

IS YOUR STATION ONE OF AUSTRALIA'S DOMINANT COMMERCIAL BROADCASTERS?

Does it command the majority audience in your "air"-ea by its high standard of entertainment?

Does it sway buying opinion to advertisers' products better than any other medium in your market?

Does it reflect the spirit and the progress of your district — industrial, socially, culturally?

IF YOU USE your station's dominance to promote the greater prosperity of your particular district, city or country . . . if you can demonstrate its fine record as a productive and dependable advertising medium, it will pay you to tell and sell that story in the display space in the industry's dominant trade paper . . .

COMMERCIAL BROADCASTING

The paper that registers with the leaders in the national advertising, retailing, and local advertising markets throughout Australia.

The paper that specialises in selling one industry . . . YOUR industry and your service to advertisers.

The paper that has earned a reputation for a fearless and impartial editorial policy.

The paper that sells its advertisers, as it blankets the broadcaster's market from end to end of the Commonwealth.

Write or ring us for a campaign plan to sell your station

FL 3054-5-6.

146 Foveaux Street, Sydney.

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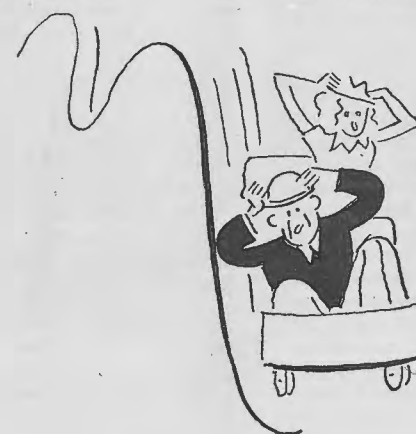
★ FEATURING LICENCE FIGURES ★

COMMERCIAL B

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

B R O A D C A S T I N G

HOLD YOUR HATS



UP — WE — GO — AGAIN !

**Sales go up and costs go down when
you get aboard 2UW's Band Wagon**

Thousands of families listen in to 2UW, day and night (*it's open for 24 hours*), without changing over. Here you have housewives who are the market for practically 95% of all saleable goods. We've proved that to a man, woman, and child, these families listen in to 2UW consistently day after day, night after night.

Experience and check-up proves time and time again they buy the products they hear advertised on 2UW.

Come on then Mr. Manufacturer, Mr. Business Man, Mr. Wholesaler, and Mr. Retailer. Come aboard 2UW's Band Wagon — Remember, he who rides, and advertises wins success, bigger sales and greater profits!

You can get rates and times available by ringing the Advertising Manager, 2UW . . . M6686. Pick up your telephone and do it now!

Victorian Office: Alkira House, 18 Queen St., Melbourne

Four Transmitting Licences Revoked

Latest Move Against Banned Stations

Announcement by the Postmaster-General, Senator McLeay, in Melbourne on Friday last, February 7, of the revocation of the transmitting licences of the four banned stations, 2HD Newcastle, 4AT Atherton, 5KA Adelaide, and 5AU Port Augusta, caused some surprise in broadcasting and advertising circles.

The four stations were ordered to cease broadcasting shortly before the Jehovah's Witnesses sect was declared an illegal organisation. It had been alleged that there was some connection between the stations and the sect, and an official announcement was made that the stations would remain closed pending investigations into their ownership and the extent of interest in them by Jehovah's Witnesses.

The stations were closed at the instigation of the Navy Department which had carried out investigations.

Senator McLeay said that, to revoke the licences, he had exercised the powers conferred on the Postmaster-General by the National Security (general) Regulation 11 (5), which read:—

"Notwithstanding anything in the Wireless Telegraphy Act, 1905-36, or the regulations made under that Act, the Postmaster-General, in his discretion, may refuse to grant a licence and may revoke at any time a licence granted under that Act or those regulations."

Senator McLeay said when announcing the revocation of the licences that no decision would be made about their redistribution until after his visit to Western Australia this week.

In the meantime it is understood that the P.M.G.'s Department has been inundated with requests for licences in the areas formerly covered by the banned stations, both before the revocation and since.

It is undoubtedly highly desirable that at least four new stations to replace those formerly operated under the now revoked licences should be set in operation with the least possible delay.

Speculation has been rife in advertising circles as to who is likely to get the new licences if new ones are issued. It is possible, however, that applications for broadcasting licences in each of the areas affected have been made to the Department long before the present situation developed. These would have been made in the normal way of person's or organisations seeking to establish new stations. If this were so, it is highly probable that first consideration would be given to these early applicants, who providing their bone fides were all right would be well in the running for the granting of any licences granted in place of those which have been revoked.

It is understood that the managements of the stations involved will put up a stiff fight for the re-allocation of the licences to themselves.

Sydney sales representative of the four stations, Mr. C. A. Monks, said this week that he was still receiving advertising contracts for the stations "pending the possibility of their reopening."

Controller of Government Advertising "For the Duration"

The Federal Cabinet last week created a new department of activity, and subsequently appointed as Controller of Government Advertising, Mr. I. B. Hutcheson, sales director of Lever Bros., and one of the best known men in sales and advertising circles in Australia.

In making the announcement the Minister for Information, Senator Foll said that all Government advertising would be placed through the Controller, except small routine advertising.

Senator Foll said that Lever Bros. had generously placed Mr. Hutcheson's services at the disposal of the Government for the duration of the war. All matters affecting war publicity, recruiting loans, war saving certificates, and special campaigns will come under the Controller.

Mr. Hutcheson was founder and managing director of Lintas Pty. Ltd., the well known advertising agency which handles Lever Bros. advertising accounts.

Much of the advertising and publicity which will now come under the control of Mr. Hutcheson has been carried out by the advertising department of the Commonwealth Bank. From time to time various committees have been formed to assist the Government in its publicity work, and the appointment of the Controller should lead to the co-ordination of all efforts along these and other lines of publicity.

Stevenson Resumes Active Control at 2UE

Interesting History of Sydney's First Regular Commercial Station

With the resignation a fortnight ago of Mr. Oswald Anderson from the management of Station 2UE Sydney, Managing Director C. V. Stevenson resumes active control of the station, coupling the duties of station manager and managing director of the company.



Mr. C. V. Stevenson, Managing Director of 2UE Sydney.

Mr. Oswald Anderson was appointed manager of the station nearly two years ago, shortly after his return to Australia after spending several years in London.

It was learned at 2UE that Mr. Bruce Anderson, production manager, resigned last week. He is a son of Mr. Oswald Anderson. It is understood that Mr. Bruce Anderson resigned to take up free-lance playwriting and production for which he has a particular flair.

The new set-up brought about by these incidents is particularly interesting, in view of the fact that in January the station celebrated its 16th birthday, and the yoke of management now reverting to the founder of the station—C. V. Stevenson.

In 1924 soon after Farmer and Co. were granted a licence, C. V. Stevenson, in conjunction with some others, formed Broadcasters Sydney Ltd., applied for a licence which was issued in November of that year.

The first transmitter was built by Mr. Stevenson and his son, Murray. It was housed on the back verandah of their home at Maroubra and was of 50 watts output. Two 80 ft. masts carried the aerial, and on Australia Day, January 26, 1925, Radio 2UE Sydney, Australia's first regular commercial station, went on the air.

Now, with commercial radio such an important factor in our lives, it is hard to realise that Mr. Stevenson's main objective in using the station was to help sell the records stocked by "Radio House," his electrical store in the city. Soon, however, 2UE issued a challenge to the National stations by introducing a number of revolutionary features which are to-day a part of the accepted broadcasting routine.

His first innovation was the breakfast session which commenced at 7 a.m. at a time when the National stations did not open till 9 a.m. As a result of public demand the National stations decided also to open at 7 a.m., but public support was still so great that 2UE soon decided to open at 6 a.m. an opening time that has remained constant ever since.

The next step undertaken was the broadcasting of race descriptions on Wednesday and Saturday afternoon, and it is claimed that 2UE was not only

borate type of carbon mike which cost over £100.

A visit to 2UE to-day is a revelation of the progress made during the past 15 years. In place of a 50-watt transmitter in a one-room studio there is a 1,000-watt transmitter and a 260-foot mast, now under construction at Concord West, in the centre of the metropolitan area.

When the company was incorporated in 1931 a staff of 16 carried out the work, to-day, the staff numbers 67, including announcers, writers, program arrangers and salesmen. In addition a large number of casual radio artists are used from time to time.

So far as the technical side is concerned the change is even more noticeable. To-day, special equipment measures the quality of the station's transmission. Furthermore, no single microphone is used for all jobs. The engineer selects the type required from the amazing directional "machine gun" mike or the cardioid, velocity, billiard ball or moving coil microphones.

2BS Bathurst Now Locally Operated

Bathurst station 2BS, which had for many months been hooked up in relay to 2KA Katoomba until the new 2KA-2GZ arrangement was entered into at the close of last year, is now being operated by a local Bathurst group trading under the title of Central Tablelands Broadcasting Service Pty. Ltd. The station is being operated under a lease from Mr. E. V. Roberts, managing director of 2WG Wagga. Messrs. T. L. Croke and R. S. Lambert are chief executives under the present set-up. The station is represented in Sydney by Mr. L. S. Decent, who also represents 2WG.

The broadcasts of the Congress were so successful that they led to 2UE's greatest triumph of the early days—the first broadcast in Australia by internationally famous artists. Toti Dal Monte and the Italian Opera Co. were in Sydney during the Congress, and the station received permission to broadcast a concert featuring these artists from the Sydney Town Hall. The broadcast caused a sensation.

It should be remembered that equipment in 1926 was of the crudest type, and the men who built and used it were pioneers in an unknown field. At this time 2UE was staffed and operated by two men—C. V. Stevenson and his son, Murray. They were engineers, announcers, program arrangers, salesmen and office staff. A mirror fixed to a stand beside the mike kept the voice level meter on the other side of the stage in view while the announcer was working. At this stage also, the only method of broadcasting music on all stations was to place an ordinary gramophone in front of a microphone and set it going. Then, having read an American journal about an experimental magnet arrangement which would take the music direct from a record and broadcast it without a microphone being used, Mr. Stevenson set to work and made what is known to-day as a gramophone "pick-up."

The microphones normally used were a carbon type transmitter, similar to a telephone, except that in a few isolated cases, the choice fell on a more elab-

Over 50,000,000 Radio Sets in U.S.A.

The number of radio receiving sets of all types in use in the United States of America is estimated by the National Association of Broadcasters to be 50,100,000 as at January 1, 1941. This figure shows a net increase of about 6,100,000 over the previous year.

The figures, says the N.A.B., indicate that the United States is well along on a program of a set in every room and in every motor car.

In December last the radio industry went out on a special promotion campaign, headed "Fifty Million Radio Sets by Xmas," and this, it is believed played a very important part in lifting set ownership to the new high figure.

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

Reynolds of Cooma Successful Tenderer for 2BE Bega



Mr. R. P. Reynolds

Subject to approval by the Postmaster-General's Department, the Bega commercial station 2BE, which fell into the hands of the official assignee recently, will be taken over by R. P. Reynolds, who is the lessee and operator of 2XL Cooma. This fact was learned from the office of the official assignee, Mr. A. E. Campbell, last week, Mr. R. P. Reynolds being announced as the successful tenderer for the station.

The Bega station was originally operated and owned by Bega and Far South Coast Broadcasters Ltd., which company was sued in the Supreme Court of New South Wales last year by a local tanner for alleged trade and personal libel. A verdict for £2,000 was entered against the station. Subsequently application was successfully made to the court by the Bega tanner, Mr. Thomas Spence, to have the company controlling the station wound up. The station then passed into the hands

of the official liquidator, under whose control it has since been operating. Later, tenders were invited for the purchase of the station. It is understood there were five tenders entered.

Sydney representative of 2XL Cooma is C. A. Monks, who announced last week that he had been appointed representative in Sydney of 2BE Bega under the new management.

COMMERCIAL BROADCASTING

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