

**WE'RE SELLING YOU!**

TRANSMITTING FROM OXLEY..



BRISBANE

IPSWICH

**4BC**

1000 WATTS

**92,934**  
LICENCE HOLDERS

PLUS

**COVERAGE THAT COUNTS**  
IN  
**QUEENSLAND'S BEST RADIO BUY**

RELAY STATION  
**4SB**  
KINGAROY  
2,000 WATTS

**COMPLETE QUEENSLAND**

**COVERAGE**

**A Chain of Stations Powerfully Welded Together in Policy—Dominating Queensland's Richest Markets**



# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

**BROADCASTING**

THE LATEST AUDIENCE PARTICIPATION MUSICAL QUIZ

**"RIGHT YOU ARE"**

*Featuring*

Vernon Lisle, Cecil Scott, Reg. Quarterly and Tut Coltmans' Melody Boys, is now being presented from the stage of the Assembly Hall, Margaret St., each Friday night, 9.15-9.30 p.m.

PRESENTED WITH THE COMPLIMENTS OF  
**R.U.R. (Australia) Ltd., by**



**2UW**

**KEY STATION OF THE C.B.N.**

War-time Company Tax

With a view to ascertaining whether commercial broadcasting stations would be exempt from tax under the War-time Company Tax Bill, the Federation recently sought expert advice from a well-known firm of consulting accountants, who expressed the view that the clause exempting certain types of companies, provided that such exemption would only be where the capital utilised in the business was small, and the income was obtained from charges for services rendered. They considered that the amount of capital involved in commercial broadcasting stations was substantial, and would preclude them from obtaining exemption under the clause referred to.

Renewal of Accreditation

It is learned from Federation headquarters that applications which have been received from advertising agents for a renewal of their accreditation are under consideration by the various State committees, and it is hoped that they will be settled during the present month.

At the June meeting of the Victorian executive, it was decided to renew the accreditation for 12 months commencing July 1, of the following Melbourne agencies from whom applications had been received:—

- Catts-Patterson Co. (Vic.) Pty. Ltd., Gordon and Gotch (A/sia) Ltd., Heath, B. V. and Associates, Mooney-Webb Pty. Ltd., Mooney, Claude, Advertising Pty. Ltd., McFerran Advertising Pty. Ltd., Nixon, N. V. and Co. Pty. Ltd.,

Paton Advertising Service Pty. Ltd., Patterson, George Pty. Ltd., Samson Clark Price-Berry Pty. Ltd., Stevenson Advertising Service, Successful Advertising Co.

A note was made that applications had not been received at that date from the following firms:—

Beckett-Thomson, K. M. Campbell, Griffin Advertising Service, Griffiths-Huse, W. John Haysom, O'Brien Publicity, Rickard Advertising Service, Raphael Advertising Service.

Petrol Rationing

It is understood that the Federation has been making representation through the Department of Information for preferential treatment for broadcasting stations with regard to petrol rationing, so that essential services may be maintained. The move was instituted by the Victorian executive.

Amendment of Wireless Regulations

The recent amendment of the Wireless Regulations contained in the Statutory Rules No. 94 of 1940, was discussed at the June 20 meeting of the Victorian executive of the Federation. The secretary stated that he had taken up with the Postmaster-General's Department the question of the interpretation of Regulation 61 which read as follows:—

"The licensee of a broadcasting station shall not relay or broadcast any part of the program of another broadcasting station whether situated in Australia or elsewhere, without the consent of the owner or licensee of the originating station, and the approval of the Postmaster-General."

The information from the department was to the effect that this regulation had been re-drafted by the Solicitor-General who had indicated a doubt whether the existing regulation gave the department power to control the re-broadcasting in Australia of overseas broadcasts. So far as rules in Australia are concerned, the department treats the approval to supply land lines as approval to take a relay from another station.

Government Broadcast and A.P.R.A. Fees

When the secretary of the Australian Federation of Commercial Broadcasting Stations, Mr. Ray Dooley, recently visited Sydney, he took the opportunity to discuss with A.P.R.A. the question of fees for the sessions which are being carried out under instructions from the Government.

Mr. Dooley subsequently reported to the executive and members of the Federation that A.P.R.A. had agreed that fees will not have to be paid for these sessions.

In accordance with this position, all stations have been advised that when submitting returns to A.P.R.A. for the

periods which these sessions occupy, all they will have to do is insert the words, "National Broadcast."

National Anthem

In a recent circular to all member stations, the Australian Federation of Commercial Broadcasting Stations has again stressed the necessity for all commercial stations to broadcast the National Anthem at least once a day, in accordance with an expressed desire by the Postmaster-General.

It is recognised that with few exceptions, stations already do so, but those stations which are not at present broadcasting the National Anthem are asked to do so in accordance with the policy laid down by the Minister.

ENTHUSIASTIC WAR SERVICE COMMITTEE GETS THINGS DONE

Wonderful work is being done by the Radio War Service Committee of Australia, comprising, as it does, advertisers, advertising agencies, broadcasting stations, etc., particularly in respect to the expeditious manner in which they have planned their campaign of publicity, written the script, produced the recordings, and had these distributed to all the commercial broadcasting stations throughout the Commonwealth.

Working in conjunction with the National Advertisers' Association and the Advertising Agents' Association, the commercial broadcasting stations, through this committee, produced within a week over 200 double-sided "don't talk" recordings, one double-sided one-minute recording on recruiting, and one double-sided of "scatters" on recruiting.

Schedules were worked out for all stations, the transcriptions sent thereto, and these are now on the air.

The committee now has in course of preparation this week, recordings in respect to war saving certificates, which will be sent to all commercial stations.

Further recordings are also scheduled dealing with the "public morale" and other excellent propaganda subjects.

All of this has meant a lot of work and sacrifice on the part of all concerned, for which the Commonwealth authorities are most grateful. The only cost to the Government was the actual recordings, but the large amount of time, energy, and brain power put into this work has been tremendous.

The president of the Federation, Mr. Frank Marden, paid a high tribute to all those concerned in this effort, for the expeditious manner in which they handled the whole affair.

MINGAY ELECTED FELLOW OF RADIO CLUB OF AMERICA

At the invitation of the Board of Directors of the Radio Club of America, the Managing Editor of COMMERCIAL BROADCASTING, Mr. Oswald F. Mingay, has accepted the honour of election to the grade of Fellow of that old established club.

COMMERCIAL BROADCASTING

Incorporating BROADCASTING BUSINESS

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F.C.C. Monopoly Report Result of Two Years Study

A committee of the Federal Communications Commission of U.S.A. recently completed its investigations, and has released its report on its investigations into the entire broadcasting structure, with particular reference to networks and monopoly.

After a two years' investigation of chain broadcasting methods, the committee said that "the heart of the abuses of chain broadcasting is the network-outlet contract," and recommends reformation of these contracts to eliminate such abuses whilst retaining the advantages of chain service. The committee added:—

"It reveals at every turn the dominant position of the network organisations in the field of broadcasting."

The report discusses in detail practices employed in connection with the simultaneous broadcasting of identical programs by two or more stations. It differentiates between stations owned or directly controlled by the networks and affiliated outlet stations which broadcast the same program under contractual arrangement with the networks.

The committee finds that the interests of these outlet stations "have been subordinated in the interests of the network owned and controlled stations."

It points out that of the 660 standard broadcasting stations operating in 1938, more than half—350—were on major networks, and included almost all of the country's high-powered stations. The 660 stations were owned by 460 persons. However, 87 of these persons owned more than one station, and received approximately 52 per cent of the total business for all commercial broadcast stations.

Apart from the stations affiliated with their network, the N.B.C. and the C.B.S., in 1938 owned or controlled 23 stations, of which 15 were 50 kilowatt unlimited time and clear channels. The report reveals that the chains have developed around these key stations and have been operated largely for their benefit.

The predominance of network organisation is evident by their disproportionate share of the income of the radio broadcasting industry, comments the committee in reporting that of the 18,854,784 dollars nett operating income of all the stations and networks for 1938, nearly half—9,277,352 dollars—

went to N.B.C. and C.B.C.

The report reveals the N.B.C. a dominant factor in the field of electrical transcriptions stating — "It has gained great competitive advantages in this field from its position in radio broadcasting, and its transcription activities have, in turn, buttressed its position in the radio broadcast industry. The committee feels that such domination reacts to public disadvantage by penalising independent stations which, not being members of a network, must make frequent use of electrical transcriptions. Approximately one-half of all commercial transcriptions sold by N.B.C. in 1938 in the United States were broadcast by the stations on its network, whilst slightly less than one-fifth were broadcast by stations on the networks of C.B.S. and Mutual.

"During the past 10 years," to quote the report, "networks have so developed that to-day programs are broadcast to the general public not by the stations whose owners applied for and received licences for such a privilege, but through the network organisations. The record shows that network organisations to-day are utilising about 48 per cent of the broadcast time of more than 50 per cent of the commercial stations in the U.S.A."

As an example of the dominant position occupied by the stations that are owned and directly controlled by networks, as distinct from affiliated stations, the committee notes:—

"The 23 stations owned or controlled by Columbia or National had one-sixth of the total time sales for all 660 stations. The amount paid by Columbia and National from network time sales to their 23 owned stations was nearly one-third the amount received from all three major networks by 327 independently-controlled stations on the networks. Of non-network business sold to National advertisers, the 23 stations had one-seventh of the amount for all 660 stations.

"Of purely local business, the 23 stations had one-twelfth of that for all 660 stations.

"The nett operating income of the 23 stations was nearly one-third of the nett operating income of all 660 stations.

"The nett operating income of the 23 stations was more than one-half of the

nett operating income of the 327 independently controlled stations.

"Whilst 310 stations not on major networks lost 149,000 dollars, the 23 owned or controlled stations had nett operating income of 4,958,289 dollars.

"The 23 stations broadcast sustaining programs for approximately 50 per cent of their time, whilst the 27 independently-controlled stations broadcast sustaining programs for approximately 70 per cent of their time."

The report places ownership of commercial stations in U.S.A. in four categories:—

- (a) 41 owners controlling stations which have 33 per cent of the revenues of all stations.
- (b) 35 owners controlling stations which have 10 per cent of the revenues of all stations.
- (c) 11 owners controlling stations which have 15 per cent of the revenues of all stations.
- (d) 377 owners controlling stations which have 42 per cent of the revenues of all stations.

For the privilege of entering rich markets, high prices have been paid by the networks for broadcast stations. N.B.C. has paid 386 per cent of book value, and Columbia 280 per cent. In 1938 National and Columbia actually had greater profits from their owned or controlled stations than from their entire network operations.

The report went on to say that it is clear that the importance, from a public standpoint, of chain broadcasting operations is far greater than that of any individual broadcast stations. "It would appear therefore that some means should be developed to ensure the operation of chain broadcasting organisations in the public interests."

B.B.C. NEW ITEMS (E.S.T.)

- 6.50 a.m.—News Summary (10 minutes).
- 7.45 a.m.—Full Bulletin.
- 9.30 a.m.—News Bulletin (15 minutes).
- 11.0 a.m.—News Bulletin and Commentary (15 minutes).
- 12.30 p.m.—Radio News Reel (30 minutes).
- 4.15 p.m.—Full Bulletin.
- 6.0 p.m.—Bulletin (up to 15 minutes).
- 9.30 p.m.—Full Bulletin.
- 11.0 p.m.—Bulletin (varies in length).

**COMMERCIAL BROADCASTING**

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## Formation of Station Power Committee Deferred

Without prejudice to the original plan for the setting up of a Station Power Committee, the Australian Federation of Commercial Broadcasting Stations has temporarily deferred any further negotiations with the Postmaster-General for the setting up of such a body. It is fully realised that the national crisis facing the Nation and the Empire places so many more vital and urgent problems before the Government that in any case little time would be available at this stage for proper consideration of the scheme. The matter will no doubt be opened up again at a later stage.

The recommendation of the Federation along these lines followed meetings of the executives in Sydney and Melbourne during last month.

The suggestion was raised at the beginning of June by some New South Wales stations that while the Federation still adhered to its views, it might be better to revert to the procedure operating prior to the initial representations as it may be some time before Cabinet would be in a position to deal with the questions raised.

About a week later a special general meeting of the New South Wales stations was held to discuss the position, and at that meeting the president (Mr. C. F. Marden) reported that the Postmaster-General had intimated his agreement with the proposals for the establishment of a body comprising two representatives from the department and two from the Federation, which would function as a joint committee in the submission of recommendations to the Minister.

Some members of the Federation expressed the view that the question should be raised as to whether the department had not been guilty of a breach of good faith in granting new licences at Perth and Merredin in Western Australia ("C.B.", 6/6/40), while negotiations were in train.

At the special meeting referred to above, it was pointed out that in the case of Perth, the department had notified the Federation as laid down, and that the Federation had lodged objections but apparently without success.

A subsequent meeting of the New South Wales executive received a letter from the Postmaster-General in which he said he was agreeable to the appointment of the Station Power Committee as recommended, to consider applications for the grant of further licences or for increased power of stations. It was to be understood, however, that the committee would have neither statutory authority nor power of decision which remained the functions of the Minister and its duties, therefore, would be advisory. It was also pointed out in the letter that each licensee making application for increased power or an applicant for an additional licence would be required to prepare a statement of his

case for submission to the committee without any prior departmental comment, and that the committee would be expected within 21 days thereafter to forward its joint report for the consideration of the Postmaster-General.

## NEW YORK PUBLIC LIBRARY WANTS BACK NUMBERS OF "C.B."

The New York Public Library is desirous of securing some back numbers of COMMERCIAL BROADCASTING and BROADCASTING BUSINESS, and as we have been unable to supply further copies of these issues, the library puts forth the suggestion that some Australian readers of "C.B." willing to send across the back numbers which are needed to complete the library's files.

The back numbers sought are Vols. 1 to 4 BROADCASTING BUSINESS, and Vol. 5, Nos. 1 to 8, and No. 15. They should be addressed to the Director, The New York Public Library, New York, U.S.A.

## NO COMMERCIALISING OF DONATED TIME

The generous action of many Australian manufacturers and advertisers in giving all or portion of their radio time to aid in Australia's war effort will not be allowed to run away with itself. Whilst the Commonwealth Government is fully appreciative of all the assistance and co-operation it can get, it is, nevertheless, on permitting blatant "tie-ups" between products and any national propaganda.

For instance, it will not be permitted to advocate over the air that listeners buy war saving certificates, and in the next breath the announcer advocates that they buy somebody's pills.

In a communication issued on this matter, the Director-General of Information, Sir Keith Murdoch, said:—

"It is not considered advisable that any commercial radio advertisement should be linked with any war appeal. Advertisers may, however, donate the whole of their station time or session to the war effort, and in such cases credit could be given to the advertiser, but the product must in no way be included in the advertisement. In the case of an advertiser being desirous of donating portion of his session, the war appeal announcement must be entirely separate from the commercial announcement."

There has been a tendency in some quarters to rather blatantly tie-up the product with the donated war announcement, and evidently it has brought about this very timely warning from the authorities, which will prevent any cashing-in on Australia's war-time effort,

## PEPSODENT'S BIG AIR TIME BUY

### Another Sunday Night Relay Show on the Way

It has long been felt in broadcast advertising circles that the limit in big program entertainment on Sunday nights has not nearly been reached. It is generally conceded that Sunday night radio audience is the greatest in actual numbers available to be reached than at any other period of the week. This being so it is obvious that that audience could be divided among quite a number of big presentations, and each section be still vast enough to guarantee the success of each program and campaign. It is therefore to be wondered at that some live national sponsors have not taken this golden opportunity. Lever Bros. Lux Radio Theatre broadcast, 8 to 9 p.m. Sundays, on national relay, is so far the only show in that big class on Sunday evenings.

Pepsodent, however, will shortly enter the field with an outstanding one-hour musical presentation, which will originate from 3AW Melbourne and be relayed to stations in New South Wales and Queensland. The time channel secured is the same as carries the Lux Theatre—8-9 p.m. Sunday evenings. As Lux Theatre presents drama and comedy plays, and the new Pepsodent program is a musical, there is no problem of "competing" against the Lux audience. First of the new programs will go over the second or third Sunday in August.

## WRIGLEY'S USING TWO TOP PROGRAMS NATIONALLY

With "Dad and Dave" on 42 stations throughout Australia four nights weekly and "Ginger" on 15 stations four nights a week, Wrigley's Australia Pty. Ltd., have achieved an enviable position among the leading radio sponsors in the Commonwealth. They are undoubtedly two programs holding vast audiences.

The agency handling the account, J. Walter Thompson Australia Pty. Ltd., announced last week that Wrigley's had now secured "Ginger" on a national relay basis. For the first 12 months Bryant and May Pty. Ltd., the match makers, held the sponsorship of "Ginger" in Victoria and Tasmania. In April last the program was extended to Western Australia for Wrigley's, and now comes the announcement of the program release in all States on Wrigley's behalf.

"Ginger," as a program, belongs under contract to the Macquarie Network, and the following stations of that net are now lined up to take the relay 2GB, 2CA, 2HR, 3AW, 3TR, 3HA, 3SH, 4BH, 5DN-RM, 7HO, 7LA, 7BU four nights weekly, and 6PR-TZ twice weekly.

## A.B.C. EXPENDITURE

### Storm of Public Protest

Recent publication in a Sydney newspaper of an address by Mr. Ellis Price, well known radio actor and producer, in which he revealed that the Australian Broadcasting Commission and the programs it broadcasts costs the public one and a quarter million pounds a year, roused a storm of protest from all sections of the community.

As "follow-up" copy to the article the newspaper published numerous letters from readers demanding that "something be done" to stop the shameful waste of public money. It was interesting to note that about 99 per cent of these letters indicated that commercial station entertainment and general broadcasting service fulfilled the main requirements of the homes from which these letters came.

Mr. Ellis Price was addressing the Sydney Lyceum Club, a well-known women's club. In the course of an address on "Broadcasting," Mr. Price detailed some of the many great public services being performed by the commercial broadcasting stations. He went on to say that in the face of the Government's policy of heavily taxing the community to further the war effort and its hinting at the necessity of people having to give up all kinds of luxuries, those present should question whether the A.B.C. programs were worth the £1,250,000 which they cost. He understood that the program and administration cost about £750,000, while provision and maintenance of technical services absorbed the other half million.

It was not a question of abolishing the A.B.C.—he would not advocate that—but we should ask whether some big savings could not be effected in the running of the A.B.C. That more than £3,400 a day was being absorbed by the Commission was fantastic!

As one member of the public put it "enough to provide a plane a day."

## CLERGYMAN'S BROADCAST CENSORED

Evidence of the care being taken by all Australian commercial broadcasting stations to observe the Security Regulations was dramatically demonstrated on Sunday, July 7, when the Rev. F. H. Rayward was delivering a sermon broadcast through 2CH. At a particular stage in the address the clergyman was cut off the air.

At the Lyceum Hall on Sunday last, Rev. Rayward, referring to the incident complained that the action taken was too drastic. He said he had been told that he infringed the Defence regulations, but he had not been informed of what he said that met with official disapproval.

## ENEMY ALIENS BANNED FROM RADIO RECEPTION

Enemy aliens in Australia have been prohibited from holding listeners' licences under an edict issued by the Federal Government last week.

The word "enemy" inadvertently omitted from the original official announcement to the press on Friday last led to considerable confusion at the week-end, though all radio stations broadcasting news were able to re-establish confidence and set the true position before the public.

The original publication of the announcement stated that all aliens were to be banned from possessing radio receivers!

As a further precaution against the possible reception of special information by Fifth Columnists in Australia via short-wave broadcasts from foreign lands, the Government has regulated that no receiver in a public place shall be tuned in to a foreign broadcasting station.

The Director-General of Posts and Telegraphs, Mr. D. McVey, has explained that this even means it would be an offence for any person to place a wireless receiver on a verandah and receive short-wave broadcasts from other than Empire stations. The word "public" as interpreted in the Police Offences Act means "a position generally frequented by the public."

## PRECAUTIONS TAKEN BY ALL BROADCASTING STATIONS

The Commonwealth Government has taken steps to prevent unauthorised persons from gaining access to the microphone of any Australian radio station. The decision has been made to prevent any likelihood of "Fifth Column" activity.

Radio station managers have been instructed to prevent the admission of any person or persons to a studio without permission from the management. Studio staffs have also been instructed to exercise constant vigilance over intruders.

The decision, which was announced in Canberra recently, was included in a statement issued by the Prime Minister, Mr. Menzies, in reply to a series of critical questions framed by the N.S.W. Transport Minister (Mr. Bruxner), who stated that he was far from satisfied with the Commonwealth Government's control of aliens.

After announcing the move to protect broadcasting stations, the Prime Minister said he deplored "the constant activity of the N.S.W. Government in stirring up in the public mind a belief that dangerous aliens were still at large."

Without going into the every detail of Mr. Bruxner's questions, Mr. Menzies stated that there had been the fullest co-operation between the Army, the N.S.W. Police, and the police of other States, regarding the control of aliens.

He stated that in some cases re-internment had been made on information obtained by State police, some internees had been released, and others had been subjected to other restrictions.

In many instances, said Mr. Menzies, in the early stages, the Army authorities had taken the safe course in interning first and questioning afterwards.

## RADIO'S FIFTH-COLUMN JOB

It was recently reported that a German spokesman in Berlin said that radio technique had attained the stage where it was possible for one belligerent to reach the opposing side with wavelength only a hair's-breadth from some standard wavelength of that country. "We sometimes do not know ourselves whether what we hear comes from our stations or the enemy's," he added.

**Respondez  
s'il  
vous  
plait!**

... never figures in our programmes. We never have to plead for a reply. Contests, giveaways, studio invitations and so on, are mentioned without emphasis and in come the replies—bags and bags of them. At present, our mail is averaging 7,890 letters per week—4,600 being for tickets to studio shows and 3,290 entries in contests. Although we, like you, place no undue importance on mail, yet this weekly response does at least show this—listeners react to our suggestion. Let us suggest they purchase your product.

C. A. MONKS,  
Shell House,  
Carrington Street,  
Sydney

**3KZ  
MELBOURNE**



# Millions of Ears . . .

Wherever there is a density of population, there you will find a solid phalanx of listeners whose ears are tuned to C.B.N. stations most of the time, for . . .

## C.B.N. TIME IS HARVEST TIME ALL THE TIME

For Advertisers & Listeners



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

### COUSENS IN A.I.F.

Charles Cousens, chief announcer of 2GB Sydney, and one of the best known announcing personalities in Australian commercial radio, has joined the A.I.F.

At a luncheon at the Carlton Hotel last week more than 40 members of the staff of 2GB were joined by Mr. A.



Mr. C. H. ("Bill")  
Cousens now  
soldiering.

Winn, Miss Grace Saville, of Winns Ltd., and Mr. A. Mayor, director of O.T. Ltd., in wishing Bill all the good luck possible.

Later in the day every member of the staff of 2GB met at an unofficial gathering, at which they presented Mr. Cousens with an inscribed gold cigarette case.

### LEN SCHULTZ (2GB) JOINS A.A.M.S. BOARD

The Australian Aerial Medical Service in N.S.W. performs very valuable work out in the far West country, and relies mainly on radio for its communication. The development of this service, particularly by Mr. A. H. Traeger, has been most satisfactory and meritorious.

For many years, and since its inception, the I.R.E. (Australia) has been very interested in this Flying Doctor Wireless Service, and has always had a member of its Council on the Board of the A.A.M.S.

The late Mr. Eric J. T. Moore was the I.R.E.'s nominee on the Board, and performed very valuable work. Following on his recent sad death, the I.R.E. was requested to make another appointment, and Mr. Len Schultz, chief engineer of 2GB, and a Councillor of the I.R.E. for some years, volunteered to assist in this very important National work. Not only will Mr. Schultz be a member of the Board of the A.A.M.S., but he will also be radio consultant to their service.

### DUTCHMEN MAY FIGHT IN ALLIED RANKS

The Netherlands Consulate-General in Sydney has been advised by the Netherlands Government in London that it is intended shortly to amend the Netherlands Nationality Act, 1882, by which Netherlands subjects were debarred from enlisting in armies of foreign powers on penalty of losing their Netherlands nationality.

Such subjects will thus be permitted to enlist in the defence forces of foreign powers in alliance with the Netherlands Government, pending the amendment. This permission becomes operative immediately.

### BUDGERIGAR TO RAISE MONEY FOR LORD MAYOR'S FUND

On Sunday evening next "Peter Casey," two-year-old Woy Woy budgerigar, makes his radio debut in the first of a series of broadcasts from 2GB.

Peter, whose vocabulary is over 500 words, is owned by a disabled "Digger," who does not wish to exploit the bird for personal gain. Therefore, Peter's earnings will be devoted to the Lord Mayor's Fund.

Recordings, which take the form of interviews with the bird by Dick Fair, well-known 2GB personality, and Valerie Chick, will be on sale next week at Nicholson's Music Store, George Street, Sydney, price 2/- each.

Some time ago, Valerie Chick was responsible for introducing "Billy Peach," the Darling Point bird, to fame. Now, she makes a special appeal on behalf of her latest discovery: "A tremendous amount of work has been entailed in obtaining a really good reproduction of Peter's voice, and when one considers that this tiny little bird, who weighs not much more than one ounce, is out to raise a huge sum for the Lord Mayor's Fund, I feel sure that the public will respond in a big way."

### RADIO ART UNION BALL

The 1940 Radio Ball will be held at the Trocadero in Sydney on Friday, July 26. On this occasion it will be known as the Radio Art Union Ball because on that night the Radio Art Union will be drawn at the ball.

Tickets for the ball are 10/6 each, with dancing to be from 8.30 p.m. to 1.30 a.m.

Proceeds of the ball will be devoted to comforts for members of the electrical and radio industries on active service, and for the Radio Provident Fund of the R.I.F. Club—two worthy causes.

The executive committee—Messrs. E. P. Bennett (Hecla), chairman, W. Godley (Airzone), G. K. Herring (Eveready), and W. Wright (S.T.C.)—is representative of both the electrical and radio industries.

It is the earnest desire of the committee to secure the greatest measure of support for this function, and a special appeal is made to the electrical section of the industry for active co-operation in view of the discontinuance of the E.R.D.A. Ball, and to consider the Radio Art Union Ball the main function of this year.

Trophies have been donated for the following competitions:—

- Best trade advertising table—Ken-Rad Trophy.
- Most beautiful table—"Radio & Electrical Retailer" Trophy.
- Most humorous table—Trophy yet to be selected.
- Best broadcasting table—"Commercial Broadcasting" Trophy.

Reservations for tables and ticket requirements can be arranged by telephoning Miss Sharman, or Mr. S. G. Dwyer, the hon. secretary, at B1046. Their office is located on the 5th Floor, Science House, 157 Gloucester Street, Sydney.

### PROPOSED AMENDMENTS TO A.B.C. ACT

In the Federal Senate recently Senator Brand asked the Postmaster-General, upon notice:—

1. Will the Minister say whether, in formulating the proposed alterations to the Broadcasting Bill, a report was obtained from the Postmaster-General's technical officers on the effects of the proposed changes; if so, will he make it available for perusal?
  2. Was any expert technical advice obtained directly or indirectly from any electrical source prior to the submission of the amendments to the bill; if so, who were the experts?
  3. Have the views of the Postmaster-General's administrative officers been obtained on the proposed changes; if so, what are they?
  4. Was any report or communication obtained from Sir Harry Brown before his retirement?
  5. Has the present Director-General had an opportunity to examine the proposals; if so, will the Government obtain a report from him?
  6. Will the Government consider appointing a commission or technical board of enquiry to consider the questions involved and submit a full report to Parliament?
  7. Has the Government any assurance that the mechanical and technical staff it proposes to transfer will accept such transfer; and will their rights under the Public Service Act be safeguarded; if so, what section of the Act covers them?
  8. If this Bill be passed, what control will be exercised over the purchase of technical equipment by the Commission? Will it be obliged to obtain this through open competition?
- Senator McBride replied:—  
"The answer is not yet to hand. I have discussed the matter with the Postmaster-General, and I now suggest to the honourable Senator that I make an appointment for him with the Postmaster-General. The honourable Senator may then discuss the matter with the Minister, and in that way the information desired will be obtained."
- Posts and Telegraphs Censorship**  
National Security regulations are being gazetted providing for posts and telegraphs censorships. This covers communications by telegraph, telephone, sub-marine cable or wireless, and also postal articles. This, no doubt, means that telephone conversations can be listened in to; telegrams can be censored, or stopped; letters can be opened and examined, because this country is at war, and very severe war too. It is unfortunate that drastic action like this must be taken by the authorities, but

### ADVERTISING AS CONTRIBUTION TO LIVING

During the recent 36th annual convention of the American Federation of Advertising, member stations of the National Association of Broadcasters arranged for local "salutes" through their radio stations, with the theme, "Advertising's contribution to the American way of living."

Broadcasters presented one or more programs to honour advertising and advertising men, and what they have done to reduce cost of goods, step up distribution, raise living standards and promote prosperity. A.F.A. delegates and advertising club officials were heard on local broadcasts.

The Bureau of Radio Advertising, conducted by the N.A.B., pointed out the advantages of capitalising on the National promotions, doing a double-barrelled job of building goodwill amongst advertisers and listeners, and providing an effective answer to the consumer movement as it affects the radio medium.

A lot more could be done in Australia by Australian advertising people who know, only too well, the wonderful contribution advertising has made to Australian industry, but unfortunately too many of them—and this applies also to the broadcasters—have failed to advertise advertising to the public and to the business people.

A lot more activity along these lines would be beneficial to all concerned, because advertising has done a wonderful job, but it has not advertised itself sufficiently.

we cannot afford to lose this war, and we cannot afford to have anybody living in this country who is not pulling their 100 per cent weight in winning the war.

### GREAT WORK RECOGNISED

Recognition of the national service being provided by the rural interests session broadcast every morning by 2UW is found in the part which Mr. J. A. Crawcour, 2UW rural interests lecturer, and the station are playing in the annual conference of the Agricultural Bureau of New South Wales, which has 350 branches and 10,000 members. The conference is being held at Hawkesbury Agricultural College, Richmond, N.S.W., July 16-19, and as notified in the July issue of the "Agricultural Gazette" of N.S.W., issued by the department, 2UW broadcast the official opening by the Governor, Lord Wakehurst. Mr. Crawcour himself was scheduled to address the conference July 16 at 8 p.m. Title of his talk was "Know Your Country"—there are few men in Australia who have travelled over this continent as extensively as has Crawcour. Yesterday, July 17, a number of visiting delegates to the conference was scheduled to speak through the 2UW microphone in the usual early morning rural session **W.A.I.A. DOING ITS BEST**

It is reported that the Western Australian Institute of Advertising has at the request of the Lord Mayor of Perth, set up an advisory committee for the purpose of co-ordinating and guiding the various patriotic appeals in their advertising and publicity. The Institute has also purchased £50 worth of war saving certificates, and a move is afoot to start a group-buying scheme among members. The president of the Institute is Mr. E. C. Churchward, sales manager of W.A. Broadcasters Ltd.

### U.S.A. RADIO AMATEURS STOP TRANSMITTING OVERSEAS

A decree has been issued in America prohibiting all United States radio amateurs from communicating with anybody outside of America, per medium of their transmitters.

## SEPPELTS RENEW FOR 12 MONTHS HALF HOUR SESSIONS WITH 4BH

At the conclusion of their contract for 52—30 minute musical sessions B. SEPPELT & SONS LTD. have immediately renewed for a further 12 months of "REFLECTIONS IN A WINE GLASS."

MR. ADVERTISER—4BH gets renewals because it gets results!

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

## OLD DAYS RECALLED 2KY's New Transmitter Officially Opened

Described as an historic milestone in the life of the broadcasting station, the official opening of 2KY's new high-fidelity transmitter was performed by the Hon. W. J. McKell, M.L.A., supported by the Hon. R. A. King, M.L.C., at the 2KY Radiatorium Sydney on July 2. A comprehensive description of this excellent new transmitter was published in "C.B." 25/6/40, following an inspection of it carried out by the technical editor.

For the official opening ceremony the management of 2KY entertained a large gathering at the Radiatorium with an excellent stage presentation, followed by supper. Speeches by Mr. McKell and Mr. King were broadcast. Mr. McKell actually announced the moment of the cross-over from the old transmitter to the new.

He said that the inauguration of the service from the new high-powered transmitter meant a lot for the station and for its listeners. The only limit now to further improved transmission facilities was that imposed by the regulations which limited all commercial stations aerial power. Mr. McKell recalled that 2KY was opened in 1925, and for 15

Hon. R. A. King,  
M.L.C.



years had progressed steadily and well. It was the first Labour broadcasting station in the world when it was established. It had been managed efficiently and well, so that its finances were sound, giving the lie direct to those who had said that the Trades Union movement was not capable of managing big commercial ventures and affairs.

In supporting Mr. McKell, Mr. King, who is secretary of the Labour Council and of 2KY, paid a tribute to the early organisers of the station and to the loyal staff who had so wonderfully aided the station to grow. He particularly referred to Mr. H. E. Beaver, general manager of 2KY, who had been with the station since its inception.

Mr. King recalled the early days of the station when they had to go round

borrowing phonograph records from members of the Movement to carry on the program. Since those days 2KY had pioneered much in radio entertainment and enterprise, such as sporting broadcasts, wrestling and boxing broadcasts and the use of the broadcast station organised radio trials for the discovery of latent talent, particularly in the ranks of the young people.

### Preview.

## Palmolive "Youth Show"

At 8.30 last night (Wednesday) from 2GB, on a State-wide hook-up, the Colgate-Palmolive Co. Ltd. released the first "Youth Show." Having been privileged to hear a private "preview" of this program, one can easily imagine the enthusiasm with which this broadcast must have been received. It's not only good. It's definitely outstanding entertainment, and the spirit of youth is maintained throughout every section of it.

As I listened, I could almost feel the exuberance of those youthful and extremely talented artists. The band is excellent, and 2GB's own Robin Ordell does a superb job as compere and general factotum. Young Reg. Johnson, who did the commercials, has all the spontaneity and conviction of a first-class announcer. Fifteen-years-old Joy Nichols with her Gracie Field impersonations, is undoubtedly a "find," while Peggy Kerr and Peggy McDonald (sopranos) make listening a real joy.

One cannot help being amazed at the quality of these young artists — for artists they certainly are. There is ninety-years-old Graham Wicker, a child-yodeler, who gives a remarkable performance, without a vestige of amateurism in any of his songs.

The idea of the "Youth Show" emanated from 2GB, who certainly deserves orchids, not only for thinking out a program which gives the youth of Australia a chance to display its talent, but for producing entertainment which comes up to professional standards. The production, smooth and slick, is by Macquarie.

America couldn't give us anything better than the "Youth Show," if as good. Its sponsors are certainly on a good thing. What a tie-up! Keep that schoolgirl complexion—Palmolive! Why one can almost see the sparkling eyes, the glistening teeth and the fresh lovely complexions of all these youngsters who're taking part in this program. Youth, with all its verve and dash, riding along on the crest of the wave—could anything be more stimulating and more appealing? It's all there in this show of shows—the Youth Show!

VALERIE CHICK.

Friends of well known Sydney rep. A. D. Bourke, will be grieved to learn that recent endeavours to keep his nose to the grindstone whilst suffering a serious bout of 'flu, have resulted in his being confined to bed for as long as they can keep him there to effect a recovery.

## RADIO ROUND-UP AT SYDNEY TIVOLI

The management of the Tivoli Theatre, Sydney, rounded up a number of the most popular broadcast entertainers who were available, balanced 'em up, and turned on one of the best halves of a night's vaudeville entertainment that Sydney Tivoli fans could desire.

And that's the program titled "Radio Round-up" that has been drawing packed houses to the Tivoli for the past four to five weeks. Show goes on to end of the month.

Jim Gerald and Cecil Kellaway, the "Jim and Jitters" team of 2SM, opens the bill, and the stomach laughs are still rumbling when Jack Davey and Co. with the "Dr. Davey" cast, give the audience an idea of what that famous broadcast program LOOKS like.

Other features are "Mrs. 'Arris and Mrs. Iggs" (Athol Tier and Dan Agar) of the 2UW feature, Uncle Tom's Gang (John Dunne's famous 2SM kiddies), Jack Lumsdaine (the Radio Rascal of 2UE), Dorothy "Dilly" Foster, well known radio comedienne, and June Mills ("3XY's Roar of Rotundity").

A great show as a show, and showing too that these stars of the microphone are as happy on the boards as in the sound-proof.

## STATE-WIDE EFFORT 2CH Plans to Help Red Cross

Meg. McSpeerin, organiser of the 2CH Women's League, announces that on Wednesday, August 7—the day fixed for a State-wide effort in aid of the Lady Gowrie Red Cross Appeal—the league will hold a card party afternoon at the Trocadero.

Since the scheme was announced there has been a remarkable response from women throughout the metropolitan area and in country districts, and the success of the effort is assured. In addition to the Trocadero afternoon, Meg. McSpeerin has received promises of support from members all over Sydney who will be holding card parties in their own homes, either on August 7 or before or after that date. This will enable helpers in various centres to depend on the support of friends who would in turn give their assistance to others organising their own efforts. In addition they will be able to give their support to the 2CH Trocadero party.

The whole scheme was outlined recently at a meeting held at the Hotel Australia at which Meg. McSpeerin pledged the support of the 2CH Women's League, and said that she could promise the co-operation of that station's associate country stations, 2AY Albury, 2GN Goulburn, and 2GF Grafton. Reports from each of these centres indicate that staunch support will be ac-

## BONNINGTON'S EXTEND PROGRAMS

The origin of "Let's Start an Argument," the Bonnington Irish Moss program that has been conducted by John Dease on 2GB Sydney since April last, is rather obscure. Secret history has it that it may have started over an argument at a Bonnington's program conference at the J. Walter Thompson agency offices. Anyway, as shown "C.B.", 4/7/40, from the first the program has gone from one successful week to a more successful week. It was launched through 2GB three nights a week and relayed to 3DB Melbourne twice a week. But from last week the program has been extended to three nights a week on 3DB, while 2WL Wollongong was added to the relay. A similar program was launched this week in Western Australia through 6PR-TZ, and for Tasmania Bonnington's to use 7HO and 7LA with a program not yet announced three nights a week. Same new time channel of 8 p.m. to 8.15 is being arranged in all States.

corded the effort.

For the Trocadero party there will be no limit to the variety of card games played. Bridge promises to be popular, but those who are not bridge players will be able to choose games to their liking.

"OUR STATION, 2GF!"

That's what 25,000 Radio Listeners say of

**2GF**  
GRAFTON

On the air day and night 2GF has built up a loyal audience of listeners who give the station their support on every occasion,

If you market your product in the Clarence River District your Best Advertising Medium is 2GF Grafton, which covers one of the State's wealthiest dairying and farming centres.

Full particulars of 2GF service available from

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

47 York Street,  
Sydney.  
Tel.: B 0522



167 Queen Street,  
Melbourne.  
Tel.: M 4161

Just Two More  
**BIG**

**3**  
**XY**

Features!

And Two More Reasons  
Why It's  
**MELBOURNE'S**  
**FAVOURITE STATION**

"TYE'S RADIO REVUE"

Broadcast from the stage of  
THE PRINCESS THEATRE  
8.00 — 9.00

In association with the  
**3XY SUNDAY NIGHT CHARITY CONCERT**  
Featuring Stars of Air and Stage

Including

GEOFF BROOKE  
ALLAN EDDY  
JUNE MACER

CATH. GOODALL  
FIFI BANVARD  
STELLA LAMOND

MAX REDDY  
EUNICE LLOYD  
SAMMY STERN

"WHAT'S MY NAME?"

The New Kornies Feature

CO-COMPERED BY  
ERIC PEARCE — STELLA LAMOND

EVERY  
WED.  
9.00 — 9.30  
P.M.



# BROADCASTING BUSINESS BUREAU

## LISTENERS' LICENCE FIGURES May, 1940

NEW SOUTH WALES.		
	May 1939	May 1940
New Issues	5,932	6,663
Renewals	33,328	36,465
Cancellations	3,616	2,795
Monthly Total	431,929	455,335
Nett. Increase	2,316	3,868
Population Ratio	15.72	16.37
VICTORIA.		
New Issues	2,867	3,363
Renewals	27,981	29,724
Cancellations	1,428	1,124
Monthly Total	328,462	347,438
Nett. Increase	1,439	2,239
Population Ratio	17.53	18.41
QUEENSLAND.		
New Issues	2,107	2,215
Renewals	11,806	12,678
Cancellations	1,194	735
Monthly Total	132,964	148,286
Nett. Increase	913	1,480
Population Ratio	13.24	14.69
SOUTH AUSTRALIA.		
New Issues	1,651	1,746
Renewals	10,148	11,045
Cancellations	744	754
Monthly Total	117,415	124,478
Nett. Increase	907	992
Population Ratio	19.54	20.51
WESTERN AUSTRALIA.		
New Issues	1,239	1,515
Renewals	6,762	7,732
Cancellations	814	269
Monthly Total	78,611	87,541
Nett. Increase	425	1,246
Population Ratio	17.00	18.79
TASMANIA.		
New Issues	680	663
Renewals	3,375	3,690
Cancellations	223	365
Monthly Total	39,283	42,039
Nett. Increase	457	298
Population Ratio	16.27	17.40
COMMONWEALTH.		
New Issues	14,476	16,165
Renewals	92,900	101,334
Cancellations	8,019	6,042
Monthly Total	1,128,664	1,206,117
Nett. Increase	6,457	10,123
Population Ratio	16.29	17.23

The above totals include: Total licences to the blind 2,346 (1939) and 2,459 (1940), and total experimental licences, 2,057 (1939) and 539 (1940).

### REGISTERED FIRMS.

Sydney Radio Theatre, 590 George Street, Street, Sydney, broadcasting and dancing. 8/7/40. Proprietors: Electrical Distributors Pty. Ltd.

### DEBENTURES.

Debenture has been given by Transcontinental Broadcasting Corporation Ltd., 53 Martin Place, to the Bank of New South Wales, and on equitable mortgage dated 20/6/40, in consideration of certain advances.

## CLASSIFIED ADVERTISING SECTION

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

Positions Wanted or Vacant—2d. per word (minimum 2/-).

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

### POSITION VACANT

Broadcast technician wanted for a leading commercial station. Previous experience desirable but electrical fitting qualification would qualify. Apply "Broadcast Technician," Box 3765, G.P.O., Sydney.

### POSITION WANTED

Engineer. Four years' experience with leading N.S.W. station. Returned soldier. Reply to 83a Johnston Street, Wagga, N.S.W.

### ADVERTISING GOLF

There was a good roll up of players in the Advertising Golf Club's outing at St. Michael's course, La Perouse, on Sunday last, July 14.

The Pioneer Cup (stroke handicap) was won by H. F. MacLeod with a nett 73. A dead heat was registered in the 2SM Cup in which C. Habley and H. F. MacLeod finished 4 down. Habley also carried off the Long Marker's Cup with his 4 down. The Visitors' Trophy was won by J. Armstrong, 3 down.

These outings of the Advertising Golf Club provide the advertising fraternity of Sydney with some excellent opportunities for good golf. Mr. W. Brookes, of Goldberg Advertising Agency, is secretary, and Mr. Bernie Stapleton, of 2SM, is the president of the club.

The manufacturers of "Wundawax" are using Stations 3DB-LK, 3AW and 3XY in a 26 week campaign of 100-word announcements. These announcements are aired during night programs, with Paton Agency handling account.

## TRADING BAN ON RADIO TRANSMITTING PARTS

It was announced in Canberra last week that trafficking in radio transmitting equipment has been forbidden. The regulation, which was issued on July 3, provides that no person may either acquire or dispose of such apparatus without the permission of the Postmaster-General. Large quantities of radio transmitting equipment are known to be in private hands in Australia. About 2,000 amateur transmitting stations were dismantled when war began, but the equipment is still in the hands of its owners.

Similar equipment is also easily obtainable. In 1914 all private owners of radio transmitting apparatus had to lodge it with the postal authorities for the duration of the war.

Reasons the equipment has not yet been taken over are:—

- (1) Because of the much larger volume of equipment to be handled.
- (2) The difficulty of enforcing distinctions between low-powered transmitting equipment and receiving equipment.

## ENTERS ADVERTISING VIA RADIO

Smith Furnishing Pty. Ltd., of Melbourne, Prahran and Oakleigh, have been established for 35 years. They built up a steady clientele, but they never went in for radio or newspaper advertising—until last week! Stepping into the advertising field through Griffin Advertising Service, Smith's chose 3UZ Melbourne for the radio side of their campaign. They are sponsoring a program competition entitled "Your Favourite" at 7.45 every Tuesday evening. The public is invited to compete for the privilege of acting as program director for the Tuesday night feature, to select an entertaining program. Each week the prize winner will be awarded a piece of furniture or an equivalent credit.

Tuesday nights 3UZ also airs the famous "Battle of the Sexes," "A Pageant of Melody" at 8.30 (Victorian Railways); "The First Great Churchill" at 8.45 (Carlton United Breweries); and "Inspector Scott, of Scotland Yard" at 9.15 (Black Crow Throat Drops, Clausen's Furniture, and Peter's Kreemy Krisps).

## "No Advertiser is Big Enough to Rest on his Cars"

During 1939 the William Wrigley, Jr., Co. of Chicago, distributed through the American mails fifty-eight million sticks of chewing gum (58,000,000!), thus completing the biggest sampling campaign in history. They did it not just to create that record, but because... well, we'll quote President Philip K. Wrigley:—

"DON'T EVER LET ANYONE TELL YOU THAT WE CAN SIT BACK IN OUR BUSINESS AND RIDE HIGH ON MOMENTUM... WE HAVE TO WORK—ALL THE TIME—IF WE ARE TO STAY OUT IN FRONT."

That's something to chew on too.

Along rural routes Wrigley's sent out letters with three sticks of chewing gum attached, to 8,000,000 homes; to towns and cities with 1,000 to 20,000 population similar samples were addressed to 6,000,000 homes; to larger city markets with populations ranging from 20,000 up to 5,000,000 families were contacted. Special children's samples were addressed to half a million kiddies arriving at their second birthday (two sample sticks each).

One of the most interesting aspects of this huge sampling campaign was the manner in which the letters carrying the samples were addressed. The company has about one and a quarter million outlets, and instead of the letter appearing to emanate from the Wrigley company it was headed "A letter to you from your local merchant." Thus a mighty goodwill building job was done on behalf of all Wrigley's retailers as well as the forceful promotional campaign.

Wrigley's, of course, are huge spenders in most every medium of advertising and have been strong supporters of broadcast advertising over a number of years. Nevertheless, the organisation in America apparently believes in consistent sampling in support of other forms of advertising. Their last huge sample drive was in 1932.

In an interview published in a recent issue of "Sales Management" (U.S.A.), Mr. Philip K. Wrigley made the following significant comment:—

"Don't let anyone ever tell you that we can sit back in our business and ride high on momentum. There are more than 50 chewing gum manufacturers. We've got to work—all the time—if we are to stay out in front. People often say to us, 'O you're so big! You've got the business. No one can take it away from you.'"

"That isn't so, and we know it. We must stay on our toes. Many have remarked to us, 'Your business is depression-proof.' That isn't so either. When a depression comes along if 1,250,000 outlets cut down just one box of gum—or a couple of boxes of gum—on their counter displays, do you realise what that will do to sales?"

## NEW ZEALAND COMMERCIAL RADIO APPEAL PRODUCES £72 A MINUTE

A radio telephone appeal, launched by the Commercial Broadcasting Service, over Station 1ZB, in an effort to swell the funds for the Sick, Wounded and Distress Fund some two weeks ago, received amazing response from the people of New Zealand.

The appeal commenced at 9.30 p.m. Saturday to midnight, and continued on Sunday from 9.30 p.m. to a little after midnight. In seven hours' broadcast, Station 1ZB had amassed the sum of £32,000 through this radio appeal.

Listeners could telephone Station 1ZB without confusion, and without having to wait several minutes for a connection. Special emergency lines were taken over, and 48 telephones were in commission in Auckland studio.

The telephone conversation of listeners ringing to give their donation to the fund were broadcast, so that C.B.S. listeners were able to hear the names, the addresses, and also the amount of the donation in each instance.

At 1ZB there were 75 people working at high pressure endeavouring to cope with donations.

Sponsors of the Commercial Broadcasting Service programs generously made their times available to listeners so that the broadcast appeal might be continued.

The Prime Minister telephoned the C.B.S. and congratulated them on the way they were assisting the Sick, Wounded and Distress Fund.

There were many pathetic human stories of generosity as some people had no money to give; these listeners brought in their most precious belonging. One woman, saying that she had no money to spare, but would like to give something to the fund, brought in to the studio a beautiful old bracelet which was a family heirloom. The bracelet was auctioned, and listeners bid up to £55 for it! Sold at £55, it was returned by the buyer to the donor; she passed it back for auction, and it was a second time for the sum of £51. Again returned, it was finally offered to W. A. Stevenson, a contractor, of Auckland, who bought it for £225. Subsequently £20 was paid for the right to exhibit the bracelet, and thus it brought in £351.

The greater part of the £32,000 from 1ZB was made up of small amounts, 2/6, 5/-, 10/-, £1, and even lesser sums than 2/6, given by all classes of the community.

It is understood that a cabled enquiry has been received from Australia, by the general secretary for New Zealand of the Sick, Wounded and Distress Fund, Major J. Abel, asking for full details of this successful radio appeal.

NORTH QUEENSLAND



# PROSPERITY!

A Magic Word, that means Industry, Activity, and Spending Power, a word that encircles 4AY's Primary and Secondary Coverage Areas.

and . . . . .

Surveys show that 4AY's 500 watt signal, plus programs of real showmanship, commands the widest audience in North Queensland.

Studios and Offices:  
Airdmillan Rd., Ayr, and at Flinders St., Townsville.  
Representatives:  
Sydney: A. D. BOURKE, 5-7 Barrack Street.  
Melbourne: P. G. SULLIVAN, 18 Queen Street.

## C. A. MONKS says:

Of money you spend or money you lend  
Be sure RADIO ADVERTISING is best in the end.

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

Telephone: BW 4135

Telegrams: AIRADS

## SYDNEY COUNTY COUNCIL COOKERY QUIZ



The broadcast of a unique cookery quiz by 2UW Sydney on behalf of the Sydney County Council Electricity Undertaking is proving to be very popular. The demonstration theatre of the Council has only a seating capacity of 100 guests, and the demand for invitations to attend the demonstration and quiz exceeds each week many times the seating capacity.

The cookery demonstration starts at 2.30 every Thursday afternoon, and is given by Miss Williams. The program is interspersed with musical items, and at 3 p.m. 2UW takes the air with the quiz broadcast from the demonstration theatre compered by popular Vern. Lisle, assisted by Cecil Scott. The quiz is in the form of a jackpot, cookery questions being presented to members of the audience, and if answered, they receive a cash prize donated by 2UW. If unanswered the amount jackpots for the next week's demonstration.



Top: Vernon Lisle (2UW) holds the attention of listeners and visual audience while Miss Williams prepares a "Melting Moments" Biscuit.

Below: Lisle puts a cookery quiz to a competitor while Eric Scott (2UW) waits ready to pay a crown piece.

After the quiz a series of special prizes are given in the form of five shilling pieces. Miss Williams, at the "mike," goes through the routine of preparing the various mixtures she has already cooked, deliberately making mistakes here and there. The first member of the audience detecting the mistakes puts up her hand and, if right, is presented with a 5/- piece. At the end of the demonstration the guests are served with a cup of hot refreshing tea with biscuits.

## SYDNEY'S CHAMPION APPLE PIE MAKER

### 2SM Mayfair Concerts Relayed

Before a big crowd a recent Sunday afternoon in the Mayfair Theatre, 2SM declared Mrs. C. Brown, aged 80, of Pyrmont, the champion apple pie maker of Sydney, and presented the award. This was the result of a competition, conducted by Victor Lloyd, of 2SM, and which brought hundreds of entrants with pies in hand to the Mayfair. The difficult decision, judged on pie and recipe, was made by Mrs. Eleanor Glencross, president of the Housewives' Association, in association with Claude Holland and Victor Lloyd. Mr. Wild, on behalf of Murdoch's, presented the cash prize and congratulated the winner.

All the entrants willingly donated their pies to the C.U.S.A. Hut and Anzac Buffet, to be served to the boys of the Army, Navy and Air Force.

The pies immediately, after the judging, were sent to C.U.S.A., where they were served with custard donated by the sponsor of the Sunday Mayfair concert, Aeroplane Jellies Pty. Ltd.

A big array of talented artists is presented each Sunday by Claude Holland, of 2SM, in these concerts alternately in the Mayfair Theatre and 2SM studio, and the broadcast sponsored by Aeroplane Jellies is relayed to 2KA and 2BS.

### Too Many Beds!

Tamworth station, 2TM, came to the rescue of the Tamworth Base Hospital by making an appeal for beds and bedding, following an unprecedented need for extra accommodation at the hospital recently. A day and a half campaign asking for beds and bedding resulted in one bed per hour, the hospital finishing with a bed surplus, 28 in all being given. In addition three wireless sets have been presented through 2TM's efforts to the local A.I.F. recruiting depot and recreation centre.

## BIG RESPONSE PULLED BY "HESSE FAMILY"

Fred Hesse Pty. Ltd.—men's wear—recently made an offer of free War Savings Certificates to listeners to their bright 8.30 p.m. Tuesday's feature over 3KZ and 3UL—"The Hesse Family." Ten certificates are to be given away every week, and to become eligible, all the audience has to do is visit one of their city or country stores and sign their name in a book. No purchase has to be made—no fee has to be paid. This offer has now been made six times, and to date, nearly 8,000 people have entered the Hesse stores to sign up.

If this were a mail response it would be good, but as everyone has to enter one of the sponsor's stores, it's a great response. After all, the main function of commercial radio as applied to retailers is to get those people into the store, and "The Hesse Family" has certainly done that.

The 3KZ studio is packed to capacity every Tuesday night for "The Hesse Family (studio invitations must be collected from a Hesse store).

Scripted by Don Joyce, the program features a comedy melodrama entitled, "Death Comes to Chilpot," which is presented part in narrative with the rest, dramatised. The narration is done by Norman Banks, and he or the characters in the dramatised portions of the script make various incorrect statements. The audience, on discovering these, must call out "Stop," and then explain why the statements are wrong and what should have been said. Each "boner" carries a cash prize, and these vary in value from 3d. up to £2. About 40 "boners" are made in each presentation.

Plenty of comedy is liberally sprinkled throughout the script, and the audience itself supplies a great deal of fun with their explanations and their challenges in the wrong places.

The program has been on the air for just short of six months, and Fred Hesse Pty. Ltd. express themselves as being more than satisfied with the results obtained, particularly with those extra 8,000 people in their stores in one month.

## R.U.R. TAKE TIME IN BIG FRIDAY SHOW

R.U.R. Australia Ltd. have taken over sponsorship of the 9.15 to 9.30 p.m. quarter-hour channel in 2UW's big Friday night show broadcast from the Assembly Hall. A new quarter-hour musical quiz has been inserted in the program entitled "Right You Are!" featuring Vernon Lisle, Cecil Scott and Reg. Quartley, and Tof Coltman's Melody Boys. It's a jackpot quiz. Audience is given a line of a song, and if they can name it they win cash prizes. Question goes round to limit of three members of the audience. If not answered, prize jackpots. If answered, band plays the number.

Ways Ltd., Sydney department store, is said to be launching out on an interesting broadcast advertising campaign early in August, using an hour midday audience participation show to be broadcast by 2UW.

## TEA APPEAL RECEIVES GREAT PUBLIC SUPPORT

The tea appeal put out on the air by 2UW Sydney ("C.B." 4/8/40) by Mary Ann, of the 2UW women's session, and Shirley Haffner, who conducts the children's session, has met with a marvellous response from 2UW listeners everywhere. The object of the appeal was to obtain regular supplies of tea from listeners to enable the requirements of the five Anzac Buffets to be totally catered for. This would call for about 200 lbs. of tea weekly. This amount has been exceeded, for the first month of the appeal 1,000 lbs. was donated.



## PENNIES FROM WARRNAMBOOL

Experiments are always interesting. They are not always successful or profitable. This experiment proved to be both successful and profitable as well as very interesting.

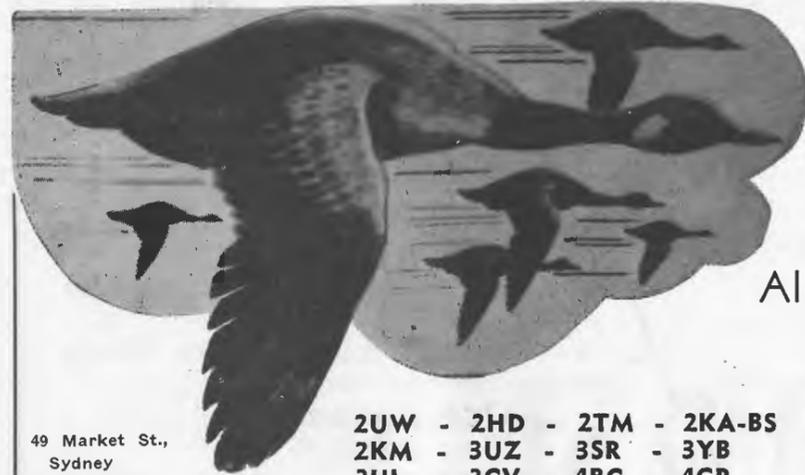
In order to prove the instantaneous appeal of radio as a sales medium, a "Mile of Pennies" drive was made in Liebig Street, Warrnambool, on Friday, July 5, backed by an appeal over 3YB on that day.

No publicity was given to this drive until the afternoon of the previous day, when scatters calling for helpers to guard the pennies and handle collection tins were broadcast. The result of these scatters was seen on Friday afternoon

at 2 p.m., when the studios were besieged by young folk and grown-ups, from whose number 37 were chosen to be entrusted with collection boxes.

The result of a three-hour drive was £37/5/2 in pennies, while, in the evening, after the street drive ceased, the radio drive brought in £86/17/11—a result which has added significance when it is taken into account that Friday night is late shopping night.

Station 3YB's "Mile of Pennies," collected in aid of the Australian Comforts Fund, represents 3YB Gang's effort. This amount, added to the £110 previously brought in by these children, now makes a total of £234.



DON'T PICK ONE  
AIM TO COVER THEM ALL!

Advertisers who aim to command the air in all six states know that this is their only effective armoury



COMMONWEALTH  
BROADCASTING  
NETWORK

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

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



HANDS  
ACROSS  
THE  
CASH!

Retailers everywhere know that they've got to hand it to advertisers whose products are aired over 2SM — for **HERE IS A SLOGAN BUILT ON FACT —**

2SM SELLS MORE!

Station 2SM 46 Carrington Street Sydney — B 7294



## A.R.C. EXPANSION

### Fegan Appointed Recording Division Manager

Considerable expansion of the activities of the Australian Record Co. is foreshadowed in the recent establishment of a completely staffed and equipped recording division, as distinct from the general set-up of A.R.C. with its extensive record manufacturing business.

Mr. D. M. Fegan, lately of V.O.A. Sound Productions, has been appointed manager of the A.R.C. recording division, and working in close harmony with



D. M. Fegan



A. D. Boyle



W. J. Eve



Miss M. Ramsay

him will be Mr. W. J. Eve, control operator and mechanical producer, and Miss Molly Ramsay, casting executive, both of whom were also with V.O.A. Another interesting appointment is that of A. D. Boyle, lately of the New Zealand National Broadcasting Service. He is A.R.C.'s new recording engineer.

In an interview with "C.B." last week, Mr. Fegan stressed the fact that under the new set-up A.R.C. recording division would function entirely independently of the Macquarie organisation, and that office accommodation secured at 29 Bligh Street was merely a matter of convenience. The division would be able to provide clients with complete recorded advertising campaigns, including all the details of program merchandising, etc.

IF YOU'RE LOOKING FOR  
THE NEW WATERBOARD  
BUILDING — IT'S OPPOSITE

US!

US IS

JACK DAVEY PRODUCTIONS PTY. LTD.

US

IS NOW  
MOVED TO

296 PITT STREET

New recording and audition studio equipment has been installed, incorporating the latest developments, under the supervision of Mr. Murray Stevenson, who is consulting engineer to the company. Cutting is done on Presto machines.

Mr. Fegan said that no immediate attempt would be made to enter the transcription making field, but radio feature programs will be made to order.

Fegan has been directly responsible for a number of outstanding transcribed radio featurettes, specially written and produced for specific advertisers. As well as producing he is a prolific writer of such short

dramatised series. His most notable work in transcriptions, however, was in writing and producing "Alice in Wonderland," which this year was accepted by a firm of sponsors for world-wide release.

Alan D. Boyle was with the Broadcasting Service in N.Z. for several years, after studying at Victoria University, N.Z. He was in charge of recording of all plays and talks produced through the National stations in N.Z. Up to the time he left N.Z. all overseas short-wave news was received in his private home on equipment of his own design, and relayed by line to all stations in the Dominion.

W. J. Eve commenced radio with the A.B.C., where he was in charge of the panel for over three years. He was later recording engineer and panel operator at Presto-phone Studios, during which time he also worked on loan to several Sydney film producers. Subsequently he joined V.O.A. in charge of the panel and recording.

In addition to being a talented artiste at the microphone, Miss Molly Ramsay is a capable casting director and efficient office manager.

## BLAKENEY NAMED GEN. MANAGER OF J.A.D.

J.A.D. Productions announced last week the elevation of Mr. Keith Blakene to general managership of the now well known program organisation headed by Jack Davey.

Blakene first entered the commercial radio field in 1931 as an announcer with



Mr. Keith Blakene appointed General Manager of Jack Davey Productions

2UW Sydney. After about five and a half years he held the position of program manager and was a feature announcer. Subsequently he joined the organisation known as B.S.A. as program manager. Then for a time the A.B.C. claimed his attention for actuality broadcasts, but as he says he "saw the light" and soon returned to commercial radio, taking the opportunity of joining J.A.D. Productions as sales manager several months ago.

## "CHALMERS, K.C."

The Monday night release in 30-minute episodes of the George Edwards series, "Chalmers, K.C.," is announced by 3KZ Melbourne. This consists of 13 separate cases, each of four quarter-hour episodes, but because they believe the audience prefers its drama in generous portions, each case will be spread over only two broadcasts instead of four.

## DOROTHY FOSTER MOVES

Dorothy Foster took time off last week from rendering auditions and getting laughs at the Tivoli Theatre, where she is appearing in the long run radio show, to move Dorothy Foster Radio Features up-town to 4 O'Connell Street, Sydney. BW7614 is still the 'phone number.

W. W. Campbell and Co. Ltd., furniture warehousemen of Sydney, have again renewed their George Edwards-2UW combination in their broadcast advertising activities. Their latest George Edwards show is "Ernest Maltravers," a dramatised adaptation from the Lord Lytton novel of the same title. This sponsor has used George Edwards productions on 2UW for several years and with clocklike regularity.

"The Crime Reporter," which got off to a flying start a few weeks ago, replacing "The Radio that Hitler Fears," for Ford Pills, on metropolitan stations in all States, has proved a broadcast hit. The sponsors have received letters expressing gratitude for the exposition of some of the rackets which are being worked in this country. On country stations Ford Pills are using the Legionaire show, "What I Would Like to Have Said," to replace the "Radio that Hitler Fears."

## STATION PERSONALS

### CAPT. A. N. KEMSLEY.

The "Commonwealth Gazette" last week notified the appointment of Captain A. N. Kemsley—the well known manager of 3UZ Melbourne—from the Reserve of Officers to the Australian Ordnance Corps.

Don McLean, popular young sub-accountant of 2UW, hits the news front this week in a double-barrelled way. Married on June 15 last to Dorothy Barnsley, he had only been back from his honeymoon a short while when he disclosed his enlistment in the A.I.F. artillery. He's yet to hurdle the medical test, but says he'll do that with plenty to spare—and to look at him no one would doubt it!

Jimmy Mackay, of 2UW sales staff, is another young man who has answered the call to duty. He's currently taking a refresher course for the R.A.A.F. while waiting to be called up.

A visitor to Sydney last week was Mr. R. P. Reynolds, manager and lessee of Cooma's commercial station, 2XL. Mr. Reynolds, accompanied by his Sydney rep., Mr. C. A. Monks, made the round of advertising agencies and became acquainted with most of the radio account executives. He reports excellent progress with the tablelands station in the south.

A further enlistment is reported from 2KY. Eric Walker, who has been 13 years on the announcing staff of 2KY, has joined the Air Force. He got his call up last week, and donned uniform on Tuesday. Eric's special job at 2KY was the Saturday night broadcast of the main wrestling event at Leichhardt Stadium. His vivid descriptions have won him a vast following. Eric was also compere of the "Tourist and Fishing" sessions on Tuesday and Thursday nights at 9.45, and conducted a special half-hour of live-artist entertainment on Saturday mornings at 8.30.

Joe Cox, winner of the 2KY New Zealand Radio Trials concluded in December last, has joined the colours. By special request he rendered a couple of songs at the 2KY-Morley Johnson entertainment at the Assembly Hall last Wednesday week, and was carried shoulder-high from the stage, amidst cheers from the audience.

Wallace Sharland, popular sporting commentator of 3XY, surprised everyone by his sudden announcement last week that he was to be no longer heard on the air "until things became normal again." Wallace has joined up with the Home Defence, and is to enter camp at Bendigo very soon.

Arthur Mathers was heard on the air from 3XY last Saturday, when in collaboration with Wallace Sharland, he broadcast the Association football match between Oakleigh and Camberwell. This seems to indicate that he will be heard again in the role of sporting commentator, carrying on the good work of Wallace Sharland. Before he relinquished his position in front of the microphone to take up the executive side of radio, he had broadcast League football, boxing, wrestling, trotting, motor and motor cycle racing, dirt track racing, cycling and footracing.

Ken Howard, 3XY race commentator, added considerably to his reputation as a forecaster when he selected the card during his Pax racing session, for the race meeting at Flemington on July 10. Pax racing sessions are broadcast twice daily from 3XY, under the sponsorship of the Pacific Oil Co., marketers of Pax Motor Spirit.

Mr. Frank Whitford and Dave White have just returned to Perth from Geraldton, where they completed arrangements for officially assuming control of 6GE. Both

men will be on the directorate, together with Mr. Len Shepherd, a prominent publican in Geraldton. Already the flow of programs from other stations in the Whitford Network have lifted advertising figures on 6GE.

Bryn Samuel, well known manager of W.A. Broadcasters Ltd., was seen in his element at the opening of the wrestling season in Perth on Friday, June 5. Bryn's commentaries of boxing and wrestling have a large following, and the first match of the season between Brother Jonathan and Leo Demetral was not lacking in its thrills and humour for the listeners of 6ML-WB. These broadcasts are being sponsored by Michelides Ltd., tobacco firm. Bryn and his golf made the news on Sunday, June 30. The Prosperity Cup, a blue riband event in the golfing world at Mt. Yokine attracted a field of 88, and he was runner up, being 6 down over 36 holes from an 18 handicap.

Mr. Stan Kennedy, manager of 2TM Tamworth, spent last week in Melbourne, and returned to Sydney this week weighed down with smiles. His contentment was not all associated with Melbourne hospitality, for he disclosed that the new big Sunday night show for Pepsodent will include 2TM on its wide relay.

Among the many recent enlistments from the broadcasting fraternity to the A.I.F. are two members of the Victorian Broadcasting Network. They are Jack Broadbent, popular manager of 3SH Swan Hill, and Jim Murphy, chief engineer of 3HA Hamilton.

A recent surprise visit to 3HA by the world champion cyclist, Hubert Opperman, resulted in a very interesting interview over the air between "Janet Gay" and "Oppy," being heard by listeners. It was surprising, even to those who know Mr. Opperman intimately, that he could talk for nearly 15 minutes without once mentioning the particular cycle which is marketed by his firm.

Norman Banks is at it again—raising money for charity. His Xmas Day appeal from 3KZ Melbourne each year has resulted in a complete wing being added to the Austin Hospital, Heidelberg, and last Xmas Day, the record sum of over £3,000 was collected from listeners. The latest Norman Banks-3KZ effort occurred last week in "Help Thy Neighbour," when by selling 10,000 windscreen stickers for the Red Cross, Norman obtained the nice little amount of £1,000 in an hour.

## MacGREGOR MANAGER OF 5KA

Duncan MacGregor, who a few months ago was appointed manager of Airads station representation office in Melbourne, has been appointed station manager of 5KA Adelaide, and has taken up duties there. Mr. W. K. Schneider is general manager.

Management of Airads which, in addition to several other stations represents 5KA in Melbourne, has been taken over by Mr. J. C. Stone, formerly of 5KA.

The happiest man at the A.W.A. staff ball, week before last, was Allan Hannam, well known radio division executive of the Weston Advertising Agency. The opportunity was taken that night to announce the engagement of Miss Norma Jean Stawt, only daughter of Mr. and Mrs. C. C. Stawt, of Kensington, to Allan, who is the younger son of Mr. and Mrs. H. E. Hannam, of Haberfield. A private party to further celebrate the happy announcement was given to the couple at the Hotel Wentworth the following night.

## PRESTO

Transcription Turntables  
2 Speed 16"

New Design — Now made  
in Australia  
New Low Price

## AUDAX



Microdyne Professional  
Type 16" Pickups  
Available from Stock  
SEND FOR DETAILS

## NEW MACQUARIE Gramophone Records:—

- E. Ritte's Orchestra:  
Jiminy Cricket  
Careless
- Trevor Young—Piano:  
Lilacs in the Rain  
Masquerade
- Horrie Dargie—Mouth Organ  
My Prayer  
Rancho Grande
- Trevor Young Five:  
F. D. R. Jones  
Begin the Beguine

Only 2/6 each  
ORDER THEM NOW

Sole Australasian Agents:  
A.M. CLUBB & CO. PTY. LTD.  
79 Clarence Street  
B 3908

# OF COURSE YOU'VE HEARD

## 2HR in A.S.B.

The latest station to be included in the A.S.B. Network is 2HR (Hunter River), so that the sporting service now covers 2UE and 2KY (Sydney), 2GZ (Central New South Wales), 2CA (Cantabria) and 2HR (Hunter River). For the past 12 months 2CK Cessnock had been included in the network.

Associated Sport Broadcasts cover all Sydney and Melbourne race meetings, and all important city and country greyhound fixtures.

## Wealth in the Monaro

Most readers of COMMERCIAL BROADCASTING will recall the wonderful performance put up by 2XL Cooma in the Bushfires Relief Campaign last year. Now it seems 2XL is going after new records—in the local win-the-war rallies. These rallies have been broadcast from Cooma, Nimmitabel and Merridale, resulting in subscriptions of £12,000, £2,700 and £5,000 respectively at these centres, whilst publicity from 2XL of all rallies held throughout the coverage have been to a large extent responsible for a total of £27,000 being

raised from Cooma and districts within about four weeks.

Manager R. P. Reynolds, who was in Sydney last week, said that the money is still rolling in.

## They Heard, They Gave

Mr. Sam Lands, sponsor of the "Happy Hour" sessions from 2KY Sydney, made practical use of his special "Over the Top with the Diggers" presentation for four days of last week.

Actually, the idea of appealing for certain needed gadgets for the Show Ground camp during this morning session originated with Announcer Brian Howard, who went into camp last May under the new training scheme. Being on leave last Tuesday week, Brian went to the studio to do a spot of announcing, and suggested to Mr. Lands that he appeal to listeners for some electric irons, cook-house aprons, and a typewriter for the boys at the Show Ground. The suggestion was enthusiastically received, and within 24 hours Brian had collected 30 odd electric irons, 3 typewriters, and 27 aprons.

Mr. Lands, himself an ex-Digger, thereupon decided to carry on with the

good work, and the next two mornings made a further appeal, the results of which benefitted the Show Ground to the extent of 53 electric irons, 5 typewriters, 100 odd aprons, with an offer from 144 women listeners to make into aprons all material provided; a bedstead and bedding, a wireless set, gramophone and a big supply of records, linoleum and carpeting, and a quantity of sports gear.

In addition, a cheque for £1/1/- was received, which has given the enterprising Mr. Lands the idea of starting a "Happy Hour" fund for the purchase of material for aprons.

## Cairns Patriotic Week

Broadcasting played an important part in ensuring the success of Cairns Patriotic Week, when a drive inaugurated by Rotary to augment the Cairns Patriotic Fund resulted in over £5,000 being raised by local effort. Station 4CA provided broadcasting facilities and assisted in various ways to make the week a success. The station's lady announcer, Miss Betty Errington, as Miss Air Force, received the greatest number of votes, the total being 50,423, compared with 36,687 for Miss Army, and 35,539 for Miss Navy. Votes sold at 3d. each, and in this way the three competitors raised £630/5/10, £458/11/3, and £444/4/8 respectively, or a total of £1,533/1/9.

The highlight of the week (broadcast by 4CA) was the Grand Patriotic Ball at the Aquatic Palais, where the three



Float of 4CA representative, Betty Errington, as "Miss Air Force" in Cairns procession.

services, Miss Navy, Miss Army, and Miss Air Force were introduced in a pageant of colour and song.

The patriotic revue at the Hibernian Hall was the occasion of a welcome to their Excellencies, the Governor of Queensland, Colonel Sir Leslie Orme Wilson, and Lady Wilson, by the Mayor of Cairns, Alderman W. A. Collins.

Miss Betty Errington, of 4CA, was crowned "Queen of the Air" at the Tropical Theatre, by the Mayor.

Recognition of the splendid effort on behalf of Patriotic Week and the loyal co-operation of the people of Cairns and districts was expressed by the Governor in a farewell address through 4CA from the Cairns Railway Station on the morning of his departure for Brisbane.

All the broadcasts in connection with Cairns Patriotic Week were sponsored by three well known business organisations in Cairns, Armstrong Ledlie and Stillman Pty. Ltd., Charles R. Smith and Co., and J. M. Johnstone.

## New Branches for Women's Club

The splendid work done for charity by the existing branches of the 3SH Women's Club will be considerably augmented by the birth of seven new branches at the following towns:—Nyahwest, Balranald, Meatian, Noorong, Beverford, Narrung and Moulamein. It is gratifying to note that, although 3SH is a Victorian station, the various branches in New South Wales are supported with enthusiasm as keen as those in Victoria.

## Community Singing

Community singing appears to be just as popular as ever in Western Victoria, and apart from the sessions at Hamilton's Regent Theatre every Wednesday afternoon, 3HA is booked to broadcast community singing from Portland, Ararat, Stawell, Heywood, Camperdown, Warrnambool and Naracoorte (S. Aust.) in the near future. In order to undertake these various outside sponsored sessions, 3HA employs a mobile transmission unit which covers many long journeys.

## A.I.F. Sends Offs

In order that there may be a broadcast of every send-off to men going into A.I.F. camps, 3SH now comes on the air at 7.30 a.m. instead of the usual 9 a.m. Up to the present, Cohn Bros., soft drink manufacturers of Swan Hill, have had the sponsorship of these A.I.F. send-offs, and there is no lack of business firms eager for such a sponsorship.

## Henty Highway

With the completion of the Henty Highway, which will connect Mildura with Portland by means of a perfect bitumen Country Roads Board road traversing the centre of the western district, Wimmera and Mallee, 3HA Hamilton intends to introduce a regular feature broadcast, to be known as the Henty Highway session. This session will be sponsored by traders along the highway, and novel ideas will be included in its presentation.

## "Gateway to Fame"

Owing to rebuilding operations the venue of the Paling's "Gateway to Fame" broadcasts, which have been presented from Paling's Concert Hall in Sydney each Friday night for the past 12 months, has been changed to the big 2SM audience studio. Show which is live-artist talent quest is one hour through 2SM. Paling's Talent Bureau, which was set up in conjunction with the "Gateway" broadcast campaign is now functioning under the management of Miss Josephine Bevan as secretary. She also has taken over production of the broadcast presentation. Trans-Radio Advertising Service has been re-appointed broadcast advertising consultants to Paling's.

In Queensland, Trans-Radio announces that their Brisbane office has released quarter-hour sessions for Paling's twice a week on 4BC, 4GR, 4RO, 4TO and 4CA.

## Money Rolls In

Like so many commercial stations throughout Australia, putting a magnificent effort into organising contributions from the public to various war effort funds, 3GL Geelong recently made a special appeal for the Australian Comforts Fund, resulting in the receipt of over £750 from announcements made one Saturday night and Sunday.

## Grafton Success

On Tuesday, July 2, a platform presentation at the "Garden Theatre," Grafton, saw the culmination of four months of heats, semi-finals and final of the "P. and A. Parade."

"The P. and A. Parade" was sponsored over 2GF by Smith and Mills, district representatives for Paling's and Airzone receivers. The lucky winner, Mrs. Vern Imeson, a vocalist, received a beautiful Airzone console radio, and also gets a trip to Sydney to participate in Paling's "Gateway to Fame" quest.

## Hour for Wilks

E. F. Wilks and Co. Ltd., who have used radio in Sydney intermittently over a long period, have now contracted with 2GB for a comprehensive merchandising campaign in Sunday daytime.

Commencing on July 14, they will sponsor an hour—from 1 to 2 p.m. Sundays—under the title of "Variety 1940."

The program has been divided into four quarter-hours, each 15 minutes a self-contained separate unit of entertainment, and each carrying a selling story by one of the sponsors for trading departments—pianos, radios, refrigerators and washing machines. The first quarter-hour will comprise carefully selected pianoforte recordings; the second 15 minutes will be a Wide Range choral program; the third quarter-hour will present the transcription "Pinto Pete and His Ranch Boys"; while the fourth unit will be a popular musical quiz, "Tipping the Tunes."

Pinto Pete and his Ranch Boys—a company of cow boy and hill billy singers—are well known on the air in Sydney. They won considerable popularity in an earlier series over 2GB.

"Tipping the Tunes" is a popular quiz with a new slant. Each week there will be available in the sponsor's head office and branches a special entry form containing a list of musical numbers. In the broadcast presentation only sections of these numbers will be played, and listeners will be required to fill in the entry form identifying the melodies in the order in which portions of them are played. There will be a cash prize of £5 each week for the winning entry.

Queensland Cereal and Chemical Industries Ltd., distributors of the popular Cerevite Bread throughout Brisbane and suburbs, have contracted over 4BC Brisbane for the use of 100-word announcements during the nutrition news session broadcast each Monday and Friday at 10.45 a.m.

## IF it's Western Victoria—

There is the logical selection of this popular, powerful station covering Victoria's richest country districts—

# 3HA

## IF it's Gippsland

3TR is the only commercial station to dominate this wide and important area.

# 3TR

## IF it's Northern Victoria

For economical coverage of Northern Victoria, 3SH is most strategically placed. For results choose

# 3SH

## IF it's Complete Coverage

Renewals of many contracts testify to the pulling power of the Victorian Broadcasting Network for comprehensive country coverage. Let us prove why the V.B.N. should be included in your next schedule.

The  
**VICTORIAN  
BROADCASTING  
NETWORK**

Head Office:  
239 COLLINS ST., MELB.  
PHONE: MX 4731

Sydney: MACQUARIE  
BROADCASTING SERVICES  
29 BLIGH ST. Phone, B 7887

AN ADVERTISEMENT FOR THE C.B.N.



a very important  
business man  
yet  
the only thing  
he produces is  
happiness!

Children, tomorrow's nation, are one hundred per cent consumers.

Their wants and well-being exert a maximum influence on the buying of 9 households out of 10, just as a maximum influence for happiness in the Australian world of childhood is exerted by the

**COMMONWEALTH  
BROADCASTING NETWORK**

NETWORK SALES:—  
49 Market Street, Sydney. 4BC, Brisbane.  
P. Sullivan, 18 Queen Street, Melbourne.

# Among the Sponsors

A happy blending of wholesome philosophy with restful music has made for Seppelt's a half-hour session which has won popular approval from 4BH listeners. As the present contract draws to a close the enterprising firm of vigneron and distillers has extended this feature for a further 52 weeks.

Greddens Pty. Ltd., Brisbane's leading ladies' wear specialists, hold only two sales a year. For their annual winter clean-up they have placed with 4BH 15-25 word announcements per day in the women's and afternoon sessions, and all Brisbane knows that Gredden's winter sale is on.

Advertising over Station 4BC and Queensland C.B.N. stations for a number of years, Taylor Elliotts Pty. Ltd. have expressed their satisfaction by renewing their contracts to cover a further 52 weeks at the expiry of the old contract.

The Oriental Tea Co. Ltd. has just completed a 52 weeks' contract with Queensland C.B.N. country stations, consisting of 100-word recorded dramatised announcements. For some considerable time, this firm has used a competition feature over several country stations, and so successful has been the result, that arrangements were made to present the feature over additional country stations from July 1.

Taylor Bros., tailors, of Brisbane, have signed a six months' contract with 4BC Brisbane, for 50-word announcements four days weekly in the popular breakfast session.

Gough's Auto Parking Stations, with up-to-date depots operating throughout the city of Brisbane, and facilities to cater for all motorists, have again entrusted their radio advertising to 4BC. It is eight years since Gough's Parking Station commenced advertising with 4BC, and a contract has now been arranged utilising scatter announcements over this station.

Beaver and Gallagher Pty. Ltd., well-known furriers of Brisbane, have arranged a contract for announcements to be broadcast over 4BC, as an extra boost for their winter fur sales. The announcements are to be delivered through all sessions.

Recently, the 4BC contract with Lesleigh H. Williams, optometrist, terminated, and the principal of the firm (Mr. Lesleigh J. Williams) expressed his appreciation of the service rendered by 4BC, and stated that the direct results gained were extremely gratifying. Arrangements have been made to extend the contract for a further period.

Foley Bros. Pty. Ltd., through O'Brien Publicity Pty. Ltd., have contracted, for a further 12 months, for 10-word "spots" in the 2UE breakfast session.

Hanson Rubensohn, on behalf of their clients, Curzons Ltd., have contracted for 104 one-minute announcements on 2UE Sydney.

The makers of Smith's Setric Clocks will advertise on 2UE Sydney in connection with the time service.

The distributors of Grey's Ready Rubbed Tobacco, through Goldberg Advertising (Aust.) Pty. Ltd., have taken out a 12 months' contract on 2UE Sydney for announcements during the A.S.B. Service, covering horses and dogs.

Alan Prince, radio serviceman of Swan Hill, has renewed his contract with 3SH for 52 weekly commercials. This is the second yearly contract signed by Alan Prince since his arrival in this town a little more than a year ago; but, to use his own words, "not the last!"

"The Australian Women's Weekly" (Consolidated Newspaper Ltd.) have long proved that when they've something to sell, the broadcast medium can do a job. Thus the concentrated campaign of 100 worders covering all States, country and metropolitan, except W.A. and Tas., and announcing their special cookery issue of July 15, J. Walter Thompson Austaria Pty. Ltd. handle the account.

J. Elliot (Aust.), Melbourne, have placed a year's contract for minute announcements with 3KZ on behalf of Knox Drug Co. They will merchandise "Mendaco."

"Eat More Fruit" is a slogan that will be obeyed by Victorian listeners within the next few months. The Apple and Pear Board is hard at it, and now comes news that the Victorian Central Citrus Fruit Association has contracted with 3KZ for a 15-weeks' campaign of 100 worders.

Nixon Advertising, Melbourne, has placed 104 ten and 15-minute sessions on behalf of the Pioneer Tourist Bureau with 3KZ Melbourne. The contract is for 52 weeks.

The Trocadero Palais, which controls the present 40 Club Melbourne, is back with 3KZ five nights a week in the 11 p.m. spot for 15 minutes. Don Rankin's Band supplies the music.

Dick's Shoe Store, George Street, Sydney, have renewed their contract with 2KY for a further 12 months. "Songs you Love to Sing" is the title of their 30-minute Sunday morning presentation, the commencing time of which has been altered from 10.45 to 10.30.

A 26-week contract, covering three quarter-hour sessions (Tuesday, Wednesday, and Thursday at 6.45), has been signed with 2KY Sydney by Goodwood's Furniture Warehouse, of York Street. "Home Harmonies" brings to listeners a selection of the latest recordings.

Coo-ee Clothing Co., sponsors of "Ye Shoppers' Show" at the 2KY Radiatorium on Fridays at 12 noon, have signed up, not only for a further 12 months' sponsorship of this two-hour stage show, but also for a 30-minute feature on Sundays at 8.30 p.m. The provocative title of "Remember When?" has been given this new presentation, which made its debut last Sunday night, compered by George Saunders.

Following on our story in our previous issue of the big results obtained by 3KZ's "Victoree Varieties," comes news that the sponsor of this program—Henry Williams and Sons Pty. Ltd.—has renewed for another year. Big improvements are planned for the show in the near future, and also for the Victoree Juvenile program, "On the Studio Stage," which goes on the air from 3KZ at 6 p.m. each Saturday for 30 minutes.

Felt and Textiles (Feltex) have renewed their contracts with 20 stations throughout all States except Queensland, for 50 and 100 worders. Goldberg Agency handles the account.

Pinning faith to the value of frequent scatters, the firm of A. Miller and Co. Pty. Ltd., general merchants, of Hamilton, has decided to extend its contract with 3HA. For some time past this progressive firm has broadcast seven scatters daily, but in future this number will be considerably increased. This extension of contract is the direct result of this firm's having received definite practical proof of the value of frequent scatter advertising.

## PHILIPS EINDHOVEN FACTORY IN ENEMY HANDS

This week's English mail brings that well-known "Wireless Trader," our contemporary, from Britain, and in it is reported the following:—

"So far as can be ascertained, the great Philips factories and laboratories at Eindhoven, Holland, have fallen undamaged into the hands of the enemy. It had been understood that plans were in existence for the plant and buildings to be blown up in the event of invasion, but it is believed that this scheme was not carried out, with the result that the Germans have been able to take over.

"D. F. Harrison, of Mullard, was in the middle of a visit to the factory when the invasion commenced. It is understood that, in common with other Englishmen, he was warned to leave Holland early on Monday, and that he reached this country safely on Tuesday afternoon. The fate of many of the Dutch officials and staff is still in doubt at the time of writing.

"Dutch members of the staff of Philips (Blackburn) Ltd., have not received news concerning friends and relatives in Holland. Four of the staff have wives and families in the invaded country as well as relatives. Enquiries show the possibility of some of these having crossed the Channel to England, or having been evacuated to other parts of Holland.

"The Philips headquarters at Eindhoven constitutes one of the biggest radio and electrical plants in the world. The factory is a town in itself, equipped with very large quantities of plant and experimental gear. Reports have been current for some time, however, about the removal to this country of much of the most valuable material, and if this removal was carried out the Germans will have missed the vital equipment."

## FILM—DEPT. STORE TIE-UP

Ways Ltd. (department store) have combined with a film distributor, and 2UE Sydney on an advanced film publicity campaign. The film is Deanna Durban's new feature, "It's a Date," to be shown at the State, Basis of the campaign is a competition, which has been inspired by the story of Deanna's sacrifice for her mother, and will be conducted in the form of a search for Sydney's most affectionate and happy mother and daughter. The mother who writes the best letter will be presented with an open order for £20 on Ways Ltd., the second prize is an open order for £5 on the store, and in addition there will be 10 open orders for 10/- each. These presentations will be made from the stage of the State Theatre during the showing of "It's a Date," and at the same time a display by Ways, of the frocks worn in the film, will be shown in the foyer of the State Theatre.

## NEW IMPORT RESTRICTIONS

New import restrictions for the conservation of the dollar exchange were announced by the Minister for Customs (Senator McLeay) on June 28.

They include total prohibition and percentage reductions in other goods, ranging from 25 per cent to 75 per cent. Imports affected are from non-sterling countries, the total value of which is £2,650,000.

From the trade aspect, several important items have been dealt with.

The importations have been placed under categories A, B, C and D. "A"—very important; "B"—important; "C"—less important; "D"—unimportant.

### Valves Involved

Category "D" means total prohibition of importation, likewise "C," the only difference being that items scheduled under "C" have the right for reconsideration on appeal. Under category "D," item 81 is scheduled "valves for wireless receivers," viz: Multiple purpose valves having two or more complete valve units in the one envelope. These are totally prohibited.

Other wireless receiving valves under Statutory Item 534(A) are classified as 50 per cent under category "C," and 50 per cent under category "D," which means that the right of appeal is granted to 50 per cent of the proposed importations.

Carbon brushes are under category "C," and wire fencers, being apparatus designed for taking electricity from its source and converting it into current suitable for charging wires on electric fences, are scheduled under category "D."

Dynamos and generators (Statutory Item 533(E)) incorporated in or of the type used in lighting sets for bicycles, are scheduled 75 per cent under category "C," and 25 per cent under category "D."

Other goods subject to 50 per cent reduction are electric hair clippers (other than electric shavers), but not including replacement parts, and extractors, fruit juice, electrically driven and spare bowls therefor. These are under category "D" up to 50 per cent, the remaining 50 per cent coming under category "C."

## Sponsors

Curzon's, Sydney retailers, have contracted with 2UE Sydney for 12 months for spot announcements.

Bronson's Dyers and Dry Cleaners, who sponsored the Nat Gould story, "His Last Plunge," from 5AD-5PI-5MU each Sunday night at 9 p.m., have renewed their contract and are now sponsoring another Nat Gould serial, "The Dark Horse," at the same time. Both shows are Columbia-George Edwards productions.

Always consistent users of air-time over 3TR Sale, W. D. Leslie Pty. Ltd., general merchants of Sale and Maffra, have contracted to use the B.A.P. series, "Air-Spy," a 26 episode serial story of two Australians in the R.A.F. during the present war, with the story commencing in December, 1939. This progressive firm which has used 3TR since that station's inception has also a scatter announcement contract, and these are

cent, the remaining 50 per cent coming under category "C."

It is interesting to note that dynamos and generators of the type not scheduled for use in lighting sets for bicycles, have been classified under category "A," which means they are regarded as very important, and for which "A" class licences will be issued.

The restrictions are effective from July 1, 1940.

## TYE'S SPONSOR 3XY SUNDAY CONCERT

Having been introduced only three weeks ago, as a station feature entitled "The 3XY Sunday Night Concert," the new musical presentation from 3XY Melbourne, was heard for the first time last Sunday as Tye's Radio Revue, under the sponsorship of the old-established firm of Tye and Co. Pty. Ltd.

Show is designed for both listening audience and audience in attendance at the Princess Theatre (in which 3XY is housed).

Tye's Radio Revue itself is a broadcast of the opening half of the concert, and has already featured many of the finest radio performers in the Commonwealth. Such popular stars as Stella Wilson, Geoff Brook, Ormond Douglas, Horrie Dargie, Sylvia Macpherson, Ted Mueller, Allan Eddy, Sammy Stern, Max Reddy, Stella Lamond, Alex. Walker, Eaton and Adcock, John Fraser, The Rhythm Girls, and others have established the program as a commercial musical feature.

At each performance hundreds of people have had to be turned away from the theatre, which holds 1,700, and as a result of the capacity houses, charity funds, including the War Comforts Fund, Sleeping Bags for Soldiers' Fund, Blamey House and Air Force House have been considerably augmented.

**YOU CAN REACH ALL THESE AND THOUSANDS MORE WHEN YOU USE 2WL**



Crown Street, Wollongong

2WL offers complete and absolute coverage of WOLLONGONG and the CENTRAL SOUTH COAST which includes PORT KEMBLA and other important centres that make up the most vigorously expanding industrial area in New South Wales, with a fortnightly payroll exceeding £80,000.

**A National Campaign is incomplete without 2WL, The South Coast Station**

STUDIOS: EDWARD STREET, WOLLONGONG P.O. BOX 34 TELEPHONES—WOLLONGONG, 203, 255.

SYDNEY AND MELBOURNE REPRESENTATIVES: MACQUARIE BROADCASTING SERVICES PTY. LTD.

# MERCHANDISING - PROMOTION

## Australian Chemists' Alliance

Broadcasting advertising has been released by the Australian Chemists' Alliance, to cover certain of their pharmaceutical lines.

Both metropolitan and country districts are embraced in the campaign, in the southern portion of the State, 2CA Canberra and 2WL Wollongong, whilst 2KO Newcastle and 2NZ Inverell are used in the northern division of N.S.W.

The metropolitan coverage has been taken out on Stations 2GB, 2UW and 2KY.

A feature session, "The A.C.A. Troubadours," will be broadcast over 2KO and 2WL, whilst 2GB and 2KY sessions comprise one minute dramas and dramatised commercial announcements.

The 2UW advertising is made up of a number of dramatised commercials, linked up into quarter-hour shows, under the title of "Health and Harmony."

Trans-Radio Advertising and Program Service services the account.

## Gang Rush Lucky Maori Tickis

With its usual gusto, Uncle Tom's famous "Gang" on 2SM Sydney, are responding to the broadcast campaign for Tiki Toheroa Soup. Uncle Tom gives away a lucky Maori Tiki (which can be worn in the lapel of the coat or as a brooch) to anyone who sends in the label from the Tiki Toheroa Soup can. Announcements are handled by Uncle Tom in his usual merry style in the "Gang" 5 p.m. to 6 p.m. session on 2SM.

## Local News Makes Good

A local news service covering the whole of the Southern Tablelands district is now a regular feature from the Cooma station, 2ZL, the management of which has discovered that one of the most interesting sessions which can be built up on a country station is that dealing with the doings of the local population.

The sponsors of the 2XL news session are Hibbard's Garage, the same Monaro firm which originated the "Used Car Parades," which are still carried out twice a week from their garages. In these broadcasts used cars are brought before the microphone, and listeners not only hear a description, but are allowed to listen to the motor running, etc., and thus form a mental picture of the car's condition.

## Nestle's Test Day Time

Nestle's (through Goldberg Advertising Agency) have booked their first campaign specifically in women's day sessions on metropolitan stations in all States except Tasmania. One hundred worders are being used for the one product, Milo. Hitherto Nestle's have been extensive users of the broadcast medium, but have always secured time in the evening sessions for their announcements.

## Youths Show in North

Colgate-Palmolive Co.'s big new feature production—30 minutes every Wednesday night at 8.30, "The Youth Show," is presented to Brisbane and Southern Queensland listeners through 4BH. In addition to Colgate's 24-sheeter publicity 4BH has backed this show up with three coloured posters on 180 Brisbane, suburban and country railway stations, three coloured posters on the fronts of 50 trams, picture slides on Brisbane and suburban theatres, and paragraphs in country newspapers.

## Radio—"The Best"

An interesting renewal of an advertising contract received by 4GR Toowoomba last week was that of Arch. Bishop, an old-established dyer and dry cleaner. This business has been advertised by the station for the past 12 months, and a new contract has just been signed for another year.

Mr. Bishop, proprietor, says that during the 16 years he has been in business in Toowoomba, he has employed different types of advertising, but none so successfully as that employed during the last year—radio advertising.

## Dress Cutting School Renew and Increase

In renewing for another 52 weeks, the Sym-plex Dress Cutting School, Brisbane, has increased coverage with 4BH to eight 50-word announcements per week in the breakfast, women's and afternoon sessions. Results have been beyond expectations over the last 12 months, and a competition which is now running and for which a cash prize is being awarded for the best frock, made according to Sym-plex instructions, will culminate with a display in the 4BH auditorium on the afternoon of August 7.

## Zone Campaigns

Symington's, of Melbourne, manufacturers of Liberty Newback Corsets, are launching a rather extensive merchandising campaign backing the broadcast transcribed five-minute feature, "Voices of the Stars," an International Sound Recordings production featuring those well known impersonators, Dick Everand and Leila Richmond.

Goldberg Agency is handling the account in New South Wales, and radio division chief, Albert Russell, last week disclosed how the campaign will be carried out in zones. In N.S.W. the first zone will comprise the areas of Tamworth, Inverell, Grafton, Lismore and Kempsey. At each of these centres local broadcasting station will carry the program for 13 weeks, i.e., 2TM, 2NZ, 2GF, 2LM and 2KM. During the same period Liberty demonstrators will "work" that zone. In this manner the whole of Australia will eventually be covered by the campaign.

## Teaching the Young Idea

Parsons Bros. and Co. Pty. Ltd., manufacturers of Parson's Rolled Oats, have sponsored sessions over 4BC Brisbane for the past six years, varying from speciality live-artist presentations and community concerts, to transcriptions and direct announcements. At present, Parson's sponsor the popular Pals' Club session, broadcast six evenings weekly, and present a transcription "Jerry of the Circus," as well as birthday calls and competitions. Every week a drawing contest is conducted, and the topic selected is taken from the transcription "Jerry of the Circus." So popular is this contest that the entries number many hundreds each week, and the commercial value to the sponsor is attached by the fact that with nearly every entry received, the sponsor's product is mentioned or included in the drawing. Recently, the Pals were required to send in a drawing of the "Human Bullet," the man who is fired from a cannon and caught in a net. The response to this particular contest drew many entries, and an average of seven out of ten mentioned the sponsor's product. One entry received, displayed Parson's Rolled Oats printed all over the cannon, whilst the "Human Bullet" was inscribed as Hitler with Mussolini trying to catch him in the net. At the bottom of the drawing appeared the words in heavy bold type, "Something to Blow About," which is the sponsor's slogan.

## CHATEAU TANUNDA BOOK NEW 2SM PROGRAM

Commencing Tuesday, July 2, Tucker and Co. for Chateau Tanunda Brandy, are featuring a new Tuesday night broadcast on 2SM.

From 9 to 9.30 p.m. John Dunne presents "Stealing Through the Classics," a half-hour session of the world's best recorded music, featuring the world's most famous artists and finest instruments.

This broadcast is thoroughly in keeping with the excellent standard of taste always maintained by Tucker and Co. to advertise their famous brandy.

John Dunne has been very happily associated with this firm in a long line of radio successes on 2SM, e.g., the serial dramas, "Outlawry Under the Gums," "For the Term of His Natural Life," "One Man's Family," the musical shows, "John Dunne's Guest Hour," "It's Up to You," and "The Dream Ship."

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QUALITY

# Lekmek

TRANSMISSION

## A.W.A. (Sydney) Annual Staff Ball

The A.W.A. Annual Staff Ball was held at the Trocadero in Sydney last Friday, July 5, and was highly successful in every way, with an attendance of over 1,100 people. Proceeds of this A.W.A. function are always given to some charity, and this year went to the A.I.F. Signals Comforts Association.

The floral decorations were really beautiful, and were a feature of all the tables. Amongst those entertained by Sir Ernest and Lady Fisk and Mr. and Mrs. L. A. Hooke were: Group Captain de la Rue, Commander and Mrs. Calder, Mr. and Mrs. E. Abbott, the Hon. T. G. and Mrs. Murray, Mr. and Mrs. W. J. Clear, Mr. W. V. McCall, M.P., and Mrs. McCall, Mr. and Mrs. Frank Marden, Mr. and Mrs. D. T. Hinchin, and Captain Hastings and Miss Palmer.

Mrs. L. A. Robb, Mrs. C. W. Henderson, Mrs. A. C. Shaw and Mr. O. F. Mingay, of the Signals Comforts Association, all entertained large parties. Lady Fisk, who is president of the Women's Auxiliary of the Comforts Association, specially arranged for 15 of the Signallers from A.I.F. Camp at Ingleburn to be her guests for the evening, and likewise 15 young ladies from the A.W.A. staff assisted in entertaining these Signallers, all of whom voted it a most enjoyable evening.

In the official party were Mr. and Mrs. J. F. Wilson, Mr. and Mrs. A. S. McDonald, Mr. and Mrs. J. L. Mulholland, and Mr. and Mrs. R. V. Dearman; whilst large parties were entertained by Mr. and Mrs. W. J. Wing, Mr. and Mrs. F. W. Larkins, Mr. and Mrs. E. A. Horner, Mr. and Mrs. Burchell, Mr. and Mrs. E. Burbury, Dr. R. W. G. and Mrs. Baker, and Mr. and Mrs. P. M. Palmer, whilst Mr. and Mrs. C. T. Sproule entertained many members from 2CH.

The ball committee is to be congratulated on the excellent arrangements and most satisfactory result, particularly Miss Clarke, hon. secretary, and Mr. N. Swartzkoff, hon. treasurer.

Mr. and Mrs. Wing entertained Mr. and Mrs. O. Raz (Bloch and Gerber), Mr. and Mrs. L. Winkworth, Mr. and Mrs. A. Saxton (Paling's), Mr. and Mrs. J. S. Moore (Hazell and Moore), Mr. and Mrs. L. S. Tippet (Westinghouse), Mr. and Mrs. A. K. Fox (Fox and MacGillcuddy), and Mr. and Mrs. E. Jeeves, of A.W.A.

Mr. and Miss Hosking entertained on behalf of the A.W. Valve Co., Mr. and Mrs. F. Canning (H.M.V.), Mr. and Mrs. Eric Farker (Tasma), Mr. E. Bennett and Mrs. Stevenson (Hecla), Mr. and Mrs. R. Bridgford (E.T.C.), Mr. and Mrs. Ray Allsop (Raycophone), and Mr. Duncan Bain and Miss Shanley (Philco).

Mr. and Mrs. R. G. Wright, of A.W.A. sales dept., entertained Mr. and Mrs. K. Bowie and Mr. and Mrs. K. Cummins (both of Elvy and Co.), Mr. and Mrs. P. Andersons (Winns), Mr. and Mrs. H. Heyman (Carnegies), Mr. J. Crawford (Hazell and Moore), Mr. and Mrs. E. Bourke (Westcott Hazell), Mr. and Mrs. F. Wodell (R.C.S.), Mr. and Mrs. H. Millard and Mr. and Mrs. Sam Brown (both of A.W.A.).

There were quite a number of large parties from the A.W.A. radio-electric works, and amongst those from the works who were hosts for the evening were Mr. and Mrs. Parkinson, Mr. and Mrs. Harcourt Thomas, Mr. and Mrs. E. G. Bailey, Mr. C. Fleming, and Mr. S. Carroll.

The 2CH broadcasting party, in charge of Mr. and Mrs. C. T. Sproule, included many prominent advertising personalities, amongst whom were Mr. and Miss Humphrey Bishop (2CH), Mr. Walter Kingsley (2CH), Mr. and Mrs. Shave (George Paterson), Mr. and Mrs. Walters (Willmotts), Mr. and Mrs. Withers (Gotham), Mr. and Mrs. Stevenson (Beckett-Thomson), Mr. and Mrs. J. Stevenson (J. Walter Thompson), Mr. W. Hooke (Marsh), Mr. Millington (Hansen-Rubensohn), Mr. K. Garling and Mrs. G. Larsen (Len Maurice Advertiser), Mr. Madden and Miss Coughlan (Samson, Clark Price-Berry), Mr. and Miss Beckett (Beckett-Thomson), Mr. Hannan and Miss Stawt (The Weston Co.), Mr. Harris and Miss Horricks (Trans-Radio

News), Mr. and Mrs. I. Phillips (Major Network), Mr. and Mrs. S. Wallens (Major Network), Mr. and Mrs. F. Lawrie (2KO). During the evening Sir Ernest Fisk led the large gathering in some community singing with some popular patriotic airs, whilst Mr. Walter Kingsley favoured the audience with that well-known song, "There'll Always Be An England."

Mr. Don Hinchin, of Magnavox, won a prize of a lady's hat worth £3/3/-. He promptly returned the prize to be auctioned, which resulted in a further 55/- to the Signals Comforts Fund.

On behalf of the A.I.F. Signals Comforts Association, Colonel R. Clark thanked the A.W.A. staff and the committee for their very generous effort towards the funds.

It was one of the most pleasant dances attended of recent times, and the music of the Trocadero is certainly conducive to tripping the light fantastic on the marvellous floor. The excellent supper arrangements and the general atmosphere of the

## "Harbour Lights" from Ingleburn

On July 1, 2SM, on behalf of Gartrell White Ltd. transported by bus (donated by Pioneer Tours) the full orchestra and company of its Monday night audience participation broadcast, "Harbour Lights." John Dunne was in charge of proceedings, and the show was accorded a great reception by the boys in camp.

Special guests at the broadcast were the Camp Commandant, officers, matron and nursing sisters in camp at Ingleburn.

evening enabled everybody to have a most enjoyable time at a most successful function.



Group of Advertising Executives taken at 3XY cocktail party following inauguration of two new 3XY features, "Theme Pots O' Gold" and "Famous Horses" on Monday, June 24. Left to right (standing): Harold Neill (A.W.A.), Jack Clemenger (3XY sales manager), B. McKay (Successful Advt.), Dave Armstrong (Macquarie Network), Noel Paton (Paton Advtg.), Stan Thomas (3XY Sales), Geoff Jackson (Paton Advtg.), G. L. Bride (3XY Sales). Seated: Frank Griffin (Griffin Advtg.), Tex Rickard (Rickard Advtg.), M. L. Shepherd (director 3XY), Claude Mooney (Claude Mooney Advtg.), John Haysom (W. John Haysom Advtg.), Ian McKillop (Stevenson Advtg.), Thora Prince (Goldberg Avtg.), and Noel Dickson (3XY Sales).

**2KY OFFERS YOU—**

*Safe Convoy to*  
**"Bigger Business"!**

★

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

## I.R.E. SIGNALS TRAINING SCHEME GETS UNDER WAY

As reported in the July 4 issue of COMMERCIAL BROADCASTING, the Institution of Radio Engineers, Australia, has been devoting considerable attention to the matter of preliminary training for recruits to the Signals sections of the Army and Air Force. Since last publication, a voluntary training scheme has been implemented, and on Monday evening last, July 15, classes in elementary electricity and morse signalling were commenced in Sydney.

The scheme, as placed into effect in Sydney, has been developed along two distinct lines—the training of intending recruits, and the supplementary training of those already recruited and in camp at the Sydney Show Ground reception depot. The organisation of this voluntary work is in the hands of an energetic committee, which includes Messrs. M. H. Stevenson (2UE), V. M. Brooker (A.W.A.), T. A. McNeill (2UW), M. Tyler (Stromberg-Carlson), F. G. Canning (H.M.V.), and E. Fanker (Thom and Smith). Through the agency of Mr. McNeill, a large room has been secured, free of all charge, on the ninth floor of the State Shopping Block, Market Street, Sydney, and this will serve as central training headquarters where classes will be held each evening, excepting Sundays.

The most important phase of the organising committee's activities is the supplementary training scheme which is now operating at the Sydney Show Ground camp. This scheme was arranged at a well attended meeting of voluntary instructors which was held at the State Shopping Block on Tuesday evening, July 9. At this meeting a program of classes was laid down, following on a detailed analysis of recruit training problems, which will provide trainees with a grounding in radio-electric technique as well as a practical knowledge of morse signalling. The instructional program at present in operation provides each trainee with a total of 30 hours' instruction, split up into three two-hour lessons a week over a period of five weeks. Eight classes are in session on each night, and each class takes care of about 50 trainees—a total of about 400 in all. Four of the eight classes are devoted to morse instruction, while the remaining four take care of various aspects of radio-electric technique, which has been sectionalised to take care of specialised aspects of military service. Sufficient equipment has been made available by the radio industry to take care of initial instructional requirements and a full roster of instructors, with reserves, has been organised under the direction of Messrs. F. G. Canning (Morse) and E. Fanker (Theory).

Concurrently with the organisation of the Sydney Show Ground scheme, arrangements have been made for preliminary training of those intending to enlist in the Army or R.A.A.F. Trainees

under this scheme will receive the same instruction as the recruits at the Sydney Show Ground so that when their course of lectures has been completed they will only require basic military training in order to fit them for drafting into a Signals Unit. The central school for this preliminary training is, as mentioned previously, located on the ninth floor of the State Shopping Block, Market Street, Sydney, while some half-dozen suburban centres have been organised for the greater convenience of men outside of the city. In addition, other centres are being organised in country towns.

This I.R.E. Signals Training Scheme is undoubtedly one of the most comprehensive yet organised by any independent body for the furtherance of the National war effort, and is worthy of the highest commendation. When the

## New Zealand Commercial Radio Also On Up-swing

When Captain Talbot-Lehmann, managing director of Radiovision Pty. Ltd., returned to Sydney from his recent trip to New Zealand, he announced that the National-Commercial Broadcasting Service had decided (in spite of the new arrangements made by the N.C.B.S. with the Australian advertising agencies) to continue their representation in Australia through Radiovision Pty. Ltd., in the interests of service to Australian clients.

Upon his return, Talbot-Lehmann said that the commercial broadcasting service had not only come into its own in New Zealand, but had undoubtedly proved one of the most efficacious advertising media the country had seen.

The Deputy-Controller, Mr. B. T. Sheil, said Talbot-Lehmann, was more than pleased with the manner in which his plans—made nearly three years ago—were now coming to fruition.

"The advertiser in New Zealand seems more than ever interested in results for money spent, and whilst the service must naturally run like clockwork, the important factor of a listening audience has increased tenfold," he continued. "Radio sets are now found in nine out of every ten homes in the Dominion. There is a tremendous potential listening audience in New Zealand and, in addition, the National-Commercial Broadcasting Service has no other commercial chain with which to compete.

"The wide range of listeners to the N.C.B.S. was proved by a recent broadcast, in which donation were asked for the Patriotic Fund, and all sections of the community responded. Within a few hours over £5,000 was sent in at one station alone.

"The war has necessitated that the

scheme is in full operation throughout Australia, it is expected that the number of men undergoing instruction in electrical fundamentals and morse signalling will run well into four figures—thus giving the Defence authorities an almost limitless supply of trainees suitable for drafting into any Signals section of the Forces. With the increasingly important part that communications are playing in modern warfare, the value of such a reserve of at least partly-trained man-power can scarcely be over-estimated.

Although the initial stages of this I.R.E. training scheme are now well under way, the expansion of the scheme will place a heavy load on the Institution's resources of suitable instructors. Consequently, the co-operation of every skilled radio technician is solicited, so that the training scheme may be carried out to its fullest extent. Those willing to co-operate in any way are invited to contact the I.R.E. executive secretary, Mr. S. G. Dwyer, at 157 Gloucester Street, Sydney, telephone B1046.

N.C.B.S. turn more to Australian and New Zealand features, but this very fact has tended to force the service to set up their own production plant in New Zealand, and these programs have great listening appeal.

"Some Australian sponsors may not realise that the commercial service in New Zealand has 55 non-advertising days during the year. Sunday—the day on which Australian stations gain their greatest revenue—is the day on which sustaining programs of a very high order are played throughout the Dominion—no commercial matter at all is broadcast. Thus Sunday becomes a liability so far as finance is concerned. Notwithstanding this, the programs maintain a large listening audience which finds its echo in the week-day audience.

"An interesting point about the commercial broadcasting service bookings," continued Talbot-Lehmann, "is that the types of products from the volume point of view, show every similar trends to those of both America and Australia. A recent survey showed that in order of actual amounts spent, the patent medicine took the lead, and following products in order: Pharmaceutical food and beverages, household appliances, toilet requisites, confectionery, clothing.

"An up-to-date session which was brought to my notice whilst in New Zealand," said Talbot-Lehmann, "was the 'Young Marrieds' Circle.' This session is conducted at each station by a young woman who gives suggestions and information to young married re shopping. The session is establishing a close relationship between listeners and the radio, for the newly-married girl has no buying prejudices."

## Australian Broadcasting Station Frequency Allocations as at 3/7/'40

Central Regional, N.S.W., 500 kC/s, 545 m.	2NC Hunter River Regional, N.S.W., 1,460 kC/s, 205 m.
SWA South West Regional, W.A., 560 kC/s, 536 m.	3TR Sale, Victoria, 1,240 kC/s, 242 m.
WV Western Regional, Vic., 580 kC/s, 517 m.	6IX Perth, W.A., 1,240 kC/s, 242 m.
7ZL Hobart, Tas., 600 kC/s, 500 m.	3SR Shepparton, Victoria, 1,260 kC/s, 238 m.
2FC Sydney, N.S.W., 610 kC/s, 492 m.	2SM Sydney, N.S.W., 1,270 kC/s, 236 m.
3AR Melbourne, Vic., 620 kC/s, 484 m.	3AW Melbourne, Victoria, 1,820 kC/s, 234 m.
4QN North Regional, Qld., 630 kC/s, 476 m.	4BK Brisbane, Qld., 1,290 kC/s, 233 m.
5CK North Regional, S.A., 640 kC/s, 469 m.	2TM Tamworth, N.S.W., 1,300 kC/s, 231 m.
3DU Dubbo, N.S.W., 660 kC/s, 455 m.	5AD Adelaide, S.A., 1,310 kC/s, 227 m.
7BU Burnie, Tas., 660 kC/s, 455 m.	3BA Ballarat, Victoria, 1,320 kC/s, 227 m.
2CO Riverina Regional, N.S.W., 670 kC/s, 443 m.	6PM Fremantle, W.A., 1,320 kC/s, 227 m.
2HR Singleton, N.S.W., 680 kC/s, 441 m.	3SH Swan Hill, Victoria, 1,330 kC/s, 226 m.
4AT Atherton, Q'land, 680 kC/s, 441 m.	4BU Bundaberg, Qld., 1,330 kC/s, 226 m.
7QT Queenstown, Tasmania, 680 kC/s, 441 m.	2LF Young, N.S.W., 1,340 kC/s, 224 m.
6WF Perth, W.A., 690 kC/s, 435 m.	6TZ Dardanup, W.A., 1,340 kC/s, 224 m.
2NR Northern Rivers Regional, N.S.W., 700 kC/s, 423 m.	3GL Geelong, Victoria, 1,350 kC/s, 222 m.
7NT North Regional, Tasmania, 710 kC/s, 423 m.	14GY Gympie, Qld., 1,350 kC/s, 221 m.
6GF Goldfields Regional, W.A., 720 kC/s, 417 m.	3MA Mildura, Victoria, 1,360 kC/s, 221 m.
5CL Adelaide, S.A., 730 kC/s, 411 m.	4PM Port Moresby, 1,360 kC/s, 221 m.
2BL Sydney, N.S.W., 740 kC/s, 405 m.	2MO Gunnedah, N.S.W., 1,370 kC/s, 219 m.
4QS Darling Downs Regional, Q'ld., 760 kC/s, 395 m.	5SE Mt. Gambier, S.A., 1,370 kC/s, 219 m.
3LO Melbourne, Victoria, 770 kC/s, 390 m.	6GE Geraldton, W.A., 1,370 kC/s, 219 m.
2KA Katoomba, N.S.W., 780 kC/s, 385 m.	4BH Brisbane, Qld., 1,380 kC/s, 217 m.
4TO Townsville, Q'ld., 780 kC/s, 385 m.	2GN Goulburn, N.S.W., 1,390 kC/s, 216 m.
6WN Perth, W.A., 790 kC/s, 380 m.	4MK Mackay, Qld., 1,390 kC/s, 216 m.
*2BH Broken Hill, N.S.W.	2PK Parkes, N.S.W., 1,400 kC/s, 214 m.
4QG Brisbane, Q'ld., 800 kC/s, 375 m.	5AU Port Augusta, S.A., 1,400 kC/s, 214 m.
5RM Renmark, S.A., 810 kC/s, 370 m.	2KO Newcastle, N.S.W., 1,410 kC/s, 213 m.
3GI Gippsland Regional, Victoria, 850 kC/s, 361 m.	3XY Melbourne, Victoria, 1,420 kC/s, 211 m.
2CY Canberra, A.C.T., 850 kC/s, 353 m.	2WL Wollongong, N.S.W., 1,430 kC/s, 210 m.
4GR Toowoomba, Q'ld., 860 kC/s, 349 m.	16—Perth, W.A., 1,430 kC/s, 210 m.
7HO Hobart, Tasmania, 860 kC/s, 349 m.	2QN Deniliquin, N.S.W., 1,440 kC/s, 208 m.
2GB Sydney, N.S.W., 870 kC/s, 345 m.	4IP Ipswich, Q'ld., 1,440 kC/s, 208 m.
3UL Warragul, Victoria, 880 kC/s, 341 m.	2MG Mudgee, N.S.W., 1,450 kC/s, 207 m.
4WK Warwick, Q'ld., 880 kC/s, 341 m.	7DY Derby, Tasmania, 1,450 kC/s, 207 m.
6PR Perth, W.A., 880 kC/s, 341 m.	2CK Cessnock, N.S.W., 1,460 kC/s, 205 m.
5AN Adelaide, S.A., 890 kC/s, 337 m.	5MU Murray Bridge, S.A., 1,460 kC/s, 205 m.
2LM Lismore, N.S.W., 900 kC/s, 333 m.	2MU Murwillumbah, N.S.W., 1,470 kC/s, 204 m.
7AD Devonport, Tasmania, 900 kC/s, 333 m.	
4RK Rockhampton Regional, Q'ld., 910 kC/s, 330 m.	
2XL Cooma, N.S.W., 920 kC/s, 326 m.	
4VL Charleville, Q'ld., 920 kC/s, 326 m.	
3UZ Melbourne, Victoria, 930 kC/s, 323 m.	
4QR Brisbane, Q'ld., 940 kC/s, 319 m.	
2UE Sydney, N.S.W., 950 kC/s, 316 m.	
5DN Adelaide, S.A., 960 kC/s, 313 m.	
3BO Bendigo, Victoria, 970 kC/s, 309 m.	
4AY Ayr, Q'ld., 970 kC/s, 309 m.	
2KM Kempsey, N.S.W., 980 kC/s, 306 m.	
6AM Northam, W.A., 980 kC/s, 306 m.	
2GG Orange, N.S.W., 990 kC/s, 303 m.	
4MB Maryborough, Q'ld., 1,000 kC/s, 300 m.	
4CA Cairns, Q'ld., 1,000 kC/s, 300 m.	
7EX Launceston, Tasmania, 1,000 kC/s, 200 m.	
3HA Hamilton, Victoria, 1,1010 kC/s, 297 m.	
2KY Sydney, N.S.W., 1,020 kC/s, 294 m.	
3DB Melbourne, Victoria, 1,030 kC/s, 291 m.	
5PI Crystal Brook, S.A., 1,040 kC/s, 288 m.	
2CA Canberra, A.C.T., 1,050 kC/s, 286 m.	
4SB Kingaroy, Q'ld., 1,060 kC/s, 283 m.	
2RG Griffith, N.S.W., 1,070 kC/s, 280 m.	
6WB Katanning, W.A., 1,070 kC/s, 280 m.	
2LT Lithgow, N.S.W., 1,080 kC/s, 278 m.	
4RO Rockhampton, Q'ld., 1,080 kC/s, 278 m.	
7HT Hobart, Tasmanian, 1,080 kC/s, 278 m.	
3LK Lubeck, Victoria, 1,090 kC/s, 275 m.	
4LG Longreach, Q'ld., 1,100 kC/s, 273 m.	
7LA Launceston, Tas., 1,100 kC/s, 273 m.	
16—Merredin, W.A., 1,100 kC/s, 273 m.	
2UW Sydney, N.S.W., 1,110 kC/s, 270 m.	
4BC Brisbane, Q'ld., 1,120 kC/s, 268 m.	
2AD Armidale, N.S.W., 1,130 kC/s, 265 m.	
3CS Colac, Victoria, 1,130 kC/s, 265 m.	
6ML Perth, W.A., 1,130 kC/s, 265 m.	
2HD Newcastle, N.S.W., 1,140 kC/s, 263 m.	
2WG Wagga, N.S.W., 1,150 kC/s, 261 m.	
7ZR Hobart, Tasmania, 1,160 kC/s, 259 m.	
2NZ Inverell, N.S.W., 1,170 kC/s, 256 m.	
3KZ Melbourne, Vic., 1,180 kC/s, 254 m.	
2CH Sydney, N.S.W., 1,190 kC/s, 252 m.	
5KA Adelaide, S.A., 1,200 kC/s, 250 m.	
3OF Grafton, N.S.W., 1,210 kC/s, 248 m.	
3YB Warrnambool, Vic., 1,210 kC/s, 248 m.	
6KG Kalgoorlie, W.A., 1,210 kC/s, 248 m.	
4AK Oakey, Q'ld., 1,220 kC/s, 246 m.	

3CV Charlton, Victoria, 1,470 kC/s, 204 m.  
2AY Albury, N.S.W., 1,480 kC/s, 203 m.  
2BE Bega, N.S.W., 1,490 kC/s, 201 m.  
4ZR Roma, Q'ld., 1,490 kC/s, 201 m.  
2BS Bathurst, N.S.W., 1,500 kC/s, 200 m.  
3AK Melbourne, Victoria, 1,500 kC/s, 200 m.  
(Night service station).

\*Temporary allocation—reverts to 570 kC/s later.

†Projected stations.  
Note 1: National stations are indicated by black.

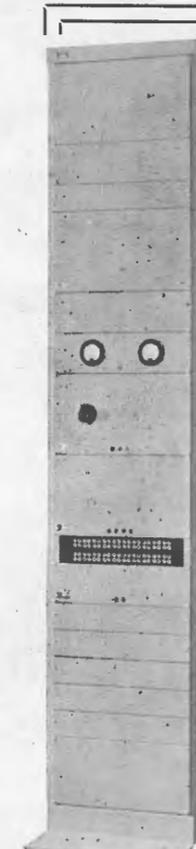
Note 2: The assignments are subject to alteration.

## WOMEN'S WORK IN COUNTRY

A fine spirit of co-operation between the listeners in the Tamworth district and the various war effort appeals has been apparent since 2TM commenced its big air appeal.

Since June 16 the Women's Radio Club has collected 50 pairs of hand-knitted sox per week, knitted by members of the organisation. Now the 2TM Women's Radio Club has instituted a "Khaki Cap Appeal," which in the first month has raised £50 for the Patriotic War Fund. Khaki caps in miniature were despatched to club members inscribed with a verse, the context of which asked them to donate to such a worthy cause. The appeal has not gone unanswered.

With the influx of recruits to the Tamworth district in the A.I.F. camps, the population of Tamworth, within a two-mile radius of 2TM's studio, has risen from 13,000 to almost 26,000, giving further impetus to the local business community.



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