

"A LITTLE MONEY GOES A LONG WAY"
 IF YOUR SALES MESSAGE
 IS BROADCAST OVER...

4BC

BRISBANE

and its Associate Queensland Stations



**PONDER THESE
 FIGURES!**

**Total Queensland Licences
 1 4 4, 7 3 4**

LICENCES HELD WITHIN 50 MILES OF
 BRISBANE—TOOWOOMBA—KINGAROY—MARYBOROUGH—
 ROCKHAMPTON—ROMA—CHARLEVILLE—AYR—ATHERTON

1 3 9, 8 0 0

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

Vol. 9, No. 5
 278th Issue!
 Thursday,
 Aug. 29, 1940
 Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

2UW SYDNEY

RADIATING
 SUPERB
 ENTERTAINMENT

24 HOURS
 EVERY DAY
 EVERY MONTH
 EVERY YEAR!

Broadcasting
 continuously from the
 heart of the City of
 Sydney, dominating
 in no uncertain
 manner the greatest
 population density
 in the Southern
 Hemisphere.

Right in the Family Circle



BROADCASTING

Did YOU Know That—

• During May, 1940, sponsored evening sessions increased 63 per cent as compared with May, 1939, on one Sydney station alone. See page 16 of the "C.B." Rate Book, July issue just out.

• The transmitter of a N.S.W. southern station (see page 17 of "C.B." Rate Book just out) is 3,000 feet above sea level.

• The New South Wales coalfields have their own radio "voice" amidst the smoke of industry—(see page 4 "C.B." Rate Book).

• There are 228,000 people in 55,000 dwellings possessing 27,434 radio licences in the area of a central N.S.W. 2,000 watt country station—(see page 5 of "C.B." Rate Book just out).

• \$1,000,000 is spent each week by 250,000 wage earners affiliated with a well known commercial station—(see page 8 July Rate Book).

• 12,037 radio homes out of 22,135 houses are serviced by a N.S.W. north coast station—(see page 9 "C.B." Rate Book just out).

• South of the border, yes north of it too, is a 200 watt A.W.A. transmitter servicing a very rich closely settled N.S.W. and Victorian area—(see page 13 July Rate Book just out).

• 10,000 men have been added to the normal population of 13,000, making the primary service area of over 60,000 by one powerful N.S.W. station—(see page 15 "C.B." Rate Book).

• Back in 1854 the Eureka Stockade was the centre of interest for all Australia—(see page 19 July Rate Book).

• If you want some interesting facts turn to page 21 of the "C.B." Rate Book just out.

• And page 20 will show you what can be done and what has actually been done.

• Page 25 of that same Rate Book will stagger you if you have any appreciation of figures.

• If your Melbourne business wants an up-"lift," read page 24 of the Rate Book.

• Incidentally that Rate Book only costs 5/- per copy, post free, and you shouldn't be without it.

• If you are a station manager and didn't book your rate card to go in the Display Section of the Rate Book, you certainly missed out on a wonderful opportunity of tying-up your station message with your rate card at an attractively small cost.

• You should not miss having your rate card and your message in the front section of the next Rate Book (January issue), for which copy closes November 15.

• There are still some daytime periods available on a North Queensland station—(see page 26 of the July Rate Book just out).

• The Apple (or should it be potato) Isle is well portrayed on page 29 of "C.B." Rate Book, now available.

• In three years New Zealand radio licences have increased 57 per cent according to the N.C.B.S. on page 30 of the Rate Book.

• The combined subscription offer of COMMERCIAL BROADCASTING (fortnightly) "C.B." RATE BOOK (half yearly), and the Year Book for only £1 definitely expires on August 31, 1940, because paper rationing comes in the next day, September 1, and printing paper must be conserved.

• On and after September 1 the subscription rates to these publications will be:—COMMERCIAL BROADCASTING (fortnightly) 10/- per annum, post free; "C.B." RATE BOOK, 5/- per half yearly edition, post free; and the Year Book 10/- per copy, post free—all available direct from the publishers—

AUSTRALIAN RADIO PUBLICATIONS
PTY. LTD.,
BOX 3765, G.P.O., SYDNEY.

Andrews Liver Salt Latest Network Sponsor

Jack Davey Show on Macquarie

Radio in Australia has seen few more rapid expansions of air selling than the record of Scott and Turner Ltd., manufacturers of Andrews Liver Salt, over the past three years.

The selling capacity of radio was first tested in 1938 in an experimental spot campaign. Results were so good that last year's appropriation was considerably increased; although the campaign, once more, was confined wholly to spots.

Now the George Patterson Agency announces one of the most comprehensive recent campaigns undertaken on the air in Australia. Commencing on September 1 each of the 21 stations of the Macquarie Network will carry a Sunday night half-hour, featuring "Omar Khayyam—And All That," from 7.30 to 8 p.m., and additionally, an intensive spot campaign has been planned over 30 other stations throughout Australia.

The Macquarie contract follows closely on the first all-network buy (Colgate-Palmolive "Youth Show"), by the same agency. Supporting "Omar Khayyam—And All That" will be a comprehensive merchandising campaign, including widespread newspaper publicity. The time of "Omar Khayyam"—7.30 to 8 p.m.—is a strategical booking coming as it does immediately before the Lux Show each Sunday night.

The availability of the time channel itself, is an interesting side-light on network development in Australia. A few months ago all Macquarie stations as a matter of policy decided to clear the time, 7.30 to 8 p.m. Sundays, and to hold it for national sponsorship.

Local campaigns were included in the period only on condition that a move would be made in the event of the half-hour being required nationally. When the Andrews campaign was mooted, Macquarie possessed the immediate advantage of being able to offer a clear channel throughout the entire network.

"Omar Khayyam—And All That," is a new Jack Davey program in that particular type of Davey comedy, which has lifted him to a high peak of popularity throughout the Commonwealth. There is no set pattern to it—anything is likely to happen at any minute. From the palace and the harem of an Eastern caliph of 2,000 years ago, it switches right up to 1940 and back again with the greatest of ease. It has comedy in plenty with a full measure of melody thrown in. In it there is much of "Solomon the Second," a worldly-wise old gentleman whom Davey created in his 2GB breakfast session a few years ago, and there is much too of that other old Jack Davey who has won his way to the top flight of crooners in Australia. With the support of bright music and good vocalists, altogether it is a very merry affair.

19 STATIONS GET FIRST BIG BERLEI CAMPAIGN

As leading manufacturers of foundation garments, Berlei Ltd. conduct a continuous campaign of education to inform women of the benefits of correctly fitted foundations. These benefits embrace not only beautification of the figure from a fashion viewpoint but also the correction of faults, the support of relaxed muscles, improvement to posture and health generally.

With the release of contracts to 19 radio stations, Berlei Ltd. have now tended the campaign to the broadcast medium.

Daytime women's sessions were chosen to provide the most suitable and receptive audience.

The programs, entitled "Beauty in the Balance," consist of a series of real-life stories in which every woman should find a counterpart either in her own life or in the lives of her friends.

Simply told, without undue dramatic emphasis, these stories stress the importance of self-confidence in dress, and the part which foundation garments play in that self-confidence. The stories themselves emphasize the importance of foundation garments and lead up to a restrained commercial announcement at the end.

A widespread merchandising campaign in support of "Beauty in the Balance," has been planned by Berlei Ltd. and the Catts-Patterson Advertising Agency. Displays publicising the feature are being circulated to distributors throughout Australia, and a personal contact is being maintained to ensure the interest of retailers.

The stations to be used are: 2GB Sydney, 2CH Sydney, 2HR Hunter River, 2GZ Central New South Wales, 2LM Lismore, 2WL Wollongong, 2WG Wagga, 2KO Newcastle, 3AW Melbourne, 3HA Hamilton, 3BO Bendigo, 3BA Ballarat, 4BH Brisbane, 4GR Toowoomba, 4RO Rockhampton, 470 Townsville, 5DN-RM South Australia, 7HO Hobart.

U.A.P. ELECTION CAMPAIGN ON THE AIR FROM SEPTEMBER 2

Advice is to hand from Paton Agency that contracts are being placed with all stations in Victoria, South Australia, Tasmania and Western Australia for the U.A.P., using all types of commercial credits from 25 words to 15-minute sessions in night programs in connection with the approaching election. Campaign commences on September 2. Goldberg Agency in Sydney this week is releasing the U.A.P. air campaign for New South Wales.

COMMERCIAL INFORMATION DEBENTURE GIVEN.

R.U.R. (Aust.) Ltd., 841 George Street, Sydney, has executed in favour of N. A. Pardoe, a trust deed dated 17/7/40 over the company's undertakings, property and assets, including uncalled capital, in consideration of £5,000 advanced. This was filed on August 2.

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Thursday, August 29, 1940.

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

Vol. 9, No. 5

Editorial

Wireless Licences Skyrocket

The wireless licences for the month of July, just released by the P.M.G.'s Department have reached astoundingly high figures, particularly compared with July of last year.

The new licences issued throughout the Commonwealth during last month totalled 29,992, as compared with 15,601 in July, 1939. This may be partly accounted for by the increased activity of the Radio Inspector's Department throughout all States of the Commonwealth. It is well known that there is a tremendous number of people who enjoy all the benefits of the wireless programs, but fail to pay their share towards the National programs. Increased activity from the Radio Inspectors has caught a lot of these people and many of them have been fined, and amongst them were some radio traders, who should know better.

Cancellations Reduced

Cancellations have dropped off considerably. This July these only totalled 5,448, as compared to 10,772 in July of last year. Just what this might be attributed to, is hard to say. On the one hand, it may be that there is more money about. On the other hand, it might be advocated that the war news and brighter programs have encouraged people to hang on to their wireless sets more than they did previously.

The monthly total of 1,237,125 sets in the Commonwealth, brings us nearly up to the one and one-quarter million mark, which is extremely satisfactory, and resulting in a nett increase of 24,544 for the month, as compared to 4,829 nett increase for the month of July of last year.

This means almost 20,000 nett increase over and above the increase during last July.

The population ratio now reaches 17.63 wireless licences per 100 population throughout the Commonwealth, as compared with 16.36 twelve months ago.

New South Wales was largely responsible with over 11,000 extra new licences this July as compared to July of last year. Last month there were 17,125 new licences issued as compared to 5,807 in July of last year. New South Wales is also well on the list with only 1,099 cancellations this July as compared with 4,860 for July of last year.

In Victoria, the new licences were about 900 in excess of July last year, which was then 4,097, as compared to 4,954 this year. Cancellations were

slightly down to 2,563 this year, from 3,124 last year. The nett increase in Victoria is only 2,391 for the month, whereas in New South Wales it is 16,026.

In Queensland, new issues were almost doubled this July at 3,931, as compared to 2,108 in July of last year. Cancellations were down to 200 from 884, and the nett increase for the month was 3,731 as compared to 1,224 in July of last year.

South Australia was slightly up, with new issues of 2,023 against 1,626 of last year. Cancellations were 614 last month, compared to 988 for July of last year, while the nett increase was 1,409 this time, as against 639 last time.

Western Australia Down

Western Australia was slightly down in its new issues, at 1,220 compared to 1,347 in July of last year. Cancellations were higher, at 823, as compared to 552 of last year, and the nett increase this July was only 397 as compared to 795.

This shows there is something wrong in the State of Western Australia. Why should that State go down, when all the other States are going up, and when the Commonwealth total is showing a substantial increase. Is it the National programs, and, if so, what has happened to the commercial people, that they haven't been able to carry the load, as they usually do?

Something needs investigation in the West, and here's a job for the Radio Traders' Association to get their teeth into.

It is a pity to see only one State so far down as this is.

Even Tasmania has shown a nett increase of more than double the figures for last year. This July the increase was 590 as compared to 252 in 1939. The new issues in Tasmania were slightly up on last year, being 739 as compared to 616. Cancellations were substantially down to 149 from 364.

Tell a Big Story

These figures tell a big story. The detailed figures are published elsewhere in this issue (second last page), and you will see for yourselves that wireless is playing a very prominent part in the daily lives of the Australian people.

When you consider just what you have got to sell, there is no reason why any radio retailer or technician should be idle or not doing any business. There is business about, and if you are pre-

pared to go after it, you'll get your share—and a bit more—because there's always some fellow who goes to sleep on the job.

Apparently the N.S.W. radio inspectors and the radio trade have not been asleep, when we find 17,000 new issues in the one month, as compared to 5,000 odd last year. It is no wonder we get a report from Victoria that things are a bit slow, where they only just got ahead of last year.

A Radio Election

The valuable service that radio is rendering, particularly in respect to the broadcasting of war news on the one hand, plus real good entertainment on the other, is something that is making the people buy more and more radio sets. The forthcoming elections will be fought over the radio with a vengeance. There will be no time for public meetings in the streets; there will be very little public address amplification business used this election; it will all be done over the air, with the people listening-in at their firesides. It will be such a quick, rush election that very few of the candidates contesting the seats will have time to get around their constituencies.

PAPER RATIONING COMMENCES SEPT. 1.

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

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

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

COMMERCIAL BROADCASTING (26 fortnightly issues)

10/- p.a., post free.
"C.B." RATE BOOK (two half-yearly issues), 10/- p.a., post free, 5/- per copy, post free.

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

Send your subscription to-day to Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney, N.S.W.

RISING TIDE OF RADIO ADVERTISING

War Conditions Hasten Normal Progress

The rising tide of radio advertising, forshadowed in this paper many months ago, and again more recently when newsprint restrictions were announced, is continuing in full flood. With the majority of stations it is no longer a case of to whom can we sell time? But rather one of what time have we got to sell? More than one station is nearing that position where the "house full" sign could be hung out. Thus radio has come into its own.

For years commercial broadcasting as an advertising medium was subjected to all kinds of tests and torments by sponsors and prospective advertisers; it was made the chopping block for all manner of "surveys" and pseudo surveys; it had to face the bitter opposition of other media from which month by month it was winning over an ever increasing army of advertisers. Meantime the broadcast medium was steadily progressing in another direction; the technique the art of combining entertainment and advertising was improving from day to day. And in this direction it continues to show new advances almost every day. Unlike other media it does not, cannot, stand still in any one established groove of presentation. Its ever changing character, its constant "newness" is its strongest selling force.

All the biggest advertisers have come to realise these facts about radio advertising, literally thousands of smaller advertisers also are harvesting higher rewards from advertising on the air than could ever have been conceived by business men even a few years ago.

The announcement of newsprint restrictions gave the swing towards radio advertising a tremendous uplift, hurrying a development which would have come about in the normal course of progress—a scramble for the choicest available times on the greatest number of stations. Most of the leading national advertisers in Australia (and these included several direct representatives of overseas manufacturers, of which more is said later on) have been searching for or negotiating long term accommodation on all the leading networks and independent stations during the past couple of months. Some of these are well established radio advertisers, others are newcomers to the medium. Amongst the "old hand" sponsors on the air numbers have shown greatly increased commitments in their renewal contracts for time as well as proportionately increased appropriations for the purchase of bigger and better program features. In other words, radio is getting a bigger share than ever before of each advertiser's annual appropriation. It will have a far reaching effect, particularly upon program quality. When one considers how often radio does a highly satisfactory selling job for a product upon a meagre spending allowance it is clear that the new influx of money to the industry will be reflected in even better programs and

more thoroughly merchandised programs than ever before.

Amongst big national advertisers transferring to radio a big proportion of their annual advertising appropriation formerly used, principally in various other media are the Colgate-Palmolive Co. (Youth Show), Pepsodent ("Sunday Night at 8"), Seppelts Wines, Nestle's and Anglo-Swiss Condensed Milk Co., Beau Monde, A.C. Berlei Ltd., Andrews Liver Salts, Arnotts Ltd., Cadbury-Fry-Pascall, Felton Grimwade, Victorian Government Railways and Tourist Bureau, whilst Wrigley's have secured "Ginger" for all over Australia, in addition to their "Dad and Dave." Kitchen and Co., the soap people, have entered radio in a big way for the first time with a campaign for Persil, whilst Lever Bros. have made extensive forward bookings for the continuation of the Sunday night Lux Radio Theatre, in addition to extending the Rinso program, "Melody Riddles" time from half-hour to one hour. De Witts, Beckers Ltd., Hoadleys, and numbers of others are reported to have made extensive renewals on the air.

MURDOCHS SHOW INTERESTING LEAD IN BIG STORE RADIO SPONSORSHIP

Though Murdochs Ltd., of Park Street, Sydney, recently inaugurated a women's costume department, they have for many years been regarded as essentially a "Men's and Boys' Store." It is of particular interest therefore that their latest big expansion of broadcast advertising should evolve around a "store personality" of the fairer sex. The girl is Isobel Young.

Miss Young joined Murdochs only a few months ago, and her powerful personality, it was soon realised by executives of the firm, would make a tremendous appeal over the air. Her first "air" assignment was with Advertising Manager Davis, who at that time was conducting Murdoch's quarter-hour session on 2SM. More recently she took over the whole of this session.

This week it was announced that Murdochs have entered into contracts with 2GB and 2CH for time in the women's sessions, and additional time with 2UW. In each case Isobel Young will conduct

DEPARTMENT STORES.

One of the most interesting developments lately has been the greatly increased usage of broadcast advertising by department stores in all leading cities. In country towns it has never been very difficult to convince local department or general stores of the advantage of advertising over their local broadcasting station, but the big departmental stores of the capital cities, particularly in Sydney and Melbourne, stood out for a long time against any kind of a thorough embracement of the medium. Stations themselves found it difficult to put forward any program proposition which would convince the big stores of positive results. Consequently few stores were willing to take a chance, depending as they do on day to day turnover. Some stores made a little money available for radio, in most cases an inadequate amount, and consequently considered they had "burnt their fingers," others got sufficient encouragement from their mite to expand and they continued to expand their radio advertising from time to time. To day, in spite of some die-hards still standing out, there are a number of department stores which can be rated as really big spenders in broadcasting. In Sydney big stores successfully selling their lines and services through radio programs include Winns Ltd., Anthony Horderns, McDowells Ltd., Murdoch Ltd. E. Way and Co., and Grace Bros. An equal number or more in Melbourne have been consistently on the air for some time, while the big Myer Emporium recently launched a big radio program. In Brisbane all the big stores are now using radio in some form or other, Overell's, of the Valley, and Allan and Stark Ltd., being particularly active.

the sessions under the title of "Fashion Flashes."

New line-up for these special sessions is as follows: 2SM Friday and Saturday, 11.30 to 11.45 a.m. 2GB, 10.35-11 a.m., Tuesday, Wednesday and Thursday, 12.20-30 p.m. Tuesday, Wednesday, Thursday, and 2UW 12.5-15 p.m. Monday days.

Murdoch's Musical Moneybox audience participation show broadcast through 2UW from the State Assembly each Thursday night for several months past has proved such a success that the store has already issued invitations to pack the hall each Thursday night right up to the new year (seating capacity is 400). Show is compered by Vernon Lisle.

An additional broadcast activity which has proved its worth is the "Customer Speaks" session broadcast from the store through 2SM Mondays to Thursdays inclusive, at 11.30-45 a.m., and featured by Vernon Lisle.

(Continued opposite page, foot of Col. 1.)

DE WITTS USING NEW DRAMA SERIALS ALL STATES

E. C. De Witt and Co. Ltd. have signed up for still another George Edwards show, this time "The Hunchback of Ben Ali," being listed so far to go on 13 stations in five States.

De Witts have been using the Columbia-George Edwards production, "Piccadilly," on 2UW, and "Marco Polo" on a number of stations in the Southern States. Present bookings for the feature at O. P. Sellers include the following stations:—

N.S.W.: 2UW Sydney.
Victoria: 3UZ Melbourne and 3SR, 3UL, 3YB, 3BO, 3GL.
South Australia: 5KA Adelaide and 5AU.
Western Australia: 6IX Perth and 6IVB.
Tasmania: 7HO Hobart and 7LA.

A synopsis of the feature appears in the transcription Section.

Another De Witt's program purchase last week was 52 episodes of "Doctors Courageous," released by Artransa.

ANOTHER HOUR VARIETY SHOW

Any doubts as to the extent of a listening audience late at night were dispated at 2UW last week when the first of that station's new one-hour Tuesday night variety shows went on the air from 10 to 11 p.m. Title "Variety Cocktail," the hour gave a fast moving radio revenue with Tut Coltman's Band, Reggie Hartly and Cecil Scott, on their toes from beginning to end, to say nothing of a few high rating guest artists thrown in. An immediate phone and mail response left no doubts as to the audience available at that hour.

The show as a whole is not sponsored, but is being used as a vehicle for spot announcements only between items. Vernon Lisle is the comper.

OLD DYE FIRM TESTING RADIO

One of the oldest and best known dyes "Dy-O-La" (William R. Warner and Co. Pty. Ltd), has gone air merchandising with a test campaign for three months over a number of country stations. Agency handling the account, Unsted, Jackson and Haines, in Sydney, planned the campaign on 100 worders in women's sessions, commencing September 1.

Murdoch's Store Personality Girl

(From opposite page.)

During Dom Harnett and Elsie Wayne. In their latest broadcast advertising drive, Murdoch's are making full use of the "store personality" idea. Miss Young has already built a big following through 2SM, and she should now win many more friends for the sponsor on the three other stations. She is also featured in Murdoch's latest country order catalogue, and will be recorded in announcements to be broadcast through country stations, thus completing a thoroughly worked out merchandising scheme.

DOUBLE OR QUITS FROM 2/- TO £50

E. Way and Co. Ltd.'s Thursday noon half-hour session on 2UW, which takes the form of an audience participation show at the State Assembly, has proved to be another of those "booked out" shows—and little wonder when listeners and audience can have such fun and the chance to win anything from 2/- to £50.

Vernon Lisle conducts the quiz. General knowledge questions are asked with 2/- for the first one correctly answered, 4/- for the second, and so on, or the competitor can cry enough at any stage and collect her winnings which, if she has a docket from Ways is supplemented with an order on the store for goods to the same value as her prize money. A happy innovation introduced last week was the giving of a pair of Golden Glamour stockings to any competitor who having successfully answered three or more questions fails on the next. The highest any competitor has gone so far is 32/-, and as she had with her a docket from Ways she got 64/- value for her few minutes in front of the microphone.

Enquiries from the station revealed that so far as the session is concerned they would go on doubling up on the quiz to £50 to any competitor who could stand up to the barrage of general knowledge questions.

TEA MARKETING BUREAU WILL CONTINUE WITH SPOTS FOR 1940-41

The Tea Marketing Expansion Bureau has arranged for renewal of spot contracts with the same extensive list of stations throughout Australia as used in their last 12 months' period up to September.

Samson Clarke Price Berry is the

agency handling the account. The campaign again is carried on one minute dramatised sketches similar in effect as those previously used, but somewhat different in presentation. The series is being disced at Columbia.

"Multum in Parvo" means 7HT IN TASMANIA!

Admittedly the translation is very broad—but so is 7HT's coverage! Sales through 7HT in Australia's smallest state have been translated into terms of "big business" for 7HT Advertisers.

Get the sales facts from these mainland representatives

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

HUGH ANDERSON,
130 Exhibition St.
Melbourne.
Cent. 4366



TASMANIA'S LEADING BROADCASTER

As Shakespeare said . . .

"THE CUSTOMER IS ALWAYS RIGHT"

. . . Yes, always right on 3AW — for ENTERTAINMENT! That's why YOU should be on 3AW for SALES!

3AW gives better coverage . . . more sales!

VICTORIA LISTENS TO: **3AW** and BUYS THROUGH: **3AW**

Consumer Advertising Must Be Factual!

Frank Discussion of Problems by Leading American Agency Executive

There are few business people in the world to compare with the Americans when it comes to frank discussions of their business problems—they seem ever willing to hold open court on matters relating to the betterment of any enterprise. Perhaps this is one of the things which contributes largely to the success of American business. Anyway, there was no doubt about the frankness of Raymond Rubicam, chairman of the Board of Young and Rubicam Inc., big U.S. ad. agency, when he addressed a Business-Consumers Relations Conference on "Advertising and Selling Practices," sponsored by the National Association of Better Business Bureau Inc.

For the full text of Mr. Rubicam's remarks as printed below we are indebted to "Printers' Ink" (May 24, 1940).

(By Raymond Rubicam.)

In my opinion, the first obligation that national advertising owes the consumer is the same as that which it owes the manufacturer—namely, success in selling honest goods and services to a mass market at a low cost.

If an advertisement does not succeed in commanding the attention of a large number of people, it fails in its first test. Even if it gives all the information in the world about a product, if it does not command such attention, it is a failure. If every statement in it were hailed as incontrovertible fact by Consumers' Union, it would still be a failure. And if it won the enthusiastic approval of every guardian of public welfare in the land, its classification would not change.

The only reason for the existence of advertising is that it sells goods to the many simultaneously, the way personal salesmen sell goods to people individually. It has no other justification worth mentioning. It reaches where sales forces cannot reach and does it at a lower cost than any other method yet tried.

Why is all this of primary interest to the consumer? Certainly it is of interest to the consumer to have worthy goods and services offered to the largest possible number of people. Only in that way can the national standard of living be raised. Only because that job has been well done does the average American have more of the goods and services that make life enjoyable than any other average man in the world. And only because so many Americans use so many products and services are they available at all, or at their present prices.

The first requirements which advertising must meet, or else cease to exist, are the requirements of people's tastes and habits regarding what they will and will not read in magazines and newspapers, and what they will and will not listen to on the air. If these requirements are ignored, people will in turn ignore the advertisements and they will fail.

If you will study the editorial contents of the magazines which are most popular, the newspapers which are most in demand, the radio programs which are listened to by the greatest number of people, the movies which people flock to see, there is one conclusion that you will come to rather easily—namely, that people do not want dry facts served to them in a dry way.

Critics complain that the best books are not read, that the best plays are not popular, the best movies not even produced. Perhaps this is so. Authors and playwrights can afford, if they wish, to appeal to a judicious minority, but the advertiser and the advertisement have no choice. They must meet popular taste and appeal to it in terms which will win broad response, or they lose their justification.

In a Broadway it is the job of national advertising to stimulate desire and demand; it is the job of retail advertising to fill it. It is reasonably well known that you cannot create desire or demand in any field of human activity simply by a recitation of facts.

Equally as useful as the facts is the art of persuasion, which I have yet to hear called a crime except by some critics of advertising. Preachers use it only to save sinners, but, competitively, to win converts. Educators use it to convince the indifferent young that it pays to study, and alumni use it to recruit talent for the football teams. Democratic governments use it to win people to their policies, but dictators don't bother with it; they just tell you what to do.

Effective national advertising is made up of a combination of facts and persuasion. It should not be exerted in behalf of fraudulent products; it should not resort to unjustified claims; it should not violate or evade the laws whose purpose is to prevent the consumer from being cheated.

On the other hand, advertising should be given as much liberty as possible within the limits of honesty. It should not be required to become an encyclopedia of factual information about the product. It should not be asked to em-

ploy standards of public taste which apply only to a minority. If it is compelled to do so, it will fail to interest enough people to perform its primary job of selling goods at low cost.

Studies of public reading habits and preferences show that the picture page of the newspaper will be looked at by 90 per cent of the women readers and the leading comic will be read by 70 per cent, whereas the leading editorial will be read by only 10 per cent. Although fiction is not nearly as popular in newspapers as it is in magazines, even in a newspaper the love stories will be read by more women than the leading news story on Page 1. The Hollywood columns far outrank the book columns in popularity, and the columns on beauty, etiquette, and society outrank columns on health.

Critics sometimes question advertising as an effective and economical selling tool; the same critics will criticize it for lack of factual dignity. Certainly advertising cannot lower its cost without reaching the masses of the people, and certainly it cannot reach the masses of the people by a very great preoccupation with dignity.

In both newspapers and magazines, research proves over and over again that people want information served to them with a light and entertaining touch, or else with an emotional and dramatic touch which mirrors their own lives. Particularly is this true of women. In a woman's magazine, articles of serious import must be highly personalized, or they are likely to get scant reading.

In national advertising an advertisement about an electrical appliance which featured for a woman the technical details of the product would be a complete and utter failure, according to all past experience; but an advertisement which dramatized for her the contribution which that appliance could make to her life, if it hit the truth of the matter, would be a huge success.

The most effective advertisements are not written about products; they are written about people and their relationship to the product advertised. Dramatic selling and free use of the imagination are clearly recognized by the critics of advertising, or they would never have taken such titles for their books as "One Hundred Million Guinea Pigs," "Forty Million Guinea Pig Children," "Skin Deep," and "Parting in Plunder." How much circulation do you suppose these popular books would have had if they had been given conservative titles and been written in factual language?

Advertising is not to be likened to an impartial consumers' information service. An advertisement is a salesman; it exercises any man's right to advocate openly and honourably his own good and his own work. It does not pretend to be disinterested, as so often happens in propaganda outside of advertising.

Its departures from fact are out where they can be seen, challenged, and corrected, and where the parties responsible are known and can be held responsible.

(Continued on page 10)

WITH MALICE TOWARDS NONE

By Valerie Chick

From America by air mail this week comes the gift of a pair of the latest Nylon stockings. Nylon is the Du Pont invention—a product of coal, water and air. Industrial chemists claim that it is one of the three or four greatest chemical inventions in the world to-day. It is the raw material for a textile fibre, stronger and more elastic than silk, wool, linen or rayon. As a woman who considers hosiery one of the most important accessories to smart dressing, it appears to me that Nylon are quite the loveliest, sheerest stockings I've ever known the joy of wearing. They are colour fast, wash easily and dry quickly, but—one must not dry them near a radiator or in any hot place. I will report on the wearing service of these stockings as time marches on.

Goldberg's (Sydney) announce an extension of their radio division. Mr. Goldberg says: "I believe wholeheartedly in the value of radio advertising to-day." His Melbourne branch will shortly release three big radio campaigns. Sorry, cannot give you details in this issue. This week, Sydney office releases the tremendous U.A.P. radio and press campaign for the whole of New South Wales.

Mr. Ashley Buckingham, director of Buckingham's and Curzon's, is also another who is convinced that radio is a valuable advertising medium. "I can say quite definitely," says Mr. Buckingham, "that I have had excellent results from my radio advertising, particularly recently." (Curzon's are using 2GB and 2UE stressing their "Budgeteer" appeal). Hansen Rubensohn handle this account.

One of radio's youngest program managers is Mr. Perc. Campbell. We doubt if he's reached the half fifty mark yet. Mr. Campbell commenced his career at 2GB as an office junior. Today, he is an extremely competent executive, enjoying an enviable salary. Hats off to stations who give youth its chance!

News from the 2UW front. Recently back from a tour of the United States Rod Gainford, of "Do You Want to be an Actor?" fame, has joined this station. Mr. Gainford relates that many people over there remarked on his likeness to Dale Carnegie. Remember the wench who obliged you with a match in a Sydney cafe last week, Mr. Gainford? She tells me that she thinks the Yanks have got something there. But—she goes one better and says, "This business of 'getting along' with people seems to be a gift, not an acquisition with Mr. Gainford." (Just what sort of a match was it Rod?)

Back at work after convalescing from a severe bout of 'flu is Chief Marden's secretary, Coral Wood. Also on the hospital list is popular Jim McKay (sales). With the revival of old war



ballads, we can hardly pin anything on Jimmy for crooning softly from his bed—"I don't want to get well, I'm in love with the beautiful nurse." Then, we have Pat Harvey in the copy dept. Pat's the proud possessor of a beautiful solitaire—engagement announced last week Mr. C. C. Carter has waved goodbye to ledgers and staff pay envelopes for the time being. Entered the Air Force last week.

Remember Bimbo (2KY)? Who could forget him? Believe it or not girls, he's taking a special course in cookery. We hope Lennie Lower won't get hold of this juicy piece of information. If you had tried to get in touch with Bimbo on Sunday last (that was his first "official" day on cook duty!), this is most likely what would have occurred. "Yes—this is Bimbo. Busy? My blinkin' oath! I'm right in the middle of knocking up a few hot scones for the boys you know, and what with Mrs. Beeton's cookery book, "The Guide

to Young Housewives," the crook stove, my scone cutter missing, and the tea kettle whistling, "Taint what you do, it's the way that you do it," I'm alluva twit, I am."

Incidentally Bimbo is anxious to hear from advertisers who may have some spare playing cards or games for the "blokes" in his unit. They're urgently in need of playing cards particularly. Bimbo's address is: Corporal A. W. Hahn, NX32876, 1st Aust. Corp. Salvage Unit, Showground, Sydney.

It takes some doing for a woman to combine marriage with a strenuous career, find time to be one of the "lovely-to-look-at-delightful-to-know" people, to appear always as though she has stepped from the pages of Vogue, and to participate in no small way in her country's war effort. Folks—I give you Mrs. George Edwards (Nell Stirling), one such "rara avis."

Nell more than lived up to her reputation for smart dressing at Prince's last Thursday evening, in a beautiful frock of heavy dull-gold material with a stiff gold net voluminous skirt. Occasion—party given by her husband to celebrate her birthday. Guests included Nell's parents, Mr. and Mrs. Malmgron, "Andrea," Hazel Hollander, Messrs. O. P. Sellers, Summer Locke-Elliott, John Martin and Richard Parry.

Publicity at 2UE is now in the capable hands of Betty Ranshaw and young Peg. Rehfish. Both girls have been transferred from the copy dept. Peg is the daughter of one of Australia's famous women painters.

Gentlemen prefer—there's evidently one who does, because 2UE's "Blonde Bombshell" (Mary Sinclair, nightingaler) has been receiving orchids by the dozen every day. Sender—anonymous! There's a grand guy for you. We predict there'll be a poppy—beg pardon, popping day soon.

(Note: Acknowledgement to "New Yorker" for Schnabel story last issue.)

SUCCESSFUL RADIO ART UNION—PROFIT ABOUT £700

A progress report on the Radio Art Union conducted by the Sydney R.I.F. Club, reveals that there will be a profit of about £700 or more from the Art Union and the Art Union Ball which was held at the Trocadero.

Over 54,000 tickets were actually sold in the art union.

The first prize, which was sold by Mr. A. R. Allen, of Vesta, to the Dunlop-Perdriau Rubber Co., was handed back by that company, which meant a substantial profit to the Art Union Fund.

Also, one of the special mantel model sets given for the sellers of the first four winning tickets, was won by Mr. A. R. Allen, managing director of Vesta Bat-

teries, who handed it back to the fund, giving another additional profit.

Other winners of the special prizes for sellers of tickets in the art union were: J. J. Hodgson and Sons of Lockhart, N.S.W.; C. Winkworth and Sons Pty. Ltd., 51 York Street; and Miss T. Brown, of 101 Macleay Street, Pott's Point.

Prizes Unclaimed

The following prizes in the recent art union were not claimed when we went to press:—

10th prize, electric shaver; 17th prize, electric iron; 19th prize, electric clock; 21st prize, electric toaster; 23rd prize, electric toaster.

MUST BE FACTUAL says Rubicam

(Continued from page 8)

It is not an offence against the consumer if the advertiser is in favour of his own products and says so enthusiastically. It is not an offence against the consumer if he tries to make a place in her life for the goods he sells. And he must be allowed liberty and latitude, it seems to me, in the choice of methods in selling.

If he makes honest goods, prices them fairly, puts all vital information about

them on product or label and in service literature, it seems to me that he should be allowed to advertise them with nursery rhymes if nursery rhymes carry the good product to the greatest number of consumers at the lowest cost.

Let me hasten to say at this point that I am not arguing that advertisers should not give more information to the consumer. I am not arguing against merchandise grading. I am not arguing against complete information on labels, products or in service literature.

Readers of national advertising are frequently repelled, instead of attracted, by a mass of literal facts about the product. They are frequently repelled by informative headlines. They are usually repelled by lots of words and small type. They are usually attracted by pictures of generous size or by sequences of pictures. They are attracted by pictures of people rather than pictures of products alone.

More often than not there is some one fact about a product or some one appeal for its use that is of supreme interest and importance to people, and so far outweighs all others that emphasis upon it is the best way of effecting low-cost selling.

Perhaps in saying these things I am, as the phrase goes, sticking my neck out. But, as I see it, the value of consumer-business conferences lies in hearing all views. I am distinctly in favour of greater contact between consumer and producer. Nothing but good for both can come from it if the contact is frequent enough, is continued long enough, if the consumer representatives and the business representatives really represent the forces behind them, and if there is an honest and co-operative effort in both groups to understand the needs and problems of the other.

Human beings always find it hard to make sudden changes and adjustments. Business men and advertising men are no exception to this. Changes in procedure which are suggested from the outside sometimes look harder to make than they are. Changes that are restrictive in nature, sometimes look more dangerous than they are to the freedoms which we in this country so rightfully guard to-day.

It is true, at the same time, that this American freedom is, or should be, based upon a willingness of the individual to accept such limitations on his personal freedom as will serve the rights and interests of all. There is no question that business and its instrument, advertising, must serve the great consuming public to its satisfaction or that the public will find ways of compelling that satisfaction.

It is important that we, who are in business, see and accept that fact. It is likewise important that the leaders of the consumer movement truly represent the views, needs and desire of the great mass of consumers, and that the

measures which they advocate will permit business to serve the consumer in his role as producer too.

In the short run it may not always be true that what is good for business is good for the consumer and vice versa, but in the long run it has got to be true, and in my experience, business men have never seen and understood this as clearly as they do to-day.

The most precious possession we have in this country is freedom of choice. The average American has more latitude with regard to everything in his life than any citizen of any great nation in the world. We cannot blind ourselves to the fact that millions are without jobs, but we must strive for the restoration of those jobs without the loss of the freedoms—spiritual, mental and material—which make us the most fortunate great people in the world to-day.

The most important consideration before us is that we shall use well and thus retain the freedoms which we now have.

Reasonable and fair freedom for business in its methods must be guarded as carefully as freedom for the people whom business serves.

Business, heedless of consumer needs and desires, might bring upon itself new restrictions to shrink its area of freedom; but consumers must look out that, in imposing too severe restrictions on business, they do not, in the end, restrict themselves.

To-day, business suggests through advertising and salesmanship, but the consumer decides. Because of the freedom which business enjoys, the consumer is offered an almost limitless range of goods and services to choose from.

What difference does it make if two or ten or fifty different manufacturers market and advertise goods which have many like characteristics? Why should n't two or ten or fifty manufacturers have the right to make and market resembling products? Is it not important to preserve their right to do so in order to preserve the whole principle of right of choice—whether for a man to choose to go in business or for a woman to choose what hat or automobile or brand of peas strikes her fancy?

We must all be careful that a movement which starts with the reasonable desire of consumers to get what they want from business, does not end with the dictation of an individual empowered to decide what everybody wants.

2CH SETTLED IN TO NEW PREMISES

The transfer of the whole of the studio broadcasting activities of 2CH Sydney to premises in the new palatial A.W.A. building at 47 York Street, has been completed. 2CH was formerly housed in the Grace Building. Audience participation shows have been already conducted from the new big main studio with marvellous acoustic effect.

It is hoped to present to readers a complete description of these fine studios and general set-up at an early date.

1,000 RETAILERS WITNESS FIRST BIG PEPSODENT SHOW

First program of the new Pepsodent show, "Sunday Night at Eight," was broadcast from the stage of the Comedy Theatre, Melbourne, on Sunday, August 18. Broadcast was witnessed by 1,000 retailers, who attended as guests of the Pepsodent Company, and ran 45 minutes to the second—an excellent example of the precision with which a show of this nature can be presented.

Melbourne station, 3AW, relays the show to 21 other stations in an east coast hook-up.

Public interest had been aroused by an extensive pre-publicity campaign, covering both the metropolitan and provincial press in the four States taking the program.

On the technical side, the broadcast presented many difficulties, and kept the technical staff of 3AW hard at work for three weeks prior to the first program. Chief difficulty was the monitoring of the show and, in order to facilitate this, a completely equipped, sound-proof control booth was built on stage at the theatre. This contained the usual control apparatus plus a special, high-fidelity monitoring speaker. A large amount of new equipment, including several new microphones, had to be ob-

tained for the show, and Mr. Morris Israel, acting chief engineer of 3AW, spent the greater part of the first fortnight in assembling and testing it—working on occasion 18 hours a day.

Six pairs of special lines linked the theatre with 3AW's studios and control room, and a special system of inter-connecting switches—complex in arrangement but simple in operation—was installed, allowing the engineer in charge to monitor the show directly or indirectly. These switches were also connected with the amplifiers in the auditorium of the theatre, and were so arranged that the amplifiers could be controlled directly from either the stage or the studio.

REHEARSALS RECORDED.

Another headache for the technical staff was the recording of rehearsals. Every rehearsal was taken by landline from the theatre and recorded at 3AW and then played back to the theatre where the performers checked it for faults. This undoubtedly played a large part in the smoothness of presentation and the exactness of timing which were such prominent features of the first broadcast.

A BOOK FOR ALL

Amongst the mass of literature which has come off the American press specifically dealing with this and the other phases of broadcasting, it is sometimes difficult to divide the wheat from the straw without a deeply concentrated amount of reading. Occasionally, however, the churning wheels throw up something which immediately smacks of the truth, like a gem midst a hoard of paste.

Such a volume has recently been published by Prentice Hall, Inc., of New York, under the rather mundane, and possibly therefore all the more appealing title, of "Production and Direction of Radio Programs," by John S. Carlile, production manager of Columbia Broadcasting System.

The work itself is so comprehensive (though not frighteningly so), so adequate in almost every respect, that no radio or advertising executive should pass up an opportunity of reading and studying it. There are four parts under the following headings: "The Program and Those Who Produce It," "The Production of Musical Programs," "Precision and Routine," and "Speech." Thus is covered the process of producing and directing programs, from the inception of the program idea to its presentation on the air. There are also a number of useful diagrams and photographs of ideal studio layouts and descriptions of sound effects equipment.

Our copy from the publishers. Copies are available on order at 30/- each.

Warrnambool Chemist sells Cough Mixture by the Gallon!

Mr. L. Suggett, Chemist of Warrnambool, found sales of his "P.T. COUGH LINCTUS" on the slow side so decided to advertise over 3YB in the mid-day programme.

RESULT: FIRST GALLON SOLD IN 11 DAYS.

SECOND GALLON SOLD IN 7 DAYS.

Prior to using 3YB the same quantity took three months to sell. Now sales INCREASING and coughs DECREASING daily.

3YB

CITY of WARRNAMBOOL

"ARGUS" BROADCASTING NETWORK

3SR : 3YB : 3UL
SYDNEY REP.:
ALEC. BOURKE, B 2085

THE WEEK'S TOP TUNES

THE SONGS YOU'RE SINGING

Brightly presented in the new "Hits of the Moment" Programme by

MacRobertson's

"BY POPULAR REQUEST"

COMMENCING TUESDAY SEPT. 3 and EVERY TUESDAY at 9.45 p.m.

Another half hour top line entertainment from



RADIO 2UE





The Importance of Merchandising Tie-up in Broadcast Advertising

In the third of a series of post-graduate lectures on radio advertising, Mr. S. A. Maxwell, of Trans-Radio, was the speaker at the July meeting of the N.S.W. Diploma Holders Division of the Advertising Association of Australia and New Zealand, held at the lecture room of the School of Applied Advertising in Sydney. Mr. Maxwell dealt particularly with merchandising angles of broadcast advertising, of which the following are extracts:—

When we come to the paper, or the magazine, we have editorial matter providing the reason why people buy the medium. In radio we have entertainment matter, for which people listen to the radio. Both are absolutely essential, because without them we would not have listeners or readers. The advertisements and the editorial matter are used then to sell the goods. The advertisements do the same thing in radio.

The first main differentiation is that a radio advertisement has the distinct advantage of a solus position. If you are going to listen to your radio play at a certain time, you have to take in your stride the commercial announcements attached to it. You cannot get tuned to a station continuously without hearing an advertisement, then the entertainment and then the advertisement. When you read your newspaper it is not essential to go down the column and see the advertisement in the middle.

The circulation of both kinds of advertising depends in the one case on reading habits and in the other case on listening habits of the public.

Dealing with broadcasting, said Mr. Maxwell, we have two classes of listeners. We have the habitual listeners and the selective listeners. By habitual listening I mean the habit of listening to a given station; by selective listening I mean dial twisting to a preconceived plan.

It is not my purpose, said Mr. Maxwell, to advance any points with the object of stating that one medium is better than another, because I firmly believe they go together. If one is used preferentially to the other, it will be because of considerations of budget rather than a judgment of one against the other. It is obvious, even to the most dyed-in-the-wool adherents to newspaper advertising, that auditory advertising has a tremendous place in the community.

We can generally assume that women's listening habits are twofold. They have a favourite station and they have a favourite session. They distinctly have a favourite station. That is the biggest problem to analyse—why some stations are favoured more than others. We have it of course in the make-up of individuals and what they like and do not like. As our research gathers momentum in this country we will get down to logical reasons for that.

In the first place the listeners to the favoured session are built up by merchandising. Once the session is built up, it depends on the quality of the session to hold the listeners. Favourite personalities can swing people to listen to them.

We can group our listeners according to sex, age, and special interests, and we can make some sort of analysis of the kind of audience any station is likely to get by studying the programs that it presents.

Mr. Maxwell quoted the opinion of a leading American radio advertising authority, Professor H. S. Hettlinger, confirmed by both the National Broadcasting Co. and the Columbia Broadcasting System:—

"When someone decides to listen to the radio, his attitude is governed by four conditions:—

1. Listening is a voluntary act from which he expects to derive pleasure.
2. If he is entertained by the program, the listener is likely to tune to it habitually.

"It does not matter whether we are using radio or press, or interviewing a man to sell him a motor car, the fact remains that we have to gain his attention, try to get his interest, appreciation, create his desire, try to get him to decide, and then get him to act. That is our objective. Whether we succeed depends upon many other factors."

3. Listening in company with others increases the pleasure derived from the program.

4. If the advertiser's program has pleased the radio audience, he will get the full credit for it.

"The tendency toward habitual listening is greatly increased by the current practice of repeating radio programs at exactly the same hour and day every week. Habitual listening not only provides the radio advertiser with a degree of isolation, for his copy, hard to equal in any other medium, but it also makes possible especially effective development of a continuous copy policy, wherein each period's announcement ties in with the preceding and following ones and builds towards a cumulative effect."

CAMPAIGN PLANNING

The starting point of the campaign should be a market analysis of the potential consumers, the habits of the people who buy and use the goods, and the habits of the people who ought to be buying and using the goods. Until we have this information we cannot properly choose our station or stations and plan our program.

Next, we must have distribution of our product. We want to know our field selling set-up. That is necessary, because radio can be a tremendous force in the hands of an able salesman in the field. The salesman who is armed with every point of a radio campaign is in a particularly good position to make the fullest capital out of it. Half our success will be in the co-operation of the field staff, the enthusiasm of the field staff, and the enthusiasm of the distributors on our radio selling campaign makes all the difference. The more we appreciate and develop that, the greater success we will be as broadcasting advertising men and merchandisers.

Budget distribution is another factor to be considered. The number of listeners in any centre where we want to sell our goods must be analysed. The city of Sydney is difficult to analyse, because we have eight stations, and in Newcastle we have two stations; but in other centres where we have only one station, we can judge our set of listeners.

The procedure we usually adopt is to take the total number of listeners in the State and separate Newcastle from the rest of the country and the city, and then work out the three fractions of the appropriation, on the assumption that our distributions is good in all centres, and that our field staff is right in all centres. It can safely be said that out of every £100, £60 can be spent in the metropolitan area, £30 in the country and £10 in Newcastle, according to where our listeners are.

It is very difficult to give any suggestions regarding the amount to be spent on radio advertising in comparison with the amounts to be spent on other media. One has to be governed very largely by the product itself, the market analysis, the money available to tell the people, and the cost of each sales message in telling them.

The budget will also indicate whether we are to use sessions or spot announcements.

We must remember that if we select ses-

sions, they must be run regularly, and will cost us a lot of money. Not only the program to be good, but in addition has to be well merchandised to get listeners to it. There are some thousand quarter hour sessions that people choose. We cannot get away from the fact that it takes weeks to build an audience to the program.

After all, the greatest builder of a word-of-mouth. It is not all the "public" you put in the paper about your program the thing that does it more quickly anything else is the fact that one man another, "Did you enjoy Ginger last night? That is the biggest force of all."

SPOT ANNOUNCEMENTS.

In considering the use of 25-word announcements, 100-word announcements, etc., we want to know if our advertisement used radio before. That is important. It is a strange thing that if a line has been advertised on the air, quite a number of people give it a certain standing in their own minds. If it has not been there before it is, in that sense, a newcomer to them. It is such an important point that sometimes very good to introduce our product to the radio audience, with 25-words, irrespective of whether it has been advertised before in the press. We can get closest to the blanket effect with a short message, and do it quickly. We can follow that up with our sponsored session, heavily merchandised. Our 25 words will help in building distribution, and help the campaign to follow.

I do not personally like the 100-word said Mr. Maxwell; I think it is too long. As a single announcement I do not favour it, but it can be used in sessions effectively. It is hard to get our message over with a 100-worder. We are without an illustration. A 100-worder is like a mass of text in a newspaper advertisement, when compared with a dramatised minute announcement.

A dramatised minute gives us all the chances to give our "illustration" and to get the attention we wish to create—listener thinking along the lines of what we are going to sell him. We can get people thinking about their nerves and health, and then we can pour the sales message in about our nerve topic.

We favour the dramatised minute as being the most effective spot announcement other than the 25-worder, which is a single-thought message. If we want some reasoning with it, a one-minute dramatised announcement is better.

Having decided whether we are going to use spot announcements or sponsored sessions or both, if we have decided on sponsored sessions we now have to select and build a program.

Mr. Maxwell went on to describe the methods used in his own organisation.

The procedure that we follow usually, he said, is to make an analysis of the product, how it is made, what it is made of, what it is made for, and to whom it appeals. Then we endeavour to get a program that will appeal to the people to whom we are hoping our goods will appeal. That is the simple rule. That research goes on ad infinitum, and these rules apply, whether it is a one-minute announcement or a 10-minute session. It is always important to remember in your copy particularly that radio deals in sound. "Snap, crackle and pop" conveys the idea of the product.

CO-ORDINATION.

Co-ordination with other media is very necessary. Co-ordination can take place in two or three different ways. First of all through linking the personality of the advertisement and the personality of the session.

A slogan tie-up is excellent. If there is a slogan attached to the goods, it should be used both in press and radio, because it may be a common point of co-ordination of both.

(Continued opposite, col. 1)

Radio Razzle Dazzle is Audience Participation

Scheduled for Wednesday, August 28, at 9 p.m., Radio Razzle Dazzle, new series of participation broadcasts are under way. A large new cast of actors and vocal artists has been engaged by 2SM for a brilliant one-hour script, compiled by Walter Hartley, Tommy Jay and John Dunne, who is also the producer.

The show opens with "The Pettibones at Breakfast," new comedy sketch idea which is a novel flashback on Australian history, fashion, customs, etc. As Mr. and Mrs. Pettibones listeners will hear those two well known dramatic personalities, Dom Harnett and Doreen McKay.

The show proceeds with "The Girl with the Fidgety Digits," Betty Smith, brilliant young pianist, who will also form a vocal trio with her two Rhythm Girls.

Chester Bond, better known to listeners as the inimitable typically Australian radio comedy "Dusty," of "Dan and Dusty" fame, will start in sketches.

In a specially characterised role there will appear "The Street Singer," another "find" of John Dunne's, who will remain anonymous in this series. Audience participators will have a chance to win cash prizes in a new quiz game called "Pick the Winner," a quiz designed on horse-racing that should have

IMPORTANCE OF MERCHANDISING

(Continued from opposite page.)

A theme tie-up is good too. On occasions we pass on our one-minute dramatisations to the press agency and they make their drawings and their window display material from the one-minute dramatisations. A tie-up is most essential for the best results. I do not believe in going out with one idea in one direction and another idea in another.

No campaign should be released without every traveller knowing what is taking place, so that he can pass the word on to every distributor. Then we have, as near as possible, made our organisation perfect.

PROBLEM OF THE BOARD OF DIRECTORS.

One of the biggest problems is that our program usually has to pass the board of directors. After all, we have to take the responsibility of the program being successful, and along comes the board of directors and says "We do not like it." That is the hardest thing the radio man is up against to-day.

The only way we can have a measure of success is to analyse all the points why we have chosen the program and all the points why their product should have it, and give our reasons with cold facts. If you have a good business man to deal with you will probably get away with it.

A distinguished judge once said:— "Many of my acquaintances of approximately the same age as myself like Hill-billy music. The youngsters like the modern tunes. I don't blame them. It's the music of their age. But we went to parties when we were young where Hill-billy music was played. We courted those melodies. My wife likes the more serious music. I listen regularly to the opera myself. But many an evening I like to slip away to the study, turn on my own radio, put on my slippers or sit in my stockings feet, and wriggle my toes to the tunes to which I danced when I was young."

Programs

a real appeal for Australian audiences. Big races will be described in this unusual quiz.

Tommy Jay, well known J. C. Williamson's comedian, will follow in a rib-tickling comedy series of sketches. John Dunne will star in "Musical Monologues," similar to those in which he was so successful on stage and on 2FC and 3LO some years ago, before his being appointed as studio manager of 2SM.

One of Sydney's most brilliant piano accordionists will also be heard. "Radio Razzle Dazzle" will then give its final swing with another novel quiz of the musical variety, "Musical Responses." To questions asked by John Dunne in musical titles, audience participators must give correct answers, also in musical titles. Only one musical title answer will be correct and cash awards will be handed out to the audience accordingly.

Music, Philosophy and Verse

A daytime feature designed to appeal to women listeners, and one that is fulfilling its task is the new 3AW program "Words and Music," sponsored by Brash and Co., and aired twice weekly—on Tuesday and Thursday—at 3.45 p.m. A 15-minute program, it features music of the sweeter variety interspersed with homely philosophy and verse. Each presentation is built around a particular theme—such as friendship or loneliness—and the music is chosen to blend with the spirit and emotion of the verse or prose to give smooth continuity.

Scripts are compiled by 3AW scripter, Frank Allen, who has also written the verse used on several occasions. Although he does not take his verse seriously, Frank's efforts have apparently met with the approval of listeners, especially for his lines on "Friendship."

"Name the Singer" Competition

"Name the Singer" is the title of a new show from 3UZ Melbourne, and sponsored by Guest's Furniture Ltd. on a 12 months' contract. Featured at 7.45 p.m. on Sundays, it will be for half an hour's duration.

In each session, light vocal numbers are performed, the name of the vocalist being unannounced, but a brief introduction to the item being given by way of a clue. To the listener sending in a list correctly identifying all the singers, a weekly prize of £2/2/- is offered. In the event of no correct list being received, half the prize money is presented to the most nearly correct solution,

Balloon Barrage Jackpots

The latest addition to the quiz firmament was announced from 2CH last week, when "Balloon Barrage Jackpots" made its debut, and as a topical feature it has already registered with listeners.

This is a fast moving show in which a balloon barrage of toy balloons is the chief feature. On the outside of each balloon is an impression of Hitler's face, while inside is a folded piece of paper bearing a question and filled with hydrogen each balloon floats to the ceiling of the studio. It is the task of each competitor to answer the question within the space of one minute. This means hauling the balloon down, slashing the face of Hitler to burst it, securing the folded paper and handing it to the compere. The latter reads out the question and calls for an answer. If the competitor can supply the correct one before the 60 seconds have elapsed the prize money is paid. Failure to do so means that the prize jackpots the following week. Questions of topical interest, dealing chiefly with air warfare or other war activities, are asked in this session.

Panto Dame for Radio

The pantomime dame has arrived in radio, put there by N. V. Nixon Advertising on behalf of the Melbourne Sports Depot.

This big sporting goods store was casting around for a good program idea, preferably of a comedy nature, when somebody suggested that as the Panto Dame had held her own in theatrical comedy for a couple of generations, she ought to be a good bet in radio, providing the comedy was adjusted to meet the requirements of the different medium.

The idea looked good, so Stuart Hunt, an N. V. Nixon executive, started on the script, while 3KZ conducted a search for a male who wouldn't mind wearing a skirt in the cause of commerce. The ideal dame was found in Norman Shepherd, a well known and experienced stage and radio actor, and auditions indicate that "Panto Pranks" as the program has been called, is going to be a riot and a fine business-getter for the Melbourne Sports Depot, which is so confident of its success that it has signed with 3KZ a long term contract for the 8.15 spot every Monday night. Show will be presented before a live audience.

while the other half is added to the following week's prize.

Victor Lloyd comperes this session, while the music is handled by Norman Ellis.

JACK AND JILL WENT UP THE HILL

. . . But would they have climbed that hill if there'd been another well at the bottom? People always take the easiest way out—the line of least resistance. They won't even try to remember the name of one product if some other named has been drummed into their minds. Would you? Why shouldn't the product they remember be yours? 3KZ, holding a majority of the Victorian listeners, represents the easiest, quickest and cheapest way of making listeners "name-conscious" of your product. No matter how you intend to use radio, we can plan and quote you on a campaign that will achieve positive results. Pick up your phone now and ask your girl to connect you with a 3KZ Representative.

SYDNEY REPRESENTATIVE
C. A. MONKS
"SHELL HOUSE,"
CARRINGTON STREET.

3KZ MELBOURNE

Whitford Network Publishes Figures Which Federation Barred to "Commercial Broadcasting"

The Whitford Network in Western Australia issues a monthly pamphlet to the advertising industry. In the August issue of their pamphlet we noticed a paragraph setting out the following details of sponsored time on three stations of that network:—

Evening Daytime
6KG weekly average 440 mins. 380 mins.
6PM weekly average 930 mins. 580 mins.
6AM weekly average 845 mins. 570 mins.

The action of the Whitford Network in setting out these details, so closely follows the announcement that COMMERCIAL BROADCASTING would publish each issue the Commercial Broadcasting Business Indicator, that it is difficult to assume anything but that the Whitford Network took their cue from us.

We commend them for doing so, as the information, if published regularly, would provide a very valuable guide to the continual growth of broadcast advertising in at least that corner of the continent.

In June last we sent to all stations a letter setting out the following facts and details of the scheme:—

"For years there has been a search going on for some effective business formula that would indicate the growth of commercial radio in Australia.

"Here is our suggestion for a practical business indicator similar in form to that operated by the well-known American publication 'Variety,' which recently instituted a feature—'Radio Box Office Reports.' The following is our proposition, at no cost for insertion, and how it will work in Australia:—

"ALL Australian commercial station managers are asked to post every Saturday morning to the Editor, COMMERCIAL BROADCASTING, Box 3765, G.P.O., Sydney, THE NUMBER OF BROADCAST ADVERTISING MINUTES BOUGHT AND USED ON THAT STATION FOR 7 DAYS ENDING THE PREVIOUS DAY, FRI-DAY, BY—

- (a) Local advertisers
- (b) State advertisers
- (c) National advertisers.

Money volume or value is definitely to be omitted, and is not required—only the number of minutes.

"Individual station's figures are positively NOT published or released or made known to anybody.

"Grouped market figures only will be published. Each capital city stations will form a group, and all the country stations in each State another group.

"One minute of commercial time is counted as one unit. Thus, a sponsored hour is 60 units, a half-hour 30 units, and so on.

"Time signals, spot announcements, chain breaks in participation programs, etc., are all counted as one unit each.

Here is the BUSINESS INDICATOR as it is hoped it will be published in COMMERCIAL BROADCASTING as soon as the reports come to hand:—

SYDNEY.
(Stations reporting: A, B, C, D, E, F.)

Week Ending	Local Units	State Units	National Units	Total Units
May 31	3,200	3,800	3,000	10,000
June 7	3,400	3,900	3,300	10,600
% change	+6.2%	+2.6%	+10%	+6%

"If, for instance, one station's figures did not arrive in time, or they did not report,

then only the call-signs of those stations reporting would be included, but not than three stations in any one group.

"It is also proposed to include under group of figures some general comment supplied by the station managers, to explain any change in the group figures.

"Just as newspaper advertising income can be measured and published for business people interested in press advertising, so will this COMMERCIAL BROADCASTING BUSINESS INDICATOR provide much the same valuable data for broadcasting, whilst in no way disclosing the details of any station.

"Your co-operation is earnestly solicited and for your convenience we are attaching some report sheets to be used for this vice.

"We trust this idea will appeal to you and that you will send us by post every Saturday the information to enable the valuable service to be conducted.

"Where a letter will not reach us by Monday of each week, station managers are asked to telegraph their figures to TELEPHONE FL3054, Sydney. This is sufficient for a telegram to reach us."

Attached to that letter were printed forms ready to be filled in.

Though several stations immediately adopted the scheme, it was with great regret that we learned from the Federation that it had decided to recommend to member stations that they withhold the details from publication.

Why the Federation took this action we cannot understand, and can only hope that at a near future date it may reconsider the recommendation made to all stations, and thus enable us to go right ahead with the COMMERCIAL BROADCASTING BUSINESS INDICATOR as a regular feature included in COMMERCIAL BROADCASTING, for the good of the industry.

In view of the interest taken in the idea by the Whitford stations in Western Australia, we are prepared to publish from time to time similar figures relating to individual stations.

New Show for June Russell

On Sunday, September 1, the June Russell hairdressing organisation sponsor of the popular 2UE musical session "Permanently Yours," will introduce a new session under the title "Step by Step to Stardom." This is not merely an amateur talent quest—it is open to all women performers, professional, amateur, and each performer, or combination, will be auditioned before appearing, and will receive a fee for the engagement. At the end of 15 weeks three finalists will be chosen and they will appear in the concluding session on the 16th week. The winner will draw a special fee for her appearance, and she will also be entitled to 12 months free hair attention at any June Russell Salon. There is no charge for entering, and the only condition is that each entrant must obtain entry form from one of the 17 June Russell salons. The session is scheduled Sundays 6.30 p.m.

4BH KOOKABURRA CLUB TAKES SATURDAY MORNING OFF FOR CIRCUS

Every Saturday morning at 9.30 over 1,100 children, members of the 4BH Kookaburra Club, pack the Lyceum Theatre, Brisbane, for a full morning's entertainment of pictures, community singing and competitions. On the Saturday prior to the Royal National Exhibition, over 3,000 enthusiastic youngsters crowded into Perry Bros. big circus tent and had the time of their lives.

Photo above shows 4BH announcer, Les Daley, broadcasting from the ringside. The full station staff of uncles and aunts were also on the job to look after the happy throng. The Kookaburra Club is now over 9,000 strong. The only qualification for admission to Kookaburra outings is that every child shall wear his or her badge of membership.

For just on five years the sponsor for this activity has been Peter's Arctic Delicacy Co. Ltd., who also sponsor the 4BH Kookaburra hour between 5 and 6 o'clock every night from Monday to Saturday.

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



JAMES LEIPER PASSES

It is with deep regret that we record the passing of Jim Leiper, well known throughout the advertising sphere of Sydney for his



long association with the Sydney office of 2TM Tamworth and 2MO Gunnedah. His death occurred Saturday last, August 24, following a short illness. He is survived by his widow.

VALE JIM LEIPER

(An Appreciation by Allan D. Hannam)

The commercial broadcasting field was deprived of one of its most genial representatives when Jim Leiper passed away on the 24th inst.

To the writer—in fact, to the entire radio fraternity—Jim's demise was a personal loss. Always urbane, always cheerful, Jim was one of nature's gentlemen, and a good representative, who never intruded his personal troubles, if any, into his business interviews. Socially he was immensely popular, and no gathering lacked that warm spark of congeniality when he was present.

"To live in hearts we leave behind is not to die." Truly no more fitting epitaph could mark Jim's resting place.

7 NEW FEATURE CONTRACTS AND 4BH GOT THE LOT

- COLGATES: "The Youth Show"—30 minutes WEEKLY—NESTLES: "Oh Reggie"—3 x 15 minutes WEEKLY
- PEPSODENT: "Sunday Night at 8"—45 minutes WEEKLY
- CADBURY'S: "Hit Tune of the Hour"—4 x 5 minutes WEEKLY—FELTON GRIMWADE: "Comedy Classics" 15 minutes WEEKLY
- ANDREWS LIVER SALTS: "Davey Styles Locker"—30 minutes WEEKLY
- BERLEI LTD.: "Beauty in the Balance"—3 x 10 minutes WEEKLY (DAYTIME)

MR. ADVERTISER—4BH gets into the homes.

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

1938



The Biggest Story in Radio

1940



In July, 1938, radio in Australia first heard of the Macquarie beginning, but foundation plans were built on the fundamental principles of true Network development. Every expansion which followed had been planned in advance; every new growth in prestige and power came from that same planning.....and the amazing story which followed.

It was a very modest expansion which followed the amazing story

Radio in Australia has known no development approaching in importance the sphere of influence which the Macquarie has achieved. No loose association of stations, this.....no semi-detached grouping of conflicting interests.... but a real Network unified to express the highest conception of sales service in every sphere of the industry.

Proof Three Months

. In the following schedule are outstanding nationally-sponsored evening features which have been added to the programmes of Macquarie Capital City Stations since June 1st, 1940.

Those programmes have lifted the Macquarie unit to an unchallenged dominance in listener popularity in every Capital City of New South Wales and in every Macquarie Station in the country districts it is the story.

2GB

- "The Youth Show"
- "Oh! Reggie"
- "Omar Khayyam—and All That"
- "Melody Tours"
- "To-day's Children"
- "Lovely Lady"
- "Alliteration Jackpots"
- "House Party Jackpots"

3AW

- "The Youth Show"
- "Oh! Reggie"
- "Omar Khayyam—and All That"
- "That's What You Think"
- "To-day's Children"
- "Sunday Night at 8"
- "Lovely Lady"
- "Dithering with Davey"
- "Alliteration Jackpots"

4BH

- "The Youth Show"
- "Oh! Reggie"
- "Omar Khayyam—and All That"
- "Melody Tours"
- "That's What You Think"
- "Sunday Night at 8"
- "Comedy Classics"

5DN

- "The Youth Show"
- "Oh! Reggie"
- "Omar Khayyam—and All That"
- "Travel Harmony"
- "That's What You Think"
- "Lovely Lady"
- "Dithering with Davey"
- "Australian Crime Reporter"
- "Camp Concerts"

6PR

- "The Youth Show"
- "Oh! Reggie"
- "Omar Khayyam—and All That"
- "Travel Harmony"
- "That's What You Think"
- "Dithering with Davey"
- "Let's Start an Argument"

7HO

- "The Youth Show"
- "Oh! Reggie"
- "Omar Khayyam—and All That"
- "Travel Harmony"
- "Reflections in a Wine-glass"
- "Yes, What!"
- "You be the Detective"
- "Camp Concerts"

THE MACQUARIE NETWORK

2GB Sydney, 2CA Canberra, 2GZ Central New South Wales, 2HR Hunter River, 2LM North Coast, 2NZ Northern N.S.W., 2WL South Coast, 3AW Melbourne, 3HA Western Victoria, 3TR Gippsland, 3SH Northern Victoria, 4BH Brisbane, 5DN Adelaide, 5RM Murray Heights, 6PR Dardanup, 7HO Hobart, 7QT Queenstown, 7LA Launceston, 7DY Derby, 7BU Burnie.

SYDNEY: 29 Bligh Street, (B 7887)

MELBOURNE: 37 Queen Street, (MU 3878)

The Fruits of Commentator's Appeal are Aeroplanes

An example of the faith placed by listeners in a sound commentator was recently given in Queensland when Dr. W. G. Goddard, 4BC Foreign Affairs man, appealed for funds to buy an elementary trainer plane, and within about two weeks had sufficient in hand to provide two such planes ("C.B.", 15/8/40).

Dr. Goddard had schooled his listeners for just such an appeal as this. He has an extremely wide following throughout the north, and for six years in his lectures through 4BC has impressed on listeners the urgency of a powerful air force for the defence of Australia.

In launching the appeal recently which met with such great spontaneous success in his "Book of Time" session, Dr. Goddard made the following statement:—

"Five thousand planes for the defence of Australia. How often have you heard me send out that call to Australia? For over six years I have been speaking to you on world affairs. During those years, the one dominant note I have struck has been the urgent need for a large and powerful Air Force. I am an Australian, and since returning to Australia have been concerned about the future of my native country. On August 3, 1936, I spoke these words to you over Station 4BC. Australia is the best country in the world, but its defences must be put in order. Australia must have a chain of air-ports from Brisbane to Broome with large underground oil tanks. On March 7, 1937, I said to you: I hope to see the day, in the near future, when Australia will have at least 5,000 planes to defend this country. On July 9, 1938, I used these words: Australia with her vast coastline, must waste no time in building up a great Air Force. Why not aim at 5,000 planes? Then on September 12, 1939, over Station 4BC I said to you: The storm clouds are gathering. Our day of crisis may be nearer than many imagine. Let us no longer delay in building up our Air Force to the maximum. These are the things I have been saying to you over Station 4BC. For six years I have been lecturing in different towns here in Queensland and New South Wales, trying to make Australia realise this urgent necessity of a powerful Air Force. Now the war has come; and the war has taught us all just what a powerful Air Force means. Many thousands of our fellow Australians have



Dr. W. G. Goddard

already enlisted in the Australian Air Force. Some have already won distinction. But this is just the beginning. We must have machines to train our pilots. The Minister for Air has invited Australians to assist in this—that is, in providing the machines. So I decided that I would ask you to assist me in providing the money for what is called an 'Elementary Trainer,' a machine to give our pilots their first lessons. I approached the authorities, and they at once gave me the necessary sanction. I then arranged with certain well known citizens of Brisbane to act as trustees. Radio Stations 4BC, 4SB and 4GR have granted me time on the air to make my appeal. "This machine, which will be called the 'Round Table Club Plane,' will be the symbol of those 5,000 planes which we will keep on fighting for."

MARYBOROUGH'S STATION PASSES EIGHTH ANNIVERSARY

While rivalry is keen and healthy between press and radio in the country just as in the cities, there is a strong sense of co-operation existing between the two media in country districts. This was demonstrated at Maryborough a fortnight ago when 4MB celebrated the eighth anniversary of the station. Mr. A. P. Wynne, managing director, who was responsible for the special program broadcast for the occasion paid a tribute to the co-operation of the local newspapers. "I would like to thank the Maryborough Newspaper Co., publishers of the 'Chronicle' and 'Colonist,' those whom we might class as our opposition, we are pleased to recognise as friends on account of their kindly co-operation," said Mr. Wynne. "Not only do they

allow us the privilege of using a fair portion of their news service, but for your (listeners) benefit they publish our programs every day. We have also to acknowledge assistance from the Gympie 'Truth,' 'Burnett Advocate,' and 'Isis Recorder,' who have provided our district listeners with programs and station news."

Mr. Wynne introduced the Mayor of Maryborough (Ald. McDowell), whose speech was followed by one from Mr. C. F. Marden, general manager of the C.B.C. from 2UW Sydney, whose staff also contributed numerous items for the special program. Telegrams and letters of congratulation were received from advertisers, friends, and stations 4BC, 4GR, 4SB, 4RO and 4AT, all fellow Queensland members of the C.B.N.

7HO Hobart Celebrates Tenth Anniversary

First Station in State Network

When Mr. S. H. Findlay obtained a licence for a "B" class station in April, 1930, the future of commercial broadcasting then was uncertain. Four months after the licence had been obtained 7HO went on the air. The original 7HO licence was issued to Findlay Pty. Ltd., and the same year the licence for 7LA Launceston was obtained, and the following years the others stations in the Tasmanian Broadcasting Network were licensed. The network now consists of 7HO, 7LA, 7BU, 7QT and 7DY. The Tasmanian Broadcasting Network is linked with the Macquarie Network and 7HO is now operated by Commercial Broadcasters Pty. Ltd., of which the directors are Messrs. S. H. Findlay, Len Nettlefold and G. F. Davies. The present manager is Mr. K. B. Goynne.

To commemorate ten years of successful commercial broadcasting various station functions were held, such as children's ball in aid of Red Cross funds to an attendance of about 1,500 children and the Women's Association (2,000 members) birthday party. A special radio supplement was issued with the "Mercury" newspaper which told of the station's activities over the past ten years. Instead of having the usual birthday celebrations, 7HO marked the occasion of its tenth birthday by a special appeal over the air. It was felt that a birthday party would have been a needless waste of money in a time of national stress. An appeal was launched on the night of August 10 for "Fags for Fighters." Listeners were asked to forward donations of cigarettes, toothpaste, razor blades, shaving soap, etc., for distribution to the men in the A.I.F. camp at Brighton. The appeal was a remarkable success as over 30,000 cigarettes and approximately 400 tubes of toothpaste, and hundreds of cakes of soap, shaving cream, etc., were promised in a few hours. Splendid entertainment was provided by a number of soldier artists from the Brighton Military Camp, and items by members of the staff of 7HO and visiting artists. The Camp Commandant, Lieut.-Colonel Payne, visited the studio and acknowledged over the air the wonderful work that had been done by 7HO for the men in the Brighton Camp. He specially mentioned the weekly 7HO concert (sponsored by Godfrey Phillips) as being very popular and very much appreciated by the boys in camp.

Congratulatory messages were received, including one from the Premier of Tasmania, Mr. Robert Cosgrove, who extended congratulations on behalf of the State Government, and expressed the hope that the station's progress would be no less marked than it has been in the past.

Among the Sponsors—

Agency have contracted, on behalf of Nestle's for a series of spot announcements for Sunshine Milk on 2UE Sydney.

Headley's Ltd., confectioners, have renewed their contract with O. P. Sellers, selling agents for Columbia-George Edwards productions, for a further series of "Time Will Tell," over a national line-up of stations as follows:—2UW, 2HD, 2KA, 2BS, 2WL, 2GZ, 3XY, 3SR, 3UL, 3YB, 4BC, 4BU, 4AY, 4MK, 4GR, 5KA, 5AU, 6ML, 7HO-QT, 7LA-DY, 7BU.

Andrew Liver Salts, through their agents, George Patterson Ltd., have contracted for a further series of one minute announcements over 12 months on 2UE Sydney.

Melbourne's newest newsreel theatre—The Century, in the New Century Building—has selected 3KZ as one of its main advertising mediums and has taken the 5.15 p.m. spot Sundays, in which to "sell" its entertainment bill. The program takes the form of a candid commentary on the various news reels and shorts, given in a very witty manner.

The radio division of Goldberg's, Melbourne, has released contracts covering a further month's extension of the scatter campaign on behalf of Dunlop Kromhyd, over the following stations: 2CH, 2SM, 3UW, 2KO, 2BH, 3DB-LK, 3KZ, 3XY, 3UL, 4BK, 4BH, 4CA, 4RO, 4TO, 4BU, 5AD-PI-MU-SE, 5DN-RM, 6IX-WB, 6AM-PM-KG, 7HO-QT, 7LA-DY.

Greater Union Theatres have bought a new show from 3UZ, "Hollywood Movie-Go-Round," introducing "Movie Mike," the Golden Voice of the Silver Screen. Session is featured for half an hour at 6 p.m. on Sundays.

Metropolitan Wholesalers Ltd. (groceries) renewed a 12 months' contract with 2UW Sydney, sponsoring the "Katy and Sam" session, Mondays 10.30-45 a.m., Wednesdays and Fridays 10.30-40 a.m., and the popular quiz conducted by Cliff Arnold Tuesdays and Thursdays 10.30-40 a.m., and Sundays at the same time.

On September 3, MacRobertson's Sweets will sponsor the first of a series of half-hour programs on 2UE. It is not an original program, but should prove popular because it's topical, featuring "Hits of the Moment," programmed under the title, "Popular Request." It's a half-hour weekday nights from 9.45 p.m.

Having proved extremely popular throughout Victoria sponsored by the manufacturers of Perfection Tobacco, "The Lone Hand" series has been extended by this progressive firm to 6PR Perth. Agency N. V. Nixon and Co. advise that this series is at present a current feature for Perfection over 2UE Sydney after a very successful season in Victoria over 3XY Melbourne, 3BA Ballarat, 3SR Shepparton, 3TR Sale, 3HA Hamilton, and 3BO Bendigo.

Extensive users of air-time over a long period, Richmond Brewery have signed with 2AY Albury for a series of one-hour broadcasts from concerts held each week at the Plaza Theatre, Albury, at which members of the A.I.F. in camps nearby are entertained. First broadcast was scheduled for August 20, according to advice received from agency, N. V. Nixon and Co., who service this account.

Walter Cavill Pty. Ltd. (Cascade Ale) have booked more time with 2UW Sydney. Additional to their hour from midnight Saturdays they have taken 15 minutes from midnight Wednesdays and Fridays, effective from August 21, to present "Cascade Cabaret."



Thrills!
Mystery!
Adventure!
Romance!
Excitement!

Adapted from the novel "Olive," by Mrs. Craik, authoress of "John Halifax, Gentleman."

The Hunchback of Ben Ali

A Columbia-George Edwards Production

A golden-haired hunchback girl under the evil influence of an unscrupulous Indian fanatic is the theme of this story. It has a Scottish setting and many of the scenes are enacted in a Castle on the mountain of Ben Ali—hence the title "The Hunchback of Ben Ali."

Further particulars and audition discs from

Oswald P. Sellers

Selling Agent

Grace Building, 77 York Street, Sydney

Telegrams: "SELOS," Sydney

Phone: M 4141

Melbourne Office

Third Floor, Collins Court,

370 Little Collins Street,

Melbourne Phone: MU 3115



GEORGE EDWARDS PRODUCTIONS—Recorded by COLUMBIA

**ARTRANSA SALES IN VIC.
Feature for De Witts**

Miss Grace Gibson, sales manager of Artransa, paid a recent visit to Melbourne, and, as usual, when she goes "on the road," made another clean up. Reported on her return having sold Artransa shows to every Melbourne station except 3XY—and the only reason she didn't make a sale there was probably because general manager, Tom Holt, was away ill at the time of her visit.

Another important sale was made to E. C. De Witt and Co. Ltd., who purchased the 52 episode serial, "Doctors Courageous," for release in capital cities throughout Australia and New Zealand. As title indicate series deals with the many examples of sacrifices made by men of the medical profession for the sake of humanity, brilliantly dramatised and faithfully discsed.



"Cappy Ricks" For the Air

The Australian radio rights to the Peter B. Kyne "Cappy Ricks" story have been sold to Macquarie Network in a deal by George R. Bentel, Hollywood agent for the author, and Ralph L. Power ("Doc." Power), American representative of the Macquarie Network. The arrangement calls for the dramatisation of the first "Cappy Ricks" volume, with option on the entire series of stories. Harry W. Mitchell, of Los Angeles, is doing the radio adaptation.



**UP!
'EM
STICK
'EM
UP!**

That's one way of doing business; right to the point; direct—and sometimes productive of results. There are, of course, obvious disadvantages. In the past you have

quite probably run across disadvantages of a similar nature when considering your radio recording problems. You may have looked for something more than ineffective "Take it or leave it!" facilities when you decided to place a Recording job for your client's Radio Campaign.

If you're still in that frame of mind—if you're looking for friendly co-operation, expert advice, productive radio ideas and the most complete Recording and Production Service available in Australia, your next recording job will go on the air polished and perfected by

● BW6953 AUSTRALIAN RECORD COMPANY
Ring them for the simple formula of Sales Building!

BEGIN THE BIG GRIN!

J.A.D. HAVE SOLD ANOTHER HALF-HOUR



A BIG GRIN FOR DAVEY—A BIG GRIN FOR THE SPONSOR

**NEW GEORGE EDWARDS
SHOW FOR DE WITTS**

"The Hunchback of Ben Ali," which E. C. de Witt and Co. have bought for release over a number of Australian stations which are listed elsewhere in this issue, is one of the most recent Columbia-George Edwards production and is an adaptation of the novel "Olive," by Mrs. Craik (Dinah Maria Mulock).

The story opens with a vivid picture of Stirling, in Scotland, and the beautiful castle on the mountain of Ben Ali. Sybilla Hyde falls in love with Angus Rothsay, who has been educated in England and has returned to Stirling to inherit the castle. Despite the fact that a frightful curse has been placed on the Rothsay family by an Indian woman Sybilla consents to marry Angus.

The curse predicts that the first golden-headed girl born to the Rothsay family will rise to strike them all down. Sybilla, horrified when she discovers that her first-born, a golden-headed baby girl, is a hunchback. As the child grows up she is a strange and mysterious happening wherever she is, or wherever she goes, whether it be at home, at school, or in London—there is always misfortune and disaster.

As the story progresses it is revealed that the son of the Indian woman who uttered the curse was brought up with an all-consuming hatred for the Rothsay family, and on the night Sybilla's child was born he changed the babies—bringing up the Rothsay baby as his own, and leaving in its place the deformed, hunchbacked child. He teaches the child he has stolen that her only aim in life is to be revenged upon the Rothsay family, and so she wreaks vengeance on the Rothsays without realising that they are her own parents.

Thus the curse is brought into effect, and in the concluding episodes it is revealed that the trail of destruction, the murders and the disappearances which always surround Olive the Hunchback, are really engineered by the Indian who seeks vengeance.

**DOROTHY FOSTER TO
EXTEND ACTIVITIES**

Dorothy Foster, in association with Ben Lewin, well known in theatrical and radio circles in Australia and abroad, as a producer and artist, will shortly open an academy of radio instruction.

The curriculum promises a wide and complete training covering the entire field of microphone technique, script writing, etc., and as applicants are already rallying on the word of mouth tattle that the venture is proposed, its success seems assured.

With Dorothy Foster's long line of stage and radio successes, and under Ben Lewin's patient technique, the rapidly widening radio field should not want for trained talent when the academy starts to turn out its graduates. Top-line players in Australian radio will be brought in regularly as guest producers, a departure which should prove a most attractive feature with students.

**"THE WOMAN WITHOUT
A NAME"**

Continuing their sponsorship of an unbroken sequence of Columbia-George Edwards productions, W. W. Campbell and Co., Sydney, have released through their Sydney, on a five nights' weekly schedule, "The Woman Without a Name." The previous show was "Ernest Maltravers."

The new serial is based on the story "No Name," by Wilkie Collins, author of "The Woman in White" and "The Moonstone," two previous George Edwards successes.

The story is one of Wilkie Collins' best. It tells of a man called Harry Vanstone, who is mysteriously killed in a railway carriage, when he is on his way to make a revelation which would prove that Magda Vanstone was his daughter and heiress to a fortune.

Magda Vanstone's three cousins, and Frank Clare, her fiance, plot and lie to deprive her of her fortune and her name, so that she is eventually driven nameless into the world. Magda falls into the hands of an unscrupulous lawyer, who steals an important document from her and sells it to her cousins.

One cousin dies in mysterious circumstances, and Magda, the woman without a name, is blamed for the murder. She goes to the unscrupulous lawyer, whom she thinks is her friend, and learns that he intends to hand her over to the police. Magda disguises herself and makes her escape, but the lawyer continues to hound her. Frank Clare, who was once engaged to Magda, and who really murdered her father, swears to find her and bring her to justice, and he enters into a pact with the lawyer.

Clare is about to marry an heiress when the mysterious nameless woman intervenes, in a most dramatic way, and prevents the wedding from taking place.

After many tense and exciting adventures Magda turns the tables on her villainous cousins, and the lawyer. She clears

**"GATEWAY" STARS ON
RECORDS**

The young guest stars of 2SM's big Friday night 9 p.m. Talent Contest, "The Gateway to Fame" (sponsored by Paling's), are fast gaining that fame that came their way through winning previous contests and being chosen as regular feature artists for this broadcast. They are now being featured in a big series of all-Australian musical recordings made at Columbia for distribution throughout Australia and New Zealand. The young artists being featured are Betty Smith and Elsie Edwards, the talented solo pianist and duettists of the "Gateway" show. Desmond Tanner, the well-known organist, Joy Denny, who possesses a fine lyric soprano voice, and Alan Ferris, an outstanding young baritone.

Bill Beatty, of 2SM, is writing the scripts, selecting the music performed and directing all productions.

her name, establishes her identity, and inherits her fortune and marries the hero.

Like all Wilkie Collins' stories, the atmosphere of tension and mystery is admirably sustained, and realistically portrayed by the George Edwards players.

One of the most progressive furnishing establishments in Brisbane. Lowes Home Furnishing, decided four years ago, when they commenced business operations, to adopt radio as their principal medium of advertising. Station 4BC was selected for this purpose, and the firm has made rapid strides when the air allocations were increased from time to time. Sunday, August 4, saw the termination of their contract, and this progressive firm promptly contracted for a renewal of their big Sunday feature, and arranged for additional announcements as well, covering the next 12 months.

Having used Station 4BC for nine years, General Rubber Co. are perhaps one of that station's oldest clients. Recently the contract was renewed for a further lengthy period, the manager expressing satisfaction at the excellent results gained in the past.

A contract over Station 4BC has been arranged for direct announcements for Milne's Whisky.

A new advertiser with 2KY is Endeavour Cabinet Works, Alexandria, who are sponsors of 15 minutes on Sunday nights at 10 o'clock.

Swift and Co. have renewed with 2KY for a further 12 weeks. Announcements day and evening publicising Bell's Whisky.

"Chalmers K.C."—the George Edwards mystery series—broadcast by 3KZ Melbourne, has been sold to the Austral Wine and Spirit Agency, Merchandising Chicola Tonic, the feature is being aired at 10 p.m. Tuesdays, Wednesdays. Show was first released on 3KZ a few weeks ago as a sustaining program, and station mail indicated that it built a very fine audience which the sponsors now take over with the feature. Contract was issued by Griffin Advertising.

Acclaimed by Leading Engineers all over Australia!

"AUDEX"

The Improved Recording Disc

AUDEX discs are the result of three years' intensive scientific research—giving you a perfect record cutting surface. ★★ The blemish-free, mirror-finished face of "Audex" blanks is free of surface-tension, or "Skin-effect"—(therefore the cut thread does not shrink and curl up)—thus obviating the resultant physical track distortion which usually takes place. ★★ Since the coating is inelastic, very high modulation may be achieved without any trace of "echo". ★★ "Audex" blanks are entirely free of abrasives, consequently greatly increased life is obtained from cutting styli. ★★ "Audex" playback discs have an unusually long life due to the exceptional wearing qualities of the coating.

The superfine qualities of AUDEX recording discs afford a perfection of reproduction hitherto unobtainable. ★★ Because of rigid and precision control during all phases of Manufacture, the cutting consistency of "Audex" recording blanks remain perfectly constant; consequently there is no need to continually alter stylus angle or pressure. ★★ Owing to new and improved methods of controlled "curing" there is no free "solvent" in the coating; thus assuring indefinite "shelf-life". ★★ "Audex" blanks are unaffected by temperature or humidity when stored in the specially-designed containers. ★★ Immediately available in the following sizes: 17 1/2", 16", 13 1/2", 12", 10".

For further information apply to:

AMALGAMATED WIRELESS (A/SIA) LTD.

47 YORK STREET, SYDNEY B 0522 289 QUEEN STREET, BRISBANE B 4732 167 QUEEN STREET, MELBOURNE M 4161

A.W.A., WELLINGTON, N.Z.
AND THE "ADVERTISER" BROADCASTING NETWORK, ADELAIDE

A NEW INVENTION Records That Play 1,000 Times

(By Chas. H. Gendle, Technical Manager,
Australian Record Co., Pty. Ltd.)

With so much newspaper space being devoted to the major events of the war, minor happenings, such as epoch making inventions, are apt to be entirely overlooked. Where an invention may materially assist progress in armaments, it is in the best interests of all concerned to suppress publication, but the particular invention referred to hereunder does not fall into this category. Nevertheless, its application will be of interest to all engaged in the field of radio broadcasting, producers and manufacturers of gramophone records, and the millions of people who derive much entertainment from the whirling black disc.

This invention marks the first fundamental improvement in the gramophone since Thomas A. Edison's discoveries in the recording and reproduction of sound.

On June 10 last, a photo-electric gramophone was revealed to a group of leading scientists, musicians, and civic leaders by engineers of the Philco Research Laboratories at the Edgewater Beach Hotel, Chicago. It is reported that Philco engineers and scientists have been engaged in the development of this new and fundamentally different instrument for a number of years.

The photo-electric gramophone uses entirely new principles in the reproduction of music and speech from records by giving practical application for this purpose to one of science's greatest achievements—the photo-electric cell. As the result of research and long experimentation, Philco engineers apparently have succeeded in reproducing what is really on the record by means of a beam of light. Among the advances made possible by this invention are a notable improvement in the tone and quality of phonographic reproduction, but perhaps of greater value is an increase of 900 per cent in the useful life of records.

Until development of the photo-electric gramophone, the basic principle of the phonograph and its operation had not been changed essentially since Thomas Edison first invented it in 1887. During all these years the method of phonographic reproduction of sound from a record has been a matter of mechanical action requiring forced vibration of a mechanism. We all know the function of the gramophone needle and the duty it performs in relation to the transmission

Mr. C. H. Gendle,
of A.R.C.



of sound vibrations to the loudspeaker. The needle has to be held firmly in the tone arm or pickup and pressed upon the record with sufficient force to vibrate. Considerable friction and wear and tear on the record is the natural result.

The basic idea that Philco engineers brought to the improvement of the gramophone was to eliminate the actual, mechanical work formerly done by the needle being dragged through the grooves of the record. The availability of the photo-electric cell made it possible to give this idea practical application.

In the Philco invention, the needle has been replaced by a sapphire jewel which floats through the grooves on the record, transmitting the tone vibrations to a tiny mirror swinging freely on an axis. A gleam of light, produced by a small bulb and directed at this vibrating mirror, picks up the vibrations and reflects them on a photo-electric cell. The cell, activated by the vibrating light beam, converts these vibrations electrically into music.

In other words, the floating jewel of the photo-electric gramophone acts merely as a control valve to operate the photo-electric cell. Thus, the friction characteristic of the operation of former types of gramophones has been eliminated.

The mirror in the photo-electric gramophone is as thin as paper. It is made of a special glass used in the manufacture of scientific instruments. The mirror itself is a vaporised aluminium coating similar to that of the new 200 inch telescope.

A steady flow of light for the tiny bulb shining on the mirror is provided by an oscillator which transforms ordinary 60 cycle A.C. house current into high frequency current of 1,800,000 cycles.

The bulb itself had to be especially designed in order to be sufficiently small and light weight. No flashlight bulb was strong enough for the purpose. The one used in the photo-electric gramophone is filled with argon in order

to provide a bright light and still not burn out quickly.

Because a freely floating sapphire jewel has replaced the steel needle to detect what is on the record, wear and tear are reduced to a minimum, and gouging and fraying of the record are virtually eliminated. The jewel has a life of 8 to 10 years. Use of it increases the life of records so greatly that they may be played 1,000 times.

In qualities of sound reproduction it is claimed that the new photo-electric gramophone is superior to anything previously attained. The sound range possible of satisfactory reproduction is said to be greatly extended. The music range covers all musical instruments. But perhaps of even more importance is the clear and clean reproduction of bass notes because, unlike machines using normal pickups, there is nothing to limit the vibrations of this new mechanism.

Presumably the country of its birth will be the first to enjoy the benefits of this extremely interesting invention. But how will the idea appeal to record manufacturers if the discs practically never wear out?

HERE'S HOOEY!

One disc which has been going the rounds of the broadcasting studios and the agencies, and among all good advertising men during the past couple of weeks is the Regal Zonophone record of Ward Leopold's "Here's Hooey". Leopold, who is now with Columbia on the commercial recording side, has packed a satiric punch into one of the fastest moving burlesques on commercial radio that has ever been made public—we were particularly impressed with his "oxygen and kerosene from the south coast of Zululand!" So far we've not heard of any station having broadcast the disc—and maybe we won't, but they're selling in the music shops.

If You Want Regular
Fortnightly Delivery of
"COMMERCIAL
BROADCASTING,"

Subscribe Now.

10/- Per Annum, Post Free

TO BOX 3765, G.P.O., SYDNEY.
AUST. RADIO PUBLICATIONS
PTY. LTD.

American Broadcasters Get Down to Defence Program

Just as the Australian Government early in the war realised what a great part the commercial stations would be able to play in the nation's war effort and immediately sought out their co-operation, the American Government has won the assistance of the National Association of Broadcasters, which is the U.S. equivalent to our own Australian Federation of Commercial Broadcasting Stations.

Latest N.A.B. reports received from America give some indication of the extent to which the broadcasters over there are co-operating with the authorities. In July last Federal Communications Commission chairman, J. L. Fly, told a press conference there was no occasion for the broadcasting industry to be alarmed about any defence plans. Full committees were being formed to represent every phase of the communications industry in the defence program. "The situation and the state of mind of the people necessitates the leaving of private operation in private hands so that broadcasting will continue to function as now performed," he stated.

Mr. Fly told the pressmen that it would be unfortunate if commercial operation to-day was at all influenced by any belief to the contrary. "There is no reason in the world that broadcasting should not go on absolutely unimpeded," he said. "Any suggestion that there is any problem is far fetched and quite inaccurate and not fair to broadcasters. . . . The Government has no intention of unnecessarily burdening or hampering normal operations," he went on, adding that the Government was not qualified to take over broadcasting.

The chairman said that if they should ever get into war there would be particular things that the Government would need to do, but these things would not be sweeping in character.

Fly said that he was doing everything in a substantial informal way in connection with the setting up of the proposed new Communications Defence Committee in co-operation with the various interested departments. There was a general agreement on the plan and no issues had arisen.

During the same month N.A.B., in a special bulletin, appealed to all members to rally to the assistance of the Government, setting out the method by which time on the air could be utilised in the cause of national defence.

Here is the bulletin:—

TO ALL BROADCAST STATION
EXECUTIVES IN THE UNITED
STATES:

The National Defence needs of the United States require the immediate employment of 100,000 skilled civilian workers in the War and Navy Departments, the Civil Aeronautics Authority and in several other departments.

To locate these men speedily is an urgent and patriotic duty that radio can perform best. It is a duty that the National Association of Broadcasters, on behalf of all broadcasting stations, has accepted.

Radio can do the job with the vigorous help of every individual broadcaster. The task is not easy; for the highways and byways must be combed for recruits. It is believed that a large number of qualified men will be found working in other capacities.

These men must be reached and urged to return to their former trades else preparedness plans may bog down.

At the present time clerical workers and labourers are not needed. The supply is adequate.

FOR YOUR INFORMATION.

Announcements mailed to you will name definite jobs open in your section of the country. Only in exceptional cases, it is now believed, will it be necessary to release blanket announcements.

These are Civil Service jobs; but all red tape has been cut. The applicant does not have to pass a written examination.

The call includes men who may be a bit rusty at their trade. Once skilled

at a certain task, however, former proficiency quickly returns with practice. Need for men is urgent. Make no mistake about that.

Men responding to radio announcements secure application blanks at the nearest first or second class post office, from the 5,000 Civil Service secretaries on duty.

A man is hired on the basis of information he supplies in this blank. He qualifies for Civil Service employment by demonstrating that he is a capable workman. The waiting interval is cut to a minimum. The applicant will get results at a very early date.

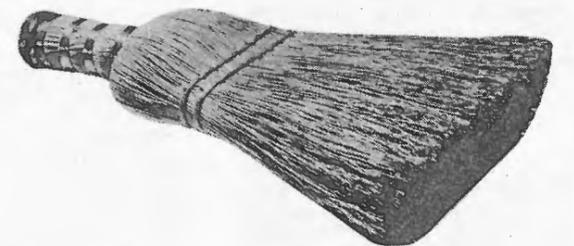
RUN ANNOUNCEMENTS UNTIL NOTIFIED.

Every week N.A.B. will confer with the United States Civil Service Commission about jobs throughout the country. It is expected that needs at certain points will change frequently. As they change, superseding announcements will be sent.

Therefore, in the interest of efficiency, in this hour of emergency, we shall operate on the assumption that stations will continue to broadcast an announcement until it is killed or modified to meet the changing conditions.

WILL YOU HELP?

Can we count on your help? Will you "turn on the heat" to locate the men needed for your country's defence? Suggestions will be appreciated. . . .



Theme for the morning . . .

The morning's work passes pleasantly for 2SM's women listeners, but we want to talk to you about the afternoon. After lunch time is the housewives' leisure time. Sewing, knitting or just resting she is in a most receptive mood for YOUR sales story. IT'S SELLING TIME ALL THE TIME ON 2SM, THAT'S WHY . . .

2SM SELLS MORE!

Station 2SM 46 Carrington Street Sydney — B 7294

3XY

IS

BETTER
BUYING

FOR IT MEANS

BETTER
SELLING

"THE QUALITY STATION"

Sydney Representative: D. N. SCOTT

OF COURSE YOU'VE HEARD

Listener Participation Plus!

For over two years under one sponsorship, and with ever-increasing popularity, a weekly competition is broadcast in the women's session from 2BE Bega. Each competition—containing 20 questions—is compiled by women listeners and used in the session. Even the prizes for this two-year novelty are donated by the listeners, and the entry fee of threepence goes to the 2BE Sunshine Club to purchase wool for its knitters.

Radio Trials Talent Recognised

Concert organisers and talent scouts are awake to the opportunity afforded by the 2KY-Morley Johnson Radio Eisteddfod of 1940 of introducing new "blood" into their shows. Take the recent juvenile grand final. Not only have individual performers been selected from this parade of talent for presentation during the Thursday night concert at the Anzac Buffet, compered by Perko, and in other shows, but five were chosen by the general manager of the Empire Theatre, Railway Square, to appear as a troupe in a 20-minute fast-moving entertainment every afternoon for a week, commencing Friday, August 23. It speaks volumes for the talent of these kiddies that at their opening show they were encored time and time again, and for the 2KY Radio Eisteddfod of 1940 that it should be the means of opening the door of opportunity for these clever artists.

Sixteen Guinea Jackpot

Public participation programs are just as popular as ever at 3HA Hamilton, and the "Name the Place" session now held on Friday nights at 9.15 always attracts a crowded audience in the specially constructed theatre of 3HA. Recently the big jackpot prize of £16/16/- was won by a young postal mechanic who guessed question No. 3 after 26 weeks "jackpotting."

"Give It a Title" for Red Cross

On September 8, the motion picture industry will launch a "Give It a Title" contest on behalf of Lady Gowrie's Red Cross Appeal. This contest will be run on the lines of the successful competitions conducted last year, and the Sunday papers will announce full details and conditions of the competition which will run for three weeks. Prizes will total £1,500, and additional awards will be made each day. Radio 2UE has secured the exclusive right to broadcast names of the progressive winners, and these will be announced every night at 9.15 p.m., commencing September 12.

Quiz Show Appeals

Davidson and Co. Pty. Ltd., household furnishers of Oxford Street and Broadway, Sydney, are sponsoring the new 2CH quiz program, "Take It or Leave It—Double or Quits," and judging by the keen interest shown by listeners in the session, the sponsors are reaching a widespread audience. Show has its chief appeal in the opportunity provided for competitors to double their prize money, with the risk, at the same time, or losing their accumulated winnings with a wrong answer. Ward Leopold is comper, and he has a breezy personality which appeals to the audience. The new 2CH studio is filled to capacity at each broadcast—a sure sign that it has registered with listeners—and there is always a ready response to the appeal for competitors.

Famous Character Re-created for Radio

Every reader of detective stories is familiar with the white visiting card adorned with the matchstick drawing, which is the signature of the famous character in modern detective fiction—The Saint. Created by Leslie Charteris, this whimsical, devil-may-care Englishman has become the modern Robin Hood of Crime. So great was his popularity that the B.B.C. London chose "The Saint" as the central character of a detective thriller. Following on this R.K.O. Radio Pictures decided to bring this famous character to life upon the screen.

Having secured the broadcasting rights of the material in the series of "Saint" films now being exhibited in Australia, 2UE Sydney is preparing 52 quarter-hour episodes. These will be entirely written and produced by Radio 2UE, and Lynn Foster, 2UE playwright, and Bruce Anderson, have the difficult job of selecting cast.

"True or False"—Twelve Months Successful Run

A family of ten, five girls and five boys, has nominated to form the two contesting teams for a 2SM "True or False" quiz battle, when two teams of five a side, men versus women, must answer "True" or "False" to everything asked them in a series of exciting rounds. A special cash prize goes to the team, which scores the most points, and another to the last contestant left standing. (They must sit out if they miss three times.)

"True or False," which has had a most successful run, will celebrate its first birthday at 2SM's radio playhouse on Wednesday, August 21. Show is produced and compered by John Dunne, the script coming from the pen of Walter Hartley.

10th BIRTHDAY CAKE FOR RED CROSS FUNDS



Station 4BC, the key station of the Queensland sector of the Commonwealth Broadcasting Network, is celebrating its tenth birthday by raffling a gigantic cake, expertly created by G. E. Adams Pty. Ltd., towers six feet high, and is elaborately decorated with an amazing mass of cylindrical threads winding endlessly through the gaily coloured decorative icing. Six tiers, one upon the other tapering to the top of the six foot cake, provide excellent foundations for additional decorations. In keeping with a radio atmosphere each spectacular tier is covered with intricate detailed workmanship, depicting the various stages of radio, and displaying microphones of the type used from year to year since the inception of the station. The monster cake was on show at the recent Brisbane Royal National Show. The raffle is to be drawn on September 12. Until that time the cake will remain on display at various prominent centres throughout the city.

Ten Thousand Tins

Using no other medium than 2BE Bega, a Bega picture theatre, from 7 or 8 casual announcements, netted 10,400 tobacco tins within 10 days, in connection with the war effort. A similar drive for buttons to include in soldiers' handbags resulted in nearly 7,000 being collected, from five announcements spread over one week.

The tobacco tin drive sounds like a record.

Governor Opens Modern Hospital

A large and representative crowd was present on July 18, when the new Bairnsdale and District Hospital was officially opened by His Excellency the Governor of Victoria, Sir Winstanley Dugan. This hospital, with soundproof windows, three up-to-date operating theatres, and every possible labour-saving device for the benefit of the staff ranks as one of the finest in any country district in Australia. The speech at the opening ceremony were broadcast from 3TR Sale.

"Reminder Advertising" Must Be Maintained.

Latest trends in England in regard to advertising, as disclosed in trade publications recently received from the Old Country, are of more than passing interest.

After interviewing leading executives in the agency field in London recently, "Advertisers' Weekly" concluded that three big trends in advertising were imminent as a result of the Government drive to restrict the production and consumption of certain classes of goods which, up to then, had been heavily advertised. Thus it was concluded that a change from selling to reminder advertising, a drive by agencies to develop export advertising business, and a considerable restriction in general advertising would be the effect of the limitations in the near future.

Some of the biggest English concerns are making a definite drive for overseas business. Sir William Crawford said that a point of second importance to that one was the need to keep an advertiser's name before the public in the home market. That, he said, would be the big function of advertising during the war.

"The public have a loyalty to brands, and firms should make every endeavour to hold such an affection. That means advertising the name of the product or the maker of the product is vital, especially in these days when such tremendous events are occupying the public mind," said Sir William.

It will be recalled that during the last Great War many firms made the sad mistake of letting their name die. Many of them thus went out of business. "A name," says Sir William, "can create a mental picture, like a photograph, and those firms will be remembered when the war is over, which keep their name before the public. We must keep names going."

Another leading agency executive said he believed a considerable amount of advertising would be changed to the reminder

type. His agency had already worked out quite a number of schemes with that thought in mind.

Still another agency, Lord and Thomas Ltd., expressed the view that a considerable amount of reminder advertising will take the place of previous aggressive selling propaganda. This is quite understandable. Often an advertiser or manufacturer has invested a tremendous amount of money in building up his name or the name of his product, and he naturally must continue to spend some money to maintain the value of his goodwill bought over the course of many years.

The general position in Australia, of course, is far different from that which to-day exists in Great Britain. Here we are expanding more and more our manufactured goods not alone in the field of actual war effort. The obvious shortage of shipping facilities, the extensive restrictions on importation of many goods from other countries, has given rise to the creation of numerous new industries. Most of these are entering in some way or another into the advertising field.

Generally it appears that the total advertising expenditure is decidedly increasing. Newsprint and other paper restrictions have placed a serious barrier in the way of increased press advertising. Broadcast advertising, on the other hand, is getting an increasingly bigger appropriation, and is rapidly achieving the position of being actually the major medium in respect to many of the big National accounts.

Hamilton Vic. Station, 3HA, has signed up Western District Undertakers for long periods under contract to broadcast their funeral announcements. This may appear to be stretching broadcasting to a doleful extent, but, really, it is quite a necessity in these modern times, as it is only by radio that people in widely scattered districts can be reached.

**Repondez
s'il
vous
plait!**

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

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

**3KZ
MELBOURNE**



"AIR" YOUR PRODUCTS

● On the **BRIGHTEST** line!
● Before the **BIGGEST** audience!

and **GET YOUR SHARE**

★ of the ★

ONE MILLION POUNDS
Spent every week by the
250,000 WAGE-EARNERS

Affiliated with
2KY

PHONE: M 6291-2

428 GEORGE ST.,
SYDNEY

No New Evening Paper for Melbourne

In the House of Representatives, Canberra, on August 8 the Honourable Member for Kennedy asked a series of questions relative to the contemplated production of an afternoon paper in Melbourne by the proprietors of the "Radio Times."

On August 21 the Prime Minister (Mr. Menzies) replied:—

"I have referred this matter to the Minister for Trade and Customs who has supplied the following information:—

"(1) It is impracticable to grant a licence covering the importation of newsprint of non-sterling origin to permit the publication of any new newspaper or periodical—whether by the proprietors of the 'Radio Times' or by any other interest. The position of the non-sterling exchange resources of the nation is far too serious for the Government to allow expansion in the publishing industry which involves an additional burden either directly or indirectly on dollar resources.

"(2) The refusal to grant an import licence does not, as claimed, give a monopoly to the proprietors of the Melbourne 'Herald.' The present position is in no way different from

that which existed before the introduction of import licensing.

"(3) The decision of the Government has prevented the issue of a number of newspapers and publications and is not confined to the paper proposed by the proprietors of 'Radio Times.' At a time when the public is anxious for news because of happenings in the war zone, there is a strong urge to indulge in new newspaper ventures. To make newsprint available for these ventures would impose an additional and heavy burden on our non-sterling exchange resources, which are rapidly being depleted. To meet this position more severe restrictions will necessarily have to be applied, consequently it is not a case of modifying any Cabinet decisions already taken.

"(4) Restriction of industrial expansion involving the expenditure of non-sterling exchange is by no means confined to the newspaper industry. It does and must apply over a wide field while war conditions prevail.

"The Minister informs me that there is nothing unusual in the correspondence between the Government and the management of the 'Radio Times,' and he can see no reason for making that correspondence available to Honourable Members. It can doubtless readily be obtained from the proprietors of 'Radio Times,' by the Honourable Member."

ATTENTION

On the opposite page is reproduced the 3KZ Melbourne rate schedule and advertisement from the current Rate Book issued July last. Particular attention is directed to the 60 minutes evening rate 1 to 12, which now reads £38/12 instead of £28/14/- as previously shown. This correction can be transferred to your Rate Book on page 21, or, alternatively, cut out the whole page printed here and paste it over page 21 Rate Book.

STAN GRIST JOINS PATON'S

Mr. S. W. Grist, well-known figure in Melbourne's advertising world, an Englishman with world-wide experience, eight years on the staff of 3DB-LK and managing editor of monthly magazine, has joined the radio division of the Paton Advertising Service.

It is understood that one of Australia's larger National accounts is shortly to move to a new agency with headquarters located in Victoria.

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.

VOICE FOR SALE.

To Exclusive Sponsor: Distinctive voice known in hundreds of homes. Behind the voice, expert mike technique, experience and ability to convince. In addition original ideas and aptitude for script writing. Box "777".

3KZ MELBOURNE (EFFECTIVE JULY 1, 1940.) NETWORK: NIL. 3KZ

BREAKFAST SESSION—6.30 a.m. to 9 a.m.

	1-12	13-25	26-51	52-77	78-103	104-155	156-311	312-over
25 words or less	14 3	10 9	10 6	10 3	10 0	9 6	9 3	8 6
100 words or less	1 9 3	1 2 0	1 1 6	1 1 0	1 0 3	19 9	19 0	17 6
15 minutes	5 0 0	3 15 0	3 13 0	3 11 6	3 9 6	3 7 6	3 5 0	3 0 0
30 minutes	9 0 0	6 17 6	6 14 0	6 10 6	6 7 6	6 3 6	5 19 0	5 10 0
60 minutes	16 4 0	12 7 6	12 1 3	11 15 0	11 9 6	11 2 3	10 14 3	9 18 0

DAY SESSIONS—9 a.m. to 5.45 p.m.

	1-12	13-25	26-51	52-77	78-103	104-155	156-311	312-over
25 words or less	13 3	10 0	9 9	9 6	9 3	9 0	8 9	8 0
100 words or less	1 3 3	17 6	17 0	16 9	16 3	15 9	15 3	14 0
15 minutes	4 3 6	3 2 6	3 0 0	2 19 6	2 18 0	2 16 6	2 14 0	2 10 0
30 minutes	7 10 0	5 12 6	5 9 6	5 7 0	5 4 0	5 1 6	4 17 6	4 10 0
60 minutes	13 10 0	10 2 6	9 17 3	9 12 6	9 7 3	9 2 9	8 15 6	8 2 0

EVENING SESSIONS—5.45 p.m. to 11.30 p.m.

	1-12	13-25	26-51	52-77	78-103	104-155	156-311	312-over
25 words or less	1 17 6	1 8 3	1 7 3	1 6 6	1 6 0	1 5 3	1 4 3	1 2 6
100 words or less	3 5 0	2 10 0	2 8 9	2 7 6	2 6 3	2 5 0	2 3 3	2 0 0
15 minutes	11 10 0	8 15 0	8 10 0	8 5 0	8 0 0	7 15 0	7 10 0	7 0 0
30 minutes	21 10 0	16 5 0	15 15 0	15 10 0	15 0 0	14 10 0	14 0 0	13 0 0
60 minutes	38 14 0	29 5 0	28 7 0	27 18 0	27 0 0	26 2 0	25 4 0	23 8 0

Rates for Sessionettes: 1 minute at 100 word rate plus 25%; 5 minutes, 50% of 15 minute rate; 7½ minutes, 66% of 15 minute rate; 10 minutes, 75% of 15 minute rate.

Network rates: Special quotations supplied for a network of leading stations in every State. Preferred times: 100 and 25 word announcements may be booked in available preferred space at an additional 20%. Sponsored sessions: To comprise not less than 85% musical or other approved entertainment.

Station owner: 3KZ Broadcasting Co. Pty. Ltd. Office: 64 Elizabeth Street, Melbourne. Studios, transmitter: 40 Victoria Street, Carlton. Wavelength: 254 M. (1180 kC.). Official operating power: 600 W. Transmission hours: 6.30 a.m.-11.30 p.m., Sat. to 1 a.m.; Sun. 9 a.m.-11.30 p.m., 2.30-10.30 p.m. Manager: Syd. Morgan. Sales Manager: A. J. Murray. Reprs.: Sydney, C. A. Monks, Shell House, Carrington Street.

BRAVING THE CHILLY DAWN FOR THE MAN ON THE LAND

On the morning of Wednesday, July 17, J. A. Crawcour, who conducts the Rural Interests session from 2UW Sydney, again broadcast from the Memorial Hall at Hawkesbury Agricultural College.

This was the 6th occasion of this feature of the annual conference of the Agricultural Bureau of New South Wales, and the speakers introduced by the 2UW rural lecture are all shown in the photo, reading from left to right:—

Mr. C. Scholes, Garthowen; Mr. W. Brookes, Bowthorn Hintin; Mrs. F. H. Kidd, Morrisset; Miss N. Parkinson, Weethalee; Miss M. Spencer, Girls' Leadership Camp; Mr. F. Kirkwood, Dooralong; Miss Mullard, Kulnurra; Mrs. Malloy, Girls' Leadership Camp; Miss Dawes, Glen Ridding; Mr. E. A. Southee, O.B.E., Principal H.A. College; J. A. Crawcour, Station 2UW; Miss L. Bryne, B.Sc., AGR. Agricultural Bureau; Mr. R. Buckley, Tarana; Mr. G. Watts, Warkworth; Mr. C. West, Bribbaree, Mr. K. Collins, Dumaresq Island.

It is very cold at Hawkesbury in July and there is no doubt about the enthusiasm imparted into the conference when one remembers that all in the conference were called before 5 a.m.

(Photo by courtesy of "Ag. Bureau Record.")

C. A. MONKS says:

You may walk the world a proud man
If you use Radio to tell the other fellow.

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

Telephone: BW 4135

Telegrams: AIRADS

CAN'T BE OVER-RATED!

It's dead easy for a Station Representative to airily wave his hand and talk vaguely of results—but we don't think this impresses you one bit. You want facts. Well, digest this. Twelve months ago 3KZ signed "Victoree" Pure Food Products for 45 minutes on Friday nights. We put on the now famous "Victoree Varieties." This programme scuttled long established Friday night programmes and is now tops with Victorian listeners. One studio invitation is issued in return for one "Victoree" label, and there is now a waiting list of over 16,000—get that—16,000—and every label means a sale. Those are facts, and C. A. Monks, of Shell House, Sydney, can quote you more. He can also quote you for your campaign which must, if you want real results, include . . .

3KZ

MELBOURNE

PERSONALS

Squadron-leader B. T. Sheil, Deputy Controller of the National Commercial Broadcasting Service of New Zealand, and Squadron-leader in charge of Royal New Zealand Air Force Publicity, has recently been given a further important appointment, it is that of radio co-ordination officer controlling the New Zealand Commercial and National Broadcasting Stations Networks for War effort. Sheil has already made a name for himself in the organisation and operation of the National Commercial Broadcasting Service, and more recently as publicity officer for the Royal New Zealand Air Force, and it is, therefore, not surprising that this further appointment of radio co-ordination officer has fallen to his lot. Undoubtedly it will be handled with Beau's usual efficiency.

Not content with the fine job his station is doing in the National effort, Ted Dahl, general manager, 4AY Ayr, himself has



Lieut. Dahl, popular general manager of 4AY Ayr, who has joined up.

gone into the A.I.F. He's a lieutenant in the A.A.O.C. camp at Liverpool. Good luck Ted, from all your pals!

Reggie Quartly doesn't look as "reckless" while discussing cues and song routine with Vernon Lisle, compere of many 2UW shows, as when he faces some of the 2UW audience participation show crowds.



Dr. Frank Louat, well known radio speaker, is coming back to the air on 2GB in a series of talks entitled "State Talks on Federal Politics." The sessions will be conducted under the sponsorship of the Constitutional Association of N.S.W., and will be broadcast each Friday and Saturday at 8.45 p.m.

Mr. J. M. Martin's recent appointment to the position of Chief Inspector of Wireless, P.M.G.'s Department of Australia, has been confirmed as per Commonwealth Gazette of August 8.

It took a war to allow a woman announcer on the B.B.C. She has been heard quite a lot recently, immediately prior to the B.B.C. news.

Congratulations to Mrs. Gray, of 2KY, on getting back a lot of her old listener audience which she had before she introduced a lot of political matter. Women's sessions would be very effective if they kept to the women's sphere of operations, and Mrs. Gray's session was, and no doubt will be now, one of the most popular women's sessions on Sydney stations.

There's been a new voice on 2LF lately, it's Doug. Morris who has joined the announcing staff and is also doing some selling and copywriting—seems to be doing a good job for the local advertisers, too.

Donald Day, who recently arrived in Sydney from Melbourne to conduct sessions on 2UE on behalf of Bevilles Gift Store, has planned something quite new in the way of children's sessions which he presents each Monday, Tuesday, Thursday and Friday, 5.30 p.m. Each Monday and Friday afternoon he invites 40 children into the station to an afternoon party, with all the usual party trimmings, and those who desire invitations can apply to the sponsor for the Day's versatility in his Tuesday and Thursday session is shown by his interesting talks specially for the children on the East. He travelled extensively through the East.

Secure in a life-long reputation for being one of nature's good auto passengers, J. C. McKay, time-buying ambassador and Syd-



Mr. Ernie Higginbottom, chairman of 2TM, who is down in Sydney for a few weeks looking after 2TM's interests at the Sydney office in Australia House, Carrington Street.

ney manager of Paton's advertising, has been suddenly overtaken with a desire to enter the ranks of overland drivers. It seems that a friend wished to get his Babl Austin over to Melbourne, and knowing that J.C. planned a trip shortly, suggested that he might care to do it in the little bus. Lack of driving licence and past experience being the only hazards, both were quickly acquired, the great adventure starting as this paper goes to press (Thursday). Expedition plans to be in Melbourne in time for J.C. to join Geoffrey Jackson, Montgomery Jackson, of Paton's, Melbourne, in a spot of football barracking.

Miss Una Pritchard, popular transcription sales executive at O. P. Sellers, singing agents for Columbia-George Edward productions, was seen going into her office last Monday morning. She's been ill several weeks, but now seems her old bright self again, and anxious to get down into harness once more.

Well known radio personality, Miss Dempsey, finds her time fully occupied these days. In addition to the two-hour "Smilin' Thru" sessions she conducts daily from 2KY Sydney, Myra is vice-president of the W.A.S.C. (responsible for the canteen at Central Railway) and also of publicity for the same organisation. She holds the rank of Major, and looks particularly well in her olive-green uniform.

Merchandising — Promotion

3KZ "Tag" Potential Advertisers

One of the neatest promotion stunts known for some time was recently released by 3KZ Melbourne in the form of a puzzle made from a luggage or despatch tag (such as used in most bus-travellers to-day) on which had been printed: "Remove the string from card without breaking or tearing. If you can't solve it in 15 minutes, send for a 3KZ representative." On the reverse side of the tag is printed: "The 15 minutes taken to solve this puzzle costs (on a basis of 26 broadcasts) only £8/10/- on 3KZ."

A string threaded through the eye of the tag and passed through two slits cut along the tag has to be removed without breaking or tearing anything. At each end of the string are circular pieces of cardboard about four times the size of the eye in the tag which makes it look impossible, but it can be done.

Station reports already several firms have phoned asking for a rep. to call and put them out of their misery.

"Travel Talk Series"

Margaret Bankin, who has figured as a speaker in "Stephani" Bini's 3UZ afternoon session in two travel talks on Syria and Palestine, is now to give a complete series of similar talks, presented in "Stephani" Bini's ninety minutes—at 1.30 every Tuesday—and Miss Bankin will commence with a series of three talks on London, dealing first with "Old" London. These talks are used by Miss Bankin to advertise her frock shop. She has signed a contract with 3UZ for 13 quarter-hour sessions.

Show Ring Sponsors Become Radio Sponsors

The 65th Royal National Show opened in Brisbane early in August, and Station 4BC was right on the spot with an advantageous position to broadcast up-to-the-minute descriptions of every event of interest.

The sponsors of most ring events arranged with 4BC-SB to broadcast their own event. This has always been a feature with the station, and results have been more than satisfactory to everyone concerned.

The sponsors included J. R. Wyllie (Hunting Contest), Penny's Store (Novice High Jump), Ironmongeries Pty. Ltd. (Maiden Handicap Trot), Fish Steam Laundry (High Jump), Licensed Victuallers Association (Hunt), McDonnell and East (Ladies' Hunting Contest), Rothwells (Final Handicap Trot), Pike Bros. (Sheep Dog Trials), Helidon Spa (Hunter's Plate), Nestle's (High Jump).

Many other highlights, including the official luncheon, Governor's speech, and the Prudential police horse parade, wood chop, etc., were also broadcast.

Piano for Prize

Beale and Co. Ltd., piano manufacturers, are adding interest to their already popular 2UE Sydney session, "Musical Masterpieces," by the inclusion of a competition, the prize for which is a £100 piano. Listeners are invited to write to 2UE saying why they would like their child to learn to play the piano, and during the running of the competition, weekly prizes are offered in addition to the big prize. "Musical Masterpieces" is a novel session featuring the better-class of music, broadcast Sundays at 6.50 p.m.

WOOLWORTH'S OPEN NEW STORE AT NEWCASTLE

On Wednesday afternoon, July 10, a most important event was celebrated in Newcastle, the occasion being the preview to the opening of Woolworth's new building in the Market Block, Hunter Street.



Newcastle station, 2HD, broadcast the official speeches, marking so for the first time in New South Wales a Woolworth store opening by radio.

With a commercial house so "air" minded in its advertising, it is unusual that a broadcast has never been made of the opening ceremony of their stores.

Mr. Watkins has since joined up with the A.I.F., and is thus the second M.P. in the Newcastle district to enlist in this war. In the foreground to the right is the Mayor of Greater Newcastle, Ald. J. E. Wiggins, and to the left in the second row from the front is Mr. A. Earle, retiring manager of Woolworth's in the north and, incidentally, host of the day.

The THREE MUST-GET-THREES of Radio

★ Storming thousands of homes in the prosperous country districts of Victoria with your sales message, these three irresistible salesmen will secure widespread and favourable attention for your product. Facts and figures will prove why the V.B.N. should be included in your next Victorian coverage . . .

3 HA 3 SH 3 TR

Victorian Broadcasting Network
 HEAD OFFICE: 239 COLLINS STREET MELBOURNE — PHONE MX 4731
 Sydney: Macquarie Broadcasting Services
 29 Bligh Street — Phone: B 7887

GEO. PATTERSON PTY. LTD. GET TEETH INTO RADIO JOB

Radio director, Lionel Shave, of the George Patterson Agency, must be one of the busiest men in Sydney. He is mainspring of a tremendous drive carrying the agency recently into the really big jobs of radio selling.

Having established "The Youth Show" as one of the big National programs on behalf of Colgate-Palmolive, he still retains the closest possible touch with each program—he is now in the throes of establishing "Omar Khayyam—And All That" for Andrews Liver Salt, which, like "The Youth Show," has been booked as a complete Macquarie Network buy.

In between times he is personally supervising all the recorded spots for half a dozen other clients, helping plan two more recorded shows and writing an occasional script.

RADIO TIME BUYING MADE EASY

by using the COMMERCIAL BROADCASTING RATE BOOK, latest edition (July, 1940) just out. Seventy-two pages with ALL the latest rate cards of ALL the commercial stations throughout Australia, New Zealand and Fiji; various networks and their discounts; list of station reps.; late shopping nights; list of all stations; and official listeners' licence figures in various areas.

All that is printed on standard size magazine sheets, 11 ins. x 8½ ins., and bound in a very durable cloth cover for only 5/- per copy, post free. If you are interested in, or actually conducting any radio air advertising, you will find this C.B. RATE BOOK the most handy of references.

Specially designed for—
 Advertising Agents,
 Advertising Managers,
 Advertisers,

so they can find quickly the rates charged by the commercial radio stations.

Order your copy today or while the offer lasts, send £1 postal note (if cheque, exchange is extra), to Australian Radio Publications, Box 3765, G.P.O., Sydney, and we will enter your combined subscription for one year to COMMERCIAL BROADCASTING (fortnightly)

C.B. RATE BOOK (half-yearly) YEAR BOOK (annually)

This offer is open only until September 1. Paper rationing will then alter the position.

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

Broadcasting Station Frequency Allocation

As at 3/7/40

550 kC/s., 545 m.	2CR Central Regional, N.S.W.	930 kC/s., 323 m.	3UZ Melbourne, Vic.	1,290 kC/s., 233 m.	4BK Brisbane, Q'ld.
560 kC/s., 536 m.	6WA South West Regional, W.A.	940 kC/s., 319 m.	4QR Brisbane, Q'ld.	1,300 kC/s., 231 m.	2TM Tamworth, N.S.W.
580 kC/s., 517 m.	3WV Western Regional Vic.	950 kC/s., 316 m.	2UE Sydney, N.S.W.	1,310 kC/s., 229 m.	5AD Adelaide, S.A.
600 kC/s., 500 m.	7ZL Hobart, Tas.	960 kC/s., 313 m.	5DN Adelaide, S.A.	1,320 kC/s., 227 m.	3BA Ballarat, Vic.
610 kC/s., 492 m.	2FC Sydney, N.S.W.	970 kC/s., 309 m.	4AY Ayr, Q'ld.	1,330 kC/s., 226 m.	6PM Freemantle, W.A.
620 kC/s., 484 m.	3AR Melbourne, Vic.	980 kC/s., 306 m.	2KM Kempsey, N.S.W.	1,340 kC/s., 224 m.	3SH Swan Hill, Vic.
630 kC/s., 476 m.	4QN North Regional, Q'ld.	1,000 kC/s., 300 m.	6AM Northam, W.A.	1,350 kC/s., 222 m.	4BU Bundaberg, Q'ld.
640 kC/s., 469 m.	5CK North Regional, S.A.	1,010 kC/s., 297 m.	2GZ Orange, N.S.W.	1,360 kC/s., 221 m.	2LF Young, N.S.W.
660 kC/s., 455 m.	2DU Dubbo, N.S.W.	1,020 kC/s., 294 m.	4MB Maryborough, Q'ld.	1,370 kC/s., 219 m.	6TZ Dardanup, W.A.
670 kC/s., 448 m.	7BU Burnie, Tas.	1,030 kC/s., 291 m.	4CA Cairns, Q'ld.	1,380 kC/s., 217 m.	3GL Geelong, Vic.
680 kC/s., 441 m.	2CO Riverina Regional, N.S.W.	1,040 kC/s., 288 m.	7EX Launceston, Tas.	1,390 kC/s., 216 m.	4GY Gympie, Q'ld.
690 kC/s., 435 m.	2HR Singleton, N.S.W.	1,050 kC/s., 286 m.	3HA Hamilton, Vic.	1,400 kC/s., 214 m.	3MA Mildura, Vic.
700 kC/s., 429 m.	7QT Queenstown, Tas.	1,060 kC/s., 283 m.	2KY Sydney, N.S.W.	1,410 kC/s., 213 m.	3PM Port Moresby, New Guinea.
710 kC/s., 423 m.	6WF Perth, W.A.	1,070 kC/s., 280 m.	3DB Melbourne, Vic.	1,420 kC/s., 211 m.	2MO Gunnedah, N.S.W.
720 kC/s., 417 m.	2NR Northern Rivers Regional, N.S.W.	1,080 kC/s., 278 m.	5PI Crystal Brook, S.A.	1,430 kC/s., 210 m.	5SE Mt. Gambier, S.A.
730 kC/s., 411 m.	7NT North Regional, Tas.	1,090 kC/s., 275 m.	2CA Canberra, A.C.T.	1,440 kC/s., 208 m.	6GE Geraldton, W.A.
740 kC/s., 405 m.	6GF Goldfields Regional, W.A.	1,100 kC/s., 273 m.	4SE Kingaroy, Q'ld.	1,450 kC/s., 207 m.	4BH Brisbane, Q'ld.
750 kC/s., 395 m.	5CL Adelaide, S.A.	1,110 kC/s., 270 m.	2RG Griffiths, N.S.W.	1,460 kC/s., 205 m.	2GN Goulburn, N.S.W.
760 kC/s., 395 m.	2BL Sydney, N.S.W.	1,120 kC/s., 268 m.	6WB Katanning, W.A.	1,470 kC/s., 204 m.	4MK Mackay, Q'ld.
770 kC/s., 390 m.	4QS Darling Downs Regional, Q'ld.	1,130 kC/s., 265 m.	2LT Lithgow, N.S.W.	1,480 kC/s., 203 m.	2PK Parkes, N.S.W.
780 kC/s., 385 m.	3LO Melbourne, Vic.	1,140 kC/s., 263 m.	4RO Rockhampton, Q'ld.	1,490 kC/s., 201 m.	5AU Port Augusta, S.A.
790 kC/s., 380 m.	2KA Katoomba, N.S.W.	1,150 kC/s., 261 m.	7HT Hobart, Tas.	1,490 kC/s., 201 m.	2KO Newcastle, N.S.W.
800 kC/s., 375 m.	4TO Townsville, Q'ld.	1,160 kC/s., 259 m.	3LK Lubeck, Victoria.	1,480 kC/s., 203 m.	3XY Melbourne, Vic.
810 kC/s., 370 m.	6WN Perth, W.A.	1,170 kC/s., 256 m.	4LG Longreach, Q'ld.	1,470 kC/s., 204 m.	2WL Wollongong, N.S.W.
820 kC/s., 361 m.	2BH Broken Hill, N.S.W.	1,180 kC/s., 254 m.	7LA Launceston, Tas.	1,460 kC/s., 205 m.	6—Perth, W.A.
830 kC/s., 361 m.	4QG Brisbane, Q'ld.	1,190 kC/s., 252 m.	6—Merredin, W.A.	1,450 kC/s., 207 m.	2QN Deniliquin, N.S.W.
850 kC/s., 353 m.	5RM Renmark, S.A.	1,200 kC/s., 250 m.	2UW Sydney, N.S.W.	1,440 kC/s., 208 m.	4IP Ipswich, Q'ld.
860 kC/s., 349 m.	3GI Gippsland Regional, Vic.	1,210 kC/s., 248 m.	4BC Brisbane, Q'ld.	1,430 kC/s., 210 m.	2MG Mudgee, N.S.W.
870 kC/s., 345 m.	2CY Canberra, A.C.T.	1,220 kC/s., 246 m.	2AD Armidale, N.S.W.	1,420 kC/s., 211 m.	7DY Derby, Tas.
880 kC/s., 341 m.	4GR Toowoomba, Q'ld.	1,230 kC/s., 244 m.	3CS Colac, Vic.	1,410 kC/s., 213 m.	2CK Cessnock, N.S.W.
890 kC/s., 337 m.	7HO Hobart, Tas.	1,240 kC/s., 242 m.	6ML Perth, W.A.	1,400 kC/s., 214 m.	5MU Murray Bridge, S.A.
900 kC/s., 333 m.	2GB Sydney, N.S.W.	1,250 kC/s., 240 m.	2HD Newcastle, N.S.W.	1,390 kC/s., 216 m.	2MW Murwillumbah, N.S.W.
910 kC/s., 330 m.	3UL Warragul, Vic.	1,260 kC/s., 238 m.	2WG Wagga, N.S.W.	1,380 kC/s., 217 m.	3CV Charlton, Vic.
920 kC/s., 326 m.	6PR Perth, W.A.	1,270 kC/s., 236 m.	7ZR Hobart, Tas.	1,370 kC/s., 219 m.	2AY Albury, N.S.W.
	5AN Adelaide, S.A.	1,280 kC/s., 234 m.	2NZ Inverell, N.S.W.	1,360 kC/s., 221 m.	2BE Bega, N.S.W.
	2LM Lismore, N.S.W.		3KZ Melbourne, Vic.		4ZR Roma, Q'ld.
	7AD Devonport, Tas.		2CH Sydney, N.S.W.		2BS Bathurst, N.S.W.
	4RK Rockhampton Regional, Q'ld.		5KA Adelaide, S.A.		3AK Melbourne, N.S.W. (Night Service Sta.)
	2XL Cooma, N.S.W.		2GF Grafton, N.S.W.		
	4VL Charleville, Q'ld.		3YB Warrnambool, Vic.		
			6KG Kalgoorlie, W.A.		
			4AK Oakey, Q'ld.		
			2NC Hunter River Regional, N.S.W.		
			3TR Sale, Vic.		
			6IX Perth, W.A.		
			3SR Shepparton, Vic.		
			2SM Sydney, N.S.W.		
			3AW Melbourne, Vic.		

*Temporary allocation—reverts to 570 kC/s. later.
 †Projected stations.
 Note 1: National stations are indicated by black type.
 Note 2: The assignments are subject to alteration.

WIRELESS TRAINEES AND OPERATORS WANTED URGENTLY BY R.A.A.F.

We have been advised by the Sydney Recruiting Centre of the R.A.A.F. that a number of vacancies exist for wireless telegraph trainees and qualified operators. Men to fill these vacancies are wanted urgently throughout Australia and those willing to serve are invited to make immediate application to their nearest R.A.A.F. recruiting depot.

In the trainee class, young men under the age of 25 are required for tuition as aircraft wireless operators. These men must have a good education, at least up to the Intermediate standard, and be capable of good right-handed writing. Radio experience is not essential for these trainees, as they will immediately be drafted into a free 8-months training course. Rates of pay in this category are 5/- a day at enlistment, rising to 8/6 a day upon completion of the training course, when the men will be drafted into air crews.

The second class of vacancy exists for fully qualified wireless operators between the ages of 18 and 50. These men are required for ground wireless stations and must be capable of sending and receiving Morse with a high degree of accuracy at a rate of at least 20 w.p.m. (equivalent to first-class W.T. certificate standard). For this service applicants may be either right or left handed but must be capable of good handwriting. Rates of pay for this service are 8/6 per day for a 7-day week, with an allowance of 3/- per day for a wife and 1/- per day each for children under 16.

Applications should be made to the nearest R.A.A.F. Recruiting Centre, in the applicant's own handwriting, giving full details of age, education and experience.

SHILLING CLIPPED FROM LISTENERS' LICENCE FEE

The Postmaster-General (Mr. Thorby) announced last week that one shilling was to be clipped from listeners' licence fees making the fee £1 per year. The A.B.C. allocation will be 10/- per licence instead of 12/- as hitherto.

"Ordinary trade has a vital part to play in the war, if only because out of its products is obtained the revenue needed for the prosecution of the war. The trader, therefore, who uses his best endeavours as regards ordinary trade during the period of the war is doing his best to help his country; all those engaged in business should seek new avenues, as in so doing they will be not only providing for the needs of the present, but also for the future."—"British Stationer."

NEW T.E.P.L. CABLE CONNECTORS

Since last publication, further details have come to hand concerning the new series of cable connectors introduced by Transmission Equipment Pty. Ltd. and dealt with on page 30 of the August 15 "C.B." As reported previously, these connectors are available in three- and six-conductor types for either cable joining or termination.

The cable-joining pattern is a rigid die-cast assembly measuring 4½ in. long overall when joined and having a barrel diameter of about 1½ in. At each end, die-cast wedge-type clamps provide a firm grip on the cable sections as they enter the connector and completely remove any strain from the actual cable joints. These cable clamps are simple in operation and can easily be dismantled by removing the screw-type clamp caps. In the centre of the barrel, a simple locking device is fitted which eliminates any risk of the two sections of the connector coming apart unless required. A spring-loaded trigger release removes the lock when it becomes necessary to separate the two sections of the connector.

Similar cable-clamping and locking arrangements are also found on the cable-terminating connector. This assembly makes use of a plug identical with that used in the cable-joining connector, but the receptacle is designed with a flange for panel mounting—this portion of the assembly having a total depth of 1½ in. and an overall diameter of 2 in., while the plug is about 2½ in. long and 1½ in. in diameter.

Both of these connector patterns

COMMERCIAL BROADCASTING

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make use of heavy, silver-plated contacts of the semi-floating type, thus ensuring perfect alignment and freedom from strain. Moulded insulators are used for contact separation and, in addition to the pin and contact arrangement being such as to prevent incorrect insertion of the plugs in their sockets, each pin and contact position is numbered to simplify wiring. The construction in each case provides a continuous metal shell over the entire connector assembly, so that adequate electrical and mechanical protection is ensured.

Until time of writing, no prices are available for these T.E.P.L. connectors, but this information, together with details regarding supplies, may be obtained on application to Transmission Equipment, who are located at Doonside Street, Richmond, Victoria.

LISTENERS' LICENCE FIGURES July, 1940

	July 1939	July 1940
NEW SOUTH WALES.		
New Issues	5,807	17,125
Renewals	44,037	48,745
Cancellations	4,860	1,099
Monthly Totals	434,760	474,282
Nett Increase	947	16,026
Population Ratio	15.77	17.01
VICTORIA.		
New Issues	4,097	4,954
Renewals	33,595	35,129
Cancellations	3,124	2,563
Monthly Totals	329,132	350,655
Nett Increase	973	2,891
Population Ratio	17.51	18.49
QUEENSLAND.		
New Issues	2,108	3,931
Renewals	13,617	15,525
Cancellations	884	200
Monthly Totals	134,728	154,883
Nett Increase	1,224	3,731
Population Ratio	13.38	15.21
SOUTH AUSTRALIA.		
New Issues	1,626	2,023
Renewals	12,004	13,016
Cancellations	983	614
Monthly Totals	118,158	126,337
Nett Increase	638	1,409
Population Ratio	19.65	20.89
WESTERN AUSTRALIA.		
New Issues	1,347	1,220
Renewals	8,630	9,154
Cancellations	552	823
Monthly Totals	80,199	88,187
Nett Increase	252	590
Population Ratio	17.29	18.89
TASMANIA.		
New Issues	616	739
Renewals	4,098	4,565
Cancellations	364	149
Monthly Totals	39,712	42,781
Nett Increase	252	590
Population Ratio	16.68	17.94
COMMONWEALTH.		
New Issues	15,601	29,992
Renewals	115,981	126,134
Cancellations	10,772	5,448
Monthly Totals	1,136,639	1,237,125
Nett Increase	4,829	24,544
Population Ratio	16.36	17.63

The above totals include: The total licences to the blind, 2,355 (1939) and 2,477 (1940), and total experimental licences, 2,103 (1939) and 165 (1940).



T.E.P.L. STANDARDISED LOCKING-TYPE CABLE CONNECTORS

PRECISION BUILT FOR A LIFETIME OF SERVICE

Available in 3" and 6" conductor types, fully shielded, the new locking-type cable-connectors for either apparatus connection or cable joining are built with the inherent quality of T.E.P.L. Products.



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

Write now for Prices and Supplies to:—

TRANSMISSION EQUIPMENT PTY. LTD.

DOONSDIE STREET — — J 6061 — — RICHMOND, VIC.

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by Live Artists
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