QUEENSLAND'S BIGGEST CITIES
outside Brisbane are adequately provided with

Superlative Programmes
By 4GR 4RO 4MB
TOOWOOMBA ROCKHAMPTON MARYBOROUGH
POO. 20,000 POO. 20,000 POO. 10,000

The Directors, Management and Staff extend sincere greetings and best wishes for the Coming Season.

May the cherished bonds of “Yuletide” bind us still closer together in the spirit of “good-will and high inspiration.”
BROADCASTERS

We publish "COMMERCIAL BROADCASTING" primarily for Radio Advertisers and their Service Agencies!

If you figure we are using too much space in selling Broadcast Advertising as a whole, and that we are not telling the sponsor enough about your individual station, help yourself to some advertising space and sell to a 100% effective cover of the Australian Advertising field.

Statistics taken in U.S.A., in England and in Australia prove that your 'BUSINESS' in the COMMERCIAL BROADCASTING is proving to be as effective as a 10/- P.A. ADVERTISING rate in one of the most important factors in BUILDING BUSINESS...

Tell the Whole Story in Your Trade Paper.

COMMERCIAL BROADCASTING

Rates unchanged since the war, pre-spaces still available on application to

The A.B.C.,
COMMERCIAL BROADCASTING BOX 395, B.P.O., SYDNEY.

Watch for the special numbers.

 SENATOR FOLL IS MINISTER FOR INFORMATION

SENATOR FOLL IS MINISTER FOR INFORMATION

A.B.C. Hoisted by Community Singing Crowd

The A.B.C. national broadcasting service evidently soon to have making itself as unpopular as its unpopular broadcasts.

At the Sydney Town Hall on Friday last, A.B.C. broadcasts, as the Minister of Information and Broadcasting, hoisted by its own audience, the "booth" and hooded by its own audience, the "booth" and hooded by its own audience, the "booth" and hooded by its own audience. The audience of a subsidy such as this middleclass community singing concert which the A.B.C. is now broadcasting for several years and which the A.B.C. understands it would discontinue broadcasting after that day's concert.

Actually the Hospital Saturday Fund organises the concert, and the secretary of the Fund (Mr. J. B. King) attacked the A.B.C. through the microphone in the Town Hall when he said: "We were broadcasting this session, ten years ago before the A.B.C. had come into existence, and now they're going to stop us at short notice."

This was the signal for another wild outburst of boating of the A.B.C. I was ordered to tone down what I had to say, but I won't be silenced!"

I think it's Mr. R. K. McBryde of "The Age" who has given the most fair-minded exposition of the situation. He has said something to the effect that the A.B.C. have been using too much space in the war, preferred spaces... and the situation should have been made clear. He said: "Propaganda Against the Australian Broadcasting Commission" refers readers to the current issue of the "A.B.C. Weekly" (a similar booklet with three additional pages) and does not at all strengthen the attacks."

This statement is in a sense right. It is possible that the A.B.C. are being too vocal, that they have been too noisy, that they have been too loud, and the time has come for them to go quiet. They are paid for by the people in the commercial stations and the Australian Broadcasting Commission.

As far as I know, the A.B.C. is entitled to his own opinion on that matter. The commercial stations, which broadcast interesting programs, have pioneered districts which for years were not served by the national stations or had only a very limited service. For a long period there was only one national broadcasting station in Western Australia. The position has been altered in recent years — and the commercial stations have gradually increased their numbers and are highly appreciated. The fact that the A.B.C. have been too noisy for listeners, who, of course, have every right to say so if they so wish, will not affect the A.B.C. They will listen, shows that the service which they render is appreciated. Whilst the commercial stations do not receive any subsidy, they have made a large sum collected annually by the post office, which is not fair.

Senator Johnston: The honorable Senator is entitled to his own opinion on that matter. The commercial stations, which broadcast interesting programs, have pioneered districts which for years were not served by the national stations or had only a very limited service. For a long period there was only one national broadcasting station in Western Australia. The position has been altered in recent years — and the commercial stations have gradually increased their numbers and are highly appreciated. The fact that the A.B.C. have been too noisy for listeners, who, of course, have every right to say so if they so wish, will not affect the A.B.C. They will listen, shows that the service which they render is appreciated. Whilst the commercial stations do not receive any subsidy, they have made a large sum collected annually by the post office, which is not fair.

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Australian Association of National Advertisers

On behalf of the Australian Association of National Advertisers and through the courtesy of COMMERCIAL BROADCASTING, I would like to extend the Compliments of the Season to all our friends in the radio advertising world, and to express the hope that 1941 will be a year of prosperity.

Unhappily the prospect, if one be frank, cannot be regarded with undiluted optimism and complacency, conditions abroad giving cause for serious concern. The war and threats and rumours of the extension of hostilities, have spread a sense of insecurity throughout the world. 1940 has been a year that will go down in history as the year when the world was in flames: I hope that 1941 will go down as the year that brought an everlasting peace, so that future generations will not have to face the difficulties and problems that are now besetting us.

Particularly to the broadcasting stations I would say—

You have control of facilities that can mould public thought and opinion on a scale undreamt of a few short years ago. Use that power as it should be used—to keep up the morale of our people and to offset any propaganda aimed to disrupt this grand country of ours to hold to and to keep inviolate from any foreign power.

FRANK L. MARCY, President.

From R. A. FITTS, Senior Vice-President.

A.F.C.B.S.

As 1940 is drawing to a close, it is interesting to look back upon the past twelve months and note with interest the growing appreciation and use of radio advertising by advertisers of every type throughout Australia. Commercial broadcasting, like other forms of advertising and publicity, has been through a rather difficult period during this time, and with time bookings now heavier than ever before, it is easy to see that this, the youngest medium for advertising, is rapidly reaching maturity in the sense of one of Australia’s major publicity outlets.

Since the commencement of the war, commercial broadcasting stations throughout the Commonwealth have been, and are still co-operating to their utmost with the Government and War Charity Organizations in an endeavour to assist as much as possible in Australia’s war effort.

Closer co-operation between member stations of the Federation, advertisers and agencies has been particularly noticeable, with the result that program standards have been raised considerably, ensuring that 1941 will see radio advertising in Australia take yet another step forward in the march of progress only possible to such a vital industry.

With the close proximity of the festive season, may I take this opportunity of wishing everyone associated with the broadcasting and advertising industries, a Very Merry Christmas and a Prosperous New Year.

R. A. FITTS, Senior Vice-President.
Fish Prefer Prawns

(By C. W. Shortridge, General Manager, Catts-Patterson Co. (N.S.W.) Pty. Ltd.)

We had an opportunity recently to compare the numbers of coupon replies received from two advertisements for the same product. Both were full pages in colour and appeared a month before the other. Approximately the same in both priority of appearance was not the cause. The display of the coupon was approximately the same in both advertisements.

The more successful advertisement appeared a month before the other. This was the station of replies from a similar advertisement appearing at different times in various media indicated that priority of appearance was not the cause. The display of the coupon was approximately the same in both advertisements.

The following facts may explain the difference:

What did this prove? First, the results of the experiments are present in the audience of the medium which carries the advertisement. Second, the potential of a number of physical city to move the minds of the people is infinitely variable. Its potential value, thus measured, is not given it any value whatsoever. And it is possible to change the order of preference, again the things they like. You may think some stations so far as his product was 215 times as great as the lowest.

The programs and commercials were recorded and identical on all stations. The programs and commercials were identical on all stations. The programs and commercials were identical on all stations. This is the message, is simply as the audience is what we measure. The audience is not what we are interested in. The audience is what we are interested in. That is the only thing we are interested in. That is the only thing we are interested in.

Some of those concerned expected the weaker company to outperform the other. They thought so, I believe, because it represented the advertised product more effectively. The public refused the order of preference, again proving how persistently popular the authoritatively is its capacity to move the minds of the people to whom it is addressed. Nothing else gives it any value whatsoever. And its potential value, thus measured, is infinitely variable.

Over the same period the same free offer was made from radio stations. The results have encouraged the advertiser to continue using this medium. They have also obliged him to revise his ideas of the comparative importance of some stations, so far as his product is concerned. The only one in a town of 42,000 population, produced more replies than another in a town of 67,000. Highest cost per reply was 215 times as great as the lowest! The programs and commercials were recorded and identical on all stations.

We know that the variations in results achieved by stations are not wholly due to differences in coverage and listener-interest. But an advertiser is not to be blamed if he appreciates a successful outcome of his efforts to make his product more widely known and accepted.

THE ROMANCE OF "THESE OLD HOMES"

Another program which has justified itself is the series of community concerts broadcast from the Sydney Town Hall by 2CH. This is sponsored by the Cowell's Pty. Ltd., and proceeds go to the National Society. It is a little over two hours but not all of it is broadcast. It is such a concert as is simply a community sing-song. The number of people who attend is too short of 2,000 each week. Tickets are obtainable at the door, but reserved seats only at Cowell's.

There have been many little human incidents related to this show, and one is worth repeating. An old lady, living alone, had lost the use of her limbs and had to remain in bed. Relatives and friends would call on her and bring her some food. As may be imagined, one, and had heard broadcast entertainments of some stations, so far as his product was 215 times as great as the lowest.

She decided to club together to buy her a radio. She had never before owned one, and had heard broadcast entertainments very rarely. Soon after the radio came into her possession she was reading the dial and happened to tune in to Cowell's community concert. She liked it and kept the radio tuned in to it. A couple of days later 2CH received a letter from this lady expressing her deep gratitude for the happiness which this entertainment was bringing her. She enjoyed it so much, she wrote, that she wanted to pay the admission fee in spite of the fact that she could not personally attend, and enclosed stamps in the value of a ticket. She has also sent a letter each week, always enclosing the stamps but never giving her name or address.

There, if you like, is an example of what radio means.

NATIONAL SECURITY REGULATIONS

Under Regulation 69 of the National Security Regulations, no person shall not sell any chromium, chronometer watch, except under the authority of a licence granted by the chief broadcasting censorship authorities.

It has been decided to club together to buy her a radio. The radio was 215 times as great as the lowest.

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There, if you like, is an example of what radio means.
Well-known Sponsor Scores

Xmas Golf at St. Michael's

Golf with a prize guaranteed to every player! That's the kind of golf we like and the golf that "the Parsiers" arranged for their Xmas Picnic Golf Day at St. Michael's Thursday last.

Among the 117 players and starers there were many well known radio men, sponsors and advertising men. These included Mal Blum (Shadow Drug), N. Woods (W. Woods Ltd.), Father Mooney, John Done, Lakey Quirk, Bernie Stapleton, Tommy Jay (SBM), Norman and Alf Wynn (Winn's Ltd.), Cliff O'Keefe, Bill Stevens (Weston Co.), Davey (Golian and Co.), Stan Hayes (Ballment and Co.), Ken Love (J. R. Love and Co.), Barry Shilton (Palmer Appliance), Bill Brooks (Goldakers Inc.), J. E. Mosley (Radiovision), Bob Walsh (Trudges Ltd.), and a trio for ZCH and Major Networks to Stua Wal­lets, Charles Stanley and Mclellan.

The prizes for all included Xmas cakes and puddings, bottles of wine, champagne, cigarettes, chocolates, theatre seats, picture souls, and poultry.

The real golfing honours of the day went to Norm. Woods and H. O'Sullivan who both finished 3 up to each win a pair of cockerels and bottle of champagne. Both were elated at their success. Both were elated at their suc­cess.

A word of praise must be added for Bernie Stapleton who organised the outing. Judged by its success there will be many more similar affairs held next year.

A.B.C. ACTING GENERAL MANAGER

In the "Commonwealth Gazette" of 11 December 1939, the following statement was made in the office of the Commonwealth Broadcasting Commission and that the executive is forming the duties of general manager during the absence of the permanent occupied by Mr. T. W. Hertrip, at £3,000 per annum, as from July 11, 1941.

The general manager, Captain Charles Stanley, is serving with the A.A.F. in London. Mr. T. W. Hertrip is acting general manager, and will receive the salary mentioned above, £1,500 per annum. It is understood that Mr. Mooney will receive £1,200 per annum.

Use of Service Badges

Use of any representation of National Military or Air Force badges as an emblem in any advertisement or for trials or business purposes is prohibited by amendment of the National Security Regu­lations.

Sydney Sponsor Brings Abundance of "Local Color" into A.P. Broadcast

Ways Ltd.'s successful "Double or Quits" audience participation broadcast through "Sydney" from the State Assembly Thursdays at noon, took on a definitely "seasonal" atmosphere commencing December 12, when the stars were set with palms and garlands and lighting to represent a sunset scene. Two Colman and his mellow boys were all in costume, and even compare Vernon Lisle, Cecil Scott and host packet comedian Reg. Quinter came out regal in their pirate white. The sponsors used the occasion for a very effective mannequin display showing all the latest beach, yachting, and other sports wear for women. Lisle for the visual audience went on at 11 a.m. full hour before the cut broadcast from 12 noon to 12:30 p.m.

Biber Furs Book Into 10th Year on Radio

Mr. Sam Biber, of Biber Furs, Sydney, will complete his tenth Sunday afternoon outing on a number of stations during 1941. Commercials will start in May and I think that next year radio will be called upon to fill a big gap left by post national, but radio must not pigme the people the type of programs the people want. Said Mr. Biber, discussed his next year radio program.

The Biber Furs session will be somewhat similar in the regular feature used, years, featuring the Biber home stories, "The Old Rip" speeches, and their radio boys, Billy and Peggy. There will be a visitor in the hotel for the 1941 sessions. This will be Mr. Ellis Price. He will dramatise the highlights of each of Mr. Biber's "Tales from the Fur Trails," as they are given.

Biber Furs have been extremely successful radio advertisers over a number of years. They have completed nine stages of it and are backing up for more. Each season the three members of the family, Mr. Billy, and Peggy, have featured in the interesting broadcasts.

On a recent motor tour to Melbourne and back via Jervis Bay (their arrival there coincided with the Centenary Convention), Mr. and Mrs. Biber and the two children had ample evidence of the widespread interest in the Biber broadcasts. Almost everywhere they went throughout their journey folk they met, travellers, showkeepers, farmers on the hearing the Biber name, immediately referred to their interest in the Sunday afternoon broadcasts.

A "C.B." rep. had first-hand evidence of this at Nowra, where he accompanied Mr. Biber into a hotel to listen to the broadcast. The caller looked up from the signature and said, "Are you the Mr. Biber who broadcasts those Sunday sessions?"

On the commercial side of the broadcasts Mr. Biber is convinced that radio cannot direct sell goods any­way. He stoutly avers that radio broad­casting creates and maintains goodwill, making the first impact for the follow­up sales campaign.

Another interesting point about his sessions is that while the broadcast itself emanates directly from the home of the Biber family, it will not contain any commercial announcement to be intruded there. Before leaving at the end of the year or on a cross-back to the studio during the Sunday Four, a commercial announcement about Biber Furs may be laid by the station announcer.

RIDING THE CREST

SOME MEN are always 'Riding the crest'; others seem to have a gift for picking the 'Dumpers'. It is simply a matter of recognizing opportunities and seizing them. To keep its clients 'on the crest' has been The Weston Company's job for over 35 year. The measure of its success may be seen in the fact that the Company's original clients are still with it and that others who have joined during the intervening years have rarely changed.

The Weston Company Pty. Ltd.

« ADVERTISING SERVICE AGENTS »
CHAMBER OF COMMERCE BUILDING
GEORGE & GROSVENOR STS., SYDNEY
Established 1901

BW 1337 (5 LINES)

Commercial Broadcasting, December 19, 1940.
Dear Sir,

Under cover with this letter we are forwarding you an advertisement for insertion in your next issue. In reference to this advertisement and the survey upon which it is based, I would like to bring the following facts before you.

When, six months ago, we first planned this survey, we had only one object in view—to secure a complete impartial analysis of listener habits and listener preferences.

We therefore asked the well-known advertising agency executives in Sydney—Messrs. Hugh Perry, Herbert Admose, Louis Shear and E. R. Baldwin—per to the interests of the industry, they would in an honorary capacity, form a committee to supervise the machinery under which it was proposed to work.

They were given an undertaking by 2GB that if they would supervise the conduct of the survey, 2GB would stand responsible for the whole of the work, irrespective of what that result revealed.

The second condition was that David Jones Ltd., for a survey to be conducted, would undertake not to reveal our business secrets; and, although this condition, in our opinion, was not exactly strong enough for the purpose, we felt that it was a condition which we could not absolutely refuse.

The committee unanimously approved of the form which was used in the David Jones survey, and agreed that it should be circulated unaltered in the 2GB survey. They also approved of the machinery under which the David Jones forms were to be collected, collated and analysed by an independent authority.

The forms, when completed, were put into the custody of independent representatives of 2GB and B.D, who were asked if they would undertake to examine and analyse the forms by an independent authority. They undertook to examine and analyse the forms and to send their reports to us.

The committee accepted the suggestion, and discussions were opened on the forms which were to be used in the 2GB survey, and agreed that it was only necessary to say that the addresses and the forms were to be given to the representatives of 2GB and 2GB who were to carry on the survey in 1941.

Yours sincerely,

[Signature]

Letter to the Editor

Horner Invites Industry's Co-operation in Regular Listener Surveys

Incidentally, 2GB's interest in the survey was so closely protected that only three members of the staff of 2GB had any knowledge whatever of the details of the matter. When the committee was convened to consider the matter, and discussions were opened on a much wider extension of the survey, the committee unanimously approved of the form which was used in the David Jones survey, and agreed that it should be circulated unaltered in the 2GB survey. They also approved of the machinery under which the David Jones forms were to be collected, collated and analysed by an independent authority.

That was done.

The form itself contained 30 questions, embracing every phase of listener habit and listener preference—questions which are above all any challenge on the score of "loading." On the recommendation of the committee, the Legacy Club of Sydney, was then asked if they would undertake to distribute the questionnaire forms through their members, without revealing the source of the enquiry, and to arrange the collection of the completed forms, and hold them in their office to be collated and analysed by a staff working under the club control.

In consideration of that effort, 2GB promised a donation to the club funds, and, later, the committee undertook to pay out-of-pocket expenses of every section of the committee to the Sydney metropolitan area.

The completed forms were collated through the same channels by which they had been distributed, and after every form had been collected, calculation had been checked and re-calculated, the report of the analysis was handed to 2GB.

In view of this, it cannot be too strongly emphasised that not one company, nor 2GB, nor the representatives of 2GB, nor anybody connected with the survey, nor anybody connected with the committee, had any knowledge whatever of the details of the matter.

The completed forms were collated through the same channels by which they had been distributed, and after every form had been collected, calculation had been checked and re-calculated, the report of the analysis was handed to 2GB.

During this interval, Sir Ernest Pit arrived at its conclusion, and after expressing his pleasure that the survey was able to place the 2GB studio at the disposal of the committee for this function, he went on to briefly outline the purport of the Foundation Day and the Sydney Radio Foundation Day and its activities during the past year.

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Under the suggestion of Sir Ernest Pit, an all-too-brief address, which was warmly applauded, Mr. Gilmore announced an extraordinary surprise of the evening—a"pre-broadcast" of excerpt from the Hollywood Red Cross program which was broadcast in America and specially recorded for 2GB.

This program was played through the 2GB studio monitor speaker system and included items by Gloria Jean and the Dixie Quinslettes, as well as a most impressive one-act play entitled "This Other Eden."—a story set in a London air-raid shelter during a raid.

That evening we have been told will be continued in a few minutes, general conviviality and open the door to the Committee for this function, and after expressing his pleasure that the survey was able to place the 2GB studio at the disposal of the committee for this function, he went on to briefly outline the purport of the Foundation Day and the Sydney Radio Foundation Day and its activities during the past year.

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PERSONALS

To get some fun out of the advertising profession is the motto of the Blondes, United. They are led by Geoffrey Jackson. He is called 'The Mice Master' by his colleagues. They all meet together weekly to discuss their work and its problems. The next meeting is on November 1st. It is their custom to invite any member of 'The Mice Master' to attend. It was a great success.

When Mr. B. W. Wilson, who has been a member of the Blondes for many years, announced his resignation, the whole club was shocked. Wilson has been with the Blondes for over 20 years and has been a valued member of the staff. The news was met with sadness by all who knew him.

Mr. Wilson was invited to stay on for a further year, but he declined. It was announced that Mr. H. L. Wilson, who has been a member of the Blondes for over 10 years, will take his place. Mr. Wilson is well known in the advertising world and is expected to bring a new vitality to the Blondes.

THEY "STAY PUT"

The year 1940 has been a year of change in the world of advertising. Many agencies have been forced to close down, and many advertisers have been hit hard by the depression. But one agency, the Blondes, has managed to stay afloat and has even expanded its services.

The Blondes have been busy all year, working on many new accounts and developing new ideas. They have also been involved in many events, such as the Blondes' annual Christmas party, which is always a highlight of the year.

The Blondes' success is due to the hard work of its members, who are all dedicated to their work and to the agency. They are a close-knit group, and everyone looks out for each other.

A NEW DAYTIME RENAISSANCE FOR 4BH

Berle's "Beauty of Form"

Immediately on the completion of the contract for the presentation of the DAYTIME feature, "Beauty in the Balance," through 4BH, Berle's issued a statement. He said: "I am pleased to announce that the DAYTIME feature will be presented in the Women's Session at 10:30."

They "Stay Put" with 4BH

A Chandler

4BH Station

Australia, Victoria, Caravelle Street, Melbourne, Queensland

Quick Notes on the Industry

Queenslands favour their own Queensland-owned station

12 Commercial Broadcasting, December 19, 1940.

This was an AD!

Radio Bell Houses? "Yes,"

WBV's, are the sponsors of this 110 houses for million dollars!

These were the heads of an ad for WBV's, an American trade newspaper by a broadcast

"And everyone expects the 110 new homes to be completed in a short time, as

ASSURES

4BH does not plan to build more!"

Radio 2UE

Takes this Opportunity of Wishing its Clients "All the Best" for Christmas and the New Year

And assures them that 1941 programmes will be bigger and brighter than ever

Radio 2UE

Commercial Broadcasting, December 19, 1940.
EARLY XMAS PARTY

On Friday, December 6, SAW Melbourne held its annual Xmas cocktail party, at whichforgathered radio men, sponsors, agency executives and members of the P.M.O.'s Department.

Station manager, John Taylor, who goes into congratulation on January 3, presided and welcomed several prominent visitors, among whom were Jack Lumsden and Ted Moloney—over from J. B. Chandler's Sydney office to supervise displays of "Ginger" shows.

The party has become a regular Xmas feature at SAW, and grows bigger and brighter with each succeeding year. Among the 250 odd guests who dropped in during the evening were noticed Eric Erickson, managing director of Hophurst, Mal "Vox-toster" Verbo, Bob Walker (of George Patterson), the Paton brothers, and John Martin of "The Department."

People Do Listen at Dawn

If ever proof was wanted of the availability of a big early morning radio audience one need only go across to the corresponding files of the S.W. Sydney Radio Interests session conducted every morning six days a week by Mr. J. A. Crawcour.

As "Rural Lecturer" Crawcour is performing a real national service to the country, a fact which has already received official recognition from the New South Wales Department of Agriculture and from other authorities.

Sydney suburban as well as farm and country folk in many far flung parts of Australia seem to be regular listeners to the dawn broadcaster, who is called upon to give advice on all manner of "orchy" subjects from blight in the cabbage patch of Mrs. Suburbia to the progress of the rich sludge in the grain field in the far west. Grazier: "Rural Lecturer" J. A. Crawcour, is still a regular listener to the sessions and one of his markables is the high percentage of farmers and other country folk he is able to quote in detailed figures just on time so as I could catch the train. I am now married and have commenced a small garden, and my parents advise me to write to you for help... please supply a recommended list of books and pamphlets I could obtain...

Lord Mayor of Brisbane Writes Editor "C.B."

That well known broadcasting personality, J. B. Chandler, who is now the Premier of Queensland, is making his presence felt in municipal circles, much to the chagrin of some people, but the joy of many.

If you are interested in the work of the Lord Mayor of the City of Brisbane you will be interested to see what he is doing for his city. Mr. Chandler is a great believer in the power of radio and he has been using it very effectively to bring the people of Brisbane together.

Work of Councils.

Mr. Chandler is a great believer in the power of radio and he has been using it very effectively to bring the people of Brisbane together.

"Shire Hall.

In his recent address to the Shire Hall he said: "I am grateful to you for your continued support of the council. I am convinced that radio is the best way to bring the community together."

Strenuous Attempts to Stop Race Broadcasts

Melbourne station, 3XY, is having to face some very stiff opposition to its plans to give listeners a race broadcast service covering practically all Victoria country meetings. It is at two of the country courses that trouble has so far been encountered.

The attitude of the clubs concerned is very difficult to understand, as it has been proved many times in the past that broadcast descriptions of sporting events generally lead to increased attendance at such events.

Last weekend a proposition was served on the Growburn Shire Council for having erected a stand in a road near Growburn Racecourses and fined $45 plus six guineas costs. The evidence disclosed the stand gave a view of the course.

The secretaries of the Pakenham Racing Club is also opposed to off the course broadcasts. On the day of the club's meeting last week, the secretary lost the day and evening money by the broadcasting of the meeting on 3XY. The secretary was also required to pay $25 for the broadcast in addition to the $45 fine for erecting the stand.

The council's decision to close off the course broadcasts was based on the fact that the council does not want to lose any money on the course. The council feels that the broadcasting of the meetings on 3XY is not only unfair to the club, but also unfair to the betting public.
A Completely Authenticated Survey Of Listener Opinion

AT LAST... The Real Facts

When, midway through 1940, it was decided to secure a completely unbiased and impartial survey covering every section of listener opinion in Sydney, four of Sydney's leading advertising agency executives — Messrs. Hugh Berry, Herbert Adams, E. R. B. Berry-Parker and Lionel Shave — were invited to give honorary supervision of the survey. The Survey, conducted continuously over a period from September, 1940 to September, 1941, covering every phase of the radio industry and audience interest, was distributed by David Jones Ltd. to their staff; and through the members of the Legacy Club of Sydney to every section of the community.

The final result, which represents a complete cross-section of the public opinion — the addresses on the forms covered 231 separate Sydney suburbs — over a period of five months, was to the extent that many weeks were occupied in an exhaustive check and re-check of every figure and every calculation. The figures were based on a certification which is above challenge.

Believing that, in the interests of the radio industry generally, a national survey service should be continued, 2GB is making arrangements for a further survey to be made during the quarter ended 31, 1941. The collaboration of advertisers, agents, and both National and Commercial broadcasting stations is invited in formation of an enlarged committee of umpires to carry on this continuous survey.

Following were the total replies in 4,961 completed forms. The questions Listeners were asked to answer:

Which Station do you listen to most?

David Jones Staff Legacy Distribution
2GB 1st 35.1 p.c. 2GB 1st 34.8 p.c.
2GB 2nd 22.8,, 2GB 2nd 22.0 ,.,

Which Station is your second preference?

David Jones Staff Legacy Distribution
2GB 1st 27.1 p.c. 2GB 1st 27.1 p.c.
2GB 2nd 17.3,, 2GB 2nd 17.3 ,.

Favourite Station: Breakfast Session.

David Jones Staff Legacy Distribution
2GB 1st 31.5 p.c. 2GB 1st 31.5 p.c.
2GB 2nd 17.7,, 2GB 2nd 17.7 .

Favourite Station: Week-day Shows.

David Jones Staff Legacy Distribution
2GB 1st 27.6 p.c. 2GB 1st 27.6 p.c.
2GB 2nd 17.6,, 2GB 2nd 17.6 .

Favourite Station: Night Programme.

David Jones Staff Legacy Distribution
2GB 1st 23.1 p.c. 2GB 1st 23.1 p.c.
2GB 2nd 24.9,, 2GB 2nd 24.9 .

Of all radio programmes which are your favourites?

David Jones Staff Legacy Distribution
2GB 1st 41.5 p.c. 2GB 1st 41.8 p.c.
2GB 2nd 19.9,, 2GB 2nd 21.9 .

Which Station has Best Announcers?

David Jones Staff Legacy Distribution
2GB 1st 41.5 p.c. 2GB 1st 41.8 p.c.
2GB 2nd 23.8,, 2GB 2nd 25.5 .

Favourite Station: Children's Session.

David Jones Staff Legacy Distribution
2GB 1st 59.7 p.c. 2GB 1st 59.7 p.c.
2GB 2nd 24.2,, 2GB 2nd 24.2 .

Favourite Station: Week-end Shows.

David Jones Staff Legacy Distribution
2GB 1st 53.5 p.c. 2GB 1st 53.5 p.c.
2GB 2nd 35.5,, 2GB 2nd 35.5 .

Which Station do you listen to Racing Broadcasts?

David Jones Staff Legacy Distribution
2GB 1st 63.6 p.c. 2GB 1st 63.6 p.c.
2GB 2nd 72.5,, 2GB 2nd 72.5 .

Now you know what you buy... when you buy 2GB

DAVID JONES LIMITED
E existing 1898
SYDNEY

The General Manager,
Broadcasting Section, 2GB Ltd.,
Mailing Dept.,
Dear Sirs:

We are glad to inform you that the recently conducted a public opinion survey on your behalf, the survey was conducted by David Jones Ltd. and was distributed to their staff; and through the members of the Legacy Club of Sydney to every section of the community.

The final result, which represents a complete cross-section of the public opinion — the addresses on the forms covered 231 separate Sydney suburbs — over a period of five months, was to the extent that many weeks were occupied in an exhaustive check and re-check of every figure and every calculation. The figures were based on a certification which is above challenge.

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Now you know what you buy... when you buy 2GB
COMMERCIAL BROADCASTERS, WHAT HAVE YOU GOT TO SELL ONCE RATES?

Are you right in assuming that when you sell your "station time" to an advertiser your rates are sold LAST?

As an advertising specialist you naturally set out to offer besides their rates.

The separate rate card is, with all due respect, in the discard.

Can you afford to miss this opportunity of telling the story at a cost of only £5 for the balance of your time in the "COMMERCIAL BROADCASTING RATE BOOK" to offer besides their rates?!

These specialists in advertising, appreciate well written informative advertising copy. The printed story of your successful business management is constantly on their desks, in use every day by agency executives, media-men and time-buying advertisers.

The separate rate card is, with all due respect, in the discard. The "C.B. RATE BOOK" has sold itself for all time to time-buyers. Can you afford to miss this opportunity of telling and selling your story at a cost of only £5 for the balance of your page in the "COMMERCIAL BROADCASTING RATE BOOK"? Copy closing now for the January, 1941, issue. The back cover is also available.

Don't miss the opportunity of incorporating your selling story in this "ace" publication service for time-sellers to time-buyers.

At YOUR service.
"Commercial Broadcasting Rate Book"

Your selling story told in this Time-buyers' Guide pays handsome dividends even if the Rate Book plays its part in influencing only ONE national contract to your station annually.

MECHANICAL COPYRIGHT ON RECORDS DISPUTED IN U.S.A.

The United States Circuit Court of Appeals in New York gave a ruling in July last that a broadcast station in playing ordinary "home" phonograph records over the air does not infringe the rights of the copyright holder—in this case, the record manufacturer. By its decision, the Court aids adds an inspection in which Judge Vincent L. Lebelle, of the United States District Court, had ordered the operators of Station WKYS, New York, to cease playing on the air records made by the R.C.A. Manufacturing Corporation.

The unanimous decision of the Circuit Court of Appeals was embodied in an opinion by Judge Learned Hand, presiding jurist of the Court, with Judges Charles R. Clark and Robert P. Patterson concurring. The station contended that it was bound to pay only the statutory copyright fees to the composer and publisher.

In his decision, Judge Hand declared that "copyright in any form, whether statutory or at common law, is a monopoly. It consists only of the power to prevent others from reproducing the copyrighted work. W.B.O. Broadcasting Corporation has never invaded any such right."

The Court found it unnecessary to decide whether Paul Whitman, as the leader of the orchestra which made the recordings mentioned in the action, had any interest in what was done with them. R.C.A. contended that he had surrendered all his interest by contract.

No weight was given by the Court to other points advanced by R.C.A. These were that, in broadcasting records sold for home use by the general public, the radio company in effect, was putting the record makers into unfair competition with themselves, and that, on the records in question, it had been stated specifically that the discs were sold only for "home" use and must not be used commercially. It was decided, that, although Pennsylvania made it illegal to broadcast the records, the opposite condition existed under the other laws of the land, so that no injunction could be issued.
AGENCIES

HARTFORD CHANGES ADDRESS.

The well-known Hartford Advertising Agency Pty. Ltd. has notified a change of address in Sydney as from December 18. The agency has moved from Barrack Street, to larger premises on the 4th floor of asbestos House, York Street. Phone numbers are unaltered as R1064 (4 lines).

2CK STUDIOS BURNED OUT

The studio and offices of 2CK, Cessnock were completely gutted by fire last Saturday week and damage was estimated at $4,000. The station's engineers quickly set to in rigging up temporary studio equipment and with a minimum delay the station was back on the air. Transmitter and aerial mast, engine, rigging up temporary studio equipment and with a minimum delay the station was back on the air. Transmitter and aerial mast, minimum delay the station was back on the air. Transmitter and aerial mast, minimum delay the station was back on the air. Transmitter and aerial mast, minimum delay the station was back on the air. Transmitter and aerial mast, minimum delay the station was back on the air.

WARNER BROS.

The well known Hartford Advertising Agency Pty. Ltd. N.W. distribution of Warner Bros. picture products has been operating the first feature after midnight in 2CK's studios for a number of years. The remaining portion of its season is to be shown on Xmas Eve and New Year's Eve. They should receive cash-in on the holiday and revelry during those two nights.

The studios and offices of 2CK are being set up with studio-to-studio announcements for a further 12 weeks. Warner Bros. Supply Co. will add SUEnotice in their summer broadcast campaign for a further 12 weeks.

Expects a good year for 15 nights, and further 15 weeks. Warner Bros. Supply Co. will add SUEnotice in their summer broadcast campaign for a further 12 weeks.

Mr. A. E. Jamieson, managing director of Brooke's Merchandise Co., has had designed a four-colour poster with a sumptuous back to be pasted on the outside of retailers' shops carrying any one of the hundred lines of Brooke's Famous Foods. It is approximately 12ins by 10ins. and incorporates the figure of Lord Nelson, the scene of a sea battle of the Trafalgar period, typed display of the Legionnaire story of Lord Nelson, the story of England Expects, together with a half-tone of the all-star cast of 20 artists. Also, by brilliant design work, the figure of "The happy little Lemos Man," the Brooke's trademark, is at the right-hand lower corner subtitling Lord Nelson.

Thus this advertiser obtains a postcard display that does the triple job of advertising Brooke's Famous Foods, popularizing "England Expects," as a station's famous bands, and incorporating the Legionnaire story of Lord Nelson, the story of England Expects, together with a half-tone of the all-star cast of 20 artists. Also, by brilliant design work, the figure of "The happy little Lemos Man," the Brooke's trademark, is at the right-hand lower corner subtitling Lord Nelson.

Among the Sponsors

Mr. Alfred Wills, a member of the well-known department store firm of Wills Ltd. who has used radio advertising in Sydney for many years, Mr. Wills' hobbies include fishing and golf.

FULL PRODUCTION OF CINDERELLA FOR RADIO

Adapted from the original stage script by Norman Carter ("Cinderella" special producer), this has been played with great success in several States. 3XY will present a full production of "Cinderella" on December 19.

"It is expected that the air production will last for more than one and a half hours, and will be the most serious attempt at a production of this kind in commercial radio."

With Wayne Leeton in charge of production, rehearsals are already in full progress, the pantomime cast will include such well known artists as Catharine Nett, John Story, Norman Wister, Alfred Frith, Norman Carter, Charles Carter (who played "Cinderella" in the stage production), Stella Lamond, Max Reddy, Tom Miller and many others.

One of the most difficult factors in the production will be the musical back-ground, the effects and a special turn-table staff is being trained to cope with the production. It is estimated that, in addition to the many songs actually rendered by the characters in the studio, more than 50 recordings will be used during the production. Special effect recordings are being made from the 3XY studios in preparation for the show.

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MAJOR NETWORK RED CROSS APPEAL

All Net Stations to Co-operate

December 21, 1940

Major network stations throughout Australia will co-operate in a drive for the Australian Red Cross Society on Saturday next, December 21, when each network will broadcast a program recently produced in America by the British Film Colony of Hollywood.

The program was presented in a nationwide hookup of American stations, including the Canadian broadcasting system with the object of raising funds for the Canadian Red Cross. In this way the British Film Colony raised £20,000 as a result of the "pooling" of their talents for the production of the entertainment.

British film players in Hollywood now comprise a large contingent of the screen population there, and their decision to co-operate in a drive for the Red Cross resulted in the presentation of an hour's program of the highest standard. Recorded as well as broadcast, it is now available for the first time in Australia. Among the players are Vivien Leigh, Laurence Olivier, Ronald Colman, C. Aubrey Smith, Dinah Berne, Herbert Marshall, Madeleine Carroll, Anna Neagle and Mary Pickford, who is a Canadian.

In addition, Dr. Daso and the Donne Quintet will broadcast, and in keeping with its reported from America this week, its inclusion in the program made an hour's broadcast complete. They will be heard singing, "The Shadow of a Gunman," "Always an Englishman," and a French song.

Each unit of the Major Network will broadcast the program independently of the others, each being in possession of its own recording, but all will co-operate in the drive for funds for the Red Cross by an interchange of telegrams all stations will appeal to listeners for Red Cross donations, and throughout the evening each station will advise all others of the results obtained. This each station will be in a position to announce progress reports, not only at the appeal, but of the progress received by other network stations.

It is expected that this interchange of telegrams will appeal to the imagination of listeners all over Australia, and in this way each announcement will give the drive fresh impetus.

On 2CH the time to enable the broadcast of the program was November 15, and it is hoped that listeners will appeal to listeners for Red Cross donations, and throughout the night each station will advise all others of the results obtained. This each station will be in a position to announce progress reports, not only at the appeal, but of the progress received by other network stations.

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OF COURSE YOU’VE HEARD

2SM’s Xmas Day Broadcasts

As it is so early in the year, 2SM Sydney will be off the air on Xmas Day except for the broadcast of the 11 o’clock High Mass from St. Mary’s Cathedral. On Xmas evening the station will return for broadcasting at 6 p.m. when Monsignor Meany (2SM’s managing director) will present from 6 p.m. to 10 p.m. a specially arranged and continuous four-hour program of every variety of delightful music.

New Export Industry

From 6GR Toowoomba comes news of a new industry on the Darling Downs, a milk-cream processing plant, opened up to expectations, a good trade should result.

Frozen milk for the Philippines islands is being treated by the Darling Downs Dairy Association at its factory in Toowoomba, and if the first shipment opens up to expectations, a good trade should result.

The milk is tested upon arrival from the farms, and only first-grade milk selected, is then packed in allertins and frozen into a solid block. It is then transferred to ships with specially constructed cold rooms, and when it reaches its destination, is still in its frozen form, after which it is thawed out and sold as fresh milk.

7HT

Kiwi Kollege in All States

Hitting a new all-time high in Ju­venile popularity, the Kiwi Polish Co.’s “Kiwi Kollege” has now been extended to all States. Show takes the form of a Kiwi’z quiz session conducted in the studio by “Professor Kiwi,” and gives the air a well-chosen night spot. Questions used are sent in by all parts of their respective States and, in each case, a cup is awarded to the greatest number submit­ted at the end of every called “terms” of three months. Popular features of the program are “The Sheephead Parade,” a broadcast in which, when the number of listeners is in a distance of three stops please.

First, Davidson’s “Take It or Leave It—Double or Quit,” which uses beautiful photography, and a setting with the session is on the air. That of Bush and Bush, which comes near with Hottest of its kind.

Sponsors Using Posters

Davidson’s Pty. Ltd., Bon Marché Ltd., and Saunders Pty. Ltd. all giving time of time on 2CH, are responsible for attention-arresting merchandising ideas to bring your programs before the notice of road-users and pedestrians.

Do you Subscribe to “COMMERCIAL BROADCASTING”? 10/- per year

Broadcast Goes Awandering

The Sydney County Council’s au­tority Undertaking’s popular “Quiz and broadcast by 2IU two months a week, has “gone awandering.” Show originally was staged and broadcast from Country Council studios the day before, but now it rotates around the suburbs, and is broadcast by the Council's Nest, Bondi, and the Car­rollong House, Sydney, and all road users and pedestrians.

Of COURSE YOU'VE HEARD

7HT

OF COURSE YOU’VE HEARD

THE TASMANIAN STATION

C. A. MONKS says:

Links may weaken, Chains may break,
RADIO continues while some may quake

Radio Rep.: 7HT

Commercial Broadcasting, December 19, 1940.
Next Special Issue of "C.B."

RETAIL STORES
January 16, 1941

COPY CLOSES JANUARY 10.

Greetings from

David Samuel

(David Samuel (Identified with many major Australian-wide commercial broadcasts for past five years.)

Musical Director COLGATE-PALMOLIVE "YOUTH SHOW"

* FOR BETTER BANDS, ORCHESTRAS, NOVELTY COMBINATIONS, AND ORCHESTRAS FOR RADIO.

Consult

David Samuel

16 Yarrambee Road, Darling Point, Sydney

Phone: FM238

THANKS TO YOU!

Despite the grim reality of a World War in the background, 2NZ has had a good year. We are proud of the fact that 2NZ has made thousands of staunch friends in Northern New South Wales by service, careful planning, a spirit of hard work and, we believe, a sense of showmanship. But, ours is not the only credit. Our good friends, our advertisers, their agents and representatives have all helped us to give country folk the type of Radio Service they thoroughly deserve.

On behalf of radio listeners in Northern New South Wales we thank those responsible for 2NZ's entertainment and service and wish them a Merry Christmas, health, happiness and prosperity in 1942.

2NZ NORTHERN NEW SOUTH WALES

26 Commercial Broadcasting, December 19, 1940.
Presenting—News highlights of the world

The Lord Mayor of Sydney, Alderman Stanley Cribb, has been appointed to the council of the League of Broadcasters of Australia & New Zealand. (See 2BC announcement) has been transferred to 3BC Bri­

This good-looking New Zealander, John A. Thompson, has joined Station 5DN.

Capt. F. Lawrie (late 2KO) is now with 3KZ Melbourne.

Thrilling "work" news—"The Geo. Edwards" areinfantile.

Mr. Poinle, program director of 5DN-RM has been holding day in Northern Queensland. He called to Sydney last week, then went to Melbourne, where he will remain for a few days before returning home.

I was reminded of Eric Linklater's novel, "The Impregnable Woman," when I attended two station's women's Christmas parties last week. Though Linklater treated his subject in his inimitable humorous style, the theme—out­

With her neighbour—for wasn't she a

noon tea was served. Every woman

participated in by young and old.

ficient to start a wealth of interesting

of this nature not only promote enor­

28 Commercial Broadcasting, December 19, 1940.

Wednesday at the Trocadero.

he was greeted with a burst of applause.

Any project which

concerned, but that they join together in

organization. The following, never have met. Any project which

help get along, was represented by several

of war workers, known as the

group, was held at the home

up at the functions of this nature

sent in the afternoon.

Jackson, of Unsted Jackson and Haines,

Ralph Peterson and Rex Dawe

were very special visitors of this nature.

A cheque for £100 was presented to the

hon. secretary of the Mothercraft Society (Mrs. J. Leete). The amount represented the efforts of 2UE women listeners.

Meetings were held by young and old.

ladies and gentlemen who attend these meetings are hand­

ed to destitute mothers. Great

value of unity.

What I've just said of 2UE goes for

Asprey, to 5DN. "The Geo. Edwards" are infantile.

5DN. After the lunch, a woman's present was given to the "Trocadero" at 11:30 a.m., when the reception at 3KZ Melbourne.

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value of unity.

What I've just said of 2UE goes for
"Slightly Commercial" 

Ever since broadcasting began in Australia, stations have been "borrowing" ideas and methods of the New York radio industry in America—programme setups and all that kind of thing. It's a grand idea provided we only "borrow" the best. America doesn't mind—fact is she should be rather flatter about it. It's not that we in Australia have an abundant originality, but just that the Americans have such a succinct way of saying things and a slick way of doing things.

But there are some things which the Australian broadcasting industry should definitely not "borrow" from the Americans—that is, the mad competitive radio war. It seems to me that each other in the production of radio commercials is a costly and not very effective direct mailing pieces, brochures and the like. And to illustrate this point the trade paper will do a spot of "borrowing" too and quote direct from that authoritative weekly entertainment newspaper, "Variety," in which the following extract appeared as an editorial in the radio section of the issue of October 23 last. (The heading on this article is also "Variety":)

"Variety has not hesitated on several occasions to declare flat-footedly that much, if not most, of the fancy brochures and mailing pieces sent out by radio stations and networks are a somewhat dubious investment. Not to bear about the bush or slow down the axe-grinding stone. 'Variety' again suggests bluntly that the same coin could often be more profitably invested in trade paper advertising and supported and guaranteed reader attention by the proximity of timely news, curiosity-arousing program reviews and, especially in 'Variety's' case, the element of editorial surprise.

"There is a second thought that goes with this argument. It is this: Many of the radio sales promotion writers have to puff a long time over their scripts left off. 'Variety' presents a true picture of WNEW. This is impotant, since some station advertising is not afraid to boost a piece of talent to the limit. Most stations are

While the copy is fairly lengthy, it is under the assumption that the reader understands and appreciates fully the worth of your daily services.

E.M.I. SALES "BLITZ" (Continued from page 27)

In exchange for the first and second classes of post office mail, the E.M.I. are able to reach the largest number of listening addresses. The Blitz has been a tremendous success, and is continuing to be a very effective means of circulating the E.M.I. products.

The Blitz is a combination of three components: the E.M.I. products, the E.M.I. commercials, and the E.M.I. publicity.

The E.M.I. products are distributed through the E.M.I. sales outlets, and are available in the E.M.I. stores, the E.M.I. catalogue, and the E.M.I. mail order service. The E.M.I. commercials are broadcast on the E.M.I. radio stations, and are available through the E.M.I. radio stations. The E.M.I. publicity is distributed through the E.M.I. publicity offices, and is available through the E.M.I. publicity offices.

E.M.I. are well after the export trade, and are in good stead to see that their activities, though increasing their activities, are not increasing their activities, too. E.M.I. are well after the export trade, and are in good stead to see that their activities, though increasing their activities, are not increasing their activities, too. E.M.I. are well after the export trade, and are in good stead to see that their activities, though increasing their activities, are not increasing their activities, too. E.M.I. are well after the export trade, and are in good stead to see that their activities, though increasing their activities, are not increasing their activities, too. E.M.I. are well after the export trade, and are in good stead to see that their activities, though increasing their activities, are not increasing their activities, too.

Goodwill

I'm delighted world conditions still exists in this worrying, struggling, cock-eyed but still creative human race copy paper, wrote out. It's true, we can't escape knowing it at 2GZ. Our mail bag every day bulges with letters from our listeners, giving unsolicited thanks for the entertainment and service we do honestly strive to give. We also contact daily many business men, who, despite their hard booted exterior, are "good fellers."

"Perhaps it's nothng or somthing but still we can't wind up this year without giving thanks for the fact that even the thirty-minute egg fellows have all the Broadcasting Advertising and Merchandising University. Merry Christmas and a Happy New Year together with a promise to do all in our power to amuse the latter.

COUNTRY BROADCASTING SERVICES LIMITED

CENTRAL NEW SOUTH WALES

NEXT SPECIAL ISSUE OF "C.B.":

RAIL AND RETAIL STORES,

JANUARY 16. COPY CLOSES ON JANUARY 10.

The Directors, Executive and Staff

TRANSMISSION EQUIPMENT

PTY. LTD.

Wishing You A Merry Christmas and a Bright and Prosperous New Year

NAME

Adress

E.M.I. Licences at 30 South Street, 1940.

DOONSBURST STREET

RICHMOND, VIC.

Commercial Broadcasting, December 19, 1940.
BUT BOY——
HOW THEY GROW INTO
BIG FELLOWS
WHEN THEY ADVERTISE OVER

4BC & 4SB
BRISBANE KINAROY

THREE'S GOOD FISHING TOO——at
4GR * 4MB * 4RO
TOOWOOMBA MARYBOROUGH ROCKHAMPTON
QUEENSLAND'S RICHEST COUNTRY CENTRES

The Directors, Management and Staff extend
sincere wishes to all for the Coming Year. May it
be filled with Happiness and Prosperity born of
Universal Understanding and Peace with Honour.