

WERE NOT VERY GOOD
AT DRAWING—



But, Mr. Advertiser—we would like
to draw your attention to the
claims of . . .

4BC

BRISBANE

as the first, and still foremost
BRISBANE COMMERCIAL STATION

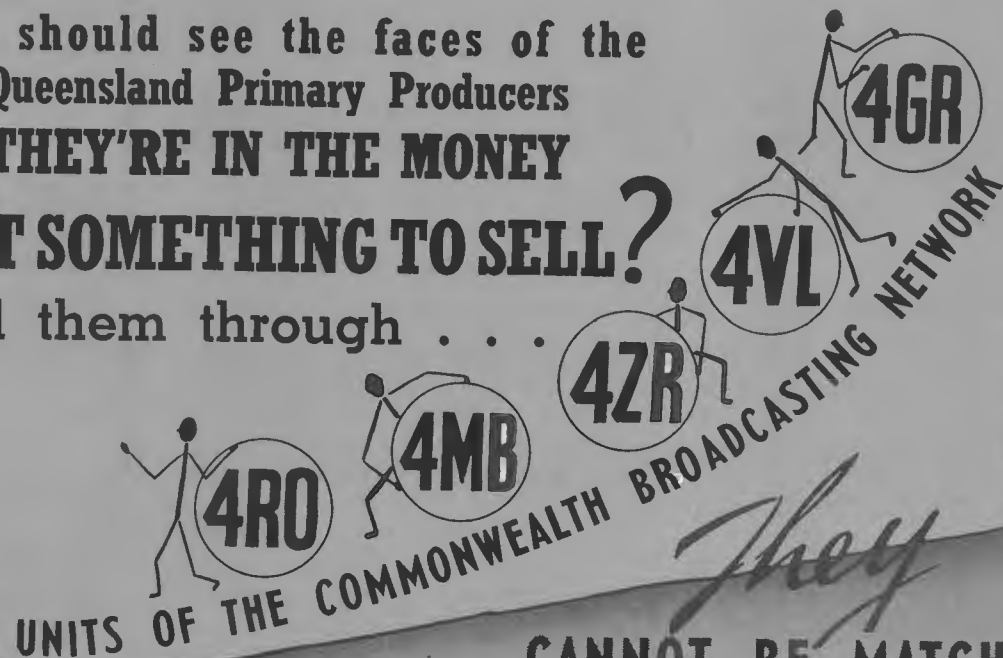
Let us tell your Story!
WE'LL ALL BE HAPPY

Speaking of Happiness..

You should see the faces of the
Queensland Primary Producers
THEY'RE IN THE MONEY

GOT SOMETHING TO SELL?

Tell them through . . .



They
CANNOT BE MATCHED!

Vol. 9, No. 7
(20th Issue)
Thursday,
Sept. 26, 1940
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

BROADCASTING

EXCLUSIVE to 2UW

KEY STATION of the C·B·N



VERNON LISLE
CECIL SCOTT
ROD GAINFORD
and
"REGGIE" QUARTLY

with
TUT COLTMAN'S MELODY BOYS

The sensational successes of this 2UW
STAFF-TEAM of Light Entertainers are
on the lips of every listener.

Programme them in your next Merchan-
dising presentation!

SNAPPY! SCINTILLATING SHOWS
AWAIT SPONSORSHIP.

RING M 6686 SYDNEY
MU 2819 MELBOURNE



"WIRELESS LICENCES" IN WESTERN AUSTRALIA

(By "Perth")

In your editorial in issue of August 29, re "wireless licences," you say: "... this shows there is something wrong in the State of Western Australia, etc. . . . Considering the disabilities of the radio trade and the commercial stations, these two sections of the community are doing a pretty good job. There may be a decrease in licences compared with other States, but when licences have just about reached saturation point it is natural that there should be a slowing up. For instance, licence figures at the end of June show that 100 per cent of the dwellings in the metropolitan area of Perth have radios! A similar figure is given for the Katanning 25 mile radius. In order to compare this with—say, Melbourne, go back to the figures you published on June 6 for March 31:

Melbourne: Met., 87%; 25, miles, 85%; 50 miles, 83%.
Perth: Met. 99%; 25 miles, 94%; 50 miles, 93%.

Then again the percentage of the whole State of Victoria is 75, and for Western Australia 76, which is second only to that of South Australia.

Maybe there is room for improvement in the country districts of W.A. (only 56% at March 31)—but consider the difficulties. Generally speaking most well-known makes of receivers are higher in price than in the Eastern States. Selling costs are much greater as a result of the long distances between towns in this State of 975,000 square miles. Anywhere in Victoria there would be scores of stations within 500 miles; in W.A. country districts there are two nationals and five commercials, with the nearest interstate stations 1,500 miles away! Between breakfast and children's sessions the average number of transmission hours of each of the country commercials is three daily. Such disabilities do not help the sale of receivers—especially when the crops are only 3 to 6 inches high in most wheat areas.

2PK HOLDS THIRD BIRTHDAY BALL

The third birthday ball of Station 2PK Parkes, N.S.W., is to be held at the Parkes Picture Palace on Tuesday, October 1, 1940. Dancing commences 9 p.m.

The directors and management of the station are organising this function, and believe it will be a great success, as 2PK has a big following in this western district of N.S.W.

BOMB RELIEF FUND.

The Shepparton unit (3SR) of "The Argus" Broadcasting Services, has opened an appeal for donations to the Melbourne Lord Mayor's Bomb Relief Appeal Fund. In four days an amount exceeding £800 was received, and donations from 3SR's listeners continue to roll in.

Commercial interests cannot be expected to put up stations in great numbers all over the rather thinly populated areas. Transmission equipment at least is more costly by the time it is freighted to W.A. Income from national advertisers is much less—many campaigns leave out this State, and not a single big show can be relayed from the east, as the only broadcasting channel is monopolised by the Commission. Copyright and other difficulties often make it impracticable to record these shows.

In Perth itself—where there is such a high percentage of homes with radios, another disability is reported. Some advertisers are cutting down or out their radio appropriation because "there are so many stations 'dividing' the audience." This would refer more to the local advertisers, most of whose appropriations are too small to sponsor even one big feature, and who therefore are inclined to spread announcements very thinly over all Perth commercials. The authorities are permitting another commercial to be erected in the metropolitan area, making 5 plus two nationals—the same number as Melbourne—when the night station 3AK is left out. Yet there is only a population of 240,000 within 25 miles of Perth, compared with 1,121,000 for that of Melbourne. Only a few years ago the then P.M.G. told an important applicant for a transmitting licence, "that there would be no more stations erected within 30 miles of Perth." Since then 6PM, 6WN, have been licenced, and shortly there will be 6LP. This state of affairs does not help the owners of the country stations to expand their service to out-back listeners. All country commercials are controlled by the commercials at present "dividing" the city audience.

Do you think now that "something needs investigation in the West, and that here's a job for the Radio Traders' Association to get their teeth into?"

WEEKLY WAR COMMENTARY

The Department of Information, recently advised the Federation of Commercial Broadcasting Stations that it was willing to make available to commercial stations the weekly commentary entitled "This Week of War," currently broadcast by the A.B.C. Network Sundays at 6.15 p.m. The D. of I. offers to pay the cost of landlines to any stations desirous of taking the session on relay.

CENSORSHIP AUTHORITY APPOINTED.

In the "Commonwealth Gazette" of September 16, the Prime Minister, in his position of Minister of State for Information, appointed on September 13 Gordon Allan Melville to be the Broadcasting Censorship Authority for the purposes under the National Security Regulations.

RADIO ART UNION NETTS £561

At a recent meeting of the board of management of the R.I.F. Club of Sydney, the president (Mr. A. R. Allen) announced that the nett proceeds, to date of the Radio Art Union amounted to £561/8/4.

The board unanimously passed a vote of thanks and congratulations to the committee of the Radio Art Union (consisting of Messrs. A. R. Allen, Er. Dare, A. P. Hosking, Andrew F. Brown, Oswald F. Mingay and S. Dwyer) for the services rendered them in bringing this art union to successful conclusion.

A vote of thanks was also passed to the hon. auditor of the art union, Mr. E. S. Kelynack, of Kelynack and Higman, chartered accountants, for voluntary services rendered by him to the art union.

Radio Art Union Ball

The board of management also received a statement of income and expenditure for the Radio Art Union Ball as at September 3. Congratulations were the order of the day for the president, the chairman and members of the ball committee for the excellent result achieved.

Mr. S. G. Dwyer, hon. secretary, and Miss E. C. Sharman, asst. secretary, were voted a small honorarium in appreciation of the excellent work carried out.

Provident Fund Assistance

The board approved of the granting of £10 to a case of hardship experienced by a member of the broadcast industry.

The board also requested the president to send a suitable letter to the Oatlands Golf Club committee for their generous offer in making their golf course and country club available, free of charge, for the golf day on September 24.

HILTON HOSIERY TO USE MUSICAL QUIZ

Hilton Hosiery Co. Pty. Ltd. will sponsor a new musical quiz competition with the title "Hilton Hidden Headlines" over 3KZ, 2GB, 2HR and 6PR, commencing week ending September 28. Excellent spot times have been secured and the 15 minute session will be broadcast over 3KZ every Wednesday at 7.45 p.m., over 2GB and 2HR every Sunday at 7 p.m., and 6PR every Thursday at 7.45 p.m.

Commercials will stress the rapid development of Hilton "Sealed Silk" Hosiery sales. This all-Australian company has only been marketing their branded hosiery for approximately 18 months, and the results achieved to date have been remarkably good. It is expected that the radio campaign will add even greater impetus to their very successful merchandising effort. The campaign is being placed and operated by Catts-Patterson Co. (Vic.) Pty. Ltd.

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Thursday, September 26, 1940.

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

EDITORIAL BRIEFS . . .

* Elsewhere in this issue will be found some interesting particulars from Western Australia regarding the wireless licences in that State, which show at the end of June last about 100 per cent of dwellings in the metropolitan area had radio sets. This is a remarkable achievement. It is an answer to some remarks made in our editorial of August 29 when we commented on the new licences issued being only 1,220 for July last as compared to 1,347 in July, 1939. The article also dealt with the congestion due to too many stations being around the metropolitan area. It would certainly be interesting to know how all these station licences were issued to cover such a relatively thinly populated metropolis, as compared to, say, Melbourne or Sydney.

* The Federal election results are now in process of finalisation, i.e., so far as the House of Representatives is concerned. On Monday last, when this was written, it looked as if a National Government would be essential, but who will be the leader yet remains to be seen. Everybody in broadcasting was naturally interested to read Mr. Curtin's spleen against the commercial networks, and his shedding of a few tears in regard to the commercial stations only paying poor artists £3 a day for their work. Some of them are very lucky to get £3 a week, but of course we find good and bad in all professions and walks of life. Considering that a first-class fitter and turner making munitions for the protection of the country only gets about £6 or £7 a week, it is hard to see why some of the artists are entitled to any more. In any case, the main thing is that Mr. Curtin seems to have a very wrong impression and is wrongly informed as to the service given by the chains or networks to the broadcast listeners of Australia. We hope to obtain definite information from authoritative sources on this subject and publish same in our next issue so that Mr. Curtin may be really informed of the valuable service that is rendered by network broadcasting in Australia.

* The August licence figures just issued by the P.M.G.'s Department also show a substantial improvement, and are a good barometer as to the effectiveness of radio as not only a means of entertainment, but as a real means of

news propagation, particularly in country areas. These figures show that new issues for August of this year were 21,565 as compared to 18,640 for August of last year. The nett increase this August was 2,699, whilst in August of last year there was actually a decrease of 552, but, of course, we must remember that August of last year was during the very severe pre-war tension period when a lot of people failed to renew their licences because of the prospect of war.

* Cancellations over the Commonwealth for August were also less in number than for August, 1939.

New issues in N.S.W. were up from 6,446 in August last year to 7,626 this August, and a nett increase of 1,470 was the result, as compared with a decrease of 2,946 last year. New issues in Victoria were 7,977 as compared to 6,566 last year, and the nett increase in that State was only 323 as compared to 747 August, 1939.

New issues in Queensland were also up, from 2,302 to 2,554. Cancellations were on the increase, and the nett increase was 715 this August as compared to 833 last year.

South Australia seems to have got very close to what one might call saturation point, and this August there was a decrease for the month of 303, as compared to an increase last year of 105. The new issues for this August were 1,573 as compared to 1,594 last August.

Western Australia had new issues of 1,183 this August as compared to 1,151, with cancellations down to 660 from 765 and the nett increase up to 523 from 386.

Tasmania showed a slight increase in new issues at 652 from 581, cancellations were increased up to 690 from 258, whilst there was a nett decrease of 38 as compared to an increase last year of 323.

The overall progress is very satisfactory, and the fact that 21,565 new issues were taken out over the Commonwealth, irrespective of whether some already had a set and not a licence, indicates that the broadcast programs are still a very potent factor in the daily life of the Australian home.

* The insistence of Mr. Ellis Price in his attacks against the Australian Broadcasting Commission and his "ten-point plan" or rather ten questions he put up the other day, will certainly make the new Postmaster-General scratch his head; particularly No. 9—"Will the Commission tell the public exactly how much money has been lost to date on the 'A.B.C. Journal'?"

It is very hard to reconcile the policy of the Federal Government in rationing paper when they allow losing propositions like the "A.B.C. Weekly" to continue, particularly when the losses come out of the listeners' money. If the Government want more money to conduct their war effort, why don't they close down on these losing and unnecessary propositions. The press of Australia gave thousands and thousands of inches of free publicity to the A.B.C. programs before the "A.B.C. Weekly" was published. It certainly appears necessary that Mr. Price's demand for enquiry into the activities of the A.B.C. be heeded, because the A.B.C. is spending the public's money and not its own.

* We also have the interesting spectacle of Mr. Thorby, Postmaster-General, and Mr. Cleary, chairman of the A.B.C., crossing swords with each other in the daily press. The P.M.G. took away £120,000 of the Commission's income, and naturally Mr. Cleary objected. Inconsistency seems to have been evident in many phases of the late Government's policy.

* The other day the editorial staff of COMMERCIAL BROADCASTING was discussing the question of how many people attend various studios throughout the Commonwealth during the week's broadcasts, and also how many people take part in audience participation shows. We had decided to make an investigation of this matter because in many cases it was thought hundreds of thousands of people were giving personal attention to broadcast programs, much as happened in America last year when the motion picture industry began to make a noise about the number of people who were not going to theatres but were spending more time in listening to the radio. We sympathise with our picture friends, but we are all concerned, obviously, with the growing public interest in broadcasts, and so it was a pleasant surprise to receive in the

(Continued on page 4.)

Editorial Briefs

(Continued from page 3.)

next morning's mail from 3KZ Melbourne, details of this very subject which we had been discussing.

The 3KZ people tell us—and you will read it in this issue—that over 110,000 people attended their studios to see or take part in their various shows, and that 239,000 applications for admittance cards had been received by the station. They claim a grand total of 411,000 people who have taken active part in 3KZ's program for the year. They also point out that over 410,000 pieces of mail were received, including 239,000 requests for studio invitations, and 171,000 entries for various station contests. Broadcasting is certainly big business at 3KZ.

★ It is indeed unfortunate that a Melbourne station last week accepted and broadcasted a political transcription allegedly sanctioned by the Secretary of the U.A.P. The actual broadcast simulated a German voice gloating over the prospects of the Government defeat at the Federal Election last Saturday. The recording went on to show that with the present Government in power Australia is a strong link in the British Empire's defence, but with the Labor Party in power, divided in three sections, half-hearted interest in the war would disrupt the unity of the Empire and its war effort. If Britain were to fall, Australia would automatically fall to the German Empire. An English voice concluded:—"Australians must vote for the Government candidates and win the war." This was followed by a provocative German ejaculation, "Heil!" Somebody certainly slipped, and this sort of thing is no good for commercial broadcasting.

★ The broadcasting fraternity throughout Australia is naturally interested in quite a number of candidates. E. V. Roberts, Managing Director of 2WG Wagga, stood as an Independent for Hume, and up to last Tuesday had only scored 3,794 as against the leading U.C.P. candidate Collins, 19,131. Bad luck, 2WG. In the Barton Electorate, where the celebrated Dr. Evatt scored a tremendous win over the U.A.P. candidate, Albert Lane, almost the booby prize went to Bob Mackie, who stood as an Independent. He will be remembered on Sydney broadcasting stations some years ago. Our late Postmaster-General, Vic. Thorby, seems to be having a spot of difficulty at Calare, where the Labor candidate seems to have a good chance. If Thorby loses, we wonder who will become the new P.M.G. Bill McCall, U.A.P. candidate for Martin, may just about get home against the Labor man. Bill is one of the few Federal politicians who has fought for commercial radio in the Federal House, and it is a great pity the commercial stations don't recognise his talents and his fight in their cause. Another ex-P.M.G., Eric Harrison, got home well and truly at Wentworth.

Quite a number thought the "stunt merchant," Norman Cowper, might win, but Eric seems to be in the money. Still another ex-P.M.G., Archie Cameron, got home easily in the Barker Electorate. Ex-radio commentator J. K. Morley tried his luck at Wentworth, but ran a bad fourth. As a commentator with an attractive voice, he just isn't. That well-known air personality, "The Watchman," otherwise E. A. Mann, Independent, contested Flinders, but it doesn't look as if he will get any better than third place. Many listeners hope he will continue as "The Watchman" rather than as a politician. The general result of the elections seems to indicate that the people prefer the Labor Party and that the Menzies Government policy does not meet with the most popular view. It is hoped they will learn a lesson and show, by results, that they are interested in fighting this war quick and lively, rather than pottering around like a lot of old Chamberlains.

★ Australians, and particularly the A.I.F., have always demanded "action," and plenty of it. Telling us how much money has been spent, or is proposed to be spent, means nothing. Munitions, guns, transport, equipment and trained men are the only things that will win a war, provided the Government gives the army a fair go. You can't fight the Germans with money, but you can with all the other things we have mentioned. If you don't believe us, get into the army yourself and try to shoot the enemy with pound notes. Action! Action! Action! With positive results is necessary, "Q.A.B.L." That was the motto of my old A.I.F. Unit, and still applies today. Get things done "quick and lively."

O. F. MINGAY,
146 Foveaux Street, Sydney.

CORRECTION

In our issue of August 29, page 14, we mentioned that the enterprising Whitford Network of the west published figures setting out their sponsored time on three stations in minutes, and we said it was difficult to assume anything but that the Whitford Network took their cue from our previous suggestion that we would publish similar information for all the commercial stations of the Commonwealth.

From Perth comes a letter from Frank Whitford, the live-wire managing director of the Whitford Network, who tells us that we are "all wrong," and that he got his idea from an opposition circular which, he said, claimed a vast quantity of sponsored time, in consequence of which his organisation set about to give accurate and specified times and names of sponsors. He also asked us to tell him if any other station in Australia puts out an audited coverage map of paid birthday calls or war maps, as he would hate to be accused of copying any other organisation. "Atta," Frank!

2CH Daytime Feature Scores

2,937 Listeners Demand Continuance of "Betty and Bob"

For some time past 2CH Sydney has been broadcasting in its morning serial the popular serial "Betty and Bob." Last week the management of 2CH decided to test the listeners' appreciation of the serial and so they took it off the program for two days. The first day on Thursday last, they made an announcement at that time that if the listeners wanted the feature continued would they write in to the station?

This certainly tested the popularity and the quick response of the 2CH audience, because in the Thursday afternoon's mail almost 100 letters were received, on Friday morning over a thousand, and Friday afternoon another thousand. Some letters contained petitions, one having as many as 95 names demanding the return of this popular day-time serial on a popular station.

The nett result of two announcements made was that 2,937 radio home-writers in immediately asking for the feature to be continued.

An analysis of the districts from where these 2,937 emanated is interesting:—

Northern Suburbs	401
Southern Suburbs	664
Eastern Suburbs	397
Western Suburbs	982
Country	493

It is obvious that "Betty and Bob" will continue on 2CH, particularly when about 3,000 people write in with their hours, and in addition hundreds of people rang the station, blocking the telephone lines for hours. It is conservatively estimated that any station lucky if it gets 5 per cent of the audience to actually write in expressing appreciation or even indignation. Even in mail order circles in America the 5 per cent. return is considered very good.

This interesting test of the daytime popularity of 2CH recalls to mind that when this particular feature was on the air in Adelaide, housewives hung notices on the back door for bakers, butchers and grocers to read: "Listening to 'Betty and Bob'—don't disturb." Baker carts in the streets unable to move until "Betty and Bob" were off the air each day, and probably the same thing happens in the Sydney metropolitan area when one considers the immediate response, all of which shows that not only has 2CH got a winner in "Betty and Bob," but that the station itself has a following which too many business men fail to appreciate.

This popularity of good daytime features is something that the average advertising man fails to realise, largely because he, himself, never listens to them, and maybe he hasn't direct proof that the public listen to them.

THIS IS THE EVENING PROGRAM FOR WEEK COMMENCING 30th OCT. 1940, FOR

3UZ

THE NEW

MELBOURNE

The Most Progressive Radio Station in Victoria

TIME—P.M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
6.00 to 6.15	HOLLYWOOD MOVIE—GO ROUND (Variety Program)	AVAILABLE		AVAILABLE	
6.15 to 6.30		"SPEED GIBSON" (SECRET SERVICE THRILLER)			
6.30 to 6.45		RESERVATION FOR B.B.C. NEWS		RESERVATION FOR B.B.C. NEWS	
6.45 to 7.00	"SCRAPBOOK OF EMPIRE" (Drama)	"HIGH WIDE AND HANDSOME" with Johnnie McMahon (Variety Program)			
7.00 to 7.15	"THE AUSTRAL-ASIAN" (Musical)	AVAILABLE		AVAILABLE	
7.15 to 7.30		"MAMA BLOOM'S BROOD" (Comedy)		"THE SINGING SALESMEN" (Musical)	
7.30 to 7.45	"SILAS MARNER" (Drama)	"TAKE IT OR LEAVE IT" JACKPOTS (Audience Participation)	SONG PUZZLE JACKPOTS (Audience Participation)	"TOPIQUIZ" (Audience Participation)	AVAILABLE
7.45 to 8.00	NAME THE SINGER (Musical)	"THE HUNCHBACK OF BEN ALI" (Drama)	"YOUR OWN FAVOURITES" (Musical)	"THE HUNCHBACK OF BEN ALI" (Drama)	"MAKE A BID" JACKPOTS (Audience Participation)
8.00 to 8.15		"MRS. 'OLMES AND MRS. HENTHWISTLE" (Comedy)	"THE BATTLE OF THE SEXES" (Audience Participation)	"REFLECTIONS IN A WINEGLASS" (Musical)	"MRS. 'OLMES AND MRS. HENTHWISTLE" (Comedy)
8.15 to 8.30	AVAILABLE	"HAPPY DAYS" (Live Artist Variety)	"PAGEANT OF MELODY" (Musical)	"SOUTHERN SCENES" (Musical)	"PAGEANT OF MELODY" (Musical)
8.30 to 8.45	"SINGING STRINGS" (Musical)				
8.45 to 9.00	"THE ENEMY WITHIN" (2nd Series) (Drama)	AVAILABLE		"THE ENEMY WITHIN" (2nd Series) (Drama)	
9.00 to 9.15		RESERVATION FOR B.B.C. NEWS		RESERVATION FOR B.B.C. NEWS	
9.15 to 9.30	"AUSTRALIA SPEAKS" (Federation Program)	"GAGBUSTERS" (Comedy) (Audience Participation)	"INSPECTOR SCOTT OF SCOTLAND YARD" (4th Series) (Drama)		
9.30 to 9.45		AVAILABLE		AVAILABLE	
9.45 to 10.00	AVAILABLE			"PIERRE IN PERSON" (Audience Participation) (On relay)	
10.00 to 10.10		RESERVED FOR DIRECT ANNOUNCEMENTS			
10.10 to 10.20					
10.20 to 10.30		"ARGUS NEWS" (Relayed from the Editor's Desk on relay to 3SR, 3UL, 3YB)			

STATION 3UZ
45-47 Bourke Street
Melbourne Vic.

A. N. KEMSLEY
General Manager
S. E. BAUME
Sales Manager

N.S.W. REPRESENTATIVE
A. D. BOURKE
Barrack Street, Sydney

Velmol Gold Cup

Radio Played Big Part in Unique Campaign

Radio, films, press and public participation were all co-ordinated by Clinton-Williams in their Velmol hair setting lotion drive at the close of last month. Stations 2UW, 2CH, 2GB, 2SM and 2UE in Sydney, as well as 29 country stations all participated in the campaign, which was one of the most interesting—a climax to the steady flow of Velmol announcements which many stations throughout New South Wales and other States have been carrying for some time.

Campaign was based on the Velmol 1940 Gold Cup Hair Style Championship in which judging was divided into two divisions—preliminary held on August 12 and the final on the night of August 28 last.

When entries closed, 116 hair styles had been entered, represented by 252 separate photographs. From these the judges were to select ten only, as finalists.

On August 12, the judges, Miss Diana Parnham, of the Minerva Theatre; Mrs. Bergere, of the Australian "Women's Weekly"; Miss Cavanagh, of 2UW; Mr. John Evans, appointed by the Master Ladies' Hairdressers' Association; and Mr. Roy Jenkyns, representing Hartford Advertising Agency, and Clinton-Williams, were entertained at dinner and then set the task of selection at the agency offices.

Preliminary judging was completed by 11 p.m., and by midnight the finalist photographs had been prepared for publication in the August issue of the "Beauty Salon." Finalists were notified of their success the following day.

Arrangements for the final judging night were proceeding steadily, and day by day, bookings for the State ballroom were rapidly increasing. By Friday, August 23, close on 800 hairdressers and their friends had announced their intention of being present, and as the capacity of the State ballroom is 500, it became obvious that greater space would be needed. Arrangements were made to hire the Grace Auditorium.

Trade displays and broadcasting arrangements were finalised on Tuesday, August 27.

GRAND FASHION SHOW AND JUDGING NIGHT.

On Wednesday night, August 28, the crowd began to arrive at 6.30 p.m.—an hour earlier than the invited time. By 7 p.m. the auditorium was more than half full. At 8 p.m. doors were closed against the crowd—at which time 1,300 were estimated to be in the auditorium, and a fair number had to be refused admission.

Briefly, the program consisted of an exhibition of trade displays, introduction of the finalists to the audience, the finalists completing the dressing of the heads in the miniature salons, mannequin parade by Curzons Ltd., final "live model" judging, and presentation of awards.

The large audience was keen and enthusiastic throughout the evening. Effective speeches were made by Mr. Bond, the president of the Master Ladies' Hairdressers' Association, and Mr. Evan Jones, secretary of the Association.

The attendance was far greater than was anticipated, and judging from comments from officials, trade representatives, and audience, the evening was a great success. A most businesslike and "public gathering" atmosphere was heightened by the very

distinguished dressing and lighting of the auditorium—by the masses of flood lights and spotlights, and equipment of news gazette and press photographers—and the working of background music throughout the evening.

The show was broadcast through 2UW Sydney at 9.5 to 9.10 p.m., and 9.45 to 10 p.m., with special results given at 10.15 p.m. With the exception of the actual results these broadcasts were recorded at 2UW on the Wednesday morning.

Details of the championship were broadcast through 29 country radio stations as advance publicity, in addition to paragraphs arranged in weekly and daily press, and a page of pictures in one Sunday paper of August 11. Subsequent news publicity was gained in the Sydney daily press on Thursday, August 29.

DISPLAY AT STORE.

The winning styles and cups, and the whole 116 styles entered are displayed on the third floor of Curzons. This makes a most attractive display, complete with specially prepared display stands featuring the Velmol hair style championship. Notices of the Velmol exhibition have been placed in Curzon's ground floor window and counters. Curzon's also inserted a paragraph in their Thursday night's advertisement in the "Sun."

Radio stations 2UW, 2CH, 2UE, 2SM, 2GB are "plugging" in women's sessions the "Exhibition of Hair Styles entered in the Velmol 1940 Hair Style Championship."

SCREEN PUBLICITY.

A very interesting and high-class gazette item—200 ft. of film—is to be included in news reel circuits. This film has been reviewed, and promises to be equal in quality and interest to any Australian or overseas production.

EFFICIENCY AND MODERN DESIGN IN NEW 2CH STUDIO EQUIPMENT



Striking view of a special transcription table which has been installed in No. 2 studio in the new 2CH broadcasting block on the 11th and 12th floors of the A.W.A. Building, York Street, Sydney. Table includes four of the latest type R.C.A. pick-ups, control panel, etc. (See pictures page 17)

NETWORK FACILITIES SIMPLIFIED ELECTION BROADCAST

A four-State line up was the basis of Macquarie Network election service which included not only an interstate exchange of figures by telephone, but also direct interstate broadcasts and commentaries on the progressive results.

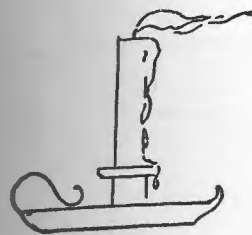
Stations linked were Macquarie units in New South Wales, Victoria, South Australia and Queensland. Expected political commentators were on the spot in both Melbourne and Sydney, and the program was so arranged as to present not only a complete recital of detail figures, but also analytical commentaries in explanation of the progressive figures.

Something novel was introduced into the 2GB transmission, by the inclusion of Arundel Nixon, King of the Cadaver, who, added an entertaining element of comedy to brighten up the straight recital of figures.

The interstate exchange of figures was made possible by a continuous telephone circuit, linking Sydney, Melbourne and Adelaide, thus giving an instantaneous and simultaneous release of all new figures posted in each of the three tally rooms covering all States.

The Saturday night service was on the air from 8.30 p.m. until approximately 1.45 a.m.

The service was continued on Sunday night from 10.15 to 11 p.m. in the survey of the position throughout the Commonwealth.



as a candle to the moon

So does the fabulous magic of the 'Arabian Nights' pale to significance before the wonders of today.

In homes in every street, in every corner of our land, little magic boxes play with melody, mirth and melancholy upon the pulse of a multitude.

No fable told in the tents, no magic carpet this, but the dramatic achievement of our time. The part played by our age in the destiny of man.

In 1940 the successful merchant uses this magic to sell his goods, choosing the chain of stations which best keeps alive the traditions of the magic carpet, alternating its programs with the rare spice of entertainment which has made the C.B.N. circuit AUSTRALIA'S MOST POPULAR STATIONS.

*"The past is dead,
the future not ours,
we have but the present."*

C.B.N. Sales:

Sydney: 49 Market St.

Melbourne: P. Sullivan, 18 Queen St.

Brisbane: 4BC, Queen St.



COMMONWEALTH BROADCASTING NETWORK

"Fills the Bowl of the Night"



WITH MALICE TOWARDS NONE

By Valerie Chick

Last week I was privileged to read a letter written to Mr. Edmond Samuels, Sydney's well known chemist, by the head of the Fox Film Corporation in America. "This is no idle guess," the letter ran, "take it from me, regardless of whether Roosevelt wins or loses the third Presidency, America will be in the war next spring." Meaning, springtime in America which commences 'round about March. Coming from a man who undoubtedly has his fingers on the pulse of American affairs, this news strikes an optimistic note in an otherwise depressing period.

Thank goodness we can all breathe freely again. The election battle is over. Radio stations, in particular heave a special sigh of relief, for never, in the history of Australian politics, has broadcasting played such a tremendously important part. On Saturday, after the polls had closed, candidates, members of their committees, and friends and helpers in all electorates, gathered together in various halls to hear the results by radio. A sacred hush fell as the counts were given. Figures spelt defeat or victory. It was an evening of high tension and of much excitement, especially in the committee rooms of the Hon. E. J. Harrison (late Postmaster-General), the endorsed U.A.P. candidate for Wentworth. Mr. Harrison rode to victory in spite of tremendous opposition, and it was only natural that his supporters, when they heard of his success as it came through the radio, cried out "Hooray! Three cheers for good old Eric." So jubilant was one man that he shouted "Yes, and three hearty cheers for 2UW—it brought us the good news—didn't it?" Everybody cheered enthusiastically. Yes, it was 2UW that first acquainted Mr. Harrison with his victory.

That, of course, was due to the fact that the man in charge of the set happened to be a 2UW fan. However, Mr. Harrison isn't likely to forget that call-sign for a long time just the same. Among the business men assisting Mr. Harrison were Messrs. I. Buckingham (Buckingham), F. Netheim, A. Hunter (Nicholsons), and Asher Joel.

When Vern. Sellars, popular baritone, was at 2UW, he was known at one period as the "Singing Salesman." Vern's yen for salesmanship has resulted in his selling direct these days. If you walk up Hunter Street—a few doors from Castlereagh Street (that sounds like a Millard's ad., only the streets are a bit mixed), you'll see Mr. Sellars in his role of fruitologist. The shop was previously occupied by an Italian, who's probably still cursing Mussolini for poking his nose into other people's business!

Sumner Locke Elliott (of George Edwards productions) made a flying trip to Melbourne last week to be present at the first performance of his play, "Interval," in that city. The play ran for one week, and was a big success. Though only 21, Sumner is extraordinarily gifted where writing, acting and producing are concerned. He is often referred to in Sydney theatrical circles as the "second Noel Coward."

Every day, as we women pick up our newspaper and look at the social pages, we see pictures of glamorous lovelies "addressing invitations" for some war charity function, or "Miss XYZ—at Lady Richworthy's 'do' in aid of war funds." Yes, we look at these photos and we say to ourselves—"Very nice indeed, but—what about the hundreds of working girls, girls who spend all day at an office, help at home, and do their own laundering at week ends. What about the wonderful work they're doing in connection with Australia's war effort? No clamouring for photos in the press, no seeking of praise for their efforts—just a conscientious desire to do their bit as unobtrusively as possible. These are the girls for whom organisation of war functions and other similar activities mean a real sacrifice.

In advertising and broadcasting there are many such girls. At Goldberg's, for instance, we have Pat Smith and Jean Potter, two ardent workers for all kinds of war charities. Their "Beer and Curry" party, which was held recently at the Chelsea Club (State Building), was a great success. It resulted in over £8 profit, which will be used to buy wool for the feminine staff of Goldberg's to knit into comforts for soldiers. Though Pat and Jean were the originators of the idea for this party, it wasn't long before they had the entire staff as enthusiastic helpers. It was a grand evening. 2CH generously donated their jazz band, and representatives from most agencies, broadcasting and recording companies, as well as advertisers, attended. 2GB came in the form of one Reg. Lane, Mr. and Mrs. Ashton, and Stan Clarke, Messrs. Sproule, Bert Button and Miss Joan Read from 2CH, Mr. and Mrs. Frank Darcy Fitzgerald (V.O.A.), F. B. Haines and Mr. Alan Ridley from 2GZ, Jack Arnold (Tatham's), J. Edwards and C. Fitzpatrick ("Man"), J. Lee (Atlantic Union Oil), Ben Palmer (2KA), and a score of other well known folk were present.

Have just finished reading an interesting book on advertising by Mark O'Dea. He says: "It Pays to Advertise"—one of the most slanderous fallacies we face is this hackneyed, unctuous slogan. It isn't true. It does more harm than

good. "It pays to advertise" sanctifies the superficial, it indicates to the knowing a magic which advertising does not care to claim. It promises that any or all advertising is profitable—reference as dangerous as it is prevalent among the laity. "It pays to advertise"—once the title of a long run farce—could be taken more seriously if the word "properly" were added. Mere advertising or mere bulk of advertising can rarely be promised as profitable. Proper usage involves copy, of course. "It pays to advertise" would be still stronger if the word "continuously" were added. Even fine advertising executed in a spasmodic or disorganised manner is a weakness. Every great successful advertiser of to-day has profited from cumulative effects. Continuity is the greatest creator and sustainer of momentum. Advertising is no game for the quitter. Advertising does not jerk—it pulls. If stuck to, it will exert an irresistible force."

Last Minute Pick-ups—Melbourne minus its glamour boys this week. Dashing G. J. Montgomery Jacks (Paton's), John Taylor (3AW), and David Armstrong are over Sydney. And does Sydney know it? Brisbane's loss is 2UE's gain—new announcer, Sid Everett, is sure to prove enormously popular. His morning and afternoon sessions, into which a thread of philosophy is run, are delightful. There seems to be a tendency on the part of sponsors to disregard sessions containing philosophy. Yet, such sessions if conducted well, can reach tremendous heights of popularity, mainly because every one of us, at some time or other needs hope and the strength of thought from great minds to keep us going. Women particularly react to philosophy sessions. Mr. Everett is sincere about his work, and this is very marked in his announcing. Captain F. Lawrie (2KQ) won six medals in the last war. He has three sons in the B.E.F., and his fourth is an army doctor. Of all things, the "Cap." has again enlisted—and now he's a corporal! Promotion is sure to be rapid for this able and much experienced soldier.

NEVILLE MILLER RE-ELECTED

Mr. Neville Miller, who has just completed his first year as paid president of the National Association of Broadcasters in America, was unanimously re-elected president for another one year term at the annual N.A.B. Convention last month. As his original contract was not due to expire until next year, the extension makes the new contract a two-years one. A substantial increase in his salary was also voted.

Dominantly

2GB

*The Nation's
Station*

RECORDINGS BANNED Broadcasters Must Watch all Listener Interests

Continual vigilance on the part of the Australian Federation of Commercial Broadcasting Stations results, from time to time, in the banning of certain recordings from use by commercial broadcasters. Three outstanding numbers have recently come under this ban.

Though numbers of broadcasting executives sometimes feel that such restrictions are unwarranted there is no doubt that "the air" should be kept as free from "blue" material as is compatible with good and sufficient entertainment. There is so much good wholesome music and other entertainment available for broadcast that it seems hardly necessary to risk offending the susceptibilities of even the smallest section of listeners. It is with this ideal before it that the A.F.C.B.S. from time to time advises its member stations when to desist from using a certain recording, or advising a ban on a new recording before it is broadcast if it is deemed unsuitable for broadcast purposes.

The three latest additions to the broadcast self-imposed banned list by the Federation are the highly popular numbers, "She Had to Go and Lose It at the Astor" and "The Man Who Comes Around," which have been broadcast by many stations (though not all stations) for months past, and the satire on commercial broadcasting "Here's Hooey," which was recently released, but never made the broadcast pick-up.

It is understood that "Max Miller in the Theatre" (Parts 1 to 6), which was scheduled for release September 17, is another recording which will not reach listeners through broadcast receivers.

It is quite apparent that many radio listeners object to any form of banning of popular numbers. However, if such numbers had never been broadcast it is not likely that the same listeners would hold it as a grudge against broadcasting stations. The safe course, therefore, is to give listeners no cause at all for complaint.

"The Man Who Comes Around" and

B.B.C. NEWS CHANGES

Major program alterations and general re-arrangements will have to be undertaken by all commercial stations following the announcement of projected alterations in B.B.C. news transmissions which the Federation advised would be effective as from Sunday next, September 29. Other alterations in B.B.C. news transmissions are scheduled to commence Sunday, October 6.

From Sunday next, September 29, the 9.30 E.S.T. transmission will commence at 9 p.m., and will comprise 15 minutes news and 15 minutes talk.

Commencing Sunday October 6 the present short 6 p.m. (E.S.T.) session will be replaced by a 30 minutes' session from 6.30 p.m. to 7 p.m. Though at this writing no other details are available, it is thought that this session also will comprise 15 minutes news and 15 minutes talk.

One big program which will be affected is the all-commercial station Sunday night half-hour relay, "Australia Speaks," which hitherto has been broadcast 9-9.30 p.m.

The Sydney branch of the Federation has suggested that to meet this change, the B.B.C. news be taken from 9 to 9.15 p.m., followed immediately by the "Australia Speaks" session instead of vice versa, and that all stations be linked up by land line for the 9 p.m. B.B.C. news as they would be for the "Australia Speaks" session.

"She Had to Go and Lose it at the Astor" were judged the two most popular recordings by Victorian wholesalers about the first week of September. Because of that fact they were nominated for 3DB Melbourne's "Hit Parade" program on September 8, but the station had to announce that they were "not fit for general exhibition." Following the announcement the station is reported to have received over 100 telephone calls objecting to the ban, while only two phone calls registered approval and congratulations.

COMMERCIAL STATIONS FURNISHING HUTS AT BATHURST CAMP

Another magnificent gesture by N.S.W. commercial broadcasting stations was revealed last week when it was learned that of the ten 60 x 40 feet recreation huts which have been built for the soldiers at the Bathurst training camp at least seven will be completely equipped by five of the Sydney stations and two country stations. The sixth Sydney station, 2SM, already maintains the CUSA Hut in the Sydney Domain.

Stations 2UW, 2GB, 2CH, 2UE and 2KY, 2KA and 2GZ have each undertaken to completely furnish one hut. The equipment to be provided includes a piano, full size billiard table, ping pong table, radio receiver with amplifier extensions, carpets, reading table shelves and writing bureaux, chairs, and easy chairs.

In each of these huts it is probable that a small plate will be erected intimating that the hut has been outfitted by contributions received from listeners of such-and-such station.

JIM LEIPER WAR BOND FUND

The late Jim Leiper, who was 2TM Sydney representative at the time of his recent sudden death, was one of the most popular sales representatives in the city, and as a tangible token of the high esteem in which he was held, the suggestion was put forward by some of his friends that this esteem could best be conveyed to his widow in a most appropriate form by the purchase on her behalf of a War Bond.

A fund for the War Bond was opened last week, with Mr. Fred. Laurie (2KO) and B. Palmer (2KA) acting as a committee, with Miss Kelly (2TM) hon. secretary. The directors of 2TM opened the subscription list with five guineas, while other subscriptions amounting to £8/17/6 were quickly acknowledged from Weston Co. Ltd., 2KA-KM, C. A. Monks, Commonwealth Bank, P. Clay and 2KO and others.

"ENEMY WITHIN"

That thrilling radio serial, "Enemy Within," has been broadcast by over 50 stations throughout the Commonwealth since it was produced by Legionnaire.

This story is now being printed and the book is being made available for distribution through commercial stations on a profitable basis. Publishers of COMMERCIAL BROADCASTING (Australian Radio Publications Pty. Ltd.) have obtained the Australasian publishing rights for this radio serial, and are prepared to confine distribution of the book to commercial stations until December 31 next.

It is suggested that the tens of thousands of listeners who followed this serial would be interested in having the printed story, and as a service to those listeners it would be beneficial for commercial stations to advise their listeners that they can supply this book at a price of 2/- per copy, including postage.

The publishers are prepared to accept from the stations the names and addresses of their listeners who have ordered the book, and the posting can be carried out from the publisher's office direct to the listener, thus saving the station a lot of trouble and avoiding duplication of postage, at the same time making a profit on each sale.

As paper rationing is now in force, it is preferable, particularly for those stations who have broadcast this serial, to try and place a firm order with the publishers for the quantity of books of

ILLICITLY USING TRANSMITTER

In the South Melbourne Court recently, before Mr. Meehan, P.M., Alfred John Swainger, of Farrell Street, Port Melbourne, was convicted of using a wireless transmitting set unlawfully. He was fined £3 with £1/1/- costs, and the magistrate ordered that all transmitting apparatus owned by Mr. Swainger be confiscated.

Stanley Joseph Williams, radio inspector, said that Swainger denied having operated a transmitter on a 5-metre wavelength since the war started. At Swainger's home he saw equipment which could be used for both receiving and transmitting messages. Some parts were missing. Previously he had heard records being broadcast after the call-sign ALZ, which Swainger admitted having used.

The magistrate said he accepted the prosecutor's statement that there was no suggestion of subversive activity.

CHANGE IN OWNERSHIP.

Judd-Jones Advertising Service. On 23/7/40 Eric R. Jones retired as a member of the firm, leaving Caldwell W. Judd as the registered owner of this advertising service.

which they believe they can satisfactorily dispose.

Please send your requirements to Australian Radio Publications, Box 3765, G.P.O., Sydney.

BRISBANE KIDDIES RALLY TO PARSONS BROS.' SHOW

There is no doubt about the popularity of 4BC Pals' Club and the sessions sponsored by Parsons Bros. and Co. Pty. Ltd., manufacturers of the famed Parsons Rolled Oats. Recently when a Saturday morning concert arranged for the Pal's Club at Brisbane's Theatre Royal packed the place with 1,500 children, who threatened the demolition of the age-old structure when their lusty voices almost lifted the roof with community singing conducted by the 4BC aunts and uncles. Show was scheduled to start at 9.45 a.m., and the doors were to be opened at 9.15 a.m., but the line-up of the pals forced the management to open the doors at 8.30 a.m. Assisted by Theatre Royal artists, 4BC stars provided the pals with a lively show.

The sponsor's product was to the fore throughout the sketches, and the Queensland manager for Parsons, Mr. Barney Irvine, spoke to the children from the stage.

Admission to the theatre was possible on presentation of animals printed on the packages of the sponsor's product, and a prize was presented to the pal who brought along the greatest number of these animals.

The lucky winner presented no less than 50 tangible evidences that the stunt was tremendously successful, and gained for the sponsor direct sales as a result of carefully planned advertising.

3HA
WESTERN
VICTORIA

Cover the Countryside

Advertisers everywhere have proved that the comprehensive coverage of the V.B.N. represents radio value without equal in the widespread country markets of Victoria. Add this big buying audience to your next campaign by including 3HA-3TR-3SH.

3TR
GIPPSLAND

3SH
NORTHERN
VICTORIA

Sydney:
MACQUARIE BROAD-
CASTING SERVICES,
29 BLIGH STREET,
PHONE: B 7887

Head Office:
239 COLLINS STREET,
MELBOURNE, C.1.
PHONE: MX 4731

The VICTORIAN BROADCASTING NETWORK

4TO TOWNSVILLE

The first choice of national and local advertisers to cover the wealthy Townsville, Ayr and Ingham Districts.

THE FEATURES STILL COME TO 4TO:

"Beauty in the Balance" (Berlei)	"Ports of Call" (Fostars Shoes)
"The Lone Ranger" (Page Cycles)	"Lorna Doone" (Palings)
"The Royal Adventure" (Standard Taxis)	"Personal Column" (White Cabs)
"The Channings" (White Cabs)	"Soldier of Fortune" (Roxy Theatre)
"Every Walk of Life" (Dalgetys)	"Songs of Yesteryear" (Birch Carroll)
"Tena and Tim" (Fostars Shoes)	

4TO presents the finest day and evening programme, hence 4TO has the audience you want in Townsville, Ayr and Ingham districts.

All particulars from

Amalgamated Wireless (A/sia) Ltd.

47 YORK STREET,
SYDNEY

COLONIAL MUTUAL BUILDING
289 QUEEN STREET,
BRISBANE

167 QUEEN STREET,
MELBOURNE

Remarkable Record of Vacuum Cleaner Sales Rise with Broadcast Advertising



Since commencing to use the radio medium of advertising some four months ago the management of Vacuum Appliance Co., which is a subsidiary of T. C. Bluett Pty. Ltd., of 49 Market Street, Sydney, has kept most interesting sales records which demonstrate very forcefully what a selling power radio can be when properly used. The radio sales figures analysed in conjunction with the relative press advertising figures have proved particularly enlightening.

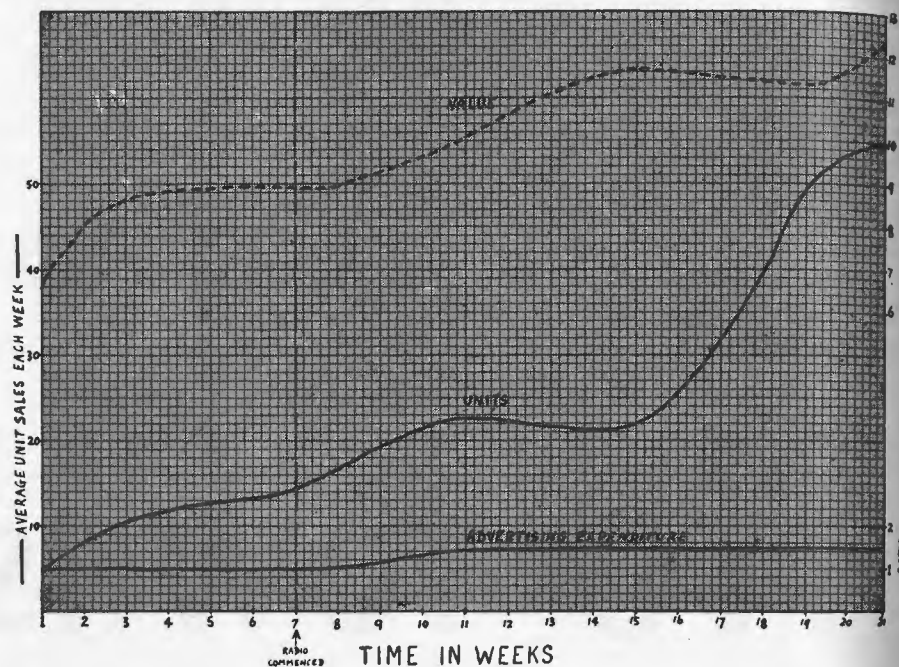
Mr. T. C. Bluett, managing director, ascribes the success of his radio advertising to several salient features of his campaign, such as (1) the selection of the right broadcast times, (2) the use of the right type of entertainment, and (3) the right type of commercial copy which plugs home to listeners the right address in a form easy for them to remember and recall.

Speaking of advertising in a general sense, Mr. Bluett said he thought that its success depended to a large degree upon its consistency. On 2UW Sydney, Vacuum Appliance Co. sponsors a quarter hour every Sunday evening from 7.15 p.m., and ten minutes every Thursday morning at 10 o'clock, while a recent additional piece of broadcast selling is in the form of scatter announcements in the 2UW breakfast session. Both the Sunday and Thursday sessions are entirely composed of Paul Robeson melodies.

"We selected Paul Robeson because of all singers we considered that he had the most general appeal to all types of listeners. Though some may be passionately fond of his singing and others only just tolerate it, few if any would deliberately switch him off. We feel that he has a definite appeal to musical highbrows and to lowbrow alike, while even the most ardent Scot must admit that Robeson's rendering of Loch Lomond is something to toast."

An analysis of Vacuum Appliance Co.'s sales records shows that since the introduction of broadcast advertising through 2UW four months ago turnover in the lines advertised have increased over 400 per cent. But radio advertising had another vital and intensely interesting effect, i.e., it doubled the actual response from the press advertising of the same lines!

Mr. Bluett explained that point. He said he was satisfied that what happened was that listeners heard the session and announcements, and this created the desire to act upon the sales suggestion of the broadcast. Within a very short time they would see the small press advertisement and the desire created by radio would be transmitted into action. Part of the firm's merchandising scheme is to place the press advertisements only on the two days corresponding with the broadcast sessions.



Above is shown a graphic picture of the effect that radio advertising has had on the reconditioned vacuum cleaner business of Vacuum Appliance Co. The curves cover a period of 21 weeks, ending last week, and for the first seven weeks of this period, press advertising only was employed. At the end of the seventh week, radio advertising equal in cost to that previously used in the press was commenced and half of the press advertising was discontinued. The effects of this 50% increase in advertising expenditure are very evident. Not only is weekly unit turnover about four times as high as it was when radio advertising was commenced, but the average value of units sold has increased from under £9 to over £12! This last trend is made particularly evident at the 13-15 weeks period (6-8 weeks of radio) where a slight recession of average unit sales was accompanied by a marked increase of average unit value, resulting in an appreciable increase of cash turnover. A striking comparison with this is provided by the curves during the "before radio" period, where, after an initial rise, the average unit value remained virtually constant for a period of five or six weeks, until the radio campaign commenced to take effect.

An even more interesting fact is revealed by an analysis of the individual purchases of the appliances before and since the radio campaign. But first it is necessary to disclose the firm's sales method, which briefly, is to offer reconditioned vacuum cleaners of a variety of makes or brands at a flat rate of £3/19/6. The prospective customer is invited to inspect these machines which while being excellent value for the money are admittedly not up to the standard of a new cleaner or perhaps a reconditioned unit valued at ten or twelve pounds. The customer having arrived at the show-

room (which incidentally is on the mezzanine floor of the State Shopping Block), it remains for the salesman or saleswoman to assure the customer that he or she is making the wisest purchase out of the price range of £3/19/6 up to as much as about £27 for the very best type of cleaner, all of which types are on display.

Before the radio campaign the press advertisements were bringing to the showrooms customers who invariably purchased the £3/19/6 line. Soon after the radio campaign started there was a notable change. The average price of

(Continued opposite page 3)

Selling Vacuum Cleaners By Radio (Cont. from opp. page)

reconditioned cleaners, sold in increasing numbers, rose steadily until it had reached about £10. This was taken as an indication of the very important aspect that radio, in addition to selling to the lower wage level customer, must definitely be roping in the higher wage level groups. In fact, the following story is evidence of that fact.

One day recently a reputedly wealthy woman who lives in the eastern suburbs came to the showroom and asked to see the vacuum cleaners advertised over the air at £3/19/6. The salesman who attended her knew her very well by name and repute. He had been trying for nearly two years to enter her home for demonstration of a leading make of cleaner, all without avail, and here she walked right into the showroom as a result of the radio ad. Every woman loves a bargain but every good salesman knows his job, and Mrs. X., of the eastern suburbs walked out of the showroom the very proud and satisfied owner of not one but TWO of the highest priced cleaners in the showroom—£27/10/-.

So successful has been Vacuum Appliance Co.'s broadcast advertising of vacuum cleaners that with the launching last week of a refrigerator sales campaign they were able to offer substantial merchandising give-aways to each of the first 100 purchasers of a refrigerator. One announcement to this effect on Sunday, September 15 last, resulted in sales of five refrigerators the following morning!

"Is it Broadcasting or is it Paul Robeson? Our experience shows us that this venture into broadcast advertising has been the greatest sales boost of our history," Mr. Bluett told COMMERCIAL BROADCASTING, "but I rather think that Paul Robeson can be put down as a very great salesman."

All commercial copy in the Paul Robeson sessions sponsored by Vacuum Appliance Co. on 2UW is prepared by the station's copy department, but has Mr. Bluett's personal supervision. "What I do always insist on," he declared, "is that the address be well driven home." For example, we never even say "Market Street," but we drive home our address "in the State Shopping Block, State Theatre Building," to fix it indelibly on listeners' minds.

Programs

"Coronets" Revival

Many of Victoria's leading free-lance radio artists will augment the 3XY Players in the presentation of "Coronets of England," which has commenced a revival from 3XY Monday nights at 9 o'clock.

With John Storr and Catharine Neill heading the cast playing the stellar roles of Henry VIII and Elizabeth, they will be supported by Norman Wister as Cardinal Wolsey, Marcia Hart as Anne Boleyn, Austin Milroy as Henry VII, Alfred Bristoe as Warham, Norman Shepherd as Cromwell, Noel Boyd as Mary Tudor, Norman Carter as Brandon, Pat Kennedy as Jane Seymour, Wilfred Spargo as Smeaton, in addition to many other well known radio players. Mayne Lynton is handling production.

Making Quiz Appeal Even Wider

Station 2KY is striking a novel note in the presentation of their "quiz jackpot," at the Assembly Hall, Sydney, on Wednesday nights by extending an invitation to listeners and patrons alike to submit general-knowledge questions for the jackpot.

A prize is offered the sender of every question used, the sender being further re-imbursed by half of the prize money allotted the question if the contestant fails to give the correct answer. The other half of the prize money goes to the jackpot.

This innovation provides followers of the jackpot with a triple chance of winning money, contestants for the "Answer-team" being drawn from the audience on Wednesday night. Each of the 10 questions carries a cash prize.

Tandaco Products Sponsor "Golden Voice"

An interesting recorded program devised by 3XY Melbourne's program department is "Golden Voice," which is now aired under sponsorship of Trading and Agency Co. (Tandaco Products) Tuesdays at 8.30 p.m.

The whole of the music is comprised

of Gladys Moncrieff successes, and the scripting is cleverly devised to make the whole presentation a typical concert feature.

"Harmony Hour" Sponsorship Divided

"Harmony Hour," 2UE's Sydney Sunday morning program, featuring good well known musical items, has long been a favourite with listeners, and since its inception has been presented under the sponsorship of Symond's Furnishing Ltd. Recently Dearborn (Aust.) Pty. Ltd. (Dearborn Mercolised Wax) arranged to sponsor the second half of the hour program.

Still More Program Features

Luna Park, Melbourne, has chosen "The New 3UZ" to handle its live-artist quarter-hour three times weekly program under the title of "Pierre in Person." This is a relayed program from the Palais de Danse, St. Kilda, 9.45 p.m. Tuesday, Wednesday and Thursdays.

Luna Park and the Palais are under the same management. These two big amusement enterprises cater for the public en masse, and their management has a history of success in the entertainment business.

"Mama Bloom's Brood," a human interest program, broadcast Monday, Tuesday and Wednesdays at 7.15, and which created interest in Sydney when run on 2UW, commenced on 3UZ September 9, sponsored by Johnston's Pty. Ltd.

On Saturday night Geoffrey James Montgomery Jackson produces and comperes a three-hour variety program entitled "Jackson's Jamboree." Johnnie McMahon, jazz band soloist and the "Singing Announcer," start a special quarter-hour presentation at 6.45 Monday to Thursday inclusive, commencing on September 30.

The latest news from "The New 3UZ" is that "The Enemy Within" (second series) commences a four time weekly playing on September 30.

"Money for Nothing"

Following on their sponsorship of the 3AW Melbourne Sunday night show, "Money for Nothing," Lifesavers have launched a new "audicipation" program from the same station.

Listed as "Movie Memories," the show is aired each Wednesday night at 8.15 and takes the form of a quiz for listeners only. Running 15 minutes it offers a test of film knowledge. Four cuts taken from the actual sound tracks of famous films are broadcast, and listeners are asked to name the actors or singers heard. Substantial cash prizes are offered.





suiting
to-day's
tastes

By

POPULAR
REQUEST

MacRobertson's
new programme

"BY POPULAR REQUEST"

featuring

The Favourite Tunes
of a Decade

TUESDAY

9-45 — 10-15 p.m

ANOTHER

2UE



FEATURE

N.A.B. PRESIDENT REVIEWS YEAR OF AMERICAN BROADCASTING

War Proves Radio's National Service

Commercial radio in America, like Australia, has suffered no serious setback in consequence of war conditions. The presidential address of President Neville Miller, of the National Association of Broadcasters, delivered before the N.A.B. annual convention in San Francisco, last month, shows very clearly the magnificent job which commercial radio stations in the United States are performing in giving the vast American public a complete entertainment, cultural and news service.

Reviewing the past year's activities, Mr. Neville Miller said it had been radio's greatest year. The trend which had hitherto existed in all phases of radio continued throughout the year, and gave promise of continuing far into the future.

"A constant growth in listening audience was evident in the public's confidence and approval," said Mr. Miller, "and broadcasters have responded by steady improvement in the scope and policy of programs.

"During the past year more than 9,000,000 radio sets were sold, increasing the total number of sets in American homes and automobiles to over 45,000,000. With less than 7 per cent of the world's population, our country has nearly a half of all broadcasting stations and receiving sets, and a greater percentage of radio-equipped homes than any other nation," declared the president.

He went on to point out that the American people want radio sets more than they want anything else in the line of electrical equipment, for more sets

were sold than electric irons, toasters, washing machines, or vacuum cleaners or any other electrical device. In various polls radio had won first place time and again in the preference of American families. The American radio industry had grown faster—in unit, in dollar volume and in public service—than has the radio industry of any other country.

"Naturally, there is a reason for this continued development and improvement, and it is not hard to find, Neville Miller continued. "Radio has a tremendous intimate effect upon American life. To-day it is impossible to conceive of our way of life without radio. Annihilating space and distance, American radio has, in a short span of two decades, commanded the largest single audience of listeners ever gathered in the history of mankind—over 100,000,000 men, women and children. To-day we receive a last-minute bulletin directly from Europe as an everyday occurrence. New cultural avenues have been opened and educational features developed. New technical frontiers have been broken through in frequency modulation and television. However, a brilliant future, surpassing all the achievements of the past, lies before us. It is our task to consolidate our advances along many fronts and to lay a firm foundation upon which the future structure of public service broadcasting and television may soon be built.

FORCE FOR GOOD.

"I am sure that broadcasters realize that radio, although mighty as a force" (Continued opposite page.)

It's like Christmas!

The "C.B. YEAR BOOK" only comes along once a year, but unlike the festive season, it comes to stay . . . and to work for you. This indispensable reference costs you only 10/- a year to maintain on your pay-roll, and there are still some copies left. Write or ring Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney. FL 3054.

American Broadcasting Reviewed (contd.)

for good, can do equal evil. The experiences abroad in the past year have all too clearly proved this fact, and have stirred us to even greater effort to keep radio in America free, free for all to speak for all views of all sides, and from breakfast to bedtime to fill the day of the American people with entertainment, education and news, reflecting a culture and aspiration impossible in any nation where democratic principles do not flourish.

"The broadcasters have borne well their part of radio's responsibility for the past year," added Mr. Miller.

DEMAND FOR FREEDOM.

He touched on a point which is also very pertinent to the Australian position in broadcasting when he said: "Without minimising the importance of our tangible assets, may I emphasise the necessity for protecting our intangible assets such as freedom of speech, public confidence, the basic value of advertising as a force in developing industry and employment and freedom from unnecessary and burdensome Government regulation. No one individual can alone protect these, but united we can—and to unite the industry, to organise the common effort, to promote a working together of competing units, to encourage a broader outlook based on research and facts, and to mobilise the best experience and opinion in the industry—this is one of the major tasks of the N.A.B.

"Persistent effort has been maintained throughout the year to perfect the united front of the radio industry. With the enthusiastic co-operation of the directors and members who served as membership chairmen in the various States and areas, it is gratifying to report a gain in membership from 427 at the time of our last convention, to 462 as of to-day. I cannot emphasise too strongly the need for continued and everlasting effort to bring into membership every radio station in the United States."

RADIO RECOGNISED.

Mr. Miller reported that for the first time in the history of either major poli-

tical party, the platform of each party this year contains a radio plank. This was not only a well-deserved recognition of the importance of radio, but indicated that the leaders of Congress were well aware of their problems and encouraged them to believe that helpful legislation may be enacted in the not too distant future, giving to American radio by law the dignity and protection that has already been given by public opinion.

PUBLIC RELATIONS.

Dealing with public relations, the president made another strong point of which Australian broadcasters might well be cognisant.

"In our community life to-day there are propagandists about and we in radio, like many other businesses, are in the line of fire," he declared. "Public opinion is the controlling factor in our Democracy, and therefore we have a legitimate interest in the public's knowing the real facts about radio in all its manifold branches. To do the job right, it must be done both nationally and locally. During the past year we have endeavoured to do it nationally and to supply stations with the tools, weapons and ammunition to do it locally. . . . There has been a marked change in the attitude of educators generally with reference to radio and radio relationship. The idea that education needed more time on the air has been abandoned because of the realisation that educational radio needs not more, but less time on the air, and more time in preparation and rehearsal. Pressure for legislation to set aside specific time for educational programs has therefore been eliminated.

"For some time, advertising has been under attack from several angles. It has been charged that advertising is wasteful and burdensome to the consumer, and that it gives an undue advantage to large companies and thereby fosters monopoly.

"These attacks are not directed against abuses in the use of advertising, (Continued page 19.)

Thousands of Homes

ARE TUNED NIGHTLY TO

4WK Warwick

The popular station of the Darling Downs

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

REPRESENTATIVES —
A.W.A. SYDNEY MELBOURNE BRISBANE

..AND A
LITTLE
CHILD SHALL
LEAD THEM..

Ever has it been so. The child exerts a powerful influence on the adult. In many homes the child controls the radio dial particularly between 5 and 6 p.m. — and what the child hears at least one of its parents hears. Whilst the programme may be designed to appeal to youngsters, there's no reason in the world why the product advertised should not be one for adult consumption — particularly for women. Time is cheaper between 5 and 6 p.m., and the audience is large. Why not sell your product to adults between 5 and 6 p.m.? Contact our Sydney representative for rates and details of our programme.

C. A. MONKS
SHELL HOUSE
CARRINGTON STREET

3KZ
MELBOURNE

GROCCERS AND CHEMISTS PREFER RADIO

Survey Shows Retailers' Choice

A very interesting survey was recently carried out by journalistic students at Kansas State College, Manhattan, under the direction of Prof. H. B. Summers.

It revealed that retail druggists and grocers in Kansas in the majority, regard radio as the most effective national advertising medium for the products they sell.

A study of dealers' national advertising preferences based on personal interviews with 110 retail merchants (40 drug store proprietors and 70 retail grocers) in eight Kansas communities, indicated that preference of druggists and grocers as to media ran generally parallel, tempered only by variation in types of products.

Of the 40 druggists interviewed, 24 (or 60%) had radio receiving sets in their stores. Of these 71.3% used them simply for entertainment, with only 16.4% making an effort consistently to keep their sets tuned to programs advertising products they sold. The remainder used their sets for both purposes.

They were asked to indicate what type of radio program they considered most effective in nationally advertising products purchased by men and women respectively. To reach men, the druggist gave most votes to programs featuring comedians and to sports broadcasts, each being mentioned by 46.3% of those interviewed. News was listed by 41%, quiz programs 35.9%, popular orchestras 25.7%.

Daytime serials were rated most effective for advertising products used by women, with mentions from 67.5% of the druggists interviewed. In second place were evening dramatic shows, 35.2%; popular orchestras, 29.7%; quiz programs, 18.8%; news broadcasts, 16.4%.

Amongst the 70 grocers interviewed, 51% had radio sets in their stores, but only 11% used them deliberately to bring in programs advertising products sold in the store. Ratings of types of programs for advertising products purchased by men and by women followed the same pattern as ratings made by the druggists. Sports programs were rated as most appealing to men with 46%, comedians 41.3%, news 39.7%, quiz programs 27%, popular orchestras 25.2%. Daytime serials led in appeal for women, with 51.6%, followed by evening dramatic shows 33.8%, popular orchestras 32.1%, quiz programs 25.8%.

Products and Media.

Both druggists and grocers were asked two questions concerning the relative effectiveness of various media for na-

tional brand advertising. First they were asked what medium they considered most effective in helping sell certain specific products—cosmetics and shortening, where the selection would be made entirely by women; shaving supplies, pipe tobacco, where it would be made entirely by men; proprietary medicines and coffee, where both men and women would have to be reached by advertising for greatest effectiveness.

Radio advertising was considered most effective for all six types of product.

Comparative radio-magazine newspaper ratings made by the druggists on specific products aggregated:—

Cosmetics—Radio 64.1%, magazines 33.3%, newspapers 2.6%.
Shaving Supplies—Radio 64.1%, magazines 21.5%, newspapers 10.6%.
Medicine—Radio 69.7%, magazines 22.4%, newspapers 7.9%.
Grocers' ratings totalled:—
Shortenings—Radio 62.3%, magazines 5.7%, newspapers 26.4%.
Pipe Tobacco—Radio 58.4%, magazines 15.5%, newspapers 10.6%.
Coffee—Radio 58.4%, magazines 6.5%, newspapers 25%.
Breakfast Foods—Radio 78%, magazines 4.3%, newspapers 15%.

The survey indicated that on the whole reaction towards advertising of brands by national producers and jobbers, was definitely favourable. Dealers stated in particular that radio advertising fixes the brand name in the consumer's mind and causes demand for that particular brand, in a greater degree than is possible in printed media.

Ability to Remember Advertised Products Interesting Listener Survey

A very interesting survey was carried out by this Kansas State College on the ability of listeners to remember the name of advertised products over three media, i.e., radio, newspapers and magazines.

In checking media effectiveness, the interviewers asked this question:—

"Can you recall the name of any product which you saw or heard advertised, yesterday in a daily newspaper? In a magazine? Over the radio?"

Responses indicated that 19.3% of men recalled products advertised in newspapers, 11.6% recalled products advertised in magazines, and 51.9% recalled products advertised on the air.

In the case of women the recall figures were: Newspapers 21%, magazines 14.7%, and radio 61.7%.

Professor Summers, who conducted this investigation, said that general re-

sults confirmed those of 1939 study, but the proportions recalling both newspaper and radio advertisements were considerably greater in the 1940 study than a year ago, although the relative proportions of radio to newspaper advertisements recalled are little changed.

In 1939 Prof. Summers found 14% were able to name newspaper-advertised products, as compared with 43.5% recalling products advertised over radio. For 1940 the comparable figures were 20.1% for newspapers and 56.8% for radio.

Listening Hours.

In analysing radio listening hours versus reading hours, Prof. Summers developed extensive data. In the case of men living in cities, it was found they listened to the radio on an average of 4.4 hours a day, and read newspapers 0.61% of an hour; farm publications 0.03% of one hour; women's magazines 0.03%; other magazines, 0.27%. Men in villages listened 3.98 hours a day, and read as follows:—Newspaper, 0.56 of an hour; farm publications, 0.03; women's magazines, 0.03; other magazines, 0.16.

Men on farms listen 3.66 hours a day and read newspapers only 0.49 hours, farm publications 0.13 hours, women's magazines —, other magazines 0.07.

Women living in cities listen 5.65 hours a day, and read as follows:—Newspapers 0.48 hours, farm publications 0.2, women's magazines 0.25, other magazines 0.13.

Women in villages listen 4.8 hours a day and read as follows:—Newspaper, 0.44 hours, farm publications 0.03, women's publications 0.18, other magazines 0.10.

Women living on farms listed 4.9 hours a day, and read as follows:—Newspapers 0.42 hours, farm publications 0.08, women's publications 0.1, and other magazines 0.06.

Prof. Summers broke down percentage of reading hours to listening hours as follows:—Urban men 21%, village men 20%, farm men 19%. Urban women 15%, village women 16%, farm women 14%.

35 STATIONS IN MACROBERTSON LINE-UP

Advice has been received from Samson Clarke Price-Berry Agency that the line-up of stations carrying the Macrobertson campaign of sponsored sessions covers five States, and includes no less than 35 stations. Sponsored sessions are being used in some cases half-hour periods being used, while ten minute sessions are being featured on some stations.

Line-up is: 2UE, 2UW, 2TM, 2GZ, 2KA, 2BS, 3AW, 3DB, 3XY, 3KZ, 3UZ, 4BK, 4AK, 4BC, 4SB, 5AD, 5PI, 5MU, 5SE, 6IX, 6WB, 6AM, and 6PM, half-hour sessions; while stations 3BA, 3BO, 3CS, 3CV, 3GL, 3MA, 3HA, 3SH, 3TR, 3UL, 3YB and 3SR are featuring 10-minute sessions.

Old Baronial Grandeur in Australia's Most Modern Broadcasting Studios



The new 2CH studios on the 11th floor of the A.W.A. Building, Sydney, are now being used. They represent the most modern development in construction and equipment as indicated by the above pictures. Top left shows a view of the main studio with seating accommodation and showing the special flooring fitted in sections. Each section rests on pneumatic tubing which assists in the acoustic regulation at any point according to pressure applied. Centre left: View of same studio looking down from the foyer on the 12th floor through three layers of plate glass and showing seating accommodation, placing of microphones and general arrangement for audience participation broadcasts. Note the large fireplace at left. Bottom left is a view of No. 2 studio on 11th floor. This studio is normally used for all 2CH programs. Equipment includes a special four-position transcription turntable fitted with the latest type R.C.A. pickups and a closeup of which is shown elsewhere in this issue. Top right: Main Studio again, looking east towards the foyer (top background). At centre left of this picture can be seen the producers panel window. Centre right: In the foyer on the 12th floor with No. 1 Audition room in the distance. Foyer is used by sponsors to view and hear big programs broadcast from No. 1 Main Studio, on 11th floor. Bottom right: No. 3 studio on 11th floor, used mostly for talks and programs controlled by special announcers. Equipment includes two of the latest type transcription units for program or audition discs.

V.O.A. Steps-up Production and Equipment

Many New Features Incorporated in Recording Plant

V.O.A. recording studios in Sydney have always set a high goal in recording efficiency and to maintain their reputation in this respect recent extensive alterations and additions have been carried out in the studio and recording equipment which, it is claimed, will make for even a higher standard of fidelity in recording of transcriptions and commercial announcements, turned out by this organisation.

V.O.A. is embarking upon an ambitious scheme of transcriptions. A recent release, "Dr. Heckle and Mr. Snide," is at present on the air nationally, and a further series of 26 episodes of "Memories of Yesteryear" will commence to be broadcast within the next fortnight.

The scripts, by Wendy Lindsay, are written with a sincerity and simplicity which makes them good entertainment. Other transcriptions include a series under the title of "The Bank of England" or "The Old Lady of Threadneedle Street," in which dramatic incidents in

the history of the bank are dealt with in a manner which should grip the interest of all listeners and foster the feeling of pride of Empire which is inherent in us all.

During the past few weeks V.O.A. Chief Engineer Laurie Betts has been burning the midnight oil redesigning equipment, replanning the control room cutting, and provision has been made layout and installing new gear. For actual recording one of the latest "Presto" stationary recorders has been installed, whilst for special jobs a "Presto" portable recorder is available. A vacuum suction device has been installed for the removal of swarf when cutting and provision has been made for stabilisation of the power supply voltage.

All of the recording amplifier equipment has been revised and operating in

conjunction with it is a completely new equaliser system which is capable providing up to 20 decibels attenuation or accentuation at any point in the audio frequency spectrum.

On the "playback" side an ingenious feature is provided by the use of a special flat-response amplifier which is sealed against tampering. The virtue of this system is that all recordings are played back exactly as recorded, that a sponsor receives a true impression of the record quality, without the risk of any "faking" by special equalisation to cover up faulty recording technique. Another interesting feature on the "playback" side is found in the use of a compact folded-horn reproducer which is installed in the main studio for reproduction purposes. The response of this reproducer is compensated along with that of the "playback" amplifier in order to give flat over all response.

An item of interest noted in the control room is the installation of no fewer than four reproducer turntables, two of these being of the latest 16-inch two-speed pattern. These last are provided with Audak wide-range pickups which are fitted with a special adjustment to permit them to be lowered onto the record at any predetermined point—this adjustment is calibrated at 112 lines to the inch.

The entire set-up is cleanly laid out in a workmanlike manner to provide the utmost efficiency, and samples of its work heard during our visit indicate that the efficiency of the equipment is by no means merely superficial.

Further to this work that has already been done on the technical side at V.O.A., we understand that there are many further improvements to be effected, some of which are in process of installation at the present time. These improvements include a sound-film head for dubbing from film to disc an automatic level control system; a photo-cell scanning device for "playback" of process master before plating an additional 16-inch stationary recorder to permit the recording of continuous shows; and the addition of several items of precision test equipment including a beat-frequency oscillator and a cathode-ray oscillograph.



Above picture shows Miss Joyce Hunt and Charles Lees recording a musical item for a forthcoming V.O.A. production.



Top left: V.O.A. chief engineer, Laurie Betts, at work in the cutting room. Note neat panel arrangement. Bottom left: The Presto heavy duty recorder, and below the Presto portable storage rack. Picture at near left shows arrangement of three of the four dubbing and playback turntables.

Miller Reviews N.A.B. War with A.S.C.A.P.

(Continued from page 15.)

against advertising as a business tool. This is a serious threat to radio and to all media. We have believed it important that consumers, educators and public officials should be convinced of the specific economic benefits and social improvement gained through advertising. We have taken an active part in the work of the committee on Consumer Relations in Advertising, Inc., through which, in co-operation with other media, agencies and advertisers, the public will be given the real story of advertising's contribution to our standard of living. We are working closely with such organisations as the Association of National Advertisers, the American Association of Advertising Agencies, and the Advertising Federation of America, all of which are giving serious attention to the consumer movement. The preparation is under way of a program to demonstrate the contribution made by advertising to better consumer service and lower consumer costs."

PRESS AND RADIO.

Touching on press radio relationship, Mr. Miller said that it was well to observe that much of the change towards friendliness in the attitude of the newspapers of America was attributable to the excellent manner in which radio had acquitted itself in the war crisis, and the use by radio of newspaper war correspondence and co-operation between these and the radio correspondents constituted a noteworthy chapter in this relationship. Another factor in bringing about better relationship with the press had been the affirmative manner in which the N.A.B. Bureau of Radio Advertising had been conducted. Its purpose has been to sell radio as a medium of advertising by constructive methods rather than through negative belittling competition. They proceeded upon the theory that there was no room for both radio and newspaper advertising dollars.

THE WAR WITH A.S.C.A.P.

In his report the president dealt with the music copyright position and points which led up to the formation of B.M.I. Broadcasters, he said, had always been willing to pay a fair and equitable price

for the use of music. They were the first to acknowledge the cultural value of music, and that music had played a prominent part in the development of radio. However, they demanded the right to purchase music in a free and competitive market the same as they purchase their other requirements. They were unwilling to pay A.S.C.A.P. on news broadcasts, on sports broadcasts, and on other programs using no music. They were also unwilling to pay A.S.C.A.P. on programs which used non-A.S.C.A.P. music. They were unwilling to be required to pay the entire price for music to a relatively few composers merely because those composers had secured a monopolistic control of the means of exploitation of their output. They believed the cultural life of America would be greatly benefited by encouraging the creative genius of young and able composers whose works are at present never played because of the character of A.S.C.A.P.'s present contracts. "To-day," said Miller, "broadcasters pay forty times as much per dollar of their gross as any other customer of A.S.C.A.P., and the new A.S.C.A.P. contracts now demand they pay eighty times as much, increasing their payments from 4,500,000 dollars to nearly 9,000,000 dollars. This we will not do!

"A year ago," Miller went on, "a sincere and honest attempt was made to sit across the table from representatives of A.S.C.A.P. to negotiate a renewal of the contracts on a business basis. This effort was thwarted by the refusal of the president of A.S.C.A.P. to appoint a committee to meet with the broadcasters, even though A.S.C.A.P.'s board of directors had authorized the appointment of such a committee. In accordance with the mandate of the N.A.B. convention held last year, a final positive effort was made to reach an agreement with A.S.C.A.P., upon the failure of which a special convention was called last September in Chicago. In accordance with the practically unanimous vote of that convention for the purpose of developing a pool of non-A.S.C.A.P. music and to assure the broadcasters of the right to purchase their music in a free competitive market. B.M.I. has passed through the organization stage and to-day is a well-staffed organization with a membership of over 300 stations. These B.M.I. member stations pay over two-thirds of the revenue which A.S.C.A.P. receives from the entire industry."

(Continued page 31.)

4 NETWORK CONTRACTS IN PAST 3 WEEKS!

"ARGUS" NETWORK BUSY ROBUR TEA CO. LTD.

Robur Prize Time, 13 quarter-hours "Quiz" conducted by station personnel every Wednesday at 9.15 p.m.—Agency: Richardson-Cox.. Exclusive to ABN.

CEREAL DISTRIBUTORS

"Lorna Doone"—B.A.P. feature in 52 x 1 hours to be played 5 nights weekly—Agency: Richardson-Cox.. Exclusive to ABN.

PETERS ICE CREAM (VIC.) LTD.

156 x 100-word announcements in the Children's and Women's Sessions during October, November, December, and January—Agency: Rickards Advtg.

BLACK & WHITE CIGARETTES

Full sponsorship of race broadcasts ex 3DB every Saturday afternoon for 52 weeks—Agency Goldberg Advtg. Exclusive to ABN.

MAKING A TOTAL OF 22 NETWORK NATIONAL CONTRACTS NOW RUNNING ON

3SR 3YB 3UL

Shepparton Warrnambool Warragul
SYDNEY REP.:
ALEC. BOURKE, B 2085.

C. A. MONKS says:

Don't Blitzkrieg Your Business
Make Your Business Blitzkrieg Your Enemies
By **RADIO!**

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

Telephone: BW 4135

Telegrams: AIRADS

**The Famous
PRESTO
Transcription Turntable**



IT'S RIM DRIVEN! Power is delivered by a heavy duty motor at the rim . . . the point of greatest leverage. . . . INSTANT SPEEDCHANGE . . . 78 to 333. . . . NO flywheels or mechanical filters. NO gear. NO flexible couplings. VIBRATIONLESS. The motor floats on live rubber . . . cushioned from the chassis and turntable. UNEQUALLED for brilliant, lifelike reproduction of electrical transcriptions, freedom from "wows" and constant trouble-free operation 24 hours a day.

Price £30

ex works Sydney
(Pickup extra)

Banish Studio turntable troubles. Install PRESTO.

PRESTO

Model J Portable Recording Amplifier



A medium priced Recording Amplifier for Radio Stations, Recording Studios, Schools and Colleges, that require portable facilities for recording, public address work or gramophone reproduction.

An Amplifier designed especially for recording, includes microphone, high frequency equalizer, which makes it possible to produce recordings with exceptionally low background noise.

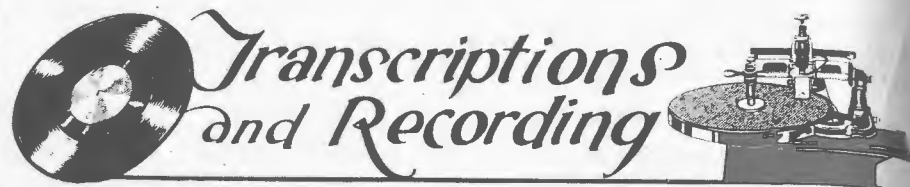
Accessories include microphone and stand, portable loudspeaker (1 or 2). PRICE—complete with one portable loudspeaker (in separate carrying case)

£32 10 0

SOLE AGENTS—

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

76 Clarence Street, Sydney
Phone: B 3908



Transcription Artists are not "Sweated!"

(By George Matthews, Manager-Producer of British Australian Programs Pty. Ltd.)

As one who himself has laboured in the vineyard of commercial radio, Mr. J. K. L. Morley should know better. Maybe he was misquoted by the daily press concerning the nasty things he is alleged to have said, during his unsuccessful election bid for the Wentworth seat, about broadcasting stations in general and transcription studios in particular. I would prefer to think so.

In the course of a most extraordinary attack, Mr. Morley was reported to have claimed that transcription artists are "sweated." Whereas the A.B.C. pays £2/2/- for a quarter-hour, studios making transcriptions pay only £3 for an entire day.

There should be no need to go to the trouble of correcting Mr. Morley, but just in case any station manager, sponsor, or other interested party should happen to have read his remarks and wondered if there was anything to them, it might be as well to say definitely that they're a lot of hooley!

In Sydney nowadays the usual fee a free-lance artists receives for participation in a quarter-hour recording is £1. With preliminary read-throughs and the occasional necessity of a re-cut, this may take him anything from half an hour to two hours. He has ample time to fit in four 15-minute episodes per days—some of the sought-after players manage more—which gives him a possible £4 a day, or a return of £20 for a working week of five days. To supplement this, he can record commercial scatters, take part in evening broadcasts, do theatre work, etc.

I am aware, of course, that only the really useful people knock out a steady £20 a week and over. By rushing from studio to studio and working nights as well, at least three I know of not infrequently nett between £30 and £40. And good luck to them! Unlike many of those offering for radio work, they know their job. They have had theatre training—have served a long apprenticeship in broadcasting. Talented, steady, and reliable, they deserve all the money they get.

Some unfortunates, however, find recording engagements few and far between. Usually this is because producers do not consider that "they've got what it takes!" Sydney has a plethora of good acting talent, competition is fierce, and the weakest must inevitably go to the wall. It is sad that dozens of not-so-hot artists hang on hopefully month after month, lacking the means or initiative to try for success in some other centre or with some other job.

I do not want to give the impression that all artists receive £1 for every quarter-hour they record. If they did, the cost of making transcriptions in Australia would be prohibitive, the too many companies which have already gone under would be added to, and one of the most fruitful fields of employment for actors—now that the theatre

(Continued opposite page.)

AUDEX

The Improved Recording Disc

Acclaimed by
Leading Engineers
all over
— Australia —

Available in the following sizes:

17½", 16", 13½", 12", 10"

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

47 YORK STREET, SYDNEY, B 0522
289 QUEEN STREET, BRISBANE
B 4732

167 QUEEN STREET, MELBOURNE
M 4161

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

AND THE
"ADVERTISER" BROADCASTING
NETWORK, ADELAIDE

Matthews Denies "Sweating" Charges

(Continued from opposite page.)

Others cast in many episodes of a long serial receive a sum mutually agreed upon for the whole job—generally a generous sum. If one of these latter people considers the amount offered too little, he need not accept it.

Now, about this £2/2/- which, according to Mr. Morley is paid for a quarter-hour by the A.B.C. His speech, as reported, made no mention of the fact that to get this £2/2/- the artist has to attend two rehearsals, for which he must allow a minimum of two hours each, and don evening dress should the play be broadcast at night. The A.B.C.'s standard rates are 10/6 per rehearsal, and £1/1/- for the show. If a play requires three rehearsals, an artist attends at the studio on four separate days and receives £2/12/6. In transcription studios this amount can be earned in a single morning.

Anent the A.B.C., I would like to say publicly that I am in agreement with most of which Mr. Ellis Price has been saying lately about their expenditure. With an annual income of £660,000 to finance the running of two stations in each capital city plus a few relay stations, there should be no excuse for the cutting down on local artists recently introduced, especially as expensive celebrity artists from overseas are to be fewer. Some years back the A.B.C. managed to run two stations in each capital city on much less money than that, and the programs then appeared to sound much the same as they do now. For some strange reason a staff twice as great is required to supply the same number of broadcasting hours. There appear to be three obvious ways for the A.B.C. to economise—(a) Reduce its administrative staff, (b) make a better arrangement with the P.M.G.'s Department re land-line and other charges, and (c) cease publication of the "A.B.C. Weekly."

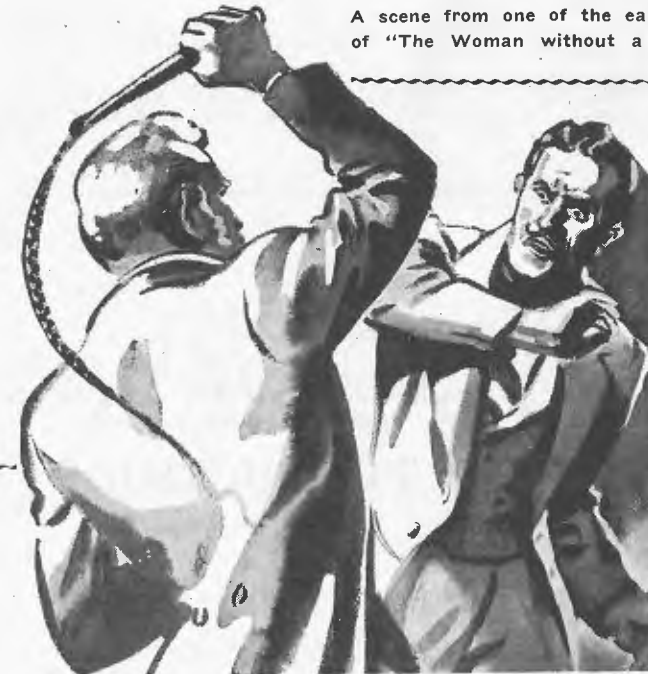
Mr. Price speaks sense, and Mr. Morley the opposite—in the matter of this "sweating" charge, anyhow. There are few regular radio artists in Sydney I have not had the privilege of meeting, I think I can claim that most of them are kind enough to regard me as a friend to whom they may talk freely, and I am, therefore, in a position to tell Mr. Morley that not once has any of them complained of being "sweated."

It's us producer-employers who get sweated, trying to adjust schedules so that the popular Mr. Microphone can leave within the hour to do another job at the studio down the street—and trying also to sell our shows so that we can get back from sponsors some of the money paid out months before to Mr. Morley's poor, down-trodden radio artists.

That's all for now. Mr. Microphone has just offered to run me home in his Cadillac. I haven't got a car myself!

"Phillip Wragge, for years I have borne with your insults . . . I threatened to use this whip, and now I shall carry out my threat."

A scene from one of the early episodes of "The Woman without a Name."



THE WOMAN WITHOUT A NAME

First came "The Woman in White" then "The Moonstone"—both outstanding radio productions. Now comes "The Woman without a Name"—another George Edwards adaptation of a famous Wilkie Collins novel.

This compelling drama is definitely radio entertainment at its best.

52 quarter hour episodes.

A Columbia-George Edwards Production

Further particulars and audition discs from

OSWALD P. SELLERS

SELLING AGENT:

SYDNEY:

Grace Bldg., 77 York St.
Phone M 4141

MELBOURNE:

3rd Floor, Collins Court
370 Little Collins St.
Phone MU 3115

Telegrams: "SELOS" Sydney and Melbourne

Merchandising

Successful Winter's Program for Children's Session

A seven and a half-minute show for "Diamond-Otis" breakfast food, in the form of a serial, "Peter the Pilot," at 5.30 p.m. in the children's session, two days a week, has proved highly successful in New Zealand.

This feature, produced and recorded locally, is given an annual seasonal campaign over the four main ZB sta-

tions in New Zealand, and is a 26 time contract over the winter months.

It was of such interest to children this winter, that 23,856 kiddies called into the stations for the "Peter the Pilot" album, which was given away to them, as an added feature of the program.

The "Peter the Pilot" album is printed with a gayly coloured cover, setting out chiefs of staff of the British Navy, Army, and Air Force, and other educational series of photographs which are a genuine acquisition to the children.

V.O.A.

SOUND PRODUCTIONS

announce

a completely new set-up in personnel and equipment; including additional facilities and embodying new ideas originated by the Technical Staff, under the direction of Mr. L. Betts.

V.O.A.'s progressive production schedule includes:—

(Sold Nationally)

★ "Dr. Heckle & Mr. Snide"

A five-minute comedy series

(Sold in N.S.W. — Available other States)

★ "Memories of Yesteryear"

A 7½-minute session that is different

In production:—

★ "The Old Lady of Threadneedle Street"

(Available throughout the Commonwealth) a 15-minute airshow which will appeal to all sections of the community.

Further particulars and audition discs from

V.O.A. SOUND PRODUCTIONS

251a PITT STREET, SYDNEY

'PHONE MA 1140

Lowe's Furniture Increases Air Time

Although only in business for the short period of three years, Lowe's Home Furnishers have achieved a great measure of success in Brisbane's furnishing sphere. Since its inception this enterprising firm have used 4BC for radio advertising. Commencing with direct announcements, and then sponsoring one hour's musical presentations on Sunday midday, and also using various features during the evening sessions. Lowes have now arranged with Station 4BC for the relay of their Sunday midday sessions to Stations 4SR Kingaroy and 4GR Toowoomba.

Dewar's Sponsor Special Sporting Service

A special service by 3XY Melbourne will be offered under the sponsorship banner of Dewar's Whisky over the Melbourne Spring Racing Carnival, which includes the V.R.C. Derby and the Caulfield and Melbourne Cups.

Commencing September 30 a series of night programs will be handled by 3XY's racing commentator, Ken Howard, together with a prominent racing critic and sporting journalist. The sessions will be taken up with a discussion on the activities form, and prospects of the horses left in these events. At a later date Howard will attend all important morning track gallops, and will take up a period between 8 and 9 a.m., for all important aspects of this phase of interest. Last minute interviews with leading jockeys, trainers and attendants will provide another feature of interest.

Night Shifts Get Their Radio

Melbourne Broadcasters Pty. Ltd., operators of 3AK Melbourne, have made a strong point of their night broadcasting service in relation to the war industries, in a notification to advertising agencies just released. With the exception of Saturday and Sunday midday sessions 3AK's hours are 11.30 p.m. to 7 a.m., and they point out an estimated 80,000 people attend Melbourne cinema every night, and another 20,000 are at private parties and social functions. Thousands of these people must tune to 3AK when they reach their homes. The station points out that from enquiries made thousands of munition workers are employed every night and all night at various factories where wireless is installed and receivers are in constant operation to entertain the workers while they work. Night workers commence at 11 p.m. and continue until 7 a.m. with a respite periods ranging from 1 to 2 and from 3 to 3.30 a.m.

The only other all night broadcasting service in Australia is provided by 2UW in Sydney, which is on the air 24 hours a day. In this area also there is no doubt that increased factory activity has given rise to a vastly expanded "midnight to dawn" listener audience.

NEW PRESTO TYPE TURNTABLES MADE IN AUSTRALIA

The new two-speed transcription turntable of Presto design is now being made in Sydney by A. M. Clubb and Co. Ltd., who for years have been sole Australian agents for Presto equipment of America.

The new lines manufactured by Clubb have been received with enthusiasm by recording studio engineers. The attractive features of the imported Presto turntables are all included in the locally made product, but in addition, with a view to conserving space on the announcer's table, a specially designed circular chassis has been built so that the maximum required space for fitting the new Presto turntable is a circle of 14 in. diameter.

With sub-mounting this unit can be fitted so that the turntable is running practically flush with the announcer's desk surface. A very neat installation along these lines is reported from 3XY Melbourne.

A. M. Clubb and Co. Ltd. report that the P.M.G.'s Department has placed orders for 24 of the new turntables for installation at all capital centres, and some of these already in operation are proving highly satisfactory for both transcription and ordinary record playing.

PICK THE WINNER QUIZ USES OLD RACE RECORDING

Originators of many novel broadcast ideas, 2SM Sydney has apparently picked a program winner in their new quiz session, "Pick the Winner," which is part of John Dunne's regular Wednesday night "Radio Razzle Dazzle" hour of variety. It was a slick idea to utilize year's old recordings of race commentaries and bring back all the public thrill of the events as they were run.

Listeners and audience participators at the broadcast are given a chance to pick the winner of certain races when the race is nearly over. The commentator gives the starters and riders of a Sydney or Melbourne race that has been run some years ago, and of which the description has been recorded. When the starters and riders are given the recorded description is played up to the point where the horses are going into the straight for the last lap home. The description is broken at that point and the audience in the 2SM playhouse is invited to name the nag which won. The audience participation who picks the winner is paid the odds the horse actually paid—the odds to nothing, i.e., if it's 20 to 1—he gets £1, if it's 6 to 4 he gets 1/6, etc.

An interesting sidelight on this quiz, which is sponsored by Bidomak, was a phone call one recent Wednesday night from Mr. J. C. Bendroit, who was the owner of Gay Romance when it won a race in 1938. Bendroit must have been listening in at the time, for he phoned to correct the announcer's statement that the race was run in 1928.

PLAYED BIG PART IN ELECTIONEERING CAMPAIGNS



Australian-made portable recording amplifier units played an important part in the Federal electioneering campaign as numbers of these units were supplied to candidates by the manufacturers and distributors, A. M. Clubb and Co. Ltd. Patterned after the design of the famous Presto portable amplifiers these units are a triple purpose job capable of standing up to exhaustive tests and suitable for public address work, as well as for recording and playback. The compact design and extreme "portability" made them particularly popular with a number of candidates for election.

"Goody Good-O" Says Shaw

When pneumonia marked out for especial attention Rex Shaw, Prestophone chief, Mr. Herbert Goody, who will be remembered as one of the originators of Featuradio Melbourne and later with Australian Record Co., stepped into the breach and kept the flag flying at Prestophone. This short asso-

ciation may lead to something big in the recording and processing side of the Prestophone outfit. Mr. Goody's experience in commercial recording should prove a valuable asset to Prestophone.

The Sydney Trocadero Band is featuring Prestophone's "Let's Crack the Barrel To-day," and other Australian Prestophone releases.

Mrs. Bindle's way of taking long strides towards bigger profits



"THE BINDLES AGAIN"

52 quarter-hour episodes of screamingly funny domestic comedy

Starring FRANK BRADLEY as that delightful little optimist, JOSEPH BINDLE DOROTHY FOSTER as MRS. BINDLE

Sell to a bigger audience through this new laughter series!

"THE BINDLES AGAIN!" "THE BINDLES AGAIN!"

Available on Columbia discs from Dorothy Foster Features, 4 O'Connell Street, Sydney. BW 7614.

Among the Sponsors

A comprehensive broadcast and merchandising campaign has been hooked up over 2CH Sydney by Trans-Radio, covering the Show Boat, for **Bingo Custards and Jellies**. Three cruises have been booked, and the broadcast end of it takes the form of morning sessions in the women's, supported by breakfast spots. Agency handling the account, Trans-Radio.

The Pick-me-up Condiment Co., through the Weston Co., have contracted with 2UE Sydney for spot announcements in the women's session for 12 months.

Australian Cosmetics Pty. Ltd. are taking spot announcements in the 2UE Sydney women's session. Agents, Goldberg Advertising (Aust.) Pty. Ltd.

A long term contract has been signed by the Hawaiian Club of New South Wales for the sponsorship of a session on 2GB Sydney Sundays at 9.45 a.m.

The popular session, "Hollywood on Parade," which provides 4BC listeners with up-to-the-minute news of "Movieland," together with the latest musical successes from the film colony, has again been renewed by **Bryce Ltd.**, who conduct Brisbane's largest carrying business. The contract covers three months, and the 15-minute session is presented Tuesday evenings.

After four years **Mick Simmons Ltd.**, of Sydney, have switched **Lional Bibby's** famous "Gunsmoke" session from 2GB to 2UW Thursdays. Three other Mick Simmons' sessions remain unchanged on 2GB.

McDowell's Ltd., Sydney department store, has undertaken sponsorship of a 10-minute session from 2UW Monday to Friday inclusive at 8 a.m. Sessions commenced from September 23, and will be of the musical type.

Edwards and Lambs, one of Brisbane's leading departmental stores, have arranged a contract for a 52 weeks covering direct announcements and demonstrator's talks over 4BC Brisbane. This firm is one of the station's oldest clients.

With the conclusion of the 2UE feature, "Confucius Say," **Buckingham's Ltd.** are utilising a new program entitled "These Names Made History," and the episodes are brilliant dramatisations based on the lives of famous Australians based on the lives of famous Australians who helped to mould Australian history. Quarter-hour episodes are broadcast 9 p.m. Tuesday, Wednesday and Thursdays, moving to 9.15 from October 1.

New business and renewals at 3AW include: **Arthur J. Veall**, 26 1/2-hours night; **Lanes Motors**, night scatters; **Devon Motors**, scatters breakfast session; **Pattersons**, night scatters; **Lifesavers**, 13 1/2-hours; **Homecrafts Pty. Ltd.**, 26 1/2-hours, Friday and Sunday nights; **Shell**, scatters; **Viogen Toothpaste**, 100 words breakfast and women's session; **Roboleine**, 100 words, afternoon; **British General Electric**, 1 min., children's; **Spry's Cornflakes**, 65 ad lib, children's; **E. O'Brien**, "Track Gallops," 10-min., morning; **Nufloor**, 13 1/2-hours, women's (renewal).

King and King Ltd., old established musical instrument and radio dealers of Brisbane, have used radio on a number of occasions. Recently, a contract for direct announcements was signed with 4BC for 52 weeks in women's and evening sessions.

CORRECTION. In our issue of September 12, page 17, we inadvertently attributed the Sydney County Council "Banish Drudgery" session to Mrs. Stelzer. The fact is that this very popular session which has been broadcast from 2GB for over five years, is actually conducted by **Goodie Reeve**, in association with a County Council cookery expert.

FUN TIME FOR KIDDIE LISTENERS



A session for the children that departed a little from the ordinary, is now being sponsored on 2UE Sydney Monday to Friday at 5.15 p.m. Sponsors are **Purina Food Products (Crispies)**, and in these quarter-hour sessions the children are entertained by an adventure serial, songs, competitions, and other novelty items. **Joan, Flo and** shown on the job above, have decided to call this session, "Fun Time."

TIME SALES SOAR

American broadcast time sales for the calendar year 1939 amounted to 129,468,022 dollars, which was an increase of 10.3% over the 117,379,459 dollars reported for 1938, according to figures compiled by the accounting, statistical and tariff department of the Federal Communications Commission in U.S.A. Figures are based on reports by the three major networks—**Columbia Mutual and National**—together with 705 other stations.

The total broadcast expenses of the industry for 1939 were shown as 99,789,920 dollars compared with 92,503,594 for the previous year—an increase of 7.9%.

His analysis of radio listening hours for the time of day shows:—

City men, morning	.74 hours, afternoon
1.2, evening	2.46.
Village men, morning	.82, afternoon 1.18,
evening	1.96.
Farm men, morning	.71, afternoon 1.03,
evening	1.92.
Urban women, morning	1.33, afternoon
1.69, evening	2.63.
Village women, morning	1.26, afternoon
1.60, evening	1.94.
Farm women, morning	1.26, afternoon
1.70, evening	1.94.

COUNTY COUNCIL WIRELESS ON SERVICE CARS

The Sydney County Council has instructed **Amalgamated Wireless** to fit radio telephony equipment on a further batch of 18 of the council's service cars. This will increase the number so equipped to 62.

Two years have elapsed since the County Council started to use wireless telephony as a mean of communicating speedily with its men while on duty. A central transmitting station was established at the transmitting centre of **Amalgamated Wireless** at Pennant Hills, also six receiving centres in the suburbs. The officer in charge at headquarters calls up any car in order to convey instructions regarding work to be carried out. The system is virtually the same as an ordinary two-way telephone service except for the absence of land lines. It results in a great saving of time and travelling as the service officers are sent from one job to another without the necessity of returning to their headquarters.

OF COURSE YOU'VE HEARD

Sydney Town Hall Booked for Regular Community Singing

Regular Wednesday community concerts are to be staged in the Sydney Town Hall by 2UW Sydney, commencing October 2. Sponsorship of the broadcasts from the concerts has been undertaken by **Cowell's Ltd.**, of George Street, from which store invitations can be obtained by listeners to attend the Town Hall. The station's now well-known entertainment team, consisting of **Vernon Lisle, Cecil Scott, Reggie Quartly, and Tut Coltman's band**, as well as guest artists, will be featured at the concerts.

Great Patriotic Push

The Rotary Patriotic Push, of which officials of 4GR Toowoomba were organisers, is now a thrill of the past. September 14 saw the termination of a big job of work. The proceedings were opened by a grand military march past at 3 p.m., and closed with a "sigh of relief" from all workers at midnight. Stalls, mock courts, hoop-las and all other means of filching money from the general public were rewarded with a good return, and it seemed the day's takings would exceed £2,400. This money is to be divided between the **Comforts Fund and the Patriotic Fund**.

Draper Continues Long Radio Use

Station 4BC Brisbane is justly proud of its many clients who regularly renew at the expiration of contracts. **Mr. G. H. Stewart**, said to be the largest suburban draper in Queensland, occupying premises in the busy Stone's Corner area, is among one of the many 4BC original advertisers. Shortly after the station first came on the air **Mr. G. H. Stewart** enterprisingly decided to try the breakfast session. Satisfied with the results, a longer contract was arranged. The station is now going into its eleventh year of commercial business, and **Mr. G. H. Stewart** has contracted for a further 52 weeks.

Charity on Wings of Space

Another example of the response which 2PK achieves occurred on election day. During the Sunshine session an announcement was made asking that some listener, who might have a spare radio set, make it available for use in the isolation section of the **Parkes District Hospital**. In less than two minutes after the call had been made a telephone message was received from **Mr. Len Harrison** stating that he would provide the set required and would install it immediately.

Race Fever Rising

Taking advantage of the almost universal interest in racing, which rises around Melbourne Cup time, 3AW has instituted regular morning broadcasts on track gallops. Organised by the station's sporting commentator, **Fred Tupper**, the broadcasts, which take the air each Tuesday, Thursday and Saturday morning at 9.15, cover training gallops on all the principal tracks. The station has a staff of eight men covering the training grounds and receives last minute reports by special line immediately prior to the broadcasts. The track gallops are sponsored by **Mr. Eddie O'Brien**, well known paddock bookmaker and racehorse owner.

Speedy Transfer of Piano

When the E.C. Area Signals Company at Middle Head expressed a desire for a piano one day last week they little expected to have it appear on the scene within 24 hours. But 2UW put the appeal over the air and straightway a phone call from a listener, **Mrs. McKellar**, of Auburn, started the piano on its way. En route to Middle Head it was tuned and re-polished—all within the 24 hours.

A CORRECTION

In "Commercial Broadcasting" (September 12 issue), Radio 2UE inadvertently referred to "The Radio Newsreel" sponsor as "Rola Radio Receivers." The copywriter had in mind, of course, that most Radio Receivers are Rola equipped, but it seems that some misapprehension may grow out of this conception, its truth notwithstanding, and we now want to make it clear that "The Rola Radio Newsreel" is sponsored by the makers of the famous "Rola Loudspeakers," **The Rola Company (Australia) Pty. Limited.**

Proudly Another Outstanding
2UE
Sunday Night Entertainment

Rate Books are 5/- per copy.
Box 3765, G.P.O., Sydney.



3,918
people attended 2SM's audience participation broadcasts last week. Another proof that . . .

2SM SELLS MORE

Many an old established business, over which the weeds of a conservative past have begun to grow, has been built quickly into a flourishing concern by using a 2SM planned merchandising campaign.

"Enemy Within"



That spectacular and thrilling radio spy drama, "Enemy Within," is now available in book form. Hundreds of thousands of listeners heard that serial and would be interested in reading the story in print.

Stations who broadcast "Enemy Within" can render a service to their listeners by supplying this book at a retail price of 2/- (special price to stations), postage paid by publishers direct to listener. Sample copies available at 1/9 each to stations.

Here is an excellent opportunity to tie-up with a popular serial, in book form.

Available from :-

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

BOX 3765, G.P.O., SYDNEY
SEND FOR A COPY TO-DAY.

Listeners World Over Have Much in Common

Short-wave broadcasters in the United States have committed themselves to an additional expenditure of 2,000,000 dollars for new and more powerful transmission equipment, it is learned from recent advices of the National Association of Broadcasters.

It has been revealed that nearly 10,000 letters a month are written by South American listeners to American short-wave broadcast stations, and in this respect it is interesting to note an analysis of this foreign fan mail compiled by N.A.B.

News broadcasts are highest in popularity. The broadcasts are given chiefly in Spanish, Portuguese and English, though there are two 15-minute periods given in German, French and Italian. When the President of the United States speaks, his speech is broadcast in English, later translated into Portuguese, Spanish, French, Italian, Polish and German, and broadcast in these languages.

Other programs which has attracted a wide following of listeners in South America, include travelogues, lessons in English, talks on new scientific discoveries and developments, stamp collecting programs, and aviation.

The South American woman, apparently, is as much interested in fashion notes and Hollywood gossip as her North American sister. (And isn't it the same the world over?).

In addition to specially built programs for the Latin-American audience, the cream of network programs is also broadcast via the short-wave, such as specially important symphonies and vocalists, as a reflection of North American culture.

Occasionally programs are exchanged. In the past year, for example, Brazil furnished a series of programs which were broadcast over an American network, and the network in turn broadcast programs which were picked up and rebroadcast over the Brazilian network.

"An advertiser with a good product for which he has built up a following during the years, simply can't be licked. And we don't mean maybe. Buffeted by political circumstances, including wars, over which he has no control, he may have to change and change again. But he has something that positive need not die. As long as he has brains, strength, courage and energy in himself and in his organisation, he is sure, some way and somehow, to find the solution."—"Printer's Ink."

Latest Rate Book now Available

5/- each.
BOX 3765, G.P.O., SYDNEY.

"CUCKOO COURT" BROADCAST FOR BOYS AND GIRLS ONLY

An interesting experiment will be made by 2SM Sydney, when on Sunday night, October 6, its popular "Cuckoo Court" will be presented as a special broadcast for boys and girls.

Bill Beatty has arranged that the six contestants will be three boys and three girls, and that each will receive two autographed copies of the new Australian adventure stories by Ion Idriess, "The Great Trek" and "Head Hunters of the Coral Seas." In addition, they will each receive two theatre tickets, and the winner (i.e., the contestant judged to be the most enlightened young citizen in the Cuckoo Court test) will receive a set

of books, valued at four guineas, which will be all autographed by the famous Australian author, Ion Idriess. In order to choose the six contestants, applications are being invited by 2SM from all boys and girls aged 13 years and over. The writers of the six best letters will be chosen as contestants. Letters must be brief, no more than 100 words. Besides being excellent radio entertainment, this 2SM venture should be a valuable stimulus of youthful interest in Australian history topicalities and, of course, Australian literature.

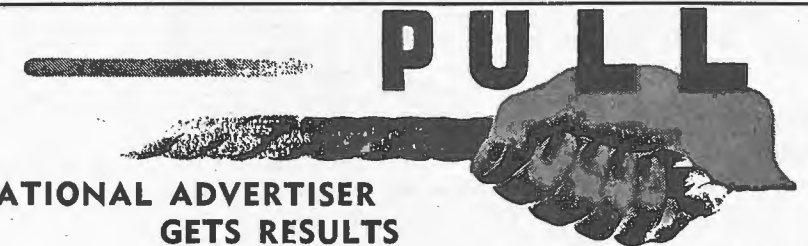
"Cuckoo Court," of course, is the broadcast which not only quizzes contestants on Australian things, but also presents all kinds of interesting Australian data as preliminary to the questions asked. Bill Beatty is the originator and compiler of the script. John Dunne is the interrogator or "persecuting counsel," and Cliff O'Keefe is the judge, who sits on the bench. This 2SM broadcast is presented in full court regalia before an audience in 2SM's radio playhouse every Sunday evening at 9.45 p.m., and relayed to 3XY Melbourne, 2KA Katoomba, 2BS Bathurst, and 2KO Newcastle.

FOR SALE

Two of the most valuable books of reference data published so far this year in the broadcasting field are the YEAR BOOK OF COMMERCIAL BROADCASTING in AUSTRALIA and the first of the new six-monthly series of the COMMERCIAL BROADCASTING RATE BOOK. The former is available from the publishers at 10/- per copy, while the RATE BOOK is priced at only 5/- per copy.

The Year Book provides a comprehensive picture of the commercial broadcasting and associated industries in Australasia, including details of management, staff location, power, etc., of every commercial station, particulars about every accredited advertising agency, and about every recording and program organisation, official reports and licence figures, personalia and many other essential data. The book is worth pounds, but copies are available for only 10/- each, from the publishers, Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney, or phone Melbourne office, Central 442.

The COMMERCIAL BROADCASTING RATE BOOK, published in July, contains the time rates schedules of every commercial broadcasting station and network in Australia and New Zealand, Fiji, and Papua, together with informative data essential to all buyers of broadcast time. This is the only publication of its kind in the world, so far as can be ascertained. It is an invaluable desk companion for all advertising executives in Australasia—the only compact collation of all station rate schedules and district market data. Some copies of the July issue are still available from Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney, for only 5/- per copy.



NATIONAL ADVERTISER GETS RESULTS

A well-known National Advertiser recently came on the air with a competition spread over two quarter-hours per week. The first week's entries exceeded 500, and by the third week of the competition nearly 800 was the weekly score. Addresses of entries showed a following from one end of Tasmania to the other, proving that . . .

7HT is TASMANIA'S LEADING BROADCASTER

RING: IN SYDNEY, A. L. FINN, BW6251; MELB., H. ANDERSON, Cent. 4366

T.E.P.L. ATTENUATORS GIVE BEST RESULT

The inherent quality and dependability of T.E.P.L. resistance units is not affected by their low prices. T.E.P.L. Attenuators are designed for broadcasting and commercial application, and are guaranteed to give utmost satisfaction.

You will find the same high standard of precision workmanship in all T.E.P.L. products from the smallest attenuator to a complete transmitter installation—that is why so many of Australia's broadcasting stations, both commercial and national, are T.E.P.L. equipped.

For full details :-

TRANSMISSION EQUIPMENT PTY. LTD

DOONDSIDE ST., RICHMOND, VIC.
J 6061

Merchandising — Promotion

Country Order Catalogue Tie-up

Murdochs Ltd., of Park Street, Sydney, selected 2TM Northern New South Wales to carry on an interesting tie-up campaign with their recently released spring catalogue. Specially recorded announcements are being used, these featuring "Isobel," the big store's own radio personality and store personality girl, who is also conducting a number of sessions weekly over several of the Sydney metropolitan stations on behalf of Murdochs. Latest reports indicate that the country order campaign through 2TM is bringing in very satisfactory results.

Theatre Ticket Prizes Draw Crowds

Some idea of the interest taken by the public in the 2KY "Movie Quiz," conducted by "The Hollywood Reporter" on Tuesday nights, may be gleaned from the fact that after three presentations, it was found impossible to accommodate in the studio the people who came along to witness the 20 contestants competing for the weekly awards of theatre tickets, plus the major awards of furniture, to the value of £100. Show has been moved to 2KY Radiatorium, which fills at every session.

As Mr. Bear, managing director of Goodwoods Ltd., sponsors of this feature, intimates, "The proof of the pudding is in the eating," past experience over a period of nine years having proved to him the value of 2KY as an advertising medium.

Contest does not commence until 8.45 p.m., but the entertainment opens at

8.15 with community singing led by Captain Bairnsfather, followed by a fast-moving stage presentation with guest artists.

Press Advs. Characterise Radio Characters

With the recent renewal of contracts for the broadcasting over a number of stations of the George Edwards production, "Martin's Corner," for Kellogg's Corn Flakes, attention is drawn to the very interesting tie-up in press advertising which the agency, J. Walter Thompson (Aust.) Pty. Ltd., is successfully carrying out. Though no direct reference is made in the 10in. x 4in. press advertisements to the broadcast program, the well-known characters of the radio serial are used in picture story plugging the product. These press advertisements are being used in metropolitan and country press in areas of influence of the respective broadcasting stations carrying the program. These stations are as follows:—2UW Sydney, 2TM Northern N.S.W., 2KO Newcastle, 2GZ Central N.S.W., 2LM Lismore, 3DB-LK Melbourne, Lubeck, 3SR Shepparton, 3TR Sale, 4BK-AK Brisbane, Oakey, 4IP Ipswich, 5AD-MU-PI-SE Adelaide, Murray Bridge, Crystal Brook and Mount Gambier, 6IX-WB Perth-Katanning, and 7HT Hobart.

Station Using Posters

Extensive use of 24 sheet four-colour hoarding posters is the principal feature of a publicity campaign now being conducted by 2HR Hunter River, throughout its coverage area, and particularly in the Newcastle district.

Coupled with the posters 2HR is also taking space in Newcastle press, and other avenues of potential publicity are also being exploited to the full.

The hoarding poster is simple in design, and so displayed as to enable the whole story to be read at a glance. Against a diagonal background of red a parade of smartly uniformed boys each carry a bill board high-lighting one outstanding program feature.

Those listed on the boards are: Jack Davey's Jackpots, Ginger, "The Youth Show," "Sunday Night at Eight," "Oma Khayyam—And all That." In the distance the parade fades out into infinity.

Listener Goodwill Cultivated Through "Personality Announcers"

Much of the popularity of 4BH Brisbane, the management claims has been brought about by a policy of co-operating to the fullest extent, with recognised public bodies in furthering worthy projects.

This applies, even in cases where no broadcasting takes place. Laidley is a town of just over 1,700 inhabitants in the heart of a thickly populated and prosperous district, 51 miles west of Brisbane. The following extract is taken from a three column article appearing in the Laidley "Herald" of August 31.

"Officials and members of the Laidley Elsteddfod committee are to be congratulated on the wonderful success that attended the holding of the Elsteddfod on Saturday last. As a result the sum of £45/18/8 was banked to the funds of the Laidley District Soldiers' Farewell Club.

"It was a great pleasure to see the hall so crowded for the evening performance. And what a night it was! Everyone, including our State member and the announcer seemed to join in the fun. One of the main factors in the success was the appearance of Mr. Les Daley, of 4BH, as conductor of sessions. From the time he took charge everything went with a swiftness and we are not quite sure whether in respects Laidley may not have introduced a few new features regarding the running of an Elsteddfod. The committee was fortunate in securing the services of Mr. Daley as announcer, as he is such a favourite with radio listeners."

Cashing in On the Lottery

The makers of Bingo Jellies have arranged a novel contest which they will run in conjunction with the sponsorship of the N.S.W. State Lottery broadcasts from 2UE Sydney. The competition is entitled "I Want Five Thousand," and its appeal lies in the fact that listeners will have an opportunity of trading their old lottery tickets for new ones. In each lottery 98,139 people are unsuccessful, and the idea is to intrigue as many as possible to refrain from tearing up their useless lottery tickets, and instead send them in to 2UE with their names and addresses written on the space provided at the back. Each entrant must enclose a humorous "Pedigree" on the well-known formula, for example, "Tenant, out of Flat by Bailiff," "Airman Out of Plane by Parachute." Each week 20 competitors are presented with a lottery ticket.

PERSONALS

Mr. Andrew F. O. Brown, New South Wales secretary of the Federation, has recently taken over the hon. secretaryship of the Radio War Service committee, which duties were formerly the task of Mr. Roy Stanley, secretary of the Australian Association of National Advertisers. Mr. Stanley remains a member of the committee representing the A.A.N.A. The change was deemed advisable as all the meetings were being held at the Federation office, and the activities of the committee were so closely allied to the Federation.

The "Cap." becomes a corporal. Yes, Fred Laurie, of the Sydney office of 2KO, has enlisted. He went into service Monday last in the A.I.F. Pay Corps, after a rousing farewell party from the trade on Friday last, which in the early stages took the form of a cocktail party and presentation at the Occidental Hotel. A host of Fred's friends and well-wishers were there to congratulate him and wish him a speedy return to "the agency round" in Sydney.

Latest to join the staff of 2KY is Keith E. former 3XY personality. Though in his teens, Dare has been associated with Melbourne radio for 3½ years, entertainment for the younger listeners being his speciality. He frequently appeared in play over the National stations as well, and was actually in rehearsal for "The Housemaster" to be presented at the King's Theatre when he received notification of his appointment to 2KY, where he has taken over the children's session at 5.15 daily, and is now presenting a feature of his own arrangement, "The Junior News-reel" on Tuesdays and Thursdays at 5.20. He is also busy forming a Junior Radio Group with the idea of presenting a play every Saturday between 5 and 5.30 p.m., featuring juvenile listeners in the cast.

Captain Frank Hurley, who is with the A.I.F., is preparing a weekly newsreel and also a special monthly film on the lines of "The March of Time," depicting Australian sailors, soldiers and airmen in action or on service overseas. We have an idea that the commercial stations who turned down the idea of Frank Hurley representing them overseas, will be disappointed that they are unable to bring that scheme to a successful conclusion. We believe that Captain Hurley will add further laurels to his reputation.

On September 14, Tommy Jay celebrated his second anniversary at 2SM's microphone, amid much jollifications and congratulatory messages. Besides his daily 6 a.m. to 9 a.m. programs, Tommy is heard in two weekly community broadcasts, Tuesday 1.20 p.m., and Friday 3.30 p.m., and now he is heard in another role when he plays parts in 2SM's Wednesday night "Radio Razzle Dazzle."

Miss Joan Hardy, well known in Sydney radio circles and for two years past a conductor of book review sessions over 2UE, has received an appointment with "The Argus" Broadcasting Services Pty. Ltd., and commenced duties at 3UL Warragul on Monday, September 16.

The audience broadcast studio of 2SM Sydney was transformed into a real movie set studio a few Saturdays ago with Uncle Tom (John Dunne) and his "Gang" playing the main, and in fact all, the parts. Screen make-up was not new to Dunne, nor the infinite number of retakes and remakes, but to the youngsters it was all new and thrilling though having been on the "set" from 10 a.m. to 4.30 p.m., and due "on the air" at 4 p.m. they all agreed they would rather be radio stars than film stars.

Maintaining his search for new players and new talent, Harry Dearth, producer of the Lux Radio Theatre, has again been first to take advantage of a new arrival. John Alden, an Australian actor who has been abroad for several years, has now returned with many successful dramatic scalps on his belt, and his first Australian appearance since his return will be in the Lux Radio Theatre production of J. B. Priestly's "Dangerous Corner" on September 29.

Mr. Ernie Higginbotham, 2TM chief, has returned to Tamworth after setting the station's new Sydney representative,



Mr. E. Higginbotham, 2TM Chief.

George Brothie, safely on the way for several interesting and progressive sales campaigns. Another appointment which has been made to 2TM is that of a special district representative for the big northern New South Wales area which the station covers.

Mr. J. E. Ridley, general manager of 2GZ, recently spent a fortnight "working holiday" up in the Orange and Central N.S.W. districts. Though officially holidaying, J. E. Seldom missed a day popping in to 2GZ's Orange studios just to keep an eye on things. Our Central N.S.W. intelligence service, however, reports that J.E. put in quite a bit of time brushing up approach shots in preparation for next year's Macquarie Cup outing.

One of the busiest radio reps. round Sydney town these days is Dave Robertson, of A. D. Bourke's well known radio and newspaper representation. "Robbie" always seems to be charging up one street or down another, head down and coat tails flying. "A.D." himself is seldom less busy as

might well be imagined these days of rapidly increasing radio business and about 15 radio stations alone to be looked after.

Two well known radio and stage actors died in Melbourne earlier this month. They were Alfred Field Fisher, aged 63, and D'Arcy Kelway, aged 60. The late Mr. Fisher had only recently turned to broadcast work his talent being used in comedy roles in radio plays. At the funeral of the late Mr. Kelway the pall-bearers were Mr. S. Hollister (partner), Mr. John Cairns (A.B.C.), Mr. Mayne Lynton (3XY), Mr. A. Kemsley (3UZ), and Messrs. L. Gordon, G. Hastings, Austin Milroy and Bert Bailey.

They're saying up Toowoomba way that young Doug. Gold has gone into camp for a busman's holiday. Doug. is one of the engineers on 4GR, and with the establishment of a military camp for three months at the Toowoomba Showground he's gone in as one of the trainees. However, the officer of the camp, Lieut.-Col. Murray, has arranged with the station to install loud-speaker public address equipment in the grounds to be used for lectures, etc., and Doug. will be the engineer in charge of that job.

Mr. Frank Cayley, who recently left the Goldberg Advertising Agency in Sydney to take up free lance radio work, is really returning to his "old love." Back in his newspaper days Cayley was an ardent follower of the boards and an amateur actor of outstanding merit. He got his first opportunity to display this talent in radio work when he joined 2GZ. After two or three years he joined the radio division of Goldberg's. In addition to doing free lance dramatic and commercial work for radio, Cayley spends quite a bit of his time at the Fox Movietone studios, where he is responsible for some of the brightest news-reel scripts.

One of the strongest aids to any broadcasting station, and particularly to a country station, is to have on the staff an outstanding copywriter. Bill Weir seems to be living up to that reputation at 2TM. He certainly has a flair for turning a slogan for a sponsor as evidenced by that line of his which went with copy for a corn cure being advertised locally—"take your mind off your feet." It seems a by-word up Northern N.S.W. way these days.

YOU REAP A RICH HARVEST

when

2KY BROADCASTS THE SEED!

★ ONE MILLION POUNDS

Is Spent EVERY WEEK by the

★ 250,000 WAGE-EARNERS

Affiliated with **2KY**

ARE YOU GETTING YOUR SHARE?

3AW APPEALS

3AW opened its appeal for the London victims of Nazi bombing at 10.20 p.m. on Wednesday, September 11, when the station closed down at 1 a.m. 166 telephone calls had been received and the total amount promised to the fund was £457/12/8—166 calls after 10 p.m.

On the Thursday, between 7.30 a.m. and 6.30 p.m., 700 calls were received and £426 promised—700 daytime calls. Between 6.30 p.m. and 12.00, 1,001 calls were received and £1,127 promised—1,001 night time calls. In other words, any time is selling time on 3AW.

VICTORIA LISTENS TO 3AW and BUYS THROUGH 3AW

110,000 People Visit 3KZ Studio

226,000 take part in Outside Broadcasts

410,000 Letters from Listeners

Interesting figures have just been released by 3KZ on aspects of commercial broadcasting not often brought to notice. Most readers are familiar with talk of the numerical strength of a station's audience, but these figures uncover new ground.

This station—3KZ—claims to be the first to start audience participation programs in Australia, and has been the first with many other topical features, some of which have run their allotted span and vanished, while others are still on the air, in some cases, having been there four and even five years.

So having such a claim to these audience participation programs, the station's figures on attendance at its studios for its various features make interesting reading. During the past year over 110,000 people have attended the studios to see or take part in these stunt shows, though mail requests for admittance cards have totalled 239,000. As the total number of licences within 50 miles of Melbourne is only 215,000, this means that every listener in this area could have applied at least once.

To the 110,000 visiting the studios of this popular station must be added another 226,000 who take part in other KZ programs which are broadcast away from the studio, and in addition 75,000 who assemble each year in Alexandra Gardens for the midnight choral festival

on Christmas Eve. These all make a grand total of 411,000 who take an active part in 3KZ's programs for the year. This is more than 30 per cent of the entire population of the Melbourne metropolitan area.

So far as mail is concerned, the station estimates this to total 410,000 per annum—split into 239,000 requests for studio invitations, and the balance 171,000 entries in various station contests.

Harking back to audience participation programs, more interesting data comes to light. The amount of prize money offered in these during the past year totals £7,240. On the other side of the ledger must be entered the £3,500 which KZ obtains each year from listeners by means of its Christmas Day appeal for the Austin Hospital. So it can now be seen that apart from its real business of broadcast advertising, 3KZ's associated activities are a business in themselves—and big business at that.

The R.I.F. Club golfo did not seem complete without the genial presence of 2SM's Bernie Stapleton, but this was one day's golf Bernie had to miss, for he was fulfilling a lifetime ambition in flying to Melbourne when Sydney's radio men were hitting off at Oatlands.

You would gladly pay a merchandising survey organisation the same number of guineas for this ten shillings' worth, when you urgently need it! When you have it on hand you will wonder how you managed without it... you ruefully remember time lost in searching files for essential data, perhaps in a hurry to finalise an ad. contract. All the essential data relative to the broadcasting business will be at your hand when you get round to posting in a 10/- note for YOUR copy of the current edition of the

COMMERCIAL BROADCASTING YEAR BOOK.

Address your enquiry to Australian Radio Publications Pty. Ltd.
G.P.O., Box 3765, Sydney. Phone FL 3054.

"Infilmation" Please

Mel. Sheffer, 2TM director and well known Sydney radio sponsor, as managing director of Sheldon Drug, whose novel programs lose nothing for the fact that he prepares all the scripts himself, tells an interesting story about his well known 2SM broadcast "Infilmation Please."

In October, 1939, he commenced this Sydney broadcast on the idea of the American N.B.C. quiz, "Infilmation Please." It was one of the first novel quizzes on the air in Sydney and featured John Dunne, Dom Harnett, and Doreen McKay at the 2SM microphone quizzing each other on all manner of subjects from questions sent in by listeners and put in sealed envelopes which are opened at the moment the broadcast commences. This developed into a very amusing and entertaining session which next month celebrates its first anniversary and holds a very big listening audience to 2SM Tuesdays at 8 p.m.

Early this year during a visit to U.S.A., Mel Sheffer had the pleasure of hearing the American "Infilmation Please," and of finding that it was being made into a series of film shorts by R.K.O., Movietone News, in New York.

The production was as unique as its subject matter—to begin with, the entire stage except for one end where the expert's table faced the cameras and sound recorder was fitted out like a small theatre. New Clifton Fadiman, the interlocutor of the radio show, explained to the several hundred invited guests that they were welcome to laugh at the questions and answering quips with just as much freedom as if they were listening to the show on their radios. There was only one restriction. NO promptings, please!

The film short, like the air show, he pointed out, was completely unprepared and unrehearsed and the action of the ensuing two hours proved his point. With Christopher Morely, as their guest guesser, "Information Please" experts John Kieran, Franklin P. Adams, and Oscar Levant, temporised versatily in answer to Fadiman's barrage of questions. There was no "Cut" or "Let's take that again." Six reels of film were shot; the best (not necessarily the most correctly answered) scenes were to be cut into one reel.

The film quiz was much like its radio parent, and the experts' knowledge of everything from geography to cheese was tested. The innovation not possible on the air was the acting out of pantomime skits before the experts, who were asked to identify such fancies as an armour clad extra parading by in an empty flour barrel, representative of the title, "When Knigh hood Was In Flower."

As on the air show, there is a penalty in the film for muffed questions. R.K.O. pays twenty-five dollars to the Will Rogers Memorial Fund for every quiz that stump the experts and their guest. Unlike the air show, however, the film production does not accept suggestions from the public.

New Home for 2GB and Macquarie in New Year

Negotiations were finalised by 2GB Sydney last week for the taking over of a complete four story building in the city. Structural alterations are already being carried out, and the premises will be occupied early in the new year.

COMMERCIAL BROADCASTING

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Subscription: 10/- P.A.

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N.A.B. President on Radio Future in U.S.A.

(Continued from page 19.)

"Today broadcasters have it within their power for once and all to end A.S.C.A.P. monopoly, to solve this most troublesome question, to give the young composers a chance, and to stimulate creative effort in the United States," said Mr. Miller. "Moreover, the solution of this problem by a united industry will have a very salutary effect upon a number of our other pressing problems. Now is a most critical time for broadcasters. We must not fail. Let this convention send out the word that San Francisco is to be no Munich! We are in this fight to win!"

WHAT OF THE FUTURE?

To-day we meet in a very different world from that which existed this time last year," Mr. Miller went on. "It would be a bold man indeed who would attempt to prophesy under what conditions we shall meet this time next year. There is need for much long-range thinking, realising as we must that radio will have a most influential and material effect upon the future of this country. It is not our job to decide for the citizens the questions which must be decided, but it is our task to fairly, adequately and honestly bring them the facts. In so doing, we perform a service in assisting people to govern themselves. We must do it courageously, fearlessly, and effectively.

"Our part in the world picture to-day is to do our job—and it is a most important job—well and right in the hope and confidence that in the scheme of things the many stones which form the mosaic we call the American way of life will fit together. We must be sure that, regardless of what may happen, radio's pillar in the temple of democracy will be sound and will not crumble. The foundation of that pillar must be a free radio. There must not only be no censorship, but no threat of censorship. For, as the U.S. Supreme Court recently said, it is not the sporadic abuse of power by the censor but the pervasive threat inherent in its very existence that constitutes the danger to freedom of discussion."

"The foundation of free radio must be good broadcasting. The American public is the champion radio needs. So long as our thinking is dominated by intelligence and commonsense, there will be no serious threat to free speech, a free press or to a free radio."

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.

POSITION VACANT

Engineer-Announcer wanted for country station. Selling experience advantage. Full particulars to Box 1, "Commercial Broadcasting."

Sydney Stations Blackout

Announcing staff and engineers of 2GB Sydney got some first-hand experience of treating with emergency blackout conditions on Monday when the main fuse of the big building at 29 Bligh Street blew out without warning. The blackout occurred towards the end of the popular "Ginger" session, cutting that incorrigible short in the middle of a wisecrack. The fading was accompanied by sounds of cautious gropings in the inky darkness of the studio as the engineers attempted to carry on by sense of touch. Billy Hart worked his way across the studio and made a manful effort to carry on with some impromptu piano solos, but it soon became apparent to the staff at the transmitter at Homebush Bay that things were not as they should be, and in a flash the emergency library of records at the transmitter end came into action, keeping the station on the air with only a two minutes' break until John Dease came on again at three minutes to eight with explanations and apologies for something which was of course quite beyond the station's control. The emergency timing was excellent, nice work 2GB.

What do you know?

With a "C.B. YEAR BOOK" all the essential data, the lack of which leaves you "tutting" with annoyance a hundred times a year, is ready at your hand for instant reference. This indispensable service costs you only 10/- a year. Copies of the current Edition of the Year Book are still available from the publishers...

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
Box 3765, G.P.O., Sydney.
Ring FL 3054.

AUGUST LICENCE FIGURES

	NEW SOUTH WALES.	August 1939	August 1940
New Issues	6,446	7,626	
Renewals	42,553	42,852	
Cancellations	9,392	6,147	
Monthly Totals	481,814	475,761	
Nett Increase or Dec.	-2,946	1,479	
Population Ratio	15.66	17.06	
VICTORIA.			
New Issues	6,566	7,977	
Renewals	31,232	30,144	
Cancellations	5,819	7,654	
Monthly Totals	329,879	350,978	
Nett Increase	747	323	
Population Ratio	17.54	18.50	
QUEENSLAND.			
New Issues	2,302	2,554	
Renewals	12,748	13,211	
Cancellations	1,469	1,839	
Monthly Totals	135,561	155,598	
Nett Increase	833	715	
Population Ratio	13.47	15.23	
SOUTH AUSTRALIA.			
New Issues	1,594	1,573	
Renewals	12,471	12,189	
Cancellations	1,489	1,876	
Monthly Totals	118,263	126,034	
Nett Inc. or Dec.	105	-303	
Population Ratio	19.67	20.84	
WESTERN AUSTRALIA.			
New Issues	1,151	1,183	
Renewals	7,744	8,235	
Cancellations	765	660	
Monthly Totals	80,585	88,710	
Nett Increase	336	523	
Population Ratio	17.37	19.01	
TASMANIA.			
New Issues	581	652	
Renewals	4,134	4,075	
Cancellations	258	690	
Monthly Total	40,035	42,743	
Nett Inc. or Dec.	323	-38	
Population Ratio	16.82	17.84	
COMMONWEALTH.			
New Issues	18,640	21,565	
Renewals	110,932	110,706	
Cancellations	19,192	18,866	
Monthly Total	1,136,137	1,239,824	
Nett Inc. or Dec.	-552	2,699	
Population Ratio	16.35	17.67	

The above totals include: The total licences to the blind, 2,365 (1939) and 2,497 (1940), and total experimental licences 2,089 (1939) and nil (1940).

New Zealand Licence Figures AT JUNE 30, 1940

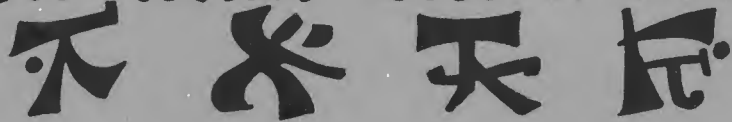
Total in force at June 30, 1940... 343,939
Percentage licences per 100 population... approx. 21%
Radio equipped homes... approx. 87%
Receiving licences in various postal districts:—

Auckland	74,563
Hamilton	23,020
Thames	10,269
Christchurch	46,419
Greymouth	5,697
Timaru	9,184
Westport	3,003
Dunedin	28,106
Invercargill	14,390
Oamuru	3,993
Wellington	54,569
Blenheim	3,327
Gisborne	6,478
Napier	14,403
Nelson	6,283
New Plymouth	14,107
Pelmerston North	15,930
Wanganui	12,029

New "Metzler" for 4RO Studios

A sure indication of a product's quality is shown when the advertising medium purchases that product for its own use. Such a case we can see demonstrated at 4RO who have chosen for their studios a "Metzler" piano, one of England's finest. The "Metzler" is distributed, in Australia by Paling's who have had a long contract for quarter-hour programs in 4RO's women's session.

Know what this means?



SORRY, NEITHER DO WE!—BUT THESE
£ £ £ £ £ £ £ £ £ £ ←
ON THE CREDIT SIDE OF YOUR LEDGER, MEAN
YOU USE

4BC

BRISBANE
QUEENSLAND'S LEADING COMMERCIAL STATION

And

IF YOU WANT
FULL VALUE FOR EVERY PENNY EXPENDED
COVER THE WHOLE OF THE STATE

with **C B N**
ASSOCIATE STATIONS



Vol. 9, No. 8,
(281st Issue)
Thursday,
Oct. 10, 1940
Price 6d.

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

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Commercial Broadcasting
Sept. 26th 1940
PAGE 12

An analysis of Vacuum Appliance Co.'s sales records shows that since introduction of broadcast advertising through 2UW four months ago turnover in the lines advertised have increased over 400 per cent.

Ring M6686 SYDNEY..
MU 2819 MELBOURNE

2UW
KEY STATION of the C·B·N

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