

*Little Fish are Sweet*

**BUT BOY—**  
HOW THEY GROW INTO  
**BIG FELLOWS**  
WHEN THEY ADVERTISE OVER

**4BC & 4SB**  
BRISBANE KINGARROY



Some of our clients  
started with us  
when WE were young  
and grew with us...  
**JUMP ABOARD  
FOR 1941**

The Management and Staff of Station 4BC-SB, in association with 4GR, 4MB, 4RO, extend to all advertisers hearty good wishes for Xmas.

THERE'S GOOD FISHING TOO — at

**4GR** ★ **4MB** ★ **4RO**  
TOOWOOMBA MARYBOROUGH ROCKHAMPTON  
**QUEENSLAND'S RICHEST COUNTRY CENTRES**

Vol. 9, No. 19  
167th Issue  
Thursday  
Dec 2, 1941  
Price 6d.

# COMMERCIAL BROADCASTING

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

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THIS STATION RESOLVES TO  
MAKE GREATER ENDEAVOURS IN THE  
SERVICE OF OUR COUNTRY AND EMPIRE.

The Directors, Management and Staff extend sincere wishes to all for the Coming Year. May it be filled with Happiness and Prosperity born of Universal Understanding and Peace with Honour.

L.S.D.

It's the ultimate in any campaign you plan. It spells success or failure. If it comes in, your business expands—it grows in every way. Why not spend it wisely and well, by letting 3KZ offer you one of their many campaigns—it will return fourfold. 3KZ's offices are at 64 Elizabeth Street, Melbourne. The Sydney representative is C. A. Monks, Shell House, Carrington Street.

3KZ  
MELBOURNE

## Goodwill Advertising Will Pay

By Philip Emanuel, Advertisement Director of Odhams Press Ltd.

(By courtesy of "Advertisers' Weekly," London).

Advertising was going to "the limit" when war broke out. To-day it seems to be going nowhere in particular. If we in the industry are not very careful, much of it will go overboard, beyond any salvaging. Good habits, unlike bad ones, are so easily shed! We are watching product after product lose its identity, thanks to pooling, while others forfeit overnight a goodwill built up with anxious care over decades.

Lord Ashfield's committee, I think, did stem the tide of indiscriminate pooling let loose on us earlier by well-meaning but inexperienced Civil Servants. Incidentally, the public played its part nobly; the temporary recall of Stork to meet the housewives' clamour was a triumph for the sound advertising of a sound product.

To-day too many directors are giving up the advertising ghost. Just subsiding into silence and anonymity. "We're short of raw materials, short of workers, we have so many difficulties to overcome, that it really isn't worth our while to advertise," is the plaint.

But all advertising doesn't aim merely at selling goods over the counter tomorrow morning. Think of Rolls-Royce copy for thirty years back—almost entirely devoted to building goodwill. What other purpose did Rowland Hillier's series for Shell serve? At what else did the long "Mr. Dunlop" series aim? Or Lyons' great creations "George" and "Nippy" campaigns? Yet these are counted among the most successful advertising of our time.

We publishers are in the same boat. If we haven't got the paper, obviously we can't print the number we could sell of some periodicals; also we have to curtail advertising space. Still, I feel we should keep the name of the periodical alive in the advertiser's mind. So we don't say "Come and buy space," but we tell the story of what the paper does. Every paper has a personality, therefore a story. . . . By keeping that personality vital, by telling that story as vividly as possible, we are maintaining our hold on the advertiser's, the agent's imagination—and therefore on his interest. When peace comes, these papers will be remembered by many not now able to use them.

But a modern business is just as fascinating as the average journal to my mind. It had a founder, almost certainly a character, also a career almost inevitably chequered in one way or another, by failures, successes, even follies. Here is all the material of drama. Tell

the public about it; let them come behind the scenes; they'll enjoy it—and remember the human incident or the odd "character."

There is room also for clever institutional campaigns on the theme of your product. What retailer can complain of such a series as Pears' "Preparation to be a beautiful lady," or Stork's "Hints to Housewives," or Pond's "Analysis of Famous Beauties"?

Let us admit that more than one advertiser sent customers to the retailer for goods he could not supply, but they soon rectified this. If, for instance, Cadbury's copy selling the food value of chocolate was over-successful, no complaint can be brought against the present institutional copy devoted to the cocoa bean.

Surely the devising of copy which will sell the name and merit of the product without embarrassing the retailer is not beyond the skill of our copywriters.

Frankly, I cannot understand the people who say that advertising is unpatriotic to-day. We have been told that the maker and seller of goods for export are just as important as the maker of munitions. Not one business in a hundred can export unless it is selling in the home market. Without home sales overheads alone would make its prices too high. So the talk about advertising being unpatriotic is sheer ignorant nonsense.

Let us forget it and get down to preparing advertising that fulfils the needs of wartime industry and of the wartime consumer. Advertising that tells the consumer about the firm, the goods, and even the manufacturer's problems. Then we shall be able to export more goods and to pay for more munitions.

Copies of the book . . . "Enemy Within" are still available to broadcasters who seek a profit-earning service to their listeners.

Write Australian Radio Publications Pty. Ltd., 146 Foveaux St., Sydney, for terms of this service.

## REGULAR FELLAS!

AD-Agents and Time Buyers  
— REGULAR READERS of  
"Commercial Broadcasting"

you can count on maximum results from your campaigns when you are air-sold by any of those broadcast stations who are

REGULAR ADVERTISERS in  
"Commercial Broadcasting"  
(fortnightly).

The success of these stations is written in continuity in their own advertising, their ability to present their story to you in well-written copy and to hold your REGULAR attention, marks their ability to sell your goods and to hold the REGULAR and constant attention of their wide listening audiences. You have good and sufficient proof that these stations understand their business — Advertising!

## COMMERCIAL BROADCASTING

Price: 6d. per copy  
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NEWS EDITOR:  
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TECHNICAL EDITOR:  
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## Lintas to Form New Radio Department

It has been officially announced by Lintas Prop. Ltd. that steps are being taken to establish within their own organisation, full facilities for completely handling radio advertising.

As a first move in this direction, all station time buying for its clients will be carried out by Lintas as from January 1, 1941.

During the past two years J. Walter Thompson have, in association with Lintas, dealt with all phases of the radio allocations of Lintas' clients.

Such programs as "The Lux Radio Theatre," "Melody Riddles," "To-day's Children" and, more recently, "Australia's Amateur Hour," all of which were produced by J. Walter Thompson, have been outstandingly successful, and J. Walter Thompson will still be retained to do radio production work.

Mr. S. B. Dobbs, managing director of J. Walter Thompson Co., made the following statement when questioned regarding the J.W.T.-Lintas announcement that Lintas was forming a radio division and taking over all station time buying on all Lever Bros. and Associated Companies radio programs:—

"In the past two years, during which we have created for Lever Bros. and Associated Companies 'The Lux Radio Theatre,' 'Melody Riddles,' 'Australia's Amateur Hour,' and 'To-day's Children,' we have been handling all phases of the work in connection with their radio campaigns, and although this announcement of a change may come as a surprise to some of those on the outside, the move has been planned for well over a year. The first step will have been taken when, during the first of the year, Lintas will assume the responsibility of buying station time.

"It has been arranged with the agreement of Lever Bros. that J. Walter Thompson will continue to handle all details in connection with the production of the programs other than the time buying, for the present, but Lintas will, when they have built up their production facilities, take over certain production responsibilities as well."

When questioned further regarding this division of work and its effect on J. Walter Thompson's billings and commission, Mr. Dobbs stated that he would like it made very clear that J. Walter Thompson had not altered their standard commission basis, and that as long as J. Walter Thompson was producing any Lever Bros. and Associated Companies programs, they would do so on their standard commission basis of 15 per cent on production and 17.65 per cent on the net station time costs, regardless of whether or not J. Walter Thompson actually bought station time.

Mr. Dobbs stated that this arrangement had been worked out with Lintas Prop. Ltd. and Lever Bros. and Associated Companies, who fully appreciate

## DEADLINE!

The next issue of "COMMERCIAL BROADCASTING" will be the special Retail and Department Store issue. Station managers, have you yet filled out the three-question questionnaire sent to you last month? Deadline for all material for this special issue is Friday next, January 10. Don't delay, please.

the tremendous amount of expense, time and staff necessary to handle productions as elaborate as those which they are currently broadcasting.

Mr. Dobbs also announced that, to assist their present radio department manager, Mr. P. F. Mygatt, in handling the new 1941 programs created for Lever Bros. and Associated Companies as well as the increasing volume of radio business from other clients, Mr. S. J. Quinn would arrive on December 31 from U.S.A. to join the J. Walter Thompson Sydney radio staff.

Philip F. Mygatt, radio manager of J. Walter Thompson, when interviewed about Mr. Quinn's arrival, stated that arrangements had been made for Mr. Quinn to come to Australia, due to the rapid expansion of his radio division. Mr. Mygatt stated that his company considered it necessary to obtain the services of a Hollywood-trained man because it had been their experience in the past, that although very able producers and writers were available in Australia, they had found that the most effective set-up for their organisation was a combination of Hollywood-trained radio executive supplemented by a staff of the most able local writers and producers.

It was in accordance with this policy that J.W.T. arranged for Mr. Mygatt to come to Australia two years ago when J. Walter Thompson Co. took on the handling of the Lever Bros. radio account. Mr. Mygatt went on to say: "With the rapid increase in our radio business it has now become necessary to supplement our staff with another radio specialist. This will also enable me to handle the greatly increased contact work on radio accounts."

According to a recent issue of "Variety" published in America, Quinn is coming to Australia to replace Mygatt who, that paper stated, was to go back to New York.

Subscribe to "C.B." — 10/- per year — 26 issues.  
'Phone FL3054, Sydney.

To Our Readers :

★ 1941 Greetings for a Prosperous New Year ★

# COMMERCIAL BROADCASTING

Incorporating

BROADCASTING BUSINESS

Sydney: FL 3054

Melb.: Cent. 442

Vol. 9, No. 14.

Thursday, January 2, 1941

Price, 6d. Subscription, 10/6

## Surveys—"Radio Can Take It"

Surveys in advertising circles have been fairly common over many years in many parts of the world, and have been almost universally adopted because the advertisers and their advertising agents wanted to know how they were spending their advertising appropriation.

With the entry of radio into the advertising field, it was quite natural that those same advertisers and their advertising agents should be very curious as to the value of radio as an advertising medium and, naturally, could think of no better yard-stick than along the lines of the surveys, of which they had previous knowledge, conducted with printed media. Therefore, both overseas and in Australia surveys have been taken by all and sundry in order to determine this usage formula; because radio was a new medium for advertising, and very little known, there was a still greater desire on the part of the advertisers to know what they were buying and where was the best place to spend their money in order to achieve the best results for the products they were trying to sell.

Nobody can have any complaint against that and irrespective of how much one might object to these keen business people wanting to find out for themselves—or have it found out for them on a reliable basis—where they should spend their money for best results, it cannot be denied that, after all, it is one of the few yardsticks which advertisers like to use.

### Success Stories Plenty

Over the years in which radio advertising has been progressing in Australia, and in America, there are hundreds and thousands of successful cases of advertising over the air.

In Australian radio circles the matter of surveys has not been received very well, but it is strikingly noticeable that over the past year or two, since some reasonably independent surveys have been taken out by prominent advertising agents and advertisers, more radio stations have become "survey-minded" and are no longer afraid to have their case investigated.

In fact, radio to-day has reached such a pinnacle of successful advertising, that it can easily afford to encourage advertisers and their agents to make all necessary investigations—which will all prove that radio, properly handled, is easily one of the most successful advertising media that can be called to aid the merchandising of an acceptable product.

Whilst radio has definitely proved itself as a vehicle for carrying the advertiser's message, it cannot be denied, as was set out in a recent issue of "C.B.," that it depends largely on how the show and the "commercial" is presented over the air as to whether the public will react favourably to the product that is sponsoring the particular program.

Any survey must be "fair and above board." That it will be criticised, goes without saying, and if it can stand up to that criticism, then all the better.

### A Unique Survey

The management of 2GB recently conducted a survey which they believe measures up to all requirements, as they were fully seized with the danger surrounding surveys which can be "shot at," and the need for finding a survey formula which would stand up to all the shooting.

The set-up of this survey is very interesting. 2GB wanted it, yet did not want to do it themselves. They wanted it to be supervised, conducted and checked by authentic and reliable people outside, who had nothing to do with the 2GB organisation.

### AD. Agents Committee

So they called together four of Sydney's leading advertising men, viz., Mr. Herbert Adams, secretary of the Advertising Agents' Association; Mr. Badgery-Parker, an ex-president of the association and managing director of Willmott's Advertising Agency; Mr. Lionel Shave, of George Paterson, also one of

the most prominent advertising personalities; and Mr. Hugh Berry, another equally well-known advertising man. That quartet of advertising men from four different agencies, all in competition with one another in business, but all interested in the same problem, responded to 2GB's invitation to form a committee to handle this survey with complete impartiality.

The questionnaire was submitted to the advertising committee, the members of which were asked to study those questions for a week or two and make any amendments, additions or subtractions as they thought fit. Consequently the resultant questions as set out on the questionnaire were considered and approved by that committee.

The taking of the actual survey, i.e., the distribution of the questionnaire, was first put through the staff of David Jones Ltd., the big Sydney retail store, and a certificate from Mr. Charles Lloyd Jones, chairman of directors of that company, shows that the questionnaire were placed in the pay envelopes of D.J.'s staff, and when completed, were deposited by those filling them in, in a box at the staff door. There was no mention of any broadcasting station on the questionnaire, and the answers supplied on the forms were the opinions of members of the staff. So far as David Jones knew, said Mr. Charles Lloyd Jones, the staff had no idea why they were asked for the information.

That survey by David Jones was taken out in May-June of 1940, and the committee of advertising agents were then invited by 2GB to suggest a means whereby a much wider survey might be conducted on lines which could guarantee complete impartiality.

### Certificate by Ad. Agents

A certificate signed by the four advertising men, says: "The form of the questionnaire was approved by us and we, as a committee, suggested that the machinery of the Legacy Club of Sydney might be utilised to secure a much wider, completely comprehensive cross-section of the community.

"We approved of the arrangements whereby the forms were to be distributed and handled exclusively by the

(Continued opposite)

## Unique Radio Survey Reveals Listeners' Habits (Continued from opposite page)

Legacy Club, and not by any representative of 2GB, and we approved, also, of the system whereby the forms were to be held at the Legacy Club's office and analysed there wholly by a staff which, although paid by 2GB, was to be entirely free of any supervision by or control of that station.

"The results produced by the staff were afterwards submitted to us; at our instigation they were audited by a firm of public accountants nominated by us and the auditor's certificate is attached. "We, individually and as a committee, are satisfied that the result of this survey has been arrived at in circumstances which guarantee its absolute impartiality."

And so, during June, July, August and September of 1940, many thousands of these questionnaires were distributed by the Legacy Club, and here is where the editor of COMMERCIAL BROADCASTING, being a member of the Sydney Legacy Club, can vouch for the fact that even he was unable to find out what station was concerned with this questionnaire. He obtained quite a quantity of the questionnaires and distributed them amongst his staff and friends. Actually the Legacy Club was paid a small sum per copy for every questionnaire filled in and returned. It was not until long after the survey had been completed that "C.B.'s" editor, through his Legacy Club connection, was able to ascertain who had instigated the survey.

The forms were returned to the Legacy office and the details extracted therefrom.

### Certificate by Chartered Acct.

The next step was to have those figures checked by an independent firm of chartered accountants before they left the Legacy Club, and in this connection Messrs. Hawley and Hawley, Chartered Accountants (Aust.), Sydney, were in charge. Their certificate reads:

"We have examined the forms issued to radio listeners by the Legacy Club of Sydney and by David Jones Ltd., in the nature of a poll on various questions submitted thereon. We have checked the tabulation of the answers to the questions and certify that the attached summary is a correct compilation of the answers submitted. The total number of forms returned and tabulated was 4,961."

### Legacy Certificate

The hon. secretary of the Legacy Club of Sydney also, with an approval of his committee, furnished a certificate as follows:—

"At the request of 2GB, the Legacy Club agreed to distribute through its members a large number of radio questionnaire forms. It was agreed that 2GB would donate to Legacy funds a certain sum for each form filled in, provided that Legacy could guarantee to

2GB that the name of the station would, under no circumstances, be revealed whilst the survey was in progress.

"It was further arranged that 2GB would not handle any completed forms, that all forms would be sent direct to and be held in the Legacy office, and analysed there by a staff working under the control of Legacy at the expense of 2GB; that 2GB would play no active part whatever in the analysis of the forms, but would await the compilation of the figures, as compiled by the special staff at Legacy Office.

"To the best of our knowledge and belief, every one of those conditions was rigidly kept. Those who completed the forms had no knowledge whatever of any association of 2GB in the matter; every form included in the final analysis was distributed and collected by Legacy, and no representative of 2GB handled any forms during the progress of the analysis.

"In our opinion, the survey was carried through in such a manner as to guarantee its complete impartiality in every respect."

It will therefore be appreciated that the whole scheme was carried through by independent people entirely outside of 2GB, or any of its associates.

It has also been said in radio and advertising circles, that people who conduct surveys invariably get the answer they want, and it is most remarkable that it generally comes out in favour of the people who take the survey. Some may even say that, about this particular survey, because in some aspects it comes out favourably for 2GB, as re-

vealed in their advertisement in the last issue of COMMERCIAL BROADCASTING.

### Some of the Answers

This trade newspaper, COMMERCIAL BROADCASTING, is not interested from a business point of view, in whether a certain band is more popular than a celebrity concert, or whether "Jack Whosis" is as good an announcer as "John Whatisname," but we feel sure that everybody is interested in knowing, for instance, the answer to the question—"Do you tune in the radio for the early morning or breakfast session?" To that particular question, it is interesting to note, in D.J.'s case, 871 replies gave 84 per cent "Yes," and in the Legacy case, 4,090 voted out of 4,961, and 80 per cent said "Yes."

Now we will go through some of the questions that will be of interest to our readers:—

Q. 1: Do you tune in the radio for the early morning or breakfast sessions?

D. Jones (871 replies) Legacy (4,090 replies)

84%	80%
7.0 a.m. 30%	7.0 a.m. 27%
7.30 a.m. 21%	7.30 a.m. 22%
6.30 a.m. 15%	6.30 a.m. 11%
6.45 a.m. 10%	6.45 a.m. 10%
7.15 a.m. 7%	7.45 a.m. 10%

It is interesting to note that the first four places are the same in both surveys, but in the fifth place D.J.'s employees apparently get up a bit earlier than others.

It must be noted that there was no suggestion of any particular time, and the voters were quite able to select their own time without any leading questions being put.

Q. 5: Do you listen during the day on week days?

D.J.'s, 30% yes; Legacy, 35% yes.

Q. 6A: Do you listen during the day on Sundays?

Sunday morning—

D.J.'s: Yes, 57%  
Legacy: Yes, 60%.

Afternoon—

D. Jones (475 replies), 54%.  
Legacy (1,989 replies), 49%.

(Continued page 7)

**"FORE-WARNED IS FORE-ARMED"—  
"MIKE" NO MISTAKE THIS YEAR!**

★ *The*  
**WAGE-EARNERS ARE THE  
PEOPLE WHO BUY!**

★ **£1,000,000 is spent every week  
by the 250,000 WAGE-EARNERS  
AFFILIATED WITH 2KY!**

**BEAR THIS IN MIND WHEN MAKING  
YOUR 1941 APPROPRIATIONS**

RATE CARDS ON APPLICATION

**2KY**

PHONE M 6291-2

# TEN MONTHS' TALENT QUEST ENDS

Pictures show crowded Sydney Town Hall. J. Booth (sponsor) at the "mike" at Assembly Hall, and (bottom right) the line-up of adult section finalists.



The 2UW "Sunday Telegraph" Stage and Radio £1,000 Talent Quest drew to a very successful conclusion on Friday, December 27, at the Assembly Hall, Sydney, after ten months of sustained interest and entertainment.

The adult section of the quest was sponsored by the well-known furnishing house of J. A. Booth and Co.

Some idea of the interest in the quest may be gauged from the fact that 1,200 competitors entered, while taking into account the full houses every Friday night at the Assembly Hall, the two big presentations at the Sydney Town Hall, and the preliminary appearances of the competitors at 16 suburban picture theatres six nights a week, over three million people must have witnessed or participated in some part of the quest.

Points to each competitor were awarded in five sections—public vote at contests at the Assembly Hall and Town Hall, "Sunday Telegraph" readers' votes, votes of three judges, "Sunday Telegraph" 2UW, and J. A. Booth and Co.

Results of the quest:—Adults (first prize £70): Gwen Oxford (28 points) 1, Jean Savage and Gwen Boyd (each 23 points) 2. Juveniles (first prize £50): Frank Osborne (28 points) 1, Donald Shadbold (25 points) 2, Kevin Hartas (23 points) 3. Dramatic Section (first prize £50): Edgar Hawthorne, Kaye Payne and Norma Beattie 1, Walter Gentle and Phyllis Quinn 2.

Miss Oxford is a lyric soprano who has studied singing for over two years. She came second in the 1938 City of Sydney Eisteddfod soprano contest.

At the Assembly Hall on December 27, Station Manager Norman Lyons, of 2UW, presented the cheques to the successful contestants.

Mr. Jack Booth, on behalf of the sponsors of the adult section of the quest, paid a tribute to the high degree of talent which had been heard and seen on radio and stage during the quest, and to the organisation and presentation of the trials by the broadcasting station. He hoped in the near future another talent search would be inaugurated. Altogether over £1,200 had been paid to heat winners and the finalists in prize-money.

Mr. Dick Hughes, who officially represented the "Sunday Telegraph," said that his paper had undoubtedly benefited from the publicity which the quest had provided, and he was sure that 2UW also had benefited by the widespread listener interest in the broadcasts of the trials.



## Here's Wishing You the Best in 1941

### 3HA

Western Victoria

For bigger business in the New Year enlist the aid of these three good salesmen—on the job all the time in all weathers. They reach buyers near and far in the prosperous Victorian countryside. Let these popular units prove their worth in your next campaign.

### 3TR

Gippsland

### 3SH

Northern Victoria

## The Victorian Broadcasting Network

Head Office:

239 COLLINS ST., MELBOURNE — Phone, MX 4731

SYDNEY: MACQUARIE BROADCASTING SERVICES,  
29 BLIGH STREET. 'Phone: B 7887



## Survey Shows Listener Habits

(Continued from page 5)

Q. 7: What time is most convenient to you during the daytime for listening to a feature program?

Week Days:  
D. Jones (152 replies) Legacy (560 replies)  
12 noon—12% 12 noon—16%  
2 a.m.—11% 8 p.m.—8%  
9 a.m.—10% 1 p.m.—8%  
1 p.m.—9% 10 a.m.—7%

Sunday:  
D. Jones (341 replies) Legacy (560 replies)  
9.0 a.m.—9% 10.0 a.m.—13%  
10.0 a.m.—7% 11.0 a.m.—11%  
10.30 a.m.—7% 2.0 p.m.—10%  
11.0 a.m.—6% 3.0 p.m.—9%  
2.0 p.m.—5% 10.30 a.m.—8%  
3.0 p.m.—5% 12 noon—7%

The various placings of times is interesting.

Q. 8: And what days of the week are most convenient to you for listening to day programs?

D. Jones (739 replies) Legacy (3,959 replies)  
Sunday 28% Saturday 22%  
Saturday 25% Sunday 20%  
Tuesday 10% Wednesday 13%  
Monday 9% Tuesday 12%  
Wednesday 9% Thursday 12%  
Thursday 8% Monday 11%  
Friday 7% Friday 10%

Q. 11: Do you listen frequently to children's sessions during the early evening?  
In D.J.'s, 28% voted "Yes." In Legacy 37% voted "Yes."

Q. 12A: At what time do you usually commence to listen in the evening?

D. Jones (840 replies) Legacy (3,912 replies)  
7.0 p.m.—36% 7.0 p.m.—25%  
6.30 p.m.—32% 6.30 p.m.—24%  
6.0 p.m.—14% 6.0 p.m.—22%  
7.30 p.m.—7% 6.45 p.m.—7%  
6.45 p.m.—3% 7.30 p.m.—6%

It will be noticed that the first three times agree in both cases, but the fourth position is voted 7.30 p.m. for D.J.'s and 6.45 for Legacy voters.

Q. 13: At what time do you usually have your evening meal?

D. Jones (832 replies) Legacy (3,755 replies)  
6.30 p.m.—38% 6.30 p.m.—34%  
7.0 p.m.—25% 6.0 p.m.—31%  
6.0 p.m.—19% 6.15 p.m.—14%  
6.45 p.m.—8% 7.0 p.m.—8%

Note: David Jones' staff do not leave employment until 5.45 p.m.

Q. 14: Is the radio in the room where you have your meals, or close enough to be heard while you have your meal?

D. Jones (870 replies) Legacy (3,755 replies)  
Yes—92% Yes—89%  
No—8% No—11%

Q. 15: Do you listen during the evening meal?  
D. Jones Yes 96% Legacy Yes 82%  
No Ans. 4% No Ans. 18%

Q. 18: On the average, how many nights a week do you listen to the radio?  
It is very interesting to see by the figures that the largest number of voters listen in seven nights a week. Second place comes to five nights a week, with six nights running third place:—

D. Jones (888 replies) Legacy (3,826 replies)  
7 .. 29% 7 .. 34%  
7 .. 19% 5 .. 19%  
6 .. 17% 6 .. 18%  
4 .. 16% 4 .. 15%  
3 .. 11% 3 .. 10%  
2 .. 3% 1 .. 3%  
1 .. 1% 1 .. 1%

Q. 19: At what time do you usually stop listening at night?

D. Jones (850 replies) Legacy (3,737 replies)  
10.30 p.m.—28% 10.0 p.m.—31%  
10.0 p.m.—25% 10.30 p.m.—27%  
11.0 p.m.—11% 9.30 p.m.—13%  
9.30 p.m.—9% 11.0 p.m.—11%  
9.0 p.m.—5% 9.0 p.m.—8%  
10.15 p.m.—5% 11.30 p.m.—4%  
10.30 p.m.—4% 8.0 p.m.—3%  
10.0 p.m.—2% 12.0 p.m.—2%  
8.0 p.m.—1% 8.30 p.m.—1%  
9.45 p.m.—1%  
8.30 p.m.—1%  
10.45 p.m.—1%

(Continued page 10)

**THERE'S GOLD IN THEM THAR TILLS**

FOR 38 years The Weston Company has had one aim—to 'ring up sales' for clients' products. Its success may be gauged by the fact that the Company's first clients are still on the list; others have been serviced for 15 years or more; and most of the remainder for upwards of 5 years. Only results could warrant such adherence.

Accredited Agents of the Australian and New Zealand Press, and Radio Stations.

**The Weston Company Pty. Limited**  
ADVERTISING SERVICE AGENTS  
CHAMBER OF COMMERCE BUILDING  
GEORGE & GROSVENOR STREETS, SYDNEY  
ESTABLISHED 1901.

## OF COURSE YOU'VE HEARD

### It's an Ill Wind . . .

"Things have changed in the north," writes Ted Dahl who, after an absence of 12 months, has returned to the managerial chair at 4AY Ayr. "For instance, all hotels now close very definitely at 8 p.m. . . . rather a nuisance in this climate."

But as Dahl points out, it's all to the good of radio. More people stay at home to be reached by radio advertising and radio entertainment, and more money is available among the spending classes to buy radio advertised goods. Liquor laws in the north were very lax in days gone by, and there is no doubt that when it was "an open slather" for the hotels many people were kept away from their homes.

### Public Broadcast of Xmas Greetings

Schwennerons Grocery Store in Swan Hill, co-operated with 3SH in an endeavour to bring Xmas a little closer to the homes of many listeners by allowing them to broadcast their own greetings from a "mike" set up in the store. Notice was given several days before that such a proceeding was taking place, and the crowds who invaded the store, and took advantage of the offer, bore testimony to the fact that the many friends of 3SH are radio minded. The broadcast took a full hour, 8 to 9 p.m. on Saturday, December 21.

### Diggers' Sing

One of the most successful sessions at 3HA Hamilton is community singing from a military camp. Most of the sessions are held at midday after luncheon, when there is a full muster of men. Ted Furlong conducts the singing, and recently it was relayed and broadcast by 3BA Ballarat. It's a thrill, indeed, to hear from 900 to 1,000 men lustily singing the old Digger songs—and newer ones as well, and it is not surprising that the session is generally popular.

### Huge Charity Appeal

One would hardly realise, after studying the amazing figures relating to 3KZ Xmas Day Charity Appeal, that Melbourne like all other cities, has appeals and "days" almost every week for various war funds. The response was beyond expectations.

As a "warmer" to the Xmas Day Appeal, 3KZ held its annual "Carols by Candlelight" festival in the Alexandra Gardens. Arranged by that dynamo of

Part of the orchestra and a section of the crowd of 80,000 which participated in 3KZ's Carols by Candlelight at the Alexandra Gardens on Xmas Eve.



radio, Norman Banks, the festival commenced at 10 o'clock on Xmas Eve. On a dias was the Melbourne Fire Brigade Band, the Melbourne Conservatorium Symphony Orchestra, and a choir of 500. Individual artists also assisted, and the function was broadcast from 10.30 to 12 o'clock. Thousands of candles were sold, and these were lit by those, in the crowd of 80,000 who held them. Many of the carols were sung in the candlelight alone. The effect, as the Lord Mayor said in his speech, was one of unique beauty. Charity benefited to the extent of £348 from the Carol Festival.

At 9 o'clock on Xmas morning, 3KZ again went on the air, to launch its Xmas Day appeal—and to try to pass last year's figure of £3,485. Once again Norman Banks was the driving force. Last year a staff of 200 was employed—this year the number was increased to 250—33 additional telephones were installed in 3KZ's large

studio, and these went continuously day and night. Greatest number of calls in 5 minutes this year was 99—last year 82. Average amount promised per hour this year was approximately £412; last year approximately £290.

At the end of the night the great total of £5,359 was announced—£1,874 more than last year. Highlight of the appeal was the gesture of one listener who offered £5 for every other £1 contributed in a given time. His total contribution was £750. His wife then offered £1 for £1 for a given period, and finally gave £228, while a friend on the same basis gave £105.

### Radio Dramatisation Sells Book

It was by a strange coincidence that F. S. Walton & Co. Ltd. learned of the popularity of their half-hour Geo. Edwards dramatic presentation, "John Halifax, Gentleman." This medium for the selling of Cesarine and Summer Breeze Dress Fabrics, is an adaptation from the book of the same name. "Sally," who is heard on 3KZ doing the F. S. Walton commercials, called recently at a book shop to purchase a magazine. While there, a man came in and enquired for a copy of "John Halifax, Gentleman." The bookseller, without knowing who Sally was, remarked to her that he'd sold a surprising number of copies of the book since "John Halifax, Gentleman" had been on 3KZ.

Dept. & Retail Store Issue Copy Closes Friday, Jan. 10

C. A. MONKS says:

Radio Talks — The Buyer Listens

Radio Rep.:  
2HD, 2MG, 2PK, 2QN, 2XL,  
3CS, 3KZ, 4AT, 5AU, 5KA.  
Shell House,  
Carrington Street

Telephone: BW 4135

Telegrams: AIRADS

## WITH MALICE TOWARDS NONE

By Valerie Chick

Not many of us, I feel sure, were grieved to see the passing of 1940. Now, here we have 1941—a brand new year, and with it fresh hopes, not only for ourselves, but for the war-ridden world. Remembering what Mr. Winston Churchill said at Manchester on 29th January, 1940, is, I believe, the finest resolution to make for the year ahead—"Come then, let us to the task, to the battle and the toil. Each to our part, each to our station . . . let us go forward together in all parts of the Empire, in all parts of this Island. There is not a week, not a day, nor an hour to be lost."

Parties, parties and PARTIES! Everybody in the radio world seemed to be having a final burst of celebrations at Xmas, as a prelude to frugal days to come! 2GB—as well as their big Xmas-eve "do," this station held a New Year's dance at the Pickwick Club. Half-hour of the program was broadcast and included a Yes-No Jackpot session, conducted by Jack Davey, with members of the staff as "victims." Reg Lane, Charles Fletcher and Manager Jack Horner were the "uncatchables." Jack Davey just couldn't bowl out those three Bradmans. At midnight, Mr. Horner made a speech of greeting to listeners, ending with "The Toast is England." Rather apt, when one remembers that that is the title of 2GB's latest patriotic program. Incidentally, Mason Wood gets the orchids this week for his fine writing and narrating of "The Toast is England." It's a continuity of historical facts about England, some Shakespeare, some other fine poems and English music.

Oswald Anderson (2UE) gave a party at his flat in Marton Hall on the Sunday before Xmas. It was essentially a staff party—no wives, sweethearts or friends of the staff—just the employees of 2UE. Mr. Anderson's ping pong table proved a great attraction. Says he discovered some outstanding players among his staff. Now we know whom to call upon when we feel like tossing one of those little celluloid balls to and fro.

Artransa.—We've always believed that that exciting, adventurous, entertaining quality which we have come to call colour is an attribute of dashing Lionel Shave. The Artransa party put the final seal on our belief, for certainly no more colourful figure graced that happy gathering than Mr. Shave. (This is going to sound like an extract from an account in the Women's social pages.) "Mr. Lionel Shave, of Geo. Patterson Advertising Agency, was present wearing a superb tomato-coloured shirt, proving, of course, the truth of the aphorism—'It pays to advertise.'"

Voice of Australia.—Clever caricatures of the staff drawn by Bill Graham and Wendy Lindsay were among the orig-

inal decorative effects at the VOA party on 23rd December. It was a grand party, with practically everybody in radio in attendance. Host Reynolds did a fine job of dispensing the "doings" and making everybody happy.

Rhea Counsel, of A. N. White Agency (Sydney), who, in private life, is Mrs. Arthur Murch, wife of the well-known artist and sculptor, says Santa Claus turned up for her on Xmas Eve all right. Her husband received news on that day that he had been awarded the £250 prize given by Lord Lurgan for the finest Memorial Plaque to commemorate the late Neillie Melba.

The clever stars of 2CH's "Yes-What?" program are amassing themselves on the King's Cross front. They're over from Adelaide, and if we're any judge, they don't come any better, Adelaide sure must be some town! Ralph Peterson, the incorrigible "Bottomley," is full of pep and personality, and is the fortunate possessor of a fine speaking voice, devoid of all accent. While in Sydney, he's doing a spot of announcing from 2CH in the evenings. He is a fine comper as well, and script-writing is just another of his many talents. He and "Greenbottle" (Jack Gardiner) are sharing a flat at King's Cross, and "Greenbottle," it seems, is noted for his culinary masterpieces!

From near and far I hear the cry, "Why don't they repeat the Canadian Red Cross program from 2CH?" It was a splendid show, with so many famous Hollywood stars performing. There was

excitement too, in hearing the announcement, every few minutes, of the amounts of money being 'phoned through "on promise" to 2CH. Up until midnight £5,551 was raised for the Australian Red Cross. Surely a wonderful effort. Why not broadcast it again for those who missed it?

Last-minute Pick-ups.—Lyndall Barbour, well-known Sydney actress, has been signed up by Geo. Edwards. Perc. Campbell (2GB's program director) announced engagement of marriage last week. Clive Ogilvy (Macquarie) now proud father of baby daughter, born week ago. It's the second. Regret that the 2UW—"Daily Telegraph" Talent Quest has come to an end. It was a grand show. Finally, taxation and the problem of budgeting brings me to an urgent request, "won't some kind somebody broadcast a 'How to roll your own cigarettes and enjoy your smoke' talk." A cigarette-maker that turns into a coat-hanger and plays God Save the King at the same time isn't enough—we need practical advice!

### TENDERS FOR PURCHASE OF 2BE

It is understood that tenders will be called for the purchase of the Bega, N.S.W., broadcasting station, 2BE. The matter is in the hands of the official liquidator of the company (Mr. A. E. Campbell). Recently an Equity Court Order to wind up the controlling company was made on the unopposed application of Thomas Spence, who was awarded £2,000 damages against the station in October last for trade and personal libel.

1941 A New Year, but the Same  
Policy of  
NEW IDEAS — NEW PRESENTATION  
in Selling Features from

Sydney Representative:  
D. N. SCOTT  
WATSON HOUSE  
BLIGH STREET

# 3XY

SERVING MELBOURNE'S MILLION

## Surveys—"Radio Can Take It!" (Continued from page 7)

Q. 21: Do you listen to the news on the air?

The next question (22) asked if so, and if you listen regularly at any particular times, would you state what times and on what stations?

This question was evidently not quite understood by the voters, as most forms carried multiple answers, with the times of their favourite news sessions on several stations. This apparently indicated that people listened to the news on more than one station at different times of the day or evening.

Q. 23: Do you listen frequently to any news commentary or commentary on war news?

D.J.'s voted 77% "yes," whilst Legacy voted 70% "yes."

Q. 28: Whose recordings do you like best? That is, what artists, or orchestras, or entertainers?

It appears that Victor Silvester's Band, Nelson Eddy and Big Crosby are the three top favourites.

At the bottom of the form, the voter was asked to state whether he or she was Mr. Mrs. or Miss, what suburb, and what age group, such as "under 16," "16 to 30," or "over 30."

The analysis of the survey also showed suburban distribution of all the voters and, in the case of both D.J.'s and Legacy, voters came from all over the Sydney metropolitan area. Another analysis gave their age groups.

### 10,000 Buyers or 30,000 Listeners

It will be appreciated by all our readers that in a survey of this or any other character where a question is asked to determine the popularity of any particu-

lar station, announcer, or feature, that because one personality or feature gets top place and somebody, naturally, must come last, it doesn't mean the people who are down in what might appear to be the "also-rans" have no audience.

There are close on 300,000 radio homes within about 12 miles of the Sydney G.P.O., and as one station executive well puts it—"I would sooner have 10,000 buyers than 30,000 listeners." This brings us back to the point of not how popular is the station or the announcer or the feature, but of how effective is the selling of the goods of the advertiser who pays his money to sell his products over the air.

There are some features on the air which are good, but the commercial which accompanies them is not so good, but that is a function of the advertising agent or the advertiser himself. One is so tied up with the other that it is no good putting on a good show with a bad commercial.

By the same token, the commercial might be good, but the merchandising of the particular product might be very bad. Distribution may be inadequate, or the product itself may not be popular or acceptable to the people, so the sponsor cannot blame radio if his product doesn't go over!

Radio is too well established to-day

to be questioned by the inexperienced advertiser or the inefficient advertising agent as to its ability to sell goods. A good job can be done for all concerned if it is done by people who know their job. It is no use trying to "pass the buck" to radio if a campaign fails, and despite all the surveys, the final analysis must be on the success of the job that is being done by the advertising people per medium of radio for the manufacturer's product.

In the publishing of this survey, the editor of "C.B." hopes that the radio industry throughout Australia will get right into the survey business and cast aside any opposition feelings some may have had in the past. Make available every facility for the advertiser and the agent to be better educated in what radio can really do. Provide every facility for them to be educated along the proper lines—which will be to the benefit of radio and all concerned with broadcasting in any shape or form. If the subject is approached from that angle, then radio surveys can reveal a lot of valuable information.

As to those stations which, in some instances, may not be too well up in the scale of votes, they can take a lot of solace in the fact that their advertisers are getting a mighty good spin for their money and getting excellent results. Again—"10,000 buyers are better than 30,000 listeners."

That applies to stations all over Australia. Small country stations can do an excellent job for their advertisers. The proportion of their job is reflected in their rate card, so that although some stations may appear, in some surveys, to be at a slight disadvantage, let them all analyse it from the angle of—"How can we turn that disadvantage into an advantage?"—because every station has a distinct advantage in some shape or form.

## CLASSIFIED ADVERTISING SECTION

Classified Advertising—3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

Box Replies: If replies are to be sent to the publishers' office, the Box Number is counted as 9 words and charged accordingly.

### POSITIONS WANTED

One of radio's biggest business boosters seeks permanent position with genuine prospects; country, city. Experienced announcing, merchandising, programmes, copy, news, studio-management, servicing. Phenomenal listener response present position. Excellent references. Salary and commission preferred. C/o H. Graham, G.P.O., Sydney.

Announcer-Copywriter at present employed 500 watt station—seven years' experience—good voice—excellent references—desires change. Apply "6666", this office.

Radio Technician. Ambitious young man, 23, First Class Commercial Certificate, desires change present employment for Radio Broadcasting. Particulars, Box 3765, G.P.O., Sydney.

## MAJOR NETWORK RAISES £7,000

### Excellent Organisation for Red Cross Appeal

Excellent organisation by the Major Broadcasting Network, coupled with strong support from Sydney business organisations, prominent personalities, and the press, and a remarkable response from listeners throughout Australia, resulted in over £7,000 being raised in a few hours on Saturday, December 21, from a special broadcast in aid of the Australian Red Cross.

The highlight of the appeal was a Hollywood Red Cross program produced by members of Hollywood's British



Top, Noel Coward; and below, a trio of famous artists, Carrie Moore, Humphrey Bishop (2CH program director), and Marie Burke, who assisted the radio drive for Red Cross funds.

Film Colony to raise funds for the Canadian Red Cross, and originally broadcast through a coast to coast hook-up of American and Canadian stations.

On receipt of recordings of the program in this country it was decided by the Major Network to conduct a similar appeal throughout Australia and plans were made for its presentation to en-

sure the greatest success from the appeal. In forming these plans the Major Network had the full co-operation of the Red Cross.

All stations of the Major Broadcasting Network, excluding Western Australia, participated, and in addition, the A.W.A. stations 2AY Albury, 2GF Grafton, 2GN Goulburn, 4CA Cairns and 4TO Townsville also took part. All stations received dubbings of the program and presented it between 8 and 9 p.m. the appeals continuing throughout the evening until the various stations closed down.

On 2CH Sydney the time for this broadcast was made available by Cooe Clothing Ltd., sponsors of the Saturday night four-hour program, "Everybody Dance."

A special staff was engaged answering telephone calls, which continued throughout the evening.

The total amount received by 2CH was £3,192—an excellent result which represented nearly half the total for all stations combined.

Apart from the amounts collected in the capital cities the result achieved by 4CA Cairns was outstanding for the response there gained a total of £450—a remarkable effort for Australia's most northern station.

**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

This—



Mr. Advertiser

is a DOOR-knob to you

Advertisers, who, in 1941, aim to have their radio advertising sell more, know that turning the tuning knob of their receivers to Station 2SM is a listener habit built on program appreciation which opens more doors to radio advertised products. Your product will give up ringing door-bells when you specify Station 2SM Sydney to carry your radio selling message for 1941.

## 2SM SELLS MORE

## Are stockists pushing YOUR product in Northern N.S.W.?

Are Stockists pushing YOUR product in Northern N.S.W.? Are they well informed and enthused over your advertising programme? In short, is your advertising Merchandised to, and through, the trade?

### UP-TO-DATE MARKET SURVEYS AVAILABLE THROUGH 2TM.

Perhaps you are one of many who cannot get a truthful answer to these vital questions. If so write to 2TM setting out your problem and an up-to-date, truthful, and comprehensive market survey of your product will be conducted.

Towns covered in the regular market surveys include the main towns in 2TM's Potential Inside Market including:—

Tamworth	Gunnedah
Walcha	Boggabri
Uralla	Narrabri
Armidale	Werris Creek
Guyra	Quirindi
Manilla	Murrurundi
Barraba	Scone

# 2TM

NORTHERN N.S.W.

Alan Hannam, Weston Co. radio division manager, has made a New Year resolution—"No beer over the bar," but he strokes a reflective chin when he thinks of those lucky guys living at Bull!

Another Weston Co. man in the news is Lieut. Phil MacMahon, radio copywriter for that agency. He's having a round of au revoirs. It was rather sudden, but Phil is a lad capable of meeting any emergency.

# Recordings

## that LIVE are disced on AUDIO

The SUPERIOR Australian-made Disc

AVAILABLE FROM  
**A.M. CLUBB & Co. PTY. LTD.**  
76 CLARENCE ST. SYDNEY-B3908

## PERSONALS

Mr. Frank Marden, of 2UW, and Mrs. Marden escaped the hurley-burley of Sydney's Xmas week by migrating to Melbourne for the festive season.

As notified in the Government Gazette of N.S.W. of December 11, Mr. Royston Marcus has been appointed a Justice of the Peace, for N.S.W. Marcus who is manager of 2PK Parkes makes the third member of the Parkes broadcasting station carrying the J.P. title, the others being the managing director, the Hon. F. W. Spicer, M.L.C., and Mrs. S. W. Broadfoot ("Margaret," who conducts the Sunshine Club session).

The many friends of Mr. Roy Lamb, now with the A.B.C., but the founder of 2KA Katoomba and previously in charge of 2BH Broken Hill, will be pleased to hear that his wife presented him with a daughter about a week before Xmas, and that both mother and child are doing well.

Glad tidings also come from the house of Ogilvy of Macquarie. To Mr. and Mrs. Clive Ogilvy a daughter has been born—Susan Mary.

The night was hot and the crowd was large at a squatterish ball at the picturesque western district town of Merino. 3HA was broadcasting the music with a description of the frocks and all that. George Wells and Janet Gay were doing the description, and it became a very dry and thirsty job. It was not long before the inimitable George asked "What about a spot?" and the secretary replied "After this dance." When the music stopped George rushed up to the Secretary and said, "What about that spot?" The secretary cried out aloud to the dancers, "Ladies and gentlemen, we shall now have a spot dance, and Mr. Wells will mark the spot on the floor." George collapsed.

Mr. L. A. McPherson was recently appointed general secretary-treasurer of the Professional Radio Employees' Institute. He was formerly with Hemingway and Robertson's consulting staff. With P.R.E.I. he takes the place of A. W. Sheppard, who is on active service overseas.

## Classified Advts. Proved Successful on the Air

Congratulations to 2KY on striking a further successful note—this time with the introduction of a "For Sale, To Buy, For Exchange" service for listeners.

Featured in the Women's Session conducted by Mrs. Grey, this session has proved (1) that listeners are fully aware of the power of radio as an advertising medium, and (2) that classified ads. DO go well over the air, despite some doubts expressed heretofore.

It was towards the end of October that Mrs. Grey made casual mention of 2KY's intention to inaugurate a "For Sale, To Buy, For Exchange" service in the near future.

The mail on the following morning contained so many requests for its immediate inception, together with advance details of items for sale, that 2KY fell into line and launched its new idea the following Monday morning during the Women's session.

So great was the influx of entries during the ensuing week that tally-sheets had to be prepared, special reference cards had to be printed, and a typist detailed to handle the work.

During the period November 3 to December 19 inclusive, 285 items were listed "For Sale, To Buy, For Exchange," and 74 sales effected in the same period.

So well established is this service that Mrs. Grey now finds it necessary to devote the entire Wednesday morning presentation of the Women's Session to a brief resume of the itemised entries, full details being available to listeners by a phone call to the typist in charge. On other mornings, Mrs. Grey confines mention of the service to entries which have just come to hand by mail.

## Among the Sponsors

The Shield Advertising Service has placed a contract with 2GB on behalf of the Milk Board for a series of 52 quarter-hour sessions in the mid-day program. The title of the session will be "Mothercraft," and the time of broadcast is 12.30 every Tuesday and Thursday, commencing January 25.

"Krazy Kapers," half-hour live-artist comedy show broadcast every Friday evening at 8 o'clock from 4CA Cairns, is sponsored by Northern Tyre Service of Cairns, distributors for Dunlop Perdiu. "The Green Hornet," each Sunday afternoon from 12.30 to 1 is sponsored by Sydney H. Turner of Cairns, distributors of S.T.C. radio receivers; while "Hope Alden's Romance," broadcast Monday, Tuesday, Wednesday and Thursday at 5.45 p.m. is sponsored by Mackay & Company Ltd., one of Cairns leading jewellery firms.

An unusual sponsorship was placed with 2GB-2HR recently when the Police Association took a quarter of an hour on Sunday night. The purpose of the broadcast was to state the case of the Police for Rest Day.

In response to continuous requests from a large number of listeners, Nestle's & Anglo-Swiss Condensed Milk Co., have brought back to the air as their Thursday night Jackpot Session, one of the most popular of all the Jack Davey Jackpots—"Tongue Twisters." Their previous session "Hurdle Jackpots," on 2GB-2HR concluded on December 28 and the "Tongue Twisters" session commenced on January 2. It will be used on behalf of Nestle's Coffee and Milk, and each week four 5/- prizes are offered for the four best tongue twisters submitted by listeners. This is, of course, in addition to the usual Jackpot prizes. The account is handled by Goldbergs' Advertising (Aust.) Pty. Ltd.

Maize Products Pty. Limited, regular advertisers on 2UE Sydney, have commenced the sponsorship of another show—"Evergreens of Jazz," Mondays at 7.45 p.m. Written and produced by Bruce Anderson, "Evergreens of Jazz" has all the fundamentals of a successful variety show, and among the well known artists who appear on the program are Jack Lumsdaine, Jean Cerchi, Horrie Dargie, Harry Adler, Flo Eaton, the comedy team Foofy Berkentwit and Theodophilis Scramapoppili.

J. R. Love & Co. Pty. Ltd. who have made extensive use of the 2CH Home Harmony Session conducted by Joan Read, are now sponsoring an additional session entitled "Learn a Tune," presented Monday to Friday at 12.30 p.m. This is in support of Mother's Choice Cordial Extract. The idea behind the session is to provide listeners with the opportunity of learning the words and music of a popular song. Each week a new song-hit is chosen and each day listeners are taken a stage further in learning the words and the accompanying melody. Thus, at the end of the week those who have listened constantly have been able to memorize the whole of the song.

Tractor and Implements Pty. Ltd., of Mildura, are loud in their praises of 3MA as a result of a recent advertising campaign in an endeavour to dispose of three second-hand tractors. Not only were the three tractors sold within a very short space of time but a new machine was also disposed of. All four sales as a direct result of a small amount spent with the broadcasting station.

New business and renewals at 3AW Melbourne, include: Stanley White, jeweller, 1 1/2 hours; Alcock and Pierce, 52 10-minute; Shell Co., scatters, night; Lanes Motors, scatters, night (renewal); Boomerang Cigarette Papers, scatters, breakfast and afternoon (renewal); Myer Emporium, 312 ad libs, children's session (renewal); A.W.A., 100 wds., night; Fisher & Co., 156 100 wds.; Nightingale Products, 107 scatters, breakfast, night and women's sessions; Mackenzie Aspin, scatters breakfast and midday.

O'Brien Publicity have issued contracts for Standard Radio, a session on Saturday nights and a series of announcements Mondays, Wednesdays and Fridays through 3KZ Melbourne.

Further announcement by O'Brien's is that one of their clients, Alcock & Pierce, have taken over the sponsorship of 3AW Junior Tennis Association at the beginning of 1941. This session is tied in with a merchandising arrangement whereby Alcock

The many friends of Mr. Dave Worrall, manager of 3DB Melbourne, will learn with very deep regret of the passing of his mother, Emily Jane Worrall, of Carlton, N.S.W., who died at the close of the year. The remains were cremated at Woronora Crematorium, Sydney, January 2.

and Pierce will be the sole distributors of the 3AW Junior Tennis Association racket.

## SPRYS LTD., MAKERS OF VITA-BRITS, CHOOSE RADIO 2UE TO CARRY THEIR OUTSTANDING EVENING PROGRAM "IMPERIAL LEADER"

LONDON, Sunday  
The authorities and the Press are warning of the danger of a Nazi invasion of Britain.  
This follows the statement of the Prime Minister (Churchill) last week that "great need" had now become a "great necessity".

CHURCHILL ON RADIO TODAY  
BRITAIN'S DAUNTLESS LEADER  
HIS LIFE... HIS WORK... HIS FIGHT FOR FREEDOM  
Brilliantly dramatised in  
"IMPERIAL LEADER"  
THE STORY OF WINSTON CHURCHILL  
COMMENCING MON. 13th JANUARY 7.15 p.m.  
and every Mon., Tues., Wed., Thurs. at 7.15

**RADIO 2UE**

Churchill To Tell Full History of His Life  
WE can't afford to desert go to when Mr. Churchill range to fly victo ad  
Desert go to when Mr. Churchill range to fly victo ad  
When Mr. Churchill range to fly victo ad  
Government would say: "I think we wait and see how sensible advice. Terranean is not the certainly not of war."

Churchill's speech in the House of Commons yesterday, in making the speech of the day, he drew the nation's attention to the fact that, while the British Empire is generally being attacked by the Axis powers, the British Empire is to be preserved.

Churchill's speech in the House of Commons yesterday, in making the speech of the day, he drew the nation's attention to the fact that, while the British Empire is generally being attacked by the Axis powers, the British Empire is to be preserved.

## B.G.E. AGAIN SELECTS 4BH FOR NEW FEATURE "THE TOAST IS ENGLAND"

British General Electric has again decided that 4BH shall present it's new 1/2-hour feature, "The Toast is England," every Saturday night at 8.30.

Mr. Advertiser . . . 4BH has reached the top of the Queensland radio ladder by retaining it's old clients and adding others.

### A CHANDLER

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

# 4BH

### STATION

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

QUEENSLANDERS FAVOUR THEIR OWN QUEENSLAND-OWNED STATION

# Xmas and New Year Parties

## Jack Horner was Host to Over 400

By far the biggest radio "trade cocktail party" in Sydney on Xmas Eve was that which was given by popular H. G. "Jack" Horner, of 2GB. Over 400 guests came and went or came and stayed during that memorable afternoon.

The Weston Co. Advertising Agency was responsible for another big party on Xmas Eve and again on New Year's Eve, when the doyen of agency chiefs, Mr. W. O. "Billy" Richards, was host to scores of business and personal friends.

V.O.A. (Voice of Australia Recordings Studios) rolled out the barrel, the Old Parr and the gorgonzola under the courteous hostship of Sid Reynolds to a very packed house, on December 23.

Back in Bligh Street, three floors below 2GB, A.R.C. (Australian Record Co.) on Xmas Eve threw a party which will live long in the memories of all those who were fortunate enough to attend. Dud Fegan was host to a host indeed.

Across the corridor, where Artransa lives, Miss Grace Gibson and Mr. Jim Joyce had a great number of their friends in the trade to a glass of Xmas cheer.

Among the guests entertained by Jack Horner were the following:—Messrs. C. Anivitti (Anivitti Schey), A. G. Allen

Portion of the big crowd gathered at 2GB when Mr. H. G. Horner, general manager of 2GB and Macquarie, entertained friends at a Christmas Eve Cocktail Party. In the foreground, left to right, are Messrs. Archer Whitford, Charles Fletcher, 2GB Service Manager, Stretton Morgan of W. D. and H. O. Wills, and Mr. Horner.



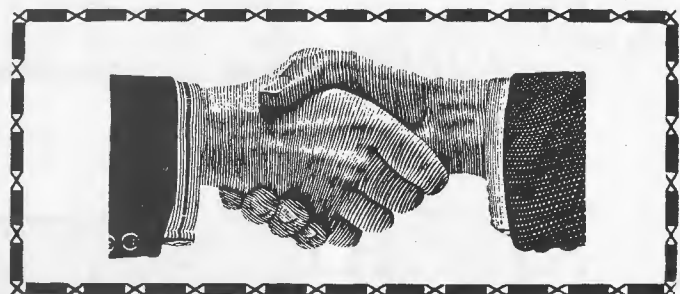
(Grace Bros.), L. Ashbolt (Arthur Smyth and Sons), B. Arndall (The Texas Co.), A. L. Brown (John Dewar and Sons Ltd.), L. V. Bartlett and C. H. Bassett (Bartlett and Bassett Pty. Ltd.), J. D. Becket (Becket Thompson), C. Bluett (Bayer Pharma Pty. Ltd.), E. R. Brodie (Harbottle Brown Pty. Ltd.), Hugh Berry, H. Cousens, W. Currie (Samson Clark Price-Berry), S. O. Beilby (Douglas Drug), Bristow, P. Cogger (Hansen Rubensohn), W. T. McClelland, C. Brown (Hartford), J. D. Bambach (B.G.E.), Fergus Canny (Fergus Canny Advertising), Frank Goldberg, Milton Chick, Albert Russell (Goldberg's), M. Chambers (Bebarfs Ltd.), Ken Unsted, C. H. Coudray, J. Jackson (Unsted, Jackson, Haines), E. Caldecoat (Reuters), R. C. Chapple, F. Fosky (Prudential Insurance), Mallalue, J. Davis (Murdochs), Davis (D. Davis and Co. Ltd.), W. Donald (A.W.A.), W. A. Donner (Columbia), L. A. Davis (Lintas), H. Douglas, K. Higgins (W. C. Douglass Pty. Ltd.),

S. Dobbs (J. Walter Thompson), R. Elvy (Elvy and Co.), V. Freeth (Vincent Freeth and Co.), M. Fox (Fox Advertising Pty.), N. Griffith (Rural Bank), C. Gendle (A.R.C.), W. Hook (Marsh Pty. Ltd.), Hepworth (Hepworth Advertising), E. R. Hawkins (Hawkins Advertising), W. Shortridge and P. Harwood (Gatts-Patterson), A. D. Hannam (Weston), G. R. Hyam (Hyam Agency), F. Humphrey (Berlei Ltd.), I. B. Hutchinson (Lever Bros. Pty. Ltd.), Geoff Johnson (Morley Johnson Ltd.), F. A. Kirby (Nestle), I. Knights (Allen's Sweets), Langley (Colgate Palmolive), Oscar Lawson (Mick Simmons), Lambert (Shell Co.), F. P. Leonard (F. P. Leonard Advertising), J. Lee (Atlantic Union), N. Legatt (Frederick Stearns and Co.), Wynne Lewis (Horlicks Pty. Ltd.), O. F. Mingay and L. Lippmann (Commercial Broadcasting), J. C. McKay (Paton), McCarthy (McCarthy McVeigh), W. A. McDermott (A. N. White), F. McDowell (McDowell's Ltd.), S. M. McCausland (C.O.R.), Marsh (Marsh Pty. Ltd.), J. Malone (Malone Advertising), L. K. Mason (J. Iot Aust. Ltd.), R. Millard (Millards Ltd.), R. S. Maynard (Maynard Advertising), C. Stretton-Morgan (W. D. and H. O. Wills), A. Mayor (O.T. Ltd.), Len Maurice (Maurice Advertising), S. A. Maxwell (Trans-Radio), Capt. Milng (Kolyos), E. G. Manchester (Hendersson Silks Ltd.), Meldrum (Aust. Gaslight Co.), Nankervis (J. Kitchen and Sons), E. H. O'Brien (O'Brien Publicity), Oxenham (Briston-Myers and Co.), E. R. Badger Parker (Willmotts), A. C. Paddison (2KA), D. Pulbrook (Gothams), L. B. Rennie (L. B. Rennie Advertising), J. Ridley (2GZ), L. Shave (Geo. Patterson), X. Seppelt (B. Seppelt and Sons Ltd.), M. Sheffer (Sheldon Drug), A. Swan (Shell Co.), S. Smith (Gordon and Gotch), Shield (Shield Advertising), C. T. Sproule (A.W.A.), D. Shaw (Clinton Williams), Smith (Wrigleys Ltd.), C. Roy Stanley (A.A.N.A.), R. Smyth (Arthur Smyth and Sons), V. Smith (Anthony Horderns), D. Service (C. Don Service and Co.), S. G. Stitt (Gollan and Co.), Teague (Ashleys Ltd.), Townend (Fassett and Johnson Ltd.), V. Thompson (Thompson and Associates), Thomas (Sydney County Council), J. H. Wilkinson (Marsh Pty. Ltd.), A. and G. Winn (Winns Ltd.), J. Wilson (Nat. Gas Assn.), Archer Whitford (8AM-PM-KG-GE), J. Woodridge and S. Edwards (A.P.R.A.), L. A. Dempsey (Fostars Shoes), Cohen and Mrs. Cohen (Cohen Carpets), C. Darnley (Cottee Ltd.), Andy Brown (A.F.C.B.S.), T. Hall (A. Hall and Co.), K. Love (J. R. Love and Co.), H. Mills (Snowcream Pty. Ltd.), W. Barry (Maxam Chese). The A.B.C. was well represented at the party with Charles Moses, T. B. Bearup, Billy James, Ewart Chappel, Dr. Keith Barry, B. H. Molesworth, R. Bronner, E. Burnett, Oscar Lanesbury, W. Powell, and Misses R. McAuliffe, D. Cotter, G. Evans and V. Redmond.

### WESTON CO. GUESTS

Among those present were:—Mr. and Mrs. L. P. Quirk (2SM), Mr. and Mrs. R. MacKinnon (2UW), Mr. and Mrs. Ernest Lashmar (Chappell and Co. Ltd.), Messrs. C. M. Hemingway (Beckers Pty. Ltd.), W. Man-

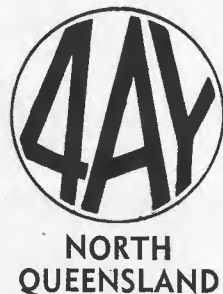
(Continued foot of col. 1 opposite page)



In wishing advertisers everywhere increased prosperity for 1941, 4AY, THE NORTH QUEENSLANDERS' STATION, also tenders the suggestion that you shake hands with one of Australia's most important and prosperous markets as a practical means of fulfilling that wish.

Inclusion of the call-sign 4AY on your 1941 appropriation will bring you the added advantage of more watts where watts count . . studios in both Townsville and Ayr . . and a greater following built on constant service to listeners and advertisers alike.

Positively you buy more and you sell more when you choose 4AY — THE NORTH QUEENSLANDERS' STATION to sell to North Queensland.



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

## NOVEMBER LICENCE FIGURES

NEW SOUTH WALES.		VICTORIA.		QUEENSLAND.		SOUTH AUSTRALIA.		WESTERN AUSTRALIA.		TASMANIA.		COMMONWEALTH.	
	Nov. 1939		Nov. 1940		Nov. 1939		Nov. 1940		Nov. 1939		Nov. 1939		Nov. 1940
New issues	5,736		4,967	2,834		2,132		1,139		421		15,618	
Renewals	30,468		30,926	23,303		9,179		5,488		2,514		78,311	
Cancellations	1,036		5,278	72		267		56		94		1,997	
Monthly totals	440,926		482,837	341,055		143,810		83,592		40,976		1,171,026	
Net increase or dec.	4,700		—311	4,093		2,567		1,083		327		13,621	
Population ratio	15.98		17.27	18.13		14.15		17.96		17.31		16.82	

The above totals include: Total licences to the blind, 2,402 (1939), 2,511 (1940), and total experimental licences 1,574 (1939).

## N.Z. RADIO LICENCES

### At September 30, 1940

Postal District		Total
Auckland		79,577
Hamilton		24,397
Thames		10,766
Christchurch		47,734
Greymouth		5,782
Timaru		9,282
Westport		2,161
Dunedin		27,867
Invercargill		15,206
Damaru		4,130
Wellington		49,559
Blenheim		3,506
Gisborne		6,796
Napier		15,011
Nelson		6,457
New Plymouth		14,504
Palmerston North		16,558
Wanganui		12,318
Total		351,606

## XMAS PARTIES (contd.)

son, Jim Darling (Smith and Darling), Ian Iredale, Dr. Chenhall (Tillock and Co. Pty. Ltd.), W. G. Fisher, W. Schofield, R. Jack- (Associated Northern Dailies), J. Hamilton (2UE), Doug. Virtue, P. Mes- ger and G. Clarke ("Daily Telegraph"), Walsh (2UE), L. Krone (Pastoral Re- W), D. M. Fegan (A.R.C.), R. Walters and F. Weakes (Willmott's Advertising Agency), D. Robertson (A. D. Bourke), S. Wickham-Hurd (The N.S.W. Inst. for the Deaf, Dumb and Blind), A. Burnett (Scott and Bowne), E. McGowen (Roff's), F. Marcy and L. Walsh (Lambert Phar- macal Co. (A.) Pty. Ltd.).

Gordon and Gotch (A/sia Ltd. Ad- vertising Service of Brisbane has been appointed sole Queensland representa- tives for B.A.P. recording and transcrip- tion outfit of Sydney.

MELBOURNE REP. 2BH. Mr. A. B. McKay, Newspaper House, Collins Street, Melbourne, took over the Victorian representation of 2BH Broken Hill, as from December 1.

## DON'T PASS THE TIME OF DAY! . . .

When you're planning your radio campaign through 3AW, don't forget that huge daytime audience of women . . . women who lay aside the broom or duster for the pleasure of a few moments with 3AW's friendly sales-force . . . women who listen while they work . . . listen to YOUR sales-message as given by announcers whom they regard as friends of the family. Daytime selling is an established fact in American radio . . . and 3AW has proved and is exploiting

the existence of a proportionate day-time market in Australia. SELL FROM SUN-UP TO SUN-DOWN—THU' 3AW!

**3AW**  
presents . . .  
**DAYLIGHT SELLING TIME**

## START

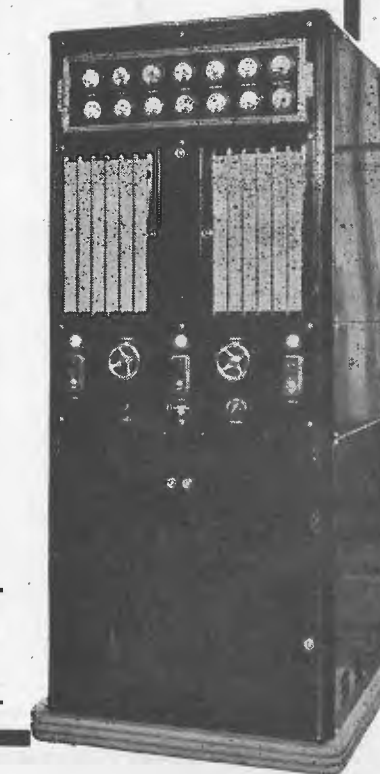
# 1941 THE RIGHT WAY!

Check over your Transmitting and Studio Equipment for the Busy Year ahead.

For Replacements and New Equipment Consult

**TRANSMISSION EQUIPMENT PTY. LTD.**

DOONSIDE ST. RICHMOND, VIC.





Vol. 9, No. 15  
(288th Issue)  
Thursday,  
Jan. 16, 1941.  
Price 6d.

# COMMERCIAL

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

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Advertisers, Service Agents, Station Executives  
and the Listening Public, please note . . . . .

## "THE WATCHMAN"

(MR. E. A. MANN)

is now broadcast at 7.25 p.m. Mondays to  
Fridays inclusive, and again on Sunday at  
9.45 p.m. for . . .

LEVER BROS. and  
ASSOCIATED COMPANIES.

**2UW  
SYDNEY**

# TAKE THE TIME FROM US!



There are  
critical audiences  
with lots of money  
to spend . . . in  
**QUEENSLAND.**

**4BC and 4SB**  
1000 WATTS BRISBANE  
2000 WATTS KINGARROY

PROVIDE THEIR PROGRAMMES  
and our advertisers  
PROVIDE THE GOODS

**4GR** TOOWOOMBA  
**4RO** ROCKHAMPTON  
**4MB** MARYBOROUGH

are household selections in the  
**MONEY SPENDING CENTRES IN QUEENSLAND**  
Call your tune and we will make  
it radiate throughout 1941—

*A happy and  
prosperous  
New Year  
to all*