But, Mr. Advertiser—we would like to draw your attention to the claims of . . .

**4BC**

**BRISBANE**

as the first, and still foremost **BRISBANE COMMERCIAL STATION**

Let us tell your story! WE'LL ALL BE HAPPY

**Speaking of Happiness**...

You should see the faces of the Queensland Primary Producers THEY'RE IN THE MONEY

GOT SOMETHING TO SELL? Tell them through . . .

**4GR 4VL 4ZR 4MB**

UNITS OF THE COMMONWEALTH BROADCASTING NETWORK

CANNOT BE MATCHED!

**VERNON LISLE**

**CEcil SCOTT**

**ROD GAINFORD**

and

"REGGIE" QUARTLY with

**TUT COLTMAN’S MELODY BOYS**

The sensational successes of this 2UW STAFF-TEAM of Light Entertainers are on the lips of every listener.

Programme them in your next Merchandising presentation!

SNAPPY! SCINTILLATING SHOWS AWAIT SPONSORSHIP.

RING M 6606 SYDNEY

MU 2819 MELBOURNE
COMMERCIAL BROADCASTING

EDITORIAL BRIEFS

COMMERCIAL BROADCASTING

Thurs., Sept. 26, 1940

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

The insistence of Mr. Eille Price in his capacity as chairman of the A.B.C. Broadcasting Commission and his "ten min. weekly" question has put up the other day, will certainly produce some interest when being scratched through the daily papers. It is not exactly how much money has been lost to date on the 1940 A.B.C. Journal!

It is very hard to reconcile the policy of the Federal Government in rationing paper when they allow listing propositions like the "A.B.C. Weekly" to continue, particularly when the losses come out of the listeners' money. If the Government want more money to conduct their war effort, why don't they close down these losing and unnecessary propositions. The press of Australia gave thousands and thousands of inches of free publicity to the A.B.C. programs before the "A.B.C. Weekly" was published. Mr. Price's demand is only looking into the purse, and for the Government to spend the public money and not its own.

We also have the interesting spectacle of the Prime Minister, Mr. Curtin; Mr. Forde, Minister of State for Information, and Mr. Cleary, chairman of the A.B.C., issuing warnings with each other in the daily press. The P.M.'s talk went away with its usual effectiveness and naturally Mr. Cleary objected. Inconsistency of this kind may be the death knell of the late Government's policy.

The other day the editorial staff of COMMERCIAL BROADCASTING was informed of the fact that the A.B.C. were making sales of some of their advertising to private enterprise. They had decided to make a move that it would hardly be correct in any matter that hundreds of people were getting personal attention to broadcast programs. We asked the A.B.C. to give us their explanation when the motion picture industry began making radio. We were not informed that people who were not going to theatres but listening to them must pay for a licence to listen. We sympathize with them in this obvious, and the general interest to the public interest in radio, and we are pleased to realize in the

"WIRELESS LICENCES IN WESTERN AUSTRALIA" (By "Perth")

In your editorial in issue of August 26, "wired to put up stations in Western Australia, this shows there is something wrong somewhere. Transmission equipment must be more costly by the time it is freighted to W.A. Income from W.A. listeners is much less—many campaigns are made out there, and not so many listeners. The big show can be relayed from the east, or the only broadcasting is monopolized by the Commission. Copying such stations is a blemish on the public's interest, and it is impracticable to record these shows.

In Perth where there is such a high percentage of houses with radios another disability is reported. Some advertisers are cutting down or cut out their their radio appropriation because "there are so many stations dividing the audience." This would refer more to the local advertisers, most of whose appropriations are too small to sponsor even one big feature, and who therefore are inclined to spread announcements thinly over all Perth commercial stations. The authorities are permitting another commercial to be erected in the metropolitan area, making it plus two stations—though the number is the same as Melbourne eight stations to the city. There is only a population of 400,000 within 25 miles of Perth, com pared with 1,123,883 for that of Melbourne eleven miles. Only a few years ago the then P.M.G. said an important appointment for the commission this month. If there would be no more stations erected with a licence, the P.M.G. said. Since the new W.G.W. are licensed and short lived will not be. This does not help the owners of the country to make them happy and to their back listeners. All country commercial stations are controlled by the country, and many are at present "dividing" the city audience.

Do you think now that "something needs improvement in Western Australia, that there are only a few stations in the city, and that there is a live audience on the radio?"

WEEKLY WAR COMMENTARY

The "Wireless War Journal" has recently advocated the Federation of Commonwealth Broadcasting Stations, which is willing to make available to commercial stations any further extension of the weekly commentary program entitled "This Week's War," currently being issued on Wednesday for A.B.C. by 50,000 copies every Thursday. The 12 minute session will be broadcast every week and every 7.35 p.m., except in Victoria, which will be broadcast every Saturday at 7.45 p.m.

The "Wireless War Journal" will stress the rapid development of "Seal" and "Seal" Inc., and the development of "Seal" for the community. The company has only been marketing "Seal" for the past five months, and the results achieved have been somewhat limited. The company has been marketed "Seal" for the past 12 months, and the results achieved have been somewhat limited. The company has been marketing "Seal" for the past year, and the results achieved have been somewhat limited.

The "Wireless War Journal" will also report that the "Seal" company is a good indicator of the expected growth of the broadcast programs, and as a real means of entertainment, as well as a real means of news propaganda, particularly in country areas. These figures show that the broadcast programs are still a substantial improvement, and in view of the recent increase of 38,000 listeners for the broadcast programs, it is important that the broadcast programs are still a substantial improvement.


**Editorial Briefs**

(Continued from page 1)

next morning's mail from SKZ Melbourne, details of this very subject which we have been discussing. The SKZ people tell us—and you will read it in this issue—that over 110,000 people attended their studios to see or talk part in their various shows, and that 229,000 applications for admittance cards had been received by the station. They claim a grand total of 411,000 people have had an opportunity to hear SKZ's program for the year. They also point out that over 100,000 mail orders were received, including 229,000 requests for studio invitations, and the 12,000 entries for various station contests. Broadcasting is certainly big business at SKZ.

It is indeed unfortunate that a Melbourne station last week accepted and broadcast a political transcription allegedly sanctioned by the Secretary of the U.A.P. The actual broadcast simulated a German voice gloating over the prospects of the Government defeat at the Federal Election last Saturday. The recording went on to show that with the present government in power Australia is a strong link in the British Empire's defense, but with the Labor Party in power, divided in three sections, half-heartedly in the war which would disrupt the unity of the Empire and its war effort. If Britain were to fall, Australia would automatically fall to the German enemy. An analysis of the drift concluded:—"Australians must vote for the Government candidates. Somebody certainly slipped, and this sort of thing is no good for commercial broadcasting.

The broadcasting fraternity throughout Australia is naturally interested in quite a number of candidates. E. V. Roberts, Managing Director of 2WG, was quoted as saying:—"The most interesting thing about the U.A.P. candidate is that he represents the ex-P.M., Dr. Evatt. He is a German voice gloating over the prospects of the Government defeat at the Federal Election.

**Correction**

In our issue of August 29, page 14, we mentioned that the entering Whitford Network of Drama was published by the U.A.P. candidates. collateral contestants, 15,195. bad hookers, 2,700. In the Barton Election, where the celebrated Dr. Evatt scored a tremendous win over the U.A.P. candidate, Albert Lane, almost the ballyhoo went to Bob Mackie, who stood as an independent. He will be remembered on Sydney drooping stations some years ago. Our late Postmaster-General, Vic. Therry, who seems to have a good idea of difficulties at Calere, where the Labor candidate seems to have a good idea, said that the Whitford Network took their cue from our previous suggestion that we would publish similar information for all the commercial stations of the Commonwealth. From Perth comes a letter from Frank Whitford, the live-wire managing director of the Whitford Network, who tells us that they are "all wrong," and best get his idea on an opposition circular which, he said, claimed a vast majority of sponsored time. In consequence of which his organization acted about to give accurate and specified times and names of sponsors. He also asked us to tell him if any other station in Australia puts out an audited coronation map of paid broadcasting other than his, as he would have to accost or stop any other organization. "Alta, Frank!"

Quite a number thought the "imput merchant," Norman Cowper, might, but Eric seems to be in the money. Still another go-P.M.G., Archie Cameron, got some easy in the Barker Electron E3 radio commentator J. K. Morley tried his look at Wentworth, but ran a fourth. As a commentator with an attractive voice, he just isn't. That unknown air personality, "The Watchman," however to E. A. Mann, Independent, contrasted Flanders, but didn't seem as if he will get any better than third place. Many listeners hope he will continue as "The Watchman" rather than as a politician. The general result of the election seems to indicate that the Labour Party and that the Menzies Government policy will come to the most popular view. It is hoped they will learn a lesson and show, by results, that they are interested in fighting this war quick and lively, rather than petting around like a lot of old Chambordians.

Another candidate for Martin, may just about be in the running. A. E. Marsden, Managing Director of 2WG, was quoted as saying:—"Australians must vote for the Government candidates. Somebody certainly slipped, and this sort of thing is no good for commercial broadcasting.

**2CH Daytime Feature Scores**

2,937 Listeners Demand Continuance of "Betty and Bob"

For some time past 2CH has been broadcasting in its morning serial the popular serial "Betty and Bob," instead of a regular program for two days. The first panel voted against the management of 2CH to test the listeners' appreciation of the serial, and after listening to it for two days. The first panel voted against the management of 2CH to test the listeners' appreciation of the serial, and after listening to it for two days, the management continued it after receiving many letters expressing the same desire. This certainly tested the popular and the quick response of the 2CH audience, because in the Thursday morning's mail almost 100 letters were received, on Friday morning over a thousand, and Friday afternoon another thousand. Some letters contained suggestions, one having as many as 100, demanding the return of this great daily serial on a popular station.

The nett result of two announcements made was that 2,517 listeners wrote in immediately asking for the serial to be continued.
Velmol Gold Cup
Radio Played Big Part in Unique Campaign

Radio, films, press and public participation were all coordinated by Clinton-Wilkinson in their Velmol hair setting lotion drive at the close of last month. Stations 2UE, 3LY, 3DB, 3UM and 2UE in Sydney, as well as 29 country stations, participated in the campaign, which was one of the most interesting as it carried a climax to the steady flow of Velmol announcements which were broadcast throughout New South Wales and other States, having been kept on the air for some time.

Campaign was based on the Velmol 1940 Gold Cup Hair Style Championship in which judging was divided into two divisions - preliminary held on August 13 and the final on the night of August 28 last.

When entries closed, 116 hair styles had been entered, represented by 202 separate photographs. From these the judges were to select ten only, as finalists.

On August 13 the judging started at Pareham's, of the Mijler, Thetford, Miss Burgers, of the Mijler, Thetford, Miss Cavanagh, of 2UW, Mr. John Jones, appointed by the Master Ladies' Hairdressers' Association, and Mr. Evan Jones, secretary president of the Master Ladies' Hairdressers' Association, and Mr. Evan Jones, secretary.

speeches were made by Mr. Bond, the manager of Curzons Ltd., final miniature salons, mannequin parade by the entrants, exhibition of trade displays, introduction of the Velmol hair style championship, and the state at which time the Velmol Gold Cup was presented to the winner.

At 8 p.m., doors were closed against the crowd, which was over 1,300, and by midnight the finalist photographs had been prepared for publication in the August issue of the Australian Women's Weekly. From these the judges were to select ten only, as finalists.

Finalists were notified of their success the day before the judging, and promised to be equal in quality to their predecessors.

ARRANGEMENTS

Arrangements for the final judging night were completed on Tuesday, August 27.

The interstate exchange of figures was made possible by a continuous telephone circuit, linking Sydney, Melbourne, and Adelaide, thus giving an instantaneous and simultaneous recording of all new figures posted in each of the three tally rooms covering all States.

The broadcasting room service was as an before 8.30 p.m. until approx. 1.45 a.m. on the next day.

The service was continued on Friday night from 8.30 to 11.30 p.m. in the survey of the position throughout the Commonwealth.

EFFICIENCY AND MODERN DESIGN IN NEW 2CH STUDIO EQUIPMENT

NETWORK FACILITIES SIMPLIFIED ELECTION BROADCAST

A four-State line up was the basis of a Marathon Network election report which included not only an inter change of figures by telephone, but also direct interstate broadcasts of commentaries on the progress of the candidates.

Sections linked were Mackay via New South Wales, Victoria, South Australia and Queensland. Election political commentators were on the air in both Melbourne and Sydney, and the program was so arranged that figures not only a complete recital of figures, but also analytical commentaries were included in explanation of the progress of the candidates.

Something novel was introduced at the 2CH transmission by the insertion of Arnold Nixon, King of the News, who added an entertaining element of comedy to brighten up the steady stream of figures.

The Grand Fashion Show and Judging Night was a climax to the steady flow of Velmol announcements which were broadcast throughout New South Wales and other States, having been kept on the air for some time.

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as a candle to the moon

So does the fabulous magic of the 'Arabian Nights' pale to insignificance before the wonders of today.

In homes in every street, in every corner of our land, little magic boxes play with melody, mirth and melancholy upon the pulse of a multitude.

No fable told in the tents, no magic carpet this, but the dramatic achievement of our time. The part played by our age in the destiny of man.

In 1940 the successful merchant uses this magic to sell his goods, choosing the chains of stations which best keeps alive the traditions of the magic carpet, alternating its programs with the rare spice of entertainment which has made the 2CH circuit Australia's most popular stations.

COMMUNITY BROADCASTING NETWORK

"Fills the Bowl of the Night"

C.B.N. Sales:
Sydney: 49 Market St.
Melbourne: P. Sullivan, 18 Queen St.
Brisbane: 48C, Queen St.
WITH MALICE TOWARDS NONE
By Valerie Chick

Last week I was privileged to read a letter written to Mr. H undone Samuels, Sydney's well known chemist, by the head of the Fox Film Corporation in America. "This is no idle guess," the letter ran, "take it from me, regardless of whether Roosevelt wins or loses the third Presidency, America will be in the war next spring." Meaning, springtime in America which commences round about March. Coming from a man who undoubtedly has his fingers on the pulse of American affairs, this news strikes an optimistic note in an otherwise depressing period.

"Thank goodness we can all breathe freely again. The election battle is over. Radio stations, in particular, have a special sigh of relief, for never, in the history of Australian politics, has broadcasting played such a tremendously important part. On Saturday, after the polls had closed, candidates, members of their committees, and friends and helpers in all electorates, gathered together in various halls to hear the results by radio. A sacred hush fell as the counts were given. Figures spelt defeat or victory. When, however, it was only the streets are pressing the air, it was just the same. Harrison isn't likely to forget that 

Vern's yen for salesmanship has been a great success. When he was known at one time as the 'Singing Salesman' of American affairs, this news strikes an optimistic note in an otherwise depressing period.
COMMERCIAL STATIONS
FURNISHING HUTS AT BATHURST CAMP

Major program alterations and general improvements will be undertaken by all commercial stations. It is hoped that the major project of alterations in B.B.C. news transmissions will be effective as from Thursday next. September 29. Other alterations in B.B.C. news transmissions are scheduled to commence Sunday, October 6.

From Sunday, September 29, the 9.30 E.T. transmission will commence at 9 a.m., and will comprise 15 minutes news and 15 minutes talk.

Starting Sunday October 4 the present short 6 p.m. (E.T.) session will be replaced by a 30 minutes’ session from 4.30 p.m. to 7 p.m. Through this extension no other details are available. It is thought that this session also will comprise 15 minutes news and 15 minutes talk.

One big program which will be offered is the all-commercial station Ballarat relay, “Australia Speaks,” which kilokilo has been broadcast 9.30-9.50 p.m.

The Sydney branch of the Federation has suggested that to meet this change, the B.B.C. news will be taken from 9 to 9.15 p.m., followed immediately by the “Australia Speaks” program instead of vice versa, and that all stations be linked up at this time for the 9 p.m. B.B.C. news. It would be for the “Australia Speaks” session.

Elle Had to Go and Leave It at the Theatre was the title given to the first radio serial by Vernon Black, who will not reach listeners through broadcast receivers. It is quite apparent that such radio entertainments object to any form of broadcast sale. This will not be one. The serial is a radio version of a widely-known theatrical programme of the same name. It will be the first of a number of radio adaptations by Victorian wholesalers which are scheduled for release September 29. The serial is one of the many radio serials to be broadcast to cover the interests of a market for the first week of October. In consequence of the fact that they were not broadcast in Melbourne’s “Hit Parade” program on September 8, the station had to announce that they were “not fit for general exhibition.” Following the announcement the station is reported to have received over 100 telephone calls objecting to the ban, which, the only phone calls registered approval and congratulations.

COMMERCIAL STATIONS
FURNISHING HUTS AT BATHURST CAMP

3HA
WESTERN VICTORIA
Cover the Countryside

Advertisers everywhere have proved that the comprehensive coverage of the V.B.N. represents radio with a “cottage industry” market of Victoria. And the V.B.N. is happy to announce another next campaign by including 3HA-3TR-SIH.

3TR
GIPPSLAND

Sydney:
MACQUARIE BROADWAY 28 BLISH STREET
PHONE: 6-787

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Remarkable Record of Vacuum Cleaners
Sales Rise with Broadcast Advertising

Since commencing to use the radio medium of advertising some four months ago the management of Vacuum Appliance Co., which is a subsidiary of T. C. Bluett Pty. Ltd., of 49 Market Street, Sydney, has kept most interesting sales records which demonstrate very forcibly what a selling power broadcasting is. The following are actual figures analysed in conjunction with the relative press advertising figures have proved particularly enlightening:

An even more interesting fact is revealed by an analysis of the individual purchases of the appliances before and since the radio campaign. But first it is necessary to disclose the firm's sales method, which briefly is, to offer reconditioned vacuum cleaners of a variety of makes or brands at a flat rate of £3/19/6. The prospective customer is invited to inspect these machines which, while being excellent value for the money, are admittedly not up to the standard of a new cleaner or perhaps a reconditioned unit valued at between ten and twelve pounds. The customer having arrived at the showroom (which incidentally is in the magnificent floor of the State Shopping Block), it remains for the saleswoman to assure the customer that he or she is making the wisest choice out of the price range of £3/19/6 up to as much as £3/7/6 for the very best type of cleaner, all of which types are on display. Before the radio campaign the price advertisements were being brought to showrooms customers who were making their purchases £3/19/6 line. Even if the radio campaign started there was a notable change. The average selling price of Gladys Moncrieff successes, and the scripting is cleverly devised to make the presentation a typical concert feature.

"Harmony Hour" Sponsorship

"Harmony Hour," 3UZ's Sydney Sunday daytime program, a well known musical item, has long been a favorite with listeners, and since its inception has been presented by Symonds Furniture Ltd. Recently Dearborn (Aust.) Pty. Ltd. (Dearborn Mercolised Wax) arranged to sponsor the second half of the hour program.

Still More Program Features

Dearborn, Ltd., has chosen "The New 1UE" to handle its breakfast quarter-hour three times weekly program under the title of "Piecr In Person." This is a relayed program from the Palace of Dames, St. Kilda, 9.45 p.m., Tuesday, Wednesday and Thursday.

Luna Park and the Palais are under the same management. These two big amusement enterprises cater for the public and their names, and their management has a history of success in the entertainment field.

"Mama Bloom's Brood," a human interest program, broadcast Monday, Tuesday and Wednesday at 7.30, and which created interest in Sydney when it was first broadcast on 15th September, is sponsored by Johnston's Pty. Ltd.

On Saturday night Geoffrey James Montgomery, Jackcudd and comprises a three-hour variable program called "Golden Voice," with Johnnie McMahon, jazz band soloist and the 3UZ band. The program is one of the most popular features of the network's entertainment program. It is sponsored by the Sydney Daily Mail, the Palais and 3UZ. The "Golden Voice" is broadcast Saturday nights on 6.45 Monday, Wednesday and Saturday nights were sponsored by 3UZ, and since its inception.-of September 30, 1940.

"Money for Nothing"

On Tuesday night the Staff Department of the SAW Melbourne Sunday night show, "Money for Nothing," listeners have their "reserves" gamed away from the same station. In "Stolen Memories," the show is aired each Wednesday night at 11.15 p.m., and for reasons of "Money for Nothing" the show is aired each Wednesday night at 11.15 p.m., and for reasons of knowledge. Four cuts taken from the actual sound tracks of "Stolen Memories," the show is aired each Wednesday night at 11.15 p.m., and for reasons of "Money for Nothing" the listeners are asked to name the artists or singers heard. Substantial cash prizes are offered.
N.A.B. President Reviews Year of American Broadcasting

War Proves Radio's National Service

Commercial radio in America, like Australia, has suffered no serious setback in consequence of war conditions. The presidential address of President Neville Miller, of the National Association of Broadcasters, delivered before the N.A.B. annual convention in San Francisco, last month, shows very clearly the magnificent job which commercial radio stations in the United States are performing in giving the vast American public a complete entertainment, cultural and news service.

Reviewing the past year's activities, Mr. Neville Miller said it had been radio's greatest year. The trend which had hitherto existed in all phases of radio continued throughout the year, and gave promise of even larger gains for the future.

"A constant growth in listening audience was evident in the publicity and approval," said Mr. Miller, "and broadcasters have responded by steady improvement in the scope and quality of programs.

"During the past year more than 9,000,000 radio sets were sold, increasing the total number of homes in America to over 45,000,000. With less than 7 per cent of the world's population, our country has nearly a half of all broadcasting stations and receiving sets, and a greater percentage of radio-equipped homes than any other nation," declared the president.

He went on to point out that the American people want radio sets more than they want anything else in the line of electrical equipment, for more sets than any other station and receiving sets, and a steady improvement in the scope and quality of programs continued throughout the year, had hitherto existed in all phases of our way of life without radio. Ample listening space and distance, ample radio has in a short span of two decades, commanded the largest share of attention of the public in the history of mankind—over 100,000 men, women and children. Today we receive a last-minute bulletin direct from Europe as an everyday occurrence.

New cultural avenues have been opened and educational features developed. We have expanded radio stations have been broken through in frequency modulation and have pioneered the capital radio industry for protecting our inestimable assets, such as freedom of speech, publication, and the essential development and long-range planning that it gives an undue advantage to large companies and thereby fosters monopoly.

Radio's responsibility for informing the American people of the importance of radio, but also for educating them to better understand the functions of radio, like many other businesses, are performing in giving the vast American public a complete entertainment, cultural and news service.

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"A constant growth in listening audience was evident in the publicity and approval," said Mr. Miller, "and broadcasters have responded by steady improvement in the scope and quality of programs.

"During the past year more than 9,000,000 radio sets were sold, increasing the total number of homes in America to over 45,000,000. With less than 7 per cent of the world's population, our country has nearly a half of all broadcasting stations and receiving sets, and a greater percentage of radio-equipped homes than any other nation," declared the president.

He went on to point out that the American people want radio sets more than they want anything else in the line of electrical equipment, for more sets than any other station and receiving sets, and a steady improvement in the scope and quality of programs continued throughout the year, had hitherto existed in all phases of our way of life without radio. Ample listening space and distance, ample radio has in a short span of two decades, commanded the largest share of attention of the public in the history of mankind—over 100,000 men, women and children. Today we receive a last-minute bulletin direct from Europe as an everyday occurrence.

New cultural avenues have been opened and educational features developed. We have expanded radio stations have been broken through in frequency modulation and have pioneered the capital radio industry for protecting our inestimable assets, such as freedom of speech, publication, and the essential development and long-range planning that it gives an undue advantage to large companies and thereby fosters monopoly.

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A very interesting survey was recently carried out by journalistic students at Kansas State College, Manhattan, under the direction of Prof. B. B. Summers.

It revealed that retail drugstore and grocer in Kansas in the majority regards radio as the most effective national advertising medium for the products they sell.

A study of dealers' national advertising preferences based on personal interviews with 112 retail merchants (6 drugstore proprietors and 102 retail grocers) in Kansas communities, indicated that preference of drugstores and grocers as to media ran generally parallel, tempered only by variation in types of products.

Of the 49 drugstores interviewed, 24 (or 49%) had radio, receiving sets in their stores. Of these 71.4% used them simply for entertainment, with only 16.4% making an effort consistently to keep their sets tuned to programs advertising products they liked. Grocers used their sets for both purposes.

They were asked to indicate what type of radio program they considered most effective in nationally advertising products purchased by men and women, respectively. To reach men, the type of radio program they considered most appealing to men was the Top 5 Programs for Advertising Products Used by Men 46%, while the Top 5 Programs for Advertising Products Used by Women was the Top 5 Programs for Advertising Products Used by Women 67.5%.

In analyzing radio listening habits versus reading habits, Prof. Summers developed extensive data. In the use of men living in cities, it was found they listened to the radio in an average of 4.4 hours a day, and read newspapers 4.4 hours a day; farm radio 6.0 hours; of one hour; women's magazines 6.0 hours; other magazines 0.03 hours; women's magazines 0.03 hours; other magazines 0.03 hours.

Women living in cities listened 4.6 hours a day and read as follows: Newspapers 6.6 hours, farm publications 0.13 hours, other magazines 0.03 hours. Other women 4.6 hours a day, and read as follows: Newspapers 6.6 hours, farm publications 0.13 hours, other magazines 0.03 hours. Other women 4.6 hours a day, and read as follows: Newspapers 6.6 hours, farm publications 0.13 hours, other magazines 0.03 hours.

Radio advertising was considered most effective for all six types of programs:
- Comparative radio-magazine newspaper ratings made by the drugstores on specific programs aggregated:
  - Cosmetic-Radio 66.1%, magazines 33.6%, newspapers 10.0%, radio-to-magazine ratios 2.08, radio-to-newspaper ratios 6.04.
  - Refrigeration Supply-Radio 69.7%, magazines 22.4%, newspapers 8.0%, radio-to-magazine ratios 3.19, radio-to-newspaper ratios 8.63.
  - Food-Radio 80.0%, magazines 10.0%, newspapers 10.0%, radio-to-magazine ratios 8.00, radio-to-newspaper ratios 8.00.
  - Breakfast Foods-Radio 78.8%, newspapers 15.0%, radio-to-newspaper ratios 5.25.
  - Cosmetics-Radio 64.1%, magazines 33.3%, newspapers 2.6%, radio-to-magazine ratios 1.94, radio-to-newspaper ratios 24.3.
  - Pipe Supplies-Radio 65.6%, magazines 15.6%, newspapers 19.0%, radio-to-magazine ratios 4.20, radio-to-newspaper ratios 19.8.

The survey indicated that on the whole reaction towards advertising of products by national producers and jobbers, was definitely favourable. Dealers included in the study were not asked to indicate their preference of the medium for advertising products used by men and women, respectively. To reach men, the type of radio program they considered most appealing to men was the Top 5 Programs for Advertising Products Used by Men 46%.
V.O.A. Steps-up Production and Equipment

Many New Features Incorporated in Recording Plant

V.O.A. recording studios in Sydney have always set a high goal in recording efficiency and to maintain their reputation in this respect recent extensive alterations and additions have been carried out in the studio and recording equipment which, it is claimed, will make for even a higher standard of fidelity in recording of transcriptions and commercial announcements, turn-out by this organisation.

V.O.A. is embarking upon an ambitious scheme of transcriptions. A recent release, "Dr. Heckle and Mr. H."

A vacuum suction device has been installed for the removal of swarf when layout and installing new gear. For the entire set-up that has already been done.

The entire set-up is clearly laid out on a workmanlike manner to provide utmost efficiency, and samples of work in progress are being made under the supervision of the number of processed recordings. The efficiency of the equipment is by no means merely perpetual.

Further to this work that has already been done on the technical side is the V.O.A. we understand that they have had some further improvements to be conducted in due course.

The new set-up allows for the possibility of starting the production of film sound for dubbing from film to disc as well as a new type of photo-cell scanning device for playback of tape on a process master before plotted. Also an additional method is now available for mixing both of these processes on a single machine.

The WAR WITH A.S.C.A.P.

In the event that the president of the union with the music copyright position and commercial distribution personnel has been met up to the formation of the A.S.C.A.P. broadcasters, he said, has always been willing to pay a fair and equitable price for the use of music. They were the first to acknowledge the cultural value of music, and it was always a prominent part in the development of radio. However, they set up the right to purchase music in a free and competitive market the same as they purchase their other requirements. They were unwilling to pay A.S.C.A.P. on news broadcasts, on sports broadcasts, and on other programs using no music.

They were also unwilling to pay A.S.C.A.P. on programs which used non-A.S.C.A.P. music. They were unwilling to be required to pay the entire price for music to a relatively few composers merely because those composers had secured a monopolistic control of the means of exploitation of their output. They believed the cultural life of America would be greatly benefited by encouraging the creative genius of young and able composers whose works are at present never played because of the character of A.S.C.A.P.'s present contracts.

"Today," said Miller, "broadcasters pay forty times as much per dollar of their gross as any other customer of A.S.C.A.P., and the new A.S.C.A.P. contracts now demand they pay eighty times as much, increasing their payments from 400,000 dollars to nearly 5,000,000 dollars.

"A year ago," Miller went on, "the desire of every honest attempt was made to arrive at the figure which was the result of the new agreement. The newspaper of America was able to afford a better price and A.S.C.A.P. acquired itself in the war crisis, as the use by radio of newspaper was a matter of dependence and co-operation between those and the radio. By the first agreement constituted a noteworthy chapter in this relationship. Another in which A.S.C.A.P. was contending that better relationship with the press had been obtained, it is agreed in which the N.A.B. Bureau of Radio Advertising had been affected, its purpose has been to sell radio as a media of advertising by constructive methods rather than through negative advertising campaigns. They are pressured from the theory that there was no room for both radio and newspaper advertising dollars.

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4. NETWORK CONTRACTS IN PAST 3 WEEKS:

"ARGUS" NETWORK BUSY

ROBUST TEA CO. LTD.

Shell Prize, a London weekly, has a series of "ARGUS" hours "Quali" conducted by station personnel every Wednesday at 9:15 p.m.—Agency: Richardson-Cox. Exclusive to ABN.

CEREAL DISTRIBUTORS

"Larrie Doon"—A.S.C.A.P. feature in 50 x 1 hours to be played 5 nights weekly—Agency: Richardson-Cox. Exclusive to ABN.

PETERS ICE CREAM (VIC.) LTD.

156 x 100-word announcements in the Children's and Women's Seascapes during October, November, December, and January—Agency: Richards Advtg.

BLACK & WHITE CIGARETTES

Full sponsorship of broad-casts ex 3SR every Saturday afternoon for 50 weeks—Agency: Goldberg Advtg. Exclusive to ABN.

MAKING A TOTAL OF 22 NETWORK NATIONAL CONTRACTS NOW ROLLING ON

3SR 3YB 3UL

St Petersburg Warragul Warragul

SYDNEY REP.: ALEC. BOURKE, 2085.
Transcription Artists are not "Swated!"

(By George Matthews, Manager-Producer of British Australian Programs Pty. Ltd.)

As one who himself has laboured in the vineyard of commercial radio, Mr. J. K. L. Morley should know better. Maybe he was misquoted by the daily press concerning the nasty things he is alleged to have said, during his unsuccessful election bid for the Westworth seat, about broadcasting stations in general and transcription studios in particular. I would prefer to think so.

In the course of a most extraordinary attack, Mr. Morley was reported to have claimed that transcription artists are "swated." Whereas the A.B.C. pays £2/6 for a quarter-hour, studios make transcriptions pay only £3 for an entire day.

There should be no need to go into the trouble of correcting Mr. Morley, but just in case any station manager, sponsor, or other interested party should happen to read his remarks and wonder if there was anything to them, it might be well to say definitely that they're a lot of hooey.

In Sydney nowadays the union fee for a freelance stage artist receiving for participation in a quarter-hour recording is £1. With preliminary read-throughs and the occasional necessity of extra rehearsals, the artist may take anything from half an hour to two hours. He has ample time to fit in from 4 to 15 minutes per day - some of the catchphrase artists manage more - which gives him a possible £4 a day, or a return for a working week of five days. To top off all this, he can record complete feature films in a single sitting, take part in evening broadcast, do theatre work, etc.

I am aware, of course, that only the really reduced people knock out a steady £35 a week and over. By rushing from studio to studio and working nights as well, at least three I know of not infrequently get more than £30 and £40. And good luck to them! Unlike many of those offering for studio work, they know their job. They have had theatre training, have served a long apprenticeship in broadcasting. Talented, steady, they are. If they have a talent, they deserve the money they get.

Some unfortunate, however, find engagements few and far between. Usually this is because promoters do not consider that they are what it takes. Sydney has a plentiful supply of good acting talent, competent people, and the weakness most musicals go to the wall. It is said that during the first three months after monthly after month after month, lacking the money or initiative to try for success in some other centre or with some other job. I do not want to give the impression that all artists receive £1 for every quarter-hour they record. If they did, the cost of making transcription is probably prohibitive, the companies which have already gone under would be added to, and one of the most fruitful fields of employment for actors-now that the theatre

(Continued opposite page.)

Matthews Denies "Swatting" Charges

(Continued from opposite page.)

... the popular Mr. Microphone can still get back from sponsors some of the money paid out months before to Mr. Ellis Price. Mr. Price has been openly critical about their expenditure, with an annual income of £60,000 to finance the running of two stations in each capital city plus a few relay stations, there should be no need to cut down on local artists if budgets are not to be reduced to the point of greatest leverage. As one who himself has laboured in the vineyard of commercial radio, Mr. J. K. L. Morley should know better. If he has read my remarks and wonders if there was anything to them, it might be well to say definitely that they're a lot of hooey.

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(Continued opposite page.)
V.O.A.

SOUND PRODUCTIONS

announce

a completely new set-up in personnel and equipment; including additional facilities and embroiling new ideas originated by the Technical Staff under the direction of Mr. L. Betts.

V.O.A.'s progressive production schedule includes:

RADIO COMMERCIALS

(Sold Nationally)

☆ "Dr. Becke & Mr. Snide"

A farcical comedy series

(Sold in N.S.W. — Available other States)

☆ "Memories of Yesteryear"

A 15-minute session that is different in production:

☆ "The Old Lady of Threadneedle Street"

Available throughout the Commonwealth a 15-minute airshow which will appeal to all sections of the community.

Further particulars and audition discs from:

V.O.A. SOUND PRODUCTIONS

281a PITT STREET, SYDNEY  'PHONE MA 1140

Low's Furniture Increases Air Time

Although only in business for a short period of three years, A. P. Lowe have made a measure of success in broadcasting. Since its inception the enterprising firm have used a 5.30 p.m. advertising, Commencing direct announcements, and then sending one hour's morning program over any military, and also unusual features during the evening. Lions have now arranged Station 4BC for the relay of their daily military sessions into Brisbane's Kippy and 4GI Toowoomba.

Dewar's Sponsor Special Sporting Service

A special service by SYY Malt will be offered under the opening banner of Dewar's Whisky over the Melbourne Spring Racing Carnival, which includes the V.R.C. Derby and the Caulfield and Melbourne Cup.

Commencing September 20 a series of twelve programs will be handled by SYY's racing commentator, Howard, together with a promising racing critic and sporting journalist. The sessions will be taken up with a cope style, and all will be broadcast in the presence of the horse left in these events.

At a later date Howard will attend all important morning track gallops, and will keep the announcer informed between the races already in operation are highly satisfactory for both broadcasts and ordinary record play.

Night Shifts Get Their Radio

Melbourne Broadcasters Pty. Ltd., owners of SAK Melbourne, have made a strong point of their staff broadcasting service in relation to the war situation, a notification to advertisers agents just released. With the exception of Saturday and Sunday military sessions SAK's hours are 11.10 p.m. to 7 a.m. and they point out an estimate of 88,000 people attend Melbourne cinemas every night, and another 20,000 are private parties and social functions. Thousands of these people must tune SAK when they reach their homes.

The situation points out that from millions of thousands of munition workers are employed every night and all night on various factory. Where windows are present and are in constant operation to entertain the workers who work. Night workers continued at 11 p.m. and continue until 7 a.m. with brief periods ranging from 1 to 2 and from 3 to 5.30 a.m.

The only other all night broadcasting service in Australia is provided by 2RT in Sydney, which is on the air 24 hours a day in this area also there is no doubt that increased factory activity has given rise to a vastly expanded "night to dawn" listener audience.

New V.P. TURNTABLES MADE IN AUSTRALIA

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"Goody Good-O" Shows Say...

When payers marked out for special attention Rex Shaw, Preston phone chief, Mr. Herbert Goody, who will be remembered as one of the origi

WINDSORSold old race tracking

Recapitulations of many novel broadcast programs, BMI Sydney has appointed a program winner in their new session "Pick the Winner," which is part of John Dunn's regular Wednesday Night "Radio Racing Double" of variety. It was a stick 500 to 1.00, the radio old recordings of race commentary and bring back all the thrill of the events as they were.

Listeners and audience participants of the broadcast are given a chance to bet on the winner of certain races when the race is nearly over. The commencing date of the sessions is Tuesday of each week, starting with the starters and riders, and the program is recorded. The recording will be played in two parts, and the second part will be the last lap of the race. The program is repeated on Wednesday night.

"The Bindles Again"

52-quarter-hour episodes of screamingly funny domestic comedy

Frank Bradley as that delightfully little, conspicuous, Joseph Bindles, Dorothy Mowbray as Mrs. Bindles. "The Bindles Again" is the new 20 minute series. Sell to a bigger audience through this new laughter vehicle.

sell to a bigger audience through this new laughter vehicle.

"THE BINDLES AGAIN"

Available on Columbia discs from Dorothy Foster Features, 4 O'Connell Street, Sydney, 8W 7761.
A comprehensive broadcast and merchandising campaign has been launched by 2SM, Sydney's leading music station. A promotional tie-in with the show "The Go-Between" has been arranged for future broadcast, with special announcements and door prizes for listeners who tune in.

Among the Sponsors

The Pick-me-up Condiment Co., through the Westcon Co., have contracted with 2SM for spot announcements in the station's auction for 12 months.

Commercial Broadcasting, September 26, 1940, 24.
That spectacular and thrilling radio spy drama, "Enemy Within," is now available in book form. Hundreds of thousands of listeners heard that serial and would be interested in reading the story in print.

That serial, the spectacular thrill provided by listeners to"Enemy Within," was broadcast from the publishers, 26 Commercial Broadcasting, September 26, 1940.

Here is an opportunity to tie-up with a popular serial, as a special order to choose the six contestants, appearing in the RATE BOOK, the form is available from the publishers at 50/- per copy, while the book itself is priced at only 5/- per copy.

"Cuckoo Court" BROADCAST

"Cuckoo Court," of course, is the broadcast which not only extols contacts on Australian films, but also presents all kinds of interesting Australian data as preliminary to the question asked. Bill Beatty is the originator and compiler of the script, John Dunn is the interpolator or "persuading counsel," and Cliff O'Keefe is the judge, who sits on the bench. This IBM broadcast is presented in full court regalia before an audience in IBM's radio playground every Sunday evening at 9.45 p.m., and relayed to EXY Melbourne, ZKA Katcombe, IBM Balmain, and ZKO Newcastle.
Merchandising – Promotion

Country Order Catalogue Tie-up

Murdock's Limited, of Wexford St., South Melbourne, have been advised by Dinklage Stationery, who are the suppliers to the stationery department of the department store of a new order catalogue for the 4B&H Radio Network. The catalogue is designed to tie in with the opening of the new season of programming and promotion of the radio network. The catalogue is printed in full colour and includes a variety of stationery items aimed at promoting the radio network's programming, including flyers, pens, and notebooks. The catalogue is distributed to customers who purchase stationery items, and it features special offers and promotions to encourage further radio-related purchases. The catalogue is designed to enhance customer experience and increase radio network visibility and engagement.

Theatre Ticket Prizes Draw

Crowds attending the announcements are being used, these featuring "tickled," the big store's own radio personality and store personality girl, who is also conducting a number of sessions weekly over several of the Sydney metropolitan stations on behalf of Murdock's. Latest reports indicate that the country order campaign through 2TM is bringing in very satisfactory results.

Theatre Ticket Prizes Draw

As Mr. Bear, managing director of 2KY, pointed out, the large interest taken by the public in the 2KY announcements is being used, these featuring "tickled," the big store's own radio personality and store personality girl, who is also conducting a number of sessions weekly over several of the Sydney metropolitan stations on behalf of Murdock's. Latest reports indicate that the country order campaign through 2TM is bringing in very satisfactory results.

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You Reap a Rich Harvest When 2KY Broadcasts the Seed!

Is Spent Every Week by the

250,000 Wage-Earners

Affiliated With 2KY

Are You Getting Your Share?

March 26, 1940

Commercial Broadcasting, September 26, 1940.

3AW Appeals

3AW opened its appeal for the London victims of Nazi bombing at 12.30 p.m. on Wednesday, September 16, when the station closed down at 1 a.m. 166 telephone calls had been received and the total amount promised to the Red Cross for use in the London area was £1,860. These figures were released to the press on Thursday, September 17.

3AW appealed for donations for the London victims of the Nazi bombing and received a total of 166 telephone calls, with a total amount promised of £1,860. The figures were released to the press on Thursday, September 17.

Victoria Listens to and Buys 3AW

Commercial Broadcasting, September 26, 1940.

29
"Inflation" Please

Bel Sheffer, 2TM director andknowledgetelevision announcer,was acting director of Shannon Drug, where he is in charge of personnel, and he prepares all the scripts himself.

Radio Programs

In October, 1939, he commenced Sydney's broadcasts on the ideas of the American N.R.C. and "Inflation Please." It was one of the first productions of the air for Melbourne. John Bonne, Dom Harnett, and Doris Sheffer, 2TM director, at the studios. John's efforts in this direction are being watched with interest by all on other stations in the network. Efforts to put small scales on the announcements are being made. It is the last broadcast of the year on radio.

N.B. the radio station is not a necessary feature of the station.

Radio Printing Press

The Radio Printing Press, located at 85 James St., Toronto, Ont., has been established for the exclusive use of the New Zealand Broadcasting Association.

New Home for 2GB

The new home for 2GB, which is to be occupied early in the new year, is located in the city. Structural alterations are to be made to the building in the near future.

Positions Wanted

A number of positions are advertised in the papers. The positions are for various types of work, including typists and office workers.

Sydney Studios Blackout

Sydney Sydney's studios are being hit by a number of blackouts. These all make "a noise and a stir" and are being reported as "radio activity." A number of studios are being hit by "radio activity." The situation is not as serious as it might seem, but it is causing a lot of confusion.

August Licence Figures

The August licence figures for Sydney are as follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>Total Licences</th>
</tr>
</thead>
<tbody>
<tr>
<td>2GB</td>
<td>350,978</td>
</tr>
<tr>
<td>2MG</td>
<td>215,000</td>
</tr>
<tr>
<td>2TM</td>
<td>110,000</td>
</tr>
<tr>
<td>2MB</td>
<td>31,500</td>
</tr>
<tr>
<td>2RS</td>
<td>25,000</td>
</tr>
<tr>
<td>2RD</td>
<td>20,000</td>
</tr>
<tr>
<td>2MD</td>
<td>15,000</td>
</tr>
<tr>
<td>2MR</td>
<td>10,000</td>
</tr>
<tr>
<td>2MS</td>
<td>5,000</td>
</tr>
<tr>
<td>2MU</td>
<td>2,500</td>
</tr>
</tbody>
</table>

The total of licences issued for the month is 730,000.

New Zealand Licence Figures

The New Zealand licence figures for June 30th are as follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>Total Licences</th>
</tr>
</thead>
<tbody>
<tr>
<td>2GB</td>
<td>350,978</td>
</tr>
<tr>
<td>2MG</td>
<td>215,000</td>
</tr>
<tr>
<td>2TM</td>
<td>110,000</td>
</tr>
<tr>
<td>2MB</td>
<td>31,500</td>
</tr>
<tr>
<td>2RS</td>
<td>25,000</td>
</tr>
<tr>
<td>2RD</td>
<td>20,000</td>
</tr>
<tr>
<td>2MD</td>
<td>15,000</td>
</tr>
<tr>
<td>2MR</td>
<td>10,000</td>
</tr>
<tr>
<td>2MS</td>
<td>5,000</td>
</tr>
<tr>
<td>2MU</td>
<td>2,500</td>
</tr>
</tbody>
</table>

The total of licences issued for the month is 730,000.

What do you know?

What do you know about radio? Well, you should know that radio is the most important medium of communication. Radio was invented by Guglielmo Marconi, an Italian scientist, in 1895. The first radio broadcast was made by Marconi in 1897.

Radio Future

Radio is the future of all communication. Radio is not just for entertainment, it is for education, information, and news. Radio is not just for the rich, it is for everyone.

Advertorial

New Metzler for 4RO Studios

A sure indication of a product's excellence is how well it sells. The New Metzler, a product of the current edition of the Year Book, is not just another product. It is a product that is sure to sell. The New Metzler is a product that is sure to be successful. The New Metzler is a product that is sure to be a success. The New Metzler is a product that is sure to be a success.
Know what this means?

Sorry, neither do we!—but these £ £ £ £ £ £ £ £ £ £ £ £ £ £ £ £ £ £ on the credit side of your ledger, mean you use 4BC Brisbane Queensland's leading commercial station

And if you want full value for every penny expended cover the whole of the state with CBN associate stations

4MB Maryborough
4SB Kingaroy 2000 watts
4RO Rockhampton
4ZR Roma
4GR Toowoomba
4VL Charleville

An analysis of Vacuum Appliance Co.'s sales records shows that since introduction of broadcast advertising through 2UW four months ago turnover in the lines advertised have increased over 400 per cent.

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