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

COMMERCIAL B

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

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ANNOUNCES

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WE are entirely free of any *Network, Political or Sectional Control.*

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WE will accept approved programmes from any source.

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OUR LISTENING AUDIENCE.**

**Watch for Big Programme
Announcement!!**

Commonwealth Broadcasting Network Disbands

Decision made at Jervis Bay last week

Sensational news was created last week by the unanimous decision of the member stations of the C.B.N. to disband that network. This decision was made at an evening meeting of the network held at Jervis Bay during the Federation Convention. There was, naturally, much speculation as to the reason

why, etc., and so, to dispel any doubts or rumours on this question, the following official statement, issued by Mr. C. F. Marden, General Manager of the key station of the C.B.N., was obtained for presentation to readers.

Mr. Marden's Statement On C.B.N. Disbanding

"There is no doubt," said Mr. Marden, "that the disbanding of the Commonwealth Broadcasting Network came as a great surprise to the industry generally, but this decision was not made in any haphazard manner, being reached only after careful consideration by the majority of member stations. Fundamentally the Network was inaugurated with the main idea of a number of stations getting together to formulate plans for the building of better radio programs, and at no time was it intended that the Network should dominate the sales activities of its members, although naturally it was prepared to supplement local stations' activities in this regard.

"Originally, networks were an adoption of an American idea, but it is considered that they could not be made 100 per cent. efficient in this country, due to different prevailing conditions. Many American stations operate on two sets of times, one set being sold to a network which in turn becomes the sales responsibility of the network key station. It is impossible to develop along these lines in Australia, as this control would eventually be a contravention of the Wireless Act. Another disability has been the difficulty in securing telephone lines when more than one program was relayed to the various States at the same time.

"From a program operation, the networks developed into a sales activity, bringing with it many disabilities such as the splits on commission to salesmen, and restricting the times on local stations in such a way as to eliminate local retailers from preferred times. A further disability was that open time channels were held on all stations in arranging a Nation-wide hook-up. These times were cleared on all stations at their own expense, and the stations in many instances were forced to refuse local or other business pending a decision from the national sponsors and, if eventually they did not get the national business, a certain amount of dissatisfaction resulted with both station and local advertiser. We are a young and growing industry, and we must have the courage to discard any system which will not be for the benefit of the in-

dustry generally, and face up to the future with a practical realism of what we should do to throw our stations open to all advertisers, and make time available to anyone who is prepared to buy it.

"It is claimed that advertisers should have complete freedom of action in the selection of stations from which they wish to broadcast, and although the C.B.N. stations have disbanded, there is nothing to prevent any advertiser from purchasing time on one or any number of them in conjunction with other stations or group of stations.

"The principal stations of the industry will be in collaboration so that the best programs can be formulated, and much spade work in this regard has already taken place on the fundaments that such programs will be made available to any sponsor or commercial station which is prepared to buy and broadcast the programs, provided they are not in direct competition with the stations already selected.

"Already a program such as 'The Watchman,' which is unanimous, considered the greatest scoop in radio, has been made available, not only to independent stations, but to station members of other networks.

"By unanimously agreeing to disband the Network, the stations concerned together with other independent stations will give access to coverage which can be selected by the sponsors without any network restrictions whatsoever. In other words, the advertiser will be able to select the particular stations he requires in the area necessary for him to market his product."

COMMERCIAL BROADCASTING

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COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Thursday, November 21, 1940

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

Newly Elected Federation Officers V.M. Brooker A.F.C.B.S. President

VIVIAN M. BROOKER, elected 1941 president of the Australian Federation of Commercial Broadcasting Stations at the A.F.C.B.S. Convention at Jervis Bay last week, is manager of the Broadcasting Department of Amalgamated Wireless (A/sia) Ltd. He is a Member of the Institution of Radio Engineers (Aust.), Mem. Inst. R.E. (U.S.A.) and M.I.W.T. (London).

Mr. Brooker joined A.W.A. in 1917. During 1926 while he was chief wireless officer of the "Jervis Bay," he communicated from that ship at Tilbury direct to Sydney, and handled traffic for the Prime Minister, who was attending the Imperial Conference. This was by short wave and constituted a record in long distance commercial traffic transmission. He was appointed manager and chief engineer of 7LA Luanceton from 1931 to July, 1933, when he transferred to his present position. He is 42 years old.

In view of his earlier association with the ship "Jervis Bay" it was something of a coincidence that his election to the Presidency of the Federation should have taken place at Jervis Bay, N.S.W., this year. And there is an added coincidence, for it was during last week that the British armed merchantman "Jervis Bay" so gloriously distinguished herself when single handedly tackled a heavily armed Nazi battleship.

Newly Elected Senior Vice-President Rupert A. Fitts

A well-merited appointment to the position of senior vice-president of the Federation was that of Mr. Rupert Fitts, M.I.R.E. Aust., general manager of the Victorian Broadcasting Network, with headquarters at Melbourne.



Mr. Rupert A. Fitts, General Manager of the V.B.N.

Mr. Fitts is another radio engineer who has made good as an executive and business administrator. This means that the two senior men of the Federa-

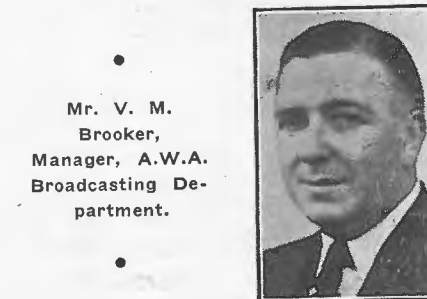
tion was originally technicians, rose to senior engineers and then to managers.

After serving ten years with the Royal Australian Navy, Mr. Fitts was for the next seven years with 3LO and 3AR. As chief engineer of 3HA he supervised the installation of the transmitter and studio equipment, and was appointed manager in 1936. He is a full member of the I.A.E.Aust.

His outstanding ability and a thorough knowledge of all commercial broadcasting activities earned for him the appointment of general manager of the V.B.N., and now his valuable experience will materially assist the Federation. As senior vice-president he is the chairman of the Victorian committee of the Federation, and as such will be responsible for Federation matters in the Southern State. He will make a good chairman despite his quite demeanour.

Ridley Re-elected Country Vice-President.

The fact that a man is re-elected to a high executive post in an organisation



Mr. V. M. Brooker, Manager, A.W.A. Broadcasting Department.

like the Federation of Commercial Broadcasting Stations, indicates that he has done a good job and is capable of carrying on the good work, and is probably one of the best compliments that his colleagues can pay him.

That is why Mr. John Ridley, who is the general manager of the Country Broadcasting Services Ltd. (2GZ) and director of Northern Broadcasters Pty. Ltd. (2NZ), was re-elected country vice-president of the Federation for a second term. It is also interesting to note that Mr. Ridley entered radio through the



Mr. John E. Ridley, General Manager, Country Broadcasting Services Ltd.

technical side, having qualified for his broadcasting ticket back about 1930, although he was originally educated as an accountant. He was appointed to 3HA in 1931, and joined 2GZ in 1935 as advertising manager. Such a good job did he do at 2GZ that he was appointed general manager in 1938. His experience in country station operation, plus his other qualifications, equips him admirably for the job of looking after the country stations cause in the Federation.

UNIQUE!

"In all my travelling about the world, I have never seen any other Broadcasting Book like it . . . as a useful and necessary reference for time-buying it is unique!"

A leading national sponsor made this positive statement recently in discussing the COMMERCIAL BROADCASTING RATE BOOK.

The Display Pages of the Rate Book carry your station's selling message immediately under your published rate-card and offer a service to stations which is positively the best buy (at £5 the page) offered in a medium which is always at hand for reference on the desks of sponsors and their service agents who acclaim them invaluable.

Commercial Broadcasting RATE BOOK

Deadline for advertising copy for the January, 1941, half-yearly issue closes on Friday, December 6, 1940, and should be mailed before that date to

The Ad-manager,

COMMERCIAL BROADCASTING

146 Foveaux Street, Sydney.

We'll look after layouts if you are pressed for time. Proofs will be submitted promptly so that the new issue can be made early in January, 1941.

See other announcement elsewhere in this issue.

Tenth Broadcasting Convention at Jervis Bay, N.S.W. November, 1940

36 Delegates Represent 98 Stations

For the tenth consecutive year the Australian Federation of Commercial Broadcasting Stations staged its annual Convention last week, commencing Monday, November 11, and continuing through until Thursday, November 14. For the second time the Convention was held at Jervis Bay (Australian Capital Territory), the 1938 Convention having also been held there.

Delegates from all over the Commonwealth again attended this gathering of commercial broadcasting executives. From Perth to Rockhampton, Tasmania and other States these men come every year to meet their colleagues and discuss the many problems that do and may beset the commercial broadcasting industry.

This Convention is the most important meeting of the year for the broadcasters, and while 36 official delegates attended this year and represented practically all the 98 station members of the Federation, it is very much to be regretted that all the station managers did not attend. It is an education to any commercial executive who is charged with the important job of managing a broadcasting station.

One keen station manager who attended the Convention for the first time, and although he had practically nothing to say, expressed himself as being more than satisfied with the Convention, and particularly with the opportunity it afforded him of meeting other station managers, and so by an exchange of ideas and opinions, his knowledge of commercial broadcasting was materially widened, which in turn should reflect in the future management of his station. This was also the opinion of several other "First Conventioneers."

This is the only occasion of the year that these busy station executives have in such a short space of time.

First Business Session

After the official opening on the Monday afternoon, which was followed by a cocktail party, the Convention delegates

assembled on Tuesday morning (November 12), and sharply at 9.30 a.m. President Frank Marden called the delegates to order, and asked for each delegate to stand, announce his name and the station, and the stations for which he held proxies, if any.

The minutes of the previous year's Convention (1939), held at Melbourne, having been circulated to all member stations, were then confirmed.

President Reviews Year's Activities

Following the usual custom of previous broadcasting conventions, the president, Mr. C. F. Marden, gave a review of the past year's activities, much of which was already known to most members, and some of which was also contained in his presidential address of the previous day, following the official opening by the Postmaster-General.

Mr. Marden said that the year under review saw a Federation executive operating in each State for the first time, and that now the Federation could claim to be truly operative throughout the Commonwealth on the administrative side. Public interest in news sessions was intensified, and these assumed

(Continued opposite page.)

List of Convention Delegates

The following list of delegates was called around the tables at the Convention:—

- Fox, A. E. R., 2AY, 3BO and others
- O'Halloran, M., 2HD, 5KA, 5AU, 5AT
- Harris, L. B., 7AD.
- Ward, R. E., 7AD.
- Whitford, A., 6KG.
- Fairhall, A., 2KO.
- Brearley, R. C., 7EX.
- McCann, B., 7HT.
- Brooker, V. M., 2CH.
- Worrall, D., 3DB-LK.
- Findlay, A., 7LA, 7QT, 7HO, 7DY.
- Kennedy, S., 2TM, 2MO.
- Woodlands, V., 2LM.
- Horner, H. G., 2GB.
- Ogilvy, C., 2CA, 2HR.
- Fitts, R., 3HA, 3SH, 3TR.
- Yeldon, R., 2WL.
- White, Randal, 5DN, 5RM.
- Kemsley, A. N., 3UZ, 3KZ.
- Stevenson, C. V., 2UE.
- Kemp, S., 3UL, 3YB, 3SR.
- Paddison, A., 2KA, 2BS.
- King, R., 2KY.
- Rheuben, E. J., 4RO.
- Knox, Prowse, 4BC.
- Gold, E. E., 4GR, 4ZR, 4VL.
- Wynne, A. P., 4MB.
- Taylor, R. B., 2BH.
- Harvey, W. J., 4BU.
- McCauley, G. E., 2KM.
- Whitford, F., 6AM, 6PM, 6GE.
- Kinnear, A. C., 5AD, 5MU, 5PI, 5SE.
- Samuel, B., 6IX, 6ML, 6WB.
- Ridley, J., 2GZ, 2NZ.
- Robertson, A., 4BK, 4AK.
- Marden, C. F., 2UW.

The Convention in full sitting. Two angle shots of the 37 delegates who studiously attended every session and keenly discussed several problems that beset the commercial broadcasting industry of Australia.

President's Review (Contd.)

importance of National magnitude. It had taken some months to get the A.B.C. news sessions operating satisfactorily, but it was now considered of great assistance in building up the public morale.

The president paid a tribute to the very sympathetic consideration shown by the press and the Australian Broadcasting Commission in the arranging of satisfactory broadcasting news services. The commercial stations were making very full use of these news sessions, particularly in the country areas. By a special arrangement with the A.A.P. and the wireless and cable companies, stations were permitted the unrestricted use of press news. The local news service from the Department of Information and later the A.B.C. also prove valuable.

The question of wavelength and power, was the subject of further representations to the P.M.G., also that of granting further commercial station licences. A suggestion was made to the P.M.G. that a joint committee of station and department representatives should be set up, with executive powers as distinct from advisory, in respect to such questions as new stations, power increases, wavelength allocations, etc., but unfortunately no success had been achieved, and therefore the old system still operated whereby the P.M.G.'s Department had the final determination without appeal to any higher authority. It was intended, said the president, to continue representations on this matter until the Federation obtained what its members considered, an equitable arrangement.

Substantial improvement was recorded in commercial announcements as a result of the good work of the Radio Advertising Board. The elimination of heavy advertising material plus the settling of disputes in the advertising field was a definite contribution. Stations were thus relieved of the responsibility.

Mr. Marden paid a tribute to the general secretary (Mr. Ray Dooley) and N.S.W. secretary (Mr. Andrew Brown) on the work done by them for the Federation over the past year.

The Department of Information became very active over the past year, said the president, and the major problem taken up by the member stations was how best they could assist Australia in its National War effort. This he added would be the most important question for this Convention to consider, as the commercial stations were fully aware of their obligations and of the power that radio held in moulding public opinion. It had been somewhat difficult to make the D. of I. fully appreciate the extent of the Federation's war effort.



Most of the delegates assembled in the lounge of the Naval Lodge Hotel for the official opening, listening to the Postmaster-General.

The Federation censorship of doubtful records had proved very successful, and had received the approval of the Postmaster-General. The president said that the new A.P.R.A. agreement had worked well during the past year, but that the annual allocations of A.P.R.A. fees to be paid by member stations would have to be decided by Convention. In conclusion, he expressed his personal thanks and those of the executive, to all members who had co-operated fully to continue the good work by the Federation.

The president then read a telegram from Mr. John Taylor (3AW) expressing regret at not being present, also a message from Mr. Tom Holt (3XY), senior vice-president of the Federation, wishing every success to the Convention and regretting his absence on account of illness. Cordial greetings from Sir Harry Brown were conveyed to delegates by Mr. Dave Worrall, and also congratulations on the good programs broadcast by commercial stations.

Committees Appointed

Convention then appointed a committee to attend to finance and administration, but the committee proposed to report on the co-ordination of the war effort was held over till after the discussion on that question.

Co-ordination of War Effort

Considerable discussion took place on the war effort by commercial stations. The president explained how the news service had been lined up with the 7 p.m. week night session and the Sunday night show. How with the assistance of the Radio War Service Committee, of which Mr. H. G. Horner was chairman, an excellent job had been done with the preparation of recordings which were routed to all commercial stations by the Federation.

A delegate said that this was the most important item on the agenda. Australia was the only country at war

where commercial radio operated, practically unrestricted, but unfortunately insufficient appreciation of the situation was evident on all sides. More determination and less diplomacy was needed. He believed that each State executive of the Federation could do a better job than a Federally controlled effort on account of different times and conditions.

Another delegate said that there were too many authorities trying to control broadcasting stations, such as the P.M.G., the D. of I., and the censor. It was necessary for the Federal Government to tell the broadcasters what was required. He complained that the suggestions of the D. of I. conference in Melbourne were not implemented, and advocated that this Convention go ahead and devise a positive plan for submission to the Government.

It was obvious from the discussion that the Federation members were earnest and keen to do a real job, but it would be necessary for the land lines to be provided by the department.

The discussion also centred around the plan submitted by the Radio War Service Committee of a most comprehensive nature, and recommending that the Federation submit to the Government a plan for the utilisation of the facilities of the commercial broadcasting stations in the interest of the Australian war effort.

The introduction to this plan revealed that 73.5 per cent of Australian homes are equipped with radio, and that audience checks by commercial interests indicated a positive evening listening audience of 60 per cent of all the radio sets in operation which would permit of over 3,000,000 people listening nightly. This particular report, covering 23 quarto pages, was enthusiastically received and recommended to the special committee appointed by the Convention to investigate and report on this very important question.

(Continued page 14.)



"Satisfied that Obligations Being Effectively Discharged," Says New Postmaster-General

The Convention was officially opened by the new Postmaster-General, Senator McLeay, who spoke by landline from Melbourne. The delegates were assembled in the main lounge of the Naval Lodge Hotel for the occasion. Following Senator McLeay, the president, Mr. C. F. Marden delivered his presidential address.

When the delegates assembled at a few minutes to 4 p.m. on Monday, November 11, Mr. Marden announced that the Postmaster-General had kindly consented to officially open the Convention. Promptly at 4 p.m. Mr. Marden introduced Senator McLeay, who, appropriately enough, spoke by landline from Melbourne.

"Naturally I will not be expected at so early a date to have acquired an intimate knowledge of the inner workings of the Australian broadcasting system, but I am sufficiently acquainted with the services you are rendering to the people of this country to be satisfied that the obligations imposed upon you by the Commonwealth are being effectively discharged," said Senator McLeay.

"Our thoughts in these difficult and dangerous days are mainly concerned with the great task to which the British Nation has set itself, and the first question that came to my mind when I was told of your Convention was—are the commercial broadcasting stations contributing in a full measure to the national war effort? The answer to that question is quite convincing and very satisfying. Great demands have been made on the time of the stations, frequently at such short notice as to cause inconvenience, but I feel certain that the Convention will derive immense satisfaction from the knowledge that not once has any member of the broadcasting organisation demurred when any official request has been made with the object of keeping the public mind fully and intelligently informed concerning

the vital issues at stake in the Empire. You are naturally interested in the commercial aspect of broadcasting because therein lies your sole means of existence as a broadcasting entity, but you have not hesitated to give freely of valuable time on the air. The extent of your contribution cannot, however, be fully expressed in terms of money alone.

"At the outbreak of the war, your president promised the Prime Minister the fullest co-operation of all the members of the Federation. That promise has been and is being kept most generously, and I should like you to know that your loyal support is fully appreciated by the Commonwealth Government.

"On the occasion of your Tenth Convention it is appropriate to refer briefly to the development of the broadcasting services in the last decade. In 1930, there were only 21 broadcasting stations in operation, 13 of which were commercial stations. There were only 312,000 licensed listeners, of whom less than 100,000 were in country districts. Today we have 128 stations—28 National and 100 Commercial—serving one and a quarter million licensed listeners. The development, I think you will agree, has been truly remarkable. A most gratifying feature of the expansion is that there are now 90 stations operating outside the capital cities, and as a result the number of rural homes which are equipped with wireless receivers now exceeds half a million. Broadcasting is bringing into these homes the best the world has produced in music, drama, and wholesome entertainment,



"Hi there, Ossie!" was Frank Whitford's greeting as he climbed out of his car waving a copy of "C.B." when he arrived at Jervis Bay. Brother Archer was in it too.

and it has done much to banish the sense of isolation which is doubtless often experienced by those who are far removed from the cities and their amenities.

"The commercial broadcasting stations have contributed substantially to the progress which has been made, and nowhere is their worth better appreciated than in my department. Up to the present I have been a friendly observer of what you have been doing, and a regular listener to many of the programs of your stations. Now that I am in a position to do so, I shall be happy to assist in every way in my power to achieve greater success, thus benefiting not only your extensive organisation, but also the hundreds of thousands of listeners to your programs.

"I am happy to know of the cordial relations existing between the Federation and the Post Office. Such a state of affairs may be regarded as an indication of the willingness on the part of the Federation to co-operate with the department in its efforts to promote the welfare of the listening public, and is also, I think, a tribute to the wisdom which has characterised the administration of the broadcasting regulations during the past years.

"It would have been a privilege to be present in person at the Convention to meet you, gentlemen, but pressure of governmental business has proved an obstacle.

"I now have much pleasure in declaring your Tenth Convention open, and trust that your deliberations will be of great benefit to the organisation. On the basis of what has happened in the past, I feel that the good results likely to eventuate from your discussions will ultimately be reflected in your continued efforts to further the welfare of the Nation. In conclusion, I should like to express the confident hope that before the time for your next Convention arrives, the fortunes of war will have swung definitely in favour of the Empire, and that we will all be to some extent freed from the anxieties of to-day.

Congratulations to P.M.G.

After the Postmaster-General had concluded his speech, Mr. Marden called on Vice-president Alex. Robertson to move a vote of thanks to Senator McLeay.

"I feel that every delegate joins with me in expressing appreciation of the kindly attitude shown towards us by the remarks of the Postmaster-General," said Mr. Robertson. "I think we should move a vote of thanks for his action in consenting to officially open our Convention, for his sympathetic observations, and that we couple this with our congratulations upon his selection for the Postmaster-Generalship, and the expression of our goodwill."

The motion was carried with acclamation.

The Commonwealth Broadcasting Network has decided to disband.

This network was formed for the prime purpose of combining the resources of all stations in the production and presentation of better programmes, and this purpose has been fulfilled.

The member stations considered that in the growth of the network type of organisation, while excellent programme advantages resulted, many serious operating disabilities developed, thus limiting service possibilities to both sponsors and stations.

Recently a new trend has become evident in Australian commercial broadcasting involving closer organisation, establishing more centralised control, and creating block booking of times, thus imposing a definite restriction on the independent operation of stations and placing limitations on proprietary programme outlets.

The member stations will henceforth operate as independent units. This decision was implemented in a most friendly way by all members. An assurance to members, sponsors and the public generally was affirmed by the key stations that an aggressive national programme policy would be carried out immediately, not only to maintain the high programme standards attained during the lifetime of the network for all its members, but also to expand the scope of these programmes to all commercial stations.

The member stations in future will be open to all sponsors, and will further maintain the progressive programme building scheme for the benefit of all advertisers and listeners.

The Commonwealth Broadcasting Network consisted of the following stations:—

2UW Sydney, 2KA Katoomba, 2BS Bathurst, 2KM Kempsey, 2HD Newcastle, 2TM Tamworth.

3UZ Melbourne, 3SR Shepparton, 3YB Warrnambool, 3UL Warragul, 3CV Charlton.

4BC Brisbane, 4GR Toowoomba, 4SB Kingaroy, 4RO Rockhampton, 4ZR Roma,

4MB Maryborough, 4VL Charleville, 4AT Atherton, 4AY Ayr.

5KA Adelaide, 5AU Port Augusta; 6ML Perth; 7AD Devonport.

Presidential Address

Marden Urges Continued Fight for Station Power

In his Presidential Address, Mr. C. F. Marden dealt with two salient features of the commercial broadcasting industry. Firstly, the enormous amount of weight which member stations had since the outbreak of war thrown behind the country's war effort; and secondly, the fight which the Federation was putting up—and must continue to wage—for recognition of commercial stations' requests for higher power. He stressed the anomaly of the comparatively super power given to National stations controlled by the A.B.C. as against the power limits imposed upon commercial stations.

Another point of importance raised by the president was that of the need for delegates to further their efforts in moulding advertising matter broadcast into conformity with the best ethical practices which could be evolved. He appealed to the industry to take stock of itself.

"As you are aware, this is our Tenth Annual Convention, and it is with a feeling of pride that we can look back on the growth of our organisation from its inception, when a few metropolitan broadcasting stations joined together to formulate a uniform business policy, until the present time, when our membership is 98 stations," said Mr. Marden.

"The industry was young and virile, and, attended as it was with all the difficulties of a new and rapidly growing business, there were many problems which we were called upon to solve. Many of these problems have been successfully handled, but we still have quite a number for which no satisfactory solution has yet been reached.

"The present time is opportune for our industry to take stock of itself, and give consideration to our obligations to the Government, the listening public, and the advertisers. It is accepted that there has been considerable improvement in both presentation and entertainment value of our programs during the last 12 months, and the fact that we are able to maintain a majority of listener-interest proves that the type of entertainment we are dispensing is appreciated by the public.

"Although less than 10 per cent of our broadcasting time is devoted to advertising, I think you will agree, gentlemen, that the ethical standard of broadcast advertising matter is of considerable importance. In this regard, it is generally recognised that definite improvement has been effected in the quality of our commercial announcements. This has been brought about by the Federation adopting the recommendations of the Commercial Radio Advertising Board, on which the Federation, Accredited Agents, and National Advertisers are represented. The fullest co-operation is received from this board in the way of formulating standards of broadcasting practice, which prescribe generally the basis for the preparation of advertising matter and the avoidance of words and phrases which have proved distasteful to listeners.

Federation's Work Of Voluntary Censorship

"Another development in this regard has been the introduction of the practice of having scripts and recorded announcements submitted to the Federation offices in Melbourne and Sydney to ensure compliance with censorship regulations, and so avoid the necessity for this work to be undertaken by individual stations. While this has thrown a great deal of extra duty on the Federation staff, it has been of considerable service to each and all of us. Not only do the Federation officers check the scripts and recordings from the point of view of censorship, but they also take the opportunity of ensuring that they conform to our code of ethics of advertising. And not only in the advertising field, but also in entertainment generally has action been taken by the Federation to preserve the standards of good taste. On its own initiative the Federation has banned a number of recordings considered unsuitable, and it will continue to keep a close check on any material which may be considered prejudicial to public interest.

"Since war was declared the Federation has been able to demonstrate most effectively its desire to co-operate with the Government. Before the machinery for Government censorship was functioning completely, action was taken by the Federation in drafting rules for censorship of matter to be broadcast from commercial stations, and these rules were submitted to, and approved by, the military authorities. I should like to thank the member stations for the conscientious manner in which they gave every co-operation to the Federation in putting the censorship regulations into force, accepting full responsibility for the censorship of all matter broadcast, and eliminating from the air any doubtful material. I ask you not to relax this vigilance, and to continue this good work which you are performing in the interests of national security.



Mr. C. F. Marden.

Have Carried Out Obligations

"For several years now, we, as an organisation, have stressed the necessity for some greater measure of security to replace the existing practice of annual licences. The industry has now passed the experimental stage, and whilst we appreciate the fact that the limitation of the number of stations is governed by the frequency channels available, we may state without any equivocation that the present licence holders have not only carried out the obligations imposed upon them, but have of their own volition freely made available their facilities in the national interest.

"Furthermore, the commercial stations of the Commonwealth are providing radio entertainment of a high standard at no cost to the Government, although it is obligatory for a listener to pay an annual licence fee before he can enjoy the entertainment put out by these stations. Surely, then, the Government should be willing to provide that degree of security which will ensure that stations be permitted to hold their licences under indefinite tenure, provided they do not offend in respect of Government regulations or the ordinary precepts of good taste. The knowledge that their licences are secure will undoubtedly lead to further development of the stations, with resulting benefit to the community.

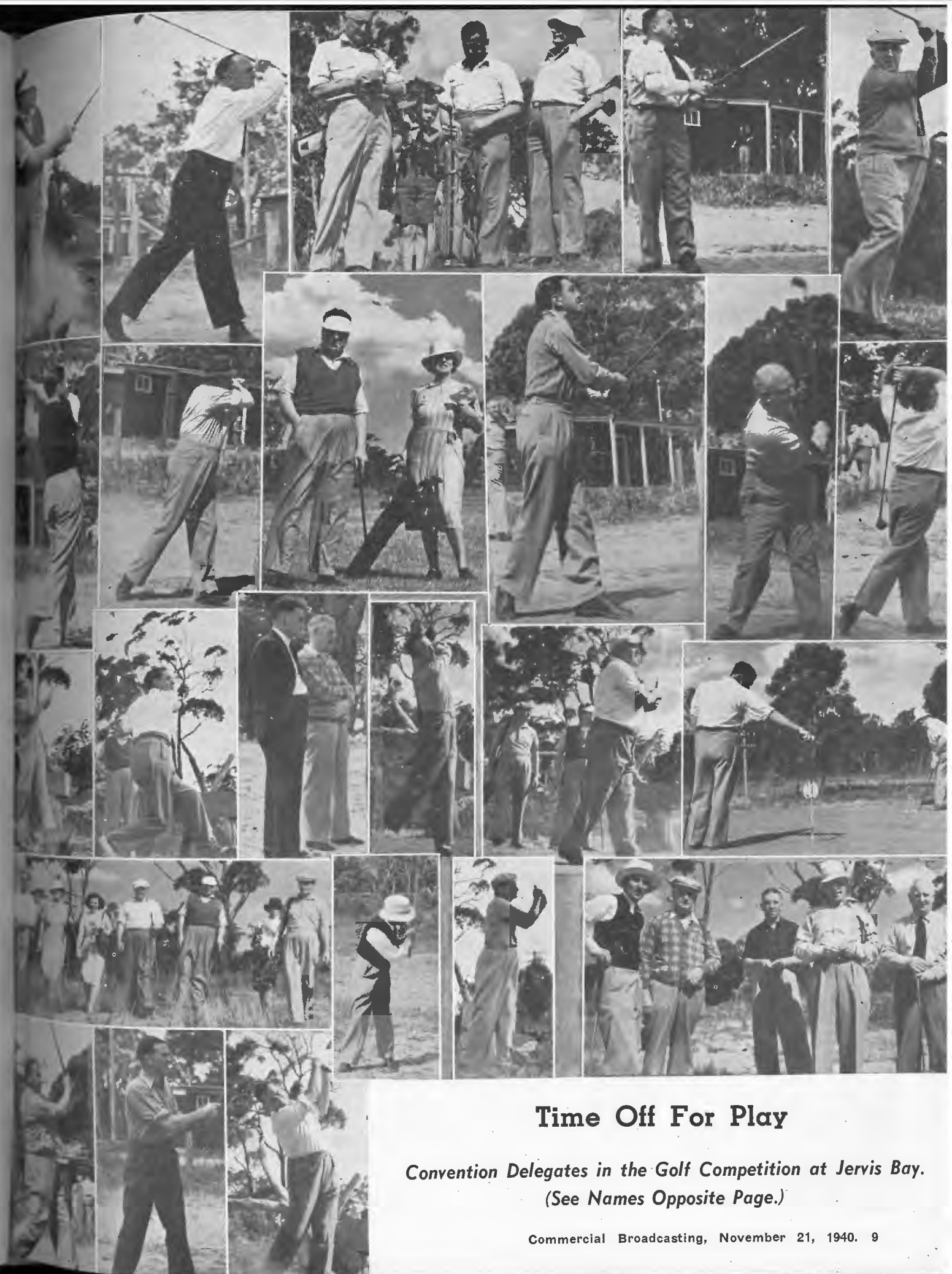
Need for Higher Power

"Another very important matter which the Government should immediately consider is the very low power granted to commercial stations. The fact that some of the Government stations have a power ten times as much as commercial stations proves that the Government considers high power essential for satisfactory service. With the ever-increasing installation of electrical appliances, which all tend to set up interference with radio, together

(Continued page 12)

Golf Pictures Opposite Page:

Pictures on opposite page show the delegates at golf, and from top left to right include Horner, Harris, Gold, Ridley, Marden, Taylor, Frank Whitford, McCauley, Rolph, Mr. and Mrs. Horner, Kinne, Dooley, unidentified, Gold, Kemp, Ridley and King, Andy Brown, Wynne, Archer, Whitford, Ridley holding flag, Marden putting, group of players, McCauley, Wynne, group including McCauley, King, Dale, Brown and Dooley, Worrall, Kennedy and Ridley.



Time Off For Play

Convention Delegates in the Golf Competition at Jervis Bay.
(See Names Opposite Page.)

Fun With The Fish



The fishermen. This column from top—Rupert Fitts and Randall White awaiting bite, Fitts holding his catch which won him the "bob in," Val. Woodlands and Clive Ogilvy. Top right: Reg. Fox, Randall White, Val. Woodlands, Rupe. Fitts, Russell Yeldon (in spotted jersey), Clive Ogilvy; Russell with the rod, Fitts and White, and then Ogilvy baiting up.

There were many ardent fishermen amongst the Convention delegates, and Wednesday's dawn found nine of them in a boat between the heads. Real fishermen these men who will allow themselves to be hoisted out of bed at 4 a.m. Clive Ogilvy, of Macquarie, of course, was the organiser of the fishing outings, and he certainly had things well organised. Russell Yeldon, of 2WL, was an energetic first lieutenant, and to his lot fell the very arduous job of rigging most of the lines—that's one of the penalties of a reputation as a fisherman!

In addition to these two the party included "Jack" Horner (2GB), Frank Marden (2UW), Randall White (5DN), Ted Gold (4GR), Rupert Fitts (V.B.N.), Val. Woodlands (2LM), and Allan Fairhall (2KO).

Woodlands had most of the luck of the outing and was hauling them up hand over fist. That's the way it is with fish.

Breakfast of sandwiches and tea was served on the rolling main—a most welcome interlude which had the very desirable effect of steadying more than one recalcitrant "inner man."

A mixed lot of fish were brought aboard, but it was on the way back through the heads that the real thrills were had. Four lines were trolling over the stern as the launch made for port. Suddenly there was a shout of "strike!" and thirty yards astern there was a flurry of foam as a big salmon smacked the lure on one of the lines. He was soon brought in after giving a wonderful display of fighting both under the water and above it. Then the launch was swung about and the same ground was trolled. This time there were three strikes and three salmon hooked. Rus. Yeldon—the only man with a rod—thought his was a marlin, so fierce was the fight. He eventually got his fish aboard and was satisfied to see it turn the scales at 6½lb.—"a little beauty!"

Fitts Hooks A Big 'Un.

A smaller party, including Ogilvy, Yeldon, Fitts, White, Woodlands, and Reg Fox (2CH), made for the open sea during the afternoon. They declared for fishing rather than join the delegates' afternoon golf competition.

Fish were soon found about a mile outside, and with mowong, sergeant bakers, red rock cod, leather jackets, and red bream the basket was soon brimming full. About 5 o'clock, just as a strong southerly began to blow up, Rupe Fitts hooked a beauty, and with it carried off the "bob in for the biggest." After a five minutes' fight in came a 7½lb. schnapper (and if anyone doesn't believe it, just look at the picture in this issue showing Rupe nursing his catch!), and for further evidence just ask Clive Ogilvy, as we suspect that it was he who had the eating of it—or part of it. So ended—for the fishermen—one of the most enjoyable days of the Convention.

To round it off, here's a fish story.



It was Rupert Fitts again in the news. He hauled in a 'jacket which not only he but Reg Fox had also hooked. Both hooks were in the 'jacket's mouth. The fish had taken one after the other. It was suggested that the two men toss for it, but as it was Rupert who brought it in it was added to his score.

What A Shock!

Still another fish story—and this one has been referred to the famous fish scientist, D. G. Stead, as a matter of interest. What appeared to be an ordinary stingray was sighted one day in the baths. It was speared with a boat-hook and brought onto dry land, while an interested crowd of spectators gathered around.

But the fish was far from being an ordinary stingray. It was, in fact, an "electric ray," as "C.B." news editor soon discovered to his "shock" and dismay. Some would not believe that the fish when touched was throwing off an electric shock—until they tried it for themselves. Amongst those who ventured to "get a kick" from the thing was Ernest Rheuben, of 4RO.

BRIDE TO MANAGE O'BRIEN RADIO DIV.

Cidental with the appointment of Oswald Bride as manager of their Radio Division, O'Brien Publicity, Melbourne, have installed modern equipment for purpose of auditions as well as general broadcast reception.

Bride is well experienced in sales and merchandising, and prior to this appointment, was in the Sales Division of O'Brien. The advantages of an agency having its own audition equipment are well known, and by keeping close contact with every new phase of radio entertainment and advertisement, O'Brien's service is expected to greatly enhance their service to advertisers.

Church of E. SEEK NEW BROADCASTING LICENCE FOR SYDNEY

The Church of England is most anxious to establish its own broadcast station in Sydney, and in spite of the fact that the then Postmaster-General refused a request for a licence in 1939, the Diocesan Synod last week requested Archbishop Mowl again to apply to the P.M.G. for a broadcasting licence for the Diocese of Sydney.

A motion by Rev. G. J. S. King,—that the present time of increasing anxiety is even more appropriate than previously for a new station to operate with a vigorous religious and moral message," was carried.

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

PUBLISHERS OF:

- Commercial Broadcasting (fortnightly)
- Commercial Broadcasting Rate Book (half yearly)
- Year Book of Commercial Broadcasting in Australia
- Radio and Electrical Retailer (fortnightly)
- Radio Technician (monthly)
- Australian Radio Receiver Official Trade-in Allowance Handbook (annual)
- Radio Trade Annual
- Radio Diagram and Intermediate Frequency Index

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

THERE'S GOLD IN THEM THAR TILLS

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

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

The Weston Company Pty. Limited

ADVERTISING SERVICE AGENTS
CHAMBER OF COMMERCE BUILDING
GEORGE & GROSVENOR STREETS, SYDNEY
ESTABLISHED 1901.



Need for Higher Power

(Continued from page 8.)

with the atmospheric conditions existing during electrical storms, commercial radio has to meet great difficulties in maintaining at certain times a satisfactory service to its listeners.

"This is a matter which I trust the Federation will continue to press with the Government, as it is obvious the listening public is being penalised by the existing low power of commercial stations.

"And now, gentlemen, I come to the subject which is uppermost in all our minds—the fight of our Empire for freedom.

Great War Effort

"I am very proud, justifiably proud of the manner in which commercial stations have answered the call for co-operation and sacrifice in the war effort, but I must impress upon you that commercial radio will be called upon for even further co-operation, and even more sacrifices—sacrifices which we shall make without thought of, or necessity for, compulsion or conscription. It is only by the concerted and united effort of every section of the community, every branch of industry and every individual, that we may achieve that victory of which we are rightly confident. We are all fully aware of the good work already done by member stations, and it might savour of self-praise were I to dwell on the fact that a great amount of money and personal time has already been contributed by you to the cause. I realise also the tremendous inroads that have been made into your station time by local war charities, and it would not be out of place for me to mention here the commendable efforts of our engineers

in forming classes and training operators for the fighting services. But all this is not yet enough. We shall be placing before the Convention a plan for the greater co-ordination of commercial radio in the war effort. This will be submitted through the Department of Information to the Government, and I commend it to your very earnest consideration.

"No one realises more than you, gentlemen, the tremendous part commercial radio is capable of playing in the nation's life and death struggle—a struggle in which there can be no question of compromise, no peace without victory. That is why to-day the whole of the great British Commonwealth of Nations is aroused as never before; that is why each and every one of us is a partner in the greatest struggle in history. I have every faith, as has each one of you, that our Empire will emerge from this ordeal just as it has done in past centuries—with ever greater prestige, influence and might. But in closing, I would impress on you that faith alone is not enough—the age of faith without work is dead. Let us work then, individually and collectively, for the only goal we shall ever recognise—Victory!"

President's Great Job of Work

Before adjourning for cocktails with the ladies, Mr. Bryn Samuel, Western Australian vice-president, moved a vote of thanks to the president. "He has been in office for two years—two years of the most difficult period of our history," said Mr. Samuel referring to the president. "This has been particularly so during the past 12 months, when he has been called upon to safeguard our industry. He has given most gener-

The retiring president, Frank Marden, goes into action off the springboard. Ernest Rheuben (4RO) helping to help the board whilst "C.B." chief, Os. King asks Frank to put his chest out—and

ously of his ability and his time, co-ordinating our efforts to further the war aims. Those of us who have followed closely the moves in the past 12 months—and I'm sure all of us have done so—realise that our president has given a tremendous amount of time and work to the Federation, and it is largely due to his efforts that we are again able to assemble here this year for our annual convention."

Mr. A. C. Kinnear strongly seconded the motion, which was carried with acclamation.

Marden Intimates Won't Stand Again

Responding, Mr. Marden said that he did appreciate very much the kind references which had been made regarding his stewardship which he described as his "small effort."

"It has been a trying period," he admitted, "and Federation matters have taken a lot of my time and require, might I say, a lot of finesse sometimes."

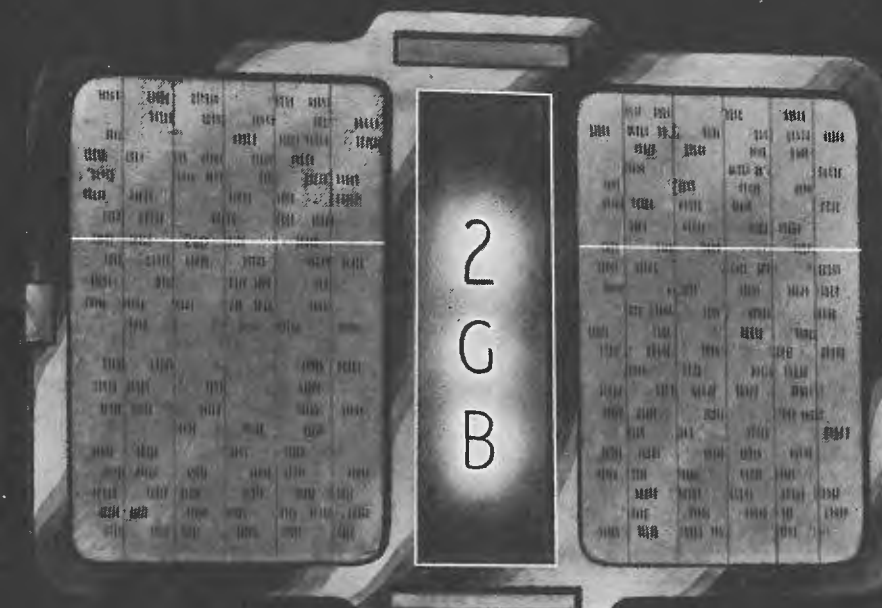
Many were the times, the president stated, when he had found it even difficult to keep the old federation on an even keel. However, he had realised the necessity for someone to make sacrifices and to carry out the job of work that had to be done. He had gladly given of his best. He felt that the Federation was now an influential body, an organisation whose deliberations and decisions were respected by the powers that be.

Mr. Marden went on to pay a tribute to the able and loyal co-operation and assistance he had always received from the secretary, Ray Dooley, and N.S.W. secretary, Andy Brown, and their respective staffs.

It was at this stage that Mr. Marden intimated his intention to refuse nomination for the presidency for a third successive term of office.

"I feel that it is only fair and right that the office of president of this Federation should rotate," he declared. "But I want to give you my assurance that whoever you elect as your president will have my wholehearted support and co-operation in that office. I feel that I may be able to pass on to our new president some assistance in the experiences which I have had during the past two years."

REGISTERED COMPANY.
Soundcraft Pty. Ltd. Reg. 30410
Nominal capital £2,500 in £1 shares
Objects: To carry on the business of sound reproducers and manufacturers of sound recordings, etc. First directors: Robert Brigden and Sydney E. Tatham. (Lodged by Geoffrey A. Hart, 92 Pitt Street, Sydney.)



- Leave it at that...

Convention Business Sessions

(Contd. from page 5)

Recommendations on War Effort

Convention appointed a committee consisting of Messrs. Paddison, Worrall, Robertson, Brierley, Ridley, Kinnear and Samuel to go into this matter and submit a report back to Convention.

This was duly done, and the recommendations of the committee were later received and adopted by the Convention and are to be submitted to the Prime Minister.

The question of how censorship was working on commercial broadcasting was discussed with a view to seeing

"I went where I'd 'a' gone if I'd been him . . ."

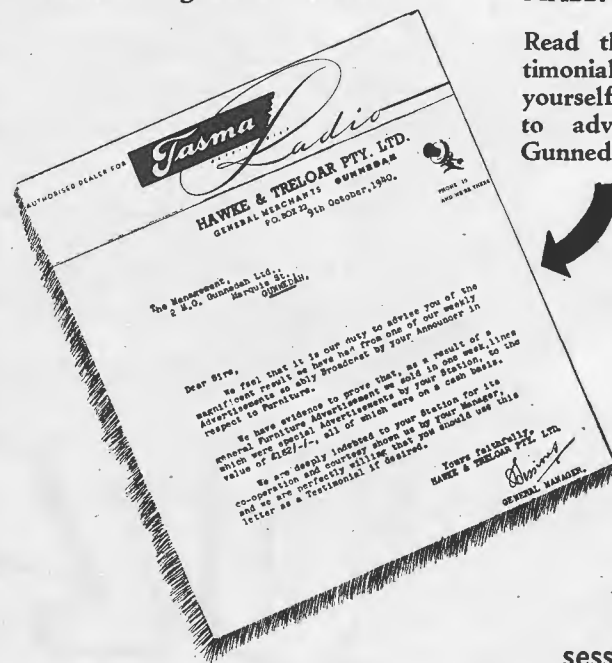
THE STORY:

A group of men searched for hours for a missing horse without discovering any trace of him. Then a young boy disappeared into the woods and quickly returned with the missing animal. Asked to explain how he succeeded where the others had failed, the boy answered: "I went where I'd 'a' gone if I'd been him."

THE MORAL:

For advertising to be effective it must touch that human ACTION spring. It must be written from the customers' point of view and released in a media catering to and SUPPORTED BY THE MASS.

Read this unsolicited testimonial and judge for yourself the support given to advertisers on 2MO Gunnedah.



You can gain the support of consumers and stockists on 2MO Gunnedah.

10% reduction on 2MO rates is allowed when using both stations: 2MO Gunnedah and 2TM Tamworth.

FRIDAY night session gets results

★ "Pick the Star" — McRae Bros., Walcha, Friday night quarter-hour session offers five 2 shilling prizes weekly. The first broadcast featured Bing Crosby and Dick Todd; listeners were asked to "Pick the Star." 77 letters were received the first week; 76% coming from our 75 mile radius. THE POTENTIAL INSIDE MARKET. Make your appeal to this ready market through 2TM—the station supported by the stockist and consumer.

2TM

whether any improvements were considered necessary in the existing rule and procedure, and also to consider any recommendations necessary for presentation to the censorship authorities to ensure uniform release of news throughout the Commonwealth in respect to items of National importance.

Censorship Arrangements

The chairman briefly reviewed the position, and explained how the Federation took early action to establish censorship arrangements best calculated to control the broadcasting position.

Several delegates spoke feelingly in respect to the treatment accorded commercial stations in some States as compared to the National stations. It was also stressed that the censors department should specify a release time on any prohibited item. The instance of an important statement by the President of the U.S.A. was quoted as showing how commercial stations were prevented from broadcasting this item while the A.B.C. had immediate release. It was indicated that existing arrangements with the B.B.C. would considerably improve this situation.

In all general respects the Convention delegates were reasonably satisfied with censorship arrangements, but representations were to be made to the Government on the following: (a) To obtain the uniform time of release on prohibited news items. (b) To obtain prior information from abroad of impending broadcasts by well known personalities. (c) To have both commercial and National stations hooked up for news flashes of items of outstanding importance; and (d) to ask the Government to ensure that broadcasts by prominent people, such as the British Prime Minister, Princess Elizabeth, President Roosevelt and others to be put over all National and commercial stations simultaneously by Government arrangement.

Control of Broadcasting

At the 1937 Convention a very comprehensive proposal was agreed to for submission to the Government in respect to the control of broadcasting in Australia, and this year the Convention reaffirmed the Federation policy in this respect which sought the appointment of a board to regulate commercial broadcasting. The report indicated that this proposal had been discussed with succeeding Postmasters-General but without result as yet.

In discussing this question further, delegates were most emphatic on the paucity of power granted commercial stations as compared to National stations, and considering the area of Australia in comparison with U.S.A. where there are over 800 stations, many of which operate on 50,000 watts. It was suggested that a campaign to educate public and official opinion would be necessary to give Australian stations more power up to four times, and probably more than that existing at present in order that adequate coverage or at least an improved coverage to Australian listeners.

Convention resolved that the Postmaster-General be asked: (1) To provide a general increase in power in all

(Continued page 16)

A SUPER SATURDAY VARIETY PROGRAMME!

8 TILL 9-30
"TINY SNELL'S
RADIO GAETIES"

9-30 TILL 10-30
"JACKSON'S
JAMBOREE"

Two great Masters of Ceremonies. "Tiny" Snell and Geoffrey James Montgomery Jackson in two great shows — two "top" live artist entertainments! From the stage of the 3UZ Radio Theatre every Saturday night!

Two hundred people in the studio against a background of variety, "star" vocalists (including "The Rhythm Girls"), and a fast moving parade of self-contained "unit" programmes!

SELF CONTAINED "UNIT" FEATURES!

"MRS. 'OLMES AND MRS. HENTWHISTLE." A personal appearance of this famous comedy act in a quarter hour's "drop o' the doin's."

"MONEY FOR MUSIC." A new musical quiz, compered by 3UZ's Roly Barlee.

"ARE YOU A DETECTIVE?" "Tiny" Snell pays a reward to quick witted members of the studio audience.

JOHN McMAHON. The golden voice of popular melodies on the stage in person!

"THE WHY GAME." "Tiny" thinks there's always a reason why — and generally finds one!

"KRAZY KOLLEGE." Fun and laughter with Geoffrey James Montgomery Jackson.

AND A CHORUS OF 200 MEN, WOMEN AND CHILDREN.

THE NEW

3UZ

STOP PRESS!

"TIVOLI TIME"

LIVE ARTIST TIVOLI SHOW

NOW RELAYED TO 2UW & 5DN

FROM THE RADIO THEATRE OF THE

NEW 3UZ-SUNDAYS 5 TILL 5-24 P.M.!

Sydney Representative: A. D. Bourke, 5 Barrack Street, :: 'Phone B 2085

Convention Business Sessions

(Continued from page 14)

commercial stations, and (2) to prevent any further duplication in wavelengths or discrepancies in power between National and commercial stations.

Convention further resolved that Federation executive be empowered to conduct research into station power and wavelengths for mutual benefit of Federation members.

Delegates were determined the Federation should arm itself of all possible knowledge and data in order that strong representations be continued to the requisite authorities to bring about a substantial increase in power with consideration to all possible factors governing same.

Standard Order Form

Considerable discussion ensued on this matter as it was the desire of Convention to encourage the general adoption of the Federation's standard order form, and to that end a committee was appointed to give detailed consideration to the problem. At the end of the Convention this committee reported that time did not permit of completion of their report, and the matter would be further investigated after Convention and a report submitted to the executive.

Wednesday, November 13

Copyright Matters

The agenda report summarised the copyright situation in respect to A.P.R.A. fees, and that a special sub-committee had been appointed to handle the annual re-allocation of what stations would pay in accordance with the terms of the agreement. Under the existing A.P.R.A. agreement member stations of the Federation receive the benefit of a rebate on their annual fee, and this agreement lasts for five years, with annual adjustments according to variation in the number of listener's licences.

The latest figures supplied by the P.M.G.'s Department of variations in the number of licences as at June 30, 1940, of 1,212,581, as against 1,172,343 at December 31, 1939 showed an increase of about 3½ per cent. Assuming this increase continues throughout 1940 will pay an increase of about £1000 this year. It is understood that up to the present there has been no variation to the rate of sixpence per licence paid by the A.B.C. to A.P.R.A. in accordance with the arbitrator's award in 1938.

Considerable discussion took place on the method of assessing individual member stations, but those members of the committee who handled the matter also stressed the difficulty in finding a formula suitable to all, and in conclusion the Convention resolved: "That the present rate of assessment of commercial stations be continued subject only to percentage adjustments in accordance with the existing A.P.R.A. agreement.

Agreement with Record Manufacturers

The present agreement between the commercial stations and the manufacturers is for a period of five years, expiring on June 30, 1942.

The incoming executive was also instructed to investigate the position covering the Government's restriction of imports of records.

Accreditation Renewals

Now that State committee of the Federation were functioning with success, Convention decided that in future all applications from advertising agencies for accreditation with the Federation must be submitted to the State committee in the first instance, and in sufficient time to enable the final list to be adopted prior to June 30 each year.

Commission to Advertising Agencies

This subject of commission to accredited advertising agencies was a subject of considerable discussion during which there was abundant evidence of the growing appreciation by agencies of the good job of work than can be done by radio advertising for various kinds of merchandise.

Convention also decided to make no change in commission payable to overseas agencies.

Credit Control Scheme

The credit control scheme adopted at last Convention was brought into operation early this year and had been reasonably successful. Indications pointed to a more successful application of this scheme in future as it was meeting with growing support from commercial stations and was appreciated by those established agencies who paid their accounts regularly.

Retrospective Rebates

At the 1939 Convention one of the clauses included in the standard order form was as follows: "All advertising orders for whatever period will be treated as separate units, and advertisers renewing orders will not receive any retrospective rebates of rates because of or in respect of previous orders."

It was fully brought out in discussion that any departure from this policy would be unsuitable to commercial stations, and Convention resolved that "the Federation policy mentioned above be disallowed in accordance with the condition adopted last year."

Commercial Radio Advertising Board

This commercial radio advertising board, comprising representatives of the Federation, National Advertisers and Accredited Agents has been established in Sydney since early in 1939. It has done excellent work in setting up

a deciding body when advertisements of a doubtful nature have been submitted for consideration. A tribute was paid to Sydney Federation secretary, Andrew Brown, on the excellent work he had performed in this direction, and the board's operations would be continued.

Conducting Surveys

The request by various agencies for stations to conduct surveys received much consideration with considerable discussion.

Two types of surveys were involved (1) as requested by agents (2) on station's own initiative.

Discussion revealed that lack of distribution of products by manufacturer rendered some radio advertising ineffective. Delegates contended that this was very unfair to radio and showed lack of organisation by the manufacturer. Cases were sighted of a local survey by a station revealed no local distribution, and consequently the advertiser was generally refused pending adequate distribution. It was stressed that point could be reached in the demand for surveys which would result in vicious system being set up beyond the capacity of the station to control or manage.

It was obvious that many country stations do a very good job in rendering a merchandising service to their advertisers which was much appreciated, and while this was held in reasonable proportions everybody would benefit. Stations were not prepared to reveal the position of competitors standing in the station area, but were prepared to supply data of stocks of the manufacturer's products held locally. In respect to requests or demands from agencies for surveys, Convention resolved that in such cases the stations should refer the request if it was unreasonable to the Federal executive of the Federation.

Free Publicity

Complaints were listed of requests by some agencies for free publicity for sponsored programs. One case was cited where an agency had asked stations with whom the contract was placed for five daily pointers, each of 50 words, for six days preceding the first episode. An augmented pointer service was also asked for, as well as one 100 word announcement and two 25 words for each one-quarter hour session and a repeat without cost of each episode of the production.

The agenda report disclosed that these requests contravened Clause 10 of the Rules of Accreditation.

Following considerable discussion and consideration of various suggestions offered, Convention decided that stations be permitted to advertise sponsored programs through any media provided the sponsor's name or product be not mentioned, but any such advertisement shall not be offered as a consideration to obtain contracts. It was stressed in the discussion that newspapers and other media would not agree, and did not insist on their clients advertising over radio, and therefore stations must resist any unreasonable requests on this matter.

(Continued page 18)

We are
CONVENTIONAL
in our claims:
We don't need
to be otherwise.



IT IS SAID THAT THERE IS NOTHING NEW UNDER THE SUN. Well, we've certainly told this story before—the story of 2GZ's all-embracing coverage of Central New South Wales—but in celebration of the commencement of our SIXTH YEAR of service to the vast listening audiences west of the Mountains, and to the many national and regional advertisers who have availed themselves of our facilities, we reiterate, that on a cost basis, having regard to population, licenced listening homes, field strength of signal, and program power, THERE IS NO COMPARABLE TIME BUY IN AUSTRALIAN RADIO TO TIME BOUGHT ON 2GZ.

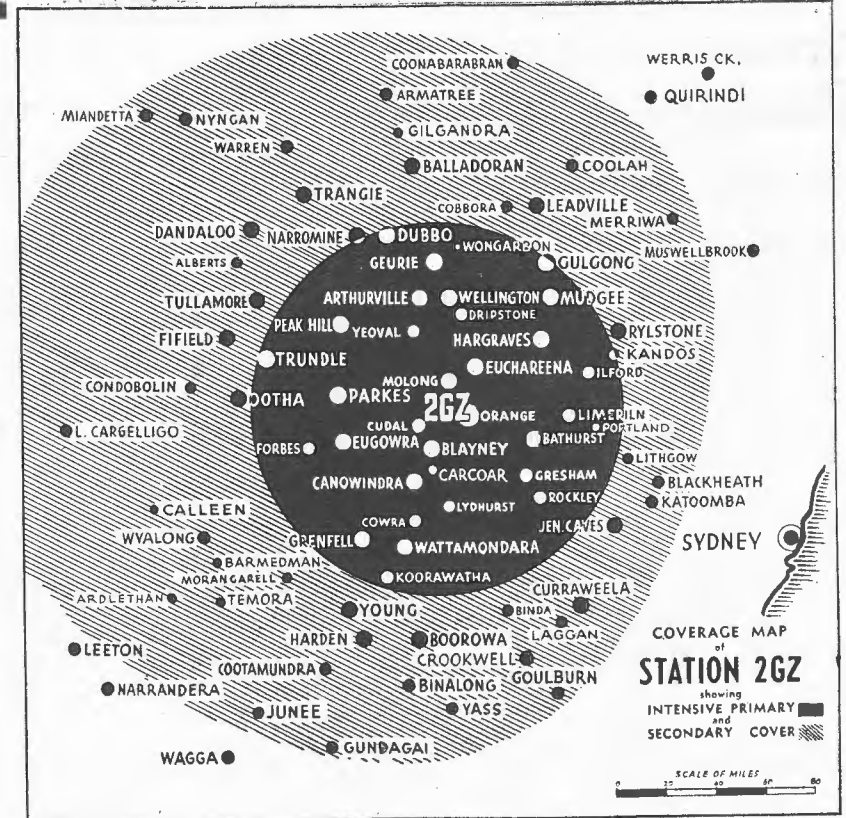
SERVICE AREA STATISTICS	
Power Output:	2,000 watts
	100% Modulated
	Peak Limit Amplifier
	Clear Channel
Population	228,000
Dwellings	55,000
Radio Licenced Homes	30,106

More National Advertisers use powerful 2,000 watt 2GZ than any other country station in New South Wales.



COUNTRY BROADCASTING SERVICES LIMITED

Transmitter: Amaroo, via Orange Central N.S.W. Head Office and Main Studios: HOSKING HOUSE, HOSKING PLACE, SYDNEY Telephone: BW 1428 Country Studios: Union Bank Buildings, Orange



Convention Business Sessions

(Continued from page 16.)

Availability of Technicians

Some time ago representations were made to the P.M.G.'s Department for a relaxation of the regulations to permit of approved employees being permitted to act as technicians due to the shortage of qualified men. Convention decided to instruct the executive to approach the department with a view to obtaining permission to utilise approved automatic equipment without the necessity of employing technicians on full time attendance.

Price Fixing Legislation

The general secretary placed before Convention legal advice obtained on the effect of this legislation on any proposals for increasing station rates. The position in Western Australia and Queensland was explained, and the

matter was left in the hands of the executive.

Finance Report

On behalf of the finance committee Mr. Kemsley submitted the budget for 1941, and the balance sheet for 1940, which indicated that Federation was in a very healthy condition, due to prudent management and excellent support by member stations. Further tributes were paid to General Secretary Dooley and Sydney Secretary Brown for their excellent work on behalf of the Federation. There were 98 station members and only two station non-members.

State Executives Report

The various State vice-presidents then very briefly tendered their reports on the past year. One and all expressed satisfaction and appreciation for co-operation received.

Election of Officers

The election of officers for the coming year was then proceeded with the following result:—

President: Mr. V. M. Brooker.
Senior Vice-president: Mr. R. Fitta.
Country Vice-president: Mr. J. Ridley.
Qld. Vice-pres.: Mr. Alec. Robertson.
South Australian Vice-pres.: Mr. Arthur Kinnear.

Western Australian Vice-pres.: Mr. Bryan Samuel.

Tasmanian Vice-pres.: Mr. Gordon Rolph.

Trustee: Messrs. A. Kemsley and C. V. Stevenson.

The question of the venue and time of the 1941 Convention was left in the hands of the executive.

New Officers

The new president, Mr. Brooker, expressed his appreciation of his election to the honoured position of president and said he would do his best to follow in the footsteps of Mr. Marden, who had set a very high standard for succeeding presidents. Mr. Brooker added that the untiring effort of Mr. Marden as president over the past two years earned and received the greatest respect and thanks of members of the Federation.

Mr. C. V. Stevenson proposed a cordial vote of thanks to the retiring president, Mr. Marden, which was supported by Mr. D. Worrall, to the effect that it be placed on record Convention's appreciation of Mr. Marden's work on behalf of radio and the Federation.—Cried with prolonged acclamation.

In a brief reply Mr. Marden thanked Convention delegates for their kind words and their fullest support during his occupancy of the presidential chair. He was not leaving radio and would at all times be available, if required, to assist the new president and the Federation. He also expressed his personal appreciation to General Secretary Dooley and N.S.W. Secretary Brown for their excellent co-operation in the Federation work.

BROADCASTING MECHANICS EXEMPT

A revised Reserved Occupations Order issued under National Security (General Regulations in the "Commonwealth of Australia Gazette No. 55," specifies that broadcasting mechanics and managers are exempt; also electrical engineers, engineers and foremen associated with wireless stations and radio manufacture.

Reserved from and over 25 years of age are announcers, electrical mechanics, inspectors and testers, leading hands, maintenance tradesmen, valve makers; 30 years and over—cabinet-makers, machine operators, radio designers and wiremen.

This Reserved List is still provisional as the National requirements in regard to the combatant forces, munitions, essential industries, primary production, transportation, etc., become more accurately determined, amendments and additions to the list will be issued from time to time.

Persons within the age group shown in the list are eligible for National Service Certificates, which should be applied for through their employers.

Persons called up for compulsory service must register with their local unit, and then, if in a reserved occupation, apply for exemption certificates.

Persons in doubt as to their position under the list should apply for information to the Area Man-Power Officer at the local drill hall.

Pulling



double

It's the extra pulling power of popular programming that makes the grade so much easier when you use the 2SM permanent way to sales.

2SM SELLS MORE



Dominant selling factor among one and a half million New Zealanders with millions of pounds to spend—N.C.B.S. reaches more people at less cost than any other combination of media covering the country. Low in cost because N.C.B.S. is the only commercial network in New Zealand. It does the job with no overlapping and no competition. Gets results because 82% of New Zealand homes have radios, and N.C.B.S. is geared to serve the rich New Zealand audience with a programme policy keenly attuned to community service and a national reputation for progressiveness and spectacular entertainment.

For on-the-spot co-operation, get in touch with the Australian Representatives, Radiovision Pty. Ltd., 61 Hunter Street, Sydney. . . . Telephone B 5453



1940 Federation Convention Dinner

Following the traditional custom of previous broadcasting conventions, the Federation on the occasion of their Tenth Annual Convention last week at Jervis Bay, again arranged a Convention dinner at the Naval Lodge Hotel, where the Convention was held and where most of the delegates stayed.

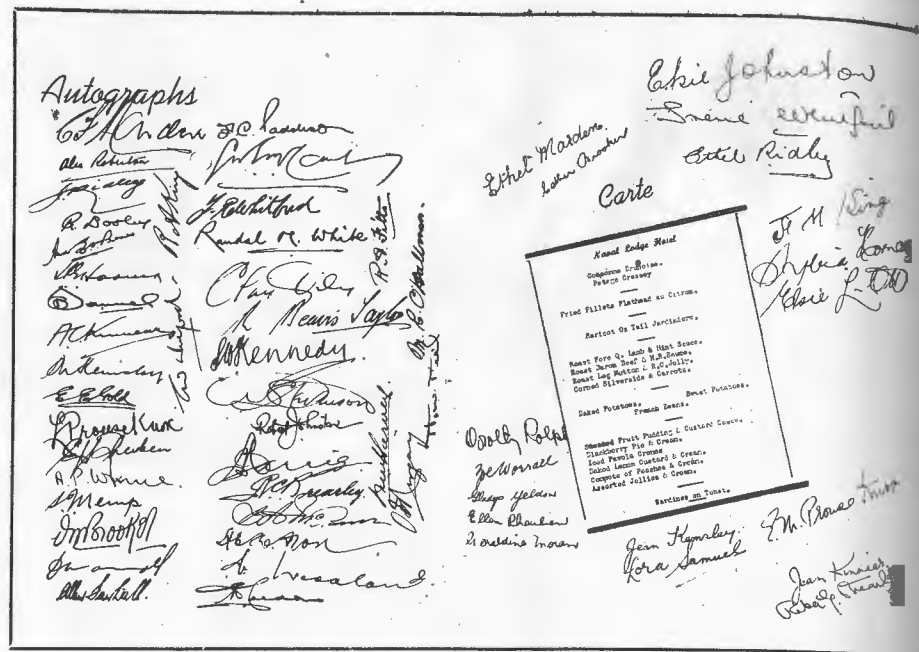
The big U-shaped table was very tastefully decorated by Mrs. Crow, manageress of the hotel, and the menu was thoroughly enjoyed and favourably commented upon by the delegates. An orchestra was in attendance and played appropriate music during the evening, with dancing until midnight.

The president of the Federation, Mr. C. F. Marden, acted as chairman of the dinner, which went off most successfully.

Toast to the President

After the loyal toast had been honoured, the next toast was that of Mr. Frank Marden, proposed by Mr. Archer Whitford, who said that he had known the chairman for over 30 years—first of all in South Australia in the moving picture industry, where he made a name for himself as a capable manager and administrator. During the past two years, continued Mr. Whitford, the chairman had carried out the duties of president of the Federation with credit to himself and material benefit to the Federation. There was no doubt that during his period of office, Frank Marden had materially sacrificed his own business interests for those of the Federation.

Mr. John Ridley, as country vice-president, supported the toast to the chairman, as proposed by Mr. Whitford, and explained that on occasions he had deputised for Mr. Marden but found it difficult to emulate the president, who was a most experienced man and had undoubtedly denied himself in the cause of the Federation.



One of the many well-autographed menus at the official dinner, specially printed by COMMERCIAL BROADCASTING and much souvenired. Gentlemen on the left, ladies on the right.

The toast was duly honoured, and Mr. Val. Woodlands (manager, 2LM) then entertained the gathering with a rendition which brought forth much applause.

President Replies

The president of the Federation, Mr. Marden, then replied to the toast and expressed thanks for all the nice things that Archer Whitford and John Ridley had said about him. He proceeded to tell the gathering that there was only "one" Archer Whitford, and in a humorous vein explained how he had almost ejected Archer twice from Federation meetings, but Archer always agreed with the final ruling of the chairman. After having known the proposer of the toast for 30 years, he felt very pleased that Archer was still a very good friend.

In more serious vein, Mr. Marden said

Below: The men's official dinner at the Naval Lodge Hotel, Jervis Bay. It was a great success.

there was a tendency for many of us to become self-centred and think too much of ourselves. It was essential, he added, that a long range view of broadcasting be taken by all Federation members, and, in fact, everybody associated with broadcasting in Australia. "It's your life—your career, gentlemen, and you must do what is best for radio."

It was unfortunate, said Mr. Marden, that there were too many Postmaster Generals during his term as president of the Federation. No sooner was one educated into the peculiarities of commercial broadcasting than he lost his job or was transferred to another Ministerial post, and so the Federation was obliged to start all over again to make sure that the succeeding P.M.G. became cognisant of the important part commercial broadcasting stations were playing, not only in the radio scheme of Australia, but particularly in the contribution that the Federation member stations were making to Australia's war effort.

(Continued page 25.)

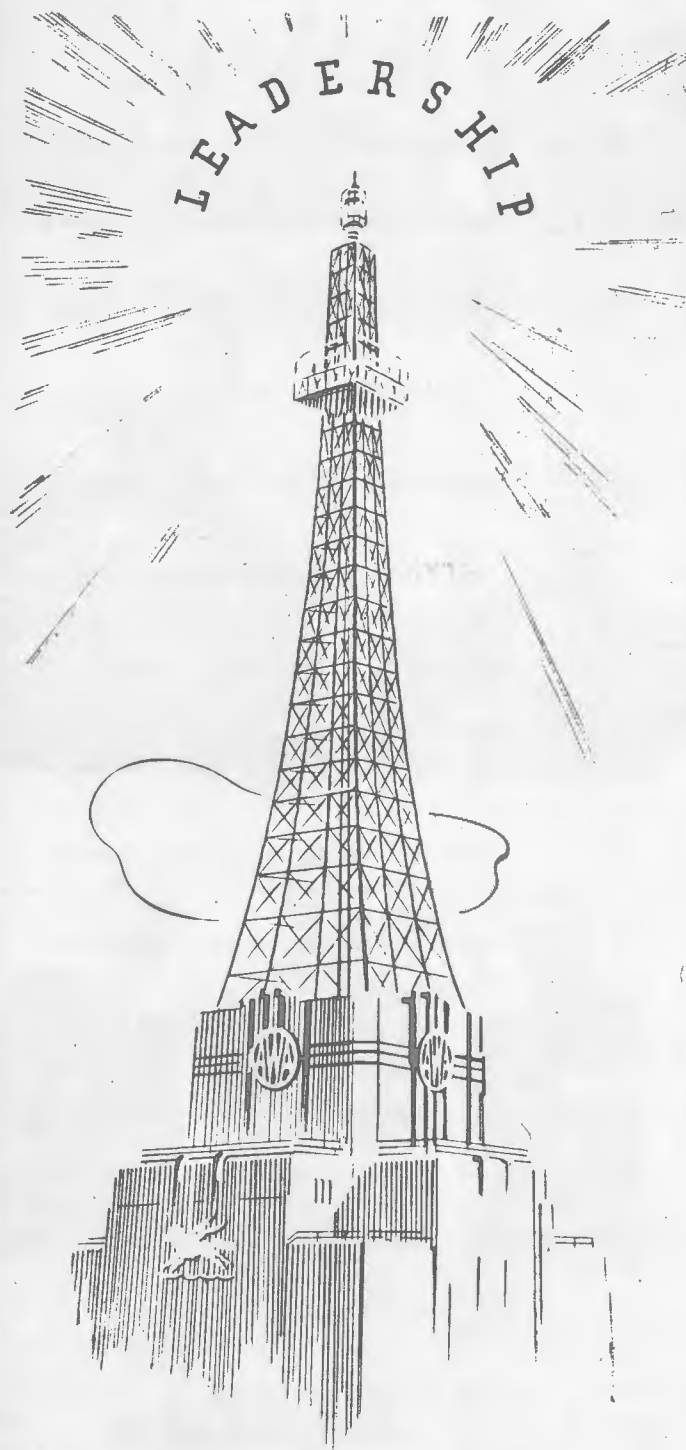


CONVENTION • JERVIS BAY • 1940



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BW2222

BROADCASTING FROM AUSTRALIA'S MOST MODERN STUDIOS



Located at the top of the new A.W.A. Building, 2CH provides broadcasting facilities of the highest standard, giving advertisers the maximum service and efficiency without increased cost.

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AMALGAMATED WIRELESS (A'SIA) LIMITED

2CH

THE A.W.A.
STATION



24 Commercial Broadcasting, Nov. 21, 1940.



At the Official Dinner

(Continued from page 20.)

Toast—The Federation

At this juncture Mr. Bryan Samuel, Australian vice-president of the Federation, was called upon to propose a toast of the Federation. The editor regrets that he did not secure a short-handled verbatim report of Mr. Samuel's remarkable and most praiseworthy delivery of a somewhat difficult toast, and rather short notice. His choice of words and phraseology were most favorably commented on right up to the closing of the Convention.

Mr. Samuel indicated that he had attended many conventions for many years and had taken part in many hard fights during discussions on subjects, important and otherwise, important and otherwise, but he still believed that the Federation was a power for the good of broadcasting, and was necessary for the preservation of the commercial broadcasting stations of the Commonwealth. He dealt with the power of radio as an entertainment factor and its contribution to the cultural development of the Australian people.

He asked, "Do we appreciate the possibilities that exist in broadcasting?"

Dealing with the management of the Federation, he said that any organization gets the management it deserves, and then went on to pay a tribute to the secretaries, Messrs. Dooley and Brown, who contributed in a major way to the continued success and growth of the Federation, because good secretaries continued on forever, while presidents came and went. Of all the past presidents, only one was in attendance that evening, said Mr. Samuel, and that was Mr. Dave Worrall, of Melbourne, who was president three years ago. It was a pity that presidents more or less dropped their interest as soon as they vacated the chair. He felt sure that the Federation would continue to prosper and to justify its existence by preserving commercial broadcasting.

This toast to the Federation was supported by Mr. Arthur Kinnear, South Australian vice-president of the Federation, who said that "A juvenile from the 'wayside stop' found it difficult to follow such an accomplished speaker as the 'red rebel' from the end of the Trans-Continental." He, too, supported the excellent work the Federation was doing and was capable of doing in the interests of member stations and for the good of Australian radio. He also commented on the excellent work performed by the secretaries, upon whom the member stations had come to look as friends rather than employees.

Presentation of Golf Trophies

That afternoon (Wednesday, November 13) the golfing enthusiasts at the Convention played 18 holes twice round the 9-hole Jervis Bay country course. Despite the nature of the actual golf course, the creek hazards, the roughs

(Continued page 34.)

"C.B.'s" Cameraman caught these Married Couples at the Convention

Below: Mr. and Mrs. V. M. Brooker, Mr. and Mrs. H. G. Horner, Mr. and Mrs. Bryan Samuel, Mr. and Mrs. L. Prouse Knox, Mr. and Mrs. Gordon Rolph.



"Jervis Bay" W/T Operator Elected Federation President at Jervis Bay

Last week Australia was thrilled with the wonderful news that the armed merchant cruiser, Jervis Bay, of 14,164 tons, went down fighting an enemy raider, after having drawn the enemy fire in order to protect a very large convoy of about 150,000 tons and enabling all but about four ships to reach port.

That epic story has been reported fully in the press, and the skipper, Captain Fegen, has since been posthumously decorated with the V.C.

But it is not generally known that the same Jervis Bay, which was previously an Australian Commonwealth liner, figured in a remarkable wireless achievement back in 1926, and that Mr. Vivian Brooker was the chief wireless operator on the Jervis Bay.

It is certainly rather of a coincident that at Jervis Bay last week, the same Mr. Vivian Brooker, was unanimously elected president of the Australian Federation of Commercial Stations at the Annual Convention. Mr. Brooker is manager of the broadcasting activities of Amalgamated Wireless (A/sia) Ltd., having served as a station engineer, later as station manager, and now in control of more broadcasting stations than any other man in Australia.

Record Short Wave

In September the "Jervis Bay" was specially fitted up by Amalgamated Wireless with a new set of apparatus, designed for long distance work between ships and Australian coast stations. It immediately sailed for Eng-

land, with Mr. Brooker as chief operator.

During the whole of the voyage from Australia to England and return, daily communication was maintained with radio centre at Pennant Hills, N.S.W. The power used on the "Jervis Bay" was only 500 watts, and that at Pennant Hills was only three kW., and the wavelength was 34 metres. It is of particular interest to note that while the S.S. "Jervis Bay" was lying at Tilbury Docks, London, direct communication was still maintained with Sydney, and a message was sent to the Rt. Hon. Stanley Bruce, Prime Minister of Australia, who was then in London, from

the then chairman of Director of A.W.A. (Sir Mason Allard), and a reply was received in Sydney.

At that time this achievement by the S.S. "Jervis Bay," with Chief Wireless Operator Brooker, was a world's record for the longest distance worked by a merchant ship, and was further proof of the successful pioneering work by A.W.A. that has played a big part in putting the company where it is to-day.

And now to-day, that young man, has proved that a radio engineer can become a successful executive in commercial broadcasting, to such a degree that he is elected unopposed, president of the Federation of Commercial Stations.



"A Maritime Wireless Record"

Macquarie Network Conference Celebrates Successful Year

On Friday evening, November 8, at Usher's Hotel, Sydney, 30 gentlemen associated with the Macquarie Network sat down to dinner under the chairmanship of Mr. H. G. Horner and enjoyed a sumptuous repast, for which the management of Usher's is so well noted.

Those attending the dinner included Messrs. H. G. Horner, George Sutherland, Fred Daniell, Clive Ogilvy, Dan Richardson, Graham Dowland, Stan Clarke, K. B. Goyne, Norman Johnson, Max Ashton, Ernie Brewer, Alex Byron, Russell Scott, Carlton Carruthers (N.Z.), Randall White, Rupert Fitts, Roy Heath, Ken Robertson, A. J. Ryan, Algie Findlay, Don Service, Reg Lane, Val Woodland, Mason Wood, Jack Lumsdaine, John Watson, Alton Stone (accountant), Russell Yeldon, Arundel Nixon ("King of the Cads") and Jack Davey, plus the Rhythm Boys, who later turned up to give some entertainment.

Talking about entertainment, the program was excellent. Jack Lumsdaine started off, in his inimitable style, and turned on the works. This is one of the songs he sang:—

"Announcers Grind and Grind."

"When the salesmen stop their daily grind They turn from work to play; But announcers grind and grind and grind— And grind and grind all day.

When the typistes finish up their work And put their script away— The announcers grind and grind and grind— And grind and grind all day.

They are grinding out some copy That tells you how to rinse. They are grinding out those trailers That just get on their quince.

All the management knock off at 6 And put their things away— But announcers grind and grind and grind— And grind and grind all day!"

One of the surprise packets of the evening was Val Woodland, of 2LM, who sang Rudyard Kipling's "Cells," the well-known song usually sung by Peter Dawson. He then followed that up with "Son of the Clock."

An innovation to entertainment of this character was that of the "King of the Cads," Arundel Nixon, who has earned a reputation on 2GB. Nixon claimed that he had been invited there under false pretences and, not being funny, he would find it difficult to fit in amongst such a galaxy of comedians. However, in his opinion, one of the greatest comedians was old Bill Shakespeare—or rather, he was the greatest "cad" three or four hundred years ago; so Nixon gave an excerpt from "Richard II."—

"This royal throne of kings, this sceptred isle, This earth of majesty, this seat of Mars, This other Eden, demi-paradise, This fortress built by nature for herself Against infection and the hand of war, This happy breed of men, this little world, This precious stone set in the silver sea, Which serves it in the office of a wall Or as a moat, defensive to a house, Against the envy of less happier lands, This blessed plot, this earth, this realm, this England."

Another star from the skies was Goyne, from the Apple Isles, reminding everybody of the famous tenors. He sang "Bonny

(Turn to page 28.

Attention Station Managers! IMPORTANT

The "deadline" for copy for the January issue of the half-yearly COMMERCIAL BROADCASTING RATE BOOK is positively fixed for Friday, December 6, 1940.

Your co-operation in sending forward at once changes in your station's rates will be appreciated both by the publishers, agencies and time-buyers throughout Australasia who have come to regard the "C.B. Rate Book" as an invaluable aid in buying air-time.

If your rate data remains unchanged, will you advise us accordingly, for in the interests of the industry it is necessary that the Rate Book shall be completely up-to-date.

Where amendments and changes occur, it would facilitate accurate resetting of your card if you make the alterations on the clipping of your last published schedule in the Rate Book and post to

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD., 146 Foveaux Street, Sydney.

See further announcement elsewhere in this issue.

UP THEY GO!

Huge Population Figures which have just been made available.

This month's figures in the Wollongong Police District alone, show a population of 62,734—and 87% of the homes of this population are radio equipped.

This is the highest PERCENTAGE IN ANY AREA OF NEW SOUTH WALES.

This Ready Made Market is fully covered by

2WL

The South Coast Station

SYDNEY (B 7887) MACQUARIE BROADCASTING SERVICES PTY. LTD., 29 BLIGH STREET.

WOLLONGONG, P.O. BOX 34. (PHONE 203)

MELBOURNE (MU 3878) MACQUARIE BROADCASTING SERVICES PTY. LTD., 37 QUEEN STREET.

4BH SCORES ANOTHER DAY FEATURE PINTO PETE at 6.15 A.M.

WHITEHOUSES, Queensland's leading piano warehousemen, KNOW the strength of the 4BH early morning audience, and have booked "PINTO PETE AND HIS RANCH BOYS" for 3— $\frac{1}{4}$ hours weekly, to sell re-conditioned pianos.

AT 6 A.M.—4BH IS THE FIRST BRISBANE STATION ON THE AIR.

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

Mary of Argyle' and the well known "Sylvia," which was rather appropriate to the evening, as the wife of Mr. Jack Horner is named Sylvia—there was no indication that it was sung for that reason, but no doubt many of the audience remembered her whilst he was singing it. Jack Lumsdaine accompanied Goyme on the piano—and can Jack tickle those ivories!

The next item was Max Ashton with "Bluey" the dog. He referred to "two-ton tiny"—one guess—Algy's customer's cigar because somebody smelt something burning; then to a long "lane" that had no turning, and a wisecrack about a concessional announcemet that apparently had occurred at the Macquarie discussions. Seeing that it was Max's first attempt at a talking doll, he did a great job.

Graham Dowland staggered the crowd with a good story about the Australian who sold out and went to London to spend his money, married one of the titled ladies and—well, you ask him the rest.

Jack Lumsdaine's story about the sergeant-major in church certainly got more than the usual laugh.

One of the many features of the evening was Jack Davey conducting a "Yes-No" jackpot. Quite a number slipped very early, but Reg. Lane and Graham Dowland beat Davey. The two winners then fought it out between themselves and finally Reg. Lane won—which shows why he is so successful as the sales manager of Macquarie Network. He is apparently able to win his argument every time.

Clive Ogilvy's French story was rather unique. Incidentally, Capt. Reg. Denison came out of camp last Monday after attending the Junior Officers' Command Training Course at Warwick Farm, during which he had a hurried trip to Melbourne to see his father, who was seriously ill, but who, at the time of writing this, was well on the road to recovery.

(Continued on page 29.)



Problems of major importance both to the industry and to the Network were discussed at the Macquarie Annual Conference which met at Usher's Hotel, Sydney, last week, under the Chairmanship of the General Manager (Mr. H. G. Horner). An unusually interesting phase of the Convention was that all senior staff members of the Network Office, including the Agency representatives, attended throughout, and each question raised was dealt with on the spot by the individual department concerned. The proceedings terminated on Friday night in a dinner given by the Network management to the delegates and associates. The two pictures above tell the story. Round the Table (left to right): K. C. Robinson, 2HR; Roy Heath, Network Representative; J. Watson, Network Office; A. D. Towner, 7LA; Randall White, 5DN-RM; K. C. Goyme, 7HO; Rupert Fitts, 3AW and V.B.N.; A. F. Stone, Acting Secretary; H. G. Horner, General Manager; D. L. Richardson, 7LA and T.B.N.; R. Yeldon, 2W; J. A. Byron; Graham Dowland, 6PR-TZ; J. E. Ridley, 2GZ-2NZ; C. V. Woodland, 2LM; N. Johnson, Network Office. Standing (left to right): E. Brewer, Network Representative; C. Ogilvy, N.S.W. Network Stations; M. Ashton, Network Office; J. C. Ryan, 2CA; S. O. Clarke, Network Representative.

Shows on the Air

FARM AND HOME SESSION.

Monday to Saturday, 12 noon-2 p.m. "Argus" Broadcasting Network.

The "Argus" Broadcasting Network (A.B.N.) is giving the Victorian farming community a comprehensive luncheon program of entertainment and news.

The A.B.N. farm and home session is based on similar lines to the National farm and home hour, which has been running very successfully on the N.B.C. Network in America since 1928.

Units of the "Argus" Broadcasting Network, 3SR Shepparton, 3YB Warrnambool and 3UL Warragul are strategically situated so as to make it possible for nearly all farm homes in Victoria and the Riverina to hear this program. The session embraces the following features:—

Authoritative market surveys relayed from the Newmarket office of Francis Ross and Co., stock and station salesmen, every Tuesday, Wednesday and Thursday at 1-1.15 p.m.

Melbourne market prices taken from "Argus" sources and broadcast Monday to Saturday at 12.15 p.m.

Short topical talks specially prepared for the session by the Department of Agriculture every Monday and Saturday.

"It's a Fact," a recorded B.A.P. featurette containing strange items of fact about the world in which we live. Broadcast Monday to Saturday at 12.30 p.m.

Dog lovers' session, conducted by "Sirius," the well known "Argus" writer on dogs, every Friday at 12.45 p.m.

Hollywood highlights, and up-to-date recorded quarter-hour of gossip about Hollywood and current pictures, every Wednesday.

District news and social events. Melbourne race relays every Saturday.

"SWINGIN' IN THE KORN."

Sponsor: Spry's Kornflakes. Dance program and quiz, 1 hour, Saturdays 8.30 p.m. 3KZ Melbourne.

"Swingin' in the Korn" will be broadcast from Melbourne's Palais Royale. Harry Taylor's band, slick old-time and modern combination, provide music. Guest artists, all topliners, to be featured weekly. Norman Banks, who will emcee the show, will also conduct "Hay-wires" quiz during night. Quiz is novel and is invention of Frank Allen, 3KZ's continuity manager. Each Palais Royale patron is supplied at door with a reply to a wire. Later these replies will be incorporated in Spry's Kornflake packets. Emcee Banks holds 100 or so wires—calls dancers to mike, reads his wire—they read their replies—as none ever make sense, effect should be hilarious—hence title "Hay-wires." Good prizes for funniest replies.

TEX MORTON (personal appearance).

Sponsors: Stuart and Sons. Sunday 9.30 p.m., Monday, Tuesday, Wednesday 6.45 p.m. 2KY Sydney.

Tex Morton, the now fairly famous yodelling cowboy, gives 2KY Sydney the credit for his first step up to stardom. Thus it is not surprising that whenever he is in Sydney he makes regular appearances over that station. Now that Morton has brought his rodeo to town for a few months he is giving yodelling and hillbilly fans a treat with four sessions a week over that station.

For many months past Stuart and Sons have sponsored 30 minutes of Sunday night on 2KY featuring recordings of the yodeler under the title of "Tex Morton's Radio Round-up," and now that Morton is in

MACQUARIE DINNER

(Continued from page 28.)

Fred Daniell Speaks

Despite the fact that the chairman announced there would be no speeches, the opportunity could not be lost for Fred Daniell to say a few words in proposing the toast of the chairman and the network. Mr. Daniell said that the last few years had been almost a miracle; that since Mr. Horner had taken up the Macquarie organisation, which embraced the Commonwealth, he had so consolidated it as to make it, in his opinion, the most successful organisation of its kind in Australia.

In his reply, Mr. Horner paid a tribute to the early work of and great assistance rendered by Mr. Fred Daniell in establishing the Macquaries organisation and the Macquarie Network. Jack Horner said that Fred Daniell could convince anybody that a thing was right or wrong. He sold everybody the idea that the network was right, and apparently he was right, because the Macquarie Network idea was right. He told them all to take it and like it, and they did.

Mr. Horner also mentioned the excellent work put in by Reg. Lane, Max Ashton and many of the other members of the staff.

Reg. Lane with a few well-chosen words, said he only just discovered who had been responsible for what had been done in the early days. He certainly paid a tribute to the pioneers, Fred Daniell and Jack Horner, for the excellent foundation of Macquarie they had laid which had made his work and that of his staff relatively easy.

The party broke up at midnight, after having enjoyed themselves immensely. Everything was well done, well organised, and the entertainment excellent.

Sydney the sponsor has doubled his air time to cover the "personal appearances."

"first" in Audience Popularity

The Tasmanian Broadcasting Network Stands Supreme

*During the months of June, July and August, member stations of the Tasmanian Broadcasting Network secured no less than 72 quarter hours per week from National Radio Campaigns—six times as many as all other Tasmanian stations. That is why all Tasmania listens

To

7LA - 7DY — 7BU — 7HO - 7QT
LAUNCESTON DERBY BURNIE HOBART QUEENSTOWN

HEAD OFFICE: 7LA, LAUNCESTON.

Selling Agents: Macquarie Broadcasting Services Pty. Ltd., Sydney and Melbourne.

*Details compiled by well known Australian Business Journal.



Primarily, this Market is Your Opportunity

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So vital to national prosperity, the primary products contribute largely to the prosperity of many country districts, so often far removed from the metropolitan area.

Reach this receptive audience through the medium of the popular country stations comprising the V.B.N., which gives national advertisers intensive coverage where it will do the product most good.

The VICTORIAN BROADCASTING NETWORK

HEAD OFFICE: 239 COLLINS ST., MELBOURNE — Phone MX 4731
Sydney: Macquarie Broadcasting Services, 29 Bligh Street, Sydney. 'Phone B 7887.

Mr. and Mrs. Ron Brearley (TEX) motored around from Melbourne via the coast road which is long and winding. Gum trees—gum trees—and still more gum trees—will remind Mrs. Brierley of that beautiful tall timber which inhabits the Apple Isles.

A good joke was told by Dave Worrall of how he "rung-in" Frank Marden as a "Herald minion" at a recent golf match in Melbourne and then had to do a bit of explaining when Frank won the trophy. This Marden chap certainly seems to know something about golf. That must account for his being so good as president of the Federation.

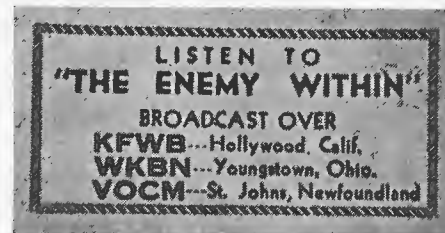
Quite a regular attender at conventions is Mr. William J. Harvey, Chairman of Directors of 4BU, and a canny Scotsman from Elgin, and a thorough gentleman. He usually is a very silent listener, but he actually got on his feet this time and spoke in favour of political speeches and politicians being encouraged over the stations, and explained how, when any political personality visits his area they like to speak over the 4BU microphone. That's service with a smile! "C.B.'s" News Editor, Lex Lippmann, used to work on the Bundaberg paper, of which Mr. Harvey was Chairman of Directors.



Nice work if you can get it, Blah Radio. Just a signature on the dotted line. Yes, nice work. But you know as well as we do, Mr. Agent, that Blah campaigns are only "oncours." Even at the risk of "getting into holts" with your client you won't let him sign away his valuable Radio appropriation on a nice smooth Blah story. And believe you us, we've seen lots of hard-headed business men who, at some time in their lives, have become even as young babes in the hands of a Blah Merchant. Now we come to our Big Crusade. We're out after any Blah Merchant's blood. At our place we're not concerned with merely having Australia's best in Radio Ideas, Sessionettes, Commercial Recordings and Features; we're offering you Results. When you're planning your next recording put your name down amongst the long list of our Agent Friends. Ours is a simple slogan: "Everything better; bigger results—and no Blah." Be seeing you! Australian Record Co. Pty. Ltd., 29 Bligh Street, Sydney.

● BW 6953

MEMO:



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This envelope sticker, on letters from America, is another proof of LEGIONNAIRE'S pioneering of new sales markets - and at top prices. Candidly, we have the goods, the plant and the personnel.

We can help to merchandise YOUR client's goods, too. Legionnaire, the progressive House, can mean L.S.D. and a successful campaign for your account.

LEGIONNAIRE

68-70 King Street, Melbourne, or through Fidelity Radio Pty. Ltd., 49 Market Street, Sydney.

Convention Personalities

Fifteen hundred direct relays from London during the first 12 months of the war is not a bad feat, particularly for a convention. ZLM Lismore gets the credit for this, and Manager Val Woodlands used the large model Radiola at his home to do the picking up. He has it all fixed up so that Mrs. Woodlands can work it in hubby's absence.

One of the many humorous spots of the Convention was when Dave Worrall (3DE) threw his hat into the ring when the discussion concerned agency matters. After the argument finished, Viv. Brooker (2C) asked the chairman if he could get Worrall's hat back? By that time imaginary hat had been kicked to bits.

Dave Worrall seems to have a flair for battered hats, as at previous Jervis Bay 1938 Convention they crowned him with a battered derby, and he looked swell.

Owing to the W.A. Prices Commissioner being a fairly exacting official, he has apparently given some of the local lads a few headaches, but it was revealed at Jervis Bay that the "Honourable Frank and Archie" Whitfords have decided to outwit the Prices Commissioner by charging one golf ball per session and one tee pin per announcement over their network. It is understood this is to compensate for the higher cost of administration at Sydney head office due to the large number of balls lost in the Jervis Bay Creek.

A couple of country boys (to wit, Dave Worfall and Jack Ridley) thought they could take down the secretariat at tennis but the said secretariat are pretty smart city guys and consequently won all the matches, receiving three balls and free drinks. Moral: As soon as the country lads have learned that there are such things as fairways, the quicker they'll fix those city guys.

Private baths and large bedrooms were extremely scarce at Jervis Bay, but the very popular Bryan Samuel, of 6IX-MI etc., of Perth, managed to get a private bath, and yet the N.S.W. fellows and others have been experiencing a drought. Sammie believes in the early bird and the worm maxim.

Networks and nitwits were amongst the principal topics of conversation at the Jervis Bay Convention, and so when Frank Marden (2UW) saw Bob King (2KY) sitting lonesome under a tree, he asked, "What's the matter Bob?" The reply was, "I'm having a meeting of my network!"

Who were the couple of "rebaters" in front of the president during the golf match at Jervis Bay? They apparently both won balls from the now ex-pres.

Convention Personalities

Frank Whitford, from W.A., certainly did on the wood from the first tee at the convention golfo, and his efforts on this particular hole were the cause of considerable amusement to those gathered about the first tee, some even suggesting that he was trying to hit the ball as far as Perth. Frank did not let these remarks worry him, but set out with his brows knit and a determined expression on his face.

Mrs. Yeldon, wife of the 2WL delegate, Russell Yeldon, was a great favourite with a number of Laughing Jacks, which were a constant attendance to the Naval Lodge Hotel, and these feathered friends showed their appreciation of her kindness by allowing her to approach them, while they would fly away when some other people attempted the same move.

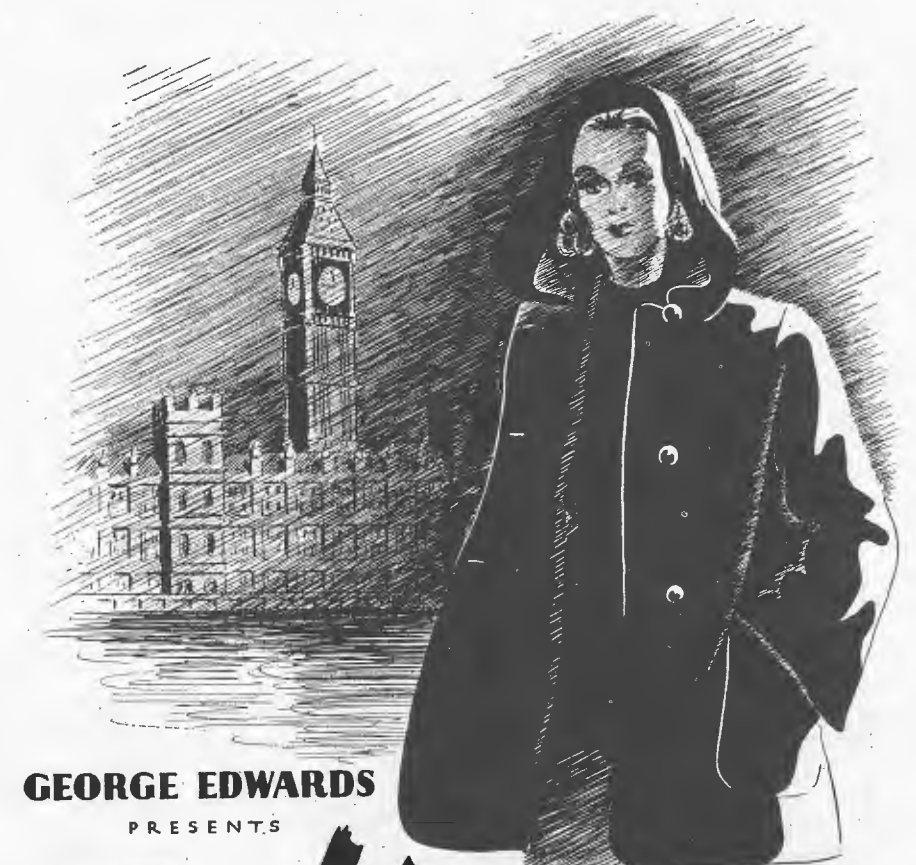
Although there were many varied and interesting stories on fishing by those who ventured on the high seas at the Convention, perhaps those who called in at the well known Kiama Hotel on the return home had the best story of the lot, for they were privileged to see the Mexican fish which had legs and walked around the glass bowl when they got tired of swimming.

About the last item on the agenda of the convention is the venue of the next convention, and invariably Sammie from Perth—Bryan Samuel to you—invites the crowd over to the Golden West. This time he said he was sick and tired of inviting them to Perth, and he really didn't care where they held it so long as they gave him a month or more notice. No, he wasn't sking for the sack—he just wanted to book his seat, because his colleague, Frank Whitford (you've all surely heard of the Whitford Network?) almost missed the train for this Convention, due to the lateness in advice.

When the Convention opened, Frank Marden thanked Dave Worrall for conveying greetings from Sir Harry Brown, whom the latter had met in Sydney the other day. Frank said that recently Sir Harry called him up to see whether a dream had come true, and that was to the effect that Sir Harry had dreamt Frank Marden had left broadcasting and gone into Federal Parliament (you've got something there, Sir Harry.—Ed.)

One of the happiest men at the Convention this year was the newly-elected senior president, Rupert A. Fitts, for in addition to receiving this signal honour he also received notification of the birth of a son to his daughter and son-in-law, Frank Chamberlain, manager of 3TR Sale. We congratulate both Mr. and Mrs. Chamberlain, also the new senior vice-president, who incidentally caught a 7½ lb. schnapper, the largest catch of a fishing party made up of various Convention delegates.

Sydney secretary, Andrew Brown, broke the conventioners up with laughter on the last day when telling every one gathered for the farewells about the rather wide salt-water creek which ran across one of the holes on the golf course, and which Andy termed as the "We Bit Drain."



GEORGE EDWARDS
PRESENTS

"The Woman in Black"

In 52 Quarter Hour Episodes

The promptings of a dream lead the beautiful "Woman in Black" in a search of the Embankment for the husband who has robbed and deserted her. One night she is attacked by thieves, but is rescued by Herbert Sterne, a young barrister through whose friendship comes the revelation that the missing husband, masquerading under an assumed name is actually planning to marry Sterne's fiancée. Events now move through a sequence of dramatic episodes which never allow the listener's interest to flag until the romantic climax is reached.

A Columbia-George Edwards Production

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Telegrams: "SELOS" Sydney and Melbourne

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

Transcriptions and Recording

AUDEX
THE IMPROVED RECORDING DISC

AMALGAMATED WIRELESS (A'SIA) LIMITED
47 YORK STREET SYDNEY
167 QUEEN STREET MELBOURNE
289 QUEEN STREET BRISBANE
A.W.A. WELLINGTON, N.Z.

and the
"ADVERTISER" BROADCASTING NETWORK, ADELAIDE

NEW INDEPENDENT PROGRAM EXCHANGE

Celebrated Artists' Program Exchange, a division of Trans-Radio, now operating, was originated by Mr. S. A. Maxwell, after the advent of Jan Rubini, who was managed by Trans-Radio during the outstanding Purr Pull series of broadcasts. Mr. Maxwell felt the need for the establishment of machinery to enable celebrities and certain exclusive programs of independent producers to have an avenue of reaching the market. He therefore inaugurated Celebrated Artists' Program Exchange with branches and affiliates in most of the capitals and in New Zealand. The service is unique in that programs must conform to certain high standards before the Exchange will handle their distribution, and it is not restricted to locally made features; on the contrary certain celebrities such as Leo Cherniavsky, the renowned violinist of similar standard are available.

The service is wholly independent and proposes to sell to advertising agents, radio stations, and advertisers generally. Among the programs available at present in Australia, South Africa and Canada are "Billy Bunter of Greyfriars," "Adventure," "Kitchener of Khartoum," "Musical Miniatures," "Michael Strogoff," "We Us and Co.," "The Antique Shop by the Grand Canal," "The Fatal Tenth," "Nitwit Classics," and other shows now in production.

The following sales have been made of new features, "Billy Bunter of Greyfriars," "Musical Miniatures," "Adventure," "Kitchener of Khartoum," "Michael Strogoff." All these features are electrically recorded transcriptions on processed discs, and the playing time is of 12½ minutes' duration per episode on each feature.

It's Well Worth Recording

RECORDING DIVISION OF THE VICTORIAN BROADCASTING NETWORK...

The added efficiency and reliability of recording commercial announcements and programmes is universally recognised to-day—some of radio's biggest advertisers have entrusted their campaigns to Variety Investments Pty. Ltd., whose HI-FIDELITY PRESTO PLANT, together with the latest equipment (including twin turntables), ensures outstanding service. For further particulars of rates, etc., 'phone C 4124 (Melbourne), or write to—

VARIETY INVESTMENTS
PTY. LTD.
HEAD OFFICE: 239 COLLINS STREET, MELBOURNE, VIC.

"ENGLAND EXPECTS" GETS AWAY TO A FLYING START

The release has been arranged throughout Victoria for Legionnaires' new feature, "England Expects," under the sponsorship of Brooke's Lemos Ltd. Brooke's Lemos Ltd. have secured a particularly favourable time on Sunday nights, using two quarter-hours weekly. 3UZ's program makes an attractive Sunday night beginning with "England Within" at 8.45, B.B.C. News at 9, "England Expects" 9.15 to 9.45, and "The Watchman" at 9.45.

It is pleasing to see another solid and progressive firm like Brooke's Lemos Ltd. breaking into substantial radio advertising. The feature, "England Expects," deals with the "Nelson touch" and that topical subject the British Navy. The story is mainly centred round the life of Lord Nelson. A wise selection has been made in the theme music, "There'll Always Be An England." This feature is now being sponsored by Clement's Tonic through New Zealand, and is available for release in Australian States, except Victoria and Tasmania.

"'OLMES AND HENTWHISTLE" IN SYDNEY

"Mrs. 'Olmes and Mrs. Hentwhistle" the show which has been providing laughs for Victorian listeners for several years, has arrived in Sydney for an airing through 2KY, Mondays and Tuesdays at 7.45 p.m.

These two old gossip mongers discuss events of the day over "a drop 'o the doin's"—their pace in gossip increasing greatly after the pop of the cork. Some listeners will find them somewhat reminiscent of the famous "Mrs. 'Arris and Mrs. 'Iggs" session which was broadcast through 2UW for a number of years until recently, when the creator of the show (and Mrs. 'Arris in the session) died.

"ASK THE ARMY" New Colgate-Palmolive Program

"Ask the Army" is the intriguing title of Colgate-Palmolive's newest program for the airwaves, but when we asked Dorothy Foster, of Dorothy Foster Features, all about it, her history of the show was even just as intriguing.

It was her idea to broadcast a comedy musical show from amongst the troops at an A.I.F. camp, but on the early attempts to put it into practice it looked a hopeless proposition. Even after the Colgate-Palmolive people had become interested enough in the program to make several additional audition discs, the project was fraught with obstacles which took nearly six months to surmount.

"First of all," says Dorothy Foster, "we tried recording the program with 70 or 80 boys who came down from Ingleburn to a weekly dance, but this had to be washed away because of the uncertainty of getting the boys at the same time each week. Then we tried recording from the large hut at Ingleburn, and I hereby invite anyone interested to try to run a jackpot program with over 1,000 boys wanting to get on the microphone. We finished up on the floor with a broken microphone which could not be replaced in Australia, and together a grand time was had by all. I am more than grateful that Colgates and their advertising agents, George Patterson Pty. Ltd., stuck valiantly to me and the idea, and we had another memorable visit to a smaller hut.

"This was going exceptionally well when we were suddenly informed that in a week's time most of the A.I.F. would be leaving that particular camp. This I thought, is the end of a beautiful dream, but luck was with us and we are now broadcasting under canvas from the big camp at Liver-

NYAL CO. BOOKS ½-HOUR MACQUARIE MUSICAL FOR 1941

A half-hour musical feature on every station of the Macquarie Network will carry the Nyal Company's broadcast advertising message in 1941.

The contract, arranged through the Hansen-Rubensohn Agency on behalf of Frederick Stearns, manufacturers of Nyal's products, provides for the broadcasting of the feature each Monday night at 8.30 p.m., commencing in the second week of January next.

Details of the program—a Macquarie Network production—will not be released until immediately prior to the commencement of the campaign.

pool. This was fine last week, but I am just waiting to see what happens when it rains, if it ever should.

"Notwithstanding all our difficulties this broadcast from the camp is the most interesting I have ever done.

"Even the Commandant was a little apprehensive about what might happen when one of the boys realised that he was on the air and could say what he liked, but apart from the fact that they all want to be in it, there hasn't been the slightest tendency to make verbal whoopee.

"Plenty of humour there, too. I asked one soldier how he liked being in camp. He was a long, husky Australian, and he replied, 'Oh, it's all right. We growl for six hours and then we laugh, but a civilian growls for eight hours and then goes home to his wife.'

Another evening we asked one of the contestants his name, and he looked very startled and asked with its necessary. We said, 'Oh no, why?' And he replied, 'Oh just private reasons, there's a couple of shellas who think I'm in Egypt.'

SIR KEITH MURDOCH RESIGNS

The Prime Minister last week announced the resignation of Director General of Information, Sir Keith Murdoch, who had held the position since June last, Sir Keith was formerly managing director of the "Herald" and "Weekly Times," and associated with other papers. He will return to these interests.

"EASY ACES" FOR KOLYNOS

"Easy Aces" was one of America's highlight transcriptions heard over the big American Networks and counted its audience by the million. Kolynos Inc. in buying this outstanding feature for broadcast over 2UW Sydney Mondays, Tuesdays and Wednesdays at 8.45 p.m., realise that if it attracts even a fraction of the following it had with the American public it should prove a satisfactory vehicle for their sales campaign.

INSURANCE BROKERS BUY SYDNEY ALL NIGHTER

This well known firm has contracted for 52 10-minute musical presentations during the all night (midnight to dawn) period on Wednesdays, Thursdays, Fridays and Saturdays—the presentation has been programmed as "Marches of the A.I.F."

J. B. Croft Pty. Ltd., original sponsors of the first Dorothy Foster production, "Bindle," on 2UW Sydney, will be sponsoring the second series released by Dorothy Foster Features under the title of "The Bindles Again," commencing November 24, at 6.45 p.m.



KENNETH NEATE.

PALING'S

Present
Musical Miniatures

EXCLUSIVE ELECTRICAL TRANSCRIPTIONS
FEATURING AUSTRALIAN ARTISTS.

Listeners will hear authentic and unusual facts about such famous people as Landon Ronald, Schumann, Tosti, Eric Coates, Carrie Jacob-Bond, Haydn Wood, Victor Herbert, Romberg, May Brahe, Burleigh, Vera Buck.

The Recordings are examples of the finest Australian craftsmanship.

Recorded by Columbia
(52 QUARTER-HOUR EPISODES)

Write for Brochure, Price List, and Audition Discs to TRANS-RADIO, SYDNEY.



SYDNEY, NEWCASTLE, WOLLONGONG, BRISBANE, TOOWOOMBA, ROCKHAMPTON, TOWNSVILLE, CAIRNS.

Golf Trophies Presented

(Continued from page 25.)

and the dog legs, the president of the Federation came home the winner of the best gross score, with 81 off the stick. General secretary, Ray Dooley, on behalf of the gathering, duly presented the silver entree dish to Mr. Marden for his 81.

The best nett score was won by Sydney secretary, Andy Brown, with 67, and so the general secretary presented to his colleague a silver entree dish.

Ray Dooley commented on the fact that not only did Andy arrange the golf tournament and fix up the handicaps, but he also got Ray to mark his card and play with him, so it would have been rather bad management on the part of the secretariat if one of them couldn't have won a prize! He also added that Andy had always managed to win a prize at the Federation Convention golfos.

Runners-up in the competitions were Bryan Samuel, of Perth, and Dave Worrall, of Melbourne, both of whom received golf balls, in addition to those they won on side bets.

These annual convention diners are not noted for their longevity of speeches, and as they like to hold these conventions at out-of-the-way but attractive seaside resorts, where official visitors find it difficult to get, there is not the same stiffness about the functions

Nevertheless, the degelates rather prefer it that way and enjoy themselves.

Ladies also Dine

Another interesting aspect of these conventions is that over the last four years since the wives have been invited, they, too, have arranged an official ladies' function, and so at this Jervis Bay assembly the president's wife, Mrs. C. F. Marden, presided at a gathering of the ladies which was held in the dining hall of the Naval Lodge Hotel, and, in fact, was in the room adjoining that where the men were holding their dinner. If the number of times they sang "For He's a Jolly Good Fellow" was any indication of the number of toasts they honoured, followed by screams of laughter, etc., we presume they thoroughly enjoyed themselves.

Pictures Opposite Page:

From top left across on opposite page: Miss Grace Gibson, Mesdames Horner, Marden, Rolph (?), Brooker, Mrs. and Mr. Bob King, Mrs. and Mr. Dave Worrall, Mrs. Horner (?), Mrs. Brearley with three men, looking at camera, Mrs. Ridley, Mrs. Brearley; Mrs. Worrall, Miss Whitford, Mrs. Kinnear, Miss Rolph, Mrs. Rolph, Mrs. Brearley, Mrs. Ridley; Mesdames Samuel, Brooker, Worrall and Kinnear, Mrs. Yeldon feeding a kookaburra, Archer and Miss Whitford, John Ridley and son Ian watch Mrs. Yeldon encourage the kookaburra; group—Mrs. Rolph, Miss Rolph, Mrs. Prouse Knox, Mrs. Kemsley, Mrs. Brearley, Mrs. Marden; table tennis; the ladies motoring to Huskisson; Mrs. Worrall swings; Mrs. Marden watches the ball; Mrs. and Mr. Rheuben talk to Miss Moran, of 4RO; the Ridley family; "the girls."

Convention Personalities

When John Ridley (2GZ) with Mrs. Ridley and the children pulled in to Jervis Bay early Sunday afternoon just after "C.B." arrived, it looked as if he would go down in the record as first Conventional arrival. But hadn't counted on President Frank Marden with his usual efficiency, and were reminded of his presence by the sound of an extra big splash down in the baths. In fact Frank was getting around like one of the natives of "The Bay," and we learned then that he and Mrs. Marden and Mr. Prouse-Knox (4BC), with Mrs. Prouse-Knox, had stolen a march on everyone and arrived the previous Friday . . . "just to get everything ready for the boys." Well, they certainly had all the cool spots, the best fishing spots, the best swim spots, and any other kind of spots properly picked out.

Sunday afternoon also brought the arrival of Ernest J. Rheuben (4RO) and Mrs. Rheuben and Miss Moran. They came out of the blue . . . had been last heard of in Sydney setting out for Katoomba (to track down a cinet) with a plan in mind of visiting Jenolan Caves. It apparently takes a Queensland to get over our country, see things and do things, all in the same breath, and only a Queensland would conceive the idea of motoring from Sydney to Jervis Bay via Katoomba and Jenolan Caves. For that's just what the Rheubens did . . . well, what's a few miles between friends? . . . or drinks for that matter seeing that it was a Sunday.

Third Conventioneering car to draw up at the Naval Lodge Hotel porch just as the sun was setting had George McCaul (2KM) behind the wheel, with Alf. Paddison (2KA-BS) by his side.

Snapshot. Marden (2UW), Rheuben (4RO), Mingay ("C.B.") in a match race down the baths Sunday afternoon. Two bob in for the winner . . . and the three dead-headed (sorry)!

The fourth lot of travelling companions to arrive together were composed of party of five—Mr. and Mrs. Dave Worrall (3DB), Mr. and Mrs. Bryn Samuel (6IX), and Federation secretary, Ray Dooley. They were closely followed by the next carrying Mr. and Mrs. Kemsley (3UZ), Alex. Robertson (4BK), Messrs. A. C. Kinnear (5AD) and Andy Brown, N.S.W. Federation branch secretary. Then the big group from Sydney carrying 31 delegates and wives hove into sight, bringing a sigh of relief from many who were waiting. Time was then after three-thirty, and all arrangements had been made for the Postmaster-General's official opening speech to be piped through by landline promptly at 4 p.m.

The Convention Girls at Play

(Description Opposite Page)



ADVERTISING AGENTS! PROGRAM DIRECTORS!

TWO MORE BIG NEW SHOWS HIT THE AIR

from **DOROTHY FOSTER RADIO FEATURES!**

- "ASK THE ARMY!" Musical and Comedy Quiz Show from A.I.F. camps, 2GB and Macquarie Network, commencing Monday, 25th November, 9.15 p.m.
- "THE BINDLES AGAIN!" Human Interest Comedy. Commencing 2UW, Sunday, 24th November, 6.45 p.m.

NOW IN PREPARATION —

"Three Wise Monkeys!"

(DON'T TALK, THE ENEMY LISTENS!) Amusing mystery serial with a "thin man" twist. Stars Arundel Nixon, Dorothy Foster and Barrett Lennard in a new role. ARUNDEL NIXON in his most whimsical role. DOROTHY FOSTER as his adored, but unwelcome, wife. BARRETT LENNARD as their loyal cockney driver, "Lanky Smith." Quarter-hour episodes packed with thrills and action.

Enquire at —

DOROTHY FOSTER RADIO FEATURES
4 O'Connell Street, Sydney. BW 7614

VICTORIAN ADVERTISERS! . . .

2KA-BS . . . 1100 watts.
2KM Kempsey . . . 300 watts.

Melbourne Representative:
P. SULLIVAN
18 Queen Street.

A JOB OF WORK!

There's a "job of work" to be done—there's a whole heap of summer goods to be sold—from ice cream to swim suits—from deck chairs to electric fans. Have you any definite plan of campaign this summer, or at the end of the season, will you wake up to the fact that you've wasted your allocation. 3KZ will do a "job of work" which will more than repay any outlay. Central 318 is our telephone number, 64 Elizabeth Street, Melbourne, our address; C. A. Monks, Shell House, Carrington Street, our Sydney representative. Let's start on that job for you NOW!

3KZ MELBOURNE

Convention

Ladies Social Program

The ladies' reception and program committee, consisting of Mesdames C. F. Marden, H. G. Horner and V. M. Brooker, did everything possible to entertain the ladies who attended the Convention.

Mrs. C. F. Marden (wife of the Federation President) looked after the ladies' reception and introduction, and made sure everybody knew everybody else.

On the first day, Monday, Nov. 11, the ladies joined the delegates at a cocktail party at 4.30 in the afternoon, and everybody moved around and renewed many old acquaintances, whilst making several new ones.

On Tuesday afternoon the ladies' golf stroke handicap was enjoyed by some of the delegates' wives. They don't all play golf, and as there are no caddies down at Jervis Bay, and the course is a little rough, golf is not exactly the most popular item on the social program.

Mrs. Gordon Rolph, of Launceston (7EX), played very well and secured a trophy with a gross 43, nett 39, whilst Mrs. Horner (2GB) also got in amongst the winners with a 51 gross, nett 39.

Mrs. Arthur Kinnear (5AD), Mrs. Jack Ridley (2GZ), Mrs. Dave Worrall (3DB), all played quite good golf, and enjoyed themselves despite the conditions.

Mrs. Marden was playing under a particularly heavy handicap, as it was her first golf since she fractured her leg very early this year. Very few people knew about this unfortunate accident, as it occurred in Mrs. Marden's garden, and apparently she hasn't got over it yet, as these things certainly have some repercussions. Nevertheless, on the ninth green she brought off a very successful long-distance putt, amidst acclamation by the onlookers.

Mrs. Ridley was not quite up to her usual standard, but when you have a small family to look after—particularly two small boys—you can't be expected to be playing first-class golf. Apparently the sand patches on the fairways (and off them, too) seemed to get Mrs. Worrall into a spot of bother.

On the third Convention day, Wednesday, November 13, the ladies had planned a launch picnic down the bay, with afternoon tea on one of the beaches, but, unfortunately, the wind got up and made the water rather choppy, so they decided to "can" the launch trip.

On Wednesday night the ladies had their official dinner, at the same time and place as the men, but in the next dining hall. Judging from the noise, music and song that permeated through the walls, the ladies had a very good time, under the chairmanship of Mrs. Marden.

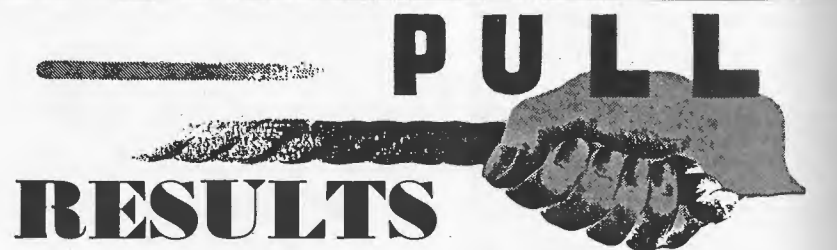
On the fourth day, Thursday, November 14, a motor-coach visit to Huskisson was planned and executed with satisfaction to all the ladies.

Each evening, as there were no official Convention sittings, the men joined the ladies at house-housie and it was notable that Mrs. Arthur Kinnear won three of these games in one evening. Well, she has to pay her expenses somehow. Mrs. Archer Whitford did a good job in handling the house-housie games in a most capable manner. She was ably assisted by Frank Whitford and Randall White in calling the numbers.

Darts were rather popular, as was table tennis, and, in fact, Mrs. Bob King (2KY) is pretty hot on the darts.

Wives Of Delegates.

The following wives of delegates attended:—Mrs. Frank Marden, Mrs. Viv. Brooker, Mrs. Jack Horner, Mrs. Archer Whitford (and her two daughters), Mrs. Ron Brearley, Mrs. Dave Worrall, Mrs. Russell Yeldon, Mrs. Arthur Kemsley, Mrs. R. King (2KY), Mrs. E. J. Rheuben and Miss Moran (4RO), Mrs. Prouse Knox (4BC), Mrs. Arthur Kinnear (5AD), Mrs. Bryan Samuel (6IX), Mrs. Jack Ridley (and two small sons, Graham and Ian), 2GZ. Miss Grace Gibson, of Artransa, joined the gathering for the first two or three days of the conference. She is well known to many of the delegates, being the energetic sales manager of that recording company.



RESULTS

The mail response to keyed sessions at all times of the day or night proves the overwhelming popularity 7HT enjoys in both primary and secondary coverage areas.

7HT is the Listeners' Choice in

RING: IN SYDNEY, A. L. FINN, BW 6251;
MELB., HUGH ANDERSON, Cent. 4366

Tasmania

WITH MALICE TOWARDS NONE

By Valerie Chick

Communing with nature, amid the picturesque Moss Vale country, in a homestead so big that were Hitler to see it he'd want to occupy it too, I pause awhile to dash off a few items, in order to ensure that "C.B.'s" readers will not have cause to speak of me in the past tense.

An amusing incident occurred in Melbourne recently when a certain well-known Sydney radio writer attended the King's Theatre. When the buzzer rang summoning everybody back to their seats after interval, the gentleman in question and his party returned to find that a group of very distinctive-looking people were settling themselves into their seats. Our friend smiled and addressed the man nearest him: "I'm sorry, you've made a mistake—these are our seats."

No notice seemed to be taken by the offenders, so once again he approached them. "Would you mind showing me your butts?" he asked. Then suddenly he became aware that the entire dress circle was draped in silence and that every eye was focussed on him in horror. A member of his party realised the awful truth—"Don't say any more until the usherette comes along—look," she said, "it's the Prime Minister!"

This radio-writer will probably go down to posterity as being the only person to ask Mr. Menzies to "show him his butts!"

Reg Lane (2GB) was given a farewell luncheon last week at the Carlton Hotel. Twenty cronies said their good-byes to Reg and presented him with a toy set of compasses, so that when he begins duty in the Intelligence Dept. he'll be well-equipped where map-reading is concerned. Reg, they tell me, will be on, not off, his bike practically all the time now that he's in the Military.

Good old "Uncle George" Saunders has deserted radio, and is reported to be running a Bridge Club—somewhere at King's Cross.

Graham Dowland (6PR Perth) stayed on in Sydney for a few extra days after the Macquarie Convention. Graham has completely recovered from his recent serious accident. In fact, so well does he look nowadays, his friends have christened him "Two-ton-Tony."

Mr. Carruthers (Carlton Carruthers Agency) paid a visit to Sydney from New Zealand last week.

A New Zealander who has come to stay is Miss Taylor, late of Radio Featorettes and 2ZB (New Zealand). Miss Taylor has been appointed secretary to Station 2CA, Canberra.

Jack Arnold, of Tatham's returned to work last week after a bad bout of diphtheria.

Attack On A.B.C.

Albert Russell, of Goldbergs (Sydney), has a novel method of dispelling "blue devils." Whenever he finds him-

self getting into a white heat over something, he gives vent to the A.B.C. (we mean the alphabet, Mr. Cleary!). He reckons that by the time he has shouted up to "Z" his mood has vanished completely and once again he is his normal cheery self. No matter where Mr. Russell is, he adopts this method. Sounds kinda screwy when you first hear it, but it works—we've tried it!

Last-minute-pick-ups.—There's a new Bex (APC) campaign in (not on—yet) the air. Have been "sounding out" people here in the Moss Vale district and found that 2GB is their favourite commercial station—mainly because of "Ginger" and The Lux Show. Next, 2UE and 2UW for racing. A convalescent from Randwick Military Hospital says that 2UW, of course, is more widely listened to by the "boys," but that "Yes What" (2CH) is a program not one of the inmates misses; and that goes for 2GB's "Ginger," too. Incidentally, the woman announcer on 2CH's evening session has a most attractive method of announcing. It is a refreshing change to hear a charming woman announcer in the evening. Last, but not least, something ought to be done about Monday evenings between 8.15 and 9.15 on the commercial stations. Unfortunately, it appears that at that particular time, a program not on a commercial station is getting the bulk of the listening audience in N.S.W., as well as Victoria.

STATION MANAGERS, HELP US TO HELP YOU — NEW "C.B." RATE BOOK IN JANUARY. Advise immediately of any alterations of Rate Card Data as published in July, 1940, issue.

DAHL RETURNS TO 4AY

Lieut. Ted Dahl general manager of 4AY Ayr, leaves Sydney by plane today on the first stage of his return to Ayr after the completion of his first divisional camp at Greta, N.S.W.

Dahl's many friends in the industry will be glad to learn of his return to the managerial chair at the progressive Ayr station. It is unlikely that he will be back in the South again until the end of February.

KINANE NEW MANAGER 4WK

The Warwick Broadcasting Co. Pty. Ltd. announces the appointment of Mr. W. O. Kinane as manager of 4WK, consequent upon the resignation of Mr. Hurdell to join the Civil Aviation Department.

Mr. Kinane has had considerable experience of commercial radio, and until the end of October was on the staff of 2GF Grafton. In addition to holding the P.M.G.'s Certificates for commercial radio operating he is a member of the Australian Institute of Engineers.

Mr. Kinane will take up his new duties immediately.



WE'VE GOT
WHAT IT TAKES
TO

SKY-ROCKET SALES

- WIDER COVERAGE!
- VAST BUYING-AUDIENCE!

It's a proven fact that—

- ★ OUR LISTENERS ARE THE PEOPLE WHO BUY.
- ★ ONE MILLION POUNDS IS SPENT EVERY WEEK BY THE 250,000 WAGE-EARNERS AFFILIATED WITH 2KY.

'Phone for a Rate Card NOW! : : M6291

Convention Personalities

The tallest man of the Convention was **Bernie McCann**, of Hobart's 7HT. A good listener, like most Tasmanians, but a shrewd business man who finds broadcasting more than a hobby.

The election of **Randal White** (5DN-RM) as vice-president of the Federation in South Australia must have been a very popular appointment to the Adelaidians. And incidentally, he is quite adept at calling out the "housie-housie" numbers, having had good experience in the last war. Something of a fisherman, too!

Good men get and keep good jobs. That's why **Kemsley** (3UZ) is always on the finance committee of the Federation. We've got a shrewd suspicion that Kem wrote out the finance report and budget, himself, and his colleagues concurred without demur. As D.A.D.O.S. of 4th Division, Kem somehow manages to do a fair spot of military service in addition to the task of managing 3UZ.

The father of commercial radio, **C. V. Stevenson**, can always be relied upon to attend the Convention. He has had a broadcasting licence longer than any other broadcasting station in operation in the Commonwealth. On this occasion he had with him at Jervis Bay, Mr. and Mrs. Robert Johnson, who have been advertising consistently over 2UE for the past 11 years. Not bad going for those two boys.

The Convention golf tourney brought to light a dark horse in **L. B. Harris**, of 7AD. His bag of clubs suggested that he was some golfer. His drive off the first tee was evidence of that fact, but apparently he forgot to whisper in Andy Brown's ear. Better luck next time Len, in the meantime keep up the practice.

Mr. and Mrs. Ron Brierley (7EX) and **Mr. and Mrs. Rolfe** (7EX) were other early arrivals. Another party which arrived in ample time for lunch included **Mr. and Mrs. Horner**, **Mr. Clive Ogilvy** and **Miss Grace Gibson**.

Mr. and Mrs. Russell Yeldon (2WL) had their lunch in comfort at their home in Wollongong, but yet arrived early in the afternoon. Of all the delegates "Russ" had the best end of the travelling stick, as the Wollongongers regard Jervis Bay as just an afternoon holiday resort. Incidentally Russ was about the first of the several ardent fishermen at the Convention to wet a line. The cocktail glasses had not all been wiped before he was down on the beach with a rod, a bag full of hooks and a heart full of hope. With him went **Rupert Fitts**, of the V.B.N., but after a couple of hours even the presence of that very embracing "net" had failed to make the sea give up its treasure, and the pair departed for bed, leaving **Lippmann** ("C.B.") to make the only haul of the night—a disgruntled stingray!

"The navy is here!" and that was the cry of **Sid Kemp**, manager of the "Argus" work (ASR-YB-UL). He too came from the technical ranks of the Navy wireless service, having served the last war around the Mediterraean where he came in contact with the Russians which maybe prompted him to live here. As a true Englishman, Sid is more than interested in affairs at home, hence his devotion to the 6.45 morning news.

A consistent morning golfer was **Ray Taylor**, of 2BH Broken Hill. He noticed sitting with Stan Kennedy at a special table at the Convention dinner he was so modest that when the waiter was being taken he leaned back, wondering why?

On Friday, the last day at Jervis Bay, the majority of the delegates saw the Major Network lads having a real conversation of their own quite close to the beach, and despite his oft repeated "two years in radio," you can bet that **Arthur Kinross** looked after 5AD's interest.

Veteran Alec Robertson, of 4BK Brisbane, was re-elected vice-president of the Queensland committee amid bouquets from his opposition. A good job well done, Alec, and apparently that goes for **Samuel**, of Perth, "the red terror from the west," who also was re-elected vice-president for his State. Everybody must admire **Bryan Samuel's** effort to keep everybody on the straight and narrow path, but it's apparently too narrow for many.

Gordon Rolfe, of 7EX, will have to cut out reading newspapers and sitting on settees at Conventions. Particularly now that he is elected Tasmanian vice-president of the Federation. One of the best jokes at Jervis Bay was when **Clive Ogilvy** asked the chairman if he could have **Gordon Rolfe's** opinion on the matter under discussion. Everyone turned around to hear **Gordon** only to find that he was asleep in the chair. He awoke with a start amidst laughter from the crowd. He's got it in **Ogilvy**.

GOSSIP

Frank Perkins, familiarly known as "Perko," who has a big personal following on the air is certainly doing a great job of work in 2KY's Thursday night variety concert at the Anzac Buffet. He competes the show, and can personally testify to its popularity with listeners. A fortnight ago he offered sheet-poems (of his own work) for 3d. each, with the idea of raising funds for an Xmas party for the kiddies of the 2nd A.I.F. Within a week of the first announcement he reported sales of over 400 of one particular verse—"Sacrifice."

Wedding bells have rung for another 2KY personality, **Harcourt Garden**, whose marriage to **Miss Ethel Kennedy** was celebrated on Saturday, November 9, at the Presbyterian Church, Blacktown. We wish the happy couple "all the best."

Captain Bairnsfather is now back at 2KY—on crutches, to be sure, but with his sense of humour unimpaired.

On the day before **Private Reg Lane**, Macquarie Sales Manager, went into camp last week—he has entered for three weeks militia training—members of the Macquarie staff had an enjoyable hour or so in his private room at Usher's, toasting his health at a very jolly luncheon.

Catering for Country Folk

Market Reports on direct relay from Melbourne.
Talks for the "Man on The Land."
Talks for Dog Lovers. Hollywood Highlights.
"It's a Fact"—popular recorded featurette, daily at 12.30.
Melbourne Race Relays. Country Social Events.

ALL IN THE FARM & HOME SESSION

12 to 2 P.M. DAILY

ARGUS BROADCASTING NETWORK

3SR - 3YB - 3UL

MAXIMUM DAYTIME COVERAGE IN VICTORIA

SYDNEY REPRESENTATIVE: ALEC. BOURKE. B 2085.

C. A. MONKS says:

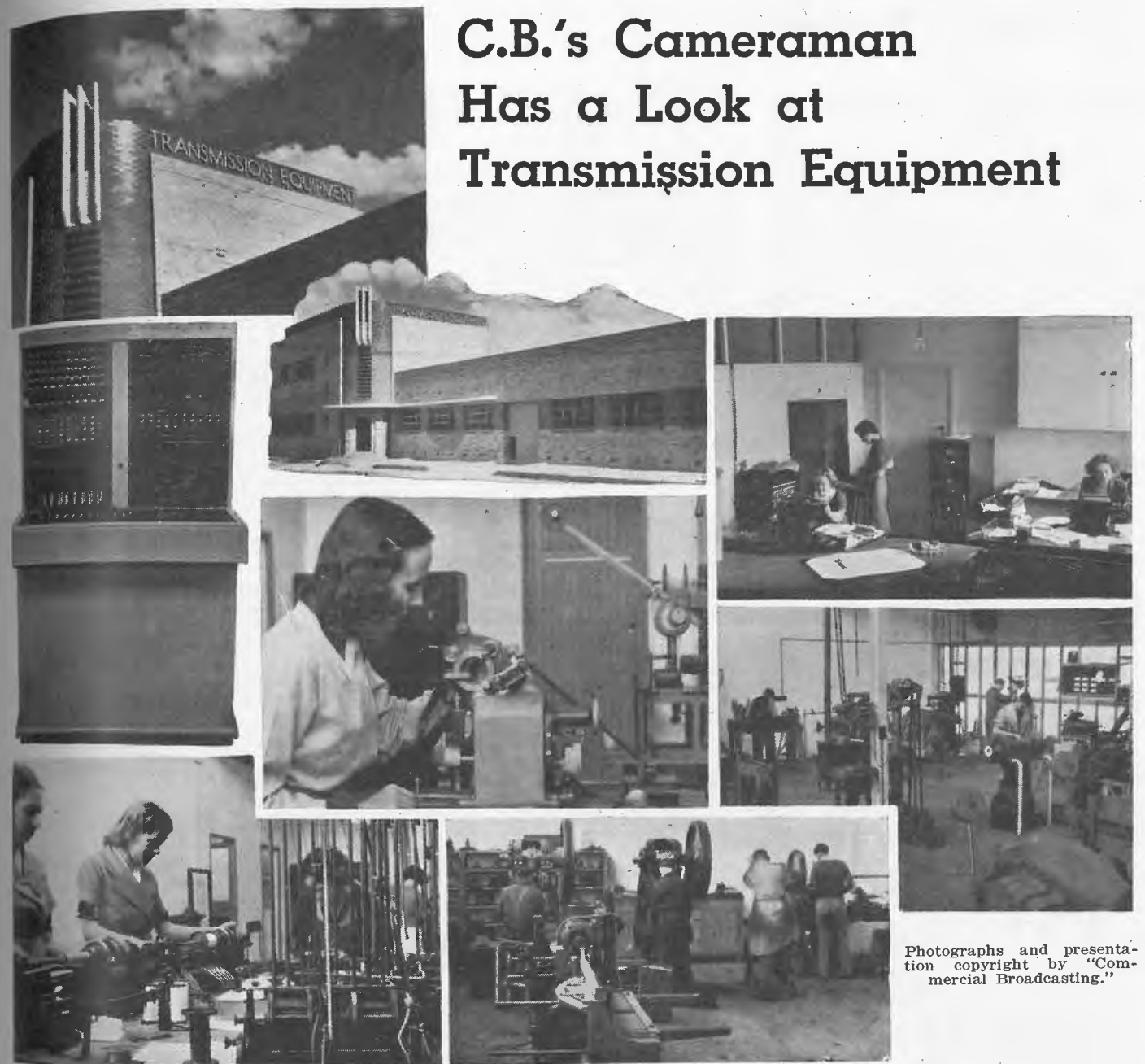
Victory is Sure —
RADIO will make it Secure

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

Telephone: BW 4135

Telegrams: AIRADS

C.B.'s Cameraman Has a Look at Transmission Equipment



Photographs and presentation copyright by "Commercial Broadcasting."

Readers will remember that some time ago we published an announcement that **Transmission Equipment Pty. Ltd.** were moving into a new factory of their own at **Doonside Street, Richmond, Victoria**. Later this was followed by a photograph of the factory in the final stages of construction, and recently, on receiving advertisement that T.E.P.L. were safely ensconced in their new home, "C.B.'s" Melbourne rep., with camera in hand, went a'visiting.

On the way down Doonside Street the first thing to catch his eye was the clean-cut central motif of the factory outlined against the sky. This is shown at the top left above, and overlapping it at the right is shown a general view of the front of the factory. These new T.E.P.L. premises have been laid out along the most modern lines and a total of no less than 13,000 sq. ft. of space is available for production purposes. Facilities available include fully equipped design and research laboratories, together with a comprehensive testing department. One of the products of this new factory is shown at the centre left. This is a special magneto-type 70-line switchboard which was recently supplied to the Bulolo field in New Guinea. In the construction of this switchboard, special precau-

tions had to be taken to ensure that the equipment would withstand the rigorous climatic conditions imposed in the tropics, and the fact that T.E.P.L. were able to meet the rigid specifications imposed is a first-class indication of the work that this factory is capable of producing.

Moving across the page now to the top right, we see one section of the general office at the new T.E.P.L. factory. This is the reception section, and its clean layout typifies the entire set-up.

From here we got out into the factory itself, and one of the first things to catch the eye is the toroid winding machine shown in the centre photograph. This machine is capable of producing perfectly standardised and matched toroid coils in a fraction of the time taken by the older methods, and as toroid coils play so important a part in modern radio broadcasting and telephone practice, it is easy to appreciate the value of such a machine.

Another phase of coil winding is shown at the lower left. In this case, however, the coils are of more conventional pattern and the machines are of a standard type. This does not mean that they lack precision, however, as the transformers and inductors produced by T.E.P.L. have long

enjoyed an enviable reputation for consistency and reliability. The heavier side of T.E.P.L.'s activities is evidenced in the photograph at the lower centre which shows a row of individually-motored power presses and a power-operated guillotine. The possession of such equipment ensures that the T.E.P.L. factory is able to take care of all its own major fabrication problems. Finally, at the lower right we show a section of the T.E.P.L. machine shop where an array of high precision lathes, grinders, surfacers and other related equipment, in charge of skilled operatives, take care of T.E.P.L.'s tool-making and small metal parts requirements, thus adding still further to the self-contained nature of this modern transmission equipment factory.

Unfortunately, due to the confidential nature of much of the work at present being carried out at T.E.P.L., it has not been possible to present a really comprehensive cover of the equipment at T.E.P.L. and the work it is doing. However, these photographs will at least provide a general idea of the facilities this progressive firm have available, and, for those who knew this firm at its beginnings only a few short years ago, will provide an excellent record of its present development.

Among the Sponsors

The George Edwards production, "The Hunchback of Ben Ali," sponsored by E. C. de Witt and Co., is being followed by the same sponsor with "The Woman in Black"—a new George Edwards feature of 52 episodes, commencing from November 18.

Australian Cosmetic Co. are using 2SM in their campaign to plug their Corinne Rose Cream and other Corinne Beauty Products. Wednesdays at 8.15 p.m. they present a quarter-hour session styled—"15 Minutes of Corinne Beautiful Music"—melodies interspersed with parts about the various Corinne products, and an offer of a generous sample bottle for 4d. in stamps to cover postage.

The Gippsland Furnishers Pty. Ltd., Tarwin Street, Morwell, are sponsoring "Sweethearts of Melody," a live-artist program broadcast from 3TR Sale, every week day at 1 p.m. Sponsorship follows a highly successful broadcast of a "quiz" show from the new Yallourn Theatre.

Sale station 3TR's concert studio was crowded to capacity last Wednesday week for the Gippsland heat of the spelling championship of Victoria. Mr. Walsh, representing the Phoenix Biscuit Co., sponsors of the show, travelled from Melbourne and personally conducted the heat. He was ably assisted by several country representatives of the Phoenix Co. The winner will shortly travel to Melbourne to compete in the semi-finals over 3AW, the originating station.

Through agency, George Patterson, Cyclops Toys have launched a pre-Xmas campaign on two Melbourne stations. Campaign takes the form of 100-word night announcements from 3AW and 3UZ.

The Rural Bank of N.S.W. has contracted with 2UW for the broadcast of their session, "These Old Homes" (which recounts the early history of Australian pioneering days), from November 24, at 9.30 p.m. every Sunday evening for 52 weeks. Same session was formerly broadcast through 2GB.

Curzon's, the well known Sydney Pitt St. store, have contracted with 2UW for the presentation of "Rhapsody in Rhythm," Monday nights, for 52 weeks.

Dad's Cookies are sponsoring Arthur de Dion, well-known astrologer, in a special Sunday session which he conducts through 2KY at 8 p.m.

Parsons Bros. and Co. Ltd. (Rolled Oats and Tapioca Dessert) have bought 52 quarter hour sessions of 4IP Ipswich, presenting "Home on the Rise" on a thrice weekly schedule.

New business and renewals at 3AW Melbourne include: Shell scatters renewal; Boomerang Cigarette Papers, scatters, breakfast and women's sessions, renewal; Bushell's Tea, 312, 100 wds., women's and night sessions, renewal; Cystex, 1 minute recordings, renewal; J. F. Mitchell, scatters, renewal; Michaelis, Hellenstein, scatters, breakfast session; Manton's Department Store, 5-min. sessionettes; Purina Grain Foods, 100 wds., women's session, renewal; Parson's Bros., 52 3-hours at night; Henry Berry Pty. Ltd., 100 wds. in women's; Stephanie Deste Beauty Clinic, 104 10-minutes at midday.

BEVILLES SPONSORING 2-HOUR A.P. SHOW IN SYDNEY

In view of the illuminating figures relating to audience participation shown revealed in our issue of October 24 last it is interesting to note that another prominent sponsor, Bevilles' Gift Store, has taken advantage of this profitable form of radio entertainment. They are sponsoring a two-hour show at the Assembly Hall each Tuesday night from 8 p.m., the first half to take the form of various quizzes, in which £20 is offered in prizes, and the second half to be entirely informal, with community singing, individual items and entertainment by Linn Smith and his band.

Donald Day, well-known radio personality who has already proved his versatility in this branch of radio entertainment, handles the show, and the quizzes include a "What is My Name" quiz, a "Surname" quiz, a "Spelling words backwards" quiz, and a "Musical Quiz."

Admission is free, but listeners are advised to reserve seats at Bevilles' Gift Store. The weekly presentation of "Bevilles' Quick Quiz" will give every listener an opportunity of enjoying two hours of fine entertainment, with an added opportunity of winning a portion of the £20 that will be presented each week.

Merchandising — Promotion

Mynor Co.'s Novel Experiment

The manufacturers of Mynor Fruit Juices are pursuing a policy of "taste and try before you buy" for those present at Uncle Tom's famous Gang. During every night in the week for their arrangements in the Gang, they follow it up by choosing one night each week on which to send to the studio samples of their famous products—i.e., one night each week 2SM's Gang (including mothers and fathers, etc., present in the studio), drink 7½ gallons of Mynor Fruit Juices. The Mynor Co. send up demi johns filled with the juice plus labels and glasses for distribution of the drink. On one night a week too they give a bottle of Mynor or a bottle of their handy candy to the youngster who gives the correct answer to a topical question asked by Uncle Tom.

Hearing Is Believing

So much has been written in the daily press from time to time about the discrepancy between the price of fruit to the consumer compared with the city markets wholesale prices, that a move made last week by one city fruit agent who has decided to use the broadcast medium to take his country suppliers into his confidence, is of more than passing interest.

Gotham (A/sia) Ltd. is the advertising agency concerned in the deal, and the fruit agent is Radley's Fruit Auctions Pty. Ltd., who have pioneered marketing of fruit in the city fruit markets.

Gotham's arranged last week with Country Broadcasting Services Ltd. (2GZ) to make an actuality recording of Radley's fruit auctions in action. This 10-minute disc is being released through 2UW Sydney and country stations 2GZ, 2LM, 2GN, 2AY, 2HR, 2KM, 2GF, 2MW, 2LF and 2RG.

To secure the recording C.B.S. took a microphone to the scene and piped through to the city studios in Hosking Place for the cutting of the disc.

Heavy Bookings For Harbour Cruises

A heavy demand for tickets followed the first announcements on 2CH for the Bingo Jolly Boat outing, held on Sydney Harbour last Saturday, and bookings for the cruise closed down nine days ahead.

This was the second of the series sponsored by Briteshine Pty. Ltd. in a campaign for Bingo Jellies and Custard Powder, and it incorporated all the regular attractions with a Treasure Hunt, entertainment by well-known radio artists, including 2CH personalities, and community singing.

The three-decker Showboat "Kalang" was engaged for the trip and carried a full complement of passengers, who were admitted to the vessel by ticket

obtained beforehand at 2CH in exchange for cartons of Bingo products, thus providing an excellent merchandising medium for the sponsors.

In the early stages of the campaign some listeners experienced some difficulty in procuring the Bingo products. Following the first Jolly Boat this position was remedied to a large extent by storekeepers securing adequate stocks of the sponsor's products.

Briteshine Pty. Ltd. sponsor "Showboat Memories" in the 2CH Mothers' Session conducted by Charles Stanley, presented four mornings weekly.

In view of the demand for tickets which continued after the accommodation had been exhausted, distribution of tickets commenced for the Xmas Jolly Boat outing, also sponsored by Briteshine Pty. Ltd., and to be held on Saturday, December 14.

"Voice of Voyager" to Ronald's Diamond

Ronald's Diamond Salon announce that they have now taken over sponsorship of "The Voice of the Voyager" on Sunday nights from 3KZ. This popular feature has long attracted considerable interest with its interviews with travellers and noted personalities fresh from overseas. George Patterson are responsible for the account.

Free Meat

Proof of 3MA's popularity with listeners in the Sunraysia district was shown during the initial broadcast of Wheeler's feature session, "Blind Man's Luck." A 3MA announcer was blind folded and selected by means of a pin, several names from the local telephone directory. These names were called over the air and asked to 'phone the stations. Practically 100 per cent of the names called 'phoned the station within the allotted time, and were awarded three shillings worth of meat from Wheeler's butchery—that station certainly meets its listeners!

It's a Convention . . .

with many advertisers, to place night-time selling by radio before daytime selling. They base this belief in the greater efficacy of night air time on the fact that more people are at home at night and, therefore, the audience reached is greater.

Against this may be placed the fact that in the greater number of homes and with regard to the greater number of products advertised, the housewife is the buyer . . . and the housewife is more susceptible to sales talk during the day, when she is not harassed by having to attend to the wants of the family.

We, at 3AW, believe strongly in daytime selling . . . not merely because we're psychic . . . but because our luncheon session drew a mail response of 3,000 letters in four days asking that the Astrology talks be kept on the air . . . because 15,600 people, to date, have attended our daytime quiz show, "Surprise Packets" . . . and because 14,000 budget-controlling housewives listen daily to our morning women's session. We're sold ON daytime . . . and we'll sell your product IN daytime!

3AW

presents . . .

Daylight SELLING Time

Introducing



NORMAN BANKS
MELBOURNE'S ACE COMPERE
IN

"SWINGIN' IN THE CORN"
(Sponsored by SPRYS CORNFLAKES)
SATURDAYS - 8.30 - 9 p.m.

2UE

Convention Personalities

Robust and jolly Mick O'Halloran (2HD) arrived solo at "The Bay" in a shimmering big eight cylinder coupe just in time to snatch a late luncheon. That was not the car in which Mick set off from Sydney earlier in the day. The one he left town in developed a spot of lung trouble somewhere near Liverpool. For half an hour things looked a bit blue for the 2HD man, but Mick seems to have friends in most towns of this State, and it was not long before a generous offer of a loan of the big coupe was made and gladly accepted.

Superintending manager of 4BC, Prouse Knox, is justly proud of the success of the 4BC-Dr. Goddard appeal to Queenslanders for funds to buy trainer planes for the Empire Training Scheme. Although the appeal was only launched several weeks ago, already a squadron (that's 12 planes at £1,500 each) has been secured. Each one has a brass plate attached to its fuselage to identify it. Soon the full squadron will be seen in a flight over Brisbane city . . . and that's not only telling 'em but it's showing 'em, as L.P.K. remarked.

In spite of Monday evening's cocktail party at the Naval Lodge Hotel there were plenty of early starters on Tuesday morning. The grey dawn had hardly melted before "C.B." discovered one foursome on the tennis courts—Mr. and Mrs. Ron Brierey and Mr. and Mrs. Rheuben—and after a couple of strenuous sets they went down for the before breakfast dip in the bath.

That morning, too, Archer ("Whale") Whitford must have been about the first to break the ice down in the briny—he's certainly a glutton for the water. Meantime, brother Frank was feeling "quite at home" a little westward playing a foursome with Messrs. Stan Kennedy (2TM), Ron Ward (7AD) and Lippmann ("C.B.") Ron Ward "broke up" that party when he claimed

to have won the third hole with a par three and a fly in his eye . . . Too bad we can't say there's no flies on the Jervis Bay course.

Allan Fairhall (2KO) contented himself with a morning constitutional stroll. He was a very interested spectator at the baths, though later in the piece he made up for it by outstripping all comers over two or three lengths of the swim pool.

One of the very interested spectators "on the side-line" of the Convention was Mr. Sam Biber, of "Tales of the Fur Trails" broadcasting fame. With Mrs. Biber and their two children, Billy and Peggy, Mr. Biber's holiday stay at Jervis Bay for a fortnight coincided with the Convention, and being one of radio's "most satisfied sponsors," was naturally most interested in meeting some of the delegates. Incidentally it was at the previous Jervis Bay Convention in 1938 that the Federation adopted the "no-blanket-broadcast" principle which at the time was something of a blow for Biber Furs. Mr. Biber is still a stickler for the efficacy of blanket broadcast for successful broadcast advertising.

There were several newcomers at this year's convention. Stan Kennedy, from 2TM, made his convention debut, as did Ron Ward, of 7AD, and A. E. R. Fox (2CH).

Another well known broadcasting sponsor staying at Foley's Hotel for the duration of the Convention was Mr. R. Johnston, of the New Health Club, and Mrs. Johnston. Mr. Johnston did yeoman service for the ladies on Wednesday morning when he acted as scorer and referee at the darts board. At that olde English game by the way Mrs. Horner appeared to have the edge on the rest of the players, though Mrs. R. A. King deserved a special prize for her consistency of score during two or three days.

Field-Marshal's Baton In Every Knapsack!

A most interesting coincidence occurred with the elections last week at the Jervis Bay Convention of the Federation of three original technicians in broadcasting to the three top positions in the Federation.

Mr. Viv. Brooker as president, Mr. Rupert Fitts as senior vice-president, and Mr. John Ridley as country vice-president, all entered commercial broadcasting through the technical channel. It has often been contended that radio engineers don't make good executives, but the new officials of the Federation dispel any such suggestion. These three men have earned their spurs, not only in the technical field but also in the field of business, and nobody will gainsay that commercial broadcasting is not a pretty tough business. There is certainly "a Field Marshal's baton in every knapsack."

SEPTEMBER LICENCE FIGURES

NEW SOUTH WALES.		TASMANIA.		COMMONWEALTH.	
	Sept. 1939	Sept. 1940			
New issues	6,630	6,887	New issues	682	593
Renewals	34,553	35,020	Renewals	3,008	3,459
Cancellations	4,949	3,168	Cancellations	203	231
Monthly total	438,495	479,485	Monthly totals	40,514	43,105
Net increase	1,681	3,724	Nett increase	479	362
Population ratio	15.71	17.17	Population ratio	17.12	17.99
VICTORIA.		QUEENSLAND.			
New issues	6,101	4,494	New issues	3,127	2,877
Renewals	27,878	30,058	Renewals	11,032	13,583
Cancellations	925	3,921	Cancellations	758	576
Monthly total	335,055	351,551	Monthly totals	137,930	157,399
Net increase	5,176	573	Nett increase	2,369	2,301
Population ratio	17.81	18.53	Population ratio	13.57	15.50
SOUTH AUSTRALIA.		WESTERN AUSTRALIA.			
New issues	1,645	1,398	New issues	1,365	1,086
Renewals	8,181	8,709	Renewals	6,576	7,473
Cancellations	810	1,117	Cancellations	21	468
Monthly totals	119,098	126,315	Monthly totals	81,929	89,328
Nett increase	835	231	Nett increase	1,344	618
Population ratio	19.78	20.89	Population ratio	17.60	19.14

N.Z. RADIO LICENCES At September 30, 1940

Postal District	
Auckland	79,577
Hamilton	24,397
Thames	10,766
Christchurch	47,734
Greymouth	5,732
Timaru	9,282
Westport	2,161
Dunedin	27,867
Invercargill	15,206
Oamaru	4,130
Wellington	49,559
Blenheim	3,506
Gisborne	6,796
Napier	15,011
Nelson	6,457
New Plymouth	14,504
Palmerston North	16,553
Wanganui	12,318
Total	351,606

CLASSIFIED ADVERTISING

SECTION

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

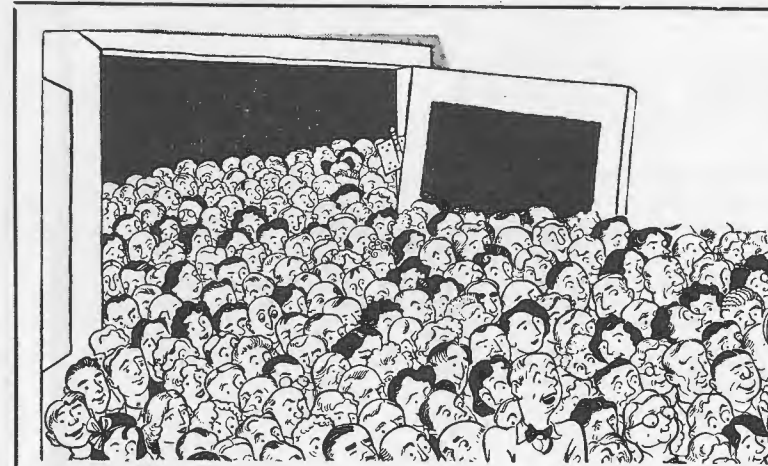
Box Replies: If replies are to be sent to the publishers' office, the Box Number is counted as 9 words and charged accordingly.

POSITION WANTED.

Engagement wanted, Sydney, early New Year, by man widely experienced Sales, Service, Production, Publicity, city radio station and agency positions. Authoritative credentials. "Dependability," c/o Commercial Broadcasting.

POSITION VACANT.

Technician wanted. Vacancy exists for qualified and experienced technician on control room, production and O.B. work with relieving periods on transmitter. State age, qualifications and experience. Urgent. Good position right man. 2KO, P.O. Box 300, Newcastle.



Public Response
is
Your Guarantee
that

The Best Buy
is
3XY

Every 3XY Audience Participation Show is booked out months in advance, and on 6 weekly shows alone more than 4,000 people are catered for. Figures like these speak for your advertising success.

SYDNEY REPRESENTATIVE: D. N. SCOTT,
WATSON HOUSE, BLIGH STREET.



TRANSFORMERS TO TRANSMITTERS

T.E.P.L.
PRODUCTS
STAND
SUPREME

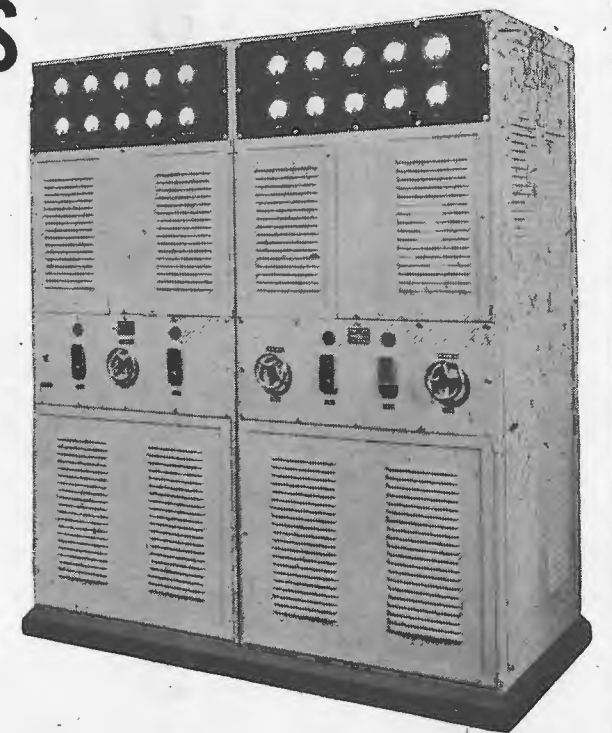
The inherent quality of T.E.P.L. products, from transformers through to complete transmitters, is one of the outstanding factors why so many Australian broadcasting stations, both National and Commercial, are equipped

by
TRANSMISSION EQUIPMENT PTY. LTD.

DOONSDALE STREET.

J 6061.

RICHMOND, E.1., VIC.



WHEN YOUR BUSINESS IN QUEENSLAND NEEDS A TONIC

Let Doc. Radio Prescribe

*Rx Brisbane
+ 4SB Kingaroy
2000 watts*



*ITS A REAL "PEPPER-UPPER"
ASK OTHER SATISFIED PATIENTS!*

Here are Good Remedies Too!



TOOWOOMBA MARYBOROUGH ROCKHAMPTON CHARLEVILLE ROMA

No. 12
(with issue)
Thursday,
5, 1940.
Price 6d.

COMMERCIAL BROADCASTING

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

B
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SYDNEY'S ONLY INDEPENDENT
STATION..

2UW

ANNOUNCES FIVE
NEW OUTSTANDING
ATTRACTIONS...

Rhapsody in Rhythm
A Scintillating, Musical
Divertissement
Sponsored by Courtesy of
CURZONS
MONDAYS . . . 9.15 P.M.

*The Make-Believe
Ballroom*
Exclusive Vitaphone
Wide Range Selections!
Presented by the Manufacturers of
BISURATED MAGNESIA
MONDAYS . . . 6.30 P.M.

*These
Old Homes*
A New Series of Stories of
Our Old Pioneer Homesteads
with the Compliments of
THE RURAL BANK
SUNDAYS-9.30 p.m.

*The
Bindles Again*
A Dorothy Foster Production
starring
FRANK BRADLEY
presented by
CROFTS
SUNDAYS 6.45 P.M.

COMING SOON.. Warner Bros.

The **THEATRE of the AIR**
52-30 Minute Musical Units—featuring
HOLLYWOOD'S GREATEST STARS
with AMERICA'S MOST FAMOUS BANDS
and RADIO STARS presented in a
STAR SPANGLED MANNER



For Further Information, Ring M 6686, Sydney - MU 2819, Melbourne.