

*Human Appeal  
by Live Artists  
and Popular Station  
Personalities*

HAS MADE

# 4BC BRISBANE

a vital factor in the life of the Brisbane Community  
Use this Valuable Asset in YOUR Commercial Appeal

and **SELL** to

QUEENSLAND'S BEST BUYING AUDIENCE  
4BC Brisbane & 4SB Kingaroy, 2000 Watts

**BUYERS ARE WAITING  
THROUGHOUT QUEENSLAND**  
and  
**THROUGHOUT QUEENSLAND  
CBN STATIONS**  
are waiting in  
**KEY POSITIONS**  
to  
**BROADCAST  
your  
SALES MESSAGE**

**HAVE A LOOK AT THE MAP.**

Vol. 9, No. 6  
27th Issue  
Thursday,  
Sept. 12, 1940  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

*Renewals tell  
the Best Success Story!*

For the first 18 weeks of this year the Business written by this Station showed 62.55% Contract Renewals, and up to and including the week ending August 24th the percentage was 63.66%—and is still rising.

# 2UW

KEY STATION OF THE C.B.N.

B  
R  
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D  
C  
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S  
T  
I  
N  
G

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

## Listeners' Wireless Licence Fee Reduced from 21/- to £1

The reduction, as from September 1, of 1/- on the wireless listeners' licence fee was the result of regulations gazetted recently.

In the House of Representatives, Wednesday, August 21, the Postmaster-General, Mr. Thorby, introduced a bill to reduce the allocation received by the Australian Broadcasting Commission from each licence fee from 12/- to 10/- as from September 1.

Mr. Thorby said the revenue of the Commission would be reduced by £120,000 to £125,000 for the ensuing year.

The reduction in the amount paid would compel the Commission to employ more Australian artists. When the licence fee was 24/- the A.B.C. took 50% of the revenue from fees. It continued to draw 12/- per listener's fee when the fee was reduced to 21/- (the 3/- reduction was effected when the payment on behalf of patents was eliminated).

The listener's licences now total over 1,200,000, and in its last balance sheet the A.B.C. showed a surplus of £106,493. Although the Broadcasting Commission's income would be reduced by about £121,000 on last year's figures, Mr. Thorby said it would be able to finance its activities by economies and additional revenue from the normal increase in licences. He claimed that the reduction was justified when money was needed for war.

It is understood that the Federal Government is insisting on a closer supervision of the A.B.C. operations, consequent upon this Bill introduced into the Federal House. The reduction means that whilst the Broadcasting Commission gets 10/- the Government income goes up from 9/- to 10/-, an increase of 1/- per licence. For this 10/- the Federal Government, largely through the P.M.G.'s Department, is responsible for the erection and maintenance of all the National broadcasting stations, and therefore the actual Government revenue will benefit by over £65,000 on account of this extra 1/-.

## More Broadcasting Stations

It might be suggested that more broadcasting stations be erected in country areas where commercial broadcasting stations are uneconomical, but where the reception of broadcast programs today is rendered impossible due to the high noise level and the low signal strength from the distant National stations.

The public pay their annual licence fee for an adequate broadcasting service, and not just to give the Government additional revenue. Now that a Country Party member is Postmaster-General, we might expect better broadcasting services in many country areas. You only have to examine the licence figures for the various country centres to see how low those figures are in comparison with sparsely populated areas. That is largely because of the bad broadcasting service in those areas.

It is also reported that Mr. Thorby has decided he will supervise broadcasting through the P.M.G.'s Department instead of as a subsidiary department under his control. Thus, he believes, he will have expert assistance from senior postal officials.

## A.B.C. Weekly

It is also reported that Mr. Thorby has asked the A.B.C. to give him a summary of the financial results of their weekly publication. It is very strongly commented that this A.B.C. weekly is losing at least £5,000 per annum.

When the A.B.C. Weekly was first introduced they were charging fabulous sums for advertising, as they optimistically banked on about a 300,000 circulation. It is said that the largest rebate cheque was

# FEDERATION ACTIVITIES

The Ministry of Munitions in N.S.W. has written to the Australian Federation of Commercial Broadcasting Stations expressing appreciation of co-operation in the broadcasting of publicity announcements.

## Accreditation

At the August meeting of the N.S.W. members of the Federation, it was recommended, following on the report of the Accreditation Sub-committee, that renewal of Federal accreditation be granted to the following agencies:—

### FEDERAL.

Austral Press Pty. Ltd.  
Amalgamated Wireless (A/sia) Ltd.  
Bartlett and Bassett Pty. Ltd.  
Brown, T. B. Ltd.  
Carlton Carruthers Pty. Ltd.  
Catts Patterson Co. (N.S.W.) Pty. Ltd.  
Fox Advertising Service Pty. Ltd.  
Richard Graves Pty. Ltd.  
Goldberg Advertising (Aust.) Pty. Ltd.  
Gotham (A/sia) Pty. Ltd.  
Hansen Rubensohn Pty. Ltd.  
George R. Hyam.  
Hartford Advertising Agency.  
Leonard, F. P.  
Lintas Pty. Ltd.  
O'Brien Publicity Pty. Ltd.  
J. B. Perceval Pty. Ltd.  
Powell, The R. and K. Advertising.  
Reuter's Ltd.  
Arthur Smyth and Sons.  
Shield Advertising Service.  
Thompson and Associates.  
Trans-Radio Advertising and Programme Service.  
J. Walter Thompson (Aust.) Pty. Ltd.  
Unsted, Jackson, Haines Pty. Ltd.  
A. N. White Pty. Ltd.  
The Weston Co. Pty. Ltd.  
Willmott's Advertising Agency Pty. Ltd.

Restricted accreditation, it was recommended, should be granted to the following:—

Vincent H. Freeth and Co.  
Fergus Canny Advertising Pty. Ltd.  
Len Maurice Advertising.  
J. Malone Advertising.  
Traders' Advertising Service.  
Hepworth Advertising Agency.

## Recordings by Announcers

At the last meeting of the N.S.W. branch of the Federation, the State secretary was asked to investigate and correct a complaint received that announcers in the regular employ of certain stations had made advertising recordings for use over other stations in the same State.

This action is taken in accordance with a decision reached by the Federation some time ago that this practice is not in the best interests of the industry.

## War Effort Co-operation with N.Z.

In accordance with the recommendation of the Radio War Service Commit-

tee of Australia, it was decided at the last N.S.W. meeting of the Federation to endorse the reciprocal arrangements entered into regarding an interchange of broadcasting publicity in regard to the war effort between the National services in New Zealand and the Federation.

handed to a Sydney agency last week for rebate of advertising money paid and as adjusted in accordance with the Bureau of Circulation certificate.

The A.B.C. Weekly is one of the biggest flops in publication circles which has been experienced for many years. In the light of necessary economies, and also shortage of newsprint, it is remarkable that the Federal Government still tolerates the A.B.C. publishing their "A.B.C. Weekly."

tee of Australia, it was decided at the last N.S.W. meeting of the Federation to endorse the reciprocal arrangements entered into regarding an interchange of broadcasting publicity in regard to the war effort between the National services in New Zealand and the Federation.

## Victorian Stations Meeting

### Accreditation

A number of applications for renewal of accreditation were received at the August meeting of the Victorian stations, and were approved as follows:—

### WESTERN AUSTRALIA.

Ad-Craft Service.  
S. Crownson Cohen.  
N.C.S. Mount.

### SOUTH AUSTRALIA.

Alan A. Martin.  
Clem Taylor Advertising Service Ltd.  
Webb Roberts McClelland Pty. Ltd.

### QUEENSLAND.

Campbell Advertising (Incorporated)  
Country Press Campbell Advertising  
Harris Advertising Service.  
Johnston Jones Advertising.  
National Advertising Service.  
Noble Bartlett Advertising.  
Arthur J. Soden.  
The Sullivan Advertising Service.  
Le Grand Advertising.

An application for accreditation was received from L. Leyshon who, was stated at the time to be advertising manager for Nicholas Aspro Pty. Ltd. The application was considered, but it was decided at that time to defer decision until the result of this application case had been decided by the Australian Newspaper Conference.

Later, however, the Federation secretary, Mr. R. Dooley, advised that as from September 1, 1940, Mr. Leyshon of Publicity House, City Road, Prince Bridge, Melbourne, had been granted accreditation.

## Granting of Concessions Alleged

A complaint was made to the Victorian division of the Federation last month by the Accredited Advertisers' Association of Victoria that a well-known national advertiser had recently been granted certain concessions by stations in connection with their program, which is at present being broadcast by a number of stations.

The Victorian executive decided to recommend to the N.S.W. executive that the stations who are taking this program be asked for their comments in regard to the complaint.

## Gilbert & Sullivan Operas

Following on the report that certain of the Gilbert and Sullivan operas had fallen into the public domain, the matter was discussed at the August meeting of the Victorian executive of the Federation, and it was decided to suggest to the N.S.W. executive that the matter be investigated by a firm of patent attorneys.

# COMMERCIAL BROADCASTING

Incorporating

## BROADCASTING BUSINESS

Vol. 9, No. 6.

Thursday, September 12, 1940.

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

## THE EDITOR LISTENS-IN

With a week in hospital and a week convalescing at home after having the old tonsils extracted, naturally I have done a fair spot of listening-in to the various programs over the air.

My main impression in respect to the news sessions is that it is useless for me to bother about listening direct to the overseas programs, as a much better service is given through the commercial stations. Though the commercial stations don't continue their B.B.C. news sessions quite so long as the National stations, they do give more frequent news broadcasts.

The better service obtained through the commercial stations must also be acknowledged by the usual listeners and thus reflected in their appreciation of the products advertised over the air.

Coming to this advertising of products by the announcers. It is a great pity the announcers on practically all Sydney stations can't hear themselves trying to put over the advertiser's message. Women announcers are particularly weak in this regard. It is no wonder the sponsors find it necessary to make their own recordings and have these interspersed over the women's sessions.

A number of advertisers have achieved great success by having their own personality women with excellent speaking voices, and a thorough knowledge of their product to conduct their session. For instance, Isobel of Murdoch's, does a good job for her store over several Sydney stations during the day. Then, of course, everybody is familiar with the excellent job done by Grace Saville, for Winn's Big Friendly Stores, but as for the women on the stations—they may be pretty good at conducting their sessions, but they are not very inspiring when it comes to advertising. I don't suppose one can expect them to be good at everything, but sponsors and stations should take this into consideration and plan accordingly.

I listened with much interest and enjoyment to 2CH and 2SM on August 28 at 3.30 p.m., when they broadcasted from the B.B.C. recordings of the A.I.F. boys in England. "Waltzing Matilda" was rendered most feelingly.

These two stations, incidentally, put over a good overseas session at 12.30 every day when they rebroadcast the radio newsreel which is obviously prepared especially from Canada.

Queen's Day celebrated on August 31 in honour of Queen Wilhelmina of Holland caused us to wonder just how many Dutchmen resident in Australia had volunteered and actually gone back to fight for their Fatherland, or had made any real contribution to Britain's war effort. They all like to live under the protection of the Union Jack, because apparently it enables them to make some money, but we don't see much evidence of them sacrificing very much not only to help their Fatherland, but the British Empire.

Holland could, without much difficulty, easily arrange for Australia to obtain petrol from the Dutch East Indies and pay for it in Australian money without having to go through the dollar exchange turnstile. In other words, we can protect the Dutch East Indies petrol and have the use of it if we pay a very big price for it, but they don't seem very anxious to assist us, although they want us to assist them.

It is some months since I listened to "Dad and Dave," largely because the time is awkward, but over the past couple of weeks I have listened during this bout of sickness, and have found "Dad and Dave" most entertaining. George Edwards and his colleagues are to be congratulated on their production. Of course, Wrigley's are on a good thing—so they should stick to it.

On the same station, 2UW, just before "Dad and Dave" on certain nights comes "Martin's Corner." The recent purchase of a utility truck by the Martins and the subsequent demonstrations was most interesting. It, too, is quite a good program.

Searching around amongst some of the smaller country stations on an Astor Series 354, I came across that little country station at Griffith, 2RG, just signing off last Friday night (6th), until the children's session on the Saturday. The announcer had quite a good voice, the station came through very clearly, and it is a pity a lot of advertisers don't know that such a good station operates down in the irrigation area.

The commercial stations' propaganda program on Sunday night last (September 8) dealing with the early days of the wool industry in Australia, and naming the Oakes family and their experiences at Waniora, was prepared and produced in a most entertaining manner. One of the best programs of its kind heard for a long time.

If you want to finish up Sunday night with some excellent entertainment, listen to 2SM's "Cuckoo Court," which now goes down to 3XY, 2KO, 2BS, sponsored by Douglas Drug Co.'s Mountain Mixture. John Dunne certainly handles his show very well. Last Sunday night it was followed by a musical quiz, sponsored by Allen's Steam Rollers, and that also was well worth listening to.

One has only to be hors de combat for a week or two to appreciate the valuable service rendered by broadcasting to the public. The broadcasters themselves are doing an excellent job, and in the majority of cases they are making quite good profits, but I doubt whether they are selling the story of the excellent job they are doing sufficiently well enough to explain it in the minds of not only the general public but of the people who at least try to run this country, and also those who constitute the business fraternity. The broadcasters should realise they are doing a job the public would not want to lose, and that there is no need for any Government, politicians or Government service to try to choke broadcasting or hamper it in any way. It would pay our broadcasting executives to study and follow closely what their American colleagues are doing, and how the latter stand up and fight to preserve the rights of the broadcasters to render the public that valuable service.

At the present time our broadcasters seem too much bent on making profits and thinking that any day they might lose their broadcasting licence. They have no need to worry about that. Little short of a collapse of this country and the possession of it by the enemy could in any way hurt the interests of the broadcasters. They should therefore not stand for one moment imposition of unnecessary and strangling regulations imposed by would-be dictators. They should set up just as big a fight for their freedom as the newspapers did for theirs.

(Continued on page 4)

## THE EDITOR LISTENS-IN

(Continued from page 3)

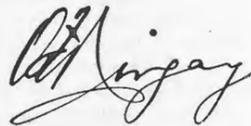
This Federal election must surely show everybody the real power of broadcasting. Time will not permit of the candidates getting around to see and speak to their respective constituents, and the only effective way they can reach them is through the commercial stations.

Congratulations to E. V. Roberts, of 2WG Wagga, on having the "guts" to stand for the Federal election in the Riverina. We sincerely hope he wins. The radio industry alone can certainly do with a first-class and first-hand supporter of its cause. Roberts is entirely an individualist, he is certainly a fighter, and a lot more of that ilk would not do us any harm. Roberts doesn't mind, as he is quite prepared to stand or fall on his own ability and hard work. Here's to his success.

It is a great pity that Mr. Menzies, who is at present Prime Minister, hasn't some of the Billy Hughes's fire in his broadcasts. Menzies is too much of the dour King's Counsel delivering an address to the Privy Council. As a listener, I would sooner tune in to Stevens, Billy Hughes, or even Beasley.

I must add a word of praise for "Wireless Weekly" as the most reliable source of programs. From enquiries made, it seems that the regular listeners know their sessions off by heart and have no need to refer to programs, but I still wonder why program magazines have not caught on more successfully in N.S.W.

I would like to thank my many trade friends for their enquiries as to my progress in hospital. Some of them sent books to read and flowers to adorn the ward, and other little gestures which were very much appreciated.



Managing Editor, COMMERCIAL  
BROADCASTING,  
146 Foveaux Street, Sydney.

## I.R.E. EXAMINATIONS

The Institution of Radio Engineers (Australia) will be holding its annual examination for admission to the Graduate and Associate Member grades of the Institution on Saturday, November 2, 1940. Intending candidates are invited to apply to the executive secretary, Institution of Radio Engineers (Australia), Box 3120, G.P.O., Sydney.

## How Women Listeners Are Helping to Win the War

Long before war broke out commercial stations throughout Australia had organised women's radio listening clubs, but whilst during peace time these clubs and associations were directing their efforts along magnificent channels of charity work, it was not until the war really got going that the true worth and very great national benefit of these radio organised groups of women became apparent.

To-day practically every commercial broadcasting station throughout Australia conducts each day, or most days of the week, special women's sessions with which is associated a properly organised club or association. Some of these groups number their members in the ten to twenty thousands.

Now, in our time of need, the great national work of these bodies is becoming more and more apparent. They are responsible for organising and conducting all types of entertainment and direct charity work to provide comforts and necessities for our fighting forces. At a conservative estimate, there would be throughout Australia about 200,000 women who are members of these radio organisations. Radio brought them together, radio keeps them together—a great united band of willing and energetic workers in the National effort.

## CENSORSHIP CLARIFIED ON DRAMATISATIONS OF WAR

The Chief Publicity Censor, under the Censorship Regulations, has issued Amendment No. 1 to the Censorship Regulations which appear to ease and to clarify the position regarding certain forms of broadcast entertainment. Five clauses have been substituted for two previous clauses under the heading "General" in the Standing Orders for Broadcasting Censorship. The original clauses read:—

(a) No commercial announcement or entertainment program shall be of such a nature as would destroy or tend to destroy public confidence or create any feeling of insecurity in the community.

(b) Any script which contains dramatised version or other reference to actual war events must be submitted to the State Publicity Censor before broadcast."

In the amendment now issued clause (a) remains unaltered but the four new clauses read as follows:—

(b) Any script which contained dramatised version or other reference to

## Sunday Night All-Station Shows Being Well Planned

"Australia Speaks" has been selected as the apt title for the commercial broadcasting stations' all-station half-hour program Sunday nights which is being presented by arrangement with the Department of Information.

Already the commercial stations have given an excellent account of themselves in the all-station hook-up for the 9 to 9.30 p.m. program Sunday night showing a clean pair of heels to the A.B.C. half-hour program presented at the same time and under a similar arrangement with the Department of Information.

Latest move on the commercial stations' part, however, is the appointment by the Australian Federation of Commercial Broadcasting Stations of a regular producer for their shows. Anthony Stuart, formerly well known agency man has the job.

The whole of the work of choosing subject and type of program still rests with the Radio War Service Committee of Australia, composed of representatives of the broadcasting stations, advertising agencies and national advertisers, which has been doing a magnificent job of work in this and other directions. Stuart's job will be to produce the programs under the immediate direction and supervision of the committee.

First show under the new set-up was put on last Sunday, September 8. It dealt specifically with the work of "the man on the land."

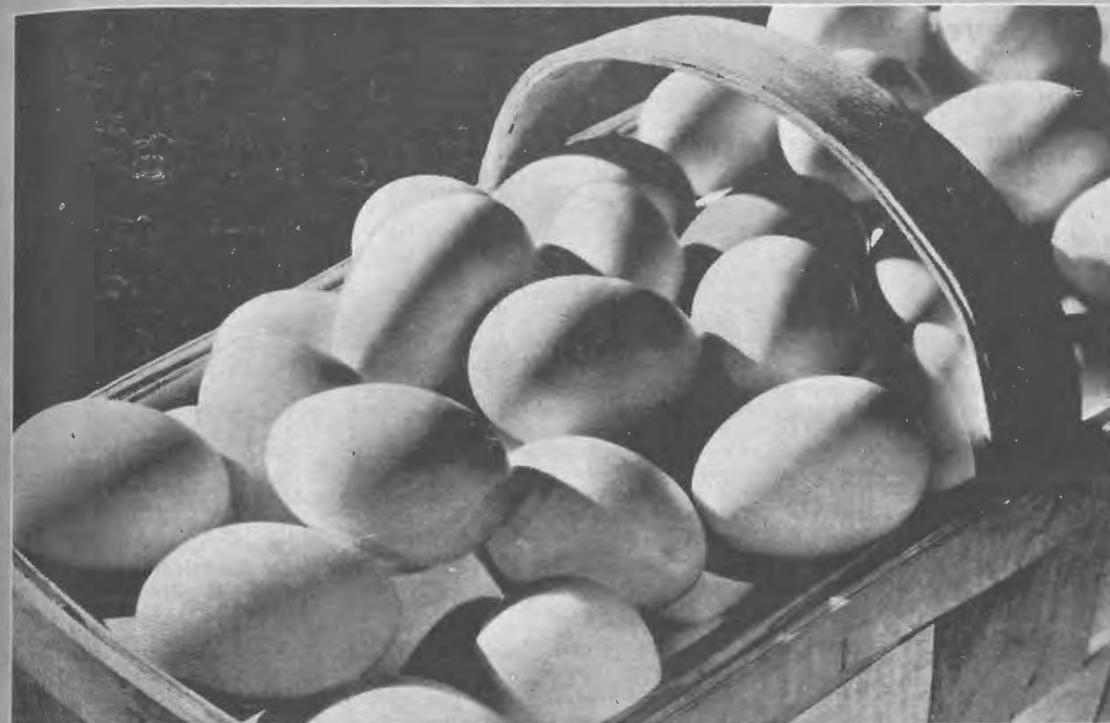
actual war events must be submitted to the State Publicity Censor before broadcast. Such scripts will not be passed by the State Publicity Censor unless he is satisfied that they comply with National Security Regulations and Censorship Instructions.

(c) Such scripts must not contain episodes which may cause offence to allied or neutral powers.

(d) The dramatised version of any occurrence which purports to be an occurrence relating to the war, either military or politically, must be based on fact.

(e) Where events are conclusive (e.g. where a battle or naval or air engagement has been completed) dramatised broadcasts may be permitted if, in the Censor's opinion they comply with the provisions of the National Security Regulations and Censorship Instructions.

Dramatisation of current happenings and events which are the subject of diplomatic negotiation, will not be permitted."



## ● It Depends on the Basket!

In getting your goods to the consumer market, it is essential that your advertising medium shall have not only the capacity for carrying your message to Australian consumers everywhere, but also that it shall SELL your product to those consumers.

The C.B.N. merchandising policy is a "Buy-word" throughout the industry.

(Incidentally, you'll get some invaluable slants on the Australian consumer market . . . district by district . . . in "A MESSAGE FROM THE SKIES." Your copy will be in your hands shortly.)

C.B.N. SALES: SYDNEY MELBOURNE BRISBANE  
49 MARKET ST. P. SULLIVAN, 18 QUEEN ST. 4BC, QUEEN ST.



## New Department of Information Control Regulations only Shadow of Former Severity

The revised National Security (Information) Regulations announced in Canberra last week provide for Department of Information control over press, radio and films in such greatly modified form as to be but a shadow of their original severity.

The use of time on National or Commercial radio stations under the new regulations is limited to 30 minutes in every 12 hours. Under the Wireless Telegraphy Regulations the Postmaster-General already has the right to confiscate such time, and in effect, the Regulations merely give the Department of Information power to use that time.

The original Regulations, gazetted on July 17 last by the Federal Government, gave the Director-General of Information, Sir Keith Murdoch, virtually un-

limited powers over press broadcasting and cinema.

These Regulations were evidently recommended by the Director-General to the Prime Minister, and were issued without Cabinet approval. This fact disclosed at a Cabinet meeting held July 19, when widespread criticism of the restrictions was voiced by prominent citizens throughout Australia and by several members of Cabinet. There was also a very drastic outcry from all sections of the press.

The Prime Minister said that the powers were wide, but promised that they would be used only sparingly, and that they would be applied only in cases in which the newspapers or broadcasting stations were guilty of persisting in gross misrepresentation of the true position.

### Mr. Station Manager — Do You Practice What You Preach?

If you are numbered amongst those progressive station managers who continuously advertise in the only recognised trade paper in the commercial broadcasting field, then you DO practice what you preach.

You, of course, recognise that as the vast majority of national advertising managers, agency executives, and others interested in advertising, all read COMMERCIAL BROADCASTING from front to back cover, it is the most effective visible method of telling them all about your station, your service area, your large army of loyal listeners and your already long list of advertisers who find it profitable to advertise their products over your station to your listeners.

You know, too, that all the advertising agents, clients and advertising managers who do or may advertise over your station cannot listen all the time to your station only, and therefore it is obvious to you that the best medium to tell those clients or prospective clients all about your activities is through the pages of your fortnightly trade newspaper—COMMERCIAL BROADCASTING.

You are also only too well aware that your message or your publicity in "C.B." is read at a time when your client is undisturbed and in a receptive frame of mind to absorb what is going on around your station.

Your business experience teaches you that if you can get the advertiser and the agency to con-

tinually read of your activities, and become favourably impressed with the service you are rendering to your advertisers and listeners, it is much easier for your sales representative to get the dotted line signed on the advertising order. You are fully aware of the need for any time-buyer to have peace and quiet to make up his mind what and where he will buy. When he is reading "C.B." every fortnight he hasn't a talkative or high-pressure salesman putting it over, but rather is absorbing quietly and thoroughly the news of what is happening in commercial radio throughout Australia.

This most effective silent salesman carries your message and your news to the men who keep your station on the air.

You preach to them the need for more and more advertising and, what is more, you practice what you preach by advertising in the trade medium that counts and is accepted everywhere.

You couldn't very well expect advertisers to support your station if you, yourself, were not sold on the value of advertising which, in your case, is best carried out in the pages of COMMERCIAL BROADCASTING.

You are to be congratulated on your initiative and your appreciation of what advertising can really do.

We, in turn, thank you for your support in enabling us to produce a real live trade newspaper.

O. F. MINGAY.

Sir Keith Murdoch said in Melbourne on July 17 that the department's purpose was to get an ample public and understanding of the truth about the war and Australia's National position and problems, and it was as possible aids in this expression of truth that these powers were conferred. He also promised that the powers granted him would be used most sparingly. He went on to say that in respect of broadcasting: "We have a splendid understanding with the broadcasters, and there is an unselfish acceptance of our growing requirements for National purposes, but the power to take time on the air is necessary to ensure uniformity."

Late on Friday, July 19, two days after the Regulations had been gazetted—two days of sustained public protest—it was stated that the Government would completely review the Regulations.

Regulation 6 of the National Security (Information) Regulations is amended and now reads:—

"1. Subject to any direction of the Minister, the Director-General may, orally, by telegram or in writing, if he considers it necessary or expedient in the interests and defence of the Commonwealth, or the efficient prosecution of the war so to do, require the Australian Broadcasting Commission or any broadcasting station licensee, to broadcast during a period on such day and between such times as are specified by the Director-General, or a person there to authorised by the Director-General such matters as are so specified, and the Australian Broadcasting Commission or the broadcasting station licensee, as the case may be, shall broadcast such matters accordingly." (New provision: "Provided that the period so specified shall not exceed in the aggregate 30 minutes in each period of 12 hours.")

(Sub-regulations 2 to 7 inclusive, have been deleted).

"2. The time occupied in compliance with any requirement made in pursuance of the last preceding sub-regulation, shall be deemed for the purpose of Regulation 58 of the Wireless Telegraphy Regulations, to have been time occupied in compliance with the requirement made in pursuance of that regulation."

Under the new Regulations powers over the press are limited to the correction of untrue or misrepresented statements on the prosecution of the war, with the Director-General having power to decide what statements are untrue or misrepresented.

In the case of a request for correction not being met, the Director-General, with the approval of the Minister, may direct a correction forthwith, such correction being in the form specified and its source will be indicated.

In the case of cinemas, the time which the Department of Information may occupy on each program is limited to 10 minutes.

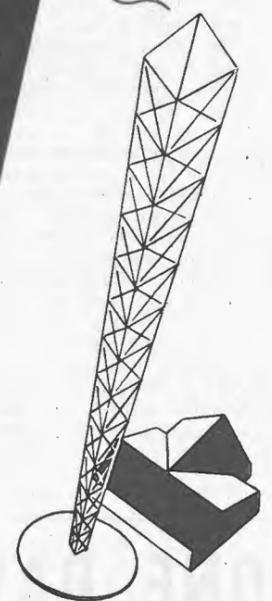
(Continued on page 12, col. 3)

# 9 OUT OF 10 ARE ON AGAIN

## 90% OF ALL CURRENT N.C.B.S. ADVERTISERS WERE N.C.B.S. ADVERTISERS A YEAR AGO

Nine out of every ten programme sponsors who were on the N.C.B.S. a year ago are still using N.C.B.S. today. And more and more new advertisers are speaking their piece over the ZB stations.

The N.C.B.S. wins friends because it influences people over a million New Zealanders listen regularly to the ZB stations. Take this direct route to low-cost sales in the wealthy New Zealand market. Low in cost because the 4 Commercial stations give national coverage with no overlapping and no competition. If you want a million friends with money to spend, we suggest a ZB programme.



For on-the-spot co-operation get in touch with the Australian Representative — Radiovision Pty. Ltd., 61 Hunter St., Sydney. Phone B5453.



# WITH MALICE TOWARDS NONE

By Valerie Chick

The election "fight" is well on. Agencies and radio stations are having a hectic time. Hansen-Rubensohn are handling Labour. Goldbergs, U.A.P. for N.S.W., and Paton's (Melbourne) Victorian U.A.P. campaign. Other agencies, of course, are working at break-neck speed on the campaigns of individual candidates. Manoeuvring the various party and political announcements so that each will be spaced sufficiently apart, in order that the strength of one message shall not detract from the force of the other which follows it, is a job which a certain schedule clerk in broadcasting says is "enough to make an escapologist out of anybody."

So far, in these campaigns, there seems to be one thing missing, or rather, I should say, needed. It concerns the votes of women. Women, generally speaking, are not credited with having much knowledge of politics. Be that as it may. There is no doubt, however, that in this terrific national crisis, every woman is vitally concerned. For this reason, every feminine vote should be a conscientious one. The importance of the power of women in an election should be stressed to such an extent that every woman who goes along to the polls on September 21, will know for whom she is going to vote and why? Ordinary, radio and press announcements directed at women are good. But—are they enough? The more I have talked with my own sex in the past weeks, the more one realises how urgent is the need for subtle instruction about voting. A woman who has an immense influence on the women of Australia (there are several) could do much, by way of State-wide broadcasts and meetings, to steer all those

thousands of women who are uncertain, uninformed, and, in some cases, completely disinterested (due, no doubt, to the "dryness" of the way politics are generally presented to them), along the path of individual, careful judgment.

Nicholson's managing director, popular Basil Grant, is laid low in a Sydney private hospital. A serious operation took place a week ago, and we're glad to report that he is now on the road to recovery. To use your own words Mr. Grant, we wish you "astounding good luck." Oh, and we mustn't forget to add the good wishes of radio's "Nature's gentleman." For the benefit of readers, the terms "nature's gentleman," is a Grantian description of one of Sydney's broadcasting managers. If you should hear yourself referred to by Mr. Grant as a "N.G.," you can be sure it's his way of saying you're tops—in everything!

Hospital talks brings us to "C.B.'s" Mr. O. F. Mingay, who is now minus his tonsils. Mr. Mingay left hospital last week. Swallowing is becoming less painful for him now, we're told, but the same gentleman can't be induced to swallow the story we heard after his operation. It seems that the words "A-class" were engraved on our editor's tonsils. Now we know why he had them out.

It is with regret that the trade has learned of the serious illness of Mr. C. N. Bayertz, who, for many years, has been connected with various branches of broadcasting. His illness has placed a very great strain on his financial resources. Mr. Bayertz has one son, at present with the A.I.F.

Overseas news reveals that well-

known Walter Rayner (2CH) has been in the thick of it with the Royal Navy. Mr. Rayner has already had two promotions in the last six months. It's quite on the cards that his friends may have to address him as Admiral Rayner on his return.

Sydney friends of Mr. Frederic Hyde will be pleased to learn that he is doing very well at Station 3ZB Christchurch, New Zealand. Fred is now known to N.Z. children as Uncle Fred. He also conducts the various jockey sessions. In addition, he gives listeners the joy of hearing really fine music beautifully played, plays accompaniments, and sings and acts! Mr. Hyde is a born entertainer. His wit is rather of the late "Watto's" brand, and his numerous talents ideally fit him for many forms of radio entertainment.

Sartorial honours to Captain Fred Laurance of the Sydney office of 2KO. The "Cap" is tooting around the agencies and stations wearing one of the new season's spring suits, with hat to match. Says he's going to adopt the idea of matching hat with every suit. What we'd like to know is—what's going to happen if he loses his suit? After all, a man can go bareheaded if bereft of his headgear, but with the position reversed, well somehow, we can't help think of what happened to poor old Chidley.

Last minute pick-ups—Noel Paton (Melbourne) has had his second war song published. Arthur O'Keefe (2GB) deputised for John Dease in the children's newspaper reporter session when J.D. lost his voice last week. Arthur was jolly fine, too. Ellis Price excelled himself as a story-teller at the concert held in aid of "Boys' Town," Assembly Hall, Thursday last.

## LABOUR PARTY AND BROADCASTING Mr. Curtin's Amazing Statement

As we go to press this week the Federal Labour Leader, Mr. Curtin, is reported to have made an amazing statement at Launceston, Tasmania, regarding what Labour's policy would be in respect to broadcasting. In his speech Mr. Curtin attacked the Department of Information and went on to criticise what he called "the power of commercial broadcasting stations."

Mr. Curtin is reported to have said that the Labour Party was dissatisfied with the formation of commercial broadcasting "chains," and if returned to power it would review the position of the A.B.C. and of commercial broadcasting enterprises!

L. Lippmann, 146 Foveaux St., Sydney

## "C.B.'s" W.A. REP. ANSWERS CALL

Mr. K. T. Hamblett, of Perth, who earlier this year was appointed Western Australian representative of COMMERCIAL BROADCASTING and associate publications, has answered his country's call. He will be leaving for England this month to serve with the Royal Naval Volunteer Reserve.

Mr. Hamblett has been well known in the advertising and radio trade in Western Australia for a long time, and will be greatly missed during his period of absence in the war.

## B.B.C. BROADCASTS

The Director-General of Posts and Telegraphs has advised that permission has been given to all commercial broadcasting stations to pick up B.B.C. transmissions broadcast through VLR for rebroadcasting if they desire. It is pointed out that the decision is subject to review from time to time. The VLR rebroadcasts of the B.B.C. are usually far more brilliant than direct receiver reception from the Daventry short-wave station.

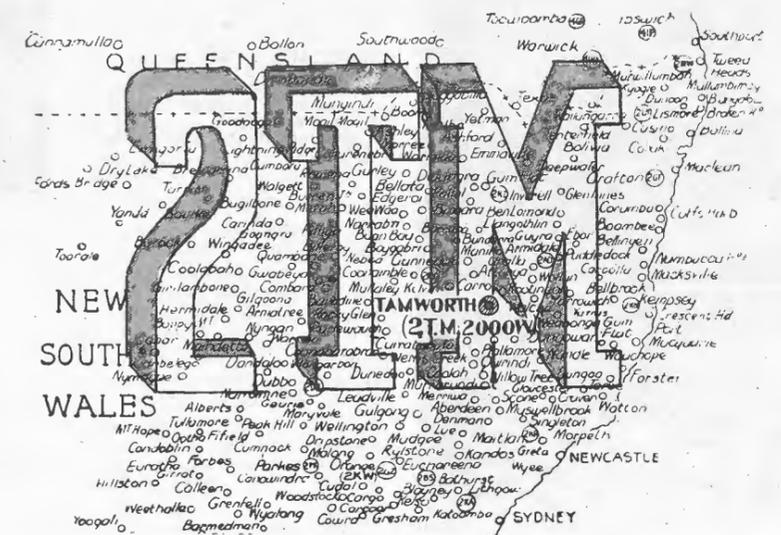
## R.I.F. CLUB ANNUAL GOLFO

The club's annual golf day, usually held in December, will, in response to many requests, be held on Tuesday, September 24, 1940. Further details will be announced at an early date, and it is hoped to make arrangements whereby this function will be made very much bigger than in previous years and embrace not only the radio industry but electrical and broadcasting interests.

## NOVELLO PLAY FOR R.I.F.

The R.I.F. Younger Set, under the direction of Mr. Carl Francis, of the "Little Theatre," will produce a play entitled "A Symphony in Two Flats"—written by Ivor Novello, at the Sydney Radio Theatre, 586 George Street (next "Century"), Sydney, on Thursday, September 26. Prices, 4/-, 3/- and 2/- (Miss Phyllis, B1046). Plans at Paling's, Sydney. Proceeds in aid of the R.I.F. War Comforts Fund.

# ALL OVER NORTHERN N.S.W.



## BROADCASTS YOUR MESSAGE!

- REGANS PTY. LTD. OF TAMWORTH STOPPED ADVERTISING FOR 14 DAYS.. THEN SIGNED A BIGGER AND BETTER CONTRACT ...

because

IT PAYS TO USE

# 2TM

## IN NORTHERN N.S.W.

## ONE DAYTIME 4BH ANNOUNCEMENT FILLS NEW ALBERT HALL for MANNEQUIN PARADE

Friday afternoon at 3 o'clock, Frank Hatherley announced that "PLAYERS" — Brisbane's "Sportswear for Ladies" Store, would sponsor a 2 hour concert and Mannequin Parade in the New Albert Hall seating 700. EVERY TICKET WAS GONE BY 9.30 the following morning. Hundreds were disappointed.

MR. ADVERTISER . . . One 4BH Daytime Announcement brought this response.

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

## Second Annual Exhibition by Radio Reporters Session



Right: Mr. H. G. Horner, gen- manager 2GB (centre), John Dease (left) and Mr. Vyvyan Smith, advt. manager, Anthony Horderns (right), at official opening of the Exhibition.



Crowds of adults and children flocked to Anthony Horderns to see the Radio Reporters Exhibition. These pictures give some idea of the diversity of exhibits of the youngsters' handicraft.

The 2GB Sydney radio reporters' session held its second annual hobbies exhibition at Anthony Hordern's Art Gallery during the past fortnight, ending Friday, September 6. It was the first exhibition to be held by the 2GB radio reporters, under the directorship of John Dease, who now conducts the children's newspaper of the air in succession to Charles Cousens (now Captain Cousens, of the A.I.F.), who pioneered the session and conducted it for a number of years.

The exhibition was officially opened by John Dease, before a crowded audience of radio reporters and adults. Before officially declaring the exhibition opened, Mr. Dease introduced Mr. H. G. Horner, general manager of 2GB, who paid a tribute to the fine job Mr. Dease had done in taking over the session at very short notice and in organising the exhibition in a matter of a few weeks. In thanking Mr. Horner, Mr. Dease pointed out that the success of the exhibition was largely due to the work of the radio reporters themselves, particularly the senior reporters who had carried out the organisation of the exhibition so well, that at times he felt he was intruding.

Mr. Dease went on to point out that the importance of this first war-time exhibition of the radio reporters lay in the fact that these young people were striving to keep alive that culture for which our men were preparing to fight.

That the movement had grown considerably in the past year was proved by the increase in the number of exhibits. This year there were more than 1,000 articles on display. Also new sections were introduced making 17 in all, comprising:—

Painting, maps, miscellaneous drawings, snapshots, plans and diagrams (engineering and architectural), literature, black and white scenes, portraits, pastels, commercial art, hand-writing and printing, miscellaneous section, designs, needlework, fashion drawings, knitting, woodwork, poker work and pottery, models.

The influence of the war was obvious in many of the exhibits, and one of the most interesting was a collection of 50 odd articles made from waste material. In the model section, aeroplanes and warships predominated whilst many of the boys exhibited drawings and plans of various types of aircraft.



On judging night, Captain Cousens, thanked the great radio reporter family for the fine work they were doing in supporting comforts to his battalion. The architectural drawing section was judged by Mr. W. Richardson, president of the New South Wales Chapter, Royal Society of Architects. On behalf of the R.S.A., Mr. Richardson said that assistance in the form of instruction and criticism will always be available for such competitions. Captain Cousens judged both the models and the handicraft section. The knitting section was judged by Mrs. Cousens, and the needlework section by Mrs. Dease. The literature section was handled by Mr. T. S. Summerhayes of the Metropolitan Business College, who said: "I have been amazed by the quality of these essays and poems; by the keen and original thought, by the clarity and power of the English expression. I feel that the training and clear thinking and self expression will prove a most valuable asset, not only to the radio reporters themselves, but to Australia as a nation."

### 7th CAVALRY DIVISION COMFORTS FUND

A picnic golf day has been arranged at Bay View Golf Course (near Mona Vale) for Sunday, September 29. The course has been generously loaned by Mr. Orr for the day.

Tickets for the outing will cost: Gent's 3/- and ladies 1/6. In addition to golf, sporting events are being arranged for non-players, who are cordially invited to enable relatives and friends of serving members of the 7th Division to meet socially. For particulars, ring Miss Jenkins, MA6681.

### ONLY FIVE SHILLINGS

The latest issue (July, 1940) of the C.B. RATE BOOK is just out. Contains all rate cards of all commercial stations and networks; network discounts; late shopping nights; station reps.; official listeners' licence figures; in 72 pages in strong cover for only 5/- per copy, post free. Send your postal note to-day to Australian Radio Publications, Box 3765, G.P.O. Sydney, and the postman will bring you this handy rate book.

## Artists Irate Over Allegations in Weekly Newspaper

### Plea to be Heard On D. of I. Radio Play Fiasco

Eight artists concerned in the production of a proposed all station radio play, especially written by Maurice Francis for the Department of Information, have written to the editor of COMMERCIAL BROADCASTING, asking that their protest be registered against alleged anonymous statements made concerning the matter in a recent issue of "Smith's Weekly."

In its issue of August 31 last, that well known National newspaper, made the following very serious, and in this writer's opinion, very wrong statement: "Australian commercial broadcasting stations are up in arms against Sir Keith Murdoch's Department of Information. Last week they bluntly rejected a proposal to broadcast a radio play produced by the department."

Rather than the inference there being a fact the truth is that Australian commercial broadcasting stations are co-operating very closely and amicably with the Department of Information. Differences of opinion regarding certain programming arrangements have arisen from time to time between the D. of I. and the Federation of Commercial Broadcasting Stations, but there are only minor details and are naturally expected to arise when the magnitude of the job of co-ordinating 100 broadcasting stations in the direction of assisting the Department of Information is considered.

It is true that the commercial stations have cold-shouldered the idea of programming a radio serial which was written by Maurice Francis for the Department of Information. (It will be recalled that Francis entered the A.I.F. a couple of months ago, and he was subsequently co-opted by the Department of Information.) It is learned from Mr. George Edwards that Mr. Francis is still under contract as a script writer to George Edwards Players. But after stating a number of half truths and some facts, "Smith's" went on to say:— "They (the artists) said the department offered them contracts for a radio serial of 50 episodes at salaries treble those usually received."

It is presumably to this point in particular that the artists concerned have raised high objection. Here is their letter:—

Melbourne, August 30, 1940.

The Editor,

We, the undersigned, as individuals, members of an honourable profession, and loyal citizens of Australia, deplore the remarks and implications contained in an article which appears in the issue of a weekly National newspaper dated August 31, under the heading, "Reject Radio Play."

In so far as this article has reference to artists, it is, in our case, totally untrue and without foundation.

fellow Australians the need for maintaining the splendid effort already being made by them and perhaps suggesting through the medium of entertainment other ways in which they may help.

In our opinion, party politics, petty differences, commercial gain, etc., should not be allowed to poison the mind of the public against what seems to us, rightly or wrongly, a sincere effort on the part of the Department of Information to do a useful and sensible job of work toward winning the war.

Yours faithfully,

Miss Catherine Duncan,  
Miss Millicent Osmond,  
Miss Beryl Walker,  
Mr. Douglas Kelly,  
Mr. Terrence Scolyer,  
Mr. Leslie Gordon,  
Mr. Alfred Bristowe,  
Mr. Eric Pearce.

Signed:

### Spotlight on

# PEOPLE ROLA RADIO NEWSREEL

Sponsored by  
"Rola" Radio Receivers

INTERVIEWS WITH  
AUSTRALIANS WHO  
MAKE NEWS

SUNDAYS  
7.00-7.30 p.m.

# 2 U E

## WHY NOT A WIRRAWAY FUND? Queensland Station shows Public Interest in giving for 'plane Funds

Following the great success of Dr. W. G. Goddard's appeal for trainer 'plane funds during his 4BC Round Table Club sessions on 4BC Brisbane, the thought is prompted that all commercial stations throughout Australia could unite in establishing a "Wirraway Fund," along the lines of the English "Spitfire Fund," to which hundreds of thousands of pounds have been contributed.

The success of Dr. Goddard's appeal clearly shows that the public is definitely interested in and anxious to create sufficient funds to provide ample air defence facilities for this country. We have all been told, and it must surely be so, that in this great struggle for the preservation of freedom and democracy every section of the community must bear the burden of that struggle, everyone individually must contribute to the utmost to the battle—the public as a whole is resigned to this fact, and so long as they feel sure that their money is being used in the right direction, they will not shrink from the giving, if necessary, of their all. It is only a matter of inspiring their confidence in that what they give is being used to the best advantage in the war effort. Everyone appreciates the need for trainer planes and for war planes.

Very soon after Dr. Goddard launched his appeal through 4BC Brisbane for funds for a trainer plane enough money had poured in from the public to provide not one, but two trainer planes. The money continued to pour in and on Wednesday, August 28, the £3,000 mark had been passed.

Earlier in the piece Dr. Goddard had handed over two trainer planes to the Prime Minister at Archerfield Aerodrome. On August 28 Mr. Menzies was unfortunately unable to be present at 4BC studios to receive a cheque for the third thousand pounds sent in by listeners, but his letter to the Federal Member for Moreton (Hon. J. Francis, M.H.R.) reproduced below is of interest

"Dear Mr. Francis,  
"Would you please convey to Dr. Goddard and the members of the Round Table Club the sincere appreciation of the Government for their generous and practical assistance to the war effort. When I was in Brisbane, as you know, they handed me a cheque for £2,000, and I am more than delighted to learn that they now propose to hand over a further cheque for £1,000.  
"I consider their support magnificent, and would like them to know that the Government is intensely grateful.  
(Signed) Robert J. Menzies."

Mr. Francis attended for the cheque presentation, and thanked 4BC and Dr.

## RADIO CONTROL DRASTICALLY REVISED (Continued from page 6)

The original Regulations gave the department power to control the who program.

Under the revised Regulations functions of the Department of Information remain as originally defined, subject to any direction of the Minister. The Director-General is entrusted with direction and control of these functions.

Again, subject to Ministerial direction and the time-limit provided, the Director-General under the new Regulations may require any broadcasting station to broadcast specified matter during specified times.

In prosecutions for contravention of the Regulations relating to broadcasting stations, the press or cinematograph exhibitors, the averment of the prosecutor that a request or requirement was made that the Director-General considered it necessary in defence or war interests, or as to the Director-General's opinion, shall be prima facie evidence of the fact or facts so averred.

The new regulations were received by broadcasting circles with satisfaction.

Goddard on behalf of the Commonwealth Government for their great patriotic gesture.

## "THE OLD GARDENER" Australia-wide Scheme Launched

With the object of assisting in the national war effort, Station 2CH is co-operating in a scheme which has the object of assisting the Federal Government to organise the national resources of Australia through the humble medium of the vegetable garden. Accordingly, it has arranged for the presentation of a session entitled, "The Old Gardener," to be broadcast every Saturday at 1.30 p.m.

The scheme, which has the approval of the Premier, Mr. Mair, has been put forward by the Local Government Clerks' Association, with the object of taking advantage of the Local Government systems throughout Australia to obtain the fullest co-operation possible.

The plan is to encourage the growth of vegetables. In order to add a little more impetus to the national war effort the idea is to increase the output of the suburban garden and to ask the growers to donate their surplus vegetables for distribution to the people of institutions most in need of it. The Department of Agriculture intends to supply technical information, and through "The Old Gardener" session it is proposed to give helpful advice on the question of obtaining the greatest output possible from the soil.

Mr. L. H. Butler, who has had life-long experience in the gardening world, will handle the session which will be made up of musical numbers, interspersed with gardening information.

Mr. L. H. Butler is well known throughout the Commonwealth of Australia as "The Old Gardener." He is head gardener of the beautiful 3½ acre garden at Wahroonga, known as "Goodwood," the private residence of Mr. and Mrs. T. C. Rethers. This garden won the garden competition conducted by Sun Newspapers Ltd. in 1936, one of the largest competitions ever held in N.S.W., there having been over 600 gardens in competition. The Wahroonga garden won every prize put forward, including the grand champion shield.

When the scheme is in full operation the local governing bodies in various centres will arrange to collect and dispose of the surplus products, possibly to military camps, or to localities where there is a definite need for fresh vegetables.

It is hoped that "The Old Gardener" will be the means of encouraging people throughout Australia to increase the output of their backyard gardens, or where none exists at present, to transform the barren soil to valuable vegetable producing patches.

## "Private Lives" Will Star Arundel Nixon

Noel Coward exposed so many of the weaknesses of the principal characters of "Private Lives" that at times the husband in this hilarious matrimonial mix-up had all the attributes of a cad. As demonstrated by "The King of the Cads," the husband should stand out as a most intriguing character, for Arundel Nixon has been allotted the leading role

## Commodore for Second Term



Mr. A. S. McDonald, assistant manager of A.W.A., who has filled the post of Commodore of the Motor Yacht Club of N.S.W. for the past year, was recently re-elected for another year. At the many functions held by the club the genial Mr. McDonald, aided by Mrs. McDonald, has proved an excellent host.

Mr. McDonald was one of those recently promoted to a Fellowship of the Institution of Radio Engineers (Australia).

in the Lux Radio Theatre production of "Private Lives" scheduled for September 22. Queenie Ashton will play the famous Norma Shearer-Gertrude Lawrence role.

## STILL ANOTHER FEATURE PRESENTATION

Rola Co. (Aust.) Pty. Ltd. Sponsor

## "ROLA, RADIO-NEWSREEL"

COMPERED BY ERIC PEARCE

RELAYED TO 2UE—SYDNEY

7.00 to 7.30 p.m. Every Sunday

The most important programme of 1940—It is a vocal pictorial of Australia and Australians, presenting little known facts about well known people and well known facts about little known people.

SYDNEY REPRESENTATIVE:  
D. N. SCOTT,  
WATSON HOUSE,  
9 BLIGH ST., SYDNEY

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MELBOURNE'S FAVOURITE STATION

## 4TO Townsville is the FIRST CHOICE of National Advertisers in the Townsville, Ayr and Ingham districts.

Current National Advertisers and Programmes Include:

W. E. Woods Ltd. . . . . "Bluey"	Persil . . . . . "To-day's Children"
Castlemaine XXXX . . . . . "Yes, What?"	Lever Bros. Ltd. (Lux) . . . . . "Lux Radio Theatre"
Beckers Ltd. . . . . "How the Other Half Lives"	Lever Bros. Ltd. (Rinso) . . . . . "Melody Riddles"
Nicholas Pty. Ltd. . . . . "Andy, The Yes Man"	Lever Bros. Ltd. (Lifebouy) . . . . . "Melody in Dance Time"
Fostars Shoes Pty. Ltd. . . . . "Plays for the People"	Nestles Ltd. . . . . "Oh, Reggie!"
Maize Products Pty. Ltd. . . . . "Coronets of England"	Ovaltine . . . . . "Alice in Wonderland"
Maize Products Pty. Ltd. . . . . "Cameo Playhouse of the Air"	

PLUS "The Dark Horse," "Circle of Shiva," "A Tale of Two Cities," "Shamrock," and "The Enemy Within," for Local Sponsors in Evening Programmes.

Daytime programmes include many features sponsored by National and Local Clients

4TO is the station to cover Townsville, Ayr and Ingham

All Particulars from

## Amalgamated Wireless (A/sia) Ltd.

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SYDNEY

COLONIAL MUTUAL BUILDING  
289 QUEEN STREET  
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167 QUEEN STREET,  
MELBOURNE



## FIRM OF J.A.D. CLOSES

### Program Commitments being Fulfilled

The partnership under which the program firm of J.A.D. Productions has been operating in Sydney for the past 14 months has ceased to be, according to a statement issued on behalf of the firm this week, which disclosed that Jack Davey Productions Pty. Ltd., as a firm had closed down, effective as from September 7.

"The firm is closing down with 131 sponsored quarter hours on the air every week in Australia and New Zealand, and with more real prospects for the program sales than at any time in the 14 months of their operation," declared Mr. Keith Blakeney, who was general manager of the concern over the past few months.

With this, and the ever growing popularity of Jack Davey himself and the success of sessions written and produced by John Appleton; such as "These Old Homes" for the Rural Bank, the announcement was a shock to the trade.

"The reasons are twofold," Mr. Blakeney said. "Firstly, a break in the partnership of which one member was Mr. Davey. Secondly, the financial system under which our program building organisation was compelled to operate, that is; that staff, casts, recording, rent

and all other expenses of the organisation had to be paid weekly, while the return from transcription sales very often extended over a period of 90 days.

"One program of which we have just completed 26 episodes, although completely paid for and sold will not return anything to the Company until the end of September. The first episode of this program was made in June and the finance necessary to carry these productions is far in excess of a figure compatible with the turn-over of such an organisation.

"With world conditions as they are, it is impossible to re-finance such a company in the time available," he added.

Programs already in production will be carried on by the individuals concerned. Jack Davey himself will continue as a free lance producer and performer with the aid of a small staff including Mr. Redmond Phillips who is responsible for all of Jack Davey's musical scripts. Davey will also continue to do Jackpot sessions and produce any new programs that may be required in his field.

John Appleton who has built such a name for the writing and production of prestige and documentary programs, as well as the dynamic action type will also continue to fill existing contracts concerning his work and also new programs in his territory.

Keith Blakeney after 10 years active experience in commercial radio from the station and program end, joins the staff of the Radio Division of George Patterson Pty. Ltd., agency.

### Two New Australian Compositions Discs

Mr. Rex Shaw, of Prestophone Pty., announces that two recent releases recorded by Prestophone have been accepted and published by Alberts. The numbers are "Dinky-di It's Great to be a Soldier," and "Swinging Along the Road to Victory." This studio is specialising in recording and publishing the works of Australian composers.

## AUDEX

### The Improved Recording Disc

Acclaimed by  
Leading Engineers  
all over  
— Australia —

Available in the following sizes:  
17½", 16", 13½", 12", 10"

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

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

167 QUEEN STREET, MELBOURNE  
M 4161

A.W.A., WELLINGTON, N.Z.  
AND THE  
"ADVERTISER" BROADCASTING  
NETWORK, ADELAIDE

### PALING'S "ROADWAY TO FAME" DISCS

The Newcastle branch of W. H. Paling and Co. is releasing the first of their series of "Road to Fame" transcriptions on 25¢ quarter-hours weekly are booked.

This follows closely on the "Gateway to Fame," which enjoyed such success in Newcastle, culminating in a grand finale held in the City Hall on Monday, September 2. Speaking at the City Hall grand finale, Mr. Saxton stated that Paling's were just simply following through their broadcast promise that the successful contestants in the "Gateway to Fame" would be afforded the opportunity of climbing further on the ladder by being placed in the "Road to Fame" Transcription Library which Paling's had inaugurated.

The time of broadcast is 8.30 p.m., Monday and Wednesday. Agency servicing Trans-Radio. Discs were made at Columbia.

### MELBOURNE REP. FOR ARTRANSA

Hugh Anderson, well known station representative in Melbourne, has been appointed Melbourne representative of Artransa Pty. Ltd., transcription selling organisation. The appointment which becomes effective as from October 1 was made by Miss Grace Gibson, sales manager of Artransa during a recent visit to the southern capital.

### "Musiquiz" Tests Musical Knowledge

Proving the interest the Australian listener has in music of all kinds that radio has been able to bring them on world records is the success of the 2SM Sydney Sunday night quiz, and the high standard of ability of contestants to name the tunes they hear, both classic and popular, as well as their composers.

Every Sunday night at 10.15, John Dunne quizzes ten contestants by means of recorded musical excerpts. Five shillings goes to each contestant who answers correctly, or two shillings to a member of the audience who answers should the contestant fail.

Station 2SM has found that music quizzes have drawn a greater amount of applications to contest than other quizzes that deal with specific or general knowledge.

Ha! Ha!  
We  
faw  
down  
and  
go  
Boom!

Jack Davey Productions Pty. Ltd.



## American Transcriptions can, and have helped Australian Radio

(By MISS GRACE GIBSON, Sales Manager, Artransa Pty. Ltd.)

Some people may think this is "sour grapes" because we have always specialised in selling American transcriptions... but it isn't altogether... because we have long been one of the largest producers and sellers of Australian programs.

There is a very telling story behind the American transcription controversy... admitted Australian defence measures demands saving of dollar exchange... BUT Australian radio demands the leaven of high class American transcriptions.

I put the case thus... I do not advocate that the ban on American transcriptions should be completely lifted — on the contrary. I do suggest however that Australian radio would benefit if we were to work on a basis of say one-sixth of our original quota. With this small quota, we could only purchase the very best programs offered from America. These programs would help keep the standard of radio high in Australia, and also they would stimulate a certain amount of healthy competition and keep the Australian producer on his toes.

These transcriptions have proved themselves in the highly competitive American market and as the primary object of commercial radio is to sell records and please sponsors, we should have high-class program material.

Australian productions are stepping up to a very high standard but if they are deprived of a means of comparison with the best overseas product, producers and sponsors alike are left in the unhappy position of having to spend a great deal of money on experiments.

We don't rely entirely on Australian produced gramophone records for the very reason of the excellence of the imported product. Why then should we deprive ourselves of some of the really good transcriptions available to us from America?

That we need the spice of competition provided by a degree of importation of the best, and only the best, quality transcriptions from America, is the contention of Miss Gibson in the accompanying article in which she puts a case for the lifting in part, of the ban on imported transcriptions.

After reading what Miss Gibson says about the situation with the famous World Wide Range Library it is difficult to understand the Federal Government's attitude in not allowing these musical discs to come to Australia, with the assurance that their purchase would not affect our U.S. credit during the war.

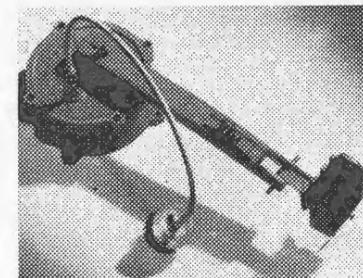
Another thought prompted by Miss Gibson is the need which has now arisen for closer cultural as well as economic relationships with the United States.—Ed. "C.B."

### Pay After the War

Here's an angle on this question that I really cannot understand... I am Australasian sales manager for World Broadcasting Wide-range Library. This library consists of 3,440 musical items, recorded on high fidelity, vertically cut discs and embraces a comprehensive range of the world's finest music made and recorded by the world's finest musicians, vocalists and orchestras. This library is now being broadcast as a valuable cultural medium through five leading metropolitan stations, and has achieved the success with listeners that it warranted making possible the renewal of all World contracts without additional musical items. For the past six years, each station using the library has received 48 new musical items monthly, these being recorded 8 items on a disc, or a total of 6 discs monthly which each station received. World Wide Range library is now included on the prohibited list and we have not been able to supply stations with additional musical items since last December although we have concluded an arrangement with our principals in America whereby they have agreed to leave payments for the libraries being used in Australia for the duration of the war. No one can truthfully claim that the World Wide Range Library competes with anything produced here, and it seems a pity that stations using the library are being deprived of new brilliant musical releases monthly at a time when listeners should be given the best entertainment possible and when cultural standards are harder to maintain.

By suggesting that we be permitted to import a certain quantity of high standard American transcription, I do not mean to suggest that the Australian production is wanting, but I do think we need this spice of competition. Remembering that our first aim is to entertain.

## Precision Built in Australia This New Inexpensive PRESTO Recording Attachment



Makes Phonograph Records of Your Favourite Radio Programs

In less than an hour you can install the Presto attachment on your turntable. The Presto attachment sells complete with cutting head for only £16. No other expense except for the purchase of blank discs and needles.

### Use with THE FAMOUS PRESTO TRANSCRIPTION TURNTABLE

(Now made in Australia)

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SOLE AGENTS —

## A. M. CLUBB & CO. PTY. LTD.

76 Clarence Street, Sydney  
Phone: B 3908

# OF COURSE YOU'VE HEARD

## Radio Scoop in Pulitzer Prize Play

It is only a few months since Thornton Wilder's unique play, "Our Town," which dispensed with scenery and props, yet told an amazingly sincere and powerful domestic story, first startled New York's "legit" fans. It is therefore something of a feather in the cap of J. Walter Thompson agency, which is responsible for the presentation of Lever Bros.' "Lux Radio Theatre" each Sunday night over a nation-wide hook-up, that the actual Australasian premiere of "Our Town" was given over the air on Sunday, September 1.

## Troops "Somewhere in England"

One of the most interesting broadcasts from overseas from an Australian point of view was that given by 2CH on August 28, when the B.B.C. relayed a program from an Australian camp, "Somewhere in England."

Because of the nature of the broadcast and the great clarity with which it was received in this country it aroused comment and appreciation among Sydney listeners, and in response to repeated requests a recording of the program, made at the time of the relay, was again broadcast through 2CH on Saturday, September 7.

The large number of requests was obviously prompted by the fact that voices of Australians giving cheerio calls at the microphone were clearly recognised here, and relations wanted the opportunity of hearing the voices of those who had left for overseas months before.

Cheerio calls were the chief feature of the program. Between cheerio calls the troops indulged in an informal sing-song and the happy-go-lucky nature of the broadcast served to indicate to Australian listeners that their relatives abroad were in good spirits.

## C. A. MONKS says:

You Think — I Think — We All Think —  
But I Think You Should All Use RADIO

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

Telephone: BW 4135

Telegrams: AIRADS

## Gardening Talks Go Into Fifth Year

When a sponsor stays on the same spot with the same station continuing for four years, and then renews for fifth year under the same arrangement, he must be satisfied that radio is doing a job for him. That apparently is the position with Anderson and Co. Pty. Ltd., Sydney seedsman and nursery, who last week renewed for a fifth year their contract with 2GB covering the session, 1.45 p.m. Saturdays.

The session is conducted by a representative of the company, who discusses gardening problems as they affect the amateur suburban home. An additional service he always remains in the studio for some time after his talk to answer queries which listeners are invited to raise with him on the telephone.

## Famous Actor Returns to 3SH

Twenty years ago, theatre-goers who witnessed production by Alan Wilkie Shakespearean Company were thrilled by the performances of Cecil Marriot. When he turned to radio in 1933, 3SH was the first station from which he was heard. Since then Marriot has been on the air from various Australian stations. Playing all the male characters in a series of radio plays, commencing on September 9, Cecil Marriot will again be back at 3SH. Sponsors for this series are Lilley's Stores, Swinton's Furniture Warehouse, H. G. Collett Pty. Ltd. and Cohn Bros.



## Sponsor Aids Comforts Fund

Phoenix Biscuit Co., in connection with its "Spelling Jackpots" session from 3AW, has organised a State-wide spelling championship carrying £100 in prize money.

Championship is being run to aid the Comforts Fund, Victorian division, and closes on September 7. It is open to all persons over the age of 18, and the only monetary condition attached to entries is that the would-be competitor shall make a donation of not less than sixpence to the Comforts Fund on attending the studio pursuant to his or her invitation card.

The grand final of the competition will be held in the Melbourne Town Hall, and the judge will be Professor W. A. Osborne.

The competition should attract wide attention, and is being extensively advertised throughout the State.

## War Comforts Effort

Keeness is the keynote of the 4CA Women's Club, evidenced by the large attendance at the fortnightly knitting afternoons, which are held at the Cairns Masonic Club. The wool is purchased with the proceeds from various club activities organised by the popular president, Miss Betty Errington. Whilst knitting is in progress, the members are entertained with musical items provided by well known local artists. Afternoon tea is provided.

Ten of these knitting afternoons have been held since April 11, and in the intervening period, 827 garments have been handed to the Cairns War Comforts Fund.

Betty Errington organiser, proudly displays knitted effort of some of the members of 4CA Women's Club.

## Women's War Effort

The Women's Association of 7HT Hobart, with over 3,000 members, is doing an excellent job of work. The members are divided up into various groups so that their activities include a Red Cross group making socks, pyjamas, pullovers and scarves for the troops. The bright camp group goes out to the military camp ever Wednesday to do darning, mending and other sewing needed, bringing back such work as cannot be done in a day. Another group gathers on Sunday afternoons to make sandwiches for suppers at the camp. Bridge parties and two dance nights per week are going strong for the raising of money for the Australian Comforts Fund, whilst the hospitality section of the association arranges accommodation for the week-end leave of those boys who come to Hobart and who have no friends or relatives there.

Despite all this war work, the 7HT Women's Association has not lost sight of local charities.

## USEFUL RADIO ADVERTISING OF BIG PUBLIC UTILITY

The management of the Sydney County Council Electricity Undertaking couldn't fail to be impressed by the evidence of their own eyes when immediately after the introduction of their expanded radio advertising to 2UW Sydney, hundreds of listeners to the program daily made applications for seats to witness each Thursday broadcast, and the County Council at its meeting last week unanimously adopted the general manager's recommendation that this type of advertising be continued until the end of the current annual advertising period.

On May 14, 1940, the County Council approved the necessary expenditure for the purpose of carrying out for a specified period a trial of broadcast advertising over Station 2UW, and asked the general manager to furnish a report on the details of the proposed scheme.

In a report dated June 5, 1940, the general manager recommended to Council that a quiz session be given a trial for a period of 12 weeks through 2UW. Following this report and recommendation, Council approved the expenditure of a substantial sum of money to cover the cost of conducting twelve half-hour quiz sessions through that station.

Up to last week, when the matter was before Council, the session had been running for nine weeks. "It had undoubtedly proved popular," said the general manager, "and I am of the opinion that it should be continued throughout the current annual advertising period."

The general manager went on to recommend to Council that approval be given for further expenditure to cover the cost of continuing the quiz session from the end of the trial period for the remainder of the current annual advertising period.

The account is handled for radio by Hansen Babensohn Pty. Ltd., agency.

# OF COURSE YOU'VE HEARD

## Station's Own Comforts Fund

While ever ready to give assistance to all charity efforts and particularly to those associated with the war effort, Sydney station, 2UW, does not forget the former members of its own staff who are now serving in the defences forces overseas or locally. All the women folk on the station are busy knitting and sewing, and are otherwise active in the interests of the 2UW Comforts Fund, which has been set up to cater specifically for staff members who have enlisted. Colin Gilder, John Wheeler, Charlie Carter, Maurice Francis, Brian Murphy, Ernie Austwick, all received parcels from the fund when they enlisted, and in addition the fund sees to it that a parcel of comforts, such as cigarettes, chocolates, etc., goes out to the boys once a month.

## "Kiwi Kollege" for Kids

Popularity of audience participation shows with juvenile audiences is shown by the success of the "Kiwi Polish" general knowledge quiz, "Kiwi Kollege," aired at 5.15 each Monday evening, from 3AW. Show, which pays cash awards on a scale suited to the age of participants, draws a packed studio each week.

Questions are sent in by children and paid for, if used, while fees for unanswered questions jackpot in the usual way.

Original contract called for 26 quarter-hours, but recent renewal contract extends number to 52 covering 12 months.

Show is handled by Cliff Nicholls, of 3AW's "Chatterbox Corner," and is conducted on informal lines. School atmosphere is supplied by formal roll call and general continuity of session plus specially written commercials.

**IF . . .**  
You want to make friends  
with and influence the people who  
buy in Newcastle . . . See  
**TED COX . . . 2KO . . . B5370**

## THERE'S NO DROUGHT ABOUT IT!

No, Sir! There's no half-measures about  
**NORTH QUEENSLAND WEATHER**

—when it rains in the "Sugar"

Country it means business!

Make no mistake—N.Q.'s  
prosperity means business

for you when you use  
the North Queenslanders' Station!



**NORTH  
QUEENSLAND**

OFFICES AND STUDIOS  
AYR AND TOWNSVILLE

RING

REPS: SYDNEY, A. D. BOURKE, B 2085  
MELBOURNE, P. G. SULLIVAN, MU 2819  
AND HELP YOURSELF TO A SPOT OF  
NORTH QUEENSLAND PROSPERITY

## PERSONALS

Before Charlie Carter, 2UW accountant, departed for the R.A.A.F. camp last week he was made central figure of a pleasing function at 2UW studios, when Mr. C. F. Marden, general manager, on behalf of the 2UW comforts Fund, presented him with a complete outfit of woollies and the latest type Rolls razor. Mr. Marden referred to the very fine work which Mr. Carter had performed as accountant of the organisation during the past two or three years, and while expressing regret at having to lose his services for the time being, he was proud that an executive of the organisation had heard and answered the call to arms. In responding, Charlie Carter paid a tribute to the co-operation that had always been extended to him by his colleagues at 2UW, both in the accounts branch and other departments. He was deeply grateful for the gifts bestowed upon him and trusted that the closest shave he would ever have on his adventures would be with the Rolls. For the time being Charlie Carter's job at 2UW is being fulfilled by Don McLean, formerly sub-accountant.

One of the busiest men on 7HT Hobart is Billy Barwick, ex-Olympic champion, who is sporting editor and conducts 7HT's one-hour sporting show every Friday evening at 6. In this hour Barwick brings to the mike all the colourful personalities of the sporting world, interspersed with information covering every outdoor activity and spots of bright music.

Rod Gainford, who recently joined the staff of 2UW, has taken over the morning storyteller session which was originally made so popular by Eric Scott. Scott is now devoting his full time and attention to writing and acting in George Edwards' productions.

Another broadcasting man is headed for the happy hoops of matrimony with the announcement of the engagement of Alleen, second daughter of Mr. and Mrs. G. D. Morrow, of Bathurst, to Raymond, eldest son of Mr. and Mrs. S. Lambert, of Cronulla, N.S.W. Mr. Lambert is a member of the staff of 2BS Bathurst.

Arthur Prince, sales manager of 4BC Brisbane, was in Sydney last week, and many of his old Sydney friends had the opportunity of learning from him first-hand just how well the Queensland end of the C.B.N. is progressing.

Mr. A. C. Shaw, managing director of Clinton-Williams, went to Adelaide last week—someone suggested it was for a rest cure following his yeoman service behind the cocktail bar at the Signals cocktail party at the Trocadero the previous Friday evening. Mrs. Shaw is the energetic as-

sistant secretary of the Signals Comforts Fund. There was a big roll up of broadcasting executives amongst the guests.

I. W. "Ike" Phillips, Sydney representative of 3DB, 6IX-WB and 4BK-AK, who is vice-captain of the Advertising Rifle Club of Sydney, is also one of its keenest shooters—and one of its best, judging by his handicap which is around the 5 mark, compared with the 20's and 23's of the less accurate snipers.

Sir Keith Murdoch was responsible for a happy gesture in Sydney, Monday last, when he entertained members of the Radio War Service Committee of Australia and representatives of the film industry at a luncheon at the Hotel Australia.

The Paton Advertising Service Pty. Ltd. has placed contracts with 3UZ Melbourne on behalf of the Simplex Dressmaking College. Managing director of the College is George Stokes, former sales manager of 4BH, and before that star salesman of Radio 2UE, so it was only to be expected that his Victorian account would be handled by former colleague, G. J. M. Jackson, of Paton's.

Many people are convinced that Joe Crawcour, the 2UW rural lecturer, is more than just an expert on agricultural matters—he's a walking encyclopaedia. Someone the other day asked him if he knew of any attempts to commercialise the bracken fern pest. Within a very short time Crawcour, after consulting his memory, produced a several years old English agricultural paper giving some details of experiments with bracken fern in that country.

Bernie Stapleton, genial assist. sales mgr. for 2SM, turned an idea into flourishing Monday golf group when he invited a few of the boys along to St. Michaels Golf Club for a hit last Monday week. The thirty odd people present had such a wonderful time it was decided to form a regular club. Bernie called upon Mr. Furze to undertake its sponsorship as president. It was agreed that the club be called the "Fursileers" and would meet every Monday to compete for prizes to be donated by the President, Bernie and eventually by the club. All good fellows who can get along are invited to join, fees are very nominal and the beer and company at the nineteenth excellent.

The many friends of Lex Lippmann, "C.B.'s" News Editor, will be grieved to learn that his beloved father, H. Hadley Lippmann, passed away at the Royal North Shore Hospital on the evening of Wednesday, September 11, following a short illness.

## STATION REPS.

### BROTCHIE APPOINTED SYDNEY REP. OF 2TM

Mr. George Brothie, one of the best known men in the advertising game in Sydney, has been appointed Sydney sales representative of 2TM Tamworth.

Following his appointment which was made at the latter part of last week Mr. Brothie leaves Sunday next to visit the wide and fertile Northern New South Wales area so effectively served by the Tamworth 2,000 watt to learn at first-hand the full facts about this very prosperous city and district.

Mr. Brothie has had a remarkable full career, and one which fits him admirably for the important position which he now holds. At the age of 18 he was assistant manager of J. and W. Wilson, ship-chandlers of New York, San Francisco, Seattle and Tacoma. After two years in the United States he was sent to Australia as purchasing agent for three big shipping companies, viz., Oceanic S.S. Co., the Matson Line, and the Oceanic and Oriental S.N. Co. He held that position for 23 years and then with a leaning towards radio he joined the sales staff of 2UE Sydney. He was with 2UE for three years until earlier this year he joined O'Brien Publicity.

### SYDNEY REPRESENTATION OF 2CK GOES TO CLAY

Allan Clay, who for a year or more has been representing in Sydney the four Western Australian stations of the Whitford Network, has been notified his appointment to also represent Sydney the Cessnock station, 2CK effective forthwith.

## Rola Sponsoring "Radio-Newsreel!"

### Enterprising Move by Australian Speaker Manufacturer

Commencing Sunday last, September 13, a new radio feature took the air from 3XY Melbourne, relayed to 2UE Sydney, on behalf of Rola Co. (Aust.) Pty. Ltd., under the title of Rola Radio Newsreel.

This program is scheduled from 7 to 7.30 p.m. every Sunday night, and the session will include interviews with every type of person. Politicians, famous visitors, actresses, old identities, and other interesting personalities.

The first edition of Radio Newsreel included five people, in addition to the Prime Minister. Following Mr. Menzies was the famous blind poetess, Miss Tilly Aston. Miss Aston's work has been admired by overseas critics, and she was awarded a Commonwealth pension some years ago in recognition of her work for the blind. Mr. Clement Beardmore runs a model railway shop in Melbourne, which is claimed to be the only shop in the world devoted to model railways. An officer of the British Royal Air Force, stationed in Australia, described his reaction to Australian life and work. In contrast to this interview was that with Miss Louise Lovely, who was a famous film star in Hollywood during the silent days. She is now living in Melbourne. Her comments upon conditions in "ancient" Hollywood were most interesting. The edition concluded with an interview with the first Minister from Australia to Japan, Rt. Hon. Sir John Latham, G.C.M.G.

The interviewer who controls this session at the microphone is Eric Pearce, of 3XY. Production is by G. J.

M. Jackson, manager of the radio division of the Paton Advertising Service Pty. Ltd. The script is by Stanley Brogden, a journalist who recently arrived in Australia from Fleet Street.

Listeners who heard the famous "In Town To-night" session, which has been running in London from the National stations for several years, will remember that the B.B.C. interview people from all walks of life. This Australian Radio Newsreel will do the same—it will take a cross section of the people of Australia.

Questioned by COMMERCIAL BROADCASTING as to why his company was sponsoring such a program, Mr. A. L. C. Webb, managing director of Rola, stressed the fact that his company felt that the public of Australia wanted first-hand information on many subjects. This program had been placed before his firm as a way of keeping people well informed on matters of National, international, and everyday importance.

It is only natural to assume that live radio dealers everywhere will merchandise this program sponsored by a firm whose products are to be found in a very large number of sets manufactured in Australia, for in addition to offering the listener and instructive and entertaining program, good publicity for Rola speakers will give the dealer a great help in selling a radio receiver fitted with a speaker manufactured by the firm.

# TIME WAITS FOR NO MAN!

You've found that out when trying to obtain good times for seasonal lines. Someone else—maybe a competitive product—has booked ahead of you. 3KZ's time is now open for booking summer sellers—swim suits, ice cream, beauty aids, travel and so on. If your's is a summer seller, and you want to sell Victoria, you'll need 3KZ, so make your booking now. Enquire at Head Office or our Sydney representative.

C. A. Monks,  
Shell House,  
Carrington Street

## A "Buying" Audience

The prosperous country districts of Victoria are a rich field when your message embraces the widespread listeners of the V.B.N. These strategically-located stations have proved results for many advertisers—join them NOW.

**3HA** Western Victoria  
**3TR** Gippsland  
**3SH** Northern Victoria

**THE VICTORIAN BROADCASTING NETWORK**

Head Office: 239 Collins St., Melbourne. Phone, MX 4731  
Sydney: MACQUARIE BROADCASTING SERVICES, 29 Bligh St. Phone, B7887

## 2KY TOPS THE POLL!

ONE MILLION POUNDS IS SPENT EVERY WEEK BY THE 250,000 WAGE-EARNERS AFFILIATED WITH 2KY ARE YOU GETTING YOUR SHARE?

# 3KZ MELBOURNE

# Programs

## Saunders Ltd. Sponsorship of "House of Peter Macgregor"

On a long-term contract, providing for the uninterrupted presentation of the story in its entirety, Saunders Pty. Ltd. have undertaken the presentation on 2CH Sydney of the comedy-drama, "The House of Peter MacGregor," written by Kimball S. Sant.

"The House of Peter MacGregor" has already been presented as an afternoon session on 2CH, and frequently demonstrated its appeal to listeners. On one occasion the program was discontinued for a week as a test of listener-interest, and the resultant mail immediately indicated the extent of its appeal.

Since it concluded as an afternoon feature there have been many requests from women listeners for its presentation as an evening attraction in order that other members of the families could have an opportunity to hear it.

Saunders Ltd. have contracted for the presentation of the serial at 7.30 p.m., Monday to Thursday.

Of over 450 episodes, "The House of Peter MacGregor" has a crusty old Scot as its leading character, and in that role listeners will hear Norman Field, well known on the New York stage. He has the support of such well known players as Barbara Luddy, well known in radio in America, and also noted for her appearance in several films, Bruce Payne, a successful actor on stage and screen; Edwin Max, veteran stage actor; Frederick MacKaye, leading man for Mary Pickford in the "silent" days; and Lurene Tuttle, who has appeared opposite Douglas Fairbanks, junr.

**It's a fixation** with most advertisers that day-time is DEAD time and that the number of day-time listeners is negligible.

Such is not the case with 3AW!

One announcement made by 3AW's Lunchtime announcer, asking listeners if they wished him to continue his daily talks on Astrology, brought 712 letters BY RETURN MAIL, while the popularity of such day-time features as "Beauty in the Balance," "Romantic Interlude" and "Words and Music" prove beyond reasonable doubt that day-time is NOT dead time on 3AW.

# 3AW

## New Program for Luna Park

With the signing of a contract with Luna Park, Melbourne, for three quarter-hour sessions per week, the new 3UZ is reaping the benefits of its recent change to popular mass appeal programs. Luna Park, itself one of the largest mass appeal entertainments in Melbourne, has chosen a novel feature called "Pierre in Person." This will be broadcast from the Crystal Studios, the Palais, St. Kilda, and will feature Pierre, the Continental Calligrapher. The session will be in the hands of 3UZ's popular announcer, Gilbert Charlesworth.

## "What's Yours?"

Latest addition to 2SM's daytime programs is the musical novelty, "What's Yours?" featuring Claude Holland and Nancy Kerr at the piano every Tuesday, Thursday and Friday at 10 a.m.

Nancy Kerr is a well known plant vocalist on stage and radio, broadcasting with Don Royale's old-time band on the A.B.C. on community singing and many other programs as a pianist. She is equally at home in classical or jazz music, solo or orchestral. Miss Kerr is also an accomplished dancer who appeared with success in the J. C. Williamson's shows, "Whoopie," "Clown in Clover," "White Horse Inn," and with the late Gus Bluett in "Nice Going On." Though she has now given up professional dancing, she still gives her support as adviser and producer to amateur groups.

## Sunday Sports Review

Mick Simmons Ltd., one of Sydney's leading sporting organisations, will commence the sponsorship, through 2UE, on Sunday, September 15, at 1 p.m., of a series of quarter-hour sessions entitled "Sunday Sports Review." During this session listeners will be supplied with a full coverage of all sporting activities.

## Man for Cosmetics

Winner of the Military Cross with a dress designer in San Francisco, deck hand on a Pacific tramp steamer, journalist in Vancouver—these are some of the many colourful experiences that have fallen to the lot of Mr. Peter Browning, world traveller, poet and philosopher.

An authority on women's fashion, Mr. Browning is heard in a series of recorded talks, sponsored by Katharine Court cosmetics during the 3AW Melbourne Sunday morning feature, "The Listener's Digest," at 10.15 a.m., and through 2UE Sydney Mondays at 9 p.m.

Mr. Browning is no newcomer to broadcasting, having devoted much of his time in the United States to broadcast talks to women on the subject of dress appreciation.

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

## Merchandising — Promotion

### CITY STORE CASHES IN ON COMEDIAN'S POPULARITY

Ways Ltd., of Pitt Street, have done a great job of work for their merchandising vehicle, "Double or Quits," the novelty "quiz" broadcast every Thursday at noon by 2UW Sydney. Although this session is compered by Vern. Lisle, Reg. Quartley, the popular little comedian who works in the show in association with Lisle and Cecil Scott, is undoubtedly the outstanding attraction. Banking on this comedian's popularity, Ways Ltd. have had Reg. photographed in a number of novel poses, have had them enlarged, mounted and made into cut-outs, each carrying a sales-message or a special shopping offer. Shoppers at Ways visiting the various departments on approaching counters displaying goods are now confronted with Reggie. As an added exploitation attraction, a unique window display is being organised, the object of which is to draw the attention of passers-by to Ways' "Double or Quits" session—the



Top: Big poster at side of lift doors at Ways. Below: Eye-catching counter-cards featuring Reggie Quartley.

display takes the form of a life-size photographic cut-out of Vern. Lisle holding Reggie by the hand, the picture of Reggie being quarter life-size. Underneath this cut-out ensemble will be displayed the caption, "We're Off to Way's Double or Quits."

### Robur Community Kapers

One of the most popular programs on 2AY Albury is Robur Community Kapers, broadcast every Friday evening between 9 and 10.30 p.m. with a full dance program extending from 8 p.m. to midnight as a regular weekly attraction.

Attendances at the dances average over 600, and those who attend welcome the Robur broadcast of 1½ hours of community singing as a diversion from a whole evening's dancing. George Jennings, of 2AY, has built up a big following as community leader, and keeps the crowd in good humour. Specially engaged Melbourne artists also take part.

At present a popular vocalist contest is being conducted between dances.

### Women's Paper Tie-up

In recent weeks 2UE Sydney has been conducting regular afternoon audience-participation broadcasts and quizzes, and the practice has been to invite listeners into the studio. Miss Colina Lynam, who conducts many women's sessions on 2UE on behalf of "Woman" magazine, first introduced the kitchen quiz and other competitions, and now one of her biggest features is the Thursday afternoon session, "Tea Time Topics," in which she is assisted by Sidney Everett and Flo Paton. On Tuesday 27th, Thursday 29th, and Friday, 30th August, the broadcasts were carried out from the dining hall of the Empire kitchen in the Sun Building. Listeners were invited in and were entertained by well-known artists.



## 2SM

... reflects the animation of Spring... Bright programming... brisk and spontaneous commercials give YOUR Product the lift of a lifetime.



In planning YOUR Spring and Summer campaign call in a 2SM representative to show you in facts and figures why...

# 2SM sells more

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

# Among the Sponsors

At the conclusion of their recent contract, in which the popular feature, "Lives of the Great," was presented, Pollard's Transport Pty. Ltd. decided on a further presentation in "The Life of Thomas Edison" over 4BC Brisbane. The previous feature, "Lives of the Great," was responsible for a marked increase in business, particularly from country centres. The new feature is presented Fridays at 8 p.m.

Great satisfaction was recently expressed by the Toowoomba manager of W. H. Paling and Co., at the results gained from the presentation of "Ravenshoe" over 4BC. Satisfactory results have always been gained by the C.B.N. country stations for this firm, and a contract was arranged with 4RO Rockhampton for a period of 52 weeks.

Catanach's the Jewellers, have renewed their contract with 3KZ for the sponsorship of Yes-No jackpots. Session is written and produced by the radio division of the Paton Advertising Service Pty. Ltd. Same firm is sponsoring the new novelty jackpot program, "Make a Bid," on 3UZ. Account is handled by the Paton Advertising Service Pty. Ltd.

A further long term renewal has been arranged by R. H. Gordon Ltd., of their session, "Artists of Fame," now broadcast from 2GB each Wednesday at 9.45 a.m.

A renewal for a further period of 12 months has been arranged of the "Voice of British Israel" session broadcast from 2GB each Sunday at 12.30 a.m.

Additional contracts on behalf of Parsons Bros. and Co. Pty. Ltd. have been placed on 3XY for sponsorship of the daytime feature, "Melody Clues," twice weekly. Contracts were placed by the Paton Advertising Service Pty. Ltd.

Wenzel Pty. Ltd. have commissioned Trans-Radio Agency to release a special test campaign in Newcastle, covering Sol-tine cloth. One-minute sessionette recorded by Columbia, will be broadcast day and night, and a complete merchandising plan has been evolved and released by the agency.

Grace Bros. Ltd. have renewed their contract for the "Leaves of Memory" sessions, featuring Ellis Price, and broadcast from 2UE Sydney each Sunday night at 7.30 p.m. The contract now extends over a further 12 months.

First of the big variety programs to take the air on Sunday nights, is Tye's Radio Revue—a one hour live-artist musical show presented from 3XY from 8 till 9 every Sunday night. Program is presented from the Princess Theatre before an audience of 2,000 every week, and has proved highly successful. Account is handled by the Paton Advertising Service Pty. Ltd.

The Emerson Drug Co., through their agents, J. Walter Thompson, have contracted for a series of one minute announcements over 2UE Sydney over 52 weeks.

New business and renewals at 3AW Melbourne: Clement's Tonic, 78 one-minute in breakfast and night; A. M. Bickford and Sons Ltd., scatters, breakfast and children's; Andrew's Liver Salts, 26 half-hours Sunday night; Berlel, 39 10-minutes in women's; "Women's Weekly," 156 100-wd. (renewal); J.D.K.Z. Gin, 160 scatters, women's; Stedman Henderson Ltd., 39 100-wds.; "Kiwi Polish," 52 quarter-hours, children's session (renewal); Forster Carpets, 26 quarter-hours (renewal).

United Felt Hats Pty. Ltd., makers of the famous Fayrefield hats, are sponsoring the wrestling from 3DB every Saturday night. Account is handled by the Paton Advertising Service Pty. Ltd.

Ballarat Brewery has signed with 3AW Melbourne for one minute announcements over 12 months. Contract calls for four announcements weekly at the preferred spot time immediately preceding "Ginger." Copy will be modelled on the sponsors press ads, featuring witty catch lines after the "Rhapsody in Brew" type, and will be written by 3AW's Frank Allen. Account is handled by Mooney-Webb.

## OBITUARY

The sympathy of the industry is extended to Mr. Russell Yeldon, general manager and director of 2WL, whose mother, Mrs. Maude Alice Yeldon, of Burwood, died at a private hospital at Strathfield on September 9, and was interred at the Church of England Cemetery, Waverley, on September 10.

## SYDNEY STATION ORGANISES FOR ELECTION NIGHT

As is usual in election times, every commercial station is jammed to the limit with the opinions of the various parties, and this culminates with the last minute appeals on the night before polls.

Sydney station, 2UE, in common with other stations, has had the usual hectic time associated with elections, and they have planned a very comprehensive service for election night, Saturday, September 21.

As the N.S.W. results covering the seats in the House of Representatives come from the tally room of the G.P.O. to give a complete service, a station must secure the results from the other States, and all this information, has to be worked into a quick and efficient service by the station. This is being done by 2UE, with the services supervised by Oswald Anderson, general manager of 2UE, who carried out the first broadcast of election results in Sydney way back in 1925, and has personally supervised the broadcast of every polling day in Australian since, with the exception of the 1937 election, when he was in London.

Associated with him will be C. Cary, Arthur Carr, Bruce Anderson, H. Finlayson, Harry Keesing, Harley Goodsall, Alan Toohey and others, making a complete election staff of 20.

The service will commence at 7.30 and go right through to the early hours of the morning. The only breaks in the service during this period will be the broadcasting of the greyhound race from Harold Park.

It will be 2UE's job to be on the spot with a speedy, accurate and comprehensive service, which will be relayed to six country stations in New South Wales.

## TRADERS' SESSION



For some years, Kerang traders have had 1½ hours on 3SH Swan Hill devoted to them under the title of "Kerang Calling." The session which commences at 8 p.m. every Thursday night, has long proven its popularity with listeners, and so enthusiastically did the sponsors themselves become under the leadership of Mrs. Norton, they banded together to present a live-artist show every sixth week.

Back Row (from left): Mr. Heath, Mr. Brown, Mr. E. Evans (acting manager, 3SH), Miss Betty Harridge, Mr. W. Norton, Mr. Leslie G. Platt (3SH), Mr. G. Potts, Mr. Clem Brown (3SH).

Front Row: Mrs. Heathwood, Miss Richards (3SH), Mrs. Norton, Fay Williams, Glenda Ryan, Mrs. R. G. Broad, "Smiler" (3SH), and Master Potts Shirley Mayson.

## CLASSIFIED ADVERTISING SECTION

Classified Advertising—3d. per word (minimum 3/-). Black face or capitals 4d per word. Cash with order. Positions Wanted or Vacant—2d. per word (minimum 2/-). Replies: If replies are to be sent to the Publishers' office, the Box Number is counted as 9 words and charged accordingly.

**POSITION WANTED**  
WANTED—Position as Junior Technician on Broadcasting Station. Had wide experience all types transmitters. Apply in first instance, J.T., C/o "Commercial Broadcasting."

**VOICE FOR SALE**  
To Exclusive Sponsor: Distinctive voice known in hundreds of homes. Behind the voice, expert mike technique, experience and ability to convince. In addition original ideas and aptitude for script writing. Box "777," "C.B."

## An Extra Boost for the Sponsors

Full use is now being made of the spacious window of the 3SH Swan Hill town office and Women's Club rooms in backing up advertising campaigns; reason being that prior to entering radio, 3SH's C.A.-scripter, Les. Platt, was one of Melbourne's leading display artists, and believes in making full use of the knowledge gained in that direction over a period of 12 years. Platt has just completed his first window display since his transfer from 3TR to 3SH. Lay-out is a background of drawn crepe in light and dark green converging to a centre panel in the shape of an artist's palette with a dummy miniature mike and rod through the thumb hole in place of the customary brushes. On the colour-washed palette is written, "Artistry in Entertainment."

## LISTENERS' LICENCE FIGURES July, 1940

NEW SOUTH WALES.		July 1939	July 1940
New Issues	5,807	17,125	
Renewals	44,037	48,745	
Cancellations	4,860	1,099	
Monthly Totals	434,760	474,282	
Nett Increase	947	16,026	
Population Ratio	15.77	17.01	
VICTORIA.			
New Issues	4,097	4,954	
Renewals	33,595	35,129	
Cancellations	3,124	2,563	
Monthly Totals	328,132	350,655	
Nett Increase	973	2,391	
Population Ratio	17.51	18.49	
QUEENSLAND.			
New Issues	2,108	3,931	
Renewals	13,617	15,525	
Cancellations	884	200	
Monthly Totals	134,728	154,882	
Nett Increase	1,224	3,731	
Population Ratio	13.38	15.21	
SOUTH AUSTRALIA.			
New Issues	1,626	2,023	
Renewals	12,004	13,016	
Cancellations	988	614	
Monthly Totals	118,158	126,337	
Nett Increase	638	1,409	
Population Ratio	19.65	20.89	
WESTERN AUSTRALIA.			
New Issues	1,347	1,220	
Renewals	8,630	9,154	
Cancellations	552	823	
Monthly Totals	80,199	88,187	
Nett Increase	252	590	
Population Ratio	17.29	18.89	
TASMANIA.			
New Issues	616	739	
Renewals	4,098	4,565	
Cancellations	364	149	
Monthly Totals	39,712	42,781	
Nett Increase	252	590	
Population Ratio	16.68	17.94	
COMMONWEALTH.			
New Issues	15,601	29,992	
Renewals	115,981	126,134	
Cancellations	10,772	5,448	
Monthly Totals	1,136,659	1,237,125	
Nett Increase	4,829	24,544	
Population Ratio	16.36	17.63	

The above totals include: The total licences to the blind, 2,355 (1939) and 2,477 (1940), and total experimental licences, 2,103 (1939) and 165 (1940).

## COMMERCIAL BROADCASTING

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

MANAGING EDITOR:  
O. F. Mingay  
NEWS EDITOR:  
L. Lippmann  
TECHNICAL EDITOR:  
J. R. Edwards, M.I.R.E. (Aust.)  
ADVERTISING:  
Hugh Travanner  
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'Phone: FL 3054 (3 lines)  
Telegrams: "FL 3054 Sydney"

## New Zealand Licence Figures AT JUNE 30, 1940

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

Auckland	74,563
Hamilton	23,020
Thames	10,269
Christchurch	46,419
Grey-mouth	5,697
Timaru	9,184
Westport	3,003
Dunedin	28,106
Invercargill	14,390
Oamaru	3,933
Wellington	54,569
Blenheim	3,327
Gisborne	6,478
Napier	14,403
Nelson	6,283
New Plymouth	14,107
Palmerston North	15,930
Wanganui	12,029

## FLASH!!!

### TO RADIO TIME BUYERS...

Stanford Allan offers you an entirely independent representation that guarantees advertisers and agents unbiased information. You incur no obligation for a consultation. Discuss your plans with Allan before you finalise. Many appropriations have been improved by his advice. Telephone: Central 4705.



### VICTORIA

3GL GEELONG  
3BA BALLARAT  
3MA MILDURA  
3CV CHARLTON

### N.S.W.

2TM TAMWORTH  
2MO GUNNDAH  
2QN DENILQUIN

### TASMANIA

7AD DEVONPORT

### W. AUST.

6ML PERTH

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NEWSPAPER HOUSE  
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Available in 3" and 6" conductor types, fully shielded, the new locking-type cable-connectors for either apparatus connection or cable joining are built with the inherent quality of T.E.P.L. Products.

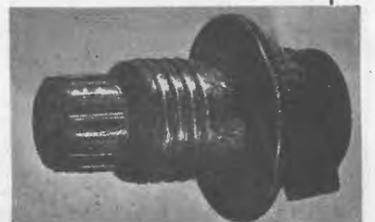
Batten type connector  
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Take advantage of the new low prices and standardised specifications of these new model cable connectors and simplify your equipment maintenance and operating problems.

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## TRANSMISSION EQUIPMENT PTY. LTD.

DOONSDALE STREET — — J 6061 — — RICHMOND, VIC.



WERE NOT VERY GOOD  
AT DRAWING—



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

# 4BC

## BRISBANE

as the first, and still foremost  
BRISBANE COMMERCIAL STATION

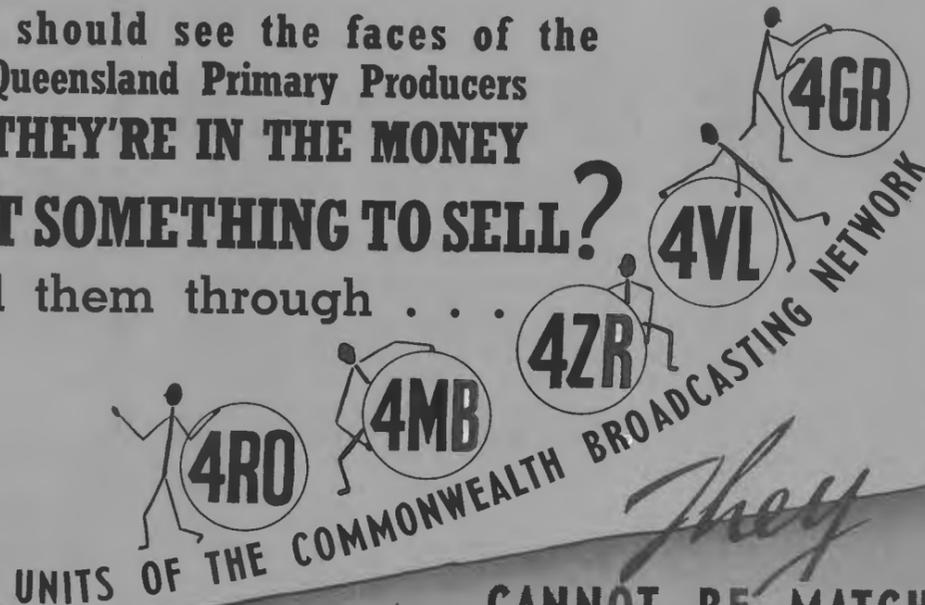
*Let us tell your Story!*  
WE'LL ALL BE HAPPY

*Speaking of Happiness..*

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

**GOT SOMETHING TO SELL?**

Tell them through . . .



*They*  
**CANNOT BE MATCHED!**

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

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

## EXCLUSIVE to 2UW

KEY STATION of the C·B·N



VERNON LISLE  
CECIL SCOTT  
ROD GAINFORD  
and  
"REGGIE" QUARTLY

with  
**TUT COLTMAN'S MELODY BOYS**

The sensational successes of this 2UW  
STAFF-TEAM of Light Entertainers are  
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Programme them in your next Merchan-  
dising presentation!

**SNAPPY! SCINTILLATING SHOWS  
AWAIT SPONSORSHIP.**

RING M 6686 SYDNEY  
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