such limitless quantities the appeal of the program should be a wide one.

Vincent Chemical Co., through agents, Marsh Pty. Ltd., have renewed their contract for spots with Radio 2UE, for a further 12 months, while through J. Walter Thompson, the Texas Co. have also renewed their spot announcements for a further 12 months.

J. Langland, of Horsham, sponsor from 3HA Hamilton, every Thursday night, a session which has grown greatly in popularity in recent weeks. The records selected are which were distinctive "hits" many years ago. A daily mail contains letters of appreciation and offers of old-time recordings for use in the programs.

Castlemaine Perkins, the brewers of Fourx, have booked another 12 months on 4BC for presentation of the features, "Inspector Castlemaine," "Little Mr. Fourx, the Sporting Commentator," the "Grouch Club," "The Dark Horse," and the "Fourx Cabaret"—a total of three hours weekly from 6.30 to 7 o'clock each week night.

Sponsored by Rockman's Showrooms and produced in the studios of 3MA Mildura by local players, "Whose Vengeance" is rapidly becoming one of the most popular features heard from the Sunraysia station. Adapted from the book "Vengeance Of," written by John Wallace, this new radio feature provides thrills and dramatic tension.

Again this year—for the fourth consecutive pre-Xmas period, Anthony Hordern and Sons Ltd. have contracted with 2GB Sydney for the presentation of Miss Lucille Bruntnell's "Jingle Bells" session. Commencing Monday, November 4, she will

broadcast her session each Monday, Wednesday and Thursday at 5 p.m., and from December 16, "Jingle Bells" will be broadcast each day except Sunday, up to and including Xmas Eve. Campaign will be supported by direct announcements in the women's and the children's sessions. There will be the usual broadcast of the ceremonial arrival of Santa Claus at Anthony Horderns on November 4, at 12.30 p.m., his coming having previously been widely publicised through "Jingle Bells" and other announcements.

Trans-Radio Agency has renewed the sponsorship of N.S.W. Lottery broadcasts with 2UE Sydney for Bingo Jellies. In conjunction with the drawing of each lottery a competition is conducted in which listeners can win lottery tickets by forwarding to the station amusing pedigrees. Session has produced a heavy mail from many parts of Australia.

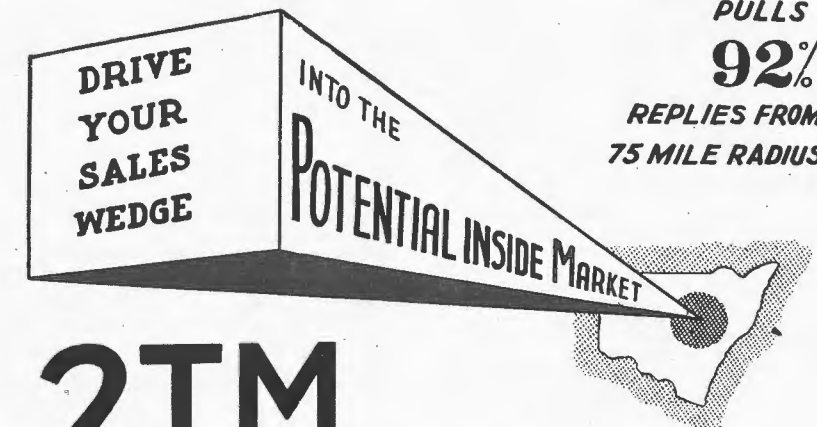
Parsons Bros. and Co. Ltd., throughout the mild Queensland winter, Parson's rolled oats gives the Pals' Club on 4BC "Something to Blow About," but when September comes the Pals have a big party at Parson's expense, and the advertising is switched to saline powder and tapioca dessert. This summer campaign is in the form of 25 worders in the women's and early evening session daily.

A. Miller and Co., Hamilton, storekeepers, are sponsoring from 3HA the B.A.P. dramatisation of Dumas' novel, "The Black Tulip," Saturday night at 9.15.

**FOR FINE PRINTING
RADIO PRINTING PRESS
PTY. LTD.**
146 FOVEAUX STREET
BOX 3765 SYDNEY FL 3054

"Information Please"

PULLS
92%
REPLIES FROM
75 MILE RADIUS



2TM
NORTHERN
N.S.W.

2TM Merchandising Division

If you want to know the possibilities of marketing your product in Northern N.S.W., the attitude of the trade, reaction to advertising, or a general sales report, write to 2TM. Comprehensive Market Surveys are compiled by 2TM's new Merchandising Division.

CHECK THESE RESULTS

"Information Please," popular Sunday night quarter-hour quiz show, offers 6 two shilling prizes weekly to listeners MAILING in a correct answer to one of the questions. 511 letters were received as a result of four weeks' advertising.

★ During the first 6 weeks of Murdoch's 50-word campaign, 400 letters were received requesting their mail order catalogues. Nestles, using 100-word announcements over the same period, pulled 421 requests for recipe books. You, too, can get results on 2TM.

GREAT NATIONAL WORK

Address by Sir Ernest Fisk, Chairman of the Board, at the 32nd Ordinary General Meeting of A.W.A., held at Sydney, October 28th, 1940.

A number of matters of great interest were dealt with by Sir Ernest Fisk, chairman of directors of Amalgamated Wireless (A/sia) Ltd. at the annual general meeting of the company, October 28, when reviewing the company's activities during the 12 months ended June 30, 1940.

"There have been appreciable variations in many departments of the company's activities, caused by war conditions," said Sir Ernest.

"Some of our communication services have suffered considerable revenue losses thereby. For instance, transmission and reception of paid messages to and from merchant ships other than neutrals is prohibited, and the radio-telephone service to London has been closed since the outbreak of war at the request of the United Kingdom authorities. The company approves of these restrictions as being in the national interest, and is co-operating fully with the authorities to ensure their enforcement.

"In other directions our established communication services are operating continuously. Through these services our organisation is doing important work in relation to the conduct of the war and in helping to maintain inter-Empire and international trade, which are of such great importance in building up the Empire's financial resources.

"The Beam wireless-telegraph services to England and to Canada are working in full co-operation with the undersea cable services and maintaining a continuous stream of high-speed telegraph communication for Government, press, commercial and social purposes. When I mention that most of the oversea press news which appears in our daily papers is received, copied and delivered at high speed by this company's expert and well-organised radio-telegraph organisation in addition to large volumes of traffic for all other purposes, you will realise that in this direction alone we are carrying on a work of first-rate importance.

"The inter-Empire social message service, introduced in May last year, is being maintained to provide communication between private individuals in Australia and in other parts of the Empire at cheap rates. This service is highly appreciated by large numbers of people here who have friends and relatives living under the stress and dangers of war in the United Kingdom. During the past year this service has been extended to include Canada, India and Burma, so that it is now available throughout the whole of the Empire.

CONCESSIONS TO SOLDIERS.

"A new service has been introduced recently by this company for the benefit of Australia's enlisted men serving abroad in the Army, Navy and Air Force and their

relatives in this country. This service enables a message of six words to be sent in either direction for half a crown, while the address is sent free of charge.

"We have also arranged for the children who have been evacuated from the United Kingdom to Australia to send a brief free message once a month to their parents in the old country giving news to the parents of the children's welfare.

"Through our Beam wireless service our daily newspapers are publishing photographs of current events in Great Britain. Many pictures of important happenings in the old country have been received here by wireless and published in our newspapers within a few hours of their occurrence.

"At the same time, our radio-telephone stations maintain a daily telephone link between the Australian inland telephone service and the whole inland telephone service of North America, and we are also maintaining continuous radio-telegraph and radio-telephone services with New Guinea, Papua and other places in the Pacific.

"This company's world-range, short-wave broadcasting stations are being employed by the Government for news and for Australian broadcasts to all parts of the world by arrangement with the Department of Information and the Australian Broadcasting Commission, and in co-operation with the Postmaster-General's Department.

"Although our nineteen coastal stations are not carrying paid traffic they are fully manned and maintaining continuous watch for urgent communications with ships at sea in the Pacific and Indian Oceans.

MARINE WIRELESS BRANCH.

"The company's marine wireless service has had a busy year during which it has fitted complete new installations into 92 ships. The whole of the equipment was manufactured in Australia. It is of the most up-to-date kind, and it complies with the latest international regulations. Most of those ships have been fitted in Australian waters, but we have equipped some in New Zealand, in the United Kingdom, in Hong Kong and in the Pacific Islands.

"The Marconi School of Wireless, which has been conducted by this company continuously throughout the past 27 years, and is the only completely equipped establishment of its kind in Australia, is now engaged in giving technical and practical training to large numbers of men for the Empire Air Scheme. It is also carrying on its usual functions of training radio engineers, technicians, service men and operators for wireless work on sea, on land and in the air.

MAKING FLYING SAFER.

"The company's equipment in the Australian commercial airline services has been extended and maintained at a high degree of efficiency. These modern airliners now fly from one air port to another with the aid of an invisible radio beam; also with the assistance of direction-finding equipment in the planes and on the ground; and the pilots maintain continuous telephone communication with the ground over all the regular service routes.

"During the past year also our research and engineering departments have com-



Sir Ernest Fisk.

pleted the design and construction of much new radio telegraph and telephone transmitting and receiving and direction-finding equipment for use at various points in connection with the trans-Tasman air service and other important routes.

"An entirely different kind of equipment for the guidance of ships at sea has been designed, manufactured and erected for the Commonwealth Government, and another for the Government of New Zealand.

"A few years ago this company developed new portable tele-radio equipments for transmission and reception of messages by people in remote places and nearly 200 of those are now in use in various parts of the Pacific Islands, while a considerable number have been supplied to the Commonwealth Defence Forces.

"Arrangements are now being completed to manufacture in our works highly specialised aircraft instruments other than less. This is work requiring high scientific accuracy, technical skill and special manufacturing equipment for which this company's organisation is well suited. When in full operation this will provide another important contribution toward the complete production of aircraft in Australia, as well as toward the Empire Air Scheme.

"The company is doing a great deal of other special work for the Army, Navy and Air Force, details of which cannot be stated.

"In addition, the company has established at the request of the Federal Government a special annexe, apart from the main works, in which important high precision work is being done in connection with the general munitions program.

IMPORTANCE OF BROADCASTING.

The capacity of the company's organisation, and its flexibility, are such that this important national work can be maintained and extended without seriously interfering with the company's ordinary commercial activities through which, might say, it earns its bread and butter and through which also it is able to make a contribution to the civil life of the community.

"Broadcasting has become such an important part of everyday life and a necessary means of news dissemination that the supply of efficient and reliable receiving sets to the public is a service of great importance and one which it is not desirable to restrict unnecessarily. There are at least 306,000 Fisk Radiola receivers in use to-day in Australia, and we know from long experience that those instruments are giving good and reliable service and satisfaction in that number of homes. They are still being turned out from our works

(Continued page 36)

A.W.A. TRANSMITTING INSTALLATIONS

Over
50

Broadcasting

Stations

are



Equipped

QUALITY

COVERAGE

RELIABILITY

AMALGAMATED WIRELESS (A/SIA) LIMITED

AUSTRALIA'S NATIONAL WIRELESS ORGANISATION

★ AUSTRALIA

2AY	Albury	200 watts	3XY	Melbourne	600 watts
2CH	Sydney	2,000 "	4AT	Atherton	500 "
2CK	Cessnock	300 "	*4BC	Brisbane	2,000 "
2GF	Grafton	200 "	4BK	Brisbane	600 "
2GN	Goulburn	200 "	4CA	Cairns	300 "
2GZ	Orange	2,000 "	4MK	Mackay	100 "
2KA	Katoomba	2,000 "	4PM	Port Moresby	100 "
2KO	Newcastle	500 "	4SB	Kingaroy	2,000 "
2LM	Lismore	500 "	4TO	Townsville	200 "
2QN	Deniliquin	200 "	4WK	Warwick	100 "
*2SM	Sydney	1,000 "	5AU	Port Augusta	200 "
2UW	Sydney	2,000 "	6GE	Geraldton	500 "
*3BO	Bendigo	2,000 "	6ML	Perth	500 "
3DB	Melbourne	1,000 "	6PR	Perth	1,000 "
*3HA	Hamilton	1,000 "	6TZ	Dardanup	2,000 "
3LK	Lubeck	2,000 "	*7LA	Launceston	500 "
3MA	Mildura	200 "	VK2ME	Sydney	10,000 "
3SR	Shepparton	2,000 "	VK3ME	Melbourne	2,000 "
3TR	Sale	2,000 "	VK6ME	Perth	400 "

*2nd installation.

★ NEW ZEALAND

1YA	Auckland	10,000 "	3YA	Christchurch	10,000 "
2YA	Wellington	60,000 "	4YA	Dunedin	10,000 "
2YC	Wellington	200 "	4YZ	Southland	5,000 "
2YH	Hawkes Bay	5,000 "			

★ FIJI

ZJV	Suva	400 "	VPD2	Suva	10,000 "
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UNDER CONSTRUCTION

6—	Perth	500 "	4GY	Gympie	500 "
6MD	Merredin	500 "			

PERSONALS

Sir Hugh Denison, chairman of directors of 2GB, is very seriously ill in Melbourne, and is under the care of Sir Hugh Devine, well known medico of Melbourne. Lady Denison and the two sons, Reg. and Leslie, both went to Melbourne last Saturday. Now in his 76th year, Sir Hugh has led a very active life and has played a substantial part in the progress of Australia during that time. It is to be hoped that when this appears in print he will have made a recovery.

This week will see members of the Macquarie Network assembled in Sydney for a "pow-wow." They come from all over the Commonwealth prior to Convention, and on this occasion will no doubt feel very gratified at the remarkable success of their network activities during the past year.

Amongst the well known broadcasting identities who will not be at the Convention this year is Mr. Bert Beaver, manager of 2KY. Mr. R. King, M.L.C., secretary of 2KY, will represent that live-wire Sydney station, which does not appear to worry about networks.

The genial Viv. Brooker, of A.W.A., 2CH, etc., etc., will surely be on deck again as in past years, and as all his stations are solid supporters of the Federation, when Viv. speaks that means a lot of votes.

Tippling is in the air these days, and "C.B." might be pardoned for doing a bit of tipping for the next presidency of the Federation. In the absence of Frank Marden doing the Roosevelt act for the third term—and that is quite on the cards—we would be inclined to tip A.W.A.'s broadcasting division chief—the said V.M.B.—as a very possible winner for the presidency stakes, providing that he is prepared to accept the job. It's no sinecure heading a Federation of which all your competitors are members, and likewise all the members are your competitors. Still, past presidents have done a good job, and if (?) Frank Marden does decline to run for the third term, it can certainly be said that he has done a good job and has brought the Federation to a culminating point of Commonwealth acceptance, with remarkable achievements, following on the good work done by previous presidents.

Alf. Paddison, of 2KA-BS-KM, is going solo to the Convention this year, and intends to have a real holiday. . . . provided the rest of the delegates let him. Alf. is an experienced "conventioner," a very able speaker and quite a power in Federation circles. He has been brought up in a pretty good school.

Secretary Ray Dooley and Andrew Brown, N.S.W. secretary, will no doubt fulfill their respective roles at the 1940 Convention. They both know their onions by this time, and, in addition to playing a big part in the actual Convention, they will both take a lot of beating at golf, tennis and other sundry sports. Somebody said they are both very keen fishermen, but another broadcasting executive asked—"Fishing for what?"

The many friends of Mr. Jim Malone, late Chief Inspector of Wireless and now Deputy Director of Posts and Telegraphs in Queensland, will be very sorry to hear that Mrs. Malone has been seriously ill for the past few weeks. It is hoped that by the time this appears in print she will be well on the mend.

Mr. J. F. Wilson, F.C.I.S., M.I.R.E. (Aust.), secretary of Amalgamated Wireless (A/sia) Ltd., was on October 30 elect-

ed vice-president of the Chartered Institute of Secretaries.

Amongst the many callers to see Oswald Anderson, general manager of 2UE, last week, was Miss Gwen Varley, director of the 3AW Women's Association. "O.A." and Miss Varley were associated in the early days of broadcasting, inasmuch as it was "O.A." who gave Miss Varley her first break on the air when she organised the A.B.C. Women's Association through 2BL in 1928. That was the first concrete women's radio organisation in Australia. Some years later when Miss Varley tripped around the world, it was "O.A." whom she first contacted on arrival in London and, of course, he was able to give her introductions to the B.E.C.

Virginia Uren, who was originally Gwen Varley private secretary, is now organiser of the 3AW Women's Association. Miss Varley told us that the association's next big war effort will be on November 15 in the Melbourne Town Hall, when it is hoped to raise sufficient cash to provide a mobile x-ray plant to go overseas.

Popular Joe Beveridge—remember him in the Shell Oil Co.?—dashed over to Sydney on a few days' leave from Laverton last week to see his mother, who is rightly proud of Joe these days in his very natty pilot officer's uniform.

Freddie Clarke-Cottrell, publicity manager of 2UW, has succumbed to a radio title. Yes, it's "Uncle Freddie!"—that is, when he is operating the slide lamp for the Cowell's community concert at the Sydney Town Hall each Wednesday. At the other end of the town on Friday nights, when Fred takes his place in Mark Mayne's "War of the Sexes," at the Assembly Hall, he loses the "Uncle" identity and becomes "General Cleaners."

Dick Everard, who has been very successfully freelancing in radio in Sydney for several months past, has joined the Trans-Radio Advertising Agency, and has been placed in charge of that agency's Newcastle branch which was opened last week.

Tal Ordell's popularity as a story teller was further revealed last week when one short announcement made from 2UE Sydney, testing the listener interest, brought hundreds of letters of appreciation within two days, and more than 150 telephone calls as soon as the announcement was made. Tal Ordell tells a tale at 9 a.m. daily, Monday to Friday, session being sponsored by Haywin Vacuum Cleaners.

The 4BU Kiddies' Sunshine Club responded magnificently to an appeal by their leader, Jim A. Sharp, manager of the station, when he asked them to devote one of their half-hour sessions to raising money in support of the British Bombing Victims Relief Fund. The boys provided a concert program and all the girls paid one penny, or whatever they cared to bring, and when the Sunshine session was over £17/10/- had been collected. This was a wonderful effort by the youngsters, and 4BU and Jim Sharp in particular feels very proud of the children.

Joy for the Joyce, of Artransa . . . To Mrs. Jim Joyce on Saturday last, November 2, a baby girl—Jenelle. Popular Jim J. is the proudest pa in town.

Mr. C. A. Monks, well known station rep. in Sydney, has scheduled a trip to Adelaide and Melbourne, commencing from to-day, November 7, when he planned leaving Sydney by car for Melbourne, then straight on to Adelaide for a few days and returning via Melbourne.

Mr. Lance Quirk, 2SM Sydney's sales manager, is holidaying on the Blue Mountains, the "hide-out" being somewhere near Lawson where, Lance says, he can get as much golf and swimming as his heart desires.

Sir Ernest Fisk's Address

(Continued from page 34.)

in large quantities and the department which design and produce them are so well organised and smoothly operating that we are able to continue this important service without restricting the company's activities in the many new directions to which we have referred.

"Another of our important everyday activities is the design, manufacture and installation of public address and sound-amplifying systems. During the past year a number of such installations have been completed in churches, public halls, factories, hospitals, hotels, restaurants and racecourses.

"In October last year this department installed temporary equipment at 60 military camps throughout Australia and connected it with local broadcasting receivers, thus enabling the Prime Minister to address all the men in camp in various parts of the Commonwealth.

RADIO FOR AMBULANCE.

"Some time ago the company established a complete radio service for the Central District Ambulance, and the following is quoted from the last annual report of the organisation:—

"The radio station was opened in December, 1937, and has become part of the ambulance service and equipment; it would not be possible to conduct service on such an efficient basis without the radio.

"Although the number of cases attended to during the year increased by 1932, the distance travelled thereon decreased by 2,169 miles. The reduction in the mileage was entirely due to our two-way radio-telephony. The arrangements made with Amalgamated Wireless (A/sia) Ltd. for the maintenance of our radio service has proved satisfactory.

"The committee desires to place on record its thanks and appreciation to the management of A.W.A. for the manner in which their officers carried out their duties in connection with our radio station."

BOON OF NOISE REDUCTION.

"It is now well known that this company specialises in noise reduction and acoustic work. This department has already installed more than 1,000 Fisk Soundproof Windows in the capital cities, and has recently completed a number of installations in new and previously-existing buildings in Sydney where the whole of the street front have been fitted with Fisk windows. A most encouraging feature of this work is that people who installed a few windows a year or two ago are so pleased with the results that they are now returning orders for additional installations. A number of new orders recently received is one for a number of windows in the new General Post Office building in Sydney.

"Our noise-reduction department also supplies and installs British-made Acoustelox sound-absorbent tiles, and it is at present engaged in supplying this material for the entire inside of a large new building in Melbourne.

"The Amalgamated Wireless Valve Co. has completed another year in which output of Australian-made valves has been a record. The parent company's enterprise in pioneering this new industry in Australia has proved to be of great advantage to the country and that advantage is particularly evident in these days of war. I should say it is almost as necessary to be able to turn out large quantities of these valves for war purposes as it is to be able to make ammunition and on the other hand the ability of this factory to supply requirements of the radio industry for valves for broadcast receivers has been of no small measure to keep this valuable Australian industry from suffering severe restrictions and disabilities as a result of wartime conditions.

THE BALANCE SHEET.

"You have agreed to take the balance sheet and directors' report as read, and will deal with some of the major items by way of explanation.

(Continued page 38.)

Merchandising — Promotion

Wynne's 21st Birthday Competition

Mr. A. P. (Alf.) Wynne, managing director of 4MB Maryborough, has just completed a radio competition on behalf of his music store to celebrate 21 years in business in Maryborough. Two birds were killed with one stone on this occasion—a very definite filip to the music store business being secured, and at the same time the response proved of great value to the broadcasting station in giving them further direct evidence of listener coverage. The Wide Bay district within 100 miles of 4MB was divided into four districts, namely, Bundaberg in the north, Western lines in one group in the west, Gympie in the south, and Maryborough. From these four districts came a total of 4,527 entries in the four weeks over which the competition was conducted; and covered a territory of just over 100 miles radius from Maryborough, and included practically every town in the Wide Bay area.

From Bundaberg there were 542 entries, on the strength of which Bundaberg advertisers were signed up on a contract with 4MB of four half-hours weekly; from Gympie the total was 595. There have been six half-hour sessions per week running on behalf of this centre for some time. The western lines towns contributed 1,067 entries, and from Maryborough the entries totalled 2,323.

From the entries received in Wynne's competition and a district map showing every town from which entries were received, which was specially drawn for the occasion, an excellent window display was made for Wynne's Music Stores.

Unique Radio Repair Program

Bush and Co. used 4BC many years ago as their first radio advertising medium with 25 word plugs. From small beginning this firm of radio repair specialists has graduated into the sponsor class. The Noble Bartlett Agency designed a quarter-hour feature which is highlighted on Sunday mornings. By the announcer making suggestions to listeners regarding tuning, clearing the playing of the test recordings, faults in the receiving set may be analysed and rectified. Careful planning allows the introduction of technicalities while retaining a high entertainment level.

Musical Show for Femalure

The popularity of musical shows is again evidenced—this time by the decision of Femalure Beauty Preparations to sponsor Bruce Anderson's novel show, "Twisted Tunes."

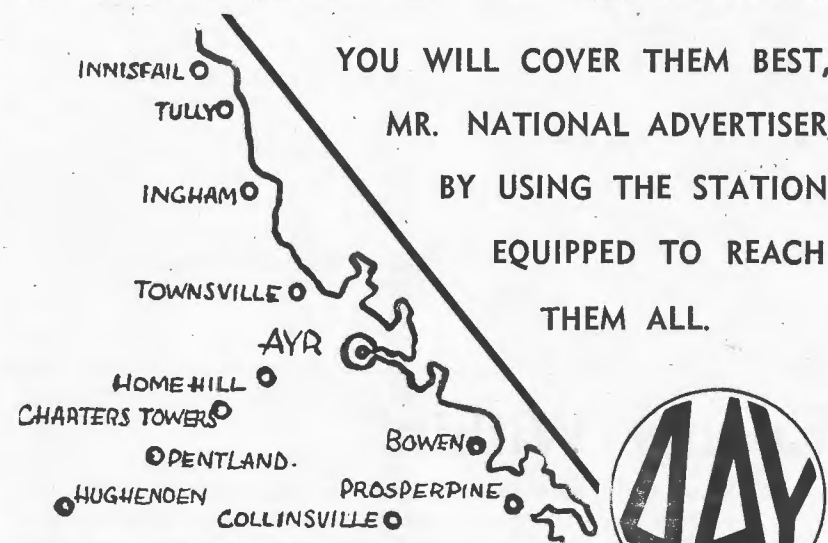
It will be presented each Tuesday and Thursday at 6.45 p.m. on 2UE Sydney, and listeners will have an opportunity of winning Femalure Beauty Preparations and double theatre passes.

Peter's Ice Cream Plans New Radio Campaign

On November 1 Peter's Ice Cream commenced its new season's radio campaign on 2SM with three big broadcast features. Every Tuesday at 1.10 p.m. Peter's will sponsor a community singing broadcast presented from 2SM's radio playhouse. This community show is conducted by 2SM's popular personality, Tommy Jay, and is packed to the doors with the young lads and lassies of the town who even go to lengths of sitting all over the studio floor in order to participate in the broadcast. On Sunday night at 10.15 p.m. Peter's will also sponsor the popular 2SM audience participation show, "Musiquiz" (which follows Cuckoo Court in 2SM's playhouse, and also plays to a capacity house). And finally, of course, Peter's will have special broadcasts in 2SM's famous gang broadcasts which John Dunne (Uncle Tom) presents to the kiddies.

Next Rate Book will be issued January, 1941.

200,000 PROSPEROUS AUSTRALIANS LIVE HERE!



NORTH QUEENSLAND

With studios in Townsville and Ayr, 4AY is the only station operating on 500 watts in this wealthy district. Transmitting popular entertainment from its main centres, the biggest following in the district has been cultivated and won by an up-and-coming policy of friendly merchandising.

You buy more aerial strength—wider coverage—a greater following, when you sell North Queensland through 4AY.

CONSULT A. D. BOURKE IN SYDNEY & P. G. SULLIVAN IN MELBOURNE

Broadcasting Station Frequency Allocations As at 17/10/40

kC/s m.		kC/s m.	
550	545-2CR Central Regional, N.S.W.	1110	270-2UW Sydney, N.S.W.
560	536-6WA South West Regional, W.A.	1120	268-4BC Brisbane, Qld.
580	517-3WV Western Regional, Vic.	1130	265-2AD Armidale, N.S.W.
600	500-7ZL Hobart, Tas.		3CS Colac, Vic.
610	492-2FC Sydney, N.S.W.		6ML Perth, W.A.
620	484-3AR Melbourne, Vic.	1140	263-2HD Newcastle, N.S.W.
630	476-4QN North Regional, Qld.	1150	261-2WG Wagga, N.S.W.
640	469-5CK North Regional, S.A.	1160	259-7ZR Hobart, Tas.
660	455-2DU Dubbo, N.S.W.	1170	256-2NZ Inverell, N.S.W.
	7BU Burnie, Tas.	1180	254-3KZ Melbourne, Vic.
670	448-2CO Riverina Regional, N.S.W.	1190	252-2CH Sydney, N.S.W.
680	441-2HR Singleton, N.S.W.	1200	250-5KA Adelaide, S.A.
	4AT Atherton, Qld.	1210	248-2GF Grafton, N.S.W.
	7QT Queenstown, Tas.		3YB Warrnambool, Vic.
690	435-6WF Perth, W.A.		6KG Kalgoorlie, W.A.
700	429-2NR Northern Rivers Regional, N.S.W.	1220	246-4AK Oakey, Qld.
		1230	244-2NC Hunter River Regional, N.S.W.
710	423-7NT North Regional, Tas.	1240	242-3TR Sale, Vic.
720	417-6GF Goddards Regional, W.A.		6IX Perth, W.A.
730	411-5CL Adelaide, S.A.	1260	238-3SR Shepparton, Vic.
740	405-2BL Sydney, N.S.W.	1270	236-2SM Sydney, N.S.W.
760	395-4QS Darling Downs Regional, Qld.	1280	234-3AV Melbourne, Vic.
		1290	233-4BK Brisbane, Qld.
770	390-3LO Melbourne, Vic.	1300	231-2TM Tamworth, N.S.W.
780	385-2KA Katoomba, N.S.W.	1310	229-5AD Adelaide, S.A.
	4TO Townsville, Qld.	1320	227-3BA Ballarat, Vic.
790	380-6WN Perth, W.A.		6FM Fremantle, W.A.
	12BH Broken Hill, N.S.W.	1330	226-3SH Swan Hill, Vic.
800	375-4QG Brisbane, Qld.		4BU Bundaberg, Qld.
810	370-5RM Renmark, S.A.	1340	224-2LF Young, N.S.W.
830	361-3GI Gipps and Regional, Vic.		6TZ Dardanup, W.A.
850	353-2CV Canberra, A.C.T.	1350	222-3CL Geelong, Vic.
860	349-4GR Toowoomba, Qld.		4GY Gympie, Qld.
	7HO Hobart, Tas.	1360	221-3MA Mildura, Vic.
870	345-2GB Sydney, N.S.W.		4PM Port Moresby
880	341-3UL Warragul, Vic.	1370	219-2MO Gunnedah, N.S.W.
	4WK Warwick, Qld.		5SE Mt. Gambier, S.A.
	6PR Perth, W.A.	1380	217-4BH Brisbane, Qld.
890	337-5AN Adelaide, S.A.	1390	216-2GN Goulburn, N.S.W.
900	333-2LM Lismore, N.S.W.		4MK Mackay, Qld.
	7AD Devonport, Tas.	1400	214-2PK Parkes, N.S.W.
910	330-4RK Rockhampton Regional, Qld.		5AU Port Augusta, S.A.
920	326-2XL Cooma, N.S.W.	1410	213-2KO Newcastle, N.S.W.
	4VL Charleville, Qld.	1420	211-3XY Melbourne, Vic.
930	323-3UZ Melbourne, Vic.	1430	210-2WVL Wollongong, N.S.W.
940	319-4QR Brisbane, Qld.		16- Perth, W.A.
950	316-2UE Sydney, N.S.W.	1440	208-2QN Deniliquin, N.S.W.
960	313-5DN Adelaide, S.A.		4IP Ipswich, Qld.
970	309-3BO Bendigo, Vic.	1450	207-2MG Mudgee, N.S.W.
	4AY Ayr, Qld.		7DY Derby, Tas.
980	306-2KM Kempsey, N.S.W.	1460	205-2CK Cessnock, N.S.W.
	6AM Northam, W.A.		5MU Murray Bridge, S.A.
990	303-2GZ Orange, N.S.W.	1470	204-2MW Murwillumbah, N.S.W.
1000	300-4MB Maryborough, Qld.		3CV Charlton, Vic.
	4CA Cairns, Qld.	1480	203-2AY Albury, N.S.W.
	7EX Launceston, Tas.	1490	201-2BE Bega, N.S.W.
1010	297-3HA Hamilton, Vic.		4ZR Roma, Qld.
1020	294-2KY Sydney, N.S.W.	1500	200-2BS Bathurst, N.S.W.
1030	291-3DB Melbourne, Vic.		3AK Melbourne, Vic.
1040	288-5PI Crystal Brook, S.A.		(Night Service Station).
1050	286-2CA Canberra, A.C.T.		
1060	283-4SB Kingaroy, Qld.		
1070	280-2RG Griffith, N.S.W.		
	6WB Katanning, W.A.		
1080	278-2LT Lithgow, N.S.W.		
	4RO Rockhampton, Qld.		
	7HT Hobart, Tas.		
1090	275-3LK Lubeck, Vic.		
1100	273-4LG Longreach, Qld.		
	7LA Launceston, Tas.		
	16MD Merredin, W.A.		

†Temporary allocation—reverts to 570 kC/s later.

‡Projected station.

Note 1: National stations are indicated by black type.

Note 2: The assignments are subject to alterations.

"Enemy Within"

Sales of the book through radio stations show from 25% to 33 1/3% (according to quantity) to wideawake broadcasters. Cash in on this worth-while profit making service to your listeners before it goes on the bookstalls.

Merely supply us with your customers' names and addresses attached to your order, we'll look after the mailing.

Australian Radio Publications Pty. Ltd.

146 Foveaux Street, Sydney
239 Collins Street, Melbourne

Sir Ernest Fisk Explains A.W.A. Balance Sheet

(Continued from page 36.)

"Reference to the profit and loss account will show an increased revenue of £7,000 and an increased expenditure of £7,000 showing an improvement in nett profit of the previous year of approximately £1,000. The increased expenditure includes additional sums of £42,500 for taxation; £15,000 for manufacturing development; approximately £6,000 for depreciation; and £3,000 for interest, discount and exchange. The balance of approximately £3,000 represents increased working costs directly associated with the increased turnover. It would have been more pleasing to have enjoyed an increased revenue alone, but the items have just quoted will show that the high expenditure is mostly in directions beyond our control.

"Reference to the balance sheet will show that paid-up capital is the same as in the previous year; the specific reserves have increased by approximately £58,000 and the general reserve has increased by £50,000.

"Bank overdraft has increased by £11,500 cash and fixed deposits have decreased by £858 and Government securities are unaltered. This shows a decrease in the nett cash position of £12,243, which appears to be a satisfactory figure when compared with the increase of nett assets. The latter shows approximately £71,000 increase in unencumbered freehold properties, £48,000 in plant and equipment, and £51,000 in stock and work in progress. That is a positive increase of £170,000 of tangible assets during the year.

"Compared with the previous year, sundry creditors and amounts due to subsidiaries have increased by approximately £34,500, while debtors, including amounts due from subsidiary companies, have decreased by approximately £25,700; there is no particular significance in these changes. The sundry creditors items includes reserve for taxation, and if that were deducted the total would appear considerably lower than in the previous year. Sundry debtors were higher last year because when the accounts were closed payments happened to be outstanding on some rather large government orders; those payments have since been completed.

"I think the balance sheet can be regarded as a healthy one because its analysis shows that with fixed assets totalling £1,408,000 we have specific reserves and a general reserve totalling £889,800; also that liquid and floating assets exceed current liabilities by £420,000, and the total assets exceed current liabilities by £1,928,400.

"Capital expenditure during the past year includes completion of payments for the Sydney headquarters building and for manufacturing extensions at the Ashfield works; also a considerable outlay by the marine service department in providing complete new equipment in most of the marine wireless stations which became necessary under the International Radiotelegraph Regulations.

TRIBUTE TO EMPLOYEES

"In conclusion, I wish, on behalf of the board of directors, to pay a well-merited tribute to the enthusiasm, loyalty and efficiency of nearly 3,000 Australian people who are engaged in the various sections of this great undertaking. Their scientific attainments, high skill, patient labour and other qualities are demonstrating through this all-Australian organisation the virtues and high abilities of the people of this country which, in my opinion, is worthy of the greatest encouragement and the highest confidence.

"I wish also particularly to refer to the splendid work which has been done during the year under difficult conditions by the company's general manager, Mr. L. A. Hooke, and by the managers of our numerous departments and sections."

SEPTEMBER LICENCE FIGURES

	Sept. 1939	Sept. 1940
NEW SOUTH WALES.		
New Issues	6,630	6,887
Renewals	34,553	38,020
Cancellations	4,949	3,163
Monthly total	433,495	479,485
Nett increase	1,681	3,724
Population ratio	15.71	17.17
VICTORIA.		
New Issues	6,101	4,494
Renewals	27,878	30,058
Cancellations	925	3,921
Monthly total	335,055	351,551
Nett increase	5,176	573
Population ratio	17.81	18.53
QUEENSLAND.		
New Issues	3,127	2,877
Renewals	11,032	13,583
Cancellations	758	576
Monthly totals	137,930	157,899
Nett increase	2,369	2,301
Population ratio	13.57	15.50
SOUTH AUSTRALIA.		
New Issues	1,645	1,838
Renewals	8,181	8,709
Cancellations	810	1,117
Monthly totals	119,098	126,315
Nett increase	835	281
Population ratio	19.78	20.89
WESTERN AUSTRALIA.		
New Issues	1,365	1,086
Renewals	6,576	7,473
Cancellations	21	468
Monthly totals	81,929	89,328
Nett increase	1,344	618
Population ratio	17.60	19.14
TASMANIA.		
New Issues	682	593
Renewals	3,008	3,459
Cancellations	203	231
Monthly totals	40,514	43,105
Nett increase	479	362
Population ratio	17.12	17.99
COMMONWEALTH.		
New Issues	19,550	17,335
Renewals	91,228	101,302
Cancellations	7,666	9,476
Monthly totals	1,148,021	1,247,683
Nett increase	11,884	7,859
Population ratio	16.49	17.78

The above totals include: Total licences to the blind—2,376 (1939) and 2,502 (1940), and total experimental licences for 1939—1,889.

CLASSIFIED ADVERTISING SECTION

Classified Advertising—3d. per word (minimum 3/-). Black face or capitals ad per word. Cash with order. Box Replies: If replies are to be sent to publishers' office, the Box Number is indicated as 9 words and charged accordingly.

POSITION WANTED

Engineer, four years' experience country stations, wants change. "Confidential." C/o COMMERCIAL BROADCASTING

POSITIONS VACANT

Required urgently by Radio and Telephone Manufacturing Co., Senior and Junior operators. Experience in wiring and workshop practice essential. High wages to suitable men. Excellent opportunities for advancement. Apply, Transmission Equipment Pty. Ltd., Doonside Street, Richmond, Victoria. Telephone, J 6061. P.O. Box, 32, Richmond.



FROM
ATTENUATORS
TO
COMPLETE TRANSMITTERS

T.E.P.L. LEADS THEM ALL

T.E.P.L. transmitters assure you of quality equipment, no matter what power you require. Featuring high fidelity performance, dependable service, utmost reliability and surprisingly low operating cost, they are the transmitters you can rely upon. Because they are designed and built by experienced engineers—men with a thorough knowledge of broadcasting problems—men who know not only what you need—but who give it to you!

* Now in production—The new 10,000 watt transmitter for Manila.



T.E.P.L. transmitters have a background of engineering and research—are built in a plant well equipped for manufacture of special radio equipment—that is why they offer exceptional value to the purchaser.



TRANSMISSION EQUIPMENT PTY. LTD.

DOONSIDE ST., RICHMOND, VIC.
PHONE—J 6061

The Cheapest
IN
QUEENSLAND



Get Yours

**CAN BE USED ALSO
ON C.B.C. STATIONS**



No. 11
11th Issue
Thursday,
21, 1940
Price 6d.

COMMERCIAL

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

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2UW SYDNEY

The Only Independent Station In Sydney

ANNOUNCES

**A GREAT NEW INDEPENDENT
POLICY!**

- WE are entirely free of any *Network, Political or Sectional Control.*
- WE will direct all our resources to the fullest in programme production and presentation.
- WE now make our *Station Time* available to all approved advertisers.
- WE make *Our Features* available to sponsors with unrestricted availability to stations.
- WE will accept approved programmes from any source.
- WE have only **ONE MASTER TO SERVE—
OUR LISTENING AUDIENCE.**

**Watch for Big Programme
Announcement!!**