

Vol. 9, No. 1  
Thursday,  
July 4, 1940  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

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## Station **2UW** PROUDLY ANNOUNCES!

### 1. THAT ...

The Sydney County Council Electricity Commission Undertaking, in extending their RADIO ACTIVITIES, SELECTED THE FACILITIES OF THIS STATION to conduct from the COUNCIL'S DEMONSTRATION ROOM, their novel and unique "COOKERY QUIZ," EVERY THURSDAY AFTERNOON,  
AT 2.30 p.m

### 2. THAT ...

LIFESAVERS A/SIA LTD., are now sponsoring, on behalf of their new product, "PEN-E-MINT," the JUVENILE SECTION of the £1000 TALENT QUEST, broadcast from the ASSEMBLY HALL, EVERY FRIDAY NIGHT, 8.45 p.m. to 9.15 p.m.

THEY BOUGHT WHERE THE SELLING IS BEST!

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

THIS IS THE EVENING PROGRAMME FOR  
WEEK COMMENCING 2nd JULY, 1940, FOR

# 3UZ

MELBOURNE

The Most Progressive Radio Station in Victoria

P.M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
6.15 to 6.30	SPEED GIBSON (SECRET SERVICE THRILLER)				
6.30 to 6.45	Available	RESERVED	RESERVED	RESERVED	
6.45 to 7.00	Available	PICCADILLY (DETECTIVE SERIAL—GEO. EDWARDS PRODUCTION)			
7.00 to 7.15	Available	DEPARTMENT OF INFORMATION RELAY			
7.15 to 7.30	SILAS MARNER (Geo. Edwards)	DEPARTMENT OF INFORMATION RELAY			
7.30 to 7.45	SILAS MARNER (Geo. Edwards)	AVAILABLE	AVAILABLE	AT THE 19th HOLE (Sporting)	
7.45 to 8.00	WHAT NEXT? AUDIENCE PARTICIPATION	MARCO POLO (Geo. Edwards)	Available	MARCO POLO (Geo. Edwards)	LOVE IS ON THE AIR (Musical)
8.00 to 8.15		MRS. 'OLMES AND MRS. HENTHWISTLE (Live Artist Comedy)	BATTLE OF THE SEXES (Audience Participation)	REFLECTIONS IN A WINEGLASS (Special Musical, with Comper)	MRS. 'OLMES AND MRS. HENTHWISTLE (Live Artist Comedy)
8.15 to 8.30		HAPPY DAYS (Live Artist Variety)	PAGEANT OF MELODY (Musical)	SOUTHERN SCENES (Musical)	SONG CHALLENGE (Musical Audience Participation)
8.30 to 8.45	SINGING STRINGS (Musical)			PAGEANT OF MELODY (Musical)	
8.45 to 9.00	Available	THE FIRST GREAT CHURCHILL (Historical Drama—Dorothy Foster Production)			
9.00 to 9.15	DEPT. OF INFORMATION	AVAILABLE AFTER JULY 18			GARDEN ADVICE (in 8th year)
9.15 to 9.30		GAGBUSTERS (Comedy Audience Participation)	INSPECTOR SCOTT OF SCOTLAND YARD (New Series—Detective Serial—George Edwards Production)		
9.30	B. B. C. NEWS RELAY				B. B. C. NEWS RELAY
Approximately 9.45 to 10.20	NOT FOR SALE... RESERVED FOR DIRECT ANNOUNCEMENTS				
10.20 to 10.30	"ARGUS" NETWORK NEWS (On Relay to 3SR, 3UL and 3YB from Desk of "Argus" News Editor)				

3UZ, Melbourne  
45-47 Bourke Street,  
Melbourne, Vic.

N.S.W. Representative:  
A. D. BOURKE,  
Barrack Street,  
Sydney, N.S.W.

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## Editorial

### £200,000 ADDITIONAL VALUE OF RADIO TIME AND SERVICE GIVEN TO NATIONAL EFFORT

#### Commercial Stations, Agencies and Advertisers Voluntarily Co-operate

The inauguration of an official Australian broadcast news service is referred to elsewhere in this issue on nightly relay over all stations, National and Commercial; as is also the formation of a committee composed of national advertisers, advertising agencies, and commercial stations for the placing of announce-

was not using idle words. For it must be borne in mind that, in addition to the facilities just made available to the Government, the commercial stations of Australia for the past year or more have been contributing tremendously to a hundred and one different kinds of community service under the various head-

ride that all can appreciate the part broadcasting the present crisis. The blow strongly against economic structure upon commercial broadcasting system is built. Will the id? That is up to the unity.

in actual pounds, shillings and pence what the combined monetary value of this contribution is worth although, just as a stepping stone to a calculation of this nature, you can take it from us that if you were an advertiser desiring to purchase the time from 7 p.m. to 7.23 p.m. six nights a week individually on every station in the Commonwealth, plus the 9-9.30 p.m. half-hour on Sunday evenings, and if these times could be bought, your bill for the year would amount to about £137,300. Add to that six announcements daily from every station—say another £50,000. These round figures are based on the lowest applicable rates as shown in station rate cards, and it represents the value of station time only. The multifarious other costs and charges could reasonably be assumed to carry the total value of this commercial station and advertising contribution to over £200,000.

Thus, when the Director-General of Information (Sir Keith Murdoch) said in Sydney last week that the commercial stations had played, without reward or favour, a most creditable part in the prosecution of Australia's war effort, he

That this confidence was not ill-founded is shown to some extent in the comments of the president of the Association of National Advertisers (Mr. F. L. Marcy), when he said last week that it must be recognised by advertisers that commercial stations would be required to devote a considerable amount of time for national requirements, and in such cases the association was prepared to agree to accept any adjustments that were necessary so far as advertising commitments were concerned.

The business community cannot afford to emulate those nations of Europe which one by one capitulated to adversity, deserting the cause which they had solemnly espoused. Every activity which is part of this country's economic strength MUST BE CARRIED ON—particularly those activities that are shouldering direct responsibilities in the war effort, among which are the commercial broadcasting stations. In this analogy the business men of our community are the "munition" makers, and they must keep the "soldiers" on the home front plied with all the necessary accoutrements to maintain the fight. No price is too great to pay for our freedom.

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NEWS EDITOR:  
L. Lippmann

TECHNICAL EDITOR:  
J. R. Edwards, M.I.R.E. (Aust.)  
MELBOURNE REPRESENTATIVE:  
R. W. Pfeil  
C/o Mingay Publishing Company,  
Room 4, Fifth Floor, 239 Collins St.,  
Melbourne. Phone Central 442.  
PERTH REPRESENTATIVE:  
K. T. Hamblett, C/o S. Crownson  
Cohen, 4th Floor, A.M.P. Chambers,  
William Street, Perth. B 6584.

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In offering all these services and facilities free to the Government, the commercial stations, and associated advertisers and advertising agencies have made, and are making, a magnificent contribution to the National effort to win this war, giving up (according to some experts) the most valuable time channel there is.

It would not be possible to calculate in actual pounds, shillings and pence what the combined monetary value of this contribution is worth although, just as a stepping stone to a calculation of this nature, you can take it from us that if you were an advertiser desiring to purchase the time from 7 p.m. to 7.23 p.m. six nights a week individually on every station in the Commonwealth, plus the 9-9.30 p.m. half-hour on Sunday evenings, and if these times could be bought, your bill for the year would amount to about £137,300. Add to that six announcements daily from every station—say another £50,000. These round figures are based on the lowest applicable rates as shown in station rate cards, and it represents the value of station time only. The multifarious other costs and charges could reasonably be assumed to carry the total value of this commercial station and advertising contribution to over £200,000.

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was not using idle words. For it must be borne in mind that, in addition to the facilities just made available to the Government, the commercial stations of Australia for the past year or more have been contributing tremendously to a hundred and one different kinds of community service under the various headings of charity broadcasts or appeals, military or militia broadcasts, police, hospital or ambulance matters, and so on.

It is with pride that all can appreciate and applaud the part broadcasting is playing in the present crisis. The winds of destiny blow strongly against the intricate economic structure upon which the commercial broadcasting system in Australia is built. Will the foundations hold? That is up to the business community.

It has been said many times before that radio can be a force for evil or a force for untold good. Our system of broadcasting, our radio, is to-day being bent to the will of the people, for the good of the people, by a Government wise to the power in a broadcasting station's aerial—that power which is not calculated in watts!

But to perform its best and very great service in the National win the war effort commercial broadcasting must be kept economically strong; it must be fed with its vital need—the advertising revenue which alone allows its stations to carry on, as carry on they must. When, in the interests of the Nation, the commercial stations voluntarily offered their valuable time to the Government, it was with a realisation that they held facilities for reaching into practically every home in the Commonwealth unrivalled by any other media, and it was with confidence too, that no matter what happened, or how seemingly dark the hour, the business community that had been supporting radio in the past would not desert in the future.

That this confidence was not ill-founded is shown to some extent in the comments of the president of the Association of National Advertisers (Mr. F. L. Marcy), when he said last week that it must be recognised by advertisers that commercial stations would be required to devote a considerable amount of time for national requirements, and in such cases the association was prepared to agree to accept any adjustments that were necessary so far as advertising commitments were concerned.

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# "ACTION, STATIONS!"

## Business Men Rev. Up Propaganda Machine In Commercial Radio's War Effort

The advantage of co-ordinating the willing energies of Australia's business men to the national effort to win this war was forcefully demonstrated last week when the pent up strength of the advertising community was released by the formation of an active Australia-wide organisation known as the Radio War Service Committee of Australia, which was formed by authority of the Department of Information.

The committee was formed on Monday, June 24. It became active immediately and in the prosecution of one plan which was adopted for a series of broadcast announcements an example of speed and efficiency is shown by the following facts. By Tuesday, 27th, scripts covering three different themes—Recruiting, Anti-rumour and War Saving Certificates—were written and officially O.K'd. Arrangements were completed with artists, recording facilities, etc., in time for the announcements to be discd on Friday, 28th, and by Monday last, July 1, a hundred and four pressings of the discs had been distributed or were on their way to all commercial stations.

### Advertisers Co-operate

Addressing a representative gathering of national advertisers, accredited advertising agencies, and commercial broadcasting stations, at Science House, Sydney, last week, the recently appointed Director-General of Information (Sir Keith Murdoch) made a strong plea for even closer co-operation in prosecuting Australia's war effort in line with all other parts of the Empire. He said that while commercial stations had played without reward or favour, a most creditable part to date, which the Government would always keep in mind, he stressed that the efforts of all concerned would now have to be doubled to reach the successful conclusion we all expect, and this was especially so in the Government's recognition of the vital and constructive services broadcasting was in the position to give.

Mr. C. F. Marden, president of the Australian Federation of Commercial Broadcasting Stations, who presided, outlined the Government's plans whereby the national and commercial services would each individually and collectively assist the Government to the utmost extent in whatever services were required, but it was essential for the success of this effort to have the closest practical assistance on the part of both advertisers and advertising agencies.

Speaking on behalf of the interests present, the president of the National Advertisers (Mr. F. L. Marcy) moved that a pledge be given to both the Government and the Director-General, of co-operation and services to the point of whatever sacrifices may be needed in prosecuting the war effort to its fullest

extent and ultimate successful conclusion. At the same time, he said, it must be recognised by advertisers that commercial stations would be required to devote a considerable amount of time for national requirements, and in such cases his association was prepared to agree to accept any adjustments that were necessary so far as advertising commitments were concerned. The motion was supported by Mr. S. Dobbs, president of the Australian Association of Advertising Agencies, who gave the same undertaking on behalf of his organisation. For the commercial stations, Monsignor Meany (2SM) said that these gestures of co-operation would assist commercial stations to play the important part which they were happy to accept; the motion was then carried unanimously.

In order to expedite the urgent necessity for expert advice and material for broadcasting requirements which Mr. Marden had stressed, a committee was

immediately formed, comprising Messrs. Meldrum and Foster (National Advertisers), Dobbs and Brown (Advertising Agencies), and Messrs. Horner and Ridley (Commercial Stations), with Mr. C. Roy Stanley as secretary.

The set-up within this committee is interesting, precise and effective. Messrs. Meldrum and Foster attend to administrative matters, Messrs. Dobbs and Brown are responsible for the production of the material for broadcast; Messrs. Horner (chairman) and Ridley form an all-station contact. Mr. C. F. Marden, though not of the committee, acts as liaison officer between it and the committee of control composed of himself (representative of the commercial stations), Mr. Cleary (A.B.C.), and Sir Keith Murdoch (Director-General of Department of Information).

### ANNIVERSARY OF OUR NEW SET-UP

Although COMMERCIAL BROADCASTING will not celebrate the completion of six years of publishing service as the only trade publication in Australia completely covering, and devoted to, the field of commercial broadcasting in Australia, it is of interest to note that with this issue Vol. 9, No. 1, this trade newspaper takes its first step into a new year of service under the fortnightly issuing set-up and under the title of COMMERCIAL BROADCASTING which was commenced on July 6, 1939, when the name was changed from "Broadcasting Business," which was up till then published as a weekly paper.

## RADIO PREPARES FOR AVALANCHE OF BUSINESS

Newsprint rationing which began in earnest on Monday last with consequent rationing of advertising space as a natural and necessary corollary, will undoubtedly have the effect of bringing a great many more advertising campaigns into the broadcast medium.

It is known that many big national advertisers and local sponsors have already taken the opportunity afforded by the space restrictions in the press, to prepare plans for extensive use of radio. Obviously the transfer of activities cannot be accomplished overnight. On the other hand, from a few weeks hence, it is anticipated in many quarters, that the flow of new and increased business to the broadcasting stations will be steady and voluminous. This healthy situation was forecast in these columns many weeks ago.

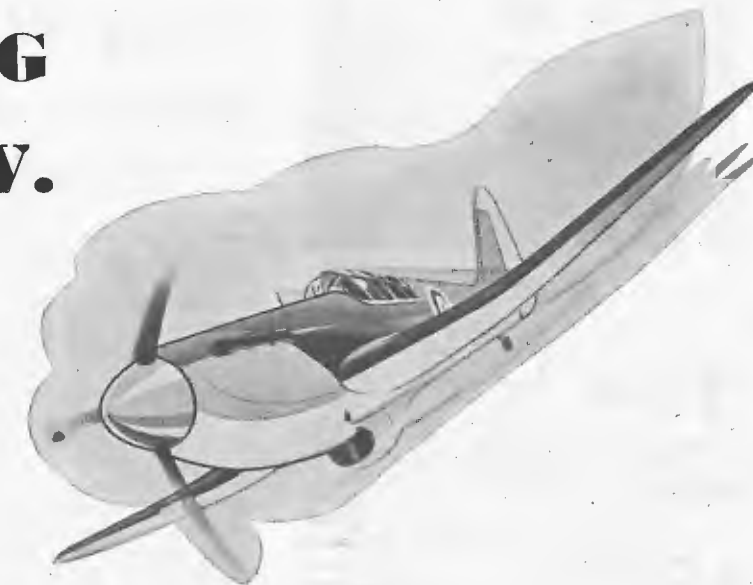
In some broadcasting circles last week fears were actually expressed that there might be a very substantial reduction in

the volume of broadcast advertising in the future. There is nothing which this paper can learn to substantiate that view. If the idea was borne out of the temporary suspension of several contracts with stations it was a totally unworthy and thoughtless deduction. Take the case of National advertisers. They have known, as we all have known, for some time past, that the rationing axe would have to fall on the press. To them perhaps the press space was still the major medium in so far as their advertising appropriations were concerned. Obviously when the axe did fall, they would have to be prepared to re-align their expenditures; they would have to wait to ascertain how much space they COULD (not would) use in the press to enable the new alignment to be made. When the clouds that still confuse the issue have cleared away, it is likely that in very many big advertising appropriations it will be found that radio will have the best, and certainly just, share.

# 2000 Watts OVERSHADOWING NORTHERN N.S.W.

is

# 2TM



Let Local Sponsors  
be  
Your Guide  
6 out of 7  
Tamworth Chemists  
3 out of 3  
General Stores

**USE 2TM  
BECAUSE IT PAYS**

YOUR SALES MESSAGE CAN BE BROADCAST  
THROUGHOUT NORTHERN N.S.W. BY USING **2TM**  
Commercial Centre—Northern N.S.W.



**The C.B.N.**  
will take your  
sales up to  
a new ceiling

You can afford to "get up  
in the air" about your pro-  
duct when we send your  
sales sky-high.

Here's your sales force in  
detail . . . . .

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



## How Commonwealth-wide News Relay Was Organised

### Hundreds of Program Features Re-shuffled

With the complete co-operation of every commercial broadcasting station in Australia, the first Commonwealth official nightly broadcast news service was inaugurated last Thursday evening, June 27, at 7 p.m. on an all-stations (Commercial and National) relay. The arrangement for, and organisation of this great nightly hook-up forms one of the many big sacrifices which commercial broadcasting stations and national advertisers are willingly making in a contribution to the win-the-war effort.

Final details of the actual scheme were only decided by the Director-General of Information (Sir Keith Murdoch) and the Director of Broadcasting for the Department of Information (Mr. McMahon Ball) early last week. That was, of course, after the commercial stations through the Australian Federation of Commercial Broadcasting Stations had expressed their eagerness to play their part in the scheme for the national cause, and had intimated to what extent their facilities could be made available.

Latest plan, up to the time of going to press with this issue, was that the official news broadcasts and commentaries would be broadcast every night of the week, except Sunday, from 7 p.m. to 7.23, A.S.T., while on Sunday nights a half-hour broadcast would be relayed

throughout the Commonwealth between 9 p.m. and 9.30 p.m. A.S.T. The news broadcasts are originating at 3LO Melbourne.

The news session will be broadcast at 6.30 p.m. South Australian time, and 7 p.m. Western Australian time.

The Sunday night session will be broadcast in Western Australia at 9 p.m. Western Australian time, but the time for the broadcast in South Australia had not been decided up to the time of going to press.

The Sunday evening broadcasts are designed on an entertainment basis to provide solace and comfort to listeners, semi-religious in tone, with good music and other morale sustaining features.

Thanks to the energy with which national and other broadcast advertisers and the advertising agencies have given their co-operation to the commercial broadcasting stations, the vast problem of re-arranging long established program schedules to make way for the official broadcasts, has been satisfactorily tackled and surmounted. It is known that the Government, the Department of Information, and the stations are deeply appreciative of assistance which agencies and advertisers have given in this regard.

## News Aids Radio's Great Pull

As has been frequently pointed out in the columns of COMMERCIAL BROADCASTING "news" is one of the many factors which has carried the broadcast medium to its great height of public popularity.

It is hardly necessary to point out how avidly the average listener in Australia to-day tunes his radio receiver to the news—news that is available at a speed unknown in the last generation, and possibly even undreamed of.

It may, however, be appropriate at this stage, to recall that "Fortune" magazine of America carried out an extensive survey on news broadcasts in the United States early last year, the result of which was published in the August issue of "Fortune," under the general title of "The Press and the People." The purport of this survey was to delineate the position of newspapers in relation to other news and editorial media.

The survey of principal news sources indicated 63.8 per cent got most of their news from newspaper, and 25.4 per cent from radio, whilst the remainder rely on magazine, "gabby neighbours," and other sources.

"Fortune" commented:—  
"Radio's inroads deepen from top to

bottom of the economic scale, taking in nearly twice as many of the poor as of the prosperous (in relation to the class breakdown, which gave the various percentages in those groups which secured their news from the air).

As for reliability of news reports, the "Fortune" survey indicated that in cases of conflicting versions of the same story from different sources, 22.7 per cent were the most likely to believe a radio press bulletin, 17.6 per cent a radio commentator, 13 per cent an authority one heard speak, 12.4 per cent a newspaper editorial, 11.1 per cent a newspaper news item, 3.4 per cent a newspaper columnist, and 19.8 per cent "don't know."

Questioned on the relative freedom from prejudice, 17.1 per cent supported newspapers, whilst 49.7 per cent supported radio as being freer from prejudice in handling news reports.

This survey is interesting in the light of the fact that it was taken and published before the war. Obviously a very different result would be shown in a current survey, and, just as obviously, that result would swing the scale even more heavily in favour of the broadcast medium for the dissemination of news.

## Big Broadcast from Microphone Ball

### 1940 Radio Gala Night in Melbourne

Setting aside the worries of the work-a-day world, over 800 people gathered at the Palais de Danse, St. Kilda, for the Microphone Ball of 1940, which has now become known as one of the smartest events of the Victorian ball season.

Those who visited the Palais on this occasion were greeted upon entering with a large microphone around which was grouped all Victorian broadcasting station call-signs in glittering letters reflecting the many coloured lights of the ballroom on the night of June 19.

A typical broadcasting and radio atmosphere was present for broadcasting stations entered the spirit of the decorated table competition for the COMMERCIAL BROADCASTING annual trophy, which was again won by Station 3KZ, this station having been successful on the past three occasions. The attractiveness and originality of the table designs caused much appreciable comments from the dancers and those who attended.

Jay Whidden and his orchestra, ably supported by vocalists, Pam Corrigan and Edna Marlowe, kept up a continuous barrage of music throughout the night, while the featured artists were Bob Parrish, Horrie Dargie and George Bellmaine.

A special half-hour broadcast was aired from 10.45 to 11.15 p.m. over Stations 3AW, 3DB, 3KZ, 3UZ, 3XY, 3BA, 3BO, 3CV, 3GL, 3LK and 3SR, and this broadcast was compered by genial Robert Burnard, whose bright patter throughout the evening kept everyone present in a happy mood. Station 3AK, the all-night station, also took a program from 12.15 to 12.45 a.m. in which was featured the announcers' derby for the "Radio Times" trophy, this year won by Ed Mitchell, of 3BA Ballarat.

"Panning the Sponsor" for the "Listener-In" cup, was again won this year by Terry Dear, of 3AW, who really "panned" a well-known radio sponsor.

Many other fine pieces of "panning" kept the dancers in constant laughter, while the drawing of the prizes kept everyone in suspense until the final prize was announced.

At the official table were:—  
Mr. A. G. Warner and Mrs. Warner, Radio Corporation; Mr. A. N. Kemsley and Mrs. Kemsley, 3UZ; Mr. D. Worrall and Mrs. Worrall, 3DB; Mr. S. Baume and Mrs. Baume, 3UZ; Mr. J. T. Taylor and Mrs. Taylor, 3AW; Mr. H. Earl and Mrs. Earl, 3AK; Mr. S. Morgan and Miss Morgan, 3KZ; Mr. Hedger and Mrs. Hedger, Blind Inst.; Mr. R. Money and Mrs. Money, "Listener In"; Mr. H. D. Bett, "Radio Times"; Mr. Everett and Mrs. Everett, 3KZ (Morgan); Mr. Cuttle and Mrs. Cuttle, 3AW (Varley); Mr. I. Kershaw and Miss M. Kearney, Antoine Studios; Mr. Bob Parrish and Mrs. Parrish; Mr. G. Bellmaine and partner; Mr. H. Dargie and Mrs. Dargie.

Prize winners were:—1st prize, an Astor "Mystery-Gram" (donated by Radio Corporation Pty. Ltd.), ticket number 1464, R. Powell, "Airlie," St. Kilda Road, Melbourne; 2nd prize, return air trip to Adelaide (donated by Ansett Airways Ltd.), No. 1682, Mrs. P. Curwood, 102 Hedderick Street, Essendon; 3rd, Healing "Magnificent Floor Standard Lamp," 3781, A. Muller, 21 Studley Road, Ivanhoe; 4th, 12 art portraits (donated by Antoine Studios), No. 1686, L. Curwood, 218 Summerville Road, West Footscray; 5th, Hammond electric clock (donated by Arthur J. Veall Pty. Ltd.), No. 573, Mrs. J. Davison, 118 Brunswick Road, West Brunswick; 6th, a B.G.E. streamline iron (donated by the British General Electric Pty. Ltd.), No. 7418, Mr. S. Homberg, C/o A. J. Veall Pty. Ltd., Swanston Street, Melbourne; 7th, "Capitol" boiling jug (donated by Homecrafts Pty. Ltd.), No. 7141, Mr. Lipset, Temple Court, 422 Collins Street, Melbourne.

Large parties from all metropolitan stations, both national and commercial, together with parties from the radio manufacturing and advertising and associate industries, all joined together in this night of merriment, which concluded at 2 a.m.

The committee desire to thank all those who attended this gala night, and to the many firms who so kindly cooperated in making this night one which long be remembered by all who attended. Proceeds will be devoted to both the War Comforts Fund and the Blind Babies' Nursery School at the Royal Victorian Institute for The Blind, the latter having received the sum of £218/6/- from the 1939 Microphone Ball.

### MORE RADIO FOR CORNWALL'S MALT

A wide expansion of their last year's radio campaign is announced by A. N. White Pty. Ltd., on behalf of Cornwall's Extract of Malt.

Twelve months ago, Mauri Bros. and Thomson Ltd., who manufacture the product, commenced sponsorship of the Macquarie feature, "The Children's Doctor." In the renewal of that contract, which has just been finalised, the programme is to be continued over all N.S.W. Macquarie Stations, 2GB, 2CA, 2GZ, 2HR, 2LM, 2NZ, and 2WL, with the addition of 2TM and 2WG, and possibly other outlets yet to be arranged.

The program recorded by Macquarie, is interesting, in that it comprises a series of talks by a fully qualified lady doctor, who is a specialist in children's complaints. Her appearance at the

microphone (anonymously)—is said to have the approval of the medical profession and the Board of Health. During the past 12 months her talks have covered an extraordinarily wide field of child complaints, and each talk has been devoted to a specific organ or ailment and its treatment.

The sponsorship is in no way obtrusive, and does not form any part of the actual recorded talk which carries commercial announcements at that end.

During the next 12 months, the doctor will extend the field of her talks considerably to embrace not only child health, but health problems of adults, particularly women.



"Patsy" Friswell

Personality microphone saleswoman who controls 3UL's active "Friendly Circle" Club with an ever growing membership of women living in all parts of Central Gippsland.

A talented elocutionist and character part player, "Patsy," with her delightful voice, is firm favourite with her many thousands of listeners.

# 3UL

Argus Broadcasting Network

CENTRAL GIPPSLAND

3SR : 3YB : 3UL

SYDNEY REPRESENTATIVE

A. D. BOURKE B 2085

**It ain't  
what you  
spend but  
the way  
that you  
spend it!**

You know as well as we do that a radio campaign costing £500 has often outsold one costing twice as much—simply proving that "it ain't what you spend, but the way that you spend it," and in a radio campaign, "the way that you spend it" also means "the station you spend it on." Results now being obtained indicate quite clearly that 3KZ dominates the Greater Melbourne audience.

We're doing fine business and so are our advertisers. We stand here ready to pull the same results for you. Remember—"It ain't what you spend, but the way that you spend it." Spend it with 3KZ—we'll send it rolling right back to you, increased tenfold.

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

**3KZ**  
MELBOURNE

## ROMANCE OF RADIO'S RICH QUIZ SHOW

### "Victoree Varieties" Studio Applications 14,000 Behind

One Monday morning, a little short of a year ago, station representative, Arthur Banks, walked in on a 3KZ program conference and said, "I want a 45-minute show. It must be different. It must be bright. It must be audience participation, and it must go on next Friday night. What have you got?"

That was the start of "Victoree Varieties," the program which now has a very big Friday night audience; is now offering over £60 in prize money per night to the studio audience, and is over 14,000 invitations behind—and every week sees this lag increasing.

It must be admitted by anyone who knew Melbourne radio a year ago, that any sponsor willing to spend money on a big program around about 9 p.m. on a Friday night certainly held his courage in both hands, owing to very tough opposition from big programs on other stations at the same time, but Mr. Ernest Williams, managing director of Henry Williams and Sons, was equal to the occasion.

#### Commercials Not Wanted.

Henry Williams and Sons, manufacture sauces, jams, pickles, soups, fruit

Compere Norman Banks looks over one week's mail in "Victoree Varieties" studio applications.



spreads, and so on under the brand "Victoree," and though naturally he wanted the program to sell his products, Mr. Williams knocked 3KZ off its balance when he stated emphatically that he didn't want any commercials in the show. He said, "If the program is good, that'll be enough advertisement for me." Work was immediately commenced on a routine that would meet the sponsor's requirements.

It was decided to split the time into three 15-minute sections, with a different show in each and to call the entire program "Victoree Varieties."

#### Three Shows In One.

The first section was "Etiquette Blues"—a quiz on etiquette which gave prizes to the studio audience and to listeners sending in questions which were not

correctly answered. As most of these were on table etiquette, it can be seen what an ideal lead into subtle plugs this section of the show provided. Next came "Out of the Box," in which six people had to dip into a box and select at random a slip of paper which gave them certain instructions, such as "You are in your boss's office and he's balling you out! Ask him for a rise!" This was rich in comedy and paid big prizes for those who could turn in the best impromptu performances. The final section was devoted to a comedy script in which the parts were taken by prominent 3KZ personalities. This set-up was an immediate success.

#### New Ideas Introduced.

After 13 broadcasts, it was decided to whet the public's appetite by changing the show somewhat. The comedy script was dropped and replaced with a stunning idea. The station had been casting around for a new quiz idea, but it seemed that everything that could be done was being done.

Night after night, studio audiences were being quizzed from all stations on spelling, arithmetic, history, general knowledge and many other subjects. The

(Continued opposite page.)

## "VICTOREE VARIETIES" (contd)

### Big Prize Money.

After the "Vocals" had been running a few weeks, popular demand resulted in the middle section of the show being discarded and the song section's time being increased to 30 minutes. Generous prizemoney is offered every week, and as mentioned above, this is now in the vicinity of £65. This is offered every week and a large slice of it is won. Usually Norman Banks challenges on about 20 songs, and song number 13 is always the top prize of the night, its value jackpotting every night it is missed. This week it stands at £26. This money is there to be won—and it was won, a few weeks ago, when a lady visitor from one of Melbourne's industrial suburbs successfully sang song number 13 to win in cash, £23. When she came to the mike to say a few words, she broke down and unashamedly wept with happiness.

### Clever Merchandising.

As Henry Williams and Sons did not want any commercials in "Victoree Varieties," 3KZ looked around for an idea that would result in sales of the sponsor's products yet would not conflict with his instructions. Here's what was done. Every time a prize is paid—and this is done approximately 60 times in every presentation—the prize is presented with the compliments of Victoree Tomato Sauce, or any other lines made by the sponsor. So, his products are being constantly driven into the listeners' minds and driving them into the grocer's shops.

### Results.

The results obtained for its sponsor by "Victoree Varieties" are nothing short of phenomenal.

1. During "Victoree Varieties" first two months on the air its sponsor sold more tomato sauce than during the preceding 12 months.

2. A label collecting contest for children resulted in over 5,000 entries and 40,000 labels.

3. When Victoree introduced a new line of fruit spreads, first news of this was mentioned once in one of the Friday night shows. Next day, the sponsors sales force booked orders from retail grocers for 500,000 cartons.

4. Invitations to visit the studio to see and take part in the program, are issued in return for labels from Victoree Tomato Sauce—one label, one invitation. Since its inception over 15,000 people have seen the show and there is now a waiting list of over 14,000 unopened envelopes.

As these have been found in the past to average three labels to each envelope, it means that approximately 42,000 listeners are still waiting to visit 3KZ's studios and take part in "Victoree Varieties." The No. 2 studio at 3KZ is about Australia's largest and yet even with its large seating capacity, it will take the station nearly three years to liquidate this vast waiting list.

## LAUNCESTON COMMERCIAL RADIO STATIONS RAISE OVER £1,000 IN THREE HOUR RADIO APPEAL

On Friday night, June 14, Launceston's two commercial stations, 7LA and 7EX, combined in a special radio appeal for funds for the War Comforts Fund, Northern Division, and received the magnificent response of £1,000—in cash donations.

Mr. W. Pearson, or "Bill" as he is more popularly known, compered the whole program, which was a very fine entertainment put on by the well known "Fragments All Digger Revue Party."

Donations were received over the phone from practically every country town within a radius up to 100 miles.

The appeal commenced at 9 p.m. sharp, and both stations consented to the appeal continuing on after 11 o'clock, the normal closing hour, until 12.30. At 12.30 an amount of £950 had been promised, and by 11 o'clock the next morning the figure had exceeded the £1,000 mark.

The appeal was continued with a campaign of direct announcements, by both stations, until Friday last, June 21, and it is anticipated that the sum will exceed £2,000.

It is interesting to note that similar appeals conducted over the past two years in Launceston, by Mr. Pearson, have meant the raising of a sum exceeding £4,000.

## DRUG HOUSES OF AUSTRALIA BULK BUYING FOR RADIO

The Central Agency arrangement, wherein Trans-Radio were appointed as central agents for the broadcast advertising activities of drug houses of Australia, advanced a further step last month, when, at a meeting of the drug houses of Australia executives, Mr. Maxwell, director of Trans-Radio, went through all the existing machinery of Central Agency operation, the principles of which were adopted.

Under this machinery, each affiliate of drug houses of Australia, registered through the Central Agency, falls into line, and will come under drug houses of Australia operation and the agencies handling them. Trans-Radio, who do Elliotts and Australian Drug advertising, Clement's Tonic and A.C.A. advertising, function directly for these, while George Patterson Pty. Ltd., who handle the Victorian and South Australian sections, function for these, and Country Press Campbell Advertising look after the Queensland end for Taylors, Elliotts and Australian Drug, Brisbane.

The principle is a very simple one, in that each agency carries out its contracts, as usual, but copies of same are sent to the Central Agency for comparison with the minimum buying figures. All contracts are placed under a drug houses of Australia master contract, which is issued by the Central Agency, and which contract defines the basic minimum rate.

**2SM APPEALS**

to the

**ENTIRE**

**HOUSEHOLD**

that is why

**2SM SELLS MORE!**



Station 2SM 46 Carrington Street Sydney — B 7294

# 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	11,306	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).

### COMMERCIAL INFORMATION

#### CHANGES.

Prestophone Play-Back Record Service (Australian Record Co. Pty. Ltd.), 296-300 Pitt Street, Sydney, recording any material for private or broadcasting purposes. On 17/4/40 Radio Associated Services Pty. Ltd. became owners.

## 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.

### SUCCESS OF STATION'S WAR SAVINGS GROUP SCHEME

When Radio 2UE first inaugurated their War Savings Group and invited listeners to subscribe a small amount each week towards the purchase of War Savings Certificates, they felt certain that listeners would back them up, and they were not disappointed.

From the time the first appeal was broadcast listeners called, wrote and telephoned to the station asking for particulars, and as we go to the press the latest figures indicate that 6,242 certificates have already been applied for.

Subscribers include people of all ages—from little boys in short pants who are subscribing their pocket money each week, to grandmothers and grandfathers who are buying certificates for young grandchildren. It's not a matter of the amount that's subscribed—it's the spirit that prompts the listeners to join the group, whether they pay 6d. or £1 a week, that's going to help win this war.

All the additional work is being carried out by the 2UE staff, and it's no light job when you consider that in addition to attending to the hundreds who call each week, a big mail has to be handled.

"C.B.'s" NEW PHONE  
NUMBER IS FL 3054

### GOTHAM'S CHANGED ADDRESS

Gotham (A/sia) Pty. Ltd., which since its formation as an outgrowth of Country Press Ltd. four years ago has been located in Asbestos House, York Street, has transferred to Country Press Chambers, next door, in Barrack Street. The move is made possible by the fact that the required accommodation has now become available in Country Press Chambers, where the checking room and accountancy department of the agency have all along been located.

The activities of the Gotham Co. continue in full as before, and its four telephone numbers are unaltered.



D. E. Pulbrook

Gotham's also announce the appointment of Mr. D. E. Pulbrook as successor to Mr. Graham Dowland, who as announced in last "C.B." resigned to become station manager of 6PR-TZ in Western Australia.

Mr. Pulbrook has been in the advertising business for nine years, transferring from Country Press when Gotham Agency was formed four years ago as executive member of the staff. Until the present promotion he was officially account executive, but was always closely associated with Graham Dowland and got to know all the agency accounts very well. It is understood that he now becomes a director of the agency company, and one of the managing executives.

### I.R.E. Signals Training Scheme

Important discussions have taken place over the past few days at combined meetings of the Council and Sydney Division Committee of the Institution of Radio Engineers (Australia) in order to devise some effective contribution to the national war effort by members of the I.R.E.

Serious consideration has been given to the establishments of Signals Training Schools throughout the Commonwealth. The urgency of additional training facilities to train men for future service in the Signals Units of the Army and Air Force is very apparent. It is the considered opinion that because of this urgency and the necessity for properly co-ordinated effort, any such training scheme should be the direct responsibility of the Federal Government.

The Council of the I.R.E., in submitting the following recommendations is mindful of the fact that the most effective result can be achieved only by the authorities vested with the duty of prosecuting the war effort.

Pending the adoption of the scheme by the Federal Government, individual instructor members of the I.R.E. are being organised to work in securing probable recruits of military age to commence training in their spare time.

Representations are being made to the Prime Minister along the following lines:—

(a) The Government to establish preliminary Signals Training Schools which would be open to persons of military age, enlisted or otherwise, 19 to 45 years, and who signify their preference to serve in Signals, either in the Army or the Air Force.

(b) The Government to call up full time or part time, members of the I.R.E. and other persons outside of the Institution, similarly qualified with instructor qualifications.

(c) That it be arranged with the Federal Government Departments, State Government and Local Government authorities for post offices, schools or halls to be utilised for the purpose of this instruction.

(d) That the Council of the I.R.E., will co-operate with the Government in the preparation of suitable instruction papers, etc., in conformity with the syllabus of training laid down from time to time by the authorities.

(e) That the whole scheme be under direct Government control, and accordingly financed by it.

(f) The Government to forthwith establish centres in the capital cities, and extend week by week to the various country centres as instructors become available. Recruits resident in the various areas could then be notified accordingly.

(g) The existing final training schools of the Defence Forces to draw their requirements from these preliminary schools, so reducing the time necessary

for training in the final schools, and also minimising congestion and delay.

Council believes that a large body of public opinion will support the Government in carrying out the scheme as herein suggested, and in order to demonstrate this fact to the Government, a copy of this scheme is being forwarded to all State and Federal members of Parliament and the press of Australia.

Pending the implementation of that scheme by the Federal Government, the I.R.E. members are organising themselves to get a voluntary scheme under way.

Maximum energy will be expended on teaching students Morse Code up to a maximum speed. Some instruction will also be given in elementary electricity to enable the uninitiated to comprehend Ohms Law, etc.

The national situation is so desperate and so important as to provide all the incentive necessary for any student to attend classes, pay 1/- a week, and become as efficient as he possibly can.

The Sydney and other Divisions of the I.R.E. are being asked to implement this scheme immediately along the following lines.

Suburban members should be encouraged to have classes in their own area, and so decentralise the activity.

Members and instructors should be instructed how to conduct their class, how to obtain publicity in local centres, and do everything possible to make the scheme effective as quickly as possible.

It is believed that one night a week is not sufficient. The activity of the scheme should be 7 days a week, because time is our greatest enemy.

A notice is being sent immediately to

every member of the I.R.E. throughout Australia, imploring them to get busy and do something along these lines, providing they are not engaged on any other important war work.

An appeal for funds to the radio and electrical trade is being made, and it is hoped that the industry will sponsor this scheme, which is on a purely voluntary basis.

## Gotham's Move Next Door!

The same good job—  
for the same valued clients—  
by the same people—  
with the same facilities  
and telephones—

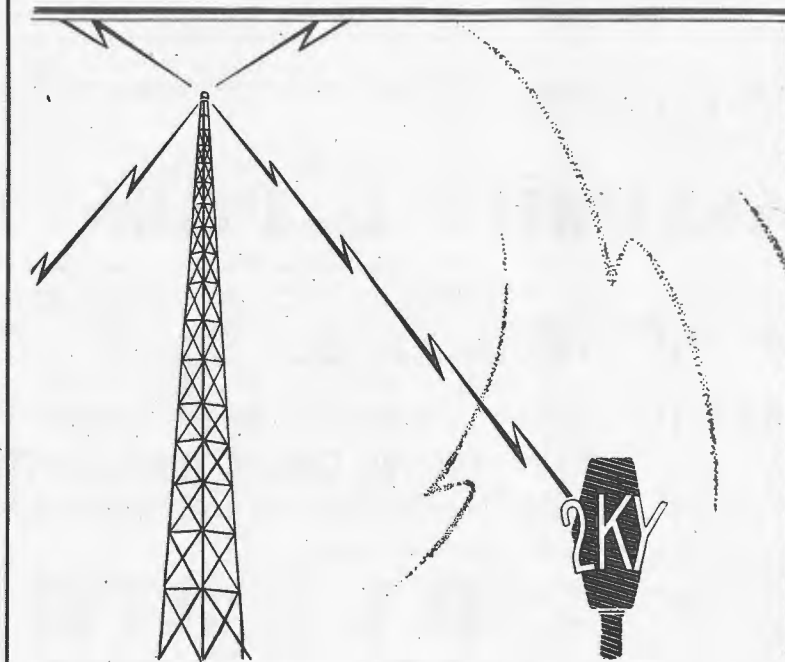
Only more convenient for better working.

Note the new address—  
Country Press Chambers,  
5-7 Barrack Street, Sydney.

'Phone BW 4521 (4 lines)

GOTHAM (A'SIA) PTY. LTD.  
E. C. SOMMERLAD,  
Managing Director

### Now Operating— 2KY's NEW HIGH-POWER TRANSMITTER!



2  
K  
Y

"TELLS THE WORLD"

Phone :  
M6291-2

## C. A. MONKS says:

RADIO has been chosen by the Commonwealth Leaders  
As the ideal media for their National Publicity Campaign  
Follow in their footsteps and be assured of success.

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

Telephone: BW 4135

Telegrams: AIRADS

## SHELDON DRUG CHIEF RETURNS

### Views on Current American Programs

Whatever is important in the news, whoever is tops in entertainment you hear it, or them, on the air over the big American broadcasting networks, Mr. H. M. Sheffer, managing director of The Sheldon Drug Co., commented in the course of an interview with COMMERCIAL BROADCASTING upon his recent return to Sydney from a short visit to the United States.

Although Mr. Sheffer is deeply interested in radio (he is one of the most consistent radio sponsors in Australia, and is also a director of one broadcasting company in N.S.W.), it was the marvelous advances made in recent years in civil aviation that seemed to most impress him on this latest visit to the States. Air travellers in the States, he says, are provided with every conceivable comfort and convenience. For example, he made the west-east crossing from Frisco to Washington by a night flying sleeper service plane. It took off at 4.30 p.m. Dinner was served aloft. A landing was made at 8 p.m. for a quarter-hour rest. When the passengers streamed aboard again their beds were all prepared. Mr. Sheffer said he rolled into his bunk and read until 10 p.m., each bunk having its own reading lamp. Outside ice covered the windows; inside the temperature is maintained at a regular 72 degrees. At 1 p.m. there was another short landing, through which it would be quite possible to go on sleeping. Breakfast was served aloft, and about 8.30 a.m. the plane grounded at Washington.

Mr. Sheffer was most impressed with the efficiency and safety of the service. Flying aids are very advanced. Light beacons stretch across the Continent at five miles intervals, so that from 10,000

feet up you sometimes look out the window and see them stretching for many miles ahead. Radio beacons are situated every 200 miles. Nevertheless the pilot may not necessarily follow these beacons. At each of the stopping place on the west-east crossing relief pilots come aboard, but before taking charge of the plane they have already mapped their course in accordance with weather reports and other factors. A copy of this course is filed at the airport, and the pilot cannot deviate from it without permission from the control room of that airport with which he remains in constant wireless communication. The idea behind this system of planned courses by each pilot is to conform with the American air services policy of transporting passengers with the greatest degree of safety and comfort. They don't fly through storms, but around them or over them, if humanly possible. If they can't avoid a storm they are grounded until the danger passes.

Because of this policy United States air services flew two hundred million passenger miles in the last 12 months without single injury to any person, Mr. Sheffer said he had learned on the flight.

The purpose of Mr. Sheffer's visit to America was to allow his daughter Louise to undergo an extremely delicate head operation at Boston. Her condition had baffled Australian doctors. The operation was successful.

In the comparatively short time at his disposal Mr. Sheffer was able to visit all the leading broadcasting studios and to attend a number of big broadcasts. Like Australians, Mr. Sheffer said, many American people complained about the quality of their broadcast programs, but

when analysed it could be seen that the U.S. programs really left little to be desired. There were some great entertainment and education features on the big networks, and almost everything worthwhile hearing or seeing in the way of entertainment was "on the air."

Quiz shows, he found, were still very popular, with "Information Please" still rated tops among them. "One Man's Family" was still going strong, and apparently as popular as ever. A series of half-hour plays put on one of the networks by Charles Boyer was proving extremely popular, though the family drama type of serial still held in popular favouritism. The big musical variety shows such as Jack Benny's program, Rudy Valee and Burns and Allen shows which are full of fast patter, wisecracks and music hold great sway, while Charlie McCartney has been given a new lease of life with his amazing series of interviews with famous personalities and film stars. Mr. Sheffer attended one McCartney broadcast in which the famous doll interviewed Deanna Durbin. Another night Dr. Defoe, of Quintuplet fame, was interviewed.

On the broadcast talks side of things, war news and war commentaries were frequently broadcast and unflagging in interest. Walter Winchell (America's one-man newspaper, they call him) has a remarkable talent for presenting news crisply and dynamically.

Of particular interest was the set-up for the Texaco Star Theatre hour broadcast. It's on a coast-to-coast network, and the first half-hour originates from Hollywood, and the second half-hour from New York, though there's no break in the even flow of the program.

Mr. Sheffer said he was struck by the similarity of the way commercial announcements are put over in America compared with Australian method. Mostly they are straight announcements by the network announcers. He had expected to hear more dramatised recorded announcements.

(Continued on page 22)

## PASSPORT to PROSPERITY—

Victoria's rich country districts are benefiting from increased prices for their primary products—and the popular stations of the V.B.N. give you widespread coverage and favourable attention for your product. Let us prove why these strategically-placed units are vital in your next Victorian country schedule.

### THE VICTORIAN BROADCASTING NETWORK

HEAD OFFICE: 239 COLLINS STREET, MELBOURNE. 'PHONE MX 4731

Sydney: MACQUARIE BROADCASTING SERVICES, 29 Bligh Street. 'Phone B 7887

**3HA** ≡ **3TR** ≡ **3SH** ≡  
WESTERN VICTORIA      GIPPSLAND      NORTHERN VICTORIA



## In Day Time

8 Quarter Hours  
Per Week

.. of ..

New Sponsored  
Feature Programmes

ADDED TO DAY SCHEDULES  
IN TWO WEEKS!

TRANSPORT & GENERAL INSURANCE CO. LTD. . . . .	"The Court of Human Relations" ½ Hour, 2.30 p.m., Sun.
E. F. WILKS & CO. PTY. LTD. . . . .	"Variety 1940" . . . . . 1 Hour, 1 p.m., Sun.
MEDICINES PTY. LTD. . . . .	"Donald Novis Sings" . . . . . ¼ Hour, 2 p.m., Sun.
JUNE RUSSELL LTD. . . . .	"Candid Camera Clicks" . . . . . ¼ Hour, 1.30 p.m. Sat.

# 2GB

The Nation's Station

2GB Day Time doesn't Cost—It Pays!





## TWO NEW ARTRANSA RELEASES

Artransa Pty. Ltd., transcription agency of 29 Bligh Street, Sydney, have issued promotional material on two new shows for audition.

One is the 52-15 minute comedy "Oh, Reggie," produced by Dorothy Foster Productions. The story is of Reginald Fysh, the ne'er-do-well son of a rich London stock broker, who decides to go to Australia to make good. Eventually he overcomes all his difficulties of raising the fare, and he is accompanied on his grand adventure by the old family servant, Merryweather, who has always had a secret yearning in this direction himself. Innocents in Australia! Their adventures in Australia take them from coast to coast and to New Zealand. Barrett Leonard is in the role of Reggie, while Lou Vernon makes an admirable Merryweather. Rita Pauncefort, Enid Lorimer, Dorothy Foster, Chas. McCullum and Harold Meade are also included in the cast.

The Bruce Anderson produced "Evergreens of Jazz" in 26-15 minute shows is the other release which features star musical hits, star artists and star comedy. Jack Lumsdaine, Jean Cerchi, Horrie Dargie, Larry Adler, Flo Paton, and a new comedy team "Goofy Berken-twit" and "Theodophlis Scramapoppili" are in the production.

## VIC. RAILWAYS GO ALL STATES

The Paton Advertising Service Pty. Ltd. have placed contracts on the Macquarie Network in all States on behalf of the Victorian Railways Publicity and Tourist Services, who are sponsoring an outstanding series of musical programs. Stations being used are 2GB, 3AW, 3DB, 3UZ, 3KZ, 3XY, 4BH, 5DN-RM, 6PR and 7HO.

A NICE FAT PART FOR DAVEY

# "Billy Bunter"

JACK DAVEY'S LATEST SALE!

JACK DAVEY PRODUCTIONS PTY. LTD.

Phone: M 2563

296 Pitt St., Sydney  
(NOTE NEW ADDRESS)

Telegraphic: "JADRAD"

## SPLIT SPONSORSHIP FOR "INSPECTOR SCOTT"

George Edwards' creation of "Inspector Scott, of Scotland Yard," is, by now, an almost legendary figure in Australian radio dramas—and after a long absence from the Melbourne air waves, "Inspector Scott" has returned to 3UZ to feature in another thrilling campaign of crime detections.

Many of the baffling mysteries to be solved by Scotland Yard's brilliant crime expert have original settings and ingenious plots. For instance, much of the action in "The Strange Case of the Speckled Boa Constrictor," takes place in the wilds of a South American jungle—and the whole story fairly bristles with atmosphere, unexpected turns and obscure, but feasible motives.

Another poser for the Inspector, is presented by the "Case of the Fordyce Vampire." During the vigorous action of this tale, mysterious and supernatural elements are introduced with restraint, so that, like the remainder of this new "Inspector Scott" series, it makes good listening for all tastes.

"Inspector Scott, of Scotland Yard" will be presented during 3UZ's night session (immediately before the 9.30 B.B.C. News Bulletin) at the rate of one case per week on a 20-week contract.

Clausen's Furniture Co. and Peter's American Delicacy Co. (on behalf of their Creamy Crisps) are co-operating for the presentation of the feature, and these two contracts are being handled respectively by Successful Advertising and Rickards Advertising Service of Melbourne.

## SOUNDPROOF WINDOWS.

Fourteen soundproof windows are being installed by Amalgamated Wireless in the aircraft assembly demonstration building, in course of erection at Fisherman's Bend, Melbourne.

## MAURICE FRANCIS JOINS ARMY

Mr. Maurice Francis, famous radio scripser and playwright, who has been associated with Mr. George Edwards in George Edwards radio productions for the past eight years, has enlisted in the A.S.C. and was to have gone into camp on Monday last. At the 2UW studios on Friday last practically the whole staff of 2UW and of George Edwards Productions gathered to wish Maurice Francis Godspeed in his services for the country and to bestow upon him gifts from the stations own War Comforts organisation and from the station management.

Mr. C. F. Marden made the presentations on behalf of the station and staff, and called upon Mr. George Edwards to



Famous scripser turns soldier. A recent picture of Maurice Francis.

second his remarks. In doing so, Mr. Edwards referred to the financial arrangements which had been made by George Edwards Productions for the welfare of Mr. Francis' family while he is on service, and personally handed Francis a substantial cheque.

Responding, Mr. Francis said that in joining the Army he was following the dictates of his conscience. He had lost his father in the last war, and he felt that he was taking up the fight for freedom where he had left off. "If we love the freedom and the liberty which is ours; if we value these things at all, they are worth fighting for," he said. "That is what my father taught me. 'I feel it my duty to help in the fight for these things.'"

## LAUNCHING "PEN-E-MINTS"

As part of their merchandising campaign on the introduction of a new line, "Pen-e-mints," Lifesavers (A/sia) Ltd., have taken sponsorship of the juvenile section of the 2UW £1,000 Fame Parade, talent quest, broadcast during the three hours Friday night entertainment produced by 2UW at the Assembly Hall, Sydney. This section is broadcast 8.45-9.15 p.m.

The sponsorship was introduced Friday night last, June 28, when the inimitable little comedian, Reg. Quartly, appeared dressed in the comedy role of a lifesaver, and opened with a song number specially written around the product. Following this entree the contestants appear and are judged by the audience vote, and then Quartly brings on stage a smartly dressed lass in sailor clothes and carrying a big hollow replica of the "Pen-e-Mint" pack from which she extracts cartons each containing 36 Pen-e-mints to present to each contestant.

## STATION PERSONALS

The sympathy of the broadcasting and advertising fraternity went out this week to Mr. A. C. Paddison, general manager of 2KA-BS and 2KM, in the loss of his father who passed away last week-end at the age of 84.

By a tragic co-incidence Mr. W. Ogilvy, sales representative in Sydney for 2KM, lost his father-in-law, who died at the age of 72, a few days before.

B.A.P.'s Bert Goodie was one of the interstate visitors to attend the recent microphone ball in Melbourne, and this is Bert's first visit South for some time.

John Walker, from Paton's Agency, has now joined the R.A.A.F., after a period of copy-writing and art work at the top-end Collins Street agency. Good luck, John.

John ("Times Marches On") Hickling, from Agency Goldberg's, goes red every time anyone mentions his official refreshments after his recent experience at the microphone ball.

Another member of Victorian radio joined the ranks of the married recently. This was William Bowie, announcer at the Victorian Broadcasting Network's northern unit, 3SH Swan Hill. The marriage was solemnised at the Scotch College Chapel at 7 p.m. Saturday, June 29. The bride was Miss Wynne Norton, of Terang.

Colin Davis, who has been with 5SE practically since its opening, has joined the R.A.A.F., and left the station last week. His place on the announcing staff has been taken by Joyce Addison, well known to 5SE listeners for her work in sketches and outside broadcasts.

"Personality announcers" at 4BH are constantly in demand for every form of novelty session these days, apart from their straightout studio presentations. Every week George Hardman comperes Regent jackpots at the Regent Theatre, Trocrops from the Trocadero Dancing Palace, the General Knowledge Bee in the 4BH Auditorium, The Sheffe College of Music live-artist show from their own studios, "Let's Have an Argument" in the 4BH Auditorium, and the Hawaiian Club live-artist show also from the 4BH auditorium. Les Daley comperes the Tivoli Theatre Amateur Trials, the 4BH community singing sessions, the Kookaburra Club Saturday morning party at the Lyceum Theatre, the early Saturday morning sing song in the 4BH Auditorium, and six nights a week, the topical chorus in the 4BH Auditorium. Frank Hatheley comperes in the 4BH Auditorium at nights, Professor Quiz, Our Listeners Entertain, Actors Wanted, and in the afternoons "Get Together Ladies," Nothing under 60 Club, Saxon Household Quizzes, and Simpson's Recipe Club.

## ALF. WYNNE RAISES £400 IN ONE HOUR

In an unpublicised talk from 4MB, of which he is managing director, A. P. Wynne, well known to the radio industry as Alf, raised £400 in one hour for the Patriotic Fund. As chairman of the finance committee of the Patriotic Fund in Maryborough, he booked five minutes of station time for a talk on the work of the committee to date; its aims and objects and an appeal to citizens to give as much practical support as possible. In mentioning the donations received to date reference was made to the acknowledgements published in the press, and one or two donations which had come to hand that day were acknowledged, and the studio 'phone number given with the invitation to listeners to 'phone at once if they cared to add to the list for the day. That started something. Both studio 'phones began to ring and all hands were flat out recording the offers which simply flooded the station in response to the appeal. A. P. Wynne's time on the air increased from five minutes to ten, fifteen, thirty, as fresh donations came pouring in and were acknowledged, until after an hour on the air "Alf" had to close, the appeal having made the magnificent addition of nearly £400 to the Patriotic Fund. Then came the most amazing donation of the night. A

trunk line call from Sydney, nearly 1,000 miles away, was put through as soon as the line was free, and a lady's voice asked for Mr. Wynne personally. The call was from a former Maryborough resident, Mrs. Hart, residing at Bondi, Sydney, who had tuned in to 4MB just in time to hear "Alf" remark that he would have to close down, and hoped that the few pounds required to make up the £400 would be to hand by the morning mail. On learning that the sum required was six guineas, Mrs. Hart promptly promised to forward a cheque for that amount, and so completed a magnificent response to a wonderfully successful appeal.

The fund was still further augmented the following day when the Governor of Queensland was entertained at the Rotary Club luncheon. The Sergeant at Arms, in imposing a fine on Sir Leslie and Lady Wilson, made reference to the wonderful response to the appeal by one of their members, and in addition fined everyone present to add still further to this appeal.

The new Stedman-Henderson half-hour jackpot session, "That's What You Think," is being presented over 4BH Brisbane for the next 12 months every Saturday night. This campaign is on behalf of Fantales.

# SHOWMANSHIP..

4AT 4AY 4MB 4ZL 4ZR 4GR  
4RO 4VL 4SB 4BC

is the MEAT in the

## GRAND PARADE

of

### PROGRAMME FEATURES BROADCAST

on the

2TM  
2BS  
2KA  
2HD  
2KM  
2WG  
2UW  
3SR  
3CY  
3CV  
3UZ  
3UL  
5AU  
5KA  
3YB  
7UV  
6ML

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

## COMMONWEALTH BROADCASTING NETWORK

## Progressive Moves by 3UZ Melbourne

### Planned Programming Pays in New Set-Up

Station 3UZ is one of the oldest commercial broadcasting stations in Australia, and progress has been continual and rapid during the years of operation.

As shown in the accompanying picture, 50 members of 3UZ, each a specialist in his or her own particular section, are continually striving to make better programs and entertainment aired by that station.

In an interview with general manager, Mr. A. N. Kemsley, COMMERCIAL BROADCASTING was told some interesting innovations which have taken place during the past few months at 3UZ.

Mr. Kemsley told how when Mr. S. E. Baume took over the position of sales manager a short time ago, several executive conferences resulted in set plans being designed for programs. This idea had been rigidly adhered to, with the result that the breakfast session, which was the first concentrated upon, is now almost entirely sold out.

Mr. Eric (Tony) Snell was appointed to handle the breakfast program which commences at 6.30 a.m., and by careful blending of all departments has resulted in a perfectly balanced and thoroughly sold early morning session.

Both women's sessions, morning and afternoon, are also in the happy position of being sold almost in their entirety, and "Penelope" and Stephanie Bini are both excellent reasons why listeners are keen to hear both of these women's sessions.

Mid-morning and mid-afternoon programs are also being developed with pleasing results, and during the reorganization, 3UZ catered for the children with



the serial, "Speed Gibson," a 178 episode feature heard nightly during the early evening programs from Sunday through Thursday.

For a nightly drama highlight, 3UZ selected the George Edwards feature, "Picadilly," aired at 6.45, Monday through Thursday, while at 7 p.m. the National relay until 7.25 is listed on the program schedule.

The National broadcast is followed throughout the week by a variety of entertainment, which includes music, drama, comedy, etc., each high spot in its class being featured in the vicinity of 8 o'clock. "Marco Polo" is aired two nights weekly as is the long established "Olmes and H'Entwhistle," while Charlie Conners and Jack Gurry spend some time at the "19th Hole" once weekly.

Audience participation shows are concentrated into three nights with Sunday, high-spotting the feature, "What Next?" Monday sees three A.P. shows in "Olmes and H'Entwhistle," "Happy Days" and "Gag Busters," while Tuesday brings "The Battle of the Sexes."

After the audience participation shows, follows a further series of varied top-line features, among which is heard, "The First Great Churchill" (Dorothy

Foster Production) from 8.45 to 9 p.m. Mondays through Thursdays, following which six episodes per week presented in three sessions, are heard of "Inspector Scott" (George Edwards). From here the program swings each night in the week to the B.B.C. news at 9.30 p.m. plus the "Argus" Network news from the "Desk of the News Editor."

Other features spaced in appropriate positions help complete a balanced arrangement of programming which has only been possible by careful forethought and perfect harmony between all divisions of the station, and this rigid policy is now being taken a step further to the daytime programs and a start in two directions has been made, firstly with a series of talks by Anne Wickham at 4.30 (relayed to 3SR), these talks being of an uplift and appropriate nature, while Gil Charlesworth is also being heard at 3 p.m. each day, reading Georgette Heyer's book, "These Old Shades."

Myer's have just completed an extensive scatter campaign to advertise their winter sale on all Melbourne stations. Contract is handled by the Paton Advertising Service Pty. Ltd.

## HOW O.B. AND AMPLIFIER SERVICE AIDS COUNTRY STATION

Show time in Queensland is a busy time for 4MB, as that is the time when the station personnel have their annual get-together with their country listening audience who give the Maryborough station such loyal support throughout the year.

Three country shows were visited this season with the O.B. and amplifier equipment. The first being Biggenden, which involved a car trip of some 150 miles. Three of the boys went to this rich dairying centre for the two days of the show, and apart from their work from the ring centre did much to consolidate this valuable section of 4MB's country coverage for still another year. Here we might explain that on outings such as these the station staff do not merely put over announcements as supplied, but pretty well run the ring events. The judge gives the announcer his book, and from then on all he has to do is to give his decision. The classes are called into the ring, those holding up proceedings hurried up, details of each competitor given and finally the result. It's up to the man on the "mike" to get the program through on schedule, and in the meantime to work in some 60 commercial announcements. It's no picnic—but it's well worth while. Whilst the engineer and announcer are busy in the centre of the ring, the advertising manager is busy in the town selling time on the amplifier—but more importantly—time on the station, making the trip a good revenue producer as well as a publicity medium.

After the Biggenden Show there came the Maryborough Show with its three hectic days. This year all the side-show set-up of the Sydney show visited Maryborough and bought every foot of the vast showground space—in fact, the committee could have sold another 200 feet had it been available. With such a huge line-up of side shows, there is an equally large number of amplifiers, and the task of the 4MB engineers was not simply to cover the showground, but also to beat the dozens of privately controlled amplifiers.

However, the task was well done with the set-up shown in the illustration, and some half-dozen additional speakers at vantage points on the outskirts of the ring.

Early the morning following the last day of the show, whilst the valves were still warm almost, the O.B. equipment was rushed to Gympie—60 miles away for a broadcast of a big district football match, and on the successful conclusion of this broadcast the Amplifier-O.B. equipment, etc., was on the road again the following morning for a two-day "outing" at the Childers Show.

The Childers Show completed six full consecutive days of O.B., and when the dust, the heat and the infernal din of the showgrounds had passed on, a strange quiet appeared to have settled



4MB's Showground P.A. Set-up.

on Maryborough. However, all is back to normal again, and, war or no war, business is better than usual, says the station.

Ron Doyle's Dance Studios have contracted with 2KY Sydney for 15 minutes of Sunday morning time (10.15-10.30) over a period of 12 months.

## INSURANCE CO. USING DAYTIME FEATURE

The Transport and General Insurance Co. Ltd., of Phillip Street, Sydney, is to sponsor on 2GB a long term series of half-hour sessions.

The feature selected is "The Court of Human Relations," a recorded half-hour, and it will be broadcast each Sunday at 2.30 p.m.

"The Court of Human Relations" presents in each episode a problem of intimate personal life and general interest to everybody. Each presentation is based on a true real life situation, and through the microphone is presented the several points of view of everybody concerned. At the end of each program listeners are invited to set down their solution of the problem which has been discussed.

The sponsors are offering a prize of £2/2/- cash each week for the best opinion received.

Lifesavers (A/sia) Ltd. are sponsoring the novelty quiz program, "Money for Nothing," from 3AW at 7.30-8 p.m. every Sunday night. This feature is being used to introduce a new line of confectionery. The copy and presentation are being handled by Paton's radio division. Same sponsor is using an extensive scatter campaign in Adelaide to launch their new penny line. Stations are 5DN-RM and 5KA.

The Only Station which Effectively  
Covers Central Victoria

# 3BO

BENDIGO

- 32,000 radio listeners "under the aerial" (68,000 within 50 miles)
- Broadcasting 16 hours daily
- 3BO has the power, the programmes, and the listeners.
- For national coverage your campaign is incomplete without 3BO Bendigo.

Full Particulars of 3BO Service available from

## AMALGAMATED WIRELESS (A/SIA) LTD.

47 York Street, Sydney  
Tel.: B 0522

167/9 Queen Street, Melbourne  
Tel.: M 4161

## VICTORIAN TOURIST BUREAU Renews and Increases Time on Station 4BH

After 52 weeks of 5-minute spots in the night sessions, the Victorian Tourist Bureau has contracted for a further 12 months using 15-minute programmes entitled "Travel Harmony."

MR. ADVERTISER:— Only Results Bring These Increased Contracts.

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

# OF COURSE YOU'VE HEARD

## Station Aids Country Win the War Rally

On Saturday evening, June 22, the "Win the War" rally held in Chamberlain Square, Parkes, at which the principal speakers were the Postmaster-General (Hon. H. V. C. Thorby, M.P.) and Mr. H. O. Elliott, M.L.A. for Ashburnham, 2PK broadcast the entire proceedings, and the response from listeners from all parts of the district was most gratifying. More than £6,000 was subscribed by listeners who telephoned the amount of their subscriptions. Frank E. Golsby, proprietor of Tattersall's Hotel, co-operated by placing his telephone lines at the disposal of the rally, and three "runners" were kept busy bringing the telephoned messages to the dais.

The Parkes branch of the Country Women's Association presented a Union Jack for auctioning, and on the Saturday evening an amount of £177 was subscribed as interest free loans for the flag. The appeal for the flag was again repeated during the Sunday morning session from 2PK, and a further amount of £76 was subscribed, bringing the total received for the flag to £253.

## "Merrie England"

An interesting broadcast was made last Tuesday week from 3TR, when a portion of the well known light opera, "Merrie England," was broadcast in a pick-up from Yallourn, 70 miles from the location of the station.

During the broadcast the orchestra of 25 performers and a chorus of 50 was heard to advantage over the 3TR 1,000 watt transmitter for the high-fidelity outside pick-up gear was used to its fullest advantage.

Prior to the commencement of the opera, "Judy" gave a description of the arrival of the official guests from the foyer of the theatre. This broadcast was made at the request of the Yallourn Civic Association who arranged the performance in aid of patriotic funds.

## Women's Activities

In line with other A.W.A. radio organisations, the 2GN Harmony in the Home Club is putting its full weight behind the nation's war effort, and in recent weeks various functions have been held to raise funds. A skating party in the Arcadia Rink, Goulburn, was one of the most successful held lately when the sale of sweets, afternoon teas, and various skating races assisted in raising money. A picture matinee was held at the Empire Theatre when all who attended were the guests of the management at afternoon tea. A jumble sale held recently was a great success. Members contributed many articles which sold exceptionally well.

## Dr. Price Relay

The first step in a scheme to relay Dr. A. Grenfell Price's commentaries on overseas events from 5AD to all stations of the Major Network was taken when, at the beginning of last month, 2CH Sydney began taking the talks from Monday to Friday. Since then, 2KO has joined the hook up, and other stations of the network will take the commentaries as soon as time can be cleared for them.

In order to arrange the relay effectively for each capital city, elaborate arrangements will have to be made, and these will involve the recording of Dr. Price at the time he makes his broadcast in Adelaide. When the whole system is working, it will operate as follows:—5AD will record Dr. Price when he gives his talk each evening. He will be broadcast by 5AD at 7 p.m. as usual, and his talk will, at the same time, go on a landline to 3DB Melbourne, where it will be broadcast about 15 minutes later. At 9 p.m. (E.S.T.) 3DB will put the disc on the line to 7HT Hobart, and 2CH Sydney, who will pass it on simultaneously to 4BK Brisbane and 2KO Newcastle. At 10.30 p.m., Adelaide time (corresponding to 9 p.m. Perth time), 5AD engineers will put their own disc on the line to 6IX Perth.

## Transmission Time Extended

Advertisers in the Grafton district certainly realise the value of radio advertising. So much so, that it has been necessary for 2GF to extend its morning transmission from 10 a.m. to 10.30 a.m. Mondays to Fridays.

The women's session, or as it is known locally, "The Whistle While You Work Club," is going ahead with leaps and bounds under the capable supervision of Elva Creighton.



At the 4BH Kookaburra Club Fancy Dress Ball, Brisbane Town Hall.

## Service League Doing Big Work

Although it has been in existence for less than six months, the 3XY Melbourne Service League, which was formed to provide comforts for Australian troops, has achieved marked success. Since it first began, this organisation has already completed and dispatched 200 pairs of knitted socks to the Army; 110 navy blue pullovers and 55 pairs of socks to members of the crew of the H.M.A.S. Australia; and 55 knitted scarves to the R.A.A.F. In addition many Balaclava helmets, helmet covers and knee-pads have been distributed. The object of the 3XY Service League is to make every dispatch a personal one, and every article is addressed so that it will reach the ultimate wearer in the shortest possible time.

A further object of the league is to provide a fully equipped ambulance unit for use of Australian troops, and with a credit balance of more than £250 the league is bidding fair to achieve its object very shortly.

## 5SE Anniversary

The south-eastern unit of "The Advertiser" Broadcasting Network, 5SE Mount Gambier, celebrated its third anniversary on July 3. Special programs were arranged for the whole of the day and night.

## 4BH PETER'S KOOKABURRA CLUB FANCY DRESS BALL

The Brisbane City Hall was packed to the doors for the annual 4BH Peter's Kookaburra Club fancy dress ball on June 14.

The activities of the club have been sponsored by Peter's Arctic Delicacy Co. for the past four years, and comprise the children's hour from the 4BH Auditorium, from 5 to 6 p.m. every afternoon in the week, a party at the Lyceum Theatre every Saturday morning, and certain annual events such as picnics and the fancy dress ball.

The membership of the club is steadily growing, and just on 8,000 names are now on the register. The Kookaburra Club has proven an excellent publicity medium for the manufacturers of this product.

## QUEENSLAND LISTENERS RESPOND



In response to a recent request from the Red Cross Society, Brisbane station, 4BC, undertook to provide five out of the 12 required portable battery radio sets for use in hospitals and convalescent depots for the A.I.F. abroad. The appeal went on the air and inside two days the station advised the Red Cross that ten sets would be available. At the gathering at 4BC pictured above, Mr. Charles Bowley, director of 4BC, in a broadcast advised listeners that remittances from them were still coming in from many parts of Queensland, and that in addition to the sets there would be a nice cheque for the Red Cross. He also paid tribute to Edgar V. Hudson Pty. Ltd. and Messrs. King and King, who had made a practical donation in kind to the appeal by making a fine concession in price on the sets secured.

"At the 19th Hole with Charlie Connors" is the title of a new and most unusual evening broadcast from 3UZ Melbourne. This program, an informal golf chat at the "19th"—between Jack Gurry, well known Melbourne fight and football commentator, and Charlie Con-

nor, popular Victorian golf professional, is a 15-minute sponsored broadcast from 3UZ at 7.30 on Thursday nights. White Horse Scotch Whisky are the sponsors, and the 13 weeks' contract is handled by Sampson Clark Price Berry Pty. Ltd., Sydney.

T. C. Bluett Pty., of Market Street, Sydney, have extended their 2UW advertising campaign to include a 10-minute spot Thursdays at 9.50 a.m. for 13 weeks. Vacuum cleaners are the products being advertised.



is all that is necessary to decide that

# 7HT

IS TASMANIA'S LEADING BROADCASTER

Contact these representatives to cover Tasmania.

A. L. FINN,  
66 King Street,  
Sydney. BW6251.

HUGH ANDERSON,  
130 Exhibition St.  
Melbourne.



# COMMONWEALTH BROADCASTING NETWORK SHOWMANSHIP

owes its success to the many unique twists it provides listeners in the presentation of its 100 and 1 Features . . . which, by the way, are renowned as being the Best Sellers in Radio.

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

## Calling All Stations . . .

whose approved rate cards have not yet been mailed for inclusion in the July edition of the

### HALF-YEARLY COMMERCIAL BROADCASTING RATE BOOK

Your co-operation by returning this week the copy sheet which we mailed to you, will be appreciated.

### THE COMMERCIAL BROADCASTING RATE BOOK

is published to meet the demand of the advertising agent and the time-buyer.

THE DISPLAY SECTION meets the demand of TIME-BUYERS for a more detailed story on the same page as the rate card for each station.

THE DISPLAY SECTION in this way is giving a service that is

## Selling All Stations . . .



Rapidly nearing completion is the new T.E.P.L. factory, Doonside Street, Richmond, Victoria. Illustration shows the modern and distinctive lines of this up-to-date factory for the manufacture of broadcasting equipment and associate products.

### T.E.P.L. TRANSFER TO NEW FACTORY Timely Move For Further Expansion

Although Transmission Equipment Pty. Ltd. may be classed as one of the younger firms of this particular section of the broadcasting and radio industries, the rapid growth since the commencement of the company a few years ago, shows that the care and foresight which went into the establishment of the firm and has followed through the various stages of development, was well founded, for T.E.P.L. have now moved into a big new factory at Richmond, a few minutes from the heart of Melbourne.

Some time ago an acre of land was acquired with the object of building the new factory and plans were laid out to ensure that when the factory was completed it would contain every modern improvement known in design and construction so necessary in the world of industry to-day.

When COMMERCIAL BROADCASTING'S cameraman visited the new location, the exterior of the factory had not quite been completed, but provision was made with the interior to complete the factory proper so that the transfer could be made from the old site without interfering with production which is working to the utmost capacity. As will be seen from the illustration, power presses were being unloaded at the time of our visit.

No less than 13,000 square feet of factory floor space will be in use by the time this reaches print, and the building is exactly half of the ultimate building program laid down by this progressive organisation. At present the building occupies a frontage of 370 ft. to Doonside Street, Richmond, and when the whole project is completed, the frontage will be 740 feet.

Passing through the office block, an entrance can be made to the factory

which shows the careful planning of the sectionalised divisions of this firm.

Among the sections inspected were: Workshop, general, transformer department, audio department, machine shop, design laboratory, testing department, dark room, and other minor divisions.

The whole factory is roofed with corrugated asbestos fibro roofing of a saw-tooth design enabling the maximum of natural lighting. To supplement the natural lighting, fluorescent Osira lighting has been installed throughout the factory, and this lighting at night will give 10 ft. candles over work benches, etc.

Staff luncheon rooms, showers, etc., are all provided to ensure the maximum of comfort during rest periods.

Special overhead travelling cranes enables the handling of heavy equipment and machinery with the utmost ease right to or from the loading dock situated in a convenient position to all sections.

The exterior of the building is in two-tone glazed brick, setting off the modern and efficient lines.

In the past T.E.P.L. have reached a high standard of quality with their products which have been manufactured under somewhat cramped conditions, and so it is anticipated that an even

(Continued opposite page, Col. 1.)

### McDOWELL'S RELEASE NEW LIVE-ARTIST FEATURE

A new departure in broadcast advertising for retail stores is being featured by McDowell's Ltd. in their new session being released over 2UW on Tuesday and Thursday nights at 9.15.

John Milton, who is considered, in musical circles, one of Australia's promising young tenors, has joined the staff of McDowell's Ltd., and will personally conduct McDowell's sessions on 2UW, as "McDowell's Singing Salesman."

John Milton's method of presentation is to open his appearance on the air with a short, dramatic, vocal cadenza of about six bars, after which he presents the commercial message, and then entertains with two well-chosen songs, finally delivering his closing commercial message before closing with his "theme cadenza."

The session is being heavily merchandised, as is usual with all McDowell's sessions, photographs of John Milton appearing in all the store windows, while he is also featured in the press advertisements and other avenues which lend themselves to this type of publicity.

This new release possibly makes McDowell's one of the heaviest and most progressive users of broadcast advertising for retail store purposes, and is in line with the very progressive policy of this outstanding and successful store, the all-round progress of which is of unlimited credit to its managing director, Mr. Frank McDowell.

Trans-Radio Advertising and Program Service—McDowell's broadcast service agents—organised and released this campaign.

### CLEMENTS TONIC TO RELEASE 1940-1941 CAMPAIGN

Trans-Radio have again been commissioned to release Clement's Tonic broadcast campaign, which will largely follow the lines of last year.

The broadcast campaign is likely to cover some 50 to 60 stations, inclusive of Sydney metropolitan, which was eliminated last year.

This is the third successive year that Clement's Tonic have released a substantial appropriation for broadcast advertising, and the decision of the directors to adhere to a "Business as Usual" policy, with the existing circumstances is to be welcomed because of the constructive morale building example that it sets.

### T.E.P.L. EXPANSION (contd.)

A higher standard will be set by the products of this firm which will now be manufactured under ideal conditions.

The new telephone numbers of T.E.P.L. are J6061 (three lines), and the postal address is Doonside Street, Richmond, E.I., Victoria.

Further details and pictures will appear at some future date of this product of Australian enterprise and progressiveness.

### TEA CAMPAIGN FOR ANZAC BUFFETS

Much help has been rendered the national win-the-war effort and various other causes through station 2UW Sydney, and at present the 2UW Tea Campaign for the Anzac Buffets, which is being conducted through the women's and children's sessions, is creating immense interest among listeners with the result that at the end of the fourth week of the campaign a total of 750 lbs. of tea had been received, an average of 187.2 lbs. per week (or 150,000 cups of tea, according to the experts).

The Anzac Buffets are rendering an immediate and practical service to the men of our Forces, and listeners to the women's and children's sessions have rallied to the tea call.

Beside the innumerable donations from individual listeners who sent tea to the studio, small organisations have been set up in the suburbs—one listener had a couple of helpers, they canvassed various streets in their neighbourhood and the Tea Campaign benefited by 30 to 40 lbs. of tea. Another listener and a friend organised a bridge party, which resulted in 24 lbs. of tea and 30 lbs. of sugar being made available. Two tennis clubs in another suburb held a tournament which yielded 37 lbs. of tea.

Young listeners are equally enthusiastic. One young man had received just one Christmas present—a boat—he raffled his

### MORE RADIO SPONSORS

An appreciation of the advantages of Sunday afternoon advertising, particularly during the winter months, is reflected in changes in the 2GB program.

Following the sponsorship by E. F. Wilks and Co. Ltd., of the hour from 1 to 2 p.m., it is announced that Medicine Pty. Ltd., on behalf of Dr. Webster's Asthma Cure, have contracted for a long-term series of quarter-hour presentations at 2 p.m. each Sunday.

The program feature selected is the transcription series, "Donald Novis Sings," and it is likely to enjoy the same popularity which this famous American tenor has enjoyed in earlier presentations on the air in Australia.

The Transport and General Insurance also are sponsoring a half-hour from 2.30 to 3 p.m. each Sunday—a dramatic transcription "The Court of Human Relations."

much cherished toy among his pals and the proceeds bought cigarette papers and matches for the soldiers! The Tea Campaign gladly accepted his little gift. Another boy of ten years canvassed his neighbours and proudly brought his large parcel to the studio together with a neat little list of the donors.

The station is not surprised at this great response to its call for help to keep the five Anzac Buffets supplied with tea, but it is warmly appreciative. The cause is worthy and the station knows that it can rely on the support of its huge friendly audience.

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## E.R.D.A. GOLF SUSPENDED

The E.R.D.A. Association has decided to suspend its competitions for the duration of the war. Nevertheless, if any of the members of E.R.D.A. wish to have a game on one of the recognised courses, E.R.D.A. will be only too pleased to make the necessary arrangements and introductions.

## Radio Art Union Ball

E.R.D.A. has agreed to co-operate to the utmost extent in the Radio Art Union Ball at the Trocadero on Friday, July 26. The ball is under the auspices of the R.I.F. Club, which is also conducting the Radio Art Union itself, and the proceeds will be devoted to comforts for members of the electrical and radio industries on active service.

Tickets are 10/6 each, and can be obtained from the hon. secretary, Mr. S. G. Dwyer, Science House, Sydney, phone B1046.

## Electrical Exhibitions

At a recent meeting of the Council of E.R.D.A. it was decided to recommend to members that for the duration of the war they would not participate directly, or indirectly, in any electrical exhibition within the State, except in the metropolitan areas of Sydney and Newcastle, in which case individual merits would be considered.

This decision was reached, having due regard to staff depletions and stock conditions, and E.R.D.A. is prepared to write to organisers of any proposed exhibition on behalf of members who may be approached on future occasions.

## Xmas Trade Gifts.

The Council of E.R.D.A. recommends to its members that Xmas trade gifts should not be given this year, and that the amount normally budgeted to be spent in this regard be devoted to a selected war comforts fund. With the object of making such a contribution as substantial as possible, it is suggested that these amounts should be paid through the E.R.D.A. Association.

## THE RADIO ART UNION

The proceeds of the art union go to provide comfort funds for members of the radio and allied industries on active service and, through the Radio Provident Fund, taking care of deserving and necessitous cases of employees in the industry.

Prizes are all electrical or radio products, and range from an all-electric kitchen, valued at £150, down to irons and toasters to the total value of nearly £500.

Here is an opportunity to do your little bit for two very worthy causes. Tickets are 6d. each in books of 20. Prizes are substantial and there are four portable radio sets valued at £18/18/- each for the sellers of the tickets winning the four major prizes.

Books of tickets may be obtained on application to the secretary, S. G. Dwyer, Box 2171 LL, G.P.O., Sydney.

## Dr. Williams Use More Radio

The Dr. Williams' Medicine Co. Pty. Ltd., who have always maintained a large, steady newspaper and outdoor advertising campaign, for Dr. Williams' Pink Pills and Pinkettes, have been testing the merits of radio advertising for some time with encouraging results. Marked increases in sales have been observed in test areas within a space of a few weeks of the addition of stations to the campaign. Stations 2GB Sydney and 2KO Newcastle have now been added to the spread of their national cover. One hundred word dramatised announcements on some interesting everyday incident are being used for Dr. Williams' Pink Pills and straightout broadcasts for Pinkettes. Few people have not heard of Dr. Williams' Pink Pills (the blood and nerve tonic), which have been marketed for 45 years, and Pinkettes (laxative and liver pills), have been winning ever-increasing sales since their appearance 27 years ago. Contracts, copy and continuities are issued by Reuter's Advertising Service, Sydney.

## No Argument About "Let's Start an Argument"

We don't want to "start an argument" about whether a quiz show that carries a reward is a better puller than one that doesn't, but Bonnington's have proved that listener interest in quiz shows is not all bound up in the possibilities of winning a prize.

A total of 18,736 entries received by 2GB in ten weeks is the figure achieved in "Let's Start an Argument," the J. Walter Thompson program produced for Bonnington's Irish Moss each Monday, Tuesday, Wednesday and Thursday nights at 7.15.

The session is a general knowledge argument conducted by John Dease. The arguments broadcast are principally of that variety which appear simple, and which everybody should know—and rarely do.

An appropriate musical background provides an opportunity for listeners at home to start their own argument on the problem of the moment, and much of the success of the session is due to the manner in which John Dease handles it. There is no lure of big prizes—each argument used earns for the sender a 5/- prize and a bottle of Bonnington's Irish Moss, but "Let's Start An Argument" possesses that intangible quality of first-class entertainment which appeals.

From the commencement of the session the response was immediate. At the end of the first week the station reported entries totalled 680; the next week's total was 1,591; in the following week it was 1,842, and in the fourth week of the program 1,882. For the next five consecutive weeks the totals exceeded 2,000—2,044, 2,106, 2,114, 2,175 and 2,038. For the tenth week of the program, to June 15, the total was even higher at 2,255 for the week.

## Sheldon Drug Chief Returns

(Contd. from page 12)

## MARY LOUISE SHEFFER BROADCASTS

Station executives at 2SM last Thursday night were amazed at the broadcast performance of young 11 year old Mary Louise Sheffer, daughter of Mel Sheffer.

This little girl who was the subject of tremendous publicity through America was recently cured of a mysterious brain disease by the famous Doctor Horroz of the Leahy Clinic, Boston, U.S.A.

With astounding memory and excellent manner of speech and without notes of any kind, she conversed ad lib. with John Dunne at the microphone for 15 minutes in the "In Town Tonight" session. She told how with her father she had seen numerous broadcasts at N.B.C. and Columbia and Hollywood and New York and how she had listened to all programs day and night while in hospital in Boston. She declared in her "interview" with John Dunne that her one grievance against their programs was that there was nothing like 2SM's "Gang" for the children.

Mel Sheffer, her father, personally writes his own script for his 2SM programs, "Information Please," Tuesday, 8 p.m.; "Ask It Basket," Monday, 9.45 p.m., and is already introducing into them some of the new ideas he garnered from the U.S.A. presentations.

## Merry Show Goes On

Popular Sunday night presentation from 2KY Sydney, "Piano-Accordeon Merry-Go-Round (arranged and presented by J. Stanley Johnstons) is 5 years old and "still going strong."

The renewal for a further 12 months was signed by the sponsor last week, the same time (7.30 p.m.-8 p.m.) being specified.

"Piano Accordeon Merry-Go-Round" is a quick-fire entertainment, presenting some of Sydney's well-known piano-accordeonists, harmonica players and guitarists, together with visiting and other artists.

It has been responsible for the popularising of several instruments, notably the piano-accordeon.

A change of compere will be introduced, due to Captain Dody (the former compere) having joined the colours. Captain Bairnsfather will fill the vacancy.

Since the inception of this feature, Captain Dody has worked unceasingly to make it outstanding radio entertainment. Listeners will miss his cheery voice, and his Americanisms, which have been part-and-parcel of the entertainment.

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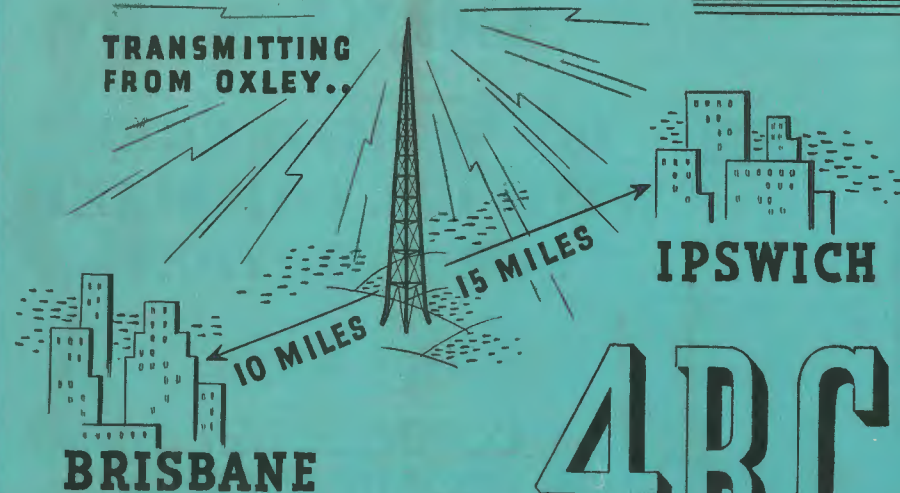
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