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BUT
YOU SHOULD
WORRY!



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AND THE
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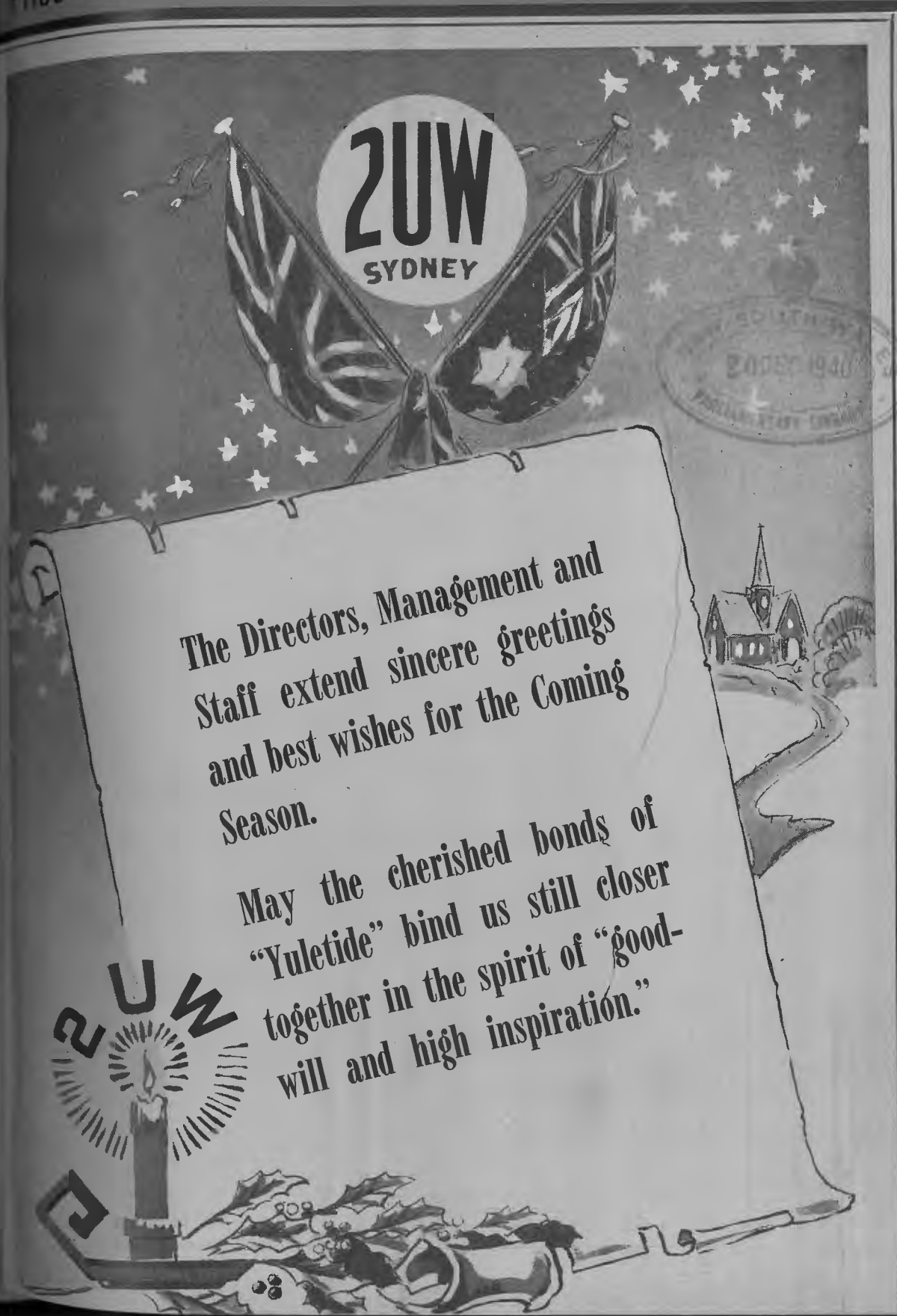
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(38th Issue)
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Dec. 19, 1940
Price 6d.

COMMERCIAL BROADCASTING

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

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The Directors, Management and Staff extend sincere greetings and best wishes for the Coming Season.

May the cherished bonds of "Yuletide" bind us still closer together in the spirit of "good-will and high inspiration."

BROADCASTERS

We publish "COMMERCIAL BROADCASTING" primarily for Radio Advertisers and their Service Agencies!

If you figure we are using too much space in selling Broadcast Advertising as a whole, and that we are not telling the sponsor enough about your individual station, help yourself to some advertising space and sell to a 100% effective cover of the Australian Advertising field.

Statistics taken in U.S.A., in England and in Australia prove that BUSINESS PAPER ADVERTISING rates as one of the most important factors in BUILDING BUSINESS . . .

Tell the Whole Story in Your Trade Paper.

COMMERCIAL BROADCASTING

Rates unchanged since the war, pref-spaces still available on application to

The Ad-manager,
COMMERCIAL BROADCASTING
Box 3765, G.P.O.,
SYDNEY.

Watch for the SPECIAL numbers.

A.B.C. Hooted by Community Singing Crowd

The A.B.C. national broadcasting service recently seems to have been making itself as unpopular as its unpopular "A.B.C. Weekly" publication.

At the Sydney Town Hall on Friday last the A.B.C. earned the doubtful distinction of being the first broadcasting organisation in Australia to be "booed" and hooted by its own audience . . . and the A.B.C. was actually attacked through its own microphone.

The occasion was the regular Friday midday community singing concert which the A.B.C. has been broadcasting for several years and which the A.B.C. announced it would discontinue broadcasting after that day's concert.

Actually the Hospital Saturday Fund organises the concerts, and the secretary of the Fund (Mr. J. B. King) attacked the A.B.C. through the microphone on the Town Hall stage when he declared: "We were broadcasting this session ten years ago before the A.B.C. had come into existence, and now they're going to stop us at short notice."

This was the signal for another wild outburst of hooting of the A.B.C.

"I was ordered to tone down what I had to say, but I won't be silenced!" declared Mr. King in the broadcast. "We have provided many hospitals and institutions with radio sets through money we have collected at these sessions. That is all ended now. We have done all the work and the A.B.C. has taken all the credit!"

In Western Australia the same day the A.B.C. seemed to get itself into a spot of bother over its greedy attitude on Noel Coward's visit, and Mr. Bryan Samuel, manager of 6IX and other associated commercial stations, rose to the attack.

The A.B.C. claimed exclusive rights to broadcast the civic reception to Coward. Mr. Samuel claimed that the A.B.C.'s attitude was unreasonable. The commercial stations had obtained the

PRINTS OF CONVENTION PICTURES

Prints of the various pictures taken at the Tenth Annual Convention of the Australian Federation of Broadcasting Stations held at Jervis Bay from November 11, may be obtained from the office of COMMERCIAL BROADCASTING, Box 3765, G.P.O., Sydney, at the following rates, including postage, anywhere in Australia:—

6½" x 4½" 2/-
8½" x 6½" 2/6

Please specify whether matt or glossy finish is required, and kindly send postal note to cover expenses. Every care will be taken in packing to ensure safe delivery, but no responsibility can be accepted that the pictures will arrive through the post in the same order as they are dispatched.

SENATOR FOLL IS MINISTER FOR INFORMATION

Senator Foll, Minister for the Interior, was last week also appointed Minister for Information.

In the course of a press interview following his appointment Senator Foll said he did not intend to carry out any organisation or introduce innovations until he had completed a survey of the Department's present set-up and its activities in every State, and until he had held discussions with the representatives of the broadcasting, newspaper, and film industries and others.

"Rubbish in Broadcasts"

In the Federal House on the same day as Senator Foll's appointment was announced, Mr. Cameron (U.A.P., S.A.) a former Postmaster-General, declared: "The Department of Information is ill conceived, unnecessary and michievous. It has never been justified, and if it were left to me it would not exist after the end of this month."

Mr. Hutchinson (U.A.P., Vic.) declared that some of the broadcasts which the department had made were the greatest rubbish that he had ever heard—a view which his friends shared. He was at a loss to know what the department did with the money which had been given it.

permission and approval of the Lord Mayor to broadcast the civic reception. The Red Cross authorities, it was stated in Perth, had also sought permission to broadcast the reception, but were refused.

A.B.C. TERM EXTENDED TO JUNE
The P.M.G. (Senator McLeay) announced on Friday last that the term of the appointment of members of the Australian Broadcasting Commission had been extended to June 30, 1941. The appointments normally would have expired on December 31 next.

COMMERCIAL BROADCASTING

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G.P.O. Box 3765

Phone: FL 3054 (3 lines)

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A.B.C. Slated in Parliament

Useless Expenditure on Weekly Program Paper

Strong criticism of the "A.B.C. Weekly" was made in the Senate by Senator E. B. Johnston (C.P., W.A.). He said:—

"I direct the attention of the Postmaster-General (Senator McLeay) to the large and costly advertisements of a rather extraordinary nature appearing in to-day's issues of the "Sydney Morning Herald" and the Sydney "Daily Telegraph." Apparently these advertisements have been inserted by the Australian Broadcasting Commission.

Senator Ashley: Two good papers!

Senator E. B. Johnston: I am not criticising the newspapers because they always endeavour to publish all advertisements, particularly when they are supplied by persons who can pay for their insertion. The advertisements which are headed "Propaganda Against the Australian Broadcasting Commission Exposed" refer readers to the current issue of the "A.B.C. Weekly" in which appears a similar heading with these additional words, "The better the programs the stronger the attacks." This statement is so absurd that it carries its own condemnation. I have read the lengthy editorial in the "A.B.C. Weekly" more than once, and so far as I can see, it does not expose the nature of the attacks or by whom they were made. It is implied, however, that they were made by newspapers and by those controlling the B class broadcasting stations. Advertising on such an extensive scale is costly, yet readers of the journal will doubtless experience the difficulty which I did in ascertaining who made the attacks referred to which are certainly not exposed. Generally speaking I find that the brighter and more interesting programs are broadcast by the commercial stations, which I often listen in to in preference to the national stations. I have not heard any propaganda against the Australian Broadcasting Commission broadcast by the commercial stations which do not refer to the Australian Broadcasting Commission in any way. Such propaganda probably exists only in the imagination of members of the Australian Broadcasting Commission. It is true that a few weeks ago a press paragraph stated that Mr. Randolph Bedford, of Queensland, had said that the Australian Broadcasting Commission imported musical frauds from the old world. Those who know Mr. Bedford's picturesque personality and his command of language would read that paragraph with interest, but would not attach much significance to it. I do not think that his statement could be regarded as sustained propaganda against the Australian Broadcasting Commission. It does not justify the insertion of expen-

sive advertisements in the daily press, or the publication of articles such as that which appeared in this week's issue of the "A.B.C. Weekly." I know of nothing to justify such a bitter attack. The commercial broadcasting stations which pay their way broadcast many sponsored programs and advertisements, and no doubt when advertisements are being broadcast some persons tune-in to another station. The B class stations pay the Postmaster-General's Department an annual broadcasting fee and do not receive anything in the form of a subsidy such as is paid to the Australian Broadcasting Commission. A huge revenue is derived from listeners' licence fees.

Senator Collings: The commercial stations run the biggest ramp in Australia. They pay £25 a year for a broadcasting licence and make thousands of pounds profit on their operations.

Senator Johnston: The honorable Senator is entitled to his own opinion on that matter. The commercial stations, which broadcast interesting programs, have pioneered districts which for years were not served by the national stations or had only a very limited service. For a long period there was only one national broadcasting station in Western Australia—the position has been altered in recent years—and the commercial stations provided programs which were, and are, highly appreciated. The fact that the commercial stations are extremely popular with listeners, who, of course, have the right to choose the stations to which they will listen, shows that the service which they render is appreciated. Whilst the commercial stations do not receive any subsidy from the large sum collected annually by way of licence fees, the Australian Broadcasting Commission receives 10/- from every licence fee received by the Postmaster-General's Department. According to the Commission's figures, the Australian Broadcasting Commission receives a revenue of £616,500 annually. There is no reason why the "A.B.C. Weekly," which is produced at a heavy loss with funds provided by the people, the necessity for the publication of which has been questioned, should be permitted to attack the commercial stations and the Australian press in the way it has done under the pretext of replying to propaganda. The insulting tone of the editorial appearing in the "A.B.C. Weekly" may be judged from the following final words:—

"The 'A.B.C. Weekly' will survive the Blitzkrieg and live to make handsome contributions to the program fund."

I believe that the fund provided for supplying programs and the general funds of the Commission will be depleted if it continues to expend money on costly and unnecessary advertisements in the daily newspapers, and publishes articles such as that appearing in the current issue of the "A.B.C. Weekly."

To apply the term "Blitzkrieg" to those who have dared to criticise the autocratic action of the Australian Broadcasting Commission is an insult to intelligent people, to the commercial stations which are rendering a useful service, and to the Australian press.

In fact, the "A.B.C. Weekly" is a weak weekly. It was never intended that listener's licence fees should be spent on advertisements such as those which appear in to-day's Sydney newspapers. I do not know whether similar advertisements have appeared in newspapers in other parts of the Commonwealth, but if money is to be expended in that direction, the funds of the commission are being wastefully and unnecessarily depleted. Those who purchase the "A.B.C. Weekly" to peruse radio programs and news do not wish to read two or three pages of abuse of the commercial stations and of Australian newspapers."

Criticism of Commercial Broadcasting Stations

Senator E. B. Johnston asked the Postmaster-General, upon notice:—

1. Has the attention of the Government been drawn to the propaganda appearing in the editorial columns of the "A.B.C. Weekly" attacking the attractive programs and legitimate activities of the commercial (B class) broadcasting stations?

2. In view of the fact that B class stations pay a licence fee and receive no subsidy from the annual listener's fee, will the Government see that they are protected from a recurrence of these attacks by a journal which is heavily subsidised from the public purse?

Senator McLeay: The answers to the honourable Senator's questions are as follows:—

1. No, but I shall read the article referred to at the earliest opportunity.

2. Since I am charged with the administration of the laws governing the operation of commercial stations as well as those relating to the national stations, I shall see that both classes of broadcasting activities are adequately protected from any unjust criticism.

Senator Johnston further asked the Postmaster-General, upon notice:—

1. Is it a fact that the Australian Broadcasting Commission has refused to give the Government details of the annual losses being made on the "A.B.C. Weekly"? If so, why?

2. If not, will the Government make the information available to Parliament?

3. Is it intended to permit this loss to continue during the duration of the war?

Senator McLeay: The answers to the honourable Senator's questions are as follows:—

1. No.

2 and 3. These matters are at present under consideration.

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Sydney: FL 3054

Melb.: Cent. 442

Vol. 9, No. 13.

Thursday, December 19, 1940.

Price, 6d. Subscription, 10/



Yuletide Messages



Christmas greetings! To all readers we send once more this clarion call—not just a mouthed phrase inert of understanding, but a salutation charged with all the depth of meaning at our command.

The Editor and Staff of COMMERCIAL BROADCASTING.



Australian Federation of Commercial Broadcasting Stations

Radio, marvel of modern science, has long been recognised as a force which could be used for good or for evil. To-day, with the world at war and evidence piling up showing that our enemies are now, and have been for years past, using the broadcast medium for the most evil of propaganda purposes to which it could be put, we may thank God that we of the British Commonwealth of Nations have a clear conscience, in that we have directed all our energies behind our broadcasting systems to the promotion of the good which the medium can do, and towards the goal of goodwill.

Christmas is part of our heritage—the heritage of civilisation. We will celebrate it this year perhaps with a little more depth of feeling, a little more devotion to all that it symbolises; we will celebrate it much in the same manner as we did in those other troublous seasons back in '14, '15, '16 and '17. It is not alone of this Christmas that we think, but of the Christmases of the future—our heritage, the freedom to celebrate the birth of Christianity.

We of the Federation of Commercial Broadcasting Stations are pledged to serve the common weal; we are not insensible to our obligations to the nation, to the people of all classes and of all creeds.

In sending Yuletide greetings to the readers of COMMERCIAL BROADCASTING, this is our Christmas message—that we may fill our hearts with courage and hope, our minds with understanding . . . then victory on all fronts will be ours.

V. M. BROOKER, President.



The Advertising Agents Association of Australia

The year which is drawing to a close has been far more successful and prosperous than many would have forecast on the outbreak of war. Nineteen-forty has not, of course, been without its problems in radio advertising. But there is no difficulty which cannot be solved by co-operation by all concerned in the radio industry. The Advertising Agents are therefore able to look forward confidently to the new year, and to offer the most cordial wishes of continued prosperity to the radio industry. The Agents wish to convey a message of Xmas goodwill to all concerned in radio and broadcasting activities. If we all stand together there is every reason for sustained optimism in 1941.

Australia's war effort will best be served if parallel with the inevitable diversion of resources to war production the Nation's facilities for efficient marketing are preserved and still further developed.

S. B. DOBBS, President.

Australian Association of National Advertisers

On behalf of the Australian Association of National Advertisers and through the courtesy of COMMERCIAL BROADCASTING, I would like to extend the Compliments of the Season to all our friends in the radio advertising world, and to express the hope that 1941 will be a year of prosperity.

Unhappily the prospect, if one be frank, cannot be regarded with undiluted optimism and complacency, conditions abroad giving cause for serious concern. The war and threats and rumours of the extension of hostilities, have spread a sense of insecurity throughout the world. 1940 has been a year that will go down in history as the year when the world was in flames: I hope that 1941 will go down as the year that brought an everlasting peace, so that future generations will not have to face the difficulties and problems that are now besetting us.

Particularly to the broadcasting stations I would say—

You have control of facilities that can mould public thought and opinion on a scale undreamt of a few short years ago. Use that power as it should be used—to keep up the morale of our people and to offset any propaganda aimed to disrupt this grand country of ours—ours to hold and to keep inviolate from any foreign power.

FRANK L. MARCY, President



From R. A. Fitts, Senior Vice-President, A.F.C.B.S.

As 1940 is drawing to a close, it is interesting to look back upon the past twelve months and note with interest the growing appreciation and use of radio advertising by advertisers of every type throughout Australia. Commercial broadcasting, like other forms of advertising and publicity, has been through a rather difficult period during this time, and with time bookings now heavier than ever before, it is easy to see that this, the youngest medium for advertising, is rapidly reaching maturity in the sense of one of Australia's major publicity outlets.

Since the commencement of the war, commercial broadcasting stations throughout the Commonwealth have been, and are still co-operating to their utmost with the Government and War Charity Organisations in an endeavour to assist as much as possible in Australia's war effort.

Closer co-operation between member stations of the Federation, advertisers and agencies has been particularly noticeable, with the result that program standards have been raised considerably, ensuring that 1941 will see radio advertising in Australia take yet another step forward in the march of progress only possible to such a virile industry.

With the close proximity of the festive season, may I take this opportunity of wishing everyone associated with the broadcasting and advertising industries, a very Merry Christmas and a Prosperous New Year.

R. A. FITTS, Senior Vice-President

"WE APPRECIATE RADIO"

(By G. J. M. Jackson, Manager, Radio Division The Paton Advt. Service Pty. Ltd., Melbourne.)

The growing appreciation of radio as an advertising medium is a matter of considerable satisfaction to this agency. We are, and always have been, genuine enthusiasts of radio, and we feel proud that this lusty 14-year-old youngster now occupies its rightful place in the advertising field.

This has been brought about by the fact that all enterprising agencies have realised—in some cases reluctantly—the value of radio advertising.

The fact that so many radio campaigns could be accurately judged—successes or failures—was a source of alarm to many advertising agencies, simply because they objected to having their advice proved wrong.

But radio has advanced step by step on tangible results, so that to-day nearly every advertising campaign includes a fair share of the appropriation for radio.

Radio has done a good job and will continue to do so, when a spirit of helpful co-operation exists between an agency and a station. When they are at cross purposes, it usually results in a black mark being chalked up for radio. Successful campaigns are those resulting from an all-in effort to obtain the maximum results for the sponsor.

Ninety-five per cent of the stations in Australia are to be commended on the results they are showing advertisers; conversely, 5 per cent of the stations take contracts and money, and then results are in the hands of some Divine power.

We always will be actively engaged and interested in radio, and it's a heartening sound every time we hear a sponsor say: "Station XYZ did a good job last year, let's double our appropriation in that area."

Yes, we appreciate radio, and the progress of many firms is ample testimony that it pays to advertise—by radio.

P.M.G. TENDERS ACCEPTED

Australian General Electric Ltd., Melbourne, contract No. 3046—Lamps, lamp caps and sockets, £2,036/11/3. All States.

Standard Telephones & Cables Pty. Ltd., Sydney, contract No. 3514—Melbourne-Seymour trunk cable, £409/10/-. Victoria.

General Electric Co. Ltd., England (through High Commissioner, London)—Loading coils in cases, £1,040/5/2, plus exchange. N.S.W., Vic. and Qld.

Standard Telephones & Cables Pty. Ltd., Sydney, contract No. 3547—Loading coils in cases, £12,452/12/6. N.S.W. and Vic.

Standard Telephones & Cables Pty. Ltd., Sydney, contract No. 3564—B.P.O. standard uniselector maintenance parts, £232/3/10, plus exchange. All States.

Clyde Engineering Co. Ltd., Granville N.S.W., contract No. 3614—Accumulator cells. (Approx. quantities required during period ending 30/9/41, in all States).

Fish Prefer Prawns

(By C. W. Shortridge, General Manager, Catts-Patterson Co. (N.S.W.) Pty. Ltd.)

We had occasion recently to compare the numbers of coupon replies received from two advertisements for the same product. Both were full pages in colour in the "Women's Weekly." One out-pulled the other in the ratio of seven to one.

The more successful advertisement appeared a month before the other. But examination of replies from a similar advertisement appearing at different times in various media indicated that priority of appearance was not the cause. The display of the coupon was approximately the same in both advertisements.

What did this prove? First, the terrific difference that can exist between the pulling power of advertisements that cost the same. This is a point of first importance to advertisers. Most of their advertising expenditure is absorbed by media. But space, or time, sells nothing. It is the message the medium conveys which sells. Yet how often one meets an advertiser to whom "copy"—that is, the message, is simply an assembly of a number of physical elements: layout, illustration, caption, text, signature. The measure of an advertisement's effectiveness is its capacity to move the minds of the people to whom it is addressed. Nothing else gives it any value whatsoever. And its potential value, thus measured, is infinitely variable.

Some of those concerned expected the weaker coupon-puller to out-perform the other. They thought so, I believe, because it represented the advertised product more flatteringly. The public reversed the order of preference, again proving how persistently people like the things they like. You may think strawberries and cream are grand, but when you're fishing it's better to offer the fish prawns.

Over the same period the same free offer was made from radio stations. The results have encouraged the advertiser to continue using this medium. They have also obliged him to revise his ideas of the comparative importance of some stations, so far as his product is concerned. One station, the only one in a town of 42,000 population, produced more replies than another in a town of 379,000. Highest cost per reply was 215 times as great as the lowest! The programs and commercials were recorded and identical on all stations.

We know that the variations in results achieved by stations are not wholly due to differences in coverage and listener-interest. But an advertiser is not to be blamed if he appreciates a successful outcome of his efforts to make his product more widely known and accepted.

Another program which has justified itself is the series of community concerts broadcast from the Sydney Town Hall by 2UW. This is sponsored by Cowell's Pty. Ltd., and proceeds go to the Red Cross Society. In spite of changes in the public taste as regards entertainment, community singing still remains popular with a very great number. Cowell's community concert lasts a little over two hours but not all of it is broadcast. It is as much a concert as a community sing-song. The number of people who attend is not far short of 2,000 each week. Tickets are obtainable at the door, but reserved seats only at Cowell's.

There have been many little human incidents related to this show, and one is worth repeating. An old lady, living alone, had lost the use of her limbs and had to remain in bed. Relatives and friends would call on her and bring books and flowers and little gifts from time to time. As may be imagined, time passed slowly. Then her friends decided to club together to buy her a radio. She had never before owned one, and had heard broadcast entertain-

ment very rarely. Soon after the radio came into her possession she was turning the dial and happened to tune in to Cowell's community concert. She liked it and kept the radio tuned in to it. A couple of days later 2UW received a letter from this lady expressing her deep gratitude for the happiness which this entertainment was bringing her. She enjoyed it so much, she wrote, that she wanted to pay the admission fee in spite of the fact that she could not personally attend, and enclosed stamps to the value of a ticket. She has since sent a letter each week, always enclosing the stamps but never giving her name or address.

There, if you like, is an example of what radio means.

NATIONAL SECURITY REGULATIONS

Under Regulation 69 of the National Security Regulations after November 20 a person shall not sell any chronometer or chronometer watch except under the authority of a licence granted by the chief of the Naval Staff or the administrator of a territory or an officer thereto authorized in writing by one of those officers.

Acting under the Press Censorship Order Mr. R. G. Menzies, Minister for Information, appointed as from November 22, a man Keith Scott and Lloyd Wilson as broadcasting censorship authorities for the purposes of the broadcasting censorship order.

THE ROMANCE OF "THESE OLD HOMES"



The Rural Bank of New South Wales is a staunch believer in broadcast advertising with a dignified, instructive and entertaining type of session. This they have achieved and these factors are apparent in the bank's session, "These Old Homes," now broadcast through 2UW Sydney and several New South Wales country stations one night a week. John Appleton writes the scripts, and he is here seen collecting material at first-hand for the episode dealing with "Denham Court."

ABSTRACT CLAIMS OF

CONCRETE FACTS

CATTS-PATTERSON CO. (N.S.W.) PTY. LTD.

"A very much greater number of replies was received through 2CH than through any other of the 18 stations featuring the programme — 'Beauty in the Balance' for BERLEI LTD."

SAUNDERS PTY. LTD. (Leading Sydney Jewellers)

Checking up on the results of listeners we find that our first presentation from 2CH has broken ALL PREVIOUS RECORDS. The response . . . has been amazing"

TRANSRADIO ADVERTISING AND PROGRAM SERVICE (Bingo Jolly Boat)

"Record attendances are the order of the day and . . . the results are indeed gratifying. Our client has added no less than 400 new names to his list of metropolitan distributors."

GOHAM (A'sia) PTY. LTD.

(Lord Mayor's Patriotic Fund)

"Three other metropolitan stations were employed . . . and the COMBINED result . . . did not reach that achieved by 2CH."

IT'S RESULTS THAT COUNT

2CH

BW 2222

AMALGAMATED WIRELESS (A'SIA) LIMITED

BW 2222

Well-known Sponsor Scores

Xmas Golfo at St. Michael's

Golf with a prize guaranteed to every player! That's the kind of golf we like and the golf that "the Fursellers" arranged for their Xmas Picnic Golf Day at St. Michael's Thursday last.

Among the 117 players and stayers there were many well known radio men, sponsors and advertising men. These included Mel Sheffer (Sheldon Drug), N. Woods (W. E. Woods Ltd.), Father Meany, John Dunne, Lance Quirk, Bernie Stapleton, Tommy Jay (2SM), Norman and Alf. Winn (Winns Ltd.), Cliff O'Keefe, Bill Stevens (R.U.R.), Len Saunders (Austral Press), Alan Hannam (Weston Co.), Lou Shirlian (Bergers), J. Malone (J. Malone Agency), McDermott (A. N. White), Prior (Gordon and Gotch), Elvy (Elvy and Co.), Freeman (S.T.C.), Lou Jones, Barry Johnson (Gibbs Bright), Les Davey (Gollan and Co.), Stan Hayes (Ballment and Co.), Ken Love (J. R.

Love and Co.), Barry Shirlian (Patterson and Beck), Bill Brookes (Goldbergs Agency), Joyner (Egan and Joyner), Dan Sutherland (Radiovision), Bob Wishart (Traders' Ltd.), and a trio for 2CH and Major Network in Stan Walless, Charles Stanley and McInnis.

The prizes for all included Xmas cakes and puddings, bottles of wine, champagne, cigarettes, chocolates, theatre seats, picture seats, and poultry.

The real golfing honours of the day went to Norm. Woods and H. O'Sullivan who both finished 3 up to each win a pair of cockerels and bottle of champagne. Both were elated at their success, as famous Bill Bolger had been tipped all round to carry off the best score. But he finished one up.

A word of praise must be added for Bernie Stapleton who organised the outing. Judged by its success there will be many more similar affairs held next year.

A.B.C. ACTING GENERAL MANAGER

In the "Commonwealth Gazette" of No. 245 of December 5, 1940, the Governor General has approved, in accordance with Section 15 (2) of the Australian Broadcasting Commission Act, that the officer performing the duties of general manager during the absence of the permanent occupant of that position, be paid a salary at the rate of £1,500 per annum, as from July 1, 1940.

The general manager, Captain Charles Moses, is serving with the A.I.F. In his stead, Mr. T. W. Bearup is acting general manager, and will receive the salary mentioned above, of £1,500 per annum. It is understood that Mr. Moses' salary was £2,000 per annum.

Use of Service Badges

Use of any representation or miniature of Naval, Military or Air Force badge or emblem in any advertisement or for trade or business purposes is prohibited by an amendment of the National Security Regulations.

Sydney Sponsor Brings Abundance of "Local Color" into A.P. Broadcast

Special Xmas merchandising ideas incorporated in Ways "Double or Quits" audience participation program every Thursday include seasonal mannequin parades. At left is seen Cecil Scott playing the part of the real glamour boy with some of Ways' mannequin girls. Below at left Scott is entertaining the audience and at the right the complete stage-setting for the show, with compere Vernon Lisle just behind the microphone.

Ways Ltd.'s successful "Double or Quits" audience participation broadcast through 2UW Sydney from the State Assembly Thursdays at noon, took on a definitely "seasonal" atmosphere commencing December 12, when the stage was set with palms and seagrass mats and lighting to represent a seaside scene. Tut Coltman and his melody boys were all in seaside slacks, and even compere Vernon Lisle, Cecil Scott and vest pocket comedian Reg. Quartly came out regaled in their purest white. The sponsors used the occasion for a very effective mannequin display showing all the latest beach, yachting, and other sports wear for women. Show for the visual audience went on at 11 a.m. a full hour before the quiz broadcast from 12 noon to 12.30 p.m.



Biber Furs Book Into 10th Year on Radio

Mr. Sam Biber, of Biber Furs, Sydney, will continue using Sunday afternoon time on a number of stations during 1941. Campaign will start in March. I think that next year radio will be called upon to fill a big gap left by paper rationing, but radio must give the people the type of programs the people want," said Mr. Biber, discussing his next year radio program.

The Biber Furs session will be somewhat similar to the regular feature used in previous years, featuring the Biber home scene with Mr. Biber and his two capable children, Billy and Peggy. There will however be a visitor in the home for the 1941 sessions. This will be Mr. Ellis Price. He will dramatise the highlights of each of Mr. Biber's "Tales from the Fur Trails," as they are given.

Biber Furs have been extremely successful radio advertisers over a number of years. They have completed nine years of it and are backing up for more. Each season the three members of the family, Mr. Biber and Peggy and Billy, have featured in the interesting broadcasts.

On a recent motor tour to Melbourne and back via Jervis Bay (their arrival there coincided with the Convention), Mr. and Mrs. Biber and the two children had ample evidence of the widespread interest in the Biber broadcasts. Almost everywhere they went throughout the journey folk they met, travellers, forekeepers, farmers on hearing the Biber name, immediately referred to their interest in the Sunday afternoon broadcasts.

A "C.B." rep. had first-hand evidence of this at Nowra, when he accompanied Mr. Biber into a bank to cash a cheque. The teller looked up from the signature and said, "Are you the Mr. Biber who broadcasts those Sunday sessions?"

On the commercial side of the broadcasts Mr. Biber is convinced that radio cannot directly sell goods—not furs anyway. He stoutly avers that radio broadcasting creates and maintains goodwill, making the first impact for the follow-up sales campaign.

Another interesting point about his sessions is that while the broadcast itself comes direct from the home of the Biber family, he will not allow a commercial announcement to be intruded there. Before and after the session or on a cross-back to the studio during the half-hour a commercial announcement about Biber furs may be made by the station announcer.



RIDING THE CREST

SOME MEN are always 'Riding the crest'; others seem to have a gift for picking the 'Dumpers'. It is simply a matter of recognizing opportunities and seizing them. To keep its clients 'on the crest' has been The Weston Company's job for over 38 years. The measure of its success may be seen in the fact that the Company's original clients are still with it and that those who have joined during the intervening years have rarely changed.

Under the Weston Company's guidance, broadcasting has produced outstanding results in over 56 campaigns.

The Weston Company Pty. Ltd.

« ADVERTISING SERVICE AGENTS »
CHAMBER OF COMMERCE BUILDING
GEORGE & GROSVENOR STS., SYDNEY
Established 1901 BW 1337 (5 LINES)

Horner Invites Industry's Co-operation in Regular Listener Surveys

Dear Sir,

Under cover with this letter we are forwarding you an advertisement for insertion in your next issue. In reference to this advertisement and the survey upon which it is based, I would like to bring the following facts before you.

When, six months ago, we first planned this survey, we had only one object in view—to secure a completely impartial analysis of listener habits and listener preferences.

We therefore asked four well-known advertising agency executives in Sydney—Messrs. Hugh Berry, Herbert Adams, Lionel Shave and E. R. Badgery-Parker—if in the interests of the industry, they would in an honorary capacity, form a committee to supervise the machinery under which it was proposed to work.

They were given an undertaking by 2GB that if they would supervise the conduct of the survey, 2GB would stand by the result, and would publish it irrespective of what that result revealed. The committee agreed to act under those circumstances.

A few days earlier, prior to these conversations, 2GB had arranged with David Jones Ltd., for a survey to be taken among members of their staff, on two conditions—David Jones Ltd. undertook not to reveal our interests in the matter, and 2GB agreed to contribute to the staff mutual aid fund, a donation for each form completed.

Incidentally, 2GB's interest in the survey was so closely protected that only three members of the staff of 2GB had any knowledge whatever of the matter. When the committee was formed, and discussions were opened on a much wider extension of the survey, the committee unanimously approved of the form which was used in the David Jones survey, and agreed that it should be circulated unaltered in the wider effort. They also approved of the machinery under which the David Jones forms were to be collected, collated and analysed by an independent authority. That was done.

The form itself covered 38 questions, embracing every phase of listener habit and listener preference—questions which are above any challenge on the score of "loading."

On the recommendation of the committee, the Legacy Club of Sydney, was then asked if they would undertake to distribute the questionnaire forms through their members, without revealing the source of the enquiry, and to arrange the collection of the completed forms, and hold them in their office to be examined and analysed by a staff working under the club control.

In consideration of that effort, 2GB promised a donation to the club funds. Legacy accepted the suggestion, and the forms were distributed from the club through club members to representatives of every section of the community life throughout the whole of the metropolitan area.

The completed forms were collected through the same channels by which they had been distributed, and ultimately, after every figure and every calculation had been checked and rechecked, the result of the analysis was handed to 2GB.

Parenthetically, it cannot be too strongly emphasised that not one completed form was ever handled by any representative of 2GB.

When the figures were submitted to the committee—the completed forms remained throughout in the custody of the Legacy Club—the committee asked that they be audited by an auditor nominated by them. The whole of the forms, plus the working sheets from which the analysis had been extracted, were then handed by the Legacy Club to Messrs. Horley and Horley, who subsequently issued a certificate which is published in our advertisement, and which speaks for itself.

The statements of everybody concerned, and the certificates which are published in our advertisement, are a complete warranty of good faith—the distribution, collection and analysis of the forms, is above question.

So far as coverage is concerned, it need only be said that the addresses on the completed forms cover 231 separate Sydney suburbs.

We believe that the survey is an accurate, impartial and authentic statement of listener opinion progressive over the past five months. Only nine questions are listed in our advertisement but in the remainder of the survey analysis there is a wealth of information concerning listener habits such as, the times at which sets are tuned in and off; the most convenient hours for listening in daytime; the popularity of recorded artists; the public interest in news sessions, etc., etc.

It is hoped that arrangements may be made for the complete publication of every phase of the survey in detail, including dissection of all replies into age, sex and suburban analysis. If that publication can be arranged, the whole of the profits will go to the Legacy Club.

We have stated the matter in some detail, with a twofold purpose—first, to establish its authenticity; and secondly, to invite the interests of the broadcasting community in continuing its job.

The second point—an extension of this survey—is the one point that matters. Might we, through your columns, take this opportunity of inviting the co-operation of every interest in the broadcast industry.

We believe a plain statement of facts regarding listener opinion and listener preference is essential to-day from every point of view. For our part, we intend to continue in this direction and we hereby invite every interest concerned to join us in the formation of an enlarged committee of umpires to carry on this survey in 1941.—Yours faithfully,

Broadcasting Station 2GB Pty. Ltd.
H. G. HORNER,
General Manager

Sydney I.R.E. Members Visit 2CH

Foundation Day Commemoration in Modern Surroundings

For some years now, the Institution of Radio Engineers, Australia, has been conducting a function, early in December, to commemorate the work of the pioneers of the radio art. This function is known as Radio Foundation Day, and is timed as nearly as possible to coincide with the anniversary of the day (December 12, 1901) on which the late Marchese Marconi was successful in sending the first wireless signal across the Atlantic Ocean. This year the Sydney Division of the I.R.E. held its function during the evening of Wednesday, December 11, amid surroundings—the ultra-modern broadcasting studios of 2CH—that are in themselves a tribute to the work of the early radio pioneers and those who have followed in their path.

On this occasion, the function was open to members' ladies, and those attending took advantage of the opportunity to such an extent that the final attendance of 84, comprised 43 members and 41 lady guests. These people assembled in the main foyer of the A.W.A. Building at 47 York Street, Sydney, at 8 p.m., and after a few minutes general conversation adjourned to the main 2CH studio (No. 1) on the 11th floor. Here a program of Hammond organ music was about to commence and until 8.30 p.m., those present heard a broadcast request program of music in progress. This was both entertaining and instructive, as it gave the technical members of the audience an excellent opportunity to appreciate the excellent acoustics of the auditorium.

Following on this, Mr. N. S. Gilmour, a past president of the Institution, welcomed those present and then called on Mr. D. G. Lindsay, special products design engineer at A.W.A., to give a brief description of the studio set-up and its associated equipment. This was listened to with considerable interest by all present, especially as it gave them a better appreciation of the things seen during the tour of inspection which followed at the end of the evening. Another musical interlude followed Mr. Lindsay's discourse, the artists being Miss Zena Moller and Mr. Charles Kingsley, who presented a first-class program of songs, both solo and duet, until 9.25.

During this interlude, Sir Ernest Fisk arrived and at its conclusion, Mr. Gilmour invited him to say a few words. Sir Ernest accepted, and after expressing his pleasure that the company was able to place the 2CH studios at the disposal of the Institution for this function, he went on to briefly outline the purposes of Radio Foundation Day and concluded with a few remarks about the times we live in.

At the conclusion of Sir Ernest's all-too-brief address, which was warmly applauded, Mr. Gilmour announced the surprise of the evening—a "pre-hear" of excerpts from the Hollywood Red Cross program which was broadcast in America and specially recorded for 2CH. This was played through the studio monitor speaker system and included items by Gloria Jean and the Dionne Quintuplets, as well as a most impressive one-act play entitled "This Other Eden"—a story set in a London air-raid shelter during a raid.

After this, a tasty supper was served and the proceedings were brought to a close by Engineer-Lieutenant R. Allsop, chairman of the Sydney Division, who expressed his appreciation of the entertainment provided and moved a vote of thanks on behalf of those present.

The evening was concluded by an inspection of the studio, recording and control room facilities—the gathering being split up into small groups, which were personally conducted by members of the 2CH staff and A.W.A.'s engineering department, who had remained on duty for the purpose.

PERSONALS

Congratulations to Mr. Bill Crawford, Senior Radio Inspector for N.S.W., on another birthday last Sunday. Ask him how is "little Willy's" gun going off!

Mr. M. B. Duffy, owing to pressure of war work has resigned his position as general manager and secretary of 3CS Colac. His place has been taken by Mr. John V. Reilly who for the past two years has been station manager of 2QN, Deniliquin.

Mr. Norman K. Johnson, publicity and research officer of 2GB and Macquarie has gone to the tall timbers and windswept sands of the south coast. His three weeks' annual leave commenced this week—venue, Ulladulla.

Now let us thank the Eternal Power; convinc'd
That Heaven but tries out virtue by affliction,—
That oft the cloud which wraps the present hour
Serves but to brighten all our future days.

Barbarossa. Act. v. Sc.3.

CHRISTMAS GREETINGS TO ALL STANFORD ALLAN

Representing 3GL, 3BA, 3MA, 2TM, 6ML, 7AD
247 COLLINS STREET, MELBOURNE

WHAT — NO XMAS TURKEY?

Forget it—you'd probably have indigestion after eating it. That's what worrying about your business does!

BUSINESS WORRIES DISAPPEAR
when yours is a

3XY

CAMPAIGN

SINCERE SEASONAL GREETINGS

—we extend to the Management and Staff of every broadcasting station throughout Australia, our thanks for their co-operation during 1940. This has contributed in no small measure to the outstanding success of many of our programme features.

We know that in 1941 this happy association will continue and lead to even more noteworthy results from radio advertising.

GOTHAM

(A/SIA) PTY. LTD.

International Advertising
Service Agents

5-7 Barrack Street, Sydney

PERSONALS

To get some fun out of the advertising profession is the motto of the Homberg-Hatted Trio, Noel Paton, Ian Paton and Geoffrey Jackson. Hearing that the sales manager of 3AW, genial Jack O'Hagan, was celebrating a birthday on November 29, they sent him an invitation, bidding him dine with them to celebrate the event. And what an invitation! It was in the form of a large display advertisement, 40ins. x 30ins. It was one of the best pieces of art work seen in Melbourne advertising circles for many a day. The copy set forth the accomplishments of Jack O'Hagan and as such cannot be reprinted here.

Not to be outdone, Jack O'Hagan replied in this vein:

IN ACCEPTANCE.

(In the manner of Ogden Nash.)

In response to your
Glamorous, blasphemous, libellous—
kindly invitation.
I respond with elation
And acceptance,
To dine with the Scions of the House
of Paton,
Plus a late 'un
In the person of Jackson,
Who perchance is a great 'un—
Or maybe he aint!
Yet I'm quite prepared to paint
Any hostelry red until bed with the said
Folk of the House of Paton.
I'm sure we can weather the weather
when together
In a manner
Completely humanitarian,
Unless an unwary 'un
Should imbibe far too freely
And get stinko on the blinko.
Then of course one must chance
With the bang-over
A hang-over,
Yet still my esteem for the invite
Is all right,
And I accept with both feet.
Toute Suite.

—O'Hagan.

Latest newcomer to 2UW Sydney is John Stevenson, late of New Zealand, and one of radio's up-and-coming playwrights and script writers. Mr. Stevenson, with five years of radio experience, is an acquisition to Station 2UW, and his talents should find plenty of scope in every direction in their various presentations. He will also be on the announcing staff.

Back from leave and looking as fit as a fiddle is popular Brick Bradford, chief announcer at 2GF. Brick conducts the daily "Hill Billy session." We understand his hill billy fans are anxious to learn whether his yodelling has improved during his absence from the mike.

Mr. H. B. Wilson, who for the past eight months has been acting manager of Station 2AY, has been transferred in a similar capacity to 3BO Bendigo. He has been replaced by Mr. Ron. Smith, formerly of the engineering staff of 3BO.

Miss Sylvia Post-Mason has been appointed to take charge of the organisation of 4MB Maryborough women's activities. She has had a wide experience in radio over a number of years, during which time she has conducted women's and children's sessions in the capitals of four States, at the accomplishments to some effect. Before taking to radio seriously Miss Post-Mason toured Australia and New Zealand with same time using her musical and dramatic J. C. Williamson and Fuller's companies, and also the Tivoli theatres.

A visitor to Sydney from Melbourne recently was Harpur Wilson, program manager of 3UZ. Asked whether he was over on holidays or on business Wilson was very vague from which we assumed that, like a good program manager, he was scouting around to see if Sydney had anything that Melbourne hadn't got in the program or production lines. He was accompanied by Mrs. Wilson.

George Clay, Sydney rep. of the Whitford Network of W.A., and of 2CK Cessnock, will be crossing the Tasman about the end of the month, accompanied by Mrs. Clay. Clay says that after six years it's high time he went home to see his mother, and no better time could be than Yuletide. He anticipates about a fortnight holiday in his homeland.

Two well known radio production people, Dorothy Foster and David Samuel, have reason to be pleased with themselves after their most recent co-composed effort—"They Buttoned Uncle Alfie Into Khaki." The song has been published by Chappels, while Columbia has disc'd the song featuring Jim Davidson's band. David Samuel, freelance specialist in musical direction, is musical director of Colgate-Palmolive's "Youth Show." Prior to this special radio assignment he was earlier associated with Dorothy Foster in the role of musical director for the Kraft Dilly Revue, and before that again with the Shell Show.

Robin Ordell, comper of the Colgate-Palmolive Youth Show and 2GB early morning announcer, is in camp, meantime it sounds like Arthur O'Keefe handling the breakfast session in Ordell's place.

Russell Roberts, former station manager of 4BC Brisbane, who retired from radio several months ago, just couldn't keep out



Mr. Russell Roberts, well-known Queensland Radio Executive.

of it. We learn that he has accepted the position of program director of 4BH Brisbane.

Manager Tom Holt, of 3XY, is back at his desk once again after a sojourn in Sydney where he underwent medical treatment. We are very glad to see that "T.H." is well on the road to recovery.

Another radio executive who is now back at his desk after a short spell in bed is the genial Syd. Morgan, manager-director of 3KZ. During this time spent in bed he was busy thinking up some new and novel program ideas to be heard early in the New Year.

Chance for Juvenile Choir

The brilliant work of Eunice Lloyd, 3XY pianiste, in training the 3XY Juvenile Choir will be appreciated by listeners when these 50 children are presented in a special Xmas recital from 3XY on Saturday night, December 21. They will support the special guest artist, Miss Mavis Svenson, contralto, who is frequently heard on National stations.

The choir has been working steadily under Eunice Lloyd for many weeks, and undoubtedly they will give ample support to Miss Svenson in this program which has been specially scripted and will be compered by John Storr. Following the Xmas presentation the choir will undoubtedly be heard at frequent intervals from the station which is at present making wide experiments into the successful presentation of much larger live artist musical features.

THIS WAS AN AD!

CAN RADIO SELL HOUSES? "Yes," says WJSV . . . and sells 110 houses for a half-million dollars!

Those were the headlines of an advertisement used in recent issues of American trade newspapers by a broadcasting station of Washington, U.S.

And this was the story told:—
"This Spring WJSV brought together a group of 12 building material manufacturers, builders and developers. Plans were laid to build immediately 12 low-cost model homes, throughout Metropolitan Washington. WJSV's popular Elinor Lee put on the air a Saturday and Sunday half-hour participating program, discussing these homes and the building progress, explaining the various and widely assorted products of the 12 sponsors.

"On August 17, the first completed home was opened to the public. But, long before that—from the moment the ground was cleared—interested throngs had spent week-ends trekking to the sites, watching the building in progress, and talking about home ownership.

"Letters from listeners poured in. One contractor sponsor reports orders many times in excess of the cost of his participation. Another has, to date, 100 orders for his material, resulting from his participation.

"And a land-development company reports that—even before the first finished home was opened for inspection—110 families have ordered houses to be

NOTES FROM ABROAD

A big National Defence Advertising scheme has been launched in Ireland by the Irish Association of advertising agencies on behalf of their clients who have sponsored the campaign.

The British Ministry of Food is carrying out a huge advertising campaign in Britain advising housewives of food supplies that are available and plentiful, telling them how to use these foods and giving practical hints in economy, recipes, etc. Second part of the campaign is designed to educate housewives on the nutritive values of various food groups.

Hollywood is turning to radio for talent, says "Broadcasting" in a recent issue, and goes on to point out that the decade-long battle between motion pictures and radio, with film exhibitors doing most of the shouting, is rapidly fading as the two industries get down to working in closer co-operation. Hollywood screen production units that once scorned radio as a bad showcase for their contracted talent to-day look to broadcasting for new ideas and talent, and they find it a fertile field. Writing, acting, and production personnel of radio are getting an increasingly attentive ear from the films. The paper goes on to cite many examples of current big men in films having been snapped up from the broadcasting industry.

built, following the specifications of the WJSV-model homes! Total value of radio-sold homes, 485,000 dollars!

"So tremendously successful has been this development that current sponsors are already talking about repeating the activity—with its happy results—next Spring.

"And everyone expects the 110 new home-owners to be multiplied many times over, as interested families see the completed model homes.

"So, once again, WJSV demonstrates

its unique capacity for sensing a civic need . . . and doing something about it. And, once again, radio demonstrates its ability to sell—anything that people can buy!"

That's a success story, plus. We reprint it because we think that American station did a good job for their sponsors, a good job for the industry, and went about publicising the good work in a businesslike manner. A live Australian station could do the same—on all counts!

RADIO 2UE

Takes this Opportunity of Wishing
its Clients "All the Best" for
Christmas and the New Year

AND ASSURES THEM

that 1941 programmes will be
bigger and brighter than ever



Place your Radio Advertising on

RADIO 2UE

and be Assured of Results

ANOTHER DAYTIME RENEWAL FOR 4BH

BERLEI'S "BEAUTY OF FORM"

Immediately at the conclusion of their contract for the presentation of the DAYTIME feature, "Beauty in the Balance," through 4BH, Berlei's issued a renewal contract for "Beauty of Form"—3 mornings a week—in the Women's Session at 10.50.

THEY "STAY PUT" WITH 4BH

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

EARLY XMAS PARTY

On Friday, December 6, 3AW Melbourne held its annual Xmas cocktail party, at which forgathered radio men, sponsors, agency executives and members of the P.M.G.'s Department.

Station manager, John Taylor, who goes into camp now on January 3, presided and welcomed several interstate visitors, among whom were Jack Lumsdaine and Ted Malone—over from J. Walter Thompson's Sydney office to supervise discings of "Ginger" shows.

The party has become a regular Xmas feature at 3AW, and grows bigger and brighter with each succeeding year. Among the 250 odd guests who dropped in during the evening were noticed Eric Erickson, managing director of Pepsodent, Mal "Vox-tosser" Verco, Bob Walker (of George Patterson), the Paton brothers, and John Martin of "The Department."



Left to right: Mr. Fred Tupper (3AW Sportcaster), Mr. Frank Godby, Mr. Ivor Roerich ("Narm Shoes"), Mr. George Bramall ("Bramac"), Mr. Isador Goodman, Mal. Verco, Mr. Harry Rickards ("Rickards Motors"), Mr. Wally Grantham, Mr. Ted Maloney, J. Walter Thompson's Sydney office, and Mr. John Taylor, manager of 3AW.

People Do Listen at Dawn

If ever proof was wanted of the availability of a big early morning radio audience one needs only gain access to the correspondence files of the 2UW Sydney Rural Interests session conducted every morning six days a week by Mr. J. A. Crawcour.

As "Rural Lecturer" Crawcour is performing a real national service to the country, a fact which has already received official recognition from the New South Wales Department of Agriculture and from other authorities.

Sydney suburbia as well as farm and country folk in many far flung parts of the State seem to be regular listeners to the dawn broadcaster, who is called upon to give advice on all manner of "earthy" subjects from blight in the cab-

bage patch of Mrs. Suburbia to the hand rearing of a pedigree foal in Snake Hollow, or the fertilising of a grain field in the far west. Graziers, farmers, and well known city business men interested in the development of the country are among the self-confessed regular listeners to the session.

Crawcour's work in helping the "man on the land" has been going on over the air for over six years. Here is a quotation from a letter received by him recently—one which in a few words tells a very long tale:—"... For several years my parents have been constant listeners to your session, and while they told me of the wonderful information you are passing on I am afraid the only interest I took was in regard to the time so as I could catch the train. I am now married and have commenced a small garden, and my parents advised me to write to you for help... please supply a recommended list of books and pamphlets I could obtain..."

Lord Mayor of Brisbane Writes Editor "C.B."

That well known broadcasting personality, J. B. Chandler, who is now the Lord Mayor of the City of Brisbane, the capital city of the State of Queensland, has been making his presence felt in municipal circles, much to the chagrin of some people, but the joy of many.

Since he took office in the Brisbane Municipal Council he has had very little time to even think about radio matters. The other day this is what he wrote to the Editor:—

"Dear Mr. Mingay,

"A copy of COMMERCIAL BROADCASTING arrived at my office in the City Hall this morning, and I suspect that I have to thank you for it.

"I have read it with great pleasure. Believe it or not, it is quite a little while since I read a copy of your paper—and what an improvement you have made in such a short time! Congratulations on this Convention issue, which is splendid, the photographs being particularly fine. You have made some of my old friends in the broadcasting industry look so swell that I hardly recognised them—or is that just the natural development of the men in this most fascinating and alert industry!

"I was delighted to read that my old friend, Mr. Brooker, has been elected president of the Federation. An excellent choice.

"Kind regards, yours sincerely,
J. B. Chandler"

Many thanks, my Lord Mayor. Congratulations on the good job you are doing. Many regrets from the conventioners at your absence from the last convention—hope to see you at the next. Best of luck—O.F.M.

TAMWORTH'S RURAL LEAD Progress written in Figures

About 12 months ago COMMERCIAL BROADCASTING in a special article pointed out the growing importance of our so-called "rural markets" from a broadcast merchandising point of view and stressed the rapid strides made in centralisation during the past few years. We took as an example of the modern country "city" the town of Tamworth and its surrounding fertile district.

If on that occasion this paper was unable to quote in detailed figures just what this progress has meant to Tamworth, amends can be made by the following quotations from a recent issue of the "Shire and Municipal Record." That journal says:—

"The story of Tamworth over the past 15 years is a tale of constructive building that can scarcely be matched by any community in New South Wales. No special circles or fate made it what it is to-day—just initiative, constructive thinking and hard work."

In a special article emphasis is laid on the fact that decentralisation is one of the most urgent problems confronting the State. Undoubtedly, it is pointed out, the greatest obstacle to be overcome in bringing about decentralisation is the deep-rooted conviction shared by thousands of city folk that anything beyond the metropolitan area is "country," and that term is synonymous in their minds with kerosene lighting, fuel stoves and fowls under the house.

"To eradicate this misconception," it continues, "is the task that local government must undertake—for once a migration movement be started from the city to the country, it would have a snowball effect that would entirely remake this State."

"Tamworth is a town that can truly offer the city man and his wife all mod. cons., e.l., sewer, etc., etc., without which life for them would be too primitive."

"In the year 1925 the revenue of Tamworth Municipal Council was £46,000 and its enterprises, apart from its contribution of roads and footpaths, parks, tree-planting and similar work, were a water supply, stock saleyards and an electricity undertaking with consumers in the municipality only. This year, 1940, revenue will exceed £125,000 and there are now 12 separate departments to handle its undertakings.

"In 1927 the electricity undertaking was extended by the erection of a transmission line to provide electricity in bulk to the Municipality of Manilla (28 miles), and this line was tapped at several points to meet the requirement of rural consumers in the villages and on farms. This step was the beginning of the expansion of the electricity undertaking to serve the surrounding towns and rural areas, and it now covers an area of approximately 1,750 square miles, embracing the municipalities of Tamworth and Manilla and the shires of Lockburn, Peel, Mandow and Nundle. An agreement has recently been reached to supply electricity in bulk to the municipality of Quirindi, which in turn will extend its local line to the shires of Tamarang and Warrah, and the total area then covered will exceed 3,000 square miles.

"Although the greater part of the town was served by a sewerage system from the beginning of 1928, further extensions were planned and in 1932 practically the whole of the business and residential areas of Tamworth were brought within its scope.

AERODROME—TOWN HALL.

"The council purchased land for an aerodrome in 1930 and this was prepared and licensed in 1932. It is now one of the largest aerodromes in N.S.W., having an area of 325 acres. It is at present being used as a Royal Australian Air Force Elementary Flying Training School.

"In 1934 the War Memorial Town Hall was completed and is, architecturally the outstanding building in Tamworth. It was built to a design selected as the result of a competition conducted by the N.S.W. Institute of Architects and described by the adjudicator as a masterpiece of planning, treated with dignity and restraint. It serves as a fitting memorial to those whose memory it is intended to perpetuate and, in addition, it houses the council's administrative staff.

"Oxley Park, its roads and its views are a definite contribution to the district's assets. Its area is 1,000 acres. The park embraces much of the hilly country to the east of the town and the look-out that has been built on the top of one of its peaks, is two miles from the post office. There is an excellent motor drive to the summit, which is 2,000 ft. above sea level.

"Officially opened in October, 1937, the Olympic swimming pool is picturesquely situated in a public recreation reserve within 100 yards of the main business centre.

"The Municipal abattoirs was completed in 1938 and has proved a great asset.

WORK OF COUNCILS.

"A chronological table of Tamworth's progress would show that not one year had been allowed to lapse without a forward stride having been made. It has never been content to rest on its laurels.

Strenuous Attempts to Stop Race Broadcasts

Melbourne station, 3XY, is having to face some very stiff opposition to its plans to give listeners a race broadcast service covering practically all Victorian country meetings, in addition to the metropolitan events. It is at two of the country courses that trouble has so far been encountered.

The attitude of the clubs concerned is very difficult to understand, as it has been proved many times in the past that broadcast descriptions of sporting events usually leads to increased attendances at such events.

Last month a carpenter was proceeded against by the Cranbourne Shire Council for having erected a stand in a roadway near Cranbourne Racecourse and fined £5 plus six guineas costs. The evidence disclosed the stand gave a view of the course. It was suggested in court that the stand had been erected for Station 3XY. It was demolished on the morning of the race meeting day.

The secretary of the Pakenham Racing Club is also opposed to off the course broadcasts. On the day of the club's meeting last week, it is understood, the secretary leased for the day every available paddock and house adjacent to or overlooking the course thus eliminating any broadcast being made from outside the course. In addition all telephone lines on the course were disconnected. Even press messages had to be telegraphed.



The woman
who comes around

Quickly gets around to your product for keeps when you use Station
2SM Sydney as your SELLING station.

2SM SELLS MORE

A Completely Authenticated Survey Of Listener Opinion

AT LAST . . . The Real Facts

WHEN, MIDWAY THROUGH 1940, WE DECIDED TO SECURE A COMPLETELY UNBIASED AND IMPARTIAL SURVEY OF EVERY SECTION OF LISTENER OPINION IN SYDNEY, FOUR OF SYDNEY'S LEADING ADVERTISING AGENCY EXECUTIVES — MESSRS. HUGH BERRY, HERBERT ADAMS, E. R. BERRY-PARKER AND LIONEL SHAVE — WERE invited to give honorary supervision of the machinery under which the Survey was to be conducted, and the findings resulting therefrom. Their certificate, produced herewith, speaks for itself, as do the other letters reproduced on this page.

The Survey was conducted continuously over a period from May to September, 1940. A questionnaire form, embracing 38 questions, covering every phase of the radio industry and audience listening habits, was distributed by David Jones Ltd. to their staff; and through the members of the Legacy Club of Sydney to every section of the community.

The final result, which represents a complete cross-section of public opinion—the addresses on the forms covered 231 separate Sydney suburbs—over a period of five months, was that many weeks were occupied in an exhaustive check and re-check of every figure and every calculation. The figures are based on a certification which is above challenge.

Believing that, in the interests of the radio industry generally, a similar survey service should be continued, 2GB is making arrangements for a further survey to be made during the quarter ending March 31, 1941. The collaboration of advertisers, agents, and both National and Commercial broadcasting stations is invited in formation of an enlarged committee of umpires to carry on this continuous survey.

Following were the total replies in 4,961 completed forms to the vital questions listeners were asked to answer.

Which Station do you listen to most?		Of all radio programmes which are your favourites?	
David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)	David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)
2GB 1st 35.1 p.c.	2GB 1st 35.8 p.c.	Radio Theatre (2GB) 1	Lux Radio Theatre (2GB) 1
2nd Station 22.8 "	2nd Station 22. "	Ginger (2GB) 2	Ginger (2GB) 2
		Jack Davey Jackpots (2GB) 3	Jack Davey Jackpots (2GB) 4
		World Famous Tenors (2GB) 4	World Famous Tenors (2GB) 5
	 5	The Youth Show (2GB) 6
	 6	
Which Station is your second preference?		Which Station has Best Announcers?	
David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)	David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)
2GB 1st 27.1 p.c.	2GB 1st 27.3 p.c.	2GB 1st 41.5 p.c.	2GB 1st 41.8 p.c.
2nd Station 17.3 "	2nd Station 13.9 "	2nd Station 15.9 "	2nd Station 21.5 "
Favourite Station: Breakfast Session.		Favourite Station: Children's Session.	
David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)	David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)
2GB 1st 31.5 p.c.	2GB 1st 35.6 p.c.	1st Station 59.1 p.c.	1st Station 45.3 p.c.
2nd Station 17.1 "	2nd Station 27.3 "	2GB 2nd 24.2 "	2GB 2nd 31.8 "
Favourite Station: Week days, day-time.		Do you listen to Racing Broadcasts?	
David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)	David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)
2GB 1st 27.4 p.c.	2GB 1st 25.3 p.c.	Yes 36.3 p.c.	Yes 27. p.c.
2nd Station 15.6 "	2nd Station 23.8 "	No 63.6 "	No 72.9 "
Favourite Station: Night Programme.			
David Jones Staff (May-June, 1940)	Legacy Distribution (July-September, 1940)		
2GB 1st 28.1 p.c.	2GB 1st 34.4 p.c.		
2nd Station 26. "	2nd Station 21.9 "		

DAVID JONES LIMITED
ESTABLISHED 1838.
SYDNEY.
5th December, 1940.
The General Manager,
Broadcasting Station 2GB Pty. Ltd.,
29 Bligh Street,
SYDNEY.

Dear Sir,
We are glad to assure you that when recently we conducted a radio audience survey on your behalf among the staff members of David Jones Ltd., your association with the matter was not revealed. The forms as supplied by you, were placed in the pay envelopes of our staff, and when completed they were deposited by those filling them in, in a box at the staff door.
There was no mention of any Broadcasting Station on the Questionnaire and the answers supplied on the forms were the opinions of certain members of our staff. As far as we know they had no idea why the Company asked for the information.

Yours faithfully,
DAVID JONES LIMITED,
Chas. Lloyd Jones
CHAS. LLOYD JONES,
Chairman of Directors.

Horley & Horley
Chartered Accountants (Aust.)
National Mutual Building
330 George Street,
Sydney 25th November, 1940.

We have examined the forms issued to radio listeners by the Legacy Club of Sydney and by David Jones Limited, in the nature of a poll on and by various questions submitted therein. We have checked the tabulation of the answers to the questions and certify that the attached summary is a correct compilation of the answers submitted. The total number of forms returned and tabulated is 4,961.

Horley & Horley
CHARTERED ACCOUNTANTS (AUST.)

SYDNEY.
December 3, 1940.
After the completion of the David Jones Ltd., Staff Survey mentioned herein, we, as a Committee of Advertising Agents, were invited by 2GB to suggest a means whereby a much wider Survey might be conducted on lines which could guarantee complete impartiality.
The form of the Questionnaire was approved by us, and we, as a Committee, suggested that the machinery of the Legacy Club might be utilised to secure a much wider completely comprehensive cross-section of the community.
We approved of the arrangement whereby the forms were to be distributed and handled exclusively by the Legacy Club, and not by any representative of 2GB, and we approved also of the system whereby the forms were to be held in the Legacy Club's Office, and analysed there wholly by a staff, which, although paid by 2GB, was to be entirely free of any supervision or control of that station.
The results produced by the staff were afterwards submitted to us; at our instigation they were audited by a firm of Public Accountants nominated by us, and the Auditor's Certificate is attached hereto.
We, individually, and as a Committee, are satisfied that the result of this Survey has been arrived at under circumstances which guarantee its absolute impartiality.

THE LEGACY CLUB OF SYDNEY
LEGACY ROOMS, SIX FLOOR, 158 GEORGE STREET (Oppy End), SYDNEY
Phone: BW1273
11th December, 1940.
The General Manager,
Broadcasting Station 2GB Pty. Ltd.,
29 Bligh Street,
SYDNEY.
Dear Sir,
We have to report as follows upon the distribution and collection of questionnaires in connection with the radio survey recently completed. The proposal that we should undertake this work came from a committee which, we were informed, comprised representatives of your company and members of certain advertising agencies. Your request, as we understood it, was that, in consideration of a donation to Club funds, we should distribute the questionnaires through our members without revealing the source of the inquiry and in such a manner as to obviate any bias in favour of any particular station. These directions were most carefully followed.
The questionnaires were all returned to our office where they were examined and analysed by a special staff under our control. The results of that analysis were then handed to you and, at your request, the forms were forwarded to Messrs. Horley & Horley for audit purposes.
In our opinion, the distribution and collection of questionnaires and the analysis of the information received carried out with fairness and impartiality.
Yours faithfully,
W.H. Fincham
HONORARY SECRETARY

Now you know what you buy . . . when you buy 2GB

COMMERCIAL BROADCASTERS, WHAT HAVE YOU GOT TO SELL BESIDES RATES?



Are we right in assuming that when you sell your "station time" to an advertiser your rates are sold LAST?

As an advertising specialist you naturally set out FIRST to sell your service. You tell advertisers about the selling job your station has done and is doing. You make it plain that your district is populous, prosperous and partisan and that it is blanketed completely by the bright programming of your unit. You will agree the point resolves itself into the question of what have you got to sell besides your rates.

C.B. reps. are in constant contact with ad-agents and time-buyers and they find that these people ask the same question . . . "What have the stations in the ordinary sections of the 'C.B. RATE BOOK' to offer besides their rates?"

These specialists in advertising, appreciate well written informative advertising copy. The printed story of your successful business management is constantly on their desks, in use every day by agency executives, media-men and time-buying advertisers.

The separate rate card is, with all due respect, in the discard. The 'C.B. RATE BOOK' has sold itself for all time to time-buyers. Can you afford to miss this opportunity of telling and selling your story at a cost of only \$5 for the balance of your page in the "COMMERCIAL BROADCASTING RATE BOOK"? Copy closing now for the January, 1941, issue. The back cover is also available.

Don't miss the opportunity of incorporating your selling story in this "ace" publication service for time-sellers to time-buyers.

At YOUR service,

"Commercial Broadcasting Rate Book"

Your selling story told in this Time-buyers' Guide pays handsome dividends even if the Rate Book plays its part in influencing only ONE national contract to your station annually.

MECHANICAL COPYRIGHT ON RECORDS DISPUTED IN U.S.A.

The United States Circuit Court of Appeals in New York gave a ruling in July last that a broadcast station in playing ordinary "home" phonograph records over the air does not infringe the rights of the copyright holder—in this case, the record manufacturer. By its decision, the Court sets aside an injunction in which Judge Vincent L. Leibel, of the United States District Court, had ordered the operators of Station WNEW, New York, to cease playing on the air records made by the R.C.A. Manufacturing Company.

The unanimous decision of the Circuit Court of Appeals was embodied in an opinion by Judge Learned Hand, presiding jurist of the Court, with Judges Charles E. Clark and Robert P. Patterson concurring. The station contended that it was bound to pay only the regular copyright fees to the composer and publisher.

In his decision, Judge Hand declared that "copyright in any form, whether statutory or at common law, is a monopoly. It consists only of the power to prevent others from reproducing the copyrighted work. W.B.O. Broadcasting

STAFF OF 4BU BUNDABERG LINE UP FOR "C.B."



Left to right: T. Blackman, announcer; E. Cunningham, K. Meredith, technicians; V. Stibe, sporting commentator; H. Green, chief engineer; Mae Mikkelsen, lady announcer; N. Whittred, E. Gardiner, office; Belle Sands, shop-hound; J. A. Sharp, manager.

Corporation has never invaded any such right."

The Court found it unnecessary to decide whether Paul Whitman, as the leader of the orchestra which made the recordings mentioned in the action, had any interest in what was done with them. R.C.A. contended that he had surrendered all his interest by contract.

No weight was given by the Court to other points advanced by R.C.A. These were that, in broadcasting records sold

for home use by the general public, the radio company in effect, was putting the record makers into unfair competition with themselves, and that, on the records in question, it had been stated specifically that the discs were sold only for "home" use and must not be used commercially. It was decided that, although Pennsylvania made it illegal to broadcast the records, the opposite condition existed under the other laws of the land, so that no injunction could be issued.

WHITFORD'S BROADCASTING NETWORK

Ask you to join with them in giving 1940 a "Kick in the Pants," and looking to 1941 for Peace and Prosperity!

6PM - 6AM - 6KG - 6GE

AGENCIES

HARTFORD CHANGES ADDRESS.

The well known Hartford Advertising Agency Pty. Ltd. has notified a change of address in Sydney as from December 14. The agency has moved from Barrack Street, to larger premises on the 6th floor of Asbestos House, York Street. Phone numbers are unaltered as BW3065 (4 lines).

2CK STUDIOS BURNT OUT

The studios and offices of 2CK Cessnock were completely gutted by fire last Saturday week and damage was estimated at about £3,000. The station's engineers quickly set to in rigging up temporary studio equipment and with a minimum delay the station was back on the air. Transmitter and aerial mast, of course, are well removed from the studio premises.

HALF-HOUR WARNER BROS. MUSICALS

Fidelity Radio of Market Street, Sydney, have secured distribution rights for a series of 52 thirty-minute musical transcriptions under the title of Warner Bros. "Theatre of the Air."

Series will feature many famous motion picture stars from the Warner Bros. First National screen studios in America, foremost American radio highlights, big-name American bands with their leading guest artists.

It is understood the shows will be ready for release early in the new year.

Recordings



that

LIVE

are disced on

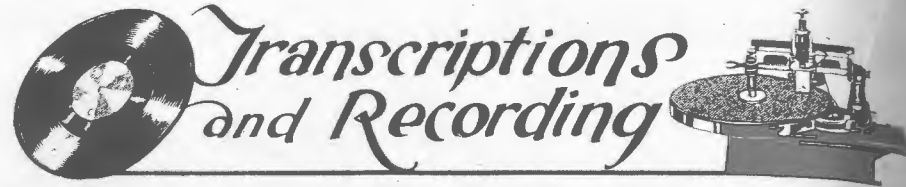
AUDIO

The SUPERIOR
Australian-made Disc

AVAILABLE FROM

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

76 CLARENCE ST. SYDNEY-B3908



POINT OF SALE DISPLAY Brookes Merchandise "England Expects"

S. E. Baume, sales manager of "The New 3UZ," reports from Melbourne that Brookes Lemos Ltd., a new advertiser to the air, are setting a pace in merchandising their feature program that is worth careful inspection by other feature advertisers. Brookes are using 3UZ with "England Expects," the Legionnaire story of Lord Nelson, four nights weekly.

Mr. A. E. Jamieson, managing director of Brookes Lemos Ltd., has had designed a four-colour poster with a gummed back, to be pasted on the outside of retailers' shops carrying any one of the hundred lines of Brookes' Famous Foods. It is approximately 12ins. by 10ins., and incorporates the figure of Lord Nelson, the scene of a sea battle of the Trafalgar period, typed display of the story of "England Expects," together with a build-up of the all-star cast of 20 artists. Also, by brilliant

design work, the figure of "the happy little Lemos Man," the Brookes' trademark, is at the right-hand lower corner, saluting Lord Nelson.

Thus this advertiser obtains a point-of-sale display that does the triple job of advertising Brookes' Famous Foods popularising "England Expects," as a



LISTEN IN TO STATION 3UZ AT 9.30 P.M. SUNDAY, 8.45 P.M. MONDAY WEDNESDAY & THURSDAY NIGHTS

radio advertising vehicle, and calling the attention of the shopper to the fact that "England Expects" is heard in Melbourne on 3UZ four nights weekly.

MEMO. Advertising Agencies and Station Managers.

Christmas Greetings and appreciation for confidence in our work. The year ended with the immediate booking in three States and New Zealand, before production began, of our new radio feature - "IMPERIAL LEADER" - Winston Churchill. Production will be complete by mid-January.

If not obtained, book by wire for station release. The life of the Empire Leader - Winston Churchill - will be a sensational opening for 1941.

Legionnaire offer friendly service and cordial greetings for firm business for this coming year of war struggle.

LEGIONNAIRE — 68-70 KING STREET, MELBOURNE — MU 6177

Among the Sponsors

Sponsorford, Newman and Benson Pty. Ltd. (Cosmetics) are sponsoring another musical show on 2UW Sydney. This is a ten-minute unit titled "Melodee Moments," from 9.15 p.m. Tuesdays and Thursdays, effective from December 10.

Walter Cavill Pty. Ltd., N.S.W. distributors of Cascade Brewery products, who have long been sponsoring the first quarter-hour after midnight in 2UW's mid-night to dawn session, have arranged to extend their session to a full hour on Xmas Eve and New Year's Eve. They should certainly cash-in on the gaiety and revelry of those two nights.

Marsh Ltd., on behalf of their client, Luna Park, have contracted with 2UE for spot announcements over a period of 52 weeks.

Buckingham Ltd. have signed up with 2UE for spot announcements for a further 52 weeks.

Bightingale Supply Co. will add 2UE Sydney in their summer broadcast campaign for "Ping."

Great Southern Hotel has instructed its agent, J. Malone Advertising, to contract with 2UE for announcements during A.S.B. broadcasts for further months.

British Electric Products Pty. Ltd. have contracted with 2UW Sydney for 15 weeks Sunday at 2 p.m. for a musical station, "Popular Numbers by Popular Artists."

Another 2UW Sunday advertiser for a long period past is the Dungowan Cafe Ltd., which has just renewed their musical session, 12.15 p.m., for a further 26 weeks.

ANOTHER KEEN SPONSOR



Mr. Alfred Winn, a member of the well known department store firm of Winns Ltd., who have used radio advertising in Sydney for many years. Mr. Winn's hobbies include fishing and golf.

FULL PRODUCTION OF CINDERELLA FOR RADIO

Adapted from the original stage script by Norman Carter (3XY's early morning announcer), which has been played with great success in several States, 3XY will present a full production of "Cinderella" on December 20.

It is expected that the air production will last for more than one and a half hours, and will be the most serious attempt at a production of this kind in commercial radio.

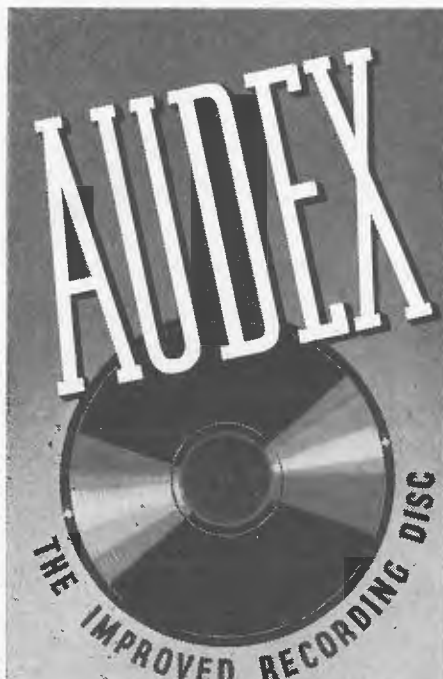
With Mayne Lynton in charge of production, rehearsals are already in full progress, the pantomime cast will include such well known artists as Catherine Neill, John Storr, Norman Wister, Alfred Frith, Norman Carter, Claudia Carter (who played "Cinders" in the stage production), Stella Lamond, Max Reddy, Tom Miller and many others.

One of the most difficult factors in the production will be the musical background, and the effects and a special turn-table staff is being trained to cope with the production. It is estimated that, in addition to the many songs actually rendered by the characters in the studio, more than 60 recordings will be used during the pantomime. Special effect recordings are being made from the 3XY studios in preparation for the show.

Season's Greetings
and Best Wishes
for a bumper 1941
from

ARTRANSA

Annual Subscription for
26 fortnightly issues of
"COMMERCIAL
BROADCASTING"
is only 10/-
Box 3765, G.P.O., Sydney



AUDEX
THE IMPROVED RECORDING DISC

**AMALGAMATED WIRELESS
(A'SIA) LIMITED**

47 YORK STREET SYDNEY
167 QUEEN STREET MELBOURNE
289 QUEEN STREET BRISBANE
A.W.A. WELLINGTON, N.Z.

and the
"ADVERTISER" BROADCASTING
NETWORK, ADELAIDE

MAJOR NETWORK RED CROSS APPEAL

All Net Stations to Co-operate
December 21, 1940

Major network stations throughout Australia will co-operate in a drive for funds for the Australian Red Cross Society on Saturday next, December 21, when each network unit will broadcast a program recently produced in America by the British Film Colony of Hollywood.

The program was presented on a nation-wide hook-up of American stations, including the Canadian broadcasting system with the object of raising funds for the Canadian Red Cross. In this way the British Film Colony raised £25,000 as a result of the "pooling" of their talents for the production of the entertainment.

British film players in Hollywood now comprise a large contingent of the screen population there, and their decision to co-operate in a drive for funds for the Red Cross resulted in the presentation of an hour's program of the highest standard. Recorded as well as broadcast, it is now available for the first time in Australia. Among the players are Vivien Leigh, Lawrence Olivier, Ronald Colman, C. Aubrey Smith, Binnie Barnes, Herbert Marshall, Madeleine Carroll, Anna Neagle and Mary Pickford, who is a Canadian.

In addition, Dr. Dafoe and the Dionne Quintuplets will broadcast, and it is reported from America that their inclusion in the original program made its success as an entertainment complete. They will be heard singing, "There'll Always be an England," and a French song.

Each unit of the Major Network will broadcast the program independently of the others, each being in possession of its own recording, but all will co-operate in the drive for funds for the Red Cross by an interchange of telegrams all stations will appeal to listeners for Red Cross donations, and throughout the evening each station will advise all

others of the results obtained. Thus each station will be in a position to announce progress results, not only of its own appeal, but of the amount received by other network stations.

It is expected that this interchange of telegrams will appeal to the imagination of listeners all over Australia and in this way each announcement will give the drive fresh impetus.

On 2CH the time to enable the broadcast of the Hollywood program has been donated by Coo-ee Clothing Ltd whose four-hour show, "Everybody Dance," extends every Saturday from 8 o'clock to midnight. Coo-ee Clothing Ltd. have made available the period from 8 to 9 p.m.—thus on Saturday next their regular program will commence at 9 p.m.

Other member stations of the Major Network are 2KO Newcastle, 3DB-LK Victoria, 4BK-AK Queensland, 5AD-MU PI-SE South Australia, 6IX, 6WB Western Australia, 7EX, 7HT Tasmania. All have made similar arrangements to those of 2CH.

"Reflections" Sell Good Wine

To quote from "Reflections in a Wineglass"—"you will succeed best when you put the restless anxious side of affairs out of mind and allow the restful side to live in your thoughts." There is evidently nothing of the merely esoteric about this kind of philosophy which expresses the keynote of "Reflections in a Wineglass." This restful presentation, heard weekly over 3UZ and the Macquarie Network, is giving conclusive evidence of radio's power to sell when sensibly applied. Sponsored by The House of Seppelts and backed by efficient marketing, "Reflections in a Wineglass" has produced a very marked response in making Australia more wine-conscious than ever. Sales of Royal Purple Para, Solero and Great Western are such that the forced diminution of exports has been more than compensated for. The creative and executive agency for the program is the Melbourne office of Becket-Thomson.

RADIO'S MASS IMPACT

CROWDS WITNESS TALENT TRIALS AT TOWN HALL

Monstrating once more the terrific impact of broadcast entertainment upon the people, the Sydney Town Hall was again fairly packed on Wednesday night of last week for the great grand final of the 2KY-Morley Johnson Radio Steddfod of 1940, juvenile and adult divisions.

Week after week all through the year the eliminating heats have been held at the Assembly Hall, Sydney, and presented regularly before packed houses.

"After four years of this type of broadcast and visual entertainment the people still come along with apparently unflagging enjoyment of the shows," said Mr. Bert Beaver, manager of 2KY.

"After four years of continuous sponsorship of the various types of talent trials conducted by 2KY for our clients, we are still selling an ever increasing volume of goods attributable to their broadcast advertising," said Mr. Len Maurice, of the Len Maurice Advertising Agency, which handles the Morley Johnson account. "And that is the best answer to the question as to whether this type of broadcast is popular."

Mr. Jeff Johnson was among the official party at the great grand finals. Mr. Bob King, M.L.C., secretary of 2KY, and Mrs. King were also among the front row.

Cheers greeted the announcement made from the stage by Mr. Beaver

that "the Square Deal Furniture Firm" would continue to sponsor entertainments at the Assembly Hall in 1941.

Nevertheless Morley Johnson's radio advertising plans for next year indicate an acceptance of the latest trend in radio. Mr. Beaver announced that while the talent trials would be continued for juveniles there would be no adult section in 1941. The entertainments would commence on January 22 next, and in addition to the talent trials for juveniles there would be an outstanding audience participation presentation, including "quiz" and competition items with cash prizes for competitors.

Morley Johnson Ltd. and 2KY felt happy in having given so many promising entertainers an opportunity to display their talent. It was from such material that the stars of to-morrow in the entertainment world would be drawn, said Mr. Beaver.

Over the past four years some outstanding talent had been found. Looking back one recalled Kathleen Bourke, the brilliant young girl who had won the Coronation Quest. She was still in the homeland, and from latest reports was doing very well at Glasgow. Tex Morton was another who had got his first chance through the 2KY-Morley Johnson trials he was now as famous as he was successful, financially. Jean Curchi, now starring with the A.B.C.,

was another, and there were many more heading for stardom and success.

It was several days before the ballot papers were counted, checked and rechecked, and the result was to be announced at the Assembly Hall on Wednesday, December 18. Charles Unsworth, who sang in the baritone section, was adjudged champion of champions, winning a silver cup and ten guineas prize. Silver cups and five guinea prizes went to the following winners of various sections: Clarice Smyth (soprano), Alan McRae (instrumental), Jack Quick (tenor), and Ray Battin (novelty).

In the juvenile division Arthur Turner (boy soprano) carried off first prize (silver cup and two guineas), and in the girls' section Lurline Pugh and Dawn Ryniker dead heated, receiving a silver cup each and a guinea each. In a special heat on the previous Wednesday the youngsters received other valuable wins. Dawn Ryniker won a five guinea prize, Donald Scott three guineas and Arthur Turner two guineas.

NEW ADVERTISER TO RADIO AND V.B.N.

New to the ranks of radio advertisers in Australia comes the well known and old established Wool and Skin Merchants, Wm. Haughton & Co. Pty. Ltd., who have contracted through K. M. Campbell Advertising, with the Victorian Broadcasting Network for 100 word daily announcements over stations 3HA, 3TR and 3SH.

Many firms throughout Australia dealing with primary producers of the Commonwealth have from time to time taken advantage of the wide powers of radio.

WELL SOLD —

because they SELL well

Even allowing the bias which any representative would hold in favour of his own accounts, no agency could continue getting consistent results for its clients, unless they are themselves capable of consistently doing a good merchandising job.

RADIOVISION PTY. LTD. is fortunate in its representation of broadcasters whose fine co-operation and top-rating sales promotion activities demand that as their agents we should sincerely recommend that . . .

THESE STATIONS SHOULD APPEAR ON THE NEW YEAR APPROPRIATIONS OF ALL NATIONAL ADVERTISERS WHO EXPECT RESULTS FOR EVERY POUND SPENT IN RADIO ADVERTISING.

N.C.B.S. OF NEW ZEALAND

(1ZB, 2ZB, 3ZB, 4ZB, 2ZA)

Complete SALES coverage of New Zealand. We mean complete.

4IP Ipswich

Selling the rich industrial, mining, milling and pastoral West Moreton district.

3AK Melbourne

Sales history is made at night on 3AK.

3CV Charlton

Selling in a wealthy central Victorian market.

Radiovision Pty. Ltd. IS PROUD TO SERVICE THESE TOP-RANKING BROADCASTING SERVICES

Ring DAN SUTHERLAND (Manager) — B 5453; the address is 61 HUNTER STREET, SYDNEY



Happiness and good health for
Christmas and the coming year is our
sincerest wish for you.

RADIO 2WL
The South Coast Unit of the
Macquarie Broadcasting Network

OF COURSE YOU'VE HEARD

2SM's Xmas Day Broadcasts

As it is its yearly custom, 2SM Sydney will be off the air on Xmas Day except for the broadcast of the 11 o'clock High Mass from St. Mary's Cathedral. On Xmas evening the station will reopen for broadcasting at 6 p.m., when Mon-signor Meany (2SM's managing direc-tor) will present from 6 p.m. to 10 p.m. a specially arranged and continuous four-hour program of every variety of delightful music.



7HT

... has been talking "turkey" for its advertisers right through eventful 1940, and gratefully acknowledg-ing the goodwill extended by its many clients, pledges itself to even greater effort in promoting national pros-perity—come what may—in 1941.

With Season's Greetings . . .
7HT THE TASMANIAN STATION

New Export Industry

From 4GR Toowoomba comes news of a new industry on "the Downs," in Queensland, and a new type of export trade.

Frozen milk for the Philippine Is-lands is being treated by the Darling Downs Dairy Association at its factory in Toowoomba, and if the first shipment opens up to expectations, a good trade should result.

The milk is tested upon arrival from the farms, and only first-grade milk selected, this is then packed in airtight tins and frozen into a solid block. It is then transferred to ships with speci-ally constructed cold rooms, and when it reaches its destination, is still in its frozen form, after which it is thawed out and sold as fresh milk.

Kiwi Kollege in All States

Hitting a new all-time high in juve-nile popularity, the Kiwi Polish Co.'s "Kiwi Kollege" has now been extended to all States. Show takes the form of a kiddie quiz session conducted in the studio by "Professor Kiwi," and hits the air in a well-chosen early night spot. Questions used are sent in by kiddies from all parts of their respec-tive States and, in each case, a cup is awarded for the greatest number sub-mitted at the end of every "term" of three months. Popular feature in each broadcast is "The Shoeshine Parade," when a prize of 2/- is awarded for the best polished shoes in the studio. First taking the air from Melbourne, Sydney and Perth, "Kiwi Kollege" was so en-thusiasmatically received that it is now featured in every State.

Stations being used are 2SM Sydney, 3AW Melbourne, 5AD-PI-MU-SE South Australia, 6AM-PM Perth, 7HT Hobart, 7EX Launceston. Contracts have been placed with other stations for scatter announcements. Agency George Pat-terson, Melbourne, is responsible for the account.

Broadcast Goes Awandering

The Sydney County Council Elec-tricity Undertaking's popular Cookery quiz session which is staged and broad-cast by 2UW one afternoon a week, has "gone awanderin'." Show originally was staged and broadcast from the County Council showrooms in the city, but now it rotates around the suburban showrooms conducted by the Council—Crow's Nest, Bondi, Campsie and Bur-wood. The same broadcast set-up is used at each centre idea of the rotation being to give each area north, east, south and west, a local suburban flavour and enable consumers to attend the broadcasts without having to come specially to the city.

Sponsors Using Posters

Davidson's Pty. Ltd., Bon Marche Ltd. and Saunders Pty. Ltd., all extensive users of time on 2CH, are responsible for attention-arresting merchandising activities to bring their programs before the notice of road-users and pedestri-ans travelling to the city along Broadwa-

Approaching Railway Square from the direction of the Western Suburbs tram travellers see the three displays with-in a distance of three stopping places. First, Davidson's "Take It or Leave It—Double or Quits," which uses blown-up photographs of the studio scene while the session is on the air. That of Bon Marche Ltd. comes next with the title of their session, "Saturday Afternoon at Home," prominently displayed.

Saunders Pty. Ltd., sponsoring "The House of Peter MacGregor," have made considerable use of their windows with photographs, etc., to direct attention to their program, tying this up with other merchandising ideas which have also been launched.

Coo-ee Clothing Ltd. is another spon-sor which has undertaken extensive merchandising of its entertainme-nt since signing the contract for a four-hour non-stop program, "Everybod-y Dance," Saturday nights.

Do you Subscribe to
"COMMERCIAL
BROADCASTING"?
10/- per year

They Work for Children's Hospitals

On December 6 and 7 the 3AW Chat-terbox Corner Club held its seventh an-nual fete in the Melbourne Town Hall. Club, which consists of 70 women, works especially for children's hospitals and institutions and has, since its incep-tion, raised more than £7,000 through its annual, two-day fete.

The fete was officially opened this year by Mr. Ivan Menzies, the well-known Gilbert and Sullivan star. Other members of the official party were the Lady Mayoress, the Mayoress of Caul-field, Mr. John Taylor (manager of 3AW), Mrs. Allaway (president of the club), and Miss Nancy Lee (of 3AW's Chatterbox Corner session).

Monies raised by the fete total more than £800—an increase of over £50 on last year's total.

The Children's Hour

On Saturday, December 14, at 10.30 a.m., Uncle Tom and his famous radio "Gang" opened the new season of Peterlinck's "The Blue Bird" with a bright stage presentation which was followed by the screening of Enterprise Film's latest Australian March of Time series, "The Children's Hour," which features Uncle Tom and his Gang. The shots were taken in 2SM's studios dur-ing the actual broadcast of one of the "Gang" programs. "The Children's Hour" is to be shown for the Xmas and New Year season as support to Shirley Temple's new technicolour fea-ture, "The Blue Bird."

Kiddies Xmas Party

Plans are well under way for a huge kiddies' Xmas party at 2GF. Working on last year's figures, 1,500 children and adults will have to be catered for. The party will be held in the local theatre where a special program is to be screened, and where ice-cream, lollies, etc., will be handed out free of charge.

New Sponsorship for Parramatta Concerts

With the sponsorship of the 2CH com-munity concerts by Johnson's, the Busy Draper of Parramatta and Hurstville, a new program arrangement has been in-augurated by 2CH Sydney. There was a crowded audience at the Parramatta Town Hall when the new sponsorship was announced and on being introduced by the manager of 2CH, Mr. R. E. A. Fox, the firm's representative, Mr. F. Johnson, was given a great reception. Presented almost continuously at the Parramatta Town Hall by 2CH the com-munity concerts are regarded as an in-stitution by the people of Parramatta and district, and the standard of enter-tainment maintained always ensures strong support.

For the opening concert under the new sponsorship a special attraction was provided in the re-appearance at Parramatta after an absence of two

OF COURSE YOU'VE HEARD



Chatterbox Corner Club Fete:—Left to right: Miss Nancy Lee, the Lady Mayoress, Mrs. Frank Beaurepaire, Mr. Ivan Menzies, the Mayoress of Caul-field, Mrs. Morris, Mr. Alan Sanders, 3AW announcer, and Mrs. J. Allaway, president of the Chatterbox Corner Club.

years of Sally Paige, well remembered as a 2CH personality until her marriage to Mr. Ken Fowles, also well known in radio.

Sally Paige has spent the intervening period with her husband in New Zea-land. Back in Australia arrangements were made for her to appear at the Parramatta concert with which she had been regularly associated until her de-parture for New Zealand. The recep-tion she received on her appearance in-dicated in no uncertain manner that she had not been forgotten by the Par-ramatta community followers.

Under the new arrangement at Par-ramatta it is intended to retain Benny Oddy's Swing Band as a regular attrac-tion, together with new supporting artists each week. Keith Wood, of 2CH, will be community leader.

(See picture page 26)

CONTRACTS ACCEPTED

Siemens (Australia) Pty. Ltd., Sydney, supply of ammeters, etc., for the Naval Store Officer, Garden Island, £2,206/10/- (1896).

W. A. Crowle Ltd., Sydney, supply of Elcon electric table fans for the Naval Store Officer, Garden Island, £654/3/4 (1923). Amalgamated Wireless (A/sia) Ltd., Syd-ney, supply of transmitting and receiving sets for the Naval Store Officer, Garden Island, £1,184/10/- (4922).

Amalgamated Wireless (A/sia) Ltd., Syd-ney, supply of spares for the Naval Store Officer, Garden Island, £238/13/- (4930).

P.M.G. TENDERS ACCEPTED.

Contract No. 3269—Amalgamated Wire-less (A/sia) Ltd., Sydney, Schedule C.2852—ultra high frequency radio telephone equipment, £273. Tasmania.

Contract No. 3440—The notification of the value of the contract placed with Bri-tish General Electric Co. Pty. Ltd., Syd-ney, under Schedule C.2651, for tubes, transmitting thermionic, appearing in "Gazette" No. 213 of October 17, 1940, is hereby amended to read £1,103/13/10, plus exchange.

Season's
Greetings



FROM

3AW



C. A. MONKS says:

Links may weaken, Chains may break,
RADIO continues while some may quake

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

Telephone: BW 4135
Telegrams: AIRADS

Next Special Issue of
"C.B."

RETAIL STORES

January 16, 1941

COPY CLOSES JANUARY 10.

Greetings
from



DAVID SAMUEL

(Identified with many major
Australian-wide commercial broad-
casts for past five years.)

Musical Director
COLGATE-PALMOLIVE
"YOUTH SHOW"

FOR BETTER BANDS,
ORCHESTRAS, NOVELTY
COMBINATIONS, AND
ORCHESTATIONS
FOR RADIO.

Consult

David Samuel

16 Yarranabbe Road,
Darling Point, Sydney
Phone: FM3238

CHANGE OF SPONSORSHIP OF COMMUNITY CONCERT



A crowded audience heard the announcement of the new sponship by Johnson's the Busy Drapers, at a recent 2CH community concert at Parramatta. Inset: 2CH manager, R. E. A. Fox, and Mr. J. Johnson (sponsor) on the stage.

"OPEN DOOR" ADOPTED BY SYDNEY STATION

Station 2SM Sydney has adopted the "open door" idea. The public is to be let in "behind the scenes" for Tuesday night programs enabling all to see how the wheels go round.

Previously two audience participation shows, Gangstars (Gartrell White) at 9 p.m., and the Variety show and Town and Country Quiz (Sheldon Drugs) from 9.45 p.m., have been broadcast from the big audience studio with the public admitted and participating. New idea, however, is to let the public come to the audience studio earlier in the even-

ing to witness shows commencing at 7.45 p.m., and to which normally there would be no visual audience. Such shows as "Dan and Dusty" (various sponsors), "Information Please" (Sheldon Drug), "What Would You Do," and "Grocer and Madam" (Gartrell White) will be broadcast from the audience studio to enable the public to see just how such non-audience participation shows are put before the microphone without the dressing up of the presentation which is usually essential for a program specifically modelled for audience participation.

Thanks To You!

Despite the grim reality of a World War in the background 2NZ has had a good year. We are proud of the fact that 2NZ has made thousands of staunch friends in Northern New South Wales by service, careful planning, plenty of hard work and, we believe, a sense of showmanship. But, ours is not all the credit. Our good friends, our advertisers, their agents and representatives have all helped us to give country folk the type of Radio Service they thoroughly deserve.

On behalf of radio listeners in Northern New South Wales we thank those responsible for 1940's entertainment and service and wish them a Merry Christmas, health, happiness and prosperity in 1941.

2NZ

NORTHERN NEW SOUTH WALES

Rola Newsreel Reveals how News is made

A recent Sunday night broadcast from 3XY Melbourne and 2UE Sydney got away from the usual track.

The broadcast concerned G. J. M. Jackson, who produces the Rola, Radio Newsreel, broadcast every Sunday night at 7 o'clock, alternately from 3XY and 2UE. This program deals with little known facts about well known people, and well known facts about little known people, and so it can be understood that some fresh item of news concerning Noel Coward was almost necessary for the broadcast on December 1.

However, the story conference between the script writer, Philip Lewis, compere Eric Pearce and Geoffrey Jackson, brought no fresh angle of attack or presentation concerning the famous visitor, to light. It was agreed that a program professing to be a newsreel without some original news on Noel Coward, would be at the least, disappointing, but as the radio news failed to make its appearance, the script was written without mention of Noel Coward.

You can imagine the surprise of Philip Lewis and Eric Pearce, when they were told on Saturday morning that Sunday's script would have to be rewritten, as the producer had a fresh angle on Noel Coward. To further add to their amazement, they discovered on reading the script that it concerned their search for an idea. So they decided to let the listeners take a peep behind the scenes in the production of an idea for a newsreel program, and the broadcast featured Geoffrey Jackson's experiences, and his endeavour to interview Noel Coward. After an explanation by Eric Pearce, Jackson told this intensely human story as set out below:—

"Well, it was about a quarter to six on Friday night when I sat down in my own office, and I picked up the evening paper, just to see if that would give me an inspiration for something fresh on Noel Coward. On page 3, they published his itinerary for the week-end.

"I kept gazing at the list of functions Noel Coward was to attend—my mind a complete blank—when suddenly I got an idea. I saw that Noel Coward was attending a cocktail party at Menzies Hotel, in aid of the Red Cross, so I determined to go up and see him.

"I walked through the front door, and people seemed to be staring at me. I'd never been so nervous. I kept thinking, I wished I'd shaved—this suit never did fit me—my shoes are dusty—I wonder where the cocktail party's being held. You see, I didn't even know where the affair was being staged—in what room—or what floor. I kept thinking how ashamed I'd be, if I got thrown out as a gate-crasher. I'd never done anything like this before in my life. I took off my hat, and followed two very important looking people, and I tagged on behind them. But that led to the bar. . . . so I had a drink to pluck up my courage. I felt a bit better after that, so I had another.

"I went out a different door, and along a passage I hadn't seen before. This led on to another passage, and by some strange instinct, I knew I had found the right room—the room where the cocktail party was being held. With that realisation, my legs began to tremble—I had difficulty in walking—my hands began to perspire, and my collar to choke—I looked at myself in a full length mirror, and fumbled with my tie.

Strange, I, usually a normal person, should be scared stiff of being discovered a gate-crasher—but I was!

"I walked into the ante-room, where all the men had left their hats—I looked down and there were 60 people and Noel Coward. For one fleeting instant I saw him—then I turned and bolted.

"I went back to the lounge, shaking with fear, and hating myself. I sat down, and the waiter came over, and looked at me suspiciously. Maybe it was only my imagination, but everyone in the lounge seemed to be staring at me. I felt hot, and my heart was beating madly. I ordered a drink, and then I looked at my watch, and I saw it was half-past six. I knew Noel Coward would soon be leaving, and I'd missed my one golden opportunity to ask him the question—the question that I thought would interest and entertain you, so I bolted the drink, and more afraid than I've ever been in all my life, I went back to the cocktail party.

"There was no one on the door. I left my hat in the ante-room with the others—walked down two steps—and I was in the same room with Noel Coward! I looked for him, and at that psychological moment, he decided to leave, and walked towards me. I stood transfixed—he came towards me with another man—and there I stood, right in the middle of his path to the door.

"When he was three paces from me, I took a step towards him and said: 'Scuse me, Mr. Coward, would you be a pal, and tell me what is your favourite musical number?' Noel Coward stopped, put his hand to his chin, his head went back thoughtfully, and he half closed his eyes. 'That's a very difficult question,' he said, 'there are so many good numbers.' Those were his exact words. He looked alive and alert. You could see him thinking. After all, simple though that question is, it is one that is likely to stump anyone. I said: 'A light musical number—what about something like 'I'll See You Again'?' He gave a small chuckle, and said: 'Oh no, I would not give you one of my own compositions.' Then he paused for a while and said: 'I know what it is—I give you—'Rhapsody in Blue'—and by the late George Gershwin.' I said—thank you, Mr. Coward, you're a pal—and he replied, 'It's

a pleasure,' and with a smile that seemed to say, 'Wonder why he asked that,' he strode firmly away.

"Mr. Coward, in a moment we're going to play a portion of the number you named as your favourite musical composition. I feel sure that you received my note, asking you to listen to this program, because I feel that you deserve an explanation of the strange action of a man who stopped you at a cocktail party, and said: 'Be a pal, Mr. Coward, tell me, what is your favourite musical number?' Thank you, Mr. Coward, you are a pal, and I'd like to go on record as saying that you're a grand fellow. I'd like to express my appreciation by giving the Red Cross a donation."

Then Eric Pearce continued: "And so, Mr. Coward, your kindly action in sparing those few brief seconds earned two guineas for the Red Cross, from a chap who gate-crashed the party given for that purpose—to raise funds for the Red Cross."

DESPITE "BLITZ" E.M.I. CREATES RECORDS

Although amongst the world's largest producers of gramophone records, the E.M.I. Co. in England (Electrical and Musical Industries Ltd.), and despite the "blitz" that has been experienced in England of late, a world-wide drive to increase sales of their radio sets has been launched successfully by E.M.I. from England. New record sales have been achieved for the sets produced, especially for export.

Behind this outstanding achievement is a story of careful and complete planning to tackle every overseas market individually, yet at the same time to allow mass production of all types of publicity and sales aid materials.

So complete is the detailed scheme for each market, that overseas retailers get a spoon-fed, sales-producing service comparable to the help manufacturers extend to their dealers.

Foundation for success is laid in the design and construction of the radios. In the present campaign the radios being exported have been "specially

(Continued page 30)

2KY

"The Brightest Station on the Air"

Wishes you
"Happy Landings" at Xmas
with
Better "Sa(i)ling" during 1941

WITH MALICE TOWARDS NONE

By Valerie Chick

Presenting—Newsical highlights of the week:—

The Lord Mayor of Sydney, Alderman Stanley Crick, has been appointed a director of Macquarie Broadcasting Network.

Frank Bennett (2GB announcer) has been transferred to 4BH Brisbane.

That good-looking New Zealander, John Stevenson (late J. Walter Thompson's), has joined Station 2UW, as writer-announcer.

Captain F. Lawrie (late 2KO) is now with 3KZ Melbourne.

Thrilling "stork" news—The Geo. Edwards' are infanticiding.

Mr. Ford Wells, program director of 5DN-RM has been holidaying in Northern Queensland. He called in to Sydney last week, then went to Melbourne, where he will remain for a few days before returning home.

I was reminded of Eric Linklater's novel, "The Impregnable Women," when I attended two station's women's Christmas parties last week. Though Linklater treated his subject in his inimitable humorous style, the theme—outlining the tremendous force women can exert when banded together—was strongly stressed.

When one realises the power of radio clubs, leagues and associations, one cannot help feeling that organisations of this nature not only promote enormous goodwill for the stations concerned, but that they join together a band of women who might otherwise never have met. Any project which aims at establishing usefulness, helpfulness, and friendliness cannot fail to attract a good influence towards its instigators and workers.

There was over 1,300 women present at the 2UE Mothercraft Revel held last Wednesday at the Trocadero. A delightful, happy atmosphere prevailed—in keeping with the gay surroundings. Tables were effectively decorated with vivid flowers, and a very special afternoon tea was served. Every woman had an absorbing interest in common with her neighbour—for wasn't she a regular 2UE listener, and a worker for the Australian Mothercraft Society (Truby King)? And wasn't that sufficient to start a wealth of interesting chatter? Thus the spirit of good fellowship prevailed—an admirable achievement on the part of 2UE and Aunties Maud and Grace. Dancing was warmly participated in by young and old. Vocal numbers and a floor show were included in the entertainment.

When Oswald Anderson rose to speak, he was greeted with a burst of applause. He praised the wonderful efforts of the women, and, in particular, their loyalty to 2UE.

A cheque for £100 was presented to the hon. secretary of the Mothercraft Society (Mrs. J. Leete). The amount represented the efforts of 2UE's women listeners throughout the year. "But," Mrs. Leete told me, "that is not all. These women, many of whom are quite poor themselves, have, during the year, sent hundreds of hand-made baby garments to our association. These were handed on to destitute mothers." Great work. It proves, without a doubt, the value of unity.

What I've just said of 2UE goes for 2CH as well. Their Christmas party at the Trocadero on Friday 13th (who said that date was unlucky?) was an outstanding success. Bookings were well over the 1,400 mark, and proceeds are to be devoted to the Bomb Victims Fund. Dancing, a floor show by Tivoli artists, a mannequin display (sponsored by McDowells), competitions, and a host of other attractions provided delightful entertainment. Mr. A. E. R. Fox (2CH manager) was warmly received when he made his speech of appreciation to the station's women listeners. 2CH personalities were then brought to the "Troc." mike to greet the audience, and were they popular? Charles Stanley (Good Morning Man) was besieged. Women to the left of him, women to the right of him, and women all around him! Good business, just the same! Representatives from most agencies were present, together with executives of firms advertising on 2CH. Two very special visitors were Ralph Peterson and Rex Dawe ("Yes, What?" stars). It was a grand gathering, and Mrs. Meg. McSpeerin, together with all those responsible for the organisation of the afternoon are to be heartily congratulated. Lady Fisk, as gracious and charming as ever, took a keen interest in the festivities. Her presence at functions of this nature, displays her sincere interest in all that is being achieved by 2CH women listeners.

A party to assist an independent group of war workers, known as the "Kalua" group, was held at the home of Mr. Max Ashton (2GB) at Lindfield on Saturday, December 7. A considerable sum was raised, which will go to buy material for sleeping bags for babies to wear in the air raid shelters in London. Forty-six people attended, including Mr. H. G. Horner, Miss Joy Morgan and Miss Dulcie Webb, Mr. and Mrs. Reg. Lane, Mr. and Mrs. Roy Heath, Mr. and Mrs. Brewer, Mr. and Mrs. War and Mr. and Mrs. Firth. Mr. Jackson, of Unsted Jackson and Haines, who at the last moment was unable to get along, was represented by several bottles of the "doings" which he had sent in the afternoon.

Last Minute Pick-ups: The tone of Point Piper has been raised—debonair Stan Clarke (Macquarie) is apartment-

ing there nowadays. Was privileged to hear the first two "episodes" of Ellis Price's new show, "Josh Billings." It's a session of philosophy in whimsical style. "Josh Billings" is a lovable character, closely resembling the late Will Rogers (of film fame). Mr. Price has done a fine job of "re-creating" this character from the pages of the book by Ernest Wheeler Shaw. It's bound to have a wide appeal, for it is essential human session, packed with good sense, delightful humour and charming music. Orchids to Mal Vercoe, Ginger and Terry Dear (Melbourne) for their superb performance on 9th inst. It was the "daddy" of all "Ginger" sessions. A laugh in every line! When visiting the new 2CH studios this week I could not help feeling that Sir Ernest Fisk had had a big say in the layout and general decorative effects. That quiet dignity and charm, so typical of Sir Ernest, is in evidence everywhere. The Tudor studio in particular, displays excellent taste. One might easily imagine, for the moment, that one is being ushered into the portals of an ancestral home of England. The audition and reception rooms, by way of contrast, are the very last word in modernity. Briefly, everything about the new 2CH home spells Quality with a capital Q, and after all, it's quality that tells and quality that sells.

Last, but certainly not least, here's wishing you a really bright and happy Xmas. See you in 1941!

Bega Broadcasters To Wind Up

On the petition of Thomas Spence, tanner of Bega, N.S.W., in the Equity Court in Sydney this week, an order was made for the winding up of the company known as Bega and Far South Coast Broadcasters Ltd.

The application was undefended. The court also granted the prayer that Alexander Ewan Campbell be appointed official liquidator.

It was revealed that the nominal capital of the company, which operated broadcasting station 2BE, is £6,000 and that paid up capital or capital credited as paid up amounted to £2,312/10/-.

In October last in the Supreme Court of N.S.W. Spence obtained a verdict of £2,000 plus costs against the company in respect of trade and personal libel arising out of a certain broadcast made through the station ("C.B." 24/10/40).

Mr. W. K. Asprey (instructed by Duncan Barron & Co.) appeared for the petitioner.

Shows on the Air

"MURDOCH'S MUSICAL MONEYBOX."

Sponsor: Murdochs Ltd. (Dept. Store).
Thursdays: 9.30 to 10 p.m.
Audience participation.
2UW Sydney.
Agency: Paton's.

Studio audience at the State Assembly Hall gets a half-hour break on listeners in this show, as the 2UW entertainment trio, Cecil Scott, Reg. Quartly and Cliff Arnold, start the ball rolling with community singing at 9 p.m. and have the crowd well warmed up by the time the mike is opened at 9.30 for the start of the musical quiz. Show attended by scribe was last Thursday week and the pre-broadcast entertainment included a mannequin parade of summer sports wear organised and described by sponsor's own store and broadcast personality girl, "Isobel."

The broadcast is a quiz session of an unusual kind. A wandering mike is used alternatively handled by debonair Cecil Scott and by comedian Reg. Quartly, while Cliff Arnold remains on stage at the piano. Mike man selects a likely looking "prospect" in the audience, then the fun begins. First few words of a popular song are sung, and the selected competitor has to take up the song and complete it into the mike. If competitor fails the prize for that particular numbered song jackpots for the next session. Last song for the show carries equivalent value of prize in War Saving Certificates.

If any competitor winning a prize has a docket showing a purchase from sponsor's store, value of prize is doubled.

THE Q. & A. PARADE.

Sponsor: Maples Furniture.
One hour, Sundays 9.35 p.m.
3KZ Melbourne.

Before Maples P. & A. Parade went into its grand final at the Regent Theatre, Melbourne, on Sunday, December 8, Maples and 3KZ were looking round for a summer successor to this very successful show. They found it in the "Q. & A. Parade" standing for quiz—and A for artists.

The Q. & A. Parade will be aired over the usual 4KZ-P. and A. Network of 14 stations for the first time on Sunday night, December 22, at 9.35. Show consists of Maples College of Musical Knowledge, a studio audience quiz using live artist, Maples Musical Love Story, a competition for listeners; and a broadcast featuring Lionel Corrick, Margot Sheridan, Ormonde Douglas and others, from the Regent Theatre.

In the five years P. & A. Parades have been running, over £5,000 has been paid in prize money, and many artists have been placed among the headliners.

On the resumption of P. & A. Parade in middle of next February, 2UE Sydney will co-operate on a 50-50 basis with 3KZ, half of each program being given from each station. Melbourne and Sydney talent competition should make for sparkling entertainment.

"DAN AND DUSTY."

Sponsors: Various.
Monday to Saturday, 7.45-8 p.m.
3SM Sydney.

If there is such a thing as a typical Australian "wisecrack," Dusty (Chester Bond) of the Dan (Dom Harnett) and Dusty session will find a way of introducing it tangled up with a commercial announcement for one of the sponsors of the session and some topical news item. Show is a fast flying 15 minutes of "spur of the moment" rags and song with humour which is both dry and wet.

Celebration of the session's first birthday was held at Griffiths Tea Rooms last week, with Dusty playing host and auto-pher-in-chief to over 200 fans. Interesting angle of the gathering was the level of the majority who attended—only 30 to 50 by appearances. Dusty cut the cake, and with Dan staged a mock Dan and Dusty session, while Billy Blinkhorn turned on his guitar and yodelling cowboy songs.

"DOUBLE OR QUITS."

Sponsor: Trading and Agency Co.
Quiz: 20 minutes, 8.10 p.m. Wednesdays.
Compere: Norman Banks.
3KZ Melbourne.

Contestants in this informative quiz come to mike one at a time. Banks holds 12 or more sets of questions under different headings—History, Geography, Spelling, Politics, Music, Melbourne, etc. He gives each competitor a choice from four subjects. Questions are valued at 1/-, 2/-, 4/-, 8/-, 16/-, 32/-, and 64/-. If competitor gets first question, he or she may take 1/- or try for second, and so on. Should answer be wrong, amount goes into kitty for audience at end of show. Question asked to audience is chosen from those submitted by home audience. It wins sender 10/6.

Show with similar title and slightly different prize range and arrangement is broadcast in Sydney for Ways Ltd. through 2UW.

"PRESERVENE PRESENTS."

Sponsor: Preservene Pty. Ltd.
Double quiz show: Half-hour Tuesdays, 8.30 p.m.
Compere: Norman Banks.
3KZ Melbourne.

Starting Monday, December 2, and retaining previous time, Preservene presents two quizzes in its 8.30 to 9 half-hour. First is "Preservene Says," based on lines of old drawing-room game "O'Grady Says." Good fees for competitors who get right through. Second quiz is "Preservene Forfeits." In this, all contestants are women. Each contestant to face the mike is first given a basket full of Preservene products. Compere Banks then asks contestant questions of home interest—cooking, housekeeping, If answer is right, contestant retains all parcels—if wrong she passes over any parcel she likes to a kitty. All gifts in kitty are competed for by general audience at end of night. (Note: Idea for this latter quiz first published in "C.B." several months ago.—Ed.)

LIFE OF WINSTON CHURCHILL ON DISC SERIES

Instant success has resulted from Legionnaire's announcement of a Winston Churchill serial—the life of the present Empire Leader—the serial will be named "Imperial Leader, the Life of Winston Churchill."

Before the actual production had begun the feature had been sold in New Zealand, Sydney, Melbourne and Tasmania. Production planned is such that this feature should be one of the most topical and realistic serials of 1941.

2UE will be the key station in New South Wales, and 3UZ in Melbourne. The new Leyshon agency have chosen this feature as the first serial released by their agency for sponsorship by the Honorable Archie Croft of Croft Stores. Extensive backing publicity is being planned.

Mr. Corr of Legionnaire states that pre-bookings of this feature give an exceptionally bright indication of a revival of the transcription business for the New Year. Legionnaire, he states, are planning further extensions in anticipation of increased business for 1941. December business in 1940 was a record doubling of the new transcription business for any previous December.

TO YOU —
AND TO YOU —
AND TO YOU —
WE SAY

A Merry Christmas

AND MAY WE DO FOR YOU NEXT YEAR, TWICE THE JOB WE DID FOR YOU THIS YEAR.

3KZ
MELBOURNE

"Slightly Commercial"

Ever since broadcasting began in Australia, stations have been "borrowing" ideas from the fast thinking, fast moving brother industry in America—program set-ups and all that kind of thing. It's a grand idea provided we only "borrow" the best. America doesn't mind—fact is she should be rather flattered. It's not that we in Australia haven't abundant originality, but just that the Americans have such a succinct way of saying things and a slick way of doing things.

But there are some things which the Australian broadcasting industry should definitely not "borrow" from the Americans—that is, the mad competitive rush by stations to try to outdo each other in the production of elaborate, costly, and not very effective direct mailing pieces, brochures and the like. And to illustrate the point this trade paper will do a spot of "borrowing" too and quote direct from that authoritative weekly entertainment newspaper, "Variety," in which the following extract appeared as an editorial in the radio section of the issue of October 23 last. (The heading on this article is also "Variety's"):

"Variety has not hesitated on several occasions to declare flatfootedly that much, if not most, of the fancy brochures and mailing pieces sent out by radio stations and networks are a somewhat dubious investment. Not to beat about the bush or slow down the axe-grinding stone. 'Variety' again suggests bluntly that the same coin could often be more profitably invested in trade paper advertising surrounded and supported and guaranteed reader attention by the proximity of timely news, curiosity-arousing program reviews and, especially in 'Variety's' case, the element of editorial surprise.

"There is a second thought that goes with this argument. It is this: Many of the radio sales promotion writers have to puff a long time over their meditative pipes in order to compose even one line of copy. In consequence they take months—literally—to turn out a single piece. Accustomed to this easy-going style of composition they are instinctively resentful of the deadlines which all trade papers, whether weekly or daily or fortnightly, have to observe. And so they recommend using leisurely and 'literary' brochures (with or without fancy bindings, costly fabrics, artistic lithography, etc.) and they don't recommend trade paper advertising with its fast-acting, hard-hitting, more carefully inspected copy.

"Good trade paper copy is undoubtedly much harder to write than brochures. It is a greater tax on energy and imagination. First, because of the pressure of deadlines; second, because inevitably the message must be gotten over with a minimum of words rather than going to novel length like a lot of those fancy mailing pieces.

"We seriously suggest that some of the radio sales promotionists might profitably eliminate some of their literary poseur stuff. This God-how-the-guy-can-write line doesn't impress anybody when it takes the alleged genius a full day per phrase.

"Turning out smartie-pants brochures is child's play if given thousands of dollars, plenty of galley corrections and all the time on the calendar. Writing effective trade paper copy is a better test of copywriting ability."

"Not to be merely negative 'Variety' calls attention to the October 2 issue for two new highs in smart trade paper advertising copy. Take NBC's ad. on page 32. It rates mention on four counts:

1. The headline—"Good evening, music lovers, and you too, toots!"—is attention-worthy and is nicely geared to the publication carrying the advertisement.
2. Use of part of the script for copy is a sensible idea, because the script is way better than a phoney description of the show.
3. The tie-in copy is easy to read, and flows on smoothly from the point where the script left off.
4. While the copy is fairly lengthy, it is not too long in ratio to the interest created by it.

WNEW's ad. on page 37 is a strategic masterpiece:

1. The headline is forceful, both verbally and physically.
2. The station is not afraid to boost a piece of talent to the limit. Most stations are afraid on the grounds that the talent will thereafter demand a pay raise or become unmanageable. In flouting this hoodoo of most other stations, WNEW automatically puts itself into a class by itself—which spells prestige, the psychology of this ad. is terrific. (Martin Block was the plugged talent.)
3. The copy is short and punchy, and the layout is arresting.
4. The ad. is characteristic of the station and its programming aims, and therefore presents a true picture of WNEW. This is important, since some station advertising does NOT present a true picture of the advertiser.

U.S.A. RADIO'S TWENTIETH BIRTHDAY

American radio celebrated its twentieth birthday, with nation-wide broadcasts throughout the State, for 20 days from November 11 to November 30.

This is what Neville Miller, president of the National Association of Broadcasters, said to all the station members of the Association:—

"This year radio is 20 years old. It is an important and significant anniversary. It means something to every one of our 132,000,000 fellow citizens. It means something to the church, schools, the civic and cultural life of our community and of our nation. It means something to business and to labour, to farmer and city dweller, to young and old. It means something to broadcasters whose pioneering efforts, courage and ability, have demonstrated that a free system of privately-managed competitive radio—the American system of broadcasting—is the finest and greatest in the world. We have reason to be proud.

"This anniversary is important. In the National emergency through which we are now passing, it is important that the public understand and appreciate the blessings of a free radio parallel to a free press, free worship, and free assembly.

"We believe that after the political campaign is over, there will be sufficient time clear which may be conveniently utilised for the celebration of radio's twentieth birthday. We have only to remind you and your skilled program-builders and promotion experts of the date—November 11-30, and we know you will do the rest."

An additional note reads: "Listeners' loyalty can't be bought, can't be ordered.

"It is given freely when listeners understand and appreciate fully the worth of your daily services.

"Promotion of your interpretation of radio's birthday party will increase such understanding."

E.M.I. SALES "BLITZ"

(Continued from page 27)

built" in every detail. For example, the components of the sets have been made of special materials or constructed in certain ways so that they can withstand unusual degrees of humidity, or be transported by pack mule over mountain ranges without damage.

E.M.I. are well after the export trade, and it is grand to see that they are not only carrying on, but are increasing their activities despite the enemy.

Mr. B. L. Taylor, formerly in Paris, recently went to South America to become managing director of the E.M.I. interests in that Continent. The Gramophone Co. here in Australia, H.M.V., etc., are all branches of the E.M.I. group in England.

OCTOBER LICENCE FIGURES NEW SOUTH WALES.

	October 1939	October 1940
New Issues	6,159	6,060
Renewals	30,082	33,844
Cancellations	3,428	2,397
Monthly totals	43,226	48,148
Nett increase	2,731	3,663
Population ratio	15.81	17.28

VICTORIA.

New Issues	4,185	5,765
Renewals	24,502	26,024
Cancellations	2,278	2,683
Monthly totals	33,662	35,453
Nett increase	1,907	3,102
Population ratio	17.91	18.62

QUEENSLAND.

New Issues	3,425	2,781
Renewals	10,335	12,705
Cancellations	112	1,055
Monthly totals	141,243	159,625
Nett increase	3,313	1,726
Population ratio	13.89	15.63

SOUTH AUSTRALIA.

New Issues	1,387	1,376
Renewals	7,457	8,557
Cancellations	669	287
Monthly totals	119,816	127,404
Nett increase	718	1,089
Population ratio	19.90	21.06

WESTERN AUSTRALIA.

New Issues	1,044	883
Renewals	5,611	6,397
Cancellations	464	258
Monthly totals	82,509	89,953
Nett increase	580	625
Population ratio	17.73	19.25

TASMANIA.

New Issues	476	502
Renewals	2,433	2,882
Cancellations	341	27
Monthly totals	40,649	43,580
Nett increase	135	475
Population ratio	17.18	18.32

COMMONWEALTH.

New Issues	16,676	17,367
Renewals	80,420	90,409
Cancellations	7,292	6,687
Monthly totals	1,157,405	1,258,363
Nett increase	9,384	10,680
Population ratio	16.62	17.89

The above totals include: Total licences to the blind 2,400 (1939) and 2,499 (1940), and total experimental licences 1,753 (1939).

N.Z. RADIO LICENCES At September 30, 1940

Postal District	
Auckland	79,577
Hamilton	24,397
Thames	10,766
Christchurch	47,734
Breymouth	5,782
Timaru	9,282
Westport	2,161
Dunedin	27,867
Invercargill	15,206
Oamaru	4,130
Wellington	49,559
Blenheim	3,506
Gisborne	6,796
Napier	15,011
Nelson	6,457
New Plymouth	14,504
Palmerston North	16,553
Wanganui	12,318
Total	351,606

CLASSIFIED ADVERTISING SECTION

Classified Advertising—3d. per word (minimum 3/-). Black face or capitals 5d. per word. Cash with order.

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

Goodwill,

despite world conditions still exists in this warring, struggling, cock-eyed but still creating human race. We've experienced it. You can't escape knowing it at 2GZ. Our mail bag every day bulges with letters from our listeners giving unsolicited thanks for the entertainment and service we do honestly strive to give. We also contact daily many business men, who, despite their hard boiled exterior, are "good fellers."

Perhaps we're lucky or something but still we can't wind up this year without giving thanks for the fact that even the ten-minute egg fellers have been darned good to us. Hence our seasonal greetings to all the Broadcasting, Advertising and Merchandising fraternity, a Merry Christmas and a most prosperous New Year together with a promise to do all in our power to assist the latter.



COUNTRY BROADCASTING SERVICES LIMITED

2GZ

CENTRAL NEW SOUTH WALES

NEXT SPECIAL ISSUE OF "C.B.":

RETAIL AND DEPARTMENT STORES,
JANUARY 16. COPY CLOSES ON JANUARY 10.

The Directors, Executive and Staff
of

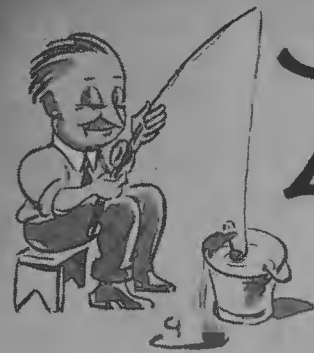
TRANSMISSION EQUIPMENT PTY. LTD.

Wish You
A Merry Christmas

and a
Bright and Prosperous
New Year

DOONSIDE STREET

RICHMOND, VIC.



Little Fish are Sweet

**BUT BOY—
HOW THEY GROW INTO
BIG FELLOWS
WHEN THEY ADVERTISE OVER**

4BC & 4SB
BRISBANE KINGARROY



Some of our clients
started with us
when WE were young
and grew with us...
**JUMP ABOARD
FOR 1941**

The Manage-
ment and Staff of
Station 4BC-SB, in
association with 4GR,
4MB, 4RO, extend to
all advertisers hearty
good wishes for
Xmas.

THERE'S GOOD FISHING TOO — at

4GR ★ **4MB** ★ **4RO**
TOOWOOMBA MARYBOROUGH ROCKHAMPTON
QUEENSLAND'S RICHEST COUNTRY CENTRES

Vol. 9, No. 19
167th Issue
Thursday
Dec 2, 1941
Price 6d.

COMMERCIAL BROADCASTING

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

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THIS STATION RESOLVES TO
MAKE GREATER ENDEAVOURS IN THE
SERVICE OF OUR COUNTRY AND EMPIRE.

The Directors, Management and Staff extend
sincere wishes to all for the Coming Year. May it
be filled with Happiness and Prosperity born of
Universal Understanding and Peace with Honour.