

USE OUR GOODWILL CREATED BY SERVICE OVER A PERIOD OF TIME

4BC WAS ESTABLISHED 10 YEARS AGO AND WE ARE PROUD TO NUMBER ON OUR CURRENT SCHEDULES THE FOLLOWING LOCAL CLIENTS, PIONEER ADVERTISERS IN THE EARLY DAYS OF THE STATION, WHO STILL ENTRUST THEIR SALES MESSAGE TO

# 4BC BRISBANE

QUEENSLAND'S LEADING COMMERCIAL STATION

Anderson & Cameron  
Barry & Roberts Pty. Ltd.  
Barnes Auto Co.  
Castlemaine Perkins Ltd.  
Cribb & Foote Ltd.

Criterion Hotel  
Charles Hope Pty. Ltd.  
General Rubber Co.  
Vic. Jensen  
McKenzie & Jackson

F. W. Nissen  
Parsons Bros. & Co. Pty. Ltd.  
G. H. Stewart  
Webster & Sons Pty. Ltd.

*"They Remain Satisfied"*

And WHEN YOU THINK OF  
ALL QUEENSLAND COVERAGE—  
HOW'S THIS FOR A BUY?

TOOWOOMBA  
**4GR**  
53,241 POP.

ROCKHAMPTON  
**4RO**  
41,908 POP.

MARYBOROUGH  
**4MB**  
20,190 POP.

ROMA  
**4ZR**  
5,045 POP.

CHARLEVILLE  
**4VL**  
3,742 POP.

**4SB KINGAROY — 2,000 WATTS**

Vol. 9, No. 3  
Thursday,  
Aug. 1, 1940.  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

BROADCASTING

NEW SOUTH WALES  
2-AUG-1940  
**2UW**

KEY STATION OF THE CBN

ANNOUNCES WITH PRIDE THAT THE WELL-KNOWN FIRM OF E. WAY & CO. PTY. LTD. OF PITT STREET, ARE SPONSORING A 60 MINUTE AUDIENCE-PARTICIPATION PRESENTATION ENTITLED

## DOUBLE OR QUILTS

FEATURING  
VERNON LISLE, REG. QUARTLY,  
CECIL SCOTT

AND  
TUT COLTMAN'S MELODY BOYS

BROADCAST FROM THE STATE  
ASSEMBLY, STATE SHOPPING BLOCK,  
MARKET ST., EVERY THURSDAY,  
COMMENCING 11.30 a.m., ON THE AIR  
FROM 12 NOON TO 12.30 p.m.

Invitations may  
be obtained from  
E. WAY & CO.  
Pty. Ltd.  
PITT STREET



# New Pepsodent Show Commences August 18

## Four State Line-up for 45 Minute Program

Consistent radio advertisers since 1932—Pepsodent Co. (Aust.) Pty. Ltd., will on Sunday, August 18, launch a new radio feature—"Pepsodent Presents—Sunday Night at 8"—a program conceived and constructed to give 45 minutes of constant listener appeal and interest.

Interviewed by COMMERCIAL BROADCASTING, Mr. E. O. Erickson, managing director of Pepsodent Company, said that the new radio feature was one that would gain instant popularity with all types of listeners— young and old—rich and poor—for not only would the entertainment feature one of Australia's leading orchestras but top-line associate and guest artists would also be included in "Pepsodent Presents" in an endeavour to give the Australian radio audience something entirely new in programs.

In reply to a query as to why the Pepsodent Company was embarking upon such an extensive campaign, Mr. Erickson said: "Our Company realises that the Australian public is now taking much more interest in radio than ever before for the national interest is today centred around the news broadcasts given by all stations, this fact being born out by the sharp increase in radio licences over the past few months.

"The Pepsodent Company," continued Mr. Erickson, "feels that the time is



Mr. E. O. Erickson.

now opportune for the launching of an extensive radio campaign, but we realised that the program would have to stand out against many other top-line features and with this thought at the back of our minds and after very careful consideration we selected Isador Goodman and His Capitol Theatre Orchestra of 12 talented musicians for the program and it will be this orchestra around which the whole program will be built. Isador Goodman himself is an amazing pianist and need no introduction to Sydney after his long association with the Prince Edward Theatre in that City.

"Other top-line artists to be featured in this program will be the 'Parker Sisters,' well known for their work in the 'Boswell Sisters' style while Alan Adcock (Sammy Fields of Shell Show fame) will be 'Jerry the Mad Professor.'

"Guest artists will also be heard in 'Pepsodent Presents' from time to time while material for the programs has been made available by the Pepsodent Company of America, whose radio programs in that country featuring Bob Hope are ranked among the best produced in the U.S.A."

Mr. Erickson went on to say that "all scripts from the 'Pepsodent-Bob Hope' shows were available for the Australian Pepsodent programs enabling those most suitable to be adapted to suit Australian radio and although this program will be of 45 minutes duration each week, commercial announcements will be few, offering maximum entertainment value to the listeners."

### COMEDY THEATRE TO HOUSE LIVE AUDIENCE

"Every Sunday Night at 8" will see 1,000 people at the Comedy Theatre, Melbourne, to join in "Pepsodent Pre-

sents" and care is being taken to ensure that the program will have the maximum interest for both visual and listening audiences.

The only publicity the new feature will have will be prior to the first performance and for this publicity, radio, press, posters, etc., will be used but the Pepsodent Company have such faith in the new venture that they feel that after the first performance it will not be necessary to publicise the program any further. This fact alone shows the high regard in which radio advertising is held by this progressive organisation.

Mr. Erickson said that Pepsodent were: "Coming back in a big way for Pepsodent feel that the day of small spot announcements and small sponsored sessions is past and that people were ready for a bright musical show but it had to be done properly—that is why we have selected the best."

### 19 Stations—4 States

Agency Samson Clark, Price-Berry Pty. Ltd., have issued contracts to 19 stations covering four States at the time of going to press and indications are that further stations will be added to the schedule before the premiere takes place on August 18.

Stations so far listed are: 3AW, Melbourne (key station); 3HA, Hamilton; 3SH, Swan Hill; 3UL, Warragul; 3GL, Geelong; 3BA Ballarat, 3CV Charlton, 3MA Mildura, 2UE, Sydney; 2TM, Tamworth; 2CA, Campbelltown; 2HR, Lochinvar; 2MW, Murwillumbah; 2AY, Albury; 2KM, Kempsey; 2PK, Parkes; 2GF, Grafton; 2DU, Dubbo; 4BH, Brisbane; 4GR, Toowoomba; 4IP, Ipswich and 5KA, Adelaide.

The theme number for each program will be the original theme number used by Pepsodent back in 1932 over 3AW when "The Perfect Song" was the signature number for each session of Cecil & Sally" presented over that station by George Sutton. "Pepsodent Presents—Sunday Night at 8" will run for 13 weeks as a trial campaign and if successful, this feature will be on the air-planes for 26 weeks at least during 1941 with a possible larger station line-up than that proposed for 1940.

### Faith in Medium.

Indicative of solid faith on the part of national advertisers in local, live artist shows, is shown by the announcement that the new Pepsodent show ("C.B.", 18/7/40), "Sunday Night at Eight," which will be broadcast through 3AW Melbourne over a network of stations covering the Eastern States is to be a 45-minute musical revue, featuring Australian artists.

Over a number of years the Pepsodent Co. has sponsored many outstanding transcribed features, notably "Jimma Allen" and "Tarzan of the Apes," and its decision to make its new show a local live-artist one is significant.

The script will be written and produced by 3AW's production manager, Mr. Kenrick Hudson, and the program will be compered by the station's chief announcer, Mr. Terry Dear, already known throughout the Commonwealth through his work on the "Ginger" broadcasts.

**The New Rate Book, July, 1940,  
Number is now available. Half  
yearly 5/- per copy, or 10/- per  
year.**

# COMMERCIAL BROADCASTING

Incorporating  
BROADCASTING BUSINESS

Vol. 9, No. 3

Thursday, August 1, 1940.

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

## EDITORIAL

# DICTATORS NOT YET REQUIRED

## Broadcasting Restrictions Unnecessary

The blizzard that swept over Australia recently when the Prime Minister authorised drastic regulations to control the press, radio and cinemas, left behind in its wake, a very cold feeling in the public mind that something was wrong somewhere and that someone had blundered badly.

It is suggested that the Prime Minister misled by assurances that the press of Australia was in agreement with the new regulations. The quick and intense reaction to the proposed action was so emphatic that the Prime Minister quickly realised that he would have to amend the regulations which empowered the Director-General of Information to direct any publication to print any matter of any length, any broadcasting station to transmit any matter, and any cinema to screen any matter that the Director-General or his officers directed, and to do so in any manner at any time so required.

By the time this appears in print, the Prime Minister will no doubt have had Cabinet's approval to revised regulations, if any.

### Were Broadcasters Bluffed?

Not only was the press to be muzzled, but the broadcasters were in it too. They would have been compelled to broadcast just whatever material the Department of Information wanted, and at any time required, irrespective of their programs or of their advertisers.

Actually this is not the first time that the Director-General (Sir Keith Murdoch) has used his powers to impose his ideas on the commercial broadcasting stations. It is reported that the P.M.G., Mr. Thorby, who controls broadcasting approved.

A few weeks ago Sir Keith Murdoch instituted a nation-wide session, commencing at 7 p.m., from all stations, including commercial and National stations. He is reported to have told the

stations that irrespective of their program arrangement and of their advertisers, they would have to forego the most popular evening period from 7 p.m. and give it over to the Department of Information to conduct a session in the interests of Australia's war effort.

Believing that they were "on the spot" they all—advertisers, agencies and stations—agreed to fall in line with Sir Keith Murdoch's proposal. It meant sacrificing the best time for some advertisers, moving other advertisers to other times, and also upsetting listeners so that one of the dullest sessions ever broadcast could take the place of most popular sessions.

In the light of what happened recently, when the press was assailed, and what followed, it would be pertinent to now ask "DID THE PRIME MINISTER KNOW WHAT WAS HAPPENING IN THE RADIO FIELD?"

If the Federal Government wanted to broadcast a session that would appeal to the people, why did they not seek the advice of the station managers, who do know more about the public taste in entertainment than Sir Keith Murdoch, despite the fact that his "Melbourne Herald" group controls a number of commercial stations. That comment is justified by the subsequent action of the authorities—no doubt under public influence—in permitting the commercial stations to put on their own session of propaganda.

It is well known in broadcasting circles that although the stations and advertisers agreed, they did so most reluctantly, mainly because they are licensed by the Federal Government, and it might have reacted against them when their licences were up for renewal.

It must be kept in mind that the Postmaster-General still controls broadcasting with a very experienced staff. The commercial broadcasters have always

been willing to co-operate with the department and the Government on all occasions, but having to operate under the regulations as proposed by Sir Keith Murdoch, would severely tax the patience of even broadcasters.

Another aspect of these "Murdoch" regulations (which have now been withdrawn to be redrafted) is that it permits the Government to take whatever time it likes, when it likes and how it likes, without payment.

That policy won't get the Federal Government very far when they come to collect taxes from broadcasters. If the revenue is cut down by Government action of taking time "free," how is a station going to pay its way?

Would the Government demand that the B.H.P. should give its steel free of charge?

Time on the air or space in a paper represents a certain value and should be paid for just as any other article which the Government requires. The days of NED KELLY are long since past, and irrespective of whether they are Prime Ministers or Directors of Information, they have no right—as yet at any rate—to take anything without making equitable recompense to the victims of the "taking."

"The labourer is worthy of his hire," and the very basis of our modern economic structure is in the system of payment for goods supplied or for services rendered. Undermining that principle and the structure, as such, must collapse.

There is a lot to be said for political control, as against control placed in the hands of outsiders, who while being dictators in their own commercial field, seem to lose all balance of judgment when given wide powers by the Government.

The suppression of reasonably free speech in the press or over the air is not conducive to the full public co-operation in these tense times. More publicity of what is happening and less suppression would gain public support and confidence in the Government's effort to win the war.

The redrafting was apparently not complete by Tuesday last, and so the radio fraternity are awaiting the decision of cabinet. Let the P.M.G. continue to control broadcasting but keep out the dictators.

## COMMERCIAL BROADCASTING

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## N.C.B.S. EXECUTIVE'S FLYING VISIT

First broadcasting executive of the N.C.B.S. (New Zealand) to use the trans-Tasman flying boat service is Squadron Leader B. T. Shiel, deputy controller of the National Commercial Broadcasting Service.

The popular "Beau" Shiel arrived in Sydney early last week, and at this writing planned to make the return trip by air within a couple of days. "This flying boat service certainly is a boon to business men," he commented.



MISS SHIRLEY EBBOT  
Who conducts 3YB's "Ladies' Ideal Club."

3YB has regular listeners to its Women's Session in all parts of Western Victoria. With a registered badge membership of 1,886 and ever increasing interest in the Club Session, this active Unit of "The Argus" Network continues to forge ahead in public favour.

# 3YB

CITY OF WARRNAMBOOL.

Sydney Rep.:  
ALEC. BOURKE. B 2085.

## D. OF I. SESSION ON SUNDAYS

Last Sunday evening's Department of Information session at 9 p.m. was a marked contrast to those previously broadcast on Sunday evenings.

The National stations had their program, whilst the 100 commercial broadcasting stations put on a separate program. Listening to both—switching over from one to the other—we were impressed with the attractiveness of the program of the commercial stations as compared with the humdrum, stereotyped National service. The star speaker on the National service was Dame Enid Lyons, who spoke about the 1830 period, as compared to Sir Ernest Fisk, the star speaker on the commercial service, who dealt with Australia's war effort at the moment. The musical content of the sessions was brighter from the commercial service.

This introduction of an alternative Department of Information service on Sunday night will certainly brighten things up materially, and with advantage to the commercial service and the listeners.

## BEAU MONDE PLACES BUSINESS WITH 46 STATIONS

The well known radio advertisers, Beau Monde (Aust.) Pty. Ltd., have announced through Agency, K. M. Campbell Advertising, Melbourne, contracts with 46 stations throughout the Commonwealth.

Campaign commences to-day, August 1, and quarter-hour sponsored sessions will be featured in addition to scatter announcements which will continue until Xmas.

With the placing of these contracts, Beau Monde enter their sixth year, having commenced their radio activities in 1935 with scatter announcements over 3XY Melbourne. Every State in the Commonwealth will carry the new campaign which is built to attract every section of the public.

## CADBURYS USING SIX STATE CAMPAIGN

Up to the present time, cocoa and confectionery manufacturers, Cadbury Fry Pascal Pty. Ltd., have only used spot announcements in their radio publicity, but advice is now to hand from Agency Geo. Patterson Pty. Ltd., Melbourne, that this firm have launched a campaign of five-minute sessions under the title of "Hit Tunes of the Hour" to be featured at the rate of four sessions weekly, Monday through Thursday over nine stations located in six States, program commenced on July 15.

Stations 4BH, Brisbane; 3AW, Melbourne; 5DN, Adelaide; 5RM, Renmark; 6PR, Perth; 6TZ, Dardanup; 7HO, Hobart, and 7QT, Queenstown, will feature these five minute sessions between 7.23 and 7.30 for a period of 208 sessions while station 2UW, Sydney, has received a contract for 156 five minute sessions.

Session is being aired in night programs at a time calculated to have a maximum listening audience, following the national broadcast. It is interesting to note that chocolate and confectionery manufacturers are now turning to the air as the most effective medium of reaching the public and this 12 months allocation proves once again that radio is certainly "grown up" as an advertising medium.

## FELTON GRIMWADE LAUNCH INTO RADIO

For the first time Felton, Grimwade and Duerdins are launching into radio on a scale never before attempted by this well known house.

Through George Patterson, Felton Grimwade have booked space on stations in four States to publicise many of their products, including Hypp, Bosisto's, Rat Death, Milk of Magnesia and Kruse's.

Stations concerned in the line-up are:  
Victoria: 3AW, 3DB, 3UZ, 3KZ.  
New South Wales: 2KO.  
Queensland: 4BC, 4BH, 4BK.  
South Australia: 5DN-RM, 5AD-P-MUSE.  
Western Australia: 6IX, 6PM-AM-6PR.

The programs and announcements cover all periods of the day. Night time programs in the different States will be the new variety show, "Dithering with Davey" to be heard on Saturday nights. The daytime program is "Maud and Mabel," a program built by George Patterson and featuring two well known radio performers who form an excellent Australian counter part to the well known English players "Gert and Daisy."

In addition to these programs Felton are using 100-word announcements in women's sessions on several stations.

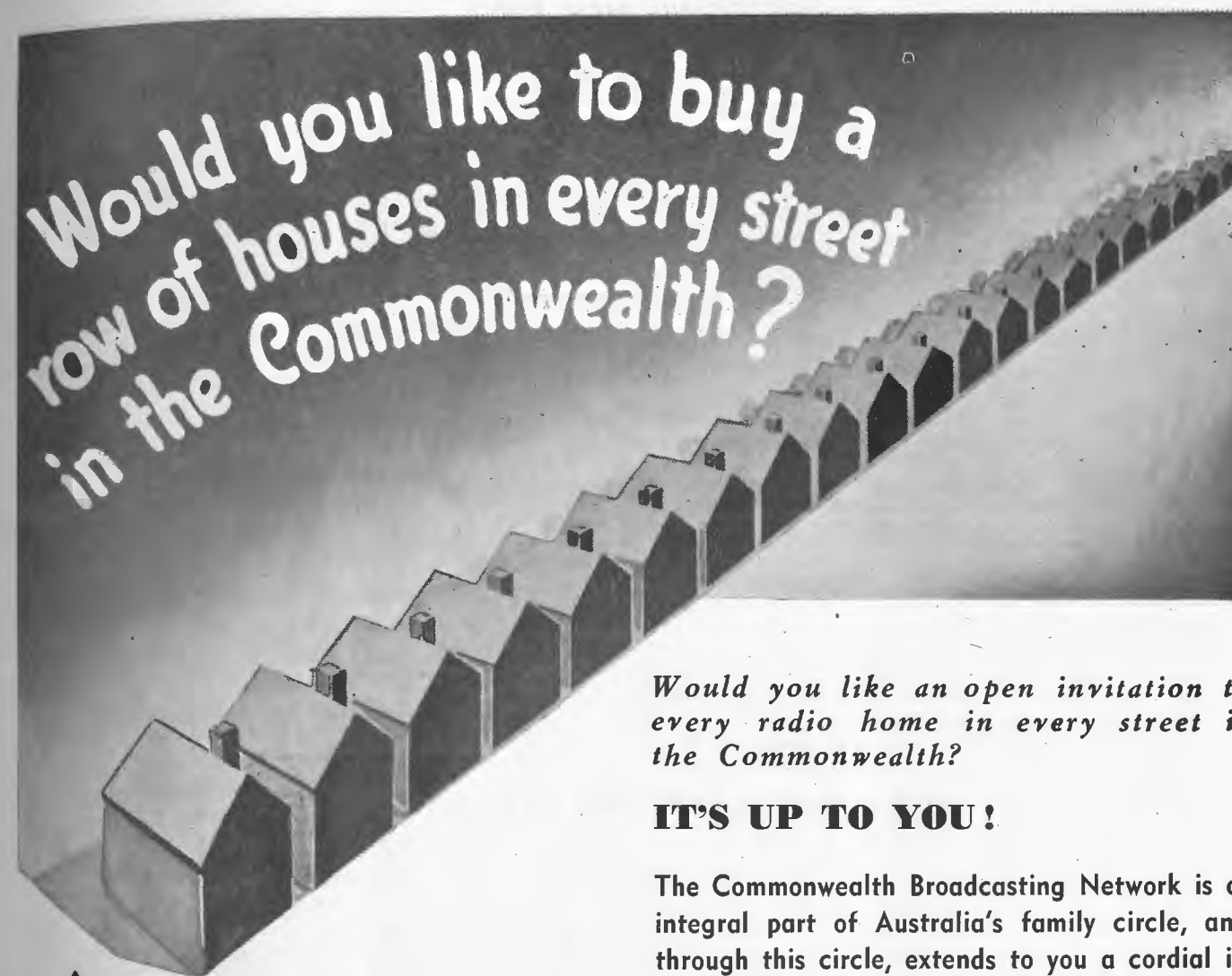
## ANOTHER DEPT. STORE BOOKS BIG DAYTIME FEATURE

E. Way and Co. Pty. Ltd., drapers Sydney, are one of the latest big Sydney stores to adopt the use of the broadcast medium and their biggest time booking to date, is for a weekly one hour stage and broadcast presentation arranged by 2UW from the State Assembly, Thursday, commencing to-day (August 1).

First half-hour of the show from 11.30 a.m. will not be broadcast. It will be confined to a stage presentation featuring Tut Coltman's Melody Boys, Vernon Lisle, Cecil Scott, and Reg. Quartly, of 2UW, in entertainment units plus a mannequin parade of latest spring styles in lingerie. Show switched to the air at 12 noon for half-hour of quiz titled "Double or Quits." In this quiz set-up members of the audience will be asked general knowledge questions by Vernon Lisle. If the competitor answers the first question correctly, he or she will be given a chance of doubling the prize by electing to answer a second question and at the same time risking losing the prize given for the first question if the second question is not correctly answered. Thus, "double or quits."

Seating accommodation at the State Assembly in Market Street is about 400 and the sponsors have arranged that invitations to attend the show and broadcast can only be obtained through application at their store, in Pitt Street.

Sponsored by leading Traralgon business firms, a broadcast over 3TR was heard recently from the Masked Novelty Ball at the Traralgon Town Hall. As a result of the function, organised by the local branch of the 3TR Women's Club, the Gippsland Hospital received a substantial cheque, and the club's habit of handing a cheque to some charity each week was maintained.



Would you like an open invitation to every radio home in every street in the Commonwealth?

**IT'S UP TO YOU!**

The Commonwealth Broadcasting Network is an integral part of Australia's family circle, and, through this circle, extends to you a cordial invitation to be one of this vast family.

**AUSTRALIA'S family circle, i.e., radio listeners totals 4,500,000 members constituting the greatest purchasing family of all time.**

Transmit your sales message to this huge family through the C.B.N. whose distinguished service in merchandising is the high spot of commercial broadcast advertising in the Commonwealth.

### C.B.N. SALES:

SYDNEY: 49 MARKET ST.  
MELBOURNE: P. SULLIVAN, 18 QUEEN ST.  
BRISBANE: 4BC, QUEEN ST.



## BEVILLES BRING DONALD DAY TO SYDNEY

Bevilles Gift Store is bringing their cheery personality, Donald Day, from Melbourne, and will, in future, feature him from 2UE Sydney. Donald Day has been a popular figure with 2UE listeners for some time now, mainly through his Sunday morning home community singing sessions relayed from 3XY Melbourne through 2UE Sydney. He will continue these sessions from the Sydney studios each Sunday morning from 10.30 to 11. In addition he will conduct early morning cheer-up sessions Monday, Wednesday, Friday and Saturday at 7.15 a.m. Day will have in the studio with him, Linn Smith and his Radio Rhythm, and other well-known artists. Linn Smith and his band of five have played for almost every A and B class station in Australia, and his was the first jazz band to broadcast in New Zealand. Day will also be featured in children's sessions on 2UE each Monday, Tuesday, Thursday and Friday at 5.30.

## RADIO 15—50 PER CENT UP IN WAR-TIME CANADA

It is reported through "Variety," from Montreal, June 18, that business on Canadian radio stations has registered increases ranging from 15 per cent up to as much as 50 per cent in some spots in the Dominion during the first five months of 1940. The shadow of war has so far failed to affect the commercial aspect adversely, with volume business still going up.

The only sponsors who have left the air, or may be obliged to shortly, are those who have been depending on materials manufactured in Europe which cannot be obtained elsewhere. In one or two instances sponsors may have discontinued advertising because of entire output being purchased by the Government for military purposes. This may have accounted for a loss of less than 1 per cent of total volume.

## ADVERTISING MEN FORM RIFLE CLUB

Advertising men in Sydney recently formed their own rifle club, and application has been made to the Metropolitan Miniature Rifle Clubs Union for affiliation with that body.

At the inaugural meeting on Friday, July 19 last, Mr. Jim Purcell, of the advertising department of the Commonwealth Bank, was unanimously elected captain of the club. Keen appreciation of the help given members and the enthusiasm inspired by Mr. Purcell, was expressed by all present.

For several weeks Mr. Purcell had been coaching a group of Sydney advertising men who had given up each Friday night to learn how to properly handle a rifle. They felt that by doing this they were at least making some preliminary contribution towards their eventual military training should the need arise.

Mr. I. W. Phillips, of the Major Broadcasting Network, was elected vice-captain, Mr. Ken Unsted, of Unsted Jackson and Haines Advertising Agency, was elected hon. treasurer, and Mr. L. Lippmann, hon. secretary.

Enquiries regarding application for membership to the club should be directed to Mr. Purcell, or to the hon. secretary, FL3054.

## A.G. CLUB PATRON'S DAY

The Advertising Golf Club has set Sunday, August 11, for their Patron's Day at St. Michael's course, La Perouse. The outing is open to all golfers and the club hon. secretary, Mr. W. J. Brookes, of Goldberg's Agency, Sydney, will be glad to hear from anyone in the advertising or broadcasting trade who feels game enough to tackle the fairways (to say nothing of the highways and byways) of St. Michael's on that day. There's an attractive list of trophies in addition to the Patron Day trophy, including runner-up trophy presented by Dan and Dusty (par handicap), A, B and C grades, trophies presented by 2UW, 2UE and 2CH respectively (par handicap). Twenty per cent of all green fees will be devoted to war funds.

## ENLISTMENT HONOUR ROLL

Commercial broadcasting station managers are asked to send us at Box 3765, G.P.O., Sydney, regimental numbers, rank, name and unit of all those who have enlisted from their station. Only the permanent staff of a station can be recorded in this Enlistment Honour Roll.

Alongside each name please put the position held with the station.

We will publish these particulars as we get them, and periodically publish a complete list. Only those who have enlisted for the duration of the war in the A.I.F., the R.A.A.F. or the Navy, can be included.

The co-operation of all station managers and staff is requested.

—Editor.

## U.S.A. BROADCASTERS DON'T LIKE POLITICAL DRAMATISATIONS

At a recent meeting of representatives of the three big U.S.A. networks, the C.B.S., N.B.C. and Mutual, on the subject of handling political broadcasts during the forthcoming Presidential elections on a commercial basis, the opinion was expressed that the most dangerous form of political broadcast is the dramatised skit.

"It is by this method in the past that politicians have done some of their dirtiest mud-slinging, whilst remaining in the background and letting radio, as such, take the slaps," says "Variety." "Broadcast leaders of the alert type want no part of dramatisation in politics. On the other hand, they are sensitive of any charge sure to be made of them censoring material."

## SPONSORS ENTERTAINED AT YOUTH SHOW PREMIERE

The premiere of the Colgate-Palmolive "Youth Show," July 17, took an unusual form, but one which was thoroughly in keeping with the whole spirit behind the program. To give the sponsors an opportunity of personally meeting some of the leading young stars in the show, the management of Macquarie, which organisation produces the "Youth Show," "threw a party" for the youngsters in one of the 2GB studios and invited leading executives of the sponsor company and of the George Patterson Pty. Ltd. Agency, which handles the account, "to meet the youngsters."

Cheers greeted the announcement from Mr. J. V. Moran, managing director of Colgate-Palmolive, that he had that day become a father. "I can only hope the 'Youth Show' can keep on going until my youngster is old enough to take a part in it," he commented after congratulations had been made. All present considered it was a happy coincidence—and perhaps one which augured well for the success of the program.

Amongst those entertained by Mr. H. G. Horner at the gathering in addition to the "Youth Show" cast were: Messrs. J. V.

"Youth Show" party:  
Left to right foreground:  
Russell Scott, Peggy Kerr, W. Farnsworth, Mason Wood, Lionel Shave, Peggy McDonald, Joy Nicholls, R. Ordell, Graham Wicker, and Messrs. J. V. Moran, Reg. Lane, J. Langley, and H. G. Horner.



Moran, J. Langley, sales manager, Colgate-Palmolive; George Patterson, W. Farnsworth, L. Shave (Geo. Patterson Pty. Ltd.); Mason Wood and Russell Scott, casting manager and producer respectively, of the "Youth Show."

In a short address, Mr. Moran congratulated Robin Ordell who had first conceived the idea of the show, and who composes it, and the many other talented young artists who had been so far selected for parts. He

fully appreciated the wonderful spirit of enthusiasm and co-operation which was so obvious in the polished performances of the youngsters. He hoped his company would be able to keep the "Youth Show" going for a long time to come. Particularly had the producer, Mr. Russell Scott, performed a great job of work. All the players were presented with kits containing complete ranges of all Colgate-Palmolive products.

## BUSINESS MAN'S GREAT GESTURE

### Big Saturday Show for Troops

One of the most outstanding gestures by a Victorian citizen is that for entertaining 600 men of the Australian Fighting Forces each week in the Princess Theatre, Melbourne, with a big broadcast and variety show.

Backed entirely by the Hon. Archie Crofts, governing director of Crofts Stores, the program will be planned in conjunction with Station 3XY and the management of the Princess Theatre.

It is planned that the hour of the program which will be broadcast will introduce an entirely new form of Saturday night entertainment. Although finality on actual program details has not yet been reached, details to hand on going to press indicate that several of Australia's foremost vaudeville stars will be featured. Also, amateur talent quests, "cash quizzes" and community singing will transform the Princess Theatre into a huge studio. Whilst this will provide something new in fine artist broadcast atmosphere, it will also provide the technical staff of 3XY with a pretty problem in microphone placement.

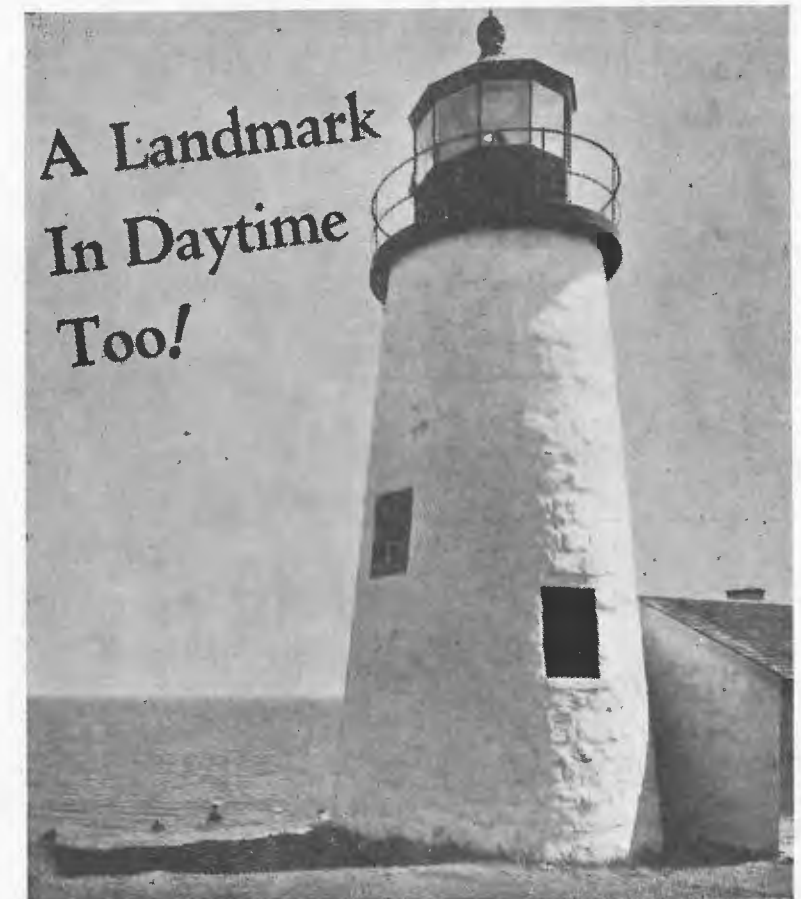
The broadcast will be entirely disassociated from advertising. The Hon. Archie Crofts in completing negotiations for the staging and broadcast of the shows was emphatic that this feature should not be made the vehicle of an advertising campaign! "The whole idea is, that 600 members of our fighting forces, should be sure of three hours of jolly good entertainment on Saturday nights, without having to put their hands in their pockets!" he said.

Transport authorities are to be contacted as to the possibility of providing the necessary transport of the fighting forces from their various camps throughout the State.

## STANFORD ALLAN HANDLES ADDITIONAL STATIONS.

The well known station representative, Stanford M. Allan, of Newspaper House, 247 Collin Street, Melbourne has now added Stations 6ML Perth and 2QN Deniliquin to his list of representations, other stations handled by this popular rep. are 7AD, 3GL, 3BA, 3MA, 3CV and 2TM.

A Landmark  
In Daytime  
Too!



# 2SM SELLS MORE!

Station 2SM, 46 Carrington Street, Sydney — B 7294.

## Pointers to Profits

The effective and wide-spread coverage of Victoria's richest country districts through 3HA-3TR-3SH will be a big factor in the success of your next radio campaign. Let us produce figures which prove the popularity of these progressive stations with the public and advertiser alike—

### The VICTORIAN BROADCASTING NETWORK

Head Office: 239 Collins St., Melbourne  
PHONE, MX4731

SYDNEY: MACQUARIE BROADCASTING SERVICES  
29 BLIGH STREET. PHONE B 7887

## WITH MALICE TOWARDS NONE

By Valerie Chick

The Australian Federation of Commercial Broadcasting's first "Australia Speaks" inspirational program was broadcast on Sunday last. Refreshing in its lack of "religious" atmosphere, and striking a marked note of optimism combined with dignity, plus a goodly share of human interest items. Should more than achieve its purpose.

Prime Minister, Rt. Hon. R. G. Menzies, sent a letter and his good wishes to talking budgerigar "Peter Casey," 2GB last week. One from Lady Wakehurst also, plus hundreds of letters, telegrams and telephone calls from listeners in praise of Peter's conversational ability. Recordings of Peter's speech are on sale at Nicholson's, George Street, Sydney. Price, 2/- each. Proceeds, Lord Mayor's Fund. Personally wish to acknowledge with thanks, letters received from Curzon's, Mignon Hosiery, Bernard Thompson, and many Sydney radio advertisers, too numerous to mention in this paragraph.

Bright-as-neon sign Eric Hudson (late "Man" Magazine) has joined forces with Eric Holt and Lindsay MacNicol. Result—new agency to be known as Packard Advtg. Co. Offices: 26 O'Connell Street. Radio will be one of this firm's specialties.

Advertising world is like a game of chess. Whose move next. Hear that George Palmer has deserted A.B.C. Journal to join Hartford Advtg. Agency (Sydney).

Fifth column complaint—bulk of 2GB's feminine staff down with German measles. Remainder flat out, holding fort until "enemy" is routed. Notice blonde Joy Morgan (secretary to Manager Horner) sipping "Marmite" instead of tea. "Strengthening," says Joy. We know she's out to stave off an invasion by the G.M.'s.



Valerie Chick, well known copywriter and journalist (more widely known to "C.B.'s" readers in the past as Valerie Ley.

Am sure you'll appreciate the caption I saw on a delightful studio scene, depicting announcer speaking to listeners after two politicians have made their respective addresses. "You have been listening to a paid political broadcast. This station neither affirms nor disputes the lies expressed by either party."

Raised-eyebrows dept. Feminine supporters of Wendel Wilkie—candidate for America's new Presidency, have adopted a radio slogan, in order to get votes for Wilkie. Here it is: "Wake up with Wilkie!"

Lawrence Tibbett's young twin son is soon to be married into New York's Night Club set. He's an actor, at present doing a bit in a Broadway production.

An interesting Czech girl, who has been living in America for three years, and who arrived here by the last American liner, tells me that definitely the

program, "Information Please," sponsored by Canada Dry (Ginger Ale), is the most popular one throughout the entire networks over there. She says that the brilliant way in which "Information Please" is handled, is, in itself, a work of art.

A clever university student herself, she claims that this session considerably raised the level of her education within a few weeks.

At the same time, she continues, it provides the most entertaining half-hour on the American air. It is, of course, a sort of quiz. The listeners forward questions, and answers are supplied (usually) by famous professors, authors, musicians, scientists, etc. Clifton Fadiman, America's Ace book reviewer and author, acts as "Ask-man," and each week guest "competitors are brought to the microphone to try their skill at answering the questions.

For instance, one noted New York musician has only failed twice in the following test. One bar—in the bass—is played by the studio pianist and the question asked is: "Can you play portion of the composition from which that bar was taken. Also, what is the name of the piece and the composer." Ten seconds only are permitted for answers. If competitors fail, the listener who has sent in the particular question gets a substantial cash prize.

The splendid part about "Information Please," is that its sponsors are so well equipped with talented "Answer" men, that the public rarely catch them up on a question. Therefore, there is tremendous rejoicing when a competitor is caught. Gives the listener a big sense of importance. Fadiman, "M.C." of the program, can be likened to an encyclopedia himself. When competitors fail, he is invariably able to supply the answer right on the spot (takes some doing), in which case the listener who supplied the question receives no prize.

Am told that people, from all walks of life, are known to put off important

(Continued page 10.)

# RADIO 2UE

## SCORES AGAIN!



Yes . . . Radio 2UE is the Sydney station chosen to carry the relays of the outstanding Pepsodent shows . . .

## "SUNDAY NIGHT AT EIGHT"

Featuring:

ISADOR GOODMAN  
and his Band

THE PARKER SISTERS

A WELL-KNOWN  
BARITONE

MYSTERY CROONETTE

GUEST ARTISTS



Ken Hudson, writer and producer of "Sunday Night at Eight."

Commencing:

SUNDAY

August 18th

at

8 o'clock

and

EVERY SUNDAY

AT 8 O'CLOCK.

AND

## MORE FEATURE SHOWS WITH DONALD DAY

★ DONALD DAY'S CHEER-UP PROGRAMMES

Monday, Wednesday, Friday and Saturday at 7.15 a.m.

★ DONALD DAY'S CHILDREN'S SESSIONS

Monday, Tuesday, Thursday and Friday at 5.30 p.m.

★ DONALD DAY'S HOME COMMUNITY SINGING

Every Sunday morning at 10.30

FROM

# RADIO 2UE

"The Progressive Station"

Commercial Broadcasting, August 1, 1940. 9

## 4BH-DAYTIME—Auditorium Sessions

Draw Over 50,000 Visitors a Year

The DAYTIME Sessions which draw over 1,000 Auditorium visitors per week are sponsored by Simpson Bros. (Cooking Demonstration), Parson's Rolled Oats, Edwards the Chemist, Saxon Stores (Demonstration), Peter's Ice Cream, and Sym-plex Dress Cutting School. For every one who COMES in, 100's LISTEN in.

MR. ADVERTISER: Daytime is Selling Time at 4BH.

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

# BROADCASTING BUSINESS BUREAU

## LISTENERS' LICENCE FIGURES May, 1940

NEW SOUTH WALES.		
	May 1939	May 1940
New Issues	5,932	6,663
Renewals	33,328	36,465
Cancellations	3,616	2,795
Monthly Total	431,929	455,335
Nett. Increase	2,316	3,868
Population Ratio	15.72	16.37
VICTORIA.		
New Issues	2,867	3,363
Renewals	27,981	29,724
Cancellations	1,423	1,124
Monthly Total	328,462	347,433
Nett. Increase	1,439	2,239
Population Ratio	17.53	18.41
QUEENSLAND.		
New Issues	2,107	2,215
Renewals	11,306	12,678
Cancellations	1,194	735
Monthly Total	132,964	148,286
Nett. Increase	913	1,480
Population Ratio	13.24	14.69
SOUTH AUSTRALIA.		
New Issues	1,651	1,746
Renewals	10,148	11,045
Cancellations	744	754
Monthly Total	117,415	124,478
Nett. Increase	907	992
Population Ratio	19.54	20.51
WESTERN AUSTRALIA.		
New Issues	1,239	1,515
Renewals	6,762	7,732
Cancellations	814	269
Monthly Total	78,611	87,541
Nett. Increase	425	1,246
Population Ratio	17.00	18.79
TASMANIA.		
New Issues	680	663
Renewals	3,375	3,690
Cancellations	223	365
Monthly Total	39,233	42,039
Nett. Increase	457	298
Population Ratio	16.27	17.40
COMMONWEALTH.		
New Issues	14,476	16,165
Renewals	92,900	101,334
Cancellations	8,019	6,042
Monthly Total	1,128,664	1,206,117
Nett. Increase	6,457	10,123
Population Ratio	16.29	17.23

The above totals include: Total licences to the blind 2,346 (1939) and 2,459 (1940), and total experimental licences, 2,057 (1939) and 539 (1940).

### Commercial Information

Abrahams, Benjamin L., 75 Pitt Street, advertising agent, on petition of Ainslie R. Hopkinson, creditor. July 23.

Archer Whitford, of 102 Sussex Street, Sydney, was appointed on 27/6/40, as receiver and manager, under a debenture dated 26/11/34, of Publicity Pty. Ltd., 102 Sussex Street, Sydney.

## CLASSIFIED ADVERTISING SECTION

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

Positions Wanted or Vacant—2d. per word (minimum 2/-).

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

### Sponsors

Paton's radio division are pioneering in Saturday night quiz programs in Melbourne with "Name Three" from 3AW. Program was created for John Bull Oats (Parsons Bros.), and the presentation, featuring Terry Dear and Vernon Pett, has been a marked success from outset. Paton's have placed daytime announcements over 3XY on behalf of John Bull Oats.

Lifesavers (A/sia) Ltd. are using all capital cities for their national radio campaign. Sponsored sessions are being used on 3AW and 6PR-TZ, and spot announcements on 3DB-LK, 3KZ, 7EX, 7HT, 7AD, 5DN-RM, 5KA. Account is handled in these States by Paton's (Melbourne).

Treadway's Retail Stores have renewed their contracts with Stations 3AW and 3DB-LK. Campaign calls for scatters in all sessions and is handled by Paton's radio division.

Catanach's have renewed their contract with 3UZ. In place of a musical program they are using a quiz program, "Boo or Bouquet," for the next 12 months. Production of the new program is being supervised by Paton's radio division who handle the account.

The makers of Wundawax are using Stations 3AW, 3DB-LK and 3XY for their dramatised commercial announcements which were written and produced by Paton's radio division (Melbourne).

Purina Grain Foods Pty. Ltd. are using evening announcements over Stations 3AW, 3DB-LK, 3XY, 2UW, 2UE, 4BK-AK, 5AD for their 1940-41 radio campaign. Contracts were placed by Paton's radio division.

Beckers Pty. Ltd. (Bex A.P.C.) have renewed their time booking on 2UW for another 12 months for the Athol Tier presentation, "How the Other Half Lives."

The Christian Science lectures which have been broadcast from 2UW to 10.15-30 p.m. first and third Sundays of each month have been renewed for a further 12 months, effective from August 4.

### With Malice Towards None

(Continued from page 8.)

engagements in order to listen to this program. In fact, it has become such a rage that listeners are vying with each other, fossicking around trying to find an unusual and difficult question with which to trap the almost unbeatable men of the Information Please bureau. Much publicity is given to a listener who succeeds in supplying a poser. Entries run into millions weekly.

### BRISBANE SPONSORS MAKING EXTENSIVE DAYTIME BOOKING

So great has been the attendance of the Brisbane public at the various sessions held each week in the 4BH Auditorium—this applies to daytime sessions as well as night—that it has been found necessary for some time past, to have those desirous of attending send in a stamped, addressed envelope for admission tickets. As it is the waiting lists grow longer each week, and the 4BH Auditorium would need to be about three times its present size to cope with the demand.

Over 1,000 people are accommodated in the daytime sessions alone. Daytime sessions, varying in length from one to two hours, one of which commences as early as 8.15 on Saturday mornings, and the latest of which commences at 5 p.m. on Saturday afternoons, are sponsored by Simpson Bros. (cooking demonstration), Saxon Stoves (cooking demonstration), Parson's Rolled Oats, Sym-plex School of Dress Cutting, Peter's Arctic Delicacy Co., and Edwards the Chemist. These audience participating sessions are handled by three different members of the 4BH "personality" announcing staff.

Every Thursday from 1 to 2 o'clock, Les Daley conducts a community singing session in the 4BH Auditorium, sponsored by Edwards the Chemist.

Bruckhorst Bros., Brisbane mercers, have now assumed the sponsorship of a community singing and "Cashpot" session, compered by 4BH announcer, George Hardman, from the Regent theatre, every Thursday from 12.45 to 2.15. This new session might be called "Community Singing de Luxe," so varied is the entertainment offered. In addition to the community singing, which is accompanied by the full Regent Theatre Orchestra and Reubert Hayes at the big Wurlitzer organ, leading local professional artists appear, as well as the big feature vaudeville item current on the Regent program. For the usual price of admission the audience are also entitled to remain or come earlier and see the usual full picture. The huge Regent Theatre has been packed to the doors for the first two sessions. Opening and closing, as well as intermediate commercial credits, are delivered straight from the stage of the theatre.

# INTRODUCING AUDEX



What is a "perfected" recording blank? The answer is simple. One that reaches you in the same condition as it comes off the machine. This is a problem of packing and shipping so as to prevent spoilage in transit by damage or warpage.

AUDEX blanks are packed in specially-built circular metal airtight containers. Each AUDEX disc is packed in this container without an envelope directly on it, and is virtually suspended in air by a locking device which spaces each disc.

That's the way, and the only way, you will receive "perfected" blanks.

The metal containers serve as storage cabinets in which the AUDEX discs can be retained until ready for recording—avoids holding excessive stocks.

### An Australian Record Manufacturer's Triumph

The superfine qualities of AUDEX recording discs afford a perfection of reproduction hitherto unobtainable.

AUDEX discs are the result of three years intensive scientific research—giving you a perfect record cutting surface.

Available in sizes for

	10	12	16
Audex Playback	10	12	16
Audex Processing	13½	17¼	

Now Available for Immediate Delivery

FOR REQUIREMENTS APPLY

## AMALGAMATED WIRELESS (A/SIA) LTD.

47 YORK STREET, SYDNEY  
B 0522.

167 QUEEN STREET, MELBOURNE.  
M 4161.

A.W.A. WELLINGTON, N.Z.

AND THE "ADVERTISER" BROADCASTING NETWORK, ADELAIDE

## C. A. MONKS says:

Daily we hear of exploits by air.  
Now is the time for you to have your share  
**USE RADIO!**

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

Telephone: BW 4135

Telegrams: AIRADS



ROLY BARLEE



JOHN McMAHON



GIL CHARLESWORTH



VICTOR LLOYD

## 3UZ NIGHT TIME — AND FOUR MEN

ROLY BARLEE has been a great name in Melbourne radio for some years. The ideal radio voice — virile, yet mellow; capable, forceful handling of commercial advertising; a star performer in "The Battle of the Sexes" and "Happy Days." Announcer, artist, actor.

GIL CHARLESWORTH, too. He pairs with Roly Barlee, to add a quick-fire clarity to the 3UZ evening program.

VICTOR LLOYD is the newcomer — here only three weeks to date, and bringing with him the reputation and performance of a top-rank commercial, feature and presentation announcer. He is the new 3UZ "Quizmaster," and will share with Roly Barlee the Mastership of Ceremonies.

JOHN McMAHON — a golden tenor, a triple-speed announcer, M.C. of the "Song Challenge," and star of "Happy Days."

### BREAKFAST SESSION

6.30 a.m. to 9 a.m.  
Monday to Saturday

The brightest, cheeriest, fastest-moving program on the air — the 3UZ Breakfast Session — with bright cheerful music and time signals regularly every three minutes. "TIN SNELL, since he came to 3UZ six months ago, has revolutionised Melbourne's breakfast entertainment. (Advertising recommendation: 100 words daily, 6 days weekly).

### PERSONALITY IN THE MORNING

9 a.m. to 11 a.m.  
Monday to Friday

One hundred thousand women are her intimate friends. "PENELOPE'S" two-hour program is today, as for the last eight years, the personal property of the housewives of Melbourne. It belongs to them — and they to her. (Advertising recommendation: 100 words daily, 5 days weekly).

### WOMEN'S SESSION

1.30 p.m. to 3 p.m.  
Monday to Friday

After lunch there is time for relaxation. STEPHANI BINI ("Colonel Stephani" of "The Battle of the Sexes") presents a 90-minute afternoon concert. This session, at this hour, is only four months old — but advertising results demonstrate clearly the home-loving character of Melbourne women. (Advertising recommendations: ½-hour program once or twice weekly.)

### TOP OF THE AFTERNOON

3 p.m. to 4.15 p.m.  
Monday to Friday

Newest of the newcomers to 3UZ — VICTOR LLOYD, the evening's M.C. and "Quizmaster," presents his own personal afternoon session. It is a parade of musical features linked by comment. It is planned as true concert entertainment for the afternoon stay-at-homes, and is presented with all the finish and polish of a major evening feature. (Advertising recommendation: ½-hour program once or twice weekly.)

# THE NEW 3UZ

On January 1st, 1940, a NEW 3UZ was born. NEW program policies, NEW programs, NEW session divisions, NEW studio equipment, NEW personalities to back up the well-established veterans.

To-day, seven months later, 3UZ evening logs read like a feature parade. "The old "top" shows remain — "Happy Days," "The Battle of the Sexes," "Gag Busters," "Mrs. 'Olmes and Mrs. Hentwhistle," "Reflections in a Wineglass," "Singing Strings" — and the NEW shows total up to inspiring proportions — "Silas Marner," "The First Great Churchill," "Make a Bid" Jackpots, "Take It or Leave It" Jackpots, "Inspector Scott of Scotland Yard" (4th and new series), "Speed Gibson," "Marco Polo," "Boo or Bouquet," "Your Own Favourite," "At the 19th Hole."

Even the frequency of programs has altered. "Mrs. 'Olmes and Mrs. Hentwhistle" is now twice weekly. "Speed Gibson" five times weekly. "The First Great Churchill" four times. Many are three times and twice weekly.

Within the last few weeks a NEW set-up of announcers has taken place. Two more experienced personalities joined 3UZ . . . VICTOR LLOYD from 2SM Sydney — "Quizmaster," M.C. and hard-hitting commercial announcer . . . NORMAN ELLIS, for polished presentation and production — panel supervision. With these two added to ROLY BARLEE, GIL CHARLESWORTH, ERIC SNELL and JOHN McMAHON . . . **3UZ has the finest announcing personnel in Victoria.**

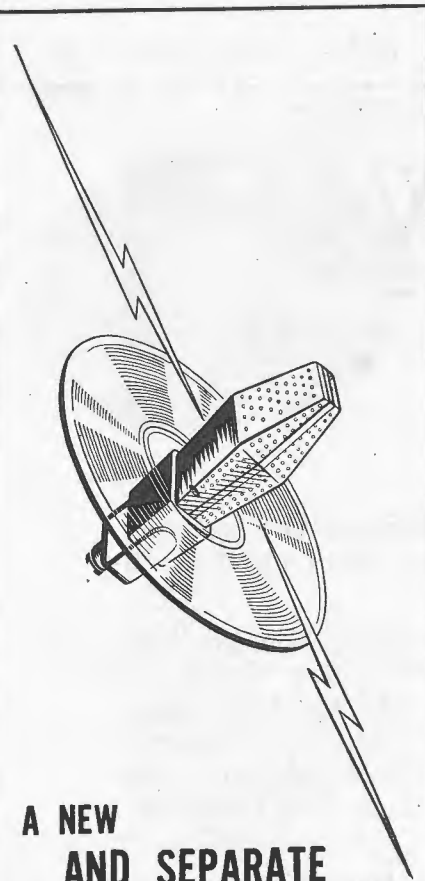
This forward march of the NEW 3UZ has been costly — but the dividends in increased audience have been tremendous. 3UZ advertising has reached a NEW peak of effectiveness that is "tops" in Melbourne.

3UZ's NEW RATECARD, EFFECTIVE, AUGUST 1st, WILL BE POSTED ON APPLICATION

**3UZ**  
45 BOURKE STREET,  
MELBOURNE, C.1.  
CEN. 572

SYDNEY REPRESENTATIVE:  
A. D. BOURKE,  
5 BARRACK STREET.  
B 2085

The best wavelength in Victoria. — Most complete technical equipment. — Distributes the best signal strength at the greatest radius. — Most commodious premises in Victoria. — More advertisers than any other Melbourne station. — Victorian Headquarters of the C.B.N. — Key Station of the Argus Network.



## A NEW AND SEPARATE ORGANISATION

— newly staffed, newly equipped and with renewed enthusiasm, looking forward to carrying out and producing better recording jobs for—

# YOU!

With—  
Radio Sessionettes  
Process and Acetate Recordings  
Commercial Features  
Radio Merchandising

**AUSTRALIAN RECORD COMPANY PTY. LTD.**

29 BLIGH ST. BW 6953 SYDNEY



### "PERFECTED" RECORDING BLANK

Said to mark a new departure in recording reproduction, and the result of three years' intensive scientific research Audex "perfected" recording discs are now available throughout Australasia.

Audex recording discs, it is claimed, constitute an Australian manufacturer's triumph, their superfine qualities offering perfect record cutting surface. They are now obtainable from the distributors, Amalgamated Wireless (A/sia) Ltd., and are available in three sizes for playback, 10 inch, 12 inch and 16 inch, and two for processing 13½ inch and 17½ inch.

With the introduction of Audex recording discs purchasers are assured of freedom from the dangers of spoilage, warpage or damage from other causes as a result of a device incorporated in the new type metal containers which simplify the problems of packing. These are circular and airtight, and each disc is packed in such a way that it is actually suspended by a locking device which spaces each disc. The metal containers serve as storage cabinets in which the Audex discs can be stored ready for recording. Further particulars as announced elsewhere in this issue.

Audex recording discs are now available from Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney, 167 Queen Street, Melbourne, and A.W.A. Wellington, N.Z.

### ARTRANSA COMEDY SOLD TO NESTLE'S

What promises to be an outstanding comedy feature of 1940 is being recorded by Artransa Pty. Ltd., who have just sold 52 episodes to Nestle's for national release.

"Oh! Reggie," starring R. Barrett-Lennard and Lou Vernon, commences in all States on August 12, and will be broadcast three nights each week.

Dialogue and situations are so strong in comedy that "Oh! Reggie" should be even as popular as the record-breaking "Frank and Archie" series.

The plot covers the misadventures of black sheep, Reginald Fyshe, who leaves his ancestral English home to brave the "wilds" of Australia.

What Reggie lacks in brains and ability, he more than makes up for imagination. A steadying influence is provided by his man-servant Merryweather, played by Lou Vernon.

An exceptionally strong cast supports the two stars, and includes Dorothy Foster, Peter Bathurst, Rita Pauncefort, Enid Lorimer, Arundel Nixon, Rae Sanders, and other specially cast players.

### V.O.A. ENLARGING AND IMPROVING EQUIPMENT

Fully confident of the continued expansion of the recording and transcription field in Australian radio, Mr. Sid Reynolds, proprietor of V.O.A., in Sydney, who recently assumed the complete management of the well known recording studios, stated last week that extensive improvements and additions to existing recording equipment were being carried out. These should be completed inside a few weeks.

New gear will include two additional 16in. transcription turntables, the installation of micrometer pick-ups, remote



Mr. S. O. Reynolds of V.O.A.

control and automatic track cutting devices. Arrangements were also being made, he said, to install a sound head for sound on film. Another important development would be the installation of apparatus for thorough examination and testing of blank discs before these are passed for use on the cutting head. "Past efforts to provide only the highest quality recordings have been handsomely rewarded by wide and consistent patronage of our studios and cutting facilities, and we are determined to keep this accent on quality with every device to ensure that goal," said Mr. Reynolds.

The services of Mr. L. Betts, well known sound equipment engineer, have been secured as recording engineer and technician at V.O.A.

### FELTON & GRIMWADE USING JACK DAVEY

Popularity of Jack Davey with Melbourne audiences, through his numerous quiz sessions, most of which are now available on disc, will be strengthened by his work in the new Felton and Grimwade feature, "Dithering with Davey," which is aired from 3AW each Saturday night at 7.30 and on 5DN-RM and 6PR-TZ.

Feature brings 15 minutes of burlesque by radio's l'enfant terrible, including candid commercials of a type never aired before, not to mention several special crazy highlights, such as the "Stranger than Truth" section which is a believe-it-or-not to end believe-it-or-nots.

Same sponsor has also arranged for time on 4BH Brisbane, where another program will be featured.

### "PRESTO" EQUIPMENT TO P.M.G. FOR OVERSEAS

Advice is to hand that A. M. Clubb and Co. Pty. Ltd. recently filled an important order for the P.M.G.'s Department by supplying two complete "Presto" mobile recorder units for installation in a recording truck destined, it is understood, for use with the A.I.F. overseas. These recorder units were assembled in Australia, using "Presto" turntables and cutting heads, and incorporated several original ideas developed as a result of A. M. Clubb and Co.'s extensive experience in this field.

The basic assemblies supplied were "Presto" type 6D, 16-inch portable recording turntables, fitted with 230-240 v., 50 c., A.C. motors for operation at 33½ or 78 r.p.m. These assemblies were made up complete with overhead feed mechanisms for cutting in or out at 112 lines per inch, and included "Presto" type BA1, 600 ohms, wide-range cutting heads. Each assembly was housed in a specially-reinforced carrying-case, fitted with removable lids, handles and capable of being locked. Two microscopes also are included for record observation purposes.

To ensure that these recorders could operate independently of external sources of power supply, A. M. Clubb and Co. supplied three special D.C.-A.C. inverters which will provide 100 watts of 230 v., 50 c., A.C., when fed with 12 volts, D.C., from accumulators carried by the recording truck. These inverters employ specially-tested vibrators for interruption of the D.C. supply, prior to transformation, and have proved to be highly efficient and reliable in operation.

Reports to hand indicate that this "Presto" portable recording equipment is giving excellent results under all conditions of operation.

Mr. Alex. Clubb, of A. M. Clubb and Co., off to do a job of emergency transport for the A.I.F.



Jim Joyce, formerly of A.R.C., who is now looking after the sales organisation side of Artransa Transcriptions, with Miss Grace Gibson.

### "ENEMY WITHIN"—SECOND SERIES

"The Enemy Within"—Nazi espionage serial—the first series of which was under national sponsorship over many stations early this year, has now been continued for its second series through 3BO Bendigo under the local sponsorship of Matthews Bros., Bendigo drapers. Schedule covers four nights weekly. Same sponsors also present from 3BO the half-hour western feature, "The Lone Ranger," and also in conjunction with the Melbourne sponsors, brings to Bendigo listeners Eric Welch's Saturday night wrestling descriptions from the West Melbourne Stadium.



In Loving Memory  
of all those who passed away quietly  
at the Radio Ball

**R.I.F.**

N.B. Jack Davey Production's table won the prize.

'Nother Scoop for Davey

# AUDISK



## FOR ACETATE RECORDINGS

Another milestone passed in Australian manufacture.

# AUDISK

Double-Sided Recording Discs are unequalled for brilliant lifelike recordings.

Give your Recording Engineer the best Australian made disc and be certain of producing the kind of records that keep your studios busy and make money for you.

NOTE:

## AUDISK PRICES

17½" Process Discs	17/6 ea.
16" Playback Disc	10/6 "
13½" Process Disc	11/- "
12" Playback Disc	5/6 "
10" Playback Disc	4/6 "

Ex Sydney Store—Plus Sales Tax  
Packed in sealed metal containers (returnable)

# AUDISK

Manufactured by:  
Australian Record Co. Pty.  
Limited, Sydney

For the Sole Distributors:  
A. M. Clubb & Co. Pty. Ltd.  
76 Clarence Street, Sydney  
Suppliers of Everything for  
Recording



## CLUBB AND CO. RELEASE NEW DISCS FOR A.R.C.

A. M. Clubb and Co. Pty. Ltd., suppliers of recording equipment, have announced to the recording and transcription trade and to broadcasting stations the release of Audisk blank recording discs for acetate recordings.

These discs are manufactured by Australian Record Co. Pty. Ltd., of Sydney, and A. M. Clubb and Co. are the sole distributors.

The Australian Record Co. has been experimenting over many months with the Audisk blanks to test them out under all kinds of varying conditions until they were satisfied that the process of manufacture which had been evolved in their laboratory would stand up to all the requirements of the disc market.

Commenting on the disc which has now been made available by A.R.C., Mr. C. H. Gendle, technical manager and director, told "C.B." that having evolved a disc which proved satisfactory from the point of view of cutting, the equally urgent problem of making a disc which would satisfactorily react to processing had to be solved. Quite obviously if A.R.C. made a disc to sell to the trade generally a number of those discs would, after cutting, come back to A.R.C. for processing, of which an equally good job as in the original disc-making would have to be turned out. It was therefore essential that the Audisks had to

## £1,400 RAISED FOR RED CROSS APPEAL

A recent raffle conducted by Tattersall's Club, in which a yearling filly, out of Monash Valley by Shepherd's Care, was donated by Andy Maguire, well-known identity of the Australian turf and proprietor of the famous Kialla Stud at Greenmount, was publicised by racing commentator, Jim Anderson, of 4BC, and yielded £1,400 for the Tattersall's Red Cross Appeal, swelling their generous efforts at £1,900.



At the official drawing of the raffle broadcast by 4BC. From L. to R.: Messrs. Len Dixon (scrutineer), Leo Power (committee member), Dr. Grey (scrutineer), Bob Scott (Red Cross Appeal Committee), Redmond Byrne (chairman, Tattersall's Red Cross Appeal Committee), Godfrey Morgan (scrutineer), L. Dixon (scrutineer), C. E. Cox (Government representative), Barney Fay (president of Tattersall's golfers), Jim Anderson (4BC racing commentator, and Tattersall's official handicapper), and J. Watson (treasurer of Tattersall's Red Cross Appeal Committee).

be completely proven to A.R.C.'s satisfaction before being released on the market.

At the drawing of the raffle, Mr. Redmond Byrne, chairman of Tattersall's Red Cross Appeal Committee, opened his address by praising the station and Anderson for their untiring efforts in assisting to raise the figure mentioned. The widespread appeal of this raffle is vividly illustrated by the fact that letters and telegrams arrived at 4BC from all over the State and many parts of New South Wales, and that right up to the closing day, wires arrived at the studio requesting that tickets be reserved for the senders, and that cheque

had been forwarded covering the necessary amounts. These amounts range from 2/- for one ticket to £1 for ten tickets. On the last day, wires were received from places as far distant as Imbil, Gandah, Crow's Nest, Charleville, and as far north as Babinda.

## HARTFORD OPENS IN NEW ZEALAND

Because of the rapid expansion of business in New Zealand, the Hartford Agency has opened a branch at Auckland. This new development of the Hartford Agency will be a marked asset on the broadcasting side of its New Zealand operations.

Mr. W. G. Beadle, well known New Zealand advertising man, has been appointed to the management of the new branch. Mr. Beadle has had an extensive international experience, having been associated with a number of prominent English firms and New Zealand advertising agencies during the past 20 years. His first full time job commenced in 1915—with the Royal Navy and during the World War he was on active service on almost all the seas of the globe.

Hartford handles amongst others, several well known accounts in New Zealand, Buckley's Canadiol Mixture, Velmol "dandruff set," Colnated "foam" Shampoo, Myz and Moone's Emerald Oil.

## Knox Drug Account

The Knox Drug Co. Pty. Ltd., Los Angeles, California, U.S.A., well known national account in Australian and New Zealand broadcasting, is now handled by the Hartford Advertising Agency, Sydney. The Knox Drug Co.'s lines include such well known names as Cystex, Nixoderm, Mentadaco, Romind, Viv-Stim, Rogena, Amosol, Chinoroid and Spantex.

J. Hott Ltd. report the sale in New Zealand of the successful Dorothy Foster feature, "The First Great Churchill," and the Trans-Radio-Jack Davey production, "Bill Bunter of Greyfriars."

## STATION PERSONALS

Congratulations to Lieut.-Colonel George Anderson, assist. manager of 2GB, and well known in broadcasting circles of the 'Arbour Artillery Brigade (militia), and has just resumed duty after doing three months camp. Colonel Anderson's flare for organization and control was efficiently exhibited during many training stunts, and is testified to by other prominent officers quite outside of broadcasting. He is now back on the job at 2GB, where all his trade friends, and particularly clients, can contact him.

Although a member of the R.I.F. board of management, Mr. Oswald Mingay and Mrs. Mingay did not join the official party on account of their entertaining a party of friends which included Mr. and Mrs. Claude Vainin, Captain and Mrs. Harry Norville, Mr. and Mrs. Rupert Sherlock, Mr. and Mrs. John Martin and Mr. Aubrey Halloran and partner. A tastefully arranged basket of flowers with the figures "20" on the handle, also in flowers, decorated the table in celebration of the 20th anniversary of their wedding.

One of the brightest sparks at the Radio Ball last Friday night was Mr. "Jack" Hogner, general manager of 2GB who, together with Mrs. Hogner, takes a keen interest in all these affairs, lending his support on all possible occasions.

Mr. and Mrs. S. O. Reynolds (V.O.A.) joined Mr. and Mrs. Roy Edwards and Mr. and Mrs. Lex Lippmann at Radio Publications table, and also Mr. Cuth Monks blew in and joined the Pubs.

This was one of the best radio balls we have ever attended, mainly because we didn't have to organise it this year, having assumed the hon. secretaryship of the R.I.F. Club over to Mr. Dwyer. We sympathise with him and Miss Sharman, but congratulate them on the marvellous results.

Jack Davey attended in force with Mrs. Davey, after he finished his show at the Tivoli, and in time to hear that his table had won the broadcasting prize.

Harry Dearth did a good job at the microphone, but it's a great pity the Troop management doesn't install enough speakers so that everybody can hear what is being announced.

When people go to a ball, they should be careful where they park their cars—particularly on a Friday night. No doubt Mr. Reynolds, of V.O.A., heard from the judging by the number of cars parked around the place, Traffic Department revenue will take an upward curve this week.

The R.I.F. Club Comforts Fund will benefit by many hundreds of pounds as a result of the Ball and the Art Union. It was a wonderful gesture on the part of the Dunlop Perdiar Rubber Co. to hand back the first prize worth £150.

Murdoch's Store Personality Girl, "Isobel" Young, who broadcasts over 2UW and 2SM, was much in evidence and a very popular lass at the ball.

Mr. and Mrs. Frank Marden were unable to get along to the ball, because Mrs. Marden was in the fashion with a severe cold—which was also experienced by several other broadcasting personalities.

Mr. E. Levy, sales manager of 2UW Sydney, enjoying a well-earned holiday in the mountains. Last heard of he was hitting late pills along a fairway in the vicinity of Medlow Bath.

On the recent sick list has been John Dunne, of 2SM, who was consigned to bed for several days. At this writing he was expected to be about again in several days.

Charlie Carter, accountant of 2UW, has moved into camp with the R.A.A.F. Lloyd Halliday, of the sales staff, has enlisted in the A.I.F.

Reg Quartly, famous vest-pocket comedian who has been making a very big hit at audience participation broadcasts in several States in the past two or three weeks, has joined the permanent staff of 2UW. He will be featured in many audience participation shows from 2UW.

Radio 2UE Pty. Ltd. announce that Mr. H. Maxwell Smith was recently appointed to their sales staff. Maxwell Smith is well known in accountancy and business circles throughout Australia, having been connected with Kalamazoo (Aust.) Ltd., first as a salesman, then as N.S.W. manager, and finally as Australian sales manager which position he occupied for 10 years. He was recently with 2CH Sydney.

Val. Hutchinson, Sydney representative for 2CK Cessnock for the past many months, which appointment he took over after representing the station at Newcastle, has joined the A.I.F. Signals and has entered camp.

Miss Una Pritchard, popular sales executive of the O. P. Sellers organisation, which handles the distribution of all Columbia-George Edwards productions, was at time of this writing still confined to hospital at Gloucester House, R.F.A. Hospital. Latest reports, happily, indicate steady progress towards recovery.

Friday, July 26, at 5 o'clock, found a very cheery gathering of radio identities and a few members of the original 28th Battalion at 6AM-PM studios to farewell Sales Manager Jack Tozer, of the Whitford Network, who has joined the A.I.F. Jack, it will be remembered, was a captain in the Great War, and he retains his rank in a "P.B.I." unit this time.

Eric Bessemer, manager of 2CK Cessnock, was also in Sydney for a couple of days on a hurried business visit.

Ted Cox, Sydney sales representative of after doing his three months in camp at 2KO Newcastle, has "returned to the office" good doing too when we consider he was a lieutenant when he went in, and any day now we'll be calling him "Captain."

The popularity of community concerts in W.A. is being used as a method for raising funds and comforts for the fighting forces. Only recently, Bill Talbot, of the 6AM-PM show, made an appeal for cigarettes for the Navy boys. Money and packets of cigarettes were thrown on to the stage, donations offered over the phone, and the result of this one night appeal, was 3,400 packets. The objective aimed at is 20,000 packets.



Mr. A. P. WYNNE.

The keen business eye of Alf Wynne, managing director, 4MB Maryborough, is used to the best advantage as chairman of the finance committee of the local Patriotic Fund. Here you see him out for further donations for the fund.

DON'T TIE A STRING AROUND YOUR FINGER

The sooner you forget the old rules of time buying the sooner your programmes and announcements will pull real results. We know, on the basis of reported sales and on our huge weekly mail, that 3KZ is doing a wonderful selling job. What other station in Melbourne can show 7,890 contest entries and invitation requests per week? This eagerness on the part of listeners proves that we have a big responsive audience which goes into action at our suggestion. You're missing this audience if you're not on 3KZ. Contact C. A. Monks, Shell House, Carrington Street, Sydney, and get him to tell you one or two additional reasons why you can't afford not to be on 3KZ.

3KZ MELBOURNE

## DAY AND NIGHT . . . .

30,000 Radio Listeners Turn To

4TO  
TOWNSVILLE

For Static-free Reception and Good Entertainment Advertisers, Local and National, also turn to 4TO for

- ★ A CONSTANT AUDIENCE
- ★ VALUE AND RESULTS FOR MONEY EXPENDED

Townsville is Queensland's Northern Capital. 4TO is the Capital's Station. BY USING IT YOUR MESSAGE, BACKED BY 4TO'S LOCAL PRESTIGE AND STATIC-FREE RECEPTION, COMMANDS THE FULL ATTENTION IT DESERVES.

Full Particulars of 4TO Service available from:—

AMALGAMATED WIRELESS (A/SIA) LTD.

47 York Street, Sydney



167/9 Queen Street, Melbourne

# OF COURSE YOU'VE HEARD

## Confucius Speaks

On Thursday, July 25, the popular series "Thrills," concluded on 2UE Sydney, to be replaced on July 30 by a new series "Confucius Speaks." These are "proverbially speaking" programs presented in a novel and entertaining manner, and they'll be heard each Tuesday, Wednesday and Thursday at 9 o'clock. Buckingham's Ltd. sponsor announcements before and after the show.

## Friday Night!

The Friday night three-hour broadcast shows staged by 2UW Sydney in the Assembly Hall, are still gaining popularity, and the station is finding it difficult to cope with the demand for seats at 1/- a time. About five hours is the maximum time these days, for which the box plan can remain open, most of the 1,270 available seats being snapped up first thing Saturday morning. Usually only a few are left for late-comers on Monday morning. Applications for seats must be made personally to the station and to J. A. Booth and Co., one of the sponsors of the evening's entertainment.

## Jackpots for Kiddies

A twice weekly Jackpot session for children has been arranged with 2GB by W. Saunders Pty. Ltd. (to advertise Saunders Malt Extract), entitled "Money for Nothing," and broadcast Tuesdays and Thursdays at 5.45 p.m.

The session embodies good entertainment for the youngsters, and also a merchandising label tie-up. The children who wish to compete are invited to send their names and addresses to 2GB. An opportunity offers, they are told when to come to the studio, and at the same time advised to bring with them a Saunders Malt Label. There is a 2/6 prize for each question, and if the competitor is successful, he or she receives a double award of 5/- if they have in their pocket a Saunderson's label.

If the competitor fails to answer, the question is put to the general children's audience in the studio, and a correct answer earns 1/3—the other 1/3 being carried forward in jackpot fashion to the same numbered question in the following session.

## New 2CH Quiz Show

Listeners to 2CH were entertained last week by a new audience-participation program titled "Take It or Leave It," which, compered by a radio personality new to the Quiz firmament, registered as one of the outstanding hits of the Quiz Show Parade.

Quiz followers found in the new program an unexpected variation from the usual procedure in which a general knowledge questionnaire and jackpots are the chief features, and they were not slow in acknowledging Ward Leopold in the role of compere. He struck an original note as Lord High Inquisitor revealing a droll type of humour admirably suited to the situations which repeatedly arise during the presentation of the entertainment.

The new show is based on the double or quits principle. General knowledge questions enable the competitors to win good prize money, but after each question which gains a cash award they have the opportunity of taking their winnings or leaving them to accumulate until a final question is asked carrying double the prize money—or "quits." Show is scheduled Tuesdays, 8.30 p.m. on 2CH. It is one of four audience-participation programs which are drawing large numbers of people to the 2CH studios every week.

The other shows are "Radio Forfeits" Mondays at 8.30 p.m.; "Pots o' Gold" Thursdays at 8.30 p.m.; and "Sing-Song and Sport," Fridays at 8 p.m.

## 4TO Women's Club Formed

Great interest and enthusiasm has been shown by the womenfolk of Townsville in the 4TO Women's Club which was formed recently and new members are being enrolled week by week. There was an attendance of over 500 women at the inaugural meeting which was addressed by the club's organiser, Miss Jean Gray, of 4TO, who outlined the scope of the new organisation's activities and also spoke on the work which the members could do in assisting Townsville's war effort. Committee meetings are held regularly, and with the guidance of the organisers various recreations planned by members are now in full swing.

## Cheer Box Extends

With the growing demands on the 3HA Cheer Box Women's Club and its various branches throughout Western Victoria, for hospital and other comforts, a drive is being made to increase its already large membership of 4,000. With this object in view a series of community concerts will shortly be arranged and broadcast by 3HA from Portland, Heywood and Horsham.

## Victorian Broadcasting Network Ball

Monday, July 29, was the date set down for the 3TR Ball of 1940. Elaborate decorations and unique lighting effects were carried out, Paul Jeacle Melbourne orchestra engaged and many valuable prizes lined up. Highlight of the evening was to be the Belle of the Ball competition.

This function is one of the main social events of the network.

## Victor Lloyd on 3UZ

With the arrival of Victor Lloyd, former 2SM announcer, at 3UZ Melbourne, several new programs have commenced which are arranged and compered by this well-known Sydney radio man.

"Take It or Leave It" and "Make a Bid," are jackpot quiz shows, giving a novel twist to an old idea. Prize money in both of these shows is liberally handed out. Another new audience program is "Boo or Bouquet," in which 3UZ's studio audience is invited to hurl brick-bast or hand bouquets. Prizes are offered to competitors adjudged the best. "Boo or Bouquet" will occupy a 7.45 Thursday evening spot under the sponsorship of Catanach's Jewelleries—whose contract is handled by Paton Advertising. Victor Lloyd will act as compere.

Station 3UZ's Sunday morning program has been taken over by Victor Lloyd, and will be run on lines similar to the Sunday morning program, which this announcer made so popular in Sydney. Variety will be the keynote—from "swing" music to the "classics!"

Victor Lloyd will also feature on Sunday evening at 8.45 in "Scrap Book of Empire."

## Young Stars in Talent Trials

Though the 2KY search for talent has been running continuously for four years, audiences at the Assembly Hall have rarely witnessed a more impressive display of juvenile talent that that presented on Wednesday, July 24, when 16 grand finalists between the ages of 5 and 16 years competed for entry into the great grand final of the 2KY Morley Johnson Radio Eisteddfod of 1940, to be held at the Sydney Town Hall December next.

The performance of each of the competitors was outstanding, and coupled with the fast moving presentation and wealth of variety with vocalists, instrumentalists, comedy artists and tap dancers "strutting their stuff," made good entertainment.

As on previous occasions the audience were the adjudicators, and later, as self-appointed scrutineers for the counting of the votes.

The successful grand finalists were:—The College Boys' Duo, which won the first prize of £5/5/-; John Armstrong, £3/3/-; Lurlene Pugh, £2/2/-; Noelene Farrell, £1/1/-; Helen Perrott, £1/1/-.

Supporting this big attraction was a particularly bright stage show presented before interval, with 2KY's new team of "Mirth Makers," headed by Comedian Joe Lawman and Harcourt Garden, with items by Millie Hansen (soprano) and Nancy Kerr (the singing pianist). Community singing, led by Captain Bairnsfather, was a further highlight, whilst "Quick Silver for Wits and Nitwits," 2KY's new quiz jackpot was responsible for 15 minutes of hilarity, and a bulging purse for the "Wits." This quiz will now be a regular feature of these 2KY-Morley Johnson Wednesday night entertainments at the Assembly Hall.

## Rev. Firebrace on Relay

"The New Day Talks," sponsored by Rev. R. C. Firebrace, of 2GB, each Sunday morning have provoked such widespread listener interest that the session is now being relayed from 2GB each Sunday to 2GZ, 2NZ and 2HR.

## Mail Pull for "White Crow"

For the past several weeks, Francis Longmore Pty. Ltd. conducted a "Popular Film Star" contest over several Melbourne stations with quite an impressive line-up of prizes for those who would place popular film stars in their correct order of public favour. Contest closed recently, and 3KZ management felt very pleased with over 6,000 entries. Nixon Advertising handles the account.

Average weekly mail returns at 3KZ show a total of 7,890 letters per week, of which 4,500 are requests for admission tickets to studio programs, and the balance—3,290—entries in contests conducted over the stations.



Mr. F. Kitchen addressing members of the "Persil" sales-force in 3AW studios at the special audition of "To-day's Children."

## SELLING THE SALES FORCE

Solid selling by the sponsor, J. Kitchen and Sons Pty. Ltd., before the show took the air, made the radio debut of the Persil feature, "To-day's Children," a noteworthy event.

The sponsors decided to give the program the maximum of publicity and with this idea in view, launched a most intensive pre-publicity campaign through press and by means of posters, show-cards and special retailer displays. The press campaign covered the dailies and all radio publications, while the trade campaign included a special broadsheet giving retailers a thorough knowledge of the show and enumerating the many

special publicity services made available in connection with it.

An outstanding point of the campaign was a special pre-hearing of the show arranged by J. Walter Thompson Agency and relayed from Sydney to stations lined up for the feature.

This audition was arranged in order that the sales-force of the sponsor should be able to sell the show to retailers. After the audition of 3AW Melbourne, the sales manager, Mr. F. Kitchen, addressed representatives on the show and its value as a selling medium for the product. Later, those present were entertained by the management of the station.

## Informal Impromptu

"Keyboard Rambles," with Jack Lumsdaine, one of the highspots in 2UE's Sydney's Sunday afternoon program is now sponsored each Sunday afternoon at 2 o'clock for a quarter of an hour, by British Electric Products. This is an entirely spontaneous and informal session. Lumsdaine admits that when he sits down at the piano he hasn't the slightest idea of what he's going to play. He just lets his nimble fingers wander across the keyboard and breaks into the first melody that comes into his mind, fitting in delightful little anecdotes that the number may recall.

# They chose 3AW!

Yes, when the manufacturers of Pepsodent Toothpaste looked around for a station from which to broadcast the biggest live-artist radio show in Australia, they chose 3AW!

The Pepsodent show, "SUNDAY NIGHT at EIGHT," running 45 minutes and relayed to all the Eastern States, will take the air from 3AW on August 18th, because 3AW gives better service, wider coverage and MORE SALES...

That's why they chose 3AW!

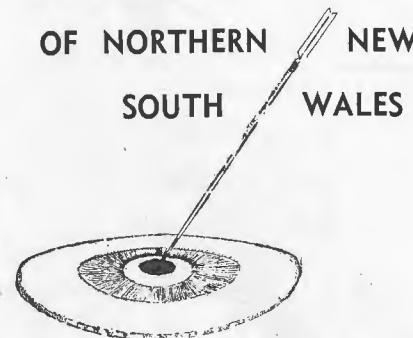
**VICTORIA LISTENS TO and BUYS THRU' 3AW**

**The Army! The Air Force!!  
and the Police!!!**

ADMIT THAT



IS SITUATED  
IN THE  
**COMMERCIAL CENTRE**  
OF NORTHERN NEW  
SOUTH WALES



A.I.F. Camp,  
Home Service Camp,  
R.A.A.F. Training School,  
Police Centre Northern District, are all situated in Tamworth.

Shoot Your Sales Message from the Centre

**2TMM** 17 Hour Programme Daily **2TMM**

# SYDNEY'S 1940 RADIO BALL

J.A.D. Productions Win "C.B." Trophy for Best Broadcasting Table  
Drawing of the Radio Art Union

The 1940 Radio Ball, held last Friday, July 26, under the auspices of the R.I.F. Club of Sydney, was this year called the Radio Art Union Ball, because the R.I.F. Club has been conducting an Art Union for some months past, the proceeds of which are to provide "comforts" for members of the electrical and radio industry on active service. The Radio Provident Fund of the R.I.F. Club will also benefit, as this money will be used to alleviate any distress that may be experienced by any dependents of the enlisted personnel.

On this occasion the Radio Ball was held at the Trocadero, renowned for its excellent dancing floor, its cosy atmosphere, and accessibility.

Well over a thousand attended, and considering that some of the committee were a little apprehensive a few weeks ago as to whether a ball would be successful, it must be very gratifying to Mr. E. P. Bennett, chairman of the ball committee, and his colleagues, and also Mr. A. R. Allen, president of the R.I.F. Club, that the 1940 Radio Ball turned out so successfully.

The hard-working hon. secretary, Mr. Gordon Dwyer, and his capable assistant, Miss Edna Sharman, did a great job in bringing it to a successful conclusion. The ball committee consisted of Messrs. E. P. Bennett (Hecla Electrics), Mr. Bob Herring (Eveready Batteries), Mr. W. Wright (S.T.C.), and Mr. Bill Godley (Airzone), and because of its small but efficient number got things done.

This year the table decorations were mostly of a floral character, and despite the long spell of dry weather experienced in Sydney, many of the tables were extremely beautiful in their settings.

## Official Party

The official party included Mr. and Mrs. A. R. Allen (Vesta), president of the R.I.F. Club, Mr. E. P. Bennett (Hecla), chairman, ball committee, Captain and Mrs. H. W. B.

Livesay (R.A.N.), Wing Commander and Mrs. Charlesworth (R.A.A.F.), Mr. and Mrs. C. V. Edwards (Eveready), Mr. and Mrs. W. A. Donner (H.M.V.), Mr. and Mrs. Claude Plowman (Airzone), Mr. and Mrs. C. Crome (A.G.E.), Mr. and Mrs. J. Perrin (Siemens), Mr. and Mrs. W. J. O'Brien (Breville), Mr. and Mrs. D. T. Hinchin



"Rolling out the Barrel" to some purpose. Mrs. Livesay (centre) drawing the prizes in the Radio Art Union, under supervision of Police Inspector Wells.



Jack Davey receives the "C.B." Trophy from R.I.F. President, A. R. Allen.

(Magnavox), Mr. and Mrs. A. S. McDonald (A.W.A.), Mr. J. L. Mulholland (A.W.A.), Mr. Ted Cox (2KO), and Miss N. Knoppe, Mr. and Mrs. O. Raz (Bloch and Gerber), Mr. and Mrs. S. A. Maxwell (Trans-Radio), Mr. W. Wright (S.T.C.), Mr. W. Godley (Airzone), and Mr. and Mrs. Eric Darr (Mullard).

The guest judges were Mr. and Mrs. Harry Dearth (famous as the producer of the Lux Radio Theatre Sunday night show) and Mr. H. C. Conde (Electric Light and Power).

## Decorated Table Prize Winners

After a very careful inspection of the multitudinous tables so beautifully decorated the judges decided that the best broadcast table was that put up by J.A.D. Productions—in other words, Jack Davey and H. Gang, and so they were presented with the COMMERCIAL BROADCASTING cup which is competed for annually at the Sydney Radio Ball.

This J.A.D. Productions table had its main theme in a tall cut-out representing a nude blonde woman holding aloft a J.A.D. transcription disc, from which there tumbled down to the table the cut-out letters "J.A.D.", with "Productions" along the base. Gazing up at the disc was a little figure of a business man saying, "I believe you've got something there!" The accompanying floral decorations were really splendid, and the prize was worthily won.

The most beautiful table was won by Ducon Condenser; the best trade advertising table by Vesta Batteries, and the most humorous table by Display and Radio Products Pty. Ltd., all of whom were duly presented by the president, Mr. Allen, with appropriate congratulations over the microphone.

## Macquarie Network Table

Once again the Macquarie group entertained the largest party at the ball, and also once again utilised their Japanese garden with lantern effect and, no doubt, they put them out of the running for the best broadcasting table, which they won last year. At any rate, it was very prettily arranged, and the party was extremely effective.

It is a great pity that the other commercial broadcasting stations, and the A.B.C. for that matter, don't patronise this Radio Ball more than they do, as the cause is a very worthy one.

Another party of interest was that of International Sound Recordings, where Mr. and Mrs. Bowes Kelly entertained a number of friends.

Mr. and Mrs. Tom Sproule, of 2CH, were also noticed with the A.W.A. party.

That well known radio station rep., Cuth. Monks—whose ads. in "C.B." are always read—came along with some friends and joined Australian Radio Pubs.

## Radio Art Union

"Roll Out the Barrel," was the theme song at midnight, when the Trocadero revolving stage moved around, bringing into view the barrel of tickets containing well

over 100,000 butts, and the drawing proceeded. The prizes were drawn out of the barrel by Mrs. Livesay (wife of Captain Livesay, R.A.N.), and Mrs. Charlesworth (wife of Wing Commander Charlesworth, R.A.A.F.), and the 1st prize, number—13,463—was held by Dunlop Ferdiar Rubber Co., of Sydney, who, on Monday last, in a magnificent gesture, returned the first prize of the all-electric kitchen worth £150, back to the committee. Whacko! That's the kind of winner to have.

## 25 Prize Winners

The following are the other 25 prize winners:

- 1st—Radiogram, 39,637, H. H. Ceracke, Ferrer Street, Lockhart.
- 2nd—Electric Refrigerator, 88,853, Miss T. Piper, 6 Lower Wycombe Road, Neutral Bay.
- 3rd—Radio receiver, 50,501, Mrs. Clarke, 5 Cameron Street, Balmain.
- 4th—Radio receiver, 2,293, Mr. J. P. Eagles, c/o Airzone (1931) Ltd., 16 Australia Street, Camperdown.
- 5th—Mantel radio receiver, 42,566, Mrs. Mills, Callan Street, Rozelle.
- 6th—Mantel radio receiver, 9,341, Mrs. Mitchell, 39 The Avenue, Rose Bay.
- 7th—Portable radio receiver, 65,124, Vesta Battery Co. Pty. Ltd., 2-14 George Street, Leichhardt.
- 8th—Electric mixer, 51,216, Mrs. Renee O'Donnell, 161 Coward Street, Mascot.
- 9th—Electric shaver, 99,353, L. H. Jacoenil, 421 Peel Street, Tamworth, N.S.W.
- 10th—Electric kettle, 35,380, Miss Cahill, Flat 10, 49a Paid Ave., Ashfield.
- 11th—Electric iron, 724, Alice Blundell, 24 Golden Grove, Redfern.
- 12th—Electric iron, 33,993, Betty Porter, River View, Manilla, N.S.W.
- 13th—Electric iron, 20,282, Mr. Cogger, 4 Macleay Street, Potts Point.
- 14th—Electric iron, 18,250, Miss Patterson, 4 Bligh Street, Sydney.
- 15th—Electric iron, 40,423, Mrs. A. Geoghegan, 8 Oak Street, Seymour, Victoria.
- 16th—Electric iron, 82,335, N. Newman, 108 Campbell Street, Woonona.
- 17th—Electric clock, 53,126, Miss T. Allan, 29 Flood Street, Bondi.
- 18th—Electric clock, 783, D. Ashley, Wentworthville, N.S.W.
- 19th—Electric clock, 53,125, Miss T. Allan, 29 Flood Street, Bondi.

## 2KO AIR HOSTESS SCORES 553,932 VOTES AS WAR FUND QUEEN

The remarkable popularity of 2KO's homecraft session was front-paged throughout the Newcastle, Maitland and Cessnock districts when Miss Elma Gibbs, 2KO Cheerio Club's nomination for the Newcastle and District War and Patriotic Fund's Queen Competition, was crowned with regal honours.

Facing such formidable rivals as candidates representing the retail stores, the C.W.A. and social clubs, Miss Gibbs' popularity swept her far ahead of all other candidates. Actually, her winning majority was 118,572 votes ahead of the Retail Stores' opposition. Translated into hard cash, it meant that of the £4,803 collected by penny votes, 2KO's popular air hostess scored £2,308 of this prodigious effort, all within 10 weeks of the competition's currency.

Crowned by Mr. Gollan, Minister of Labour and Industry, as "Queen of the City of Newcastle," Miss Gibbs has long been lauded as Queen of the Air at the Northern City.

It is her popularity that Miss Gibbs has built up during the eight years that she has been running her homecraft sessions from 2KO which is reflected in the far-flung country interest in sending her directly, money for votes, swelling the total to 553,932, at a penny each.



The winning table, arranged by J.A.D. Productions. We think Jack Davey "had something there," too.

- 21st—Electric toaster, 13,090, V. V. Brown, 267 Clarence Street, Sydney.
- 22nd—Electric toaster, 10,796, F. Stevens, c/o Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney.
- 23rd—Electric toaster, 88,690, Marie Cauley, 22 Anster Avenue, Croydon.
- 24th—Electric jug, 87,206, D. N. Haick, 11 Justice Street, North Bondi.
- 25th—Electric jug, 17,553, Mrs. Sherrard, Denham Street, Clayfield, Brisbane, Queensland.
- 26th—Electric jug, 51,310, E. Sherwood, 6 King Street, Balmain.

And an excellent night was had by all. So, until the next merry meeting—we hope to see you all at the 1941 Radio Ball in the Harbour City.

From July 22, Maize Products Pty. Ltd., makers of Cameo Custard Powder, introduced a new quarter-hour session on 2UE Sydney to replace the popular feature, "The Laugh of the Week," for which competition some 5,000 jokes were received. New sessions are series of dramas of human life. Title is "Our Story," presented from 2UE Mondays at 6.45 p.m.

Peter Bathurst, well known radio announcer-actor in Sydney, was receiving double-handed congratulations last week. First when the news got about that he had become the proud father of a baby daughter, and right on top of that the news of his role as announced for the first Federation of Commercial Stations' Sunday night of D. of I. broadcast at 9 p.m.



## STRIKING THE RIGHT NATIONAL ADVERTISERS

Here's your best merchandising medium to blanket Tasmania.

With the best of programmes, best presentation, and particularly fine transmission, 7HT does a selling job covering the entire island State.

Mainland Reps.:—  
Sydney: A. L. Finn, 66 King St., EW 6251.  
Melbourne: Hugh Anderson, 130 Exhibition St., Cent. 4366.

# 7HT

NOTE IN TASMANIA

**A TASTY DISH!**



You  
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ENJOY A SHARE OF THE  
ONE MILLION POUNDS  
SPENT EVERY WEEK  
BY THE 250,000 WAGE-EARNERS  
AFFILIATED WITH **2KY**

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428 GEORGE STREET, SYDNEY

# GOOD NEWS

## FOR AGENCY EXECUTIVES AND TIME-BUYERS!

### THE COMMERCIAL BROADCASTING (Half Yearly)

#### RATE BOOK

Is off the Press this week

With the latest rate card of every broadcasting station in Australasia, bound for endurance in stiff covers, the July, 1940, edition of the RATE BOOK will carry an additional feature in the display section, the better to enhance its already wide acceptance as the most useful standard desk reference service rendered to advertisers and agency time-buyers.



The Publishers of the COMMERCIAL BROADCASTING RATE BOOK tender thanks for the whole-hearted co-operation rendered by station executives in supplying their latest rate cards and in checking final proofs before sending them to the presses.

The best way of buying the RATE BOOK is the purchase of a combined subscription to "Commercial Broadcasting" (fortnightly)—the "Year Book of Commercial Broadcasting" and the "C.B. Rate Book." Each service costs 10/- per annum separately, but £1 covers the lot under a combined sub. to

**AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.**

146 Foveaux Street, Sydney, or G.P.O. Box 3765.

'Phones: FL 3054-5-6

### PAINT FIRM SPONSOR STORY BRIDGE OPENING

The official opening of the Story Bridge over the Brisbane River on Saturday, July 6, at 11 a.m., by Sir Leslie Wilson, Governor of Queensland, was broadcast over Station 4BC and sponsored by Rogers Paints. This organisation, whose products were exclusively used on the mighty structures of the Story Bridge, arranged with the station for a complete coverage of the opening activities, which were delivered to listeners by production manager, Tom



Queensland Governor, Sir Leslie Wilson opening the Story Bridge.

McGregor, who utilised a portable microphone easily carried among the swarming crowds. Another microphone was permanently stationed at the main dais for the official speeches. Before the actual broadcast of the bridge opening activities, 4BC delivered extensive announcements on behalf of the sponsor, and in the evening, during the gala carnival staged on the bridge, with proceeds to the Patriotic Fund, 4BC again took a microphone into the heart of the activities and provided listeners with a complete description of what was going on, with the compliments of Rogers Paints.

Station 4BC was the first radio station to broadcast from the Story Bridge several months ago when the two mighty spans were linked together joining the vast south side area of Brisbane to the popular Valley shopping area on the north side. On this occasion, Tom McGregor ventured high into the girders of the frame work in a howling wind to deliver his commentary of the proceedings.

### B.A.P. SHOW SELLS OVERSEAS

"Andy, the Yes Man," B.A.P.'s comedy production, which is broadcast in Australia over about 36 stations for Aspro, has gone to ZJV Suva, under the same sponsorship, while B.A.L.M. paints have taken the series for N.Z. release through the N.C.B.S. Network.

### FREQUENCY MODULATION GETS OFFICIAL BLESSING IN UNITED STATES

Whilst television has been put in the temporary background in the United States, frequency modulation has come to the fore. Latest advices from America tell how the F.C.C., after a protracted hearing, has given its official blessing to this latest development in the technique of broadcasting.

Highlights of the evidence given before the F.C.C. Investigation Committee appeared in COMMERCIAL BROADCASTING (6/6/40).

Commenting editorially on the new development, "Broadcasting" of June 1, says this:—

"Caught in the rip-tide of conflict between F.M. and television as to which should have the right-of-way, the F.C.C. has given first nod to expansion of an existing service rather than to the development of the new art of sight combined with sound. The F.C.C. feels it has accommodated both developments in revised allocation. . . Proponents of F.M. see in it a boon to the public and the industry. Some opponents feel broadcasters are committing Hari-Kari by introducing a type of competition that will lower the industry's level. Both positions seem extreme. The responsibility for F.M. development now rests with those broadcasters who have so ardently and confidently espoused the new art. . . The real test of F.M. will be public acceptance. Will the public buy high fidelity for the sake of better reception alone? That is doubtful, but if F.M. provides the proverbial "better mouse trap" with programs equally as good or eclipsing present high standards, plus the static-free inducement, it should attract plenty of combination receiver purchasers. Henceforth it's a radioising-programming job, and F.M. is certainly worth the gambler's chance, for every present-day broadcast licensee."

Reporting on the F.C.C. decision, "Broadcasting" pointed out that the basic suggestions of Major Edwin H. Armstrong, developer of F.M. wide-swing transmission, as opposed to the narrow band recommendations of R.C.A., were adopted practically in toto by the Commission, along with most of the allocation recommendations made by F.M. Broadcasters (Incorporated). The course adopted by the Commission hobbles the immediate development of commercial television as espoused principally by R.C.A., since television channel No. 1 was diverted for F.M. A swop of frequencies with Government services, which becomes fully operative January 1, made possible allocation of the same number of bands (seven channels of 6,000 kC. each) for television below 108 m.c., but necessitated a further realignment to accommodate F.M. in a range below 50 m.c.

The F.C.C. action, which followed the protracted and bitterly argumentative hearings during March and April on both F.M. and television, gives to F.M. a status that, by early next year, should see most of the major markets in the country, and many of the minor ones, equipped to transmit so-called static-free programs. The Commission itself hailed F.M. as "one of the most significant" contributions to radio in recent years.

The Commission is said to state that F.M. probably will never displace the high-power clear channel stations designed to serve local and remote service, since F.M. stations on the ultra-highs have no secondary coverage.

Assigned to commercial F.M. is the band 43,000 to 50,000 kC., providing 35 channels of 200 kC. Because of the characteristics of F.M. and the ultra-highs, it is possible to assign stations on the same channel with far less geographical separation than in the standard 550-1,600 range. Consequently it is concluded that whatever the engineering standard to be established by the F.C.C. within the next few weeks, it will be possible to licence at least 1,000 stations of all coverage classes in the new F.M. range with 200 kC. channel width, and probably, as the technique advances, substantially to pass that number.

"Existing engineering standards go by the board entirely where F.M. is concerned. Power and frequency are not the primary considerations. Power, plus antenna height, plus antenna efficiency, provide the combined factors in determining F.M. coverage."

### T.E.P.L. "HOUSE WARMING" AT NEW FACTORY

On Saturday, July 13, representatives of the broadcasting, radio manufacturing, P.M.G.'s Dept., and other people having contact with Transmission Equipment Pty. Ltd., organisation, gathered at the new premises at Doonside Street, Richmond, to make a tour of inspection of the new 13,000 sq. ft. T.E.P.L. factory.

All present congratulated the management in the careful planning of the new headquarters of this progressive organisation where attention to the smallest detail has resulted in one of the finest factories in Australia.

### CHRISTIE SALON IN DAYTIME

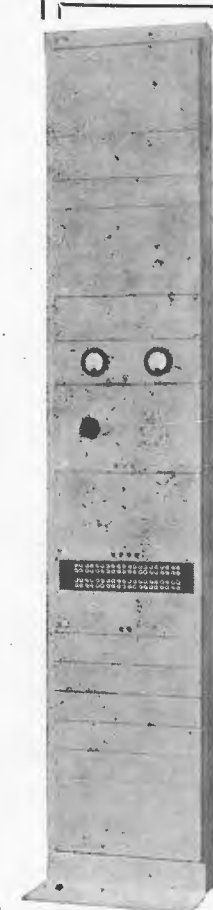
Christie Salon (ladies' hairdressers and beauty parlours) find that daytime radio advertising reaches the people, for they have recently contracted with 2UW Sydney for one hour of Sunday time, 11.15 a.m.-12.15 p.m., effective from July 21. Programme is titled "Feature Hour," and is split up into four quarter-hour units, each devoted to different kinds of musical entertainment recorded.

### RADIO SOWS SEEDS

One of the best success stories of broadcast advertising over 4GR Toowoomba is told by the sponsor himself, proprietor of Annand and Robinson, old established produce farm seeds business, when, on renewing his contract with the station recently, recalled that as a result of his past four years radio advertising, he had made contact with hundreds of customers never on his books before. The consequent increase in his business had warranted the installation of ultra-modern equipment in the line of seed cleaners, graders, mixers, etc., to step up his output to meet the demand.

Gowing Bros. have renewed their spot announcements on 2UE Sydney for a further 12 months.

Armstrong and Co. have extended their contract with 2UE for Steelo announcements.



## AS GOOD AS THEY LOOK!

### T.E.P.L. Products

Are Manufactured by  
An Organisation offering  
A Complete Radio  
Engineering Service,  
Backed by years of  
Extensive Training,  
Research and Experience.

YOUR EQUIPMENT WILL GIVE  
ECONOMIC AND TROUBLEFREE  
SERVICE WHEN MANUFACTURED  
BY

## TRANSMISSION EQUIPMENT PTY. LTD.

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