

THE BRIDGE TO



BIG BRISBANE BUSINESS 4BC

FIRST BRISBANE COMMERCIAL STATION STILL FOREMOST
ASK OUR ADVERTISERS!

**SOMETIMES — A Bird in the Bush is
worth Two in the Town!**

If YOU want Queensland Country Coverage

HERE'S YOUR STAR BUY

4GR TOOWOOMBA **4RO ROCKHAMPTON** **4MB MARYBOROUGH** **4VL CHARLEVILLE** **4ZR ROMA**

with **4SB KINGAROY — 2,000 WATTS**

No. 4
Thursday,
August 13, 1940
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

The Talk of the Town!!

2UW

Audience Participation Shows!

- "BOOS AND BOUQUETS"
(Buckley's Canadiol)
FRIDAYS, 8.30 P.M.
- "COOKING QUIZ"
(Sydney County Council)
THURSDAYS, 3 P.M.
- "DOUBLE OR QUITS"
(Ways Ltd., Pitt St.)
THURSDAYS, 12 NOON
- "MUSICAL MONEY-BOX"
(Murdochs Ltd.)
THURSDAYS, 9.40 P.M.
- "RIGHT YOU ARE" (R.U.R. Ltd.)
FRIDAYS, 9.15 P.M.
- "WAR OF THE SEXES"
(Mark Mayne)
FRIDAYS, 8 P.M.

The above Shows have Proved
Amazingly Successful and we have others
just as good awaiting sponsorship.

Cash in with
2UW Cash prizes

RING M6686 SYDNEY and
MU2819 MELBOURNE, VIC.

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LEVER BROS. NEW NETWORK SESSION

On August 8, Lever Bros., already Australia's largest users of radio time, introduced a new Australian network session in "Radio Cuckooburra," a comedy, of human interest, a session of life in a small town radio station.

Originating station will be 2GB Sydney, and "Radio Cuckooburra" will be presented every Thursday at 9 to 9.30 from 2GB, 2KO, 2GZ, 2LM, 2WG, 2NZ, 2KA, 2BS, 2WL, 3DB, 3LK, 3SR, 3TR, 3HA, 3BO, 4BK, 4AK, 7HT, 7EX, 7BU. Stations 5AD, 5MU, 5PI, 5SE are on the regular landline relay, but their time is 8.30 to 9—South Australian time (equivalent to 9 to 9.30 Eastern Standard Time).

Station 4TO (starts August 15, 9 to 9.30 p.m.); 4CA (starts Monday, August 19, 8.15 to 8.45 p.m.), 4RO (starts August 15, 9 to 9.30 p.m.), 2BH (starts August 29, 8.30 to 9 p.m.), 6IX, 6WB (starts Tuesday, August 20, from 9 to 9.30 p.m.).

Coupled with "Melody Riddles," another Lever Bros. network show for Rinso, the "Radio Cuckooburra" Life-buoy show, now makes a full hour Lever Bros. program each Thursday night, following in the footsteps of the Lux Radio Theatre.

"Cuckooburra," where the new "radio station" is located, is a small, imaginary Australian country town of about 973 people. It has two churches, seven stores, a local newspaper, a blacksmith's shop, a Chinese laundry, a railway station, a main street with six intersections, three hotels and Radio Cuckooburra, which operates from 12 noon to 9.30 p.m.

Principal character is Joe Crooks, affectionately known as "Uncle Joe." He is general manager, presentation manager, and studio director of Radio Cuckooburra. Women's sessions and all the usual activities of a radio station will be drawn on to provide the highlights of entertainment from Radio Cuckooburra. The new series will not be mere comedy episodes, but will carry a running plot of normal human interest.

J. Walter Thompson (Aust.) Ltd. are responsible for script and production.

RICHMOND BREWERY PLACED IN FOUR STATES

Contracts recently released by N. V. Nixon and Co. Agency, of Melbourne, cover four States on behalf of the Richmond Brewery, of Melbourne, mainly for evening "scatter" announcements and with 2GB relaying to 2HR a Jack Davey show on Wednesday evenings.

Stations in schedule of new contracts are: 3HA Hamilton, 7QT Queenstown, 7AD Devonport, 7LA Launceston, 2GB Sydney, 2HR Lochinvar, 4MB Maryborough, and 4AY Ayr.

It is indeed interesting to see a Victorian brewery using radio in other States where such strong competition is to be found.

Clement's Tonic to Use 87 Stations Aid to National Morale

Arising out of a desire to co-operate, as much as possible, with the building of a national morale theme suggested by the president of the Federation of Commercial Broadcasting Stations, at a recent meeting, at which advertisers were requested to co-operate with the Department of Information, the directors of Clement's Tonic decided to move forward their Clement's Tonic campaign and vary their copy to give effect to those wishes.

The initial theme of this campaign is unusual, in that it has a direct morale-building effect, the dramatised one-minute sessionettes being very skillfully written around acts of bravery, heroism and determination of outstanding Empire builders. Famous figures in British history have been used, including, Drake, Raleigh, Pepys, Cromwell, Royce, Dampier, Marlborough, Hobson, Livingstone, Cook, Disraeli, Duke of Wellington, Raffles, Nelson, Florence Nightingale, Rooke, Hawkins, Major-General Gordon.

Trans-Radio produced these one-minute commercials, really one-minute sessions, which are ushered in with

patriotic music and the dramatic action being played by outstanding players. Over 40 seconds of the minute is given to straightout entertainment, with only a very brief, but telling commercial message at the end.

The action of the directors of Clement's Tonic is one which must be appreciated, and is one which gives a lead to other advertisers to throw their weight behind the commercial station movement in making their commercial wherever practicable, of a nature which will be conducive to making people laugh or feel inspired with their British heritage, thereby strengthening the general morale of the nation.

The following are the stations being utilised:—

New South Wales: 2CH, 2CA, 2GB, 2HR, 2WL, 2KO, 2KA-BS, 2UW, 2TM, 2KM, 2GN, 2GF, 2AY, 2HD, 2MG, 2PK, 2QN, 2XL, 2UE, 2DU, 2SM, 2KY, 2GZ, 2LM, 2NZ, 2CK, 2PK, 2RG.

Victoria: 3AW, 3HA, 3TR, 3SH, 3UZ, 3YH, 3UL, 3SR, 3CV, 3DB, 3BO, 3KZ, 3CS, 3XY, 3LK, 3BA, 3GL, 3MA.

Queensland: 4BH, 4BK-AK, 4BC-SB, 4AT, 4AY, 4RO, 4ZR, 4MB, 4CA, 4TO, 4BU, 4MR.

South Australia: 5DN-RM, 5KA, 5AU, 5AD-PI-MU-SE.

Western Australia: 6PR-TZ, 6ML, 6IX-WB, 6PM-AM, 6KG, 6GE.

Tasmania: 7HO-QT, 7LA-DY, 7BU, 7AD, 7HT, 7EX.

STATION RATES

Important N.S.W. Decision Under Discussion

As the result of a report received from the Accreditation Sub-Committee of the Australian Federation of Commercial Broadcasting Stations, the New South Wales Executives at a recent meeting came to several important decisions regarding the bases for forms of charges. At the time of this writing, however, the subject was still awaiting discussion and decision by the Victorian Executive.

The matter arose over an enquiry from an advertising agency to whom the N.S.W. Executive decided to reply in the following terms:—

- That no time rates of quarter or half minutes are recognised.
- That advertising rates are the same for recorded announcements as those for spoken advertisements.
- That 10% of latitude is given on 25, 50 and 100 word announcements, any increase on this latitude in the case of the first two rates brings that rate into the next higher one, while in the case of the excess latitude on the 100 word rate it then comes under the minute charge. There is no latitude given on a minute recording.
- That if sound effects are used the wordage must be reduced accordingly to accord with the rate contracted for, otherwise the next higher rate becomes operative.

The decision of the Victorian Executive in regard to this matter is awaited with particular interest.

CURTAIN ON RACE RAMP CASE Solomons Guilty of Cutting Wires

With the appearance of Harry Solomons, ex-radio announcer, at the Melbourne Sessions recently, the curtain was rung down on one of the most sensational cases in Australian broadcasting. Solomons pleaded guilty to a charge of cutting broadcasting wires at Ascot Vale in December last, and was remanded for sentence.

It will be recalled that Solomons was originally arrested and charged with conspiracy in connection with a fake broadcast description of a horse race. He was acquitted of the charge of conspiracy, and remanded on a further charge of having unlawfully cut the telegraph wires leading from two broadcasting stands at Ascot Vale racecourse. He subsequently failed to appear at court, and was re-arrested at Suva, Fiji, last month.

BEECHAM'S RELEASE NEW CONTRACTS

Beecham's Pills Ltd. have released new contracts through A.W.A. agency for 15 minute sessions over 12 stations in five States.

Sessions titled "Happy Moments" commenced during the first week of August, and continue once weekly for 52 weeks.

Stations in schedule are:—2CH Sydney, 2KO Newcastle, 3BO Bendigo, 3XY Melbourne, 4BK Brisbane, 4AK Oakey, Adelaide, 5PI Crystal Brook, 5MU Maryborough, 5SE Mt. Gambier, 6IX Perth, 6WB Katanning. Night programs have been selected for this campaign.

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Thursday, August 15, 1940.

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

Vol. No. 4

Editorial

WE STICK OUR CHIN OUT!

We received a letter the other day from a leading city station executive complaining bitterly about our editorial in "C.B." December 7 last, when the Government ban on transcriptions was imposed. He took us to task for not having caught the spirit behind many of the important movements in radio of recent times, but when we asked him if we could publish his letter he refused. His letter contained quite a good argument in favour of American transcriptions, and why he should fear to face any criticism is beyond us. It is only by an interchange of opinion and learning to appreciate the other fellow's point of view and either educating him or being educated, that the people in this industry can make any headway.

We have this kind of thing happening to us almost daily. Quite responsible executives suggest that we should attack this or that question, or that we shouldn't say anything about something else, but when we call their bluff and ask them to voice their opinions or protests through the columns of our trade newspaper, they run to cover. Some say, quite frankly, that they are not game to have printed what they tell us or complain about, yet they expect us to take all the rap. Australian business men have a lot to learn. They could, with advantage, take a leaf out of the American business book and voice or print their opinions and protests on all important matters. They talk about free speech, but they don't like it when it concerns themselves or their own interests.

All enterprising trade papers set themselves up, and are accepted, as the mouthpiece of their industry, not as the leader thereof. They thus provide an open forum for the trade use and this is availed of greatly overseas. Here, when something is printed which doesn't please somebody, they immediately threaten us with a cessation of advertising and, in some cases, have ceased to advertise with us. They use the big stick on too many occasions, but squeal like blazes if the stick is turned on them.

It was, and still is, "C.B.'s" opinion that the Government did a wise thing in banning American transcriptions. The Australian air has been much cleaner and greater opportunity afforded Aus-

tralian producers, to satisfy the requirements of the Australian public. It is just too bad that in banning all foreign transcriptions we lose some good ones, and it is just too bad that this ban happens to hurt a few people in the trade who squeal.



The Tamworth by-election is all over now, leaving one vital aftermath—the question as to whether Mr. J. T. Lang should have been "cut off the air" during his address in support of the Labor candidate, or allowed to carry on. The question so far as we are concerned is not a political one, although the incident gave the Labor candidate a whole dump of ammunition with which to blast his opposition. The question to our way of thinking is one of policy and of conscience. We can only see that the station—it was 2TM—acted in accordance with the Censorship Regulations and in accordance with the dictates of its own conscience. It cut Mr. Lang off the air at a stage in his speech when, in the view of the station management, he had encroached upon the limits of comment on national affairs (Mr. Lang was at the time discussing troop dispositions). It is quite likely that Mr. Lang did not say, nor would have gone on to say anything which would be likely to endanger the national security—but in the absence of a script of the speech the station did what it considered the proper thing to do. And in taking that action Station 2TM demonstrated very well just what this paper has always contended the commercial broadcasters are capable of doing and are willing to do, i.e., take all necessary steps to guard their transmitters being used for purposes not in the national interest. It shows that station management are always on the qui vive for anything which might contravene the Security Regulations. Just suppose Mr. Lang, or any other public speaker for that matter, inadvertently disclosed vital information not meant for the public and which it might prove dangerous to the national security for the public to know. Not the one station responsible for the broadcast, but the whole of the broadcasting system would directly or indirectly be blamed and disciplined for it.

Although commercial broadcasting is booming just now and program organisations associated with the industry are generally getting a fair share of the transcription market, some of them find that making programs to order is not all clear cutting. Seemingly well justified winge comes about advertising agencies sometimes wanting a program organisation to create a tailor-made show "on the blind," because of agency's disinclination to disclose to program maker name of or type of product for which program is intended. Consequently not always the first program made and submitted that the agency's client will buy. Waste of time, material and money has to be met by the program maker. Agency's fear of leakage of information from the program maker to competitive agency or product is too absurd. If agency in first place has sufficient confidence in any one or number of program builders to ask them to submit a specially made program for audition it should be prepared to take program maker completely into confidence on type of product and even name of client. Result would be no waste effort, money and time, and particularly inspire prospective sponsor with confidence in broadcasting's ability to produce money-making campaigns at short notice.



On rate cutting:—
Better a time sale to-morrow than a sale time to-day!



The manager of a leading non-metropolitan station who does NOT advertise with this paper advanced the reason that his lack of support for us was because he thought "C.B." as the mouthpiece of the industry failed to ventilate and thus eradicate many of the malpractices which existed in the industry. We remind him, and others who think along the same lines, that while appreciating the fact that "C.B." is the mouthpiece of the industry it is not necessarily the voice of the industry. We'll stick our chin out, but we're hanged if we'll punch it ourselves!

The Commercial Broadcasting RATE BOOK contains the rates for every station in the Commonwealth, New Zealand and Fiji.

5/- Per Copy

Published Half Yearly by
AUSTRALIA RADIO PUBLICATIONS
PTY. LTD.

Tourist Business Boosted Through Radio



That broadcast advertising can "sell" railway travel service to the people just as effectively as it can sell products has been handsomely demonstrated by the Victorian Government Tourist Bureau, which is controlled by the Railways Department. All the facts in the following article have been gleaned from executives of that Government and form a valuable contribution to the record of broadcast advertising progress.

Radio advertising has now entered its fourth year in the Victorian Railways. It is employed widely in the capital cities in revealing the features of tours, trips, excursions, etc., conducted by the Victorian Government Tourist Bureau, which is also controlled by the department. Branches of the bureaux have been established in all Australian capital cities. There are also branches at Ballarat, Bendigo and Mildura, where the radio is employed in broadcasting the attractive points of special tours from time to time. Direct railway messages, not only from Melbourne, but frequently from Victorian country stations, which are found convenient for the rapid advertisement of special railway arrangements and time-table alterations, are also part of the department's radio program. It is, of course, impossible to assess the actual return from radio advertising in terms of tickets and tours sold, for in many instances radio is only part of the advertising media employed by the department and Tourist Bureau which in folders, posters, handbills, etc., issue over 1,000,000 separate pieces of printed advertising matter a year.

Nevertheless, radio does play a conspicuous part in making people not only "tourist minded," but in acquainting them quickly and surely with the bargain fares and tours that are on offer from time to time. As an instance, take the reduction of the all-inclusive eight-day tour from Melbourne to Mt. Buffalo

National Park to the previously unprecedented minimum of £5/19/6. Designed to stimulate traffic to this great mountain resort in the spring, summer and autumn, this rate was first introduced in September last. It was widely advertised over the Victorian Government Tourist Bureau sessions when the radio was invaluable in hammering home day after day the rare quality of the bargain—384 miles of first-class train travel, motor transport to and from the Chalet, a week's accommodation at Mt. Buffalo, all covered by the bargain fare of £5/19/6. Undoubtedly, the radio helped materially in making this obviously cheap holiday one of the department's most successful "bargain lines." How great was the improvement in the business at Mt. Buffalo Park is shown by the fact that the aggregate daily attendance at the resort for the year 1939-40 were 43,154, as compared with 25,607 for the previous financial year.

When selling railway service radio has also been largely availed of in conveying to the public the attractions of the "off-peak" ticket. As its name indicates, the off-peak ticket at reduced fare is available to residents of the outer suburbs who travel by trains timed to arrive in Melbourne not earlier than 10 a.m. and to depart not later than 4.30 p.m. To have the voice of a competent announcer quoting examples of the amount saved in travelling on an off-peak ticket, say, from Ringwood to Mel-

bourne is sure evidence of the value of the radio-ed word. The radio can be much less formal, much more friendly and intimate than the written statement, and its appeal to a potential patron toasting his toes over the evening fire, is not to be denied.

Just now the radio circuit is eloquent about a number of things of value to the railway user—not the least of them the virtues of periodical, all lines and sectional tickets for country travel. The rationing of petrol with the obvious consequence that numbers of car owners will be compelled to keep their cars in the garage must mean a considerable access of business to the railways.

And the radio is telling car owners and others just what awaits them when they take to the railways for their travel in the country or the in the suburbs. The comfort of the trains, the convenient time-tables, the sureness of making the destinations without mishap are all supplementary to the main story which is that regular rail travellers, particularly in the country, can command almost unimaginable bargains.

To be told that a quarterly ticket from Melbourne to Ballarat only costs £8/17/- first-class—is particularly appealing when the announcer advertises a characteristic postscript that this charge for 90 days unlimited travel actually represents about 14 days return fares.

Victorian Bureau's Great Success

Even greater bargains in regular travel over selected routes have been proclaimed by the radio. For example, it was announced recently that you could travel as often as you pleased over a selected route of 200 miles, stopping wherever you wish, for a period of six months, for £23/9/-, first-class, and £17/11/6 second. The point of this little story, which the radio is peculiarly valuable in emphasising, is that the fares only amount to ten ordinary return fares over the distance selected!

Radio has been used extensively in revealing the virtues of first-class country train travel—a subtly attractive talking point when it is reinforced by the statement that the difference between the first-class and second-class return fare is relatively small. The value of this radio publicity was demonstrated by the definite swing-over from second to first-class, as disclosed by departmental records over a selected period.

Radio has been employed widely and valuably in advertising railway features of special interest to ladies. The fact that the department possesses a nursery at the Flinders Street Station, equipped with every possible facility for the skilled care of babies and older children, has been made known in women's sessions to numbers of mothers. The little radio chats during the daylight hours, the references to the buffet cars, the stewardesses on "Spirit of Progress," the railways dietician, the fast specials to the military camps and popular resorts on Sundays, are all bringing business to the railways.

And when petrol rationing compels people to park their cars in the garage it is nice to hear over the radio that cheap railway travel between their suburb and the city is available. This is especially attractive to ladies who are not connected in any way with any business. They can secure a monthly periodical ticket at two-thirds the cost of an ordinary periodical ticket—which is itself a big concession fare.

Radio justifies its purpose as an advertising medium for the railways and the Victorian Government Tourist Bureau. By a judicious use of the spoken word radio brings the railway and tourist services closer to the travel buyer and has the additional quality of underlining the size and value of a "bargain."

Stations currently being used for the Victorian Railways are:—Three 15-minute sessions weekly, 3AW Melbourne; two 15-minute sessions weekly, 3XY Melbourne, 3UZ Melbourne, 3KZ Melbourne, 3DB Melbourne, 3LK Lubeck, 7HO Hobart, 7LA Launceston, 6PR Perth, 5DN Adelaide, 5RM Murray Heights; one 15-minute session weekly, 4BH Brisbane and 2GB Sydney. Paton advertising services the account.



Interior of Victorian Government Tourist Bureau, 272 Collins Street, Melbourne.

MYER EMPORIUM USING HOUR SHOW

Monday nights from 3KZ Melbourne has been selected by the Myer Emporium departmental store for their radio broadcast into the homes of Victorian listeners.

Program is broadcast from 9 to 10 p.m., under the title of "Myer's Musicale," and features the better type of music with easy listening as the theme for listener attraction. The 26 weeks' contract for this hour was through Paton Agency.

Compered by Norman Banks, first release was heard Monday, August 5, following upon two quarter-hour trailers purchased and used by Myers at the latter end of the week prior to the premiere.

Another interesting placing by Myers is with 3AW for a series of five-minute sessions drawing attention to their "Cosmetic Bars," a well known feature of the emporium.

MacROBERTSON RELEASE TO 18 UNITS

Contracts have now been issued by Samson Clark Price-Berry Pty. Ltd. agency on behalf of MacRobertson, of Melbourne, to 18 stations in Victoria.

Country stations will feature 10 minute sessions, "By Popular Request," using hit tunes of the moment plus commercials, while metropolitan stations will air half-hour programs over a period of three weeks, also using "By Popular Request" as the theme.

Stations in the line-up are:—3AW, 3DB, 3LK, 3KZ, 3UZ and 3XY, 3BA, 3BO, 3CS, 3CV, 3GL, 3MA, 3HA, 3SE, 3TR, 3UL, 3YB and 3SR. Night sessions are being used in all cases.

CANTEEN ORDERS FOR A.I.F.

A system of canteen orders has been devised by the Australian Defence Canteen Service, operated in conjunction with the Postal Department and backed by the Government. This will clear away many problems for those who previously forwarded parcels to men of the Forces.

These canteen orders will eliminate the risk of loss, damage, and deterioration of goods in transit, save time, disappointment and worry. They are obtainable from post offices throughout Australia in denominations of 5/-, 10/- and 20/-.

The recipient can choose his own gift, i.e., he selects what he wants when he gets the order and cashes it in the canteen.

You go to a post office and ask for a canteen order for the particular amount you want, made out to the soldier. You must give his name and number when you apply for the order.

When he receives the order, he takes it to the canteen, and produces his pay book for identification, and also show who sent it.

Goods sold in overseas canteens by the Australian Defence Canteen Service are not subject to any duty, sales tax, excise, or other imposts; therefore soldiers are able to obtain far better value than is possible when goods are purchased in Australia and posted to members of the A.I.F.

All profit made from the sale of goods in canteens is returned to regimental funds for the provision of additional amenities, but when gifts are sent through the post, this kindly action does not enable our men to enjoy the additional benefits which would accrue to them by the use of canteen orders.

This system is eminently suitable for members of group organisations, for employees of factories or shops, and when it is desired to contribute to a common fund for the purchase of canteen orders. These orders can be forwarded to commanding officers of units for distribution of gifts amongst the regiment, and not necessarily to any particular soldier. This will allow for sporting equipment, entertainments, fresh fruit or anything that can be bought at the canteens, to be handled in this manner.

3HA
WESTERN
VICTORIA

Cover the Countryside

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

3TR
GIPPSLAND

3SH
NORTHERN
VICTORIA

Sydney:
MACQUARIE BROADCASTING SERVICE
29 BLIGH STREET
PHONE: B 7887

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

The VICTORIAN BROADCASTING NETWORK

A.B.C. CHAIRMAN TALKS TO SYDNEY LEGACY CLUB ON—

On Thursday, August 8, 1940, Mr. W. J. Cleary, Chairman of the A.B.C., spoke to Sydney Legacy Club, and this is what he said:—

Why National Broadcasting? Let me approach this challenge through another question: Why are we now engaged in a life and death struggle, prepared to endure all, to risk all—even extinction? The answers spring readily—sometimes glibly—to the lips: "For freedom"; "to preserve the finer things of life."

But to earn the privilege of freedom we must cultivate understanding and tolerance, so that we may form wise judgments and not enjoy our freedom at the expense of others.

And what do we mean by the phrase "the finer things of life?" Surely not material things only, although these are an urgent enough necessity in any so-called new order of life! Surely we have in mind opportunities for developing talent and personality, for making closer contact with the intellectual and artistic output of the great minds of all time.

In other words, if we are faithfully to serve our apprenticeship for freedom, and qualify for the coveted prize, "the finer things of life," we must have and use more and more opportunities for study, for reflection, for free discussion, to enrich our minds and to help us to set up independent ethical and moral standards.

In time of peace, alas! this passion for freedom and for the cultivation of the finer things tends to grow cold. Torches burn low, and all too often are blown out by the fierce winds of vested interests or cynicism. The "finer things" of education and art are no longer fine but merely "high-brow." To offer education is merely to patronise! He who tries to enrich the lives of those whose existence is often "stale, flat and unprofitable" is an idealist—and even that word, which should be a term of honour, has become an epithet of contempt.

Fortunately, here and there these torches are kept bright. This Legacy Club, whose guest I am, is one such shrine where a flame of loyalty to promises, to ideals, has been kept undimmed for more than a score of years. The verse on your walls commits you to take up the quarrel of the great dead—those who threw everything into the

"Why National Broadcasting?"

balance for "freedom" and "the finer things of life."

I would like to think that it is their burden, their ideals, and not their quarrel, that you have taken up; that just as you have cares for those who were left by these great dead, so you will let none mock at that fine way of life of which no doubt they had some brief yet shining vision before they sank, and with failing hands threw the torch to you—to us.

Have I now come closer to the answer to the challenge I took up: "Why National Broadcasting?" Why? Because men of vision, that small army of contemptibles, the idealists, believed, and still believe, that only an organisation devoted to national service and not to profit can properly be entrusted with the preservation and cultivation of those "finer things of life." May I quote briefly something of what has been said by men who thought upon this problem of national broadcasting in this and other British countries.

The committee which reported on broadcasting to the British Parliament at the end of the first ten years of national broadcasting in that country said, in confirming previous decisions to exclude direct advertising: "We are most anxious that the intellectual and ethical integrity which the broadcasting system in this country has attained should be preserved." The Canadian Royal Commission which reported to the Canadian Government after visiting the United States, Great Britain, France, Germany, Italy and other European countries, said: "As our foremost duty we have concentrated our attention on broader considerations of the interests of the listening public and the nation. From what we have learned in our investigations and studies we are impelled to the conclusion that these interests can be adequately served only by some form of public ownership, operation and control, behind which is the power and prestige of the whole public of the Dominion of Canada."

When the Bill constituting the Australian Broadcasting Commission came before the Commonwealth Parliament in 1932 a man well known to you, one not likely to be dubbed an academic theorist, or an unprac-

tical visionary, the virile W. M. Hughes said this: "Broadcasting should be used not only for the entertainment, but also for the education of the people. It will have a potent influence on speech. That is most desirable because slipshod speech connotes slipshod thinking. It will, I hope educate the people to an appreciation of the high classes of music, and instruct them in literature, science, and general knowledge. It will lend itself to the advancement of industry by disseminating far and wide those processes which from time to time science and expert knowledge are placing at the disposal of our producers, so that all sections will have the advantage of up-to-date information, and expert advice upon matters of first importance to them. . . . We want a national orchestra in Australia. It should have been established long ago; when it is, it will have a direct and powerful influence on the character and spiritual life of our people. We want to encourage native-born talent in drama and music both vocal and instrumental."

On the other side of the House Mr. Bealey, the well-known Labour Leader, said that the Commissioners should be "men who would be able to create a public taste which will tend to lift the intellectual life of the community to a higher plane."

The act which emerged from this debate charged the Commission with the organisation of broadcasting programs "in the interests of the community," and, maintaining this national outlook, it imposed a special obligation to give encouragement to the development of local talent, and to form orchestral and choral groups for the rendition of music of "high quality."

Out of Step

It is evident that those who say that broadcasting should be left to the commercial stations in Australia, and who object to the Commission's efforts to raise standards and develop Australian talent and taste, are out of step with the conclusions of those who after painstaking enquiry decided in favour of national broadcasting in England, in Canada, in New Zealand, and in Australia. Even in the United States, the home of commercial broadcasting, those who control the large companies have always been eager to admit the obligations of broadcasters to educate and raise standards, and have publicised the educational features of American commercial stations. The suggestion, all too often given publicity in Australia and all too rarely repudiated, that the only or at least, principal, function of broadcasting is to amuse or sooth, should be contested by all men who envisage for our race a destiny such as we are now struggling for.

As to the attempt to judge broadcasting on so-called tests of popularity, usually based on sampling investigations of dubious authenticity, we should look with jaundiced eyes on any such mathematical guide for determining program standards. Such a test in everyday life would wipe out high schools, universities, conservatoria, libraries, art galleries and churches. Minorities, especially cultural and spiritual ones, must be nourished; for "where there is no vision the people perish"; and we must remember that under the influence of opportunity the ranks of these minorities may constantly be augmented. Moreover, in broadcasting, as in films, it is notorious that the intelligence and taste of audiences is more often under-rated than over-rated.

I have purposely relied on general principles to reply to the challenge to my question, "Why National Broadcasting?" May I now indicate some ways in which the Commission has tried to translate these principles into program practice.

(Continued on page 27)

NEW BUSINESS

For US . . .

In the 18 days between July 20th and August 7th, 3AW signed, IN FEATURE SESSIONS ALONE, 323½ hours . . . Because 3AW gives better coverage . . . more sales!

For YOU . . .

there is new business waiting in 3AW's vast army of listeners. You're certain to SELL through 3AW!

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

2GB

Welcomes to Day Time Sponsorship

Two of Australia's best-known advertisers

of Women's Wear

GRACE BROS PTY. LTD.

Who will sponsor Mr. Ellis Price in "Chasing Your Troubles Away" Mon. to Thurs. at 4 p.m. 4 x ¼ HRS. WEEKLY

BERLEI LTD.

Who will sponsor "Beauty in the Balance" in the morning sessions 3 x 10 MINS. WEEKLY



Daytime IS SALES TIME

2GB

WITH MALICE TOWARDS NONE

By Valerie Chick

Don't talk—the enemy listens! He must have read my remarks about the German measles invasion in our last issue. The attack came home in full force last week. (Incidentally, Joyce Steltzer and Robin Ordell are two of the latest victims).

However, there was one bright spot in an otherwise dull week. It was on the night of Macquarie Cup day. All was quiet on the Chick front until 'round nine-ish, when the evening hush was broken by a loud ring at the door. Les Dempsey (FOSTAR SHOES), proud winner of the Cup this year, had arrived, accompanied by one of radio's best sports. "On our way home," they explained.

Celebrations had to be judicious, seeing that they took place in a measley bedroom. It was my first acquaintance with the "champ," but it seems the male Chick met Les that day at the Lakes for the first time since they went to school together in Adelaide (that was before

my time, girls). "Aren't you afraid of catching my wretched measles," I asked L.D. He fondled his prize.

"What! Me? Afraid?" He hugged his trophy and grinned. "I've won the Macquarie Cup, woman. Look at her, isn't she a beauty?" He held it up triumphantly. "Oh, boy! Oh, boy! Isn't that enough to make a man feel he doesn't mind a few snooping weevils?"

Weevil be to him who Weevil thinketh, Mr. Dempsey. I said MEASLES!"

There's no doubt about it, Macquarie Cup day is a big event in Sydney's advertising world, and judging by Les Dempsey's smile, it's the CUP that cheers.

2GZ's General Manager, Jack Ridley, has the golf bug these days. There's a nice little story about the wonderful coaching Vincent Freeth (last year's winner of the Cup) gave J.R. last Wednesday. A slight fee was charged, in the nature of a wager. But . . . "Free-thy's" tuition proved so good that J.R.

and partner Andy Brown . . . it's no good. I'm not going to lay myself open to libel. I leave it to you, coach!

A little bird (not Peter Casey this time) tells me that: Dorothy Henderson who for years has been handling the Berlei account at CATT'S-PATTERSON has resigned from that firm. We've no indication, at this moment, of Dorothy's future activities.

Albert Russell (Goldberg's-Sydney) has a new hat. Al——bert! WHEW! did you get that hat, oh, you lucky devil! (No need for Albert to read "How to win friends and influence people").

If Betty Higgins and Janet Archer (2GZ) were driving cars at the rate at which they're drawing in the money to provide an ambulance for the Military Camp at Bathurst, they'd be had up for speeding. Through their Country Service Club they raised nearly £300 in a few days. By the time this is in print they feel confident that the full amount (£500) will have been subscribed.

The Sydney Executive of the Commercial Broadcasting Federation are down in Melbourne this week. Doing with Sir Keith Murdoch. "Jack" Horner (2GB) occupies his usual suite at Menzies. President Marden went ahead to O.K. the plans.

Joy Morgan (2GB) downs tools on Saturday next. She's off on a three weeks' vacation, two of which will be spent in Melbourne.

John Dunne (2SM) whistles in his session "Hits you remember." Bad luck if somebody sucks a lemon half way through his William Tell.

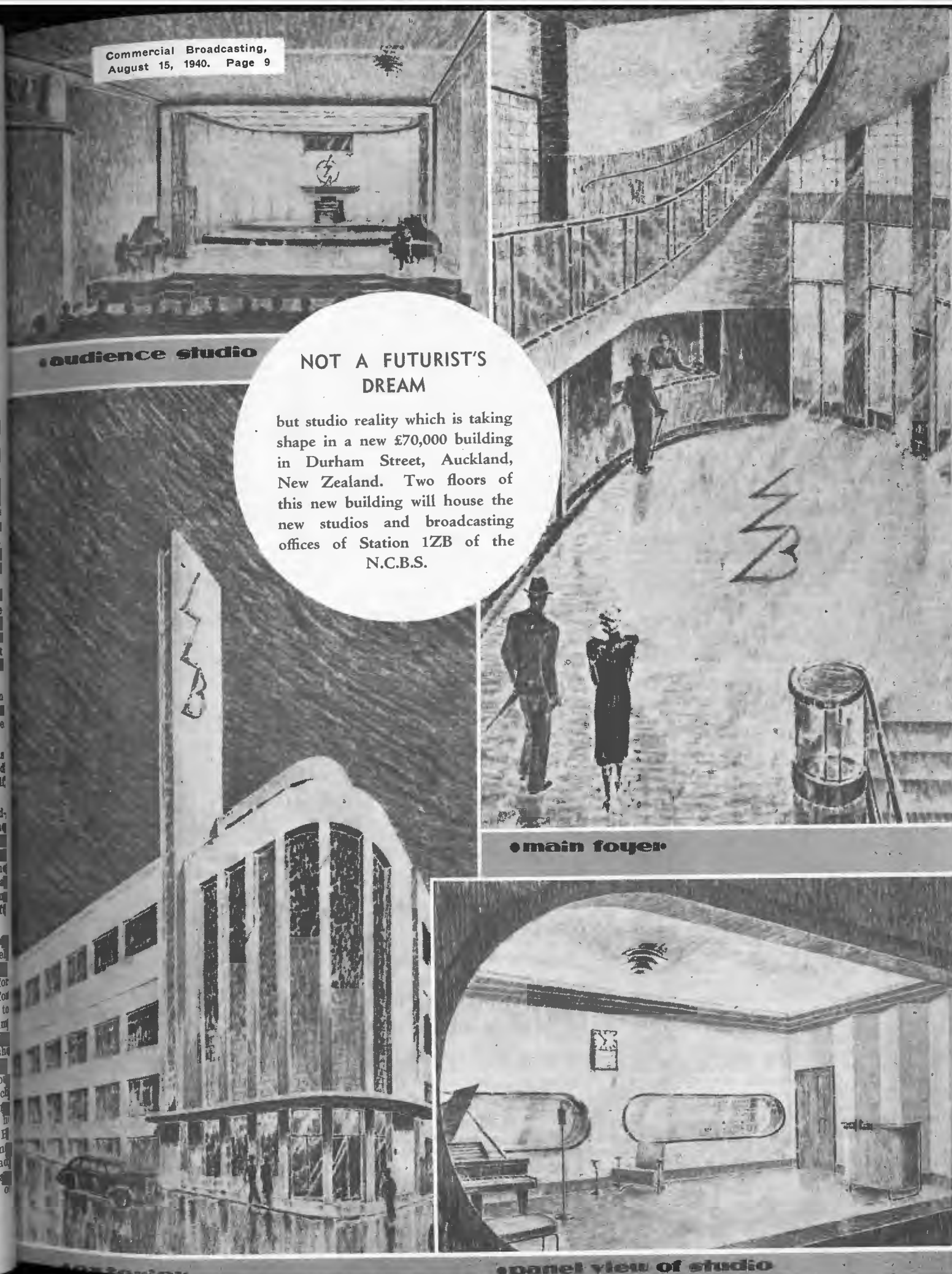
FRENCH—a certain Melbourne advertising woman was entertaining some businessmen at luncheon in a continental restaurant last week. Not wishing to be obvious about paying the bill, she whispered to her waiter, when the meal was almost over—"L'addition, s'il vous plait." "Downstairs, and to your left lady," he said, in his best English.

World-famous pianist Artur Schnabel's son, Stefan, is an actor, well known in American radio. Recently the publicity officer of an agency for which he is working called him in for a conference. It appears she wanted to get some biographical facts about him for use in the press. After drawing Schnabel, Jr., out about himself, she asked: "Are your parents in America?" He said yes, they were. "And your father—what does he do?" Young Schnabel said his father was Artur Schnabel. "I see. But, I mean, what does he do?" "He's a pianist," Stefan said. "He played at Carnegie Hall several times this season." "Well, well," the lady beamed, "now isn't that nice, I'm always glad to hear of a refugee getting on well."

THE HIGHLIGHT OF THE NIGHT

2SM SELLS MORE!

Station 2SM 46 Carrington Street Sydney — B 7294



Commercial Broadcasting, August 15, 1940. Page 9

SPONSORED SESSIONS FOR NESTLES

Campaign Under Way

Though for some years Nestles have consistently used direct announcements on the air it is something of a sign of the times the way they have now expanded their broadcast advertising activities to incorporate at least two regular quarter-hour programs. Goldbergs agency handles the account.

As reported "C.B." 1/8/40, Nestles first purchase of a sponsored session was "Oh Reggie," which was written and produced by Dorothy Foster for Artransa and which commenced August 12, on a three nights weekly schedule. This excellent piece of entertainment in 52 quarter hour episodes has been released over all 21 stations of the Macquarie Network, and on 3MA, 4RO, 4CA, 4TO, 4LG.

Commencing August 1 and thence every Thursday night Nestles have also taken sponsorship of "Alliteration Jackpots," another of the long series of Jack Davey jackpot shows. This is broadcast Thursdays at 9.45 p.m. through 2GB on relay to 2HR and to 3AW Melbourne. Show goes on with the Rhythm Boys band rendering incidental and specially written theme music.

Competitors are given a letter and a word, and are required to build up an alliterative sentence of not less than five words within fifteen seconds. One typical case is: "The letter is A and the word is apples," and a possible answer might be "apples are always acceptable anywhere." That is a simple one.

In the actual broadcasts the quick moving stream of competitors provide first class entertainment. The sessions are conducted on the usual Jackpot line with an initial prize of 5/- per competitor, which if not won, jackpots to the same numbered question in the following session.

In addition to the above programs Nestles are continuing their consistent use of spot announcements on other stations.

PASTE THIS IN YOUR RATE BOOK

Telephone number of S. M. Allan, station rep. in Melbourne (page 2) should read Central 4705.

Telephone number of P. G. Sullivan, station rep. in Melbourne (page 3) should read MU 2819.

4IP Ipswich (page 53) "1 minute rate equals 100 word rate" no longer applies. Add to rate card, 1 minute recorded commercials subject to 20% surcharge on 100 word spoken rate. 1/2 minute and 3/4 minute recorded subject to 20% surcharge on 25 word and 50 word spoken rate.

Note to all Station Managers: Please read carefully the introduction in the July Rate Book (page 1) in which we offer to publicise through the columns of COMMERCIAL BROADCASTING any changes of your rates occurring between the date of publication of the Rate Book for July and the closing date for copy for next issue. The next issue will be published in February, 1941, and all copy closes November 15 next. If and when changes in your rates occur will you please notify the Editor, COMMERCIAL BROADCASTING, Box 3765, G.P.O., Sydney.

GOODWOODS LTD. ON THE AIR

When Mr. B. Bear, managing director of Goodwoods Ltd. decided three weeks ago to join the ranks of radio advertisers in order to publicise the opening of his new furniture warehouse in York Street, he contracted with 2KY for the broadcast of a big quiz show, past experience having proved to him the value of this station as a publicity medium.

It was in 1930 Mr. Bear (then manager of Bear and Co.) first realised that radio-advertising offered a short cut to bigger business. It wasn't long before results proved to him that radio advertising doesn't cost—it pays! To 2KY, shortly afterwards, he allotted the major portion of his air-marketing. Thus writing the first page on an uninterrupted nine years' contract with 2KY, covering from 1-3 hours sponsored time weekly.

Mr. Bear's business acumen was again revealed on July 30, when he opened his new radio campaign over 2KY with the "Hollywood Movie Quiz." Compered by the "Hollywood Reporter" from the 2KY studios, this session is a quiz conducted more along the American lines of big prizes for the grand winner over a period of three months, and for the runners-up.

Each Tuesday night 20 listeners are invited to the studios, each member of the "correct answer" team receiving double theatre tickets. The names of these weekly winners are placed on record, and when the full complement of applicants has participated in the contest the semi-finalists are then required to answer a further question. And so the weeding-out process continues, the last to remain in being, of course, the winner.

The big prizes are very attractive, being a bedroom suite (30 guineas) for the winner; 2nd prize, 3-piece lounge suite (25 guineas); 3rd prize, ladies' or gent's fitted loughboy (12 guineas), and four consolation prizes of a piece of furniture to be selected by the contestant.

THERE'S ALWAYS A BONUS COVERAGE IN RADIO ADVERTISING

The rule that it is reasonable to expect only metropolitan business from metropolitan stations is the basis of most radio selling nowadays.

However, now and again sales results turn up which are quite surprising, though in the case cited below the station concerned is one which does specialise in throwing out a wide coverage signal.

The City Taylors, of 576, George Street, Sydney, have been advertising continuously in the Dan and Dusty session on 2SM for the whole of 1940. They were only seeking city business.

However, during the month of July, country orders came along in consistently increasing volume—many from far distant centres.

In one day three orders came from Whetstone, in South West Queensland, one from Wowan, near Rockhampton, one from Gundagai, N.S.W., and another from Hobart, Tasmania. Further, three of the orders were made out on the self-measurement form of an opposition firm

SIMPLICITY IN QUIZ

Difference in Mail Pull

"Prize Time," the Robur Tea Company's program broadcast from 3KZ Melbourne and 3SR Shepparton 9.15 p.m. Wednesdays, is one of the unusual programs on the air.

There's not a great deal to it. Three simple questions with equally simple answers are asked each night and the feminine audience asked to try their luck, and this program, which was designed to pull mail, has chalked up the most impressive total of 41,473 entries during the several months it has been on the air.

Each week, Robur gives as prizes two silver teapots, 10 pairs of Mignon stockings, 20 boxes of MacRobertson's chocolates, and 600 free gift coupons. When the program first hit the air the questions seemed too easy, and for that reason nobody would bother to enter the contest. This is an example of the questions asked: "To make soup thicker, do you stir in sugar, boot polish or flour? Screwy, isn't it? Yet a thousand women or more a week didn't think so. They entered with glee. "At last," many wrote, "someone's put on a contest that's not too hard."

Despite the nice fat weekly entry the sponsor, after a few weeks, listened to the program very critically and decided that the questions were too easy—they were made a little more difficult—but were still quite simple when compared with many that are asked in similar contests. The very next time the program went on the air, mail dropped to half. Hastily the questions were recast in their original form—and up came the mail.

Every entry in Robur "Prize Time" must be accompanied by a tea packet top, so it can be seen that this program is doing a real job in selling Robur Tea and in obtaining new users.

This brief account of how a big mail is obtained from women should be of help to any other sponsor desirous of tapping the female audience by means of a contest.

ACCREDITATION

The following applications for renewal of accreditation were approved by the Victorian Executive of the Federation at a recent meeting:—

Raphael Advertising Co., Rickards Advertising Service Pty. Ltd., Keith M. Campbell, Griffith-Huse, W. John Hayson, Griffen Advertising, Becket-Thomson Advertising Pty. Ltd.

which has used newspaper advertising for many years.

Walther and Stevenson, also using the Dan and Dusty Session, received response from as far south as Vinifera, in Victoria, and as far north as Mapleton in Queensland.

Dan and Dusty is a humorous session broadcast from 2SM six nights weekly, Monday to Saturday, from 7.45 p.m. to 8 p.m.

From a selling point of view it is a spot announcement proposition for a variety of advertisers.

RADIO ENSURES SUCCESS OF RED CROSS DRIVE

Over £5,000 was in sight, in a State-wide drive on Wednesday, August 7, to raise funds for the Red Cross Society.

Radio played an all-important part in ensuring the success of the scheme. Plans were formulated at a meeting held in June at the Australia Hotel, at which over 1,000 women attended, and at this gathering Lady Wakehurst made an appeal to womenfolk throughout N.S.W. to assist. Radio became the chief avenue of publicity, and by appointing Meg McSpeerin (organiser of the 2CH Women's League) as honorary radio organiser, the movement obtained the full support, not only of this active body of women, but of those in the country centres served by such stations as 2AY Albury, 2GN Goulburn, and 2GF Grafton. Other country districts also participated. Reports received from 2GN and 2GF indicate that these stations raised amounts of £92 and £82 respectively.

Chief feature of the 2CH effort was a card party held at the Sydney Trocadero on Wednesday, August 7. This day had been fixed for a State-wide effort, and apart from over 1,000 women at the Trocadero, more than 2,000 parties were held in the metropolitan area, while over 70,000 people participated in card parties and other efforts throughout the State. Over £100 was raised during the afternoon at the Trocadero party, at which the women played a wide variety of card games.

Mrs. John Moore, O.B.E., vice-president of the Sydney branch of the Red Cross Society, was present, and congratulated the

Pigs Take on the Air!

He who remarked positively that pigs can't fly, would in Too-woomba last week have been mildly astonished to observe them SALE-ING through the air with the greatest of ease. A Mr. Koehler, of Hampton, breeder of English Old Spot pigs, sent along a note enclosing enough money to cover three announcements about his pigs . . . a first user on radio, he was astonished when he quickly ran out of pigs. The orders are still pouring in. 4GR aired the spots. Now we know why they call them English Old SPOT pigs.

SHIELD FOR RIFLEMEN

Following the announcement in last issue of "C.B." of the formation of the Advertising Rifle Club of Sydney, Radiovision Pty. Ltd., well known station representatives for the N.C.B.S., and for 3CV and 4IP, have donated a trophy for the advertising riflemen. This will take the form of a handsome silver shield for periodical competition.

women on their support of the scheme and in the success of their efforts in their own homes, where many had held parties prior to August 7.

Apart from the Trocadero party many 2CH women held private parties on Wednesday last, either at their homes or in local halls or rooms suitable to the holding of bigger gatherings. To establish contact with these a special program was broadcast by 2CH with calls to womenfolk in various localities.

KING TEA PRIZE TIME



The ceremony of the drawing of a State Lottery was introduced into the draw for the prize winners in the King Tea Prize Time Competition now running at 4MB Maryborough. Twelve entries were drawn and the senders were invited to attend the studio to assist in the drawing of the 50 prize winners from the 213 correct entries sent in. The drawing completed, the ladies were served a cup of King Tea and light refreshments as guests of the Oriental Tea Co. The lottery atmosphere of drawing the 50 prizes with a 3G. silver tea pot as the first prize provided first rate entertainment. King Tea Prize Time is broadcast one night weekly, and 50 prizes awarded each fortnight for answering three household questions.

"ENEMY WITHIN" RENEWAL AT 4BC BRISBANE.

Advice is to hand from managing director, K. L. Corr, of Legionnaire Sound Productions, to the effect that 4BC Brisbane has contracted for a further 104 episodes of the feature, "Enemy Within," which has had such a phenomenal run throughout the Commonwealth and overseas.

Well-paid Skilled Workers
Prosperous Dairy Farmers
General Consumer Population

You Will Reach Them All Through

2WL

WOOLLONGONG

Within four or five miles of the 2WL transmitter there live 10,000 skilled employees of the great manufacturing industries of Port Kembla, whose fortnightly wages bill is nearly £100,000.

Within 25 miles of the transmitter live thousands of prosperous dairy farmers and the thriving mass population of Wollongong.

And They All Keep Tuned To

2WL

Box 34, P.O., WOOLLONGONG

SYDNEY AND MELBOURNE: THE MACQUARIE NETWORK

'Phones: W'gong 203 and 255

P.M.G. Wireless Receiving Licences at June 30 from 1925 to 1940

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	63,874	1.08	
1926	128,060	2.14	64,186 100
1927	225,249	3.68	97,189 76
1928	270,507	4.33	45,258 20
1929	301,199	4.75	30,692 11
1930	312,192	4.88	10,993 3
1931	331,969	5.12	19,777 6
1932	369,945	5.67	37,976 11
1933	469,477	7.14	99,532 27
1934	599,159	9.00	129,682 28
1935	721,852	10.74	122,693 21
1936	825,136	12.22	103,284 14
1937	940,068	13.78	114,932 12
1938	1,057,911	15.40	117,843 11
1939	1,131,860	16.33	73,949 7
1940	1,212,581	17.33	80,721 7

COMMONWEALTH

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	34,857	1.54	
1926	37,082	1.61	2,225 6
1927	59,880	2.55	22,798 61
1928	80,197	3.34	20,317 34
1929	101,012	4.13	20,815 26
1930	111,253	4.49	10,241 10
1931	122,748	4.91	11,495 10
1932	141,745	5.63	18,997 16
1933	178,387	7.00	36,642 25
1934	227,289	8.66	48,902 27
1935	279,166	10.53	51,877 23
1936	316,340	11.87	37,174 13
1937	358,976	13.30	42,636 13
1938	404,710	14.87	45,734 13
1939	438,313	15.79	33,603 8
1940	458,256	16.47	19,943 5

NEW SOUTH WALES

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	20,290	1.22	
1926	64,587	3.83	44,297 218
1927	118,965	6.95	54,378 84
1928	137,758	7.91	18,793 16
1929	142,750	8.11	4,992 3
1930	140,072	7.88	-2,678 -2
1931	137,265	7.66	-2,807 -2
1932	139,592	7.75	2,327 2
1933	171,318	9.46	31,726 23
1934	207,324	11.36	36,006 21
1935	237,247	12.90	29,923 14
1936	268,817	14.31	31,570 13
1937	289,198	15.58	20,381 7
1938	315,945	16.99	26,747 9
1939	328,159	17.51	12,214 4
1940	348,264	18.45	20,105 6

VICTORIA

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	1,267	0.15	
1926	8,450	0.98	7,183 567
1927	23,249	2.63	14,799 175
1928	25,287	2.82	2,038 9
1929	24,744	2.70	-543 -2
1930	23,335	2.51	-1,409 -5
1931	24,216	2.55	881 3
1932	29,060	3.02	4,844 20
1933	36,314	3.72	7,254 25
1934	52,185	5.50	15,871 44
1935	67,546	7.02	15,361 29
1936	83,230	8.56	15,684 23
1937	101,590	10.31	18,360 22
1938	117,763	11.76	16,173 16
1939	133,504	13.29	15,741 13
1940	151,152	14.88	17,648 13

QUEENSLAND

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	3,831	0.62	
1926	12,657	2.27	9,326 279
1927	16,791	2.96	4,134 32
1928	20,319	3.53	3,528 21
1929	24,021	4.15	3,702 18
1930	25,729	4.43	1,708 7
1931	30,333	5.21	4,604 18
1932	37,235	6.36	6,902 22
1933	50,261	8.49	13,026 35
1934	64,303	10.94	14,042 28
1935	76,515	12.97	12,212 19
1936	87,500	14.80	10,985 14
1937	99,209	16.71	11,709 13
1938	111,966	18.77	12,757 13
1939	117,520	19.56	5,554 5
1940	124,928	20.68	7,408 6

SOUTH AUSTRALIA

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	3,562	0.97	
1926	4,000	1.07	438 12
1927	3,903	1.03	-97 -2
1928	3,774	0.96	-129 -3
1929	3,890	0.96	116 3
1930	5,755	1.38	1,865 48
1931	9,144	2.17	3,389 59
1932	12,746	3.02	3,602 39
1933	20,604	4.87	7,858 62
1934	31,476	7.15	10,872 53
1935	41,257	9.29	9,781 31
1936	50,081	11.18	8,824 21
1937	61,265	13.53	11,184 22
1938	71,455	15.63	10,190 17
1939	79,474	17.17	7,949 11
1940	87,790	18.84	8,394 11

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	567	0.26	
1926	1,281	0.58	714 126
1927	2,461	1.14	1,180 92
1928	3,172	1.46	711 29
1929	4,732	2.21	1,610 50
1930	6,048	2.76	1,316 26
1931	8,263	3.74	2,215 36
1932	9,567	4.28	1,304 16
1933	12,593	5.59	3,026 32
1934	16,582	7.14	3,987 32
1935	20,121	8.76	3,539 21
1936	24,168	10.50	4,047 20
1937	29,830	12.78	5,662 23
1938	36,072	15.09	6,242 21
1939	39,460	16.34	3,388 9
1940	42,191	17.46	2,731 7

TASMANIA

Year ended June 30	No. in force	Ratio to 100 of P'tion	Increase (- Decrease) during the year Actual %
1925	3,562	0.97	
1926	4,000	1.07	438 12
1927	3,903	1.03	-97 -2
1928	3,774	0.96	-129 -3
1929	3,890	0.96	116 3
1930	5,755	1.38	1,865 48
1931	9,144	2.17	3,389 59
1932	12,746	3.02	3,602 39
1933	20,604	4.87	7,858 62
1934	31,476	7.15	10,872 53
1935	41,257	9.29	9,781 31
1936	50,081	11.18	8,824 21
1937	61,265	13.53	11,184 22
1938	71,455	15.63	10,190 17
1939	79,474	17.17	7,949 11
1940	87,790	18.84	8,394 11

SUNDAY NIGHT AT EIGHT

Completed cast for the first program of the 3AW-Pepsodent show, "Sunday Night at Eight," includes Isador Goodman and his orchestra, the Parker Sisters, Bernice Lynch (croonette), Ron Atkinson (baritone), and Laurie Smith (mouth organist).

Miss Lynch is a new singing star, who makes her first big radio appearance with



Mr. E. O. Erickson, Manager Pepsodent (centre), Mr. J. T. Taylor, Manager 3AW (left), and Isador Goodman, Musical Director "Sunday Night at Eight," in conference backstage during rehearsal.

the show, and who, it is claimed, will be the singing discovery of 1940. Mr. Ron. Atkinson is already well known, as one of the top-line artists of the last series of Shell Shows. The show finds another Shell Show personality, Mr. Allan Adcock, in a new role as "Jerry," the mad professor—a part which gives him ample scope for his undoubted talents as a character comedian. An outstanding feature of the show will be the novel manner in which the commercial credits will be tied in with the general continuity of each program. As much care has been given to these as has been lavished on the rest of the script.

HOLLAND'S OVERSEAS MARKET

The recent invasion of Holland is certain to have big repercussions, particularly in radio and lamps, according to "Electrical Trading and Radio Marketing," a trade paper from Great Britain.

The immense factories at Eindhoven before the German invasion, had been exporting in increasing volume, even to countries which were predominately British in preference.

In India, for instance, in 1938, the Netherlands supplied over a quarter of the total imports of wireless apparatus and valves, and 12% of the lamp imports.

To Eire, almost on England's doorstep, the Netherlands delivered 13½% of radio imports in 1938.

With the Dutch factories now in enemy occupied territory, their output will be subject to British blockade, and to that extent the Dutch overseas markets are now more favourable to British goods.

GRACE BROS. TRANSFER TO DAY RADIO

An interesting daytime contract announced last week, was Grace Bros. Pty. Ltd., leading Sydney retailers, booking of four quarter-hours weekly on 2GB.

Grace Bros. have been on 2GB in the night program for eight years, and the transfer to daytime represents a radical departure from the firm's earlier policy.

Following the conclusion of "The Adventures of Charlie Chan," which was broadcast three nights weekly—the company previously had sponsored a long list of outstanding transcriptions—arranged for Mr. Ellis Price to present an intimate session which Mr. Price called "Chasing Your Troubles Away." The program has proved so successful that Mr. Price in future will present "Chasing Your Troubles Away" every week, Monday to Thursday at 2 p.m.

"Chasing Your Troubles Away" is a cheery philosophy of optimism, good humour and anecdote which build up an atmosphere in keeping with the title.

ELEVEN STATIONS TO CARRY "WOMBAT" CAMPAIGN

The manufacturers of Wombat Cigarette Papers, J. E. Hunt and Co. Pty. Ltd., have released contracts through agency Mooney-Webb Pty. Ltd., for a three months' scatter campaign over 11 stations situated in two States.

Announcements will be aired over stations 3HA Hamilton, 3TR Sale, 3SR Swan Hill, 3GL Geelong, 3BA Ballarat, 3MA Mildura, 3BO Bendigo, 7HO Hobart, 7QT Queenstown, 7LA Launceston, and 7DY Derby, during the Saturday sporting sessions when a large ready-made audience of "roll your own" fans should be in a receptive mood.

NEW RATE BOOK—JULY

Now ready and contains all rate cards of all Australian Commercial stations. Only 5/- per copy from Australian Radio Publications, Box 3765, G.P.O., Sydney.

Another Big Sponsor Takes Day Time

Importance of Women Listeners

Following their initial outstanding success in broadcast advertising through various stations, and later their amazing direct radio merchandising of Cameo Custard Powder (particularly through 2KA Katoomba, N.S.W.), it was perhaps fitting that Maize Products Pty. Ltd., should be in the vanguard of big national sponsors moving into daytime sponsored sessions.

Commencing Monday, August 5 last, through 2KA-BS, Maize Products provided sponsorship of the first N.S.W. country release of the famous American transcribed feature, "Betty and Bob." Show is scheduled in quarter hours Monday to Thursdays inclusive, at 10 a.m. On Monday last the same program was extended to 2KM Kempsey on the same schedule. Additional to this program on 2KA-BS and 2KM Maize Products will continue sponsorship of every news session from all three stations.

Other New South Wales country stations currently carrying the Maize Products campaign include 2GZ ("Tale of Two Cities") four mornings weekly, 2NZ ("East Lynne"), four mornings weekly, and 2TM, 2LM, 2WG, 2CA, 2GN, 2LT, 2KO, 2HD, 2HR, 2CK (announcements) in the daytime. In Sydney 2UE carries a sponsored quarter-hour "Our Story," Mondays at 6.45 p.m.

It is interesting to note how this sponsor, whose account is handled by Paton Advertising Service, is concentrating on daytime on the air. It is also of interest to learn that such a big national sponsor is currently devoting practically the whole of their advertising activities to the broadcast medium.

Mr. T. M. FitzSimons, director and general manager for New South Wales of Maize Products, with Mr. Cliff Mackay, director and manager of N.S.W. Paton's, attended the 2KA-BS studios

for the initial "Betty and Bob" broadcast, and introduced the session to listeners. Mr. A. C. Paddison, general manager of 2KA-BS introduced the speakers.

In his broadcast remarks Mr. FitzSimons said that listeners would find "Betty and Bob" to be two grand people. Three years ago his firm had introduced two other grand people to 2KA listeners, "Fred and Maggie Everybody."

"When it came time to say good-bye to 'Fred and Maggie,' Maize Products decided that your response to their program had been so generous that they would keep in touch with you by carrying their message into your homes through 2KA by using another type of session. That is how we came to sponsor the 2KA news sessions for our other product, Cameo Custard Powder. You all know the result. To-day Cameo Custard Powder is more than a household word throughout the wide area covered by 2KA and 2BS. The sales of that product have created an Australasian record for such a product in your area."

Mr. FitzSimons went on to say that in these times of strain and worry it was refreshing to settle down comfortably this time every morning to follow the adventures of two normal people living under perfectly normal conditions. "Many of you are living miles from the closest railway, and I know you have learned to appreciate the value of radio in our lives . . ."

In the course of his broadcast remarks, Mr. Paddison said that the new program would play an important part in the station's policy of providing first-class daytime programs specially designed for women listeners. This was a trend which had swept its way through America.

"Instead of searching through the dry pages of history, of imagining themselves in some fantastic land, or rivalling each other in producing horrors, radio authors to-day are finding that their best material comes from the human interest stories of the people we all know," added Mr. Paddison, "and it has also been found that the most responsive audience is the audience that can be found in the home during the day."

Mr. Mackay also had something to say to listeners, and it was to impress upon them their own importance in the general structure and maintenance of the commercial broadcasting system in Australia,

which was doing so much for the common good. Commercial station programming, he pointed out, depended upon three main factors—the station, the responsiveness of listeners, and of course the sponsor. The three were inter-related in their interest. It was his job as advertising consultant to the sponsor to endeavour to select the program which would have the greatest appeal to the listeners.

PAPER RATIONING COMMENCES SEPTEMBER 1

Magazine, periodical and trade paper rationing under war-time regulations becomes operative as from September 1, 1940. This will affect in some measure all our radio publications. Expansion is impossible while a reduction in paper consumption is prescribed.

This will therefore compel a withdrawal of our combined subscription offer of £1 covering all three broadcasting publications, i.e., COMMERCIAL BROADCASTING, "C.B." RATE BOOK, and the YEAR BOOK, which can only be accepted up to August 31, 1940. . .

On and after September 1 the usual subscription rate will apply, as follows:—

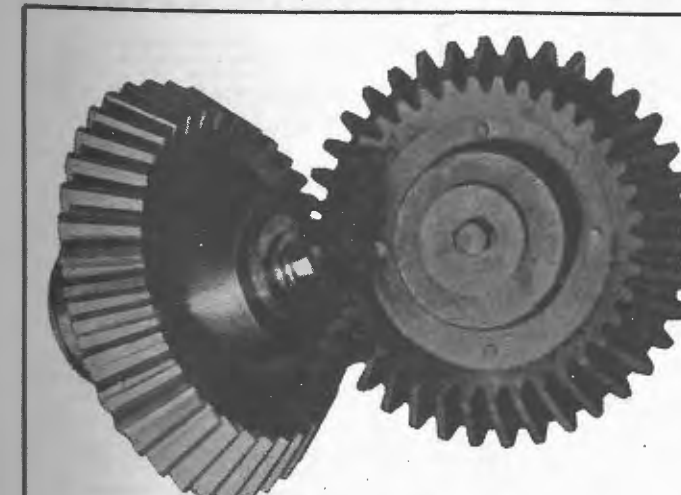
COMMERCIAL BROADCASTING (26 fortnightly issues)

10/- p.a., post free.
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YEAR BOOK OF COMMERCIAL BROADCASTING, 10/- each, post free.

Make sure you are subscribing to the reliable and most necessary radio trade publications. Send your subscription to-day to Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney, N.S.W.

HAVE YOU ORDERED YOUR JULY RATE BOOK? 5/- per copy from Box 3765, G.P.O., Sydney.



TRANSMITTERS

Here's a network whose powerful drive for sales is in constant mesh to transmit a policy of sales promotion coupled with fine programs.

THESE COGS—

2UW, 2HD, 2TM, 2KA-BS, 2KM, 3UZ, 3SR, 3YB, 3UL, 3CV, 4BC, 4GR, 4ZR, 4SB, 4VL, 4AY, 4MB, 4RO, 4AT, 5KA, 5AU, 6ML, 7AD.

MAKE THAT MIGHTY SALES MACHINE THE



C.B.N. SALES:

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

WATCHING A WATCH BUSINESS GROW Sales Charts Rise as Radio Use Expands

The story of how Bulova rose to a position of absolute dominance in possibly the world's major watch-selling market, is one which could be emulated in application by any big national advertiser willing to go about using radio in a big way as courageously as did Bulova.

Not only has Bulova risen to a dominant position in America so far as selling watches are concerned, but it leads a vast number of America's big national advertisers in the actual percentage of business obtained in each respective market.

Telling the story of Bulova's success, "Sales Management" in a recent issue announced that this firm had jacked up its radio expenditure tremendously for 1940, the total appropriation for advertising going to \$2,000,000.

It was revealed at a recent gathering of Bulova Watch Company representatives at New York, that Bulova's proportion of the watch business compared with that of leaders in other businesses last year was outstanding. Anheuser-Busch first in beer sales for example, sold only 4% of the total. A. & P. did 10% of the retail grocery business and Goodyear 10% of the rubber business. Socony-Vacuum sold 8% of the gasoline, and Metropolitan 25% of the life insurance. American Sugar Refining sold 25% of the sugar, United States Steel 35% of the steel, and General Motors 43% of the motor cars. On the other hand Bulova sold almost half of all popular-priced watches in the United States for last year.

Bulova's advertising expenditure be-

ing increased 25% this year to over \$2,000,000, will utilise press, radio, magazine and newspaper advertising.

This year in radio, Bulova time signals will be heard on network stations with a combined wattage of nearly 2,000,000, or nearly 9/10th of the total of the N.B.C. Red and Blue and C.B.S. Networks. With a coast-to-coast coverage of 173 stations, Bulova believes almost every radio listener in the United States will hear its announcements this year—most of them hundreds of times.

At least three-quarters of the total expenditure by Bulova on advertising this year will be devoted to a continuation of sponsored radio time signals.

Bulova believes that Bulova watch time reached 23,400,000 radio homes last year, and this figure does not include listeners on the 6,000,000 auto radios or the portables.

The number of Bulova broadcasts in 1940, the number of broadcast times and number of stations used for each—will be 293,095. This has increased rapidly in the last 5 years. In 1935 Bulova broadcasts totalled 55,480; in 1936—75,555; in 1937—117,165; in 1938—212,065; in 1939—241,265. Although no actual sales figures have been released by Bulova, it is known that business has risen almost proportionately with the increased radio advertising expenditure.

In 1939 Bulova was the biggest spender in spot radio—twice as big as the No. 2 spender, Procter & Gamble.

It takes the sale of a lot of watches to make a \$2,000,000 advertising bill pay a profit, but Bulova has learned how to sell them.

Although the national advertising, first in magazines and then in spot radio became increasingly thorough and vigorous, the jewellers, and the relations of Bulova's sales representatives and executives with them were equally important.

This company sells only jewellers, but does not sell all jewellers. To be an authorised Bulova distributor, a jeweller must, his bills, must not cut prices, and shop co-operate with Bulova in merchandising. The extent to which they co-operate may be indicated by the fact that for a single recent day for which a check-up was made Bulova paid a clipping service for literally thousands of ads' in newspapers placed by dealers at their own expense.

Bulova sells direct to jewellers. The men spend all their time selling them and helping them to sell. There are no sales quotas or sales contests.

The company does not engage in dealer co-operative advertising. It persuades jewellers of the advantages of supporting the national campaign on their own.

Bulova does, however, give dealers newspaper mats, window displays, and other materials, to bring the national campaign to a local focus. They also supply stamped mailing list post cards to dealers, and the dealers must pay for the stamps.

Bulova is rated as one of the most consistent advertisers on the American air ways since 1929.

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 cloth 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.

COMMERCIAL BROADCASTING

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

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O. F. Mingay

NEWS EDITOR:
L. Lippmann

TECHNICAL EDITOR:
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ADVERTISING:
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A.S.C.A.P. Issues New Contracts

Stations Classified According to Income

The American Society of Composers, Authors and Publishers (known as A.S.C.A.P.), sent out during June its new licensing agreements for radio stations for the use of A.S.C.A.P. music over the air.

They apparently have two licences—the single station licence and the other the chain broadcast licence. These contracts are for five-year periods, and differ radically in form and language from those now in effect. The new contracts commence next year.

For the first time in the history of the broadcasting industry in U.S.A., local stations are required to pay a music fee on only the programs which they originate, whilst network programs will have to pay this fee at the source.

The chain broadcast licence defines "chain hook-up" as "including two or more stations" contained in the affiliate list of the contractee network, over which programs will be transmitted simultaneously.

The A.S.C.A.P. fee for such network programs is to be 7½ per cent of the gross amount paid for broadcasting facilities. This chain licence also requires that in the event that an affiliate does not have an A.S.C.A.P. licence, the network itself will pay a sustaining fee of 2,500 dollars a year for that station.

A.S.C.A.P. considers that such arrangement would be equitable since the networks (N.B.C., C.B.S.) either sell their sustaining service or trade it off for so many free commercial hours.

Under the prevailing contract now in effect the networks are exempt from paying any fee at the source, and the fee that does become available from affiliated stations on network business is estimated by A.S.C.A.P. to be, at the

most, 1½ per cent of the gross. The stations themselves now pay 5 per cent on all revenue from the sale of time, excepting political broadcasts. In the instance of religious broadcasts, the new agreement permits exemption also so long as the money received from such broadcasts is "solely in reimbursement of the cost of lines, wire charges and technical personnel."

The new single station licence provides for three station classifications.

Group 1 covers those stations that take in 50,000 dollars or less in time sales. They are required to pay about 12 dollars a year for sustaining rights and 3 per cent on commercial business.

Group 2, doing from 50,000 dollars to 150,000 dollars a year, is to pay 4 per cent on commercial facilities, with a sustaining fee to be determined in the particular instance.

Group 3 concerns stations doing over 150,000 dollars a year, is to pay 4 per cent fee in these cases will be 5 per cent.

This new single station licence also provides for annual reclassification of licensees, according to their revenue for the previous year. It also allows for definite decreases in the sustaining fees in the event of the licensee dropping into the lower groups during the five-year run of the contract. Provisions are also made for rebates to Group 1 and 2 stations. If during the year the total commercial fees become equal to the total commercial fees paid the year before, the station ceases paying any more commercial fees for the current year up to the amount of the sustaining fee.

The manager of A.S.C.A.P. points out that approximately 350 stations will get a 50 per cent reduction in 1941 as compared to 1939 and 1940. Approximately 200 more stations will get a 33½ per cent reduction, and with very few exceptions,

individual stations will not be asked to pay a larger percentage than they did in the past.

The 1939 figures will be used for the 1941 classification.

He also points out that A.S.C.A.P. serves as a clearing house for a supply of music from not only American writers, but from world sources, with a service that is direct, convenient and economical. A.S.C.A.P. is not a corporation and is not in the music business, but is merely a voluntary association of men and women who write, compose, and publish music.

He concludes by saying that the music industry's gross and nett income has suffered with the advent of radio, and if the industry and its creative talent is to continue to serve radio, it is vital that they be allowed to live.

AUSTRALIAN VALVE PRODUCTION

An indication of the extent to which the radio valve manufacturing industry has expanded since its establishment in Australia, is shown in the recent release of a price list by Amalgamated Wireless Valve Co. Pty. Ltd.

There are no less than 58 different receiving types included—every one completely Australian-made, and the range has now reached a point where Australian-made equipment can provide the requirements of the most modern broadcast receivers. The quality and high standard of Radiotron valves are already well known and acknowledged. It is most gratifying, particularly at the present time, to learn of the progress made in Australia of this new scientific industry.

Printed in clear, bold letters on light cardboard, it is suitable for window, show-room, countere, office or work-shop use, and its release is a sign of the times in so much that the tendency nowadays with imports restricted and irregular, is to specify Australian-made Radiotrons to ensure that replacements will be available when required.

Have you got your RATE BOOK yet? Only 5/- per copy from Box 3765, G.P.O., Sydney.



DON'T TALK!
Let
2KY
TELL THE WORLD

on your behalf

2KY gives you ● **WIDER COVERAGE!**
● **BETTER SERVICE!**
● **INCREASED SALES!**

**ONE MILLION POUNDS
IS SPENT EVERY WEEK BY THE
250,000 WAGE-EARNERS
AFFILIATED WITH 2KY**

ARE YOU GETTING YOUR SHARE?

E. SACHS & CO. PTY. LTD. ON 4BH SPONSOR 5 AUDITORIUM DEMONSTRATIONS EXHIBITION WEEK

The excellent results obtained by these old established manufacturers of Saxon Stoves and Household Appliances in their regular weekly Demonstration and Household Quiz Session, has led to them booking the 4BH Auditorium for a Demonstration each afternoon from Monday to Friday of Exhibition Week.

MR. ADVERTISER... Results brought these extra **DAYTIME** bookings.

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

Macquarie Cup Day



A record number of the Sydney advertising and commercial fraternity accepted Mr. H. G. Horner's invitation to attend the annual Macquarie Cup outing at The Lakes, and as usual with this day's sport everyone had a wonderful time. Even the large number of players who for any one of 20 or 30 different reasons failed to return their cards had just as much fun as the more serious among them who treasured their three down and downwards.

There were in all 70 players, but many more than this number came along later to be guests at Mr. Horner's cocktail party at the Club House. After the presentation of the cup to Mr. L.



Last Wednesday week (August 7) the annual golf function—the Macquarie Cup Outing—was organised again by the Macquarie Broadcasting Executives who treated their Sydney friends to a day's golfing at "The Lakes."

Mr. H. G. Horner, managing director of Macquarie Broadcasting Company was the host of the day, aided by a very good team of lieutenants. Mr. Charlie Fletcher, 2GB's ad. manager, checked out the golfers and did his best to check them back, but when we asked him for the detailed scores he could only find his cheque book with some butts in it.

It was a beautiful day; the weather was perfect, and even the Editor, who is an amateur photographer, got some good shots, as you will see here.

Roy Stanley again lost his bet with Frank Goldberg, because the latter hit the best ball of his career, from the tee well over the creek up onto the fairway, with acclamations from the crowd.

Pictures, from left downward and always left to right: (1) B. Stevens, C. Crome (A.G.E.), Roy Stanley (A.A.N.A.) and Ward Booth. (2) A. Brown (Dewars), J. Hort, N. Woods (Woods Peppermint). (3) Bob Elvy, H. S. Darke, Bert Gibb (Aerial), J. Malone (Malone Advertising). (4) Geo. Anderson (2GB), D. Georgeson ("Daily Telegraph"), Dud. M. Fegan (A.R.C.). (5) R. A. Irish (Macquarie), Mel. H. Sheffer (Sheldon Drug). (6) W. Currie (Samson Clark), Don Scott (Station Rep.), J. Madden (Samson Clark), J. Amos (Macquarie). (7) John Watson (2GB), Bob Wishart (Traders Advertising), Jim ("Menjou") Joyce (Artransa), Alex Byron (B.A.P. and 2WL).

On the other page you will see four pictures—from the top down: (1) H. Witham (Western Newspapers), Archer Whitford (Whitfords Network), "Our Host" Johnnie Horner (Macquarie), Frank Goldberg. (2) Andy F. O. Brown (Secy. Federation), John Ridley (2GZ), F. W. Stevens, Vincent Freeth. (3) Reg. Lane (Macquarie), Roy Millard (Millards Ltd.), S. McCausland, H. Robinson (Millards Ltd.). (4) J. Bambach (B.G.E.), W. Firth (2GB), Max Ashton (Macquarie) watching Joe Beveridge (Shell) drive off.

The Editor of COMMERCIAL BROADCASTING apologises for not having more films with him to take the other players, but better luck next time. Everybody voted it "a wonderful day," thanks to Macquarie.

Dempsey, who won it with three down, the inimitable Mal. Verco and "Ginger" mysteriously appeared from somewhere, and for half an hour "Ginger" kept the party very merry with wisecracks, and few escaped the whiplike lash of his tongue.

Dempsey Wins

Presenting the Macquarie Cup to Mr. Dempsey, Mr. Horner said that everyone would feel that it was a well-deserved win. Mr. Dempsey had been a consistent trier each year, and was in fact last year's runner-up for it. Another three-down card was returned by Mr. Bruce Stevens, but as he was not eligible for the cup, he would have to be content with the second prize—a box of golf balls.

Scores:—L. Dempsey (14), 3 down; Bruce Stevens (8), 3 down; D. Georgeson, 4 down; Don Scott (14), 4 down; H. Robinson (17) and E. Bissett (20), 5 down; W. Booth (5), R. Millard (11), Darke (20), L. W. Smith (14), 6 down; J. Madden (17), J. Hort (17), 7 down; N. Woods (12), 8 down; W. McDermott (20), L. Saunders (18), H. M. Sheffer (18), G. Booth (11), 9 down; R. J. McNiven (13), A. N. Weekes (20), C. Chapple (20), R. A. Irish (15), J. Fox (11), A. Gibb (14), J. Malone (18), 10 down; J. L. Taylor (17), E. Mason-Wood (15), W. Firth (20), J. McCarthy (11 down; M. Ashton (20), J. H. Wall (18), 12 down; J. Beveridge (20), 16 down.

Players, But Not Stayers

Other players who entered for the cup included R. E. Denison, H. G. Fegan, Reg. Lane, S. McCausland, J. Bambach, D. Fegan, G. Anderson, O. Amos, Mingay, W. Currie, R. H. Elvy, C. Crome, C. Stanley, L. Lippmann, A. Hand, M. Davis, A. Whitford, F. Goldberg, H. Witham, A. Ward, D. Scott, R. Wishart, J. Joyce, J. Watson, A. Brown, E. Lashmar, J. Dunlop, A. Prince, A. Nixon, B. Johnson, W. J. McLelland, W. Valentine, W. Jardine, A. F. O. Brown, V. Freeth, J. Ridley, F. W. Stevens.

The Macquarie Cup was won last year by N. Woods (W. E. Woods Ltd.), and the previous year by Vincent H. Freeth.



ANNUAL GOLF AT "THE LAKES"



SPOILS TO THE VICTOR: Mr. L. Dempsey, of Fostars Shoes, proudly accepts the Macquarie Cup from popular Macquarie General Manager, "Johnny" Horner.

"Sunshine Community Kapers"

Weekly community singing concerts, introduced early this year by 3BO, are now well established in Bendigo's field of entertainment. Community song leader is Scott Griffiths, 3BO chief announcer, and presentation features Melbourne and local artists, with the

"Radio Revellers" stage band.

During June, the Sunshine Biscuit Company took over a 12 months sponsorship of these broadcasts which will henceforth be known as the "Sunshine Community Kapers." Sunshine now sponsor three community shows on Victorian stations.

DID YOU KNOW THAT

4AY has more primary listeners' licences than any other station in North Queensland? . . . Outside the Brisbane metropolitan area we have more licences per 100 head of population than any other station in Queensland? . . . Outside of Brisbane, more licences per 100 dwellings than any other station in Queensland?

and

DID YOU KNOW THAT

King Tea Prize Competition being conducted over 4AY has, as have past campaigns, brought in replies from all over Townsville, from Innisfail, Ingham, Charters Towers, Bowen, Collinsville, Cairns and Mackay. REPEAT ORDERS QUICKLY FOLLOW YOUR FIRST ANNOUNCEMENTS OVER "FOURAY."

YOU CAN BE SURE OF GETTING YOUR SHARE OF N. Q'LAND'S PROSPERITY WHEN YOU SELL FROM . . .



REPS.: SYDNEY, A. D. BOURKE, B 2085 MELBOURNE, P. G. SULLIVAN, MU 2819

NORTH QUEENSLAND

OFFICES AND STUDIOS: AYR AND TOWNVILLE

Fine Job for Country Listeners

The recent introduction by 2GZ Orange, N.S.W., of a quarter-hour Patriotic Session, commencing 8.30 each Friday night, has turned out remarkably popular amongst the wide listener audience of that country station.

In the 2GZ area only four country towns have Friday night shopping; the others still have the Saturday late shopping night, and therefore this Friday night session of 2GZ loses nothing of its appeal.

The idea of this Patriotic Session is to broadcast all the activities of the various patriotic and war fund appeals operating in the various country towns served by 2GZ.

Each organisation in the whole of the large area has been asked to supply to 2GZ every week the activities of their committee, the amounts of money raised from any particular effort, the number and name of recruits in the town, forthcoming functions or meetings, and any other matter which may be of interest to the whole of the community, in the hope that it may inspire the people to do more for the National effort.

An invitation is also extended to any speaker who may be in Orange at a convenient time to give a talk on what his or her particular centre is doing.

Mayor of Orange Approves

The Mayor of Orange, Dr. Matthews, made the opening address on the opening night (June 7), and expressed gratitude to 2GZ for the introduction of such a noteworthy feature on their already popular station.

This was followed by Cr. Hawke, President of the Shire Council, who likewise eulogised 2GZ for its service to the community.

President Hawke pointed out that listeners could do much as members, or by becoming members of the Patriotic Committee in their district, and by organising functions for the monetary benefit of the Lord Mayor's Patriotic and War Fund.

Digger President Malcolm Stewart, of the Returned Soldiers' League, started his introduction, with: "Whacko—congratulations to 2GZ from the Diggers of Orange and district at the inauguration of their patriotic session, which should be availed of by all returned soldier organisations in the Central West, also all patriotic bodies to broadcast appeals for assistance from time to time."

And so on, the general endorsement of this novel yet most serviceable session was unanimous.

Mr. J. Ridley,
Gen. Manager
2GZ.



On the first night enlistments from the area (totalling 15) plus collections of £249 were announced from the Amaroo Shire Patriotic and War Fund, whilst from Wellington came figures showing over £43,000 already collected at that date, including subscriptions to the War Loan.

This session has continued every Friday night to date, with reports coming in from all around the area, giving much interesting news about the National effort.

This session is a station feature, and is not sponsored. It is particularly popular, as it deals with subjects very close to the people's hearts, especially those in the country, who have always made a great contribution to any National effort, either in peace or in war.

RADIO TELEPHONE SERVICES TO DARWIN AND TASMANIA

Advice is to hand from the Transmission Section of the Postmaster General's Department to the effect that work is progressing rapidly on the proposed radio telephone link between Darwin and Sydney, which, when completed, will open up an entirely new channel of communication between these two points.

The construction and installation work is being carried out by the Department in collaboration with Civil Aviation, who have existing transmitters and receiving arrangements at Sydney and Darwin. When details are completed it is hoped to give a telephone service to Darwin from any of the Eastern States.

Concurrently with this, work is proceeding on a permanent radio-telephone link between Tasmania and the mainland. It is understood that the installation of the Victorian-Tasmanian Radio Telephone channels was instituted to augment the existing cable facilities from the mainland to the island State. Since the installation some time ago of the cable service, traffic steadily increased until it was found that some other means should be on hand to ensure adequate telephone and telegraph services, particularly in case of a breakdown with the cable.

The new Bass Strait radio-telephone facilities are of the ultra-high frequency type, with transmitters and receivers located on the mainland and at the most suitable spot in Tasmania. Multi-channel operation will be one of the outstanding features of the new aid to rapid communication, and it is hoped to use the one transmitter to provide over the one radio channel no less than six telephone channels.

With the completion of this system, together with the Darwin-Sydney link, a new step forward in modern and efficient communication systems will be realised, making our interstate facilities equal to anything in other parts of the world.

WAYS MIX MANNEQUINS AND QUIZ

DEPARTMENT STORE MERCHANDISING

The recently launched broadcast advertising campaign through 2UW Sydney on behalf of E. Way and Co. Ltd. ("C.B." 1/8/40), featuring the "Double or Quits" quiz show noon Thursdays and additional half hour of stage presentation for the visual audience alone, provides a striking example of how a department store can make direct personal contact with an unlimited number of radio listeners, and, providing the merchandising angle is right, of using radio to create new sales records.



— on the fourth she failed and lost all. It's a hilarious game.

This week, as part of the merchandising plan associated with the program, Way's island window is featuring a life-size photo cut-out of Vernon Lisle (compe) hand in hand with a diminutive photo cut-out of the inimitable Reg Quartly (comedian). Inside the store the counters in each department feature comedy cut-out photos of Quartly, each carrying a specific sales message and a reminder of the Thursday broadcasts.

Minister Satisfied With A.B.C.

In the House of Representatives at Canberra last week the Postmaster-General (Mr. Thorby) declared that criticism levelled at the A.B.C. by Mr. Ellis Price were based on figures "that were absolutely incorrect." Referring to Mr. Price's statement about the number of highly-paid executives in the Commission, Mr. Thorby said he was satisfied he was getting the best administration from the Commission that could be expected in the circumstances.

"Take It or Leave It"

Whitely's Home Furnishers are sponsors of a 5AD quiz show, "Take It or Leave It," modelled on American lines. It is now being broadcast each Saturday at 8.15 p.m.

The competitors themselves choose the subjects on which they are to be questioned from a list written on a blackboard in front of the studio audience. Each subject has a starting price—not revealed to the competitor until after he has chosen—and for each question answered correctly, money is added to that prize. The competitor, himself, decided how many questions he is asked, and the prize money continues mounting so long as he answers correctly. An incorrect answer, however, forfeits all prize money gained. The questions, of course, become more difficult as they go on. After a certain number of correct answers, if the competitor still wishes to continue, he may be offered "double or nothing," which means that on that particular question he either doubles or loses his prize money. The competitor has the right to refuse this challenge if he prefers, in the same way that he has the right to stop at any time during the questioning.

All subjects are dealt with, such as cooking, music, films, sport, and so on, so that competitors have a wide range to choose from.



A "Double or Quits" program feature the mannequin parades arranged by Ways. Here is a model displaying lingerie.

The Thursday Way's show at the State Assembly Hall, which has a seating capacity of 400, is packed with good entertainment for the ladies. Prior to the broadcast "quiz" show, which provides plenty of comedy, there is usually a mannequin parade of latest fashion trends. Last week at the second airing, over 350 people attended. Each one had to first apply at Way's store in Pitt Street for admission tickets.



Cecil Scott congratulates a winner who successfully "doubled-up" for the third time, but — (see next picture)



Spheres of Influence

... the news bristles with the term. The Home Sphere is the centre of interest for radio advertisers—how wide is that sphere? Sponsors who use the C.B.N. know that they REACH Australia's listening audience. This great purchasing family fostered by the policy of showmanship in merchandising makes the C.B.N. the centre of interest in every listening sphere in every corner of the land of the Southern Cross.

C.B.N. SALES CENTRES:
Sydney: 49 Market Street.
Melbourne: P. Sullivan, 18 Queen Street.
Brisbane: 4BC, Queen Street.



"I'LL
BID
THREE
NO
HEARTS"

Sure, it's a crazy call at bridge but these beginners do crazy things. It's the same in radio. You often find that inexperience in selecting a programme or the right station leads to queer but disastrous results.

Time and programme buyers are often side tracked by glamorous non-essentials which make them forget, until too late, that the sole function of every programme and every station in a hookup is to sell the product advertised. The low capacity audience never gives high sales. We emphatically insist that no campaign for Victoria can achieve maximum results without 3KZ.

For our complete and unadorned sales story, contact C. A. MONKS, Shell House, Carrington Street, Sydney.



WARNING

BEWARE OF IMITATIONS

Instantaneous recording has advanced far in the past few years, but, the greatest single contributing factor has been the development of the coated disc.

One of the present-day requirements of high fidelity is that all frequencies between 30 and 10,000 cycles be reproduced uniformly. This means that every component part used must be of the highest quality.



The Green Seal disc is the finest grade of recording blank made by Presto. It consists of a heavy base of aluminium, the smoothest and cleanest metal obtainable in commercial quantities, coated with a compound which has been developed during six years of experiment and practical experience. This compound CONTAINS 51 INGREDIENTS and is made by a formula developed and used exclusively by Presto.

The performance of the present Green Seal disc is actually SUPERIOR to that of most recording equipment with which it is used. Surface noise due to contact between the disc and reproducing needle is considerably lower than the mechanical and electrical noises originating in commercial turntables and amplifiers.

Research laboratories use the Green Seal disc to demonstrate the capabilities of the finest vertical and lateral recording equipment. It is considered the standard recording blank by over 80% of the larger broadcasting stations and recording studios throughout the world.

YOU cannot afford to take risks — Air time is too valuable, your sponsors demand value for money, therefore Rely on PRESTO

SOLE AGENTS —

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

76 Clarence Street, Sydney
Phone: B 3908



Recorded Transcription Problems Past and Present

(By Alex Clubb — A. M. Clubb & Co. Pty. Ltd.)

It was not until 1931 that the interest in instantaneous recording began to manifest itself in a desire for some method that could be used to simulate approximately the results that were obtainable in commercial wax recording.

After intensive research and experiment the coated disc was finally developed. To-day this disc is used almost exclusively where high quality reproduction is required.

It was not until 1934, however, that the first coated disc for instantaneous recording, together with the recording turntable, was brought to Australia. Even as far back as 1934 I was convinced, after observing the research in both England and Germany, that a combination of high quality discs and recording equipment would pave the way for the development of the instantaneous recording industry as it exists to-day.

Since that time I have been in a position to study problem after problem and have endeavoured, through close contact with all overseas developments, to remove the problems of the recording engineer until I am convinced that to-day, provided the essential equipment is placed in the hands of the recording engineer, there is no doubt whatever that the purchase of a recording installation by every broadcasting station is an investment that pays dividends from the first day of operation.

Why is it that even to-day we have so much criticism by broadcasting executives, advertisers and sponsors on the question of the comparative quality of the broadcast recorded program compared with broadcast show of artists "in the flesh"? The answer, as I see it, is that in this country the station engineer has not been provided with the necessary money to buy all essential

recording equipment, he has been compelled therefore to purchase a turntable here, a cutting head there, and frequently build his own amplifiers. While each of these pieces of equipment in themselves are of excellent quality, it has been proved that to make faultless instantaneous recordings it is just as essential that the equipment be completely balanced and matched right through, from the microphone to the playback pickup, as it is for the broadcast transmitter to be a complete balanced unit.

To-day most broadcasting executives still consider imported American transcriptions superior to the Australian recorded transcription. There are many reasons for this; chiefly it is a question of equipment. In U.S.A. the studio engineers have long since given up the idea of making sections of their recording equipment; they are absolutely convinced that to satisfy the sponsor they have to give him recorded transcription equal to the best live artist show they can produce, and the only way was to place recording equipment in their studio so complete and so matched, that the sponsor was completely satisfied that the recorded transcription was more than equal to the studio program "in the flesh."

During the last two years some remarkable automatic devices have been produced, foremost amongst these being the automatic equalizer, which provides the only practical means for keeping the response of 33 1/3 r.p.m. recordings uniform throughout. With close supervision a skilled operator can produce similar results by manual operation, but this is seldom possible in a busy recording studio or broadcasting station. For this reason the automatic equalizer is

(Continued opposite page)

WATCH FOR NEW MUSICAL HALF-HOUR FROM

JACK DAVEY PRODUCTIONS PTY. LTD.
296 PITT STREET, SYDNEY M 2563

RECORDED TRANSCRIPTIONS (Continued)

used in practically all studios in U.S.A. that produce high quality electrical transcriptions.

In this country any suggestion of automatic equalizers being used for recording studios has generally resulted in the reply "the cost is too much and we will carry on with what we have, as there is no allocation for recording equipment." The same was said on the introduction of the high fidelity cutting head, but since, operators have been compelled to change over, until to-day very few studios are not equipped with high fidelity cutters.

To-day, because of various forms of restrictions, other problems exist, and in my opinion one of the greatest for the recording engineer to solve is whether he is going to be satisfied with acetate coated discs, which are "less than the best." By this I mean that, without fear of contradiction, the best acetate coated discs are still made in U.S.A. With all due respects to our facilities for manufacturing in this country, I speak from experience when I say that the problems of supply of the requisite raw materials to produce coated discs of the quality made in U.S.A. are not yet solved in Australia, and these problems cannot be solved in a short time. When it is considered that such people as The German Dye Trust and E.M.I. Industries of England, together with numbers of extremely large American manufacturers, are continually experimenting towards improvements in coated discs and have by no means produced the 100% perfect disc, I am certain that in this country no single organisation can give the time and money in research, which would be necessary to produce an Australian equivalent to the best U.S.A. discs.

While I, along with many others, will continue to experiment with the Australian-made disc, caution is necessary against over optimism and, for the time being at least, we must continue to rely on substantial use of U.S.A. discs, if the station executive is going to be in a position to offer his sponsor the life-like transcription which he demands.

I will conclude with this advice to broadcasting station executives. Place the requirements of the recording section of your studio second only to the requirements of your broadcasting transmitter, give your studio engineer a larger allocation for the purchase of balanced recording units. Progress demands that recording equipment be an integral part of the modern broadcasting studio.

Only in this way can you hope to produce transcriptions uniform in quality, acceptable for broadcasting everywhere in the world.

[NOTE.—The views expressed in this article are those of the writer, and do not necessarily represent the views of this paper.—Ed. "C.B."]

George Edwards presents "ERNEST MALTRAVERS"



Luke Darvil breaks into Lady Russel's home for the purpose of stealing her famous jewels. His daughter Alice intervenes during the armed hold up.

LORD LYTTON'S GREAT DRAMATIC NOVEL

Of all the fictional works written by LORD LYTTON, none met with a wider public acceptance than "ERNEST MALTRAVERS".

In adapting it for radio ERIC SCOTT has cleverly highlighted the many dramatic situations with which the story abounds and created an intense atmosphere which holds the listeners' attention right through to the romantic denouement.



A Columbia-George Edwards Production



52 Quarter-hour Episodes.
16 inch discs—33 1/3 R.P.M.

Further particulars and audition discs from

OSWALD P. SELLERS

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Grace Building

Phone: M 4141

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Sydney

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HOLLYWOOD NEWS

(By DR. RALPH L. POWER.)

Hollywood, July 1, 1940.—Transcription activities in and around Hollywood continue at a low ebb and, despite the fact that a goodly portion of this may be attributed to the war, by far and large the major portion is still attributable to the uncertainty due to demands of unions and guilds, which demands seem to be constantly changing.

Outside of current recording of libraries and custom-built series, the only production current in Hollywood seem to be the Edward Sloman productions. They have just completed 65 five-minute discs, "This Thing Called Love," romances of famed people round the globe, and are nearly through with 26 half-hours "In His Steps," from the best seller of the same name by George Munroe Sheldon.

Recording, Inc., old-time studio and lately the scene of the Wantanabe-Archie productions, has closed its doors. They have always been recorders, with no programs of their own. Dan Dunn Productions, program firm with a series of the same name, has also given up its offices.

Aerogram, Inc., recording studio, is going through the legal formalities because of the death of George Bird. Twentieth Century Radio Productions, program firm in the same quarters, is going through probate to determine rights of survivors. It was a partnership between Mr. Bird and Archie Josephson, according to claims. Both firms are expected to continue in business.

Since the announcement of the Mertens-Price split up early this year, Mr. Price has become George Logan Price, Inc., and Mr. Fred Mertens, Mertens and Associates, with each in different quarters, and both doing a consistent program production on script and transcriptions.

The new Grand-Melville Co. Ltd. is doing the ballyhoo for "Diary of Lily Langdon," "Swiss Family Robinson," "Kaloola," and others in script form with anticipation of transcribing at a later date.

Fields Bros., after experiencing terrific financial odds and now operating for creditors with currently slightly less than five per cent monthly payments on past debts (Fu Manchou, etc.), apparently has a new financial set-up separately managed, and is going into the live show field with "American Panorama" as the initial offering.

Raymond R. Morgan Co., general advertising agency with a large radio department, moves into a new building of its own on North Vine Street, probably before September 1. "Strange as it Seems" and "Charley Chan" were two of their most outstanding programs.

Radio News Reel, operated by KMTR, is doing "on the spot" discs that are experiencing a ready sale here, but because of the time element are of little value in other hands. They have just equipped two sound trucks with Universal recorders for touring about the country.

The Southern California Broadcasters' Association staged a gigantic program last week for the benefit of the Red Cross, and for two hours nearly every station in Southern California carried the entertainment.

The western division of the National Association of Broadcasters just held its election with Don Thornburgh, head of the CBS on the coast, resigning, and Harrison Holliday, general manager for KFI-KECA, taking the post.

The country-wide meet of the NAMB is scheduled for several days in Frisco, starting August 4.

Mr. J. Mara, president of Radio Artists of Hollywood, a co-operative transcription group of actors, is due back to-day from a four-month tour in the interests of the new Keystone group. It is rumored he will stay in Los Angeles as station relations manager for Keystone, and will continue to direct the production of Radio Artists on the side. His earlier radioaids, commercial dramatisations, were aired in Australia some time ago.

Bea Benadaret, lead in many McGregor productions, notably "House of Peter McGregor," "Crimson Trall," et al, a couple of weeks ago, gave birth to son John, named after his pappy, Jim Branonn, one

Among the Sponsors

"March Past of the Bands," Mr. Oscar Lawson's popular band program, which for so long has been a feature of Mick Simmons Ltd., broadcasts from 2GB Sydney, 9 p.m. Thursdays, is to be transferred to one of the key times of the week—7.15 p.m. Thursdays. Mr. Lionel Bibby's popular session, "Gun Smoke," another Mick Simmons' program, will be heard in future at 10.30 p.m. Thursdays. Mr. Oscar Lawson's "Snapshots of Sport" session, the Mick Simmons "Last Minute Fishing Bulletin," and the Saturday night sporting resume remain unchanged.

The Fox Film Corporation used radio during the first week in August for advance publicity for "Lillian Russell," one of the big films of the year. In a competition over 2GB listeners were invited to name a voice which was broadcast in a number of sessions. It was the voice of one of four stars of the film, and a £10 prize was offered for the winner. Special five minute sessions, which were broadcast at frequent intervals throughout the week, were especially trailed.

Further extensive radio contracts have been issued by the Melbourne office of O'Brien Publicity Pty. Ltd. on behalf of Mack Furnishing Co. and Homecrafts Pty. Ltd. O'Brien Publicity have also released 52 weeks' contracts to country stations on behalf of K. L. Engines and Tractors Pty. Ltd.

"THE FIRST GREAT CHURCHILL"

This week Columbia completed the last of the 52 "Churchill" episodes. This show is running successfully on 3UZ Melbourne, four times weekly, and has now been sold for South Australia and to the New Zealand Government.

The story of Winston Churchill's famous ancestor John, First Duke of Marlborough, has an amazing likeness, politically to Winston Churchill's own career. Like Churchill of to-day, John Churchill in the 18th century was forced to uncover disgraceful and unbelievable intrigues both in England and Europe. Kingdoms were bought and sold, Churchill himself was betrayed by his country and his Queen. His work was almost wrecked by the schemes and ambitions of self-seeking professional politicians and jealous colleagues, when it was only Churchill's aim to preserve England and Europe too, from all the wars that since his day have afflicted the Continent.

The story of his domestic and political life is one which fills each of the 52 vivid episodes with colour and romance.

of the leading network mikemen. Mr and Mrs. Brannon have been prominent in Hollywood radio for many years.

Campbell McCullough, the past six years head of the Hollywood casting office, recently resigned. He was formerly a transcription producer.

Standard Radio, Inc., Earnshaw-Young, Inc., and others who were formerly represented in Europe by Herbert Rosen, of Paris, are still without European connections. Rosen was forced out of Germany several years ago by the Nazis. But, with the advent of war last September, he was interned by the French. Mrs. Rosen then continued the business until the Germans entered Paris.

The latest American script to be sent Australia is the famed Cappy Ricks stories of Peter B. Kyne, adapted by Harry W. Mitchell, Hollywood scenarist. They will be done with Australian talent by the Macquarie group. Strange to say, though immensely popular here in book and Magazine form, Kyne's works have not been heard via broadcast in the States.

The Victorian Housewives' Association which has two sessions for women already running over 3UZ Melbourne, "The Kitchen of the Air," 11.15 Tuesdays and Thursdays and "The Better Housekeeping Session" same time Wednesdays, have extended their contract to include a beauty session at 11 Mondays. As with their other features the V.H.A. will broadcast direct from their own offices, and will be conducted by Stephani Dests, well known expert on beauty.

New campaigns through 4BH Brisbane include Cadbury's new 5-minute feature "Hit Tunes of the Hour," at 7.23 p.m. Monday through Thursday; Nestle's new 15 minute session "Oh, Reggie," Monday Tuesday, Wednesday, at 8.15 p.m.; Colgate Palmolive "Youth Show," 8.30 p.m. Wednesdays; Felton Grimwades 15-min. session, Saturday nights, just in front of the "4 in 1" Show, titled "Comedy Classics," while at the conclusion of the last presentation of "Diamond Dramas," F. W. Nissen, leading Brisbane Jeweller, immediately presented the first of a new series of feature programs titled "Musical Gems" 15 minutes, featuring famous singers.

Buckley's Canadiol program "Boos and Bouquets," which is part of the 2UW three hours Friday night presentation at the Assembly Hall, is now being relayed to 2KA-B.S.

No secret was made of the fact that excellent results from the feature "Rich Uncle from Fiji" were gained for Taylor and Elliotts over 4BC Brisbane when a winter campaign to boost their cough remedy "Cheero Malto" terminated recently, and increased contracts have been arranged for Station 4BC-SB and other Queensland C.B.N. Stations.

Following hard on the heels of the George Edwards' show "Piccadilly," which concluded on 2UW this week, De Witt's (Antacid Powders) are now sponsoring another George Edwards-Columbia production in "The Hunchback of Ben Ali," Monday through Thursday 7.45 p.m. Serial is adapted by Eric Scott from the novel "Olive" by Mrs. Maria Craik, who also wrote "John Halifax, Gentleman."

Still another new Columbia-George Edwards' production, "West of Cornwall," take the air through 2UW for McWilliam's Wines, commencing September 4; 10 nights weekly, Monday through Thursday at 8 p.m. It will replace "Vanity Fair."

McLean and Hill Pty. Ltd., stock and station agents of Traralgon, have signed a contract with 3TR Sale for 52 x 100 announcements in evening programs. Over 90 per cent of the Gippsland stock and station agents are at present using 3TR.

New Writer for Dorothy Foster Productions is Brother of Maurice Francis

"Oh, Reggie," the new Dorothy Foster production which is on the air for Nestle's three nights weekly, was written by C. Harris in collaboration with Dorothy Foster herself.

Harris is the brother of the well-known scriptor, Maurice Francis (now in camp) and Dorothy Foster in an interview said that she considers he has a great future before him. Already he has completed other series for her, and the brilliant script of "Oh Reggie" leaves one in no doubt to his ability. To be prolific seems to run in the family, for Harris has turned out three quarter-hour scripts a day, which even for an old hand is tough going.

Decade of Service to Queensland Public

Station 4BC Celebrates 10th Birthday

The opening of station 4BC on August 16, 1930, by the vice-Mayor, Alderman A. Watson, marked the inauguration of commercial broadcasting in Brisbane. At 6.30 p.m. station 4BC officially took the air on that date, and this week celebrates 10 years of faithful service to the Queensland public.

Immediately after officials had declared the station on the air, the 1930 English Cricket Test Match descriptions provided the first feature of the entertainment, and the unanimous public response to this epic series removed all doubt as to the future of the station, and of commercial broadcasting. It was soon found necessary to enlarge 4BC's transmitting plant and increase the power, and a complete modern transmitting station with elaborate aerial system was erected on high ground at Oxley, overlooking the South Western Suburbs of Brisbane, nine miles from the city.

Station 4BC soon demonstrated a much more serious purpose in the minds of the management than simply broadcasting commercial advertising, accompanied by gramophone records. The moment facilities were available, Station 4BC broadcast the first complete live artist Grand Opera, which was relayed to Queensland listeners directly from the stage of a leading Sydney theatre. The great pianist, Benno Moiseiwitsch, landed in Australia and 4BC made an initial Australian broadcast of a complete recital. John Henry and Blossom were brought to Queensland as 4BC's first big artist importation, and set a standard of high-class entertainment, entirely new at the time to the increasing numbers of radio listeners, and these artists enjoyed popularity equivalent to that of movie stars at a gala premiere.

Entry into the sporting sphere found the station broadcasting the first United States of America v. Australia Tennis Test Matches, and presenting a comprehensive race broadcast service which continues to entertain thousands of Queenslanders every race day. Commentator Jim Anderson, who holds the position of handicapper to a major club, is acknowledged as one of the

Gen. Manager L. Prowse-Knox, of 4BC.



leading experts in the Queensland racing world, and is one of Australia's most successful race broadcasters. Every other angle of sport is covered by 4BC by commentators specially retained for the purpose.

Notabilities from the King of England down the social scale to the latest newsboy in the news have been broadcast by 4BC, and the station's visitors' book records the names of people notable throughout the world.

The Centenary Air Race permitted 4BC to link the leading commercial stations of Australia with a broadcast descriptive service which will long be remembered by the majority of Queensland listeners.

The passing of King George V. and the accession to the throne of King Edward VIII. gave the station an opportunity to bring a service to its listeners as thorough as that given during the visit of the Duke of Gloucester to Australia.

Attention to the welfare of the community through the depression period resulted in 4BC being responsible for collecting funds for clothing, year by year, for thousands of poor children, as well as the distribution of thousands of toys and tons of food.

Other activities include the provision of complete woollen equipments for the children's hospitals at Brisbane and Ipswich, and raising of funds to cover the installation of stretchers in every creche and kindergarten in the Brisbane metropolis, marking 4BC's close link with the public.

Charity picnics have been so excellently organised that the concluding activity of 1935 saw 28,000 people attracted to Southport, Brisbane's main surfing resort, in one day by the station's efforts.

All these activities have reacted to the commercial benefit of 4BC's advertisers, who placed accounts in its early days and can still be numbered prominently among its commercial supporters.

NEW WOMEN'S CLUB FORMED AT TOWNSVILLE



The inaugural meeting of 4TO Townsville Women's Club, recently. Organiser Jean Gray and Station Manager A. E. Lawrence are at the microphone at left.

ASTOUNDING

PARALLEL!

HISTORY REPEATS ITSELF IN THE

Dorothy Foster Production

(IN 52 EPISODES)

"The First Great Churchill"

HAILED AS A SMASHING SUCCESS IN VICTORIA...

4 TIMES WEEKLY OVER 3UZ... SOLD FOR BROADCAST OVER N.C.B.S. (N.Z.)

CIRCUIT

Winston Churchill has many things in common with his great ancestor. There are extraordinary and highly significant similarities in their lives in the service of England. Like Winston Churchill, who for many years after the last war, was but a name among many to Englishmen, and that name the bearer of unjustified reproach, John Churchill was forced for a while by contrary streams in the politics of the time to walk in the shadow of events rather than in their hard revealing light. John Churchill was called upon many times to shape his country's destiny. Had his work not been wrecked by the schemes and ambitions of self-seeking professional politicians and jealous colleagues, he would have preserved England for all time, and Europe too, from the terrible wars that since his day have afflicted the continent. **TIMES WITHOUT NUMBER, Winston Churchill's great ancestor SAVED ENGLAND from ruin and disaster. Country betrayed country, statesman betrayed statesman, but still John Churchill worked for the ultimate salvation of England.**

NOW AVAILABLE ON COLUMBIA DISCS FOR N.S.W. & QUEENSLAND

REMEMBER IT'S ANOTHER Dorothy Foster Production
4 O'CONNELL STREET, SYDNEY
BW 7614

OF COURSE YOU'VE HEARD

A.I.F. Session

As a result of interviews between Les Platt (3SH commentator) and members of the A.I.F. and Returned Soldiers' League for local A.I.F. departure broadcasts, 3SH, at the request of the Swan Hill Branch of the R.S.L., has commenced a series of 15-minute A.I.F. sessions.

During these broadcasts, members of the old A.I.F. discuss present international situations and their geographical positions, and compare the past with the present. Letters are read from local men abroad, reminiscences are given; current local happening concerning the old and new A.I.F. are discussed, while war-time sketches add variety and entertainment to suit all listeners. The session is presented Friday at 7.15 p.m.

New "Ray" Thriller

A new Derrin Bros.' session entitled "Secrets," is being broadcast from 2KY Sydney at 11.50 a.m. Mondays, Tuesdays and Thursdays. It features exciting adventures connected with the secret plans of the Black Ray—a light-ray which, directed upon an enemy plane, is supposed to disintegrate its metal and cause the engine to "seize." A weekly riddle contest, for which a generously packed week-end parcel of groceries is the first prize, and for which five consolation prizes are also being offered, is being run in connection with these sessions.

News from Ayr

Live artist shows continue to be a great success with 4AY Ayr audiences, according to the latest batch of news received from that station by its Sydney rep., A. D. Bourke. In particular several plays written by Announcer Len. Martin, and produced by studio manager, John Tuttell, are becoming more popular. Exciting wide comment, congratulatory letters have been received from all over their territory, a large percentage of the letters coming from the commercial heart of the north—Townsville.

During the week ending July 20, highly successful broadcasts were made of the ring events at the Townsville Show, and descriptions given of the exhibitions at the show.

Arrangements had been made to broadcast descriptions of the annual race meetings at both Townsville and Ayr.

300,000 Cigarettes

Stations 6PR-6TZ over a recent five weeks' period asked, during their Radio Revue Live Artist Presentations, for donations of cigarettes to the "Camp Comforts Fund." Over 300,000 cigarettes were received and more than £400 in cash.

New Feature for Gartrell White

John Dunne, of 2SM, has created a new show for those consistent 2SM sponsors, Gartrell White Ltd. This time it is "Gangsters," and that title is fairly indicative of the feature which from September 1, replaces the former G.W. show, "Harbour Lights." From September 1 "Gangsters" will go on every Monday night for half an hour from 9 p.m. With John Dunne composing and producing, the show will feature the most outstanding talent derived from Dunne's famous "Gang" artistes. A number of these youngsters have already been a lot in the public spotlight recently with appearances at the Tivoli Theatre and Hoyt's Theatres.

McWilliams Two-Hours Sponsorship of Camp Concerts

Many tokens of appreciation contained in letters from State-wide listeners have been received by 2TM in connection with the first McWilliam's camp concert broadcast by 2TM from the West Tamworth A.I.F. Military Camp recently.

Members of the ranks supported many talented local artists, and much talent and interest was forthcoming in the Soldiers' Talent Quest, for which a prize of one guinea was donated by McWilliam's. The winner was Private Lyons, late of South Africa, whose animal and bird imitations combined with clever patter, placed him well ahead of the other contestants.

The second McWilliam's camp concert was given last Friday night, Knox Godfrey being responsible for selection and arrangement of the artists, Clive Lynfott the community singing, and Bill Weir compere and M.C.

McWilliam's Wines are well pleased with the results, the initial camp broadcasts and indications are that the recruits in both A.I.F. camps in the Tamworth district will be entertained every other Friday night from 8 until 10 p.m.

Hill-Billy Popularity

There is no doubt about the popularity of what is known as hill-billy music with Queensland country audience. Over the past year or so there have been many instances where commercial stations have specially instituted these hill-billy music sessions because of popular request. Latest example to reach us comes from Toowoomba, where 4GR reports that again as the result of letters from listeners an extra hill-billy session (sponsored by Piggott and Co., general store and mail order house) has been instituted for quarter-hour Monday to Friday evenings. Previously the station had kept hill-billy strictly to the daytime schedules.

A Tribute to Radio

When the British Government appealed to Australia to supply several Ambulance Units, the C.B.N. station, 4ZR Roma, was one which immediately commenced an appeal in the Maranoa, on behalf of the Roma branch of the Red Cross Society. The president of the society officially launched this appeal from 4ZR at 7.30 p.m. Wednesday. At 8 p.m. £160 had been promised, and the station closed that night with the total of £220. The station aimed at £688, the cost of a complete ambulance unit. The total reached £645 by Friday night, and at 7.30 on Saturday night over £800 had been promised. All in 72 hours—14 broadcasting hours! Roma's population is estimated at approximately 4,000.

Competition with a Patriotic Twist

War Savings Certificates to the value of £1 each are the prizes offered in a novel competition being conducted by Schumanns Salts. Complete details are being advertised over 3UZ in 100-word announcements in "Tiny" Snell's breakfast session; in Penelope's women's session and in the evening. Competitors are required to coin simple compound words of similar meaning and type to "chatterbug" or "scandalair." The idea is to get the best word combination meaning scandal-monger or rumour-spreader. Entries have to be written on inside of top of Schumann's Salts carton, and best entry in every 100 received is rewarded with a £1 War Savings Certificate.

14 Piano Act

Every Sunday afternoon the Melbourne Town Hall, seating nearly 4,000 is packed by patrons of 3KZ's community singing session. The show runs for two hours—is broadcast for one—and 3KZ succeeds in always attracting a fine line-up of artists to help the program along. The silver coin admission goes to the Lord Mayor's Fund. Recently it was decided to ask for a piano for the War Service Comfort Club. A Melbourne music house generously agreed to call for and tune the piano donated. Over went the appeal and 10 minutes later this music house was faced with the job of calling for and tuning 14 pianos, one being donated from way up in the bush country. Fourteen pianos from a hundred word appeal is not a bad result. They have all been handed over to the Lady Mayoress.

Cooma Model Flying

Recently 2XL Cooma formed The 2XL Model Flying Club to foster interest in this popular hobby throughout the Southern Tablelands. In a matter of weeks the interest has grown from the publicity given by 2XL. Already the club has 50 members, club rooms, about 27 planes on the flying field every Sunday morning, while many more planes are in course of construction. A Model Flying Club session is broadcast every Monday night.

Radio Replaces Magazines

The Australian public are always eager for news of Hollywood, and now that the sale of American Film magazines is restricted, the logical way of supplying people with this news appears to be through radio programs. Taking advantage of this situation, Hoyt's Suburban Theatres are sponsoring a series of sessions on 2UE Sydney under the title of "Billy Moloney's Hollywood Picture Page." During the session Billy Moloney will broadcast news received from Hollywood through special cable services, and a unique competition will be run in which free theatre tickets will be given each night for Hoyt's Suburban Theatres. "Billy Moloney's Hollywood Picture Page" is broadcast each Monday, Tuesday, Wednesday, Thursday and Saturday at 6.15 p.m.

Laughs in "Name Three"

Ever strong believers in comedy as a sales-getter in radio, Parsons Bros., makers of "John Bull Rolled Oats," have managed to build a strong vein of it into their new quiz show, "Name Three," broadcast from 3AW Melbourne Saturdays at 8 p.m.

Show gains in laughs and pace by the use of two announcers as joint comperes Terry Dear ("John Bull"), who is always on the side of right, and Vernon Pett ("The Last of the Gangsters"). Both comperes are accomplished ad-libbers and their spontaneous "wise-cracks" keep the accent on comedy from start to finish. Unusual questions, such as "Name three phrases in which terms of endearment are applied to inanimate ob-

Dr. Goddard Presents Prime Minister With Two Elementary Trainers



With the arrival of the Prime Minister (Mr. Menzies), on August 1, at Archerfield Aerodrome, 4BC Brisbane was on the spot with two microphones. The occasion was the presentation of two elementary training planes donated by the generous public of Queensland through the untiring efforts of Dr. W. G. Goddard over Station 4BC. For six years, Dr. Goddard in his "Book of Time" lectures over 4BC, every week has stressed the urgent necessity for a large and powerful air force for the defence of Australia. Recently arrangements were made with Dr. Goddard to launch an appeal over 4BC to raise the sum of £1,500 to purchase an elementary training plane as assistance to war efforts. Within a week the amount was oversubscribed. The above picture shows the Prime Minister with Dr. Goddard examining the placque which was placed on the 'planes.

jects!" are asked. Typical answers to this would be "Pat the butter," "Kiss the dust," or "Stroke the crew." On the money side, the sessions offers prizes of 5/- for every question correctly answered, plus a bonus of a further five, if the competitor is carrying a packet top from the sponsor's product. Listeners are invited to submit questions, which pay 5/- if used, plus an extra 5/- if unanswered by competitors. All entries must be accompanied by a packet top from the sponsor's product.

Radio Razzle Dazzle

Variety programs are certainly coming into their own in radio these days, and one which promises to be something out of the box commences through 2SM Sydney, September 28, and thence every Wednesday night at 9. Mixed sponsorship of the show has been arranged.

Produced by John Dunne "Radio Razzle Dazzle" will have a number of entertainment ingredients to make a very fast moving hour. Show will have quiz, comedy, music and drama and monologue. One highlight will be a totally new type of competition for the studio audience titled "Pick the Winner."

Small Ads.

A branch of advertising which is growing at 3HA Hamilton, is the "small ad," or short advertisement offering or seeking everyday needs. For instance, when most of the large firms in the

Western District urgently seek new hands they advertise through 3HA with prompt results, and recently, during the Hamilton Police Ball broadcast, an enterprising firm struck the idea of short ads. under the title of "Arresting Offers."

100 to Coolangatta

Nearly 100 people made up this year's Sunshine tour to Coolangatta, organised by the 2CH Women's League, as a result of a campaign conducted over the past few weeks by the Coolangatta Publicity Committee.

This party, in three Pioneer Tourist coaches left Sydney Saturday last and arrived at Coolangatta on Monday evening. The tourists, most of them women, will spend 12 days in the north, during which time they will visit district beauty spots in Brisbane, and will attend a round of social functions organised by the Coolangatta people who have demonstrated in past years their desire to extend the greatest hospitality to the visitors.

This year's trip with Meg. McSpeerin, organiser of the 2CH Women's League as hostess, is the fourth organised by 2CH to Coolangatta, which has used this station exclusively in N.S.W. for publicising its tourist attractions. The station is now organising a Blossom Time tour to Canberra, commencing September 30.

Doing A Real Job
For The Advertiser

3BO
BENDIGO

Covering an area in Central Victoria with a population of over 135,000 within easy reception distance.

Use 3BO for real coverage and reach buyers in Bendigo, Elmore, Castlemaine, Rochester, Echuca, Epsom, and other important towns.

YOUR BEST INVESTMENT FOR BIGGER BUSINESS . . .

NO NATIONAL ADVERTISING CAMPAIGN IS
COMPLETE WITHOUT 3BO

AMALGAMATED WIRELESS (A/SIA) LTD.

47 York Street,
Sydney



167/9 Queen Street,
Melbourne

Letter to the Editor

"Bally-Hoo and Baloney of Recorded Feature Censorship Wastes Australia's Money"

"I wonder if you have had by any chance brought to your notice the ridiculous length to which the Censorship people insist on going if one is desirous of mailing or shipping recorded features to, for example, New Zealand.

"Apparently scripts must accompany the recordings (in itself and on the face of it, perhaps perfectly reasonable), the records have to be auditioned by a member of the Censorship Department and then packed, under their supervision. If this is not the accurate detail, this approximates the position. Whoever it is does the auditioning, to that person, or persons as I would imagine would be the case, wages have to be paid out of taxation, but can one imagine anything more futile than the censorship entailed.

"Let us suppose that any enemy agent wished to send a message to an enemy agent in New Zealand. It would be the easiest thing in the world to 'wrap this up' by pre-arrangement, and the use in recordings of ordinary, everyday words to mean whatever the message was required. For example, the mention of a 'tea-cup' could refer to a battleship, the mention of a 'packet of tea' could refer to a mine, and such words could be most easily brought into perfectly ordinary dialogue in such a way as to convey any meaning required. Were this considered by the supposed enemy agent not to be quite subtle enough, theme music could be interspersed to represent certain actions. For example, a piece of theme music by way of a march could represent submarines being on the way to New Zealand; dance music could represent Auckland; swing music could represent Wellington; classical music, Christchurch, and Scotch music Dunedin, and so on and so forth, and there would be absolutely nothing there to indicate that anything on the record was by way of a message. It is admitted that pre-arrangement would be necessary, but then the sending of messages in this way would only be possible, in any case, by pre-arrangement.

"Apparently the above point is not, however, the only one, and another of the Censor's worries is the possibility of matter being recorded which might be considered as being 'agin the Government'. However, the broadcasting stations are controlled as to what material they put over and therefore it would appear that to worry about this possibility when despatching a recording abroad is just so much nonsense and waste of time.

"Let us take a recorded feature which has already been played long before the war throughout Australia, made by a reputable and well-known feature manufacturer. Is it to be supposed that such a feature has been pre-determinedly made for the purpose suggested?

"As far as I can see it is a matter of the commonly expressed question of red

tape, and not even red tape with any real sense behind it. We have suffered from fifth-columnist mania here, spy mania and almost every possible mania since the war started, and yet the business fraternity of this country is apparently prepared to put up with such ridiculous and non-productive nonsense, which can serve no useful purpose—and to pay!

Sgd. H. M. TALBOT-LEHMANN,
Managing Director, Radiovision Pty. Ltd."

Editor's Comment

[Communication with the Censorship Authorities on this matter reveals that they find it necessary to censor, at the source of its production; everything that leaves Australia, and not rely on overseas people to do the job. Furthermore, if this wasn't done in Australia, no doubt the New Zealand authorities would want to know why. It is also indicated that there is a real war on, and the authorities—be they right or wrong—must do everything they believe is necessary to protect Australia's interests. Therefore the cost and trouble involved in getting these transcriptions properly censored and approved, is considered to be very necessary. It would be an additional costly problem to endeavour to discriminate between this or that recording, or whether it was produced before or during the war.—Ed.]

"IT CAN'T BE DONE"—

said a number of station executives and others when we first proposed the issue of a rate book containing the rate cards of all the Australian commercial broadcasting stations.

Well—it was done, and successfully, too.

So much so, that it is now accepted as the most valuable service aid available to "RADIO TIME-BUYERS."

This RATE BOOK has contributed largely to the stabilisation of station rates. Changes are not so frequent, and so this year we found it only necessary to issue half-yearly, i.e., July and January.

The first of the new half-yearly series of RATE BOOKS is now available, and the price is only 5/- per copy, post free.

You will find it extremely handy in ascertaining the rate schedules for any commercial station; the listeners' licence figures for any station's area; the representative of any station, etc.

Available from Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney.

LISTENERS' LICENCE FIGURES June, 1940

NEW SOUTH WALES		
	June	June
New Issues	1939	1940
Renewals	5,326	6,778
Cancellations	38,016	39,488
Monthly Totals	3,442	3,888
Nett Increase	433,813	458,283
Population Ratio	1,884	2,968
	15.79	16.42
VICTORIA		
New Issues	3,506	4,588
Renewals	30,669	30,478
Cancellations	3,809	3,778
Monthly Totals	328,159	348,283
Nett Inc. or Decrease	-303	88
Population Ratio	17.51	18.32
QUEENSLAND		
New Issues	2,036	3,288
Renewals	12,625	13,378
Cancellations	1,496	1,548
Monthly Totals	133,504	151,128
Nett Increase	540	1,868
Population Ratio	13.29	14.82
SOUTH AUSTRALIA		
New Issues	1,532	1,888
Renewals	8,494	9,128
Cancellations	1,427	1,478
Monthly Totals	117,520	124,928
Nett Increase	105	488
Population Ratio	19.56	20.82
WESTERN AUSTRALIA		
New Issues	1,378	1,018
Renewals	8,494	1,018
Cancellations	585	768
Monthly Totals	79,404	87,798
Nett Increase	793	248
Population Ratio	17.17	18.32
TASMANIA		
New Issues	639	698
Renewals	4,109	4,208
Cancellations	462	538
Monthly Totals	39,460	42,198
Nett Increase	177	158
Population Ratio	16.34	17.42
COMMONWEALTH		
New Issues	14,417	18,128
Renewals	106,052	108,778
Cancellations	11,221	11,678
Monthly Totals	1,131,860	1,212,628
Nett Increase	3,196	6,478
Population Ratio	16.33	17.52

The above totals include: Total licences to the blind, 2,363 (1939) and 2,467 (1940); and total experimental licences 2,074 (1939) and 321 (1940).

Tintara Playhouse

Beginning from July 8, Hardy's Wine are sponsoring "The Tintara Playhouse" from Stations 5AD-5PI-5MU. This consists of a series of half-hour shows, comprising a play in which Myrna Loy and James Stewart appear "Single Crossing," six potted musical comedies—"Madame Butterfly," "Sweetheart," "Eileen," "Mademoiselle Modiste," "De Fledermaus," and "Rio Rita," and a recording of one of the Kate Smith Hours.

"WHY NATIONAL BROADCASTING?"

(Continued from page 6)

The Program Structure

I shall not try to cover all our activities, but refer rather to those which are characteristic or perhaps even peculiar to our organisation.

First, we supply programs for two stations in each State capital city, one in Canberra, and 13 in country districts, a total of 26. We also provide a program over a shortwave station, mainly for Australian listeners, but picked up also by some listeners in other Pacific countries. We cooperate with the Department of Information by providing translators, announcers and readers, and supporting musical programs, for shortwave broadcasts in English, French, German, Dutch, Africans, Spanish and Italian, directed to overseas listeners.

The wide scatter of our cities (Sydney to Perth is 2,700 miles, and to Rockhampton, over 1,000 miles) and the concentration of population in our seaboard capital cities, the remoteness from the main broadcasting centres of settlers whose importance and needs are not to be measured in terms of their numbers, make a broadcasting problem which is unknown to small and closely populated countries like Great Britain.

Since the Commission was incorporated in 1932 the number of listeners' licences has more than trebled—from 370,000 to 1,212,000 on 30th June last. I shall not attempt to apportion the credit for this.

An analysis of the Commission's programs, as set out in its annual reports, shows that every phase of human activity and interest capable of treatment by broadcasting has been covered: Music in all its forms—orchestral, band, choral, solo, grand opera, musical comedies; classical, light, and dance music. Dramatic productions of all kinds—serious and light, for adults and for children. Stories, Talks, embracing the widest range of political, scientific, literary, and other subjects. Interviews, news views, sporting and descriptive talks, news commentaries, school broadcasts; essential services such as news, weather and market reports, announcements, and devotional services from churches and studios.

Some special features of our work have been the development of orchestras, bands, and choral groups, the employment of local artists, educational broadcasts for schools, the organising of orchestral concerts for school boys and girls, the organising of public concerts to give audiences a chance to hear and see local and overseas artists in the flesh, and to give local artists, in particular, whose opportunities for gaining experience would otherwise be very limited, the chance to appear before audiences.

A few facts will illustrate this development:—

When the Commission was formed in 1932, there were no full-time symphony orchestras in Australia. Sydney studios boasted a small band of thirteen musicians, and Melbourne fourteen. Since then full-time orchestras of varying strengths have been established in each capital city, a military band, dance bands, and choruses. The number of players in full-time employment is now over 250, and in addition to these, about 180 are engaged to augment the orchestras for public concerts. The growth of interest in orchestral music is shown by the number of subscribers for seasons of from six to twelve concerts. In three years the numbers have grown from 920 to 1,730 in New South Wales, from 2,100 to 2,400 in Victoria, from 206 to 430 in Queensland, from 276 to 957 in South Australia, and from 176 to 630 in Western Australia. This experience bears out my earlier contention that it is wrong to assume that listeners have no potentialities for development of their tastes, for acquiring an appreciation of fine things.

The Commission has had a similar experience with its orchestral concerts for young people from the public and private schools. These concerts are given in public halls in some of the capital cities.

Twenty-six such concerts were given last year, the attendances totalling about 50,000. In this way young people are acquiring not only a knowledge of, but a genuine taste for, fine music.

Local Talent Encouraged

Local talent has been developed in a variety of ways; by engagements in the studio, by tours of the Commonwealth, by appearances on the concert platform in conjunction with orchestras or overseas artists, and by assistance to musical festivals, both in the shape of prize money and engagements for successful competitors. The engagement each year of a number of outstanding overseas artists, both Australian and foreign, has not only helped to add interest to broadcasting programs, but has given local artists and audiences standards of performance and appreciation which have undoubtedly helped to stimulate and develop their talent and taste.

Similar work has been done in the field of drama. Existing or potential dramatists and players have been encouraged and developed through competitions, through helpful criticism of their efforts, as well as through remunerative engagements and the purchase of copyrights. During the last year, for instance, over 700 plays, including 37 serials and also 31 musical plays were submitted. Of these 55 plays, nine serials comprising 99 episodes, a musical serial of 10 episodes, and 15 musical plays were purchased. In addition to letters of advice to those who submitted manuscripts, many interviews were given to prospective authors, and much personal advice tendered.

Our work in connection with talks and commentaries is, of course, widely known, but I would refer to one aspect of it which bears out a contention already made, namely, that a little exploration brings to light the existence of an appetite for thoughtful broadcasts which is not realised by many critics. During last year the Commission set about the organisation of listening groups, mainly in country towns, following on lines which had proved successful in England. The object is to encourage thoughtful people of all classes and occupations to gather in groups in order to listen to broadcasts on controversial subjects, and afterwards to discuss the broadcasts. In the short time during which this organisation has been going on, 71 groups have been formed in New South Wales with a membership of over 750.

School Broadcasts

One other phase of the Commission's work may be mentioned, namely, broadcasts for schools, covering a wide range of subjects. When the Commission took over there were no such broadcasts. During the first year the Commission was broadcasting to about 100 schools, and this number has now risen to over 1,900. In addition, special broadcasts are given in most States for the benefit of children who live in remote parts of the country, and depend for their education on correspondence courses. The number of children listening to these special broadcasts is now about 3,500.

The Commission has been able to assist small country schools in one other way, namely, by providing receiving sets from the funds raised at community concerts.

Much of this service has been unhonoured and unsung. I mention it here to show you that the Commission has not set out to win cheap popularity at the expense of the spirit of the Act, namely, to develop a service to meet national needs and foster a national outlook.

"Hit-and-Run" Attack

As to suggestions that the Commission is spending too much money, it is difficult to say more than that criticism in such general terms is both cheap and safe. It is a kind of hit-and-run attack, with the critic lost behind a smoke-screen of generalities. One can do little more than point to the magnitude of the Commission's operations, the development of its work on sound lines, and on the score of administrative efficiency, if modestly permits us to say so, the life records of the Commission.

(Turn to page 30)

Einstein has a theory about it!

The scientific mind observes the night sky and thinks in terms of TIME!



The wise business man with a product to market observes the C.B.N. and

thinks in terms of TIME!



The relativity between good programs and sales promotion is no theory but the practised policy of the C.B.N.

NIGHT TIME OR DAY TIME, YOUR BEST TIME BUY TO BLANKET AUSTRALIA'S 4,500,000 LISTENERS IS THE C.B.N.



49 Market St., Sydney;
P. Sullivan, 18 Queen St., Melbourne;
4BC, Queen St., Brisbane.

C. A. MONKS says:

Wherever you reign—
You may reign supreme
By using Radio's right beam.

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

Telephone: BW 4135

Telegrams: AIRADS

PERSONALS

A popular visitor at Mr. Horner's cocktail party, after the Macquarie Cup golf was Jack Davey, of J.A.D. Productions. "J.D." is a prince of raconteurs, with a repertoire as endless as his ideas for jackpot sessions.

George Anderson, assistant manager of 2GB, finished two up on "C.B.'s" news editor in the Macquarie Cup golf (bobs, not holes!) We suspect it was the Bovril at the 8th—and when we say Bovril we mean Bovril.

Was it our own Ray Dooley (general secretary of the Commercial Federation) who conducted the orchestra on the National "Merry-go-round" session from the Melbourne Town Hall last Monday night? If so, he has missed his vocation. He won the £1/1/-, but gave it back to the Red Cross. Ray was always a generous digger and a generous giver.

Frank Goldberg seems to be making quite a habit of winning golf balls and golf bets lately. He must be having quite a lot of practice. Roy Stanley is just about broke trying to break Frank Goldberg. What an optimist!

The "big four"—Horner, Whitford, Goldberg and Witham—played a customer's game at the Macquarie Golf Day, and consequently did not hand in their cards.

The Woods, Hort and Brown trio played remarkable shots off the first tee. Such capable business executives naturally have plenty of time to practice golf.

Bill McClelland of Hartford was a very sick and sorry man—not feeling well enough to play that day.

Jackson and Coudray both of Unsted Jackson, turned up to see the heroes hit off, but were too busy to have a game, much to their chagrin.

It is only a short time ago that this paper recorded the fact that manager, Jack Broadbent, of 3SH Swan Hill, had joined the A.I.F., and now comes details of his 275 mile journey to help out at 3SH community singing when the new leader was taken ill. Jack was in camp at Mt. Martha when a hurried telephone call from Swan Hill was put through. Jack made the necessary leave arrangements and headed for Swan Hill to take up his old job of community leader. About 1,435 people crowded the Town Hall to join in the fun and to give Jack a big hand. The sum of £24 was taken at the door.

Account Executive, Ronald A. Kirkwood, L.O.A., has left his position at Reuters Limited, Sydney office, to go into training with the R.A.A.F. at Bradfield.

Writing to Mary Ann, who conducts the women's session on 2UW, Constance M. Jones, of the Anzac Buffet Ladies' Auxiliary stated: "I don't know how to start this time. I am still recovering from the shock of the arrival of 243½ lbs. of tea. It is really staggering, and if this keeps up there will be enough tea in our coffers for the duration. Really though we are most terribly grateful for all you and your listeners have done and are doing for the Anzac Buffet." And still the tea parcels pour in at 2UW in ever increasing quantities.

Jack Burgess, known throughout Australia as "Jackeroo" of the Kangaroo Club, personality announcer on 5AD, celebrated his tenth year with the "Advertiser" network Sunday, August 4. To Jack go the honours for creating and maintaining the Kangaroo Club for children, with a membership now exceeding 55,500, including "Kangas" in many distant parts of the world, and for the Liars' Club Fund for sick and crippled children. The Sick and Crippled Children's Fund has done a great deal of good work in brightening the lives of sick children from every class of society in S.A. It was a prime mover in the creation of a special home for these children, and it has provided a "Kangaroo" ambulance for the Children's Hospital in Adelaide, besides assisting in the amelioration of distress through many other avenues for charity work.

Mr. Reg. Denison, of Macquarie, was a non-starter at the Macquarie Cup golf day last week, but his many friends were glad to see him put in a short appearance during the afternoon. Pressure of business curtailed his stay out at The Lakes. He is one of the keenest followers of all forms of sport.

Mel. Sheffer managing director of the Sheldon Drug Co., who are good radio advertisers, was a keen player at Macquarie golf, though no keener than at the poker machine. Says he's never broken a bank at Monte Carlo, but still has hopes of one day making a poker machine disgorge a kitty.

There's no doubt about the vagaries of golf—or should we say, of golfers. Andrew F. O. Brown and Vincent H. Freeth went out red hot favourites for the Macquarie Golf Cup last week. Charlie Fletcher, of GB, who did a yeoman's job at the score board, is still looking for their cards!

Every day from 10 a.m. to 10 p.m., as in former years, the 4BH team of "Personality Announcers" was heard officially broadcasting everything of interest from the Ring of the Brisbane Royal National Exhibition. 4BH also handled the official opening of the Exhibition by the Governor

(Sir Leslie Wilson), and the speeches from the official luncheon which followed the opening.

Mr. J. C. Best, advertising manager of Columbia, has departed for his annual leave. "He's gone awanderin' an' we don't know where he are," and like Clam of the Overflow he's gone bush. All would tell us before leaving last week was that he would get in his car, stay a day or two here and a day or so there.

Picture Bill Beattie, of 2SM, joy-riding Sydney escalators, up and down, up and down railway escalators and store escalators and arcade escalators—just to prove to his absolute satisfaction that the rubber handrail moves more slowly than the moving stairs. Question came out in a recent Cuckoo Court Sunday night broadcast from 2SM.

Mr. Stan Kennedy, general manager of 2TM, was back in Sydney last week. He certainly keeps on the move between Sydney, Tamworth and Melbourne these days.

Those who heard Mr. T. M. FitzSimons, director and general manager of N.S.W. Maize Products Pty. Ltd., broadcast an introduction to his firm's new session, "Betty and Bob," through 2KA-BS last week, were amazed to learn that it was only the second time he had ever been before the mike. There's no doubt the Scottish has a way with them when they roll out the r-r-r-r-r'e to a microphone—or was it the Scot-Irish combination in this case.

Cyril G. French, who was 3XY Melbourne service and production manager, has joined the A.I.F. French started in radio as a playwright dramatising his own short stories for the air about ten years ago, and since then he created and produced some 50 sponsored features through 3XY.

It's just a pity what Grace Gibson (Artransa) and Dorothy Foster did to Albert Russell, radio manager of Goldberg's, last week. Exhilarated by the sale of "Oh, Reggie," they took Albert to lunch at Romanos and insisted on buying everything from soup to nuts. If they thought they were embarrassing Albert, he was one too many for them. He considers it the joke of the season, and says that it's the first time in his life "the woman has paid."

Rod Gainford, who recently returned to Sydney after a few months in Melbourne, has joined the staff of 2UW Sydney.

Mr. Jack Paton, who was in these columns recently upon his transfer from O'Brien agency to Station 3MA Mildura, is now in the news again, this time the reason being wedding bells which rang loud and long last Saturday. Congratulations to the happy couple.

Dorothy Foster's "Dilly" act was so successful at the Sydney Tivoli that she has been asked to do a season in Melbourne and a return season in Sydney. There's a saying among radio stars that "What the eye doesn't see the heart doesn't grieve over," but in Dilly's case her appearances in the flesh are even funnier than her act performances.

A visitor from Mackay, Queensland, John H. Williams, Manager of 4MK, blew in to see "our 'Arbour" and was good enough to come up to our publishing and printing works in Surry Hills. Mr. Williams struck us as being a very modest type of chap, conducting a successful business in a very successful locality. Mackay is some 100 miles and even possesses a harbour—man-made—that compares, from a maritime point of view, very favourably indeed with the down south. A sugar-growing area, the majority of which is exported, thrives with out effort. Incidentally, 4MK was the first station to instal a limiter, which was reported in "C.B." about two years ago, much to the satisfaction of Mr. Williams. His second son is the Chief Engineer of the station, which operates 14 hours a day, Monday to Saturday, and about 7½ hours on Sunday. That's service to listeners!

Merchandising — Promotion

Jackpot for Sweet Makers

After running for two weeks unsponsored, "Take It or Leave It" jackpots—quiz show over 3UZ Melbourne—has been sold to Griffiths Sweets, who have also taken "Song Puzzles" musical quiz. Both are compered by Victor Lloyd. "Take It or Leave It" jackpots, has been shifted to a 7.30 Monday spot, and "Song Puzzles" is to occupy a 7.30 spot on Tuesday.

A special twist to both of these sessions is that listeners are asked to supply the questions, and to send them in, with name and address, and a label of "Black Crow" Throat Drops, or Kool Mints (the two products to be advertised by Griffiths in these sessions). If the correct answer is given the contestant receives the amount of the jackpot—if not then the person sending in the question receives half the amount of the jackpot. Samples of Griffiths sweets products are to be used as consolation prizes.

Want Anything?

One of the most successful slogans over the air is that of P. S. Uther, chemist of Coleraine. It is simple enough, too, but nevertheless it creates considerable interest, and Mr. Uther has become quite famous through his frequent broadcasts from 3HA Hamilton of "Want Anything? Ask Uther."

Greetings Warrnambool!

Although more in the nature of a goodwill greeting than a slogan, the well known recording by Terry Dear which is broadcast frequently by 3HA Hamilton, is one of the shortest and best selling scatters on the air, and listeners cannot help being impressed with the simplicity of—"Greetings Warrnambool! Warrnambool where Fletcher Jones suits came from."

WHILE IT LASTS—

The combined annual subscription of only £1 (one pound) will bring you the fortnightly issue of COMMERCIAL BROADCASTING (26 issues), the half-yearly issue of the C.B. RATE BOOK (2 issues) and the 1940 YEAR BOOK OF COMMERCIAL BROADCASTING, and thus keep you in close contact with broadcasting in Australia.

These three publications cost 10/- each, but our combined subscription offer of £1 the lot stands until September 1, 1940, when paper rationing commences, and thereafter the individual subscription rates apply and the combined subscription is cancelled.

So, if you renew your subscription NOW, you get the benefit of an additional 12 months.

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

Schools Circularised

Most acceptable listening fair, especially at such a time as this, is the new Kiernan feature "Knights of the Round Table," now being aired by 3AW Melbourne, Sundays, at 6.30 p.m.

A George Edwards Production, program is based on the Arthurian Legend, and runs through 52 episodes. From the educational viewpoint the program has strong appeal, as it has been constructed with more than the usual attention to historical detail. The station and sponsor circularised 1,000 schools in the Melbourne metropolitan area, drawing attention to the approaching release of the program, which should prove of definite assistance to youngsters in their work.

"Here Comes 'Royal Purple'!"

Only a few years ago the travellers representing B. Seppelt and Sons Ltd. were known to their customers by name, but more recently they have been everywhere greeted by the welcome, "Here comes 'Royal Purple'!" Behind this friendly adoption of a famous name lies the story of the courageous use of broadcasting to build prestige and sales, states the agency concerned, Beckett-Thomson Advertising Pty. Ltd. The House of Seppelts several years ago decided to market their well known wines under names which would be a guide to wine-wise buyers, and to the agency was allotted the task of educating consumers to ask for wines by names which, through the use of radio, have become familiar to the public. The educational campaign is being continued in a series of programs of "Reflections in a Wineglass" and "Toasts to the Great" over a considerably augmented number of stations in all States, so that 1940-41 appears to be destined to be another great year for "Royal Purple Para."

NEW DOROTHY FOSTER FEATURE

Following the success of "The First Great Churchill" and "Oh, Reggie," Dorothy Foster announces the preparation of a new program, "Pepys Behind the Diary" (52 quarter-hours), the romantic story of Samuel Pepys, First Lord of the Admiralty in the 17th century. The story deals with his domestic life as well as his career.

Popularity of Serial Reading

A short time ago it was recorded in these columns that Gil. Charlesworth was reading a serial story each afternoon at three from 3UZ Melbourne. Gil. will in future be heard with a mid-day serial commencing August 19, while Victor Lloyd will also be heard with a serial story each afternoon at three. The popular response to these readings was the reason for the introduction of the second session.

Sachs Book 5 Day Sessions

In the 4BH Auditorium each week, the manufacturers of Saxon Stoves and Saxon Household Appliances of every description, sponsor a demonstration of their wares. The session is interspersed with musical items from well known local artists. So excellent has been the commercial response to these sessions that the sponsors booked five afternoons during Exhibition Week, and in three days every available admission ticket was applied for. E. Sachs and Co. Pty. Ltd. report particularly good business as a result of these sessions.

DON'T DO AS I DO— BUT AS I TELL YOU

says the radio station manager who refuses to do any or much advertising on behalf of his own station.

He expects advertising agents or advertising managers who have probably never seen his station or been in his service area, to spend their good money advertising over his station. He wonders why many of them forget that his station is even on the air.

He wonders why his station rep. does not bring in advertising orders on every call, and why other stations seem to get all the appropriations.

He seems to forget that he is really selling advertising and that it is the life blood of his existence; without it his station would simply fade out.

He would find—as many progressive station managers have found—that if he did those things he asked others to do, he would have less trouble getting his share of the advertising money that is going into the coffers of the live stations who advertise consistently in COMMERCIAL BROADCASTING.

Commercial broadcasters must realise that they are in the advertising business, and unless they themselves are prepared to indicate in a practical manner that they believe in advertising, they surely can't be surprised if they miss out on the contract for time.

Advertising in this fortnightly trade paper, COMMERCIAL BROADCASTING, is most effective. It gives the agency and the advertiser up-to-date news of what is happening in commercial radio, and he reads it when he is relaxed and best able to absorb the news.

There is a keen war going on all the time in the advertising field, and only those well up in the front line have a chance in winning their share.

Tell your story through the columns of COMMERCIAL BROADCASTING and you'll reach those time-buyers who count in radio.

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.



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

N.S.W.
2TM TAMWORTH
2MO GUNNEDAH
2QN DENILIQUIN
CENT. 4705

TASMANIA
7AD DEVONPORT
W. AUST.
6ML PERTH

STANFORD ALLAN

NEWSPAPER HOUSE
COLLINS STREET

CLEARY TALKS ON "WHY NATIONAL BROADCASTING?"

(Continued from page 27)

sioners themselves. This criticism is made from time to time, usually taking the form of a newspaper campaign after a suitable lead has been given. To constructive criticism couched in definite terms the Commission is always eagerly responsive, but I think we cannot be blamed if we examine criticism with more than usual caution when, as is sometimes the case, it emanates from commercial station representatives, or newspapers who own or control commercial stations and radio papers, and who, with the best intentions, may find themselves torn between the desire to do justice to the Commission and to their own interests.

If some of these critics will be definite and courageous enough to make the charge that we pay our artists, writers, and production staffs reasonable rates of remuneration for their efforts, that we employ flesh and blood artists instead of relying mainly on recordings, that we keep orchestral players and choristers in permanent employment, and give them adequate rehearsals under competent conductors in order to raise increasingly the standard of performance, that we have brought the world's greatest artists to Australia in their prime, for the entertainment and education of Australian students and audiences, that we have spent money to bring more and more educational opportunities to our young people in the schools and in the outback where there are not even schools; if, I say, our critics will make these charges against us, then we will bear up with fortitude under the accusation and leave you to decide whether the expenditure of listeners' money in such ways is extravagance. We have not played for cheapness, for mediocrity, for vulgarity. We have gone far and spread wide since the good old days of broadcasting before the novelty had worn off, when artists, professional and amateur, were willing to give their services at low rates of remuneration, or for nothing, in return for the honour and advertising prestige of broadcasting appearances—when there were no orchestras—when, so far as visits of world celebrities was concerned Australia was a musical backwater of the world—when there was no serious attempt to secure original plays suitable for broadcasting, to educate play-writers for radio, to train players and producers—when writers were working day and night mixing writing with producing and acting in order to earn a few pounds a week—when there was pot-

boiling in its most vicious form, capable of leading only to staleness and stagnation.

No, this charge of extravagance, this shrewd appeal to the listeners' pocket, this suggestion that the abolition of national broadcasting will mean a big financial saving this unblushing evasion of the national expenditure which is necessary to support commercial broadcasting, this blitzkrieg which would wipe out at a blow the brave army of musicians, playwrights, actors and artists of all kinds who have been developed into an efficient vanguard of Australian culture by the use of funds employed conscientiously for the purpose for which Parliament deliberately intended them—this talk of national saving is a red herring to divert the issue.

The Commission cheerfully takes up the challenge, also, that apart from entertaining and amusing its listeners, it has given them and their children the opportunity to develop their education and their tastes. Throughout the ages men here and there, alone or in groups, have struggled to bring light and order and beauty into the lives of their fellows. Their quarrel has been with ignorance, error, and ugliness. The Commission, following the unmistakable terms of its Charter, has tried to earn its place in the ranks of those who have carried this torch through the ages. We may not always see eye to eye with commercial stations, with newspapers and with other critics; but we don't see them as enemies. Our quarrel is not with them, but with those ancient enemies, ignorance, error, and ugliness. We, like you members of the Legacy Club, have heard and heeded the words of the verse which I see upon your walls:—

"Take up our quarrel with the foe,
To you, from failing hands, we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep."

If we had to make account to those great ones of the past who have carried the torch of Truth and Beauty, we would desire no better words than those in the answering verse on your walls:—

"Fear not that you have died for naught,
The Torch you threw to us we caught!
And now our hands will hold it high,
Its glorious light shall never die!
We learned the lesson that you taught."

A SOLID TEST

Mr. R. H. Young, trading as Young's, of Fairway, Shepparton, and specialising in women's wear, has used the facilities of 3SR consistently in the building of his business which was established about three years ago.

Mr. Young's is a cash business, but since its inception every docket carries the name and address of the purchaser of the goods and duplicates are kept on file. With a view to finding out if those who purchased goods last June are still customers of Young's, Mr. Young went through his June dockets of 1939 and selected six names at random, and stated in one 100 word announcement from 3SR in the women's session, that if Mrs. So-and-So would present docket number so-and-so Young's were prepared to present her with goods to the value of the amount shown on the docket in question. Six dockets were chosen for the first experiment, and one announcement was made. Within three days the six dockets were presented at Young's and were exchanged for goods to the value shown on the docket.

PATRON'S DAY AT A.G. CLUB

A record roll up of 201 players attended St. Michaels golf course on Sunday last for this year's Patron's Day golf outing of the Advertising Golf Club.

The Patron's trophy, presented by Monsignor J. A. Meany, managing director of 2SM, was won by professional C. Gray. A runner-up trophy was donated by "Dan and Dusty" Session on 2SM. Other valuable trophies in the respective grades were donated by stations 2UW, 2CH and 2UE, while a highest score trophy (three balls) donated by the Club was carried off by "C.B.'s" technical editor, J. R. Edwards.

Trophy winners: Patron's Day Trophy: C. Gray (2) 3 up, C. Campbell (4) 2 up. A Grade (trophy presented by 2UW Sydney): F. Collingburn (7) 2 down. B Grade (trophy presented by 2UE Sydney): K. Marshall (15) sq., B. Nash (15) sq. C Grade trophy presented by 2CH Sydney): A. Jurd (17) 1 up. McCabe Score: J. R. Edwards 17 down, R. Hill 17 down.

NEW CABLE CONNECTORS FROM T.E.P.L.

To hand from Transmission Equipment, Pty. Ltd. are details of improved designs which have been incorporated in the T.E.P.L. range of batten and cable-type connectors. These connectors were first introduced some months ago and have achieved considerable acceptance by broadcast and communication engineers.

The new T.E.P.L. connectors are available in both three- and six-conductor types and are designed for flange-type panel (batten) mounting or cable joining. In the construction of these connectors, the rough-service conditions of operation encountered in studio and transmitter service have been borne in mind and a particularly robust and trouble-free assembly has resulted. The casings are of machined die-cast metal and the internal construction makes use of moulded insulation and robust contact assemblies. Both connector patterns (batten and cable) are of the locking type, with a convenient trigger release to ensure rapid disconnection when required.

The electrical design of these connectors makes use of heavy, silver-plated self-aligning contacts which wipe at each make and break and ensure a consistent and positive junction. Solder lugs are readily accessible and provision is made for cable clamping to avoid strain on the joints. The appearance of the completed units is particularly neat and as either black crystalline lacquer or plain metal finishes are available these T.E.P.L. connectors should find a wide application in all sections of the broadcasting industry.



A.G. Club President, Bernie Stapleton, Assistant Sales Manager of 2SM, at the first tee. The notice has nothing to do with Bernie.

Programs

Beau Monde Feature Pianiste

Beau Monde (Aust.) Pty. Ltd. have inaugurated a new 15-minute session from 3AW Melbourne, which is bound to prove highly popular.

Program, which takes the air at 7.45 p.m. Thursdays, features Melbourne's well known radio pianiste, Miss Margot Sheridan. Miss Sheridan is known to thousands of listeners throughout Australia, through her work on various national shows as accompaniste, and has figured in a similar capacity in numbers of local live-artist productions. This, however, is the very first time she has been featured as a solo artist and, in view of her vast following of admirers, should prove a most successful undertaking from the point of view of the sponsor.

Popular hit tunes of the day will be the mainstay of the session, and will be offered to listeners in special rhapsodised arrangements made by Miss Sheridan for the program.

The show is compered by 3AW's popular chief announcer, Terry Dear, whose gift of impromptu wit gives an added sparkle to a bright 15 minutes.

3BO Camp Concerts

With the rapid expansion of the A.I.F., Bendigo recently found its population increased over-night by 3,000 soldiers who are now in training at two camps situated at the Bendigo showgrounds and the Epsom race course. The first many Bendigo folk knew of the arrival of the troops came from 3BO, which broadcast a description of the civic welcome to the men on the opening and taking over of the Camps.

In co-operation with the Y.M.C.A. and under the sponsorship of Myers (Bendigo) Ltd., a 3BO Concert Party regularly visits each Camp alternately for broadcast concerts which are on the air 9 p.m., Friday nights. Considerable radio talent is being discovered among the troops in the impromptu "A.I.F. Parades" which are part of these broadcasts.

S.A. Feature Sold in Four States

Although militia camps have been held almost continuously in all States since the war, the "Advertiser" stations were the first to conceive the idea of telling those at home of the work their soldier sons and friends were doing through the medium of recorded sound pictures. South Australian militia men who took part in the series of broadcasts from the camps in this State will be heard by listeners in Queensland, New South Wales, Victoria and Tasmania.

The series entitled, "Australia Will Be There," has been sold in each of these States, to be broadcast by 4BK, 4AK, 3DB, 2CH and 7HT. It was made

"Topiquiz"

Latest addition to the list of "quiz" shows now featured from 3UZ Melbourne is "Topiquiz," 7.30 p.m. Wednesdays. This is a double participation, for the listener as well as the contestant from the studio audience.

Listeners are invited to send in to 3UZ topical questions, and if their questions are not answered correctly they receive half the amount of the jackpot. The show is sponsored by Paul Bram, jewellers, and listeners who send in questions with a Paul Bram docket attached are entitled to receive the full amount of the jackpot if the correct answer to the question is not given. Questions must be of topical interest, and a newspaper cutting not more than one week old must accompany each question as proof of this.

New Clement's Show

"Here, There and Everywhere" is the name of a new and bright Clement's Tonic presentation on 2GZ, 9.15 p.m. Fridays. It is a geographical quiz session, preceded and followed by a new Clement's Tonic patriotic drama.

Of the various forms which the quiz session takes, the geographic one is, perhaps, the most instructive and entertaining, and as this particular quiz is conducted before a community concert audience, listeners are sure to find good entertainment in the geographical inexactitude of the average citizen.

The new Clement's patriotic dramas are cameo portraits, by leading players, of men and women who have helped conspicuously to found our Empire.

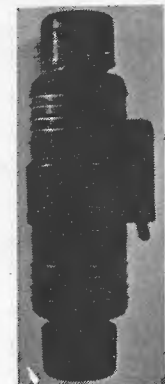
Seppelt's 2SM Half-hour

As from August 15 the 15-minute program "Joy of Living," broadcast through 2SM by the House of Seppelt, makers of Seppelt's Wines, will be extended to a half-hour. The program will continue in general character as before—carefully chosen recordings designed to express the title of the program.

Seppelt's were one of the earliest radio advertisers in Sydney, being introduced to the air by their advertising agents, Messrs. Gotham (A/sia.) Pty. Ltd. (then Country Press Ltd. Advertising Service Department). The results achieved after a short period were such as to make a new and very tentative radio advertiser a most enthusiastic one. Seppelt's have been consistently on the air ever since, through 2SM and other stations—and the extension of their time from a quarter to a half-hour speaks for itself.

in the various S.A. camps with the full co-operation of the military authorities, using the 5AD portable recording outfit.

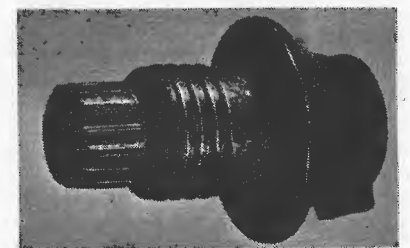
T.E.P.L. Present New Model Standardised Locking-Type Cable Connectors



Cable Type Connector 3 or 6 Pin

Available in 3- and 6-Conductor types, fully-shielded, the new model T.E.P.L. locking-type cable connectors, for either apparatus connection or cable joining are built with the inherent quality that has made T.E.P.L. products the standard by which others are built.

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



Batten Type Connector, 3 or 6 Pin

Both types and sizes are also available in aluminium finish.

Write now for details of prices and supplies.

TRANSMISSION EQUIPMENT PTY. LTD.

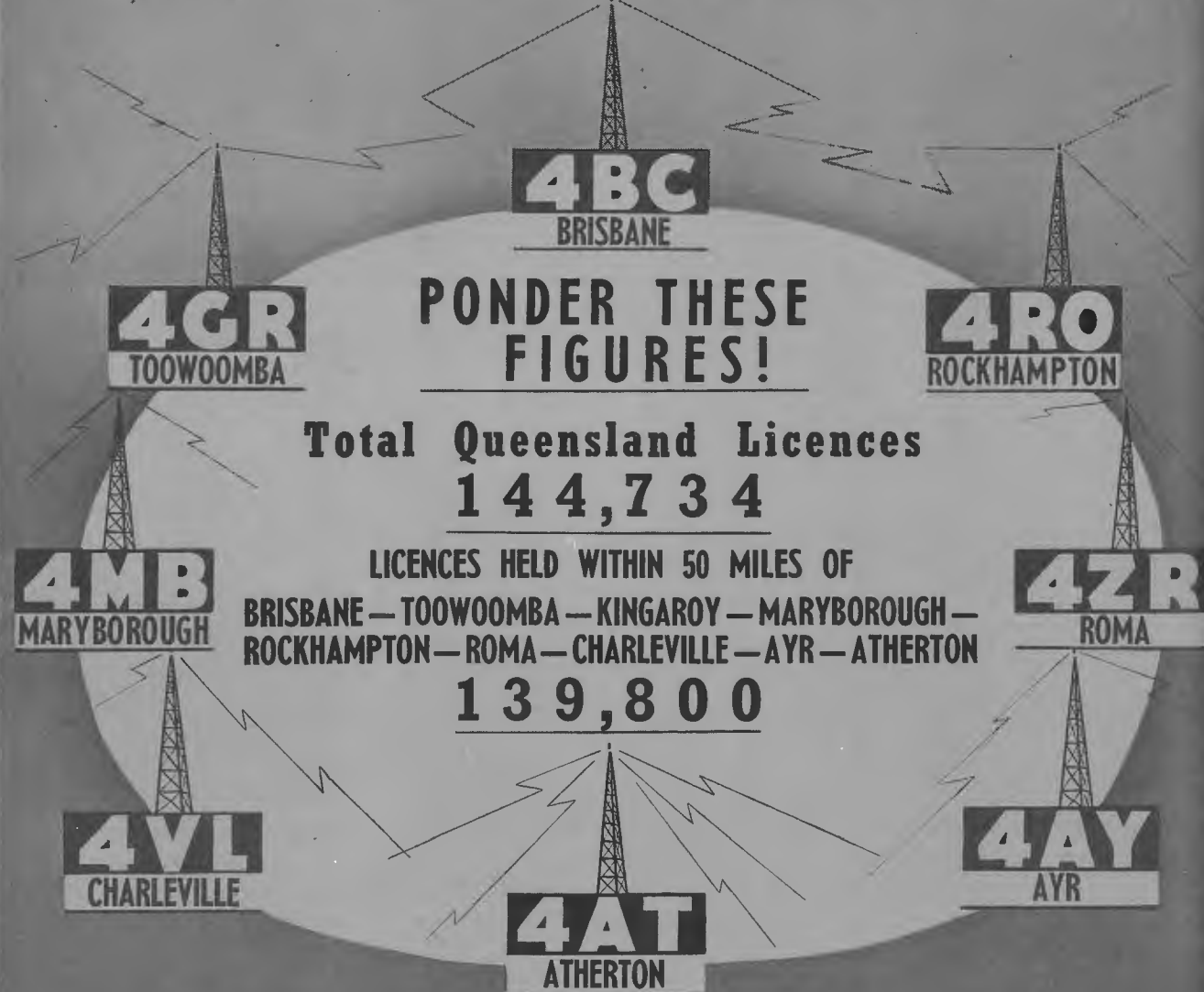
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 IF YOUR SALES MESSAGE
 IS BROADCAST OVER ...

4BC
 BRISBANE

and its Associate Queensland Stations



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 1 4 4, 7 3 4**

LICENCES HELD WITHIN 50 MILES OF
 BRISBANE — TOOWOOMBA — KINGAROY — MARYBOROUGH —
 ROCKHAMPTON — ROMA — CHARLEVILLE — AYR — ATHERTON
1 3 9, 8 0 0

**Queensland's Percentage of Increase in
 Licences is the Greatest in the Commonwealth
 Qld. 13% — W.A. 10% — Tas. 7% — Vic. 5% — N.S.W. 5% — S.A. 4%**

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