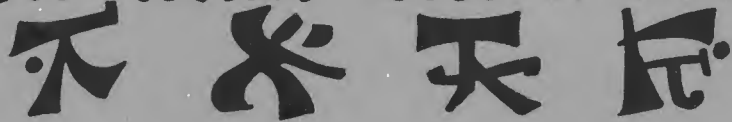


Know what this means?



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 BUSINESS
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.

6PR/6TZ's CHIEF IN CAR SMASH



Graham Dowland, manager of Stations 6PR-6TZ had a miraculous escape from serious injury when he overturned his car near Bunbury last month. A severe shaking up and several fractured ribs were sustained by Mr. Dowland, who took the crash quite philosophically and, after receiving medical attention, proceeded on his business trip to Bunbury and the surrounding districts. Mr. H. N. Wilson, one of the 6TZ salesmen, who accompanied Mr. Dowland on his south-west trip, received several minor superficial injuries. The car, however, had to be left in the ditch, an almost total wreck.

RADIO—64% OF A.S.C.A.P INCOME

Broadcasting's contribution to A.S.C.A.P. (U.S.A), in 1939 amounted to 4,142,024 dollars, accounting for 63.6 per cent of the total A.S.C.A.P. revenue for the year. Of this sum 3,277,836 dollars came from the fees paid by broadcasters on the basis of a flat 5 per cent. of their gross income, while 864,184 dollars came from sustaining fees.

Breakdown of A.S.C.A.P. revenue for 1939 is as follows:—

	Dollars
Radio	4,142,024
Motion pictures	1,166,233
Restaurants	673,788
Hotels	226,890
Dance Halls	143,845
Miscellaneous	158,974
	<hr/>
	6,511,754

ROLA "NEWSREEL" BROADCAST FROM SYDNEY

Rola's "Radio Newsreel" program broadcast Sundays at 7 p.m. on relay through 3XY in Melbourne and 2UE in Sydney, will now originate from 2UE Sydney, on relay to 3XY, it was learned in Sydney last week. Bruce Anderson, 2UE studio manager, will have charge of the show from the Sydney end producing and compering.

"AUSTRALIA SPEAKS" Federation Arranges New Sunday Night Schedule

Special meetings of the Australian Federation of Commercial Broadcasting Stations were held in Sydney last week, mainly to discuss the rearrangement of the Sunday night national sentiment session consequent upon alterations in the B.B.C. news broadcasts ('C.B.', 26/9/40), and to deal with matters concerning the forthcoming convention in November.

The general secretary of the Federation, Mr. Ray Dooley, came from Melbourne to Sydney to attend the meetings, which were held over a period of three days.

After general agreement had been secured on the new Sunday night schedule, the Federation made the following announcement:—

"In view of the change in the time of the B.B.C. news service from 9.30 to 9 p.m., commencing from Sunday, October 6, it has been decided with the approval of the Director-General of Information that the Sunday evening program, 'Australia Speaks,' will still remain from 9 p.m. to 9.30 p.m., but that it will comprise 15 minutes direct B.B.C. transmission and 15 minutes 'Australia Speaks' program. Sunday night's program for October 6 will be entitled 'Women in War.' The originating station will be in Melbourne, and stations will continue to be hooked up as at present at 9 p.m. E.S.T."

B.B.C. News Sessions

- a.m. (E.S.T.)
- 6.45—News.
- 8.45—News and Topical Talks.
- 11.0—News.
- 11.45—Headline News and Commentary.
- p.m. (E.S.T.)
- 1.30—Radio Newsreel.
- 2.30—News Summary.
- 4.15—News and Topical Talks.
- 6.30—News and Topical Talks.
- 7.45—Radio News Reels.
- 9.0—News and Topical Talks.
- 11.0—News and Topical Talks.

The variations from the previous sessions are the alteration in time of the 6 o'clock short news summary to a full session at 9 p.m., the introduction of a radio newsreel at 7.45 which, it is understood, will be a repeat of the 1.30 p.m. newsreel, and the alteration from 9.30 p.m. to 9 p.m. of a full news session.

It was regretted that the information previously published regarding the 7.45 a.m. session was incorrect, but that was due to wrong information having been supplied by the B.B.C.

TWEED STATION TO GO TO 500 WATTS

The Murwillumbah (Tweed River) station, 2MW, in the far north-east corner of New South Wales, has secured approval from the P.M.G.'s Department for an increase of power from 100 watts to 500 watts, according to advice received from the station management last week. Approval of the increase, it is understood, is subject to the station carrying out certain technical installations, plans for which are already well in hand.

Convention Jervis Bay, November 11-16

The annual convention of the Australian Federation of Commercial Broadcasting Stations will be held this year again at Jervis Bay, N.S.W., from November 11-16.

This decision was finally reached at meetings of the Federation in Sydney last week. Jervis Bay as the venue for the Convention had been strongly tipped for some time. The famous New South Wales South Coast resort proved a very popular choice for last year's gathering with its facilities for quiet business discussions and for recreational variety, such as golf, swimming, fishing, tennis etc.

It is anticipated the agenda paper will be available well in advance of November 11, and is unlikely to contain any surprises. Nevertheless one or two hardy annuals of a contentious nature are sure to be there, such as allocation of A.P.R.A. fees, and accreditation. One very important matter on the agenda is sure to be the question of the great part which commercial broadcasting stations and their sponsors are playing in the nation's war effort. Material is already being collected by the Federation for a special paper dealing with this subject. Managements are being asked to compile complete details of each station's outbreak of war.

Mesdames Marden, Horner and Brooker are organising the ladies' entertainment program.

FURTHER CUT IN LUXURY IMPORTS

It is reported from Canberra that Customs officials are examining very closely the list of goods imported from the United States, Canada, and other non-signatory countries, with a view to determining what can be either eliminated entirely or restricted in the imports to this country.

It is believed that over £1,000,000 per annum is being saved on the newsprint rationing. The ban on super-grade petrol alone is estimated to save over £500,000, lower silk import quota, and a fall in civilian consumption of petrol is estimated together with the other items, to be saving Australia £15,000,000 a year in foreign exchange.

Further economies are necessary, however, probably up to a 25 per cent cut. Civilian petrol consumption has fallen, which also assists in the demand for non-sterling finance.

The Commonwealth authorities point out, however, that offset against these economies are the costs of war materials purchased in the United States, increased petrol spending for military purposes, particularly storage, and the higher prices and freight and insurance rates for essential commodities which Australia must continue to import.

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Vol. 9, No. 8

Thursday, October 10, 1940.

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

RADIO TRADE MUST USE COMMERCIAL RADIO ADVERTISING

PROGRAMS SELL SETS and GOOD SETS SELL PROGRAMS

As publishers of this trade paper, **COMMERCIAL BROADCASTING**, we also publish a fortnightly trade paper for radio manufacturers, distributors and retailers, called the **RADIO & ELECTRICAL RETAILER**, which has been in circulation for over 10 years, and is virtually the mouthpiece of the radio trade, much on the same basis as "C.B." is in the commercial broadcasting field.

For many years we have consistently plugged the idea that radio traders should "sell the programs," because that is the very reason why the public buy radio sets. We have also advocated, on many occasions, that the same radio trade should materially support and advertise over commercial broadcasting stations, because the latter provide the programs which the public want to hear through the sets that are made and sold by the trade.

In the **RETAILER** editorial last week, October 3, page 4, the following editorial brief appeared:—

Congratulations to **ROLA**, manufacturers of the well-known loudspeakers bearing that name, on their initiative and enterprise in sponsoring a real first-class weekly broadcasting feature over 2UE Sydney and 3XY Melbourne every Sunday night at 7 o'clock. The Rola Radio Newsreel last Sunday evening was very well put over and very interesting to listen to. It is a great pity all the other radio manufacturers of all types do not follow Rola's lead—or rather, that they have not, to date, done a great deal of sponsoring of radio programs, apart, of course, from A.W.A., whose original foresight has given them a number of broadcasting stations which

they efficiently operate and, of course, over which they do a fair bit of advertising, but even A.W.A., so far as we know, does not sponsor a real regular feature. All the other set manufacturers could well take a leaf out of Rola's book. Even the battery manufacturers, whose very livelihood, along with the set makers, comes from the public appreciation of programs, could substantially assist. Eveready did a fair job last year, but we suggest that they, and others, could assist commercial broadcasting considerably more than they do to-day. A terrific lot of money is spent by radio manufacturers in the daily press in order to attract the public, yet those very same newspapers who are supported by the radio trade do nothing to assist broadcasting. As a matter of fact, they have tried very hard to kill it by eliminating the daily programs from their columns.

The newspapers may have a perfectly good excuse for having cut out the programs. Our complaint is against the radio trade for spending its money, in big licks, in media that does not necessarily support the very thing upon which the radio trade relies, viz., the programs. What would the set manufacturers and others say if commercial stations did something that was rather detrimental to the sale of sets? And so we urge every manufacturer who gets substantial business out of the radio trade to seriously consider whether he is doing the right thing by his own business, in not supporting commercial broadcasting.

It is well known these days that at least three out of every four sales involve a trade-in, which means that at least 75 per cent of the manufacturer's

market is already listening to the programs, and therefore advertising over the air must directly reach the ears of these people who are prospects for new sets. You've got no guarantee that the listeners will see your advertisement in the daily paper, but take Perth, for instance. You have a guarantee issued by the Federal Government that 99 per cent of homes are fitted with radio. A few more concerns with the foresight of Rola in sponsoring real radio features would play a big part in boosting the radio trade—which can surely do with a boost, even these days.

Whilst the radio trade has been reminded of its obligation to the broadcasting industry, it has been suggested by a prominent radio manufacturer that broadcasting stations have not sold their story sufficiently well to influence the manufacturers to go on the air in a big way.

We have also been reminded that a considerable sum of money was paid out by a group of manufacturers to finance a series of announcements recently, reminding the public to buy better radio sets, but not specifying any particular make. Actually that suggestion of group support came from the president of the Federation, Mr. C. F. Marden, who sold the manufacturers on the idea.

The Editor of "C.B." would be interested to hear from stations as to their experience in getting radio manufacturers to advertise over the air. The columns of "C.B." are open to responsible people to ventilate this matter, and maybe it will bring forth some good suggestions as to the best way of achieving success in the interests of all concerned. Stations must remember that without sets the public can't listen to the programs, and, of course, the manufacturers should know that without programs, particularly those from commercial stations as distinct from the A.B.C., they would not sell many radio sets.

BEGA 2BE LOSES SLANDER SUIT

Jury Awards £2,000 Damages to Tannery Proprietor

In the Supreme Court of N.S.W. at Sydney last week (Wednesday 2 to Friday 4), before Mr. Justice Halse Rogers and a jury of four, Thomas Spence, tanner, of Bega, N.S.W., secured a verdict from the Bega and Far South Coast Broadcasters Ltd. on two counts, one of personal libel, with £1,000 damages, and one of trade libel, also with £1,000 damages, in respect to a broadcast on the evening of July 6, 1939, over 2BE, the commercial broadcasting station at Bega, during the session, "South Coast Speaks," when a letter, signed by "Anti-Odor" was broadcast.

The plaintiff, Spence, alleged publication, by way of broadcast, of defamatory statements, and claimed damages not only for the actual loss of business he had sustained, but also damage to his credit and reputation.

The matter complained of and contained in the letter, which was broadcast, was as follows:—

"Owing to the enterprise of your station in conducting the 'South Coast Speaks' session, I have much pleasure in availing myself of the opportunity of expressing my opinion regarding a very important fact which our Councillors persistently ignore. I refer to the tannery which, for some unknown reason, is allowed to remain right in our picturesque town. It is an indisputable fact that the filthy odour from this tannery is a definite menace not only to our health but also to the progress of our town. How long are the people of Bega going to allow councillors to cast reflections on their intelligence by telling them that this putrid smell does not come from the tannery?"

"It's amazing how Council has side-stepped this very important question for so long. What is their

reason for denying that the tannery is the cause of this objectionable smell? When it is so obvious to everyone with ordinary intelligence. Is it because they have inhaled this filth for so long that they have become immune from its vileness? Or is it just lack of interest in the progress of this town?"

"I would suggest that if Council persists in ignoring this deplorable fact, then it's about time they left the affairs of this town to people who really have some interest in its progress.

(Sgd.) 'Anti Odor.'"

Edwin James, described as manager-announcer of 2BE, was a defendant in this consolidated action. During the hearing and by consent, the action against James, alleging defamation, was withdrawn, and Mr. Dovey, appearing for the plaintiff, Thomas Spence, said he did not intend to proceed with his charges in that suit.

It was revealed, in evidence, that the station caused an apology to be published in the local paper, and likewise announced an apology several times over the air.

"SYMPHONY IN TWO FLATS"

With proceeds in aid of the R.I.F. War Comforts Fund, this three-act play was presented on Thursday, September 26, by the R.I.F. Younger Set.

Produced by Mr. Carl Francis (father of Miss Pat. Francis, of E.T.C. Industries), the play was a huge success. The organisers were the very charming and competent president of the R.I.F. Younger Set, Miss Irene Bassiere (Airzone), the hon. treasurer, Miss Jessie Cairns (Zenith), and the hon. secretary, Miss Edna Sharman (assistant secretary, R.I.F. Club), with a players' committee consisting of Miss Dorothy Taylor (A.W.A.), Miss Pat. Francis (E.T.C.), and Miss V. Beresford (Phillips).

The play went off without a hitch, and

After giving the verdict, the foreman of the jury said that the jury was disgusted at the way these letters are put over the air, and that no precaution was taken.

This matter is so important that an attempt is made here to give a full report, and it is hoped to give more details in our next issue.

Mr. Dovey, K.C., and Mr. Carson (instructed by Duncan, Barron and Co., solicitors) appeared for plaintiff, The Spence; Mr. C. M. Collins (instructed by Messrs. Hill and Co., city agents) and Messrs. Bloomfield and Oliver, solicitors (Bega), appeared for the defendant broadcasting station.

The case was concluded on Friday afternoon, October 4.

Hugh Anderson Appointed Vic. Rep. for 2SM

One of the most important functions of Bernie Stapleton's recent trip to Melbourne was the appointment of Hugh Anderson as 2SM's Victorian representative. Hugh Anderson, who has long enjoyed the high esteem of everyone in the industry who have had the good fortune to do business with him, will be heartily congratulated upon his good fortune in securing the representation of one of Sydney's most popular and progressive stations. Hugh's address is well known to most of us, but as a refresher, here it is . . . Poster House, Exhibition Street, Melbourne. The telephone number is Central 4366.

considering it was a first attempt by some of the players, they are to be commended for a really excellent job.

As the millionaire land owner and importer of frozen mutton, Mr. Rubie Mullard, was quite a success. Miss Sharman (R.I.F. Club) made the pace a bit too hot for him in the play, and it was left to Miss Taylor to provide the happy ending.

Miss Edna Sharman had everybody laughing with her efforts on the swing bar. We hope she wasn't too stiff the next day.

The proceeds of this play should considerably augment the funds of the R.I.F. Club, and it is hoped that the trade will again have the pleasure of seeing these players on the stage.

It is understood that the play will again be put on for various charities.



Since the N.C.B.S. advertising rates were fixed nearly 3 years ago, 100,000 NEW radio licenses have been issued in the Dominion. At the accepted average of 2½ persons per radio set, this means a quarter of a million extra listeners FREE. But even if we reduce it to only one person per set, it makes a huge free audience the alert advertiser in New Zealand does not miss. Make sure you are not missing it.

There is only one commercial broadcasting service in New Zealand. This service gives national coverage with no overlapping and no competition. N.C.B.S. takes your message into more homes than any other combination of media — and N.C.B.S. gets RESULTS.

Full particulars from Radiovision Pty. Ltd., 61 Hunter Street, Sydney, (B5453) or any Advertising Agent.



3HA

WESTERN VICTORIA

3TR

GIPPSLAND

3SH

NORTHERN VICTORIA

The Country Air will do you good —

Victoria's rich country districts offer a tonic to sales when you spend wisely over the comprehensive coverage of the V.B.N. The success of the many V.B.N. campaigns is a sure guide to results for YOUR product. Let us prove it —

The Victorian Broadcasting Network

Head Office: 239 Collins St., Melb. 'Phone, MX 4731

Sydney: MACQUARIE BROADCASTING SERVICES
29 Bligh Street. 'Phone, B 7887



**BY ALL
MEANS
TAKE
YOUR TIME**

Sure—by all means take your time on the details of your summer campaign — but **BUY YOUR TIME FIRST.** Naturally, with its renowned pulling power, 3KZ is in great demand — particularly now with summer products—and one by one, good spots are being snapped up—possibly by competitors of yours. If you sell bathing gowns, refrigerators, ice cream, summer drinks, cosmetics, summer clothing lines or any of the many other articles the public can be urged to buy during the summer months—don't let the grass grow under your feet. Contact us at once for details of time available. Head office is at Strand Building, 64 Elizabeth Street, Melbourne—Central 318.

Sydney Representative:
C. A. MONKS,
Shell House,
Carrington Street.

**3KZ
MELBOURNE**

2UW's TOWN HALL COMMUNITY SPONSORED BY COWELLS FURNISHING

The regular Wednesday two hours entertainment in the Sydney Town Hall presented by 2UW in association with Cowells, the "White House" furniture firm of George Street, Sydney, got away to a flying start at the inaugural session last week.

In spite of heavy rain over 800 people attended the concert, portions of which were broadcast through 2UW. Thus Cowell's first big air venture really had an auspicious take-off.

Show is staged in the Great Hall of the Sydney Town Hall between 12 noon and 2 p.m., and in addition to community singing follows along the lines of other recent 2UW-organised fast moving variety entertainments designed

to attract a visual audience as well as listeners.

The station makes full use of its own staff of entertainers, with comedians Vern. Lisle throwing the limelight on comedian Reg. Quartly, Cyril James, the inimitable Cecil Scott and Rod Gainsford. Guest artists are also featured while Tut Coltman's band is swinging its way to new heights of popularity.

Interesting merchandising angle for Cowells is provided by announcements advising listeners who want to attend the Town Hall shows to get their tickets from Cowell's. Admission charge is sixpence, with a few reserve seats at 1/- each, but all bookings must be made at Cowell's store, where a special booking office has been set up.

Pepsodent Gives Novelty and Variety In "Sunday Night at 8"

Realising the drawing power of variety and surprise, the Pepsodent Co. has been at great pains to offer listeners in each week's broadcast of "Sunday Night at Eight," originating from 3AW and relayed to three States, a new and outstanding guest artist, as an added attraction to an already strong cast.

Among the celebrities who have appeared on the program are Miss Stella Wilson, Mr. John Fullard (Gilbert and Sullivan tenor), Mr. Richard Watson (Gilbert and Sullivan bass), and Mr. Edwin Styles (English comedian and compere).

Latest artist to guest star on the network is coloured baritone Bob Parrish, billed as the "Sentimental Gentleman from the South," who is billed for Sunday, October 13. This 26-year-old singer is a Californian by birth and the possessor of a really magnificent, natural baritone.

Parrish has done a great deal of radio singing in America, where he appeared as guest star on Eddie Cantor's "Texaco" hour and on the N.B.C. "Magic



Bob Parrish, on "Pepsodent Show."

Key Hour," sponsored by Victor Records. He first came to Australia three years ago, under contract to Tivoli Theatres, to play a ten weeks' season but proved so popular that he remained for one year and three months.

GARTRELL WHITE'S "GANG-STARS"

Last Monday night over 2SM Gartrell White, the well-known bakers, sponsored "Gang-Stars," with John Dunne in the picture, keeping his young "gangsters" well up to the mark. Compered by Dorothy Tuckfield, a member of the gang, and the performers, Brian Byrnes, Noeline Stevens, Maureen Jones, Peggy Martin, Valda Bagnall and Mary Pike, all contributed to a most entertaining half-hour.

The competition on this session is particularly interesting. The studio audience and listeners are invited to judge, in their order, the best performers out of the six gang stars, on a voting card from one of Gartrell White's swiss rolls. The person who judges correctly the winning six places will receive £20, because on the last three occasions nobody has marked the winning

card. If no winner eventuates this week the prize goes up to £25 for the following week.

Not only is the competition attractive but the session is really worth listening to as an entertainment.

The "Grocer and Madam" (John Dunne and Doreen McKay) are still going strong over 2SM. Their session is just as fascinating as ever, and sponsored by Moran Cato.

SOVEREIGN HATS TEST RADIO.

Sovereign Hats are one of the latest national advertisers to turn to broadcast advertising. Account agency, Weston Co., have arranged a trial campaign of one minute dramatised announcements on 2UW Sydney and 4BK-A Brisbane-Oakey.



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

IN THE CAVALCADE OF ENTERTAINMENT

there have always been leaders in each new generation.

Looking backward we see again the throngs under the "big top" rising to the thrilling appeal of distinguished performance.

One team always stood out.

Silhouetted against the background of the expected, the master showman quickened the pulse of the multitude, setting a new standard overnight.

The C.B.N.—to-day's master showmen, use the great vault of the sky itself as their "big top."

Taking always the forward view, this great chain of leading broadcasters achieves more than leadership in entertainment — IT BRINGS FAME TO YOUR PRODUCT.

COMMONWEALTH BROADCASTING NETWORK

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



Over 4,000 Competitors in 2KY Talent Trials

Furniture Firm's Four Year Sponsorship of Sydney Feature

Though it is by no means uncommon to hear of a studio-feature entering its fifth year of presentation under the sponsorship of the original advertiser, it is unique in radio for a public entertainment to be presented week after week over such a long period without a change of sponsor. Which fact lends further colour to the story of success for Morley Johnson Ltd., written by the 2KY Radio Trials during the four years of their presentation.

First presented at the Assembly Hall on Wednesday, September 30, 1936, this weekly feature made its bow under the sponsorship of the "Square-deal" furniture firm of 546 George Street, whose name is still associated with its presentation.

Inaugurated with the idea of fostering local talent, the 2KY Radio Trials during their currency, have been the means of bringing many "unknowns" the limelight.

When Tex Morton entered the office of 2KY and asked for an entry form in the Radio Trials, he was eking out a meagre living by street singing. His break into popularity dates from his first appearance at the Assembly Hall, where his now famous yodel caused a furore with audience and listeners alike.

Herbert Young, who was recently billed at the Tivoli after an extensive tour of New Zealand and Australia, was another 2KY "discovery"; likewise Kathleen Bourke, who secured a trip to London as a result of winning the first series of the Radio Trials. She has many times appeared over the B.B.C., and is doing so well in the Mother Country that she has not used her return ticket!

The Foster Boys, Peg and Jim, Jean Cerchi, Hal Lancashire, Graham Wicker,

John Armstrong, Audrey Powell, Royston, Snowy Towers, are a selected few of the many other discoveries of the 2KY-Morley Johnson Radio Trials.

Apart from unearthing a wealth of talent, this weekly feature has provided over 4,000 competitors with the opportunity of revealing their entertaining ability, both as stage and radio artists; and has entertained a visual audience of approximately 230,000. It is, of course, impossible to give an estimate of the number of unseen listeners to the radio trials, but congratulatory letters received by 2KY have come from as far afield as New Zealand, Fiji and Tasmania, whilst letters received from listeners in New South Wales suggest widespread interest amongst thousands.

Since the inception of the radio trials, 2KY has paid out over £1,500 in prize money, which total will be considerably augmented at the end of this year when the major awards in the present contest are due for distribution amongst the winners.

The weekly presentations are personally supervised by 2KY's manager, H. E. Beaver, organiser and compeer of the radio trials. His interest has never flagged, and the only times he has been absent on Wednesday nights have been occasioned by his annual leave and interstate business trips.

The radio trials are the main attraction at the Assembly Hall on Wednesday nights, occupying the after-interval portion of the 2½ hours show. There is a supporting stage presentation.



Mr. Morley Johnson.

Naturally, this is not now being presented along the same lines as in 1936, change and variety being necessary to hold the interest of the public. Following the modern trend of audience participation, 2KY's stage presentation now includes a quiz jackpot, which is rather different from the usual run of quiz shows, in as much as it offers money for questions as well as money for answers.

"There are many amongst our audience who are shy of a microphone, shy of the stage, and of facing an audience," explained Mr. Beaver when mentioning the innovation. "It seemed hard that this aversion to a public appearance should debar anyone from winning money. Therefore, 2KY is now offering every man, woman, and child a chance to swell their purses without having to appear on stage."

One shilling is awarded the sender of every question used, plus half the prize money allotted the question if the contestant in the answer team fails to give the correct answer. The other half of the prize money goes to the jackpot. Ten questions are used every Wednesday night, the answer team being picked from members of the audience.

Community singing led by Captain Bairnsfather, 15 minutes of fun with Comedian Joe Lawman, and items by guest artists complete the entertainment.

Other than sponsorship of this feature session Morley Johnson's use scatter announcements very effectively on all other Sydney stations.

One of the factors which has contributed towards the continued success of 2KY-Morley Johnson Wednesday night entertainments is the absence of formality. The air is charged with friendliness—artists, competitors, audience and those in command, all responding to the "Hail fellow, well-met" atmosphere.

October 23 will be a further big night in the history of these Wednesday night entertainments, the adult grand final heat in the Radio Eisteddfod of 1940 being scheduled for that date.

N.Z. Radio News

The Commercial Broadcasting Service of New Zealand continue to render a wonderful service to its listeners and to the business fraternity across the Tasman. Not only does the N.Z. C.B.S. render an excellent entertainment and news service to listeners, but in co-operation with their sponsors they are brought more closely in touch with the products that are available for their everyday needs.

N.Z. Radio Co-ordination Committee

A Radio Co-ordination Committee has been established under the direction of Mr. Beau Sheil, Deputy-Controller of the C.B.S., co-ordinating both the National Broadcasting Service and the C.B.S. for the war effort. This committee is responsible for arranging all National Service and patriotic talks, and programs over both broadcasting systems.

Mr. C. G. Scrimgeour, Comptroller of the C.B.S., has made available the driving force and invaluable experience of Mr. Shiel, and Professor Shelley, of the N.B.S., has given his warm approval and generous help to the idea.

Different programs are put out over both systems, and the basic idea of the Government is to take the people into its confidence and keep them there, so it explains what it is doing and why.

The N.Z. C.B.S. has issued a challenge to New Zealanders, and also offered a prize of £50 for the best entries for a play entitled "There'll Always Be An England." It may be one-quarter, one-half, or an hour's length. On the other hand, any writer wishing to do so may enter episodes for a serial story.

The first prize will be 25 guineas, the second 20 guineas, and third 5 guineas, with ten consolation prizes of £1/1/- each.

On Monday, August 19, the 2ZB Happiness Club held the greatest rally to date at the City Mission Hall in Wellington. That well known N.Z. radio personality, Aunt Daisie, was responsible for great activity and assistance to the fair.

George Dud and his Jerry (imitation of Charlie McCarthy) is making a successful tour of the New Zealand ZB commercial stations and is receiving great public support.

Many will be interested to know that Miss Dribblebee, the rather provoking typiste in the feature, "Fred and Maggie Everybody," is none other than Miss Georgie Sterling, a young N.Z. artist who is going ahead by leaps and bounds in the world of radio and film in Australia.

The Dunedin commercial station, 4ZB, has been carrying out a telephone quiz, and the "quizzier" is Jack Bremner. To date he has had a wonderful response, as he finds that less than one in ten have to have explained to them what it is all about. His preliminary question,

"Are you listening to 4ZB at the moment?" brings very few "No's."

Over £2,150 was given in four hours through 2ZA, the Palmerston North station, following a broadcast on a recent Sunday evening for support for the Bomber and Soldiers' Rehabilitation Fund of the C.T.A. From 8 o'clock to midnight telephones were ringing constantly, and listeners were phoning to donate whatever they could to such a worthy cause. Over 20 telephone lines were involved, and telephone operators had to work pretty hard.

At 12.15 p.m. every Friday 1ZB presents a last minute shopping reminder

service which is proving of great value to housewives.

"Fred and Maggie Everybody" and the other characters in their play, made a great hit in New Zealand. In the Thursday, September 19 issue of the "Standard," the headlines included a picture of the five fixed characters—Fred, Maggie, Barney, Mrs. Cracken-thorpe, Mr. Sproggins and Daisie.

The closing date for the competition for the play, "There'll Always Be An England" was September 30, and indications to date are that this will be a great success and that some wonderful talent and material will be obtained therefrom.



BUTCHER MEATS WITH SUCCESS!

When Laurie Thearle, Newcastle's most enterprising butcher, teamed up with 2HD, Newcastle's most enterprising station, he quickly doubled his turnover.

After only 6 weeks' sponsorship of the "Radio Butcher" he writes . . .

"Due to the overwhelming increase in my business since commencing the radio broadcasts from the shop on 14th July, I would like to show my appreciation of the 100 per cent. results by this personal letter to you. Our sales on Friday afternoon and Saturday morning have exceeded all previous sale drives beyond expectations. The manner in which your announcer, James Crago, has diligently worked to make this session a success has my full appreciation also.

"The number of customers served last Friday afternoon and Saturday morning were 1,008, and 500 sides of mutton were sold straight out. I have had photographs taken of the immense crowds of people in the shop, showing also the huge stock of meat. These I will forward you in a few days' time.

"In closing I cannot say enough in praise of 2HD as business builders, or the sincere and honest manner in which they always apply themselves to the job in hand.

Yours faithfully,
(sgd.) L. THEARLE."

Enterprise brought 2HD this unique sponsorship
Results brought this spontaneous praise

SELLS AUSTRALIA'S **2HD** FIFTH MARKET

Sydney Rep. is
C. A. MONKS,
Shell House,
Carrington St.

Melbourne National Advertisers should contact
J. STONE,
532 Bourke Street.

"THE LISTENER'S DIGEST"

edited by Dick Hudson, is Melbourne's Sunday morning radio newspaper. On the air from 9 a.m. till 12.30 p.m., its pages are crammed with News . . . Sport . . . Fashion . . . Movie Gossip . . . Comic Strips . . . Music . . . It's unique, and above all entertaining.

"The Listener's Digest" is but one of many 3AW DAYTIME FEATURES — specially designed to attract attention . . . TO BRING SALES! Let them bring daytime sales to YOU!

3AW presents . . . "DAYLIGHT SELLING TIME"!

2KA-BS Radio Service Club Covention



Women folk came from far and near when the 2KA Women's Club held its annual convention at Katoomba week-end before last. Picture shows some of the branch members arriving at the rendezvous. The procession displayed banners from many of the towns serviced by 2KA's wide coverage.

Over 1,000 members of the 2KA-BS Radio Service Club, representing branches between Bathurst and Sydney, attended the Club's Annual Convention at Katoomba on Saturday, September 23. The program included a meeting of members at the Katoomba Showground, a ball in the Town Hall, a sight-seeing tour and a picnic.

Miss Joy Alexander, the organiser, has every reason to be pleased with the excellent result of her effort, and also the enthusiastic reception given her, plus the present of a handsome leather travelling case by the members of the club.

The ball was attended by 700 club members, many in fancy dress. The 2KA Mel-



● ONE HUNDRED PER CENT.

As an eye-catcher you'll agree this little lady is "tops."

In cold statistics, Australia's women rate 87% in consumer spending power. 2SM rates 100% with women listeners, so that 87% spending power is worth bearing in mind when you are making your appropriation allotments.

Talking of RATES, you'll find 2SM's rate card full of pleasant surprises remembering that . . .

2SM SELLS MORE

dians, a non-professional orchestra formed by the Lithgow branch of the club, comprises men who spend their working hours in the Lithgow coal mine.

The Convention proved, amongst other things, of great value to advertisers on commercial stations. There is particular evidence of the strong loyalty of the members of the club to the advertisers and their products, which are well known over those stations.

NEWS IN ADS.

In the "50-50" column of the Sydney "Daily Telegraph," 28/9/40, appeared:

"To 'Lace Petticoat': I agree with you when you say we should not stand for the banning of 'The Man Who Comes Around and 'She Had to go and Lose it at The Astor.' We ought to get up a petition against it. I see nothing wrong with two songs. Soon they will be banning swing music.—Sgd. 'Swing Fan'."

That's what the other fellow thinks about it!

A good slogan by the Victorian Network is "The country air will do you good." Very apt and to the point, because Victoria's country districts have a big spending power.

"They are cutting cane in the sugar country," says 4AY, the North Queensland station. Consequently now is the time for advertising over that prosperous market while the money flows—and where it does really flow.

Have you read the latest saying by C. A. Monks: "Defence—home or abroad, we defend your business by radio." Cuth. Monks has achieved quite a reputation for his unique advertisements in "C.B."

LUX LINE-UP

The Lux Radio Theatre line-up for October contains a hat trick of outstanding features following one upon the other on October 13, 20 and 27. These are Noel Coward's "Private Lives," Jane Austen's "Pride and Prejudice," and the R.K.O. film success, "Bachelor Mother."

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.

THREE STATE BROADCAST HOOK-UP OF INAUGURAL SYDNEY-MELBOURNE-ADELAIDE FLIGHT

An intricate three-State land and air broadcast hook-up marked a new high in broadcast news coverage efficiency last week when the new Trans-Australian Airway. Service. linking Sydney, Melbourne and Adelaide in a daily return service occupying only 6½ hours daily, was inaugurated.

The stations participating in the broadcast were 2UE Sydney, 3XY Melbourne and 5DN Adelaide, and to Mr. Oswald Anderson, general manager of 2UE go the honours for conceiving the plan of broadcast and inaugurating the extensive organisation which carried it through to such a successful conclusion. The broadcast necessitated short-wave and landline hook-ups to link the three interstate stations.

Prior to the take-off from Sydney, Mr. Anderson broadcast a few minutes of general commentary about the service and the broadcast arrangements. Harry Withers, 2UE early morning announcer, who incidentally is a qualified pilot, was a passenger on the 'plane, and immediately after the take off Withers took over the microphone in the 'plane cabin and broadcast a description of the ascent and impressions from the air. A few minutes before reaching Melbourne, Withers aboard the plane was again in contact via the short-wave which was picked up, landlined to the three stations and rebroadcast.

Awaiting the 'plane at Melbourne aerodrome was Eric Pearce, of 3XY. Withers commentary from the 'plane on the approach to Melbourne was faded out and a split second cross-over to Pearce's microphone was achieved without a hitch. Pearce described the landing and later, five minutes before the take-off for Adelaide he interviewed passengers and crew on their impressions of the flight. Off on the last hop Withers was again broadcasting from the 'plane and carried on until 12,000 feet height had been reached. Some time later the hook-up found the 'plane circling Adelaide in the dark, and Withers gave a vivid description of that city from the air by night.

Ken Crossman, of 5DN, was in charge of the drome mike at Adelaide, and a similar procedure was followed here as at Melbourne.

"I feel that the broadcast was one of the most successful of its kind ever attempted in Australia," said Mr. Anderson, commenting on the stunt. Great credit is due to the Airlines of Australia, A.W.A. and the P.M.G.'s Department for the excellence of the technical facilities organised for the broadcast."

A.C. ADVERTISING GIVES DEBENTURE

Debenture dated 13/9/40 over the company's undertaking, property and assets, including uncalled capital, has been given by A.C. Advertising Co. Pty. Ltd., of 75 Pitt Street, to W. B. Gilbert, in consideration of £1,000 and further advances.

VALE ATHOL TIER

"'Arris and 'Iggs" Personality Passes



On Friday night last week (October 4) that well-known radio and stage comedian, Athol Tier, died at his home at Rose Bay, Sydney, after an attack of double pneumonia, at the age of 51.

He was one of the best-known radio personalities in Australia, particularly noted for his two radio sessions, "Mrs. 'Arris and Mrs. 'Iggs" and "How the Other Half Lives." He helped to write and act both sessions, until the previous week when he became ill.

Mr. Athol Tier was born in Abedaile and later went to England, achieving success in London and provincial variety halls. From there he went to the United States and became a comedian on the Keith-Abbe circuit, which he left to start on his own comedy act in New York.

J. C. Williamson then brought him to Australia for repeated successes at the old Tivoli.

One of the most notable successes was in the Australian play, "Blue Mountain Melody," written by Jimmie Bancks, in which he played with the late Gus Bluett. At the end of that play's run, he forsook the stage for radio work.

He is survived by Mrs. Tier and one son, Donald, who is stationed at present with the South Head Garrison Artillery.

After a short service in Kinsela's Chapel in Darlinghurst last Saturday afternoon, the remains were cremated at the Northern Suburbs Crematorium. And so passed a most likeable radio personality.

A Thrilling Musical Adventure



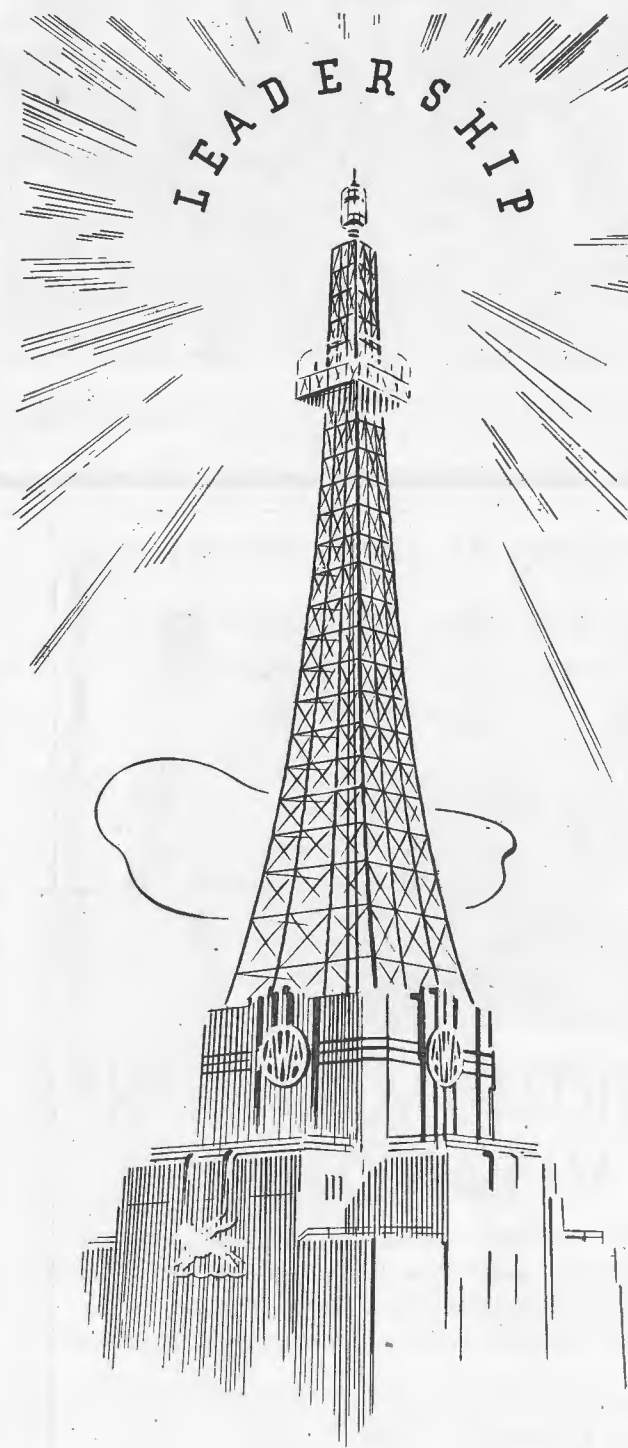
THIRD DIMENSION VITATONE

The thrilling art of world renowned vocalists, instrumentalists, variety artists, Radio personalities, bands and orchestras is now revealed in all its beauty and glorious depth of quality as captured by Third Dimension Vitatone—the ultimate in musical reproduction.

5,000 New Musical Gems on

Radio 2UE

2CH



TELEPHONE

BW2222

Confidence

in your Advertising Allocation

2CH

LONG-TERM ADVERTISING CONTRACTS extending over years on 2CH have resulted in many new advertisers choosing this medium since January, 1940.

Established Advertisers

- McDOWELLS LTD. "Fred and the Everybody"
- SAMUEL TAYLOR PTY. LTD. "Yes What?"
- PALING & CO. LTD. "Way to Fame"
- MICK SIMMONS LTD. "Is and Pieces"
- SUTTONS PTY. LTD. "The Music Shop"
- BEECHAMS LTD. "Happy Moments"
- PELACO LTD. "Comedy Club"
- GROCERS' SERVICE ASSN. "Songs of Famous Singers"

New Sponsors

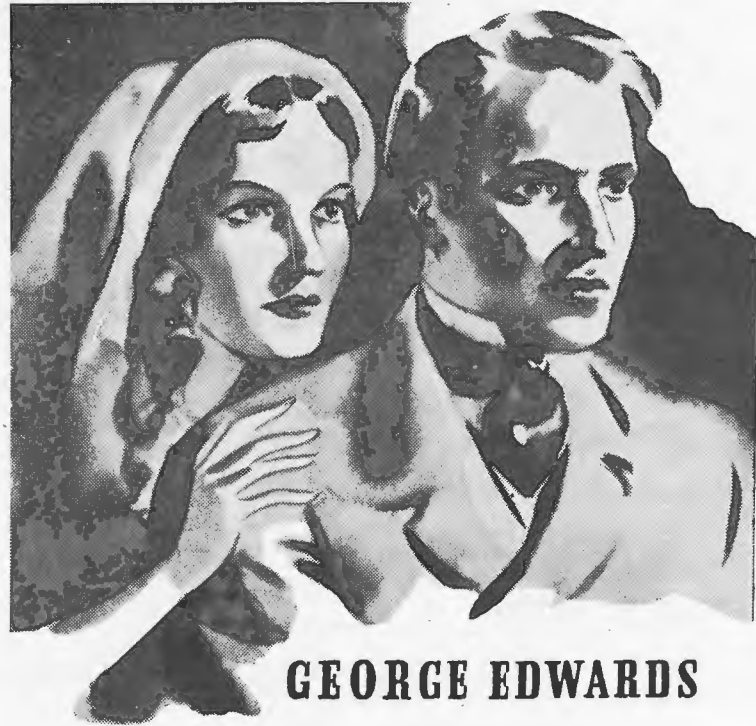
- SAUNDERS PTY. LTD. "House of Peter MacGregor"
- DAVIDSON'S PTY. LTD. "Take It or Leave It — Double or Quits"
- BON MARCHE LTD. "Saturday Afternoon at Home"
- J. R. LOVE & CO. PTY. LTD. "Mothers' Choice" "Merry Moments"
- CROCKETTS FURN. WAREHOUSE "Family Favourites" "Off the Beaten Track" "Musical Cues"
- GRACE BROS. "Community Singing"
- BERLEI LTD. "Beauty in the Balance"
- MURDOCHS LTD. "Fashion Flashes"
- FIGURE CONTROL CORSET CO. "Figure Control"
- LUSTEROID (SHUMILK) "Dr. Heckle and Mr. Snide"
- ROCHESTER CLINIC "Leaves From a Doctor's Book"
- N.S.W. MILK BOARD "Mothercraft and Home Harmony"
- BRITESHINE PTY. LTD. "Showboat Memories and 2CH Jolly Boats"
- MEADOW-LEA MARGARINE CO. "Housewives' Assn."

*Continued Salesmen have
Justified their Support*

AND COO-EE CLOTHING D. HAVE JUST BOUGHT 4 HOURS EVERY SATURDAY —
O'CLOCK UNTIL MIDNIGHT

FOR YOUR ADVERTISING ALLOCATION take advantage of the experience of well established advertisers and the wide coverage offered by 2CH to reach your buyers in Australia's richest market.

AMALGAMATED WIRELESS (A/SIA) LIMITED



GEORGE EDWARDS

PRESENTS

WEST OF CORNWALL

This is a radio adaptation of Charles Kingsley's epic novel "Two Years Ago." It deals with the wild Cornish coast and the queer superstitions of the Cornish fisherfolk, of witchcraft, storms at sea and smugglers. It is a forceful presentation packed with incident. One of the strongest programmes George Edwards has produced.

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

Synopsis of "West of Cornwall"

The Columbia-George Edwards production, "West of Cornwall," currently playing on 2UW Sydney for McWilliam's Wines, was adapted for radio from Charles Kingsley's epic novel "Two Years Ago." It deals with the wild Cornish countryside and the queer superstitions of the Cornish fisherfolk, of witchcraft, storms at sea, and countless colourful issues.

The general trend of the story follows Tom Thurnall, son of the village doctor who was outcast from his home at Whitbury, in the English midlands, when quite a lad. He was wrongfully thought guilty of a stupid, practical joke, played on an old patient of his father's. The same night his father discovers the real culprit, John Briggs, the assistant, but before he can punish the real offender John Briggs disappears, and the shock of the injustice he has done to his own son sends the man blind.

Seven years pass, and the scene changes to a little town on the coast of Cornwall ruled over by Squire Treboose. An inspired young clergyman, Frank Headley, vainly trying to bring the people to a sense of Christianity. He tries to dispose of Grace Harvey, a strange girl of the village, whose manners and dress lead some to believe that she is mad. Grace, however, is beloved by the fisherfolk, and teaches their children in a small school.

A shipwreck one night casts a sole survivor onto the rocks, whom Grace saves at the risk of her own life. He takes up residence with Dr. Heale. He is Tom Thurnall, and that for seven years he has been roaming the world—a man without a country but that he is now a fully qualified doctor. He becomes part of the community and is well liked. Eliza Heale, a most unattractive girl, takes a romantic interest in him, but he makes it clear that he is not interested in her, but rather in the strange little Grace Harvey, who loves to roam the woods and stand on the mountains during the terrific storms that frequent that part of the coast.

Tom discovers that a valuable belt, containing nuggets and sovereigns, is missing, and thinks it must have been lost when he was washed up on the rocks, but Eliza tells him she saw Grace Harvey conceal the belt in one of the caves near the sea. Tom questions Grace, but she swears her innocence, and tells him if this is a sign of his gratitude then he need have nothing more to do with her. Thus a rift comes between them.

Also in the township resides Elsie Vavasour, a poet, and on first meeting him Tom is struck by his resemblance to someone he knew long ago, but not until he hears Vavasour reciting the "Lady of Shalott" does he remember, and realise that Vavasour is none other than the rascal John Briggs, whose fault it was that Tom was originally forced to leave home. Vavasour, of course, remembers him, but awaits his opportunity to get Tom out of the village. This comes when the Squire's poodles are poisoned, and Tom's scarf is found near their bodies. Tom gets the blame, but Grace swears to doing the deed. Grace is asked to leave the village, although the fisherfolk stand up for her.

Tom goes to her little shack, to beg her to let him come away with her—when he arrives there, however, to his surprise and horror he is met with the spectacle of an old mad woman alone in the shack, and he realises the strange secret which Grace has been hiding. He also finds his belt on the table with the gold sovereigns, but at this moment Grace enters and upbraids him . . . telling him to go and leave them in peace . . . she flings the belt at him and tells him to begone.

(Continued next page.)



Artransa Booklet Reflects High Quality of Productions

Artransa Pty. Ltd. have sent us a copy of their latest direct mail-piece, covering their policy . . . "Programs tailored to fit, and pressed to sell."

A striking front cover prompts spontaneous congratulations to Grace Gibson and staff at Artransa. Portraying the required centre of an Artransa disc in size, the cover has been varnished to complete the effect, and the result, which suggests the highest American standard, should spell SALES for Artransa.

Clever illustrations in the centre spread add point to the fact that this agency not only turns out a sterling job for its clients, but emphasises after-sales service. As Jim Joyce said recently, Artransa's policy is not only to make and sell fine programs, but also to assist the advertiser and the broadcaster to publicise their product by supplying publicity material with each show sold by Artransa.

A comprehensive library catalogue headlining the coming productions of "Cappy Ricks," "Hopalong Cassidy," "Doctors Courageous," "Fifth Column," and "Inspector Hornleigh," coupled with the general excellence of the production as a whole, will ensure that this mail-piece will find the place upon the desks of prospective clients which it deserves.

"WEST OF CORNWALL"

(Continued from page 14.)

The next day, realising that the mother was responsible for the theft, Tom goes back to the shack, but it is too late—Grace and her mother have gone. He then sets out to find them, having now the genuine proof that Grace is not guilty of the poisoning. On the road he meets an old lame, the famous actress Valencia, and an admirer, Lord Stangrave. Valencia, overjoyed at meeting Tom again, begs him not to return to Cornwall, but he insists he has a mission to fulfill and must go. He eventually catches up with Grace and her mother, and begs them to return with him. Grace refuses at first, but that night her mother dies, and thus she decides to return, though she tells Tom she can never marry him as there is madness in the family.

They return triumphantly to Berthwick, only to find that Valencia has already arrived and is waiting for Tom. Various complications arise, and Grace believes Valencia to be Tom's wife.

A plague of cholera descends on the village and Tom works night and day to try and save the townsfolk. Doctor Heale is one of the victims, and thus Tom is left to carry on alone. Elsie Vavasour's home is burned down to try to stop the disease from spreading, and he loses everything. Although the plague passes, but the superstitious fisherfolk blame Grace for witchcraft, and try to burn her at the stake. Tom attempts desperately to save her, but she dies in their hands.

Valencia then begs Tom to leave the town of Berthwick, and to come back to the world with her, but he says that where the spirit of Grace is, there must be rest. He devotes his life to making a better town of Berthwick.

"ENEMY WITHIN" SOLD IN CALIFORNIA

The well known radio serial, "Enemy Within," has been sold to two stations in California, who are putting it on their program as a real feature. This is very creditable news for this Australian production by Legionnaire, and which is now being produced in book form for distribution to commercial stations as a service to their listeners.

Melbourne commercial 3UZ also began broadcasting the second series on September 30 last, four times weekly.

The book is available to stations at a cost of 1/9, which includes postage, and all orders to be transmitted to their listeners can be sent to the publishers, Australian Radio Publications, Box 3765, G.P.O., Sydney, who will post the book direct to the customer.

Len Maurice, of Len Maurice Advertising, has entered the program production side of radio as an extension of his agency business and has sold 50 episodes of his "Reporting on the Past" (4-minute comedies) to the Major Network. Discing starts this week at A.W.A. recording studios in Sydney, Maurice himself producing and playing the part of the reporter, and Lou Vernon much in evidence.



Uh-uh! Not at our place!

We're an arbitrary bunch of coves up our way. "Cruel to be kind"—that just about describes it. But wait a minute—we don't want you to pick up a wrong impression. Our responsibility's to do a better job than you've been getting up to date; and to do it without playing any favourites. When you come along to us, Mr. Agent, with an idea which you thought was pretty hot when it hit you like a flash in bed last night, we'll tell you what its value is, even if it hurts you. On the other hand, if we weren't an arbitrary bunch up here, we could cost you a lot of money and badwill by going right ahead on the job with our tongues in our cheeks. We're not merely a recording studio, dear Sir; we've got ideas too—Ideas that build sales and culminate in not just "a double-sided disc," but in a perfectly planned and produced piece of Radio. (Pardon the alliteration.) If you believe in the value of Radio Ideas ring us up—we've got 'em.

● BW 6953 Australian Record Company, 29 Bligh Street, Sydney.

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

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M 4161

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

AND THE "ADVERTISER" BROADCASTING NETWORK, ADELAIDE

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

OF COURSE YOU'VE HEARD

To Help Bomb Victims

Carrying on the same idea which proved so successful in the State-wide appeal for the Red Cross, the 2CH Women's League has organised a drive for funds to be sent to England for relief of distress of bomb victims.

Meg McSpeerin, organiser of the league, is receiving the same co-operation as was forthcoming for the Red Cross appeal when over £6,000 was raised as a result of card parties held in people's homes, in cafes and in halls on August 7 last. League members have promised to organise parties on a similar scale during October, and until Tuesday, November 12, when the final appeal will be made.

To swell funds Meg McSpeerin has arranged for an afternoon party at the Trocadero on Friday, November 1, when Benny Oddy's Swing Band will be in attendance. This will be on the scale of similar 2CH functions at the Trocadero with entertainment by well known artists, fashion parades and

dancing. It will be followed on Tuesday, November 12, with the Trocadero card party at which there will be all manner of card games and attractions for non-card players.

Meg McSpeerin says that if similar organisations in Australia launched appeals with the same object in view, bomb victims in England will be able to look forward to a brighter Xmas.

One announcement made during a recent sporting broadcast from 2HD Newcastle pulled in more than 1,200 donations of 1/- each for a Red Cross appeal. Mick O'Halloran, genial manager of 2HR in Sydney last week, said "Spot announcements, the classified advertising of the air, pull like no man's business when the timing is right." Classified is a thought, Mick. For classified ads. with a full page pull use radio spot announcements.

Salesology for "Buy as you wear" tailors—"Sell as you air."

New Radiator at Mackay

Mackay station, 4MK, has installed new vertical radiator thus enhancing the signal efficiency of that excellent station in the rich Mackay district of Queensland. The manager of the station, Mr. J. H. Williams, reports results from the new radiator exceeding even the management's expectations. The tower which served for many years, and the topmasts of which were damaged by a cyclone earlier in the year, have been demolished. Readers will recall that earlier this year also 4MK installed complete new transmission equipment which was supplied by A.W.A.

"RAZZLE DAZZLE"—2SM

A new and popular modern harmonic trio, "The Rhythmettes," are certain three versatile young misses. Seventeen year old Betty Smith, who presides at the piano as well as vocalising, works out their musical arrangements. She is the "Gateway to Fame's" featured pianist, too; 15 year old Gwen Smith her sister, who sings the very low "hotch" rhythm, is studying to be a surveyor draughtsman, while Lillian Stender, soprano of the trio, a former well known Melbourne vocalist, heard on 3DB and 3LO, also plays the saxophone, xylophone, banjo and drums. She has just finished a season as drummer at the Minerva. The "Rhythmettes" are a popular feature of SM's radio "Razzle Dazzle," Wednesdays at 9 p.m.

STATION FIRST TOLD WHEN SPONSOR'S STORE ROBBED

Melbourne on a Sunday has long been a stock gag with Australian comedians—and the gag has always gone down big—particularly if the comic emphasises that it was a wet Sunday. Well, a couple of weeks ago it WAS a wet Sunday and things in Melbourne were pretty quiet. The only sign of "life" was a dead sparrow on the tram track in Elizabeth Street. Suddenly there was a terrific crash of breaking glass and a figure of a man dashed away from the windows of Wardrop My Tailor—his arms full of shirts and suit length. Yes—it was a smash and grab raid. Fortunately, the incident was seen by a solitary pedestrian, who took one look at the gaping window and dashed for a public 'phone. Did he 'phone the police? No. The victim of the outrage? No. He rang 3KZ because, as he said, "The moment I saw it was Wardrop's window, I immediately thought of his wonderful Saturday musical matinee on 3KZ and thought you people should be the first to know that your sponsor had been robbed."

IF . . .

You want to make friends with and influence the people who buy in Newcastle . . . See

TED COX . . . 2KO . . . B5370

COMBINED ELECTRICAL- RADIO-BROADCASTING OUTING OF OATLANDS

On Tuesday last, September 24, the Sydney radio, electrical and broadcasting personalities attended in force at the Oatlands Golf Club, the occasion being a combined patriotic golf day, with the proceeds in aid of comforts for members of the industries on active service and for the R.I.F. Radio Provident Fund.

As has been previously announced, E.R.D.A. relinquished its regular monthly golf functions this year on account of the war, and as the R.I.F. Club Xmas golfo was coming on, it was decided to amalgamate the two and have one big function earlier than Xmas.

The weather was really ideal for golf, the course was in excellent condition considering the dry season which has been experienced by Sydney, and the greens were a credit.

Trophy Winners

The following were the winners of the various events:—

R.I.F. Club Championship.—Best Scratch Stableford. This was won by Mr. Les. Purcell, of Airzone, with a score of 28. He collected the R.I.F. championship trophy and miniature, which were duly presented to him by Mr. Ted Bennett, chairman of E.R.D.A. social committee, acting on behalf of the chairman of E.R.D.A., Mr. Charlie Crome, who was unable to be present owing to heavy pressure of business.

Runner-up in this championship was Mr. Clarrie Ives, of A.G.E., with a score of 25.

The E.R.D.A. Golf Championship.—Best Nett Par, was won this year by Mr. Walter Blackmore, of A. J. Veall (Agencies), Sydney, with the extraordinary score of 2 up. Being an ex-Digger, Walter knows what "two-up" means. The trophy was presented to the winner by the president of the R.I.F. Club, Mr. Barney Allen.

The runner-up in this event was Mr. G. W. Kloster, of Paling's, who was also presented with a trophy.

The Stableford competitions were in three grades, and the following were the winners who received their prizes from Mr. Frank Marden, president of the Broadcasting Federation.

Best 18 holes—A grade—par handicap 1/10, won by Mr. A. R. (Barney) Allen, of Vesta, with a score of 36.

Runner-up was Mr. J. Goodwin, of Ducon, with a score of 32.

Best 18 holes—B grade—par handicap 11/15, won by Mr. Roy McMahon, of ITW, with a score of 35, and the runner-up was Mr. Fred. Dickin, with a score of 33.

Best 18 holes—C grade—par handicap 16/20, won by Mr. Jack Woodbridge, of A.P.R.A., with a score of 37, and the runner-up was Mr. S. N. Cook, of W. G. Watson, with a score of 34.

The Putting Competition was won by Mr. K. Weddell.

Have You Heard . . .

That 4BH Brisbane has 45 audience compelling features, including 22 daytime and 23 night time, with success being achieved for the sponsors in a big way.

That the radio story "Enemy Within" is now produced in book form and is being sold through commercial stations who have aired this program, at 2/- a copy to the public. 3UZ is now releasing it four episodes weekly, and Legionnaire advise that two Californian stations have purchased the serial for broadcasting over there. This shows that it is a pretty good proposition.

Tamworth results for Nestles of 212 recipe books, just by mentioning the offer in 100-word announcements within 14 days is not a bad effort, and also the pulling of 231 requested catalogues in 24 fifty-word announcements for Murdochs was a good effort.

I.R.E. MEETING

The Sydney Division of the Institution of Radio Engineers will hold a meeting on Monday next, October 14, at Science House, Gloucester Street, Sydney, at 8 p.m.

Mr. W. T. Wedgner, M.I.R.E. (Aust.) will deliver an illustrated lecture and practical demonstration on the subject of "Electronics as Applied to the Music Industry." During the demonstration a Hammond electric organ will be used.

New business has come to 3HA Hamilton for Swinton's, of Warrnambool, Eck's, of Camperdown, The Ballarat Brewing Company, Forsyth's, of Ararat, and several firms at Stawell and Naracoorte (S.A.). This round-the-clock-like popularity is convincing proof of the popularity of 3HA.

3YB AIDS BOMB VICTIMS AND RED CROSS

£220 RAISED IN ONE DAY

On Thursday, October 3, 3YB devoted all its spare time on the air to an appeal for funds for the London Bomb Victims and also parcels for the Red Cross. During the afternoon more than £60 was raised over the air, the appeal being supported by the Mayor of Warrnambool and several councillors. At night a grand community singing concert was held in the Warrnambool Town Hall, conducted by Mr. Fletcher Jones, the well-known Warrnambool mercer and tailor. The hall was crowded, and 3YB finished up this splendid day with £120 for the Bomb Victims and £100 worth of clothing for the Red Cross. Honours for organising this successful appeal go to Manager Harry Fuller, Shirley Ebbott (woman announcer), and Oscar Henry, 3YB's popular salesman.

The total amount raised to date for the London Bomb Victims, by the Argus Network, is £1,459/7/7, made up by 3SR £1,084/11/-, 3YB £143/8/-, 3UL £231/8/7.



4MK

This station has installed throughout the most modern equipment, designed and manufactured by Messrs. Amalgamated Wireless (Aust.) Ltd.

Readers will remember the description of 4MK's latest Studio equipment which this trade paper published in detail in previous issues.

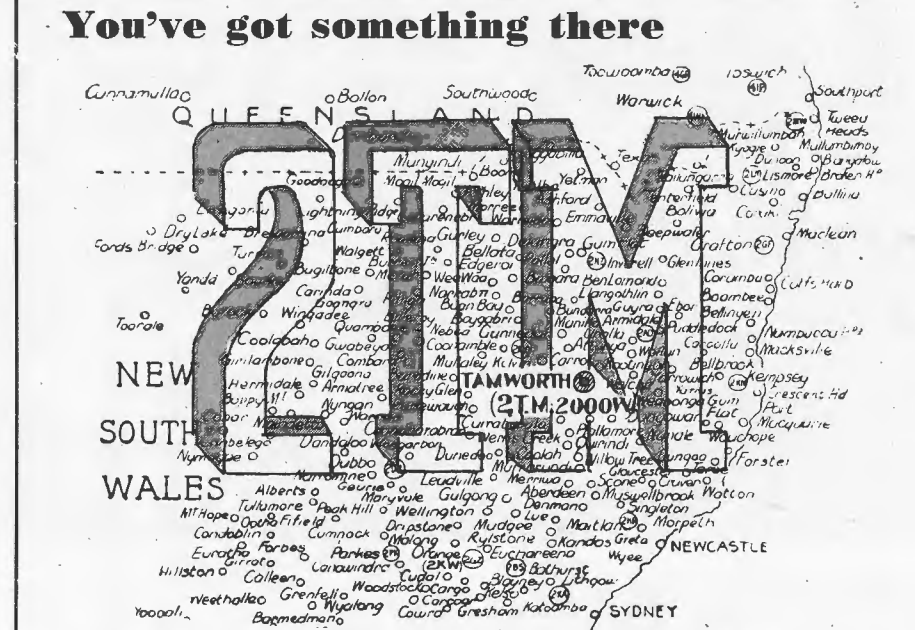
The addition of this vertical radiator, which we illustrate, now provides the maximum service range obtainable from the present location, and it completes another stage in the programme of improvement and extension planned by the directors.

**PROGRESS
built on
SERVICE**

4MK Covering the
Wealthy Mackay District

CAPITAL CITY REPS.: A.W.A. BRISBANE, SYDNEY AND MELBOURNE.

You've got something there



2TM

**NORTHERN
N.S.W.**

ALL OVER NORTHERN NEW SOUTH WALES

CHECK THESE RESULTS

- After 14 days Nestles have received requests for 212 recipe books just by mentioning the offer in 100 word announcements. Murdochs used 24 fifty word announcements and pulled 231 requests for catalogues. You too can get results on 2TM.

PERSONALS

Mr. C. T. ("Tom") Sproule, sales manager, A.W.A. broadcasting department, at Sydney head office, went off to Melbourne last week for a few days. It was his first trip back south for some time. The genial C.T. is as well known in Melbourne as he is in the Harbour City.

Dr. L. M. Jones, of 2RG Griffith, was a visitor to Sydney last week, and while that station's live rep., Don Scott, did his best to arrange an appointment with the busy "Doc." for "C.B.'s" rep., somehow it just couldn't be brought about. However, we do know that there was an annual meeting of the directors of Western Newspapers in which Dr. Jones is also interested, and that progress on all fronts was most gratifying to all concerned.

Miss Grace Gibson, sales manager of Artransa, has just completed one excellent spot of work in connection with her position as hon. wireless publicity officer of the Red Cross Race Meeting Art Union Appeal. She was responsible for the creation and distribution of a unique series of clever two and three-minute spots currently being broadcast for the appeal over 36 New South Wales commercial stations. Two discs were made, one with eight tracks and the other with seven—one was donated with 36 pressings by Columbia and the other with a similar number of pressings by Australian Record Co. Numbers of leading radio artists were used, and while Scripter Jack Appleton was engaged to write and produce some of the scripts, several of the artists wrote their own little sketches in which they are featured. The scheme had the blessing of the Federation, and Miss Gibson lost no time in getting it into operation.

Arundel Nixon, of 2GB, can be upon to present the correct interpretation of Noel Coward's "Private Lives" which co-stars with Queenie Ashton for the Radio Theatre on October 14. Before coming to Australia as star in a series of C. Williamson stage successes, Nixon played in the West End theatres. In the London production he understudied Coward himself, and also took the leading role in the No. 1 company outside London.

Bill Beatty, of 2SM, had a surprise visit from the visiting Irish baritone, Lord Lurgan, the other day. He came to 2SM especially to ask if he could hear the all-Australian recordings featuring the guest-stars of 2SM's "Gateway to Fame" (Diamond Tanner, Allan Ferris, Elsie Edwards, Betty Smith and Joy Denny), the script and presentation of which are prepared by Bill Beatty himself. Lord Lurgan was most interested to hear the recordings.

(Continued on next page.)



At Nazi Headquarters. No. 45 turns the salute of agents Frank Strong and Anne Helmn.

(From an illustration in the book)

PERSONALS

which featured the works of Australian composers performed by those young Australian artists. Sequences on the composition of May Brahe and others met with instant approval of this fine singer. He was warm in his praise of the performances of the five featured Australian artists—the previous winners of "Gateway to Fame" who are now getting their chance for stardom through this 2SM broadcast. "Gateway to Fame" is presented every Friday night at 9 p.m. in 2SM's radio playhouse, sponsored by Paling's Ltd.

George Hilder, who for the past many months has been salesman and announcer at 2KM Kempsey, has moved to 2PK Parkes, effective this week. Before going to Kempsey, Hilder was with Sydney headquarters of 2KA Katoomba.

Federation secretary, Ray Dooley, was in Sydney last week for special Federation meetings. He certainly had a busy time of it, even to the extent of having to cancel his plane booking on Wednesday and go back by the night train.

John Taylor, manager of 3AW Melbourne, in Sydney a fortnight ago was toasted by his many Sydney friends, and was the guest of honour at a send-off dinner party at Petty's Hotel on the eve of his return to South. Reason for all this is the popular



Mr. John Taylor, of 3A.W.

John Taylor's projected entry into the A.I.F. It is understood he goes into an officer's training school in December. When it was learned in trade circles that John Taylor was "joining up," speculation was rife on the question of his temporary successor at 3AW. Rumour linked Dave Armstrong's name as a likely acting manager in the event of Taylor going away.

Congratulations to Hilda Morse, now Mrs. F. Gardner Hales, on the birth of a son on September 24, at the War Memorial Hospital, Waverley.

Mr. R. E. Denison, director of Macquarie Broadcasting Services Pty. Ltd., is another of the broadcasting industry's big executives to answer his country's call for men. He went into camp on Tuesday of last week. Mr. Denison was attending a military college in England in 1914, and joined up with the Imperial Forces. He rose to the rank of Captain. Apart from his broadcasting interests Mr. Denison is a director of Associated Newspaper Ltd.

All kinds of ideas for swelling the 2KY Hut Fund are being considered by manager H. E. Beaveer, organiser of the grand celebrity concert at the Tivoli Theatre Sunday last, October 6. Proceeds of this concert were shared with the Benevolent Society of New South Wales, but Hut Fund is now the richer by many pounds. The purpose of the fund is to entirely furnish a hut at the Bathurst A.I.F. camp. It is expected that a series of concerts will be presented by 2KY at regular intervals in order to speed-up the "takings."

Announcer John Fox, of 2KY, was wedded to Miss Lorna Mann, of Artarmon, on Saturday, September 28, at St. Jude's Randwick. It was a military wedding (John's a lieutenant in the militia), and the cake was cut with a sword in traditional military style!

Another New Zealander made his air debut to Melbourne audiences when Michael Miles made his first announcement as senior night announcer at 3XY last week. Actually Miles is well known to Australian audiences, having been heard from 2CH Sydney in several important relay shows during the last six months. Prior to joining 2CH this 6 feet 2 1/2 inch New Zealander was associated with the well known New Zealand stations, 2ZB-2ZA for 18 months as production supervisor and chief announcer. Apart from a spot of farming in the sister Dominion, Miles Michael is one of the few men who have graduated immediately into radio work. He was educated at Scots College, Wellington, when the present head master of Melbourne Grammar School—with whom Miles is temporarily residing—had charge of that well known N.Z. school.

W. O. RICHARDS HOST TO 200

Successful Party for Bomb Victim Fund

There are more ways than one of raising money for a charitable cause, some more pleasant than others. The Weston ad. agency in Sydney certainly chose a very pleasant way when Mr. W. O. Richards, general manager, acted as host to about 200 guests at the agency on Friday, September 27 last.

The invitations went out asking guests to attend for beer and sherry, with a door charge of 2/6 per person, and the proceeds to be devoted to British victims of bombing raids. Altogether about £40 was raised at the party, and with this agency's customary strong support for any national cause the management decided to contribute £ for £, thus raising the proceeds to £80.

The gathering was a very representative one, showing shades of almost every commercial sphere of the city. All other Sydney advertising agencies were also represented, as also were leading newspapers of all States. As well as the Broadcasting Station Federation president, Mr. C. F. Marden, and representatives of the three national networks, all the individual Sydney reps. of interstate and country stations went along in full force. Abundant food was provided, and the party was voted unanimously as one of the very best in Sydney trade circles for many a day. After a very short speech (during which he was counted out, sang out and cheered out), Mr. Richards, popular doyen of advertising men, led the gathering in singing the honoured anthem.

ALL THE LATEST RATE CARDS OF THE AUSTRALIAN AND N.Z. COMMERCIAL BROADCASTING STATIONS ARE CONTAINED IN THE LATEST ISSUE OF THE "COMMERCIAL BROADCASTING RATE BOOK" AVAILABLE FROM BOX 3765, G.P.O., SYDNEY. PRICE 5/-.

"ENEMY WITHIN"

This forceful radio drama which is thrilling large audiences on both sides of the Pacific . . . latest releases include 3UZ Melbourne (4 episodes weekly) and two Californian stations . . . is now available to your listeners in book form. Stations broadcasting this spectacular feature can render a valuable listener service by supplying this book at a retail price of 2/- a copy. The book will definitely be sold only through radio stations up to December 31, this year and an attractive scale of rates based on quantities enables you to show a worthwhile profit on the service. Send for a sample copy (1/9 to stations) today to . . .

Merely attach a list of your listeners' names and addresses to your order, we'll look after the mailing.

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
BOX 3765, G.P.O., SYDNEY

4BH LEADS THE WAY!

45 AUDIENCE COMPELLING FEATURES

22 DAYTIME - 23 NIGHT-TIME

It is an acknowledged fact that the listening public follows the features . . . In Queensland 4BH stands pre-eminent in this respect.

MR. ADVERTISER—Ask to see the 4BH list of feature programmes before placing your radio contract.

A CHANDLER

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

4BH

STATION

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

QUEENSLANDERS FAVOUR THEIR OWN QUEENSLAND-OWNED STATION

Programs

"Third Dimension" Sound

Warner Bros.' First National Pictures have completed arrangements with 2UE and 2UW in Sydney for the use of the Vitatone Library, adding some 5,000 new and modern recordings to each station's library discs.

Vitatone uses a system licensed by Western Electric employing vertical cut records which are reproduced by a jewel point resting with feather-like touch in the grooves of the recording. Similar discs were formerly marketed in Australia in different "library" form by Diamondpoint Services.

Beville's Aim for Women Audience

Firm believers in Sunday selling, Beville's Glass and China Store has launched a new dramatic feature from 3AW Melbourne. Show, which is designed to appeal primarily to women, is entitled "Love Finds a Way," and is aired each Sunday at 7 p.m., running 15 minutes. Each episode in the series is complete in itself and presents a true-to-life love story.

Appeal of the program lies in the fact that the stories are essentially those of ordinary people. There is no straining of the powers of coincidence, as is often the case in romances, where the principle motive of the story is to afford the listener an easy escape from reality.

"The Listeners' Digest"

A popular Sunday morning session in Melbourne is 3AW's radio newspaper, "The Listener's Digest," edited by Dick Hudson. This three hour session—9 a.m. till 12.30 p.m.—is divided into "pages" and sold accordingly. Latest "display advertiser" is Calder's Jewellery Store, which has taken over the sponsorship of the motion picture section of "The Listener's Digest" covers exclusive gossip from the studios, biographies of stars, transcriptions from the sound-tracks of current films and musical numbers in keeping.

"Don't Talk," Cash-in

Newest "Quiz" show to take the air through 3XY Melbourne is "Don't Talk,"

broadcast Thursday nights at 9.

As the title suggests the show makes clever use of the phrase being used tensively throughout the Commonwealth by the authorities to prevent leakage of information.

A listener and audience participation program, "Don't Talk," also gives scope for musical presentation and prizes are offered to both listening and audience competitors.

A series of brief and humorous sketches are presented by the 3XY Players, and the last portion of the "Tag" line, which is always the title of a popular song is interrupted by Comper Eric Pearce with the words "Don't Talk." The studio competitor

is then asked to complete the tag line for which a cash prize is offered. The solution of the "Tag" is the cue for the particular recording to be played and thus give the show a successful musical background. The listener interest is maintained by reason of the fact that cash prizes are given to senders of the sketches used in the programs and by the amusement the program should provide.

Department Store Sponsors Saturday Afternoon on 2CH

Taking advantage of the big audience which looks for music and variety entertainment on Saturday afternoon Bon Marche Ltd., of Broadway, Sydney have contracted for the presentation of a three-hour program entitled, "Saturday Afternoon at Home," on 2CH.

The program is aimed to provide maximum entertainment and the widest possible variety. With this end in view it has been divided into eight units, including bright music, prize winning sessions, community singing, and a juvenile talent quest.

Extending from 2 to 5 p.m. each Saturday the program commences with "Hit Parade," popular for many months as an evening session in which prizes are offered listeners for forecasting the order of popularity of the latest song-hits. Numbers which make up the official list are featured during "Hit Parade" half-hour.

"Musical Consequences," the second prize winning session, extends from 2.35 to 3 p.m., with cash prizes for lists of selected numbers, the titles of which make up a connected sentence. The numbers are broadcast with particular of prize winning entries between items.

A juvenile talent quest, conducted by Madame Evelyn Greig, will provide additional sustaining interest as the quest will extend over 13 weeks. There will be cash prizes for heat winners each week, and first, second and third prizes of £3/3/., £2/2/- and £1/1/- in the grand final at the end of the period.

Other units in the "Saturday Afternoon at Home" program include a special Thesaurus programme exclusive to 2CH in N.S.W. from 3 to 3.30; "Music, Light and Bright," 3.30 to 4 p.m.; and community singing from 4 to 4.15 p.m. The program also carries two B.B.C. News Bulletin broadcasts, at 2.30 and 4.15.

DAVEY FEATURED IN 2CH MANNEQUIN BROADCAST

Only Jack Davey could sing "Darling Nellie Gray" at a mannequin parade at one of the biggest department stores in Australia—and get away with it. That's what he did one afternoon last week. The store was David Jones, the presentation "Sunshine Colony," and the station that broadcast it, 2CH.

It was an unusual experiment in combination of store mannequin parade and broadcast, and one which apparently proved eminently successful. Weston Advertising Agency was concerned in the arrangements.

Sponsors were David Jones Ltd., in association with Paul Duval Safari Sun-tan, which is a line exclusive to David Jones. The parade displayed the newest spring beach fashions from 3.30 p.m. each afternoon last week, and Jack Davey was in his element. With Paul Duval's special representative Yvonne East, he gagged and sang his way through an entertaining 15 to 20 minutes to the background accompaniment of the Rhythm Boys.



The Sunshine Colony mannequin parades compered by Jack Davey and broadcast through 2CH from David Jones, Sydney, last week, certainly pulled the crowds into the store. Picture shows Davey with Miss Yvonne East (Paul Duval Safari Sun-tan) describing the combined beauty of Safari sun-tan and latest model swim-suits.

Merchandising — Promotion

"Fun Time" Stage Show for Kiddies

On Saturday, October 5, Purina Grain Food Products Pty. Ltd., sponsors of the new "Fun Time" sessions for the children on 2UE Sydney, joined forces with that station and the management of the Prince Edward Theatre, in the successful presentation of a "Fun Time" stage show preceding the morning session of the new current screenings "South of Samoa" and "Those Were the Days." A splendid stage program arranged by, and featuring the three "Fun Time" pals, Joan, Flo and Sid, included individual items, community singing and competitions on stage with prizes. Another big favourite with the kiddies was Jackie the Clown. In addition, every one of the hundreds of children who attended received a free gift. The usual "Fun Time" sessions are broadcast by 2UE Monday to Friday at 5.15 p.m.

An Xmas Sign

Listeners to 2KY at 11.15 a.m. Sunday last were brought to a realisation that "Xmas is coming" (in spite of the war), when they heard Cyclops Pty. Ltd.'s familiar call-sign—the toot-toot of their scooter horn. This is the tenth successive year that Cyclops Pty. Ltd. have used 2KY as a publicity medium.

New Angle on Audience Participation

New sales angles abound in radio, providing your time-salesmen run to bright ideas.

Station 2HD Newcastle recently stepped up the audience participation lure into the direct on-the-spot selling field when Newcastle butcher, Laurie Thearle, came on the air with the sponsorship of the "Radio Butcher."

In this session the broadcast is made right on the sponsor's business premises, and Newcastle's women shoppers found the appeal of participating in a broadcast so strong that they queued up to get into the shop. Crowding about chief announcer, James Crago, who dresses the part in white coat and striped apron, they bought as they played their roles in the greatest show business on earth—radio. Novel competitions highlight the session, and bright answers bring prizes ranging from parcels of meat to a whole side of mutton.

The sponsor, who knows his muttons, has more than doubled his turnover and sales are rising every week.

Perhaps in this case the idea was born of Jim Crago's knowledge of his sponsor's trade, for he was at one time in the meat purveying business himself, but be that as it may, the station and staff merits hearty congratulations on its enterprise.

The "Radio Butcher" goes on the air at 3.30 Friday afternoon and 10 o'clock on Saturday morning.

Have You Renewed Your Sub. to "Commercial Broadcasting" 10/- p.a. Box 3765 Sydney.

WHEN NORTH QUEENSLANDERS CUT THEY SPEND!

Now is the time to launch your advertising campaign in this prosperous market.

They are cutting cane in the sugar country.

Your choice of broadcaster will be the North Queensland's choice of course . . .



NORTH QUEENSLAND
OFFICES AND STUDIOS
AYR AND TOWNSVILLE

Southern States representatives will be glad to show why 4AY will prove your best choice.

Ring in Sydney: A. D. BOURKE, . . . B 2085
In Melbourne: P. G. SULLIVAN . . . MU 2819

C. A. MONKS says:

Defence — Home or Abroad
Be sure you defend your business
BY RADIO!

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

Telephone: BW 4135

Telegrams: AIRADS

Among the Sponsors

Following the expiration of his long-term contract with 4BC Brisbane, **Hector Power**, Queen Street fashion tailor, has made a new arrangement with the station whereby his announcements will be heard during the evening. New contract is for 52 weeks, and although excellent results were experienced from the breakfast session, Hector Power's change over to the evening session every night of the week was brought about by a considerable increase in his allocation.

Until recently, **Jenyns Corsets**, manufactured in Queensland, confined their sales to their own retail business. Under a new policy recently adopted, these goods are now being retailed by various departmental stores, and Station 4BC was the station selected to publicise the fact. Miss Joyce Findlay, demonstrator for Jenyns Corsets, takes the 4BC microphone each morning during the popular women's session.

One of the latest businesses to open in Brisbane, **Bentley's Beauty Salon**, used 4BC from their inception. Direct announcements were employed, and recently when a winter advertiser dropped out of the Sunday morning schedule, leaving an hour vacant, the management of Bentley's signed for the spot with a 52 weeks' coverage featuring bright popular music.

Beckers Pty. Ltd. (Bex A.P.C.) have increased their advertising through 2UW Sydney, placing additional 100-word announcements to support racing session announcements and the "How the Other Half Lives" session broadcast four times weekly in the evening. Weston Co. is the agency.

Tillock and Co. Pty. Ltd., through the Weston Co. agency, have released a campaign in Western Australia for Aunt Mary's Baking Powder, using women's sessions on 6AM-PM-KG-GE and 6TZ.

Henry Wolfe, of 636 George Street, Sydney, has renewed with 2KY for a further series of announcements day and evening. Another to renew is **R. C. Hagon**, tailor, who has chosen "Dinner Divertissements," conducted by Lionel Lunn, for their announcements.

Parables, State Shopping Block, joined the ranks of 2KY Sydney advertisers last week, signing for 30 minutes of 2KY's "Smilin' Thru" time on Thursdays at 3.15 p.m., featuring "Milady's Dress," conducted by Myra Dempsey. This firm has been one of the prize-givers in the weekly "Whose is the Voice?" competition for some time.

Ideal sponsorship was the signing of prominent Melbourne bookmaker, **Eddie O'Brien**, to Fred Tupper's Friday night "Sportsquiz" from 3AW, and to his Saturday night "Sports Review" from the same station. "Sportsquiz," popular audicipation program, attracts a capacity audience at 6.45 p.m. each Friday night, and offers attractive cash prizes for correct answers to questions which deal with all types and branches of sport. The Saturday night "Sports Review," which covers all sports, includes play-back of the recordings made of Fred Tupper's descriptions of the principal races of the day. Sponsor O'Brien, in addition to being one of Melbourne's most popular paddock bookmaker, is also the owner of a string of 15 horses, among which are such well known performers as King Arthur, St. Pervent, Florin, Rubical and Pannade.

Amber Chemical Manufacturing Co. (cosmetics), of Sydney, have taken time on 2UW for a five-minute session, 6.15-20 p.m. Tuesdays and Thursdays for 52 weeks.

McRobertson's half-hour program on 2UW Sydney will be extended by relay for the broadcasts of October 23 and 30, and November 6 and 13, to 2KA-BS.

Chaotics—New Audience Participation

Commencing from Wednesday, October 9, 2SM is presenting "Chaotics"—a new novelty audience participation unit in the 9 p.m. "Radio Razzle Dazzle." The contestants from the studio audience compete against three personalities. Each must dip into a bowl and draw out directions as to what he or she shall do at the microphone. Contestants and one 2SM personality will be in competition for each week. The audience will be asked to signify impartially whether contestant or member of 2SM staff gives the best performance. If contestant gets the judgment he or she wins the cash award. "Chaotics" will be a regular feature of 2SM's "Radio Razzle Dazzle," presented by John Dunne.

BLACK AND WHITE SPONSORING RACE RELAYS

The distributors of **Black and White** cigarettes and tobacco are sponsoring relay of the 3DB Melbourne Saturday afternoon races to 3SR Shepparton, 3UL Warragul and 3YB Warrnambool.

Through their agency **Goldberg**, Melbourne, the distributors of **Black and White** cigarettes and tobacco have also placed the following contracts: Barrier position racing announcements over 3HA Hamilton; 12-word scattered announcements over Stations 3TR Sale 3MA Mildura and 3GL Geelong; relay of the Tasmanian camp concerts to 3QT Queenstown.

BERGER'S PAINTS CARRY ON

Further evidence of their complete faith in the present situation so far as trading is concerned, and the satisfactory job which broadcast advertising has been doing for them, **Lewis Berger and Sons (Aust.) Pty. Ltd.** have released a new schedule of broadcast advertising covering in all 39 stations throughout the Commonwealth. The new campaign follows closely on the heels of the previous contracts which expired in September. Two lines are being plugged—"Quick Enamel" and "Pave-ol." Weston Co., which agency handles the Bergers' account has prepared a special series of one-minute dramatised announcements for evening presentation.

AGENCY NEWS

Weston Co.'s beer and sherry party (more about it elsewhere in this issue) was particularly distinguished by the fact that directly or indirectly everyone of the 100 Australian commercial broadcasting stations were represented at the gathering.

Geoff. Jackson, of Paton Advertising, Melbourne, picked a good time to visit Sydney, as he was able to turn out in full battle kit at Oatlands Golf Club on September 26 for the big R.I.F. Club annual golfo.

LISTENER'S LICENCE FIGURES August 1940

NEW SOUTH WALES.		
	1939	1940
New Issues	6,446	7,626
Renewals	42,553	42,852
Cancellations	9,392	6,147
Monthly Totals	431,814	475,761
Net Increase or Dec.	2,946	1,479
Population Ratio	15.66	17.06

VICTORIA.		
	1939	1940
New Issues	6,566	7,977
Renewals	31,232	30,144
Cancellations	5,819	7,654
Monthly Totals	329,879	350,978
Net Increase	747	323
Population Ratio	17.54	18.50

QUEENSLAND.		
	1939	1940
New Issues	2,302	2,554
Renewals	12,743	13,211
Cancellations	1,469	1,859
Monthly Totals	135,561	155,538
Net Increase	883	715
Population Ratio	13.47	15.28

SOUTH AUSTRALIA.		
	1939	1940
New Issues	1,594	1,573
Renewals	12,471	12,189
Cancellations	1,489	1,876
Monthly Totals	118,263	126,034
Net Inc. or Dec.	105	803
Population Ratio	19.67	20.84

WESTERN AUSTRALIA.		
	1939	1940
New Issues	1,151	1,183
Renewals	7,744	8,235
Cancellations	765	660
Monthly Total	80,585	88,710
Net Increase	356	523
Population Ratio	17.37	19.01

TASMANIA.		
	1939	1940
New Issues	581	652
Renewals	4,184	4,075
Cancellations	258	690
Monthly Total	40,085	42,743
Net Inc. or Dec.	323	38
Population Ratio	16.82	17.84

COMMONWEALTH.		
	1939	1940
New Issues	18,640	21,565
Renewals	119,932	110,706
Cancellations	19,192	18,866
Monthly Total	1,136,137	1,239,824
Net 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%
Operating 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
Gamuru	3,933
Wellington	54,569
Blenheim	3,327
Gisborne	6,478
Napier	14,403
Nelson	6,283
New Plymouth	14,107
Palmerston North	15,930
Wanganui	12,029

NEW BROADCASTER FOR MERREDIN, W.A.

A broadcasting station of latest design and construction will be established at Merredin, West Australia, by W.A. Broadcasters Ltd., which company has instructed Amalgamated Wireless to supply and install the requisite equipment. Call sign will be 6MD.

Merriden is the centre of a populous and prosperous district, about 150 miles from Perth, on the railway line to Kalgoorlie.

Amalgamated Wireless has designed a 500 watts station of the modern class B modulated type, and it will operate on a wavelength of 273 metres (1,100 kilocycles) on the quarter-wave radiating principle; that is to say the single mast employed as aerial will be one-fourth of 273 metres in height, namely, 224 feet. The Merredin station will be on the air towards the end of the year.

BROADCASTING AUTHORITY

The "Commonwealth Gazette" of September 23 contains the appointment of Colin Deane Wells as the Broadcasting Censorship Authority under the Nation Security (General) Regulations.

MAPES IN BANKRUPTCY

A first meeting of creditors of Samuel Herbert Mapes, of 5 Manning Street, Potts Point, lately residing at Birtley Place, Elizabeth Bay, carrying on business as Federal Transcriptions Television Pty. Ltd., 251a Pitt Street, Sydney, was scheduled for September 27. The public examination will be held on November 7, at 10.30 a.m., in the Bankruptcy Court, Sydney.

COMMERCIAL BROADCASTING

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

MANAGING EDITOR:
O. F. Mingay

NEWS EDITOR:
L. Lippmann

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

ADVERTISING:
Hugh Travanner

MELBOURNE REPRESENTATIVE:
R. W. Pfeil

C/o Mingay Publishing Company,
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