

YEAR BOOK

of COMMERCIAL BROADCASTING

1940

in AUSTRALIA

1940

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YEAR BOOK OF COMMERCIAL BROADCASTING IN AUSTRALIA

Fifth Edition

1940

WITH THE COMPLIMENTS
... OF ...
O. F. MINGAY

Price 10/- per copy, post free in Australia (Included free in Annual Subscription of 15/- to COMMERCIAL BROADCASTING), Overseas, 15/-.

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1939

Calendar grid for 1939, months January to June. Days of the week (S, M, T, W, T, F, S) and dates are listed.

Calendar grid for 1939, months July to December. Days of the week (S, M, T, W, T, F, S) and dates are listed.

1940

Calendar grid for 1940, months January to June. Days of the week (S, M, T, W, T, F, S) and dates are listed.

Calendar grid for 1940, months July to December. Days of the week (S, M, T, W, T, F, S) and dates are listed.

1941

Calendar grid for 1941, months January to June. Days of the week (S, M, T, W, T, F, S) and dates are listed.

Calendar grid for 1941, months July to December. Days of the week (S, M, T, W, T, F, S) and dates are listed.

LOCATION OF AUSTRALIAN BROADCASTING STATIONS

National Stations underlined



NINTH ANNUAL CONVENTION

Held by the Australian Federation of Commercial Broadcasting Stations, at Melbourne, from Monday, Nov. 13 to Thursday, November 16, 1939

For the ninth consecutive year, the annual Convention of the Australian Federation of Commercial Broadcasting Stations has functioned most successfully, and in 1939 the venue was Melbourne.

Members for the Convention came from as far north as Townsville, as far west as Perth, and down to Hobart in Tasmania. Every State was represented, and over 51 delegates sat down to the conference table, representing 97 stations out of 100 commercial stations in the Commonwealth.

Monday, November 13—First Day

The following were the delegates present:—

V. M. Brooker (A.W.A.).
R. Brierley, 7EX.
Dr. Worrall, 3DB, 3LK.
B. Samuel, 6IX-ML-WB.
A. Kinnear, 5AD.
R. B. Taylor, 2BH.
B. McCann, 7HT.
E. Higginbotham, 2TM-2MO.
W. J. Harvey, 4BU.
E. J. W. Whykes, 3BA.
J. McKenzie, 3GL.
A. P. Findlay, 7LA-DY.
A. E. Garratt, 7LA-7QT.
R. D. Elliott, 3MA.
R. Morris, 7HT.
R. A. Fitts, 3HA-SH-TR.
J. Ridley, 2GZ-2NZ.
D. Richardson, 7LA.
E. M. Barker, 6PR-TZ.
F. Whitford, 6AM-PM-KG.
S. Kemp, 3SR-3UL, 3YB.
A. Kemsley, 3UZ.
S. Morgan, 3KZ.
A. J. Murray, 3KZ.
Eric Wood, 7UV.
A. Roberts, 2WG.

A. Paddison, 2KA.
George McCauley, 2KM.
C. Ogilvy, 2CA.
Archer Whitford, 6AM.
L. Prouse-Knox, 4BC.
E. J. Rheuben, 4RO.
Russell Yeldon, 2WL.
E. E. Gold, 4GR.
A. P. Wynne, 4MB.
Gordon Rolph, 7EX.
E. P. M. Sheedy, 2CK.
Alan Fairhall, 2KO.
Tom Holt, 3XY.
C. F. Marden, 2UW.
A. Robertson, 4BK-AK.
L. B. Harris, 7UV.
M. B. Duffy, 3CS.
Reg. Lane, 2HR (Macquarie).
Gordon Marsh, 5RM.
Randal White, 5DN.
H. G. Horner, 2GB.
John Taylor, 3AW.
R. King, 2KY.
W. Schneider, 5KA.
M. O'Halloran, 2HD.
C. V. Stevenson, 2UE.
John Dower, 2AY.
H. Neill, A.W.A.
R. D. Elliott, 3MA.
A. D. Bourke, 4VL.

After the P.M.G.'s official opening address, the senior vice-president of the Federation, Mr. T. Holt, briefly proposed a vote of thanks, and regretted very much that Mr. Harrison was unable to be present in Melbourne at the Convention personally. The vote of thanks was carried with acclamation.

Mr. C. F. Marden, president of the Federation, delivered the presidential address, which was received amid much applause.

Mr. Alec. Robertson, vice-president (manager of 4BK-AK), proposed a vote of thanks to the president for his good work during the previous 12 months, which was indicated in the very complete address he had just delivered. Mr. Robertson said that members were most impressed by Mr. Marden's address, and there was a general sense of confidence in the work of the Federation during the past 12 months. He added that

during the year there were many occasions which severely taxed the diplomatic characteristics of the chairman and imposed upon him serious responsibilities which too few realise. "Particularly," said Mr. Robertson, "over the past two or three war months were these responsibilities faced up to by the president in a way that left nothing to be desired."

The delegates responded to Mr. Robertson's toast, and applauded their president to the echo.

Second Day, Tuesday, November 14

The first business session following on the official opening on the previous day, took place on Tuesday morning, November 14, 9.45 a.m., at the Australia Hotel, with a complete roll call of well over 50 delegates representing stations from all over the Commonwealth.

The chairman called on the Convention delegates to stand in silence for one minute as a mark of respect and in memory of three station managers who had passed away since the previous Convention; these were the late A. L. Holtz (5AD), H. F. Dyball (2TM), and Eric Harrison (2LM).

On behalf of the president the general secretary, Mr. Dooley, read the president's review of the year's activities and the principal events which occurred during his term of office as president.

He pointed out that on November 10, 1938, he was elected president at the Eighth Annual Convention at Jervis Bay. Immediately on his return to Sydney he learned that the newly-elected Postmaster-General (Mr. A. Cameron) had interviewed representatives of several Sydney stations with the intimation that if they did not cease criticism by their commentators, drastic steps would be taken in regard to their broadcasting licences. Much concern was expressed by members, and Mr. Marden then journeyed to Canberra on December 1 and interviewed Mr. Cameron to get some indication of his attitude towards commercial radio.

After a very full discussion Mr. Cameron was able to see that the commercial stations possessed a very efficient organisation, and that a lot of criticism that had been levelled at commercial radio was unjustified. The president gave an undertaking that the stations would not launch any personal attacks against any individual, criticise adversely other countries, or make any statements which might be considered offensive by other nations, and further that they would conduct their business on ethical lines and endeavour to eliminate advertising matter which offended good taste.

On December 21, 1938, a bombshell was dropped amongst commercial stations, by the cancellation, without notice, of the licence of 2KY Sydney. The president was approached by Messrs. King and Beaver, of 2KY, to intercede on their behalf—which he did, and also Mr. King of that station visited South

Australia to personally interview Mr. Cameron—after which the station was again permitted to operate.

"The cancellation of this licence caused great public concern," said Mr. Marden, and he doubts whether any licence will be arbitrarily cancelled in the future. Public opinion throughout Australia demonstrated that it would not brook any interference with commercial radio without a fair trial.

About the same time the Postmaster-General sent for the commercial station representatives in respect to the APRA Agreement, and asked them not to sign same, although they had decided to do so at the Jervis Bay Convention. The Federation's point of view was placed before the Minister, and it was stressed that although the Federation had urged the Government for years to amend the Copyright Act to provide for compulsory arbitration, nothing had yet been done.

The Federation obtained permission from the P.M.G. to sign the agreement for 12 months, during which time it was indicated that the Government would endeavour to bring in legislation which it had suggested, to deal with performing rights.

The president's review mentioned the series of articles published by a section of the Sydney press against commercial radio, and which may have had damaging effects on the future of radio, particularly from a political point of view. This instance demonstrated very forcibly the necessity for commercial stations to be co-ordinated in order to refute misrepresentations over the air, and Mr. Marden said that the time is fast approaching when commercial radio will have to take up the cudgels on its own behalf in defence of unfair attacks.

Towards the end of January the Federation executives met Mr. Cameron in conference to avoid strict Government censorship. They formulated and put forward proposals whereby the industry undertook to put in a measure of self-regulation.

On February 2 the P.M.G. met representatives of the N.S.W. stations, accredited advertising service agents, and national advertisers, when broadcasting matters generally were discussed. The outcome of this meeting was that a Broadcast Advertising Board was set up consisting of one member of the Federation, one of the service agents, and one of the national advertisers. This Board has operated very satisfactorily in the supervision of doubtful advertising matter, and it removes any odium from individual stations in their rejection of doubtful advertising copy. A similar board was later set up in Melbourne.

The president pointed out with regret that the Board did not always receive the fullest co-operation from stations, advertisers or agents, but at the same time the Government has intimated that unless the stations are prepared to govern themselves according to the necessary departmental requirements, the control will be taken out of their hands and a board of censorship set up, which would be rather unsatisfactory from the stations' point of view.

In February this year Mr. Marden attended a conference with Sir Harry Brown, Director-General, and Mr. Cam-

eron, Postmaster-General, in Melbourne, on broadcasting matters generally, and on February 20 Mr. Cameron was again interviewed in Sydney, and agreed to receive a deputation of members of the Federation in respect of certain suggestions which were put forward for adoption. These proposals were formulated and the Minister took them to Cabinet, being subsequently notified as follows:—

(a) **Distribution of Present Licences.** It is not proposed to make any re-distribution of station licences.

(b) **Granting of Further Station Licences.** The Department has agreed to notify the Federation of the P.M.G.'s intention to grant a licence, giving the Federation an opportunity to express its views, which will be considered by the Minister before the actual issue of a licence.

(c) **Limitation of Transmitter Power.** Applications for increased power will in future be considered by an informal committee, and the representations of the Federation will be submitted to the P.M.G. before the Ministerial decision is given.

(d) **Security of Tenure.** The clearest title to the use of a wavelength is satisfactory conduct and satisfactory programs. No alteration was to be made to the existing method of licensing.

(e) **Network and Chain Management.** It is not intended to interfere with the present arrangement.

(f) **Control of programs and of unsatisfactory stations.** The offer of the Federation to exercise a degree of self-control through a committee to deal with this matter is appreciated, and as a result it is expected that causes for dissatisfaction and consequent official action will be appreciably lessened.

(g) **Fixing Fees for Licences.** Further consideration will be given to this matter by the P.M.G. before a decision is reached.

The President's review recalled that on April 11 last the late Hon. J. A. Lyons, Prime Minister, died in Sydney, and for the first time the whole of the National Broadcasting Service was lined up with commercial radio stations on a parity so that the whole of the services were available to broadcast within a space of 15 minutes, this being considered a record.

In June last discussion took place between the Federation and the Commission in respect to the possible joint arbitration with APRA to fix all Australian performing rights. Subsequently further developments occurred in this matter which are reported elsewhere.

At the outbreak of war on September 3, commercial stations generally handled the broadcasting news officially, and all stations were lined up for the Prime Minister to make his official declaration of war on behalf of Australia. At this time the Federation again approached the Prime Minister asking that the ban on the Reuters news service coming through the B.B.C. be waived, but a negative reply was received.

They then cabled the B.B.C. pointing

out that their news service was the official mouthpiece of the British Government and that it was being denied to the majority of Australian listeners. The B.B.C. replied that the matter would receive sympathetic consideration, and later the Federation was notified by the Prime Minister that the ban had been lifted.

On September 18 a conference, convened by Sir Henry Gullett, Minister for Information, was held in Melbourne between the press of Australia, the Australian Broadcasting Commission and the Federation delegates. The President, Mr. Marden, and General Secretary, Mr. Dooley, attended the meeting, and were fortunate in being able to obtain, at no charge to the commercial stations, the whole of the Reuters Service to the B.B.C. at the same times and periods that it was made available to the Commission.

With the declaration of war, censorship regulations were instituted by the military, which, if carried out literally, would have meant the deletion of some of the vital services given by commercial radio stations to the people of Australia. After several conferences Federation officers were able to get approval for the elimination of some of the more stringent restrictions, and censorship machinery was organised and put into force which made the operations practicable.

The president had several further interviews with the P.M.G., Mr. Eric Harrison, and although the latter indicated that the Government considered the Commission a Government function, with commercial stations being treated more or less as private enterprise, the president gave his considered opinion that "the powers that be" must be educated along lines of appreciating the public utility service rendered by commercial stations and that the many problems consequently entitled them to sympathetic consideration.

The Federal Government has set up a Bureau of Information and the commercial stations have been invited to nominate representatives on the State committees which are formulating plans for the dissemination of vital broadcasting news, through the stations.

"It would be impossible to cover the whole of the presidential activities without taking up a great deal of your time," said Mr. Marden, "but I would like to stress the excellent work that has been done by Mr. Ray Dooley (general secretary) as, without his assistance and loyal co-operation, this very strenuous year's work would not have been so successfully carried out. During the year Mr. Andrew Brown, who was appointed secretary of the N.S.W. Committee of the Federation, has also assisted Mr. Dooley in carrying out the censorship rules and regulations, and I would particularly like to personally thank both these gentlemen for the splendid co-operation and untiring energy they displayed in handling the

(Continued next page.)

NINTH ANNUAL CONVENTION (contd.)

vital matters of the Federation to the members' satisfaction, and in conclusion I would like to express my appreciation to the members generally for the co-operation they have given me in carrying out at times instructions which were necessary for the good of the industry as a whole.

The president's report in reviewing matters over the past year was unanimously received by the Convention.

The president announced that a telegram had been received from Mr. J. B. Chandler, of Brisbane, giving best wishes to all at the Convention, and expressing his regret at not being present. A letter was also received from Mr. J. Malone, now Deputy-Director, P.M.G.'s Dept., Brisbane, and late Chief Wireless Inspector for Australia, sending his congratulation on the work of the Federation and best wishes to all present.

APPOINTMENT OF COMMITTEES

(a) **Press Committee.** The Convention decided that the Secretary look after the question of press releases.

(b) **Finance Committee.** Messrs. Kemsley (3UZ), Knox (4BC), Schneider (5KA), Stevenson (2UE), Horner (2GB), Samuel (6ML), Rolph (7EX), were appointed to the Finance Committee to consider audit accounts and prepare a budget for 1940.

(c) **Constitution Committee.** To consider amendments to Constitution. Consisted of Messrs. A. Paddison (2KA), R. King (2KY), A. Robertson (4BK).

(d) **Accreditation Sub-Committee.** The following were appointed to the Accreditation Sub-Committee:—Messrs. Kinnear (5AD), Worrall (3DB), McCauley (2KM), Lane (2HR), Gold (4GR) and Richardson (7LA).

SALES TAX ON RECORDINGS

The Secretary submitted a report on negotiations over the past 12 months with the Sales Tax authorities on the imposition of tax on play-back recordings by stations. The Department classified these play-backs as goods under the Sales Tax Assessments Act, and liable to Sales Tax. The Department also rejected a suggestion that imposition of tax should not be made retrospective prior to October 1, 1939. Counsel's opinion has been obtained by the Federation, and a summary of that opinion was read. It was generally considered that there was no possibility of the stations avoiding the payment of Sales Tax.

One delegate suggested that if legal costs were involved in investigating this matter, or in contesting the Department's attitude at law, the expense should be borne by the particular stations concerned, and not the Federation. This was opposed by the chairman, and by members generally as a very dangerous precedent. The suggestion came

from a country member, and it was pointed out to him that if the country stations deserted the city stations on this question, the position might be reversed on other questions later. The future action on the question of Sales Tax on recordings was consequently left with the Federal executive for attention.

INTERVIEW WITH A.N.C.

As the Australian Newspaper Conference was sitting in the same hotel at the same time, it was suggested that a committee of Federation members might, with advantage, have a talk with some of the A.N.C. people on the question of the many accreditation problems, the production of a standard order form, the del credere risk, stamp duty on contracts, censorship and publication of programs, etc. Messrs. Marden, Holt, Paddison, Whitford and Whyte were appointed a committee to interview the A.N.C. if arrangements could be made to that end.

In regard to the extension of credit to advertisers and agents, it has been ascertained from the A.N.C. that whilst their arrangements call for settlement at 30 days, a further 30 days was generally allowed. The Federation Convention decided to fall into line in this regard.

Another question discussed with the A.N.C. was that of advertising contracts where the advertisers preferred to pay their accounts direct instead of through agents. It was held that the agent was looked upon as a guarantor for the account, and it did not matter who actually paid the money.

ADVERTISEMENTS FOR RADIO ADVERTISED GOODS

The Conference decided to continue the practice which had been adopted during the current year for the broadcasting of announcements in favour of radio advertised goods, and it was left to the Federal executive to arrange for the preparation of announcements on these lines.

PROPAGANDA FOR MODERN RADIO RECEPTION

The secretary reported that about the middle of this year a conference was held between leading set manufacturers and the Federation president with a view to assisting in the additional sale of receiving sets, and publicising better radio reception. Satisfactory progress was made in this direction, and the radio set manufacturers agreed to pay an amount of £1,000 to the Federation funds in consideration for the publicity put out by the commercial stations throughout Australia. This movement also resulted in forming the Radio Manufacturers' Board, of which Mr. Andrew Brown is the secretary, thus bringing about greater co-operation between the Commercial Broadcasting Federation

and the radio set manufacturers. Further co-operation along these lines was endorsed by the Convention.

"FREE TIME"

The demand for free time on commercial radio stations throughout the Commonwealth is becoming increasingly heavy, and the Convention was asked to consider for discussion whether some general principle might be adopted with advantage to members. Conference resolved that the matter would be left to each State executive to handle in its own area, with a view to arranging a common line of action to deal with the requirements in their own State.

PUBLICATION OF PROGRAMS

Early in the year the Sydney daily press decided to eliminate the publication of station programs, and since that date a number of discussions had taken place in N.S.W., with a view to overcoming the position, but up to the present no solution had been found.

One repercussion in consequence of this position is the establishment by the ABC of their weekly program paper which will contain the commercial programs as well as the national. It was pointed out that the problem was largely between the daily press and the ABC. Delegates present reported generally that they were supplying their programs to the Commission. A number of delegates thought that the publication by the ABC should not be encouraged. The Conference made no definite recommendation on this matter.

SUGGESTED MEMBERSHIP OF OTHER ORGANISATIONS

It has been suggested that the Federation join other organisations like the State Chambers of Commerce, but on a brief discussion it was decided to leave the matter in the hands of each State executive to take whatever action they considered necessary in their particular State.

WAR NEWS SERVICE

Matters arising out of this position had been advised to member stations regularly by the Federal secretary, and the action taken generally by the executive was approved by Convention.

It was pointed out during the discussion that the BBC's preamble in regard to wavelengths, etc., was not to be counted in the ten minutes allotted to the stations, but their time actually began when the BBC announcer finished saying, "Here is the news."

NEW DIRECTOR-GENERAL

The chairman, Mr. Marden, said that on behalf of the Federation he had sent a telegram to Mr. McVey, newly-appointed Director-General, P.M.G.'s Dept., congratulating him on his appointment, and in reply Mr. McVey said he looked forward to a happy association with the broadcasters and thanked them for their congratulations.

(Continued opposite.)

NINTH ANNUAL CONVENTION

CENSORSHIP

The secretary briefly capitulated the events leading to the drawing up and amending of the rules of censorship. It was announced that the censorship had been transferred from the military to the Ministry of Information, and on the subject of censorship alone, the president pointed out, commercial stations would have found it very difficult to exist to-day if it had not been for the organised federation.

Mr. A. Robertson, vice-president for Queensland, and who is censorship liaison officer in that State, suggested that the Conference afforded an opportunity for all the State liaison officers to get together and discuss the various problems. Much discussion took place by the various members in all States as to the system operating therein, and it was quite evident that there was need for standard interpretation by the censor.

The chairman paid a tribute to the good job that was being done in Sydney by Mr. Andrew Brown in the central clearance of recorded announcements, and it was predicted that this organisation would be continued, even after the war.

CONTROL OF BROADCASTING

As set out on the agenda, the secretary reported that this matter had been the subject of consideration at several conventions, without any definite progress being made. Subsequent to the last Convention representations were made to the Commonwealth Government for the establishment of an independent board to control commercial broadcasting, and the then P.M.G., Mr. Cameron, took a very considerable interest in these matters, having definite views as to their conduct. A proposal was submitted to Mr. Cameron in March this year for the internal control by the Federation of program standards and co-operation between the Department and the Federation on matters affecting the issue of new licences, limitation of power, wavelengths, etc. These matters were also referred to by the president in his review of events over the past year.

DISPARITY IN POWER BETWEEN COMMERCIAL AND NATIONAL STATIONS.

It was pointed out in the report that members are aware of the big disparity between the power of the national and commercial stations, as indicated in the presidential address, as distinct from his review of events. It was generally acknowledged by Convention that the matter was not being lost sight of, and in fact would be continually kept in mind by the Federation officials.

DIRECTOR OF BUREAU OF INFORMATION

The chairman introduced to the gathering Mr. C. P. Smith, managing director of the West Australian Newspapers, who had been appointed Director of the Ministry of Information, to assist Sir Henry Gullett in the administration of that Bureau. Mr. C. P. Smith is a director of the West Australian stations 6IX-ML, etc., and is no stranger to broad-

casting problems. He is an experienced newspaper man and a returned soldier.

Mr. Smith stressed the necessity to keep public opinion along the right lines and to see that the people were not misinformed but that they understood what was necessary. He indicated that the military authority had been removed from the Bureau of Information.

Mr. Smith paid a tribute to the power of broadcasting and the important part it played in keeping the public mind tuned in to national requirements. He said he always regarded radio as a friend of the press and not a rival. Upon the executives of broadcasting there was a great responsibility as formers of public opinion. The human equation was a factor always to be considered, particularly in censorship and in time of war, but Convention delegates could rest assured that the Ministry of Information and its operations in various States would function for the common good.

Mr. Smith was tendered a vote of thanks by the chairman. The chairman pointed out that radio had the ear of over 5,000,000 people. The broadcasters themselves were experts in propaganda, and he suggested that the Federal Government officials and the Ministry for Information people might well take the broadcasters into their confidence in the hope that it would be of benefit to the community. He also suggested the setting up of machinery to provide news quickly to broadcasting stations, and also the opportunity to give official denial to any unwarranted and sometimes harmful rumours. The chairman also suggested that an official monthly bulletin, or at frequent intervals, could be put out over the radio as well, giving official information on all relevant matters.

A.P.R.A. FEES

The chairman called the delegates to order on the Wednesday morning at 9.45, and the first item on the agenda was that of A.P.R.A. fees, a summary of which was read to the assembly by the general secretary:—

This summary covered details of the negotiations between the Federation executive and the Broadcasting Commission, details of which had been circulated to member stations.

It was pointed out that Federation member stations would be paying about £5,000 per annum less this year than last year and, in addition, certain improved conditions were obtained.

The Convention unanimously resolved that the arrangement entered into by the Federal executive with A.P.R.A. be approved, and that the members' appreciation of the excellent work carried out by the Federation executive on A.P.R.A. matters be recorded.

Convention also endorsed the existing formulae of individual station payment of A.P.R.A. fees as arranged by the Federal executive of the Federation, with the right to appeal if a member station thought its payments were unfair.

INDUSTRIAL MATTERS

The question of the agreement with the Announcers' Association was dis-

cussed briefly, and the Convention decided to leave this matter in the hands of the executives and likewise the log of wages for technicians and control-room operators.

The industrial committee was formed, consisting of Messrs Rolph, Fitts, Stevenson and Yeldon.

Prior to the Convention adjourning for that session, the chairman announced that the A.P.R.A. committee would meet that evening (Wednesday), also the accreditation committee, and the finance committee on Thursday morning.

Convention then adjourned, and the golfers departed for the Victoria Golf Club, and others took the opportunity of looking up their business friends and others in Melbourne.

A.P.R.A. COMMITTEE'S REPORT

Conference accepted a recommendation that the executive give consideration to the position that some country stations which are not in highly profitable areas might be given some consideration in their rate on the A.P.R.A. fees, bringing the minimum rate down to 0.5d. instead of 0.9d.

ACCREDITATION REPORT

The accreditation committee's report was introduced by Mr. D. Worrall, chairman of that committee, who very ably summarised all the details, together with the standard order form, etc., and finally, after some discussion, Convention adopted the accreditation committee's complete report.

REPORT OF A.N.C. COMMITTEE

The chairman reported briefly the interview between the Federation committee and the A.N.C. committee, seeking co-operation on various mutual problems, and Conference decided that the A.N.C. practice be adopted.

Convention then adjourned for lunch and resumed at 2.15 with the unanimous resolution of recording a hearty vote of thanks to the accreditation committee for the good work they had done. Following was discussion on various agency matters, such as respective rebate on contracts; recorded announcements and the method employed at the Federation's Sydney office to clear these recordings, also matters arising out of discussions concerning the Commercial Radio Advertising Board.

A suggestion from Victoria sub-committee that agency commission of 12½ per cent be divided up into 5-5-2½ per cent was not agreed to, and the standing division of 5 and 7½ per cent was accepted.

CONSTITUTION COMMITTEE REPORT

Mr. A. Robertson, chairman of the constitution committee, reported on this matter and explained how State committees in South Australia and Queensland had been formed since the last Convention, and that additional State committees were contemplated in Western Australia and Tasmania. It was

(Continued next page.)

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also suggested that the chairmen of the various State committees be elected vice-presidents of the Federal executive. During this discussion, it was remarked by Mr. Paddison how gratifying it was to see that all Western Australian stations were represented at the Convention this year for the first time.

Mr. Kinnear, of 5AD, one of the latest delegates of the Convention, explained how the South Australian stations had got together very quickly and co-operated to their mutual benefit.

Mr. Dan Richardson, of 7LA and Tasmanian Network, also explained the contemplated formation of the Tasmanian committee, and likewise Mr. Samuel, of Perth, announced that his Western Australian colleagues had got together and decided to form a Western Australian State executive.

That completed the formation of active committees or executives in each State, which is indicative of the growing importance of commercial broadcasting throughout the Commonwealth.

The report of the constitution committee was adopted.

On the question of creating the position of an immediate past president the motion was lost, as the Convention was of the opinion that it was taken care of, at least for the time being.

FINANCE COMMITTEE

Mr. Kemsley, chairman of the finance committee, tendered the most satisfactory financial report that delegates have ever heard at any of their broadcasting conventions. It showed the exchequer of the Federation was in substantial credit, that they had abundance of funds to protect their interests and to carry on the organisation of the Federation in the interest of its member stations. Mr. Kemsley mentioned that there were 97 members out of a possible 100 stations in the Federation. (The only stations not in the Federation then being 3AK, 6GE and 2LT).

Eulogistic references were made to the general secretary and the N.S.W. State secretary, and recognition of this work was indicated by the remuneration voted to these officers. The finance chairman also moved that one station be suspended from membership, and this was the only station so dealt with. The financial report was unanimously adopted with loud applause, and a vote of thanks was later tendered to the finance committee for their splendid job of work.

General Secretary Dooley and State Secretary Brown suitably responded, and thanked the Convention for their generous action.

The Convention chairman, Mr. Marden, then thanked all members of all committees for their co-operation and attention to duties on the various subjects with which they were engaged.

ELECTION OF OFFICERS

A suggestion that the officers newly elected should take office as from January 1, 1940, was withdrawn upon discussion.

On the last afternoon of the Conven-

tion, the chairman called for nominations of officers for the ensuing year.

There was only one nomination for president, that being Mr. C. F. Marden, who was proposed by Mr. Samuel, of Perth, and Mr. Horner, of Sydney, amid many complimentary remarks. Mr. Samuel said that speaking as an outpost of the Empire (previously attributed to him by Mr. Worrall), he very much admired the capable manner in which the big problems had been handled by the Federal executive, and particularly the president. The capable management by Mr. Marden of the office of president and the chairman of Convention, was indicative of his sterling work for the Federation and he was worthy of the high regard in which he is held by all his broadcasting colleagues. He had no doubt that the future would be more difficult than even the past, but when the troubles of the past, such as censorship, news services, etc., were considered and how all of these things had been ably got over, he had no doubt that Mr. Marden would be able to carry out for a second term the onerous duties of president of the Australian Federation of Commercial Broadcasting Stations.

Mr. H. G. Horner, in seconding the proposal of president, paid a tribute to Mr. Marden's splendid efforts. So much had been accomplished, and although so much remained to be done, he felt sure that success would attend their every effort.

The general secretary then declared Mr. Marden duly elected as president for the ensuing year amid sustained applause.

In returning thanks for his re-election, Mr. Marden was appreciative of the expression of confidence in him by all the members present. He said he was unlucky to get the job in the first place, because he had no sooner got the position as president than things began to happen. Very often, as he explained, the president had to neglect his own private work to carry out the Federation matters, but this was all realised by his colleagues, and he had much pleasure in contributing his efforts in the cause of commercial broadcasting in the future. It was only by the co-operation of officers and members of the Federation that results could be achieved. He had come to the Convention prepared to give an account of his previous stewardship, and hoped to have a little time to himself in the future, but apparently that would have to wait.

On nominations being called for senior vice-president, Mr. Tom Holt, of 3XY, was unanimously re-elected to that position with appreciative words as to the excellent co-operation he had rendered over the past 12 months. In responding, Mr. Holt paid a tribute to his Victorian colleagues for their assistance, particularly when he was not feeling so well. He especially mentioned the valuable assistance given him by Mr. Worrall, who had occupied the position of president two years ago, and who was always willing to step into the breach and do any job Mr. Holt or the Federation required of him.

Country Vice-President: Although Mr. Fairhall, who occupied that position last year, was nominated, he declined to accept and promptly nominated Mr. J. Ridley to that position. No other nominations were forthcoming, and Mr. Ridley was declared unanimously elected.

The positions of vice-presidents from all the States were introduced for the first time, and the following were unanimously elected vice-presidents of their respective States:—

South Australia, Mr. A. Kinnear (5AD); **Queensland,** Mr. A. Robertson (4BK); **Western Australia,** Mr. B. Samuel (6IX-ML); **Tasmania,** Mr. A. P. Findlay.

Trustees: Messrs. A. Kemsley and C. V. Stevenson were re-elected to this arduous position. These two stalwarts have carried out their duties most satisfactorily over many years.

In response to a request from the chairman, the Convention unanimously adopted a resolution offering full co-operation to the Minister of Information in duties to be carried out in the future.

Convention also adopted a resolution recording the full appreciation of the Convention delegates of the excellent work carried out by General Secretary Dooley and his staff, and also for their amazingly efficient work during the past 12 months.

A further unanimous vote of thanks was accorded to Mrs. Holt and Mrs. Worrall and other Melbourne ladies, who so ably organised the ladies' entertainment arrangements.

Convention also unanimously adopted a motion of appreciation to Mrs. Marden for her many courtesies to members during the period that her husband had occupied the position of president of the Federation.

At the close of the Convention, Mr. Tom Holt, senior vice-president, moved and it was unanimously resolved that a message of welcome be sent to the incoming Director-General of the P.M.G.'s Department, and finally, the president-chairman, Mr. Marden, declared the ninth Annual Convention closed, and wished everybody a very successful period between now and the next Convention.

Toast of the Chairman

Mr. Ernest Lashmar, director of A.P.R.A., who was a guest at the dinner, proposed the toast of the chairman, Mr. C. F. Marden. Mr. Lashmar said he certainly stayed in Melbourne another four days to attend this function, and was extremely pleased he did so, not only for the privilege of being able to propose the toast of Mr. Marden, but to hear that very inspiring and interesting address by the Director-General of the P.M.G.'s Department—Sir Harry Brown. Mr. Lashmar referred to the new agreement which had just been completed between the Commercial Federation and A.P.R.A., and then paid a tribute to the chairman, Mr. Marden, whom he had known over 20 years. The toast of the chairman was honoured with musical accompaniment.

ACCREDITATION COMMITTEE
REPORT TO CONVENTION,
November 15, 1939

RULES OF ACCREDITATION.

The committee recommends that alterations to the Application and Information Form and Rules of Accreditation proposed from New South Wales and contained in the secretary's agenda, be adopted subject to the following additional amendments:—

- That there be only one system of accreditation, namely Federal, retaining at the same time the provision for restricted accreditation.
- That the first sentence of amended rule 15 be altered to read:—"Commission shall be payable to the agency only as accounts are paid, provided that, etc."
- That the proposed amendments to the schedule of commission be altered to read:—"As from the 1st February, 1939, the ruling rate of commission payable to agencies subject to these rules, be as follows:—

1. Station Time.

(a) 5% provided the agency negotiates and signs the contract; and

(b) 7½% provided the agency prepares the copy.

2. Program Cost.

7½% of the value of features purchased from the station on behalf of a client."

RELAXED CREDIT TO 60 DAYS.

The committee considered the substance of a letter from the president of the A.N.C.A.A.A. (Mr. R. S. Maynard) to the president of the A.F.O.B.S. urging that, excepting under special circumstances, agencies should not be written to requesting payment of accounts between the 30 days' credit laid down and a 60 days' limit. Mr. Maynard pointed out that such an arrangement is recognised by the A.N.C. (Convention adopted this proposal.)

BROADCAST ADVERTISING STANDARDS.

The committee decided to recommend to Convention the adoption of a Code of Broadcast Advertising Standards. These Standards have been approved in principle by the Commercial Radio Advertising Board in Sydney.

The committee further recommended that these Standards be published in suitable booklet form and a copy sent to every agency and a number of copies sent to each station. Further, that the actual Standards, namely, 1 to 15, be printed on the back of the Rules of Accreditation.

CREDIT CONTROL.

The committee recommended the adoption of the scheme of credit control included in the secretary's agenda with a rider to the effect that the success of this scheme, which should provide the Federation with valuable information, will depend entirely on the co-operation and support of individual members.

Further, that each State be asked to conduct the scheme so far as its members are concerned, and to exchange the financial information gathered from each other through the secretary, Mr. Dooley.

TERMINATION OR SUSPENSION OF ADVERTISING

The committee considered proposals submitted and contained in the secretary's agenda, concerning arrangements in respect of termination or suspension of advertising orders by either party, and it was decided to recommend that it would be most suitable to include any such conditions in the advertising order form of a station rather than in the Rules of Accreditation.

Accordingly, the proposal submitted should be dealt with at the same time as that of a Standard Order Form.

STANDARD ORDER FORM.

The committee considered proposals for a Standard Order Form, together with the legal advice tendered in this connection.

Each clause of the draft Order Form was discussed in the light of the accompanying advice and the only alteration proposed was, that Clause 8 be deleted and the following suggested therefor:—

"The station reserves the right at its discretion and without incurring any liability to alter the specific times for sponsored sessions, although every effort will be made to leave sponsored times undisturbed. Any such alteration deemed necessary by the station (other than by casual displacement or omission) will not be made without prior notification of at least 14 days to the advertiser. In the event of the advertiser being dissatisfied with the new time offered, he may upon notice in writing to the station and without surcharge cancel this order, but such cancellation shall be in respect of the balance of its term only. Direct advertising cannot be granted fixed times."

It was decided by the committee to recommend to the Convention that stations should adopt the Standard Order Form proposed which will ensure for them full legal protection in respect of advertising contracts.

A further discussion took place on the proposals regarding the termination and

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suspension of advertising contracts and it was decided to recommend that there should be no printed condition whereby an agency would have the right to cancel advertising commitments which was a matter that should be reserved to stations only.

ACCREDITATION SUB-COMMITTEES

The suggestion that Convention should appoint the various State Accreditation Sub-committees and decide the tenure of office of these sub-committees was discussed, and it was decided to recommend that no alteration be made to the present system whereby the State executive appoints its own sub-committee, especially in view of the fact that these sub-committees are only empowered to recommend to the Federal Accreditation Bureau.

ADVERTISING CONCESSIONS

It was decided to draw the attention of Convention to the frequent and flagrant breaches by agencies of Clause 10 of the Rules of Accreditation which provides inter alia that an agency shall not seek any advantage or concession from a station in respect of rates, time, etc.

It was decided to recommend that State executives should watch this position closely and report immediately any such breach to the Federation to be dealt with.

TRANS-RADIO PROPOSALS.

The committee considered various proposals contained in a lengthy letter received by the Federation from Trans-Radio Advertising and Program Service proposing higher and varied rates of commission.

It was decided to recommend that a copy of this letter be sent to each State executive for their information.

CANCELLATION OF CONTRACTS INVOLVING TRANSCRIPTIONS.

This matter is also dealt with in the secretary's agenda. In this connection it was decided to recommend that stations selling transcriptions make a separate contract in respect of such transcriptions to ensure legal protection.

Broadcast Advertising Standards

(As Promulgated at the Ninth Annual Convention A.F.C.B.S., 1939)

Part I, Introduction

Recognising that broadcast advertising derives its value from the listeners' enjoyment of the entertainment provided and their confidence in the statements made on behalf of advertisers, the commercial stations of Australia feel that they will best serve the real interests of such advertisers by considering above other things the interests of the public. Such is the constant aim of commercial radio to-day, and there is little ques-

tion that this aim has been realised and must now be maintained. With this in mind, it may be accepted that any broadcast material which adversely affects the foundations of prestige and good taste, upon which all stations are built, must also reduce the enjoyment and confidence of their listeners with inevitable results unfavourable to the established benefits of broadcast advertising as a

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whole. There is also the recognition that the radio audience, present and potential, includes persons of all ages and of varied sections of political, social, and religious belief, all of which means that more than especial care must be exercised in presenting, not only entertainment, but also commercial announcements where service to listeners is the primary objective.

For these reasons, the Australian Federation of Commercial Broadcasting Stations has adopted a code of Broadcast Advertising Standards which, it feels, by its advocacy of the important and recognised principles of good taste and good practice, will readily be accepted and observed by all advertisers and the many others who use commercial stations as their channel of communication and effective contact with the public.

Part II, Broadcast Advertising Standards

In accordance with the Broadcast Advertising Standards approved and now promulgated by the Australian Federation of Commercial Broadcasting Stations, commercial stations are bound not to accept any script, continuity, advertising copy, recorded commercial an-

nouncements, and such matter for broadcast which introduces or incorporates:—

- 1. Statements concerning medical or patent medicine products that do not conform to the standards of practice recommended and adopted by the manufacturers and distributors of proprietary medicines under the auspices of the Australian Association of National Advertisers.
2. Obscene and off-colour jokes or songs, oaths, sacrilegious expressions, and anything of doubtful propriety.
3. The use of the Deity's name excepting when used reverently or as part of a standard classic work.
4. Statements or suggestions that may be considered offensive to religious views, racial traits and the like.
5. False or questionable statements or any other form of misrepresentation.
6. Testimonials which do not reflect the genuine experience or opinion of a competent witness. Anonymous advertising testimonials shall not be permitted.
7. Statements of prices and values not in accordance with specific facts or any misleading price claim or comparison.
8. Unfair comments upon competitors, competing products, or upon industries, professions, or institutions.

9. Matter which is barred from the mails as fraudulent, deceptive or objectionable.

10. Statements or claims known or believed to be false, deceptive or grossly exaggerated.

11. Reference to any remedy or other product, the sale of which or the method of sale of which constitutes a violation of law.

12. Any form of speculative finance, excepting from firms of bona fide standing whose services comply with legislative requirements.

13. Any statement that comments upon, ridicules, or incorporates the name of a member of any Royal family or any foreign personality in relation to advertising.

14. In the case of children's programs, remarks considered derogatory to respect for law and order, adult authority, good morals and clean living.

15. Matter that constitutes a breach of or contravenes any Federal or State legislation.

Part III, Stations' Responsibility

It shall be the responsibility of a commercial station to ascertain and satisfy itself of the financial responsibility and character of any advertiser desiring to use the station so that no dishonest, fraudulent, or dangerous person, firm or corporation, may gain access to the radio audience.

Members of Australian Federation of Commercial Broadcasting Stations Represented at Convention

Table listing stations in New South Wales, categorized by Metropolitan and Country areas.

Table listing stations in Victoria, Queensland, and Tasmania, categorized by Metropolitan and Country areas.

Table listing stations in South Australia and Western Australia, categorized by Metropolitan and Country areas.

ADDRESSES AT THE A.F.C.B.S. NINTH ANNUAL CONVENTION

OFFICE-BEARERS FOR 1939:—President: C. F. MARDEN (2UW). Senior Vice-President: T. HOLT (3XY). Vice-Presidents: A. ROBERTSON (4BK), A. FAIRHALL (2KO). Trustees: C. V. STEVENSON (2UE), A. N. KEMSLEY (3UZ). OFFICERS: Secretary: R. DOOLEY, 371 Collins Street, Melbourne. N.S.W. Secretary: A. F. O. BROWN, 1 Jamieson Street, Sydney.

Presidential Address by Mr. C. F. Marden

TO OUR MEMBER STATIONS:

I have pleasure in submitting my report for the consideration of members. I do not propose to discuss the work of the executive during this year, as members are already aware of this, but I feel that it is more important in our interests as members of the Commercial Broadcasting Industry that we should review the development of broadcasting in this country over the few years of its existence.

There are in Australia at present over 1,148,000 listeners' licences, and, as it is estimated that four people listen to each radio set, it means that over 5,000,000 of our population listen regularly to radio programs. It is, therefore, as much to listeners as to members of the Federation that we should really direct the matter contained in this report.

The system of broadcasting which has been adopted in Australia is unique throughout the world, and it has proved to be most suitable for the requirements of our community. In no other country does the broadcasting system cater so effectively for the entertainment, information, and education of the public.

It is only a little over ten years ago that the Government established a National Broadcasting Service, and has since developed the National system, which with main and regional stations now total 26, operated and controlled by the Government through the Australian Broadcasting Commission and maintained by revenue gained from listeners' licence fees, which reached the large figure of £1,148,000 for 1939. The Government, at the same time, granted licences to Commercial or "B" Class stations to be operated by private enterprise, their total revenue to be derived from advertising alone, not in any way participating in the revenue from listeners' licence fees.

A review of the growth of licences will demonstrate the relationship between the increase of licences and the development of Commercial Broadcasting. In 1926, for example, there were 8 "A" stations and 9 commercial sta-

tion, and the number of listeners' licences was approximately 130,000. In 1931—that is five years later—when there were 9 national stations and 27 commercial stations, listeners' licences had increased to 330,000. At the end of 1935, when there were still only 12 National stations and the number of commercial stations had increased to 57, listeners' licences had grown to approximately three-quarters of a million; and now, with 100 commercial stations licensed, and an increase in the number of National stations to 26, the licences have grown to 1,148,000.



Mr. C. F. Marden

The part which commercial stations have played in this increase will be apparent, and it is the best evidence that could be given of the acceptance by the listening public of the quality and variety of entertainment provided by commercial broadcasting stations.

There are various factors associated with this increase in licences which may not generally be appreciated. For example, the fact that there are over one million licences operating throughout Australia means that the public has an investment in the industry of approximately £15,000,000, as each receiving set can be put down as costing approximately £15.

The use of electric power and light, to take two items alone, would return in revenue to the Supply Undertakings throughout Australia at least £1,000,000 per annum. This has been estimated on a most conservative basis of a very low unit cost and an average listening time per set of four hours each day.

From time to time, there has been

considerable criticism, mostly unfounded, levelled at the commercial broadcasting stations, and the stations themselves may be considered largely at fault through not having made known more fully to the public, by the use of their medium of broadcasting, the value of commercial broadcasting in its many aspects.

A few striking examples may be instanced. The capital investment in commercial broadcasting stations is well over £1,000,000, and the greater proportion of that amount has been spent with Australian manufacturers of transmission and studio equipment and furniture, etc.

The annual salary bill of commercial stations to their own employees is £600,000, but, apart from station employees, the stations assist employment indirectly of at least 20,000 people employed by advertising agencies, recording companies, radio manufacturers, and distributors, and the like, and the earnings of those employees would be approximately £2,000,000 per annum.

The main functions of a commercial broadcasting service are entertainment, service to the community, and a reasonable return on capital invested. While there are two separate broadcasting systems in Australia, they have complementary functions, and the provision of an alternative program service is valued by the various sections of the public, so that the independent development of the two systems side by side has resulted in a high standard of broadcasting service being available to listeners throughout the length and breadth of our country. In the case of many of our country stations, which have been formed by local interests in country centres, these stations are able to provide entertainment in areas which the National and city commercial stations cannot reach. These stations by their initiative provided broadcasting facilities for their own areas years before the national system of regional stations was developed.

In regard to service to the public, it is not appreciated generally that, of the time commercial stations are on the air each day, only 10 per cent of that time

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PRESIDENTIAL ADDRESS (contd.)

is spent in advertising, the remainder being devoted to the provision of entertainment for listeners, either by means of sponsored or sustaining programs. At first glance, that statement might seem extravagant, but when it is remembered that in each sponsored session of 15 minutes the amount of advertising is limited to three minutes, the statement will bear full investigation, as so much of station time is spent, not in conducting sponsored sessions, but in broadcasting sustaining musical programs and in providing a general service to the public of news, sporting and educational talks, etc., during periods of the day which do not produce revenue.

The extent to which commercial broadcasting assists charitable and other public appeals is sometimes not fully recognised. Every station is regularly receiving requests for free time from charitable bodies and public departments for the broadcasting of announcements, and the stations have been generous in acceding to these requests. On numerous occasions, when the leaders of our Government have had special messages for the community, the commercial stations have been hooked up with the National system so as to ensure that these messages will reach the whole of the listening public. It is difficult to estimate accurately the amount which is raised annually by stations for charitable purposes, but from returns which have been received from a number of stations, it is apparent that for 1939 this sum will be far in excess of £200,000. This is quite apart from free time to the value of at least £50,000 which has been made available for free announcements of a charitable and national nature.

Power and Control

Broadcasting should, of course, be subject to the same general control as is applied to other businesses conducted throughout the community, and, in addition, we recognise that certain Governmental regulation is necessary on account of the limited number of broadcasting channels available; but we do claim that the Government should agree that on such questions as power, wavelengths, and the granting of new licences the people who are engaged in the industry should be consulted before any major decisions are reached by the Government.

The question of power, for example, is always a vexed one, and there appears to be no reason why Australia should not have as powerful commercial stations as are provided in other parts of the world, or, in fact, as have been established here for the National stations. At the present time, there are 26 National stations in Australia with a total wattage of 150,000 whereas for the 100 commercial stations the total wattage is only 56,000. In New Zealand there is one station alone whose power is greater than the whole of the 100 commercial stations in this country.

Early this year, as a result of numerous discussions with the Postmaster-General, the Federation submitted to the Government that, as we were a well-established and organised industry, we should be permitted a large measure of self-regulation and that we should also have recognised channels for making representations to the authorities in regard to the technical side of our business. These proposals came before the Federal Cabinet of the day, which fully approved the measures which the Federation had taken to regulate the industry and to improve program standards, but, in regard to the representations on technical matters, we received very little encouragement. Embodied in the decisions which the Federation reached at the time, was the establishment of the Commercial Radio Advertising Board, comprising representatives of the Federation, the Accredited Advertising Agencies and the National Advertisers, and the outcome has been a very strict measure of control, particularly over advertisements relating to patent medicines, with a view to ensuring that advertising of this kind shall conform to the standards of good taste which it is essential should be observed.

Security Needed

For many years the Federation has endeavoured to persuade succeeding Governments to alter the system by which commercial stations are subject to annual licence. It is hard to imagine any other type of business with a capital investment of over £1,000,000 and with large program and advertising commitments, being prepared to expand and develop, as commercial broadcasting has done, in the light of the knowledge that its licence might be withdrawn at short notice by Ministerial direction. It is surely not too much to ask that, as the commercial broadcasting system has proved its value to the community and its popularity with the listening public in general, commercial stations should be assured of continuity in their licences during good behaviour. This action would give the stations the protection they require and put an end to the feeling of instability, which is bad for the industry generally, and retards even greater progress.

Another concession which it is considered should be granted to commercial stations is equality with the press in the purchase of relay lines and the despatch of telegrams at press rates. Just as the press provides news and advertising information to the public, so do the commercial stations provide entertainment and advertising, thus enabling all Australian manufacturers to have the characteristics of their goods placed before the listening public by provision of a program of high quality entertainment at no cost to the community.

Included in the criticism which is also often levelled at commercial broadcast-

ing, is that the networks which have developed are obtaining a stranglehold and causing the development of monopolies. This statement is quite fallacious. There are to-day three broadcasting networks operating in more than one State, but these networks are not owned or controlled by any one body, and are generally the affiliation of stations brought together for co-ordinated program buying in the interests both of the stations and the listener, and also to make facilities available to advertising service agents so that a national advertising campaign required in more than one State may be lined up and operated through one central channel. In other words, although for these purposes there is a measure of co-operation between certain stations, that affiliation does not in any way interfere with the individualism or identity of any station.

Most Popular Service

I commend for your consideration the facts which have been outlined above, and, as broadcasting in Australia to-day is an important factor in the lives of the greater part of our community, and commercial broadcasting is admittedly the most popular section of that service, stations should ensure that their importance to the community in general should be kept well in the minds of the listening public by the regular broadcasting of suitable publicity announcements. In doing so, members would assist the industry generally to maintain the high standard of excellent service which is being given to the public for their benefit and without cost to the listener, and, in addition, do much to stifle ill-founded and unjustified criticism.

Whilst the commercial broadcasting stations welcome constructive criticism, they have been unfairly criticised by persons entirely ignorant of the facts, and it is encouraging to note the definite evidence of the tremendous goodwill which listeners have towards commercial broadcasting stations generally, which is apparent from the many thousands of letters received, and expressions of goodwill which are continually being brought under our notice in a tangible form.

Radio's Place

In conclusion, I must stress the grave responsibility that rests with the managers of ALL stations in providing entertainment of an ever improving character, and in disseminating information of vital importance to the whole community. Radio has become an integral part of the lives of the people who, every day, are becoming more influenced by the spoken word. The entertainment standards of commercial stations have improved as the industry has developed, but the task of those in control does not begin and end with the presentation of musical and dramatic programs. There must be a ceaseless supervision of every word spoken through the microphone. Advertisements must be carefully perused to see that

(Continued opposite.)

CONVENTION ADDRESSES

nothing of an offensive nature reaches the public, and, above all, there must be no propaganda of an unsavoury character. As broadcasters we enter into the home life of our listeners, and both our programs and our announcements must be such that while they reasonably assist our advertisers, our first consideration must be clean, wholesome entertainment acceptable in the homes of average citizens of our country.

Finally, I would like to refer to the position of commercial broadcasting in our present crisis. Our Empire is at war, and, as your president, I have already assured our Prime Minister of the

fullest co-operation of our members. We are an important link in the broadcasting system of the British Empire, and, as such, we can assure the Commonwealth Government and the public generally that the full resources of commercial broadcasting stations are available in the interests, not only of Australia, but of the Empire.

(Signed) C. F. MARDEN,

President.

November 13, 1939.

POSTMASTER-GENERAL OPENS NINTH ANNUAL A.F.C.B.S. CONVENTION FROM CANBERRA

Officially opening the Convention by telephone line from Canberra, the Postmaster-General, the Hon. E. J. Harrison, said "It is customary for one to preface their opening remarks by courteously addressing the chairman, but whilst the distance that separates us precludes me from observing who is occupying that important position at the moment, I have no doubt that in the not far distant future, when television becomes a commercial possibility, this slight disability will be remedied; meanwhile, may I, in the approved and conventional manner, open by saying:—Mr. President and Gentlemen: I am honoured and privileged to be permitted to open this, the ninth annual Convention of the Australian Federation of Commercial Broadcasting Stations. Whilst I have had the opportunity of meeting quite a number of you since my appointment as Postmaster-General, our opportunities for conversation on matters of mutual interest have been very limited.

"In the main, these interviews have been in the nature of deputations, that, because of their very nature, precluded us from enjoying that harmony of intercourse that makes for better understanding. When Mr. Marden first approached me I thought, 'Well, here's the opportunity to meet the representatives of commercial broadcasting at convention, when possibly, for once in the year, we become human and discuss matters not of individual interest only, but of collective interest, and for the good of broadcasting generally. But it was not to be—the Prime Minister decided to hold a Cabinet meeting at Canberra. This, and this only, prevents me from being with you in person. Since your last Convention, seven additional broadcasting stations have been opened in the Commonwealth, bringing the total to 127. Of this number, 100 are commercial stations. The total broadcasting hours for all stations in the Commonwealth are 560,000 annually, the commercial stations occupying 426,000 hours.

"During the last 12 months, broadcast listeners' licences have increased by 60,000; the total for the Commonwealth now exceeds 1,150,000. This represents

a licence in seven out of every ten dwellings, a potential audience of five millions, and gives Australia a licence density exceeded by only four other countries in the world.

Critical Audience.

"In expressing my appreciation of the foresight and energy displayed by those who have brought the various services up to the present standards of efficiency, may I say, as Minister in charge of broadcasting, that I sincerely believe that the Australian broadcasting services compare more than favourably with any other country in the world, and I believe that it is now generally acknowledged that our system of broadcasting, with its two distinct services, one supplementing the other, effectively meets the requirements of a very discriminating and critical audience.

"With regard thereto, may I be permitted to say that in the development of broadcasting services in Australia, there is one thing that must be avoided at all costs, and that is the transmission of matter of an undesirable or controversial nature. By this, I don't mean that you should refrain from criticism, or that you should restrict unnecessarily the liberty of expression.

"Personally, I am one of those who would resist strenuously any attempt to interfere with the liberty of the individual unnecessarily, but I think you will agree with me, that those of us who have the privilege of using the air as a medium of expression have a definite obligation conferred upon them, and that is to see that they shall so comport themselves as to ensure that their session will not outrage the ordinary decencies of home life, but will, on the contrary, enhance the material and cultural welfare of the listeners, and ensure that no offence is given to any section of the community. This is especially so, when a large section of the listening audience comprises children, a great number of whom are of tender years.

"I do not want to comment further in this regard, notwithstanding the remarks made by Mr. Justice Brennan

concerning thriller serials. ("C.B.", 9/11/39). You all know my attitude with regard to this, but I would like to say that the greatest care should be exercised in broadcasts which are designed mainly for children.

"I am aware that you realise your responsibilities, and that many of you have refused to transmit matter which is likely to be distasteful or give offence to any section of the community, and whilst you have done much in this direction in the past, I do feel that there is still room for improvement in the future. The control imposed by your organisation in this connection is a step in the right direction. As you know, the department is obliged to exercise some form of censorship, but it has wisely left to the broadcasters the censoring of their programs. I know how readily you have co-operated with my department, and myself, in overcoming the various problems which arise from time to time; for this I am deeply grateful, and I have no doubt that I can look forward to your further assistance in the future.

"The possession of a broadcasting licence is a big responsibility, particularly as the number of holders are limited according to the channels that are made available through international convention, and because of that responsibility, Parliament has decided that a certain control must be exercised, and I think you will agree, it is the duty of the Government to see that in supervising broadcasting that supervision must be exercised judiciously, and in as benevolent a manner as possible, particularly with regard to the avoidance of certain haphazard conditions which have arisen in other countries.

"I think you will agree that the department has been wise in its administration of the wireless laws, and that there has been very little ground for legitimate complaint. The Government will continue that policy and its success in the public interest will be all the greater, if the department continues to receive the same measure of co-operation from the commercial broadcasting interests that it has had in the past.

Landline Network.

"Probably one of the most important factors in basic design and the practical development of the Australian broadcasting system, has been the assignment and utilisation of channels of long distance telephone system to secure nationwide distribution. The facility thus provided is continuously availed of in the national broadcasting service, and the commercial stations also find the system essential to their regular chain broadcasting services.

"It is interesting to note that 9,015 miles of trunk lines are now leased to broadcasting interests, and are utilised for the exclusive purpose of permanently linking together capital city and country stations. During the financial year which ended June 30, 1939, 20,123 separate

(Continued next page.)

CONVENTION ADDRESSES (contd.)

rate hook-ups were arranged, involving the use of trunk lines for a total period of 36,563 hours. The remarkable growth that has taken place in this respect, is evidenced from the fact that in the financial year 1931-32, the number of simultaneous programs arranged by broadcasting organisations was slightly in excess of 1,500.

"On all occasions of high public importance, the national and commercial stations are linked to one system under Post Office control, the only possible means of affording the service. The mileage of channel directly involved in a single one of the most important of these broadcasts is in the vicinity of 20,000 miles, with 122 stations participating in the service. During the present year, there has been a number of special occasions on which the commercial broadcasting stations have rendered outstanding service to the community. Early this year, when the bush fires were ravaging the country, the commercial stations were of the utmost value to the authorities in broadcasting warnings, in calling for volunteers, and, subsequently, in raising many thousands of pounds to alleviate the distress caused by the fires.

"When the late Prime Minister, the Rt. Hon. J. A. Lyons, died last Easter, the co-operation of the commercial stations in a national hook-up to participate in the broadcast notification was freely given—the whole of the broadcasting stations of the Commonwealth were hooked up with incredible speed. Then again in the recent case on Sunday, September 3, when the Prime Minister, the Rt. Hon. R. G. Menzies, desired to broadcast throughout Australia his resume of the circumstances which led to war, the organisation of the long distance broadcast service enabled the arrangements, complete within Australia, to be established within 20 minutes.

Tribute to Co-operation.

"I wonder how many of you realise the work my department does on such occasions, the number of trained technicians in attendance at the repeater stations, which are spaced at intervals of roughly 250 miles over the complete network, and the need to see that their lengths of circuit are in order and free from interruption, and to control the energy levels, or signal volume, to requisite standard, so that split second control can be exercised with regard to switching. This, of course, makes it possible for you to render service to your listeners, and I know you appreciate the help my department gives you, and in turn I thank you, firstly as Minister in charge of broadcasting and, secondly, on behalf of the Government for the support you have given us from time to time, and for making available the valuable time of your stations in broadcasting important Government statements, particularly since the declaration of war.

"I realise also the inconvenience you have experienced in re-arranging your programs, and the effect it must have on your financial returns, and in return

I can only assure you that my department will continue to work in close co-operation with all broadcasting interests in the future. I congratulate you on the progress of broadcasting to which you so ably contribute.

"I now have much pleasure in declaring your Convention open, and I trust that the deliberations which you are now to commence will be the means of enabling you to further improve the services you so ably render in the interests of the people of the Commonwealth."

SIR HARRY BROWN FAREWELLED

The ninth annual dinner of the Commercial Broadcasting Federation was held at the Australia Hotel, Melbourne, on the evening of Tuesday, November 14. Mr. C. F. Marden, president of the Federation, occupied the chair, supported by Mr. Tom Holt, senior vice-president, Mr. A. Robertson, vice-president, Mr. A. Fairhall, country vice-president, and over 60 members of the Federation.

The chairman proposed the health of Sir Harry Brown, who then occupied the position of Director-General of the P.M.G.'s Department, but who relinquished that position on November 30 to take up duty on December 1 as general manager of the British General Electric Co. Pty. Ltd.

Mr. Marden said that the decision to hold the Convention in Melbourne permitted the Federation members to congratulate Sir Harry on his new appointment, and at the same time, express regret at him leaving the P.M.G.'s Department, while adding their appreciation of the wonderful service he had rendered broadcasting during his long occupancy of that office.

Mr. Marden said that when broadcasting history of Australia is written, Sir Harry Brown would be featured as the man who fostered commercial and national broadcasting, the result and effect of which was to give the most ideal broadcasting system anywhere in the world.

Mr. Marden recalled that in 1923, Australia appealed to the British Government for expert advice for the Post Office, this resulting in Sir Harry (then Mr. H. P. Brown) being delegated to come to Australia. So impressed was the Australian Government with Sir Harry's ability that they asked him to accept the position of Director-General of the P.M.G.'s Department. Radio then came along, and after the failure of the sealed set scheme, he was instrumental in introducing the combined national and commercial system which has been functioning for so many years now, in a very satisfactory manner.

The drawing up of the regulations many years ago was the work of Sir Harry Brown, and later in 1929 when the Government decided that certain commercial stations would be taken under the national system, and also others to be licensed and operated as commercial stations under private ownership, was a great day for Aus-

tralia. That was the first time that Mr. Marden met Sir Harry Brown, because Mr. Marden was then appointed general manager of the Australian Broadcasting Co. which operated the national service for the succeeding three years. "Naturally," said the chairman, "broadcasting was only a small part of the huge P.M.G.'s Department so ably conducted by Sir Harry, the revenue of which had increased from £9,000,000 per annum to £16,000,000, and the employees had increased by 6,000, and now numbered 30,000."

In a lighter vein, Mr. Marden mentioned how Sir Harry had been knighted by His Majesty, had been decorated with the M.B.E., was a member of the I.E.E., and now he was leaving the Government to join the B.G.E.

Director-General's Speech

After expressing pleasure at being present at the gathering of the ninth annual Commercial Broadcasting Federation Convention dinner, Sir Harry said that it was with a feeling of sadness that this would be the last occasion on which, as Director-General of the P.M.G.'s Department, he would have the opportunity of joining with the members of the Commercial Broadcasting Federation. He appreciated the honour paid him in having him as guest for their Convention dinner, and also thanked them most sincerely for the remarks of the president and also for the charming manner in which those remarks were received and supported by the big assemblage.

Referring to the broadcasting system of Australia, which, as is generally known, comprises the national system of Governmental stations to which over 1,000,000 listeners pay one guinea per year, combined with the commercial broadcasting stations which number 100 and whose revenue comes entirely from advertising, Sir Harry recalled the fact that he was at the first meeting in London of the old British Broadcasting Co., which was the starting point of broadcasting in England.

Later he was brought out to Australia at the request of the Commonwealth Government, who asked the British Government to nominate an official to come out here and report on the P.M.G.'s Department. That brought Sir Harry (then Mr. H. P. Brown) into the picture, and he was very early appointed as Director-General of the P.M.G.'s Department. He was present at the original conference in Melbourne when Mr. Gibson was the P.M.G., when the sealed set proposition was introduced.

On leaving that conference Sir Harry told Mr. Gibson that he didn't think the people would swallow that scheme. The P.M.G.'s Department then looked round for another scheme. Knowing what had occurred in England and in America, in respect to broadcasting matters, Sir Harry decided, in collaboration with his officers, that it would be a good idea to mix the two schemes and evolve out of that a very beneficial scheme for Australia. Consequently the result was to produce for the Commonwealth, a broadcasting system that enabled a very high standard of broadcasting service to be given to the public of Australia. From

(Continued opposite.)

CONVENTION ADDRESSES

the aptitude and the enthusiasm of all concerned, a most effective broadcasting system resulted, because everybody concerned had done all in their power to maintain that system.

"No one dare disturb that system of broadcasting combining the national and commercial broadcasting service, and which gives people a remarkably fine service," said Sir Harry.

Dealing with the network question, Sir Harry said it was his greatest wish that networks should be established in order to particularly help individual small stations to render a more efficient service as those particular units might otherwise find it very difficult. The many fine programs that Australian listeners have available were largely attributable to the network organisations and to the initiative displayed by the stations concerned.

He then went on to pay a tribute to the telephone trunk line system controlled by the P.M.G.'s Department, and which enabled Commonwealth-wide broadcasts to be so successful. Realising the importance of these networks and of network broadcasting, Sir Harry said that he arranged with his department to very early set about transforming their telephone lines so as to carry these high-grades of broadcasting service. The work of the P.M.G.'s engineers enabled the evolution of one of the most remarkable systems of long line transmission for program purposes, and more particularly so when the relatively small population of Australia is considered in relation to the great distances involved.

Last year—that was during 1938—Sir Harry said that the trunk line circuits used in both the commercial and national systems throughout the Commonwealth were in use for a total time of 36,400 hours. During these broadcasts on 8,000 odd occasions they were used for national service, and on over 1,200 occasions for the commercial broadcasting service.

This wide use of trunk line circuits naturally played a part in the Post Office revenue, and it was interesting to note that the total annual revenue for these long trunk line circuits produced about £150,000 for last year, out of which the national broadcasting service paid £105,000 and the commercial broadcasting stations £45,000. However, in addition, the broadcasting service contributed materially to the P.M.G.'s revenue because it caused people to telephone to the stations in great numbers at 1½d. per telephone call, and many letters were written to stations which added to the postal revenue.

In the national high quality broadcasts, the networks utilised over 23,000 miles of trunk line circuits.

In eulogising his Post Office colleagues he mentioned that every 250 miles along these trunk line circuits of 23,000 miles, repeater stations were utilised and mechanics employed in clearing lines to enable the operating time and schedules to be adhered to. The occasions of failure were very few, and therefore called for appreciation for the men who did the job. (Applause.)

He then dealt with the recent conference called in Melbourne by the Minister for Information—Sir Henry Gullet—in connection with the broadcasting of war news. At that conference they found out how to work in harmony, particularly with the newspapers, the Commission, the Government and the commercial stations. News became a very vital factor to the people of Australia, and broadcasting was one of the most effective methods of getting the news to the people. "It was very interesting to note," he said, "how the discussion in the conference drifted to the equality of broadcasting with newspapers."

Sir Harry paid a tribute to the Federation president (Mr. Marden) and secretary (Mr. Ray Dooley) for the work they did at the conference in the interests of broadcasting.

He then went on to suggest that there might be an early revision of the arrangements to broadcast the B.B.C. news, as things were changing almost daily.

He said a few years ago there were heated arguments about retaining the commercial broadcasting system in Australia. It was said it was uneconomic, as advertising tended to raise the prices of essential commodities and other things that the public purchase. On that score he disagreed very much with those people, and was of the opinion that advertising, and particularly broadcast advertising, was a contribution to the public service and gave a very strong impetus in the economic progress of every nation. Not only does advertising, irrespective of the media used, increase the employment of people, but it induces people to spend, with the result that prices don't go up when the demand sets in, but are rather inclined to be reduced on account of the lower unit cost of well-accepted articles; therefore broadcasting was extremely important in the economic life of this nation.

He was delighted to see that many people realised how broadcasting had reached a high level in giving service to the public—principally due to the endeavours put forward by all those concerned in commercial broadcasting, and he therefore had much pleasure in conveying his congratulations to all concerned.

And in dealing with the question of power used by broadcasting stations, Sir Harry said it reminded him of the story of the porter giving evidence on an enquiry into a railway collision. On being questioned the porter answered that he had moved his lamp from left to right, and he could not be shaken from that particular evidence. On going outside of the court room the porter was rather trembling, and on being questioned by a friend as to why he was trembling, said he was frightened they were going to ask him if the lamp was alight at the time.

He then went on to stress the fact that there were continuous applications for the increase of power on the part

of the commercial station proprietors. All of these applications were considered by the department, but everybody must bear in mind that any disturbance to the existing allocation system might quite likely cause some harm. "After all," he said, "what's watts so long as it gets home."

The large number of radio listeners throughout Australia proved that the present power of stations and the service they are rendering altogether gave a very satisfactory service to the people.

There were many proposals from time to time that might tend to a radical change. There was the proposal of the Federation for self-government, put up to the Government, and which would be implemented in the very near future. But as he wouldn't be head of the department he didn't know what would happen later.

Sir Harry paid a tribute to the excellent work being carried out by the radio inspectors particularly in connection with the removal of electrical interference with radio reception. He said that there were over 10,000 separate cases investigated last year.

As to the future he supported the idea that television was a long way round the corner, the cost being too big to allow television to be established in Australia for very many years. It was essentially a question of being established on a commercial basis, therefore economics were a vital factor, but he predicted there will be no disturbance of broadcasting, as we know it, for many a day.

Wired wireless was predicted by Sir Harry to have many possibilities. The British Post Office is doing it over the telephone service, making available three or four different services to the people with quality of a very high order; in fact, higher than that of radio because of the elimination of interference, and he wondered what sort of a reaction this would have on broadcasting if it came to Australia.

He recalled that he had also referred on occasions to the ultra-high-frequency transmission, and the day was not very far distant when this system would be used allowing as it does a limitless number of stations, low cost of transmission and exceptionally good quality; these would have an important bearing on commercial broadcasting and would have to be viewed seriously from the commercial aspect.

He added: "You can interpret those words in your own way."

He concluded his most interesting address saying that he had been particularly impressed with the friendliness and courtesy he had received in all quarters, and he valued the trust and confidence which had been placed in him by the broadcasting people. He hoped to have the pleasure of meeting them again, and concluded by saying: "Thank you very much, and best wishes to you all, and may broadcasting, in your hands, rise to great heights for the benefit of your wonderful country." (Sustained applause.)

AUSTRALIAN COMMERCIAL

(See Station Particulars for Addresses and other details.)

NOTE: Networks. Commonwealth Broadcasting Network shown (C.B.N.), The Major Network (Major), Macquarie Broadcasting Network (Macquarie), Amalgamated Wireless (A/sia) Ltd. affiliates (A.W.A.), The Provincial Network (T.P.N.), The Empire State Network (E.S.N.), The Victorian Broadcasting Network (V.B.N.), The Argus Broadcasting Network (Argus), Advertiser Network (Advertiser), Tasmanian Broadcasting Network (T.B.N.), Whitford's Broadcasting Network (Whitfords).

NEW SOUTH WALES.

Station	Location	Operator	Network	Metres	Watts
2AD	Armidale	New England Broadcasters Ltd.	Nil	265	200
2AY	Albury	Amalgamated Wireless A/sia Ltd.	Major Supp.	203	100
2BE	Bega	Bega and Far South Coast Broadcasters Pty. Ltd.	Nil	201	100
2BH	Broken Hill	Radio Silver City Ltd.	Nil	380	200
2BS	Bathurst	Transcontinental Broadcasting Corp.	C.B.N.	200	100
2CA	Canberra	Canberra Broadcasters Ltd.	Macquarie	286	2000
2CH	Sydney	Amalgamated Wireless A/sia Ltd.	Major	252	1000
2CK	Cessnock	Coalfields Broadcasting Co. Ltd.	Nil	205	300
2DU	Dubbo	Western Broadcasters Pty. Ltd.	Nil	455	150
2GB	Sydney	2GB Broadcasting Station Pty. Ltd.	Macquarie	345	1000
2GF	Grafton	Grafton Broadcasting Co. Pty. Ltd.	Major Supp.	248	200
2GN	Goulburn	Goulburn Broadcasting Co. Pty. Ltd.	Major Supp.	216	200
2GZ	Orange	Country Broadcasting Services Ltd.	T.P.N., Macquarie	303	200
2HD	Newcastle	Airsales Broadcasting Co.	C.B.N. & E.S.N.	263	500
2HR	Lochinvar	Hunter River Broadcasters Pty. Ltd.	Macquarie	441	300
2KA	Katoomba	2KA Katoomba Ltd.	C.B.N.	385	1000
2KM	Kempsey	Radio Kempsey Ltd.	C.B.N.	306	300
2KO	Newcastle	Newcastle Broadcasting Co. Pty. Ltd.	T.P.N. & Major	213	500
2KY	Sydney	Labour Council of New South Wales	Nil	294	1000
2LF	Young	Young Broadcasters Pty. Ltd.	Nil	224	300
2LM	Lismore	Richmond River Broadcasters Pty. Ltd.	T.P.N., Macquarie	333	500
2LT	Lithgow	Lithgow Broadcasters Pty. Ltd.	Nil	278	100
2MG	Mudgee	Mudgee Broadcasting Co. Pty. Ltd.	E.S.N.	207	100
2MO	Gunnedah	2MO Gunnedah Ltd.	Nil	219	100
2MW	Murrumbidgee	Tweed Radio and Broadcasting Co. Pty. Ltd.	Nil	204	100
2NZ	Inverell	Northern Broadcasters Pty. Ltd.	T.P.N., Macquarie	256	2000
2PK	Parkes	Parkes Broadcasting Co. Pty. Ltd.	E.S.N.	214	200
2QN	Deniliquin	Deniliquin Broadcasting Co. Ltd.	E.S.N.	208	100
2RG	Griffith	Irrigation Area Newspapers Ltd.	Nil	280	200
2SM	Sydney	Catholic Broadcasting Co. Ltd.	Nil	236	1000
2TM	Tamworth	Tamworth Radio Development Co. Ltd.	C.B.N. & T.P.N.	231	2000
2UE	Sydney	Radio 2UE Sydney Pty. Ltd.	Nil	316	1000
2UW	Sydney	Commonwealth Broadcasting Corp. Pty. Ltd.	C.B.N.	270	750
2WG	Wagga	Riverina Broadcasting Pty. Ltd.	Nil	261	2000
2WL	Wollongong	Wollongong Broadcasting Pty. Ltd.	Macquarie	210	500
2XL	Cooma	R. P. Reynolds (lessee)	E.S.N.	326	100

VICTORIA.

3AK	Melbourne	Melbourne Broadcasters Pty. Ltd.	Nil	200	200
3AW	Melbourne	3AW Broadcasting Co. Pty. Ltd.	V.B.N. and Macquarie	234	600
3BA	Ballarat	Ballarat Broadcasters Pty. Ltd.	Nil	227	500
3BO	Bendigo	Amalgamated Wireless A/sia Ltd.	Major Supp.	309	500
3CS	Colac	Colac Broadcasters Pty. Ltd.	Nil	265	200
3CV	Charlton	Central Victorian Broadcasters Pty. Ltd.	"Argus" and C.B.N.	204	200
3DB	Melbourne	3DB Broadcasting Co.	Major	291	600
3LK	Lubeck	(Relay station for 3DB)	Major	275	2000
3GL	Geelong	Geelong Broadcasters Pty. Ltd.	Nil	222	500
3HA	Hamilton	Western Province Radio Pty. Ltd.	V.B.N. and Macquarie	297	750
3KZ	Melbourne	3KZ Broadcasting Co. Pty. Ltd.	Nil	254	600
3MA	Mildura	Sunraysia Broadcasters Pty. Ltd.	Nil	221	200
3SH	Swan Hill	Central Murray Broadcasters Pty. Ltd.	V.B.N. and Macquarie	226	200
3SR	Shepparton	"The Argus" Broadcasting Services Pty. Ltd.	"Argus" and C.B.N.	238	2000
3TR	Sale	Broadcast Entertainments Pty. Ltd.	V.B.N. and Macquarie	242	1000
3UL	Warragul	"The Argus" Broadcasting Services Pty. Ltd.	"Argus" and C.B.N.	333	200

BROADCASTING STATIONS

Station	Location	Operator	Network	Metres	Watts
3UZ	Melbourne	Nilsen's Broadcasting Service Pty. Ltd.	"Argus" and C.B.N.	323	600
3XY	Melbourne	Efftee Broadcasters Pty. Ltd.	Nil	211	600
3YB	Warrnambool	"The Argus" Broadcasting Services Pty. Ltd.	"Argus" and C.B.N.	248	200

QUEENSLAND.

4AK	Oakey	Brisbane Broadcasting Pty. Ltd.	Major	246	2000
4AT	Atherton	Atherton Tablelands Broadcasters Pty. Ltd.	C.B.N.	441	500
4AY	Ayr	Ayr Broadcasters Pty. Ltd.	C.B.N.	309	500
4BC	Brisbane	Commonwealth Broadcasting Corp (Q'ld) Pty. Ltd.	C.B.N.	268	1000
4BH	Brisbane	Broadcasters (Aust.) Pty. Ltd.	Macquarie (Associate)	217	1000
4BK	Brisbane	Brisbane Broadcasting Pty. Ltd.	Major	233	500
4BU	Bundaberg	Bundaberg Broadcasters Pty. Ltd.	Nil	226	500
4CA	Cairns	Amalgamated Wireless A/sia Ltd.	Major Supp.	300	200
4GR	Toowoomba	Gold Radio Service Pty. Ltd.	C.B.N.	349	500
4GY	Gympie	(Projected station)		222	200
4IP	Ipswich	The Ipswich Broadcasting Co. Pty. Ltd.	Nil	208	100
4LG	Longreach	Longreach Printing Co. Ltd.	Nil	273	500
4MB	Maryborough	Maryborough Broadcasting Co. Pty. Ltd.	C.B.N.	300	200
4MK	Mackay	Mackay Broadcasting Service Pty. Ltd.	Nil	216	100
4PM	Port Moresby	Amalgamated Wireless A/sia Ltd.	Major Supp.	221	100
4RO	Rockhampton	Rockhampton Broadcasting Co. Ltd.	C.B.N.	278	200
4SB	Kingaroy	South Burnett Broadcasting Co. Ltd.	C.B.N.	283	2000
4TO	Townsville	Amalgamated Wireless A/sia Ltd.	Major Supp.	385	200
4VL	Charleville	Charleville Broadcasting Service Pty. Ltd.	C.B.N.	326	100
4WK	Warwick	Warwick Broadcasting Co. Pty. Ltd.	Major Supp.	341	100
4ZR	Roma	Maranoa Broadcasting Co. Ltd.	C.B.N.	201	100

SOUTH AUSTRALIA.

Station	Location	Operator	Network	Metres	Watts
5AD	Adelaide	Advertiser Newspapers Ltd.	"Advertiser" and Major	229	500
5AU	Port Augusta	Sport Radio Broadcasting Co. Ltd.	C.B.N.	214	200
5DN	Adelaide	Hume Broadcasters Ltd.	Macquarie	313	500
5KA	Adelaide	Sport Radio Broadcasting Co. Ltd.	C.B.N.	250	500
5MU	Murray Bridge	Advertiser Newspapers Ltd.	"Advertiser" and Major	205	100
5PI	Crystal Brook	Advertiser Newspapers Ltd.	"Advertiser" and Major	288	2000
5RM	Renmark	River Murray Broadcasters Ltd.	Macquarie	370	2000
5SE	Mount Gambier	Advertiser Newspapers Ltd.	"Advertiser" and Major	219	100

WESTERN AUSTRALIA.

6AM	Northam	6AM Broadcasters Ltd.	Whitford	306	2000
6GE	Geraldton	Great Northern Broadcasters Ltd.	Whitford	219	500
6IX	Perth	W.A. Broadcasters Ltd.	Major	242	500
6KG	Kalgoorlie	Goldfields Broadcasters (1933) Ltd.	Whitford	248	500
6ML	Perth	W.A. Broadcasters Ltd.	C.B.N.	265	500
6PM	Fremantle	6PM Broadcasters Ltd.	Whitford	216	500
6PR	Perth	Nicholson's Ltd.	Macquarie	341	500
6TZ	Dardanup	Nicholson's Ltd.	Macquarie	224	500
6WB	Katanning	W.A. Broadcasters Ltd.	Major	280	2000

TASMANIA

7BU	Burnie	Burnie Broadcasting Service Pty. Ltd.	T.B.N. and Macquarie	455	200
7DY	Derby	North East Tasmanian Radio B'casters Pty. Ltd.	T.B.N. and Macquarie	207	200
7EX	Launceston	7EX Pty. Ltd.	Major	300	500
7HO	Hobart	Commercial Broadcasters Pty. Ltd.	T.B.N. and Macquarie	349	500
7HT	Hobart	Metropolitan Broadcasters Pty. Ltd.	Major	278	500
7LA	Launceston	Findlay and Wills Broadcasters Pty. Ltd.	T.B.N. and Macquarie	273	500
7QT	Queenstown	West Coast Broadcasters Pty. Ltd.	T.B.N. and Macquarie	441	300
7AD	Devonport	Northern Tasmania Broadcasters Pty. Ltd.	C.B.N.	333	300

BROADCASTING STATION FREQUENCIES AS AT JANUARY 11, 1940.

(Issued by P.M.G.'s Department)

Kc/s	m.	Kc/s	m.
550	545—2CR Central Regional, N.S.W.	1090	275—3LK Lubeck, Vic.
560	536—6WA South West Regional, W.A.	1100	273—4LG Longreach, Qld.
580	517—3WV Western Regional, Vic.		7LA Launceston, Tas.
600	500—7ZL Hobart, Tasmania.	1110	270—2UW Sydney, N.S.W.
610	492—2FC Sydney, N.S.W.	1120	268—4BC Brisbane, Qld.
620	484—3AR Melbourne, Vic.	1130	265—2AD Armidale, N.S.W.
630	476—4QN North Regional, Qld.		3CS Colac, Vic.
640	469—5CK North Regional, S.A.		6ML Perth, W.A.
660	536—6WA South West Regional, W.A.	1140	263—2HD Newcastle, N.S.W.
670	448—2CO Riverina Regional, N.S.W.	1150	261—2WG Wagga, N.S.W.
680	441—2HR Singleton, N.S.W.	1160	259—7ZR Hobart, Tas.
	4AT Atherton, Qld.	1170	256—2NZ Inverell, N.S.W.
	7QT Queenstown, Tasmania.	1180	254—3KZ Melbourne, Vic.
690	435—6WF Perth, W.A.	1190	252—2CH Sydney, N.S.W.
700	429—2NR Northern Rivers Regional, N.S.W.	1200	250—5KA Adelaide, S.A.
710	423—7NT North Regional, Tas.	1210	248—2GF Grafton, N.S.W.
720	417—6GF Goldfields Regional, W.A.		3YB Warrnambool, Vic.
730	411—5CL Adelaide, S.A.	1220	6KG Kalgoorlie, W.A.
740	405—2BL Sydney, N.S.W.	1230	246—4AK Oakey, Qld.
760	395—4QS Darling Downs Regional, Qld.	1240	244—2NC Hunter River Regional, N.S.W.
770	390—3LO Melbourne, Vic.		242—3TR Sale, Vic.
780	385—2KA Katoomba, N.S.W.		6LX Perth, W.A.
	4TO Townsville, Qld.	1260	238—3SR Shepparton, Vic.
790	380—6WN Perth, W.A.	1270	236—2SM Sydney, N.S.W.
	*2BH Broken Hill, N.S.W.	1280	234—3AW Melbourne, Vic.
800	375—4QG Brisbane, Qld.	1290	233—4BK Brisbane, Qld.
810	370—5RM Renmark, S.A.	1300	231—2TM Tamworth, N.S.W.
830	361—3GI Gippsland Regional, Vic.	1310	229—5AD Adelaide, S.A.
850	353—2CY Canberra, A.C.T.	1320	227—3BA Ballarat, Vic.
860	349—4GR Toowoomba, Qld.	1330	226—3SH Swan Hill, Vic.
	7HO Hobart, Tasmania.		4BU Bundaberg, Qld.
870	345—2GB Sydney, N.S.W.	1340	224—2LF Young, N.S.W.
880	341—3UL Warragul, Victoria.		6TZ Dardanup, W.A.
	4WK Warwick, Qld.	1350	222—3GL Geelong, Vic.
	6PR Perth, W.A.		†4GY Gympie, Qld.
890	337—5AN Adelaide, S.A.	1360	221—3MA Mildura, Vic.
900	333—2LM Lismore, N.S.W.		4PM Port Moresby.
	7UV Ulverstone, Tas.	1370	219—2MO Gunnedah, N.S.W.
910	330—4RK Rockhampton Regional, Qld.		5SE Mt. Gambier, S.A.
920	326—2XL Cooma, N.S.W.	1380	6GE Geraldton, W.A.
	4VL Charleville, Qld.	1390	217—4BH Brisbane, Qld.
930	323—3UZ Melbourne, Vic.		216—2GN Goulburn, N.S.W.
940	319—4QR Brisbane, Qld.		4MK Mackay, Qld.
950	316—2UE Sydney, N.S.W.		6PM Fremantle, W.A.
960	313—5DN Adelaide, S.A.	1400	214—2PK Parkes, N.S.W.
970	309—3BO Bendigo, Vic.		5AU Port Augusta, S.A.
	4AY Ayr, Qld.	1410	213—2KO Newcastle, N.S.W.
980	306—2KM Kempsey, N.S.W.	1420	211—3XY Melbourne, Vic.
	6AM Northam, W.A.	1430	210—2WL Wollongong, N.S.W.
990	303—2GZ Orange, N.S.W.	1440	208—2QN Deniliquin, N.S.W.
1000	300—4MB Maryborough, Qld.		4IP Ipswich, Qld.
	4CA Cairns, Qld.	1450	207—2MG Mudgee, N.S.W.
	7EX Launceston, Tas.		7DY Derby, Tas.
1010	297—3HA Hamilton, Vic.	1460	205—2CK Cessnock, N.S.W.
1020	294—2KY Sydney, N.S.W.		5MU Murray Bridge, S.A.
1030	291—3DB Melbourne, Vic.	1470	204—2MW Murwillumbah, N.S.W.
1040	288—5PI Crystal Brook, S.A.		3CV Charlton, Vic.
1050	286—2CA Canberra, A.C.T.	1480	203—2AY Albury, N.S.W.
1060	283—4SB Kingaroy, Qld.	1490	201—2BE Bega, N.S.W.
1070	280—2RG Griffith, N.S.W.		4ZR Roma, Qld.
	6WB Katanning, W.A.	1500	200—2BS Bathurst, N.S.W.
1080	278—2LT Lithgow, N.S.W.		3AK Melbourne, Vic.
	4RO Rockhampton, Qld.		(Night service station).
	7HT Hobart, Tas.		

*Temporary allocation—reverts to 570 Kc/s later.
†Projected station.

OUT IN FRONT - ALL THE TIME

COMMONWEALTH BROADCASTING NETWORK

DOMINATING AUSTRALIA'S POPULATION DENSITY COAST TO COAST WITH

SUPERLATIVE PROGRAMMING * SUPERB SHOWMANSHIP * SOUND SERVICE

A CHAIN OF ASSOCIATE STATIONS WORKING FOR YOU DAY AND NIGHT ENTERTAINING AND SELLING TO A NATION!!

AUSTRALIAN COMMERCIAL STATIONS

Showing Town Locality, Call Sign, Power, Frequency, Operator, Business Executive and Network Affiliation.

NEW SOUTH WALES

Locality	Call Sign	Power Watts	Freq. KC/s.	Operator.	Business Executive	Network
ALBURY	2AY	200	1480	Amalgamated Wireless (A/sia) Ltd.	H. B. Wilson	Major Supplementary
ARMIDALE	2AD	200	1130	Armidale Major Co. (New England B/casters)	R. L. Blake	Nil
BATHURST	2BS	100	1500	Transcontinental B/casting Corp. Ltd.	A. C. Paddison	C.B.N.
BEGA	2BE	100	1490	Bega and Far South Coast B/casters Ltd.	E. N. James	Nil
BROKEN HILL	2BH	200	790	Radio Silver City Ltd.	A. Colin R. Hay	Nil
CANBERRA	2CA	2000	1050	Canberra Broadcasters Ltd.	A. J. Ryan	Macquarie
CESSNOCK	2CK	300	1460	Coalfields Broadcasting Co. Pty. Ltd.	E. Bessemer	Nil
COOMA	2XL	100	920	Cooma Broadcasters Ltd. (R. P. Reynolds, lessee)	R. P. Reynolds	Empire State
DENILIQVIN	2QN	200	1440	Deniliquin Broadcasting Co. Ltd.	Basil J. Jackson	Empire State
DUBBO	2DU	200	660	Western Broadcasters Pty. Ltd.	Frank S. Walpole	Nil
GOULBURN	2GN	200	1390	Goulburn Broadcasting Co. Pty. Ltd.	J. Dower	Major Supplementary
GRAFTON	2GF	200	1210	Grafton Broadcasting Co. Pty. Ltd.	J. Lowe	Major Supplementary
GRIFFITH	2RG	200	1070	Irrigation Area Newspapers Ltd.		Nil
GUNNEDAH	2MO	100	1370	2MO Gunnedah Ltd.	E. H. Higginbotham	Nil
INVERELL	2NZ	2000	1170	Northern Broadcasters Pty. Ltd.	John E. Ridley	T.P.N. Macquarie
KATOOMBA	2KA	1000	780	Transcontinental Broadcasting Corp. Ltd.	A. C. Paddison	C.B.N.
KEMPSEY	2KM	200	980	Radio Kempsey Ltd.	A. C. Paddison	C.B.N.
LISMORE	2LM	500	900	Richmond River Broadcasters Pty. Ltd.	C. V. Woodland	T.P.N. Macquarie
LITHGOW	2LT	100	1080	Lithgow Broadcasters Pty. Ltd.	W. T. Grant	Nil
LOCHINVAR	2HR	300	680	Hunter River Broadcasters Pty. Ltd.	K. Robinson	Macquarie
MUDGEES	2MG	100	1450	Mudgee Broadcasting Co. Pty. Ltd.	H. W. Milton	Empire State
MURWILLUMBAH	2MW	100	1470	Tweed Radio and Broadcasting Co. Pty. Ltd.	A. A. Budd	Nil
NEWCASTLE	2HD	500	1140	Airsales Broadcasting Co. Pty. Ltd.	M. O'Halloran	C.B.N. & Empire State
	2KO	500	1410	The Newcastle Broadcasting Co. Pty. Ltd.	Allen Fairhall	T.P.N. & Major
	2GZ	2000	990	County Broadcasting Services Ltd.	John E. Ridley	T.P.N. Macquarie
ORANGE	2PK	200	1400	Parkes Broadcasting Co. Pty. Ltd.	Royston Marcus	Empire State
PARKES	2CH	1000	1190	Amalgamated Wireless (A/sia) Ltd.	V. M. Brooker	Major
SYDNEY	2GB	1000	870	Broadcasting Station 2GB Pty. Ltd.	H. G. Horner	Macquarie
	2KY	1000	1020	Labour Council of N.S.W.	Herbert E. Beaver	Nil
	2SM	1000	1270	Catholic Broadcasting Co. Ltd.	Mon. J. Meany	Nil
	2UE	1000	950	Radio 2UE Sydney Pty. Ltd.	Oswald Anderson	Nil
	2UW	750	1110	Commonwealth Broadcasting Corp. Pty. Ltd.	C. F. Marden	C.B.N.
TAMWORTH	2TM	2000	1300	Tamworth Radio Development Co. Ltd.	E. H. Higginbotham	T.P.N. & C.B.N.
WAGGA	2WG	2000	1150	Riverina Broadcasting Pty. Ltd.	E. V. Roberts	Nil
WOLLONGONG	2WL	500	1430	Wollongong Broadcasting Pty. Ltd.	Russell A. Yeldon	Macquarie
YOUNG	2LF	300	1340	Young Broadcasters Pty. Ltd.	S. W. M. Allen	Nil

VICTORIA

Locality	Call Sign	Power Watts	Freq. KC/s.	Operator.	Business Executive	Network
BALLARAT	3BA	500	1320	Ballarat Broadcasters Pty. Ltd.	J. H. Davey	Nil
BENDIGO	3BO	500	970	Amalgamated Wireless (A/sia) Ltd.	Aer Fox	Major Supplementary
CHARLTON	3CV	200	1470	Central Victorian Broadcasters Pty. Ltd.	E. Holloway	"Argus" & C.B.N.
COLAC	3CS	200	1130	Colac Broadcasters Pty. Ltd.	Maurice Duffy	Nil
GEELONG	3GL	500	1350	Geelong Broadcasters Pty. Ltd.	J. McKenzie	Nil
HAMILTON	3HA	750	1010	Western Province Radio Pty. Ltd.	R. A. Fitts	V.B.N. & Macquarie
LUBECK	3LK	2000	1090	Herald and Weekly Times Pty. Ltd.	D. Worrall	Major
MELBOURNE	3AK	200	1500	Melbourne Broadcasters Pty. Ltd.	Alf. W. Andrew	Nil
	3AW	600	1280	3AW Broadcasting Co. Pty. Ltd.	John T. Taylor	Macquarie
	3DB	600	1030	Herald and Weekly Times Pty. Ltd.	D. Worrall	Major
	3KZ	600	1180	3KZ Broadcasting Co. Pty. Ltd.	S. Morgan	Nil
	3UZ	600	930	Milsen's Broadcasting Services Pty. Ltd.	A. N. Kemsley	C.B.N.
	3XY	600	1420	Efftee Broadcasters Pty. Ltd.	Thos. Holt	Nil
MILDURA	3MA	200	1360	Sunraysia Broadcasters Pty. Ltd.	Val J. Anderson	Nil
SALE	3TR	1000	1240	Broadcast Entertainments Pty. Ltd.	R. A. Fitts	V.B.N. & Macquarie
SHEPPARTON	3SR	2000	1260	"The Argus" Broadcasting Service Pty. Ltd.	S. J. A. Kemp	"Argus" & C.B.N.
SWAN HILL	3SH	200	1330	Central Murray Broadcasters Pty. Ltd.	R. A. Fitts	V.B.N. & Macquarie
WARRAGUL	3UL	200	880	"The Argus" Broadcasting Service Pty. Ltd.	S. J. A. Kemp	"Argus" & C.B.N.
WARRNAMBOOL	3YB	200	1210	"The Argus" Broadcasting Service Pty. Ltd.	S. J. A. Kemp	"Argus" & C.B.N.

QUEENSLAND

Locality	Call Sign	Power Watts	Freq. KC/s.	Operator.	Business Executive	Network
ATHERTON	4AT	500	680	Atherton Tablelands Broadcasters Pty. Ltd.	L. A. Walters	C.B.N.
AYR	4AY	500	970	Ayr Broadcasters Pty. Ltd.	E. Dahl	C.B.N.
BRISBANE	4BC	1000	1120	Commonwealth Broadcasting Corp. Pty. Ltd.	L. Prouse-Knox	C.B.N.
	4BH	1000	1380	Broadcasters (Aust.) Pty. Ltd.	C. R. Carson	Macquarie Associate
	4BK	500	1290	Brisbane Broadcasting Pty. Ltd.	Alec Robertson	Major
BUNDABERG	4BU	500	1330	Bundaberg Broadcasters Pty. Ltd.	J. A. Sharp	Nil
CAIRNS	4CA	300	1000	Amalgamated Wireless (A/sia) Ltd.	F. Pearce	Major Supplementary
CHARLEVILLE	4VL	100	920	Charleville Broadcasting Service Pty. Ltd.	C. Welch	C.B.N.
GYMPIE (Projected)	4GY					
IPSWICH	4IP	100	1440	Ipswich Broadcasting Co. Pty. Ltd.	T. Lambart	Nil
KINGAROY	4SB	2000	1060	South Burnett Broadcasting Co. Ltd.	V. F. Mitchell	C.B.N.
LONGREACH	4LG	500	1100	Longreach Printing Co. Ltd.	F. J. McKeon	Nil
MACKAY	4MK	100	1390	Mackay Broadcasting Service Pty. Ltd.	J. H. Williams	Nil
MARYBOROUGH	4MB	200	1000	Maryborough Broadcasting Co. Pty. Ltd.	A. P. Wynne	C.B.N.
OAKEY	4AK	2000	1220	Brisbane Broadcasting Pty. Ltd.	Alec Robertson	Major
PORT MORESBY	4PM	100	1360	Amalgamated Wireless (A/sia) Ltd.	K. Frank	Major Supplementary
ROCKHAMPTON	4RO	200	1080	Rockhampton Broadcasting Co. Pty. Ltd.	E. J. Rheuben	C.B.N.
ROMA	4ZR	100	1490	Maranoa Broadcasting Co. Ltd.	E. E. Gold	C.B.N.
TOOWOOMBA	4GR	500	860	Gold Radio Service Pty. Ltd.	E. E. Gold	C.B.N.
TOWNSVILLE	4TO	200	780	Amalgamated Wireless (A/sia) Ltd.	A. E. Lawrence	Major Supplementary
WARWICK	4WK	100	880	Warwick Broadcasting Co. Pty. Ltd.	A. C. Hurndell	Major Supplementary

SOUTH AUSTRALIA

Locality	Call Sign	Power Watts	Freq. KC/s.	Operator.	Business Executive	Network
ADELAIDE	5AD	500	1310	"The Advertiser" Newspapers Ltd.	A. C. Kinnear	Major
	5DN	500	960	Hume Broadcasters Ltd.	Randal M. White	Macquarie
	5KA	500	1200	Sport Radio Broadcasting Co. Ltd.	W. K. Schneider	C.B.N.
CRYSTAL BROOK	5PI	2000	1040	Midlands Broadcasting Services Ltd.	A. C. Kinnear	Major
MOUNT GAMBIER	5SE	150	1370	South Eastern Broadcasting Co. Ltd.	A. C. Kinnear	Major
MURRAY BRIDGE	5MU	200	1460	Murray Bridge Broadcasting Co. Ltd.	A. C. Kinnear	Major
PORT AUGUSTA	5AU	200	1400	Sport Radio Broadcasting Co. Ltd.	W. K. Schneider	C.B.N.
RENMARK	5RM	2000	810	River Murray Broadcasters Pty. Ltd.	Randal M. White	Macquarie

WESTERN AUSTRALIA

Locality	Call Sign	Power Watts	Freq. KC/s.	Operator.	Business Executive	Network
DARDANUP	6TZ	500	1340	Nicholson's Ltd.	Graham Dowland	Macquarie
FREMANTLE	6PM	500	1390	Whitford's Broadcasting Network	Frank T. Whitford	Whitford
GERALDTON	6GE	500	1370	Great Northern Broadcasters Ltd.	G. C. Morrison	Whitford
KALGOORLIE	6KG	500	1210	Whitford's Broadcasting Network	Frank T. Whitford	Whitford
KATANNING	6WB	2000	1070	W.A. Broadcasters Ltd.	B. Samuel	Major
NORTHAM	6AM	2000	980	Whitford's Broadcasting Network	Frank T. Whitford	Whitford
PERTH	6IX	500	1240	W.A. Broadcasters Ltd.	B. Samuel	Major
	6ML	500	1130	W.A. Broadcasters Ltd.	B. Samuel	C.B.N.
	6PR	500	800	Nicholson's Ltd.	Graham Dowland	Macquarie

TASMANIA

Locality	Call Sign	Power Watts	Freq. KC/s.	Operator.	Business Executive	Network
BURNIE	7BU	200	660	Burnie Broadcasting Service Pty. Ltd.	Arthur D. Towner	T.B.N. & Macquarie
DERBY	7DY	200	1450	North East Tas. Radio Broadcasters Pty. Ltd.	A. P. Findlay	T.B.N. & Macquarie
DEVONPORT	7AD	300	900	Northern Tasmanian Broadcasters Pty. Ltd.	Eric A. Wood	C.B.N.
HOBART	7HO	500	860	Commercial Broadcasters Pty. Ltd.	S. H. Findlay	T.B.N. & Macquarie
	7HT	500	1080	Metropolitan Broadcasters Pty. Ltd.	Stuart Beattie	Major
LAUNCESTON	7EX	500	1000	7EX Pty. Ltd.	Ronald C. Brearley	Major
	7LA	500	1100	Findlay and Wills Broadcasters Pty. Ltd.	D. L. Richardson	T.B.N. & Macquarie
QUEENSTOWN	7QT	300	680	West East Broadcasters Pty. Ltd.	N. A. Findlay	T.B.N. & Macquarie

LATE SHOPPING NIGHTS

Town	Late Shopping Night	Locality	Day
Newcastle	Friday	Adelaide	Friday
Orange	Friday	Crystal Brook, Local Option	Friday
Parkes	Saturday	Mount Gambier	None
Sydney	Friday	Murray Bridge, Local Option	Friday
Tamworth	Friday	Murray Heights	Saturday
Wagga Wagga	Saturday	Port Augusta	Friday
West Maitland	Friday		
Wollongong	Friday		
Young	Saturday		

Locality	Day
Atherton	None
Ayr	None
Brisbane	None
Bundaberg	None
Cairns	None
Goondiwindi	Friday
Kingaroy	None
Longreach	None
Mackay	None
Maryborough	None
Oakey	None
Rockhampton	None
Roma	None
Toowoomba	None
Townsville	None

Locality	Day
Burnie	Friday
Derby	Friday
Devonport	Friday
Hobart	Friday
Launceston	Friday
Queenstown	Friday

Locality	Day
Geraldton	Friday (9 p.m.)
Kalgoorlie	Saturday
Katanning	Friday
Perth	None

Locality	Day
Ballarat	Friday
Bendigo	Friday
Charlton	Friday
Geelong	Friday
Hamilton	Friday
Lubeck	Various
Melbourne	Friday
Mildura	Saturday
Sale	Friday
Shepparton	Saturday

BROADCAST LISTENERS' LICENCES

OFFICIAL LICENCE FIGURES WITHIN 25 AND 50 MILES OF PRINCIPAL CITIES AND TOWNS SUPPLIED BY THE POSTMASTER GENERAL'S DEPT.

(As at December 31, 1939, compared with relative figures as at December 31, 1938)

The purpose of these lists is to indicate at a glance the growth of radio licences, and their distribution, during the year 1939. The 25 mile figures appear above the 50 mile figures.

N.S.W. AND AUSTRALIAN CAPITAL TERRITORY

Locality	Licences		Population		Ratio of Licences to 100 of—			
	1939	1938	1939	1938	Population	Population	Dwellings	Dwellings
Sydney	269,231	262,068	1,378,992	1,366,912	19.52	19.17	82	81
	285,540	276,274	1,493,253	1,479,817	19.12	18.67	81	79
Albury	4,359	4,068	30,588	30,588	14.25	13.30	62	58
	9,330	8,790	68,808	68,808	13.56	12.77	59	55
Armidale	2,270	2,005	16,138	16,138	14.06	12.42	63	55
	3,140	2,817	31,562	31,562	9.94	8.92	43	38
Bathurst	3,393	3,264	27,114	27,114	12.51	12.04	53	51
	12,280	11,693	93,390	93,390	13.14	12.52	55	54
Bega	1,450	1,070	10,323	10,323	14.04	10.36	62	46
	2,775	2,192	20,321	20,321	13.65	10.78	59	46
Broken Hill	5,097	4,430	27,532	27,532	18.51	16.09	78	68
	5,105	4,438	28,257	28,257	18.06	15.70	72	63
Canberra	3,011	2,624	15,738	15,738	19.13	16.67	84	73
	5,079	4,431	33,586	33,586	15.12	13.19	65	57
Cessnock	39,125	36,906	216,905	216,905	18.03	17.01	78	73
	44,716	41,966	259,535	259,535	17.22	16.17	74	70
Cooma	683	568	5,290	5,290	12.91	10.73	56	46
	2,473	2,008	15,828	15,828	15.60	12.68	72	56
Corowa	2,211	2,087	23,646	23,646	9.35	8.82	40	38
	10,881	10,298	81,131	81,131	13.41	12.69	58	55
Cumnock	842	816	10,280	10,280	8.19	7.93	35	34
	8,607	8,341	71,758	71,758	12.00	11.62	54	52
Deniliquin	782	731	6,550	6,550	11.93	11.16	52	49
	4,721	4,355	38,225	38,225	12.35	11.13	54	49
Dubbo	2,061	2,047	16,559	16,559	12.44	12.36	56	55
	4,485	4,508	31,277	31,277	14.36	14.41	63	63
Goulburn	3,248	2,901	23,573	23,573	13.77	12.30	64	57
	7,683	6,682	61,541	61,541	12.48	10.85	65	48
Grafton	3,149	2,903	20,335	20,335	15.48	14.27	69	63
	5,103	4,645	42,314	42,314	12.06	10.97	53	48
Griffith	1,358	1,339	13,364	13,364	10.16	10.02	45	44
	3,697	3,619	34,831	34,831	10.61	10.38	49	48
Gunnedah	1,182	1,111	10,190	10,190	11.60	10.90	54	51
	5,072	4,860	47,214	47,214	10.74	10.29	49	47
Inverell	1,554	1,465	13,383	13,383	11.61	10.94	54	50
	4,364	4,081	38,502	38,502	11.33	10.59	51	47
Katoomba (25)	6,727	6,355	38,761	38,761	17.36	16.39	70	66
(50) Inc. met.	152,422	146,818	815,701	810,165	18.68	18.12	79	76
Exc. met.	25,217	22,601	168,687	168,687	14.94	13.39	62	55
Kempsey	2,361	2,086	18,827	18,827	12.53	11.08	57	51
	4,305	3,804	40,180	40,180	10.71	9.46	48	43
Lismore	8,362	7,577	59,611	59,611	14.02	12.71	66	59
	11,864	10,894	96,492	96,492	12.30	11.29	56	51
Lithgow	5,689	5,406	34,967	34,967	16.27	15.46	65	62
	12,953	12,177	100,730	100,700	12.85	12.09	53	50
Lochinyar	38,107	38,598	192,089	192,089	19.33	19.00	86	81
	43,598	43,598	246,782	246,782	17.66	17.66	75	75
Moss Vale	3,273	2,812	22,917	22,917	14.28	12.27	59	51
	18,397	15,751	114,179	114,179	16.07	13.79	69	59
Mudgee	1,487	1,483	13,473	13,473	11.03	11.00	44	44
	3,743	3,739	35,694	35,694	10.48	10.47	43	43
Murwillumbah	4,950	4,553	38,615	38,615	12.82	11.79	57	52
	13,893	12,545	106,250	106,250	13.08	11.81	59	53
Newcastle	37,670	35,535	198,069	198,069	19.00	17.94	81	77
	43,691	41,112	242,606	242,606	18.00	16.94	77	73

(CONTINUED OPPOSITE.)

LICENCE FIGURES—25 and 50 Miles Figures 1938-9 Comparison (contd.)

Locality	Licences		Population		Ratio of Licences to 100 of—			
	1939	1938	1939	1938	Population	Population	Dwellings	Dwellings
Orange	3,787	3,649	30,058	30,058	12.59	12.13	57	55
	8,464	7,980	79,855	79,855	10.59	9.99	46	43
Parkes	2,473	2,230	17,577	17,577	14.06	12.68	65	58
	4,578	4,224	43,808	43,808	10.45	9.64	48	44
Singleton	5,882	5,589	52,955	52,955	11.10	10.55	49	46
	42,137	39,804	242,662	242,662	17.36	16.40	76	71
Tamworth	2,731	2,856	21,613	21,613	12.63	13.21	58	60
	5,831	5,559	50,312	50,312	11.58	11.05	52	50
Wagga	3,796	3,715	27,672	27,672	13.71	13.42	63	61
	8,406	8,178	73,086	73,086	11.50	11.19	53	51
Wollongong (25)	11,880	10,177	57,415	57,415	20.69	17.72	87	74
(50) Inc. metro.	281,280	271,550	1,441,101	1,430,030	19.51	18.99	83	80
Exc. metro.	26,870	23,115	147,073	147,073	18.27	15.71	77	66
Young	2,040	1,723	17,039	17,039	11.97	10.11	55	47
	7,284	6,541	56,728	56,728	12.84	11.53	58	52

VICTORIA

Melbourne	226,471	217,954	1,121,421	1,109,495	20.19	19.64	84	82
	248,253	238,268	1,243,460	1,231,140	19.96	19.35	82	80
Ballarat	10,043	9,601	66,845	66,845	15.02	14.36	59	57
	29,352	28,161	161,826	161,826	18.13	17.40	73	70
Bendigo	8,444	7,962	53,605	53,605	15.75	14.99	61	58
	17,242	16,268	126,454	126,454	13.63	12.86	53	50
Charlton	1,765	1,763	15,567	15,567	11.33	11.33	49	50
	6,019	5,796	45,168	45,168	13.32	12.83	57	55
Colac	3,813	3,813	21,045	21,045	18.11	18.11	80	80
	15,091	15,091	99,699	99,699	15.13	15.13	64	64
Geelong (25)	11,174	10,768	63,596	63,596	17.57	16.93	73	71
(50) Inc. metro.	249,743	239,764	1,195,945	1,184,284	20.88	20.24	87	83
Exc. metro.	34,285	32,647	156,164	156,164	21.95	20.90	91	86
Hamilton	2,541	2,317	16,464	16,464	15.43	14.07	67	61
	8,172	7,660	55,555	55,555	14.70	13.78	63	59
Horsham	3,421	2,868	16,047	16,047	21.31	17.87	90	76
	7,483	6,841	44,380	44,380	16.85	15.41	71	65
Lubeck	3,746	3,381	20,857	20,857	17.96	16.21	79	71
	8,316	7,617	55,451	55,451	14.99	13.74	66	61
Mildura	3,748	3,824	22,962	22,962	16.32	16.65	68	70
	3,984	4,094	27,560	27,560	14.46	14.85	61	63
Sale	2,441	2,306	16,563	16,562	14.73	13.92	64	60
	8,138	7,367	49,869	49,869	16.31	14.77	66	60
Shepparton	4,585	4,021	33,435	33,435	13.71	12.02	59	52
	11,415	10,310	85,566	85,566	13.34	12.05	57	52
Swan Hill	1,786	1,639	13,425	13,425	13.30	12.21	59	54
	4,272	4,068	35,073	35,073	12.18	11.59	53	50
Warragul (25)	6,929	6,276	41,645	41,645	16.63	15.07	66	60
(50) Inc. metro.	36,538	34,393	220,576	220,576	16.56	15.59	66	62
Exc. metro.	22,534	20,830	152,760	152,760	14.74	13.64	59	53
Warrnambool	3,711	3,614	27,505	27,505	13.49	13.13	60	58
	8,719	8,245	50,119	50,119	17.39	16.45	77	73

QUEENSLAND

Brisbane	82,018	72,817	379,237	370,581	21.63	19.64	93	84
	87,921	77,799	431,427	422,388	20.38	18.41	88	79
Atherton	1,686	1,287	17,625	17,625	9.57	7.30	40	30
	6,139	4,757	52,404	52,404	11.75	9.07	50	39
Ayr	1,772	1,314	12,375	12,375	14.32	10.61	64	47
	6,864	5,239	41,529	41,529	16.53	12.61	74	56
Bundaberg	3,288	2,804	22,518	22,518	14.60	12.45	61	51
	6,008	5,262	46,421	46,421	12.94	11.33	53	46
Cairns	3,176	2,514	23,745	23,745	13.38	10.58	60	47
	5,853	4,540	48,850	48,850	11.98	9.30	52	40
Charleville	522	459	3,742	3,74				

LICENCE FIGURES—25 and 50 Miles Figures 1938-39 Comparison (contd.)

Locality	Licences		Population		Ratio of Licences to 100 of— Population		Ratio of Licences to 100 of— Dwellings	
	1939	1938	1939	1938	1939	1938	1939	1938
Longreach	670	637	4,041	4,041	16.58	15.76	81	76
Mackay	675	640	5,062	5,062	13.33	12.64	65	59
Maryborough	3,535	2,722	22,860	22,860	15.46	11.90	70	54
Oakey	4,015	3,083	29,065	29,065	13.81	10.60	61	46
Rockhampton	2,800	2,490	20,190	20,190	13.87	12.33	55	49
Roma	7,524	6,466	53,527	53,527	14.06	12.07	58	49
Toowoomba	6,726	5,887	47,928	47,928	14.03	12.28	65	57
Townsville	10,917	9,448	83,064	83,064	13.14	11.37	62	53
Warwick	7,066	6,226	41,908	41,908	16.86	14.85	76	66
	7,543	6,640	47,944	47,944	15.73	13.84	69	61
	782	683	5,045	5,045	15.50	13.53	66	57
	1,323	1,149	8,492	8,492	15.57	15.53	67	58
	7,528	6,542	53,241	53,241	14.14	12.28	66	56
	17,827	15,731	123,059	123,059	14.49	12.78	66	58
	5,050	3,925	28,533	28,533	17.70	13.75	79	61
	6,363	5,263	40,055	40,055	15.88	13.13	71	58
	2,326	2,111	21,209	21,209	10.97	9.95	49	45
	11,721	10,299	88,339	88,339	13.27	11.66	58	52

SOUTH AUSTRALIA

Adelaide	82,703	79,980	359,590	356,479	23.00	22.43	93	90
Crystal Brook	89,418	86,278	402,259	398,787	22.23	21.61	89	86
Mt. Gambier	5,088	4,893	25,349	25,349	20.07	19.30	88	84
Murray Bridge (25)	9,717	9,325	50,128	50,128	19.38	18.60	83	80
(50) Inc. metro.	1,773	1,629	13,147	13,147	13.49	12.39	58	53
Exc. metro.	4,206	3,849	25,103	25,103	16.76	15.33	71	65
Port Augusta	3,826	3,709	18,696	18,696	20.46	19.84	86	83
Port Lincoln	88,012	85,212	394,675	391,686	22.30	21.75	90	88
Renmark	11,223	10,758	72,910	72,910	15.39	14.76	63	61
	1,285	1,163	6,012	6,012	21.37	19.34	95	86
	2,429	2,261	13,778	13,778	17.63	16.41	78	72
	900	876	4,362	4,362	20.63	20.09	86	84
	1,502	1,482	7,196	7,196	20.87	20.59	90	88
	2,487	2,393	11,159	11,159	22.29	21.45	93	90
	3,107	2,990	21,501	21,501	14.45	13.91	59	60

WESTERN AUSTRALIA

Perth	51,907	47,913	240,011	237,078	21.62	20.20	92	86
Albany	53,743	49,552	252,194	249,137	21.31	19.88	91	85
Bunbury	1,093	955	5,539	5,539	19.73	17.24	79	69
Collie	1,916	1,645	9,416	9,416	20.34	17.47	75	65
Dardanup	2,483	2,127	15,086	15,086	16.45	14.09	65	55
Fremantle (25)	6,206	5,230	33,848	33,848	18.33	15.54	71	60
Inc. metro.	2,378	2,104	11,430	11,430	20.80	18.40	79	70
Exc. metro.	6,234	5,310	35,470	35,470	17.57	14.97	67	57
Kalgoorlie	3,609	3,609	19,904	19,904	18.13	17.88	71	71
Merredin	6,221	6,221	34,777	34,777	17.88	17.88	68	68
Narrogin								
Northam (25)								
(50) Inc. portion								
metro.	47,825	47,825	236,441	236,441	20.22	19.65	87	85
Exc. metro.	1,144	1,144	17,150	17,150	6.55	6.70	27	27
Wagin								
	48,557	48,557	246,991	246,991	19.65	19.65	85	85
	1,876	1,876	28,000	28,000	6.70	6.70	27	27
	982	897	7,270	7,270	13.50	12.33	62	57
	1,181	1,065	9,984	9,984	11.82	10.66	54	49
	4,242	3,727	21,390	21,390	19.83	17.42	82	72
	4,242	3,727	23,257	23,257	18.23	16.02	71	62
	1,342	1,251	6,010	6,010	22.32	20.81	97	90
	2,698	2,634	14,537	14,537	18.55	18.11	78	76
	750	708	5,170	5,170	14.50	13.69	61	58
	2,269	2,139	15,031	15,031	15.09	14.23	63	60
	1,137	1,041	6,016	6,016	18.89	17.30	80	73
	2,797	2,537	15,847	15,847	17.65	16.00	76	68
	1,855	1,622	12,782	12,782	14.51	12.68	66	57
	16,831	15,557	93,215	92,530	18.05	16.81	77	71
	4,197	3,887	37,782	37,782	11.10	10.28	47	43
	702	654	4,387	4,387	16.00	14.90	69	64
	3,259	2,990	17,767	17,767	18.34	16.82	77	71

(CONTINUED OPPOSITE.)

LICENCE FIGURES—25 and 50 Miles Figures 1938-39 Comparison (contd.)

Locality	Licences		Population		Ratio of Licences to 100 of— Population		Ratio of Licences to 100 of— Dwellings	
	1939	1938	1939	1938	1939	1938	1939	1938
Hobart	18,136	16,794	85,831	84,875	21.13	19.79	91	85
Burnie	19,631	18,143	102,958	101,829	19.08	17.82	82	77
Derby	4,517	3,910	27,236	27,236	16.58	14.36	73	63
Devonport	8,011	7,255	48,377	48,377	16.56	14.99	73	66
Kelso	1,313	1,176	9,009	9,009	14.57	13.05	62	55
Launceston	10,053	9,211	55,828	55,828	18.00	16.50	76	70
Queenstown	5,576	4,946	31,603	31,603	17.64	15.65	77	68
Ulverstone	15,549	14,072	86,597	86,597	17.96	16.25	77	70
	2,751	2,496	18,804	18,804	14.63	13.27	62	57
	15,630	14,199	90,769	90,769	17.22	15.64	76	68
	9,713	8,995	51,497	51,497	18.86	17.47	81	75
	14,045	12,915	82,196	82,196	17.09	15.71	73	68
	1,718	1,544	6,932	6,660	24.78	23.18	99	98
	2,001	1,820	9,719	9,719	20.59	18.73	82	75
	5,651	4,980	32,794	32,794	17.23	15.18	76	67
	8,197	7,242	47,864	47,864	17.13	15.13	75	67

MONTHLY TOTALS BY STATES
Broadcast Listener's Licence Figures for Year 1939

The totals of free licences in the last column on the right should be deducted from the monthly total column to obtain the nett paid licences in force. Experimental licences are paid and are included in all totals.

	New Issues	Renewals	Total Issues	Can- cancellations	Monthly Total	Net Increase or decrease	Popln. Ratio	Experi- mental	Free Blind
JANUARY.									
N.S.W.	5,386	23,540	28,926	2,338	422,965	3,084	15.54	776	684
Victoria	2,544	17,831	20,375	2,358	322,365	179	17.33	560	692
Queensland	1,962	7,186	9,148	282	128,781	1,688	12.89	277	260
South Australia	882	6,281	7,163	657	115,331	235	19.36	191	284
Western Australia	836	4,064	4,900	150	76,557	691	16.72	138	236
Tasmania	381	2,182	2,563	169	38,129	213	16.36	63	116
Commonwealth	11,991	61,084	73,075	5,954	1,104,128	6,090	16.08	2,005	2,272
FEBRUARY.									
N.S.W.	5,390	23,575	28,965	1,827	426,528	3,552	15.65	766	683
Victoria	2,708	17,558	20,266	700	324,373	2,004	17.41	550	698
Queensland	1,591	7,691	9,282	107	130,265	1,504	13.01	291	266
South Australia	1,056	6,481	7,537	845	115,542	217	19.36	190	291
Western Australia	807	3,642	4,449	512	115,542	217	16.73	137	239
Tasmania	349	1,818	2,167	287	38,191	63	16.38	61	119
Commonwealth	11,901	60,765	72,666	4,278	1,111,751	7,637	16.16	1,995	2,296
MARCH.									
N.S.W.	5,314	26,107	31,421	4,569	427,273	756	15.70	769	691
Victoria	3,071	20,576	23,647	1,473	325,971	1,615	17.53	556	709
Queensland	1,646	7,868	9,514	675	131,236	976	13.13	292	270
South Australia	1,325	7,468	8,793	535	116,332	793	19.53	194	290
Western Australia	979	4,502	5,481	406	77,425	579	16.91	138	244
Tasmania	480	2,459	2,939	168	38,503	314	16.52	64	118
Commonwealth	12,815	68,980	81,795	7,826	1,116,740	5,033	16.26	2,013	2,322
APRIL.									
N.S.W.	4,603	24,060	28,663	3,725	428,151	880	15.70	765	697
Victoria	2,916	20,119	23,035	3,134	325,753	-213	17.48	564	706
Queensland	1,526	7,214	8,740	1,257	131,505	253	13.14	285	261
South Australia	1,231	6,879	8,110	1,539	116,024	-308	19.44	193	291
Western Australia	982	4,809	5,791	609	77,798	379	16.94	144	244
Tasmania	490	2,311	2,801	357	38,636	141	16.57	68	122
Commonwealth	11,748	65,392	77,140	10,621	1,117,867	1,132	16.26	2,019	2,321

(CONTINUED NEXT PAGE.)

LICENCE FIGURES—Monthly Totals by States (contd.)

	New Issues	Renewals	Total Issues	Can- cancellations	Monthly Total	Net Increase or decrease	Popln. Ratio	Experi- mental	Free Blind
MAY.									
N.S.W.	5,897	33,228	39,125	3,616	430,432	2,316	15.72	780	717
Victoria	2,854	27,857	30,711	1,422	327,185	1,439	17.53	573	704
Queensland	2,099	11,267	13,366	1,190	132,414	913	13.24	286	264
South Australia	1,635	10,107	11,742	744	116,915	907	19.54	205	295
Western Australia	1,236	6,728	7,964	814	78,220	425	17.00	146	245
Tasmania	680	3,364	4,044	221	39,095	457	16.27	67	121
Commonwealth	14,401	92,551	106,952	8,007	124,261	6,457	16.29	2,057	2,346
JUNE.									
N.S.W.	5,308	37,890	43,198	3,430	432,310	1,884	15.79	784	719
Victoria	3,482	30,576	34,058	3,801	326,866	-303	17.51	580	713
Queensland	2,027	12,572	14,599	1,491	132,950	540	13.29	287	267
South Australia	1,521	12,101	13,622	1,427	117,009	105	19.56	213	298
Western Australia	1,372	8,461	9,833	576	79,016	793	17.17	142	246
Tasmania	637	4,088	4,725	460	39,272	177	16.34	68	120
Commonwealth	14,347	105,688	120,035	11,185	1,127,423	3,196	16.33	2,074	2,363
JULY.									
N.S.W.	5,793	43,946	49,739	4,848	433,255	947	15.77	788	717
Victoria	4,080	33,506	37,586	3,116	327,830	973	17.51	593	709
Queensland	2,094	13,576	15,670	884	134,160	1,224	13.38	298	270
South Australia	1,621	11,958	13,579	977	117,653	638	19.65	210	295
Western Australia	1,342	8,601	9,943	551	79,807	795	17.29	147	245
Tasmania	615	4,085	4,700	361	39,526	252	16.68	67	119
Commonwealth	15,545	115,672	131,217	10,737	1,132,231	4,829	16.36	2,103	2,355
AUGUST.									
N.S.W.	6,435	42,443	48,878	9,384	430,306	-2,946	15.66	785	723
Victoria	6,550	31,100	37,650	5,808	328,572	747	17.54	595	712
Queensland	2,301	12,720	15,021	1,456	135,005	833	13.47	286	270
South Australia	1,590	12,422	14,012	1,488	117,755	105	19.67	209	299
Western Australia	1,150	7,714	8,864	758	80,199	386	17.37	145	241
Tasmania	578	4,173	4,751	258	39,846	323	16.82	69	120
Commonwealth	18,604	110,572	129,176	19,152	1,131,683	-552	16.35	2,089	2,365
SEPTEMBER.									
N.S.W.	6,621	34,511	41,132	4,862	432,065	1,681	15.71	700	730
Victoria	6,092	27,839	33,931	873	333,791	5,176	17.81	543	721
Queensland	3,122	11,011	14,133	732	137,395	2,369	13.57	262	273
South Australia	1,644	8,169	9,813	792	118,607	835	19.78	192	299
Western Australia	1,365	6,559	7,924	—	81,564	1,344	17.60	130	235
Tasmania	682	3,003	3,685	194	40,334	479	17.12	62	118
Commonwealth	19,526	91,092	110,618	7,453	1,143,756	11,884	16.49	1,889	2,376
OCTOBER.									
N.S.W.	6,149	30,042	36,191	3,374	434,840	2,731	15.81	653	733
Victoria	4,174	24,456	28,630	2,237	335,728	1,907	17.91	502	732
Queensland	3,422	10,313	13,735	90	140,727	3,313	13.89	240	276
South Australia	1,386	7,449	8,835	650	119,343	718	19.90	174	299
Western Australia	1,037	5,599	6,636	459	82,142	580	17.73	125	242
Tasmania	475	2,427	2,902	337	40,472	135	17.18	59	118
Commonwealth	16,643	80,286	96,929	7,147	1,153,252	9,384	16.62	1,753	2,400
NOVEMBER.									
N.S.W.	5,726	30,420	36,146	969	439,597	4,700	15.98	591	738
Victoria	4,157	23,266	27,423	—	339,885	4,093	18.13	436	734
Queensland	2,828	9,170	11,998	230	143,325	2,567	14.15	214	271
South Australia	1,321	7,336	8,657	458	120,206	851	20.04	164	297
Western Australia	1,135	5,476	6,611	43	83,234	1,083	17.96	116	242
Tasmania	419	2,503	2,922	88	40,803	327	17.31	53	120
Commonwealth	15,586	78,171	93,757	1,788	1,167,050	13,621	16.82	1,574	2,402
DECEMBER.									
N.S.W.	4,299	24,498	28,797	2,715	441,181	1,528	16.03	520	753
Victoria	2,908	18,696	21,604	3,877	338,916	-1,013	18.07	390	736
Queensland	1,559	7,496	9,055	623	144,261	925	14.14	198	276
South Australia	1,176	7,095	8,271	1,248	120,134	-83	20.03	152	298
Western Australia	813	4,205	5,018	633	83,414	175	18.00	106	247
Tasmania	323	2,077	2,400	527	40,599	-215	17.22	48	114
Commonwealth	11,078	64,067	75,145	9,623	1,168,505	1,317	16.84	1,414	2,424

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DISTRIBUTION OF COUNTRY-METROPOLITAN LISTENERS' LICENCES IN ALL STATES AND THE COMMONWEALTH DURING 1939.

THE following figures show the quarterly licence figures in the various metropolitan and country areas for each State for the four quarters of 1939.

It must be specially noted that the generally accepted boundaries for the metropolitan areas are not exactly in accordance with that as defined by the Commonwealth Statistician, and to assist the radio industry throughout Australia in a proper determination of the various figures, it will be noted that the names of the various municipalities are given hereunder in each State:—

COMMONWEALTH				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	665,692	670,447	677,729	685,537
Population	3,231,519	3,255,500	3,268,990	3,268,990
Ratio: Licences				
to 100 population	20.60	20.59	20.73	20.97
to 100 dwellings	87	87	87	88
% of State	60	59	59	58

Country —				
Licences	455,383	461,413	470,307	486,806
Population	3,661,563	3,674,191	3,691,901	3,691,901
Ratio: Licences				
to 100 population	12.43	12.56	12.73	13.19
to 100 dwellings	53	54	54	56
% of State	40	41	41	42

Commonwealth —				
Licences	1,121,075	1,131,860	1,148,036	1,172,343
Population	6,893,082	6,929,691	6,960,891	6,960,891
Ratio: Licences				
to 100 population	16.26	16.33	16.49	16.84
to 100 dwellings	69	69	70	71

NEW SOUTH WALES				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	251,379	252,572	251,178	254,410
Population	1,282,957	1,288,720	1,294,028	1,294,028
Ratio: Licences				
to 100 population	19.59	19.59	19.41	19.66
to 100 dwellings	83	83	82	83
% of State	59	58	58	58

Metropolitan area of Sydney includes: Alexandria, Annandale, Ashfield, Auburn, Balmain, Bankstown, Bexley, Botany, Burwood, Canterbury, Concord, Darlington, Drummoyne, Dundas, Eastwood, Enfield, Ermington and Rydalmere, Erskineville, Glebe, Granville, Holroyd (part), Homebush, Hunter's Hill, Hurstville, Kogarah, Kuringai, Lane Cove, Liechhardt, Lidcombe, Manly, Marrickville, Mascot, Mosman, Newtown, Paddington, Parramatta, Petersham, Randwick, Redfern, Rockdale, Ryde, St. Peters, Strathfield, Sydney, Sydney North, Vaucluse, Waterloo, Waverley, Willoughby, Woollahra.

Country —				
Licences	177,354	181,241	182,317	188,044
Population	1,447,506	1,458,439	1,464,897	1,464,897
Ratio: Licences				
to 100 population	12.25	12.42	12.45	12.83
to 100 dwellings	53	54	54	56
% of State	41	42	42	42

State —				
Licences	428,733	433,813	433,495	442,454
Population	2,730,463	2,747,159	2,758,925	2,758,925
Ratio: Licences				
to 100 population	15.70	15.79	15.72	16.03
to 100 dwellings	68	68	68	69

VICTORIA				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	210,012	210,178	213,913	215,458
Population	1,028,120	1,036,000	1,039,781	1,039,781
Ratio: Licences				
to 100 population	13.97	20.28	20.57	20.72
to 100 dwellings	85	84	86	87
% of State	64	64	64	64

Metropolitan area of Melbourne includes: Box Hill, Brighton, Brunswick, Camberwell, Caulfield, Chelsea, Coburg, Collingwood, Essendon, Fitzroy, Footscray, Hawthorn, Kew, Malvern, Melbourne, Melbourne South, Mordialloc, Northcote, Oakleigh, Port Melbourne, Prahran, Preston, Richmond, Sandringham, St. Kilda, Williamstown, and Shires of Braybrook (part), Heidelberg (part), Moorabbin.

Country —				
Licences	117,224	117,981	121,142	124,584
Population	838,927	837,760	841,652	841,652
Ratio: Licences				
to 100 population	13.97	14.08	14.39	14.80
to 100 dwellings	57	57	59	60
% of State	36	36	36	36

State —				
Licences	327,236	328,159	335,055	340,042
Population	1,867,047	1,873,760	1,881,433	1,881,433
Ratio: Licences				
to 100 population	17.53	17.51	17.81	18.07
to 100 dwellings	72	72	73	75

QUEENSLAND				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	68,959	70,932	73,703	75,149
Population	321,501	325,890	329,794	329,795
Ratio: Licences				
to 100 population	21.45	21.77	22.35	22.78
to 100 dwellings	92	94	96	98
% of State	52	53	53	52

Metropolitan area of Brisbane includes: State Electoral Districts, Bremer (part), Brisbane, Brisbane South, Bulimba, Buranda, Enoggera (part), Fortitude Valley, Hamilton, Ithaca, Kelvin Grove, Kurilpa, Logan (part), Maree, Merthyr, Nundah, Oxley (part), Sandgate (part), Toowong, Windsor, Wynnum (part).

Country —				
Licences	62,839	62,572	64,227	69,586
Population	681,671	678,260	686,703	686,703
Ratio: Licences				
to 100 population	9.22	9.23	9.35	10.13
to 100 dwellings	40	40	41	44
% of State	48	47	47	48

State —				
Licences	131,789	133,504	137,930	144,735
Population	1,003,172	1,004,150	1,016,498	1,016,498
Ratio: Licences				
to 100 population	13.13	13.29	13.57	14.24
to 100 dwellings	59	58	59	62

(CONTINUED OPPOSITE PAGE.)

Country-Metropolitan Distribution (cont.)

SOUTH AUSTRALIA				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	74,981	75,541	76,190	76,789
Population	318,776	321,410	321,765	321,765
Ratio: Licences				
to 100 population	23.52	23.50	23.68	23.86
to 100 dwellings	95	95	96	96
% of State	64	64	64	64

Metropolitan area of Adelaide includes: Corporations Adelaide, Brighton, Colonel Light Gardens, Glenelg, Henley and Grange, Hindmarsh, Kensington and Norwood, Port Adelaide, St. Peters, Thebarton, Unley, and the following District Councils: Burnside, Campbelltown, Marion, Mitcham, Payneham, Prospect, Torrens West, Walkerville.

Country —				
Licences	41,835	41,979	42,906	43,794
Population	279,285	279,344	280,188	280,188
Ratio: Licences				
to 100 population	14.98	15.03	15.31	15.63
to 100 dwellings	64	66	65	67
% of State	36	36	36	36

State —				
Licences	116,816	117,520	119,098	120,584
Population	598,061	600,754	601,953	601,953
Ratio: Licences				
to 100 population	19.53	19.56	19.78	20.03
to 100 dwellings	81	81	82	83

WESTERN AUSTRALIA				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	47,556	48,181	49,578	50,530
Population	218,991	220,330	221,732	221,732
Ratio: Licences				
to 100 population	21.71	21.86	22.36	22.79
to 100 dwellings	94	94	96	98
% of State	61	61	61	60

Metropolitan area of Perth includes: Municipalities: Claremont, Cottesloe, Fremantle, Fremantle East, Fremantle North, Guildford, Midland Junction, Perth, Subiaco, and the following Road Board districts: Bassendean, Bayswater, Belmont Park, Buckland Hill, Cannin, Melville, Nedland, Peppermint Grove, Perth, Perth South, Swan (part).

Country —				
Licences	30,251	31,223	32,366	33,237
Population	241,170	242,131	243,697	243,697
Ratio: Licences				
to 100 population	12.54	12.89	13.28	13.64
to 100 dwellings	51	52	54	55
% of State	39	39	39	40

State —				
Licences	77,807	79,404	81,944	83,767
Population	460,161	462,461	465,429	465,429
Ratio: Licences				
to 100 population	16.91	17.17	17.61	18.00
to 100 dwellings	71	71	73	75

TASMANIA				
	31/3/'39	30/6/'39	30/9/'39	31/12/'39
Metropolitan —				
Licences	12,805	13,043	13,165	13,201
Population	61,174	63,150	61,889	61,889
Ratio: Licences				
to 100 population	20.93	20.65	21.27	21.33
to 100 dwellings	89	88	91	91
% of State	33	33	33	32

Metropolitan area of Hobart includes: Glenoreby, Hobart, Kingborough (part), Clarence (part).

Country —				
Licences	25,880	26,417	27,349	27,560
Population	173,004	178,257	174,764	174,764
Ratio: Licences				
to 100 population	14.96	14.82	15.65	15.77
to 100 dwellings	65	64	68	68
% of State	67	67	67	68

State —				
Licences	38,685	39,460	40,514	40,761
Population	234,178	241,407	236,653	236,653
Ratio: Licences				
to 100 population	16.52	16.34	17.12	17.22
to 100 dwellings	71	70	73	74

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WIRELESS RECEIVING LICENCES THROUGHOUT AUSTRALIA

IN FORCE AT DECEMBER 31, EACH YEAR FROM 1924 TO 1939

Year ended Dec. 31	Number in force	Ratio to 100 of Population	Increase during the year Actual	%	Year ended Dec. 31	Number in force	Ratio to 100 of Population	Increase during the year Actual	%					
COMMONWEALTH														
1924	38,336	.66	—	—	1932	32,183	3.31	5,734	22					
1925	85,130	1.44	46,794	122	1933	40,918	4.31	8,735	27					
1926	187,228	3.09	102,098	120	1934	62,721	6.54	21,803	53					
1927	258,179	4.19	70,951	38	1935	74,911	7.72	12,190	19					
1928	288,874	4.59	30,695	12	1936	92,208	9.4	17,297	23					
1929	309,981	4.86	21,107	7	1937	110,111	11.01	17,903	19					
1930	329,465	5.12	19,484	6	1938	127,630	12.72	17,519	16					
1931	337,658	5.19	8,193	2	1939	144,735	14.24	17,105	13					
1932	419,180	6.40	81,522	24	SOUTH AUSTRALIA.									
1933	518,628	7.81	99,448	24	1924	1,345	.25	—	—					
1934	681,634	10.19	163,006	31	1925	6,985	1.29	5,640	419					
1935	770,152	11.43	88,518	13	1926	15,165	2.7	8,180	117					
1936	887,015	13.09	116,863	15	1927	18,792	3.29	3,627	24					
1937	1,008,595	14.76	121,580	14	1928	22,120	3.81	3,328	18					
1938	1,102,315	15.99	93,720	9	1929	25,481	4.38	3,361	15					
1939	1,172,343	16.84	70,028	6	1930	28,447	4.90	2,966	12					
NEW SOUTH WALES.														
1924	26,071	1.1	—	—	1931	32,160	5.51	3,713	13					
1925	34,911	1.5	8,840	34	1932	43,362	7.4	11,202	35					
1926	48,858	2.1	13,947	40	1933	55,762	9.51	12,400	29					
1927	72,854	3.05	23,996	49	1934	72,476	12.31	16,714	30					
1928	91,709	3.78	18,855	26	1935	81,788	13.85	9,312	13					
1929	107,503	4.37	15,794	17	1936	93,881	15.84	12,093	15					
1930	119,131	4.79	11,628	11	1937	105,045	17.68	11,164	12					
1931	125,409	5.00	6,278	5	1938	115,571	19.32	10,526	10					
1932	159,972	6.33	34,563	28	1939	120,584	20.03	5,013	4					
1933	197,869	7.56	37,897	24	WESTERN AUSTRALIA.									
1934	262,988	9.97	65,119	33	1924	1,716	.4	—	—					
1935	294,232	11.06	31,244	12	1925	4,192	1.15	2,476	144					
1936	341,493	12.76	47,261	16	1926	4,114	1.09	- 78	- 2					
1937	387,762	14.32	46,269	14	1927	3,872	1.00	-242	- 6					
1938	421,341	15.43	33,579	9	1928	3,814	.95	- 58	- 1					
1939	442,454	16.03	21,113	5	1929	4,727	1.15	913	24					
VICTORIA.														
1924	8,327	.5	—	—	1930	8,030	1.92	3,303	70					
1925	33,988	2.0	25,661	308	1931	10,800	2.57	2,770	35					
1926	97,744	5.8	63,756	188	1932	16,127	3.79	5,327	49					
1927	134,825	7.8	37,081	38	1933	25,325	5.76	9,198	57					
1928	141,890	8.11	7,065	5	1934	37,417	8.46	12,092	48					
1929	144,141	8.16	2,251	2	1935	46,219	10.34	8,802	24					
1930	141,687	7.95	- 2,454	- 2	1936	55,246	12.27	9,027	19					
1931	134,173	7.46	- 7,514	- 5	1937	66,269	14.59	11,023	20					
1932	156,307	8.66	22,134	16	1938	76,240	16.56	9,971	15					
1933	184,861	10.14	28,554	18	1939	83,767	18.00	7,527	10					
1934	227,135	12.33	42,274	23	TASMANIA.									
1935	250,758	13.63	23,623	10	1924	244	.1	—	—					
1936	277,344	15.02	26,586	11	1925	913	.41	669	274					
1937	306,620	16.52	29,276	11	1926	1,933	.92	1,020	112					
1938	323,438	17.32	16,818	5	1927	3,403	1.63	1,470	76					
1939	340,042	18.07	16,604	5	1928	4,117	1.95	714	21					
QUEENSLAND.														
1924	633	.07	—	—	1929	5,680	2.67	1,563	34					
1925	4,141	.49	3,508	554	1930	7,752	3.59	2,072	36					
1926	19,414	2.2	15,273	369	1931	8,667	3.96	915	12					
1927	24,433	2.73	5,019	26	1932	11,229	5.08	2,562	30					
1928	25,224	2.77	791	3	1933	13,893	6.11	2,664	24					
1929	22,449	2.42	- 2,775	- 11	1934	18,897	8.29	5,004	36					
1930	24,418	2.59	1,969	9	1935	22,244	9.73	3,347	18					
1931	26,449	2.76	2,031	8	1936	26,843	11.69	4,599	20					
					1937	32,788	14.12	5,945	22					
					1938	38,095	16.26	5,307	16					
					1939	40,761	17.22	2,666	7					

GROWTH OF LISTENERS' LICENCES IN COMMONWEALTH SINCE 1924

The Total Number of Licences in operation during the various months since 1924 are given hereunder, together with the ratio to 100 population.

Month	1924 Licences	Population Ratio	Month	Licences	Population Ratio	Month	Licences	Population Ratio
July	1,206	.02	November	328,307	5.10	August	736,600	10.97
August	8,688	.1	December	329,465	5.12	September	746,225	11.09
September	16,859	.3	1931			October	770,152	11.43
October	22,087	.4	January	326,993	5.08	November	754,250	11.22
November	31,529	.54	February	326,270	5.06	December	763,598	11.35
December	38,336	.66	March	327,413	5.07	1936		
1925			April	329,134	5.08	January	778,651	11.56
January	44,274	.76	May	328,815	5.09	February	786,492	11.67
April	58,133	.99	June	331,128	5.12	March	795,115	11.78
July	66,605	1.1	July	330,918	5.10	April	803,215	11.90
October	79,271	1.34	August	326,620	5.03	May	811,000	12.01
December	85,130	1.44	September	326,599	5.02	June	825,136	12.22
1926			October	330,179	5.08	July	842,938	12.45
January	90,640	1.5	November	333,714	5.13	August	852,399	12.59
April	109,500	1.8	December	337,654	5.19	September	860,829	12.70
July	141,392	2.3	1932			October	872,282	12.87
October	175,298	2.9	January	341,394	5.25	November	877,847	12.96
December	187,228	3.09	February	347,555	5.33	December	887,015	13.09
1927			March	350,661	5.38	1937		
January	193,542	3.2	April	357,433	5.48	January	893,404	13.16
April	206,515	3.4	May	363,772	5.56	February	898,526	13.23
July	233,286	3.82	June	369,936	5.67	March	905,168	13.3
October	254,738	4.15	July	376,759	5.77	April	915,343	13.44
December	258,179	4.19	August	384,787	5.88	May	927,481	13.63
1928			September	390,552	5.97	June	940,068	13.78
January	260,304	4.22	October	397,490	6.08	July	951,585	13.95
February	262,363	4.23	November	409,264	6.25	August	967,854	14.19
March	263,340	4.22	December	419,180	6.40	September	985,983	14.43
April	265,067	4.25	1933			October	990,997	14.51
May	267,178	4.28	January	427,821	6.53	November	1,000,860	14.65
June	270,507	4.33	February	434,632	6.62	December	1,008,595	14.76
July	275,441	4.42	March	444,379	6.77	1938		
August	280,688	4.50	April	448,788	6.83	January	1,012,945	14.79
September	284,690	4.54	May	459,007	7.00	February	1,018,493	14.88
October	285,550	4.56	June	469,477	7.14	March	1,029,832	15.04
November	288,457	4.59	July	481,374	7.32	April	1,035,246	15.12
December	288,784	4.59	August	491,233	7.41	May	1,045,363	15.22
1929			September	500,341	7.55	June	1,057,911	15.40
January	289,164	4.60	October	508,534	7.67	July	1,066,141	15.49
February	291,289	4.61	November	514,287	7.76	August	1,082,641	15.73
March	293,120	4.64	December	518,628	7.81	September	1,088,624	15.82
April	296,317	4.69	1934			October	1,095,451	15.89
May	298,551	4.73	January	527,003	7.93	November	1,099,272	15.94
June	301,199	4.75	February	534,887	8.05	December	1,102,315	15.99
July	303,192	4.78	March	543,715	8.17	1939		
August	303,562	4.79	April	557,423	8.37	January	1,108,405	16.08
September	304,156	4.78	May	574,115	8.62	February	1,116,042	16.16
October	309,820	4.86	June	599,159	9.00	March	1,121,075	16.26
November	310,313	4.87	July	622,674	9.34	April	1,122,207	16.26
December	309,981	4.86	August	645,631	9.67	May	1,128,664	16.29
1930			September	654,848	9.81	June	1,131,860	16.33
January	311,074	4.86	October	666,563	9.98	July	1,136,689	16.36
February	309,001	4.83	November	674,425	10.10	August	1,136,130	16.35
March	309,572	4.84	December	681,634	10.19	September	1,148,021	16.49
April	308,711	4.81	1935			October	1,157,405	16.62
May	311,322	4.87	January	687,765	10.28	November	1,171,026	16.82
June	312,192	4.88	February	694,479	10.38	December	1,172,343	16.84
July	323,004	5.03	March	702,206	10.47	1936		
August	335,037	5.21	April	708,781	10.57	January	736,600	10.97
September	330,169	5.13	May	718,598	10.71	February	746,225	11.09
October	329,627	5.12	June	721,852	10.74	March	770,152	11.43
			July	729,959	10.87	April	786,492	11.67

AUSTRALIAN LISTENERS' LICENCE FIGURES

Monthly Analysis of Licences in Australia, 1934-5-6-7-8-9

At end of	N.S.W.		VIC.		Q'LD.		S.A.		W.A.		TAS.		C'WEALTH	
	Licenses in force.	Ratio to 100 of Population.	Licenses in force.	Ratio to 100 of Population.	Licenses in force.	Ratio to 100 of Population.	Licenses in force.	Ratio to 100 of Population.	Licenses in force.	Ratio to 100 of Population.	Licenses in force.	Ratio to 100 of Population.	Licenses in force.	Ratio to 100 of Population.
1934														
June	227,289	8.66	207,324	11.36	52,185	5.50	64,303	10.94	31,476	7.15	16,532	7.14	599,159	9.00
Dec.	262,988	9.97	227,135	12.33	62,721	6.54	72,476	12.31	37,417	8.46	18,897	8.29	681,634	10.19
1935														
June	279,166	10.53	237,247	12.90	67,546	7.02	76,515	12.97	41,257	9.29	20,121	8.76	721,852	10.74
Dec.	294,232	11.06	250,758	13.63	74,911	7.72	81,788	13.85	45,580	10.22	21,951	9.59	763,598	11.35
1936														
June	316,340	11.87	263,817	14.31	83,230	8.56	87,500	14.80	50,081	11.18	24,168	10.50	825,136	12.22
Dec.	341,493	12.76	277,344	15.02	92,208	9.40	93,881	15.84	55,246	12.27	26,843	11.69	887,015	13.09
1937.														
Jan.	342,824	12.78	279,243	15.10	93,235	9.48	94,804	15.98	56,226	12.46	27,072	11.79	893,404	13.16
Feb.	344,072	12.83	279,988	15.14	94,497	9.61	95,675	16.12	56,678	12.56	27,616	12.03	898,526	13.23
Mar.	345,714	12.84	282,159	15.24	94,497	9.61	95,675	16.12	56,678	12.56	27,616	12.03	898,526	13.23
Apr.	349,054	12.97	284,543	15.36	97,283	9.90	97,345	16.37	58,503	12.95	28,615	12.17	915,343	13.44
May	353,590	13.14	287,174	15.51	99,499	10.13	98,539	16.57	59,465	13.16	29,214	12.43	927,481	13.63
June	358,976	13.30	289,198	15.58	101,590	10.31	99,209	16.71	61,265	13.23	29,830	12.78	940,068	13.78
July	365,380	13.53	290,414	15.65	103,291	10.49	99,715	16.80	62,397	13.78	30,388	13.03	951,585	13.95
Aug.	370,972	13.74	295,777	15.93	104,820	10.64	101,656	17.12	63,464	14.02	31,165	13.36	967,854	14.19
Sept.	377,481	13.99	302,604	16.30	106,971	10.78	102,886	17.31	64,413	14.18	31,628	13.61	985,983	14.43
Oct.	379,432	14.04	303,101	16.33	107,984	10.88	103,393	17.40	64,958	14.30	32,129	13.83	990,997	14.51
Nov.	384,649	14.23	304,384	16.43	109,232	11.01	104,317	17.55	65,766	14.47	32,512	13.99	1,000,860	14.65
Dec.	387,762	14.32	306,620	16.52	110,111	11.10	105,045	17.68	66,269	14.59	32,788	14.12	1,008,595	14.76
1938														
Jan.	389,756	14.37	307,071	16.53	110,981	11.16	105,392	17.71	66,573	14.59	33,172	14.21	1,012,945	14.79
Feb.	391,909	14.46	307,513	16.56	111,725	11.24	106,412	17.88	67,447	14.79	33,486	14.35	1,018,493	14.88
Mar.	396,242	14.62	310,111	16.70	113,272	11.39	107,647	18.08	68,453	15.01	34,107	14.61	1,029,832	15.04
Apr.	398,648	14.71	310,517	16.72	114,090	11.47	108,530	18.23	68,984	15.13	34,477	14.77	1,035,246	15.12
May	401,386	14.75	313,034	16.83	115,540	11.63	109,781	18.40	70,367	15.39	35,255	14.75	1,045,363	15.22
June	404,710	14.87	315,945	16.99	117,763	11.76	111,966	18.77	71,455	15.63	36,072	15.09	1,057,911	15.40
July	406,969	14.88	318,043	17.04	119,777	12.02	112,783	18.88	72,857	15.89	36,712	15.58	1,066,141	15.49
Aug.	415,483	15.23	319,047	17.10	123,186	12.37	113,660	19.03	74,082	16.16	37,153	15.78	1,082,641	15.73
Sept.	418,585	15.34	319,234	17.11	124,487	12.50	114,203	19.12	74,649	16.28	37,466	15.91	1,088,624	15.82
Oct.	420,647	15.41	321,126	17.20	125,968	12.55	114,581	19.16	75,469	16.40	37,660	16.08	1,095,451	15.89
Nov.	420,834	15.41	322,649	17.28	126,937	12.72	115,038	19.23	75,922	16.49	37,892	16.18	1,099,272	15.94
Dec.	421,341	15.43	323,438	17.32	127,630	12.72	115,571	19.32	76,240	16.56	38,095	16.26	1,102,315	15.99
1939.														
Jan.	424,425	15.54	323,617	17.33	129,318	12.89	115,806	19.36	76,931	16.72	38,308	16.36	1,108,405	16.08
Feb.	427,977	15.65	325,621	17.41	130,822	13.01	116,023	19.36	77,228	16.73	38,371	16.38	1,116,042	16.16
Mar.	428,733	15.70	327,236	17.53	131,789	13.13	116,816	19.53	77,807	16.91	38,685	16.52	1,121,075	16.26
Apr.	429,613	15.70	327,023	17.48	132,051	13.14	116,508	19.44	78,186	16.94	38,826	16.57	1,122,207	16.26
May	431,929	15.72	328,462	17.53	132,964	13.24	117,415	19.54	78,611	17.00	39,283	16.27	1,128,664	16.29
June	433,813	15.79	329,159	17.51	133,504	13.29	117,520	19.56	79,404	17.17	39,460	16.34	1,131,860	16.33
July	434,760	15.77	329,132	17.51	134,728	13.38	118,150	19.65	80,585	17.37	40,035	16.82	1,136,130	16.35
Aug.	431,814	15.66	329,879	17.54	135,561	13.47	118,263	19.67	80,585	17.37	40,035	16.82	1,136,130	16.35
Sept.	433,495	15.71	335,055	17.81	137,930	13.57	119,098	19.78	81,929	17.60	40,514	17.12	1,148,021	16.49
Oct.	436,226	15.81	336,962	17.91	141,243	13.89	119,816	19.90	82,509	17.73	40,649	17.18	1,157,405	16.62
Nov.	440,926	15.98	341,055	18.13	143,810	14.15	120,667	20.04	83,592	17.96	40,976	17.31	1,171,026	16.82
Dec.	442,450	16.03	340,042	18.07	144,735	14.24	120,584	20.03	83,767	18.00	40,761	17.22	1,172,343	16.84

IMPORTANT STATISTICS OF THE COMMONWEALTH OF AUSTRALIA

POPULATION AND VITAL STATISTICS

States and Territories	Area Square Miles	Population Estimated 31/12/'39		Persons 31/12/'39	Popn. Capital Cities 31/12/'39
		Males	Females		
N.S.W.	309,432	1,396,224	1,374,124	2,770,348	1,305,040
Victoria	87,884	932,620	954,658	1,887,278	1,046,750
Queensland	670,500	530,372	485,555	1,015,927	326,000
South Australia	380,070	298,217	298,828	597,045	322,990
West. Australia	975,920	243,813	222,103	465,916	224,800
Tasmania	26,215	121,965	119,611	241,576	65,450
North Territory	523,620	4,903	2,070	6,973	2,250
A.C.T.	940	6,699	5,564	12,263	10,420
Total	2,974,581	3,534,813	3,462,513	6,997,326	3,303,700

ESTIMATED INCREASE OF POPULATION

ADJUSTED IN ACCORDANCE WITH THE RESULTS OF THE CENSUS OF THE 30th JUNE, 1933

States and Territories	1934	1935	1936	1937	1938	1939
N.S.W.	22,684	21,463	24,070	29,002	24,957	34,653
Victoria	18,011	5,533	8,570	7,894	14,273	13,518
Queensland	10,466	11,222	11,415	11,327	10,689	11,777
South Australia	1,617	2,149	2,869	1,889	3,986	1,936
West. Australia	2,346	5,135	3,812	5,554	5,350	3,455
Tasmania	-863	1,661	2,220	3,662	2,417	169
North Territory	126	147	214	49	291	1,328
A.C.T.	-61	127	468	461	1,216	799
Total	49,526	47,437	53,638	59,838	63,101	67,635

NOTE.—Minus sign (-) denotes decrease.

WOOL (as in the Grease) PRODUCED (SEASON ENDED 30th JUNE)

	lb. in. 1934	lb. in. 1935	lb. in. 1936	lb. in. 1937	lb. in. 1938	lb. in. 1939 (c)
N.S.W. (a)	486,152,493	496,876,887	474,359,226	505,375,065	496,824,150	439,049,939
Victoria	161,146,436	156,761,979	163,397,896	163,048,510	178,890,131	170,465,895
Queensland	169,989,516	174,088,413	142,793,328	153,766,368	174,751,280	185,000,000
South Australia	79,288,903	77,790,933	81,709,440	76,604,296	86,606,388	102,888,121
West. Australia (b)	85,118,808	95,836,161	92,458,673	69,935,210	70,684,855	72,475,000
Tasmania	14,200,000	14,035,000	16,300,000	14,067,000	15,598,500	15,000,000
North Territory	35,000	35,000	35,000	35,000	35,000	35,000
Total	995,931,156	1,015,424,373	971,053,563	982,831,449	1,023,390,304	984,913,955

(a) Including A.C.T.; (b) For year ended previous 31st December; (c) Provincial.

ESTIMATED GROSS VALUE OF ALL PRODUCTION

	1932-33	1933-34	1934-35	1935-36	1936-37	1937-38
	£'000	£'000	£'000	£'000	£'000	£'000
Agricultural	75,562	70,731	68,587	75,388	91,403	93,229
Pastoral	64,851	65,613	74,556	91,286	105,499	100,794

STATISTICS OF THE COMMONWEALTH (contd.)

BIRTHS, DEATHS AND MARRIAGES

BIRTHS — NUMBER

States and Territories	1935	1936	1937	1938	1939
New South Wales	44,676	46,193	47,497	47,319	48,003
Victoria	27,884	28,883	29,731	30,344	30,493
Queensland	17,688	18,755	19,162	18,992	20,348
South Australia	8,270	8,911	8,985	9,410	9,618
Western Australia	8,119	8,479	8,609	9,141	9,086
Tasmania	4,456	4,581	4,841	4,907	5,004
Northern Territory	84	113	99	102	138
A.C.T.	148	158	207	200	251
Total	111,325	116,073	119,131	120,415	122,891

DEATHS — NUMBER

States and Territories	1935	1936	1937	1938	1939
New South Wales	24,547	24,376	25,235	26,105	26,815
Victoria	18,456	18,778	18,613	18,955	20,169
Queensland	8,851	8,593	9,006	9,201	9,530
South Australia	5,163	5,464	5,247	5,539	5,739
Western Australia	4,118	4,230	4,065	4,234	4,336
Tasmania	2,353	2,387	2,225	2,288	2,426
Northern Territory	70	60	63	69	88
A.C.T.	41	44	42	60	44
Total	63,599	63,932	64,496	66,451	69,147

MARRIAGES — NUMBER

States and Territories	1935	1936	1937	1938	1939
New South Wales	22,361	22,873	23,188	24,579	25,471
Victoria	15,409	15,915	16,226	17,113	17,368
Queensland	8,280	8,306	8,353	8,853	9,108
South Australia	4,845	5,182	5,340	5,489	5,670
Western Australia	3,940	4,242	4,169	4,153	4,203
Tasmania	1,875	2,073	2,042	2,082	2,264
Northern Territory	42	41	69	67	85
A.C.T.	74	77	61	75	88
Total	56,826	58,709	59,448	62,411	64,257

AVERAGE NUMBER OF MALES AND FEMALES EMPLOYED, 1937-38

Sex	N.S.W.	Vic.	Q'land.	S. Aust.	W. Aust.	Tas.	Total.
Males	164,391	136,160	42,337	36,274	18,760	10,680	408,602
Females	60,470	66,633	9,782	7,810	4,373	2,490	150,558

MANUFACTURING TOTALS

	1933-4	1934-35	1935-36	1936-37	1938-39
Number of establishments	23,297	24,211	24,894	25,668	26,395
Hands employed	405,909	449,598	492,771	523,948	559,160
Paid (a)	£64,444,660	£72,824,549	£82,098,288	£90,123,132	£102,078,550
Value of Plant, Machinery, Land and Buildings	£227,714,293	£233,481,612	£239,840,993	£246,203,232	£257,998,600
Value of Materials used	£189,327,264	£209,047,017	£238,974,797	£260,578,903	£287,243,412
Value of Production	£129,091,915	£143,816,160	£162,437,363	£177,684,645	£196,488,024
Value of Output	£330,134,060	£365,201,384	£414,688,455	£451,829,278	£498,779,141

(a) Exclusive of amounts drawn by working proprietors.

MOTOR VEHICLES REGISTERED IN AUSTRALIA, 1938-39

State and Territories	Motor Cars	Commercial Vehicles	Motor Cycles	Total	Drivers' and Riders' Lic. Issued
New South Wales	217,361	77,503	24,151	319,015	460,371
Victoria	153,391	81,776	26,698	261,865	358,417
Queensland	76,654	43,341	8,168	128,163	161,116
South Australia	56,983	24,554	9,219	90,756	138,089
Western Australia	38,039	24,441	7,199	69,679	85,005
Tasmania	17,668	5,036	3,656	26,360	30,443
Northern Territory	404	966	56	1,426	1,649
A.C.T.	1,771	418	90	2,279	3,407
Total	262,271	258,025	79,237	899,533	1,238,497

ALL SAVINGS BANK DEPOSITS (including Commonwealth)

	30/6/'35	31/12/'35	30/6/'36	31/12/'36	30/6/'37	31/12/'37	30/6/'38	31/12/'38	30/6/'39	31/12/'39	31/3/'40
N.S.W.	£77,906	£78,534	£80,000	£79,467	£81,952	£82,819	£86,016	£86,645	£87,474	£86,581	£86,759
Victoria	72,019	72,256	73,890	73,272	75,721	76,580	78,877	80,142	80,461	80,131	80,807
Queensland	26,197	27,029	27,132	27,347	27,304	28,195	28,206	29,112	29,045	29,712	29,096
South Australia	24,208	24,569	25,308	25,434	26,506	26,357	27,244	27,146	27,397	26,966	27,200
West. Australia	10,929	11,286	11,517	11,517	11,835	11,821	12,037	12,217	12,396	12,441	12,428
Tasmania	6,430	6,569	6,818	6,859	7,215	7,402	7,692	8,012	8,396	8,549	8,690
A.C.T.	230	222	239	240	259	268	292	300	319	341	345
North. Territory	53	60	58	58	59	68	76	99	145	175	175
Total	217,972	220,525	224,962	224,194	230,851	233,501	240,432	243,650	245,587	244,866	245,500

BASIC WEEKLY WAGE RATES FIXED BY STATE INDUSTRIAL TRIBUNALS

State	Males	Females	Date of Operation	Family Unit (for Male Rate)
New South Wales	£ s. d. 4 3 0	£ s. d. 2 4 0	1/5/'40	Man, wife and child.
Victoria	(b)	(b)	(b)	(b)
Queensland	4 4 0	2 5 0	7/8/'39	Man, wife and three children.
South Australia	3 18 0 (d)	1 18 0	5/1/'39	Man, wife and three children.
Western Australia	4 2 2	2 4 4	24/4/'39	Man, wife and two children.
Tasmania	(b)	(b)	(b)	(b)

(a) Plus child allowances. (b) None declared, but follow Federal rates to a large extent. (c) Metropolitan area. Basic wage for Goldfields Areas and other portions of State, exclusive of the S.W. Land Division: Males, £4/16/4; Females, £2/12/-; Agricultural Areas and S.W. Land Division: Males, £4/3/1; Females, £2/4/10.

TAXATION — Commonwealth and State per Head Year Ended 30th June

	1934	1935	1936	1937	1938	1939
Taxation by Commonwealth Government (a):	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
Customs and Excise	5 2 11	5 13 0	6 2 9	6 6 4	7 1 0	6 17 7
Other (c)	3 6 7	3 2 4	3 5 9	2 18 2	3 0 2	3 16 2
Total	8 9 6	8 15 4	9 8 6	9 4 6	10 1 2	10 13 9
Taxation by State Governments (b)	5 3 7	5 9 0	6 1 8	6 13 11	7 5 2	7 6 3
Total Taxation (a)	13 12 11	14 4 1	15 9 11	15 18 1	17 6 0	17 19 7

(a) Based on mean population of Commonwealth for each financial year. (b) Based on aggregate population of the six States, mean for each financial year. (c) Inclusive of Sales Tax, £1/6/2, per head, in 1933-34; £1/5/4 in 1934-35; £1/7/11 in 1935-36; £1/3/6 in 1936-37; £1/3/5 in 1937-38, and £1/6/9 in 1938-39; also Flour Tax, 3/9 per head in 1933-34, 2/5 in 1934-35, 3/5 in 1935-36, and 5/3 in 1938-39.

MANUFACTURING INDUSTRIES

Percentage of each item of outlay on value of Total Output, 1937-38

Particulars	N.S.W.	V.	Q.	S.A.	W.A.	Tas.	Aust.
Wages (a)	19.64	22.26	17.05	22.19	22.41	20.25	20.47
Fuel and light	3.32	2.57	2.42	2.62	5.57	3.58	3.02
Materials used	57.05	56.11	66.39	59.25	50.84	48.32	57.58
Margin for profits and miscellaneous expenses and charges	19.99	19.06	14.14	15.94	21.18	27.85	18.93
Total output	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Per cent. of wages on value of production	49.56	53.88	54.67	58.19	51.40	42.10	51.96

(a) Exclusive of amounts drawn by working proprietors. NOTE.— Production figures for 1938-39 are not available.

AVERAGE AMOUNT OF SALARIES AND WAGES PAID PER EMPLOYEE (a)

Year	N.S.W.	Vic.	Q'land.	S. Aust.	W. Aust.	Tas.	Total.
1933-34 —							
Males	206.98	191.45	208.23	185.58	206.27	182.05	199.32
Females	91.88	88.54	82.77	78.43	86.43	81.41	88.69
1934-35 —							
Males	208.57	193.31	219.93	190.22	210.66	183.68	202.48
Females	90.40	90.27	84.51	80.64	87.30	77.93	89.17
1935-36 —							
Males	212.35	193.85	221.90	193.56	212.76	190.86	206.55
Females	91.30	93.58	85.80	80.70	86.84	85.33	91.19
1936-37 —							
Males	216.29	206.04	225.78	205.31	218.47	198.05	212.48
Females	92.71	97.30	86.57	83.21	90.59	86.10	93.67
1937-38 —							
Males	230.39	218.89	232.20	212.08	227.42	205.96	224.35
Females	99.41	103.62	91.25	85.65	93.36	91.26	99.69

(a) Exclusive of working proprietors and amounts drawn by them.

AVERAGE DEPOSIT PER HEAD OF POPULATION

	30/6/'35	31/12/'35	30/6/'36	31/12/'36	30/6/'37	31/12/'37	30/6/'38	31/12/'38	30/6/'39	31/12/'39	31/3/'40
N.S.W.	£ s. d. 29 9 2	£ s. d. 29 11 0	£ s. d. 30 0 3	£ s. d. 29 13 0	£ s. d. 30 8 9	£ s. d. 30 11 2	£ s. d. 31 12 9	£ s. d. 31 13 5	£ s. d. 31 17 4	£ s. d. 31 8 6	£ s. d. 31 6 4
Vic.	39 3 8	39 4 1	40 0 2	39 10 10	40 16 1	41 3 11	42 4 11	42 15 5	42 15 5	42 10 5	42 16 4
Qld.	27 1 3	27 16 11	27 13 3	27 15 10	27 10 5	28 7 11	28 2 4	28 19 10	28 17 2	29 3 7	28 12 9
S.A.	41 7 1	41 17 11	43 1 10	43 3 8	45 0 6	44 10 5	45 19 11	45 12 4	45 18 8	45 3 2	45 11 2
W.A.	24 10 5	25 4 2	25 11 7	25 9 7	26 1 1	25 18 6	26 3 2	26 8 4	26 14 5	26 13 6	26 13 6
Tas.	28 2 3	28 3 10	29 14 1	29 6 3	31 1 2	30 19 5	32 16 11	33 3 9	35 5 4	36 1 10	35 19 5
A.C.T.	23 17 0	22 16 0	23 3 0	23 1 0	23 11 0	24 18 11	25 5 11	26 3 3	26 19 3	27 19 1	28 3 1
N.T.	10 9 6	11 14 10	10 17 2	11 10 5	10 16 10	10 13 9	11 15 6	13 8 8	17 4 6	21 6 5	25 2 0
Total	32 8 3	32 13 1	33 4 1	32 18 9	33 15 10	34 0 4	34 17 7	35 3 2	35 6 11	35 1 11	35 1 8

BASIC WEEKLY WAGE RATES FIXED BY COMMONWEALTH COURT OF CONCILIATION AND ARBITRATION FOR EACH CAPITAL CITY

	1/12/'35	1/12/'36	1/6/'37	1/9/'37	1/12/'37	1/12/'38	1/3/'39	1/6/'39	1/9/'39	1/12/'39	1/2/'40	1/5/'40
Sydney	70 0	10 0	72 0	75 0	78 0	81 0	81 0	82 0	81 0	82 0	82 0	83 0
Melbourne	66 0	69 0										

Postmaster-General's 29th Annual Report

(Period July, 1938, to June, 1939)

The Postmaster-General's annual report for the year 1938-39, released in April, 1940, reveals that the capital value of fixed assets and plant at the close of the year totalled £65,135,489. The capital expenditure during the year under review was £4,635,534, of which wireless equipment, etc., accounted for £105,359.

The nett result for the year after charging interest on capital was a surplus of £3,625,154.

Earnings for the year on the wireless section were £516,987, an increase of £47,463 (1.01 per cent) over 1937-8. The expenditure, including interest and exchange charges amounted to £440,933, which represents an increase of £53,620 (1.38 per cent) compared with the previous year. The working of the branch for the year therefore resulted in a surplus of £76,054, a decrease of £6,157 compared with results of 1937-8.

Telephone Service

During 1938-39 the total number of telephones added to the Post Office system was 31,821, compared with 35,320 in 1937-38. Whilst the figures for 1938-39 were not so good as those for the preceding year, which was the best recorded for eleven years, they were nevertheless satisfactory, particularly as adverse seasonal conditions and disastrous bush fires affected development considerably in a number of States.

At June 30, 1939, there were 661,966 telephones in service throughout the Commonwealth, and 253,844 or 38 per cent of these were in the country districts. From a density standpoint Australia, with one telephone to every eleven persons, still maintains seventh position in the list of nations showing the greatest number of telephones in relation to population.

Further substantial progress was made in the scheme to convert manual telephones to the automatic system, and during the year 26,000 additional telephones were connected to the automatic system, bringing the total telephones operated on a dial basis in the Commonwealth to 337,740 or 51 per cent of the total instruments in service. This means that for the first time in the history of the telephone in Australia the greater proportion of the instruments are now connected to the more modern type of exchange equipment.

Trunk Line Service

The continued development of the telephone service naturally affects the long distance system, and a further substantial amount has been expended during the current year in providing trunk line circuits and long line equipment. Twenty-four carrier-wave systems were installed, and there are now 134 in operation, yielding 248 channels of an aggregate length of 64,101 miles. Thirty-six additional systems are on order.

A notable feature in the progress of carrier-wave telephony in Australia is the introduction of a special 12-channel system between Sydney and Melbourne, thus increasing the channels of communication between those cities from 18 to 30. This system is of the very latest design, and among the first of its kind to be installed in any country.

The special underground trunk line cable between Melbourne and Geelong, to which reference was made in the last annual report, has been laid. The provision of a similar cable from Sydney to Newcastle and Maitland, a distance of 124 miles, is proceeding.

The following installations have also been made or are at present being carried out:—

- Hobart-Longley (Tasmania).
- Epps Cross-Salisbury (South Australia).
- Oakleigh-Dandenong (Victoria).
- Melbourne-Frankston (Victoria).

In pursuing the policy of providing underground cables as instanced by the foregoing examples, the Department has in mind not only the economic advantage of cable over open wire lines, but also the improvement obtained in the standards of transmission and in the security of service.

Overseas Telephone Services

During 1938-39, the number of calls completed over the radio telephone services terminating in Australia was 5,983, as compared with 4,189 in the preceding year. Of these, 3,293 were originated in the Commonwealth and 2,690 in overseas countries.

On December 21, 1938, a direct service was inaugurated with the United States of America, and calls to that country, as well as to Cuba and Mexico, are now completed via San Francisco. Service to Canada over this route was introduced on February, 1939.

Overseas Telegraph Cable and Wireless Traffic

The number of telegrams despatched to places beyond the Commonwealth was 745,754 for 1938-39, as against 744,834 for 1937-38, an increase of 920, or 0.1 per cent. Telegrams received from abroad for delivery in the Commonwealth totalled 716,007 for 1938-39, as compared with 705,349 for 1937-38, an increase of 10,658 or 1.51 per cent.

Cable and wireless traffic exchanged with countries overseas (including traffic transiting the Commonwealth) aggregated 31,609,338 words during 1938-39, as compared with 31,254,008 words in 1937-38, an increase of 355,330 words or 1.14 per cent.

Reorganisation and Development

During the year further progress in the reconstruction of the Commonwealth telegraphic service has been effected. The large and costly provincial telegraph office at Wagga was abolished, thus offering valuable economies and a speedier service by making available direct communication between the capital city and the large number of telegraph offices previously served by Wagga. The total of such establishments dispensed with is now 21, and plans were completed for similar action in respect of Lismore, and Townsville.

The use of automatic machine facilities, permitting traffic to be moved at lower cost and with greater expedition, was extended.

Additional carrier-wave and voice-frequency systems were brought into use and further pneumatic tube facilities were made available.

There are now 120 uni-directional machine-operated links in use throughout the Commonwealth, offering a high speed network aggregating 112,000 channel miles. The length of carrier-wave and voice-frequency channels has been extended to 72,000 miles. These links of high transmission quality are derived by the superposition of selected bands of frequencies over the same pair of physical conductors as are used simultaneously for long distance telephone communication. As an instance of the economic value of this modern development it may be mentioned that there are now ten telegraph carrier channels superposed over the physical trunk line between Melbourne and Sydney. Murray multiplex and teleprinter machine facilities operated over these channels have increased the number of independent outlets to 46, each of which may be operated simultaneously with a telephone conversation. This conversion has rendered unnecessary the great capital outlay that would otherwise have been necessary in the erection of physical circuits.

(Continued opposite page.)

P.M.G.'s 29th ANNUAL REPORT (contd.)

Private Wire Teleprinter Services

Private wire teleprinter services were extended during the period under review, the number of machines in use having increased by 20.9 per cent to 133. The teleprinter which, except for the operation of the keyboard, is entirely automatic, operates at a maximum speed of 60 words a minute and simultaneously with the depression of the keys, prints the message in plain language at the receiving end for immediate delivery.

Teleprinter networks were also laid down for the Meteorological Bureau in the several States, and these have greatly expedited the movement of meteorological intelligence. The expansion of services for the Bureau throughout Australia is strikingly reflected in the large increase in the number of weather messages now dealt with. During the year 1,016,867 messages were despatched, representing an increase of 261,000 over the previous year or 34.5 per cent.

Plans were also undertaken for the provision of teleprinter services for the needs of the Department of Defence.

Printergram services were extended to each State, enabling the governmental departments and private undertakings to communicate with the local Chief Telegraph Office on a teleprinter basis. The traffic received from and transmitted to subscribers using these services totalled 615,400 telegrams, an increase of 77.3 per cent on the previous year's transactions.

COMMERCIAL SYSTEM

There are now 98 Commercial Broadcasting Stations in operation, four additional stations having commenced service during the year. The number of stations in the metropolitan and country areas of each State is as shown hereunder:—

	N.S. Wales	Vic.	Q'land	St. Aust.	West Aust.	Tasmania	Comwealth
Metropolitan	6	6	3	3	3	2	23
Country	30	12	17	5	5	6	75
Total	36	18	20	8	8	8	98

The aerial power of the metropolitan stations varies from 200 to 1,000 watts, and the country stations from 100 to 2,000 watts.

The aggregate weekly programme hours are 8,186.

Use of Trunk Lines for Broadcasting Purposes

During the financial year 1938,39 the telephone trunk line system was utilised for the transmission of programmes by national and commercial broadcasting stations on 20,123 occasions. This constituted a record. The mileage of trunk line channels used aggregated 28,000,000 miles and the aggregate time for which the circuits were occupied for broadcasting purposes was 36,500 hours.

These 20,123 relays were distributed widely over the Commonwealth, 2,640 being broadcast simultaneously by stations in two States, 1,026 in three States, 1,198 in four States, 2,388 in five States, and 2,213 in six States. The remaining 10,658 relays, were confined to the States in which the broadcast originated.

The diversity of the broadcast items relayed over trunk lines is shown by the following statement which relates to National service programmes transmitted over interstate channels during 1938-39:—

Item	Number of Relays
Musical programmes	2,628
Talks and speeches	2,063
Race descriptions	892
News sessions	729
Crickets descriptions and other sporting events	426
Stock exchange and market reports	270
Operas, plays, etc.	132
Overseas programmes	90
Miscellaneous items	57
Total	7,287

All previous records for a simultaneous broadcast were broken on one occasion during the year when a "hook-up" comprising 121 national and commercial stations was arranged by the Department to enable the Rt. Hon. the Prime Minister to broadcast throughout the Commonwealth a speech on the International situation. The miles of trunk line channels used on this occasion totalled 26,000.

Broadcast Listeners Licences

Licences authorising the reception of broadcast programmes increased during the year by 73,949 or 7 per cent, compared with 117,843 or 12 per cent the previous year. The total for the Commonwealth at June 30, 1939, was 1,131,860. This number represents 69 per cent of the total dwellings. The greatest percentage increase was recorded in Queensland, where the number of licences increased by 13 per cent, the actual figure being 15,741. The figures for each of the other States are as follows:—

	Per cent Increase	Actual Increase
New South Wales	7	29,103
Victoria	4	12,214
South Australia	5	5,554
Western Australia	11	7,949
Tasmania	9	3,388

The greatest density exists in South Australia, where 117,520 homes or 81 per cent of the total dwellings are licensed. The corresponding totals and percentages for the other States in order of density are:—

	Per cent
Victoria	72
Western Australia	71
Tasmania	70
New South Wales	68
Queensland	58

Of the total licences in the Commonwealth, 59 per cent are in the metropolitan areas.

During the year 72,858 persons availed themselves of the facility whereby provision may be made for payment of licence fees by the purchase of postage stamps.

Free licences issued to blind persons during the year numbered 2,363.

Unlicensed Listeners

Prosecutions during the year in connection with the use of unlicensed broadcast receivers totalled 2,757, the total amount of fines and costs being £6,270. From the commencement of broadcasting in Australia in 1923 until June 30, 1939, 21,097 persons were convicted for this offence, the fines and costs aggregating £48,399. The number of investigations by licence inspectors during the year was 119,762.

Radio Inductive Interference

Details of the activities of the Department during 1938-39 in the investigation of interference with broadcast reception are given hereunder:—

Cases reported during the year	7,211	Cases in which interference eliminated as a result of departmental efforts	7,286
Cases carried over from previous year	882	Cases awaiting attention	807
	8,093		8,093

In the course of their investigations, the officers engaged on the work made 25,839 inspections.

(Continued next page.)

P.M.G.'s 29th ANNUAL REPORT (contd.)

PROFIT AND LOSS ACCOUNT OF WIRELESS BRANCH FOR YEAR ENDED JUNE 30, 1939.

EXPENDITURE.	Percentages of Net Income	£	s.	d.	REVENUE.	£	s.	d.	Percentages of Net Income	£	s.	d.
Upkeep and operation of broadcasting stations	17.09	88,367	16	3	Gross revenue	1,175,724	14	1				
Upkeep and operation of broadcasting studios	10.09	52,180	15	4	Less—							
General supervision and cost of issuing licences	18.88	97,597	17	8	Payments to Australian Broadcasting Commission	658,736	15	0	100.00	516,987	19	1
Telephone circuits used for broadcasting and miscellaneous expenditure	22.99	118,857	6	10	Net Revenue: Licence fees, fines, etc.				100.00	516,987	19	1
	69.05	357,003	16	1					100.00	516,987	19	1
Proportion of general administration expenses	1.58	8,140	0	0								
Depreciation (see Table 8b)	9.08	46,931	17	7								
Proportion of superannuation liability and pensions	1.57	8,135	0	0								
	81.28	420,210	13	8								
Surplus, exclusive of interest, carried down	18.72	96,777	5	5	Surplus, exclusive of interest, brought down				18.72	96,777	5	5
	100.00	516,987	19	1					18.72	96,777	5	5
Interest and exchange charges	4.01	20,723	0	0								
Surplus, inclusive of interest, transferred to General Profit and Loss Account	14.71	76,054	5	5								
	18.72	96,777	5	5								

WIRELESS BRANCH SUMMARY OF FINANCIAL RESULTS FOR YEAR ENDED JUNE 30

	Earnings	Working exes. excl. of interest	Earnings compared with working expenses	Interest on Capital incl. exch. thereon	Result after providing for working expenses and interest	Percentage of working exes. to earnings
New South Wales	202,344	141,627	60,717 Sur.	6,694	54,023 Sur.	70.00
Victoria	149,725	111,902	37,823 Sur.	4,157	33,666 Sur.	74.74
Queensland	58,040	59,617	1,577 Def.	3,350	4,927 Def.	102.72
South Australia	53,394	33,603	19,791 Sur.	1,535	18,256 Sur.	62.94
Western Australia	35,866	47,461	11,595 Def.	3,580	15,175 Def.	132.33
Tasmania	17,678	26,000	8,322 Def.	1,407	9,789 Def.	147.53
Total Commonwealth	516,987	420,210	96,777 Sur.	20,723	76,054 Sur.	81.28
Total C'wealth 1937-8	469,524	366,295	103,229	21,018	82,211	78.01
" " 1936-7	409,241	304,302	104,939	17,221	87,718	74.36
" " 1935-6	344,036	244,204	99,832	13,648	86,184	70.98
" " 1934-5	371,604	193,507	178,097	15,754	162,343	52.07
" " 1933-4	269,640	170,711	98,929	11,694	87,235	63.31

IF

YOU ARE AN ADVERTISING AGENCY EXECUTIVE OR RADIO ADVERTISER, YOU'LL BE LOOKING FORWARD TO RECEIVING YOUR COPY OF THE JULY EDITION OF THE "COMMERCIAL BROADCASTING RATE BOOK," NOW PUBLISHED HALF-YEARLY, BOUND IN SEMI-CLOTH COVERS.

YOU ARE A STATION EXECUTIVE, YOU'LL BE PUTTING YOUR AD. COPY MAN ONTO TURNING OUT FIRST CLASS HOUSE COPY FOR THE DISPLAY SECTION OF THE "RATE BOOK."

COMMERCIAL BROADCASTING STATIONS

AUSTRALIAN CAPITAL TERRITORY.

Call Sign.	Licensee.	Location of Station	Frequency Kilocycles	Wavelength Metres	Aerial Power Watts
2CA	Canberra Broadcasters Ltd., Civic Centre, Canberra	Canberra	1,050	286	2,000

NEW SOUTH WALES.

Metropolitan.

2CH	New South Wales Council of Churches' Services, 77 York Street, Sydney	Dundas, Sydney	1,190	252	1,000
2GB	Broadcasting Station 2GB Pty. Ltd., 29 Bligh Street, Sydney	Homebush Point, Sydney	870	345	1,000
2KY	The Trustees and Secretary of the Labour Council of New South Wales, 424 George Street, Sydney	Brookvale, Sydney	1,020	294	1,000
2SM	Catholic Broadcasting Co. Pty. Ltd., 60 Hunter Street, Sydney	Pennant Hills, Sydney	1,270	236	1,000
2UE	Radio 2UE Sydney Pty. Ltd., 29 Bligh Street, Sydney	Lilli Pilli, Sydney	950	316	1,000
2UW	Commonwealth Broadcasting Corporation Pty. Ltd., 49 Market Street, Sydney	Sydney City	1,110	270	750

Country.

2AD	New England Broadcasters, 113 Faulkner Street, Armidale	Armidale	1,130	265	200
2AY	Amalgamated Wireless (A/sia) Ltd., Dean Street, Albury	Albury	1,480	203	200
2BE	Bega and Far South Coast Broadcasters Ltd., Carp Street, Bega	Bega	1,490	201	100
2BH	Radio Silver City Pty. Ltd., corner Blende and Sulphide Streets, Broken Hill	Broken Hill	790	379	200
2BS	Bathurst Broadcasters Pty. Ltd., 16 Fitzmaurice Street, Wagga	Bathurst	1,500	200	100
2CK	Coalfields Broadcasting Co. Pty. Ltd., 97 Vincent Street, Cessnock	Cessnock	1,460	205	300
2DU	Western Broadcasters Pty. Ltd., MacQuarie Street, Dubbo	Dubbo	660	455	200
2GF	Grafton Broadcasting Co. Pty. Ltd., 47 York Street, Sydney	Grafton	1,210	248	200
2GN	Goulburn Broadcasting Co. Pty. Ltd., 47 York Street, Sydney	Goulburn	1,390	216	200
2GZ	Country Broadcasting Services Ltd., 84½ Pitt Street, Sydney	Near Orange	990	303	2,000
2HD	Airsales Broadcasting Co. Pty. Ltd., Maitland Road, Sandgate	Sandgate, near Newcastle	1,140	263	500
2HR	Hunter River Broadcasters Pty. Ltd., High Street, West Maitland	Kaludah, near Singleton	680	441	300
2KA	2KA Ltd., A.P.A. Chambers, 53 Martin Place, Sydney	Wentworth Falls, near Katoomba	780	385	1,000
2KM	Radio Kempsey Ltd., A.P.A. Chambers, 53 Martin Place, Sydney	Kempsey	980	306	200
2KO	Newcastle Broadcasting Co. Pty. Ltd., 72 Hunter Street, Newcastle	Sandgate, near Newcastle	1,410	213	500
2LF	Young Broadcasters Pty. Ltd., Watson House, 9 Bligh Street, Sydney	Young	1,340	224	300
2LM	Richmond River Broadcasters Pty. Ltd., Moleworth Street, Lismore	Near Lismore	900	333	500

(Continued next page.)

COMMERCIAL BROADCASTING STATIONS. (contd.)

Call Sign.	Licensee.	Location of Station	Frequency Kilocycles	Wavelength Metres	Aerial Power Watts
2LT	Lithgow Broadcasters Pty. Ltd., Watson House, 9 Bligh Street, Sydney	Near Lithgow	1,080	278	100
2MG	Mudgee Broadcasting Co. Pty. Ltd., 100 Church Street, Mudgee	Mudgee	1,450	207	100
2MO	2MO Gunnedah Ltd., Marquis Street, Gunnedah	Gunnedah	1,370	219	100
2MW	Tweed Radio and Broadcasting Co. Pty. Ltd., Austral Buildings, Commercial Road, Murwillumbah	Murwillumbah	1,470	204	100
2NZ	Northern Broadcasters Pty. Ltd., 84½ Pitt Street, Sydney	Little Plain	1,170	256	2,000
2PK	Parkes Broadcasting Co. Pty. Ltd., 283 Clarinda Street, Parkes	Parkes	1,400	214	200
2QN	Deniliquin Broadcasting Co. Ltd., End Street, Deniliquin	Deniliquin	1,440	208	200
2RG	Irrigation Area Newspapers Pty. Ltd., Ulong Street, Griffith	Griffith	1,070	280	200
2TM	Tamworth Radio Development Co. Ltd., Peel Street, Tamworth	Duri, near Tamworth	1,300	231	2,000
2WG	Riverina Broadcasting Pty. Ltd., 16 Fitzmaurice Street, Wagga	Near Wagga	1,150	261	2,000
2WL	Wollongong Broadcasting Pty. Ltd., Edward Street, Wollongong	Wollongong	1,430	210	500
2XL	Cooma Broadcasters Pty. Ltd., Cromwell Street, Cooma	Cooma	920	341	100
VICTORIA.					
Metropolitan.					
3AK	Melbourne Broadcasters Pty. Ltd., 480 Bourke Street, Melbourne, C.1	Balwyn, Melbourne	1,500	200	200
3AW	3AW Broadcasting Co. Pty. Ltd., 382 Latrobe Street, Melbourne, C.1	Melbourne City	1,280	234	600
3DB	Herald and Weekly Times Ltd., 36 Flinders Street, Melbourne, C.1	Melbourne City	1,030	291	600
3KZ	Industrial Printing and Publicity Co., 24-30 Victoria Street, Carlton, N.3	Melbourne City	1,180	254	600
3UZ	Nilsen's Broadcasting Service Pty. Ltd., 45 Bourke Street, Melbourne, C.1	Melbourne City	930	323	600
3XY	Station 3XY Pty. Ltd., 4 Bank Place, Melbourne, C.1	Melbourne City	1,420	211	600
Country.					
3BA	Ballarat Broadcasters Pty. Ltd., 56 Lydiard Street, Ballarat	Near Ballarat	1,320	227	500
3BO	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney	Near Bendigo	970	309	500
3CS	Colac Broadcasters Pty. Ltd.	Colac, Vic.	1130	—	200
3CV	Central Victoria Broadcasters Pty. Ltd., Broadcasting House Bendigo	Charlton	1,470	204	200
3GL	Geelong Broadcasters Pty. Ltd., James Street, Geelong	Geelong	1,350	222	500
3HA	Western Province Radio Pty. Ltd., 37 Gray Street, Hamilton	Near Hamilton	1,010	297	750
3LK	Herald and Weekly Times Ltd., 36 Flinders Street, Melbourne, C.1	Lubeck	1,090	275	2,000
3MA	Sunraysia Broadcasters Pty. Ltd., Deakin Ave., Mildura	Mildura	1,360	221	200
3SH	Swan Hill Broadcasting Co. Pty. Ltd., Campbell Street, Swan Hill	Swan Hill	1,330	226	200
3SR	The Argus Broadcasting Services Pty. Ltd., 365 Elizabeth Street, Melbourne, C.1	Near Shepparton	1,260	238	2,000
3TR	Broadcast Entertainments Pty. Ltd., Raymond Street, Sale	Near Sale	1,240	242	1,000

(Continued page 42.)



"THIS IS 2GB SYDNEY, RELAYING TO"

Every town in every corner of Australia knows that call sign. It is the open door to the best in radio entertainment, to feature programmes of world standard.

"Ginger" . . . "The Lux Radio Theatre" . . . "Melody Riddles" . . . "Yes, No Jackpots" . . . "That's What You Think" . . . "Let's Start an Argument" . . . "Interstate Splutter Stakes" . . . and the rest . . . they hold an immense national audience, and every one spells 2GB.

And the relay from 2GB of national features calls for the employment of **28,746 MILES OF LAND**

LINES EACH WEEK.

Truly The Nation's Station
2GB

Key Station of the Macquarie Network

SYDNEY: 29 Bligh St., B 7876.

MELBOURNE: 37 Queen St., MU 3878.

COMMERCIAL BROADCASTING STATIONS (contd.)

Call Sign.	Licensee.	Location of Station	Frequency Kilocycles	Wavelength Metres	Aerial Power Watts
3UL	The Argus Broadcasting Services Pty. Ltd., 365 Elizabeth Street, Melbourne, C.1	Warragul	880	341	200
3YB	The Argus Broadcasting Services Pty. Ltd., 365 Elizabeth Street, Melbourne, C.1	Warrnambool	1,210	248	200
QUEENSLAND AND PAPUA.					
Metropolitan.					
4BC	Commonwealth Broadcasting Corporation (Q'land) Ltd., Adelaide Street, Brisbane	Oxley, Brisbane	1,120	268	1,000
4BH	Broadcasters (Aust.) Pty. Ltd., Albert and Charlotte Streets, Brisbane	Bald Hill, Brisbane	1,380	217	1,000
4BK	Brisbane Broadcasting Pty. Ltd., 288 Queen Street, Brisbane	Brisbane City	1,290	233	500
Country.					
4AT	Atherton Tableland Broadcasters Pty. Ltd., Main Street, Atherton	Near Atherton	680	441	500
4AK	Brisbane Broadcasting Pty. Ltd., 288 Queen Street, Brisbane	Oakey	1,220	246	2,000
4AY	Ayr Broadcasters Pty. Ltd., Airdmillan Road, Ayr	Ayr	970	309	500
4BU	Bundaberg Broadcasters Pty. Ltd., 117 Bourbong Street, Bundaberg	Bundaberg	1,330	226	500
4CA	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney	Cairns	1,000	300	300
4GR	Gold Radio Service Pty. Ltd., T. & G. Building, Queen Street, Brisbane	Toowoomba	860	349	500
4IP	Ipswich Broadcasting Co. Pty. Ltd., Brisbane Street, Ipswich	Ipswich	1,400	214	100
4LG	Central Western Broadcasting Co. Pty. Ltd., Longreach	Longreach	1,440	208	100
4MB	Maryborough Broadcasting Co. Pty. Ltd., T. and G. Building, Queen Street, Brisbane	Maryborough	1,000	300	200
4MK	Mackay Broadcasting Service Pty. Ltd., 64 Nelson Street, Mackay	Mackay	1,390	216	100
4PM	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney	Port Moresby, Papua,	1,360	221	100
4RO	Rockhampton Broadcasting Co. Pty. Ltd., T. and G. Building, Queen Street, Brisbane	Rockhampton	1,080	278	200
4SB	South Burnett Broadcasting Co. Ltd., Alford Street, Kingaroy	Near Kingaroy	1,060	283	2,000
4TO	Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney	Townsville	780	385	200
4VL	Edward Gold, P.O. Box 163, Toowoomba	Charleville	920	326	100
4WK	Warwick Broadcasting Co. Pty. Ltd., corner King and Albion Streets,	Warwick	880	341	100
4ZR	Maranoa Broadcasting Co. Ltd., Bowen Street, Roma	Roma	1,490	201	100

SOUTH AUSTRALIA.

Metropolitan.					
5AD	Advertiser Newspaper Ltd., Waymouth Street, Adelaide	Adelaide City	1,310	229	500
5DN	Hume Broadcasters Ltd., C.M.L. Building, 45 King William Street, Adelaide	Adelaide City	960	313	500
5KA	Sport Radio Broadcasting Co. Ltd., Richards Buildings, Currie Street, Adelaide	Adelaide City	1,200	250	500
Country.					
5AU	Port Augusta Broadcasting Co. Ltd., Port Augusta	Port Augusta	1,400	214	200
5MU	Murray Bridge Broadcasting Co. Ltd., Waymouth Street, Adelaide	Murray Bridge	1,460	205	200

(Continued opposite page.)

COMMERCIAL BROADCASTING STATIONS (contd.)

Call Sign.	Licensee.	Location of Station	Frequency Kilocycles	Wavelength Metres	Aerial Power Watts
5PI	Midlands Broadcasting Services Ltd., Waymouth Street, Adelaide	Crystal Brook	1,040	288	2,000
5RM	River Murray Broadcasters Ltd., C.M.L. Building, 45 King William Street, Adelaide	Renmark	810	370	2,000
5SE	South Eastern Broadcasting Co. Ltd., Waymouth Street, Adelaide.	Mount Gambier	1,370	219	150
WESTERN AUSTRALIA					
Metropolitan.					
6IX	West Australian Newspapers Ltd., St. George's Terrace, Perth	Perth City	1,240	242	500
6ML	W.A. Broadcasters Ltd., Lyric House, Murray Street, Perth	Perth	1,130	265	500
6PR	Nicholson's Ltd., 86-90 Barrack Street, Perth.	Applecross, near Fremantle	800	375	500
Country					
6AM	6AM Broadcasters Ltd., St. George's House, St. George's Terrace, Perth.	Northam	980	306	2,000
6GE	Great Northern Broadcasters Ltd., E. S. & A. Bank Buildings, Geraldton	Geraldton	1,370	219	500
6KG	Goldfields Broadcasters (1933) Ltd., 209 Hannan Street, Kalgoorlie	Kalgoorlie	1,210	248	500
6PM	6PM Broadcasters Ltd., St. George's House, St. George's Terrace, Perth	Fremantle	1,320	227	500
6TZ	Nicholson's Ltd., 86-90 Bond Street, Perth	Perth	1,340	—	500
6WB	W.A. Broadcasters Ltd., Lyric House, Murray Street, Perth	Katanning	1,070	280	2,000
TASMANIA					
Metropolitan					
7HO	Commercial Broadcasters Pty. Ltd., 82 Elizabeth Street, Hobart	Hobart	860	349	500
7HT	Metropolitan Broadcasters Pty. Ltd., 44 Elizabeth Street, Hobart	Hobart	1,080	278	500
Country					
7AD	Northern Tasmania Broadcasters Pty. Ltd., Reibey Street, Ulverstone	Devonport	900	333	300
7BU	Burnie Broadcasting Service Pty. Ltd., Wilson Street, Burnie	Burnie	660	455	200
7DY	North East Tasmanian Radio Broadcasters Pty. Ltd., 67 Brisbane Street, Launceston	Derby	1,450	207	200
7EX	7EX Pty. Ltd., 74 Charles Street, Launceston	Launceston	1,000	300	500
7LA	Findlay & Wills Broadcasters Pty. Ltd., 67 Brisbane Street, Launceston	Launceston	1,100	273	500
7QT	West Coast Broadcasters Pty. Ltd., 21 Paterson Street, Launceston	Queenstown	680	441	300

STATIONS OF THE NATIONAL BROADCASTING SERVICE AS AT JUNE 30, 1940**MEDIUM WAVE SERVICES**
New South Wales

Call Sign	Station	Frequency Kilocycles	Wavelength, Meters	Aerial Power, Watts
2BL	Sydney	740	405	3,000
2CO	Riverina Regional (Corowa)	670	448	7,500
2CR	Central Regional (Cumnock)	550	545	10,000
2FC	Sydney	610	492	10,000
2NC	Hunter River Regional (Newcastle)	1,230	244	2,000
2NR	Northern Rivers Regional (Lawrence, near Grafton)	700	429	7,000
2CY	Canberra	850	353	10,000
Victoria				
3AR	Melbourne	620	484	10,000
3GI	Gippsland Regional (Longford, near Sale)	830	361	7,000
3LO	Melbourne	770	390	10,000
3WV	Western Regional (Dooen, near Horsham)	580	517	10,000

(Continued next page.)

NATIONAL BROADCASTING STATIONS (contd.)

Queensland				
4QG	Brisbane	800	375	2,500
4QN	North Regional (Clevedon, near Townsville)	630	476	7,000
4QR	Brisbane	940	319	500
4RK	Rockhampton Regional (Rockhampton)	910	330	2,000
South Australia				
5AN	Adelaide	890	337	500
5CK	North Regional (Crystal Brook)	640	469	7,500
5CL	Adelaide	730	411	4,000
Western Australia				
6GF	Goldfields Regional (Kalgoorlie)	720	417	2,000
6WA	South West Regional (Minding, near Wagin)	560	536	10,000
6WF	Perth	690	435	3,500
6WN	Perth	790	380	500
Tasmania				
7NT	North Regional (Kelso, near Launceston)	710	423	7,000
7ZL	Hobart	600	500	2,000
7ZR	Hobart	1,160	259	500

SHORT WAVE SERVICE

VLR	Lyndhurst, Victoria	9,580	31.32	2,000
VLR3	Lyndhurst, Victoria	11,880	25.25	2,000

The Postmaster-General's Department is responsible for the maintenance and operation of the technical services.

The program services are provided by the Australian Broadcasting Commission, whose headquarters are at Sydney (P.O. Box 487AA).

Complete Official List of Canadian Broadcasting Stations as at March, 1939

CALL SIGN	LOCATION OF STATION	FREQ'Y KC/s	LICNSD POWER WATTS	CALL SIGN	LOCATION OF STATION	FREQ'Y KC/s	LICNSD POWER WATTS	CALL SIGN	LOCATION OF STATION	FREQ'Y KC/s	LICNSD POWER WATTS
CBF	Montreal, Que.	910	50,000	HCGB	St. Anne de la Pocatiere, Que.	1,200	100	CJRX	Middlechurch, Man.	11,720	2,000
CBJ	Chicoutimi, Que.	1,120	100	CHGS	Summerside, P.E.I.	1,450	50	CKAC	St. Hyacinthe, Que.	730	5,000
CBL	Toronto (Hornby), Ont.	840	50,000	CHLN	Three Rivers, Que.	1,420	100	CKBI	Prince Albert, Sask.	1,210	100
CBM	La Prairie, Que.	960	5,000	CHLP	Montreal, Que.	1,120	100	CKCA	Kenora, Ont.	1,420	250
CBO	Hawthorne, Ont.	880	1,000	CHLT	Sherbrooke, Que.	1,210	100	CKCD	Vancouver, B.C.	1,010	100
CBR	Lulu Island, B.C.	1,100	5,000	CHML	Saltfleet Twp., West-worth Co., Ont.	1,010	100	CKCH	Hull, Que.	1,210	100
CBV	Charlesbourg, Que.	950	1,000	CHNC	New Carlisle, Que.	610	1,000	CKCK	Regina, Sask.	10,010	1,000
CBY	Toronto, Ont.	1,420	100	CHNS	Bedford, N.S.	930	1,000	CKCL	Toronto, Ont.	580	100
CFAC	Calgary, Alta.	930	1,000	CHNX	Bedford, N.S.	6,130	500	CKCO	Boom Island, Que.	1,010	100
CFAR	Flin Flon, Man.	1,370	100	CHRC	Quebec, Que.	580	100	CKCR	Waterloo, Ont.	1,510	100
CFCF	Montreal, Que.	600	500	CHSJ	St. John, N.B.	1,120	100	CKCV	Quebec, Que.	1,310	100
CFCH	North Bay, Ont.	930	100	CHWK	Chilliwack, B.C.	780	100	CKCW	Moncton, N.B.	1,370	100
CFCN	Strathmore, Alta.	1,030	10,000	CJAT	Trail, B.C.	910	1,000	CKFC	Vancouver, B.C.	1,410	50
CFCH	Chatham, Ont.	630	100	CJBR	Sacre-Coeur, Rimouski Co., Que.	1,030	1,000	CKFX	Vancouver, B.C.	6,080	10
CFCT	Esquimalt District, B.C.	1,450	500	CJCA	Belmont View, Alta.	730	1,000	CKGB	Timmins, Ont.	1,420	100
CFCX	Montreal, Que.	6,005	75	CJCB	South Bar Road, near Sydney, N.S.	1,240	100	CKIC	Wolfville, N.S.	1,010	50
CFCY	Malpeque Rd., near Charlottetown, P.E.I.	630	1,000	CJCC	Calgary, Alta.	690	100	CKLW	Sandwich South Twp., Essex County, Ont.	1,030	5,000
CFGP	Grande Prairie, Alta.	1,200	100	CJCD	Stratford, Ont.	1,210	50	CKMC	Cobalt, Ont.	1,210	50
CFCJ	North Kamloops, B.C.	880	1,000	CJCE	Aklavik, N.W.T.	1,210	50	CKMO	Vancouver, B.C.	1,410	100
CFCL	Prescott, Ont.	930	100	CJCF	South Bar Road, near Sydney, N.S.	6,010	1,000	CKNX	Wingham, Ont.	1,200	100
CFNB	Fredericton, N.B.	550	1,000	CJCG	Yorkton, Sask.	1,390	100	CKOC	Fruitland, Ont.	1,120	1,000
CFNL	London, Ont.	730	100	CJCH	Sault Ste. Marie, Ont.	1,500	100				
CFPR	Prince Rupert, B.C.	580	50	CJCI	Kirkland Lake, Ont.	1,310	100				
CFQC	Saskatoon, Sask.	600	1,000	CJCL	Yarmouth, N.S.	1,310	100				
CFRB	Twp. of King, Ont.	690	10,000	CJCM	Lethbridge, Alta.	950	100				
CFRC	Kingston, Ont.	1,510	100	CJCN	Sea Island, B.C.	600	500				
CFRN	Edmonton, Alta.	960	100	CJCR	Middlechurch, Man.	630	1,000				
CFRX	Twp. of King, Ont.	6,070	1,000	CJRM	Belleplaine (Regina), Sask.	540	1,000				
CFVP	Strathmore, Alta.	6,030	100	CJRO	Middlechurch, Man.	6,150	2,000				
CHAB	Moose Jaw, Sask.	1,200	250					CKOV	Kelowna, B.C.	530	100
			(Day)					CKPC	Brantford, Ont.	930	100
			(Night)					CKPR	Port Arthur, Ont.	580	1,000
CHCK	Charlottetown, P.E.I.	1,310	50					CKRN	Rouyn-Noranda, Que.	1,370	100
								CKSO	Nealon Twp., Ont.	780	1,000
								CKTB	St. Catharines, Ont.	1,200	100
								CKUA	South Edmonton, Alta.	580	500
								CKWX	Vancouver, B.C.	1,010	100
								CKX	Brandon, Man.	1,120	1,000
								CKY	Headingley, Man.	910	15,000

THE SPOTLIGHT OF PUBLIC APPROVAL IS CONTINUOUSLY FOCUSED ON THE RADIO SHOWMANSHIP OF 2UW KEY STATION of the C.B.N

The Station that sets an unrivalled standard in every field of ENTERTAINMENT AND ADVERTISING

If it's a 2UW advertising campaign, you are sure of THE GREATEST RADIO AUDIENCE and SALES RESULTS UNEQUALLED

RING M6686.8 LINES. DAY & NIGHT

C.B.C. COMMONWEALTH BROADCASTING CORPORATION (Q'LAND LTD.)

DOMINATES THE 7 GREAT POPULATION DENSITIES WITH 4BC BRISBANE RELAY 4SB KINGAROY 4GR TOOWOOMBA 4RO ROCKHAMPTON 4MB MARYBOROUGH 4VL CHARLEVILLE 4ZR ROMA

Selling in every market, excelling in every field of commercial radio with amazing results for advertisers.

Victorian Office: Aikira House, 18 Queen Street, Melbourne
N.S.W. Representative: A. D. Bourke, 5 Barrack Street, Sydney

Station Particulars (contd.)

2CH SYDNEY

Official operating power: 1,000 watts. Wavelength: 252 m., 1,190 kC/s.

Operating company: Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney. Phone, BW2222. Box No. 4161X. Telegraphic: TWOCH.

Network affiliation: Major and A.W.A.

Location of studios: York Street, Sydney. Transmitter: Pennant Hills.

Directors: Sir Ernest Fisk (chairman). General manager: L. A. Hooke. Station manager: V. M. Brooker. Assistant manager: T. Spencer. Sales manager: C. T. Sproule. Secretary: J. F. Wilson. Announcers: A. S. Cochrane, K. Layton, E. Pearce, C. Stanley, R. Douglas, Mrs. M. McSperrin, Mrs. Joan Read, Misses L. Fleming, M. Head. Program and production executives: Humphrey Bishop, Miss G. Gibson. Salesmen: G. C. McGuinness, J. Minto, G. Allcock, D. G. Donald, F. H. Knowles, J. S. K. Wallens, B. Martin. Chief engineer: A. B. Sharland. Other technical staff: H. Tuson, H. Allen, K. Stewart, C. Binns, W. Cottrell.

Representatives: Melbourne: A.W.A. Ltd., 167 Queen Street, C.1. Brisbane: H. E. Cox, 289 Queen Street.

2DU DUBBO

Official operating power: 200 watts. Wavelength: 455 metres, 660 kC/s.

Operating company: Western Broadcasters Pty. Ltd., Union Bank Chambers, Macquarie Street, Dubbo. Phone, Dubbo 440. Telegraphic: TWODU.

Network affiliation: Nil.

Location of studios: Union Bank Chambers, Dubbo. Transmitter: Tamworth Street, Dubbo.

Directors: E. I. Body (chairman), A. K. K. Scott, F. N. B. Fitzhardinge, D. E. Holmes. General manager: D. E. Holmes. Secretary and sales manager: A. Storrier. Announcers: R. Ayling, Betty Drew. Chief engineer: D. E. Holmes.

Representatives: Sydney: R. Wilson, Watson House Bligh Street. Melbourne: A.W.A. Queen Street.

2GB SYDNEY

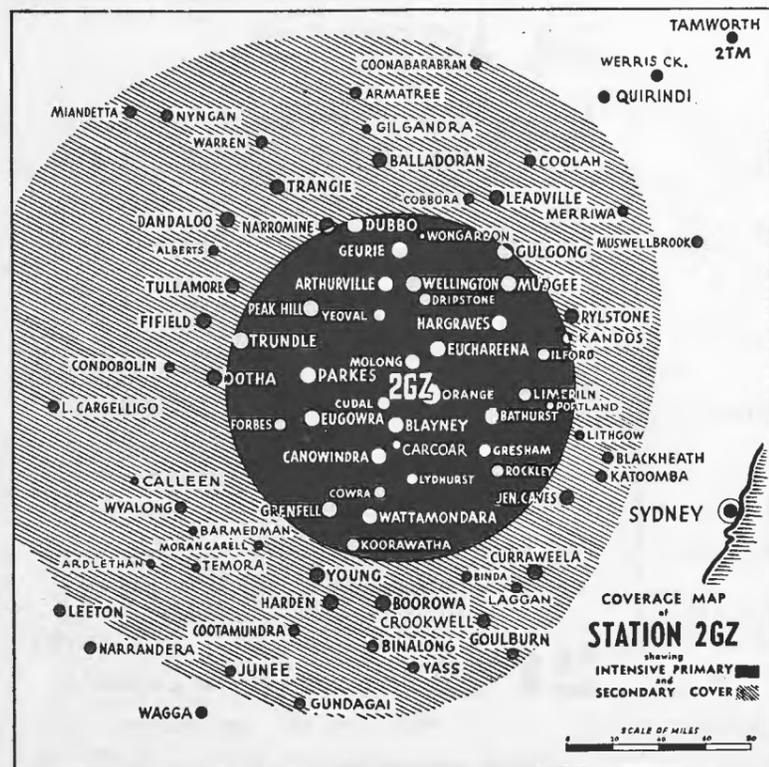
Official operating power: 1,000 watts. Wavelength: 345 m., 870 kC/s.

Operating company: Station 2GB Pty. Ltd., 29 Bligh Street, Sydney. Phone, B7876. Telegraphic: TWOGB Sydney.

Network affiliation: Macquarie.

Location of studios: 29 Bligh Street, Sydney. Transmitter: Homebush Point, Parramatta.

Directors: Sir Hugh Denison, R. E. Denison, L. A. Denison, Frederick Daniell, A. W. Perriam. General manager: H. G. Horner. Advertising manager and chief executive: R. E. Lane. Assistant manager: G. H. Anderson. Service manager: C. A. Fletcher. Secretary: W. Calley. Announcers: C. H. Cousens, John Dease, R. Fair, Frank Sturge Harty, Arthur O'Keefe, Robin Ordell, Miss G. Reeve, Mrs. E. Stelzer. Program and production executives: P. Campbell, C. H. Cousens. Salesmen: E. H. Brewer, S. O. Clarke, L. R. Heath, W. J. Stelzer, W. Firth, A. G. Ward. Chief engineer: L. Schultz. Other technical staff: C. K. Louer, H. R. R. Thomas, C. Hibbert, D. G. Walters, L. Cumston, C. Hutchinson, R. Piermont, W. E. Ralston, L. Truebridge. (Continued opposite page.)



Country Studios: ORANGE

Transmitter: AMAROO

DOMINATING NEW SOUTH WALES' RICHEST COUNTRY MARKET

2GZ (2,000 Watts)

OFFERS ADVERTISERS—

Strong sales productive forces of great power and prestige won by consistent presentation of the best feature programmes sponsored by major advertisers plus community service sessions.

Head Office and Studios:

HOSKING HOUSE, HOSKING PLACE, SYDNEY

TELEPHONE — BW 1428.

2GZ plus 2NZ gives a lower coverage cost per thousand radio homes than any other two country stations in N.S.W.

Station Particulars (contd.)

2GB (contd)

Representatives: Melbourne: Macquarie Broadcasting Services Pty. Ltd., 37 Queen Street.

2GF GRAFTON

Official operating power: 200 watts. Wavelength: 248 m., 1,210 kC/s.

Operating company: Grafton Broadcasting Co. Pty. Ltd., Prince Street, Grafton. Phone, 289. Box No. 14.

Network affiliation: A.W.A.

Location of studios: 180 Turf Street, Grafton. Transmitter: 180 Turf Street, Grafton.

Directors: Sir Ernest Fisk, L. A. Hooke. Secretary: J. F. Wilson. Announcers: H. Peaston, J. K. Lowe, A. W. W. Bradford, Miss M. Saunders. Program and production executives: A. W. W. Bradford. Salesmen: H. Peaston, J. K. Lowe. Other technical staff: J. K. Lowe, H. Peaston.

Representatives: A.W.A., Sydney and Melbourne.

2GN GOULBURN

Official operating power: 200 watts. Wavelength: 216 m., 1,390 kC/s.

Operating company: Goulburn Broadcasting Co. Pty. Ltd., Auburn Street, Goulburn. Phone, 365. Box No. 115.

Network affiliation: A.W.A.

Location of studios: Auburn Street, Goulburn. Transmitter: River Road, Goulburn.

Director: Sir Ernest Fisk. Station manager: J. Dower.

Secretary: J. F. Wilson. Announcers: J. Dower, D. J. S. Marshall, V. L. Shearstone, Miss Y. V. Carniel. Salesmen: J. Dower, O. J. S. Marshall, V. L. Shearstone. Chief engineer: J. Dower. Other technical staff: V. L. Shearstone.

Representatives: A.W.A., Sydney and Melbourne.

2GZ ORANGE

Official operating power: 2,000 watts. Wavelength: 303 m., 990 kC/s.

Operating company: Country Broadcasting Services Ltd., Head Office, Hosking House, Hosking Place, Sydney. Country Office, Union Bank Building, Summer Street, Orange. Phone, Sydney BW1428, Orange 413. Box No. 3650S Sydney. Orange 248. Telegraphic: TWOGZ.

Network affiliation: The Provincial Network Pty. Ltd.

Location of studios: Sydney: Hosking Place. Orange: Summer Street. Transmitter: Amaroo (via Orange).

Directors: A. F. Manchee (chairman), J. A. Middleton, D. J. Gilligan, J. P. Abbott, F. B. Fleming, J. F. Holloway. General manager: J. E. Ridley. Program manager: Brian Maxwell. Sales manager: A. Ridley. Secretary: A. R. Chaloner, A.I.C.A. Announcers: R. Birmingham, L. Collings, G. Ratcliffe, P. MacGregor, A. St. George, Ron Scott, Miss B. Higgins. Program and production executives: Brian Maxwell, Miss J. Orchard. Salesmen: Syd- (Continued page 52.)

COVERAGE - PLUS

TO NORTHERN NEW SOUTH WALES GIVING AS BONUS A GOOD SLICE OF SOUTHERN QUEENSLAND

2NZ (2,000 Watts)

Broadcasts a powerful signal effectively blanket covering a widely spread collection of prosperous booming towns, richly productive farms, grazing properties, mines, secondary industries . . . an audience of great buying power, highly responsive to 2NZ's Sales Influence.

Head Office and Studios:

COUNTRY BROADCASTING SERVICES LIMITED

HOSKING HOUSE — HOSKING PLACE SYDNEY B W 1 4 2 8

2NZ plus 2GZ gives a lower coverage cost per thousand radio homes than any other two country stations in N.S.W.



Country Studios: INVERELL

Transmitter: LITTLE PLAINS

Station Particulars (contd.)

2GZ Orange (contd)

ney: H. P. Clarke, F. B. Haines, T. J. Radford. Country: A. St. George. Chief engineer: E. C. Crouch. Other technical staff: C. Breed, G. Ratcliffe, H. Hannam, W. Hart, R. Scott, G. Palmer.

Representatives: Melbourne: S. Allen, Newspaper House, Collins Street.

2HD NEWCASTLE

Official operating power: 500 watts. Wavelength: 263 m., 1,140 kC/s.

Operating company: Airsales Broadcasting Co. Pty. Ltd., P.O. Box 123 Newcastle, N.S.W. Phone, Waratah 487.

Network affiliation: C.B.N. and Empire State Network. Location of studios: Maitland Road, Sandgate, and 149 King Street, Newcastle. Transmitter: Maitland Road, Sandgate.

Directors: A. Macgillivray, J. K. Jameson. General manager: A. Macgillivray. Station manager: M. O'Halloran. Studio manager: S. Edwards. Sales manager: G. A. Bray. Secretary: W. L. Wills. Announcers: S. Edwards, J. C. Crago, G. D. Bolland, N. Scholes, H. Jarvis, M. Johnston. Program and production executives: E. W. Rowe, N. Scholes, W. R. Panes. Salesmen: G. A. Bray, S. Edwards, E. Priest. Chief engineer: R. A. Oakley. Other technical staff: R. N. Franks, W. Moss, N. Bruce.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street. Phone, BW 4135. Melbourne: D. MacGregor, 532 Bourke Street.

2HR LOCHINVAR.

Official operating power: 300 watts. Wavelength: 441 m., 680 kC/s.

Operating company: Hunter River Broadcasters Pty. Ltd., 468 High Street, West Maitland. Phone, 410. Box No. 53. Telegraphic: TWOHR.

Network affiliation: Macquarie. Location of studios: O'Brien's Corner, High Street, West Maitland. Transmitter: Lochinvar.

Directors: F. H. Daniell, C. Ogilvy, E. W. Robinson (chairman), O. H. Robinson, C. H. Dunlop, A. S. Mather. General manager: K. C. Robinson. Sales manager: K. C. Robinson. Announcers: Noel Judd, Ian Healy, Bill Langford Penny, Mrs. Penny. Program and production executives: Ian Healy. Salesmen: W. Langford Penny. Chief engineer: A. S. Mather. Other technical staff: R. W. Best, K. Donnellan.

Representatives: Macquarie Broadcasting Network. Sydney, 29 Bligh Street. Melbourne: 37 Queen Street.

2KA KATOOMBA.

Official operating power: 1,000 watts. Wavelength: 359 m., 1,760 kC/s.

Operating company: Transcontinental Broadcasting Corporation Ltd., 19 Bligh Street, Sydney. Phone, BW 4501-2. Box No. 2897N.

Network affiliation: C.B.N. Location of studios: 19 Bligh Street. Transmitter: Wentworth Falls.

Directors: G. E. McCauley (managing director), J. P. O'Neill, A. C. Paddison, A. L. McCauley. General manager: A. C. Paddison. Studio manager: I. McDonald. Secretary: McCauley and McCauley. Announcers: Ian McDonald, Max Baker, Miss Joy Alexander (women's session), Douglas Melton. Field merchandising officer: J. Morris. Salesmen: B. Palmer, J. Morris, G. Hilder. Chief engineer: T. Toakley. Other technical staff: W. Arnold, C. Bischoff.

Representatives: Melbourne: Macquarie Network.

2KM KEMPSEY

Official operating power: 200 watts. Wavelength: 306 m., 980 kC/s.

Operating company: Radio Kempsey Ltd. Phone: Sydney, B 6958; Kempsey, 36. Box No. 2897N.

Network affiliation: C.B.N. Location of studios: Belgrave Street, Kempsey. Transmitter: Belgrave Street, Kempsey.

Directors: J. P. O'Neill, A. L. McCauley, A. C. Paddison, C. A. Ryde, G. E. McCauley. General manager: A. C. Paddison. Sales manager: W. Ogilvy. Secretary: McCauley and McCauley. Announcers: T. Waugh, B. Kelly, Miss P. Riggs, E. Richter. Salesmen: W. Ogilvy, T. Waugh. Technical staff: E. Richter, G. Chisholm.

Representatives: Melbourne: Macquarie Broadcasting Network.

2KO NEWCASTLE

Official operating power: 500 watts. Wavelength: 213 m., 1,410 kC/s.

Operating company: The Newcastle Broadcasting Co. Pty. Ltd., 72 Hunter Street, Newcastle, N.S.W. Phone, Newcastle 932, 957. Box No. 300. Telegraphic: 2KO.

Network affiliations: Major and T.P.N. Location of studios: 72 Hunter Street, Newcastle. Transmitter: Sandgate, 7 miles N. Newcastle.

Directors: Allen Fairhall, Harold Pickhover. General manager: Allen Fairhall. Studio manager: Harold Pickhover. Secretary: A. D. Faulkner. Announcers: Harold Pickhover, Ron Roberts, John O'Brien, Eric Cecil, Jim Max, Miss Elma Gibbs, Stan Heaney, Hec. Scott (sporting). Program and production executives: Harold Pickhover, Ron Roberts. Salesmen: Ted Cox and Fred Laurie (Sydney), Hugh Anderson (Melbourne). Chief engineer: Ken. Greenhalgh. Other technical staff: Max Spitzkowsky, J. Cowan, J. Greenhalgh, H. Davies, C. Mole, N. Andrews.

Representatives: Sydney: Station 2KO, Shell House, Carrington Street. Melbourne: Hugh Anderson, Poster House, 130 Exhibition Street.

2KY SYDNEY.

Official operating power: 1,000 watts. Wavelength: 294 m., 1,024 kC/s.

Operating company: Labour Council of N.S.W., Dymock's Buildings, 428 George Street, Sydney. Phone, M6291-2.

Location of studios: Dymock's Buildings, 428 George Street. Transmitter: Beacon Hill, French's Forest.

Directors: J. R. Hughes, R. A. King, A. McAlpine, Lloyd Ross, T. Wright, F. O'Neill, K. Miller. General manager: Herbert E. Beaver. Sales manager: Herbert E. Beaver. Secretary: Hon. R. A. King, M.L.C. An-

(Continued opposite page.)

2KY Sydney (contd)

nouncers: John Harper, H. M. Garden, G. Saunders, T. D. Bairnsfather, L. Lunn, J. Farrelly, J. Fox, E. Walker, Mrs. Grey, Miss Myra Dempsey, Dan Weldon, Brian Howard, B. Perriman. Program and production executives: H. M. Garden (program director), F. Witt (record librarian), Esme Williams (publicity officer). Salesmen: R. Wharton, J. Harper, L. Lunn, J. Farrelly, Myra Dempsey. Chief engineer: John H. Brown. Other technical staff: H. E. Edwards, A. Carlin, L. Spinner, M. Harmer, D. McKenzie, J. C. Stewart (engineers), F. Morris, J. White, J. Pullan (technicians).

Representatives: I. V. Robertson, A.P.A. Buildings, Collins Street, Melbourne.

2LF YOUNG

Official operating power: 300 watts. Wavelength: 224 m., 1,340 kC/s.

Operating company: Young Broadcasters Pty. Ltd., Young, N.S.W. Phone, Young 27, 196. Box No. 31, Young. Telegraphic: TWOELEF.

Network affiliation: Nil.

Location of studios: Lynch Street, Young. Transmitter: Moppity Road, Young.

General manager: G. W. M. Allen. Station manager: Georges Dyer. Studio manager: Georges Dyer. Sales manager: Sydney Sculthorpe. Announcers: Pat Barton, Margot MacPhillamy, Susie Tipping, Bill Allen, Georges Dyer, Ray Cordingly, Wally Winsor, Dick Try. Program and production executives: Georges Dyer, Pat Barton,

Station Particulars (contd.)

Wally Winsor. Salesmen: Sydney Sculthorpe, Helen Conway. Chief engineer: Richard Try. Other technical staff: Ray Cordingly.

Representatives: Don Scott, Watson House, Bligh Street, Sydney.

2LM LISMORE

Official operating power: 500 watts. Wavelength: 333 m., 900 kC/s.

Operating company: Richmond River Broadcasters Pty. Ltd., Molesworth Street, Lismore. Phone 1028. Box No. 44. Telegraphic: TWOLM.

Network affiliation: Provincial Network.

Location of studios: Molesworth Street, Lismore. Transmitter: Goonnellabah.

Directors: C. M. Robertson (chairman), Dr. A. J. Opie, A. E. Brand, J. McLean, J. C. McIntosh. General manager: C. V. Woodland. Sales manager: Harry Wharf. Secretary: F. G. Jackson. Announcers, C. V. Woodland, H. Wharf, Reg. Goss, Ellis Fleming, Mollie Noonan, Dorothy Wilby, Pat Wilson. Salesmen: Harry Wharf, Reg. Goss. Chief engineer: Stanley Tonkin. Other technical staff: Pat O'Sullivan, Jack Biggin, Jim Hudson.

Representatives: Sydney: Provincial Network Pty. Ltd. Hosking House, Hosking Place. Melbourne: Stanford M. Allan, 247 Collins Street.

Audience Appreciation Proves it!

Latest official licence figures for N.S.W. covering licence density within primary coverage areas tell their own story

2HR	Ratio, licences to homes	89%	1st in N.S.W.
2WL	" " " "	88%	2nd in N.S.W.
2CA	" " " "	85%	3rd in N.S.W.

THE FIRST STATIONS OF THE STATE

2WL	-	2HR	-	2CA
South Coast		Hunter River		Canberra

MEMBERS OF

THE MACQUARIE NETWORK

SYDNEY
29 Bligh Street. B7887

MELBOURNE
37 Queen Street. MU3878

Station Particulars (contd.)

2LT LITHGOW

Official operating power: 100 watts. Wavelength: 278 m., 1,080 kC/s.

Operating company: Lithgow Broadcasters Pty. Ltd., Radio Centre, Lithgow. Phone 121. Box No. 21.

Network affiliation: Nil.

Location of studios: Radio Centre, Lithgow. Transmitter: Radio Centre, Lithgow.

Directors: H. B. Witham (managing director), E. J. Taylor, R. E. Fullagar. General manager: W. T. Grant. Secretary: Miss E. Tagg. Announcers: H. G. Barry, T. L. Croke, E. N. Williams, Miss M. G. Armstrong. Chief engineer: W. T. Grant. Other technical staff: T. L. Croke.

Representatives: Sydney: D. N. Scott, 9 Bligh Street. Melbourne: J. Jordan, 238 Flinders Lane.

2MG MUDGE

Official operating power: 100 watts. Wavelength: 207 m., 1,450 kC/s.

Operating company: Mudgee Broadcasting Co. Pty. Ltd., Wellington Road, Mudgee. Phone 179. Box No.

44. Telegraphic: TWOMG.

Network affiliation: Empire State.

Location of studios: Wellington Road, Mudgee. Transmitter: Wellington Road, Mudgee.

Directors: H. W. Milton, G. Thompson, E. E. Milton, E. W. Hodges. Manager: H. W. Milton. Sales manager: H. W. Milton. Secretary: E. E. Milton. Announcers: W. G. Holmes, M. J. Moore. Program and production executives: M. J. Moore, W. Holmes, E. Sheath. Salesmen: H. W. Milton, W. G. Holmes, M. J. Moore. Chief engineer: H. W. Milton. Other technical staff: M. J. Moore.

Representatives: Melbourne: E. A. Wood, 532-542 Bourke Street. Sydney: C. A. Monks, Shell House, Carrington Street.

2MO GUNNEDAH

Official operating power: 100 watts. Wavelength: 219 m., 1,370 kC/s.

Operating company: 2MO Gunnedah Ltd., Marquis Street, Gunnedah. Phone, 236. Box No., Tamworth 42, Gunnedah 62. Telegraphic: TWOMO.

Location of studios: Marquis Street. Transmitter: Marquis Street.

Directors: E. Higginbotham (chairman), W. McDonagh, V. MacAdam, O. Bennett, S. W. Kennedy. Station manager: T. V. C. Byrnes. Secretary: S. W. Kennedy. Announcers: T. V. C. Byrnes, E. Tibbett, Mrs. H. Whistler. Salesman: J. Leiper (Sydney). Chief engineer: T. Whitcomb. Other technical staff: E. Tibbett.

Representatives: Melbourne: S. Allan, Newspaper House, Collins Street. Sydney: 2MO Gunnedah Ltd., Australia House, Carrington Street.

2MW MURWILLUMBAH

Official operating power: 100 watts. Wavelength: 204 m., 1,470 kC/s.

Operating company: Tweed Radio and Broadcasting Co. Pty. Ltd., Church Lane, Murwillumbah. Phone 12. Box No. 53. Telegraphic: TWOMW.

Location of studios: Church Lane, Murwillumbah. Transmitter: Condong Road, Murwillumbah.

Directors: A. A. Budd, J. C. Price, A. Pratt, J. Raward, F. E. Nichol. General manager: A. A. Budd. Station manager: W. G. Diamond. Studio manager: R. Callow. Sales manager: W. G. Diamond. Secretary: J. Theyer. Announcers: W. G. Diamond, Russell Callow, Reg. F. Olsen, R. Hungerford, Miss J. Palmer. Program and production executives: Misses J. Palmer and B. Jones. Salesmen: Russell Callow. Chief engineer: A. G. Simmonds.

Representatives: Sydney: Walter J. Smyth, Chandler's Broadcasting Service, Carrington Street. Melbourne: L. G. Mather, Macquarie Network. Brisbane: Station 4BH, Adelaide Street.

Station Particulars (contd.)

2NZ INVERELL.

Official operating power: 2,000 watts. Wavelength: 256.4 m., 1,170 kC/s.

Operating company: Northern Broadcasters Ltd., Head Office, Hosking House, Hosking Place, Sydney. Country Office, Otho Street, Inverell. Phone, Sydney BW1428, Inverell 9. Box No. 3650S Sydney, Inverell 3. Telegraphic: TWONZ.

Network affiliation: The Provincial Network Pty. Ltd.

Location of studios: Otho Street, Inverell. Transmitter: Little Plain.

Directors: H. T. Knapton (chairman), Hon. E. C. Summerlad, C.B.E., M.L.C., Hon. D. H. Drummond, M.L.A., A. F. Manchee, J. F. Middleton, J. E. Ridley. General manager: J. E. Ridley. Station manager: J. W. Twyford. Studio manager: John Ryan. Sales manager: A. Ridley. Secretary: A. R. Chaloner, A.I.C.A. Announcers: J. Ryan, R. (Bill) Roberts, B. Condon, Errol Hugh, Miss N. Lynn. Program and production executives: J. Ryan, Miss M. Kearins. Salesmen: Sydney: H. P. Clarke, F. B. Haines, T. J. Radford. Country: J. W. Twyford. Chief engineer: E. C. Crouch. Other technical staff: E. S. Stevens, O. Bartle, A. Gardiner.

Representatives: Melbourne: S. Allen, Newspaper House, Collins Street.

2PK PARKES

Official operating power: 200 watts. Wavelength: 214 m., 1,400 kC/s.

Operating company: Parkes Broadcasting Co. Pty. Ltd., 20 Close Street, Parkes. Phone, 480. Box No. 112. Telegraphic: TWOPEEKAY.

Network affiliation: Empire State.

Location of studios: 20 Close Street, Parkes. Transmitter: 20 Close Street, Parkes.

Directors: A. J. Matthews (chairman), Hon. F. W. Spicer, M.L.C. (managing director), C. Johnson and J. P. Sheahan. Manager: Royston Marcus. Sales manager: John Kerr, Allan C. Chaplin, Miss Margaret Broadfoot. Salesmen: John A. Kerr, P. A. M. Williams. Chief engineer: Allan C. Chaplin. Other technical staff: John A. Kerr.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street. Melbourne: E. A. Wood, Shell Corner, Bourke Street.

2RG GRIFFITHS

Official operating power: 200 watts. Wavelength: 280 m., 1,070 kC/s.

Operating company: Irrigation Area Newspapers Pty. Ltd., Ulong Street, Griffith, N.S.W. Phone, 45. Box No. 388. Telegraphic, TWORG.

Location of studios: Ulong Street. Transmitter: Ulong Street.

Directors: H. B. Whitham, L. M. Jones. General manager: L. M. Jones. Sales manager: L. M. Jones. Secretary: Miss E. L. Miller. Announcers: John B. Powell, G. H. Miller, John Weller, Mrs. R. Harvey, Miss K. O'Donnell. Chief engineer: John Weller.

Representatives: Sydney: D. N. Scott, 9 Bligh Street; Melbourne: J. Jordan, Flinders Lane.

SEND **YOUR**
SALES MESSAGE

By



TO NORTHERN N.S.W.

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Recognised Speedy
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the Richest Part of the State

2PK

PARKES, N.S.W.

"The Voice of the Golden West"

brings

Results

by

Effective Coverage

REPRESENTATIVES:

CUTHBERT A. MONKS, Shell House, Sydney A.W.A., Brisbane
DUNCAN MACGREGOR, Shell Corner, Bourke St., Melbourne A.W.A., Melbourne

Station Particulars (contd.)

2QN DENILIKUIN

Official operating power: 200 watts. Wavelength: 208 m., 1,440 kC/s.

Operating company: Deniliquin Broadcasting Co. Ltd., Conargo Shire Chambers, End Street, Deniliquin, N.S.W. Phone, 260. Box No. 23, Deniliquin.

Network affiliation: Empire State.

Location of studios: End Street, Deniliquin. Transmitter: Deniliquin.

Directors: John R. S. Carse (chairman), C. G. Gove, J. Tasker. General manager: Basil J. Jackson. Station manager: John V. Reilly. Sales manager: John V. Reilly. Secretary: Basil J. Jackson. Announcers: John Reilly, Tom Jones, Bob Donovan, Fay Astor. Salesmen: John Reilly, Frank Bladin. Chief engineer: Jim Mair. Other technical staff: Neil McLean.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street; Melbourne: Basil J. Jackson, 499 Little Collins Street.

2SM SYDNEY

Official operating power: 1,000 watts aerial. Wavelength: 236.2 m., 1,270 kC/s.

Operating company: Catholic Broadcasting Co. Pty. Ltd., 46 Carrington Street, Sydney. Phone, B7294. Box No. 333. Telegraphic: TWOSM.

Network affiliation: Independent.

Location of studios: 46 Carrington Street, Sydney. Transmitter: Pennant Hills.

Directors: J. Meany, W. Hurley, T. G. Murray, M. J. O'Neill, R. Fagan, M. L'Estrange, E. Lashmar. Managing director: J. Meany. Studio manager: John S. Dunn. Sales manager: L. P. Quirk. Assistant sales manager: B. B. Stapleton. Secretary: Peter J. Egan. Announcers: D. Harnet, T. Jay, Claude Holland, Victor Lloyd, W. Beatty, Doreen McKay, Dorothy Dash. Program and production executive: John S. Dunne. Salesmen: E. C. Farris, H. A. Petters, Peter Clarke.

2TM TAMWORTH

Official operating power: 2,000 watts. Wavelength: 231 m., 1,300 kC/s.

Operating company: Tamworth Radio Development Co. Ltd., 312 Peel Street, Tamworth. Phone, B988-9. Box No. 115. Telegraphic: TWOTM.

Network affiliation: C.B.N., T.P.N.

Location of studios: Tamworth. Transmitter: Duri.

Directors: E. Higginbotham (chairman), A. Jospeh, O. Bennett, T. Whitcomb, H. M. Sheffer. General manager: S. W. Kennedy. Sales manager: J. Leiper (Sydney). Secretary: S. W. Kennedy. Announcers: J. Whitmore, W. Weir, K. Godfrey, K. Moginie, Misses B. North-Ash, E. Marshall. Program and production executives: J. Whitmore, W. Weir, K. Godfrey. Salesmen: J. Leiper, R. Stewart. Chief engineer: T. Whitcomb. Other technical staff: L. Pengilly, F. Potter, C. Hunt.

Representatives: Melbourne: S. Allan, Newspaper House, Collins Street.

2UE SYDNEY.

Official operating power: 1,000 watts. Wavelength: 316 m., 950 kC/s.

Operating company: Radio 2UE Sydney Pty. Ltd., 29 Bligh Street, Sydney. Phone BW3121. Telegraphic: TWOUE.

Network affiliation: Nil. Member of Associated Sport Broadcasts.

Location of studios: 29 Bligh Street, Sydney. Transmitter: Lilli Pilli.

Directors: C. V. Stevenson, Murray Stevenson. General manager: Oswald Anderson. Studio supervisor: Bruce Anderson. Sales manager: A. Campbell-Jones. Secretary: R. H. Wolff. Announcers: Ronald Morse, S. Everett, Jack Lumsdaine, Ernest Walsh, Allan Toohey, Harry Withers, Stuart Edwards, Clif. Cary, Harry Keesing, Ken Howard, C. Honeyfield, Tal. Ordell, Mrs. Filmer, Misses Grace Shaw, Betty Ranshaw, Joan Hardy, Sheila (Pat) Nimmo, Flo Paton, Mrs. Herbert Hollis, Mrs. Wyn Halliday, Miss Colina Lynam. Program and production executives: Bruce Anderson, Harley Goodsall, Ronald Morse, Arthur Carr, Kevin Freeman, Clif. Cary, W. Courcier. Salesmen: J. B. Hamilton, H. Yates, J. S. Selmo, N. Stevenson. Chief engineer: Murray Stevenson. Other technical staff: W. H. Robinson, W. Dukes, G. Cole, W. Southwell, B. Pieremont, H. Payne, P. Seaton, B. Munnings, C. Nowe, B. Mills, J. Carr.

Representatives: Melbourne: Noel Dickson, Poster House, Exhibition Street.

2UW SYDNEY

Official operating power: 750 watts. Wavelength: 270 m., 1,110 kC/s.

Operating company: Commonwealth Broadcasting Corporation Pty. Ltd., State Shopping Block, 49 Market Street, Sydney. Phone, M 6686. Box No. 4241XX. Telegraphic, TWOUW, Sydney.

Network affiliation: C.B.N.

Location of studios: State Shopping Block. Transmitter: State Shopping Block.

Directors: Stuart F. Doyle (chairman), M. F. Albert, A. F. Albert. General manager: C. F. Marden. Station manager: N. J. Lyons. Sales manager: F. E. Levy. Secretary: W. Sayle. Director of productions: G. Edwards. Publicity manager: F. Clarke-Cottrell. Service Dept.: R. Foott. Continuity: B. Craigen. Program and production executives: D. Swain, C. J. Arnold, V. Lisle. Sporting: C. Angles. Announcers: J. Wheeler, C. James, J. Walker, O. Mason, J. Murray, "Mary-Ann," J. A. Crawcour, H. Gregory, N. Hedges. Salesmen: E. Collibee, J. Wheeler, W. Hardy, J. A. Crawcour, H. Ringland, J. O'Connell, R. McMahan, J. McKay, L. Holliday, H. Gregory, R. McKinnon. Chief engineer: T. A. McNeil. Technical staff: E. Austwick, J. P. Phillips, C. Hammer, B. Stephenson, R. Mitchell.

Representatives: Melbourne: Peter Sullivan, "Alkira House," 18 Queen Street; Brisbane: Station 4BC.

2WL WOLLONGONG

Official operating power: 500 watts. Wavelength: 210 m., 1,430 kC/s.

Operating company: Wollongong Broadcasting Pty. Ltd., Edward Street, Wollongong. Phone 203, 255. Box No. 34. Telegraphic: TWOWL.

Network affiliation: Macquarie.

(Continued opposite page.)

2WL (contd)

Location of studios: Edward Street, Wollongong. Transmitter: Farnborough Road, Unanderra.

Directors: Russell A. Yeldon, Reginald E. Denison, Frederick de R. Duncan, Frederick Daniell. General manager: Russell A. Yeldon. Advertising manager: John Merchant. District sales manager: W. G. Herring. Secretary: J. A. Byron. Announcers: Allan Webber, Lawrence Gray, Merle Puddicombe, John Merchant, Stuart Dibley, Sid Hayes (sporting). Program and production executives: Stuart Dibley (program manager). Salesman: Local, W. G. Herring. Senior technician: F. J. Stirk. Other technical staff: A. B. Searle, Alan J. Yeldon, C. B. Sautelle, J. Gray.

Representatives: Macquarie Broadcasting Services Pty. Ltd., 29 Bligh Street, Sydney, and 37 Queen Street, Melbourne.

2WG WAGGA.

Official operating power: 2,000 watts. Wavelength: 260 m., 1,150 kC/s.

Operating company: Riverina Broadcasting Pty. Ltd., 16 Fitzmaurice Street, Wagga Wagga. Phone, Wagga 164. Telegraphic: TWOWG.

Network affiliation: Nil.

Location of studios: Wagga. Transmitter Oura Road, Wagga Wagga.

Directors: E. V. Roberts, Mrs. I. A. Roberts. General manager: E. V. Roberts. Station manager: Mrs. I. A.

Station Particulars (contd.)

Roberts. Studio manager: John Gibson. Sales manager: R. Jenkins. Secretary: Mrs. I. A. Roberts. Announcers: R. Haig-Muir, N. Battye, J. Gibson, W. Kerr, J. Colquhoun, Mesdames M. MacLean, M. Kirby, B. Coveny. Program and production executives: J. Gibson, W. Kerr, M. Brentnall, N. Croudace. Salesmen: R. Jenkins, L. S. Decent, E. Oaten. Chief engineer: E. Roberts. Other technical staff: A. Williams, P. Roberts.

Representatives: Sydney: L. S. Decent, 30 Carrington Street. Melbourne: E. J. Oaten, 379 Collins Street.

2XL COOMA

Official operating power: 100 watts. Wavelength: 326 m., 920 kC/s.

Operating company: Cooma Broadcasters Ltd., Cromwell Street, Cooma, N.S.W. Phone 218. Box No. 58. Telegraphic: TWOXL.

Network affiliation: Empire State.

Location of studios: Cromwell Street, Cooma. Transmitter: Cromwell Street, Cooma.

General manager: R. P. Reynolds. Sales manager: R. P. Reynolds. Secretary: Phillip Mitchell. Announcers: R. P. Reynolds, J. Murden, Dorothy Watkins. Program manager: James Murden. Salesman: R. P. Reynolds. Chief engineer: R. P. Reynolds.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street. Melbourne: A. Allison, Shell House, Bourke Street.

63%

Increase

Compared to MAY, 1939, Night sponsored sessions HAVE INCREASED BY 63% in MAY, 1940.

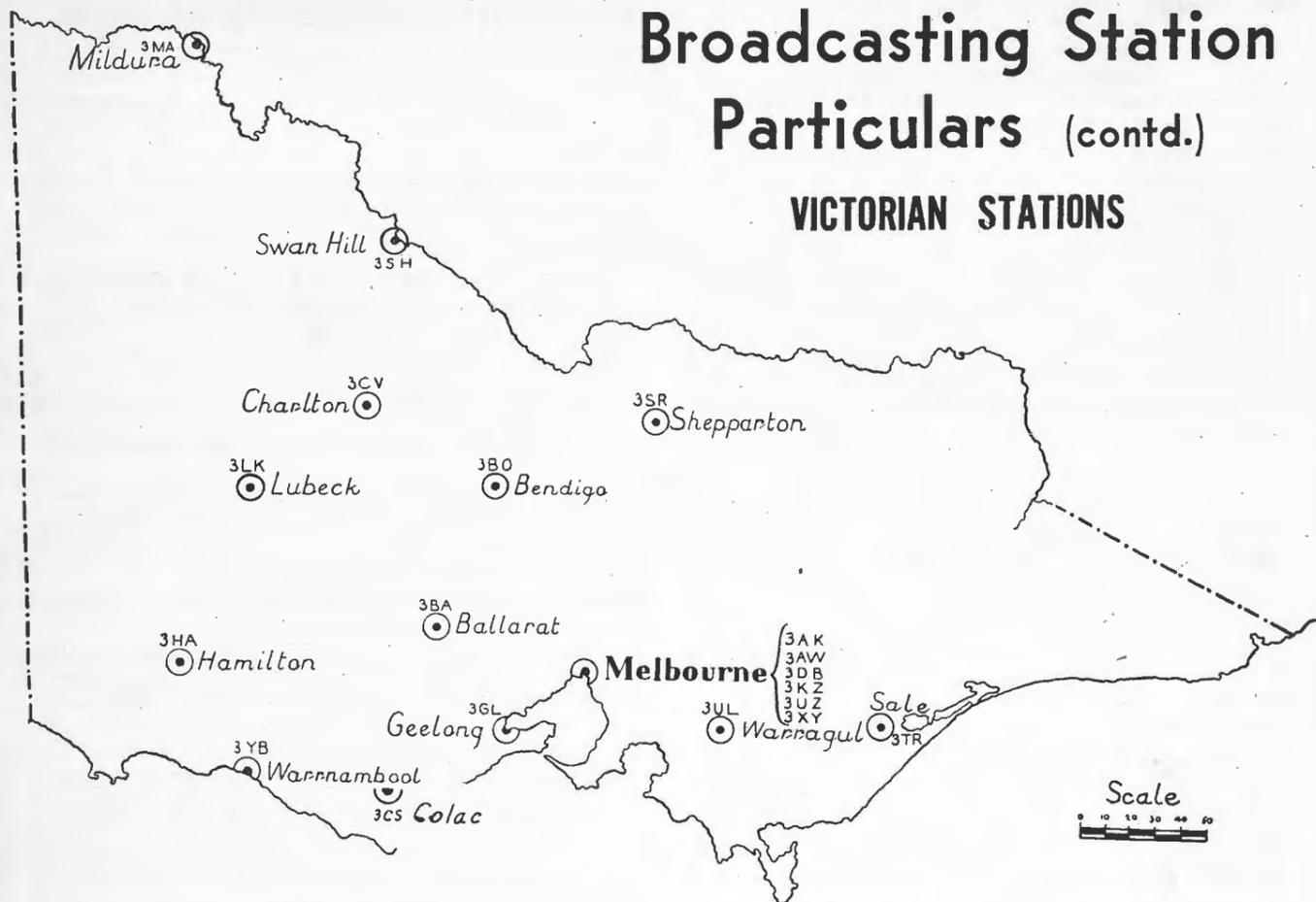
Striking proof of the Increased Popularity and Pulling Power of

RADIO 2UE

THE PROGRESSIVE STATION

Broadcasting Station Particulars (contd.)

VICTORIAN STATIONS



3AK MELBOURNE

Official operating power: 200 watts. Wavelength: 200 m., 1,500 kC/s.

Operating company: Melbourne Broadcasters Pty. Ltd., 480 Bourke Street, Melbourne, C.1. Phone M5667.

Network affiliation: Nil.

Location of studios: 480 Bourke Street, Melbourne. Transmitter: Balwyn, Vic.

Directors: W. H. Edgar, M.L.C., W. Harrison. Station manager: Alfred W. Andrew. Studio manager: Eric Spence. Sales manager: Harry Earl. Secretary: Basil Jackson. Announcers: Eric Spence, Denbeigh Salter, M. Dale, M. Bilsborrow. Salesmen: John Oliver, Carl Weiss. Chief engineer: Lindsay Wright. Other technical staff: Eric Webb.

Representatives: Sydney: Radiovision Pty. Ltd., 61 Hunter Street.

3AW MELBOURNE

Official operating power: 600 watts. Wavelength: 234 m., 1,280 kC/s.

Operating company: 3AW Broadcasting Co. Pty. Ltd., 382 Latrobe Street, Melbourne, C.1. Phone F9181. Telegraphic, THREEAW.

Network Affiliation: Macquarie and V.B.N.

Location of studios: 382 Latrobe Street. Transmitter: 382 Latrobe Street.

Directors: John H. Tait, George Sutherland, Geoffrey

Syme. Associate directors: Frank S. Tait, Oswald Syme, Fred H. Allan. General manager: John T. Taylor. Sales manager: Jack O'Hagan. Secretary: Hector Harris. Announcers: Terry Dear, Ken Hudson, Cliff Nicholls, Fred Tupper, John Masters, Len Grice, "Virginia," Kathleen Lindgren (Nancy Lee), Vernon Pett, Frank Holbrook, Cleve Massey, Alan Sanders. Program and production executives: Gordon Tait, John Masters, Bob Quinn. Salesmen: Fred Russell, David Duff, Tom Wardle. Chief engineer: John W. Ryan. Other technical staff: Sid White, Joe Scarlett, Morrie Israel, Mervyn Cookson.

Representatives: Sydney: Macquarie Broadcasting Services Pty. Ltd., 29 Bligh Street.

3BA BALLARAT

Official operating power: 500 watts. Wavelength: 227 metres, 1,320 k/Cs.

Operating company: Ballarat Broadcasters Pty. Ltd., 56 Lydiard Street, Ballarat. Phone 568, Box No. 99. Telegraphic 3BA.

Network affiliation: Nil.

Location of studios: Lydiard Street, Ballarat. Transmitter: Cardigan.

Directors: S. W. J. Clark (chairman), J. H. Davey, C. P. A. Taylor, K. Taylor. General manager: J. H. Davey. Studio manager: Ern. Trotman. Sales manager: E. J. W. Wykes. Secretary: E. J. W. Wykes. Announcers: E.

Trotman, Ron. Atholwood, Ed. Mitchell, Trev. Negri, Misses Del Blinkhorn, Lila Lake. Salesmen: E. J. W. Wykes, E. Mitchell. Chief engineers: A. D. Kerr and W. A. Wilson. Other technical staff: B. Sectrine, R. Caron, R. Waldron.

Representatives: Melbourne: Stanford Allan, Newspaper House, 247 Collins Street. Sydney: George Hill, 15 Hamilton Street.

3BO BENDIGO

Official operating power: 500 watts. Wavelength: 309 m., 970 kC/s.

Operating company: Amalgamated Wireless (A/sia) Ltd., Beehive Building, Pall Mall, Bendigo. Phone, 1666. Box No. 75. Telegraphic: THREEBO.

Network affiliation: A.W.A.

Location of studios: Pall Mall, Bendigo. Transmitter: Kangaroo Flat.

Station manager: A. E. R. Fox. Announcers: Scott-Griffiths, P. Gaze, R. Rudd, R. Smith, Miss Dora Robertson. Program and production executives: A. E. R. Fox, Scott-Griffiths. Salesmen: A. E. R. Fox, R. Rudd. Chief engineer: A. E. R. Fox. Other technical staff: R. Smith, K. O. Styman.

Representatives: A.W.A., Sydney and Melbourne.

3CS COLAC

Official operating power: 200 watts. Wavelength: 265 m., 1,130 kC/s.

Operating company: Colac Broadcasting Co. Pty. Ltd., Murray Street, Colac. Melbourne office: 64 Elizabeth Street, Melbourne. Phone, 62. Telegraphic: 3CS Colac.

Network affiliation: Independent.

Location of studios: Murray Street, Colac. Transmitter: Murray Street, Colac.

Directors: W. Selwood, M. Wallace, W. Anderson, O. M. Williams, M. B. Duffy. General manager: M. B. Duffy. Station and studio manager: B. O'Brien. Sales manager: M. B. Duffy. Secretary: M. B. Duffy. Announcers: B. O'Brien, W. Borgeest, Miss E. Mumme. Chief engineer: R. Streeter. Other technical staff: W. Borgeest.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street.

3CV CHARLTON

Official operating power: 200 watts. Wavelength: 204 m., 1,470 kC/s.

Operating company: Central Victoria Broadcasters Pty. Ltd., Charlton. Phone, 220. Box No. 35. Telegraphic: THREECV.

Network affiliation: C.B.N.

Location of studios: Charlton and Bendigo. Transmitter: Charlton.

Director: G. V. Lansell, M.L.C. Manager: E. Holloway. Announcers: E. Holloway, D. Frewin, Margaret Duffy, A. Hopton, Pam Jukes. Salesmen: B. Barnes, E. Holloway. Chief engineer: A. Hopton. Other technical staff: Max Norris, W. Frewin.

Representatives: Sydney: Radiovision, 61 Hunter Street. Melbourne: Stanford Allan, 247 Collins Street.

"LEND US YOUR EARS"

● The quickest way to discover why 3KZ has so large an audience is to listen to it. Tune in — not once but several times, and at different periods of the day. Notice the variety of entertainment 3KZ offers, the breadth of its audience appeal.

● Years of first-rate performance have secured for 3KZ a front rank position as one of the best known and most popular stations in Australian radio. Victoria responds eagerly and regularly to the influence of 3KZ — master showman — super salesman.

● It combines for advertisers, the vital forces of great popularity and prestige, with the finest programs.

3 K Z

MELBOURNE

Station Particulars (contd.)

3DB MELBOURNE

Official operating power: 600 watts. Wavelength: 291 m., 1,030 kC/s.

Operating company: Herald and Weekly Times Pty. Ltd., 36 Flinders Street, Melbourne. Phone F2118. Box No. 2134T, Melbourne. Telegraphic: THREEDB.

Network affiliation: Major.

Location of studios: 36 Flinders Street, Melbourne. Transmitter: 36 Flinders Street, Melbourne.

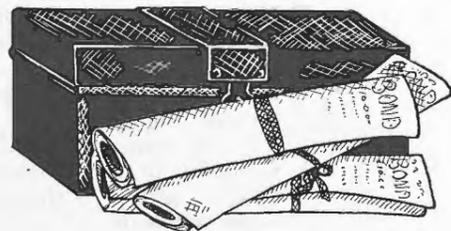
Board of management: W. Dunstan, H. Pacini, G. Taylor, A. S. Whyte. Station manager: D. Worrall. Assistant manager: R. McC. Russell. Sales manager: D. J. S. Brewin. Announcers: R. Millar, C. Vaude, J. Stuart, M. Callard, K. Eden, M. Blandford, E. Welch, Louise Homfrey, Mrs. Richards, D. Moore. Program and production executives: C. E. Taylor, S. Clark. Salesmen: D. J. S. Brewin, W. F. Denby, M. Harris. Chief engineer: M. Hooper. Other technical staff: F. Maughan, A. Patter, R. Cameron, D. Thompson, R. Jones.

Representatives: Sydney: I. Phillips, 47 York Street.

3LK LUBECK.

(Relay Station for 3DB)

Official operating power: 2,000 watts. Wavelength: 275 m., 1,090 kC/s.

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The signing of a contract
with 3XY is a proved

INVESTMENT!

backed by the firmly established

SECURITY!

of a big responsive audience

SIGN UP WITH

★ **3XY** ★

Melbourne's Favorite Station

3GL GEELONG

Official operating power: 500 watts. Wavelength: 222 m., 1,350 kC/s.

Operating company: Geelong Broadcasters Proprietary Ltd., Lt. Malop Street, Geelong. Phone, 1516, Grovedale 3734. Box No. 176.

Network affiliation: Nil.

Location of studios: 4 James Street, Geelong. Transmitter: Grovedale.

Director: Ramsay B. Cook. Station manager: J. A. McKenzie. Studio manager: W. W. Gray. Announcers: W. W. Gray, J. Brebner, I. Dickson, Miss V. Cartwright, W. Stewart. Program and production executive: John Brebner. Chief engineer: John C. Mathews. Other technical staff: A. E. Philpott, L. J. Blackney, M. Neilson.

Representatives: Melbourne: S. M. Allan, 247 Collins Street; Sydney: George Hill, 15 Hamilton Street.

3HA HAMILTON

Official operating power: 750 watts. Wavelength: 297 m., 1,010 kC/s.

Operating company: Western Province Radio Pty. Ltd., 37 Gray Street, Hamilton, Vic. Reg. office, 239 Collins Street, Melbourne. Phone, Ham. 316, Central 4124. Box No. 114. Telegraphic: RADIO CENTRE.

Network affiliation: V.B.N., Macquarie.

Location of studios: Hamilton. Transmitter: Mt. Bainbridge, Hamilton.

Directors: David F. Syme, Geo. Featonby, G. Sutherland, G. Apperley. General manager: R. A. Fitts. Station manager: C. Hosking. Studio manager: N. Blee. Sales manager: N. F. Dixon. Secretary: E. D. Krebs. Announcers: N. Blee, G. Wells, H. Furlong, G. Pither. Program and production executives: H. Chamberlain, W. Lyons, N. Blee. Salesmen: N. F. Dixon, W. Bennetts, A. L. C. Corley. Chief engineer: J. Murphy. Other technical staff: J. Hunter, V. Monaghan.

Representatives: Sydney: Macquarie Broadcasting Services, 29 Bligh Street. Melbourne: Victorian Broadcasting Network, 239 Collins Street.

3KZ MELBOURNE

Official operating power: 600 watts. Wavelength: 254 m., 1,180 kC/s.

Operating company: 3KZ Broadcasting Co. Pty. Ltd., 64 Elizabeth Street, Melbourne, C.1, Vic. Phone, Central 318-319, 279. Telegraphic: 3KZ.

Network affiliation: Nil.

Location of studios: 40 Victoria Street, Carlton N.3. Transmitter: 40 Victoria Street, Carlton N.3.

Directors: M. G. Sloman, W. V. Morgan, S. Morgan. General manager: S. Morgan. Station manager: S. Morgan. Studio manager: N. Banks. Sales manager: A. J. Murray. Secretary: M. B. Duffy. Announcers: Norman Banks, Lewis Bennett, Normain Swain, Miss Z. Dunoon, Douglas Elliot, Norman Balmer, Tom Lake, R. Eynstone. Program and production executives: Norman Balmer, Lewis Bennett, D. Joyce (continuity manager). Salesmen: A. Banks, C. Rose, R. Harwood. Chief engineer: A. Grace. Other technical staff: E. Barwick, S. Thurling, A. Walters, G. Webber, J. Raynor.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street.

3MA MILDURA.

Official operating power: 200 watts. Wavelength: 221 m., 1360 kC/s.

Operating company: Sunraysia Broadcasters Pty. Ltd., T. and G. Buildings, 8th Street, Mildura, Vic. Phone, Mil. 25. Box No. 200.

Location of studios: 8th Street, Mildura. Transmitter: 8th Street, Mildura.

Directors: R. D. Elliott, C. D. Lanyon, G. S. Baxter. General manager: Val. J. Anderson. Secretary: C. D. Lanyon. Announcers: Val. J. Anderson, L.A.S.A., Brett Shepherd, B.A., Max Folie, Miss Doreen Sarah, Ken Parker. Program and production executives: Max Folie. Salesmen: V. J. Anderson, B. Shepherd. Chief engineer: M. Folie. Other technical staff: K. Parker.

Representatives: Sydney: Geo. Hill, 15 Hamilton Street. Melbourne: Stanford Allan, Newspaper House, Collins Street.

3SH SWAN HILL

Official operating power: 200 watts. Wavelength: 226 m., 1,330 kC/s.

Operating company: Central Murray Broadcasters Pty. Ltd., Swan Hill. Phone 226. Box No. 99. Telegraphic: THREESH.

Network affiliation: V.B.N. and Macquarie.

Location of studios: Campbell Street, Swan Hill. Transmitter: Campbell Street, Swan Hill.

Directors: David F. Syme, M. A. Syme. General manager: R. A. Fitts. Station manager: J. Broadbent. Sales manager: N. Dixon. Secretary: Miss E. Krebs. Announcers: J. Broadbent, W. Bowie, Mollie Broadbent.

Station Particulars (contd.)

Salesmen: A. L. C. Corley, N. Dixon, W. Bennetts. Chief engineer: E. W. Evans. Other technical staff: J. Ratcliffe.

Representatives: Melbourne: V.B.N. and Macquarie Broadcasting Services. Sydney: Macquarie Broadcasting Services Pty. Ltd.

3SR SHEPPARTON

Official operating power: 2,000 watts. Wavelength: 238 m., 1,260 kC/s.

Operating company: The Argus Broadcasting Services Pty. Ltd., 365 Elizabeth Street, Melbourne, C.1., Vic. Phone, 505/555. Box No. 193. Telegraphic address: THREESR, Shepparton.

Network affiliation: Argus Network, C.B.N. and 3UZ-Argus Network.

Location of studios: Cnr. Fraser and Maude Streets, Shepparton. Transmitter: Congupna Road Station.

Directors: Kingsley A. Henderson (chairman), Errol G. Knox (managing director), Robert F. Sanderson, Herbert Taylor, Allan Spowers, James B. Aitken. General manager: S. J. A. Kemp. Station manager: V. M. Dinneny. Studio manager: Gordon Bell. Sales manager: Eric McRae. Secretary: E. J. K. Thompson. Announcers: Gordon Bell, Gordon Lewis, Vernon Haycroft, Terry Hill, Leslie Ross, Miss Kathleen Errington, Miss Betty Jenkin. Program and production executives: Gordon Bell, W. Slater. Salesmen: Frank Ruler (Head Office) H. M. Sampford. Chief engineer: R. Shortell. Other technical staff: J. A. Burrage, H. James.

Representatives: A. D. Bourke, 5-7 Barrack Street, Sydney. C.B.N. all States.

"The Air to Thousands"

Thousands of potential purchasers, inhabiting thousands of the richest acres in the State, regularly hear your sales message through the three powerful units of the V.B.N.! There is no more comprehensive coverage than that afforded by these strategically-placed stations, which offer bright programmes packed with interest to Victoria's most prosperous homes. Organised to the hilt for forceful selling—that's the Victorian Broadcasting Network! Let us produce figures which will conclusively prove the popularity and effectiveness of these three progressive stations.

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Head Office: 239 Collins Street, Melbourne. Phone: MX 4731

Sydney: Macquarie Broadcasting Services, 29 Bligh Street Phone: B 7887

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because selling in
person has always
been the only sound
way of establishing
a market for your
product**

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**Wise business management
demands the backing up
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The Story told in

Brochure . . .

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your expectations if you rely on . . .*

Radio Printing Press Pty., Ltd.

146 Foveaux Street

Sydney



O. F. MINGAY, MANAGING DIRECTOR

PHONE: FL 3054 (3 lines)

Station Particulars (contd.)

3TR SALE

Official operating power: 1,000 watts. Wavelength: 242 m., 1,240 kC/s.

Operating company: Broadcast Entertainments Pty. Ltd., Stawell Street, Sale, Vic. Phone, Sale 107. Box No. 26. Telegraphic: 3TR.

Network affiliation: Victorian Broadcasting Network, Macquarie Broadcasting Network.

Location of studios: Stawell Street, Sale, and Collins Street, Melbourne. Transmitter: Maffie Road, Myrtlebank.

Directors: David F. Syme, M. A. Syme. General manager: R. A. Fitts. Station manager: Frank S. Chamberlain. Sales manager: Neville Dixon. Secretary: E. D. Krebs. Announcers: Colin V. Binks, Stephen MacDonald, Leslie Platt, Judy Willing, Betty Webster. Program and production executives: C. Binks, L. Platt. Salesmen: N. F. Dixon, W. Bennetts, A. L. C. Corley. Chief engineer: Ronald Schmidt. Other technical staff: Graham McGowan, H. Holbrook.

Representatives: Macquarie Broadcasting Services, Victorian Broadcasting Network.

3UL WARRAGUL

Official operating power: 200 watts. Wavelength: 341 m., 880 kC/s.

Operating company: The Argus Broadcasting Services Pty. Ltd., 365 Elizabeth Street, Melbourne, C.1., Vic. Phone, 326-327.

Network affiliation: Argus Network, C.B.N. and 3UZ-Argus Network.

Location of studios: Victoria Street, Warragul. Transmitter: South Road, Warragul.

Directors: Kingsley A. Henderson (chairman), Errol G. Knox (managing), Robert F. Sanderson, Herbert Taylor, Allan Spowers, James B. Aitken. General manager: S. J. A. Kemp. Station manager: E. J. Lewis. Studio manager: E. J. Lewis. Sales manager: K. P. G. Lloyd. Secretary: E. J. K. Thompson. Announcers: Harry Hutchinson, Harry Collins, Ken Lloyd. Program and production executive: E. J. Lewis. Salesmen: K. P. G. Lloyd, (Head Office) H. M. Sampford. Chief engineer: Murray Clyne. Other technical staff: Alva McLennan.

Representatives: A. D. Bourke, 5-7 Barrack Street, Sydney. C.B.N. all States.

3UZ MELBOURNE

Official operating power: 600 watts. Wavelength: 322 m., 930 kC/s.

Operating company: Nilsen's Broadcasting Services Pty. Ltd., 45 Bourke Street, Melbourne, C.1, Vic. Phone, Central 572, MX 3529. Telegraphic, THREEUZ.

Network affiliation: C.B.N. and Argus.

Location of studios: 45 Bourke Street, Melbourne. Transmitter: 45 Bourke Street, Melbourne.

Directors: Oliver J. Nilsen, Charles T. Cromie, O. V. A. Nilsen. General manager: A. N. Kemsley. Studio manager: Roly Barlee. Sales manager: Sidney E. Baume. Secretary: E. L. Cottrell. Announcers: Roly Barlee, Gilbert Charlesworth, Eric Snell, Eric Hambley, Douglas Stark, Colin Campbell, "Penelope," Stephani Bini, Jack Curry (sporting). Program and production executives:

(Continued opposite page.)

Harper Wilson, John McMahon, M. B. Fogarty, R. M. Burrows. Salesmen: O. W. Abramowski, G. S. Fawcett, — Corboy. Chief engineer: L. S. Glew. Other technical staff: W. Virgona, S. Riches, L. Archibald, W. Murphy.

Representatives: A. D. Bourke, 5 Barrack Street, Sydney.

3XY MELBOURNE.

Official operating power: 600 watts. Wavelength: 211 m., 1,420 kC/s.

Operating company: Efftee Broadcasters Pty. Ltd., 163 Spring Street, Melbourne C.1, Vic. Phone, Central 6612 (7 lines). Telegraphic: EFFTEE-MELBOURNE.

Location of studios: 163 Spring Street, Melbourne. Transmitter: 163 Spring Street, Melbourne.

Directors: V. G. H. Harrison (chairman), Olive Thring, P. W. Ettelson, L. Shepherd. General manager: Thos. Holt. Studio manager: Cyril G. French. Sales manager: K. M. Campbell. Secretary: F. R. Mogg. Announcers: George Blackshaw, Frank Timson, John Storr, Wallace Sharland, Ken Howard, Donald Day, Stan Foley, Tom Miller, Catharine Neill, Madge Thomas, Marcia Hart, Nance Martell. Program and production executives: Arthur J. Mathers, Mayne Lynton, Brian Bridges. Salesmen: Stan Thomas, Alan Robinson, George Lee. Chief engineer: M. A. L. Shepherd. Other technical staff: W. Rowlands, Wal. Chamberlain, A. Clarke-Cotterell, Stewart Backhouse.

Representatives: Sydney: D. N. Scott, Watson House, 9 Bligh Street.

Station Particulars (contd.)

3YB WARRNAMBOOL

Official operating power: 200 watts. Wavelength: 248 m., 1,210 kC/s.

Operating company: The Argus Broadcasting Services Pty. Ltd., 365 Elizabeth Street, Melbourne. Phone, W'bool 388. Box No. 101, Warrnambool.

Network affiliation: Argus Network, C.B.N. and 3UZ-Argus Network.

Location of studios: Liebig Street, Warrnambool. Transmitter: Spring Gardens, Warrnambool.

Directors: Kingsley A. Henderson (chairman), Errol G. Knox (managing director), Robert Sanderson, Herbert Taylor, Alan Spowers, James B. Aitken. General Manager: S. J. A. Kemp. Station Manager: Anthony C. Strange. Studio Manager: Anthony C. Strange. Sales Manager: James Proctor. Secretary: E. J. K. Thompson. Announcers: Norman Ellis, Barry MacDonald, Jim Proctor, Pamela Bright (Margery Walker). Program and Production Executives: Anthony C. Strange. Salesmen: James Proctor, (Head Office) H. M. Sampford. Chief Engineer: H. Fuller. Other Technical Staff: L. Kermond.

Representatives: A. D. Bourke, 5-7 Barrack Street, Sydney. C.B.N. all States.

FULL VICTORIAN COVERAGE!

Station	Licences in Effective Area	Population in Effective Area
3UZ Melbourne	246,134	1,243,460
3SR "Heart of Victoria"	26,000	175,000
3YB "City of Warrnambool"	8,719	50,119
3UL Central Gippsland	22,534	152,760
Totals	303,387 Licences	1,621,339 People

THE ARGUS NETWORK covers a market of 303,387 licences (total licences for State of Victoria — 335,055), and 1,621,339 people (total population for State of Victoria, 1,881,433).

Victoria's Most Powerful Combination of Commercial Radio Stations is

"THE ARGUS NETWORK"

N.S.W. Representation — A. D. BOURKE, 5-7 Barrack Street, Sydney

Broadcasting Station Particulars (contd.)

QUEENSLAND STATIONS



4AK OAKEY.

(Relay Station for 4BK)

Official operating power: 2,000 watts. Wavelength: 246 m., 1,220 kC/s.

4BC BRISBANE

Official operating power: 1,000 watts. Wavelength: 268 m., 1,120 kC/s.

Operating company: Commonwealth Broadcasting Corporation (Q'land.) Ltd., Wintergarden Theatre, Queen Street, Brisbane. Phone, B 0333 (4 lines). Box No. 95B. Telegraphic, FOURBC.

Network affiliation: C.B.N.

Location of studios: Wintergarden Theatre, Queen Street. Transmitter: Oxley, Q'ld.

Directors: Stuart F. Doyle (chairman), Frank Albert, A. F. Albert, C. F. Marden, Chas. Bowly. General manager: C. F. Marden. Station manager: L. Prouse Knox. Studio manager: T. McGregor. Sales manager: A. L. Prince. Secretary: E. P. Griffin. Announcers: T. C. McGregor, H. Millard, N. Blackler, G. Connolly, A. Shiren, J. C. Anderson, H. Stallard, Ruth Rutherford, Leisha Bonfield, R. Matthews. Program and production executive: T. C. McGregor. Salesmen: A. L. Prince, R. M. Graham, A. J. Symons, G. R. Harrington (country division). Chief engineer: E. E. Gold. Other technical staff: F. E. Elliott, C. Offner, S. D. Smith, L. Enticknapp, H. Miles, J. Griffin, W. Jack, K. Hall.

Representatives: Sydney: A. D. Bourke, Country Press Chambers, Barrack Street; Melbourne: P. G. Sullivan, Alkira House, 18 Queen Street.

4AY AYR

Official operating power: 500 watts. Wavelength: 309 m., 970 kC/s.

Operating company: Ayr Broadcasters Pty. Ltd., Airdmillan Road, Ayr. Phone, 219. Box No. 587. Telegraphic, FOURAY.

Network affiliation: C.B.N.

Location of studios: Ayr. Transmitter: Airdmillan, Ayr.

Directors: E. L. M. Dahl (managing director), Mrs. A. M. Dahl, J. H. Humphry. Station manager: William J. Faber, A.M.I.R.E. Studio manager: John Tuttell. Secretary: A. M. Berry. Announcers: John Tuttell, Len. H. Martin, W. G. Exton, J. Williams. Salesmen: E. Harvie Mills, Dave Williams. Chief engineer: William J. Faber. Other technical staff: R. S. Knight, D. Campbell, Cadet A. Jones.

Representatives: Sydney: A. D. Bourke, 5-7 Barrack Street; Melbourne: P. G. Sullivan, 18 Queen Street; Brisbane: C.B.N., Station 4BC.

4AT ATHERTON

Official operating power: 500 watts. Wavelength: 441 m., 680 kC/s.

Operating company: Atherton Tablelands Broadcasters Pty. Ltd., Box 122 Post Office, Atherton. Phone, 223.

Network affiliation: C.B.N.

Location of studios: Malanda Road, Atherton. Transmitter: Malanda Road, Atherton.

Directors: S. H. Cornish, I. Johnston, L. A. Walters. General manager: L. A. Walters. Studio manager: A. K. Armistead. Sales manager: J. A. Brown. Secretary: M. L. Hudson. Announcers: J. McGrath, L. Walters, A. K. Armistead, L. Bernard, S. Meakins, Miss R. Neilson. Program and production executive: J. McGrath. Salesmen: L. Walters, J. Brown. Chief engineer: A. K. Armistead. Other technical staff: S. L. Meakins.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street; Melbourne: D. McGregor, 532-542 Bourke Street.

4BH BRISBANE

Official operating power: 1,000 watts. Wavelength: 217 m., 1,380 kC/s.

Operating company: Broadcasters (Australia) Pty. Ltd., 43 Adelaide Street, Brisbane. Phone, B 2002 (4 lines). Telegraphic, FOURBH.

Network affiliation: Macquarie.

Location of studios: 43 Adelaide Street. Transmitter: Bald Hills.

Directors: J. B. Chandler (chairman), V. F. Mitchell, N. O'Sullivan, F. B. Chandler. Station manager: C. R.

(Continued opposite.)

4BH Brisbane (contd.)

Carson. Program director: H. Sleath. Secretary: H. W. Duncan. Announcers: Frank Hatherley, George Hardman, Les Daley, Sidney Everett, Reg. Cameron, Wilson Irving, Misses Dulcie Scott, Mavis Riding. Program production staff: A. Foulkes, B. W. Klemm, R. Standford, Misses S. Goldman, J. Vincent, N. Fowles, B. Burdon, J. Richards. Salesmen: G. Stokes, G. G. Forsythe, H. Drake, J. McCann. Chief engineer: E. C. Littler. Other technical staff: G. Ham, C. Moran, A. Kemp, G. Gipps, A. Gardner, P. Chapman, L. Martin, J. McGowan.

Representatives: Sydney: W. J. Smyth, Chandler's Broadcasting Services, Australia House, Carrington Street; Melbourne: Macquarie Broadcasting Services, 37 Queen Street.

4BK BRISBANE.

Official operating power: 500 watts. Wavelength: 233 m., 1,290 kC/s.

Operating company: Brisbane Broadcasting Pty. Ltd., 4th Floor, Courier Mail Building, Queen Street, Brisbane. Phone, B 1025. Box 531H. Telegraphic, FOURBK.

Network affiliation: Major.

Location of studios: Courier Mail Building. Transmitter: Courier Mail Building.

Directors: Sir Edward Macartney (chairman). General manager: Alec Robertson. Studio manager: Harry Harper. Sales manager: Roger Fair. Secretary: N. M. Bayley. Announcers: H. Harper, R. Smith, H. Humphrey, K. Gunn, D. Simpson, Miss H. Hastie, Mrs. R. M. Stokes. Chief engineer: A. L. Dixon. Other technical staff: Recording engineer, P. L. Grant.

Representatives: Sydney: I. W. Phillips, 47 York Street; Melbourne: C. H. Lucas, C/o 3DB.

4BU BUNDABERG.

Official operating power: 500 watts. Wavelength: 226 m., 1,330 kC/s.

Operating company: Bundaberg Broadcasters Pty. Ltd., Bourbong Street, Bundaberg. Phone, 505. Box No. 105. Telegraphic: FOURBU.

Location of studios: Bourbong Street. Transmitter: Kalkie.

Directors: W. J. Harvey (chairman), W. E. Curtis, A. J. Christiansen. Manager: J. A. Sharp. Secretary: P. Moller. Announcers: S. A. Sharp, K. Spencer, V. Stibe, J. O. H. Greathead, Misses Mae Mikkelsen, Belle Sands, Mrs. Netterfield. Salesman: K. Spencer. Chief engineer: H. Green. Other technical staff: P. Mountney, K. Meredith.

Representatives: Sydney: A.W.A. Ltd., 47 York Street. Melbourne: A.W.A. Ltd., 167 Queen Street.

4CA CAIRNS

Official operating power: 300 watts. Wavelength: 300 m., 1,000 kC/s.

Operating company: Amalgamated Wireless A/sia Ltd., Grove Street, Cairns. Phone, 2972. Box No. 414. Telegraphic, FOURCA.

Network affiliation: A.W.A.

Location of studios: Grove Street, Cairns. Transmitter: Grove Street, Cairns.

Station Particulars (contd.)

Station manager: F. R. Pearce. Announcers: F. R. Pearce, C. D. Yeo, B. Harper, W. R. Nash, Miss B. Erington. Program and production executives: W. R. Nash, Miss J. A. E. Phillips. Salesmen: W. R. Nash, C. D. Yeo. Chief engineer: F. R. Pearce. Other technical staff: W. R. Nash, W. S. M. Moore.

Representatives: A.W.A., Sydney and Melbourne. Brisbane: H. E. Cox, 289 Queen Street.

4IP IPSWICH

Official operating power: 100 watts. Wavelength: 208 m., 1,440 kC/s.

Operating company: Ipswich Broadcasting Co. Pty. Ltd., Brisbane Street, Ipswich. Phone, 267. Telegraphic: FOURIP.

Network affiliation: Independent company.

Location of studios: Brisbane Street. Transmitter: Brisbane Street.

Directors: F. J. Meacham, W. Parkinson, W. J. Johnson, E. B. Johnson. General manager: Terence Lambart. Studio manager: T. Forsyth. Sales manager: T. E. Lambart. Secretary: W. J. Johnson. Announcers: Mrs. F. E. Willesden, T. Forsyth, L. McMahon, T. Lambart. Program and production executive: Miss Mona Walters. Salesman: F. Wild. Chief engineer: K. Fairweather. Other technical staff: F. Clayton.

Representatives: Sydney: Radiovision Pty. Ltd., 61 Hunter Street.

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Station Particulars (contd.)

4GR TOOWOOMBA

Official operating power: 500 watts. Wavelength: 349 m., 860 kC/s.

Operating company: Gold Radio Service Pty. Ltd., 453 Ruthven Street, Toowoomba, Q'land. Phone, Tba. 88. Box No. 163, Toowoomba. Telegraphic address, FOURGR.

Network affiliation: C.B.N.

Location of studios: 453 Ruthven Street, Toowoomba. Transmitter: Drayton.

Directors: Stuart F. Doyle, E. E. Gold, M. F. Albert, A. F. Albert. Managing director: E. E. Gold. Station manager: E. E. Gold. Sales manager: G. R. Harrington, Secretary: E. P. Griffin. Announcers: R. Beattie, N. Carter, C. Welch, Miss N. Smith. Program and production executives: N. Beattie, N. Carter. Salesman: J. Clark (country). Chief engineer: N. Bishop. Other technical staff: H. Buzacott, D. Gold, R. Nichol, H. Shaw.

Representatives: Brisbane: Station 4BC, Wintergarden Theatre; Sydney: A. D. Bourke, 5 Barrack Street; Melbourne: P. G. Sullivan, Alkira House, Queen Street.

4LG LONGREACH

Official operating power: 300 watts. Wavelength: 273 m., 1,100 kC/s.

Operating company: Longreach Printing Co. Ltd., Box 189 P.O., Longreach, Q. Phone, 224. Telegraphic, FOURLG.

Network affiliation: Nil.

Location of studios: Longreach. Transmitter: Longreach.

Directors: H. J. W. Solley (chairman), H. W. Ellis, E. A. Wilson, A. A. Moffat, N. R. Murray, J. M. Howatson, W. C. Coade, A. G. Ayling, C. J. Elliott, N. A. McNally. General manager: F. J. McKeon. Studio manager: C. Harburg. Sales manager: F. L. Ellis, F. J. McKeon. Announcers: C. Harburg, E. K. Chippendall. Program and production executives: C. Harburg, F. L. Ellis. Salesman: F. L. Ellis. Chief engineer: E. K. Chippendall.

Representatives: Sydney: A. D. Bourke, 5-7 Barrack Street; Brisbane: David Williams, Griffith House, Queen Street.

4MB MARYBOROUGH

Official operating power: 200 watts. Wavelength: 300 m., 1,000 kC/s.

Operating company: Maryborough Broadcasting Co. Pty. Ltd., Kent Street, Maryborough. Phone, 214 and 452. Box No. 143. Telegraphic, FOURMB.

Network affiliation: C.B.N.

Location of studios: Kent Street. Transmitter: Kent Street West.

Directors: Stuart F. Doyle, A. F. Albert, A. P. Wynne, M. F. Albert. General manager: A. P. Wynne. Sales manager: O. J. Storey. Secretary: E. P. Griffin. Announcers: O. J. Storey, N. McCormack, R. S. Turner,

N. Deighton (junior announcer). Program and production executive: H. Gardiner. Salesman: O. J. Storey. Chief engineer: R. J. Beatson. Other technical staff: D. Kuskie, N. Deighton.

Representatives: Sydney: A. D. Bourke, 5-7 Barrack Street, and Station 2UW, 49 Market Street; Brisbane: Station 4BC; Melbourne: P. G. Sullivan, Alkira House, 18 Queen Street.

4MK MACKAY

Official operating power: 100 watts. Wavelength: 216 m., 1,390 kC/s.

Operating company: Mackay Broadcasting Service Pty. Ltd., 64 Nelson Street, Mackay, Q'land. Phone, 333. Box No. 183.

Network affiliation: Amalgamated Wireless (Aust.) Ltd.

Location of studios: 64 Nelson Street, Mackay. Transmitter: 64 Nelson Street, Mackay.

Directors: J. H. Williams (Snr.), J. H. Williams (Jnr.), W. J. Manning, H. J. Manning. Manager: J. H. Williams. Sales manager: J. H. Williams. Secretary: Alice J. Andrew. Announcers: J. H. Williams, S. Sorensen, Joyce Parker, N. K. Todd. Program and production executive: Mrs. A. Thorp. Chief engineer: L. O. Williams.

Representatives: Amalgamated Wireless (Aust.) Ltd., Brisbane, Sydney and Melbourne.

4PM PORT MORESBY

Official operating power: 100 watts. Wavelength: 221 m., 1,360 kC/s.

Operating company: Amalgamated Wireless (A/sia) Ltd., Port Moresby, New Guinea.

Network affiliation: A.W.A.

Location of studios: Port Moresby. Transmitter: Port Moresby.

Directors: A.W.A. Station manager: K. Frank. Announcers: K. Frank, C. Searle. Chief engineer: C. Searle.

Representatives: Sydney: A.W.A. Melbourne: A.W.A. Brisbane: H. E. Cox, 289 Queen Street.

4RO ROCKHAMPTON

Official operating power: 200 watts. Wavelength: 277.78 m., 1,080 kC/s.

Operating company: Rockhampton Broadcasting Co. Pty. Ltd., cnr. East and Williams Streets, Rockhampton. Phone, 9. Box No. 80. Telegraphic, FOURRO.

Network affiliation: C.B.N.

Location of studios: Cnr. East and William Streets, Rockhampton. Transmitter: Cnr. East and William Streets, Rockhampton.

Directors: Stuart F. Doyle (chairman), Frank Albert, A. F. Albert, C. F. Marden, Chas. Bowly. General manager: E. J. Rheuben. Secretary: E. P. Griffin. Announcers: Charles Beck, William Brown, Noel Alley, Dorothy Taylor. Program and production executive: Miss M. Brown. Chief engineer: Eric Semfel. Other technical staff: Donald Guthrie.

Representatives: Sydney: A. D. Bourke, Country Press Chambers, 5-7 Barrack Street; Melbourne: P. G. Sullivan, Alkira House, 18 Queen Street.

4SB KINGAROY

Official operating power: 2,000 watts. Wavelength: 283 m., 1,060 kC/s.

Operating company: South Burnett Broadcasting Co. Ltd., Alford Street, Kingaroy, Q'land. Phone, 202. Box No. 71, Telegraphic address: FOURSBS.

Network affiliation: C.B.N.

Location of studios: Alford Street, Kingaroy. Transmitter: Wooroolin.

Directors: C. F. Aderman, J. B. Chandler, Stuart F. Doyle, G. Darrow, H. C. Muston. General manager: V. F. Mitchell. Station manager: P. Le Brun. Studio manager: P. Le Brun. Sales manager: P. Le Brun. Secretary: H. C. Muston. Announcer: P. Le Brun. Program and production executive: K. Carew. Chief engineer: Norman W. Cruickshank. Other technical staff: Lewis B. Harte.

Representatives: Brisbane: Station 4BC, Wintergarden Theatre; Sydney: A. D. Bourke, 5 Barrack Street; Melbourne: P. G. Sullivan, Alkira House, Queen Street.

4TO TOWNSVILLE

Official operating power: 200 watts. Wavelength: 384.6 m., 780 kC/s.

Operating company: Amalgamated Wireless A/sia Ltd., Flinders Street., Townsville. Phone, 490. Telegraphic: FOURTO.

Network affiliation: A.W.A.

Location of studios: Flinders Street, Townsville. Transmitter: Bell Street, South Townsville.

Station manager: A. E. Lawrence. Announcers: A. E. Lawrence, R. Kidd, F. D. Badger, Miss J. Gray. Program and production executives: R. Kidd, Misses A. Cameron and D. Feather. Salesmen: R. Kidd, F. D. Badger. Chief engineer: A. E. Lawrence. Other technical staff: R. Kidd, C. B. Spain.

Representatives: A.W.A. Ltd., Sydney and Melbourne. Brisbane: H. E. Cox, 289 Queen Street.

4VL CHARLEVILLE

Official operating power: 100 watts. Wavelength: 326 m., 920 kC/s.

Operating company: Charleville Broadcasting Co. Ltd., Alfred Street, Charleville, Q'land. Phone, 221. Box No. 29. Telegraphic: FOURVL.

Network affiliation: C.B.N.

Location of studios: Alfred Street, Charleville. Transmitter: Alfred Street, Charleville.

Directors: E. E. Gold (chairman), E. P. Griffin, C. Cook, T. E. Stone. General manager: E. E. Gold. Station manager: Robert Shepherd. Secretary: E. P. Griffin, T. and G. Bldg., Queen Street, Brisbane. Announcers: R. Shepherd, Miss June Falkenmier. Chief engineer: Boyd Williams.

Representatives: Sydney: A. D. Bourke, 5-7 Barrack Street. Melbourne: P. Sullivan, Alkira House, 18 Queen Street. Other States: C.B.N. Stations.

4WK WARWICK

Official operating power: 100 watts. Wavelength: 341 m., 880 kC/s.

Operating company: Warwick Broadcasting Co. Pty. Ltd., Albion Street, Warwick, Q'ld. Phone, 8.

Network affiliation: A.W.A.

Station Particulars (contd.)

Location of studios: Albion Street, Warwick. Transmitter: Albion Street, Warwick.

Directors: Sir Ernest Fisk, T. Collins, J. F. Wilson, L. A. Hooke. Station manager: C. A. Hurndell. Secretary: P. V. Thomas. Announcer: C. A. Hurndell, R. Baggs, D. H. Ross, Miss L. Cross. Program and production executives: C. A. Hurndell, D. H. Ross. Salesman: R. Baggs. Chief engineer: C. A. Hurndell.

Representatives: Sydney: A.W.A. Melbourne: A.W.A. Brisbane: H. E. Cox, 289 Queen Street.

4ZR ROMA

Official operating power: 100 watts. Wavelength: 201 m., 1,490 kC/s.

Operating company: Maranoa Broadcasting Co. Ltd., Bowen Street, Roma. Phone, 80. Box No. 22.

Network affiliation: C.B.N.

Location of studios: Bowen Street, Roma. Transmitter: Bowen Street, Roma.

Directors: E. E. Gold, S. F. Doyle, W. G. Mayne, R. S. McGeoch. General manager: E. E. Gold. Station manager: G. W. Robertson. Studio manager: G. W. Robertson. Sales manager: G. W. Robertson. Secretary: R. B. Taylor. Announcers: G. W. Robertson, Jean Bell. Salesman: G. W. Robertson. Chief engineer: J. Walker.

Representatives: Sydney: A. D. Bourke, 5-7 Barrack Street; Melbourne: P. G. Sullivan, Alkira House, 18 Queen Street.

THE WEALTHY MACKAY DISTRICT

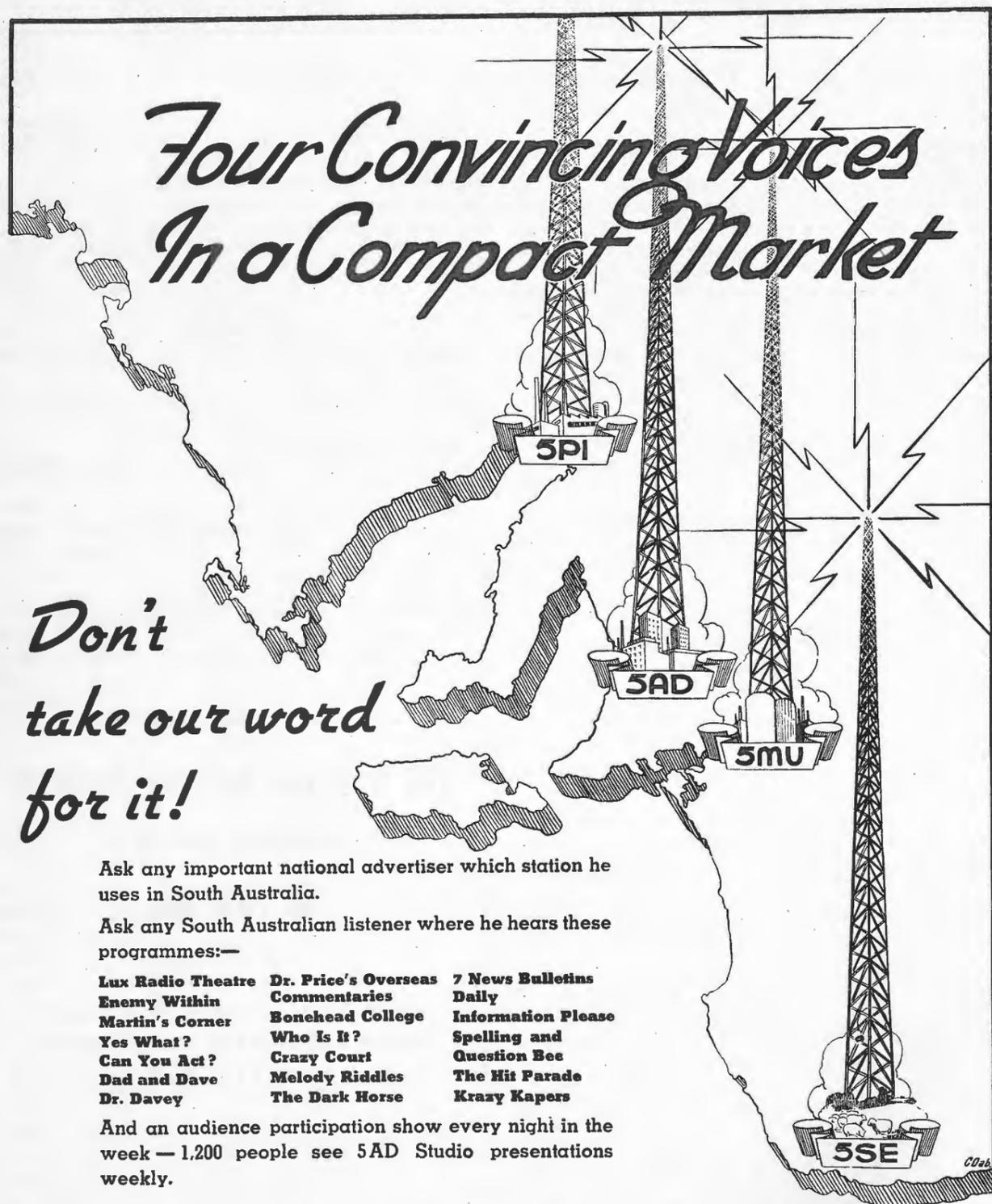
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MEMBER STATIONS OF THE MAJOR NETWORK

SYDNEY Representative: I. Phillips, 47 York Street.

MELBOURNE Representative: C. H. Lucas, 36 Flinders Street.

Broadcasting Station Particulars (contd.)

SOUTH AUSTRALIAN STATIONS



5AD ADELAIDE

Official operating power: 500 watts. Wavelength: 229 m., 1,310 kC/s.

Operating company: "The Advertiser" Newspapers Ltd., 121 King William Street, Adelaide. Phone, C 7446. Box No. 392. Telegraphic, FIVEAD.

Network affiliation: Major.

Location of studios: King William Street, Adelaide. Transmitter: 121 King William Street.

Directors: J. F. Downer, Sir Keith Murdock, W. B. Carr, Sir Lavington Bonython, F. L. Dumas, W. C. Crookall. General manager: A. C. Kinnear. Studio manager: K. A. Macdonald. Sales Manager: M. D. Chapman. Secretary: V. J. Bruer. Announcers: J. Burgess, C. Norton, J. Young, J. Cameron, T. Hudson, R. Harding-Browne, Miss D. Edwards, Mrs. Fisher, Steve McKee. Program and production executives: M. D. Chapman, K. A. Macdonald. Salesmen: N. Omond, C. G. Stock, W. F. McConnell. Chief engineer: D. M. Gooding. Other technical staff: R. Parasiers, E. Halliday, H. W. Tostevin, L. Schaumlöffel, F. Williamson, H. Bowman, W. Gill.

Representatives: Major Network offices. Sydney: F. Thompson, Warwick Building, 15 Hamilton Street; Melbourne: A.W.A. Ltd., 167 Queen Street.

5AU PORT AUGUSTA

Official operating power: 200 watts. Wavelength: 214 m., 1,400 kC/s.

Operating company: Sport Radio Broadcasting Co. Ltd., Port Augusta. Phone, 124. Box No. 2 Telegraphic, FIVEAU.

Network affiliation: C.B.N.

Location of studios: One mile from Port Augusta. Transmitter: One mile from Port Augusta.

Directors: W. K. Schneider, M. O'Halloran, H. H. Heath, S. Meakins. General manager: W. K. Schneider. Station manager: G. Nutley. Studio manager: W. Hosking. Sales manager: G. Nutley. Secretary: D. Hunter. Announcers: G. Nutley, W. Hosking, Ethel Smith (Nola Knight). Program and production executives: G. Nutley, W. Hosking. Salesmen: G. Nutley, J. Stone. Chief engineer: G. Nutley. Other technical staff: W. Hosking.

Representatives: Melbourne: D. MacGregor, 532 Bourke Street; Sydney: C. A. Monks, Shell House, Carrington Street.

5DN ADELAIDE.

Official operating power: 500 watts. Wavelength: 312.5 m., 960 kC/s.

Operating company: Hume Broadcasters Ltd., C.M.L. Building, 45 King William Street, Adelaide, S.A. Phone, C. 8006. Box No. 1330 G. Telegraphic: FIRSTATION.

Network affiliation: Macquarie.

Location of studios: C.M.L. Building, 45 King William Street. Transmitter: C.M.L. Bldg., 45 William Street.

Directors: William Queale (chairman), H. R. Pinkerton, F. W. Daniell. General manager: Randell M. White. Studio manager: Kenneth D. Crossman. Sales manager: J. S. Larkin. Secretary: A. J. Carvosso. Announcers: Ken. Crossman, Jack Hume, Ron Sullivan, Jack Prider, Frank Waters, Bert Woolley ("Uncle Bert"), Mall Hynes, "Phyllis," Kay Brownbill. Program and production executives: Kenneth D. Crossman, J. Prider, Miss L. Stephens. Salesmen: P. A. Smyth, Mrs. E. Pullman. Chief engineer: E. J. Hume. Other technical staff: F. T. Hill, C. R. Howie, R. Davies, G. Barber, D. W. Wilkinson, A. F. Fisher.

Representatives: Macquarie Broadcasting Services Pty. Ltd., 29 Bligh Street, Sydney, and 37 Queen Street, Melbourne.

5KA ADELAIDE

Official operating power: 500 watts. Wavelength: 250 m., 1,200 kC/s.

Operating company: Sport Radio Broadcasting Co. Ltd., Richards Building, 99 Currie Street, Adelaide, S.A. Phone, C 2920. Box No. 566E. Telegraphic, FIVEKA.

Network affiliation: C.B.N.

Location of studios: 99 Currie Street, Adelaide. Transmitter: 99 Currie Street, Adelaide.

Directors: W. K. Schneider, H. Hunter, C. Tareha, H. H. Heath. General manager: W. K. Schneider. Assistant manager: A. Auchterlonie. Advertising manager: C. A. Freeman. Studio manager: L. H. Gibson. Sales manager: H. Hunter. Secretary: H. Hunter. Announcers: A. Auchterlonie, C. A. Freeman, L. M. Schneider, L. H. Gibson, G. L. Grago, R. Ashley, H. Hunter. Program and production executive: E. L. Linke. Salesmen: H. Hunter, C. A. Freeman, A. Auchterlonie, G. L. Grago.

(Continued overleaf)

Station Particulars (contd.)

5KA Adelaide (contd.)

L. H. Gibson, J. C. Stone. **Chief Engineer:** C. A. Tareha. **Other technical staff:** H. H. Heath, L. M. Rees, J. M. Hunter, C. K. Linke, D. Hindes.

Representatives: Sydney: C. A. Monks, Shell House, Carrington Street; Melbourne: D. McGregor, 532 Bourke Street.

5MU MURRAY BRIDGE

Official operating power: 200 watts. **Wavelength:** 205 m., 1,460 kC/s.

Operating company: Murray Bridge Broadcasting Co. Ltd., Eleanor Terrace, Murray Bridge. Phone, 175. Box No. 392.

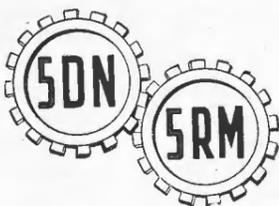
Network affiliation: Major.

Location of studios: King William Street, Adelaide. **Transmitter:** Eleanor Terrace, Murray Bridge.

Directors: W. C. Crookall, A. C. Brooke, F. L. Dumas, A. C. Kinnear. **General manager:** A. C. Kinnear. **Studio manager:** K. A. Macdonald, M. D. Chapman. **Secretary:** V. J. Bruer. **Announcers:** J. Burgess, C. Norton, J. Young, J. Cameron, T. Hudson, R. Harding-Browne, Miss D. Edwards, Mrs. Fisher. **Program and production executives:** M. D. Chapman, K. A. Macdonald. **Salesmen:** N. Omond, C. G. Stock, W. F. McConnell. **Chief engineer:** D. M. Gooding. **Other technical staff:** F. Miller, S. McNamara.

Representatives: Major Network offices. Sydney: F. Thompson, Warwick Building, 15 Hamilton Street; Melbourne: A.W.A. Ltd., 167 Queen Street, C.1.

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(2,000 watts)

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5RM MURRAY HEIGHTS

Official operating power: 2,000 watts. **Wavelength:** 370 m., 810 kC/s.

Operating company: River Murray Broadcasters Ltd., C.M.L. Building, 45 King William Street, Adelaide, S.A.

Network affiliation: Macquarie.

Location of studios: C.M.L. Building, 45 King William Street. **Transmitter:** Renmark.

Directors: William Queale (chairman), W. R. Pinkerton, A. P. Wishart, C. S. Ruston, W. H. Robinson, Geo. White. **Studio manager:** Ken. Crossman. **Sales Manager:** J. S. Larkin. **Secretary:** A. J. Carvosso. **Announcers:** Ken. Crossman, Jack Hume, Ron Sullivan, Jack Prider, Frank Waters, Bert Woolley ("Uncle Bert"), Matt. Hynes, "Phyllis," Kay Brownbell. **Program and production executive:** Kenneth D. Crossman. **Salesmen:** P. A. Smyth, Mrs. E. Pullman. **Chief engineer:** E. J. Hume. **Other technical staff:** F. T. Hill, C. R. Howie, R. Davies, G. Barber, D. W. Wilkinson, A. F. Fisher.

Representatives: Macquarie Network, Sydney and Melbourne.

5SE MOUNT GAMBIER

Official operating power: 100 watts. **Wavelength:** 219 m., 1,370 kC/s.

Operating company: South Eastern Broadcasting Co. Ltd., Mount Gambier. Phone, 442. Telegraphic, FIVESE.

Network affiliation: Major.

Location of studios: Mount Gambier. **Transmitter:** Mount Gambier.

Directors: W. C. Crookall, A. E. Brooke, F. L. Dumas, A. C. Kinnear. **General manager:** A. C. Kinnear. **Station manager:** T. Welling. **Studio manager:** J. Morgan. **Sales manager:** C. Davis. **Secretary:** V. J. Bruer. **Announcer:** J. Morgan. **Salesman:** C. Davis. **Chief engineer:** D. M. Gooding. **Other technical staff:** T. Welling, B. Forgan.

Representatives: Major Network offices. Sydney: F. Thompson, Warwick Building, 15 Hamilton Street; Melbourne: A.W.A. Ltd., 167 Queen Street, C.1.

5PI CRYSTAL BROOK

Official operating power: 2,000 watts. **Wavelength:** 288 m., 1,040 kC/s.

Operating company: Midlands Broadcasting Services Ltd., Crystal Brook. Phone, 88. Box No. 392.

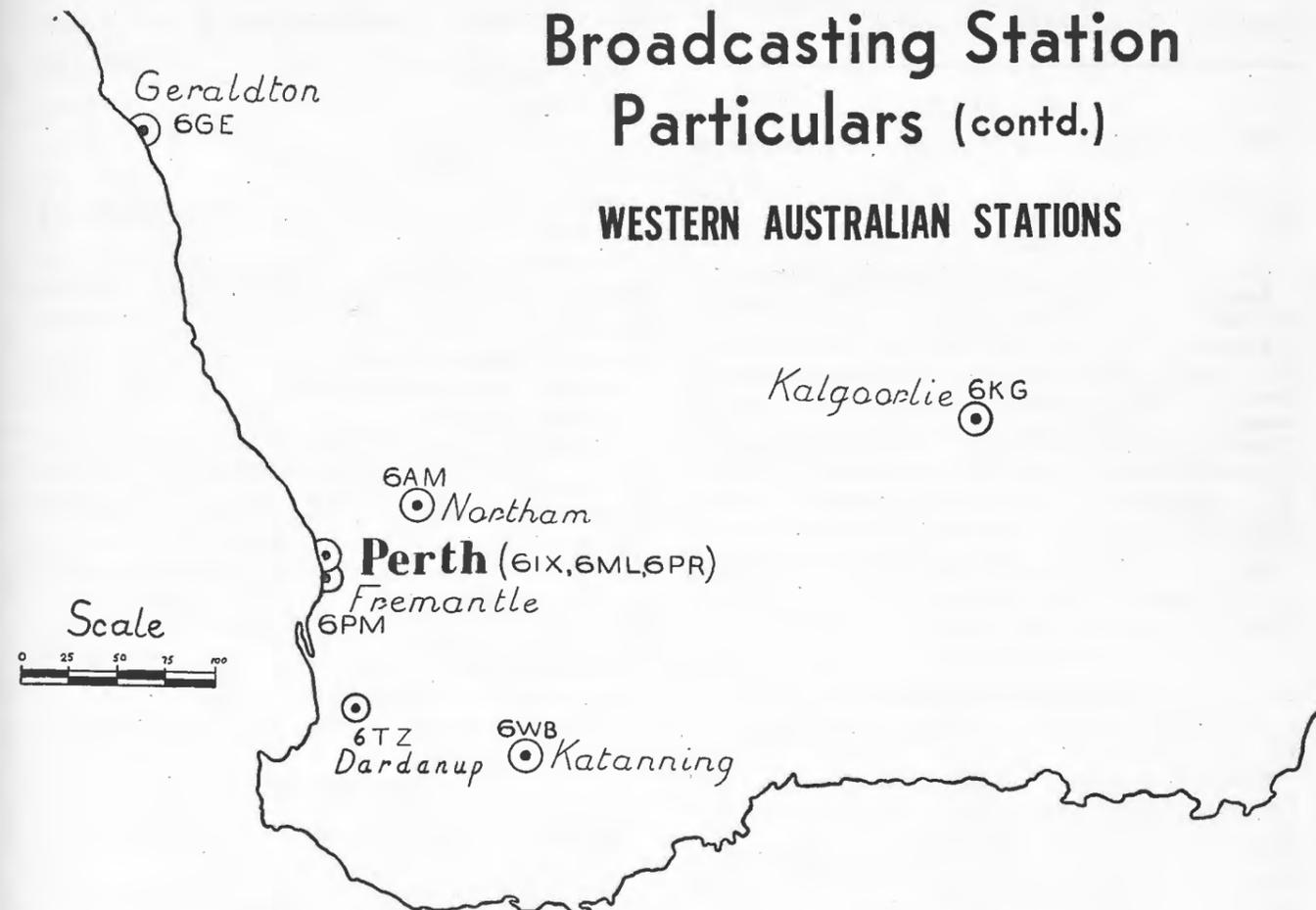
Location of studios: King William Street, Adelaide. **Transmitter:** Crystal Brook.

Directors: W. C. Crookall, A. C. Brooke, F. L. Dumas, A. C. Kinnear. **General manager:** A. C. Kinnear. **Studio manager:** K. A. Macdonald. **Sales manager:** M. D. Chapman. **Secretary:** V. J. Bruer. **Announcers:** J. Burgess, C. Norton, J. Young, J. Cameron, T. Hudson, R. Harding-Browne, Miss D. Edwards, Mrs. Fisher. **Program and production executives:** M. D. Chapman, K. A. Macdonald. **Salesmen:** N. Omond, C. G. Stock, W. F. McConnell. **Chief engineer:** D. M. Gooding. **Other technical staff:** L. Porter, R. Withall, R. Grundy.

Representatives: Major Network offices. Sydney: F. Thompson, Warwick Building, 15 Hamilton Street; Melbourne: A.W.A. Ltd., 167 Queen Street, C.1.

Broadcasting Station Particulars (contd.)

WESTERN AUSTRALIAN STATIONS

**6AM NORTHAM**

Official operating power: 2,000 watts. **Wavelength:** 306 m., 980 kC/s.

Operating company: 6AM Broadcasters Ltd., St. George's House, St. George's Terrace, Perth. Phone, B 8484-B 4921-B 3000. Box No. D 187. Telegraphic, WHITNET.

Network affiliation: Whitford Broadcasting Network.

Location of studios: St. George's House, Perth. **Transmitter:** Northam, W.A.

Directors: A. P. H. Whitford, F. R. Whitford, A. A. Whitford, E. I. Whitford. **General manager:** F. R. Whitford. **Studio manager:** Moray J. Powell. **Sales manager:** J. H. Tozer. **Secretary:** D. White. **Announcers:** M. Powell, K. Whitby, G. Manion, A. MacAskill, D. Day, H. Hay, E. H. Broad, N. Leen, C. Muhling. **Program and production executives:** M. Powell, Miss B. Day. **Salesmen:** W. E. Talbot, J. F. Patton, E. H. Rawson, H. Hay. **Chief engineer:** F. T. Tredrea. **Other technical staff:** A. Read, R. Henwood.

Representatives: Melbourne: H. Anderson, Poster House, 130 Exhibition Street. Sydney: G. A. Clay, 102 Sussex Street.

6GE GERALDTON

Official operating power: 500 watts. **Wavelength:** 219 m., 1,370 kC/s.

Operating company: Great Northern Broadcasters Ltd., 191 Marine Terrace, Geraldton, W.A. Phone, 130. Box No. 127. Telegraphic: SIXGE.

Network affiliation: Whitford's Network.

Location of studios: 191 Marine Terrace, Geraldton. **Transmitter:** 5 miles east Geraldton.

Directors: Archer Whitford, Frank Whitford, Len. W. Shephard. **Station manager:** G. C. Morrison. **Secretary:** W. R. Campbell. **Announcers:** R. H. Atkinson, G. C. Morrison, Miss M. Waters. **Program and production executive:** R. H. Atkinson. **Chief engineer:** G. C. Morrison. **Other technical staff:** R. C. Meckelburg.

Representatives: Sydney: G. A. Clay, 102 Sussex Street. Melbourne: Hugh Anderson, 130 Exhibition Street. Perth: Whitford's Broadcasting Network.

Subscribe to **COMMERCIAL BROADCASTING** and read fortnightly the news of the Commercial Broadcasting and Advertising Industry

Station Particulars (contd.)

6IX PERTH

Official operating power: 500 watts. Wavelength: 242 m., 1,240 kC/s.

Operating company: W.A. Broadcasters Ltd. Lyric House, Murray Street, Perth, W.A. Phone, B9322. Box No. N1079. Telegraphic: SIXIX.

Network affiliation: Major Broadcasting Network.

Location of studios: Murray Street, Perth. Transmitter: St. George's Terrace, Perth.

Directors: F. C. Kingston, H. Greig, H. B. Jackson, C. P. Smith, M.D'O. Musgrove. General manager: B. Samuel. Sales manager: E. C. Churchward. Announcers: R. Gledhill, L. Lewis, B. Carter, F. Atkinson, "Phoebe" (Miss J. Robertson). Program and production executive: B. F. Saunders. Salesmen: E. L. Gower, K. P. Hayward, L. Ure. Chief engineer: H. Simmons. Other technical staff: J. Canavan, N. Parker, G. Butterfield, D. Wood, R. Kaye.

Representatives: Sydney: I. W. Phillips, B. Button, Major Network, 47 York Street. Melbourne: C. H. Lucas, Major Network, 36 Flinders Street.

6KG KALGOORLIE

Official operating power: 500 watts. Wavelength: 248 m., 1,210 kC/s.

Operating company: Goldfields Broadcasters (1933) Ltd., Lazlett's Buildings, Hannan Street, Kalgoorlie, W.A. Phone: Kal. 464. Box No. 174.

Network affiliation: Whitford's Broadcasting Network. Location of studios: Hannan Street, Kalgoorlie. Transmitter: Parkstown (2 miles east Kalgoorlie).

Directors: A. P. H. Whitford, F. R. Whitford, A. A. Whitford, D. White. General manager: F. R. Whitford. Station manager: W. F. Fuhrmann. Studio manager: P. Foulkes. Sales manager: J. H. Tozer. Secretary: D. White. Announcers: A. Weir, E. Hansen, P. D. Foulkes, Mrs. A. Illidge. Program and production executive: A. Weir. Salesman: W. Fuhrmann. Chief engineer: F. T. Tredrea. Other technical staff: A. Taylor, W. H. B. Loneragan.

Representatives: Melbourne: H. Anderson, Poster House, 130 Exhibition Street. Sydney: G. A. Clay, 102 Sussex Street.

6ML PERTH

Official operating power: 500 watts. Wavelength: 265 m., 1,130 kC/s.

Operating company: W.A. Broadcasters Ltd., Lyric House, Murray Street, Perth. Phone, B9323. Box No. N1079. Telegraphic: SIXML.

Network affiliation: C.B.N.

Location of studios: Murray Street, Perth. Transmitter: Murray Street, Perth.

Directors: F. C. Kingston, H. Greig, H. B. Jackson, C. P. Smith, M.D'O. Musgrove. General manager: B. Samuel. Sales manager: E. C. Churchward. Secretary: E. H. Rossman. Announcers: N. Taylor, H. Patterson, "Laurel" (Miss Berryman), L. Lewis, B. F. Saunders. Program and production staff: B. F. Saunders. Salesmen: E. L. Gower, K. P. Hayward, L. Ure. Chief engi-

neer: H. Simmons. Other technical staff: M. Uquhart, J. Tapper.

Representatives: Melbourne: B. Rieusset. Western Australian offices: A.P.A. Building, 379 Collins Street.

6PM FREMANTLE

Official operating power: 500 watts. Wavelength: 216 m., 1,390 kC/s.

Operating company: 6PM Broadcasting Ltd., St. George's House, St. George's Terrace, Perth. Phone, B 3000-B 4921-B 8484. Box No. D 187. Telegraphic, WHITNET.

Network affiliation: Whitford Broadcasting Network. Location of studios: St. George's Terrace, Perth. Transmitter: Fremantle.

Directors: A. P. H. Whitford, F. R. Whitford, A. A. Whitford, E. I. Whitford. General manager: F. R. Whitford. Studio manager: Moray J. Powell. Sales manager: J. H. Tozer. Secretary: D. White. Announcers: M. J. Powell, K. Whitby, G. Manion, A. MacAskill, D. Day, E. H. Broad, N. Leen, C. Muhling. Program and production executives: Moray J. Powell, Miss B. Day. Salesmen: W. E. Talbot, J. F. Patton, E. H. Rawson, H. Hay. Chief engineer: F. T. Tredrea. Other Technical Staff: W. R. Phipps, R. S. Choate, W. M. Petersen.

Representatives: Melbourne: H. Anderson, 130 Exhibition Street; Sydney: G. A. Clay, 102 Sussex Street.

6PR PERTH

Official operating power: 500 watts. Wavelength: 341 m., 880 kC/s.

Operating company: Nicholson's Ltd., 86-90 Barrack Street, Perth. Phone, B6131. Telegraphic: NICHOLSONS.

Network affiliation: Macquarie.

Location of studios: 86-90 Barrack Street, Perth. Transmitter: Applecross (six miles from Perth).

Directors: H. P. Downing (chairman), A. H. Dickson, J. L. Paton, E. M. Baker, J. D. Stoddart. General manager: E. M. Barker. Station manager: T. St. J. Kennedy. Announcers: A. C. Kurts, E. A. Kean, R. G. Hender, P. D. Mantle, Mrs. D. James, Marion Slater, E. G. Tarrant. Sales staff: A. C. Kurts, A. E. Lovegrove, R. G. Hender. Technical staff: W. Rodda, W. Paterson.

Representatives: Sydney and Melbourne, Macquarie Broadcasting Services Pty. Ltd.

6TZ DARDANUP

(Relay station of 6PR Perth)

6WB KATANNING

(Relay Station of 6IX Perth)

Official operating power: 2,000 watts. Wavelength: 280 m., 1,070 kC/s.

Operating company: W.A. Broadcasters Ltd., Lyric House, Murray Street, Perth. Phone, B 9321. Box No. N1079. Telegraphic: SIXWB.

Network affiliation: Major Broadcasting Network.

Location of studios: Murray Street, Perth. Transmitter: Katanning, W.A.

Broadcasting Station Particulars (contd.)

TASMANIAN STATIONS



7BU BURNIE

Official operating power: 200 watts. Wavelength: 455 m., 660 kC/s.

Operating company: Burnie Broadcasting Service Pty. Ltd., Wilson Street, Burnie, Tas. Phone 125. Box No. 101. Telegraphic: SEVENBU.

Network affiliation: Tasmanian Broadcasting Network, Macquarie.

Location of studios: Wilson Street, Burnie. Transmitter: Wilson Street, Burnie.

Directors: A. P. Findlay (managing director), P. A. Findlay, A. D. Towner. General manager: Arthur D. Towner. Studio manager: Reg. McMaster. Sales manager: Arthur D. Towner. Secretary: P. A. Frith. Announcers: Reg. McMaster, Tas. Lord, J. Trethewey, Betty Raymond, Francis Holmes, Peggy Dowling, J. Billette. Chief engineer: Tasman Lord. Other technical staff: J. Trethewey, Ross Maddock.

Representatives: Sydney: Macquarie Broadcasting Services Pty. Ltd., 29 Bligh Street. Melbourne: Macquarie Broadcasting Services Pty. Ltd., 37 Queen Street.

7DY DERBY

Official operating power: 200 watts. Wavelength: 207 m., 1,450 kC/s.

Operating company: North East Tasmanian Radio Broadcasters Pty. Ltd., Winnaleah. Phone, 55.

Network affiliation: Macquarie, T.B.N.

Location of studios: Derby. Transmitter: Derby.

Directors: A. P. Findlay (managing director), H. G. Riley, A. D. Towner. Station manager: H. R. Parish. Studio manager: L. E. Parish. Secretary: P. A. Frith. Announcers: H. R. Parish, L. E. Parish, Miss D. J. Gough. Chief engineer: T. Lord. Other technical staff: H. R. Parish.

Representatives: Launceston: Tasmanian Broadcasting Network, P.O. Box 372. Sydney and Melbourne: Macquarie Broadcasting Services Pty. Ltd.

7EX LAUNCESTON

Official operating power: 500 watts. Wavelength: 300 m., 1,000 kC/s.

Operating company: 7EX Pty. Ltd., Charles Street, Launceston. Phone 777. Box No. 64. Telegraphic: SEVENEX.

Network affiliation: Major.

Location of studios: 74 Charles Street, Launceston. Transmitter: St. Leonards.

Directors: W. R. Rolph, G. B. Rolph. General manager: Ronald C. Brearley. Secretary: Stanley Guy. Announcers: Denis Cossins, Douglas Cossins, Hal Emmett, Ormond Deacon, Pat Munro, L. Reeves. Program and production executive: Ormond Deacon. Salesmen: M. Munro, J. D. Valentine. Chief engineer: C. A. Cullinan. Other technical staff: F. Holland, H. Cooper, Eric Nunn, Denis Bonner.

Representatives: Sydney: D. Scott, 29 Bligh Street. Melbourne: H. Anderson, 130 Exhibition Street.

7AD DEVONPORT

Official operating power: 300 watts. Wavelength: 333 m., 900 kC/s.

Operating company: Northern Tasmania Broadcasters Pty. Ltd., 44 Rooke Street, Devonport, Tas. Phone, 437. Box No. 18.

Network affiliation: C.B.N.

Location of studios: 44 Rooke Street, Devonport. Transmitter: Don Heads, Tasmania.

Directors: A. P. Findlay, L. B. Harris, T. D. Room. Station manager: E. A. Wood. Studio manager: P. Keating. Sales manager: W. Wilson. Secretary: T. D. Room. Announcers: P. Keating, W. Wilson, Miss L. Loughran. Program and production executive: P. Keating. Salesmen: W. Wilson, W. McNamara, Miss L. Loughran. Chief engineer: T. C. Kitto. Other technical staff: J. Vertigan, F. Young.

Representatives: Sydney: A. D. Bourke, 5-7 Barrack Street. Melbourne: Stanford Allan, Newspaper House, 247 Collins Street.

Station Particulars (contd.)

7HO HOBART

Official operating power: 500 watts. Wavelength: 349 m., 860 kC/s.

Operating company: Commercial Broadcasters Pty. Ltd., 80-82 Elizabeth Street, Hobart, Tas. Phone, 6008, 4226. Box No. 112D, Hobart. Telegraphic address, SEVENHO.

Network affiliation: Macquarie Network, Tasmanian Network.

Location of studios: 80-82 Elizabeth Street, Hobart. Transmitter: Mt. Nelson.

Directors: Selwyn Harry Findlay, Len Nettlefold, G. E. Davies. General manager: S. H. Findlay. Station manager: K. B. Goyne. Studio manager: Lawrence Gordon. Sales manager: K. B. Goyne. Secretary: J. T. Wertheimer. Announcers: Lawrence Gordon (chief ann.), Richard Pile, Robert Lange, Alan Clayton, Victor Colbeck, Susan Barrie. Program and production executive: K. B. Goyne. Salesmen: K. B. Goyne, Mrs. Rycroft, Robert Lange. Chief engineer: W. R. Nicholas. Other technical staff: J. S. Dodds, R. Brundle, W. S. Morrison, M. Bradley, J. D. Butler.

Representatives: Sydney: Macquarie Network, 29 Bligh Street; Melbourne: Macquarie Network, 37 Queen Street.

7HT

H O B A R T

A. L. Finn,
66 King St.,
Sydney.
Phone, BW 6251.

Offers the **3** Best things
in Radio.
Best of Programs.
Best of Presentation.
Best of Transmission.
That's why 7HT was, in
January, 1940, holding
12½ hours weekly, of Na-
tional Sponsors' Business.

LEADERS THROUGH 1939
LEADERS AGAIN IN 1940

Hugh Anderson,
130 Exhibition St.,
Melbourne.

7HT HOBART

Official operating power: 500 watts. Wavelength: 278 m., 1,080 kC/s.

Operating company: Metropolitan Broadcasters Pty. Ltd., 51 Murray Street, Hobart, Tas. Phone, 5083. Box No. 572F, Hobart.

Network affiliation: Major.

Location of studios: 51 Murray Street, Hobart. Transmitter: Rosny Hill, Hobart.

Directors: Russell Young, Robert Morris, Bernard McCann, Lenard McCann. Manager: Stuart Beattie. Sales manager: James Cross. Secretary: T. A. Spencer. Announcers: R. M. Vertigan, W. Elliott, Allan Brown, Neta Chaston, E. W. Barwick, Stuart Beattie, James Cross. Program and production executives: Neta Chaston, Walter Elliott. Salesmen: James Cross, E. W. Barwick, Allan Brown. Chief engineer: G. T. Miles. Other technical staff: E. Cooper, D. Hildyard, N. Stone, A. Chellis, A. Grayley.

Representatives: Sydney: A. L. Finn, 66 King Street; Melbourne: Hugh Anderson, 130 Exhibition Street.

7LA LAUNCESTON

Official operating power: 500 watts. Wavelength: 273 m., 1,100 kC/s.

Operating company: Findlay and Wills Broadcasting Pty. Ltd., Findlay's Buildings, Brisbane Street, Launceston. Phone 1487. Box No. 372, G.P.O. Launceston. Telegraphic: SEVENLA.

Network affiliation: Tasmanian Broadcasting Network.

Location of studios: Brisbane Street, Launceston. Transmitter: Prospect, Launceston.

Directors: Sir Ernest Fisk, J. D. Millen, Norman A. Findlay, A. P. Findlay. General manager: D. L. Richardson. Sales manager: John T. Gough. Secretary: A. E. Garrott. Announcers: E. Davies (ch. anncr.), D. Lay, G. Nichols, L. Low, Nancye Young, Kathleen Grey. Program and production executives: E. Davies, Miss D. Dale. Chief engineer: S. V. Sydes. Other technical staff: G. Chick, R. McLean, A. Morrison, P. Archer, P. Dawson.

Representatives: Sydney and Melbourne: Macquarie Broadcasting Services Pty. Ltd., and Amalgamated Wireless Aust. Ltd.

7QT QUEENSTOWN

Official operating power: 300 watts. Wavelength: 441 metres, 680 kC/s.

Operating company: West Coast Broadcasters Pty. Ltd., Conlon Street, South Queenstown. Phone 124. Box No. 94.

Network affiliation: Tasmanian and Macquarie.

Location of studios: South Queenstown. Transmitter: South Queenstown.

Directors: L. P. R. Bean, N. A. Findlay, A. E. Garrott. Manager and sales manager: R. E. Ward. Secretary: A. E. Garrott, F.I.C.A. Announcers: R. E. Ward (ch. anncr.), A. F. Lawson, L. A. Chappell, Miss I. Wedd. Chief engineer: L. A. Chappell.

Representatives: T.B.N., Brisbane Street, Launceston, Macquarie Broadcasting Services Pty. Ltd., Sydney and Melbourne.

COMMERCIAL BROADCASTING in NEW ZEALAND

A REVIEW FOR 1939-40

October, 1939, marked the third anniversary of commercial broadcasting in New Zealand. The Government owned and operated National Commercial Broadcasting Service has in that short space of three years inaugurated commercial broadcasting in the Dominion, set up five modern stations, plus a unique mobile railway studio, and settled smoothly into network operation, providing the listeners of New Zealand with an 18 hour a day service.

Increase in Listeners

There is no doubt that introduction of commercial broadcasting gave radio in New Zealand a tremendous fillip; this is reflected first in the radio licence position which showed at the commencement of the service in October, 1936, total licences numbering 213,408. By December, 1939, this figure had risen to 338,249, an increase in three years of 124,841 licences, or nearly 60 per cent. This is the more marked when it is realised that the total population of the Dominion was approximately 1,640,000. Thus we find New Zealand maintaining its position among the first three in the list of countries where licences are issued, in respect of the density of licences to population, the number of licences per hundred of population being 20.6. To-day approximately 87 per cent of the homes in the Dominion are equipped with radio sets.

N.C.B.S. Entertains Majority of Listeners

Although New Zealand also has an older service, the excellently equipped National Broadcasting Service, which is the counter-part of the A.B.C. in Australia, the consensus of opinion, backed by independent survey, shows that the commercial service is listened to regularly by over 75 per cent of the listening public—in fact, many put the figure considerably higher.

Reckoning on the conservative figure, however, it would appear that national radio advertisers in New Zealand have access to the facilities of a service which entertains about 250,000 of the radio homes of the country and which represent approximately a million listeners.

Increased Advertising Revenue

These facts have not been lost upon advertisers as is shown by their growing enthusiasm for this medium. Steadily increasing revenue establishes beyond doubt the sales effectiveness of radio advertising in New Zealand; and despite the general unfortunate international circumstances now extant, and their consequent effects upon business, commercial broadcasting in New Zealand has continued its upward trend of sales, and revenue for 1939 was the highest yet. The indications too are that sales of radio time have not yet reached their peak. The increase has been brought about largely by the growing confidence in commercial broadcasting, resulting in an increased number of advertisers, but perhaps a more important factor in the growth has been the increasing use of radio from year to year by advertisers who, starting with a relatively small appropriation, are now spending considerable sums annually with the service.

New High in Advertising

For the year ended 31/3/40 revenue from advertising over the N.C.B.S. increased to over £170,000. All major national advertisers renewed contracts and approximately 50% increased their radio appropriations. Of these renewals two national advertisers have increased their appropriations to £10,000 for the current year.

Improved Sponsored Programs

The development of advertisers of this type who are selecting future programs from amongst the finest material pro-

duced is of major importance to the Service in the maintenance of high program standards. A pleasing aspect has been the distinct improvement in both number and standard of programs produced within New Zealand and broadcast over the N.C.B.S. Network.

Government and Local Body Broadcasting

The Commercial Service has assisted from time to time in the work of other Government Departments and Local Bodies, both in their regular requirements and in exceptional and uncustomary fields. Broadcast reminders have proved most helpful in such matters as radio and motor registrations, income tax returns, social security registrations, etc. Major campaigns have been undertaken to promote the disposal of a million extra cases of apples in a season, to assist in the development of New Zealand industries, army recruiting, patriotic fund appeals, the Centennial Exhibition. In each and all of these fields, radio advertising demonstrated its amazing capacity to perform effective publicity work.

Community Service

Community service and welfare also found a voice in commercial radio and a comprehensive service has been rendered to the community in various sessions, announcements and programs, including broadcasts in connection with sickness and accidents, blood transfusion services, safety first propaganda, direct assistance in the raising of funds for ambulance services and public welfare societies generally. Radios have been installed in hospitals throughout the Dominion, trips and outings have been organised for orphans, and over £6,000 raised last year to assist various charitable and welfare organisations.

Children's Sessions

One of the most noticeable developments of the year was the improvement in the children's session by the introduction of a policy of education by entertainment. During these sessions, by novel presentations, children are being interested in and thus encouraged to appreciate a better class of music. The co-operation of advertisers was obtained on the basis of our policy, and features on stamp collecting and other general knowledge subjects with an educational bias were sponsored. Children's plays were written and produced by local children, and in all stations children are encouraged to take part in the actual programs.

Maori Sessions

The policy of developing Maori sessions was extended during the year, and additional research undertaken in connection with ancient Maori lore and the recording of traditional chants and songs, which were in danger of becoming lost. All Maori sessions are arranged and broadcast by Maori announcers retained on the staff of the department, for it is recognised that not only must these sessions take their place on an entertainment basis, but much can be done in the way of contributing something of real and permanent value to the Maori race and to the nation, both in historical and cultural directions.

Railway Studio

One of the outstanding features of the N.C.B.S. during the past year was the building of a mobile broadcasting studio in a railway coach. This unit, designated station 5ZB, is a completely self-contained station, fully equipped

(Continued next page)

COMMERCIAL BROADCASTING IN NEW ZEALAND (Contd.)

to perform all the functions of a broadcasting station. Probably unique in the world, and certainly a project entirely new to New Zealand, station 5ZB was the means of bringing people from outback districts, many of whom had never seen a radio broadcasting studio, into contact with the working side of the microphone. This novel studio made a comprehensive tour of the North Island of New Zealand, a trip which lasted for 79 days and covered 1,650 miles. The coach was hauled from town to town by the various expresses on normal time tables and created tremendous interest wherever it stopped. Station 5ZB is completely equipped with studio, collapsible masts, control room, transmitter, offices, sleeping quarters, bathroom and kitchen. At the conclusion of the tour of the North Island, a special section of railway line was built at the Exhibition and the unit was on display and in full operation from the Centennial Exhibition grounds from the opening till the close of the Exhibition in May, 1940.

NATIONAL COMMERCIAL BROADCASTING SERVICE

(Owned and operated by the New Zealand Government)

Station	Power	K/Cs.	M.
1ZB, Auckland	1.00 kw.	1,070	280.4
2ZB, Wellington	1.00 kw.	1,130	265.5
3ZB, Christchurch	1.00 kw.	1,430	209.7
4ZB, Dunedin	1.00 kw.	1,220	245.8
2ZA, Palmerston North	.25	1,400	214.2

Transmission hours of all ZB stations is 6 a.m. to mid-night daily.
Transmission hours of station 2ZA — 6 p.m. to 10 p.m. daily.

Particulars of Stations of the N.C.B.S.

THE NATIONAL COMMERCIAL BROADCASTING SERVICE, NEW ZEALAND

Stations 1ZB, Auckland, 2ZB Wellington, 3ZB Christchurch and 4ZB Dunedin, also 2ZA Palmerston North.

Location: Government Life Buildings, Wellington. Telephone: 54.290. Telegraphic address: "RADIOAD."
Controller: C. G. Scrimgeour, Deputy controller: B. T. Sheil, Secretary: L. J. Greenberg, Business manager: W. J. Crowther, Sales manager: S. J. Duff, Production officer: W. Elliott.

2ZA PALMERSTON NORTH

Official operating power, 250 watts. Wavelength, 214.2 metres (1,400 Kc/s.). National Commercial Broadcasting Service (N.Z. Government), Wellington. Phone, 7794. Telegraphic: Comradio.

Network Affiliation: N.C.B.S. of New Zealand. Location of studios: A.M.P. Building, Broadway Avenue, Palmerston North. Transmitter: A.M.P. Building, Palmerston North.

Station manager: J. R. Brown. Sales manager: J. R. Brown. Announcers: H. R. Walden, M. J. Miles. Sales staff: L. Wood. Chief engineer: H. F. Tattersfield. Other technical staff: K. G. Hustwick.

Leading National Advertisers during 1939:

George Bonnington Ltd. (cough cure), Bushells Pty. Ltd. (tea), Fassett & Johnson (patent medicines), Fluenzol Pty. Ltd. (Q-tol), Godfrey Phillips Ltd. (cigarettes), National Distributors (grocery chain stores), Nestles Condensed Milk Co. Ltd. (confectionery), Pinchin & Johnson Ltd. (Taubman's paints), R.U.R. Ltd. (patent medicines), Lever Bros. Ltd. (soaps), Cathie & Sons Ltd. (tailoring), Para Rubber Co. Ltd. (rubber goods).

Leading Local Advertisers during 1939:

Garners Dept. Store (drapery), Collinson & Son (hardware), Slaters Ltd. (gowns), Coo-ee Tailoring & Dry

Cleaning (dry cleaning), J. Hays & Co. Ltd. (coats and costumes), Universal Fur Co. Ltd. (furs), Berryman's (music, sports goods), Haywood Vulcanising Co. (tyre vulcanising), Art Cabinet Co. Ltd. (furniture), Palmerstons Amusements (films).

Late Shopping Night: Friday.

1ZB AUCKLAND

Official operating power, 1,000 watts. Wavelength: 280.2 metres (1,070 Kc/s.). National Commercial Broadcasting Service (N.Z. Government), Queen's Arcade, Auckland. Phone: 32.165. Telegraphic: Comradio.

Network Affiliation: N.C.B.S. of New Zealand. Location of studios: Queen's Arcade, Auckland.

Station director: John W. Griffiths. Sales manager: S. C. Asquith. Announcers: A. B. Collyns, G. Vryer, U. Paora, H. D. Lock, R. G. W. Nixon, A. P. H. Shone, John Batten, P. P. Hutt, Mrs. N. M. Donne, Mrs. J. U. Parr. Program and production staff: J. N. Gordon (production supervisor), D. H. Wrathall (program organiser). Salesmen: A. H. Hanlon, P. G. Parker, Mrs. G. Newton. Chief engineer: W. Illingworth. Other technical staff: S. L. Cottam, C. N. Edwards, W. B. Fitzwilliam, W. A. Williams, R. A. Patchett, J. D. Llewellyn, H. L. Martin, B. C. W. Spackman.

Leading National Advertisers during 1939:

Lever Bros. (N.Z.) Ltd. (soap), Clinton Williams Pty. Ltd. (toilet preparations), Wrigleys (A'sia) Ltd. (chewing gum), Kolynos (N.Z.) Ltd. (toothpaste), Cadbury Fry Hudson Ltd. (confectionery), National Distributors Ltd. (grocery chain stores), Colgate Palmolive Ltd. (toilet preparations), Clements Tonic Pty. Ltd. (tonic), Horlicks Pty. Ltd. (malted milk), Nestle & Anglo-Swiss Condensed Milk Co. (Aust.) Ltd. (confectionery), British Australian Lead Manf. (N.Z.) Ltd. (paints), Beecham Group (patent medicines).

(Continued on page 78)

57% INCREASE IN NEW ZEALAND RADIO LICENSES SINCE N.C.B.S. COMMENCED LESS THAN 3 YEARS AGO

1937—213,408 RADIO LICENSES

1940—336,618 RADIO LICENSES

For on-the-spot co-operation, contact our Australian Representative RADIOVISION PTY. LTD., 61 Hunter Street, Sydney. Telephone—B5453

This amazing jump is due first to the great popularity of the Feature Stations and secondly to the real prosperity enjoyed by New Zealanders. The direct route to low cost sales in this rich market is the N.C.B.S. Profit-paved because it takes your advertising into more homes than any other combination of media in New Zealand. Low cost because the four commercial stations give national coverage with no overlapping and no competition.



COMMERCIAL BROADCASTING IN NEW ZEALAND (Contd.)

1ZB Auckland (contd.)

Leading Local Advertisers during 1939:

Smith & Brown Ltd. (furniture), Horace Bull Ltd. (men's wear), Chemist Service Guild (chemists' lines), Farmer's Trading Co. Ltd. (merchandise), Hallenstein Bros. Ltd. (men's wear), Ashworth Furnishing Co. Ltd. (furniture), Campbell Shoe Store (shoes), Wholesale Clearing House (frocks, furs, etc.), Maple Furnishing Co. Ltd. (furniture), N.Z. Dry Cleaning Co. Ltd. (laundry and dry cleaning), Bridgers Pat. Denture Co. Ltd. (dentures), C. Shelley (furriers), Alfred Bevege Ltd. (men's wear), Porters Dye Works Ltd. (dyers and dry cleaners).

Late Shopping Night: Friday.

2ZB WELLINGTON

Official operating power, 1,000 watts. Wavelength, 265.5 metres (1,130 Kc/s.). National Commercial Broadcasting Service (N.Z. Government), Wellington. Phone: 54.290. Telegraphic: Comradio.

Network Affiliation: N.C.B.S. of New Zealand. Location of studios: Hope Gibbons Building, Dixon Street, Mt. Victoria.

Station director: K. W. Kilpatrick. Sales manager: G. P. Brodie. Announcers: K. T. A. G. Tahiwai, R. P. Whitchurch, B. R. O'Brien, R. Voight, I. F. G. Robb, E. P. Wright, G. S. Lloyd, Aunt Daisy, Miss Tony McKenna, Miss B. A. Wroath, Miss M. Wallace. Program and production staff: I. K. Mackay (production supervisor), E. C. L. Bell (program organiser). Salesmen: A. Scott, J. C. Warnes, Miss T. von Keisenberg. Chief engineer: R. F. L. Neate. Other technical staff: B. Sword, D. L. Rushworth, J. D. Fraser, P. R. Hoare, O. W. Martin, G. W. D. Ryrie, S. J. Murray, E. C. Petherick, H. L. Coughlan, B. J. Petrie.

Leading National Advertisers during 1939:

Lever Bros. (N.Z.) Ltd. (soap), Clinton Williams Pty. Ltd. (toilet preparations), Wrigleys (A'sia) Ltd. (chewing gum), Kolynos (N.Z.) Ltd. (toothpaste), Cadbury Fry Hudson Ltd. (confectionery), National Distributors Ltd. (grocery chain stores), Colgate Palmolive Ltd. (toilet preparations), Clements Tonic Pty. Ltd. (tonic), Horlicks Pty. Ltd. (malted milk), Nestle & Anglo-Swiss Condensed Milk Co. (Aust.) Ltd. (confectionery), British Australian Lead Manf. (N.Z.) Ltd. (paints), Beecham Group (patent medicines).

Leading Local Advertisers during 1939:

Universal Fur Company (furs), Amalgamated Theatres (film publicity), Kenner & Co. Ltd. (furniture), Maple Furnishing Co. Ltd. (furniture), Theatre Management Ltd. (film publicity), Zimmes Ltd. (costumes, coats), Hoosons Ltd. (men's wear), Barr Brown Construction Co. (Woodwork), Fabers Ltd. (furniture), Art Cabinet Co. Ltd. (furniture).

Late Shopping Night: Friday.

3ZB CHRISTCHURCH

Official operating power, 1,000 watts. Wavelength, 209.7 metres (1,430 Kc/s.). National Commercial Broadcasting Service (N.Z. Government), Wellington. Phone: 34.816. Telegraphic: Comradio.

Network Affiliation: N.C.B.S. of New Zealand. Location of studios: McDuff's Building, Columbo Street, New Brighton, Christchurch.

Station director: J. H. Bell. Sales manager: E. J. Thompson. Announcers: T. A. Pitama, E. Chivers, D. Combridge, A. A. Grundy, R. B. Spiers, B. V. McCaw, F. J. Hyde, Miss G. W. Green, Miss A. T. Gale. Program and production staff: R. H. C. Pollard (production supervisor), L. E. Hunter (program organiser). Salesmen: C. H. Cook, J. A. Mayo, Miss J. Waterson. Chief engineer: W. A. Penton. Other technical staff: D. S. Bell, S. A. G. McKnight, J. Younger, L. A. Elliott, R. G. Holmes, V. E. Robinson, J. R. Tabley, M. Sherwood-King, R. G. Kennard.

Leading National Advertisers during 1939:

Lever Bros. (N.Z.) Ltd. (soap), Clinton Williams Pty. Ltd. (toilet preparations), Wrigleys (A'sia) Ltd. (chewing gum), Kolynos (N.Z.) Ltd. (toothpaste), Cadbury Fry Hudson Ltd. (confectionery), National Distributors Ltd. (grocery chain stores), Colgate Palmolive Ltd. (toilet preparations), Clements Tonic Pty. Ltd. (tonic), Horlicks Pty. Ltd. (malted milk), Nestle & Anglo-Swiss Condensed Milk Co. (Aust.) Ltd. (confectionery), British Australian Lead Manf. (N.Z.) Ltd. (paints), Beecham Group (patent medicines).

Leading Local Advertisers during 1939:

Calder Mackay Co. Ltd. (furniture), Drayton Jones Ltd. (general dept. store), Beath & Co. Ltd. (general dept. store), K.K.K. Stores Ltd. (grocers), M.M.M. Butchery Ltd. (butchers), Wholesale Boot Co. (boots and shoes), Christchurch Cinemas Ltd. (theatre publicity), C.O.P. Ltd. (cash order cheques), Drages Co. Ltd. (furniture), D.I.C. Ltd. (drapers), Chas. Begg & Co. Ltd. (music store), Munns Ltd. (mercers), Drewerys Ltd. (auction room), Phit-U Tailors (tailors), J. H. Reynolds Ltd. (chemists), Foodstuffs Ltd. (grocers — chain stores).

Late Shopping Night: Friday.

4BZ DUNEDIN

Official operating power, 1,000 watts. Wavelength, 245.8 metres (1,220 Kc/s.). National Commercial Broadcasting Service (N.Z. Government), Wellington. Phone, 11.186. Telegraphic: Comradio.

Network Affiliation: N.C.B.S. of New Zealand. Location of studios: G.P.O. Building, Dunedin. Transmitter: Highcliff, Dunedin.

Leading National Advertisers during 1939:

Lever Bros. (N.Z.) Ltd. (soap), Clinton Williams Pty. Ltd. (toilet preparations), Wrigleys (A'sia) Ltd. (chewing gum), Kolynos (N.Z.) Ltd. (toothpaste), Cadbury Fry Hudson Ltd. (confectionery), National Distributors Ltd. (grocery chain stores), Colgate Palmolive Ltd. (toilet preparations), Clements Tonic Pty. Ltd. (tonic), Horlicks Pty. Ltd. (malted milk), Nestle & Anglo-Swiss Condensed Milk Co. (Aust.) Ltd. (confectionery), British Australian Lead Manf. (N.Z.) Ltd. (paints), Beecham Group (patent medicines).

Leading Local Advertisers during 1939:

Calder Mackay Co. Ltd. (furniture), Modern Furniture Ltd. (furniture), W. Harris and Son Ltd. (foot-

(Continued opposite page)

COMMERCIAL BROADCASTING IN NEW ZEALAND (contd.)

4ZB Dunedin (contd.)

wear), Victor Nelson (cycle specialists), Lane's Cordials (cordials), Ascot Ltd. (men's wear), Scoullar and Chisholm Ltd. (furniture), City Dye Works (dry cleaners), Alaska Furs (furrier), Vogue Millinery.

Late Shopping Night: Friday.

NATIONAL BROADCASTING SERVICE

(Owned and operated by the New Zealand Government)

Station	Power	K/Cs.	M.
1YA, Auckland	10.00 kw.	650	462
1YX, Auckland	0.15 kw.	880	341
1ZM, Auckland	0.75 kw.	1,250	240
2YA, Wellington	60.00 kw.	570	526
2YC, Wellington	5.00 kw.	840	357
2YD, Wellington	0.20 kw.	990	303
2YH, Napier	5.00 kw.	760	395
2YN, Nelson	0.03 kw.	920	327
3YA, Christchurch	10.00 kw.	720	416
3YL, Christchurch	0.30 kw.	1,200	250
3ZR, Greymouth	0.10 kw.	940	319
4YA, Dunedin	10.00 kw.	790	380
4YO, Dunedin	0.15 kw.	1,140	263
4YZ, Invercargill	5.00 kw.	680	441

Commercial Broadcasting in Fiji

SUVA (ZJV)

Official operating power: 500 watts. Wavelength: 326 m., 920 kC/s.

Operating company: Fiji Broadcasting Co. Ltd., Victoria Parade, Suva. Phone, 303. Telegraphic: BROADCAST.

Network affiliation: A.W.A.

Studios located: Suva. Transmitter: Suva.

Directors: A.W.A. Station manager: F. Exon. Announcers: H. R. Huntley. Program and production executive: Miss Fryer. Chief engineer: F. Exon. Other technical staff: H. R. Huntley.

Representatives: Sydney: A.W.A. Melbourne: A.W.A. Brisbane: H. E. Cox, Queen Street.

You can subscribe to this YEAR BOOK for 15/- per year inclusive of 26 fortnightly issues of "Commercial Broadcasting"

New Zealand Advertising Agencies Handling Radio Accounts

CATTS-PATTERSON CO. (N.Z.) LTD.

Address: Colonial Mutual Life Building, Customhouse Quay, Wellington. Phone: 45125. Box No.: 389. Telegraphic: "Catpatson."

Manager: R. E. Murray. Secretary: G. C. Cuming. Account executives: L. L. du Chateau, C. F. Collett, J. Morris.

Accounts handled (radio): "Kruschen," Morris Cars, "Prestige" Hosiery, "Minties," Berger's Paints, Timaru Milling Co., "Diamond Otis," "Maltexo," "Chesdale" Cheese, "Kelvinator" Refrigerators, "Ambrosia," W. D. and H. O. Wills Ltd., "Airman" Tobacco, "Zubes" Throat Tablets, Scoullar's Furniture, Hodson's Men's Wear, etc.

DORMER BECK ADVERTISING LTD.

Address: 12 O'Connell Street, Auckland, N.Z. Phone: 42-988. Box No.: 801.

Directors: R. C. Dormer, R. Trenchard Smith, L. M. Beck. Account executives: A. G. Robson, J. G. Bunker.

Accounts handled: Cordock's Drapery Service, N.Z., Distributors Ltd., Para Rubber Co., Druleigh College, Hugh Wright Ltd., Lusteroid Pty. (N.Z.), Ltd., James Pascoe Ltd., Jewel Casket, R. Jaffe Ltd., Bridger's Patent Denture Ltd., Hallenstein Bros., Geo. Walker Ltd., Pam's Products Ltd., Prince's Furnishing Co., T. Clark Shoe Stores, Dresswell, Security Finance Co. Ltd., Porter's Dye Works Ltd., Merson Bros., Stormonts Ltd., Prescription Preparations Ltd., Curtainscraft Ltd., Wilson and Broun Ltd.

THE GOLDBERG ADVERTISING AGENCY LTD.

Address: 1st Floor, A.M.P. Buildings, Custom House Quay, Wellington. Phone: 41-160. Box No. 1528, G.P.O. Telegraphic: Goldad.

Manager: H. B. Riggs. Secretary: Miss M. Shrimpton. Account executives: L. D. Webster, G. T. Wiggs, R. B. Forsyth, K. Bibby, K. Neilsen.

Accounts handled: Aspro Ltd., Aust. Mutual Provident Society, American Railways Travel and Information Bureau, Atlantic Union Oil Co. Ltd., Blue Star Line (N.Z.) Ltd., Thos. Ballinger and Co. Ltd., British Medical Laboratories, British General Electric Co. Ltd., Dunlop Rubber Co. of N.Z. Ltd., Dorland International Inc., Frigidaire N.Z. Ltd., W. and R. Fletcher (N.Z.) Ltd., General Motors N.Z. Ltd., Godfrey Phillips (N.Z.) Ltd., His Master's Voice (N.Z.) Ltd., Hotel Waterloo, Hutchinson Milking Attachments, W. H. Huthnance and Co., B. L. Hart and Co. Ltd., Kathleen Court Ltd., Littlejohn and Son Ltd., A. Levy Ltd., J. Laing Ltd., Maxon Inc., M. Moss and Co. Pty. Ltd., Napier Municipal Electricity Dept., Oceanic Steamship Co., Ponsford Newman and Benson, Schneiderman and Sons Ltd., Self Help Co.-op. Ltd., United Motor Products Co., John Walker and Sons Ltd., Wanganui-Rangitikei Electric Power Board, Wanganui River Services, Wellington Gas Co. Ltd., Western Electric Co. (N.Z.) Ltd., Wonder Distributors' Ltd.

SPANJER ADVERTISING AGENCY LTD.

Address: Christchurch, Auckland and Wellington. Telegraphic: Spanads.

Manager: H. R. T. Spanjer (governing director). Account executives: R. T. J. Ryder, A. B. Dickens, H. W. Thoms, I. Mackay, J. H. Bucknall, A. C. Taylor.

DIRECTORY OF RECORDING HOUSES, TRANSCRIPTION AGENCIES AND PRODUCERS, AND ALLIED SERVICES AND SUPPLIERS OF TRANSCRIPTION MATERIAL

NOTE: In each case the classification in this section appears immediately underneath the name of the organisation.

AMALGAMATED WIRELESS (A/SIA) LTD. (Recording, Transcription Agency, Pressing and Processing)

Address: 47 York Street, Sydney. Phone B0522. Box No., 2516BB, G.P.O. Telegraphic: "Expanse."

Directors: As A.W.A. manager: L. A. Hooke. Secretary: J. F. Wilson. Recording manager: V. M. Brooker. Sales manager: C. T. Sproule. Interstate representatives: A.W.A., Melbourne.

ARTRANSA PTY. LTD. (Transcription Agency)

Address: 29 Bligh Street, Sydney. Phones B7887, B7876. Telegraphic: "Artransa."

Directors: R. E. Denison, C. Don Service. Manager:

COMPLETE RECORDING SERVICE!

★ FEATURES ★ ACTORS
★ RECORDED ANNOUNCEMENTS

LEGIONNAIRE

Sound Productions Pty. Ltd.

(K. Lin Corr, Managing Director)

68-70 KING ST., MELBOURNE
MU 6171

Audition Rooms Available for Agents
and Advertisers

Producers of "ENEMY WITHIN," Australia's most outstanding serial, released in Australia and New Zealand, United States of America and Canada. Producers of the 1940 comedy success "WHAT I'D LIKE TO HAVE SAID."

Whether it's a recorded program or scatters, specify LEGIONNAIRE RECORDING.

Gordon W. Marsh. Secretary: W. H. Durrant. Sales manager: Miss Grace Gibson. Interstate representatives: Macquarie Broadcasting Services Pty. Ltd. Representatives in New Zealand, U.S.A., South Africa, London.

AUSTRALIAN RADIO TRANSCRIPTIONS (Recording, Transcription Production)

Address: 484 George Street, Sydney. Telephone: M2635-6. Directors: J. A. Meaney, H. M. Sheffer, John Dunne, G. L. King, L. P. Quirk. Sales director: H. M. Sheffer. Sales manager: H. O. Harrington. Production directors: John Dunne, Dom Harnett. Recording director: Geoff L. King. Chief engineer: R. W. Miatt.

AUSTRALIAN RECORD CO. PTY. LTD. (Recording, Pressing and Processing)

Address: Studios and office, 29 Bligh Street, Sydney. Phone, B7887. Telegraphic: "Discosound." Factory, 2 Harrington Street, Sydney. Phone, B5213.

Directors: F. Daniell (chairman), H. G. Horner, Oswald Anderson, C. H. Gendle, M. H. Stevenson. General manager: C. H. Gendle. Secretary: R. A. Irish. Recording and sales manager: James Joyce. Interstate representatives: Macquarie Broadcasting Services Pty. Ltd.

Manufacturers and selling agents in Australasia for Macquarie-Bosworth, Macquarie-Boosey and Hawkes Gramophone records, comprising the recorded musical copyrights of Bosworth and Co. Ltd., and Boosey and Hawkes Ltd., of London. Manufacturers of Macquarie gramophone records.

CHARLES E. BLANKS PTY. LTD. (Recording)

Address: 15 Castlereagh Street, Sydney. Phone, B6748. Directors: Chas. E. Blanks (managing director). Manager: G. D. Blanks. Secretary: L. Barker. Recording manager: Charles King. Sales manager: C. R. Blanks. Interstate representatives: Adelaide, Monks and Blanks.

BRITISH AUSTRALIAN PROGRAMS PTY. LTD. (Recording, Transcription Agency)

Address: 60 Hunter Street, Sydney. Phone, BW4111. Box No. 186D, G.P.O. Telegraphic: "Manamor."

Directors: C. H. Willmott, E. R. Badgery-Parker, G. C. B. Matthews. Manager: G. C. B. Matthews. Secretary: J. A. Byron. Recording engineer: R. J. Ferrie.

COLUMBIA GRAPHOPHONE (AUSTRALIA) PTY. LTD.

(Recording, Pressing, Processing. Recording on Wax and Acetate)

Address: 2 Parramatta Road, Homebush. Phone, UM6671. Managing director: W. A. Donner, Esq. Secretary: J. M. Burnett. Recording manager: R. V. Southey. Sales representative: S. Hughes.

Manufacturers of Columbia-George Edwards Productions and other leading transcriptions.

Columbia Graphophone (Australia) Pty. Ltd. is a branch of the parent company in England, which in turn is owned and controlled by the huge organisation known as Electric and Musical Industries Limited. In the record world, Columbia is a name which has had world-wide public acceptance for more than 40 years, and is as well-known as "His Master's Voice," with whom it is now amalgamated. A large variety of records under many different trademarks are produced by these companies, of which the following are a few examples:—Columbia, "His Master's Voice," Parlophone, Regal-Zonophone, Pathe, Electrola, Odeon, Victor, Bluebird, Brunswick, Decca, and many more.

Columbia's Australian factory is unique in Australia and New Zealand, and is the largest and most comprehensively equipped in this part of the world, and the turnover from the press rooms and through the selling organisations is millions of records a year.

BROADCAST ENTERTAINMENTS PTY. LTD. (Recording, Transcription Agency)

Address: 239 Collins Street, Melbourne. Phone, MX4731. Box No. 257C, G.P.O. Telegraphic: "Radio-centre."

Directors: David F. Syme, M. A. Syme. Manager: R.

RECORDING, TRANSCRIPTION HOUSES, Etc. (contd.)

A. Fitts. Secretary: E. Krebs. Sales manager: N. F. Dixon. Interstate representatives: Macquarie Broadcasting Services Pty. Ltd.

A. M. CLUBB AND CO. PTY. LTD.

(Recording Supplies, Discs, Machines, etc.)

Address: 76 Clarence Street, Sydney. Phone, B3908. Box No. 208D, G.P.O. Telegraphic: "Duplex."

Directors: A. M. Clubb, A. I. Mackie, G. P. Middleton. Manager: A. M. Clubb. Secretary: Miss E. Herbert. Recording department manager: A. M. Clubb. Sales manager: Fred Falk. Representatives: Victoria, Allan and Co. Pty. Ltd., 276 Collins Street, Melbourne; South Australia, Newton, McLaren Ltd., Leigh Street, Adelaide; Queensland, Country Press Campbell Advertising, 177 Edward Street, Brisbane.

Sole Australian representatives for Presto Corp., U.S.A.

COUNTRY BROADCASTING SERVICES LTD. (Recording, Transcriptions, Productions)

Address: Main Offices and Studios, Hosking House, Hosking Place, Sydney, N.S.W. Country Studios and Offices, Union Bank Building, Summer Street, Orange. N.S.W. Telephone: BW1328, Orange 413.

Technical staff: E. C. Crouch (chief engineer).

copy +
production = 100%
+ quality sound

Don't Negative YOUR Campaign with Less

The Best RECORDED COMMERCIALS Still Come

from

The AUSTRALIAN RECORD CO. PTY. LTD.
B7887 29 BLIGH STREET, SYDNEY

RECORDING, TRANSCRIPTION HOUSES, Etc. (contd.)

DOROTHY FOSTER RADIO FEATURES (Script and Production)

Address: 10th Floor, Asbestos House, 65 York Street, Sydney. Phone, BW7614.

ELLIS PRICE PRODUCTIONS (Transcription Production)

Address: 169 Castlereagh Street, Sydney. Phone, MA5191. Proprietor: Ellis Price.

FIDELITY RADIO PTY. LTD. (Transcription Agency)

Address: 1st Floor, State Shopping Block, 49 Market Street, Sydney. Phone, M6686. Box No. 4241XX, G.P.O., Sydney. Telegraphic: "Fidrad," Sydney.

Interstate representatives: Melbourne: Peter Sullivan, Alkira House, 18 Queen Street. Brisbane: Station 4BC.

FINDLAY AND WILLS BROADCASTERS PTY. LTD. (Recording)

Address: Findlay's Buildings, George Street, Launceston. Phone, 1486-7. Box No. 372, G.P.O., Launceston. Telegraphic: "Sevenla."

Directors: Sir Ernest Fisk, J. D. Millen, A. P. Findlay, N. A. Findlay. Manager: D. L. Richardson. Secretary: A. E. Garrott. Recording manager: S. V. Sydes. Sales manager: John T. Gough. Interstate representatives: Macquarie Broadcasting Services Pty. Ltd. and Amalgamated Wireless (A/sia) Ltd. in Sydney and Melbourne.

GEORGE EDWARDS PLAYERS PTY. LTD. (Transcription Producers)

Address: Station Shopping Block, Market Street, Sydney. Producers of Columbia-George Edwards Productions.

INTERNATIONAL SOUND RECORDING (Recording, Transcription Production)

Address: Sirius House, Macquarie Place, Sydney. Phone, BW5443. Proprietor: D. Bowes Kelly.

JACK DAVEY PRODUCTIONS PTY. LTD. (Transcription Production)

Address: 160 Castlereagh Street, Sydney. Phone, M2563. Telegraphic: "Jadrad." Managing director: Jack Davey. Secretary and director: P. J. G. McGrath. Sales manager: Keith Blakeney. Production manager: John Appleton. Musical director: F. McIntosh.

On the right track...

Since the early years of radio, way back in the days when it was called "the wireless" . . . Artransa had established programme headquarters at 29 Bligh Street, Sydney.

Ever since then Artransa has put nearly every commercial radio station "on the right track" with the finest programmes imported or made in this country.

PROGRAMME HEADQUARTERS
ARTRANSA PTY. LTD.
29 BLIGH STREET SYDNEY
Telephone: B 7887 "From Pen to Pickup"



RECORDING, TRANSCRIPTION HOUSES, Etc. (contd.)

LEGIONNAIRE SOUND PRODUCTIONS PTY. LTD.

(Recording, Transcription Production, etc.)

Address: 68-70 King Street, Melbourne, C.1. Phone, MU6171. Telegraphic: "Legionsound."

Manager: K. L. Corr. Secretary: K. L. Corr. Recording manager: J. H. Stewart. Sales manager: K. L. Corr.

Interstate representatives: Sydney and Brisbane: Fidelity Radio Pty. Ltd.

NORMAN J. LYONS AND CO. (Recording Disc Manufacturers)

Address: 1 Bond Street, Sydney. Phone, BW6846. Partnership: Norman Lyons and K. O'Sullivan. Manager: N. Lyons. Secretary: K. O'Sullivan.

CHARLES PORTER ADVERTISING (Recording)

Address: Teachers' Building, 81 Elizabeth Street, Brisbane, Q. Phone, B9659.

Directors: Charles Porter, E. A. Roush. Manager: Charles Porter. Secretary: J. Bentley. Recording manager: Reginald Mitchell.

RADIO ASSOCIATED SERVICES PTY. LTD. (Controlling Prestophone Recording Studios)

Address: 300 Pitt Street, Sydney. Phone, M3652.

Directors: Rex Shaw, Gordon Bennett, A. J. Daniels. Manager: Rex Shaw. Secretary: Louis J. Moore. Recording manager: Rex Shaw. Sales manager: J. H. Finlayson.

RADIO 2UE SYDNEY LTD. (Recording, Transcription Agency)

Address: 29 Bligh Street, Sydney. Phone, BW3121-3125. Telegraphic: "Twoue."

Directors: Sir John Butters (chairman), C. V. Stevenson, R. E. Doutreband, M. Stevenson. Manager: Oswald Anderson. Secretary: R. H. Wolff. Recording manager: Murray Stevenson. Sales manager: A. A. Campbell-Jones. Melbourne representative: Noel Dickson, 130 Exhibition Street.

SOUND RECORDING STUDIOS (Recording, Pressing, Processing)

Address: M.U.I.O.O.F. Building, Castlereagh Street, Sydney. Phone, MA4035.

Verb Sap—
Sap—Vox
Australis

and all that—

But!

TEA MARKET	CUTICURA SOAP
PING	HAWAIIAN CLUB
PALMOLIVE	FROZOL ICE
COLGATES DENTAL CREAM	KISSPROOF LIPSTICK
PROTEX SOAP	MORROWS BISCUITS
CLEMENTS TONIC (N.Z.)	AUNT MARY'S
BUSHELLS	SUNDAY TELEGRAPH
MYNOR FRUIT CUP	INECTO RAPID
PEEK FREANS	HINDS CREAM
BUCKLEYS CANADIOL	BILLY TEA
IPANA TOOTHPASTE	COLINATED SHAMPOO
BERGERS PAINTS	PARMINT
COMMONWEALTH LOAN	CRYSTOLIS
CASHMERE BOUQUET	ORLEX COMPOUND
GENERAL MOTORS	CAMILATONE SHAMPOO
HOLDENS	REUTERS PILLS
TEXACO	BARRYS
GIBB & BEEMAN	TRICOPHEROUS
ANDREWS LIVER SALT	SCOTTS EMULSION
TEMPLE BAR TOBACCO	NYAL MEDICINES
KINKARA TEA	EUGENE
OVALTINE	INGLIS TEA
COLES	SCHUMANN'S SALTS
PHILIPS RADIO	KWIK TAN
SHUMILK	FOSTER CLARKS
MOONES EMERALD OIL	GOLDENIA TEA
	KRUSCHEN SALTS
	SANATOGEN

Yes—as we were about to say, somewhere further up the page, all the nationally known clients listed above, have, from time to time throughout the past year, preferred to place the Recording of their Radio Advertising in the hands of—

V.O.A.
SOUND PRODUCTIONS

251a Pitt Street MA 1140 Sydney, N.S.W.

RECORDING, TRANSCRIPTION HOUSES, Etc. (contd.)

O. P. SELLERS (Transcription Agency)

Address: Suite 201-2, 2nd Floor, Grace Building, 77 York Street, Sydney. Phone, M4141. Box No. 2928NN, G.P.O., Sydney. Telegraphic: "Selos."

Director: O. P. Sellers. Secretary: Una H. Pritchard. Interstate representative: L. Jeffrey, Melbourne. (Selling agents for all George Edwards-Columbia productions).

TELEVOX PTY. LTD. (Recording, Transcription Agency)

Address: 32 Market Street, Melbourne, C.1. Phone, M5701. Box No. L201K, G.P.O. Telegraphic: "Tevox."

Directors: George Southerland, W. H. Berry. Manager: W. H. Berry. Secretary: C. Wallis.

TRANS-RADIO ADVERTISING AND PROGRAM SERVICE (Transcription Agency)

Address: Asbestos House, 67 York Street, Sydney. Phone, B5407. Box No. 1193, G.P.O.

Director: S. A. Maxwell. Manager: S. A. Maxwell.

Secretary: J. Sing. Sales manager: W. L. Harris. Interstate representatives: Brisbane, Country Press Campbell Advertising; Melbourne, H. W. McKenzie.

V.O.A. SOUND PRODUCTIONS (Recording, Transcription Production)

Address: 251A Pitt Street, Sydney. Phone, MA1140. Telegraphic: "Voasound."

Proprietor: S. O. Reynolds. Manager: D. M. Fegan. Secretary: Miss M. Ramsay. Recording manager: W. Eve.

3 POINT COVERAGE

1. "Commercial Broadcasting"
2. "C.B." Year Book
3. "C.B." Rate Book

FOR ONE POUND A YEAR!

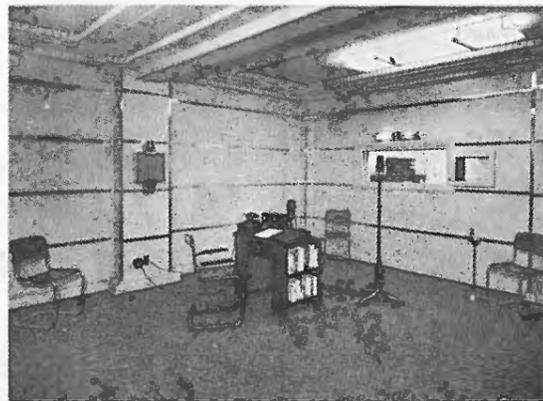
Australian Radio Publications Pty. Ltd.

146 FOVEAUX STREET, SYDNEY
BOX 3765, G.P.O. 'PHONE: FL 3054

Televox Pty. Ltd.

32 Market Street,
Melbourne

Phone: M 5701
Telegrams: "TEVOX," Melb.



Section of Studio "A"

A Recording Service Comparable with the Best in Australia
Let Us Build Your Radio Program

(W. H. Berry, General Manager)

American Representative,
RALPH D. POWER, Ph.D.
407 I. N. Van Nuys Bldg.
Los Angeles, California.

New Zealand:
ILLOTS
Wellington

South Africa:
P. N. BARRETT & CO.
Cape Town and Jo'burg.

N.S.W. and Q'land:
FIDELITY RADIO PTY. LTD.
State Shopping Block, Sydney

HIGH FIDELITY
RECORDINGS . . .

COMPLETE RADIO
PRODUCTIONS . . .

DRAMATISED SPOT
ANNOUNCEMENTS . . .

STANDARDS OF BROADCASTING PRACTICE

Issued by the Commercial Radio Advertising Board

The Commercial Radio Advertising Board which was set up in 1939 issued its STANDARDS OF BROADCASTING PRACTICE which were promulgated after careful and lengthy consideration of every aspect of broadcast advertising. The Standards issued on June 1, 1940, are reproduced here-with:—

PART I—MEDICAL.

1. No advertising shall contain any matter which in any way departs from truth as to the character of the product or its suitability for the purposes for which it is recommended. Further, no untruthful implications may be imported into any advertising matter.

2. No advertisement shall contain any matter which could be regarded as holding out for the prevention, cure or relief of serious diseases which should rightly be under the care of a medical man and, in particular, no manufacturers or distributors of proprietary medicines shall:—

(a) Advertise or offer for sale to the public any medicine or treatment which is directly or by implication held out as being effective:

i. For the treatment of Bright's disease, cancer, tuberculosis or consumption, diabetes, epilepsy, fits, locomotorataxy, lupus or paralysis or for preventing any of those ailments or for producing any beneficial effect with respect to the course of any of those ailments;

ii. For the cure of amenorrhoea, hernia, blindness, or any structural or organic ailment of the auditory system;

iii. For procuring the miscarriage of women;

iv. For the treatment of habits associated with sexual excess or indulgence or of any ailment associated with those habits.

(b) Publish or cause to be published any advertisement or send or cause to be sent to any person any circular which contains an intimation that he or they is or are prepared:—

i. To diagnose by correspondence diseased conditions or any particular diseased conditions in a human being, or to receive from any person a statement of his or any other person's symptoms of ill-health with a view of advising as to, or providing for the treatment of such ill-health by correspondence; or

ii. To treat by correspondence any of the ailments specified in paragraph i, above.

3. No advertisement shall contain any matter which would lead persons to be-

lieve from the symptoms described that they are suffering from any serious ailment.

4. If any testimonial is used, it shall be honestly obtained and shall be limited to the actual views of the user and no distributor or manufacturer of proprietary medicines shall pay for any testimonial. No testimonial given by a foreign doctor shall be in any way used so as to imply that the doctor is a British doctor. Testimonials shall be produced where required to the secretary of the Federation for verification.

5. No advertisement relating to a proprietary medicine may propound any schemes which are calculated to lower the tone of the industry.

6. Illustrations shall be in good taste and should not be distorted or exaggerated so as to convey false impressions.

7. No manufacturer or distributor of proprietary medicines shall make use of any imitation of the trade marks or names of competitors or imitate the get-up or packaging or labelling of goods or imitate their distinctive advertising, nor may any advertisement either directly or indirectly disparage or criticise other specific advertised goods or services.

8. No manufacturer or distributor of proprietary medicines shall without authority use any title, description or address which may lead persons to believe that the product recommended emanates from any hospital or official source and is otherwise than a proprietary medicine advertised by a particular manufacturer for the purpose specified.

9. Every manufacturer and distributor of proprietary medicines shall take steps to provide his advertising agent with copies of this code and will be regarded as responsible for the contents of any advertisement which may appear over his name or in connection with his goods.

10. No broadcasting for any product will be permitted which describes graphically or repellantly any internal bodily functions or matters which are generally not considered acceptable topics of conversation in social groups.

For example and without limiting the scope, the use of the following words or expressions is prohibited:—Bad breath, bladder disorders, bowels, constipation, cure (in the sense of claiming curative quality), contraceptive, diarrhoea, excreta, flushing the kidneys,

festers—scabs, intestines, piles, urine and urinal tracts.

11. When broadcasting announcements use of other terms, which definitely border on the objectionable should be handled with restraint.

For example and without limiting the scope, great care must be exercised in the use of the following words or expressions: Body odour, kidneys, keeping regular, sour stomach, ulcers, uric acid.

Part II—General

12. In addition to the foregoing conditions in respect of medical advertisements, commercial stations are bound not to accept any script, continuity, advertising copy, recorded commercial announcements, and such matter for broadcast which introduces or incorporates:

(a) Obscene and off-colour jokes or songs, oaths, sacrilegious expressions, and anything of doubtful propriety.

(b) The use of the Diety's name excepting when used reverently or as part of a standard classic work.

(c) Statements or suggestions that may be considered offensive of religious views, racial traits, and the like.

(d) False or questionable statements or any other form of misrepresentation.

(e) Testimonials which do not reflect the genuine experience of opinion of a competent witness. Anonymous advertising testimonials shall not be permitted.

(f) Statements of prices and values not in accordance with specific facts or any misleading price claim or comparison.

(g) Unfair comments upon competitors, competing products, or upon industries, professions, or institutions.

(h) Matter which is barred from the mails as fraudulent, deceptive or objectionable.

(i) Statements or claims, known or believed to be false, deceptive or grossly exaggerated.

(j) Reference to any remedy or other product, the sale of which or the method of sale of which, constitutes a violation of law.

(k) Any form of speculative finance, excepting from firms of bona fide standing whose services comply with legislative requirements.

(l) Any statement that comments upon, ridicules, or incorporates the name of a member of any Royal Family or any Australian or overseas personality in relation to advertising.

(m) In the case of children's programs, remarks considered derogatory to respect for law and order, adult authority, good morals and clean living.

(n) Matter that constitutes a breach or contravenes any Federal or State legislation.

Advertising Agencies Accredited with the Australian Federation of Commercial Broadcasting Stations (As at November 27, 1939)

Note: See Particulars of Radio Accredited Advertising Agencies for further details.

Federal.

Anivitti-Schey Pty. Ltd. 44 Margaret St., Sydney
 Amalgamated Wireless (A/sia) Ltd. . 167 Queen St., Melb.
 Amalgamated Wireless (A/sia) Ltd. York St., Sydney
 Bartlett, L. V. & Co. 26 O'Connell St., Sydney
 Beresford, Kingsbury Co. 247 George St., Sydney
 Charles Porter Advertising 81 Elizabeth St., Brisbane
 Brown, T. B. Ltd. George & Margaret Sts., Sydney
 xBecket Thomson Advertising
 McEwan House, 343 Little Collins St., Melbourne
 Carlton-Carruthers Pty. Ltd. 77 Pitt St., Sydney
 Catts Patterson Co. (N.S.W.) 60 Hunter St., Sydney
 Catts Patterson (Vic.) Pty. Ltd.
 450 Little Collins St., Melbourne
 Country Press Campbell Advertising . 177 Edward St., Bris.
 xFergus Canny Advertising Co. Hamilton St., Sydney
 Fox Advertising Service 115 Pitt St., Sydney
 xFreeth, Vincent H. 273 George St., Sydney
 Gotham Ltd. 67 York St., Sydney
 Goldberg Advertising Pty. Ltd. Bank Place, Melbourne
 Goldberg Advertising Pty. Ltd. 15 Hamilton St., Sydney
 Gordon and Gotch Ltd. Barrack St., Sydney
 Gordon and Gotch Ltd. 511 Little Collins St., Melbourne
 Graves, Richard Pty. Ltd. 84 Pitt St., Sydney
 Griffin Advertising Service . Howey Court, Collins St., Melb.
 Griffiths-Huse 145 Collins St., Melbourne
 Hansen Rubensohn Co. 15 Hamilton St., Sydney
 Hartford Advertising Agency Pty. Ltd.
 16 Barrack St., Sydney
 Hyam, George R. Kembla Bldg., Margaret St., Sydney
 Haysom, W. John Advertising Agency,
 247 Collins St., Melbourne
 Hawkins Advertising 12 Spring St., Sydney
 Heath, B. V. and Associates 405 Collins St., Melbourne
 Johnson Jones Advertising Exton House, Queen St., Bris.
 Johnson, J. W. Advertising,
 National Bank Bldg., Queen St., Brisbane
 Leonard, F. P. 156 Castlereagh St., Sydney
 Le Grand Advertising,
 National Mutual Bldg., 293 Queen St., Brisbane
 Lintas Pty. Ltd. 65-67 York St., Sydney
 xMalone, J. Advertising 305 Pitt St., Sydney
 Marsh Pty. Ltd. 44 Margaret St., Sydney
 Maynard Advertising, R. S. 39 Park St., Sydney
 Martin, Alan Advertising Service . . 28 Twin St., Adelaide
 Mooney-Webb Pty. Ltd. 349 Collins St., Melbourne
 xMaurice, Len 10 Martin Place, Sydney
 Mooney Advertising Service, Claude . 314 Collins St., Melb.
 xMcFerran Advertising Pty. Ltd. . . 90 Queen St., Melbourne
 Nixon, M. V. and Co. 39 Queen St., Melbourne
 Noble Bartlett Advertising,
 Penny's Building, Adelaide St., Brisbane
 O'Brien Publicity Pty. Ltd. 56 Young St., Sydney
 O'Brien Publicity Pty. Ltd. 422 Collins St., Melbourne
 Paton Advertising Services 133 Pitt St., Sydney
 Paton Advertising Services 4 Collins St., Melbourne
 Perceval, J. B. Pty. Ltd. 44 Margaret St., Sydney
 Patterson, Geo. Pty. Ltd. 24 Jamieson St., Sydney

Patterson, Geo. Pty. Ltd. 59 William St., Melbourne
 R. & K. Powell Adv. Agency Ltd., The
 58 Margaret Street, Sydney
 Reuters Ltd. 66 Pitt St., Sydney
 Reuters Ltd. 406 Collins St., Melbourne
 Richardson Cox Pty. Ltd. 130 Exhibition St., Melbourne
 Rickards Advertising Service 145 Collins St., Melbourne
 Smyth, Arthur and Sons 18 Martin Place, Sydney
 Samson Clarke, Price Berry Pty. Ltd.,
 Mitchell House, Elizabeth & Lonsdale Sts., Melbourne
 xStevenson Advertising Service . . 175-77 Collins St., Melb.
 Sullivan Advertising Service,
 T. & G. Building, Adelaide St., Brisbane
 Taylor, Clem. Advertising Service Ltd.,
 Albion House, Waymouth St., Adelaide
 Thompson (Aust.) Pty. Ltd., J. Walter . 65 York St., Sydney
 Thompson and Associates 77 Pitt St., Sydney
 xTrans-Radio Advertising and Program Service,
 Asbestos House, York & Barrack Sts., Sydney
 xTraders' Advertising Service 77 York St., Sydney
 Unstead, Jackson Haines Pty. Ltd., 30 Carrington St., Sydney
 Williams, A. J. Advertising Service,
 Goldsborough House, St. George Terrace, Perth
 White, A. N. Pty. Ltd. 66 King St., Sydney
 Willmotts Advertising,
 Chamber of Commerce Bldg., Grosvenor St., Sydney
 Weston Co. Pty. Ltd., The . George & Grosvenor St., Sydney
 Webb Roberts McClelland Pty. Ltd.,
 47 Waymouth St., Adelaide

NOTE: The firms against whose names "x" appears have been granted accreditation subject to certain restrictions.

State.

Austral Press 335 Kent St., Sydney
 xHepworth Advertising Agency . . . 669 George St., Sydney
 McCarthy-MacVeigh Advertising Service,
 310 George St., Sydney
 xRennie, L. B. 9 Bligh St., Sydney
 Shield Advertising Service 58 Margaret St., Sydney
 Successful Advertising Co. 434 Collins St., Melbourne
 Adcraft Service 13 James Street, Perth
 Crownson Cohen, S., A.M.P. Chambers, 87 William St. Perth
 Green, R. W. Advertising Agency,
 Goldsborough House, St. George Terrace, Perth
 Mount, C. S.,
 Bank of Adelaide Bldg., 15 St. George's Terrace, Perth
 Cossey Advertising Service,
 Estate Chambers, 108 Creek St., Brisbane
 Forster Advertising Co.,
 Union Bank Chambers, Queen St., Brisbane
 Hall, James, Advertising Service . 50-60 Queen St., Brisbane
 National Advertising . Inns of Court, Adelaide St., Brisbane
 Soden, A. J. 115 Queen St., Brisbane
 Vinnicombe Advertising and Art Service,
 A.M.L. and F. Building, 129-137 Creek St., Brisbane
 Virgo Advertising Service,
 Wallace Bishop Arcade, Albert St., Brisbane

NOTE: The firms against whose names "x" appears have been granted accreditation subject to certain restrictions.



Sometimes it happens that a sponsor selects a splendid feature . . . buys time on a well considered basis . . . makes sure that his capably written commercials are broadcast with the right amount of pep and sparkle . . . and yet finds that the people are not buying his goods. WHY?

Usually it is because radio artists and announcers are not also shop assistants. They cannot go into the shops to dress the windows, arrange counter displays, give the goods their recommendation, and hand them over the counter.

IT IS BECAUSE THE BEST RADIO CAMPAIGN MAY MISS ITS MARK IF THE RETAILER IS FREE TO SAY, "NO, BUT HERE'S SOMETHING ELSE JUST AS GOOD."

Retailer co-operation is the vital link in the chain of radio salesmanship.

If there is no retailer co-operation, listeners can respond mentally to radio advertising, decide to use the product concerned, leave home to buy it, and yet return with something else.

THE RETAILER, THE VITAL LINK, IS ALSO ONE OF THE STRONGEST LINKS IN THE 2KA-BS, 2KM CHAIN OF RADIO SALESMANSHIP.

With 2KA-BS and 2KM, advertised goods are STOCKED, DISPLAYED, and RECOMMENDED by retailers throughout the territory.

With every national contract 2KA-BS and 2KM will enlist active retailer co-operation by personal contacts, the distribution of display material and printed matter, with arrangements to ensure that adequate displays are given at the exact time which will give the radio campaign MAXIMUM ASSISTANCE.

Assistance will be given in COMPLETING DISTRIBUTION while before and during the currency of each advertising campaign the FIELD ORGANISATION will conduct a market survey and report to the advertiser on the sales of his product, display arrangements, retailer response, and public buying trends.

Mr. James Morris, Dip. Econ. (Syd. Univ.), is the 2KA-BS merchandising representative. Formerly sales representative of a leading wholesale firm, he spends his whole time in the 2KA-BS territory, between Penrith and Bathurst where he is known personally by many hundreds of retailers.

At 2KM, Kempsey, an identical service is provided under the direction of Mr. Tom Waugh who covers the territory from Taree to Coff's Harbour.

RETAILERS LOOK UPON THE 2KA-BS, 2KM MERCHANDISING REPRESENTATIVES AS FRIENDS, ABLE TO ASSIST THEM TO MAKE THE MOST OF EVERY NEW BUYING WAVE STARTED BY RADIO ADVERTISING.

THE RETAILER, AS WELL AS THE PROGRAMME, WORKS FOR THE 2KA-BS, 2KM SPONSOR.

2KA - BS 2KM

(1000 WATTS) (100 WATTS) (300 WATTS)

THE VOICE OF THE MOUNTAINS BATHURST CENTRAL NORTH COAST

TRANSCONTINENTAL BROADCASTING CORPORATION LTD.

OFFICE AND STUDIO, 19 BLIGH STREET, SYDNEY, PHONE BW 4501-2

PARTICULARS OF LEADING AGENCIES HANDLING RADIO ACCOUNTS

New South Wales

AERIAL PUBLICITY CO. LTD.

Address: Wingello House, Angel Place, Sydney. Phone, B3397.

Manager: H. T. Hungerford. Secretary: C. H. Gilham.
Account executives: H. T. Hungerford, O. Gibb, C. H. Gilham.

Accounts handled: Bevilles, Moran and Cato, Traders Ltd., Farley (A/sia) Ltd., Myer and Son, Gaynors, Sales Affiliated Pty. Ltd., Banjo Club of Aust., Stuarts and Sons, Beharfelds, Wisemans, Goodlands Ltd., Globe Trust, Max Patmoy, Nightingale Supply Co. Ltd.

ANIVITTI-SCHEY PTY. LTD.

Address: 44 Margaret Street, Sydney. Phone, B3946.

Manager: C. F. Anivitti. Secretary: P. Hallard.

Account executive: H. A. Schey.

Accounts handled: Moffat-Virtue Ltd., C. Winkworth and Son Pty. Ltd., A.R.C. Engineering Co., Imex Manufacturing Co., Nada Toothbrushes, Sterling Varnish Co.

GOTHAM

AN IMPRESSIVE NAME IN
THE WORLD OF RADIO

"COUNT OF MONTE CRISTO"

"CHARLIE CHAN"

"SENTIMENTALIST IN MUSICLAND"

"SHADOW OF FU MANCHU"

"BLUEY"

"POTS O' GOLD"

These are some of the many outstanding features which have established the reputation of GOTHAM as a dominating force in the field of radio selling and merchandising.



GOTHAM (A/sia) PTY. LTD.

Advertising and Selling Counsellors

ASBESTOS HOUSE, YORK STREET, SYDNEY.

SYDNEY: MELBOURNE: NEW YORK: LONDON
WELLINGTON (N.Z.)

AUSTRAL PRESS PTY. LTD.

Address: 335 Kent Street, Sydney. Phone, B4695. Box No. 312F.

Manager: L. A. Saunders. Secretary: T. Harris.
Account executives: L. A. Saunders, A. G. Kennedy.
Accounts handled: Tucker and Co. Pty. Ltd., Exotic Perfumes and Cosmetics, Northland Canneries Ltd

BARTLETT AND BASSETT PTY. LTD.

Address: 26 O'Connell Street, Sydney. Phone: BW 3168-9. Box No. 3961 V. Telegraphic: Bartletads.

Manager: L. V. Bartlett. Secretary: Miss Iris Wallace.
Account executives: C. H. Basset, C. Murphy, R. W. Sampson.

Accounts handled: Reckitts (Oversea) Limited, Bristol Myers Co. Pty. Ltd., Stack and Company Pty. Ltd., Coloseptic (Aust.) Ltd., E. Lucas & Co. Pty. Ltd., Gowing Bros. Ltd., Paton's Products Ltd., Bayer Pharma Pty. Ltd., W. T. Coggins Pty. Ltd.

BERESFORD KINGSBURY CO. PTY. LTD.

Address: Union House, George Street, Sydney. Phone, No. B3874.

Manager: Marcus J. D. Beresford. Secretary: C. Hiscocks.
Accounts handled: P. and O. Co., Eastern and Australian S.S. Co., Union S.S. Co., Canadian-Australasian Line.

T. B. BROWNE LTD.

Address: 43 Margaret Street, Sydney. Phone, B7093 (2 lines). Telegraphic: "Apis."

Manager: Herbert Adams. Secretary: A. B. F. Henderson.
Accounts handled: Ally Salmon, Anchovette, Benger's Food, Bon Ami, Bob Martin's Condition Powders for Dogs, Brlcreem, Cutex, Eno's "Fruit Salt," Glazo, Hed-oids, Maclean's Stomach Powder, Maclean's Tooth Paste, Odorono, Oxo, Peggy Sage, Roboleine, Thermogene, Vapo Cresolene, etc.

FOX ADVERTISING SERVICE PTY. LTD.

Address: Dalton House, 115 Pitt Street, Sydney. Phone: B 3679. Box No. 772 G.

Manager: Matt. J. Fox.

Account executives: Matt. J. Fox, Roger Welch.
Accounts handled: Tooheys Ltd., Lea & Perrins (Aust.) Pty. Ltd., N.S.W. Fresh Food & Ice Co. Ltd., Ice Manufacturers' Association, Wood Coffill Ltd., National Mutual Life Association Ltd.

GOTHAM (A/SIA) PTY. LTD.

Address: Asbestos House, 67 York Street, Sydney. Phone No. BW4521. Telegraphic: "Worldwide."

Managing director: E. C. Sommerlad, C.B.E., M.L.C. Secretary: E. B. Webster

Account executives: D. Graham Dowland, D. E. Pulbrook.
Accounts handled: W. E. Woods Ltd., The Prudential Assurance Co. Ltd., Rural Bank of N.S.W., Victorian Government Tourist Bureau, Pioneer Tourist Bureau, Lowes Ltd., B. Seppelt and Sons Ltd., O.T. Limited, "Eat More Fruit" Campaign, Australian Paper Manufacturers Ltd.

GORDON & GOTCH AUSTRALASIA LTD.

Address: Barrack Street, Sydney. Phone: BW1321. Box No.: 1627BB. Telegraphic: "Gotch."

GOLDBERG ADVERTISING (AUST.) PTY. LTD.

Address: Warwick Building, 15 Hamilton Street, Sydney. Phone: BW4281-6. Box No. 3988V, G.P.O., Telegraphic: "Goldads."

Mr. Frank Goldberg, governing director. Manager: Mr. Phil Warner. Secretary: Mr. W. J. Brooks.

Account executives: Messrs. A. Russell (radio manager), E. T. Seaman, D. Harrison, S. S. Denize, J. Dale, M. Chick, S. K. Morris, I. A. Buckman, K. G. Simpson, H. F. McLeod.

Accounts handled: American Rail and Travel Information Bureau, Atlantic Union Oil Co. Ltd., Australian Glass Mfrs. Co. Ltd., British Medical Laboratories, Colombo Government Tourist and Publicity Bureau, Cudahy and Co. Ltd., Felt and Textiles of Aust. Ltd., Green Coupons Pty. Ltd., His Master's Voice Gramophone Co. Ltd., Wm. Hollins and Co. Ltd., Larke Neave and Carter Pty. Ltd., Maxon Inc., Matson Navigation Co., M. Moss and Co. Pty. Ltd. (Wolfe's Schnapps), Nestle and Anglo-Swiss Condensed Milk Co. (A/sia) Ltd., Permanent Trustee Co., Reo Motors Pty. Ltd., Sargents Ltd., Tooth and Co. Ltd., United Australia Party of N.S.W., Ungar Furs, John Walker and Sons Ltd., Australian Knitting Mills Ltd., Australian National Travel Association, Barnett Glass Rubber Co. Ltd., A. F. Brockhoff and Co. Pty. Ltd., Dunlop Perdriau Rubber Co. Ltd., Godfrey Phillips (Aust.) Pty. Ltd., General Motors-Holdens Ltd., Nicholas Ltd., and others.

HANSEN-RUBENSOHN PTY. LTD.

Address: Warwick Building, 15 Hamilton Street, Sydney. Phone: BW4087. Telegraphic: "Rubadco."

Manager: S. Rubensohn. Secretary: Miss M. Wing.

Accounts handled: Australian General Electric Ltd., Armco (Aust.) Pty. Ltd., Colonial Sugar Refining Co. Ltd. (Building Materials division), Commonwealth Rolling Mills Pty. Ltd., Commonwealth Steel Co. Ltd., Hawley Products Pty. Ltd. (Hawley Toppers), Lusteroid Pty. Ltd. (Shumilk), Masonite Corporation (Australia) Ltd., Philips Lamps (A/sia) Ltd., York Air Conditioning and Refrigeration (A/sia) Pty. Ltd., Thom and Smith Pty. Ltd. (Tasma Radio), Sydney County Council Electricity Undertaking, Metropolitan Water, Sewerage and Drainage Board, City of Greater Newcastle Electric Supply Department, Australian Lamp Manufacturers (Aust.) Ltd., Electrical and Radio Development Association Ltd., St. George County Council. Electric Light and Power Supply Corporation Ltd., Electricity Supply Association of Australia, Association for Electrical Development (Supply authorities of N.S.W.), Better Light, Better Sight Institution, Australian Chemical Institute (N.S.W.), David Cohen and Co. (John Bull Products), J. R. Love and Co. Ltd. (Kinkara Tea, Mother's Choice Flour), The Paget Manufacturing Co. Pty. Ltd., Samuel Taylor Pty. Ltd. (Mortain), Frederick Stearns and Co. (Nyall Products), World Agencies, Shiriff's Ltd., Associated Sales Ltd. (Schumann's Salts), Biber Furs Pty. Ltd., Richmond Brewing Co., Paul and Gray Ltd., Gilbert and Barker, Crown Crystal Glass Pty. Ltd., Nettleton, Son and Co. (Netsonia Sleepers), Australian Cablemakers Association, Garratt's Ltd. (Graham and Singer Cars), Overland Sydney Ltd. (Willys Cars), Autocars (Studebaker), R. M. Hardy and Co. (Hardy's Indigestion Remedy), J. P. Cusack, Labour Motor Funerals, Consolidated Press Ltd., Australian Glass Manufacturers Co. Ltd., Australian Consolidated Industries Ltd., Kindergarten Union of N.S.W., Murray Bros. Pty. Ltd., G. B. S. Falkner (Haddon Rig Stud), Pioneer Softgoods Industries Ltd., Claude Neon Lights.

HARTFORD ADVERTISING AGENCY PTY. LTD.

Address: Barrack House, Barrack Street, Sydney. Phone: BW 3066-67. Box No. 4101 WW. Telegraphic: Artford.

Manager: W. J. McClelland. Secretary: Miss J. Green.

AGENCY PARTICULARS (contd.)

Account executives: C. M. Brown, J. H. Brocone, H. R. Gellatley, D. Clay, J. Jenkyns, H. W. Wearne.

Radio accounts handled: Clinton Williams Pty. Ltd., Airzone (1931) Ltd., Major Bros. Pty. Ltd., Brockhoffs Pty. Ltd., McNiven Bros. Ltd., Australian Essential Oils Ltd., Sanders Dairies Ltd., Eichorn's Remedies Pty. Ltd., Crockett & Co. Ltd., Irvine Ltd.

HAWKINS ADVERTISING PTY. LTD.

Address: 12 Spring Street, Sydney. Phone: BW 1928-9.

Manager: Eric R. Hawkins. Secretary: M. Hatherly.

Account executives: P. Hendricks, I. Macrae.
Radio accounts handled: Valvoline Oil, Australian Radio College, Nash Cars, P. J. Taylor & Co. Pty. Ltd., Federal Trucks, S. E. Chatterton Pty. Ltd., Selfridges (A/sia) Ltd., Duly & Hansford Ltd., Aristocrat Radio, Len. Langford, Brico Piston Rings, W. G. Watson & Co. Ltd., Ormonoid Roofing, Frank G. O'Brien Pty. Ltd., Wm. Angliss & Co. Ltd., C. & J. Gears, Economic Vacuum Cleaners Ltd., etc.

J. WALTER THOMPSON AUST, PTY. LTD.

Address: Asbestos House, 65 York Street, Sydney. Phone: B7707. Telegraphic: "Thomertwal."

Directors: S. Beardsley Dobbs (managing), E. L. Jarvis, W. A. McNair. Secretary and research manager: W. A. McNair. Art director: Reginald Walker. Media manager: T. R. Caruthers. Account executives: A. N. Weeks, E. J. Moloney. Radio division executives: Radio manager, Phillip F. Mygatt; radio production manager, Harry Dearth.

Accounts handled: Bond's Industries Ltd., Bonnington and Co., A. S. Boyle Co., Bryant and May Pty. Ltd., W. J. Bush Ltd., Calico Printers' Association, Chesebrough Manufacturing Co., Commonwealth Weaving Mills, Emerson Drug Co., T. B. Guest and Co., Horlicks Pty. Ltd., Jantzen Aust. Ltd., Kellogg Aust. Pty. Ltd., Kolynos Inc., Kraft Walker Cheese Co. Ltd., Lever Bros. Pty. Ltd., Pond's Extract Co., Singer and Co., Taubman Ltd., Texas Co. Ltd., Willard Storage Battery Co., Wrigley's A/sia Pty. Ltd., Wormald Bros. Pty. Ltd.

Branches: Albany Court, 232 Collins Street, Melbourne, Central 5619 (Manager, E. L. Jarvis). The company is associated with the world-wide J. Walter Thompson organisation, which has offices in New York, London, Chicago, San Francisco, Hollywood, St. Louis, Los Angeles, Seattle, Montreal, Toronto, Paris, Bucharest, The Hague, Antwerp, Copenhagen, Sydney, Melbourne, Johannesburg, Capetown, Buenos Aires, Sao Paulo, Bombay, Amsterdam.

LEN MAURICE ADVERTISING.

Address: 9th Floor, Challis House, Martin Place, Sydney. Phone: B 1319.

Manager: Len Maurice. Secretary: Gloria Larsen.
Accounts handled: J. B. Croft Pty. Ltd., Morley Johnson Ltd., Conklin Pen Co., Snows Ltd., Blainys Ltd., Sydney Ferries, Hunt & East, Minshon Bros., Matron Walker.

F. P. LEONARD.

Address: 156 Castlereagh Street, Sydney. Phone: M 3401. Manager: F. P. Leonard.

Account executives: F. P. Leonard, J. McCallum.
Accounts handled: Globite, Fordite and Airway Travel Goods, Challenge Blankets, Gripu Trousers, Steelo, Joyce Biscuits, Chasers, Pearson's Sand Soap, British Chief Fabrics, David Dawn, Cascade Ale, Swift & Co. Pty. Ltd.

Annual Subscription to "Commercial Broadcasting" is only Fifteen Shillings and includes this Year Book FREE.

AGENCY PARTICULARS (contd.)

LINTAS LTD.

Address: Asbestos House, York Street, Sydney. Phone No. B7011.

J. MALONE ADVERTISING

Address: Cameo Chambers, 305a Pitt Street, Sydney. Phone No. MA1668. Box No. 2096L.

Manager: J. Malone. Secretary: J. Malone.
Account executives: Mavis M. Condron, J. Malone.
Accounts handled: Madame Hurley Pty. Ltd., Beare and Ley Pty. Ltd., Vitafoam Australasia Pty. Ltd., Pyke's Drive Yourself Service Pty. Ltd., A. C. Clark and Co., Cameo Theatre, Harris and Boyd Pty. Ltd., Great Southern Hotel, J. McGloin Pty. Ltd., Isherwood and Bartlett Pty. Ltd., Universal Air Conditioners, British Carpet Co.

R. S. MAYNARD ADVERTISING

Address: 39 Park Street, Sydney, and A.M.P. Building, Brisbane. Phone No. MA3721. Telegraphic: "Maynardad."
Partner: Ralph S. Maynard, Claude A. McMillan.

O'BRIEN PUBLICITY PTY. LTD.

Address: 56 Young Street, Sydney. Phone: BW1501. Box No.: 2223LL. Telegraphic: "Gofer."

Director: F. G. Grant. Secretary: J. S. Aubrey.
Account executives: A. Woodward, P. V. Ryan, A. Cohen.
Accounts handled: Aust. Mercantile Land and Finance Co. Ltd., British General Electric Co. Pty. Ltd., Farmers and Graziers' Co-op. Inscce Grain and Mortgage, Felt and Textiles of Australia Ltd., Goldsbrough Mort and Co., N. and A. Gilbert Ltd., Foley Bros. Ltd., D. and J. McCallum Ltd., C. C. Wakefield and Co. Ltd., Yellow Express Carriers Ltd., etc.

J. B. PERCEVAL PTY. LTD.

Address: 44 Margaret Street, Sydney. Phone: BW6572. Box No.: 336F, G.P.O. Telegraphic: "Servicity," Sydney.

Manager: Mr. J. B. Perceval. Secretary: Mr. S. A. Budden.
Accounts handled: William Arnott Pty. Ltd., Fisher and Co., W. C. Douglass Pty. Ltd.
Accounts executives: William Arnott Pty. Ltd.—Mr. J. B. Perceval; Fisher and Co.—Miss D. Stevenson; W. C. Douglass Pty. Ltd.—Miss N. Dudgeon.

Merchandising and market research: Mr. G. W. O. Greenland.

R. & K. POWELL ADVERTISING AGENCY PTY. LTD.

Address: Kembla Building, 58 Margaret Street, Sydney. Phone: B7669.

Manager: R. Powell (managing director). Secretary: P. Truelove.

Account executives: R. Powell, G. H. Brown, P. Truelove.
Accounts handled: Bank of New South Wales, Interstate Steamship Owners' Federation, W. H. Gurton Tire Co. Pty. Ltd., Sydney Ferries Ltd., Taronga Zoological Park Trust, British Institute of Engineering, Sane Democracy League, Prune Packers' Association of N.S.W., Gladstone's Pty. Ltd.

RICHARD GRAVES PTY. LTD.

Address: Yorkshire House, 14 Spring Street, Sydney. Phone: BW1748-9. Box No.: 3794T, G.P.O. Telegraphic: "Gravad."

Directors: R. H. Graves, A. L. Rickard, A. E. Prince. Company secretary: H. C. Crauford.

Account executives: R. H. Graves, A. E. Prince, N. Musgrove, D. J. M. Brown.

Radio accounts handled: Cerebos Ltd., Wm. Fisher Pty. Ltd. (Melbourne), Kleeners Ltd., Laferme Laboratories Pty. Ltd., General Assurance Corporation Ltd.

REUTERS LTD.

Address: 66 Pitt Street, Sydney. Phone: B6655. Box No.: 2534E. Telegraphic: "Reuter," Sydney.
General manager: C. D. Thomas. Advertising manager: E. J. W. Caldecoat.

SHIELD ADVERTISING SERVICE

Address: Kembla Building, 58 Margaret Street, Sydney. Phone: BW5101.

Principal: Mr. J. N. Shield.
Accounts handled: The Milk Board, The Producers Co-op. Distributing Co., Orlando Wines, Mayfair Hams, Krum-Rusks, Australasian Scale Co., Baltic Simplex Machinery Co.

W. E. SMITH LTD.

(Merchandising and Sales Promotion Div.)

Address: 310 George Street, Sydney. Phone No. BW2715.

Directors: S. E. Bulher, H. Russell Crane, R. S. Norris, W. A. Anderson.

Account executives: W. G. Campbell (sales manager); radio div. executive, Murray Evan.

THE WESTON CO. PTY. LTD.

Address: Chamber of Commerce Building, George and Grosvenor Streets, Sydney. Phones: BW1337-8-9, B4686. Box No. 906 GG, G.P.O., Sydney. Telegraphic: Publicity, Sydney.

Managing director: W. O. Richards. Radio supervisor: A. D. Hannam.

Accounts handled: Anglo-Australian Laboratories, Australian Soaps Ltd., Australian Fixed Trusts Pty. Ltd., Lewis Berger & Sons (A) Pty. Ltd., James Barnes Proprietary Limited, Beckers Pty. Ltd., Commercial Discounters Pty. Ltd., The Commercial Banking Co. of Sydney Ltd., Bennie S. Cohen & Son (N.S.W.) Pty. Ltd., Denyer Bros., Dearborn (Aust.) Pty. Ltd., Deaf, Dumb and Blind Children's Appeal, David Jones Ltd., R. Fowler Ltd., Gourlay Bros. Pty. Ltd., R. H. Gordon & Co. Ltd., S. Hoffnung & Co. Ltd., Hillcastle Pty. Ltd., Housewives Profit Pty. Ltd., Inglis (Pty) Limited, Peter Jackson (Overseas) Ltd., Kemsley & Co. Pty. Ltd., Kleeners Pty. Ltd., Kalso Pty. Ltd., The Lambert Pharmacal Co. (A) Pty. Ltd., N. B. Love Pty. Ltd., Percy Marks, Manchester Unity I.O.O.F., McWilliams Wines Pty. Limited, Multiple Incubator & Brooder Pty. Ltd., Motor Funerals Ltd., Matthews, Thompson & Co. Ltd., Manufacturers Mutual Insurance Ltd., The N.S.W. Mont de Piete D. & I. Co. Ltd., Peapes Pty. Ltd., Pick-Me-Up Condiment Co. Ltd., Parsons Bros. & Co. Pty. Ltd., Royal Agricultural Society of N.S.W., Rogers' Paints and Varnish Co., Scott & Bowne (A/sia) Ltd., Slazengers (Aust.) Pty. Ltd., Selby Shoes (Australia) Ltd., Washington H. Soul, Pattison & Co. Ltd., Sherwin-Williams Co. (Australia) Pty. Ltd., E. R. Squibb & Son., R. Towns & Co. Pty. Ltd., Tasmanian Government Tourist Department, Tillock & Co. Pty. Limited, Traders Pty. Ltd., Trinity Grammar School, John Vose, Wesco (Aust.) Pty. Limited, Wunderlich Ltd.

THOMPSON AND ASSOCIATES

Address: 77 Pitt Street, Sydney. Phone No. B1028. Box No. 3326PP.

Manager: V. E. Thompson. Secretary: A. W. Humphries.
Account executives: V. E. Thompson (studio director), F. E. Bennett, E. J. Creelman.

TRANS-RADIO ADVERTISING AND PROGRAM SERVICE.

Address: Asbestos House, 67 York Street, Sydney. Phone: B5407. Box No. 1193 HH.

Director: S. A. Maxwell. Secretary: J. Sing.

AGENCY PARTICULARS (contd.)

Account executives: Mr. Edmonds, Miss Uebel, Mr. Moran, Miss J. Smith, Mr. Harris.

Accounts handled: Elliotts & Australian Drug Pty. Ltd., British General Electric Company Pty. Ltd., McDowells Ltd., S. A. Law Pty. Ltd., W. H. Paling & Company Ltd., Clement's Tonic Pty. Ltd., W. H. Lober & Company Ltd., Australian Chemists' Alliance, Independent Oil Industries Pty. Ltd., F. S. Walton Ltd., Derrin Bros., Royal Automobile Club of Australia.

A. N. WHITE PTY. LTD.

Address: A.C.A. Building, King and York Streets, Sydney. Phone: BW4077 (3 lines). Telegraphic: "Adwhite."

Manager: A. N. White (governing director), W. A. McDermott (managing director). Secretary: G. Coles.

Account executives: J. Milasi, F. O'Brien.
Radio accounts handled: Reckitts (Oversea) Ltd., Mauri Bros. and Thomson Ltd., Champion Vinegar Coy. (Aust.) Pty. Ltd., Menley & James (Colonial) Limited, Dad's Cookie Company, J. Stanley Johnson Pty. Ltd., Davidson & Co. Pty. Ltd., Orchards Pty. Ltd., Parry Barker and Co., McCabe Academy of Dressmaking.

Representatives: Victoria: W. J. Haysom, 247 Collins Street, Melbourne. New Zealand: W. B. Fitchett Ltd., Evening Post Chambers, Willis Street, Wellington.

WILLMOTT'S ADVERTISING AGENCY PTY. LTD.

Address: Chamber of Commerce Building, 36 Grosvenor Street, Sydney. Phone, BW7191. Telegraphic: "Wilad," Sydney.

Secretary: E. te Kloot.
Account executives: C. H. Willmott, E. R. Badgery-Parker, R. A. Walters, F. E. Weekes, W. MacVeigh.

Accounts handled: Fly-Tox Ltd., Johnson and Johnson Pty. Ltd., James Stedman Henderson's Sweets Ltd., Vick's Vaporub, Picture News, David Dawn, Purr-Pull, S. C. Johnson and Son Pty. Ltd.

Victoria

BECKET-THOMSON ADVERTISING PTY. LTD.

Address: "McEwan House," 343 Little Collins Street, Melbourne, C.1. Phone: MU4155.

Directors: John D. Becket, C.A. (Sydney), A. W. Thomson (Melbourne).

CATTS-PATTERSON CO. (VIC.) PTY. LTD.

Address: 450 Little Collins Street, Melbourne, C.1. Phone: M3635. Box No. 1712P. Telegraphic: "Catpatson."

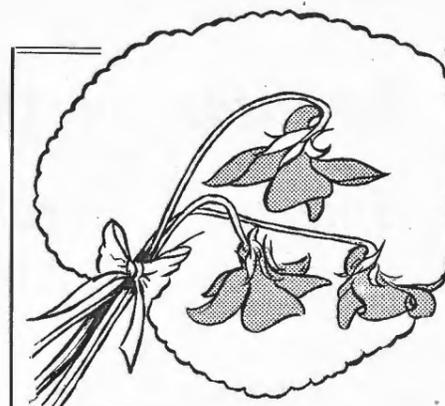
Manager: W. H. Greenfield. Secretary: G. Hayes.
Account executives: H. A. Shrimpton, G. Reveleigh, R. B. Cooper, J. Goulstone.

Accounts handled: Ford Motor Co. of Aust. Pty. Ltd., The Commonwealth Oil Refineries Ltd., A. G. Spalding and Bros. (A/sia) Pty. Ltd., etc.

CUMMINGS-WRIGHT ADVERTISING SERVICE.

Address: 239 Collins Street, Melbourne, C.1. Phone: C8660.

Proprietor: E. Cummings Wright.



*Violets are
so bashful....!*

Hanging one's shy head in modesty has disadvantages . . . we, for example, could tell you so many things, were it not for our extreme modesty. But we'd hate you to think we were boasting.

We'd like to shout from the housetops that—

Every one of our clients have increased their sales during the past 12 months. And we have a great number of clients.

But we can't do that. We'd much rather bend our heads over our work and get someone to shout over the radio the virtues of our clients' products.

After all, many of our clients are already singing in top notes how

their sales have exceeded all previous records, thanks to the first-class radio and press campaigns we have prepared for them. If you care to ask them, they will tell you how effective our advertising is.

What interests you mostly, of course, is how we can assist you. Come close, and let us whisper ever so modestly—

Our long experience has given us a fine judgment in selecting only first-class media. We produce radio copy . . . and press, too . . . that has plenty of punch. Our experts, besides being saturated in original advertising and merchandising ideas, are always extremely careful and thorough.

If all these factors combined cannot sell your product, nothing can.

P.S.s.s.t!

We'd be only too glad to discuss advertising with you any time. Here's our card.

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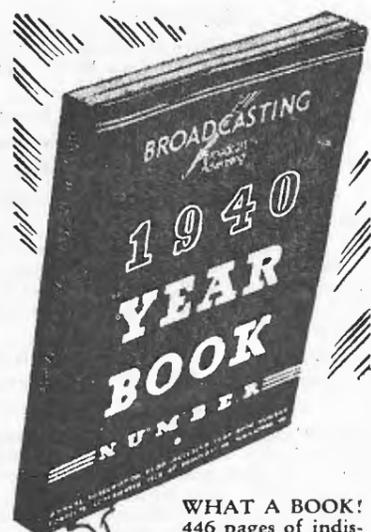
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Address: "Bank House," Bank Place, Melbourne, C.I.
Phone: M 5628. Box No. 1890. Telegraphic: Goldads.
Manager: F. W. Mothes. Secretary: E. Parker.
Account executives: A. Levy, B. C. Carden, R. C. Hickling.
Accounts handled: Dunlop Perdriau Rubber Co. Ltd., God-
frey Phillips (Aust.) Pty. Ltd., Nicholas Pty. Ltd., Rhu Pills
Limited, A. F. Brockhoff & Co. Pty. Ltd., Hemingway &
Robertson Pty. Ltd.

GORDON & GOTCH (AUSTRALASIA) LTD.

Address: 511-515 Little Collins Street, Melbourne, C.I.
Branches at Sydney, Brisbane, Adelaide, Perth, Launces-
ton, Wellington, Auckland, Christchurch, Dunedin, Toronto,
and at London.

GRIFFITHS-HUSE.

Address: 145 Collins Street, Melbourne, C.I. Phone:
F 6285.
Partnership: A. R. Griffiths and G. J. Huse.
Accounts handled: Neptune Oil Co., Belworth Hosiery
Mills, Greatheads, Renee Rose Pty. Ltd., W. H. Hunter &
Co.

W. JOHN HAYSOM ADVERTISING AGENCY.

Address: "Newspaper House," 247 Collins Street, Mel-
bourne, C.I. Phone: Cent. 1511.
Manager: W. John Haysom. Secretary: Ida McAuley.
Accounts handled: Bruce Small Pty. Ltd., Whitaker &
Nicholas Pty. Ltd., "Yeaston," Finlay Bros. Motor-cycles Pty.
Ltd., K. L. Engines & Tractors Pty. Ltd., R. Werner & Co.
Pty. Ltd., Alfred Lawrence & Co. Ltd., Stokoe Motors Pty.
Ltd., Draffin Bros. Pty. Ltd., Hecla Electrics Pty. Ltd., Iona
Products Co. Pty. Ltd., Geo. W. Kelly & Lewis Ltd., Para-
mount Prams Co. Pty. Ltd., Shanks & Co. Pty. Ltd.

CLAUDE MOONEY ADVERTISING.

Address: 314 Collins Street, Melbourne, C.I. Phone:
MU 1315.
Manager: Claude C. Mooney. Secretary: F. Cordner.
Account executives: R. O. Orr, J. Scarlett.
Accounts handled: H. C. Sleigh—Golden Fleece motor
spirit, Ansett Airways—air travel, Swift & Co.—Guinness
Stout, Fleming & Co.—Creamoata, Stephen, King Pty. Ltd.—
Lanoma Gin and Bells Whisky, Neals Motors—Hillman and
Humber cars, King & Co. Pty. Ltd.—"Springrest" camp beds,
A. P. Sutherland—Westinghouse refrigerators, Cottman
Motors—Singer cars, Brown & Dureau—Lockheed aircraft,
Pandora Mail Order Frocks.

MOONEY-WEBB PTY. LTD.

Address: 349 Collins Street, Melbourne, C.I. Phone:
M 3731-2.
Directors: L. J. Mooney, E. J. Webb.

N. V. NIXON & CO. PTY. LTD. ADVERTISING

Address: 39 Queen Street, Melbourne, C.I. Phone: MV6674.
Manager: N. V. Nixon (managing director). Secretary:
J. V. Waddell.
Account executives: N. V. Nixon, W. R. S. Hunt (director).
Accounts handled: Alba Petroleum Co. of Aust. Pty. Ltd.,
Blogg Bros. Pty. Ltd., John Connell and Co. Ltd., Dudgeon
and Arnell Pty. Ltd., Make-Ups Pty. Ltd., Melbourne Sports
Depot Pty. Ltd., Pioneer Tourist Coaches, Queen's Bridge
Motors Pty. Ltd., Richmond N. S. Brewing Co. Pty. Ltd.,
J. P. Sennitt and Son Pty. Ltd., Sharp Stevenson and Hare
Pty. Ltd., Tuckerbox Dog and Cat Food Co., Victoria Palace
Ltd., Nathan Merchandise (Vic.) Pty. Ltd., Francis Long-
more and Co. Ltd.

O'BRIEN PUBLICITY PTY. LTD.

Address: 422 Collins Street, Melbourne, C.I. Phone:
M5944.
Director: F. J. Grant. Manager: R. D. Ansell (Melb.)
Secretary: J. S. Aubrey.

AGENCY PARTICULARS (contd.)

Account executives: J. S. Cushen (Melb.), J. M. Paton
(Melb.).

Accounts handled: Swallow and Ariell Ltd. (biscuits, pud-
dings, cakes), "Vitogen" (food beverage), Postmaster-Gen-
eral's Dept., Imperial Chemical Industries, Gaunts Ltd. (jewel-
lers), Homecrafts Pty. Ltd. (radio and electrical), Kelly and
Lewis (engineers), Major Furnace Co., Hedley's Pty. Ltd.
(sporting goods), "Bandex" (surgical bandages), Standard
Radio.

GEORGE PATTERSON PTY. LTD.

Address: 59 William Street, Melbourne, C.I. Phone:
M 1431. Box No. 1757 Q. Telegraphic: Pressager.
Manager: W. L. Chapman.
Account executives: W. L. Chapman, J. E. Vincent, D. J.
Riddle, H. R. Wearing, R. R. Walker, H. Harte, G. A. Wylie,
J. F. Hendrie.

Accounts handled: Cadbury-Fry-Pascall, Bedggood & Co.,
Cheney Motors, John Dewar & Sons, International Harvester
Co., Metropolitan Gas Co., Holeproof, Knox Drug Co., National
Trustees, Spry's Cornflakes, Apple and Pear Board, General
Motors-Holdens, Southern Motors, Eagley Mills, Kiwi Polish,
Carreras Ltd., Drug Houses of Australia, A. M. Bickford &
Sons Ltd., Lodge Plugs, Rolex Watches, Procera Bread,
Tootal Broadhurst Lee Co. Ltd., John Steedman & Co.,
Health Products Laboratories Ltd., National Automotive Ser-
vice Co., H. B. Dickie Ltd., Imperial Chemical Industries,
Commonwealth Fertilisers, Union Steamship Co., Brownbuilt
Steel Equipment Co., C. J. Coles, Allied Master Chemists of
Aust. Ltd., Stablond Laboratories.

RICHARDSON-COX PTY. LTD.

Address: 130 Exhibition Street, Melbourne, C.I. Phone:
F 9058.
Managing director: B. R. Richardson.
Account executives: C. Smith, A. M. Little.
Accounts handled: Cox Bros. (Aust.) Ltd., Robur Tea Co.
Ltd., Walker Tobacco (Overseas) Ltd., Pictorial Newspapers,
Radio Corporation Pty. Ltd., Kellow-Falkiner Pty. Ltd.,
Cereal Distributors, Wesco (Australia) Pty. Ltd., H. A.
Branchflower Pty. Ltd., Jas. Bartram and Sons Pty. Ltd.

RICKARDS ADVERTISING SERVICE PTY. LTD.

Address: 145 Collins Street, Melbourne, C.I. Phone:
C 842-3. Box No. 1040. Telegraphic: Ricads.
Manager: F. S. B. Rickards. Secretary: G. M. F. Walch.
Account executives: F. S. B. Rickards, G. M. F. Walch, H.
S. Hall, F. V. Kellow.

Radio accounts handled: Phoenix Biscuit Co. Pty. Ltd., Aus-
tralian National Airways Pty. Ltd., Peter's American Delicacy
Co. (Vic.) Ltd., Qualcast (Aust.) Ltd., Redapple and Cocking,
Labrette Laboratories Pty. Ltd.

STEVENSON ADVERTISING SERVICE.

Address: 175-177 Collins Street, Melbourne, C.I. Phone:
Central 10565. Telegrams: Stevengord.
Manager: Mr. Gordon Stevenson, F.O.A. Secretary: Mr.
R. I. McKillop, A.O.A.
Account executives: Gordon Stevenson, F.O.A., A. R.
Stevenson and R. I. McKillop, A.O.A.
Accounts handled: Sunshine Biscuit Co. Pty. Ltd., London
Baby Carriage Manufacturers Pty. Ltd., Pearlite Manufac-
turing Co. Pty. Ltd., Sykes' (Aust.) Drench Ltd., American
Blacking Pty. Ltd., E. T. Moulden Pty. Ltd., John Robertson,
Tim the Toyman, W. P. Tresise and Co. (Passila), Messrs.
Byers, Hyde Park Laundries Pty. Ltd., Cenovis Yeast Pty.
Ltd., The Sanax Co., F. H. Brunning Pty. Ltd., Adelaide
Tailoring Co. Ltd.

SUCCESSFUL ADVERTISING CO.

Address: Scott's Hotel Buildings, 434 Collins Street, Mel-
bourne, C.I. Tel.: MU 4382.
Directors: Frederick Reed, J. Bayne Mackay.

AGENCY PARTICULARS (contd.)**Queensland****JOHNSTON JONES ADVERTISING.**

Address: Exton House, Queen Street, Brisbane. Phone, B 2978-9. Box No. 2470.

Manager: E. A. Johnston, F.O.A.; J. H. Jones, M.A. Secretary: Miss A. Ryan.

Account executives: R. S. Adams, R. L. Ellacott, E. J. Parnacott.

Accounts handled: Hutton and Foggit Jones, Queensland Brewery Ltd., Bengal Chutney Co., John Hicks, Golden Casket, S. Moses, Charles Sankey Fraser, H. Millman, G. J. Grice Ltd., Queensland Pastoral Supplies, T. K. Lamb, Hancock and Gore Ltd., Brown and Broad Ltd., etc., etc.

COSSEY ADVERTISING SERVICE.

Address: 108 Creek Street, Brisbane. Phone: B 5226.

Manager: Peter Cossey. Secretary: B. Bates.
Accounts handled: Cossey Motors Pty. Ltd., Brisbane Ford Distributors, Trevor Henderson (optometrist), E. Hanson (jeweller), A. Dixon (speciality store), Brisbane Sports Depot, Martin Wilson (motor accessories), Herbert Small Pty. Ltd., Swift Hobbles and Novelty Co. (speciality store).

MARGINSON PUBLICITY.

Address: Rowe's Buildings, 235 Edward Street, Brisbane. Phone: B 8080.

Manager: F. G. Marginson. Secretary: I. Hof.
Account executive: L. E. Slaughter.

Accounts handled: City Electric Light Co. Ltd., Shette College of Music, Globe Furnishing Co., Massey Cycle Co., Peterson Bros. and Craig Pty. Ltd., Roy Cooper (photographers).

"R. S. MAYNARD ADVERTISING."

Address: A.M.P. Building, Queen Street, Brisbane. Phone: B 6579. Box No. 415F. Telegraphic: "Maynardad."
Partnership: R. S. Maynard and C. A. McMillan.

NOBLE-BARTLETT ADVERTISING

Address: Penney's Building, Adelaide Street, Brisbane. Phone: B 3148. Box No.: 1000M.

Principals: W. H. Noble, A. T. Bartlett.
Radio division manager: E. Littleton.

Account executives: R. S. Steele, N. H. Pritchard.

Accounts handled: Anglo Sauce Co., Armco (Aust.) Pty. Ltd., A.C.F. and Shirley's Fertilisers, Australian Plaster Industries Pty. Ltd., Anderson and Cameron (butchers), Barker and Co. (builders' hardware), Bayards Pty. Ltd. (dept. store), Brunckhorst Bros. (men's wear), B.C.C. Stores, Wallace Bishop and Son (jewellers), Brick Supplies Pty. Ltd., Brisbane Gas Co., Brett and Co. Ltd. (builders' hardware), Cashman's (drapers), Colonial Mutual Life Assurance, Cooks' Travel Service, E. G. Eager and Son Ltd. (State dist. of General Motors Products), Eagers Motor Body Service, Eagers Used Cars, Fraser Edmiston (optician), Fibrous Plaster Manufacturers' Assoc., Philip Frankel Pty. Ltd. (Valvoline and Ferodo), Garton and Waddell (lawnmowers), Garrows (dry cleaners), Les. Goode (Casket agent), Grahams (tailors), A. P. Greenfield and Co. (optician), T. W. Griffiths (Casket agent), S. Hillman and Co. (tailors), Handi Works Pty. Ltd., Charles Hope Pty. Ltd. (motor body builders), Edgar V. Hudson Pty. Ltd. (S.T.C. Radio), International Harvester Co. of Aust. Ltd., Jack and Jill Salon, J. Jackson and Son (furriers), Josephson and Sons (clothing mfgs.), Jennings Rubber Co., Latex Products Pty. Ltd., Lawrence and Hanson Elect. Co. (Q.), Ltd., Low Price Motors, Lowe's Dry Cleaning, P. J. Lowther and Son (monumental stones), Maxam Cheese Products Pty., Moran Motors Pty. Ltd., Metro Milk Supply (G.B.) Ltd., Morgan and Wacker (motor cycles), H. H. Millman (optician), Motor Supplies Pty. Ltd., Morrrows Pty. Ltd. (biscuit mfgs.), Motors Pty. Ltd., The

National Cash Register Co. Pty. Ltd., National Mutual Life Assoc. of A/sia Ltd., W. H. Paling and Co. Ltd., Penney's (dept. store), Peter's Arctic Delicacy Co. Ltd., Reliance Motor Co. (motor cycles), Rhoades and Co. Ltd. (furnishers), Rothwell's Outfitting Ltd. (men's store), Roubins (tailors), Walter Reid and Co. Ltd. Royal Automobile Club of Queensland, Sidney Riley Studios, E Sachs and Co. Pty. Ltd. (stove mfgs.), Siemens Pty. Ltd. (flour mfgs.), J. A. Sutton (optician), Wm. Street and Son (pest destroyers), Trackson Bros. (electrical supplies), Union Trustee Co. of Aust. Ltd. United Metal Industries Ltd., Warburton Franki (B'ne) Ltd. (Frigidaire), B. B. Whitehouse and Co. Ltd. (pianos).

CHARLES PORTER ADVERTISING

Address: Teachers' Building, Elizabeth Street, Brisbane. Phone: B 9659.

Manager: Charles Porter. Secretary: J. Bentley.
Account executives: Reginald Mitchell, Roy Mackenzie.

Accounts handled: Life Savers (Aust.) Ltd., Bruce Pie and Co., Swallow and Ariell Ltd., Kiwi Polish Co. Pty. Ltd., Sandeze Beach and Sportswear Co., A. W. Allen Ltd., E. A. Roush, Ironised Yeast Laboratories, John Campbell Pty. Ltd., Revue Salons, Q.B. Tobacco Pty., Bush and Co., Frederick L. Thomson, Fresh Food and Ice Pty. Ltd., Serftin—D. Stewart.

SULLIVAN ADVERTISING SERVICE.

Address: T. and G. Building, 135 Queen Street, Brisbane. Phone: B 3178. Box No. 1043N. Telegraphic: Sullivanad.

Principal: William Sullivan.

Accounts handled: Austral Motors Pty. Ltd., Chandlers Pty. Ltd., Howards Ltd., Winchcombe Carson Ltd., B. Seppelt and Sons Ltd., J. B. Were and Son, McLeod's Men's Stores, Lowe's Home Furnishers, O.K. Rubber Co., Model Manufacturers of Q'ld (Pauls and Davids), Metropolitan Carriers Ltd., British Motor Cycle Co., Addis Bros. Pty. Ltd., Carlton Hotel, Melray Stores, Q'ld Cereal and Chemical Industries, J. Briggs and Son Pty. Ltd., McLeod's Book Store, A. and G. F. McDonald, Thos. Perrott (Petersen Bros. and Craig), Revue Salon, Perc. Miller, Rapid Shoe Repairing Co., Prince's Restaurant, Colvins and Glens, Chas. Sankey Fraser, Central Garages, Cameo Frock Salon, Robinson's Sports Depot, Matrons' Millinery, Schofield's Millinery, Podmore and Sons Pty. Ltd., Taylor Bros., McLelland and Sneesby, J. Claude Henderson, Kaeser's Music Store, Foot Fashions, Norman Bell Electrical, Metro. Casket Agency, Gadsby's Beauty Salon, Jayes' Frock Salon, Arcade Bag Stores, Ekert's Cash and Carry, Bennett Chain Store Pty. Ltd.

South Australia**WEBB-ROBERTS McCLELLAND PTY. LTD.**

Address: Commonwealth Bank Building, 96 King William Street, Adelaide. Phone: C 3939. Telegraphic: Armack.

Manager: Charles W. Batten. L.O.A. Secretary: G. A. Tidemann, A.F.I.A.

Account executives: Maurice P. McClelland (managing director), Ainslie Roberts (director), Alex. F. Bainton, L.O.A., Gordon Love.

Radio accounts handled: Thomas Hardy and Sons Ltd., South Australian Brewing Co. Ltd. (West End), Adams Pty. Ltd., Crowe and Newcombe Ltd., Foy and Gibson Pty. Ltd., Mexico Cereal Co., Charles Moore and Co. Ltd., Pioneer Tourist Bureau, Savery's Pianos Ltd., Silver Top Taxi Service, Weymouth Motor Co. Ltd.

Western Australia**S. CROWNSON COHEN.**

Address: 87 A.M.P. Chambers, William Street, Perth. Phone: B 6584. Box No. N990.

Managers: K. T. Hamblett and A. F. Collett.

Accounts handled: Cecil Bros., Betts and Betts, W. J. Lucas Ltd., Povey's Ltd., Perth Modelling Works Ltd., Carlyle and Co., Stewart Dawsons, Mortlock Bros., Geo. Wills and Co. Ltd., Crewe and Sons, Adelaide Tailoring Co., Sewell and Poole, Zecks, T. M. Burke Pty. Ltd.

A. J. WILLIAMS ADVERTISING SERVICE.

Address: Goldbrough House, St. George's Terrace, Perth. Phone: B 1810.

Manager: A. J. Williams, F.O.A. Secretary: Miss Phyl Peacock.

Account executives: James S. C. Cumpston, Walter P. Mansfield.

Accounts handled: C. S. Baty and Co., Canada Motors Ltd., Charlie Carter Ltd., F. H. Faulding and Co. Ltd., D. and J. Fowler Ltd., F. W. Green and Co., Mills and Ware Ltd., Richard Holmes and Co. Ltd., Plaistowe and Co. Ltd., Samson Yeast Ltd., Swansea Cycle and Motor Co., Watson's Supply Stores, Westralian Soaps Ltd.

AGENCY PARTICULARS (contd.)**N.C.S. MOUNT, F.O.A., ADVERTISING CONSULTANT.**

Address: Room 7, 1st Floor, Bank of Adelaide Chambers, 95 St. George's Terrace, Perth. Phone: B 2740.

Accounts handled: J. and W. Bateman Ltd., general merchants, Perth; Gourley Oil and Colour Works Ltd., paint manufacturers, Perth; R. Moore and Son, automotive engineers, Perth; Tom Parkinson, furniture manufacturer, Leederville; Pidgeon and Denford, Kriesler Radio distributors, Perth; West Cycles Ltd., cycle manufacturers, Perth; Parisian Dry Cleaning and Dyeing Co., dry cleaners, Perth.

STATION SLOGANS

Station Slogans are used in conjunction with the call-sign by most Australian Commercial Broadcasting Stations.

2AD—"The Voice of New England."

2AY—"The Albury Station."

2BE—"The Voice of the Far South."

2BH—"The Barrier Miner Broadcasting Station."

2BS—"Clarion of the West."

2CA—"Radio Canberra."

2CH—"Entertains the Whole Family."

2CK—"The Voice of the Coalfields."

2DU—"The Western Station."

2GF—"The North Coast Station."

2GZ—"Country Service."

2HD—"The Voice of Friendship."

2HR—"The Hunter River Station."

2KA—"The Voice of the Mountains."

2KM—"The Macleay Station."

2KO—"The Voice of Industry."

2KY—"The Brightest Station on the Air."

2MG—"Voice of the Tablelands."

2MO—"First Station in the North-West."

2MW—"The Friendly Station."

2NZ—"Northern New South Wales."

2PK—"The Voice of the Golden West."

2QN—"The Riverina Station."

2RG—"The Voice of the Murrumbidgee."

2SM—"The Modern Station."

2TM—"Northern New South Wales."

2UW—"From the Top of the State."

2WG—"The Riverina Broadcasting Station."

2WL—"The South Coast Station."

2XL—"The Southern Tablelands Station."

3AK—"The Voice of the Night."

3AW—"The Feature Station."

3BA—"The Courier Station."

3BO—"The Friendly Voice of the North."

3CV—"The People's Station."

3DB—"The Herald Station."

3GL—"The Voice of Victoria's Oldest Morning Journal."

3HA—"Radio Western 3HA."

3KZ—"Brighter Broadcasting Service."

3MA—"The Sunraysia Station."

3SH—"The Border Feature Station."

3SR—"The Heart of Victoria."

3TR—"Radio Gippsland."

3UL—"Central Gippsland"—An Argus Station.

3UZ—"The Voice of Victoria."

3XY—"The Quality Station."

3YB—"City of Warrnambool."

4AK—"The Brighter Broadcasting Service."

4AT—"Voice of Tablelands."

4BC—"The Radio Voice of Queensland."

4BH—"A Chandler Station."

4BK—"The Courier-Mail Station."

4BU—"The Voice of the Burnett."

4CA—"At the Top of Australia."

4GR—"The Voice of the Downs."

4IP—"The Radio Voice of West Moreton."

4GL—"In the Midst of the Golden Fleece."

4MB—"Voice of the Wide."

4RO—"The Key to Central Queensland."

4TO—"The Townsville Station."

4VL—"The Voice of the Far West."

4WK—"The Listeners' Companion."

4ZR—"The Voice of the West."

5AD—"Premier Station in the State."

5AU—"The Voice of the North."

5DN—"First Station in the State."

5KA—"Voice of South Australia."

5MU—"Premier Station in the State."

5PI—"Premier Station in the State."

5RM—"The First Station in the State."

6AM—"The Happy Station."

6GE—"The Featured Station."

6PR—"The Centre of the Dial, the Centre of Attraction."

7BU—"First for ole Coast."

7HO—"Hobart's Original Station."

7EX—"On Top in Tasmania."

7HT—"The Feature Station."

7LA—"The Voice of Northern Tasmania."

7UV—"The Voice of the Island State."

3 in 1

Australian Radio Publications Pty. Ltd.
Box 3765, G.P.O., Sydney. 'Phone: FL 3054.

That's the Annual Subscription covering 26 fortnightly issues of **COMMERCIAL BROADCASTING**, 2 half-yearly issues of the **RATE BOOK**, and 1 **YEAR BOOK**.

Federal Accreditation Bureau

Rules for Accreditation of Advertising Service Agencies

The Federal Accreditation Bureau of the Australian Federation of Commercial Broadcasting Stations is this month considering applications for renewal of accreditation for the 12 months commencing July 1, 1940.

The revised rules of accreditation which embody the amendments adopted at the last A.F.C.B.S. Convention have been printed. The complete rules are as follows:—

1. Definitions.—

- (a) "Federation" means Australian Federation of Commercial Broadcasting Stations.
- (b) "Bureau" means the Federal Accreditation Bureau established by the Australian Federation of Commercial Broadcasting Stations.
- (c) "Secretary" means the Secretary of the Australian Federation of Commercial Broadcasting Stations.
- (d) An "Agency" is for the purpose of these Rules an Advertising Service Agency who has applied for or has obtained accreditation from the Bureau.
- (e) A "member" of the National Council of Accredited Advertising Agents means a member of any of the bodies affiliated with that Council.
- (f) "Station" means a Commercial Broadcasting Station.

2. For the purpose of this Accreditation full powers to issue, withhold and cancel Accreditation Certificates are vested in the Bureau.

3. All applications for accreditation or renewal of accreditation shall be made to the secretary on the form prescribed for the purpose and shall include a signed undertaking to abide by the Rules of Accreditation and be accompanied by the prescribed fee. Such applications shall be supported by whatever evidence may be required by the Bureau that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these rules, and in respect of an agency established after the 1st January, 1938, is independent of any financial control by or arrangement with any advertiser or station whereby the latter obtains any interest in the commissions paid to the applicant.

4. The Bureau shall consult with the National Council of Accredited Advertising Agents upon all matters affecting the interest of their members under these rules.

5. When a member of the Federation or an agency a member of the National Council of Accredited Advertising Agents has been accused of an infringement of these rules the matter shall be investigated by a joint committee of equal numbers drawn from the Federation and the National Council of Accredited Advertising Agents. In the event of such an investigation the parties to the dispute shall both be required to produce any order or other material document that the committee desires to sight. The joint committee shall report the result of its investigation to the Bureau.

6. An agency will be accredited for Federal purposes, and the prescribed fee shall be £1/1/-. A certificate shall be issued to the agency accredited.

7. Applications for accreditation shall be made individually by agencies whether trading as individuals, partners or incorporated companies. In the case of partnerships the application must be signed by all

of the partners, and in the case of corporations the application must be signed in conformity with the company's Articles of Association.

8. Only such agencies as are accredited in accordance with these rules shall be eligible or entitled to receive commission.

9. The period of accreditation shall not exceed twelve (12) months and shall terminate on the 30th June of each year, and accredited agencies may apply for renewal of accreditation accordingly.

10. No agency shall offer to any advertiser or seek from any stations an advantage or concession in rates, station time or other advantage not included in the station's schedule of rates and conditions upon which advertising agencies are authorised to quote; in the event of any station making any special offer not provided in the schedule, it shall be competent for the agency to place such business under the terms of such offer at full commission rates.

11. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Not less than two months' notice shall be given to the National Council of Accredited Advertising Agents of any variation in the rate of commission. In the event of any variation of commission rates or any variation in advertising rates, such variations shall not apply to existing orders or to bona fide quotations already made by an agency to an overseas client; this arrangement to be subject to the production of evidence satisfactory to the station concerned.

12. Full commission allowed by the stations shall be retained by the agency and, subject to the provision in this clause contained, shall not be shared with or rebated to any person, firm or company directly or indirectly and shall be apart from any service fees that may be charged by the agency. This shall not be held to prohibit any agency sharing any part of the commission with another agency or from paying to any bona fide employee of the agency a share of the commission payable by stations. Free entertainment, free advertising of any other type, free advertising material or part or whole payment of the advertiser's staff, shall be regarded as a rebate.

13. Subject to Clause 16, the agency shall accept full responsibility for the payment of its client's accounts in respect of all orders placed by the agency or on which commission is paid or payable.

14. Agencies agree that representatives of stations shall be entitled to quote direct to their clients provided that, if business shall ensue, the agency is notified and that such agency is given the ruling rate of commission applicable.

15. Commission shall be payable to the agency only as accounts are paid, provided that no commission shall be payable to or deducted by an agency unless such accounts are paid or payment is despatched to a station within 30 days of the tendering of the monthly statement. The term "30 days" in this clause means the end of the calendar month immediately following the calendar month during which the commitments were incurred according to the statement rendered.

16. No commission shall be payable on business taken over by an agency during the currency of an order previously obtained direct from the clients by the stations unless it be definitely stipulated by the client that the business is to be serviced thereafter by the agency. Commission shall be payable on all renewals placed and accepted under the agency's order.

17. Where a principal transfers his advertising account from one agency to another during the currency of any order, it is expressly agreed that no responsibility shall attach to the station for the payment of commission to the first agency on advertising broadcasts after the date notified by the advertiser to the station as that upon which the second agency shall take over the servicing of the accounts, but transfer of the account shall not be recognised if the first agency has notified the station that his accounts have not been paid by the advertiser. Subject to this condition commission shall be paid only to the agency from which service is accepted and only as accounts are paid.

18. No commission shall be payable on landlines and other out-of-pocket expenses.

19. An agency shall not sub-let station time of its principal in any form, nor shall time be made the subject of a rebate of goods, indirectly or otherwise. Distributing agencies or others are not permitted to advertise the goods of several manufacturing or business houses under one order without the approval of the station.

20. The agency shall conform strictly to the Federation's Code of Broadcast Advertising Standards (copy attached) and the individual station's conditions respecting:—

- (a) Programme standards.
- (b) Policy.
- (c) Receipt of copy.
- (d) Amount of wordage.

21. The advertising agency shall endeavour to see that all advertising submitted is clean, honest and truthful advertising, conforming as far as ascertainable to the standards of the respective stations concerned.

22. Should an agency retire from business, its accreditation shall forthwith lapse.

23. In the event of an agency reconstructing its business or effecting any changes in its proprietary, the secretary shall immediately be advised and its accreditation shall be subject to review by the Bureau in the light of the information tendered, and unless continuance be approved, shall lapse and a fresh application for accreditation shall be necessary.

24. The Bureau shall be the sole arbiter upon the interpretation of these rules and regulations, and any question or questions arising from or not covered by them, and its decision or decisions shall be final, but neither the Bureau nor any member thereof shall be liable to be sued by reason or in respect thereof.

25. All orders are to be subject to the conditions stipulated on the printed form of the stations with which the order is placed. Such conditions shall operate irrespective of whether or not an order is issued on the official order form of the agency, and such conditions shall supersede anything to the contrary which may appear on the order issued by the agency provided always that a waiver of any conditions on the station's printed order form may be issued in writing by the station accepting the order.

26. An agency may require from any station a declaration certifying that announcements scheduled have been duly made in terms of the order as accepted by the station.

27. An agency shall not undertake to represent exclusively any station or group of stations, but nothing in this clause shall prohibit the National Council of Accredited Advertising Agents or any group of agencies from withholding business from any station for infringement of the Federation Code of Broadcast Advertising Standards.

SCHEDULE

(See Clause 11.)

As from the 1st February, 1939, the ruling rate of commission payable to agencies, subject to these rules, be as follows:—

- 1. Station Time.
 - (a) 5% provided the agency negotiates and signs the contract; and
 - (b) 7½% provided the agency prepares the copy.
- 2. Program Cost.
 - 7½% of the value of features purchased from the station on behalf of a client.

LEADING NATIONAL ADVERTISERS ON THE AIR DURING 1939.

The following list of National Advertisers were designated by a majority of the Commercial Broadcasting Stations in Australia to be the leading National accounts on the individual stations. Out of the hundred Commercial stations in the Commonwealth ninety-six returned completed questionnaires, or partly completed questionnaires, up to the time of going to press. Out of that number only six failed to answer the specific request for a naming of their ten leading national advertisers during 1939.

This list consequently contains the names of all such National Advertisers as shown in the completed questionnaires. The Station call signs shown represent the various stations which included each account as one of the station's "ten leading national advertisers during 1939."

ARNOTT, WILLIAM, PTY. LTD Biscuits	CHARTRES LTD. Typewriters
2KA, 7BU.	2MG.
A.G.E. Ltd. Electrical goods	CLEMENTS TONIC PTY. LTD. Patent medicine
3HA, 3MA, 4BC, 4BU, 7DY, 7QT.	2PK, 2QN, 2XL, 3BA, 3CV, 3KZ, 3SH, 3TR, 3UL, 3YB, 4ZR, 5AU, 5KA.
ALLEN, A. W., LTD. Confectionery	CARLTON & UNITED BREWERIES Beer
2LT, 3AW, 3DB, 3LK, 3XY.	4LG.
A.W.A. LTD. Radios	CAMBO CHEMICAL CO. Farm products
2LT, 4ZR, 5AU.	2XL.
ASSOCIATED NEWSPAPERS LTD. Newspapers	CLEMENT BLACK & CO. Cosmetics
2GN, 2LF, 4CA, 4TO.	4MK.
ADAMS, G. E., Brisbane Cakes	C.O.R. Petrol
2MW.	4VL, 4ZR, 4IP.
ATLANTIC UNION OIL CO. Petrol	DOUGLAS DRUG CO. LTD. Patent medicines
2HD, 2XL, 3CV.	2AD, 2AY, 2BH, 2HD, 2HR, 2KA, 2KM, 2KY, 2LF, 2LM, 2MG,
ASSOCIATED SALES LTD. Patent medicine	2NZ, 2RG, 2WL, 3BA, 3GL, 3KZ, 3MA, 3SR, 3UZ, 4BC, 4CA,
2AY, 3SH, 4CA, 4RO.	4GR, 4LG, 4MB, 4RO, 4SB, 4TO, 5AD, 5DN, 5MU, 5PI, 5RM,
A.C.A. FAMILY REMEDIES Patent medicines	5SE, 6AM, 6IX, 6KG, 6PM, 6WB, 7DY, 7EX, 7HO, 7HT, 7LA.
2BE, 2MO, 2XL.	E. C. de WITT & CO. PTY. LTD. Patent medicines
BECKERS PTY. LTD Patent medicines	3BO, 3GL, 3SR, 3UL, 3UZ, 5AU, 5DN, 5KA, 5RM, 6IX, 6WB, 7DY,
2BE, 2BH, 2HD, 2KM, 2LF, 2MO, 2MW, 2TM, 4AK, 4AY 4BK,	7HO, 7LA 7QT.
4BU, 4CA, 4LG, 4RO, 4TO, 4WK, 5KA, 6AM, 6GE, 6IX, 6KG,	DUNLOP PERDRIAU RUBBER CO. LTD. Motor tyres
6PM, 6WB.	2HD, 2GN, 2MO, 2RG, 3CV, 3SH, 3XY, 4SB, 5AU, 6GE.
BUSHILLS PTY. LTD. Tea	JOHN DEWAR & SONS LTD. Whisky
2AD, 2AY, 2BH, 2CK, 2GF, 2LF, 2MO, 2PK, 3AK, 3CV, 3DB, 3LK,	2AY, 3HA, 3XY, 6KG.
3SH, 3TR, 4BC, 4MK, 4SB, 4VL, 4WK, 4ZR, 5AU, 6ML, 7AD,	DRUG HOUSES OF AUSTRALIA LTD. Patent medicines
7BU.	2AY, 2GF, 2GN, 2MG, 4AT.
BONNINGTON & CO. LTD. Patent medicines	DUDGEON & ARNELL Tobacco
3KZ, 3UL, 5AD, 5MU, 5PI, 5SE, 6ML.	3BA, 3BO, 3TR.
A. M. BICKFORDS LTD. Patent medicines	DOCKER'S REVELITE
4AY, 6ML.	5RM.
W. J. BUSH & CO. LTD. Cosmetics	DENHAM BROS. Packed foodstuffs
2GZ, 3SR, 5AD, 5MU, 5PI, 5SE, 6IX, 6WB.	4LG.
BEAU MONDE (AUST.) LTD. Hosiery	DEFIANCE FLOUR MILLS Flour
2MW, 3XY.	4BU.
BRITISH AUST. LEAD MANUFACTURERS Paint	EDMUNTS LTD. Fancygoods
2MW, 3XY.	3GL, 3XY, 7HT.
BRISBANE CASH & CARRY Groceries	ELLIOTTS & AUSTRALIAN DRUG Patent medicine
4BU.	2KY, 2NZ.
BERRY, HENRY & CO. Groceries	E. C. ENO & CO. LTD. Patent medicine
2QN, 3CV, 3MA, 3UL, 3UZ, 3YB, 7QT.	2CH.
BRITISH ISRAEL WORLD FEDERATION	EVEREADY (AUST.) PTY. LTD. Batteries
2HR.	3CV, 3SH, 4VL, 5AU, 7LA.
BRYANT & MAY PTY. LTD. Matches	FASSETT & JOHNSON Patent medicine
3AW, 3HA, 3SH, 3SR, 3TR, 4BH, 5DN, 5RM, 7BU, 7HO, 7LA.	2AD, 2AY, 2BE, 2BH, 2CK, 2GF, 2HR, 2KY, 2LF, 2LT, 2MG,
G. BRAMALL & CO. Raincoats	2MO, 2MW, 2PK, 2RG, 2XL, 3AK, 3SH, 3UL, 3YB, 4AT, 4LG,
3AW.	4IP, 4WK, 4ZR, 5AU, 5KA, 6GE, 6ML, 7AD, 7BU, 7HO, 7QT.
BEVILLES PTY. LTD. Glass and crystalware	FELT & TEXTILES OF AUST. LTD. Feltex
3BO.	2LT, 7AD.
WALLACE BISHOP & SONS Jewellery	H. G. FOLETTA & CO. PTY. LTD. Prestige hosiery
4LG.	2LT.
BEECHAMS LTD. Patent medicine	FOSTARS SHOES PTY. LTD. Footwear
2CH, 3BO.	4BC, 4BH, 4BU, 4CA, 4GR, 4MK, 4TO.
BIBER FURS PTY. LTD. Furs	FISHER & CO. Patent medicine
2WL.	2MO, 4GR, 4MK, 4RO, 7BU.
A. F. BROCKHOFFS & CO. LTD. Biscuits	GUEST BISCUIT CO. Biscuits
2QN, 3GL, 3SH, 3UL, 3UZ, 3YB, 7BU.	3MA, 7DY.
LEWIS BERGER & SONS (AUST.) PTY. LTD. Paint	GLOBE TRUST & FINANCE CO. LTD. Finance
2GF, 2KM, 2MW, 4AT, 4MB, 7AD.	2GN.
BRITISH MEDICAL LABORATORIES Patent medicine	GIBB & BEEMAN PTY. LTD. Optometry
2GZ, 2HR, 2KA, 2KM, 2NZ, 4AY, 4BC, 5DN, 5RM, 7EX.	2GN.
COLGATE-PALMOLIVE CO. LTD. Cosmetics, soap, etc.	GOODYEAR TYRES Tyres
2BE, 2CK, 2HR, 2KA, 2KM, 2MG, 3GL, 3KZ, 4AY, 4BH, 4MB,	3CV.
4WK, 6GE, 6ML.	GOLLIN & CO. PTY. LTD. Cigarette papers
CLINTON WILLIAMS PTY. LTD. Patent medicine	5KA
2CK, 2KA, 3DB, 3GL, 3KZ, 3LK, 3UZ, 4AK, 4BC, 4BH, 4BK, 4RO,	GENERAL ACCIDENT INS. CORP. Insurance
6GE, 6IX, 6KG, 6ML, 6WB, 7EX.	4MB.
C. J. COLES & CO. PTY. LTD. General store	G. GRAMP & SONS LTD. Wines
2KY.	2HD.
COX BROS. (AUST.) LTD. Furnishings	
3DB, 3LK, 3MA, 6AM, 6KR, 6PM, 7EX.	

LEADING NATIONAL ADVERTISERS DURING 1939 (contd.)

HUTUWAI DISTRIBUTING CO. Patent medicine
3HA, 4BU, 4GR, 4MK, 5AU, 5KA.
HECLA ELECTRICS (SYDNEY) LTD. Elect. appliances
2LT.
H.M.V. RADIO Radio receivers
5DN, 5RM, 7QT.
HODGSON & CO. Ally Salmon and Viking Junket
3SH.
W. C. HEARNE & C. LTD. Patent medicines
2QN.
HANRO (AUST.) KNITTING MILLS PTY. LTD. Knitted wear
3UL, 3YB.
F. W. HISSSEN & CO. Jewellery
4LG.
HAWAIIAN CLUB PTY. LTD. Musical course
3AK.
HEAN'S ESSENCE PTY. Patent medicine
2CK.
HOADLEYS PTY. LTD. Confectionery
3XY, 4AT, 4AY.
INTERNATIONAL HARVESTER CO. Farming machinery
2GZ.
WILLIAM R. INGLIS Produce
2MG.
IONA PRODUCTS CO.
3UZ.
INDEPENDENT OIL INDUSTRIES LTD. Petrol
4GR, 4SB.
INGLIS LTD. Tea and coffee
4CA, 4MK, 4VL.
JOHNSON & JOHNSON LTD. Toothbrushes
6AM, 6KG, 6PM.
KELLOGGS AUST. PTY. LTD. Foodstuffs
2CH, 2GZ, 2KO, 2LM, 2TM, 3DB, 3LK, 3SR, 3TR, 4AK, 4BK, 5AD, 5MU, 5PI, 5SE, 6IX, 6WB, 7HT.
KRAFT WALKER CHEESE CO. Cheese
2KA, 3AW, 4BC, 4SB, 4TO, 5AD, 5PI, 5MU, 5SE.
KOLYNOS PTY. LTD. Toothpaste
2LM, 3AK, 3KZ, 3TR, 5AD, 5MU, 5PI, 5SE.
KINKARA TEA Tea
2LF.
KIWI POLISH CO. Polish
3AW.
JULIUS KAYSER (AUST.) PTY. LTD. Hosiery
4ZR.
KODAK (A'SIA) LTD. Cameras
2HD.
LEVER BROS. LTD. Soaps
2BH, 2CH, 2GZ, 2KA, 2KO, 2LM, 2TM, 2WL, 3DB, 3HA, 3LK, 3SR, 3TR, 4AK, 4BK, 4CA, 4RO, 4TO, 5AD, 5MU, 5PI, 5SE, 6IX, 6WB, 7BU, 7EX, 7HT.
J. R. LOVE & CO. LTD. Groceries
2CK, 2GZ, 2RG, 2XL.
CLIFFORD LOVE LTD.
7AD.
LUSTRE HOSIERY LTD. Hosiery
2PK.
LIFESAVERS (AUST.) PTY. LTD. Confectionery
4BU.
LAXETTES CO.
4VL.
MENZ Biscuits
2BH, 3MA.
McWILLIAMS WINES PTY. LTD. Wines
2RG, 2XL.
MAPLES PTY. LTD. Furniture
2AY, 2LF, 3BA, 3BO, 3DB, 3GL, 3KZ, 3LK, 3MA, 3SR, 3TR, 3UZ, 3XY, 3YB, 7BU, 7HO, 7LA.
MORLEY JOHNSON LTD. Furniture
2KY.
MacROBERTSON (N.S.W.) PTY. LTD. Confectionery
3AW.
MAXAM CHEESE PRODUCTS PTY. LTD. Cheese
2CK.
MAIZE PRODUCTS PTY. LTD. Groceries
2CH, 2CK, 2KA, 4AT, 4AY, 4BH, 4CA, 4TO.
MYNOR LTD. (N.E. Meyers Pty. Ltd.)
2MW.
MAINE & CO. Patent medicine
2MG.
MAURI BROS. & THOMPSON LTD. Food products
2GF, 2HR, 2KA, 2KM, 2WL.
JAMES MORRISON Farm and station goods
2NZ.
MUMS PRODUCTS PTY. LTD. Groceries
2NZ.

NICHOLAS ASPRO LTD. Patent medicine
2BH, 2CH, 2HD, 2KY, 2LM, 2NZ, 2PK, 2TM, 3AK, 3DB, 3LK, 3XY, 4AK, 4BK, 4BC, 4BU, 4GR, 4MB, 4MK, 4RO, 4TO, 5AD, 5AU, 5KA, 5MU, 5PI, 5SE, 6AM, 6GE, 6IX, 6KG, 6WB, 7AD, 7BU, 7DY, 7EX, 7HO, 7LA, 7QT.
NESTLES & ANGLO SWISS CONDENSED MILK Co. Ltd. Confectionery, Foodstuffs
2AD, 2BH, 2GF, 2GN, 2PK, 2WL, 4AT, 4LG, 4SB, 4VL, 4ZR, 6GE.
NUGGET POLISH PTY. LTD. Boot polish
2AD, 2PK, 6ML.
NYAL & CO. Patent medicine
2KO, 3MA, 4MK, 7DY, 7EX,
NICHOLSON'S PTY. LTD. Pianos
2LT.
N.S.W. 7th DAY ADVENTISTS
2LF.
O.T. LTD. Cordials
2HR, 4SB.
ORIENTAL TEA CO. Tea
4AT, 4LG, 4MB, 4SB.
W. H. PALING & CO. Musical instruments
4AK, 4BK.
PARSON BROS. Rolled Oats
4IP.
PEPSODENT PTY. LTD. Toothpaste
3KZ, 3UZ, 7QT.
PEEK FREAN (AUST.) PTY. LTD. Biscuits
2HR, 2WL.
POTTER & BIRKS PTY. LTD. Patent medicine, cosmetics
4ZR.
PHOENIX BISCUITS LTD. Biscuits
3BO.
PATERSONS PTY. LTD. Furniture
2QN, 3BA.
PACIFIC OIL CO. PTY. LTD. Petrol
3AK.
PETERS AMERICAN DELICACY CO. Ice cream
2GF, 2GN, 2MO, 3YB, 4BH.
PRESERVENE PTY. LTD.
7AD.
GODFREY PHILLIPS Cigarettes
3BA, 3DB, 3KZ, 3LK, 4AK, 4BK, 5DN, 5RM, 6AM, 6PM, 7EX, 7HT.
PRUDENTIAL ASSURANCE CO. LTD.
2AD.
PURINA GRAIN FOODS PTY. LTD. Cereals
2KO, 2TM, 2WL, 3HA, 4BH, 5DN, 5RM, 6PM, 7DY, 7HO, 1LA, 7QT
PONDS & CO. Cosmetics
2CH, 2KO, 4AK, 4BK, 7HT.
RURAL BANK Fixed deposits and cheque accounts
2GZ, 2TM.
ROBUR TEA CO. LTD. Tea
2GN, 2LF, 3DB, 3GL, 3LK, 3UL, 3YB, 6AM, 6KG, 6PM.
RICHMOND BREWING CO. Beer
2AY, 2QN.
RHU PILLS PTY. LTD. Patent medicine
7HO.
ROSELLA PRESERVING & MFTG. CO. LTD. Foods
2HD, 3XY.
SHELL CO. OF AUST. Petrol, oils
2AD, 2BE, 2KY, 2MO, 2MW, 2RG, 2QN, 2WL, 2XL, 3AK, 3AW, 3BA, 3CV, 3MA, 4AT, 4AY, 4GR, 4MB, 4VL, 4ZR, 4WK, 5AU, 6GE, 6ML, 7AD, 7DY.
STROMBERG-CARLSON A'SIA PTY. LTD. Radio
6ML.
SWALLOW & ARIELL Biscuits
3SR, 3UL, 3UZ, 3YB.
SUNSHINE BISCUITS CO. LTD. Biscuits
3BO.
H. C. SLEIGH Petrol and oil
3BO.
BRUCE SMALL PTY. LTD. Bicycles
3AK.
STUARTS & SONS
2GN.
S.A. GOVT. TOURIST BUREAU Travel
3UZ.
SHELDON DRUG CO. PTY. LTD. Patent medicine
2LF, 2MO, 2PK, 7EX.
STARKEYS LTD. Soft drinks
2LT.
FRED. STEARNES PTY. LTD. Patent medicines
2GZ, 2LM, 2NZ, 2WL, 3BO, 3HA, 4AY, 4BH, 4MB, 4RO, 4TO, 6AM, 6KG, 6PM, 7AD, 7HT.
SANITARIUM HEALTH FOODS CO. Foodstuffs
2AY, 2GF, 2LM, 2NZ, 4BU, 4GR, 5KA.

LEADING NATIONAL ADVERTISERS DURING 1939 (contd.)

SEPPELTS & SON LTD. Wines
2KO, 2NZ, 2TM, 3AW, 3UZ, 7DY, 7HO.
TILLOCK & CO. LTD. Groceries
2BE, 2RG, 2XL, 4GR, 4VL, 4ZR.
TRADERS LTD. Aeroplane jellies
2KA, 2KM.
TAYLOR CHEMICAL CO. (Samuel Taylor Pty. Ltd.) Mortein, essences, etc.
2CH, 2GN, 2KO, 2LM, 2MW, 2NZ, 2TM.
TWIN SODA LABORATORIES Patent medicines
2AD, 2BE, 2MG, 2QN, 2XL.
TAUBMANS LTD. Paints
4AT, 4AY, 7EX, 7HT.
THE TEXAS COMPANY Texaco petrol
2MW, 3GL, 6GE.
TAYLOR'S PAINTS PTY. LTD. Paints
2PK.
TAYLORS ELLIOTTS Patent medicines
4SB.
VACUUM OIL CO. Petrol, oil
2KY, 3MA, 4VL, 6GE.
VINER & HALL Cutlery
2LT.
VICTORIAN RAILWAYS Travel
5DN, 5RM.
VICTORIAN TOURIST BUREAU Travel
7HT.
VINCENTS CHEMICAL CO. PTY. LTD. Patent medicines
2AD, 2BE, 2CK, 2GF, 2HD, 2KM, 2KO, 2KY, 2LM, 2LF, 2MG, 2MO, 2MW, 2PK, 2XL, 4BC, 4VL.
WRIGLEYS AUST. PTY. LTD. Chewing gum
2BE, 2BH, 2GZ, 2HR, 2KA, 2KM, 2KO, 2LM, 2PK, 2TM, 2WL, 3DB, 3HA, 3LK, 3TR, 4AK, 4AY, 4BK, 4CA, 4MB, 4RO, 5AD, 5MU, 5PI, 5SE, 6AM, 6KG, 6IX, 6WB, 7AD, 7BU, 7HT, 7LA, 7QT.
W. D. & H. O. WILLS LTD. Cigarettes
2AD, 2CH, 2GF, 2HD, 2KO, 2KY, 3AW, 3BO, 3HA, 3KZ, 3TR, 3XY, 3YB, 4AK, 4BC, 4BH, 4BK, 4LG, 4MK, 4SB, 5AD, 5KA, 5MU, 5PI, 5SE, 6IX, 6ML, 6WB, 7DY, 7HO, 7LA, 7QT.
WOOLWORTHS LTD. Chain store
2CH, 2HR, 2KM, 2TM, 3AW, 3BA, 3GL, 4AT, 4BU, 4CA, 4GR, 4MK, 4TO, 5DN, 5KA.
WHITAKER & NICHOLAS Yeaston tablets
3XY.
W. E. WOODS LTD. Patent medicine, cosmetics
2AY, 2GZ, 3CV, 3HA, 3KZ, 3SR, 4BH, 5DN, 5RM, 6AM, 6PM.
WHEETIES
3XY.
WILLIAMS, THE SHOEMAN Footwear
3BA, 3SH, 3UL.
WIDDIS DIAMOND DRY CELLS Batteries
2QN.
BECKETT THOMPSON PTY. LTD. Hutuwai
4BU.
J. B. PERCEVAL PTY. LTD. Self raising flour
2MG.

ANALYSES OF FOREGOING LISTING

Total Number of Accounts Listed 166

Table with 2 columns: Category and Number of Accounts. Includes Food and Groceries (35), Patent Medicines (32), Cosmetics (9), Confectionery (7), Petrol and Oils (7), Radio and Electrical Appliances (7), Liquor (6), Hosiery (5), Smokers' Requisites (4), Chain Stores (4).

Still another interesting analysis is secured by rating the various National Advertisers in accordance with the number of times in the total number of Questionnaires they appear as being among the "first ten" of each station's national advertisers for the year.

Thus we have the following:—

Table with 2 columns: Advertiser Name and Number of Times in "First Ten". Includes Douglas Drug Co. (44), Nicholas Aspro (39), Wrigley's (35), W. D. & H. O. Wills (33), Fassett & Johnson (33), Lever Bros. (27), Shell Co. (26), Vincent's A.P.C. (18), Kelloggs (18), Clinton Williams (18), Woolworths Ltd. (17), Maples Ltd. (17), Nyal Co. (16), De Witts (15), Clements Tonic (13), Colgate-Palmolive (13), Nestle's (12), Purina Grain (12), Godfrey Phillips (12), Ford Pills (10), Dunlop Rubber (10), Robur Tea (10).

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WHERE LEADING NATIONAL AND LOCAL ADVERTISERS CONDUCTED CAMPAIGNS DURING 1939

In a questionnaire circulated to all stations in Australia information was sought regarding the extent of national and local advertising in the various centres, stations being asked to submit the names of their ten leading national advertisers and ten leading local advertisers during 1939, together with the types of products or services advertised. The response to these questions was most gratifying, and the analyses here-with should prove of considerable interest to readers.

New South Wales

ALBURY (2AY).

National.
 Maples Ltd. Furniture
 Sanitarium Health Food Co. Ltd. Groceries
 W. E. Woods Ltd. Patent medicine, cosmetics
 Douglas Drug Co. Patent medicine
 John Dewar and Sons Ltd. Whisky
 Richmond Brewing Co. Beer
 Bushells Pty. Ltd. Tea
 Fassett and Johnson Ltd. Patent medicine
 Drug Houses of Australia Patent medicine
 Associated Sales Ltd. (Schumans Ltd.) Patent medicine

Local.
 Mates Ltd. Department store
 Cox Bros. Ltd. Department store
 Economic Frock Shop
 Mabel Clay Pty. Ltd. Hairdresser
 Mid States Radio
 Rudins
 Hoyt's Theatres
 Regent Theatre
 Rockman's Showrooms Pty. Ltd.
 G. C. Theil

ARMIDALE (2AD).

National:
 W. D. and H. O. Wills Pty. Ltd. Cigarette papers
 Bushell's Pty. Ltd. Tea and coffee
 Douglas Drug Company Patent medicines
 Shell Co. (Aust.) Ltd. Fly spray and petrol
 Fassett and Johnson Patent medicines
 Nestle's and Anglo Swiss Con. Milk Co. Ltd.
 Milo, malted milk, coffee
 Nugget Polish Pty. Ltd. Shoe polish
 Vincent's Chemical Co. Patent medicines
 Twin Soda Laboratories Patent medicines
 Prudential Assurance Co. Ltd. Insurance

Local:
 J. Richardson and Co. Pty. Ltd. General store
 T. Lambert Ltd. General store
 F. Braund and Co. General store
 D. D. H. Fayle Chemist
 C. Purkiss Garage
 R. Hall and Son, Guyra Produce and general
 Chandler-Arcadia Store, Guyra General
 Gordon R. Mallam, Guyra Chemist
 McRae Bros. Pty. Ltd., Walcha General
 E. R. Hardman's Garage Garage

BEGA (2BE).

National.
 Fassett and Johnson Patent medicine
 Beckers Ltd. Patent medicine
 Vincent Chemical Co. Patent medicine
 Shell Co. Petrol and oils
 Twin Soda Laboratory Patent medicine
 Colgate-Palmolive Co. Ltd. Cosmetics, soap, etc.
 Tillock and Co. Groceries

Wrigleys Aust. Ltd. Chewing gum
 A.C.A. Family Remedies Patent medicines

Local.
 C. Ayres Drapers
 Fossey's Drapers
 B. Cash and Service Stores General
 C. P. Morgan Electrical
 E. M. Pell Radio
 Balmain Bros. Garage
 Grimming's Transport Goods transport
 Eurell Bros. Garage
 Grand Hotel

BROKEN HILL (2BH)

National:
 Wrigley's Aust. Pty. Ltd. Chewing gum
 Lever Bros. Ltd. Soap
 Bushell's Pty. Ltd. Tea
 Nestle and Anglo Swiss Con. Milk Co., Chocolates, cream, etc.
 Nicholas Ltd. Patent medicines
 W. Menz and Co. Biscuits
 Beckers Ltd. Patent medicines
 Douglas Drug Co. Ltd. Patent medicines
 Fassett and Johnson Patent medicines

Local:
 Pellew and Moore Drapers
 H. S. Middleton Jeweller
 J. P. Martin Drapers
 Stan Newton Hardware and furniture
 Rockman's Frocks and hats
 N. Sennett's Men's outfitter
 A. E. Raggatt Radio and cycles
 White and Hosier Stock and sharebroker
 Frank Woodman Motor accessories
 Jackson's Wrecking Yards Motor parts, etc.

CESSNOCK (2CK)

National.
 Vincent Chemical Co. Pty. Ltd. Patent medicine
 Maxam Cheese Products Pty. Ltd. Cheese
 Maize Products Pty. Ltd. Groceries
 Bushells Pty. Ltd. Tea
 Fassett and Johnson Patent medicine
 Clinton Williams Pty. Ltd. Patent medicine
 J. R. Love and Co. Ltd. Groceries
 Colgate-Palmolive Peet Ltd. Soap
 Hean's Essences Patent medicine

Local.
 M. Light and Son Pty. Ltd. Furniture
 Letts Ltd. Men's outfitters and mercers
 A. Dodd and Co. Tailoring
 Reg. Field Radio
 Vic. Harris Jeweller
 I.X.L. Stores Groceries
 Rover Motors Pty. Ltd. Motors
 Rockman's Showrooms Pty. Ltd. Frocks
 M. E. Jones Frocks
 June Russell Ladies' hairdresser

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

COOMA (2XL).

National.
 Shell Oil Compnay Petrol, oil
 Atlantic Union Oil Co. Petrol and oil
 Twin Soda Laboratories Patent medicine
 Vincent's A.P.C. Patent medicine
 Tillock and Co. Groceries
 J. R. Love and Co. Groceries
 A.C.A. Products Cosmetics
 Clement's Tonic Patent medicine
 Fassett and Johnson Patent medicine
 Cambo Chemical Co. Cambo farm products
 McWilliams' Wines Wines

Local.
 P. D. Murphy Pty. Ltd. (Cooma) General merchants
 Monaro Theatres (Cooma) Pictures
 Hibbard's Garage (Cooma) Cars and service
 Perry's Garage (Cooma) Cars and service
 Hain and Co. (Cooma) General merchants
 W. W. Russell (Cooma) Baker and pastrycook
 Bombala Motors (Bombala) Garage
 N.Z. Trading Co. (Cooma) Wool, hides, skins
 Bourke's Garage (Cooma) Cars and service
 Sydney Pryce (Cooma) Drapery and mercery
 Alpine Hotel (Cooma) Accommodation, etc.
 Adams Hotel Accommodation, etc.

DENILQUIN (2QN).

National.
 Henry Berry and Co. Groceries
 Fassett and Johnson Patent medicine
 Clement's Tonic Patent medicine
 Patersons Pty. Ltd. Furniture
 Twin Soda Laboratories Patent medicine
 Widdis Diamond Dry Cells Batteries
 W. G. Hearne and Co. Ltd. Patent medicine
 Shell Oil Co. of Aust. Petrol and oils
 Richmond Brewing Co. Beer
 A. F. Brockhoff and Co. Ltd. Biscuits

Local.
 Chester Owen Radio
 Carter's No Rent Store Drapery
 Denilquin Motor Co. Garage and service
 L. M. Tongs Radios, refrigerators
 W. Priestley Radios
 McCarthy's Palace Hotel Hotel
 D. G. Officer Pty. Ltd. Groceries
 New Art Furniture Emporium Furniture, etc.
 Hornsby and Son Furniture
 Hoare's Cafe Restaurant
 Adams and Gordon Builders

GOULBURN (2GN)

National:
 Gibb and Beeman Pty. Ltd. Optometry
 Samuel Taylor Pty. Ltd. Fly spray, essences
 Dunlop Perdriau Rubber Co. Ltd. Rubber Goods
 Associated Newspapers Ltd. Newspapers
 Nestle's and Anglo Swiss Condensed Milk Co. Confectionery
 Peter's American Delicacy Co. Ltd. Ice cream
 Drug Houses of Australia Patent medicines
 Robur Tea Co. Tea
 Globe Trust and Finance Co. Ltd. Finance

Local:
 G. Gregory Texaco depot
 Wilkie's Tyre Service Co. Tyres
 Rockman's Showrooms Pty. Ltd. Frocks
 W. Palmer Hotel
 Craig and Sons Pty. Ltd. Furniture
 J. Green Fashion goods
 Moreton Bros. Hairdressers
 A. B. Liggins Dairy
 Hollis and Co. Chemist
 Empire Theatre Picture programmes

GRAFTON (2GF)

National:
 Sanitarium Health Food Co. Foodstuffs
 Lewis Berger and Sons (Aust.) Paint
 Drug Houses of Australia Patent medicine
 Nestle's and Anglo Swiss Condensed Milk Co. Confectionery
 Fassett and Johnson Ltd. Patent medicines
 Vincent Chemical Co. Ltd. Patent medicines
 Peter's American Delicacy Co. Ltd. Ice cream
 W. D. and H. O. Wills Ltd. Cigarettes
 Maurie Bros. and Thomson Ltd.
 Bushell's Pty. Ltd. Tea

Local:
 Brown and Jolly Ltd. Furniture
 McKelly's Departmental store
 J. L. Donnison Mercer
 E. E. Schafer Cycles
 T. J. Dorgan Pty. Ltd. Picture proprietor
 Gerard and Co. Pty. Ltd. General merchants
 A. A. Murray Shoes
 Tofler and Co. Furniture
 Harvey Bros. Jewellery
 McGowan Bros. Merchants

GRIFFITH (2RG)

National:
 Shell Oil Co. of Aust. Oil, petrol
 Fassett and Johnson Patent medicines
 Tillock and Co. Ltd. Groceries
 Douglas Drug Co. Ltd. Patent medicines
 J. R. Love and Co. Ltd. Groceries
 McWilliam's Wines Pty. Ltd. Wines
 Dunlop Perdriau Rubber Co. Ltd. Motor tyres

Local:
 Area Builders Building materials
 Leeton Cannery
 S. Richards and Co. General stores, Leeton & Narrandera
 W. J. Carney and Son General stores
 J. G. Gordon Garage
 J. S. Vagg Garage
 Griffith Drug Co. Pharmacy
 F. Eardley Mercer
 Griffiths Producers' Co-op. Society Packing sheds
 Fossey's Clothing

GUNNEDAH (2MO)

National:
 Bushell's Pty. Ltd. Tea, coffee
 Fisher and Co. Patent medicines
 Vincent Chemical Co. Pty. Ltd. Patent medicines
 Fassett and Johnson Ltd. Patent medicines
 Peter's American Delicacy Co. Ltd. Ice cream
 Australian Chemist Alliance Pty. Ltd. A.C.A. lines
 Beckers Ltd. Patent medicines
 Dunlop Perdriau Rubber Co. Ltd. Rubber goods
 Shell Co. of Aust. Ltd. Motor spirits and oils
 Sheldon Drug Co. Pty. Ltd. Patent medicines

Local:
 Civic Theatre Co. Ltd. Picture programmes
 MacAdam Bros. Pty. Ltd. General stores
 McDonagh Pty. Ltd. General stores
 E. T. Corliss Garage
 Fossey's Ltd. Drapery
 Hawke and Treloar Pty. Ltd. Store
 R. M. Henry and Co. Machinery
 Mirow and Sons Garage
 Storeys Pty. Ltd. General store
 Hassan and Kensell Machinery

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

INVERELL (2NZ)

National:	
Frederick Stearns Pty. Ltd.	Patent medicines
Sanitarium Health Food Co.	Groceries
Samuel Taylor Pty. Ltd.	Fly spray
Nicholas Ltd.	Patent medicines
James Morrisson	Farm and station goods
British Medical Laboratories	Patent medicines
B. Seppelt and Son Ltd.	Wines
Elliott and Australian Drug	Patent medicines
Mums Products Pty. Ltd.	Groceries
Douglas Drug Co.	Patent medicines

Local:	
Gauk Rogers	Car sales and service
E. Wilkinson	Optometrist
Inverell Hardware Store	Ironmongery
Hong Yuen and Co.	General store
Perry's Tyre Service	Tyres and retreads
Nesbitt's Pty. Ltd.	Drapers
Rogers and King	Radio and electrical goods
Grover Bros.	Chemists
H. J. Brooks	Shoe store
E. Flood	Hotel

KATOOMBA (2KA)

National:	
Lever Bros.	Soaps, etc.
Wrigley's (Aust.) Pty. Ltd.	Chewing gum
Maize Products Pty. Ltd.	Groceries
Traders Ltd.	Aeroplane jellies
Douglas Drug Co. Ltd.	Patent medicines
Woolworths Ltd.	Chain stores
Wm. Arnotts Pty. Ltd.	Biscuits
Mauri Bros. and Thomson Ltd.	Food products
Colgate-Palmolive Co. Ltd.	Cosmetics, soap, etc.
British Medical Laboratories	Patent medicines
Kraft-Walker Cheese Co.	Cheese
Clinton-Williams Pty. Ltd.	Patent medicines

Local:	
Mitchell's	
Greentree's Pharmacy	
Finley's Furniture Arcade	
S. C. Bartle	
Ziem's Great Western Garage	
Webb's	
Greenwell and Thomas	
R. F. Lean and Son	
J. Riddett	
G. Shaw	

KEMPSEY (2KM)

National:	
Douglas Drug Co. Ltd.	Patent medicines
Lewis Berger and Sons (Aust.) Pty. Ltd.	Paint
Wrigley's (Aust.) Pty. Ltd.	Chewing gum
Traders Ltd.	Aeroplane jellies
Woolworths Ltd.	Chain store
Beckers Pty. Ltd.	Patent medicines
Mauri Bros. and Thomson Ltd.	Food products
Vincent's Chemical Co. Pty. Ltd.	Patent medicines
Colgate-Palmolive Co. Ltd.	Cosmetics, soaps
British Medical Laboratories	Patent medicines

LISMORE (2LM)

National:	
Lever Bros. Ltd.	Soap, etc.
Nicholas Ltd.	Patent medicines
Wrigley's Aust. Pty. Ltd.	Chewing gum
Kellogg's Aust. Pty. Ltd.	Cereal foods
Frederick Stearns Pty. Ltd.	Patent medicines
Samuel Taylor and Co.	Fly spray
Douglas Drug Co. Ltd.	Patent medicines
Kolynos Pty. Ltd.	Tooth paste
Vincent Chemical Co.	Patent medicines
San. Health Food Co.	Foodstuffs

Local:	
Glynn's Pty. Ltd.	Drapers
D. Mewing	Grocer
J. S. Meaney	Radio
A. G. Robertson	General store
McLean's Central Stores	General store
Woolworth Ltd.	
M. Green	Hotel Canberra
E. Roberts	Tailor
Marcus Clark and Co.	Furniture

LITHGOW (2LT)

National:	
A.W.A. Ltd.	Radiola radios
A. W. Allen, White, Campbell Ltd.	Ace chewing sweets
H. G. Foletta and Co. Pty. Ltd.	Prestige hosiery
Felt and Textiles Ltd.	Floor covering
Fassett and Johnson	Carter's Little Liver Pills
Nicholson's Pty. Ltd.	Pianos
Viner and Hall	Cutlery
Starkey's Ltd.	Soft drinks
Hecla Electrics (Sydney) Ltd.	Electrical appliances

Local:	
N. Basser	General store
Bracey's Pty. Ltd.	General store
Alf. Burton	General carrier
City Furnishing Co.	Furniture and sports
Geo. Coates	Timber merchants
Eden Cyril	Chemist
A. L. Harding	Toys and fancy goods
F. F. Lean and Sons	Motor garage
Lith. Amuse. Co. Pty.	Picture theatre
Lith. Greyhound Cours.	Sporting session

LOCHINVAR (2HR)

National:	
Wrigley's Aust. Pty. Ltd.	Chewing gum
British Israel World Federation	
Woolworths Ltd.	Chain stores
Colgate-Palmolive-Peet Co. Pty. Ltd.	Cosmetics, soaps
O.T. Ltd.	Cordials
Peek Frean (Aust.) Ltd.	Biscuits
Fassett and Johnson	Patent medicines
British Medical Laboratories	Patent medicines
Mauri Bros. and Thomson Ltd.	
Douglas Drug Co. Ltd.	Patent medicines

Local:	
Mick Simmons Ltd.	Fishing and sports store
J. Mackie and Co.	Furniture
M. Light and Sons	Furniture
George Caldwell	Jeweller
Assoc. Banjo Club	
Payne's Boot Factory	Boots
J. F. O'Brien Pty. Ltd.	Grocers
Bruce Small Pty. Ltd.	Bicycles
Kay Henry Beauty Salon	
Cash and Carry Drapery Store	

MUDGE (2MG)

National:	
Fassett and Johnson	Patent medicines
Vincent Chemical Co.	Patent medicines
Maine and Co.	Patent medicines
Drug Houses of Aust. Ltd.	Patent medicines
Douglas Drug Co. Ltd.	Patent medicines
William R. Inglis	Produce
Twin Soda Laboratories	Twin soda
Colgate-Palmolive Pty. Ltd.	Soap, tooth paste
Chartres Ltd.	Typewriters

Local:	
R. A. Roth's Service Stores	General
W. Kellett and Sons Pty. Ltd.	General
Milton's Radio and Electrical Service	Radio and elec. goods
M. J. Tighe	Tailor
C. A. Mueller	Jeweller
Ewin and Robinson	Service station and retreading works
Douglas Stores Pty. Ltd.	Manchester, ladies' and gents' wear
Fountain's Garage	Motor garage
Lawson's Plaster Works	Fibrous plaster
Morgan's Steam and Electric Laundry	

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

MURWILLUMBAH (2MW)

National:	
Mynor Ltd. (N. E. Meyers Pty. Ltd.)	
Samuel Taylor Pty. Ltd.	Fly spray
Beckers Pty. Ltd.	Bex A.P.C.
Fassett and Johnson	Carter's Liver Pills
Vincent Chemical Co.	Patent medicines
G. E. Adams, Brisbane	Cakes
Texaco Oil Co.	Petrol, oil, etc.
Shell Co. of Aust.	Petrol, oil, etc.
British Aust. Lead Manufacturers	B.A.L.M. paints
Lewis Berger and Son (Aust.) Pty. Ltd.	Paints

Local:	
A. E. Budd and Son Pty. Ltd.	Hardware and general
Glynn's Ltd.	General drapers
Hewitson Motors	Dodge and Chrysler
Morley's Pty. Ltd.	General merchants
Partridge and Walker	Ford agents
Fred. Baker and Co.	Produce merchants
A. G. Robertson Pty. Ltd.	Drapers
Raward and Jays	Men's outfitters
H. E. Smith and Son Pty. Ltd.	General store
T. Alf. Hawken	Tailor

NEWCASTLE (2HD)

National:	
Atlantic Union Oil Co.	Petrol
Nicholas Pty. Ltd.	Aspro powders
Douglas Drug Co.	Patent medicine
Dunlop Perdriau Rubber Co. Ltd.	Motor tyres
Rosella Preserving and Manufacturing Co. Ltd.	Foods
Vincent's Chemical Co. Pty. Ltd.	Patent medicines
W. D. and H. O. Wills Aust. Ltd.	Cigarettes
Beckers Pty. Ltd.	Patent medicine
G. Gramp and Sons Ltd.	Wines
Kodak A/sia Ltd.	Cameras

Local:	
Motor Vehicles Ltd.	Motor cars
Peter's American Delicacy Co.	Ice cream
Cash and Carry Drapery Stores Pty. Ltd.	Drapers
A. Dodd and Co.	Tailors
T. Sobb Pty. Ltd.	Furniture
Fostar's Shoes Ltd.	Footwear
E. F. Wilks and Co. Pty. Ltd.	Pianos, refrigerators
M. Light and Son Ltd.	Furniture
New South Wales Mont de Piete D. and I. Co.	Finance
C. Rowland Clark	Optician

NEWCASTLE (2KO)

National:	
Lever Bros. Ltd.	Soaps, etc.
Wrigley's Aust. Pty. Ltd.	Chewing gum
Kellogg's Aust. Pty. Ltd.	Breakfast foods
Vincent Chemical Co.	Patent medicines
Taylor Chemical Co.	Patent medicines
Ponds and Co.	Cosmetics
Frederick Stearns Pty. Ltd.	Patent medicines
W. D. and H. O. Wills Ltd.	Cigarettes
Seppelts and Son Ltd.	Wine
Purina Grain Foods Pty. Ltd.	Cereal foods

Local:	
A. W. Booth and Co.	
Cash and Carry Drapery Co.	
Woolworths	
Newcastle Gas Co.	
Newcastle Electric Supply Dept.	
Paling's	
Cox Bros.	
Geo. Caldwell	Jeweller
Bebarfald's	
Newcastle Co-operative Society	

ORANGE (2GZ)

National:	
Lever Bros. Ltd.	Soaps, etc.
Wrigley's (Aust.) Pty. Ltd.	Chewing gum
W. E. Woods Pty. Ltd.	Patent medicines
Frederick Stearns Pty. Ltd.	Patent medicines
W. J. Bush and Co. Ltd.	Cosmetics
Rural Bank	Banking service
British Medical Laboratories	Patent medicines
Kellogg's Aust. Ltd.	Breakfast foods
J. R. Love and Co. Ltd.	Groceries
International Harvester Co.	Farming machinery

Local:	
Gibb and Beeman Pty. Ltd.	Optical service
Western Stores	General stores
Hansen's	Jewellers
Shearman's	Chemist and optometrist
Leahey's Ltd.	Grocers and ironmongers
Rural Motors	Cars and service
Orange Chamber of Commerce	Town publicity
Canobla's Hotel	Hotel
P. Cambourn	Chemist and mail order
Brown and Brown	Drapers

PARKES (2PK)

National:	
Wrigley's Aust. Pty. Ltd.	Chewing gum
Lustre Hosiery Ltd.	Hosiery
Sheldon Drug Co.	Patent medicines
Bushell's Pty. Ltd.	Tea
Nestle's and Anglo Swiss Condensed Milk Co. Ltd.	Confectionery

Local:	
Vincent's Chemical Co.	Patent medicines
Taylor's Paints Pty. Ltd.	Paint
Fassett and Johnson	Patent medicines
Nugget Polish Pty. Ltd.	Polish
Clement's Tonic Pty. Ltd.	Patent medicines

Local:	
R. S. Howard and Sons Pty. Ltd.	Merchants
McGlynn and Co. Pty. Ltd.	Merchants
Burch Pty. Ltd.	Merchants
Western Cinemas Pty. Ltd.	Cinemas
T. and N. Shean	Garage
Steve McGirr	Machinery
E. A. Lane	Chemist
Langlands Hanlon Co.	S. and S. agents
Club House Hotel	Hotel
Maidment and Son	Garage

SYDNEY (2CH)

National:	
Nicholas Ltd.	Patent medicines
Maize Products Pty. Ltd.	Grocers
Taylor Chemical Co.	Fly spray
W. D. and H. O. Wills Ltd.	Cigarettes
Kellogg's Aust. Ltd.	Breakfast foods
Lever Bros. Ltd.	Soaps
Ponds Ltd.	Cosmetics
Beecham Pills Ltd.	Patent medicines
E. C. Eno and Co. Ltd.	Patent medicines
Woolworths Ltd.	Chain store

Local:	
McDowell's Ltd.	Departmental store
Sutton's Ltd.	Musical instruments
Marcus Clark	Departmental store
Paling's Ltd.	Musical instruments
Mick Simmons Ltd.	Sporting goods
Pioneer Tours Ltd.	Travel
Winkworth's	Radios
Snows Ltd.	Departmental store
Taylor's Paints Ltd.	Paints
Collins Bros.	Blankets

(Continued next page)

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

SYDNEY (2GB)

National:
W. E. Woods Ltd. Patent medicines
Lever Bros. Ltd. Soap
E. C. De Witt and Co. Ltd. Patent medicines
Purina Grain Foods Pty. Ltd. Cereals
Kraft Walker Cheese Pty. Ltd. Foodstuffs
Godfrey Phillips Pty. Ltd. Cigarettes and tobacco
Fred. B. Stearns Ltd. Manufacturing chemists
A.G.E. Ltd. Elec. appliances
O.T. Ltd. Cordials
Wrigley's Aust. Pty. Ltd. Chewing gum

Local:
Winn's Ltd. Retail store
Saunders Ltd. Jewellers
Sydney County Council Elec. appliances
Aust. Gas Light Co. Gas appliances
Grace Bros. Ltd. Retail store
McDowell's Ltd. Retail store
Fostar's Ltd. Shoes
Mick Simmons Ltd. Sporting goods
Millards Ltd. Retail store
A. Hall and Co. Ltd. Furniture

SYDNEY (2KY)

National:
Nicholas Ltd. Patent medicines
Fassett and Johnson Patent medicines
Douglas Drug Co. Patent medicines
Elliott and Australian Drug Co. Patent medicines
Vincent's Chemical Co. Patent medicines
Shell Co. of Aust. Ltd. Motor spirit
Vacuum Oil Co. Pty. Ltd. Petrol, oil
C. J. Coles and Co. Pty. Ltd. Chain store
Morley Johnson Ltd. Furniture
W. D. and H. O. Wills Ltd. Tobacco, etc.

Local:
Sam Lands Jewellers
Globe Trust and Finance Co. Ltd. Finance
Wiseman's Quality Tailors Tailoring
Millards Ltd. Men's clothing
Stanley Johnson Pty. Ltd. Musical instruments
Gaynor's Furnishing Pty. Ltd. Furnishings
Biber's Furs Pty. Ltd. Furs
Sutton's Pty. Ltd. Musical
Albert Palais Dancing
R. H. Gordon and Co. Ltd. Furniture

TAMWORTH (2TM)

National:
Woolworths Ltd. Chain store
Purina Grain Foods Pty. Ltd. Cereals
Lever Bros. Pty. Ltd. Soaps
Wrigley's Chewing gum
Beckers Pty. Ltd. Patent medicines
Rural Bank Banking
Nicholas Pty. Ltd. Patent medicines
Kellogg (Aust.) Pty. Ltd. Cereals
B. Seppelt and Sons Ltd. Wines
Samuel Taylor Pty. Ltd. Fly spray, essences

Local:
P. G. Smith and Co. Pty. Ltd. General merchandise
T. J. Treloar and Co. General merchandise
Regan's Pty. Ltd. General merchandise
Penney's General merchandise
Gibb and Beeman Pty. Ltd. Optometry
Tamworth Municipal Council Electrical appliances
Wilson's Treasure Store Jewellery
Mahony and Co. Auctioneers
C. S. Rowntree and Co. Groceries
A. Assef Clothing

WOLLONGONG (2WL)

National:
Douglas Drug Co. Patent medicines
Lever Bros. Pty. Ltd. Soaps
Wrigley's (Aust.) Pty. Ltd. Chewing gum
Biber's Furs Pty. Ltd. Furs
Mauri Bros. and Thomson Ltd. Food products
Nestle's and Anglo-Swiss Cond. Milk Co. Ltd. Conf., foods, etc.

Peek Frean (Aust.) Pty. Ltd. Biscuits
Shell Co. of Aust. Ltd. Petrol, oils, etc.
Purina Grain Foods (Aust.) Pty. Ltd. Cereals
Frederick Stearns and Co. Patent medicine

Local:
W. Waters and Sons Pty. Ltd. General store
Marcus Clark and Co. Ltd. Merchants
Ronald MacKellar Pty. Ltd. Automobiles, etc.
Woolworths Ltd. General
Fostar's Shoes Pty. Ltd. Shoes
R. Giles, Esq. Jewellery and fancy goods
Carlisles Pty. Ltd. Groceries
Walter Lance and Co. Pty. Ltd. Drapers and mercers
Messrs. Lindsay and Bruce Radio and refrigeration
McAlister and Askew Pty. Ltd. Furniture
ADD VICTORIA.

YOUNG (2LF)

National:
Douglas Drug Co. Ltd. Patent medicines
Vincent's Chemical Co. Pty. Ltd. Patent medicines
Beckers Pty. Ltd. Patent medicines
Associated Newspapers Ltd. Newspapers
Maples Ltd. Furniture
Robur Tea Ltd. Tea
Sheldon Drug Co. Pty. Ltd. Patent medicines, etc.
Kinkara Tea Tea
Bushell's Pty. Ltd. Tea
Fassett and Johnson Patient medicines

Local:
H. M. Troup and Co. "The Countryman"
Millard's Furnishing
Hammond and Hanlon General traders
Kearney's "House of Distinction" Men's wear
J. S. Mann Chemist
The Hustlers Men's wear
Strand Theatre
Symons Radio
Monterey Cafe
Fossey's Ladies' store

Victoria

BALLARAT (3BA)

National:
Douglas Drug Co. Patent medicine
Woolworth Ltd. Department store
Maples Pty. Ltd. Furniture
Patersons Pty. Ltd. Furniture
Williams The Shoeman Footwear
Shell Co. of Aust. Petrol and oil
Godfrey Phillips Cigarettes
Dudgeon and Arnell Tobacco
Clement's Tonic Patent medicine

Local:
Morsheads Drapers
Messer and Ofl Men's wear
Ballarat Brewing Co. Beer
Mark and Phillip Men's wear
M. S. Taylor Car Sales Pty. Ltd. Garage and sales
Harry Davies and Co. Drapers
C. Marks and Co. Jewellers
Bukarts Jewellers
J. Arnolds Men's and boys' wear
T. J. Haynes Paints, wallpapers

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

BENDIGO (3BO)

National:
Maples Ltd. Furniture
Beechams Ltd. Patent medicine
Beverles Pty. Ltd. Glass and crystal ware
H. C. Sleigh Petrol and oil
Phoenix Biscuits Ltd. Biscuits
W. D. and H. O. Wills Tobacco, cigarettes, etc.
E. C. De Witt Ltd. Patent medicine
Sunshine Biscuit Co. Ltd. Biscuits
Frederick Stearns Ltd. Patent medicine
Dudgeon and Arnell Pty. Ltd. Tobacco

Local:
Morley Johnson Pty. Ltd. Furniture
Matthews Bros. Department store
Northern Radio Pty. Ltd. Radio
Wright's Pty. Ltd. Sports store
Myers (Bendigo) Pty. Ltd. Department store
N. Oliver Chemist
Beehive Pty. Ltd. Department store
Ashman's Pty. Ltd. Tailors
Stanley White Jeweller
Williams Pty. Ltd. Shoe stores

CHARLTON (3CV)

National:
Shell Co. of Aust. Petrol and oil
Bushell's Pty. Ltd. Tea
W. E. Woods Ltd. Patent medicines
Clement's Tonic Pty. Ltd. Patent medicines
Eveready (Aust.) Pty. Ltd. Batteries
Atlantic Union Oil Co. Petrol and oil
Dunlop Perdriau Rubber Co. Ltd. Rubber goods
Goodyear Tyres Tyres
Henry Berry and Co. Tea
Beau Monde (Aust.) Ltd. Hosiery

Local:
Matchetts, Bendigo Groceries
Matthews Bros., Bendigo Drapery
Langlands Bros., Horsham Drapery
Smiths Motors, St. Arnaud Motor cars
Stiles, Bendigo Optician
Luth and Co. Drapery
Hartley's Sports Depot, Bendigo Sports goods
Myers, Bendigo Drapery
Rockman's, Bendigo Drapers
Stawell Motors, Stawell Motor cars

GEELONG (3GL)

National:
Woolworths Ltd. Chain store
E. C. De Witt and Co. Ltd. Patent medicines
Edments Ltd. General merchants
Texaco Oil Co. Petrol and oil
Maples Pty. Ltd. Furniture
Douglas Drug Co. Patent medicines
Colgate-Palmolive Pty. Ltd. Soaps and cosmetics
Clinton Williams Pty. Ltd. Patent medicines
A. F. Brockhoff and Co. Ltd. Biscuits
Robur Tea Co. Tea

Local:
Solomons Pty. Ltd. Departmental store
Bright and Hitchcocks Pty. Ltd. Departmental store
A.B.C. Cafe Pty. Ltd.
W. S. Whineray Optician
Corio Theatre Theatre programs
Heath's Motors Ford distributors
Margett's Motors Vauxhall and Bedford dist.
One Price Tailors Pty. Ltd. Tailors
Brown's Dry Cleaning Co. Dry cleaning
Guinea Frock Shop—Rockman's Showrooms Frocks

HAMILTON (3HA)

National:
W. D. and H. O. Wills Ltd. Tobacco, cigarettes
Bryant and May Pty. Ltd. Matches
Wrigley's Aust. Pty. Ltd. Chewing gum
Lever Bros. Ltd. Soaps, etc.
W. E. Woods Ltd. Patent medicines
A.G.E. Ltd. Electrical products
F. Stearns Pty. Ltd. Patent medicines
John Dewar and Sons Ltd. Whisky
Purina Grain Foods Pty. Ltd. Breakfast foods
Hutuwai Distributing Co. Patent medicines

Local:
A. Miller and Co. General store
J. Thomson and Co. General store
Neway Cash and Carry General store
Slorach Autos Garage
Ansett Motors Garage
Atterby's Service Station Garage
Ballarat Brewery, Ballarat
D. W. West Draper
Coxon Bros., Casterton Garage
Rockman's, Horsham Drapers

LUBECK (3LK)

National:
Wrigley's Aust. Pty. Ltd. Chewing gum
Lever Bros. Ltd. Soap
Nicholas Ltd. Patent medicines
Godfrey Phillips Tobacco
A. W. Allen Ltd. Sweets
Kellogg's Aust. Pty. Ltd. Breakfast food
Robur Tea Co. Ltd. Tea
Bushell's Pty. Ltd. Tea
Cox Bros. (Aust.) Ltd. Department store
Clinton Williams Pty. Ltd. Manufacturing chemists

Local:
Patterson Pty. Ltd. Furniture
Orient Home Furnishers Furniture
Alba Petroleum Co. Petrol
Maples Furniture
Ballarat Brewing Co. Ales
Coles and Garrard Optician
Independent Theatres Entertainment
The Basement Furniture
City Hatters Hats
Victorian Railways Travel

MELBOURNE (3AK)

National:
Nicholas Aspro Pty. Ltd. Aspro
Fassett and Johnson Patent medicine
Bushells Pty. Ltd. Tea
Hawaiian Clubs of Aust. Musical course
Shell Co. of Aust. Petrol
Pacific Oil Petrol
Bruce Small Pty. Ltd. Bicycles

Local:
Frank Harvey and Co. Radio receivers
D. K. Ross Pty. Ltd. Furniture
McCauley and Co. Furniture
Aust. Vacuum Cleaners Cleaners
Treadways Drapers
Greater Union Theatres Pictures
Macks Furnishings Furniture, etc.
Ansett Airways Ltd. Travel
Sharpe Bros. Drapers
Coles and Garrard Opticians

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

MELBOURNE (3AW)

National: MacRobertson (N.S.W.) Pty. Ltd. Confectionery
G. Bramall and Co. Rain coats
Kraft Walker Cheese Co. Cheese
Kiwi Polish Co. Polish
Shell Co. of Aust. Oil
B. Seppelt and Son Wine
W. D. and H. O. Wills Ltd. Cigarettes
A. W. Allen Ltd. Confectionery
Woolworths Ltd. General merchants
Bryant and May Pty. Ltd. Matches
Local: Mack Furnishing Co. Furnishings
T. B. Guest and Co. Biscuits
Brochhoff and Co. Biscuits
Myer Emporium
Brown's Dry Cleaning Dry cleaning
Foy and Gibson's
Metropolitan Gas Co. Gas
Patterson's Pty. Ltd.
Stokoe Motors
Victorian Railways Travel

MELBOURNE (3DB)

National: Wrigley's Aust. Pty. Ltd. Chewing gum
Lever Bros. Ltd. Soap, etc.
Nicholas Ltd. Patent medicines
Godfrey Phillips Tobacco
A. W. Allen Ltd. Sweets
Kellogg's Aust. Pty. Ltd. Breakfast food
Robur Tea Co. Ltd. Tea
Bushell's Pty. Ltd. Tea
Cox Bros. (Aust.) Ltd. Dept. store
Clinton Williams Pty. Ltd. Patent medicine, etc.
Local: Patterson Pty. Ltd. Furniture
Orient Home Furnishers Furniture
Alba Petroleum Co. Petrol
Maples Furniture
Ballarat Brewing Co. Ales
Coles and Garrard Opticians
Independent Theatres Entertainment
The Basement Furniture
City Hatters Hatters
Victorian Railways Travel

MELBOURNE (3KZ)

National: Douglas Drug Co. Ltd. Patent medicines
W. D. and H. O. Wills Ltd. Cigarettes
Pepsodent Co. Pty. Ltd. Tooth paste
Godfrey Phillips Pty. Ltd. Cigarettes
Colgate-Palmolive Pty. Ltd. Cosmetics
W. E. Woods Ltd. Patent medicines
Clement's Tonic Pty. Ltd. Patent medicines
Kolynos Pty. Ltd. Tooth paste
Bonnington and Co. Ltd. Patent medicines
Clinton Williams Pty. Ltd. Pharmaceutical
Local: Henry Williams and Co. Jams, etc.
George Wardrop Pty. Ltd. Tailors
Wittner's Pty. Ltd. Shoes
Maples Ltd. Furniture
Dunkling's Pty. Ltd. Jewellers
Hoyt's Theatres Ltd. Theatres
Coles and Garrard Pty. Ltd. Opticians
G. J. Coles and Co. Ltd. Store
Fred Hesse Pty. Ltd. Men's wear
Vict. Govt. Tourist Bureau Travel

SWAN HILL (3SH)

National: A. F. Brockhoff and Co. Biscuits
Bryant and May Ltd. Matches
Dunlop-Perdriau Barnet Glass Rubber goods
Clement's Tonic Patent medicine
Fassett and Johnson Patent medicine
Hodgson and Co. Ally Salmon and Viking junket
Bushells Pty. Ltd. Tea
Eveready Pty. Ltd. Batteries
Schumann's Salts Patent medicine
Williams The Shoeman Footwear
Local: Swan Hill Stores General store
Northern Shoe Store Footwear
Roses's Economy Store Drapery
E. Williams Drapery
Dowling Motors Garage
Jefferies Stores Drapery
Swan Hill Dry Cleaning Co. Dry cleaning
Hilliars Tailor
Paragon Cafe Restaurant
Royal Hotel Hotel

SHEPPARTON (3SR)

National: Swallow and Ariell Biscuits
Bryant and May Matches
Kellogg (Aust.) Pty. Ltd. Cereals
Wrigleys (Aust.) Pty. Ltd. Chewing gum
W. J. Bush Cosmetics
Maples Ltd. Furniture
Douglas Drug Co. Patent medicine
Lever Bros. Soap
E. C. De Witt and Co. Pty. Ltd. Patent medicine
W. E. Woods Ltd. Patent medicine, cosmetics
Local: William Adams and Son (Cobram) Gen. merchants
L. Baglin (Shepparton) Agent
A. Doxey (Benalla) Radio, etc.
Fairleys (Shepparton) Mercers
N. C. Gaffney (Mansfield) Garage and radio
Kilpatrick McLellan (Shepparton) Stock and station agents
G. A. Trotter (Yarrowonga) Radio store, etc.
T. J. McCormack (Euroa) Estate agency
A. McLennan (Berrigan) Radio dealer
Busy Store—O'Connell (Shepparton) Mercer and gen. draper

WARRAGUL (3UL)

National: Swallow and Ariell Ltd. Biscuits
Williams Shoemen Footwear
E. C. De Witt and Co. Ltd. Patent medicine
Bonnington's Irish Moss Patent medicine
Fassett and Johnson Patent medicine
Brockhoff and Co. Ltd. Biscuits
Robur Tea Tea
Clement's Tonic Patent medicine
Henry Berry and Co. Glenvally tea
Hanro Knitted wear
Local: Judd (Dandenong) Mercer
Saxton Timber Co. (Moe) Timber merchants
L. T. Radcliffe (Warragul) Estate agents
Yallourn Theatre Entertainment
R. Skewes and Son (Warragul) Auctioneers
Cromie and Co. (Warragul) Drapers
R. R. Lane (Warragul) Radios
A. Burton and Co. (Warragul) General store
Johnston and Westerman (Korumburra) Radio
Gippsland Furnishing Co. (Morwell)

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

WARRNAMBOOL (3YB)

National: Swallow and Ariell Biscuits
Maples Ltd. Furniture
W. D. and H. O. Wills Cigarettes
Fassett and Johnson Patent medicine
Peter's American Delicacy Co. Ice cream
A. F. Brockhoff and Co. Ltd. Biscuits
Robur Tea Tea
Clement's Tonic Patent medicine
Hanro Knitted wear
Henry Berry and Co. Tea
Local: Maples Ltd. Furniture
Parker Bros. Garage
E. P. Callaghan Garage
Evan Jones Garage
Ross Motors Cars
Guyett and Son Furniture, hardware
E. A. Wright Motors Garage
L. Suggett Chemist
Beaurepaire Garage
Swintons Drapers

Queensland

ATHERTON (4AT)

National: Shell Co. (Aust.) Ltd. Petrol and oil
Maize Products Pty. Ltd. Groceries
Drug Houses of Aust. Patent medicines
Hoadley's Ltd. Confectionery
Woolworths Ltd. Chain store
Lewis Berger and Son (Aust.) Pty. Ltd. Paint
Fassett and Johnson Patent medicines
Nestle's and Anglo Swiss Condensed Milk Co. Ltd. Confectionery
Oriental Tea Co. Tea
Taubman's Ltd. Paint
Local: Armstrong, Ledlie and Stillman General merchants
See Por and Sons, Innisfail General merchants
A. J. Draper, Cairns Furniture
H. S. Williams Motors, etc.
A. H. Kent, Cairns Furniture
Turner Agencies Motors
Advax Tyre Service Tyre retreads
H. Kinzbrunner Radios
Darcy Smith Tailor
C. White and Co., Innisfail Motors

AYR (4AY)

National: Wrigley's Ltd. Chewing gum
British Medical Labs. Patent medicine
Frederick Stearns and Co. Patent medicine
Beckers Pty. Ltd. Syd. Patent medicine
Taubman's Pty. Ltd. Paints
Hoadleys Pty. Ltd. Confectionery
Maize Products Ltd. Groceries
Colgate-Palmolive Co. Soap, cosmetics
Shell Co. of Aust. Petrol, oils
A. M. Bickfords Ltd. Patent medicine
Local: Ayr Pipe Works Concrete pipes
Dalgety and Co. Ltd. Electrolux
Cummins and Campbell King George whisky
Hamilton's Mercery Mercery
Hollis Hopkins Ltd. Clothing
Supreme Taxi Co. Taxi

BRISBANE (4BC)

National: W. D. and H. O. Wills Ltd. Cigarettes
Clinton Williams Ltd. Patent medicines
Douglas Drug Co. Ltd. Patent medicines
Nicholas Ltd. Patent medicines
Kraft Walker Cheese Co. Cheese
A.G.E. Ltd. Electrical goods
British Medical Laboratories Patent medicines
Fostar's Shoes Pty. Ltd. Shoes
Vincent Chemical Co. Pty. Ltd. Patent medicines
Bushell's Pty. Ltd. Tea
Local: Castlemaine Perkins Ltd.
Finney Isles and Co. Ltd.
Woulfe and Son
McWilliam's Wines
McDonnell and East
Philip Frankel Pty. Ltd.
Trevor Henderson
Wallace Bishop
G. H. Stewart
Edwards and Lamb

CAIRNS (4CA)

National: Wrigley's Aust. Ltd. Chewing gum
Lever Bros. Ltd. Soaps
Beckers Ltd. Patent medicine
Douglas Drug Co. Patent medicine
Woolworths Ltd. Chain stores
Fostar's Shoes Pty. Ltd. Shoes
Associated Newspapers Ltd. Newspapers
Maize Products Pty. Ltd. Groceries
Associated Sales (Schumans) Ltd. Patent medicine
Inglis Pty. Ltd. Tea
Local: C. R. Smith and Co. Men's wear
C. N. E. Capra Frocks, millinery
H. M. Svendsen Pty. Ltd. Funeral director
Mulgrave Motors
Gas Supply Co. Ltd.
Armstrong Ledlie & Stillman Pty. Ltd. Store
Models Ltd. Millinery
E. Stone Tailors
Sterling's Jewellers
Hearne and Turner Radio

CHARLEVILLE (4VL)

National: Bushell's Pty. Ltd. Tea
Vincent Chemical Co. Patent medicines
Inglis Ltd. Tea, coffee
Eveready (Aust.) Pty. Ltd. Batteries
Laxettes Co. Patent medicines
Shell Co. of Aust. Oil, petrol
Vacuum Oil Co. Oil, petrol
C.O.R. Oil, petrol
Tillock and Co. Ltd. Groceries
Nestle's and Anglo Swiss Con. Milk Co. Ltd. Confectionery
Local: Pall Mall General merchandise
Cook and O'Malley Men's wear
W. H. Green & Co. Chemist
Charleville Cash Stores General manager
Super Cash and Carry Groceries
A. Morris Cordial manufacturer
The Hub Men's wear
S. A. Devine Newsagency
K. Rudolph Jeweller
Gredden's Ladies' outfitter

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WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

IPSWICH (4IP)

National. Wrigleys Aust. Pty. Ltd. Confectionery Kelloggs (Aust.) Pty. Ltd. Breakfast foods Woolworths Ltd. Chain store Parsons' Bros. Ltd. Breakfast foods W. E. Woods Pty. Ltd. Patent medicine Fassett & Johnson Patent medicine C.O.R. Petrol Lea & Perrin Pty. Ltd. Sauces Junipah Mineral Spring Salts Spring salts Local. Cribb & Foote General store McKenzie & Jackson Hardware Winter Garden Theatre Theatre entertainment Cameron's Butcher Music-Masters Radio Beirne Pty. Ltd. General store Commercial Tailors Tailors F. W. Johnson & Sons Motor cars Loetsch Bros. Motor cycles F. E. Duncalfe Mercers

KINGAROY (4SB)

National. Independent Oil Industries Petrol Taylors Elliotts Patent medicines Dunlop Perdrau Rubber goods Oriental Tea Co. Tea O.T. Ltd. Cordials Nestle and Swiss Condensed Milk Co. Ltd. Foodstuffs Douglas Drug Co. Patent medicine W. D. and H. O. Wills Cigarettes Bushells Pty. Ltd. Tea Kraft Walker Cheese Co. Cheese Local. Townson and Heaslip Garage J. C. Aboud Drapers Redmond's Pharmacy Chemist Farmer and Clarke Auctioneers Learmont Bros. Men's wear Wright's Clothing J. G. Johnston Chemist O'Neill's Pharmacy Chemist G. E. Caswell Sports depot Penny's Chain store

LONGREACH (4LG)

National. W. D. and H. O. Wills Ltd. Cigarettes, tobacco Oriental Tea Co. Tea Carlton and United Breweries Beer Fassett and Johnson Patent medicines Nestle and Anglo Swiss Co. Ltd. Confectionery Douglas Drug Co. Ltd. Patent medicines Beckers Ltd. Patent medicines Wallace Bishop and Sons Jewellery

Local. Solley's General storekeepers O'Brien's Garage Motor garage Longreach Motor Co. Motor garage Central Retreading Works Motor supplies Devine Bros. Newsagents Speirs Pty. Ltd. Chemists and newsagents J. J. Judge Commercial Hotel Barker's Newsagents and fancy goods J. F. Rose Plumber and windmill erector Irvine's Tailors

MACKAY (4MK)

National. Postar's Shoes Pty. Ltd. Shoes Woolworths Ltd. General merchandise Nyal and Co. Patent medicine Nicholas Ltd. Patent medicine Hutuwai Dist. Co. Patent medicine Bushell's Ltd. Tea and coffee Inglis Ltd. Tea and coffee

Fisher and Co. Patent medicine Clement Black and Co. Cosmetics W. D. and H. O. Wills Tobacco, cigarettes, etc. Local. J. Michelmore and Co. General Mackay Gas Co. Machines Mitchell's Elec. Works Elec. and radio goods Milrose Motories Pty. Ltd. Motors Ronald Motors Pty. Ltd. Motors Mackay Moneysavers Softgoods Comet Cars Taxi Comino's Softgoods Grimwade's Vulc. Works Rubber goods A. R. Gesler General

MARYBOROUGH (4MB)

National. Wrigley's Aust. Pty. Ltd. Chewing gum Douglas Drug Co. Ltd. Patent medicines Frederick Stearns Pty. Ltd. Patent medicines Nicholas Ltd. Patent medicines Shell Co. of Aust. Oil and petrol Lewis Berger and Sons (Aust.) Pty. Ltd. Paint Oriental Tea Co. Tea Colgate-Palmolive Peet Co. Ltd. Soaps, tooth paste, etc. British Australian Lead Mfrs Paint General Accident Ins. Corp. Insurance Local. Warry's Ltd. Wholesale groceries Stupart's Ltd. Drapers Corser and Co. Bulimba Pilsner beer J. Core Casket agent Birch Carroll and Coyle Wintergarden Theatre Tarrants Ltd. Ford V8 cars Huxley's House furnishers Woolworths General merchants Ch. Sinclair Texaco products Gillhespy Jewellery

PORT MORESBY (4PM)

National. Douglas Drug Co. Ltd. Patent medicines Pepsodent Co. (Aust.) Ltd. Tooth paste Lewis Berger and Sons Paints Major Bros. and Co. Paints Fassett and Johnson Patent medicines Clifford Love Co. Ltd. Coleman Gamp-Stone Co. Ltd. Nestle-Anglo Swiss Con. Milk Co. Ltd. Confectionery Local. B.N.G. Trading Co. Ltd. Steamship Trading Co. Ltd. Burns Philp Co. Ltd.

ROMA (4ZR)

National. Clement's Tonic Pty. Ltd. Patent medicines Bushell's Pty. Ltd. Tea Fassett and Johnson Patent medicines Tillock and Co. Groceries A.W.A. Ltd. Radios Julius Kayser (Aust.) Pty. Ltd. Hosiery Nestle's and Anglo Swiss Con. Milk Co. Ltd. Confectionery Potter and Birks Pty. Ltd. Pat. medicines, cosmetics Shell Co. of Aust. Petrol and oil C.O.R. Petrol Local. Hunter's Pty. Ltd. Anderson's Sports Depot Sports goods Maranoa Trading Co. Mohr's Garage Garage James Saunders Bryant's Roma Electric Light Co. Electricity Arnold's Radio Service Radios Cullum's Drapery Store Drapery Weribone Studs

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

ROCKHAMPTON (4RO)

National. Lever Bros. Pty. Ltd. Soaps Wrigley's Aust. Pty. Ltd. Chewing gum Nicholas Ltd. Patent medicines Douglas Drug Co. Ltd. Patent medicines Frederick Stearns Pty. Ltd. Patent medicines Becker's Ltd. Patent medicines British Medical Laboratories Patent medicines Associated Sales Ltd. Patent medicines Clinton Williams Ltd. Patent medicines Fisher and Co. Patent medicines

Local. E. S. Lucas Pty. Ltd. Drapery Tucker and Tucker Ltd. Furnishers Denham Bros. Ltd. Wholesale merchants Thos. Brown and Sons Wholesale merchants A. W. Kirby and Co. General drapery Woulfe and Son Tailors Woolworths Ltd. Departmental store Millroy's Ltd. Departmental store Postar's Shoes Ltd. Footwear W. T. D. Smith Ltd. Bakers

TOOWOOMBA (4GR)

National. Postar's Shoes Pty. Ltd. Footwear Woolworths Ltd. Chain store Sanitarium Health Foods Foodstuffs Independent Oil Industries Petrol Hutuwai Distributing Co. Patent medicine Tillock and Co. Ltd. Foodstuffs Shell Oil Co. of Aust. Petrol and oils Fisher and Co. Patent medicine Nicholas Ltd. Patent medicine Douglas Drug Co. Patent medicine

Local. Piggott and Co. Dept. store Rosenstengles Pty. Ltd. Furniture Wyeths Ltd. Hardware Chandlers Pty. Ltd. Radios and electrical Chas. Sankey Fraser Opticians "Bill" Rankin Lottery agency Brady's Men's Wear Men's wear Dominion Milling Co. Ltd. Flour millers Paling's Ltd. Music Eagers Retail Ltd. Motor cars

TOWNSVILLE (4TO)

National. Lever Bros. Ltd. Soaps Kraft Walker Cheese Co. Ltd. Cheese Beckers Ltd. Patent medicine Fred. Stearns and Co. Patent medicine Douglas Drug Co. Patent medicine Woolworths Ltd. Chain stores Postar's Shoes Pty. Ltd. Shoes Associated Newspapers Ltd. Newspapers Maize Products Pty. Ltd. Groceries Nicholas Ltd. Patent medicine

Local. Haber and Harris Tailors McKinnon and Richardson Pty. Ltd. McGuire and Buchanan Pty. Ltd. Standard Taxi Service Taxi Birch Carroll and Coyle Ltd. Theatre F. Heatley and Sons Pty. Ltd. Storekeepers Edgar V. Hudson Pty. Ltd. Dept. Store Roxy Theatres Pty. Ltd. Carfoots Pty. Ltd. Furniture White Cabs Townsville Ltd. Taxi

WARWICK (4WK)

National. Beckers Ltd. Patent medicines Bushells Pty. Ltd. Tea, coffee, etc. Woolworths Ltd. Chain store Commonwealth Bank of Australia Banking Fassett and Johnson Ltd. Patent medicines W. D. and H. O. Wills Ltd. Cigarettes, etc. Vincent Chemical Co. Pty. Ltd. Patent medicines Shell Co. of Aust. Ltd. Petrol, oil, etc. Colgate-Palmolive Pty. Ltd. Soaps, cosmetics A.W.V. Co. Ltd. Valves

South Australia

ADELAIDE (5KA)

National. Nicholas Ltd. Patent medicines Sanitarium Health Food Co. Foodstuffs Beckers Pty. Ltd. Patent medicines W. D. and H. O. Wills Ltd. Cigarettes Woolworths Ltd. General merchants Gollin and Co. Pty. Ltd. Cigarette papers E. C. De Witt and Co. Patent medicines Hutuwai Distributing Co. Patent medicines Fassett and Johnson Patent medicines Clement's Tonic Pty. Ltd. Patent medicines

Local. Archer and Holland Jewellery Weymouth Service Co. Motor service Walton's Ltd. Biscuits Shell Co. Petrol and oil W. Fisher Pty. Ltd. Floor polish Newday Furniture Co. Furniture W. Woodroffe Ltd. Aerated waters A. W. Sandford and Co. Produce merchants Barker Bros. Dry cleaners Bushell's Tea

CRYSTAL BROOK (5PI)

National. Bonnington and Co. Ltd. Patent medicines W. J. Bush and Co. Ltd. Cosmetics Douglas Drug Co. Ltd. Patent medicines Kelloggs Aust. Pty. Ltd. Cereals Kraft Walker Cheese Co. Cheese Kolynos Pty. Ltd. Tooth paste Lever Bros. Ltd. Soaps Nicholas Ltd. Patent medicines Wrigley's Aust. Pty. Ltd. Chewing gum W. D. and H. O. Wills Ltd. Cigarettes

Local. Adelaide Electric Supply Co. Electricity Archer and Holland Jewellery Bushell's Tea Co. Tea and coffee F. H. Faulding and Co. Ltd. Medicinal Julius Cohn and Co. Ltd. Leather goods John Martin and Co. Ltd. Departmental store Newday Furniture Co. Furniture Malcolm Reid and Co. Ltd. Furniture Shell Co. (Aust.) Ltd. Motor spirits, etc. Waymouth Motors Ltd. Motor cars

MOUNT GAMBIER (5SE)

National. Bonnington and Co. Ltd. Patent medicines W. J. Bush and Co. Ltd. Cosmetics Douglas Drug Co. Ltd. Patent medicines Kelloggs Aust. Pty. Ltd. Cereals Kraft Walker Cheese Co. Cheese Lever Bros. Ltd. Soaps Nicholas Ltd. Patent medicines Wrigley's Aust. Pty. Ltd. Chewing gum

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WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

MOUNT GAMBIER (contd.)

W. D. and H. O. Wills Ltd. Cigarettes
Kolynos Pty. Ltd. Tooth paste

Local:

Blue Bird Cafe
Commercial Flour and Milling Co. Flour
Fiddler and Webb Ltd.
H. Glover
Leith and Co.
J. E. Hannagan
Mr. Angus McDonald
Claude Perkins
Whiteway Dry Cleaners Dry cleaning

MURRAY BRIDGE (5MU)

National:

Bonnington and Co. Ltd. Patent medicines
W. J. Bush and Co. Ltd. Cosmetics
Douglas Drug Co. Ltd. Patent medicines
Kellogg's Aust. Pty. Ltd. Cereals
Kraft Walker Cheese Co. Cheese
Kolynos Pty. Ltd. Tooth paste
Lever Bros. Ltd. Soaps
Nicholas Ltd. Patent medicines
Wrigley's Aust. Pty. Ltd. Chewing gum
W. D. and H. O. Wills Ltd. Cigarettes

Local:

Adelaide Electric Supply Co. Electricity
Archer and Holland Jewellery
Bushell's Tea Co. Tea and coffee
F. H. Faulding and Co. Ltd. Medicinal
Julius Cohn and Co. Ltd. Leather goods
John Martin and Co. Ltd. Departmental store
Newday Furniture Co. Furniture
Malcolm Reid and Co. Ltd. Furniture
Shell Co. (Aust.) Ltd. Motor spirits, etc.
Waymouth Motors Ltd. Motor cars

PORT AUGUSTA (5AU)

National:

E. C. De Witt and Co. Patent medicines
Hutuwai Distributing Co. Patent medicines
Shell Co. of Aust. Petrol and oil
Nicholas Ltd. Patent medicines
Eveready (Aust.) Pty. Ltd. Batteries
Dunlop Perdriau Rubber Co. Ltd. Tyres
Bushell's Pty. Ltd. Tea
Clement's Tonic Pty. Ltd. Patent medicines
Fassett and Johnson Patent medicines
A.W.A. Ltd. Radio and electrical

Local:

Young and Gordon General merchants
Ken Bottomley Mercery
Philips Lamps Ltd. Electrical
Mr. A. Sherwin Hotel
Prests Ltd. General store
Ken Reed Men's wear
Don Regan Butcher
Ideal Furnishers Furniture
Lois Just Hairdresser
Francis Chemist

Western Australia

GERALDTON (6GE)

National:

Texaco Oil Petrol
Dunlop Perdriau Rubber Co. Rubber goods
Nicholas Ltd. Patent medicines
Colgate-Palmolive-Peet Co. Ltd.
Fassett and Johnson Patent medicines

Nestle's and Anglo Swiss Condensed Milk Co. Confectionery, condensed milk, etc.
Beckers Pty. Ltd. Patent medicines
Clinton Williams Pty. Ltd. Patent medicines
Vacuum Oil Co. Petrol, oil
Shell Co. of Aust. Petrol

Local:

Young Motors Ltd. Motor cars
Radio Theatre
T. Askew and Son Blacksmiths
Wyper Howard Radios
Pidgeon and Denford Radios
Flower Davies and Johnson
Redcastle Brewery
Rock's Newsagency, Geraldton
Municipality of Geraldton Gas and E. L. Supply

KALGOORLIE (6KG)

National:

Nicholas Ltd. Patent medicines
Clinton Williams Pty. Ltd. Patent medicines
Beckers Ltd. Patent medicines
Wrigley's Aust. Pty. Ltd. Chewing gum
Johnson and Johnson Ltd. Tooth brushes
Douglas Drug Co. Ltd. Patent medicines
Cox Bros. (Aust.) Ltd. Furnishings
Robur Tea Co. Tea
Frederick Stearns and Co. Patent medicines
John Dewar and Sons Ltd. Whisky

Local:

Burkett's Agencies Machinery, hardware
Caris Bros. Ltd. Jewellery
J. A. Hicks and Co. Ltd. Departmental store
Kalgoorlie Brewery Ales, stout, etc.
Randall and Edwards Jewellery
W. Slatter Radio, cycles
Sydney Atkinson Motors Ltd. Cars, trucks
Goldfields Pictures Ltd. Pictures
Nicholson's Ltd. Pianos, music, radio
L. Doyle Ltd. Brandy

KATANNING (6WB)

National:

W. D. and H. O. Wills Ltd. Cigarettes, etc.
Lever Bros. Ltd. Soap, cosmetics
Wrigley's Aust. Pty. Ltd. Chewing gum
Kellogg's Aust. Ltd. Cereals
W. J. Bush and Co. Ltd. Cosmetics
E. C. De Witt and Co. Patent medicines
Beckers Ltd. Patent medicines
Nicholas Ltd. Patent medicines
Clinton Williams Ltd. Patent medicines
Douglas Drug Co. Patent medicines

Local:

Home Furnishing Co. Furnishing
Independent Grocers' Alliance (Melray)
Foy and Gibson Ltd. Departmental stores
Aladdin Industries Lamps
Mr. B, The Optician Ltd. Optical
Wyper Howard Ltd. H.M.V.
Texas Country Dealers
Primary Producers' Association
Bowra Electric Co. Radio

NORTHAM (6AM)

National:

Robur Tea Co. Ltd. Tea
Nicholas Ltd. Patent medicines
Godfrey Phillips Tobacco
Johnson and Johnson Ltd. Tooth brushes
Cox Bros. (Aust.) Ltd. Furnishings
Beckers Ltd. Patent medicines
Douglas Drug Co. Ltd. Patent medicines
Wrigley's Aust. Pty. Ltd. Chewing gum
W. E. Woods Ltd. Patent medicines
Frederick Stearns and Co. Patent medicines

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

NORTHAM (contd.)

Local:

Dunkling's Ltd. Jewellery
Charlie Carter Ltd. Groceries
Westralian Soaps Ltd. Soaps, polish, etc.
Caris Bros. Ltd. Jewellery
L. Doyle Ltd. Brandy, etc.
Wyper Howard Ltd. Radios
W.A. Trotting Association Trotting
Mills and Ware Ltd. Biscuits, cakes, etc.
C. S. Baty and Co. Radios
Mr. B. Optician

PERTH (6IX)

National:

W. D. and H. O. Wills Cigarettes, etc.
Lever Bros. Ltd. Soaps
Wrigley's Aust. Pty. Ltd. Chewing gum
Kellogg's Aust. Ltd. Breakfast cereals
W. J. Bush and Co. Ltd. Cosmetics
E. C. De Witt and Co. Patent medicines
Beckers Ltd. Patent medicines
Nicholas Ltd. Patent medicines
Clinton Williams Ltd. Patent medicines
Douglas Drug Co. Ltd. Patent medicines

Local:

Kasley's Ltd. Westvale margarine
Hordern Dry cleaners
Mason and Simonsen Engineers
Chas. M. Nelson Optician
D. and J. Fowler Ltd. Amgoorie tea
Home Furnishing Co. Furnishing
Saggers Shoe Store Footwear
W.A. Trotting Association Trotting
Mettters Ltd. Hardware
The Independent Grocers' Alliance Melray Stores

PERTH (6ML)

National:

Shell Co. of Aust. Ltd. Petrol, oil
Bushell's Pty. Ltd. Tea
W. D. and H. O. Wills Ltd. Cigarettes, etc.
Bonnington and Co. Ltd. Patent medicines
Fassett and Johnson Patent medicines
A. M. Bickford and Son Patent medicines
Colgate-Palmolive Co. Ltd. Soap, cosmetics
Stromberg-Carlson (A/sia) Pty. Ltd. Radio
Clinton Williams Ltd. Patent medicines
Nugget Polish Co. Boot polish

Local:

W.A. Trotting Association Trotting
W. Zimpel Ltd. Furniture
Foy and Gibson's Ltd. Departmental store
Edments Ltd. Chain store
Mr. B, The Optician Ltd. Optical
Equity Stores Clothiers
Woolworths Ltd. Chain store
Wyper Howard Ltd. H.M.V. and Westinghouse
State Furniture Stores Furniture
Saggers Shoe Store Footwear

PERTH (6PM)

National:

Nicholas Ltd. Patent medicines
Robur Tea Co. Tea
Godfrey Phillips Tobacco
Johnson and Johnson Ltd. Tooth brushes
Frederick Stearns and Co. Ltd. Patent medicines
Cox Bros. (Aust.) Ltd. Furnishings
Beckers Ltd. Patent medicines
Douglas Drug Co. Patent medicines
Purina Grain Foods Cereals
W. E. Woods Ltd. Patent medicines

Local:

Dunkling's Ltd. Jewellery
Charlie Carter Ltd. Groceries
Westralian Soaps Ltd. Soaps, floor polish
L. Doyle Ltd. T.S.T. brand
Hordern Ltd. Dry cleaners
Fisher Beard and Co. Drapers, clothiers
James Kiernan Ltd. Shipping and forwarding
Mills and Ware Ltd. Biscuits, cakes, etc.
Charles M. Nelson Optician
Wyper Howard Ltd. Radios

Tasmania

DERBY (7DY)

National:

Purina Grain Foods Cereals
E. C. De Witt and Co. Patent medicines
Douglas Drug Co. Ltd. Patent medicines
W. D. and H. O. Wills Ltd. Cigarettes
Shell Co. of Aust. Petrol and oil
B. Seppelt and Son Wines
Fred. Stearns Pty. Ltd. Patent medicines
Nicholas Ltd. Patent medicine
A.G.E. Ltd. Electrical goods

Local:

Chas. Saunders Picture theatre programs
Waidlaw Bros., Ringarooma
M. J. Edwards, Bransholm Westinghouse agent
Ridley's Drapery
Launceston Bank for Savings
H. G. and L. Riley Drapery
Ray Loone Radio dealer
Wheeldon's Motors Garage
L. Fairthorne and Son, Launceston Wholesale chemists
L. R. Hodgetts, Scottsdale Drapery

DEVONPORT (7AD)

National:

Preservene Pty. Ltd. Soaps, etc.
Shell Co. of Aust. Petrol
Clifford Love Ltd. Groceries
Wrigleys Aust. Pty. Ltd. Chewing gum
Nicholas Ltd. Patent medicines
Bushells Ltd. Tea
Lewis Berger and Sons (Aust.) Pty. Ltd. Paints
Fassett and Johnson Patent medicines
Felt and Textiles of Aust. Ltd. Floor covering
Frederick Stearns Pty. Ltd. Patent medicines

Local:

Boag's Brewery Beverages
G. and A. Ellis Grocers
W. L. Wells Draper
C. D. Haywood Biscuits
R. J. Rooney Draper
B. Stratton Furniture
E. H. Churcher Watchmaker
T. H. Piper Furniture
F. J. Matthews Jeweller
White and Sons Furniture

HOBART (7HT)

National:

Lever Bros. Ltd. Soaps
Edments Ltd. Fancygoods
Kelloggs Aust. Pty. Ltd. Foodstuffs
Godfrey Phillips Cigarettes
Fred. Stearnes Pty. Ltd. Patent medicine
Taubmans Ltd. Paints
Victorian Tourist Bureau Travel
Douglas Drug Co. Patent medicine
Wrigley Aust. Pty. Ltd. Chewing gum
Ponds and Co. Cosmetics

(Continued next page.)

WHERE LEADING CAMPAIGNS WERE CONDUCTED DURING 1939 (contd.)

HOBART (contd.)

Local.	
Brownells Ltd.	Department store
Chas. Davis Pty. Ltd.	Hardware
Cuthbertson's Shoe Stores	Footwear
Joe Glasser Pty. Ltd.	Men's wear
O'Connor's Modern Store	Footwear
Johnston and Miller Pty. Ltd.	Department store
Fitzgerald's Pty. Ltd.	Department store
Cascade Brewery	Beer
McCann Bros.	Music warehouse
O.B.M.'s Library	Books

HOBART (7HO).

National.	
W. D. and H. O. Wills Ltd.	Cigarettes
E. C. De Witt and Co. Pty. Ltd.	Patent medicine
Purina Grain Foods Pty. Ltd.	Cereals
Nicholas and Co. Ltd.	Patent medicine
Bryant and May Pty. Ltd.	Matches
Maples Pty. Ltd.	Furniture
Fassett and Johnson	Patent medicine
Seppelts and Son Ltd.	Wines
Douglas Drug Co. Ltd.	Patent medicine
Rhu Pills Pty. Ltd.	Patent medicine

Local.	
Brownells Ltd.	General merchandise
Harris and Marsh	Hardware
Richardson's Choice Provisions	Smallgoods
Avalon Theatre	Pictures
Nelson Foster	Provisions
H. C. Heathorn and Co.	Motors
Sanitarium Health Foods	Foodstuffs
Andrew Mathers	General merchandise
C. D. Haywood Pty. Ltd.	Biscuits, etc.
W. Cripps and Co.	Bakers

LAUNCESTON (7EX)

National:	
Clinton Williams Pty. Ltd.	Patent Medicines
Lever Bros. Ltd.	Soaps, etc.
Cox Bros. Aust. Ltd.	Clothing and furniture
Godfrey Phillips	Cigarettes
Douglas Drug Co. Ltd.	Patent medicines
Sheldon Drug Co. Pty.	Patent medicines, etc.
British Medical Laboratories	Patent medicines
Nicholas Ltd.	Patent medicines
Frederick Stearns Pty. Ltd.	Patent medicines
Taubmans Ltd.	Paints

Local:	
McKinlays Pty. Ltd.	Departmental store
J. W. Pepper and Son	Departmental store
Edments	Fancy goods
Bradburys	Flour and cordials
Tas. Tyre Service	Tyre retreading
Hatton and Laws	Chemists
Ludbrooks	Departmental store
Lutwyche Pty. Ltd.	Radio and cycles

LAUNCESTON (7LA).

National.	
W. D. and H. O. Wills	Cigarettes and tobacco
Purina Grain Foods Pty. Ltd.	Cereals
Wrigleys Aust. Ltd.	Chewing gum
Bryant and May Pty. Ltd.	Matches
Maples Pty. Ltd.	Furniture
E. C. De Witt and Co. Pty. Ltd.	Patent medicine
Douglas Drug Co.	Patent medicine
Nicholas Aspro Pty. Ltd.	Patent medicine
Kolynos Pty. Ltd.	Toothpaste
Eveready Pty. Ltd.	Batteries

Local:	
Craw's	
Monaghan's	
McKinley's	

Princess and Majestic Theatres	
Hart's	
Rose's	
Joseph's	
Boag's	
A. F. Murray and Sons	
Shaw's	
Haywood's	

QUEENSTOWN (7QT).

National.	
Purina Grain Foods Pty. Ltd.	Cereals
Wrigleys (A/sia) Pty. Ltd.	Chewing gum
E. C. De Witt and Co.	Patent medicine
W. D. and H. O. Wills	Cigarettes and tobacco
H.M.V. Radio	Radio receivers
Henry Berry and Co.	Foodstuffs
Nicholas Aspro Pty. Ltd.	Patent medicine
Pepsodent Pty. Ltd.	Toothpaste
Fassett and Johnson	Patent medicine
Aust. General Electric	Electrical goods

Local.	
Paragon Picture Co.	Pictures
J. W. Triffett	Drapery
Chas. Evans and Sons	General merchandise
Capitol Theatre	Pictures
G. C. Nankivell	Confectionery, etc.
A. K. Dargaville	Medicines
W. and G. Genders	Radio receivers
Bendei and Co. Pty. Ltd.	Smallgoods
Robt. Nettlefold Pty. Ltd.	Motor cars

Suva

ZJV SUVA

National.	
Nestle's (A/sia) Ltd.	Confectionery
Fassett and Johnson	Patent medicines
Nicholas Ltd.	Patent medicines
Bushells Pty. Ltd.	Tea, coffee, etc.
Distillers' Agency Ltd.	Distillery
B.A.L.M. Pty. Ltd.	Paints

Local.	
Burns Philp (S.S.) Co. Ltd.	
W. R. Carpenter and Co. Ltd.	
Morris Hedstrom Ltd.	
Brown and Joske Ltd.	
Jang, Hing, Loong Co. Ltd.	
Regal Theatre	Entertainment
Lectric Ltd.	
Pacific Taxi Ltd.	Taxi service
J. Michelmore	
A. J. Swan and Co. Ltd.	

3 POINT COVERAGE

1. "Commercial Broadcasting"
2. "C.B." Year Book
3. "C.B." Rate Book

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809 - Triode - " - " 25 "
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872 " " " 7500 "
872A " " " 10000 "

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SHORT-WAVE RECEPTION GUIDE

Presented below is a time guide to the overseas short-wave stations generally audible in Australia. This list has been compiled by Amalgamated Wireless (A/sia) Ltd., and is reprinted from "Radiola Rambles" by courtesy of that organisation. All times given are Eastern Australian Standard.

MORNING—					
6.50 a.m.	Gt. Britain	London	GSF	19.82 metres	News. Also on 25.53, 31.32, 19.6 m.
7.00 a.m.	Italy	Rome	2RO3	31.15 "	Music. Also on 41.55, 31.03, 25.4 m.
	Portugal	Lisbon	CSW7	30.8 "	Musical programme with talks.
	Russia	Moscow	RNE	25 "	Kremlin Bells, 7 a.m. Also on 31.51, 49.75 m.
	Sweden	Stockholm	SBP	25.63 "	Swedish programme. Closes at 7.15 a.m.
	Turkey	Ankara	TAP	31.7 "	Dance music. Closes at 7.25 a.m.
7.10 a.m.	Germany	Berlin	DJC	49.83 "	News. Also on 31.01, 25.49, 19.85 m.
7.20 a.m.	Sweden	Stockholm	SBU	31.46 "	Opens in Swedish. Closes at 8 a.m.
7.25 a.m.	Yugoslavia	Belgrade	YUD	49.18 "	News for about ten minutes.
7.30 a.m.	France	Paris	TPC8	25.33 "	Opens to Latin America. On 19.68 m. also.
	Russia	Moscow	RW96	31.51 "	News. Also on 49.75 m.
	Italy	Rome	2RO3	31.15 "	News for 20 minutes. Also on 19.61 m.
7.35 a.m.	Gt. Britain	London	GSF	19.82 "	30 minutes news. Also on 25.53, 19.6 m.
7.45 a.m.	Gt. Britain	London	DJB	19.74 "	Opens to North America. News at 9 a.m.
7.50 a.m.	Germany	Berlin	DJR	19.56 "	Opens to Latin America. Also on 19.63 m.
	"	"	TPC8	25.33 "	To Latin America. Also on 19.68 m.
8.00 a.m.	France	Paris	GRX	30.96 "	News for Europe. Also on 41.49, 49.59 m.
	Gt. Britain	London	2RO9	31.03 "	Music. Also on 31.15, 25.4, 19.61 m.
	Italy	Rome	RW96	31.51 "	News. Also on 19.76 m.
	Russia	Moscow	GSC	31.32 "	Musical programme. Also on 25.53 m.
8.15 a.m.	Gt. Britain	London	WGEO	31.48 "	News for five minutes.
8.25 a.m.	America	New York	WPIT	25.27 "	News. Also on 31.35 and 31.28 metres.
8.45 a.m.	"	"	GRX	30.96 "	News. Also relayed by Perth 25.36 m.
9.30 a.m.	Gt. Britain	London	GSF	19.82 "	Full news. Also 25.3, 25.53, 31.55 m.
10.30 a.m.	"	"	"	"	"
AFTERNOON—					
12.30 p.m.	France	Paris	TPB7	25.6 "	To America. Also on 25.33 and 31.51 m.
12.40 p.m.	Gt. Britain	London	GSD	25.53 "	Opening announcements. On 31.55, 31.32 also.
12.45 p.m.	"	"	GSD	25.53 "	News summary. On 31.55, 31.32 also.
1.00 p.m.	Italy	Rome	2RO6	19.61 "	News for U.S.A. Also on 25.4 and 31.15 m.
1.15 p.m.	Russia	Moscow	RW96	19.47 "	Russian programme. On 25 m. as well.
1.30 p.m.	Germany	Berlin	DJB	19.74 "	News for U.S.A. On 25.49 and 31.22 m. also.
2.00 p.m.	America	San Francisco	KGEI	19.57 "	News flashes. Somewhat irregular.
	Gt. Britain	London	GSD	25.53 "	Full news. Also on 31.55 and 31.32 m.
	France	Paris	TPB7	25.6 "	News. On 25.33 and 31.51 m. also.
2.45 p.m.	Gt. Britain	London	GSD	25.53 "	Opening announcements. On 31.55 and 19.66 also.
2.55 p.m.	Gt. Britain	London	DXB	31.22 "	News to U.S.A.
3.00 p.m.	Germany	Berlin	DJB	19.74 "	Opening announcements. 19.63, 31.38, 31.09 also.
	"	"	WBOS	31.35 "	News. Also on 31.28 and 48.62 metres.
3.55 p.m.	America	New York	KGEI	31.48 "	News flashes—with "effects."
4.00 p.m.	"	San Francisco	GSD	25.53 "	Full news. On 31.55, 19.66, 19.6 also.
4.15 p.m.	Gt. Britain	London	TPC	31.51 "	News. For Western America
4.30 p.m.	France	Paris	2RO3	31.15 "	News. For South Pacific. Also on 19.61 m.
4.35 p.m.	Italy	Rome	DJB	19.74 "	News. Also on 19.63, 31.09 and 31.38 m.
5.00 p.m.	Germany	Berlin	"	"	"
EVENING—					
6.00 p.m.	Gt. Britain	London	GSD	25.53 "	News. On 31.55, 19.66 and 19.6 m. also.
6.45 p.m.	Phil. Islds.	Manila	KZRM	31.35 "	Opens with varied programme.
7.00 p.m.	Fiji	Suva	VPD2	31.46 "	Opens with varied programme. Closes at 8 p.m.
7.30 p.m.	D.E. Indies	Batavia	YDC	19.81 "	Opens. Also on 27.27 and 29.24 metres.
7.55 p.m.	Japan	Tokio	JVW3	25.6 "	News in English
8.30 p.m.	China	Szechwan	XGOY	25.21 "	News. Opens in Chinese at 8.15 p.m.
8.35 p.m.	Phil. Islds.	Manila	KZRM	31.35 "	News for about ten minutes.
8.40 p.m.	Gt. Britain	London	GSF	19.82 "	Opening announcements. Also on 16.86 & 13.93 m.
8.45 p.m.	"	"	GSF	19.82 "	Special news(if any) on 16.86 and 13.93 m.
	Indo-China	Saigon	FF Z	25.47 "	News for about 15 minutes
	China	Shanghai	ZBW3	24.8 "	Oriental programme. Mostly French.
	"	Hongkong	KZRH	31.49 "	Oriental programme.
	Phil. Islds.	Manila	KZRH	31.12 "	Varied programme. Also on 31.35, 31.58.
9.30 p.m.	Gt. Britain	London	GSF	19.82 "	Full news. Also on 16.86 and 13.93 m.
9.30 p.m.	F.M. States	Singapore	ZHP	30.90 "	Overseas and local news.
10.00 p.m.	America	San Francisco	KGEI	31.48 "	Opening announcements to Far East and Oceania
	Costa Rica	San Jose	TIPG	31.2 "	Opens with Spanish programme.
	D.E. Indies	Batavia	PLP	27.27 "	Varied items. On 19.81 and 29.24 m. also.
	Germany	Berlin	DJB	19.74 "	News. Also on 19.63 and 16.81 metres.
	Indo-China	Saigon	"	25.47 "	Oriental programme.
10.30 p.m.	America	San Francisco	KGEI	31.48 "	News. War bulletins and local items.
	China	Szechwan	XGOY	25.21 "	News. Mostly concerning China.
	India	Delhi	VUD2	31.28 "	News. Also on 25.36 metres.
	Japan	Tokio	JZK	19.79 "	News. Also on 25.42 metres.
10.45 p.m.	Phil. Islds.	Manila	KZRM	31.35 "	News. War bulletins and local items.
11.00 p.m.	Burma	Rangoon	XYZ	49.94 "	In until 1 a.m. News 12.30 a.m.
	China	Shanghai	FFZ	24.83 "	News. Some morse interference.
	Phil. Islds.	Manila	KZIB	31.58 "	War news and commentary.
11.10 p.m.	China	Canton	XGOK	25.75 "	News re China.
	Gt. Britain	Paris	GSF	19.82 "	News summary. Also on 16.86 and 13.93 m.
11.15 p.m.	Gt. Britain	London	TPA2	19.68 "	French programme. On 16.88 m. also.
11.45 p.m.	France	London	GSF	19.82 "	Closes. Opens at midnight on 19.82 m.
	Phil. Islds.	Manila	KZRH	31.12 "	War news and commentary.

Wireless Control in Australia

Wireless activities in Australia, as in all other countries, are under Federal Government control. With wireless transmission recognising no national boundaries it is obvious that some form of control is necessary. Consequently the various nations of the world work together under a form of agreement—the International Tele-communication Convention and its Regulations.

(Supplied by the P.M.G.'s Dept.)

IN the Commonwealth the Postmaster-General's Department administers the required control and supervision under the powers of the Wireless Telegraphy Act and Regulations. The Act places the responsibility on the Postmaster-General of conducting wireless services or licensing other people to do so. Therefore, no person is permitted to erect, establish or maintain apparatus capable of transmitting or receiving wireless signals unless he is in possession of a licence from the Postmaster-General. The Wireless Telegraphy Regulations published herein set out the detailed conditions under which licences are obtained.

There are various types of licences covering the activities of the different classes of services. The licences issued by the Postmaster-General's Department are:—

Coast Station	Broadcast Listeners' Portable
Ship Station	
Land Station	Experimental Station (suspended during the war)
Broadcasting Station	Aircraft Station

and

Special licences covering such services as the Beam Service and other services for which specific licences are not provided.

With the exception of Broadcasting Station Licences and Special Licences, the applicant meets with scarcely any difficulty, provided that the required conditions are complied with. The name of the licence generally indicates the type of service to be covered which, with the exception of Broadcasting Station Licences, refer mainly to commercial wireless-telegraph or wireless-telephony services.

It is very important, however, for all persons contemplating the installation of wireless apparatus to obtain full particulars from the Senior Radio Inspector in each State.

The issue of Broadcasting Station Licences is a matter of greater complexity because the number of such licences is necessarily limited by technical considerations. In accordance with an International agreement only a certain number of broadcasting frequencies or wavelengths is available for broadcasting services if interference, both national and international, is to be avoided. In the interests of listeners it is essential that the wavelengths of the different stations have a minimum frequency separation compatible with the performance of average broadcast receivers. Consequently, the obligation rests on the Department, and it is viewed very seriously, to see to it that the stations are properly placed within the spectrum of frequencies comprising the broadcast band. And as the first demands on these frequencies must necessarily come from the national stations, it follows that only a limited number of broadcasting channels or wavelengths are left for the stations established by private enterprise, known as Commercial Broadcasting Stations. Therefore, the grant of such a licence gives to the licensee something of a monopoly and consequently the Department must select very carefully from the applicants those to whom licences are to be granted, keeping in view the essential factor that service to listeners must be the paramount consideration.

Inspection and Observation of Stations.

When licences are granted regular inspections are made by officers of the Department in order to ensure that the conditions of the licence are complied with. Those conditions may be referred to shortly as the stipulated service to be given and precautions to be taken to avoid interference with other services. Moreover in the case of broadcasting stations field studies are undertaken to ensure that an adequate service is rendered to listeners.

Frequency Measurements.

The Department also conducts regular measurements of the frequencies of stations and takes immediate steps to have any errors rectified.

It is of interest to note that the tolerances relating to the frequency control of all types of stations were considerably reduced under the Cairo Regulations. As a result, improvements have been effected at the Department's frequency measuring centres to meet the more exacting requirements. The following table gives some idea of the degree of accuracy maintained at the measuring centres:—

Location	Bands of frequencies covered by the installations.	Imprecision of measurements at present. No. of parts in 1,000,000	Remarks.
Melbourne	50 kC.—34,000 kC.	±2 to ±4	Primary measuring centre.
Sydney	50 „ —34,000 „	±5 to ±100	Secondary measuring
Brisbane	50 „ —34,000 „	±5 to ±100	Secondary measuring
Adelaide	50 „ —34,000 „	±5 to ±100	Secondary measuring
Perth	50 „ —34,000 „	±5 to ±100	Secondary measuring

These measurements are referred back to the absolute frequency standard installed at Melbourne, which has at present an inaccuracy less than one part in one million (1,000,000). New apparatus incorporating the most modern features is now being developed, and it is anticipated that this will enable measurements to be made of a precision equal to that of the most progressive administrations in the world.

During the year 1939, the Department, in the interests of listeners, impressed on several station owners, particularly those on shared channels, the need for maintaining their carriers within ±20 cycle tolerance. It is pleasing to record that practically all transmitters are now maintained within these limits.

The Department sincerely appreciates the earnest co-operation which plant manufacturers, station licensees and engineers have given in improving the standard and stability of frequency for the various services.

Operators' Certificates of Proficiency.

Under the international and local wireless laws, the Department stipulates the conditions pertaining to the issue of Operators' Certificates of Proficiency. These certificates are issued, after appropriate examinations have been passed, to candidates who desire to operate particular types of sta-

tions; the examination being conducted with the object of allowing the candidates to demonstrate their possession of the required knowledge of proficiency.

Examinations are held periodically for the following certificates:—

- First Class Commercial Operator's Certificate of Proficiency in Wireless Telegraphy and Wireless telephony.
 - Second Class Commercial Operator's Certificate of Proficiency in Wireless Telegraphy and Wireless Telephony.
 - Third Class Commercial Operator's Certificate of Proficiency in Wireless Telegraphy or Wireless Telephony, or both.
 - First Class Aircraft Operator's Certificate of Proficiency in Wireless Telegraphy and Wireless Telephony.
 - Second Class Aircraft Operator's Certificate of Proficiency in Wireless Telegraphy.
 - Third Class Aircraft Operator's Certificate of Proficiency in Wireless Telegraphy.
 - Broadcast Station Operator's Certificate of Proficiency.
 - Amateur Operator's Certificate of Proficiency.
- Interested persons should communicate with the nearest Senior Radio Inspector for full details.

The annual fee of 21/- for Broadcast Listeners' Licences applies to all listeners situated within an area of about 250 miles from a National Broadcasting Station; that area is known as Zone 1. Outside that area, in Zone 2, the annual fee is 15/- per annum.

The licence fee is divided between the Australian Broadcasting Commission, which receives 12/- for the provision of programs, and the Postmaster-General's Department, which retains the balance for:—

- (a) The provision of the technical services of the National Broadcasting Stations (installation, erection and operation);
- (b) The inter-connecting telephone circuits between the various National Stations;
- (c) Other technical services, including the investigation of radio inductive interference and research; and
- (d) Administrative costs in connection with the issue and recording of licences.

Despite the obligation on listeners to obtain a licence, it is unfortunately necessary for the Department to maintain a permanent staff in each State for the purpose of locating unlicensed listeners. When these listeners are detected they are brought before the Police Magistrates, and during the year 1939 there were 2948 convictions for this offence.

Payment of Listeners' Licence Fees by Postage Stamps.

Provision may be made for the payment of broadcast listeners licence fees by purchasing postage stamps and affixing them to cards which are provided for the purpose. The following notes, printed on the back of the card, state the conditions under which the Department permits licence fees to be paid in this manner:—

Postage stamps not otherwise used or defaced, of an individual face value of 6d. or more, when affixed in the spaces provided on this card, will be accepted at any Post Office Licence Issuing Office in partial or full payment for a new listener's licence or for the renewal of any existing licence. Stamps to the value of more than 21/- should not be affixed to this card.

This card does not take the place of a listener's licence, and even if it contains stamps to the value of a licence, it is illegal to use a receiving set until the actual licence has been obtained.

If, after certain stamps have been affixed, the owner of this card does not wish to purchase a broadcast listener's licence, the stamps so affixed will be re-purchased at the G.P.O. in any State, but a discount of 10 per cent. (minimum 2d., maximum 2/-) will be charged.

No wireless set may be used until the user is actually in possession of a Broadcast Listener's Licence.

Free Broadcast Listeners' Licences for the Blind.

Broadcast listeners' licences are issued free to any blind person over the age of 16 years. These licences are granted to—

- (a) Blind pensioners;
- (b) Blind soldiers in receipt of a pension;
- (c) Any other person over the age of 16 years on produc-

WIRELESS CONTROL IN AUSTRALIA

tion of a Certificate from a qualified medical practitioner stating that he or she has no useful vision. Forms of application may be obtained from the Senior Radio Inspector.

Demonstrations by Radio Dealers.

A broadcast listener's licence obtained by a radio dealer in respect of a particular address does not entitle the dealer to demonstrate or in any other way use a receiver in the home of a prospective buyer. This is a point which many dealers have overlooked. The Department, however, has always endeavoured to assist radio dealers in the conduct of their business, recognising that the radio trade has a very important part to play in the development of broadcasting.

It is recognised that the dealers must give demonstrations away from their shops, and the Department grants the concession of allowing these demonstrations to be conducted without the obligation of obtaining a licence. The conditions under which these special arrangements can be made may be learned by consultation with the Senior Radio Inspector. Generally, it is the practice to permit a demonstration period of three days in the metropolitan area and one week in country districts.

The Department has been reluctantly compelled to take action against several dealers who failed to comply with its conditions covering the demonstration of receivers. In some instances receivers were seized and forfeited to the Commonwealth.

Radio Inductive Interference.

INTERFERENCE with broadcast reception caused by electrical appliances has developed in Australia, as in other countries, somewhat seriously. The Department was fully alive to this development, and during the past ten years has undertaken the work of investigation into the interference. Information concerning listener's difficulties is invited by the Department, and questionnaire forms for the purpose are provided at Post Offices. All such complaints are investigated and, where necessary, Radio Inspectors visit the localities, carry out investigations with the object of locating the cause of the interference, and demonstrate to the people concerned methods of fitting suppressors whereby the interference may be reduced or eliminated.

A considerable amount of co-operation in this matter is given promptly by Electric Supply Authorities, radio dealers and Listeners' Leagues, with the result that the growth of the interference has been checked.

With the establishment of further stations, thereby ensuring a higher signal strength in the different localities, the menace of radio inductive interference becomes less serious, but, nevertheless, the Department is continuing its work of helping the broadcasters and listeners in this problem.

Radio dealers can be of great assistance in this connection, particularly in country districts where they are familiar with the conditions and have business or other contacts with the listeners and the owners of electrical equipment. By a recognition of a reasonable community spirit, the co-operation could be fostered by the tactful action of radio dealers, whose interests, of course, would be served by listeners generally being more satisfied with their broadcasting services.

The department is anxious to hear from listeners who are experiencing any trouble in connection with radio inductive interference and invites them to inform the Department of their conditions by filling in a Wireless Reception Questionnaire Form, obtainable from any Post Office, and sending it completed to the Senior Radio Inspector. In every case the Senior Radio Inspector communicates with the complainant and it is pleasing to note that in most cases a satisfactory result has followed.

The technical staff of the Department has been considerably augmented to deal with complaints from listeners, and equipment of the most modern design has been provided to enable the source of the interference to be speedily located.

Many towns in the Commonwealth have been made interference-free by the co-operative efforts of machine owners, power supply authorities and in some cases the listeners themselves, in conjunction with the Department's experts, by arranging for offending appliances and devices to be fitted with an appropriate suppressor.

TECHNICAL PROGRESS IN AUSTRALIAN COMMERCIAL BROADCASTING

(As Supplied by The P.M.G.'s Department)

The following Commercial Stations were placed in service during the year ended December 31, 1939:—

Call Sign	Power in Watts	Date Placed in Service
2CK	300	9/1/1939
4AT	500	15/2/1939
2LT	100	30/6/1939
3CS	200	7/10/1939
6TZ	500	11/10/1939

* Commenced on 100 watts, but authorised for 300 watts later in year.

Thus, the total power of new stations placed in service in 1939 was 1600 watts.

When the 6TZ service was inaugurated on October 11, 1939, the total number of Commercial Broadcasting stations in Australia reached 100.

It was also found necessary during the year to effect several frequency changes, in order to improve operating conditions in the case of several stations. These changes, which are listed below, have proved of great benefit to listeners and licensees alike.

Station	kC/s.	to	kC/s.	Station	kC/s.	to	kC/s.
2BH	860	to	790	4MB	1400	to	1000
2XL	880	to	920	4VL	570	to	920
3UL	900	to	880	5MU	1450	to	1460
4AY	860	to	970	7DY	1400	to	1450
4GR	1000	to	860	*7AD	1460	to	900

* Formerly 7UV Ulverstone.

Outstanding advances during the year can be classified under the following headings:—

- (a) Radiating systems.
- (b) Protection of operating personnel.
- (c) Peak limiting amplifiers.
- (d) New transmitters and improved studio apparatus.

The radiating systems, generally speaking, have been increased in height to approach quarter-wave conditions. Where improvements of this nature have been effected, considerable advantage has been obtained by an increased primary coverage area. Those licensees who have not availed themselves of such improvements have generally had reasons of an economic nature or those arising from difficulties associated with the location of the transmitter.

The Department has always been alive to the hazards in the operation of high tension circuits without adequate precautions for the safety of operating personnel. As a result of regular inspections of stations, many defects have been brought under notice, thus enabling the Department to make representations to the licensees and engineers responsible for the various installations, and improvements during the year have been most marked.

Apart from the continued improvement of amplifier designs in the audio system for broadcasting stations, peak limiting amplifiers were installed at many commercial stations throughout the Commonwealth during the year 1939. The big advantage of peak limiters is that by automatic means, the percentage of modulation is prevented from becoming excessively high, and thus the control operator is able to maintain a higher average depth of modulation. To maintain a satisfactory depth of modulation means, of course, better use of the allotted carrier power, and therefore improved efficiency generally. It is pleasing to note that 46 Commercial Stations have already installed peak limiting amplifiers.

The Postmaster-General's Department, as the Department administering the Wireless Telegraphy Regulations, controls the operations of Commercial Broadcasting Stations. Rules for the Guidance of Licensed Broadcasters have been developed and made available to all concerned, so that official technical requirements may assist as a standard for these services. The dissemination of such information has proved of great value, and facilitated a better understanding of the Department's requirement on the part of station licensees.

LIST OF COMMERCIAL BROADCASTING SERVICES

Transmitting Stations

(As at 13/5/1940)

Station	Aerial Power in Watts	Operation Frequency in kC/s.
N.S.W. AND A.C.T.		
2DU Dubbo	150 (2)	660
2HR Singleton	300	680
2KA Katoomba	1000	780
2BH Broken Hill	100	790 (1)
2GB Sydney	1000	870
2LM Lismore	500	900
2XL Cooma	100	920
2UE Sydney	1000	950
2KM Kempsey	300	980
2GZ Orange	2000	990
2KY Sydney	1000	1020
2CA Canberra	2000	1050
2RG Griffith	200	1070
2LT Lithgow	100	1080
2UW Sydney	750	1110
2AD Armidale	200	1130
2HD Newcastle	500	1140
2WG Wagga	2000	1150
2NZ Inverell	2000	1170
2CH Sydney	1000	1190
2GF Grafton	200	1210
2SM Sydney	1000	1270
2TM Tamworth	2000	1300
2LF Young	300	1340
2MO Gunnedah	100	1370
2GN Goulburn	200	1390
2PK Parkes	200	1400
2KO Newcastle	500	1410
2WL Wollongong	500	1430
2QN Deniliquin	200	1440
2MG Mudgee	100	1450
2CK Cessnock	300	1460
2MW Murwillumbah	100	1470
2AY Albury	200	1480
2BE Bega	100	1490
2BS Bathurst	100	1500
VICTORIA.		
3UL Warragul	200	880
3UZ Melbourne	600	930
3BO Bendigo	500	970
3HA Hamilton	750	1010
3DB Melbourne	600	1030
3LK Lubeck	2000	1090
3CS Colac	200	1130
3KZ Melbourne	600	1180
3YB Warrnambool	200	1210
3TR Sale	1000	1240
3SR Shepparton	2000	1260
3AW Melbourne	600	1280
3BA Ballarat	500	1320
3SH Swan Hill	200	1330
3GL Geelong	500	1350
3MA Mildura	200	1360
3XY Melbourne	600	1420
3CV Charlton	200	1470
†3AK Melbourne	200	1500

THE COMMONWEALTH OF AUSTRALIA WIRELESS TELEGRAPHY ACT

1. This Act may be cited as the Wireless Telegraphy Act, 1905-1936.

2. In this Act.—

"Australia" includes the Territories under the authority of the Commonwealth and the territorial waters of the Commonwealth and of any such Territory;

"Territories under the authority of the Commonwealth" includes any Territory governed by the Commonwealth under a mandate.

"Wireless Telegraphy" includes all systems of transmitting and receiving telegraphic or telephone messages by means of electricity without a continuous metallic connection between the transmitter and the receiver.

"Broadcasting Station" means a station on land for the purpose of broadcasting to licensed broadcast listeners' stations;

"Broadcast Listeners' Station" means a station used solely for the reception of programs from broadcasting stations.

3. This Act shall not apply to ships belonging to the King's Navy.

4. The Minister for the time being administering the Act shall have the exclusive privilege of establishing, erecting, maintaining, and using stations and appliances for the purpose of—

- (a) transmitting messages by wireless telegraphy within Australia, and receiving messages so transmitted, and
- (b) transmitting messages by wireless telegraphy from Australia to any place or ship outside Australia, and
- (c) receiving in Australia messages transmitted by wireless telegraphy from any place or ship outside Australia.

5. Licenses to establish, erect, maintain, or use stations and appliances for the purpose of transmitting or receiving

messages by means of wireless telegraphy may be granted by the Minister for the time being administering the Act for such terms and on such conditions and on payment of such fees as are prescribed.

6. (1) Except as authorised by or under this Act, no person shall—

- (a) establish, erect, maintain or use any station or appliance for the purpose of transmitting or receiving messages by means of wireless telegraphy, or
- (b) transmit or receive messages by wireless telegraphy.

Penalty: Five hundred pounds, or imprisonment with or without hard labour for a term not exceeding five years.

(2) Sub-section (1) of this section shall not, except as prescribed extend to appliances maintained on any ship, arriving from any place beyond Australia, for the purpose of enabling messages to be transmitted from or received on that ship by means of wireless telegraphy but all such appliances shall, while the ship is within Australia—

- (a) be subject to the control of the Minister for the time being administering the Act.
- (b) only be used by his authority or as authorised by the regulations.

Penalty: Five hundred pounds.

7. All appliances erected, maintained, or used in contravention of this Act or the regulations, for the purpose of transmitting or receiving messages by means of wireless telegraphy, shall be forfeited to the King for the use of the Commonwealth.

8. (1) If a justice of the peace is satisfied by information on oath that there is reasonable ground for supposing that any appliance is established, erected, maintained, or used in contravention of this Act or the regulations, for the purpose of transmitting or receiving messages by means of wireless telegraphy he may grant a search warrant to any person.

(CONTINUED FOOT OF NEXT PAGE.)

TECHNICAL PROGRESS IN AUST. COMMERCIAL BROADCASTING (CONTINUED FROM OPPOSITE PAGE)

Station	Aerial Power in Watts	Operation Frequency in kC/s.	Station	Aerial Power in Watts	Operation Frequency in kC/s.
QUEENSLAND AND PAPUA.					
4AT Atherton	500	680	5SE Mt. Gambier	100	1370
4TO Townsville	200	780	5AU Port Augusta	200	1400
4GR Toowoomba	500	860	5MU Murray Bridge	200	1460
4WK Warwick	100	880	WESTERN AUSTRALIA.		
4VL Charleville	100	920	6PR Perth	500	880
4AY Ayr	500	970	6AM Northam	2000	980
4CA Cairns	300	1000	6WB Katanning	2000	1070
4MB Maryborough	200	1000	6ML Perth	500	1130
4SB Kingaroy	2000	1060	6KG Kalgoorlie	500	1210
4RO Rockhampton	200	1080	6LX Perth	500	1240
4LG Longreach	500 (3)	1100	6TZ Dardanup	500	1340
4BC Brisbane	1000	1120	6GE Geraldton	500	1370
4AK Oakey	2000	1220	6PM Fremantle	500	1320
4BK Brisbane	500	1290	TASMANIA.		
4BU Bundaberg	500	1330	7BU Burnie	200	660
†4GY Gympie	200	1350	7QT Queenstown	300	680
4PM Port Moresby	100	1360	7HO Hobart	500	860
4BH Brisbane	1000	1380	7AD Devonport (4)	300	900
4MK Mackay	100	1390	7EX Launceston	500	1000
4IP Ipswich	100	1440	7HT Hobart	500	1080
4ZR Roma	100	1490	7LA Launceston	500	1100
SOUTH AUSTRALIA.					
5RM Renmark	2000	810	7DY Derby	200	1450
5DN Adelaide	500	960	† Projected Station. ‡ Night Service Station.		
5PI Crystal Brook	2000	1040	(1) Allocation temporary—to revert to 570 kC/s later.		
5KA Adelaide	500	1200	(2) Approval granted to increase to 200 watts.		
5AD Adelaide	500	1310	(3) Approval granted to increase to 1000 watts.		
			(4) Formerly 7UV Ulverstone.		

COMMONWEALTH WIRELESS REGULATIONS UNDER THE WIRELESS TELEGRAPHY ACT, 1905-1936

Statutory Rules No. 101 of 1924 have been amended from time to time by No. 123 of 1925, No. 114 of 1926, Nos. 3, 24, 63, 153 of 1927, Nos. 79, 129, of 1928, No. 81 of 1929, No. 113 of 1930, No. 120 of 1935, No. 90 of 1936, and by Nos. 102 and 112 of 1937, and the following are the existing regulations as applicable to Broadcasting in Australia. Details of regulations governing other wireless stations are available from Government Printer, Canberra, A.C.T., or from the Radio Inspector in any capital city.

PART III.—BROADCASTING.

Division I.—Broadcasting Stations.

45.—(1) The Postmaster-General may grant to any applicant a Broadcasting Station Licence.

(2) A Licence shall not be transferred without the approval of the Postmaster-General.

(3) The Postmaster-General shall not recognise any vested interest in the Licence, and compensation shall not be payable to the Licensee on the termination of the Licence.

46. An applicant for a Broadcasting Station Licence shall state in his application the following particulars:—

- Name and address of applicant (In the case of a company—(1) the name of the company and the address of the head office thereof; (2) the name and address of the Secretary or other person authorised to act on behalf of the Company.);
- Technical qualifications of the applicant or of the persons who it is proposed will operate the licensed installation (Where the applicant does not possess the necessary qualifications and proposes to engage an expert to control the station after the issue of the Licence, this should be stated);
- Location of the proposed station;
- Type of transmitter and character of modulation proposed;
- Proposed normal operating power of transmitter;
- Hours of service; and
- Class of service to be broadcast and particulars of average programme.

47.—(1) A Broadcasting Station Licence shall be prepared in duplicate, one copy of which shall be retained by the Department and the other shall be issued to the Licensee.

(2) A Licensee shall make his Licence available for inspection by any authorised officer as, and when, required.

48.—(1) A Broadcasting Station Licence may be granted for any period not exceeding three years as the Postmaster-General determines.

(2) The Postmaster-General if he deems it desirable may

from time to time renew a Licence for a period not exceeding one year from the date of expiration of the current Licence.

(3) A Licensee who desires a renewal of his Licence shall make application for the renewal thereof at least six months before the date of the expiration of his current Licence, except in cases where a licence has been granted or renewed for a period of less than one year, when the application for a renewal shall be made at least one month before the date of expiration of the current licence.

48a.—(1) Any person making application for the grant or renewal of a Broadcasting Station Licence shall supply such information as is required by the Postmaster-General, and shall lodge with the application a Statutory Declaration that the grant or renewal of the licence will not result in the ownership by any person of more than—

- one metropolitan broadcasting station in any State;
- four metropolitan broadcasting stations in the Commonwealth;
- four broadcasting stations in any one State; or
- eight broadcasting stations in the Commonwealth, and will not result in any person being in a position to exercise control, either directly or indirectly, of more than that number of stations.

(2) Where the applicant is a company, the Statutory Declaration referred to in the last preceding sub-regulation shall be made by a majority of the directors of the company and the manager or secretary of the company.

(3) Where the applicant is neither an individual or a company, the Statutory Declaration referred to in sub-regulation (1.) of this regulation shall be made by such persons as the Postmaster-General determines.

(4) In this regulation—
“metropolitan broadcasting station” means a broadcasting station situated within a radius of 30 miles from the General Post Office in the capital city of a State;
“person” includes a firm, body corporate or association.

49. A Broadcasting Station Licensee shall commence a satisfactory service in accordance with these Regulations within three months from the date of the issue of the Licence or within such further period as the Postmaster-General approves.

(Continued opposite page.)

COMMONWEALTH WIRELESS TELEGRAPHY ACT (contd. from p. 121)

(2) A search warrant under this section shall authorise the person to whom it is addressed to break and enter any place or ship, where the appliance is or is supposed to be, either by day or by night, and to seize all appliances which appear to him to be used or intended to be used for transmitting or receiving messages by means of wireless telegraphy.

9. (1) Proceedings for any offence against this Act may be instituted in any Court of Summary Jurisdiction, and any person proceeded against under this section may be dealt with summarily or may be committed for trial.

(2) The Court in dealing summarily with any accused person under this section may, if he is found guilty of any offence against this Act, punish him by imprisonment with

or without hard labour for any period not exceeding six months or by a penalty not exceeding Fifty pounds.

(3) For the purposes of the application of this section in the Territories under the authority of the Commonwealth, “Court of Summary Jurisdiction” includes a court of any such Territory sitting as a court for the making of summary orders or the summary punishment of offences under the law of the Territory.

10. The Governor-General may make regulations, not inconsistent with this Act, prescribing all matters which by this Act are required or permitted to be prescribed or which are necessary or convenient to be prescribed for carrying out or giving effect to this Act.

WIRELESS REGULATIONS

50. The licensed installation of a Broadcasting Station shall be equipped, designed and controlled to the satisfaction of the Postmaster-General and shall not be altered without his consent.

51. The power of a Broadcasting Station shall be as approved by the Postmaster-General and shall not be altered without his consent.

52.—(1) The frequency (wave-length) on which each Broadcasting Station shall operate shall be as determined by the Postmaster-General.

(2) The operating frequency shall be maintained to a constancy to the satisfaction of the Postmaster-General.

(3) For the purpose of the last preceding sub-regulation, the transmitting apparatus shall include such equipment for indicating the accuracy of the operating frequency as the Postmaster-General approves.

53. The location of a Broadcasting Station and the periods of operation thereof shall be subject to the approval of the Postmaster-General.

54.—(1) The Postmaster-General reserves the right, during the currency of a Broadcasting Station Licence, to vary the conditions upon which the Licence is granted, especially in regard to the power, location, frequency (wave-length) and periods of operation of the licensed installation.

(2) The Licensee shall, at his own expense, and to the satisfaction of the Postmaster-General, give effect to any such variation.

55. The licensed installation of any Broadcasting Station shall only be operated by such persons as, in the opinion of the Postmaster-General, are competent to operate the installation.

56. The licensed installation of any Broadcasting Station shall, at all reasonable times, be open to inspection by any authorised officer, and every facility shall be given by the Licensee for ascertaining the conditions of the Station.

57.—(1) A Broadcasting Station shall be connected by telephone with the public telephone exchange system of the area in which the Station is located.

(2) The Broadcasting Station Licensee shall enter into the usual telephone subscriber's agreement for the establishment of a service.

58. The Postmaster-General may require the Licensee of a Broadcasting Station to include, without charge, such items of general interest or utility as the Postmaster-General, from time to time, determines.

Provided however that the requirements of the Postmaster-General shall not be such as to entail a period of occupation of the Station in excess of thirty minutes in each consecutive period of twelve hours.

59.—(1) All matter including advertisements to be broadcast shall be subject to such censorship as the Postmaster-General determines.

(2) The Broadcasting Station Licensee shall, before broadcasting any such matter which is of a controversial nature or likely to cause offence to any section of the community, direct the attention of the Postmaster-General, or an authorised officer, to such matter.

60.—(1) A Broadcasting Station Licensee may broadcast advertisements.

(2) A Licensee desiring to broadcast advertisements shall publish a tariff of advertising charges, and shall make his advertising service available without discrimination to any person or firm.

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

62. A Broadcasting Station Licensee shall—

- compile and maintain in a recognised business or commercial form, separate accounts in respect of his broadcasting activities;
- make such accounts available for inspection by the Postmaster-General as required;
- supply to the Postmaster-General as required duly audited annual balance-sheets in detail for the year ending on the thirtieth day of June in each year or on some other date approved by the Postmaster-General; and

(d) keep such records relating to the broadcasting service, as the Postmaster-General, from time to time directs, and supply copies thereof to the Postmaster-General as required.

63.—(1) The programme transmitted from a Broadcasting Station shall, both in rendition and transmission, be to the satisfaction of the Postmaster-General.

(2) The general terms of any announcement, whether complete in themselves or referring to items to be transmitted, shall be to the satisfaction of the Postmaster-General.

(3) Every announcer employed by the Licensee shall be of good education, style and personality, and possessed of clear enunciation, as far as possible free from any characteristic dialect.

63A.—(1) The Licensee of a broadcasting station shall announce or cause to be announced the true name and title of every speaker, other than those of a member of the staff of the station, who is, either in person or through the agency of a sound recording device, to deliver an address or make a statement relative to politics or current affairs for transmission from the broadcasting station.

(2) The announcement shall be made at such a time and in such a manner, before and after the address or statement, as will fully disclose the identity of the speaker to any person listening to the address or statement.

(3) The Licensee of the broadcasting station shall keep a record of the name, title, postal address and credentials or occupation of each such speaker and shall produce any particulars of the record which the Postmaster-General by notice in writing requires.

64.—(1) The licence fee for a Broadcasting Station Licence or any renewal thereof shall be £25 per year or part of a year payable in advance.

65. A Broadcasting Station Licensee shall at all times keep the Postmaster-General indemnified against any claim for royalties in respect of any equipment operated under his licence, or against any claims whatsoever arising out of the Licensee's operations.

66. A Broadcasting Station Licensee shall not—

- transmit any work or part of a work in which copyright subsists except with the consent of the owner of the copyright; or
- send out news or information of any kind published in any newspaper or obtained, collected, collated or co-ordinated by any newspaper, or association of newspapers or any news agency or service except with the full consent in writing, first obtained, of, and upon such payment and conditions as are agreed upon by the licensee and, the newspaper, association of newspapers, news agency or service.

67.—(1) A Broadcasting Station Licensee who supplies in advance to the proprietor of any registered newspaper programmes of the items to be broadcast by his Station shall, on application in writing, supply in advance such programmes on equal terms to the proprietor of any other registered newspaper.

(2) The proprietor of such other newspaper may publish such programmes in any registered newspaper owned by him.

(3) In this regulation “registered newspaper” means a newspaper registered under the Post and Telegraph Act 1901-1923.

68. A person shall not publish in any manner whatsoever any portion of the text of an item transmitted by a broadcasting station, whether situated in Australia or elsewhere, without the consent of the owner or licensee of the station and the approval of the Postmaster-General.

69. A Broadcasting Station Licensee shall not, without the permission of the Postmaster-General, transmit any message or other communication, the transmission of which would be in contravention of the provisions of the Post and Telegraph Act 1901-1923 if the licensed installation were a telegraph within the meaning of that Act.

70. Except where any inconsistency exists, nothing in this Part shall affect the generality of the provisions of any other Part of these Regulations,

(Continued next page.)

WIRELESS REGULATIONS (contd.)

71. The decision of the Postmaster-General with regard to the interpretation or application of any of the provisions of this Division shall be final.

72. The Postmaster-General may, on such terms and conditions as he thinks fit—

- (a) make contracts for the establishment, erection, maintenance or use of wireless broadcasting stations or appliances on his behalf; and
- (b) for the purpose of using any wireless broadcasting stations or appliances established, erected or maintained by him or on his behalf, make contracts for the provision of programmes by such stations or by such appliances.

73. Any Licence for a Class B Station in force immediately prior to the commencement of this regulation shall be deemed to have been granted under and subject to the provisions of these Regulations.

74. Notwithstanding anything contained in this Division, any Licence for a Class A Station granted under the Regulations in force immediately prior to the commencement of this regulation shall not, on and from the commencement of this regulation, be renewed and those Regulations shall be deemed to apply to such Licence so long as it remains in force.

Division II.—Broadcast Listeners' Stations.

75. A Broadcast Listeners' Licence in accordance with Form 5 in the Schedule to these Regulations may be granted at any Money Order Office on payment of the prescribed fees.

76.—(1.) For the purpose of the granting of Broadcast Listeners' Licences and the payment of fees therefor, the Commonwealth and the Territories thereof shall be divided into two Zones as follows:—

- (i) Zone 1 shall include all the territory within an approximate radius of 250 miles from such broadcasting stations as the Postmaster-General determines; and
- (ii) Zone 2 shall include all the territory of the Commonwealth and the Territories outside Zone 1.

(2.) The Postmaster-General may determine the Zone within which any Broadcast Listeners' Station is situated.

(3.) The Postmaster-General may modify the boundaries of the Zones specified in sub-regulation (1.) of this regulation, or establish additional Zones.

77.—(1.) The fees payable in respect of any Broadcast Listener's Licence or any renewal thereof shall be as follows:

- (a) For Zone 1, 21/- per annum; and
- (b) For Zone 2, 15/- per annum.

(2.) Licence fees shall be paid in advance.

78.—(1.) Where application is made for a Broadcast Listener's Licence in respect of receiving equipment which has been used, without a Licence being held in respect thereof, at any time during the period of twelve months immediately preceding the day on which the application is made, any Licence granted may be dated as of the date on which the receiving equipment was first used during that period without a Licence and shall remain in force for a period of twelve months from that date.

(2.) In any proceedings for an offence against these Regulations—

- (a) a Licence so granted shall not be deemed to have been current prior to the date on which it was applied for; and
- (b) the production of the official copy thereof bearing the date and time of issue and the signature of the issuing officer shall be prima facie evidence of the date and time of issue of the Licence.

79. A Broadcast Listeners' Licence shall not be transferable from one person to another.

80.—(1.) The user of receiving equipment, capable of being utilised for the reception of broadcast programmes or other wireless signals, shall be in possession of a current Broadcast Listeners' Licence.

(2.) Where a current Broadcast Listeners' Licence is not held in respect of equipment installed or connected up or capable of being connected up for the purpose of receiving

broadcast programmes or other wireless signals in any dwelling house, office, shop, premises or place, the occupier of any such dwelling house, office, shop, premises or place shall be guilty of an offence.

(3.) It shall be a defence to a prosecution for an offence against the last preceding sub-regulation, if the occupier proves that he was not aware, or could not with reasonable diligence have become aware, of the existence in the dwelling house, office, shop, premises or place of the receiving equipment in question.

81.—(1.) Receiving equipment shall not, without the consent of the Postmaster-General, or an authorised officer, be used at a place other than that specified in the Broadcast Listeners' Licence.

(2.) The Licensee shall notify the Department of any permanent change of address within two weeks of the change.

82. A Broadcast Listeners' Licence shall, at all reasonable times, be available at the address given thereon for inspection by an authorised officer.

83. The holder of a Broadcast Listener's Licence or a person acting on his behalf or by his permission shall not divulge (except to an authorised officer or to a competent legal tribunal), or make any use whatsoever of the contents of a wireless communication not being a communication transmitted by a broadcasting station, whether situated in Australia or elsewhere.

84. Any Licensee of a Broadcast Listeners' Station using reaction (back coupling) in such a manner as to cause interference to the reception at any other Station shall be guilty of an offence against these Regulations.

85. A person or firm shall not operate receiving equipment for the purpose of demonstration or test of receivers with the object of promoting the sale of receiving equipment without being in possession of a Broadcast Listeners' Licence.

PART IV.—EXPERIMENTAL LICENCES.

105. Experimental Licences in accordance with Form 8 authorising the conduct of transmitting and receiving experiments may be issued to qualified persons for the purpose of research and for instruction in schools or teaching institutions.

106.—(1.) An applicant for an Experimental Licence shall satisfy the Postmaster-General or an authorised officer that he possess sufficient knowledge to undertake research investigations.

(2.) An application for an experimental licence shall be in writing, and shall contain the following particulars:—

- (a) Name in full, address, age, technical training or qualifications and present occupation;
- (b) the scientific, technical, practical or other grounds upon which it is desired to obtain a licence;
- (c) the nature of the investigation or research it is intended to carry out; and
- (d) a declaration or undertaking regarding the secrecy of wireless communications.

107. If an applicant is under twenty-one years of age, the application shall be countersigned by a parent, guardian or other person, approved by the Postmaster-General or an authorised officer, who shall be responsible for the observance of the conditions of the licence.

108.—(1.) An Experimental Licensee may be required to keep a log book containing a chronological record of any investigations carried out by him.

(2.) The log book shall be available for examination at all reasonable times by an authorised officer.

109. The fee for an experimental licence shall be £1/10/- per annum.

110.—(1.) Experimental Licensees may use reaction (back coupling) in receivers, but every precaution shall be taken to prevent the interference with neighbouring stations that may be caused by re-radiation.

(2.) Any experimental licensee who allows his receiver to energise his aerial to the extent that interference with neighbouring stations is caused, shall be guilty of an offence.

111. Experimental Licensees shall be in possession of an Amateur Operator's Certificate of Proficiency:

Provided that in certain cases as approved by the Postmaster-General or an authorised officer, a licensee may be

(Continued opposite page.)

WIRELESS REGULATIONS**PART VI.—CERTIFICATES OF PROFICIENCY IN WIRELESS TELEGRAPHY.**

126. A station (other than a Broadcast Listener's Station) shall not be operated except by a person—

- (a) who holds such of the certificates referred to in this Part as is determined by the Postmaster-General or an authorised officer to be appropriate for that station; or
- (b) is qualified, to the satisfaction of the Postmaster-General or an authorised officer, to operate that station.

127.—(1.) The Postmaster-General may issue certificates in accordance with Forms 11, 12, 13, 14, 14a, 14b, 14c and 14d in the First Schedule to these Regulations to persons who have reached the age of 18 years (or 15 years in the case of an Amateur Operator's Certificate of Proficiency) and who satisfy him, by examination or otherwise, that they possess the knowledge and qualifications referred to in those certificates respectively:

Provided that a Commercial Operator's Certificate of Proficiency or an Aircraft Operator's Certificate of Proficiency shall not be issued to a person who is not a British subject unless—

- (a) the consent in writing of the Minister for Defence has first been obtained; or
- (b) the Postmaster-General is satisfied that the circumstances justify the issue of a certificate as a matter of urgency,

and any certificate issued under paragraph (b) of this provision shall be in force in respect of one voyage only of the ship or aircraft upon which the holder of the certificate is to be carried.

(2.) In the event of a certificate being lost, the Postmaster-General may issue a duplicate certificate upon payment of the prescribed fee.

(3.) The fees specified in the Table contained in the Second Schedule to these Regulations shall be charged in connection with—

- (a) the examination of candidates;
- (b) the issue of certificates without examination; and
- (c) the issue of duplicate certificates.

under these Regulations.

128.—(1.) The Director-General or an authorised officer may from time to time conduct examinations of applicants for certificates.

(2.) The examinations shall be held in such manner and subject to such conditions as the Director-General determines.

129. The Examination for a First Class Commercial Operator's Certificate of Proficiency shall be such as to show that a successful candidate possesses the knowledge and qualifications specified in this regulation, namely:—

- (a) A knowledge of the general principles of electricity, of the theory of wireless telegraphy and wireless telephony, and of the regulation and practical working of the types of apparatus used in the mobile service.
- (b) A theoretical and practical knowledge of the working of the accessory apparatus used in the operation and adjustment of the apparatus referred to in paragraph (a) of this regulation.
- (c) The ability to effect, with the means available on board ship, repairs to damage which may occur to the wireless telegraph or wireless telephone installation during a voyage.
- (d) The ability to send correctly, and to receive correctly, by ear, in Morse code, code groups at a speed of 20 groups per minute, and a message in plain language at a speed of 25 words per minute.
- (e) The ability to send and receive messages correctly by telephone.
- (f) A detailed knowledge of—

- (i) such of the Radiocommunication Regulations annexed to the Telecommunication Conven-

(Continued next page.)

exempted from the requirements of this regulation; in such event, the licensee shall undertake to have always in attendance during transmitting experiments and tests, a person in possession of an Amateur Operator's Certificate of Proficiency.

112.—(1.) The power (measured in the High Frequency Generator Circuit) to be used in experimental transmitting stations shall not exceed 50 watts except in such special cases as are approved by the Postmaster-General or an authorised officer.

(2.) Approved instruments for indicating the power used in the High Frequency Generator Circuit shall be installed in a manner satisfactory to the Postmaster-General or an authorised officer.

113. Transmissions by Experimental Stations shall be confined to such frequencies (wavelengths) as are approved by the Postmaster-General from time to time.

114. During any transmitting tests extending in period over ten minutes, the call sign of the Experimental Station shall be signalled as frequently as practicable, and as a normal rule not less than once in every five minutes.

115. The transmitting equipment operated in Experimental Stations must employ circuits loosely coupled to the radiating system and, in the case of telegraph experiments, devices or methods that will minimise the effect of key impacts, harmonics and anode supply modulation.

116. An Experimental Licensee shall assure himself that the frequency (wavelength) on which transmissions are being carried out is accurate, and for that purpose a frequency meter (wavemeter) calibrated by comparison with standard instruments approved by the Postmaster-General or authorised officer shall be maintained in good order at the Experimental Station:

Provided that the Postmaster-General or authorised officer may exempt an Experimental Licensee from the obligation of maintaining a frequency meter (wavemeter) for such period and in such circumstances as he determines.

117. The use of licensed experimental installations shall be restricted to investigations, research, or instructional purposes in wireless telegraphy or telephony.

118.—(1.) An Experimental Licensee shall not, without the express permission of the Postmaster-General or an authorised officer, transmit any message or other communication, the transmission of which would, if the licensed installation were a telegraph within the meaning of that Act, be in contravention of the provisions of the Post and Telegraph Act 1901-1923.

(2.) Notwithstanding anything contained in the last preceding sub-regulation, an experimental licensee may transmit and receive messages of an unimportant character in plain language relating to experiments, or consisting of remarks of a personal character:

Provided that the exchange of such messages shall be prohibited with countries whose Administrations do not allow the transmission or receipt of such messages.

(3.) The transmission and receipt of messages for third parties, or of any message on payment in cash or kind is expressly forbidden.

119. Normally transmissions will be limited to pure continuous wave and telephony. The transmission of damped wave (Spark transmission) will not be allowed except in special cases as approved by the Postmaster-General or an authorised officer. The transmission of telephony may be restricted to certain bands of frequencies (wavelengths) as decided from time to time by the Postmaster-General or authorised officer.

120. Any apparatus used or intended to be used by an Experimental Licensee shall be so erected, fixed, placed and used as not, either directly or by reason of the working or use thereof, to interfere with the efficient and convenient working of other transmitting or receiving stations.

121. The Postmaster-General or an authorised officer may grant a temporary permit to an Experimental Licensee for the demonstration of wireless telegraphy or telephony in connection with lectures, or entertainments where it is desired to assist the development or public appreciation of the art.

WIRELESS REGULATIONS (contd.)

- tion as relate to the exchange of radiocommunications and the assessment of charges in the mobile service; and
- (ii) that portion of the Safety Convention which relates to radiotelegraphy.
- (g) A knowledge of the general geography of the world, especially the principal navigation routes and the most important cable, telegraph, wireless telegraphy and wireless telephony routes.
130. The examination for a Second Class Commercial Operator's Certificate of Proficiency shall be such as to show that a successful candidate possesses the knowledge and qualifications specified in this regulation namely:—
- (a) An elementary theoretical knowledge of electricity and of wireless telegraphy and wireless telephony and knowledge of the adjustment and practical working of the types apparatus used in the mobile service.
- (b) An elementary theoretical and practical knowledge of the working of the accessory apparatus used in the operation and adjustment of the apparatus referred to in paragraph (a) of this regulation.
- (c) The ability to effect minor repairs to damage occurring to the apparatus referred to in paragraphs (a) and (b) of this regulation.
- (d) The ability to send correctly, and to receive correctly by ear, in Morse code, code groups at a speed of 16 groups per minute, and a message in plain language at a speed of 20 words per minute.
- (e) A detailed knowledge of—
- (i) such of the Radiocommunication Regulations annexed to the Telecommunication Convention as relate to the exchange of radiocommunications and the assessment of charges in the mobile service; and
- (ii) that portion of the Safety Convention which relates to radiotelegraphy.
- (f) A knowledge of the general geography of the world, especially the principal navigation routes and the most important cable, telegraph, wireless telegraphy, and wireless telephony routes.
- 131.—(1) A Third Class Commercial Operator's Certificate of Proficiency shall be issued in respect of proficiency in wireless telegraphy or wireless telephony, or both.
- (2.) The examination for a Third Class Commercial Operator's Certificate of Proficiency shall be such as to show that a successful candidate possesses the knowledge and qualifications specified in this sub-regulation, namely:—
- (a) In case of an examination for a Third Class Commercial Operator's Certificate of Proficiency in wireless telegraphy—
- (i) a practical knowledge of the working and adjustment of such type or types of wireless telegraph installation as is, or are, specified by the Director-General;
- (ii) ability to send correctly, and to receive correctly by ear, in Morse code, a message in plain language at a speed of 10 words per minute;
- (iii) a knowledge of the Radiocommunication Regulations annexed to the Telecommunication Convention relating to the exchange of radiotelegraph communications, to interference and to the Distress, Urgency, Alarm, and Safety Signals; and
- (iv) a knowledge of the precautions necessary for the safety of the installation referred to in sub-paragraph (i) of this paragraph.
- (b) In the case of an examination for a Third Class Commercial Operator's Certificate of Proficiency in wireless telephony—
- (i) a practical knowledge of the working and adjustment of such type or types of wireless telephone installation as is, or are, specified by the Director-General;
- (ii) ability to send and receive correctly messages by telephone;

- (iii) a knowledge of the Radiocommunication regulations annexed to the Telecommunication Convention relating to the exchange of radiotelephone communications, to interference and to the Distress, Urgency, Alarm, and Safety Signals;
- (iv) a knowledge of the precautions necessary for the safety of the installation referred to in sub-paragraph (i) of this paragraph.
- (c) In the case of an examination for a Third Class Commercial Operator's Certificate of Proficiency in both wireless telegraphy and wireless telephony—the knowledge and qualifications specified in paragraphs (a) and (b) of this sub-regulation.
- 131a. The examination for a First Class Aircraft Operator's Certificate of Proficiency shall be such as to show that a successful candidate possesses the knowledge and qualifications specified in this regulation, namely:—
- (a) A knowledge of the general principles of electricity, of the theory of wireless telegraphy and wireless telephony, and of the adjustment and practical working of the types of apparatus used in the mobile service.
- (b) A theoretical and practical knowledge of the accessory apparatus, such as motor-generator sets, accumulators, etc., used in the operation and adjustment of the apparatus referred to in paragraph (a) of this regulation.
- (c) The practical knowledge necessary to effect, with the means available on board, the repair of damage which may occur to the wireless telegraph or wireless telephone apparatus during a voyage.
- (d) The ability to send correctly, and to receive correctly by ear, in Morse code, code groups (mixed letters, figures and punctuation marks) at a speed of 20 groups per minute, and a message in plain language at a speed of 25 words per minute, each code group to comprise five characters and each figure or punctuation mark to count as two characters and the message in plain language to average five characters to the word.
- (e) The ability to send and receive messages correctly by telephone.
- (f) A detailed knowledge of—
- (i) such of the Radiocommunication Regulations annexed to the Telecommunication Convention as relate to the exchange of radiocommunications and the assessment of charges in the mobile service;
- (ii) that portion of the Convention for the Safety of Life at Sea which relates to radiotelegraphy; and
- (iii) The special provisions governing the radio-electric service of air navigation.
- (g) A knowledge of the general geography of the world, especially the principal air navigation routes and the most important telecommunication routes.
- 131b. The examination for a Second Class Aircraft Operator's Certificate of Proficiency shall be such as to show that the successful candidate possesses the knowledge and qualifications specified in this regulation, namely:—
- (a) An elementary theoretical and practical knowledge of electricity and wireless telegraphy and a knowledge of the adjustment and the practical working of the types of apparatus used in the mobile service, particularly in relation to aircraft stations.
- (b) An elementary theoretical and practical knowledge of the working of the accessory apparatus, such as motor-generator sets, accumulators, etc., used in the operation and adjustment of the apparatus mentioned in paragraph (a) of this regulation.
- (c) A practical knowledge sufficient for effecting minor repairs in case of damage occurring to the wireless apparatus.
- (d) The ability to send correctly, and to receive correctly by ear, in Morse code, code groups (mixed letters, figures and punctuation marks) at a speed of sixteen groups per minute, each group to comprise five characters and each figure or punctuation mark to count as two characters.

(Continued opposite page.)

WIRELESS REGULATIONS

time specified in the notice, that he possesses the knowledge and qualifications referred to in the certificate. If the holder fails so to satisfy the Postmaster-General the Postmaster-General may, by notice published in the "Gazette," cancel the certificate.

PART VII—MISCELLANEOUS: UNLICENSED STATIONS, PENALTIES, ETC.

136. Nothing in these Regulations shall be construed as rendering the Minister liable or responsible for any infringement by a licensee in the exercise of his licence, of copyright in any work or of any patent for an invention, or for any breach of the law arising out of the exercise of the licence, and nothing in these Regulations shall affect the liability of the licensee in respect of any such act done by him.

137. These Regulations shall not prevent the use, without licence, by the Defence Authorities of wireless telegraphy for Defence purposes:

Provided that each wireless telegraphy installation (other than a mere temporary installation) to be used shall be authorised in writing by the Minister.

137a.—(1.) The use of wireless telegraphy appliances on board any foreign ship of war while in any harbour in Australia shall be subject to such rules (whether prohibitive or regulative) as the Governor-General thinks fit to make.

(2.) (a) Foreign men-of-war and service aircraft accompanying them lying in a naval port or in any harbour which is close to a naval port shall obtain permission from the Senior Naval Officer at the naval port to use their wireless telegraphy or telephony apparatus, stating system, wavelengths, and times of transmission proposed.

(b) Foreign men-of-war and service aircraft accompanying them lying in any harbour which is not close to a naval port shall conform to the following provisions:—

- (i) Transmission on 600 metres is forbidden, except for the purpose of making or answering signals of distress;
- (ii) interference with Naval, Army, or Air Force signalling or any fixed shore stations shall be avoided.
- (iii) transmission shall be discontinued on request from—
- (1) any Naval authority;
 - (2) the Port authorities;
 - (3) any fixed shore station;

(iv) protracted signalling using apparatus transmitting other than pure continuous waves shall be avoided; and

(v) if there is a British or Dominion fleet or warship lying in the harbour, the Senior Naval Officer shall be consulted.

(3.) If at any time an emergency has arisen in which it is expedient that the Commonwealth Government should have control over the transmission of all messages by wireless telegraphy, the Governor-General may by notice in the "Gazette" prohibit for such period as he thinks necessary the use of wireless telegraphy on board foreign ships in territorial waters.

138. If a justice of the peace is satisfied by information on oath that there is reasonable ground for supposing that a wireless telegraphy station has been established, or that any apparatus for wireless telegraphy has been installed or worked in any place or on board any ship within his jurisdiction, without a licence in that behalf, he may grant a search warrant to any police officer or officer appointed in that behalf by the Minister or authorised officer and named in the warrant, and a warrant so granted shall authorise the officer named therein to enter and inspect the station, place, or ship, and to seize any apparatus which appears to him to be used or intended to be used for wireless telegraphy therein.

139. Any person who acts in contravention of any provision of these Regulations or fails to comply with any condition of a licence shall be guilty of an offence against these Regulations. Penalty: Twenty pounds.

- (e) A knowledge of—
- (i) such of the Radiocommunication Regulations annexed to the Telecommunication Convention as relate to the exchange of radiocommunications and the assessment of charges in the mobile service;
- (ii) that portion of the Convention for the Safety of Life at Sea which relates to radiotelegraphy; and
- (iii) The special provisions governing the radio-electric service of air navigation.
- (f) A knowledge of the general geography of the world, especially the principal air navigation routes and the most important telecommunication routes.
- 131c. The examination for a Third Class Aircraft Operator's certificate of Proficiency shall be such as to show that the successful candidate possesses the knowledge and qualifications specified in this regulation, namely:—
- (a) A practical knowledge of wireless telephony, especially with a view to avoiding interference.
- (b) A knowledge of the adjustment and working of wireless telephone apparatus.
- (c) The ability to send and receive messages correctly by telephone.
- (d) The ability to send correctly, and to receive correctly by ear, in Morse code, a message in plain language at a speed of twelve words per minute.
- (e) A knowledge of—
- (i) such of the Radiocommunication Regulations annexed to the Telecommunication Convention as relate to the exchange of radiotelephone communications and to the distress urgency and safety signals; and
- (ii) the special provisions governing the radio-electric service of air navigation.
132. The examination for a Broadcast Station Operator's Certificate of Proficiency shall be such as to show that a successful candidate possesses the knowledge and qualifications specified in this regulation, namely:—
- (a) A knowledge of the general principles of electricity and of radio-technology and of all the electrical and wireless telephony equipment used by broadcasting stations.
- (b) A practical knowledge of the working and adjustment of all apparatus normally used by broadcasting stations.
- (c) Ability to adjust and carry out repairs to the apparatus referred to in the last preceding paragraph of this regulation.
- (d) A knowledge of the provisions of Division 1 of Part III. of these Regulations.
133. The examination for an Amateur Operator's Certificate of Proficiency shall be such as to show that a successful candidate possesses the knowledge and qualifications specified in this regulation, namely:—
- (a) An elementary knowledge of wireless telegraphy and wireless telephony and electrical principles.
- (b) A knowledge of—
- (i) such of the Radiocommunication Regulations annexed to the Telecommunication Convention as relate to the operation of experimental stations;
- (ii) the principal abbreviations set out in Appendix 9 of those Regulations; and
- (iii) Part IV. of these Regulations.
- (c) Ability to send correctly, and to receive correctly by ear, in Morse code, a message in plain language at a speed of 12 words per minute.
134. The Postmaster-General may cancel or suspend any certificate issued under this Part—
- (a) if the holder of the certificate is convicted of a criminal offence; or
- (b) if the Postmaster-General is of the opinion, on account of the incompetence of the holder of the certificate, or for any other reason, that it is desirable that the certificate should be cancelled or suspended.
135. The Postmaster-General may at any time, by notice in writing, require the holder of a certificate issued under this Part to satisfy him, by examination or otherwise, within a

CLUBS, ASSOCIATIONS, UNIONS, ETC.

AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS

Head Office: 371 Collins Street, Melbourne. 'Phone: M 5532.

Sydney Office: Assembly Hall, 44 Margaret Street. Phone: B 7503.

OFFICE BEARERS FOR 1940.—**President:** C. F. Marden, Esq. (C.B.N.). **Vice-Presidents:** Senior, T. Holt, Esq. (3XY); Country V.P., J. Ridley, Esq. (2GZ); Queensland V.P., A. Robertson, Esq. (4BK); South Australia V.P., A. Kinnear, Esq. (5AD); Western Australia V.P., B. Samuel, Esq. (6IX-6ML); Tasmanian V.P., A. P. Findlay, Esq. **Secretary:** R. Dooley, Esq. **N.S.W. Secretary:** A. F. O. Brown, Esq.

Federal Council comprises representatives of city commercial stations and two country commercial stations in New South Wales and Victoria.

Executive Council comprises representatives of Melbourne and Sydney stations and two country station representatives in Victoria and in New South Wales.

HISTORY.

The Federation started from small beginnings about 1928, when three of the Sydney stations then operating decided that common action was necessary on certain matters, such as copyright. Since the first interstate convention was held in 1930, the Federation has continued to grow in strength and in membership until now it has 91 commercial stations as members. Side by side with the expansion of the organisation so has the scope of its operations and interests increased also. To-day the Federation is a substantial stabilising influence upon almost every phase of broadcasting development in the commercial sphere, and a close watch is maintained on all governmental matters affecting broadcasting.

The Federation is an unregistered Association formed to handle matters of common interest to commercial broadcasting stations. The constitution has been framed to suit the requirements of the organisation, but to avoid the necessity for registration as a corporate body.

REGULATORY INFLUENCE.

The Government has received assurances from the Federation, of its ability to regulate the industry and of the desire of members to co-operate with the Postal Department in maintaining standards of broadcasting advertising. To assist in this direction, a Commercial Radio Advertising Board has been established comprising representatives of the Federation, the Australian Association of National Advertisers, and the Accredited Advertising Agents' Association.

In addition, a Board of Reference has been appointed from the Federal Executive for the following purposes:—

- To establish commercial broadcasting standards acceptable to the Postmaster-General, to the public, and to the commercial broadcasting stations.
- To act as the official representatives of commercial broadcasting in negotiations with the Postmaster-General, and the administrative officers of his department.
- To maintain recognition and compliance with the code of Ethics and program standards laid down, and to deal with all disputes or variations that may arise in connection therewith.

The Federation during 1938, established a Federal Accreditation Bureau for the accreditation of advertising service agents, and rules governing the accreditation of such agencies, rates of commission, etc., were decided upon.

Code of Broadcast Advertising Standards

In accordance with the Broadcast Advertising Standards approved and now promulgated by the Australian Federation of Commercial Broadcasting Stations, Commercial Stations may NOT accept any script, continuity, advertising copy, recorded commercial announcements, and such matter for broadcast which introduces or incorporates:—

- Statements concerning medical or patent medicine products that do not conform to the standards of practice recommended and adopted by the manufacturers and distributors of proprietary medicines under the auspices of the Australian Association of National Advertisers.
- Obscene and off-colour jokes or songs, oaths, sacrilegious expressions, and anything of doubtful propriety.
- The use of the diety's name excepting when used reverently or as part of a standard classic work.
- Statements or suggestions that may be considered offensive to religious views, racial traits and the like.
- False or questionable statements or any other form of misrepresentation.
- Testimonials which do not reflect the genuine experience or opinion of a competent witness. Anonymous advertising testimonials shall not be permitted.
- Statements of prices and values not in accordance with specific facts or any misleading price claim or comparison.
- Unfair comments upon competitors, competing products, or upon industries, professions, or institutions.
- Matter which is barred from the mails as fraudulent, deceptive or objectionable.
- Statements or claims, known or believed to be false, deceptive or grossly exaggerated.
- Reference to any remedy or other product, the sale of which, or the method of sale of which, constitutes a violation of law.
- Any form of speculative finance, excepting from firms of bona fide standing whose services comply with legislative requirements.
- Any statement that comments upon, ridicules, or incorporates the name of a member of any Royal family or any foreign personality in relation to advertising.
- In the case of children's programmes, remarks considered derogatory to respect for law and order, adult authority, good morals and clean living.
- Matter that constitutes a breach of or contravenes any Federal or State legislation.

CLUBS, ASSOCIATIONS, UNIONS, Etc. (contd.)

Accredited Advertising Agents' National Council

Headquarters: 58 Margaret Street, Sydney. 'Phone: B 7669. For dealing with matters national in scope, the committee of the Australian Association of Advertising Agents, meets as the National Council of Accredited Advertising Agents. It is this body which negotiates with the Australian Newspapers' Conference and the Federation of Commercial Broadcasting Stations, after consultation with the Accredited Advertising Agents' Association of Victoria. In addition to consulting with the Victorian Association, two members of the latter association may join the N.S.W. Association to form the National Council.

Accredited Advertising Agents' Association of Victoria

Headquarters: 90 Queen Street, Melbourne. 'Phone: Cent. 8050.
President: W. L. Chapman. **Vice-Presidents:** F. W. Mothes, J. Barnes. **Treasurer:** F. S. B. Rickards. **Secretary:** W. R. McFerran. **Executive:** E. L. Jarvis, L. Mooney.

Actors Equity of Australia

Headquarters: Manchester Unity Building, 160 Castlereagh Street, Sydney. 'Phone MA 4613.
Registered in the Federal Arbitration Court and in New South Wales as an industrial union.
Secretary: Bertie Wright.
President: R. J. Conroy. **Senior Vice-President:** George N. Doran. **Vice-Presidents:** Ernest Pitcher, Carleton Stuart, Miss Loris Bingham.
Queensland representative: W. Vincent.
Victorian representative: Andrew S. Hodge, 408 High Street, Thornbury.
West Australian representative: T. J. Arthur, 15 Kingston Street, Shenton Park.

Advertising Association of Australia

Headquarters: 90 Queen Street, Melbourne.
President: R. S. Maynard. **General Manager:** W. McFerran.
Consists of the various affiliated Advertising Institutes and Associates throughout Australia.

Advertising Golf Club

Patron: Rt. Rev. J. Meany. **President and Founder:** B. B. Stapleton. **Secretary:** W. J. Brooks. **Treasurer:** F. H. McLeod. **Captain:** P. Messenger. **Formed:** 1936.

This club had a very humble beginning, but its steady progress and sound policy is rapidly bringing it to the front rank of Australian clubs of this nature. In view of the various unsuccessful attempts to maintain an ad. men's club in Sydney the committee naturally were anxious to set the Advertising Golf Club on a sound foundation from the very beginning and adopted a stringent code of "unwritten law" amongst members which insured that the spirit of "share and share alike" on all club outings was always observed. A strong, healthy spirit of comradeship soon developed, and has proved one of the club's best assets. In May, 1938, the club was able to make arrangements with St. Michael's Golf Club at La Perouse, for permanent tenancy of a club room at that course, and which was comfortably furnished by the A.G.C. In 1937 the club handled the W. O. Richards Cup outing, which is one of the most important golf fixtures for the year in advertising circles. Again in 1938 the club organised the same fixture.

The constitution of the club provides for a fee of one guinea entrance and two guineas a year subscription, plus green fees.

Announcers' Association of Australia

Address: 128 Pitt Street, Sydney.
Hon. Administrative General Secretary: Henry Gregory.

The Announcers' Association of Australia was registered as an industrial organisation in December, 1938, for radio announcers, program, continuity departments, employees of radio stations. The Association made an agreement in respect of wages, working conditions, etc., with commercial stations throughout Australia, and other employers which was registered in the Federal Arbitration Court in April, 1939.

Australasian Performing Right Association Ltd.

Headquarters: A.C.A. Building, King Street, Sydney.
A.P.R.A. is an association consisting of members and associated members. The following details concerning the association were given in the Commonwealth Parliament in May, 1939.

The Australasian Performing Right Association consists of members and associate members. The list of members, which includes all the music publishers of Australia and New Zealand, is:—Albert and Son, Sydney; Boosey and Hawkes, Sydney; Chappell and Co., Sydney; Davis and Co., Sydney; Nicholson's Investments Ltd., Sydney; Paling and Co., Sydney; Sterling Music Publishing Co., Sydney; Allan and Co., Melbourne; W. Bassett, Melbourne; L. F. Collin and Co., Melbourne; Sam Fox Music Publishing Co., Melbourne; J. C. Williamson Ltd., Melbourne; A. Eady Ltd., Auckland; Chas. Begg and Co., Wellington; Performing Right Society, London. (The Australasian Performing Right Association states that the majority of members of the Performing Right Society, London, are authors and composers.)

There are 200 associate members (composers and authors).

Australian Association of Advertising Agents (N.S.W.)

Headquarters: 58 Margaret Street, Sydney. 'Phone: B7669.
The complete executive for 1940-41 is:—**President:** S. B. Dobbs (J. Walter Thompson (Aust.) Pty. Ltd.). **Vice-President and Hon Auditor:** W. J. Brooks (Goldberg Advertising (Aust.) Pty. Ltd.). **Hon. Treasurer:** W. Currie (Samson, Clark, Price-Berry Pty. Ltd.). **Councillors:** W. T. McClelland (Hartford Advertising Agency Pty Ltd.), C. W. Shortbridge (Catts Patterson Co. (N.S.W.) Pty. Ltd.). **Secretary:** G. Herbert Brown.

Australian Association of National Advertisers

Headquarters: Rofe Chambers, O'Connell Street, Sydney. 'Phone: B 1433.
Secretary: C. Roy Stanley, Esq.

President, Mr. Frank L. Marcy (Lambert Pharmacal Co. Aust.) Ltd.; **members,** Messrs. J. G. Lee (Atlantic Union Oil Co. Ltd.), L. Chirlian (Lewis Berger and Sons Ltd.), A. A. Warner (Exide Batteries of Aust. Pty. Ltd.), W. J. Giles (Reckitt's (Over Sea) Ltd., and Colman-Keen (A/sia) Ltd.), F. W. Larkins (Amalgamated Wireless (A/sia) Ltd.), T. McClelland (Tooth and Co. Ltd.), E. W. Foster (Lustre Hosiery), J. D. Bambach (British General Electric Co. Ltd.), A. V. Meldrum (Australian Gas Light Co.), A. C. Shaw (Clinton-Williams Pty. Ltd.), W. J. Cudlipp (General Motors-Holden's Ltd.), B. Bellamy (Vacuum Oil Co. Ltd.), A. R. Caughy (Kraft-Walker Cheese Co. Ltd.), T. O'Brien (Dunlop Perdriau Rubber Co. Ltd.), C. Roy Stanley, secretary.

CLUBS, ASSOCIATIONS, UNIONS, Etc. (contd.)

Commercial Radio Advertising Board

Headquarters: Assembly Building, Sydney. Secretary: A. F. O. Brown, 'phone B 7503.

A Board comprising representatives of the Australian Association of National Advertisers, the Accredited Agents' Association of Australia, and the Australian Federation of Commercial Broadcasting Stations, in the interests of improving the standard of commercial broadcasting advertising "copy."

This body came into being early in 1939 at the instigation of the Australian Federation of Commercial Broadcasting Stations as a part of the plan by the Federation for the all round improvement in commercial broadcasting programs.

Broadcasting stations or agencies may submit to the Board any copy which may appear doubtful of being in the best interest of commercial broadcasting, and of listeners. The Board may ban any such copy or negotiate for whatever modification of it that may be deemed necessary.

Musicians' Union of Australia

Federal office: 188-192 Little Collins Street, Melbourne. 'Phone: Central 3295.

OFFICE BEARERS, 1939.

President, Frank Kitson; Vice-president, A. R. Bushell (Adelaide), F. Pforr (Queensland); Treasurer, W. Harrison (Victoria).

Trustees: Messrs. Rawlin, Robb and Caddy; Auditors, W. N. Robertson.

The organisation functions throughout the whole of the Commonwealth and is a union of employees registered as such in the Arbitration Court.

LEADING BRANCHES:

New South Wales District: 122 Castlereagh Street. 'Phone M 3992. (F. Kitson, secretary).

Newcastle: 21 Chatham Street, North Hamilton. 'Phone Hamilton 656. (S. Alder, secretary).

Broken Hill: 164 Cobalt Street, Broken Hill. (A. G. Thomas, secretary).

Brisbane: Albert House, Albert Square. 'Phone B 9685. (F. Pforr, secretary).

South Australia: 10 Pirie Street, Adelaide. 'Phone Central 3700. (A. Bushell, secretary).

Kalgoorlie: 89 Dugand Street, Kalgoorlie. 'Phone Kal. 316. (G. Salas, secretary).

Tasmanian District: 182 Elizabeth Street, Hobart. 'Phone Hob. 4183. (B. McCann, secretary).

Professional Radio Employees' Institute of Australasia

Headquarters: 10 Martin Place, Sydney. General secretary, A. W. Sheppard.

The Professional Radio Employees' Institute of Australasia is an organisation of employees registered under the Commonwealth Conciliation and Arbitration Act, 1904-1930, and the Industrial Arbitration Act of N.S.W. Its registration dates from 1916, when it was formed by Radio Officers in the Australian Mercantile Marine. In 1922, when the Coastal Radio and Island Radio Services were taken over by Messrs. Amalgamated Wireless (Australasia) Limited, the operators on these stations were also taken into the Institute. In 1927, when A.W.A. commenced the Beam Service and other technical services, the employees on these new services were mainly recruited from Marine or Coastal Radio sections, and thus the Institute covered a new sphere of employment. In 1934 it changed its old name of "Radio Telegraphists' Institute" and took on its present title. Just prior to this change of name it began organising in the broadcasting field, and it now has awards and agreements covering technicians in that field.

Other awards and agreements secured by the Institute are those covering Radio Officers in the Mercantile Marine and on Trawlers; Telegraphists and Technicians in the Beam Wireless Service, Coastal Radio Service, and A.W.A. Techni-

cal Services, and an agreement covering the Australian Aerial Medical Service.

At the present moment there are two awards in the broadcasting field, one for city stations and one for country stations.

R.I.F. Club of Sydney

(Registered under the N.S.W. Charitable Collections Act)

Headquarters: 157 Gloucester Street, Sydney. 'Phone B 1046.

Club was formed in 1937 for the purpose of carrying out special functions in the entire radio field—R.I.F. standing for Radio Industry Functions—and in so doing any residue of funds to be used for such charitable and other purposes as the Board of Management in its discretion, deems advisable. The club entertains at luncheon any visitor concerned with radio or broadcasting; holds periodical luncheons and other functions, invites prominent speakers on all subjects for luncheon addresses. Conducted R.I.F. Ball 1937, 1938, 1939 Radio Ball, and Radio Art Union Ball 1940. Conducted Radio Art Union 1940. Also conducts annual golf tournament.

At the third annual meeting of the club, held at the Wentworth Hotel, Sydney, March 28, 1940, the following Board of Management was elected for the 1940-41 period:—

Messrs. A. R. Allen (Vesta), G. H. Anderson (2GB), A. F. O. Brown (ERDA), J. Calder (A. W. Valve Co.), Eric Dare (Mullard), C. Gittoes (Ducon), W. Godley (Airzone), H. G. Horner (Macquarie Broadcasting), A. P. Hosking (A.W. Valve Co.), G. K. Herring (Eveready), John Martin (John Martin Pty. Ltd.), O. F. Mingay (Aust. Radio Publications), J. L. Mulholland (A.W.A.), and S. G. Dwyer, honorary secretary.

At a subsequent meeting of the Board the following officers were elected for the ensuing period: President, A. R. Allen; Vice-Presidents, H. G. Horner, Eric Dare; Hon. Treasurer, J. Calder; and S. G. Dwyer Hon. Secretary.

The Board of Management of the R.I.F. Club of Sydney functioned with the following members during the year 1939-40:—

Messrs. J. L. Mulholland, A. R. Allen (Vesta), G. H. Anderson (2GB), A. F. A. Brown (E.R.D.A.), C. Gittoes (Ducon), W. Godley (Airzone), G. K. Herring (Eveready), J. Calder (A.W. Valve Co.), D. G. Wyles (Briton), H. I. Hobden (E.T.C. Industries), Eric Dare (Mullard), and John Martin (John Martin Pty. Ltd.).

During the year Mr. C. F. Marden resigned and Mr. H. G. Horner was elected to the vacancy.

Mr O. F. Mingay resigned the honorary secretaryship in October, 1939, and Mr. S. G. Dwyer was appointed in his place.

Radio Industry Functions Club of Melbourne

(A Social Club Conducted by those Engaged in the Radio and Broadcasting Industry)

Address: 239 Collins Street, Melbourne. Central 442.

1939 Board of Management: President: J. J. Malone, Chief Inspector of Wireless. Vice-Presidents: T. J. Holt (3XY), J. H. Cooper (A. G. Healing Ltd.). Committee: P. H. Walsh (A.G.E.), K. L. Corr (Legionnaire Sound Productions), L. A. Pogonowski (International Radio Co.), W. J. Haysom (W. John Haysom Advertising), A. Parcell (A. J. Veall Pty. Ltd.), E. C. Haynes (A.W.A.), S. Gibson (Homecrafts Pty. Ltd.), W. S. Taylor (Vesta Battery Co.), S. M. Allan (3MA, 3GL, 3BA rep.). Hon. Treasurer: V. G. Byrne ("Listener In").

Hon. Secretary: R. W. Pfeil, Mingay Publishing Co., 239 Collins Street, Melbourne, C.I. 'Phone: Central 442.

During the first year of the club's existence, 1938-39, luncheons were conducted fortnightly throughout the year and many notable speakers addressed these gatherings, covering a variety of subjects, each and every one interesting in its own sphere.

Annual subscription to the club is 5/-.

CLUBS, ASSOCIATIONS, UNIONS, Etc. (contd.)

The Institution of Radio Engineers (Aust)

Patron:

His Excellency the Governor-General
The Right Hon. Lord Gowrie, V.C., K.C.M.G., C.B., D.S.O.

Executive Secretary: S. G. Dwyer, M.I.R.E. (Aust.)

Head Office: 157 Gloucester Street, Sydney.

Box 3120, G.P.O., Sydney.

THE Institution of Radio Engineers (Aust.) was incorporated in 1924 under the N.S.W. Companies Act, but did not commence active operations until 1932. It is now registered and operating in all States of Australia, with active divisions operating in Sydney, Melbourne, Brisbane, Adelaide, Perth and Hobart, with Head Office in Sydney, N.S.W.

The object for which the Institution is founded (subject to Section 53 of the N.S.W. Companies Act, 1899) are as follows:—To promote the science and practice of radio telegraphy and radio telephony in all its branches and the usefulness and efficiency of persons engaged therein. To raise the character and status and advance the interests of the profession of radio telegraphy and radio telephony and those engaged therein. To increase the confidence of the mercantile and general community in the employment of recognised engineers and technical advisers by admitting to the Institution such persons only as shall have satisfied the Council of the Institution that they have a satisfactory knowledge of both the theory and practice of radio telegraphy and radio telephony. To promote honourable practice, to repress malpractice, to settle disputed points of practice, and to decide all questions of professional usage and etiquette among persons engaged in the profession of radio telegraphy and radio telephony in all its branches. To provide for the delivery and holding of lectures, exhibitions, etc. To encourage the study of radio in all its branches, and to improve and elevate the general and technical knowledge of persons engaged or about to be engaged in the profession of radio. To conduct examinations to award prizes, distinctions, certificates, establish scholarships, etc. In general, to do all such other lawful things that the Institution may think incidental or conducive to the attainment of the objects of the Institution.

The control of the I.R.E. is as laid down in the Memorandum. The objects are, primarily, for the betterment of those engaged in the profession; and for the encouragement of all persons interested in radio arts and sciences.

The government of the Institution as a whole is in the hands of Council which is elected, by ballot, each year at the Annual General Meeting of the I.R.E. (Aust.), held in Sydney during April. The managing of lectures, papers and demonstrating meetings and local domestic matters, etc., is under the control of the respective Committees of the Divisions in the capital city of each State. Meetings, etc., are held under the direction of the Division Committee of each State, as often as possible, and members resident in that State are notified by post.

An Examination Board is constituted to conduct examinations throughout Australia in respect of all applicants for membership referred to it by the Qualifications Board. The standard of examination is based on the Admiralty Handbook of Wireless Telegraphy, with modifications. The first examination was held in October, 1933, and annual examinations are held on the first Saturday in November of each year in all parts of Australia.

Grades of Membership

There are eight grades of membership:—Honorary Members, Fellows, Full Members, Associate Members, Companions, Graduates, Students and Juniors.

In addition to Honorary Membership, persons of distin-

guished positions or attainments who have rendered valuable assistance to the Institution, or to radio science, may be elected **Hon. Life Member**. They shall be exempt from payment of fees and contributions and may attend meetings, take part in discussions, but shall not be entitled to hold office, to vote, or otherwise interfere in the business of the Institution.

A **Fellow** must not be less than 35 years of age, and have completed five years as a Full Member of the Institution, excepting in special cases approved by Council, and as a Member his technical or commercial career in, or contributions to, radio arts and industry shall have been of such order as, in the opinion of Council, to warrant him being invited to accept the grade of Fellow. Applications are not received for the grade of Fellow, as appointments are by invitation of Council only. Entrance fee, £1/1/-; annual subscription, £4/4/-.

A **Full Member** shall be not less than 26 years of age, with at least six years' experience by invention or practice in radio arts or radio literature. Entrance fee, £1/1/-; annual subscription, £3/3/-.

An **Associate Member** shall be not less than 24 years of age who, in the opinion of Council, has been engaged in radio or associated industry for a period of at least four years, and who possesses such technical knowledge and/or passed such examinations as is acceptable to Council. Entrance fee, £1/1/-; annual subscription, £2/2/-.

A **Companion** shall be admitted only at the invitation of Council and every nominee for admission to the grade of Companion shall be a person who, not being a radio engineer by profession, satisfies the Council that he has rendered important services to radio engineering in the fields of commerce, finance, law or science, or is so connected with the application of radio that his admission as a Companion would conduce to the interests of the Institution. Annual subscription, £3/3/-.

A **Graduate** shall be not less than 21 years of age, and shall, in the opinion of Council, have been engaged in radio or associated arts or industry for a period of not less than two years, and has possessed such technical knowledge and/or who has passed such examinations as are prescribed by Council. Entrance fee, £1/1/-; annual subscription, £1/11/6.

A **Student** shall be not less than 21 years of age, and shall be an acceptable person who, in the opinion of Council is connected with the application of radio science or radio art. Entrance fee, £1/1/-; annual subscription, £1/1/-.

A **Junior** shall be from 16 to 20 years of age, registered as a student in a university, technical school or place of recognised standing, who is pursuing a regular course of study in the science of radio, and is engaged in the technical application of radio. No entrance fee, annual subscription, £1/1/-. On reaching 21 years of age Juniors are elevated to the grade of Student unless their qualifications are such as to merit their advancement to the grade of Graduate.

Total Membership

Membership at March 31, 1940, as contained in the sixth Annual Report given by the retiring president, Sir Ernest Fisk, showed that the total was 457, made up as follows:—

New South Wales	224
Victoria	89
Queensland	65
South Australia	30
Western Australia	25
Tasmania	15
New Zealand and Overseas	9
	457

Interstate Divisions

The Institution is now registered under the Companies Act in all States of the Commonwealth, and Divisions function in Sydney, Melbourne, Adelaide, Brisbane, Perth and Hobart.

(Continued overleaf)

THE INSTITUTION OF RADIO ENGINEERS (AUST.) (contd.)

Membership of the Institution is not confined to any one particular Division, but is of the Institution as a whole, but, for notification of Institution meetings, functions, etc., each member is allocated to the Division Headquarters in the State where he resides.

All moneys are payable to the Head Office of the Institution in Sydney, where the Council functions, while the Divisional branches Committees are responsible for the holding of meetings and functions in their respective territories.

Honorary Life Members

The Institution has seen fit to honour the following gentlemen with Honorary Life Membership of the Institution:—

- Mr. W. P. (Phil.) Renshaw, Sydney, N.S.W.
- Major-General James G Harbord (U.S.A.).
- Dr. Balth. van der Pol (Holland).
- Mr. John Logie Baird (England).
- Mr. F. S. Hayburn (England).
- Mr. Haraden Pratt (U.S.A.).
- Mr. R. Milward Ellis (England).
- Dr. J. D. McGee (England).
- Mr. J. Sanders (Java).
- Mr E. S. Colling (U.S.A.).
- Capt. S. Toombs, Sydney, N.S.W.

Officers and Council, 1940-41

- President: J. J. Malone.
- Past President: Sir Ernest Fisk.
- Vice Presidents: T. P. Court, A. S. McDonald.
- Deputy President: D. D. Wyles.
- Hon. Treasurer: C. H. Norville.
- Hon. General Secretary: O. F. Mingay.
- Hon. Asst. Treasurer: L. N. Schultz.
- Executive Secretary: S. G. Dwyer.
- Editor of "Proceedings": J. R. Edwards.
- Councillors: E. G. Bailey, Dr. G. Builder, W. T. S. Crawford, N. S. Gilmour, G. G. Hall, P. S. Parker, S. J. Rubenstein, C. W. Tyrrell.
- Qualifications Board: A. S. McDonald (Chairman), W. T. S. Crawford, P. S. Parker, T. A. E. McNeill, Dr. G. Builder.
- Examination Board: E. G. Bailey (Chairman), M. H. Stevenson, A. W. Scott, R. R. Chilton.
- Editorial Board: G. G. Hall (Chairman), C. W. Tyrrell, T. P. Court, J. R. Edwards, L. N. Schultz.
- Annual Awards Committee: J. J. Malone, N. Hayes, T. Armstrong, Professor Kerr Grant, W. H. Conry.

Sydney Division Officials

- Chairman: R. C. Allsop.
- Past Chairman: N. S. Gilmour.
- Vice-Chairmen: A. W. Scott, D. G. Lindsay.
- Hon. Secretary: M. H. Stevenson.
- Asst. Hon. Secretary: T. A. E. McNeill.
- Hon. Treasurer: G. G. Hall.
- Committee: Messrs. S. V. Colville, E. E. Tree, C. W. Tyrrell.

Melbourne Division Officials

- Chairman: N. W. V. Hayes.
- Past Chairman: S. H. Witt.
- Vice-Chairmen: F. J. Henderson, J. Dobbyn.
- Hon. Secretary: R. R. Mackay.
- Hon. Treasurer: E. L. Greig.
- Social Committee: R. K. Crow and R. Binnion.
- Committee: Wing Commander C. S. Wiggins, Col. R. Kendall, Messrs. G. Apperley, R. W. Pfeil, R. Buring, E. M. Hooper, C. Allison.

Brisbane Division Officials

- Chairman: T. Armstrong.
- Vice-Chairman: A. G. Brayne.
- Hon. Secretary: A. L. Dixon.
- Hon. Treasurer: E. C. Littler.
- Lectures and Papers Committee: P. Andrews, P. Grant, E. C. Littler.
- Committeemen: P. Andrews, P. Grant, F. Elliott, D. A. Laws.

Adelaide Division Officials

- Chairman: Professor Kerr Grant.
- Vice-Chairmen: H. W. Harrington, J. P. Hale.
- Secretary and Treasurer: A. H. Garth.
- Auditor: E. J. Risely.
- Publicity Officer: H. B. Wilson.
- Committeemen: D. M. Gooding, G. J. White.

Perth Division Officials

- Chairman: H. T. Simmons.
- Vice-Chairman: N. A. Parker.
- Hon. Secretary-Treasurer: S. C. Austin.
- Assistant Secretary: J. R. Tapper.
- Committeemen: W. G. Chapman, G. W. Butterfield.

Hobart Division Officials

- Chairman: W. H. Conry.
- Vice-Chairman: H. F. Lovett.
- Hon. Secretary: G. T. Miles.
- Treasurer: C. A. Walch.
- Committeemen: J. S. Dodds, W. R. Nicholas, C. H. Batt.

APPLICATION FOR MEMBERSHIP

Application forms for those persons desiring to apply for membership are obtainable from the Hon Secretary for each Division at the following addresses:—

- Sydney Division: G.P.O. Box 3120, Sydney.
- Melbourne Division: R. R. Mackay, Melbourne Technical College, Latrobe Street, Melbourne, C.1.
- Adelaide Division: A. H. Garth, Box 52, G.P.O., Adelaide, South Australia.
- Perth Division: S. C. Austin, G.P.O. Box F335, Perth, W.A.
- Hobart Division: G. T. Miles, Box 572F, G.P.O., Hobart.
- Brisbane Division: A. L. Dixon, Box 1765W, G.P.O., Brisbane, Q.

Or from the General Secretary, Box 3120 G.P.O., Sydney.

Applicants must fill in the form in detail, and then post, accompanied by a cheque (plus exchange), postal note or money order covering the application fee (not required in the case of Junior applications), and a full year's subscription for the preferred grade to the General Secretary, Institution of Radio Engineers (Australia), Box 3120, G.P.O., Sydney. This application is investigated by the Qualifications Board, then further considered by the Council. If the applicant is successful his membership commences on the first day of the month following the acceptance of his application by Council, and the subscription paid is for the full 12 months thereafter. If the application is not acceptable the money is refunded in full.

All financial members of the Institution receive by post a copy of the printed Proceedings of the Institution, as published from time to time. Every effort is being made to publish these, if possible, every month.

As a guide to intending applicants, it is the policy of the Institution to admit to the grade of Associate Member those persons qualified by examination (such as P.M.G.'s Certificate, a University degree in Science and Engineering, a recognised Technical College Diploma, or the Institution's Examination, held on the first Saturday in November of each year), and possessing other qualifications such as at least four years' continuous technical experience in radio or associated sciences. Those admitted as Associate Members may later qualify for elevation to Full Membership by submitting a paper or delivering a suitable lecture or paper before any of the meetings of the Institution, and which meets with the approval of the Council.

Similar examinations will also be held for the grade of Graduate. Persons who cannot qualify or who do not wish to qualify by a technical examination, may be admitted to the grade of Student.

FEES AND SUBSCRIPTIONS

	Application Fee	Subscription per annum
Fellow	£1/1/-	£4/4/-
Full Member	£1/1/-	£3/3/-
Associate Member	£1/1/-	£2/2/-
Companion	none	£3/3/-
Graduate	£1/1/-	£1/11/6
Student	£1/1/-	£1/1/-
Junior	none	£1/1/-

After the first year of membership, all subscriptions are due on April 1 of each year, which is the commencement of the Institution's Financial Year. All fees and subscriptions are payable direct to the Head Office of the I.R.E. (Aust.) at 157 Gloucester Street (G.P.O. Box 3120), Sydney, N.S.W.

Broadcasting Station Personnel

The following list of names is taken from information supplied by the various commercial stations. Every endeavour has been made to keep the list up-to-date at the time of going to press, but staff changes at stations are occurring so frequently that the publishers cannot accept any responsibility for omissions or inaccuracies which might be brought about in this section by such changes.

NOTE.—Announcer, annc.; sales staff, sales; program staff, progs.; technical, tech.; executive, exec.

A

- Abbott, J. P., director 2GZ.
- Abramowski, O. W., sales 3UZ.
- Addison, J., Miss anncr. 5SE.
- Aitken, J. B., director 3SR, 3UL, 3YB.
- Albert, A. F., director 2UW, 4BC, 4GR, 4MB, 4RO.
- Albert, M. F., director 2UW, 4BC, 4GR, 4MB, 4RO.
- Alderman, C. F., director 4SB.
- Alexander, Miss J., anncr. 2KA.
- Allan, F. H., assoc. director 3AW.
- Allcock G., sales 2CH.
- Allen, G. W. M., gen. manager, anncr. 2LF.
- Allen, H., tech. 2CH.
- Alley, N., anncr. 4RO.
- Bruce Anderson, studio supervisor. progs. 2UE.
- Anderson, G. H., asst. manager 2GB.
- Anderson, Hugh, sales 2KO.
- Anderson, J. C., sport commentator, 4BC.
- Anderson, Oswald, gen. mgr. 2UE.
- Anderson, V. J., en. mgr., anncr., sales 3MA.
- Anderson, W., director 3CS.
- Andrew, Miss A. J., assist. sec. 4MK.
- Andrew, A. W., gen. mgr. 3AK.
- Andrews, N., tech. 2KO.
- Angles, C. sport commentator 2UW.
- Apperley, G., director 3HA.
- Archer, P., tech. 7LA.
- Archibald, L., tech. 3UZ.
- Armistead, A. K., studio mgr., anncr., chief eng. 4AT.
- Armstrong, Miss M. G., anncr. 2LF.
- Arnold, C. J., production 2UW.
- Arnold, W., tech. 2KA.
- Ashley R., annc. 5KA.
- Astor Fay, annc. 2QN.
- Atholwood, R., annc. 3BA.
- Atkinson, F., anncr. 6IX.
- Atkinson, R. H., annc. pros. 6GE.
- Auchterlonie, A., assist. mgr., anncr., sales 5KA.
- Austin, Dr. R. B., director 2AD.
- Austwick, E., tech. 2UW.
- Ayling, A. G., director 4LG.
- Ayling, R., anncr. 2DU.

B

- Backhouse, S., tech. 3XY.
- Badger, F. D., anncr. sales 4TO.
- Baggs, R., anncr. sales 4WK.
- Bairnsfather, T. D., anncr. 2KY.
- Baker, Max, anncr. 2KA.
- Balmain, W. H., chairman directors 2BE.

- Balmer, N., anncr. progs. 3KZ.
- Banks, A., sales 3KZ.
- Banks, N., studio mgr. anncr. 3KZ.
- Barber, G., tech. 5DN, 5RM.
- Barker, E. M., director, gen. mgr. 6PR.
- Barlee, Roly, studio mgr. anncr. 3UZ.
- Barlin, G., tech. 2CA.
- Barnes, N., sales 3CV.
- Barrie, S., anncr. 7HO.
- Barry, H. G., chief anncr. 2LT.
- Bartle, O., tech. 2NZ.
- Barton, Pat, anncr. progs. 2LF.
- Barwick, E., tech. 3KZ.
- Barwick, E. W., anncr. sales 7HT.
- Battye, N., anncr. 2WG.
- Baume, S. E., sales mgr. 3UZ.
- Bayley, H. M., secretary 4AK, 4BK.
- Baxter, G. S., director 3MA.
- Bean, L. P. R., director 7QT.
- Beatson, R. J., chief engineer 4MB.
- Beattie, R., anncr. prog. st. 4GR.
- Beattie, S., gen. station and studio mgr. 7HT.
- Beatty, W., anncr. 2SM.
- Beaver, H. E., gen. mgr. sales mgr. 2KY.
- Beck, C., anncr. 4RO.
- Bell, G., studio mgr. anncr. progs. 3SR.
- Bell, Miss J., anncr. 4ZR.
- Bennett, C., director 2TM.
- Bennett, L., anncr. prod., mgr. 3KZ.
- Bennett, O., director 2MO.
- Bennetts, W., salesman 3HA, 3SH, 3TR.
- Bermingham, R., anncr. 2GZ.
- Bernard, L., anncr. 4AT.
- Berry, A. M., secretary, 4AY.
- Bessemer, Eric, station and studio mgr. 2CK.
- Best, R. W., tech. 2HR.
- Biggin, Jack, tech. 2LM.
- Billette, J., anncr. progs., sales 7BU.
- Bilsborrow, M., prgs. 3AK.
- Binks, C. V., anncr. progs. 3TR.
- Binns, C., tech. 2CH.
- Bischoff, C., tech. 2KA.
- Bishop, Humphrey, production mgr. 2CH.
- Bishop, N., chief engineer 4GR.
- Blackler, N., anncr., 4BC.
- Blackney, L. J., tech. 3GL.
- Blackshaw, G., anncr. 3XY.
- Bladin, Frank, sales 2QN.
- Blair, K., tech. 2BE.
- Blake, R. L., director, mgr., secretary 2AD.
- Blandford, M., anncr. 3DB, 3LK.
- Blee, N., studio mgr. anncr. progs. 3HA.
- Blinkhorn, Miss Del, anncr. 3BA.
- Boase, Miss, anncr. 5SE.
- Boast, H., tech. 3LK.
- Body, E. I., chairman of directors 2DU.
- Boland, G. D., anncr. 2HD.
- Bonfield, Leisha, anncr. 4BC.
- Bonner, D., tech. 7EX.

- Bonython, Sir L., director 5AD.
- Borgeest, W., anncr. tech. 3CS.
- Bowie, W., anncr. 3SH.
- Bowly, C., director 4BC, 4RO.
- Bowman, H., tech. 5AD.
- Bradford, A. W. W., anncr. progs. 2GF.
- Bradley, M., tech. 7HO.
- Brady, J., director 2BE.
- Brand, A. E., director 2LM.
- Bray, G. A., sales mgr. 2HD.
- Brearley, R. C., gen. mgr. 7EX.
- Brebner, J., anncr. progs. 3GL.
- Breed, C., tech. 2GZ.
- Brentnall, M., progs. 2WG.
- Brewer, E. H., sales 2GB.
- Brewin, D. J. S., sales mgr. 3DB, 3LK.
- Breyertz, C. N., sales 2UE.
- Bridges, B., prog. mgr. 3XY.
- Bright, Pamela (Margery Walker), anncr. 3YB.
- Broad, E. H., anncr. 6AM, 6PM.
- Broadbent, J., station, studio mgr. anncr. 3SH.
- Broadbent, Mollie, anncr. 3SH.
- Broadfoot, Miss M., anncr. 2PK.
- Brooke, A. C., director 5MU, 5PI, 5SE.
- Brooker, V. M., station mgr. 2CH.
- Brown, A., anncr. sales 7HT.
- Brown, B., sales mgr. 2BH.
- Brown, J., chief engineer 2KY.
- Brown, J. A., sales mgr. 4AT.
- Brown, Miss M., progs. 4RO.
- Brown, W., anncr. 4RO.
- Brownlee, Kay, social editress 5DN, 5RM.
- Bruce, N., tech. 2DH.
- Bruer, V. J., secretary, 5AD, 5MU, 5PI, 5SE.
- Brundle, R., tech. 7HO.
- Budd, A. A., director gen. mgr. 2MW.
- Bunton, G. E., anncr. sales 2AY.
- Burdon, B., progs. 4BH.
- Burgess, J., anncr. 5AD, 5MU, 5PI.
- Burrage, J. A., tech. 3SR.
- Burrows, R. M., progs. 3UZ.
- Bush, R. B., director 2BE.
- Butler, J. D., tech. 7HO.
- Butterfield, G., tech. 6IX.
- Butters, Sir J., chairman of directors 2UE.
- Buzzacott, H., tech. 4GR.
- Buzzacott, N., tech. 3LK.
- Byrnes, T. C. C., station mgr. anncr. 2MO.
- Byron, J. A., secretary 2WL, B.A.P.

C

- Cairns, Mr., anncr. 5SE.
- Calley, W., secretary 2GB.
- Callow, Russell, studio mgr. anncr. sales 2MW.
- Cameron, Miss A., progs. 4TO.
- Cameron, J., anncr. 5AD, 5MU, 5PI.
- Cameron, R., anncr. 4BH.
- Cameron, R., tech. 3DB.

STATION PERSONNEL (contd.)

Campbell, C., anncr. 3UZ.
 Campbell, D., tech. 4AY.
 Campbell Jones, A., sales mgr. 2UE.
 Campbell, P., progs. 2GB.
 Campbell, W. R., secretary 6GE.
 Canavan, J., tech. 6IX.
 Cannon, R., tech. 3BA.
 Carew, K., progs. 4SB.
 Carlin, A., tech. 2KY.
 Carniel, Miss Y. V., anncr. 2GN.
 Carr, Arthur, progs. 2UE.
 Carr, J., maintenance tech. 2UE.
 Carr, W. B., director 5AD.
 Carse, John R., chairman of directors 2QN.
 Carson, C. R., station mgr. 4BH.
 Carter, B., anncr. 6IX.
 Carter, N., anncr. production 4GR.
 Cartwright, Miss V., anncr. 3GL.
 Carvosso, A. J., secretary 5DN, 5RM.
 Cary, Cliff, anncr. sporting staff, 2UE.
 Cecil, Eric, anncr. 2KO.
 Chaloner, A. R., secretary 2GZ, 2NZ.
 Chamberlain, F. S., station mgr. 3TR.
 Chamberlain, H., progs. 3HA.
 Chamberlain, W., tech. 3XY.
 Chandler, F. B., director 4BH.
 Chandler, J. B., chairman of directors 4BH, 4SB.
 Chaplin, Allan C., anncr. chief engineer 2PK.
 Chapman, M. D., sales mgr. production 5AD, 5MU, 5PI.
 Chapman, P., tech. 4BH.
 Chapman, W., director 2BE.
 Chappell, L. A., anncr. chief engineer 7QT.
 Charlesworth, G., anncr. 3UZ.
 Chaston, Neta, anncr. progs. 7HT.
 Chellis, A., tech. 7HT.
 Chick G., tech. 7LA.
 Chippendall, E. K., anncr. chief engineer 4LG.
 Chrisholm, G., tech. 2KM.
 Choate, R. S., tech. 6PM.
 Christiansen, A. J., director 4BU.
 Churchward, E. C., sales mgr. 6IX, 6ML, 6WB.
 Clark, J., sales 4GR.
 Clark, H. P., sales 2NZ.
 Clark, S., progs. 3DB, 3LK.
 Clark, S. W. J., chairman of directors 3BA.
 Clark-Cotterell, A., tech. 3XY.
 Clark-Cotterell, F., publicity mgr. 2UW.
 Clarke, P., sales 2SM.
 Clarke, H. P., sales 2GZ.
 Clarke, S. O., sales 2GB.
 Clayton, A., anncr. 7HO.
 Clayton, F., tech. 4IP.
 Cleary, Miss J., anncr. progs. 2AY.
 Clemenger, J., sales mgr. 3XY.
 Clifford, R., accountant 4BC.
 Clyne, M., chief engineer 3UL.
 Coade, W. C., director 4LG.
 Coates, Eileen, anncr. 2CA.
 Cockrane, A. S., anncr. 2CH.
 Colbeck, V., anncr. 7HO.
 Cole, G., tech. 2UE.
 Colman, E., 2CA.
 Collard M., anncr. 3DB, 3LK.
 Collibee, E., sales 2UW.
 Collings, L., anncr. 2GZ.
 Collins, H., anncr. 3UL.
 Collins, T., director 4WK.
 Colquhoun, J., anncr. 2WG.
 Condon, D., anncr. 2NZ,
 Connolly, G., anncr. 4BC.
 Conway, Helen, sales 2LF.
 Cook, C., director 4VL.
 Cook, R. B., director 3GL.
 Cookson, M., tech. 3AW.
 Cooper, E., tech. 7HT.
 Cooper, H., tech. 7EX.
 Corboy, —, sales 3UZ.
 Cordingly, Ray, anncr. tech. 2LF.
 Corley, A. L. C., sales 3HA, 3SH, 3TR.
 Cornish, S. H., director 4AT.
 Corrie, A. E. T., sales mgr. anncr. secretary 2BE.
 Cossins, Denis, anncr. 7EX.
 Cossins, Douglas, anncr. 7EX.
 Cottrell, E. L., secretary 3UZ.
 Cottrell, W., tech. 2CH.
 Coucier, W., progs. 2UE.
 Cousins, C. H., anncr. progs. 2GB.
 Cowan, J., tech. 2KO.
 Coveny, Mrs. J., anncr. 2WG.
 Cox, Ted., Sydney sales mgr. 2KO.
 Crago, J. C., anncr. 2HD.
 Crago, G. L., anncr. sales 5KA.
 Craigen, B., continuity 2UW.
 Crawcour, J. A., anncr. sales 2UW.
 Croke, T. L., anncr. tech. 2LT.
 Crookall, W. C., director 5AD, 5MU, 5PI, 5SE.
 Cromie, C. T., director 3UZ.
 Cross, J., sales mgr. anncr. 7HT.
 Cross, Miss L., anncr. 4WK.
 Crossman, K., studio mgr. 5DN, 5RM.
 Crouch, E. C., chief engineer, 2GZ, 2NZ.
 Croudace, N., progs. 2WG.
 Cruickshank, N. W., chief engineer 4SB.
 Cullinan, C. A., chief engineer 7EX.
 Cumston, L., tech. 2GB.
 Curry, Jack, anncr. 3UZ.
 Curtis, W. E., director 4BU.

D

Dahl, Mrs. A. M., director 4AY.
 Dahl, E. L. M., director 4AY.
 Dale, Miss D., progs. 7LA.
 Dale, M., prog. 3AK.
 Daley, L., anncr. 4BH.
 Daniell, F., director 2WL.
 Daniell, Frederick, director 2GB, 2HR.
 Daniell, F. W., director 5DN.
 Darrow, G., director 4SB.
 Dash, Dorothy, anncr. 2SM.
 Davey, I. H., director, gen. mgr. 3BA.
 Davies, E., chief anncr. progs. 7LA.
 Davies, G. E., director 7HO.
 Davies, H., tech. 2KO.
 Davies, R., tech. 5DN, 5RM.
 Davis, C., sales mgr. anncr. 5SE.
 Dawson, P., tech. 7LA.
 Day, Miss B., progs. 6AM, 6PM.
 Day, D., anncr. 6AM, 6PM.
 Day, D., anncr. 3XY.
 Deacon, O., anncr. progs. 7EX.
 Dear, Terry, anncr. 3AW.
 Dease, John, anncr. 2GB.
 Decent, L. S., sales 2WG.
 Deighton, N., anncr. tech. 4MB.
 Denby, W., sales 3DB, 3LK.
 Dempsey, Miss Myra, anncr. sales 2KY.
 Denison, Sir H., director 2GB.
 Denison, L. A., director 2GB.
 Denison, R. E., director 2GB, 2WL, 2CA.
 Diamond, W. G., station mgr. anncr. sales mgr. 2MW.

Dibley, S., anncr., prog. mgr. 2WL.
 Dickson, A. H., director 6PR.
 Dickson, I., anncr. 3GL.
 Dinny, V. M., station mgr. 3SR.
 Dixon, A. L., chief engineer, 4BK.
 Dixon, N. F., sales mgr. 3HA, 3SH, 3TR.
 Dodd, M., director 2CK.
 Dodds, J. S., tech. 7HO.
 Donald, D. G., sales 2CH.
 Donnellan, K., tech. 3HR.
 Donovan, Bab., anncr. 2QN.
 Douglas, R., anncr. 2CH.
 Doutreband, R. E., director 2UE.
 Dower, J., station mgr., anncr., sales, chief engineer 2GN.
 Dowling, Peggy, anncr. 7BU.
 Downer, J. F., director 5AD.
 Downing, H. P., chairman of directors 6PR.
 Doyle, S. F., chairman of directors 2UW, 4BC, 4GR, 4MB, 4RO, 4SB, 4ZR.
 Drake, H., sales, 4BH.
 Drew, Betty, anncr. 2DU.
 Drummond, Hon. D. H., director 2AD, 2NZ.
 Duff, D., sales 3AW.
 Duffy, Margaret, anncr. 3CV.
 Duffy, M. B., director, gen. mgr. 3CS, sec. 3KZ.
 Dukes, W., tech. 2UE.
 Dumas, F. L., director 5AD, 5MU, 5PI, 5SE.
 Duncan, F. de R., director 2WL.
 Duncan, H. W., secretary 4BH.
 Dunlop, C. H., director 2HR.
 Dunne, John S., studio mgr., progs. 2SM.
 Dunoon, Miss, Z., anncr. 3KZ.
 Dunstan, W., director 3DB, 3LK.
 Dyer, George, station mgr., studio mgr., anncr., progs. 2LF.

E

Earl, H., sales mgr. 3AK.
 Eden, K., anncr. 3DB, 3LK.
 Edgar, W. H., director 3AK.
 Edwards, Miss D. (Nannette), anncr. 5AD, 5MU, 5PI.
 Edwards, G., director of production 2UW.
 Edwards, H. E., engineer 2KY.
 Edwards, S., anncr. 2UE.
 Edwards, S., studio mgr., anncr., sales 2HD.
 Egan, Peter, sec. 2SM.
 Elliot, C. J., director 4LG.
 Elliot, D., anncr. 3KZ.
 Elliott, F. E., ch. engr. 4BC.
 Elliott, R. D., director 3MA.
 Elliott, W., anncr. 7HT.
 Ellis, A., tech. 2CA.
 Ellis, F. L., sales mgr., prog. sta. 4LG.
 Ellis, H. W., director 4LG.
 Ellis, N., anncr. 3YB.
 Elphinstone, L., tech. 2CK.
 Elton, E., tech. 6WB.
 Emmett, Hal., anncr. 7EX.
 Enticknapp, L., tech. 4BC.
 Errington, Miss B., anncr. 4CA.
 Errington, Miss K., anncr. 3SR.
 Ettelson, P. W., director 3XY.
 Evans, E. W., chief engineer 3SH.
 Everett, S., anncr. 2UE.
 Exon, F., station mgr., chief engineer 2JV.
 Exton, W. G., anncr. 4AY.
 Eynstone, R., anncr. 3KZ.

F

Faber, W. T., station mgr., chief engineer 4AY.
 Fagan, R., director 2SM.
 Fair, R., sales mgr. 4AK, 4BK.
 Fairhall, Allen, director general mgr. 2KO.
 Fairweather, K., chief engineer 4IP.
 Falkenmier, June, anncr. 4VL.
 Farrelly, J., anncr., sales 2KY.
 Farris, E. C., sales 2SM.
 Faulkner, A. D., sec. 2KO.
 Fawcett, G. S., sales 3UZ.
 Feather, Miss D., progs. 4TO.
 Featonby, G., director 2HA.
 Ferguson, John, anncr., sales 2AD.
 Filmer, Mrs., anncr. 2UE.
 Findlay, A. P., director 7AD, 7BU, 7DY, 7LA.
 Findlay, N. A., director 7LA, 7QT.
 Findlay, P. A., director 7BU.
 Findlay, S. H., director, general mgr. 7HO.
 Firth, W., sales 2GB.
 Fisher, A. F., tech. 5DN, 5RM.
 Fisher, Mrs. (Roberta Russell), anncr. 5AD, 5MU, 5PI.
 Fisk, Sir E., director 4WK, 7LA, 2CH, 2GN, 2GF.
 Fitts, R. A., general mgr. 3HA, 3SH, 3TR.
 Fitzhardinge, F. M. B., director 2DU.
 Flair, R., anncr. 2GB.
 Fleming, Ellis, anncr. 2LM.
 Fleming, F. B., director 2GZ.
 Fleming, Miss L., anncr. 2CH.
 Fletcher, C. A., service mgr. 2GB.
 Fogarty, M. B., prog. st. 3UZ.
 Foley, S., anncr. 3XY.
 Folie, M., anncr., chief engineer 3MA.
 Foot, R., services dept. 2UW.
 Forgan, B., tech. 5SE.
 Forsyth, T., studio mgr., anncr. 4IP.
 Forsythe, G. G., sales 4HB.
 Foulkes, A., progs. 4BH.
 Foulkes, P. D., studio mgr., anncr. 6KG.
 Fowles, Miss N., progs. 4BH.
 Fox, A. E. R., station mgr., chief engineer 3BO.
 Fox, J., anncr. 2KY.
 Frank, K., station mgr. 4PM.
 Franks, R. B., tech. 2HD.
 Freeman, K., progs. 2UE.
 Freeman, C. A., advert. mgr., sales 5KA.
 French, C. G., studio mgr. 3XY.
 Frewin, D., anncr. 3CV.
 Frith, P. A., secretary 7BU, 7DY.
 Fryer, Miss, progs. 2JV.
 Fuhrmann, W., station mgr., sales 6KG.
 Fullagar, R. E., director 2LT.
 Fuller, H., chief engineer 3YB.
 Furlay, P. C., sales mgr. 2CA.
 Furlong, H., anncr. 3HA.

G

Garden, H. M., anncr., progs. 2KY.
 Gardner, A., tech. 4BH.
 Gardiner, A., tech. 2NZ.
 Gardiner, H., progs. 4MB.
 Garrott, A. E., secretary 7LA, 7QT, director 7QT.
 Gaze, P., anncr. 3BO.
 Gibbs, Miss Elma, anncr. 2KO.
 Gibson, Miss G., progs. 2CH.
 Gibson, John, studio mgr., anncr. progs. 2WG.
 Gibson, L. H., studio mgr., anncr., sales 5KA.

G

Gill, W., tech. 5AD.
 Gilligan, D. J., director 2GZ.
 Gilmour, Wyn, anncr. 2CA.
 Gipps, G., tech. 4BH.
 Gledhill, R., anncr. 6IX, 6WB.
 Glew, L. S., chief engineer, 3UZ.
 Goddard, W. G., anncr. 4BC.
 Godfrey, K., anncr., progs. 2TM.
 Gold, E. E., chairman of directors 4VL, 4GR, 4ZR, general mgr. 4GR, 4ZR; station mgr. 4GR, supervising engineer 4BC.
 Gold, D., tech. 4GR.
 Goldman, Miss S., progs. 4BH.
 Gooding, D. M., chief engineer 5AD, 5MU, 5PI, 5SE.
 Goodsall, Harley, progs. 2UE.
 Gordon, B., director 2BE.
 Gordon, Miss Peggy, copywriter, progs. 2AD.
 Gordon, L., studio mgr., chief anncr. 7HO.
 Goss, Reg, anncr., sales 2LM.
 Gough, J. T., sales mgr. 7LA.
 Gough, Miss D. J., anncr. 7DY.
 Gove, C. G., director 2QN.
 Gower, E. L., sales 6IX, 6ML, 6WB.
 Goynne, K. B., station mgr., progs., sales mgr. 7HO.
 Grace, A., chief engineer 3KZ.
 Graham, R. M., sales 4BC.
 Grant, P. L., recording engineer 4BK.
 Grant, W. T., general mgr., chief engineer 2LT.
 Gray, Miss J., anncr. 4TO.
 Gray, J., tech. 2WL.
 Gray, Lawrence, anncr. 2WL.
 Gray, W., studio mgr., anncr. 3GL.
 Grayley, A., tech. 7HT.
 Greathead, J. O'H., anncr. 4BU.
 Green, H., chief engineer 4BU.
 Gregory, H., anncr., sales 2UW.
 Greenhalg, I., tech. 2KO.
 Greenhalg, J., tech. 2KO.
 Greenhalg, Ken., chief engineer 2KO.
 Greig, H., director 6IX, 6ML, 6WB.
 Grey, Kathleen, anncr. 7LA.
 Grey, Mrs., anncr. 2KY.
 Grice, L., anncr. 3AW.
 Griffin, E. P., secretary 4BC, C.B.C. (Q'land).
 Griffin, J., tech. 4BC.
 Griffiths, Scott, anncr., progs. 3BO.
 Groves, Barbara, progs. 2BH.
 Grundy, R., tech. 5PI.
 Gunn, K., anncr. 4AK, 4BK.
 Guthrie, D., tech. 4RO.
 Guy, S., secretary 7EX.

H

Haig-Muir, R., anncr. 2WG.
 Haines, F. B., sales 2GZ, 2NZ.
 Hall, K., tech. 4BC.
 Halliday, E., tech. 5AD.
 Halliday, Mrs. Wyn, war work anncr. 2UE.
 Ham, G., tech. 4BH.
 Hambley, E., anncr. 3UZ.
 Hamilton, J. B., sales 2UE.
 Hammer, C., tech. 2UW.
 Hammer, M., tech. 2KY.
 Hannam, H., tech. 2GZ.
 Hansen, E., anncr. 6KG.
 Harburg, C., studio mgr., anncr., progs. 4LG.
 Harding, L., tech. 3LK.
 Harding-Browne, anncr. 5AD, 5MU, 5PI.
 Hardy, Jean, anncr. 2UE.

H

Hardman, G., anncr. 4BH.
 Hardy, W., sales 2UW.
 Harnet, D., anncr. 2SM.
 Harper, B., anncr. 4CA.
 Harper, H., studio mgr., anncr. 4AK-4BK.
 Harper, John, anncr., sales 2KY.
 Harrington, G. R., sales 4BC, sales mgr. 4GR.
 Harris, H., secretary 3AW.
 Harris, L. B., director 7AD.
 Harris, M., sales, 3DB, 3LK.
 Harrison, V. G. H., chairman of directors 3XY.
 Harrison, W., director 3AK.
 Hart, Marcia, anncr. 3XY.
 Hart, W., tech. 2GZ.
 Harte, L. B., tech. 4SB.
 Harty, F. Sturge, anncr. 2GB.
 Harvey, Mrs. R., anncr., sales, 2RG.
 Harvey, W. J., chairman of directors 4BU.
 Harvie, E., sales 4AY.
 Harwood, R., sales 3KZ.
 Hastie, Miss H., anncr. 4AK, 4BK.
 Hatherley, F., anncr. 4BH.
 Hay, A. C. R., director, 2BH.
 Hay, H., anncr. 6AM, sales 6AM, 6PM.
 Haycroft, V., anncr. 3SR.
 Haydon, H., anncr. 2CA.
 Hayes, S., anncr. 3WL.
 Hayward, K. P., sales 6IX, 6ML, 6WB.
 Healy, Ian, anncr., progs. 2HR.
 Heaney, Stan, anncr. 2KO.
 Heath, H. H., director 5KA, 5AU, tech. 5KA.
 Heath, L. R., sales 2GB.
 Hedges, N., anncr. 2UW.
 Hender, R. G., anncr., sales 6PR.
 Henderson, K. A., director 3SR, 3UL, 3YB.
 Henwood, R., tech. 6AM.
 Herd, Miss M., anncr. 2CH.
 Herring, W. G., sales mgr. 2WL.
 Hibbert, C., tech. 2GB.
 Higgins, Miss B., anncr. 2GZ.
 Higginbotham, E., chairman of directors 2TM, director 2MO.
 Hilder, G., sales, anncr. 2AD.
 Hildyard, D., tech. 7HT.
 Hill, D. S., anncr. 4BC.
 Hill, F. T., tech. 5DN, 5RM.
 Hindes, D., tech., 5KA.
 Hipwell, R. A., chief engineer 2BH.
 Hosking, C., station mgr. 3HA.
 Hodges, E. W., director 2MG.
 Holbrook, H., tech. 3TR.
 Holbrook, F., anncr. 3AW.
 Holland, C., anncr. 2SM.
 Holland, F., tech. 7EX.
 Hollis, Mrs. H., war work anncr. 2UE.
 Holloway, E., general mgr. 3CV.
 Holliday, L., sales 2UW.
 Holloway, J. F., director 2GZ.
 Holmes, D. E., director, chief engineer 2DU.
 Holmes, F., anncr., sales 7BU.
 Holmes, W. G., anncr., progs., sales 2MG.
 Holt, Thos., general mgr. 3XY.
 Homfrey, Louise, anncr. 3DB, 3LK.
 Honeyfield, C., rural anncs. 2UE.
 Hooke, L. A., director 4WK.
 Hooke, L. A., general mgr. 2CH, director 2GF, 2GN.
 Hooper, M., chief engineer 3DB, 3LK.
 Hopton, A., anncr., chief engineer 3CV.

STATION PERSONNEL

STATION PERSONNEL (contd.)

Horner, H. G., general mgr. 2GB.
Hosking, W., studio mgr., tech.,
anncr. 5AU.

Howard, B., anncr. 2KY.
Howard, K., anncr. 2UE, 3XY.
Howatson, J. M., director 4LG.
Howe, C., tech. 2UE.
Howie, C. R., tech. 5DN, 5RM.
Hudson, Jim, tech. 2LM.
Hudson, K., anncr. 3AW.
Hudson, M. L., secretary 4AT.
Hudson, T., anncr. 5AD 5MU, 5PI.
Hugh Errol, anncr. 2NZ.
Hughes, J. R., director 2KY.
Hume, E. J., chief engineer, 5DN, 5RM.
Hume, J., anncr. 5DN, 5RM.
Humphrey, H., anncr. 4AK, 4BK.
Humphrey, T. H., director 4AY.
Hugerford, R., anncr. 2MW.
Hunt, C., tech. 2TM.
Hunter, D., secretary 5AU.
Hunter, H., director, sales mgr, sec-
retary, anncr. 5KA.
Hunter, J., tech. 3HA.
Hunter, J. M., tech. 5KA.
Huntley, H. R., anncr. tech. ZJV.
Hurley, W., director 2SM.
Hurdell, C. A., station mgr., chief
engineer 4WK.
Hutchinson, C., tech. 2GB.
Hutchinson, H., anncr. 3UL.
Hutchinson, Val., Sydney rep. 2CK.
Hynes, M., anncr. 5DN, 5RM.

I

Illidge, Mrs. A., anncr. 6KG.
Irving, Wilson, anncr. 4BH.
Israel, M., tech. 3AW.

J

Jack, W., tech. 4BC.
Jackson, B. J., secretary, general
mgr. 2QN, secretary 3AK.
Jackson, F. G., secretary 2LM.
Jackson, H. B., director 6IX, 6ML,
6WB.
James, Arthur, anncr. 2CK.
James, C., anncr. 2UW.
James, Mrs. D., anncr. 6PR.
James, E. N., studio mgr., anncr. 2BE.
James, H., tech. 3SR.
James, Mrs. R. P., anncr. 2BH.
James, R. P., anncr. 2BH.
Jameson, J. K., director 2HD.
Jarvis, H., anncr. 2HD.
Jay, T., anncr. 2SM.
Jenkins, Miss B., anncr. 3SR.
Jenkins, R., sales mgr. 2WG.
Jennings, G., anncr., progs. 2AY.
Jinks, E., tech. 2BH.
Johnson, C., director 2PK.
Johnson, E. B., director 4IP.
Johnson, W. J., director, secretary
4IP.
Johnston, I., director, 4AT.
Johnston, M., anncr. 2HD.
Jones, A., cadet tech. 4AY.
Jones, Miss B., progs. 2MW.
Jones, Colin, anncr. 2CK.
Jones, L. M., director, general mgr.
2RG.
Jones, R., tech. 3DB.
Jones, Tom, anncr. 2QN.
Joseph, A., director 2TM.
Joyce, D., continuity mgr. 3KZ.
Judd, Noel, anncr. 2HR.
Jukes, Pam, anncr. 3CV.

K

Kaye, R., tech. 6IX.
Kean, E. A., anncr. 6PR.
Kearins, Miss M., progs. 2NZ.
Keating, P., studio mgr., anncr. 7AD.
Keesing, Harry, anncr. 2UE.
Kelly, B., anncr. 2KM.
Kemp, A., tech. 4BH.
Kemp, S. J. A., general mgr. 3SR,
3UL, 3YB.
Kemsley, A. N., general mgr. 3UZ.
Kennedy, S. W., director, secretary
2MO, general mgr., secretary 2TM.
Kennedy, T. St. J., station mgr. 6PR-
6TZ.
Kermond, L., tech. 3YB.
Kerr, A. D., engineer 3BA.
Kerr, John A., anncr., sales mgr.,
tech. 2PK.
Kerr, W., anncr., progs. 2WG.
Kidd, R., anncr., progs., sales, tech.
4TO.
King, Hon. R. A., director, secretary
2KY.
Kingdom, R., jnr., operator (tech.
staff) 2AD.
Kingston, F. C., director, 6IX, 6ML,
6WB.
Kinnear, A. C., general mgr. 5AD,
5MU, 5PI, 5SE, sales manager 5AD,
station mgr. 5MU, 5PI, director
5MU, 5PI, 5SE.
Kirby, Mrs. M., anncr. 2WG.
Kitto, T. C., chief engineer 7AD.
Klemm, B. W., progs. 4BH.
Knapton, H. T., chairman of direc-
tors 2NZ.
Knight, R. S., tech. 4AY.
Knowles, F. H., sales 2CH.
Knox, L. Prouse, superintending mgr.
C.B.C. (Q'land).
Krebs, E. D., secretary 3HA, 3SH,
3TR.
Kurts, A. C., anncr., sales 6PR.
Kuskie, D., tech. 4MB.

L

Lake, Miss Lela, anncr. 3BA.
Lake, T., anncr. 3KZ.
Lambart, T., general mgr. 4IP.
Lane, R. E., advt. mgr., chief exec.
2GB.
Lange, R., anncr., sales 7HO.
Lansell, G. V., director 3CV.
Lanyon, C. D., director, secretary
3MA.
Larkin, J. S., sales mgr. 5DN, 5RM.
Lashman, E., director 2SM.
"Laurel" (Miss Berryman), anncr.
6ML, 6WB.
Laurie, Fred, sales 2KO.
Lawrence, A. E., station mgr., anncr.,
chief engineer 4TO.
Lawson, A. F., anncr. 7QT.
Lay, D., anncr. 7LA.
Layton, K., anncr. 2CH.
Le Brun, P., station mgr., anncr.
4SB.
Lee, G., sales 3XY.
Leen, M., anncr. 6AM, 6PM.
Leiper, J., sales 2MO, sales mgr.
2TM.
L'Estrange, M., director 2SM.
Levy, F. E., sales mgr. 2UW.
Lewis, E. J., station, studio mgr.
3UL.
Lewis, G., anncr. 3SR.

Lewis, L., anncr. 6IX, 6ML, 6WB.
Lindgren, K. (Nancy Lee), anncr.
3AW.
Ling, T. J., anncr., chief engineer
2BE.
Lingard, W. E., director 2CK.
Linke, E. L., progs., tech. 5KA.
Lisle, V., production, 2UW.
Littler, E. C., sales 4BH.
Lloyd, K. P. G., sales mgr., anncr.
3UL.
Lloyd, V., anncr. 2SM.
Lonoragan, W. H. B., tech. 6KG.
Lord, Tas., anncr. 7BU, chief engr.
7BU, 7DY.
Louer, C. K., tech. 2GB.
Loughran, Miss L., anncr., sales 7AD.
Lovegrove, A. E., sales 6PR.
Low, L., anncr. 7LA.
Lowe, J. K., sales, tech., anncr. 2GF.
Lumsdaine, J., anncr. 2UE.
Lunn, L., anncr., sales 2KY.
Lymann, Colina, anncr. 2UE.
Lynn, Miss N., anncr. 2NZ.
Lynton, Mayne, prod. mgr. 3XY.
Lyons, N. J., station mgr. 2UW.
Lyons, W., progs. 3HA.

M

Maddock, Ross, tech. 7BU.
Mair, Jim, chief eng. 2QN.
Manchee, A. F., chairman of dir. 2GZ,
dir. 2NZ.
Manion, G., anncr. 6AM, 6PM.
Manning, H. J., dir. 4MK.
Manning, W. J., dir. 4MK.
Mantle, P. D., anncr. 6PR.
Marcus, Royston, mgr. 2PK.
Marden, C. F., gen. mgr. 2UW, 4BC,
dir. 4BC, 4RO.
Marshall, Miss E., anncr. 2TM.
Marshall, D. J.S., anncr. sales 2GN.
Martell, Nance, anncr. 3XY.
Martin, B., Sales 2CH.
Martin L., tech. 4BH.
Martin, L. H., anncr. 4AY.
Mary-Ann, anncr. 2UW.
Mason, O., anncr. 2UW.
Massey, C., anncr. 3AW.
Masters, J., anncr. prog. 3AW.
Mather, A. D., dir., chief engr. 2HR.
Mathers, continuity and publicity
3XY.
Mathews, A. J., chairman of dir. 2PK.
Mathews, J. C., chief engr. 3GL.
Mathews, R., anncr. 4BC.
Maughan, F., tech. 3DB.
Max, Jim, anncr. 2KO.
Maxwell, B., prog. mgr. 2GZ.
Mayne, W. G., dir. 4ZR.
Meagham, F. J., dir. 4IP.
Meakins, S., anncr., tech. 4AT.
Meakins, S., annch. tech. 4AT.
Meany, Mons. J., manging dir. 2SM.
Meckelburg, R. C., tech. 6GE.
Melton, D., anncr. 2KA.
Merchant, John, advt. mgr., anncr.
2WL.
Meredith, K., tech. 4BU.
Meredith, Si, anncr. 2UE.
Middleton, J. A., dir. 2GZ.
Middleton, J. F., dir. 2NZ.
Mikkelson, Miss Mae, anncr. 4BU.
Miles, G. T., chief engr. 7HT.
Miles, H., tech. 4BC.
Millar, R., anncr. 3DB, 3LK.
Millard, H., anncr. 4BC.
Millen, J. D., dir. 7LA.
Miller, Miss E. L., sec. 2RG,
Miller, F., tech. 5MU.

STATION PERSONNEL

Miller, G. H., anncr., sales 2RG.
Miller, K., dir. 2KY.
Miller, T., anncr. 3XY.
Mills, maintenance tech. 2UE.
Mills, E. H., sales 4AY.
Milton, E. E., dir. sec. 2MG.
Milton, H. W., dir., mgr., sales mgr.,
ch. engr. 2MG.
Minton, J., sales 2CH.
Mitchell, E., anncr., sales 3BA.
Mitchell, P., sec. 2XL.
Mitchell, R., tech. 2UW.
Mitchell, V. F., managing dir. 4BH,
gen. mgr. 4SB.
Moffatt, A. A., dir. 4LG.
Mogg, F. R., sec. 3XY.
Moginnie, K., anncr. 2TM.
Mole, C., tech. 2KO.
Moller, P., sec. 4BU.
Monaghan, V., tech. 3HA.
Money, J., tech. 2CK.
Moore, B., anncr. 2BE.
Moore, D., anncr. 3DB, 3LK.
Moore, M. J., anncr., progs., sales,
tech. 2MG.
Moore, W. S. M., tech. 4CA.
Moran, C., tech. 4BH.
Morgan, C. P., dir. 2BE.
Morgan, J., studio mgr. anncr. prog.
5SE.
Morgan, M. V., dir. 3KZ.
Morgan, S., gen. mgr., dir. 3KZ.
Morley, J., dir. 2BH.
Morris, F., tech. 2KY.
Morris, J., progs. 2KA.
Morrison, R., dir. 7HT.
Morrison, A., tech. 7LA.
Morrison, G. C., station mgr., anncr.,
chief engr. 6GE.
Morrison, W. S., tech. 7HO.
Morse, R., anncr. prog. 2UE.
Moss, W., tech. 2HD.
Mountney, P., tech. 4BU.
Muhling, C., anncr. 6AM, 6PM.
Mumme, Miss E., anncr., 3CS.
Munnings, B., tech. 2UE.
Munro, M., sales 7EX.
Munro, Pat., anncr. 7EX.
Murden, J., anncr., progs. 2XL.
Murdock, Sir K., dir. 5AD.
Murphy, F., chief engr. 3HA.
Murphy, W., tech. 3UZ.
Murray, A. J., sales mgr. 3KZ.
Murray, J., anncr. 2UW.
Murray, J. Stanley, chairman of dir.
2BH.
Murray, N. R., dir. 4LG.
Murray, T. G., dir. 2SM.
Musgrove, M. D'O., dir. 6IX, 6ML,
6WB.
Muston, H. C., dir., sec. 4SB.

Mc.

MacAdam, V., dir. 2MO.
Macartney Sir E., chairman of dir.
4AK, 4BK.
MacAskil, A., anncr. 6AM, 6PM.
MacDonald, K. A., studio mgr. 5AD,
progs. 5MU, 5PI.
MacDonald, S., anncr. 3TR.
MacGillivray, A., dir., gen. mgr. 2HD.
MacGregor, P., anncr. 2GZ.
MacLean, Mrs. M., anncr. 2WG.
MacPhillamy, Margot, anncr. 2LF.
McAlpine, A., dir. 2KY.
McArthur, Miss Marion, anncr. 2AD.
McCann, B., dir. 7HT.
McCann, J., sales 4BH.
McCann, L., dir. 7HT.

McCauley, A. L., dir. sec. 2KA, 2KM.
McCauley, G. E., managing dir., sec.
2KA, 2KM.
McConnell, W. F., sales 5AD-5MU-5PI.
McCormack, N., anncr. 4MB.
McDonagh, W., dir. 2MO.
McDonald, Barry, anncr. 3YB.
McDonald, I., studio mgr., anncr. 2KA,
2KM.
McGeogh, R. S., dir. 4ZR.
McGowan, G., tech. 3TR.
McGowan, J., tech. 4BH.
McGrath, J., anncr., prog. 4AT.
McGregor, T., studio mgr. production
4BC.
McGuinness, G. C., sales 2CH.
McIntosh, J. C., dir. 2LM.
McKay, Doreen, anncr. 2SM.
McKay, J., sales 2UW.
McKee, Steve, anncr. 5AD.
McKenzie, D., tech. 2KY.
McKenzie, J. A., station mgr. 3GL.
McKeon, F. J., gen. mgr., sec. 4LG.
McKinnon, R., sales 2UW.
McLean, J., dir. 2LM.
McLean, Neil, tech. 2QN.
McLean, R., tech. 7LA.
McLennan, M. Alva, tech. 3UL.
McMahon, J., prog. 3UZ.
McMahon, L., anncr. 4IP.
McMahon, R., sales 2UW.
McMaster, R., studio mgr., anncr.,
progs., sales 7BU.
McNally, N. A., dir. 4LG.
McNamara, S., tech. 5MU.
McNamara, W., sales 7AD.
McNeil, T. A., chief engr. 2UW.
McSperrin, Mrs. M., anncr. 2CH.

N

Nash, W. R., anncr., prog., sales,
tech. 4CA.
Negri, T., anncr. 3BA.
Neill, Catharine, anncr. 3XY.
Neilson, M., tech. 3GL.
Neilson, Miss R., anncr. 4AT.
Netterfield, Mrs., anncr. 4BU.
Nettlefold, L., dir. 7HO.
Nichol, F. E., dir. 2MW.
Nichol, R., tech. 4GR.
Nicholas, W. R., chief engr. 7HO.
Nicholls, Cliff, anncr. 3AW.
Nichols, G., anncr. 7LA.
Niison, O. J., dir. 3UZ.
Niison, O. V. A., dir. 3UZ.
Nimmo, Sheila (Pat), prog., anncr.
2UE.
Nolan, W. N., Sec. 2CA.
Noonan, Mollie, anncr. 2LM.
Norris, M., tech. 3CV.
North-Ash, Miss B., anncr. 2TM.
Norton, C., anncr. 5AD, 5MU, 5PI.
Nunn, E., tech. 7EX.
Nutley, G., stat. and sales mgr., anncr,
chief engr. 5AU.

O

Oakley, R. A., chief engr. 2HD.
Oaten, E., sales 2WG.
O'Brien, B., stat. and studio mgr.,
anncr. 3CS.
O'Brien, J., anncr. 2KO.
O'Connell, J., sales 2UW.
O'Donnell, Miss K., anncr. 2RG.
Offner C., tech. 4BC.
O'Hagan, J., sales mgr. 3AW.
Ogilvie, C. dir. 2CA.
Ogilvy, C., dir. 2HR.

Ogilvy, W., sales mgr. 2KM.
O'Halloran, M., dir. 5AU.
O'Halloran, M., stat. mgr. 2HD.
O'Keefe, Arthur, anncr. 2GB.
Oliver, J., sales 3AK.
Olsen, Reg. F., anncr., copywriter
2MW.
Omond, N., sales 5AD, 5MU, 5PI.
O'Neill, F., dir. 2KY.
O'Neal, J. P., dir. 2KA, 2KM.
O'Neill, M. J., dir. 2SM.
Opie, Dr. A. J., dir. 2LM.
Orchard, Miss J., progs. 2GZ.
Ordell, Robin, annc. 2GB.
Ordell, Tal, anncr. 2UE.
O'Sullivan, N., dir. 4BH.
O'Sullivan, Pat, tech. 2LM.

P

Pacini, H., dir. 3DB, 3LK.
Paddison, A. C., dir., gen. mgr. 2KA,
2KM.
Palmer, B., sales 2KA, 2KM.
Palmer, G., tech. 2GZ.
Palmer, Miss J., anncr., progs. 2MW.
Panes, W. R., prog. 2HD.
Parasiere, R., tech. 5AD.
Parbery, M., anncr. 2BE.
Parish, H. R., stat. mgr., anncr.,
tech. 7DY.
Parish, L. E., studio mgr., anncr. 7DY.
Parker, K., anncr., tech. 3MA.
Parker, N., tech. 6IX.
Parker, J., Miss, anncr. 4MK.
Parkinson, W., dir. 4IP.
Parrant, E. G., anncr. 6PR.
Paterson, W., tech. PR.
Paton, Flo, prog., anncr. 2UE.
Paton, J. L., dir. 6PR.
Patterson, H., anncr. 6ML.
Patton, J. F., sales 6AM, 6PM.
Payne, H., tech. 2UE.
Pearce, F. R., stat. mgr., anncr., chief
enr. 4CA.
Peaston, H., anncr., sales, tech. 2GF.
Pell, M., dir. 2BE.
"Penelope," anncr. 3UZ.
Pengilley, L., tech. 2TM.
Penny, Mrs., anncr. 2HR.
Penny, W. L., anncr., sales 2HR.
Perriam, A. W., dir. 2GB.
Perriman, B., anncr. 2KY.
Petersen, W. M., tech. 6PM.
Pett, V., anncr. 3AW.
Petters, H. A., sales 2SM.
Phillips, Miss J. A., progs. 4CA.
Phillips, J. P., tech. 2UW.
Philpott, A. E., tech. 3GL.
Phipps, W. R., tech. 6PM.
"Phoebe" (Miss J. Robertson), anncr.
6IX.
"Phyllis," anncr. 5DN, 5RM.
Pickhover, H., dir., studio mgr.,
anncr., progs. 2KO.
Pieremont, B., tech. 2UE.
Pierment, R., tech. 2GB.
Pile, R., anncr. 7HO.
Pinkerton, W. R., dir. 5DN, 5RM.
Pither, G., anncr. 3HA.
Poggioli, Peter, anncr. 2AD.
Porter, L., tech. 5IP.
Potter, A., tech. 3DB.
Potter, F., tech. 2TM.
Powell, John B., anncr., sales 2RG.
Powell, M. J., studio mgr., anncr.,
progs. 6AM, 6PM.

STATION PERSONNEL (contd.)

Platt, L., anncr. progs. 3TR.
Pratt, A., dir. 2MW.
Price, J. C., dir. 2MW.
Prider, J., anncr. 5DN-5RM, studio mgr. 5DN.
Priest, E., sales 2HD.
Prince, A. L., sales mgr. 4BC.
Prior, J. O., secretary 2CK.
Proctor, J., sales mgr., anncr. 3YB.
Proust, J., anncr., tech. 2AY.
Puddicombe, M., anncr. 2WL.
Pullan, J., tech. 2KY.
Pullman, Mrs. E., sales 5DN-5RM.

Q

Queale, W., chairman of directors 5DN-5RM.
Quinn, B., progs. 3AW.
Quirk, L. P., sales mgr. 2SM.

R

Radford, T. J., sales 2NZ, 2GZ.
Ralston, W. E., tech. 2GB.
Ranshaw, Betty, anncr. 2UE.
Ratcliffe, G., anncr., tech. 2GZ.
Ratcliffe, J., tech. 3SH.
Raward, J., dir. 2MW.
Rawson, E. H., sales 6AM, 6PM.
Raymond, Betty, anncr., progs. 7BU.
Raynor, J., tech. 3KZ.
Read, A., tech. 6AM.
Read, Mrs. Joan, 2CH.
Rees, L. M., tech. 5KA.
Reeve, Miss G., anncr. 2GB.
Reeves, L., anncr. 7EX.
Reilly, John V., station mgr., sales mgr. 2QN.
Reynolds, R. P., mgr., chief engineer 2XL.
Rheuben, E. J., general mgr. 4RO.
Richards, Mrs., anncr. 3DB, 3LK.
Richards, Miss J., progs. 4BH.
Richardson, D. L., general mgr. 7LA and T.B.N.
Riches, S., tech. 3UZ.
Riding, Mavis, anncr. 4BH.
Richter, E., anncr., tech. 2KM.
Ridley, A., sales mgr. 2NZ, 2GZ.
Ridley, J. E., dir., gen. mgr. 2NZ, 2GZ.
Riley, H. G., dir. 7DY.
Ringland, H., sales 2UW.
Riggs, Miss P., anncr. 2KM.
Roberts, E. V., dir., mgr., chief engr. 2WG.
Roberts, Mrs. I. A., dir., stat. mgr., sec. 2WG.
Roberts, P., tech. 2WG.
Roberts, Ron, anncr., progs. 2KO.
Roberts, R. (Bill), anncr. 2NZ.
Robertson, Alec., gen. mgr. 4AK, 4BK.
Robertson, Dorr, anncr. 3BO.
Robertson, G. W., studio mgr., sales mgr., anncr. 4ZR.
Robinson, A., sales 3XY.
Robinson, C. M., chairman of dir. 2LM.
Robinson, E. W., chairman of dir. 2HR.
Robinson, K. C., gen. mgr. 2HR.
Robinson, P. H., dir. 2HR.
Robinson, W. H., dir. 5RM.
Robinson, W. H., tech., assist. eng. 2UE.
Robson, C., tech. 6WB.
Rodda, W., tech. 6PR.
Rogers, B., tech. 6WB.
Rolph, G. B., dir. 7EX.
Rolph, W. R., dir. 7EX.
Room, T. D., dir., sec. 7AD.

Rose, C., sales 3KZ.
Rosman, E. H., sec. 6ML, 6WB.
Ross, D. H., anncr., progs. 4WK.
Ross, Lloyd, dir. 2KY.
Ross, L., anncr. 3SR.
Rowe, E. W., progs. 2HD.
Rowlands, W., tech. 3XY.
Rudd, R., anncr., sales 3BO.
Ruler, F., sales 3SR.
Russell, B. McC., assist. mgr. 3DB-3LK.
Russell, F., sales 3AW.
Ruston, C. S., dir. 5RM.
Rutherford, Ruth, anncr. 4BC.
Ryan, A. J., dir., mgr., chf. eng. 2CA.
Ryan, John, studio mgr., anncr., progs. 2NZ.
Ryan, J. W., chf. eng. 3AW.
Ryan, P. J., dir. 2CK.
Rycroft, Mrs., sales 7HO.
Ryde, C. A., dir. 2KM.

S

Salter, Denbeigh, anncr. 3AK.
Sampford, H. M., Vic. sales rep. 3SR, 3UL, 3YB.
Samuel, B., gen. mgr. 6IX, 6ML, 6WB.
Sanders, A., anncr. 3AW.
Sands, Miss Belle, anncr. 4BU.
Sarah, Doreen, anncr. 3MA.
Saunders, B. F., progs. 6IX, 6ML, 6WB, anncr. 6ML.
Saunders, G., anncr. 2KY.
Saunders, Miss M., anncr. 2GF.
Sautelle, C. B., tech. 2WL.
Sayle, W., sec. 2UW.
Scarlett, J., tech. 3AW.
Sectrine, B., tech. 3BA.
Schaumloffel, L., tech. 5AD.
Schmidt, R., chf. eng. 3TR.
Schneider, L. M., anncr. 5KA.
Schneider, W. K., dir. gen. mgr. 5KA, 5AU.
Scholes, N., anncr., progs. 2HD.
Scott, A. K. K., dir. 2DU.
Scott, Dulcie, anncr. 4BH.
Scott, Hec., anncr. 2KO.
Scott, Ron, anncr., tech. 2GZ.
Searle, A. B., tech. 2WL.
Searle, C., anncr., chf. eng. 4PM.
Seaton, P., operator 2UE.
Sellars, V., anncr. 2UE.
Selmo, T. S., sales 2UE.
Selwood, W., dir. 3CS.
Semfel, E., chf. eng. 4RO.
Sharland, A. B., chf. eng. 2CH.
Sharland, W., anncr. 3XY.
Sharp, J. A., gen. mgr., chf. anncr. 4BU.
Shaw, Grace, anncr. 2UE.
Shaw, H., tech. 4GR.
Sheahan, J. P., dir., sec. 2PK.
Shearstone, V. L., anncr., sales, tech. 2GN.
Sheath, E., progs. 2MG.
Sheedy, E. P. M., dir. 2CK.
Sheffer, H. M., dir. 2TM.
Shepherd, L. W., dir. 6GE.
Shepherd, Brett, anncr., sales 3MA.
Shepherd, L., dir. 3XY.
Shepherd, M. A. L., chf. eng. 3XY.
Shepherd, Robt., stat. mgr., anncr. 4VL.
Shiren, A., anncr. 4BC.
Shortell, R., chf. eng. 3SR.
Shultz, L., chf. eng. 2GB.
Simmonds, A. G., chf. eng. 2MW.
Simmons, H., chf. eng. 6IX, 6ML, 6WB.

Simpson, D., anncr. 4AK, 4BK.
Simpson, E., dir. 2AD.
Sirl, G., tech. 6WB.
Slater, Marion, anncr. 6PR.
Slater, W., prog. 3SR.
Sleath, H., prog., dir. 4BH.
Sloman, M. G., dir., 3KZ.
Small, Miss E., anncr. 5SE.
Smith, C. P., dir. 6IX, 6ML, 6WB.
Smith, Ethel (Nola Knight), anncr. 5AU.
Smith, Miss N., anncr. 4GR.
Smith, R., anncr. 4AK, 4BK.
Smith, R., anncr., tech. 3BO.
Smith, Robt. E., chairman of dir. 2CK.
Smith, S. D., tech. 4BC.
Smyth, P. A., sales 5DN, 5RM.
Snell, E., anncr. 3UZ.
Solley, H. J. W., chairman of dir. 4LG.
Solomons, J., anncr. 2BE.
Sommerlad, Hon. E. C., dir. 2AD.
Sorenson, S., anncr. 4MK.
Soulthorpe, S., sales mgr. 2LF.
Southwell, W., tech. 2UE.
Spain, C. B., tech. 4TO.
Spence, E., studio mgr. anncr. 3AK.
Spencer, K., anncr., sales 4BU.
Spencer, T., assist. mgr. 2CH.
Spencer, T. A., sec. 7HT.
Spicer, Hon. F. W., mgng. dir. 2PK.
Spinner, L., tech. 2KY.
Spitskowski, Max, tech. 2KO.
Spowers, A., dir. 3SR, 3UL, 3YB.
Sproule, C. T., sales mgr. 2CH.
Stallard, H., anncr. 4BC.
Stanley, C., anncr. 2CH.
Stanford, R., progs. 4BH.
Stapleton, B. B., assist. sales mgr. 2SM.
Stark, D., anncr. 3UZ.
Stelzer, Mrs. E., anncr. 2GB.
Stelzer, W. J., sales 2GB.
Stephani, Bini, anncr. 3UZ.
Stephens, Miss L., librarian 5DN.
Stephenson, B., tech. 2UW.
Stevens, E. S., tech. 2NZ.
Stevens, J., anncr. 2CA.
Stevenson, C. V., mgr., dir. 2UE.
Stevenson, Murray, dir., chf. eng. 2UE.
Stevenson, N., sales 2UE.
Stewart, J. C., tech. 2KY.
Stewart, K., tech. 2CH.
Stewart, R., sales 2TM.
Stewart, W., anncr. 3GL.
St. George, A., anncr., sales 2GZ.
Stibe, N., anncr. 4BU.
Stirk, F. J., senr. tech. 2WL.
Stock, C. G., sales 5AD, 5MU, 5PI.
Stoddart, J. D., dir. 6PR.
Stokes, G., sales 4BH.
Stokes, Mrs. R. M., anncr. 4AK, 4BK.
Stone, J. C., sales 5KA, 5AU.
Stone, N., tech. 7HT.
Stone, T. E., dir. 4VL.
Storey, O. J., sales mgr., anncr. 4MB.
Storr, J., anncr. 3XY.
Storrer, A., sec. and sales mgr. 2DU.
Strange, A. C., stat. mgr. 3YB.
Streeter, R., chf. eng. 3CS.
Stuart, T., anncr. 3DB, 3LK.
Styman, K. O., tech. 3BO.
Sullivan, R., anncr. 5DN, 5RM.
Summerland, Hon. E. C., dir. 2NZ.
Sutherland, G., dir. 3AW, 3HA.
Swain, D., progs. 2UW.
Swain, N., anncr. 3KZ.
Syme, D. F., dir. 3HA, 3SH, 3TR.
Syme, G., dir. 3AW.
Syme, M. A., dir. 3SH, 3TR.
Syme, C., assoc. dir. 3AW.

STATION PERSONNEL

Symons, A. J., sales 4BC.
Sydes, S. V., chf. eng. 7LA.

T

Tagg, Miss E., sec. 2LT.
Tait, F. S., assoc. dir. 3AW.
Tait, G., progs. 3AW.
Tait, J. H., dir. 3AW.
Talbot, W. E., sales 6AM, 6PM.
Tapper, J., tech. 6ML.
Tareha, C. A., dir., chf. eng. 5KA.
Tarlington, L. F., dir. 2BE.
Tasker, J., dir. 2QN.
Taylor, A., tech. 6KG.
Taylor, C. E., progs. 3DB, 3LK.
Taylor, C. P. A., dir. 3BA.
Taylor, Dorothy, anncr. 4RO.
Taylor, G., dir. 3DB, 3LK.
Taylor, E. J., dir. 2LT.
Taylor, H. V. L., studio mgr., chf. eng. 2AD.
Taylor, J. T., gen. mgr. 3AW.
Taylor, K., anncr. 2BE.
Taylor, K., dir. 3BA.
Taylor, N., anncr. 6ML.
Taylor, R. B., sec. 2BH, 4ZR.
Taylor, T., chf. eng. 2CK.
Theyer, J., sec. 2MW.
Thomas, H. R. R., tech. 2GB.
Thomas, Madge, anncr. 3XY.
Thomas, P. V., sec. 4WK.
Thomas, S., sales 3XY.
Thompson, D., tech. 3DB.
Thompson, E. J. K., sec. 3SR, 3UL, 3YB.
Thompson, G., dir. 2MG.
Thorp, Mrs. A., progs. 4MK.
Thring, Olive, dir. 3XY.
Thurling, S., tech. 3KZ.
Tibbett, E., anncr., tech. 2MO.
Timson, F., anncr. 3XY.
Tipping, Susie, anncr. 2LF.
Toakley, T. chf. eng. 2KA.
Todd, N. K., anncr. 4MK.
Tonkin, Stanley, chf. eng. 2LM.
Toohey, Allan, anncr. 2UE.
Tostevin, H. W., tech. 5AD.
Towner, A. D., dir., gen. mgr. 7BU, 7DY.
Tozer, J. H., sales mgr. 6AM, 6KG, 6PM.
Tredrea, F. T., chf. eng. 6AM, 6KG, 6PM.
Tretaway, J., anncr., tech. 7BU.
Trotman, E., studio mgr., anncr. 3BA.
Truebridge, L., tech. 2GB.
Try, Dick, anncr., chf. eng. 2LF.
Tupper, F., anncr. 3AW.
Turner, R. S., anncr. 4MB.
Tuson, H., tech. 2CH.
Tuttell, J., studio mgr., anncr. 4AY.
Twyford, J. W., stat. mgr., sales 2NZ.

U

Ure, L., sales 6IX, 6ML, 6WB.
Urquhart, M., tech. 6ML.

V

Valentine, J. D., sales 7EX.
Vaude, C., anncr. 3DB, 3LK.
Vertigan, J., tech. 7AD.
Vertigan, R. M., anncr. 7HT.
Vincent, Miss J., progs. 4BH.
"Virginia," anncr. 3AW.
Virgona, W., tech. 3UZ.

W

Waldron, K., tech 3BA.
Walker, E., anncr. 2KY.
Walker, J., anncr. 2UW.
Walker, J., chief anncr. 4ZR.

Wallace, M., dir. 3CS.
Wallens, J. S. K., sales 2CH.
Walsh, E., anncr. 2UE.
Walters, A., tech. 3KZ.
Walters, D. G., tech. 2GB.
Walters, L. A., dir., gen. mgr., sales, anncr. 4AT.
Walters, Miss M., progs., dir. 4IP.
Ward, A. G., sales 2GB.
Ward, R. E., gen. mgr., sales mgr., anncr. 7QT.
Wardle, T., sales 3AW.
Waters, F., anncr. 5DN, 5RM.
Waters, Miss N., anncr. 6GE.
Watkins, Dorothy, anncr. 2XL.
Waugh, T., anncr., sales 2KM.
Webb, E., tech. 3AK.
Webber, Allan, anncr. 2WL.
Webber, G., tech. 3KZ.
Webster, Betty, anncr. 3TR.
Wedd, Miss I., anncr. 7QT.
Weir, A., anncr., progs. 6KG.
Weir, W., anncr., progs. 2TM.
Weiss, C., sales 3AK.
Welch, C., anncr. 4GR.
Welch, E., anncr., sport commentator 3DB, 3LK.
Weldon, Dan., anncr. 2KY.
Weller, J., anncr., chief engr., sales 2RG.
Welling, T., stat. mgr., progs, tech. 5SE.
Wells, G., anncr. 3HA.
Wertheimer, J. T., sec. 7HO.
Wharf, Harry, sales mgr., anncr. 2LM.
Wharton, R., sales 2KY.
Wheeler, J., anncr., sales 2UW.
Whichello, Roy, anncr. 2CK.
Whistler, H., Mrs., anncr. 2MO.
Whitby, K., anncr. 6AM, 6PM.
Whitcomb, T., dir., chief engr. 2TM.
Whitcomb, T., chief engr. 2MO.
White, D., sec. 6AM, 6KG, 6PM, dir. 6KG.
White, G., dir. 5RM.
White, J., tech. 2KY.
White, R. M., gen. mgr. 5DN, gov. dir. 5RM.
White, S., tech. 3AW.
Whitford, A. A., dir. 6AM, 6KG, 6PM.
Whitford, A. P. H., dir. 6AM, 6GE, 6KG, 6PM.
Whitford, E. I., dir. 6AM, 6PM.
Whitford, F. R., dir. 6AM, 6GE, 6KG, 6PM, gen. mgr. 6AM, 6KG, 6PM, stat. mgr. 6AM, 6PM.
Whitham, H. B., dir. 2RG.
Whitham, H. B., managing dir. 2LT.
Whitmore, J., anncr., progs. 2TM.
Whykes, E. J. W., sales mgr., sec. 3BA.
Whyte, A. S., dir. 3DB, 3LK.
Wilby, Dorothy, anncr. 3UL.
Wilby, Dorothy, anncr. 2LM.
Wild, F., sales 4IP.
Wilkinson, D. W., tech. 5DN, 5RM.
Wilkinson, L., stat. mgr., anncr. 2BH.
Willesden, F. E., Mrs., anncr. 4IP.
William, Esme, pub. officer 2KY.
Williams, A., tech. 2WG.
Williams, Boyd, chief engr. 4VL.
Williams, D., sales 4AY.
Williams, E. N., anncr. 2LT.
Williams, J., anncr. 4AY.
Williams, J. H., dir., gen. mgr. 4MK.
Williams, J. H., Jnr., dir. 4MK.
Williams, L. O., chief engr. 4MK.
Williams, O. M., dir. 3CS.
Williams, P. A. M., sales 2PK.

Williamson, F., tech. 5AD.
Willing, Judy, anncr. 3TR.
Wills, W. L., sec. 2HD.
Wilson, E. A., dir. 4LG.
Wilson, Harper, progs. 3UZ.
Wilson, J. F., sec. 3CH, 2GF, 2GN.
Wilson, J. F., dir. 4WK.
Wilson, Pat., anncr. 2LM.
Wilson, S. R., sales 2DU.
Wilson, W., sales mgr., anncr. 7AD.
Wilson, W. A., engr. 3BA.
Winsor, Wally, anncr. progs. 2LF.
Wishart, A. P., dir. 5RM.
Withall, R., tech. 5PI.
Withers, Harry, anncr. 2UE.
Witt, F., progs. 2KY.
Wolff, R. H., sec. 2UE.
Wood, D., tech. 6IX.
Wood, E. A., stat. mgr. 7AD.
Woodland, C. V., gen. mgr., anncr., progs. 2LM.
Woolley, B. (Uncle Bert), anncr. 5DN, 5RM.
Worrell, D., stat. mgr. 3DB.
Wright, L., chief engr. 3AK.
Wright, T., dir. 2KY.
Wynne, A. P., dir., gen. mgr. 4MB.

Y

Yates, H., sales 2UE.
Yeldon, R. A., dir., mgr. 2WL.
Yeo, C. D., anncr., sales 4CA.
Young, F., tech. 7AD.
Young, J., anncr. 5AD, 5MU, 5PI.
Younge, Nancye, anncr. 7LA.
Young, R., dir. 7HT.

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WHO'S WHO

in Australian Commercial Broadcasting

OFFICE BEARERS OF THE AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS FOR 1940, ELECTED AT 1939 CONVENTION

President

MARDEN, Charles Frank: President of The Australian Federation of Commercial Broadcasting Stations 1939 and 1940, general manager of the Australian Broadcasting Co. Pty. Ltd. and the Common-



wealth Broadcasting Corporation Pty. Ltd., director and general manager of the Commonwealth Broadcasting Corporation (Q.) Ltd. Was general manager of the Australian Broadcasting Company when it controlled the national stations for the Commonwealth Government. Previous to joining broadcasting was for many years actively engaged as a high executive in the theatrical business. Private address: Chamberlain Avenue, Rose Bay, N.S.W.

Senior Vice-President

HOLT, Thomas James: general manager 3XY. Elected senior vice-president of the Federation 1938 Convention, re-elected 1939 Convention. Had long association with the theatrical world, having been associated with such well-known organisations as J. C. Williamson (overseas representative), Hugh D. McIntosh, also joined the late F. W. Thring at Efftee Film Production in 1929, from where appointed to present position at the station's inception in 1935. Born at Young, N.S.W.



Educated at Young, N.S.W., and Sydney, N.S.W. Private address: 449 St. Kilda Road, Melbourne, Sc.2. Recreations and hobbies: Tennis and golf. Clubs: Green Room.

Country Vice-President

RIDLEY, John Edward: General manager, Country Broad-



casting Services Ltd. Director Northern Broadcasters Pty. Ltd. Managing director The Provincial Network Pty. Ltd. Country vice-president Australian Federation of Commercial Broadcasting Stations 1940. Commenced business as accountant. Entered radio commercially 1929. Joined "The Age" Broadcasting Service, 3HA Hamilton, October, 1931, as manager and secretary. Joined 2GZ August, 1935, as advertising manager, assistant manager, July, 1936. General manager 2GZ, May, 1938. Born: Sydney, September 4, 1902. Educated: Fort Street Boys' High School. Private address: 53 Nelson Road, Killara.

Federation Secretary

DOOLEY, Raymond, M.B.E., F.C.I.S., Dip. Com. (Melb.), A.F.I.A.: Secretary Australian Federation of Commercial Broadcasting Stations. Entered C'wealth Public Service 1912, resigned 1926. Manager G. L. Chilvers until 1935. Then in practice as secretary and public accountant, Melbourne, until assuming present position. Saw war service as Lieutenant, 8th Machine Gun Company,



and Adjutant No. 1 Command Depot, England. Born: Wangaratta (Vic.), February 28, 1896. Educated, Wesley College, Melbourne. Private address: 3 Rotherwood Road, Ivanhoe (Vic.). Recreations: Tennis and golf. Clubs: Naval and Military, Emerald Country Club.

State Vice-Presidents

ROBERTSON, Alec.: Manager 4BK-AK (Brisbane Broadcasting Pty. Ltd.). Elected junior vice-president of the Federation 1938 Convention,



Elected Queensland vice-president 1939 Convention. Began industrial career as reporter "Brisbane Courier," and later served with Brisbane "Daily Mail" and "Daily Standard," rising with the last named journal from sub-editor to Managing-Editor. Resigned this position 1931, and appointed to editorial position on "Brisbane Courier." Following amalgamation of "Courier"

KINNEAR, Arthur Charles: General manager, "The Advertiser" Network South Australian vice-president Aust. Fed. Comm. Broadcasting Stations, 1940. Joined State "Hansard" as junior. Shortly afterwards transferred to "The Register," and was deputy chief of staff when amalgamation with "The Advertiser" occurred. Then became deputy chief of staff and politician roundsman for "The Advertiser." During association with Press conducted motoring and football pages, rowing, yachting and radio features, being first to write regular wireless notes in South Australia. Was twice acting manager of the network for short periods during temporary absence of the late Mr. A. L. Holtze. Born: Adelaide, June 28, 1902. Educated: Unley Primary and High, School of Mines, Maird's College. Private address: 51 Northcote Terrace, Medindie. Recreations: Colour cinematography radio, boating, tennis. Club: Royal S.A. Yacht Squadron.

and "Daily Mail" in 1933, and acquisition by "Courier-Mail" of Station 4BK, was appointed manager.

FINDLAY, A. P.: Director Findlay's Pty. Ltd., Tasmania. Director 7AD, Tasmanian vice-president Aust. Fed. Comm. Broadcasting Stations, 1940. Has spent 31 years in musical instrument business, with experience in England and Germany. In radio merchandising since 1924. Director and supervisor 7LA Launceston. Managing director 7BU Burnie and 7DY Derby. Director Wills and



Co. Pty. Ltd., Findlay's and Wills (Devonport) Pty. Ltd., Columbia Supplies Pty. Ltd., Tasmania. Educated Scotch College, Launceston. Member

SAMUEL, Byrn: Station Manager, W.A. Broadcasters Ltd., Perth, W.A. West. Aust. vice-president Aust. Fed. Comm. Broadcasting Stations 1940. Originally member of commercial staff "West Australian" Newspapers Ltd.; joined Musgrove's Ltd. in 1924; appointed Station Manager 6ML 1930; on foundation of W.A. Broadcasters Ltd. March 3, 1933, appointed Station Manager for Company, which operates Stations 6ML, 6IX, and 6WB. Born: Monmouthshire, 30/6/'01.

N.S.W. Secretary

BROWN, Andrew F. O.: N.S.W. secretary Australian Federation of Broadcasting Stations, 44 Margaret Street, Sydney. Secretary, Electrical and Radio Association, N.S.W. Assistant secretary, Electrical Association, 1923. Appointed secretary, 1928. Recreations: Tennis, golf. Born 25/6/1903.

Northern Club, Launceston, C.T.A. Launceston, A.B.C. Bowling Club, Rotary Club, Launceston, president East Launceston Cricket Club. Born 1892, Launceston, Tasmania.

WHO'S WHO

in Australian Commercial Broadcasting

A

AMOS, J. Owen: Chief copy-writer 2GB and Macquarie Network Sales Office. Born: San Francisco, Calif., U.S.A., 1912. Entered advertising, retail store 1927. Joined Price-Berry 1929. Account executive major national accounts with Sampson-Clark-Price Berry Pty., Melbourne, Sydney and Brisbane. Appointed Brisbane manager S.C.P.B., 1935. Joined Macquarie Network December, 1939. Hobbies: Photography, swimming, golf.

ANDERSON, Andrew Oswald: Manager Radio 2UE. Arranged first public broadcasts in Australia in 1923; managed 2FC for six years and then 2UW for a similar period. Carried out first Australian programs broadcast by B.B.C., was official announcer opening of Sydney Harbour Bridge, 1932. Initiated first Test cricket ball-by-ball broadcasts in 1930. In 1936 went to London and for three years was in charge of Broadcast Enterprises Ltd. He was chairman of Inspector Hornleigh Investi-



gates Ltd., a company handling the stage and film rights of the well-known plays over the B.B.C. Keen student of television. Born: Sydney, October 15, 1886; educated Sydney and Melbourne. Private address: "Merton Hall," Margaret Street, Sydney. Recreation: Tennis, golf and swimming.

ANDERSON, Bruce: Studio and program supervisor, Radio



2UE. Entered broadcasting in 1927, doing dramatic work on

the National stations. Transferred to commercial radio 1930, entering 2UW as feature writer. 1935, joined staff 4BH Brisbane. 1936 was appointed manager, Universal Programs Corporation, London. Returned to Australia 1937 as production supervisor with Macquarie Productions. 1938 returned to London as director of special features International Broadcasting Co. Ltd. Joined the staff of Radio 2UE in 1939.

ANDERSON, George Herbert: Assistant manager, 2GB Sydney. Executive committee of the R.I.F. Club. Pre-war, civil engineer railway survey and construction. War, 4½ years' service with A.I.F.



After abolition of compulsory training in 1929, commanded 14th Heavy Battery (Coastal defence, Georges Heights and Middle Head); 60th Field Battery, 61st Field Battery, and appointed, 1938, Staff Captain 2nd Divisional Headquarters, Australian Field Artillery. After war, 4 years orchardist grazier and farmer (director, Derwent Valley Fruitgrowers' Co-op. Ltd.). Two years business agency, 8½ years assistant general secretary 'Graziers' Association of N.S.W.; three years general manager, Country Broadcasting Services Ltd. (2GZ), two years director Northern Broadcasters Ltd. (2NZ); assisted with formation, and first sales manager of Macquarie Broadcasting Network (1/6/'38); appointed assistant manager 2GB, November, 1928. Born: 20/3/1897, Hobart, Tasmania. Private address: "Encantada," Boomerang Street, Turramurra. Club: Tattersall's. Recreations: Tennis, golf, swimming.

ANDERSON, Valwynne James, L.T.C.L., L.A.S.A. (Hons.): Manager 3MA. Has been farmer, salesman and teacher. European tour, 1929. Commenced broadcasting 1930, as actor and producer 5CL-5CK. 1933, joined 5DN, announcer; 1934, joined 2BH, chief announcer; 1936, joined

6ML, chief announcer; 1937, joined 3MA, manager. Born: Unley, South Australia, October 11, 1910. Educated: Prince Alfred College, Adelaide, and Adelaide University. Private address: "St. Anne's," 8th Street, Mildura, Victoria. Recreations and hobbies: Golf, rowing, writing, stage work. Clubs: Mildura Settlers' Club, Riverside Golf Club, Mildura Rowing Club.

ANDREW, A. W.: General manager, Radio 3AK. Pioneer announcer in Australia with 3LO. Held executive positions with 2UW, 5DN, 3UZ and 2BE. For many years connected with J. C. Williamson and Co. Born at Egerton, Victoria. Recreations: Motoring and fishing.

APPERLEY, George: M. Inst. R.E. (Aust.): Manager of Communication Amalgamated Wireless (A/sia) Ltd., Melbourne. Early training and experience telegraphy, telephony, and wireless with N.Z. Government Telegraphs. 1919-1912 Wireless Service of Bri-



ish Colonial Government, 1913 joined A.W.A. 1914-16 Chief of Marconi Wireless School. 1916-1919, A.W.A. Works Manager. 1919-1923, A.W.A. Technical Superintendent and in charge Patent Dept. 1924 in charge Beam Wireless Service. Visited England and Continent of Europe in 1925-6, and again in 1933 on Beam Wireless investigation. Visited Canada, U.S.A., and England in 1935, and England again in 1937 on similar missions. Born, 24/3/1887.

ARMSTRONG, D. R.: Melbourne manager for Macquarie Broadcasting Services Pty. Ltd., Educated Ballarat Grammar School, Victoria, and Southport School, Queensland. Enlisted end 1917. Went overseas with A.F.C. Joined Ramsay Bros. pastoralists, 1919; Nestle's 1923, and was assistant manager and accountant at Nestle's farms to 1929. Came to Sydney and subsequently transferred to that company's advt. dept. taking charge towards end of 1929. Transferred to Adelaide 1931 to 1933.

Returned to Sydney to purchasing dept. and again took charge of advt. dept. at end 1935. Joined 2UE as announcer



in 1936, became program manager and subsequently assistant manager 1937. Transferred to 2GB end 1937, as assistant manager, and at end of 1938 became assistant sales manager Macquarie Network. Became manager Macquarie network, Melbourne, March, 1940.

ASHTON, Max: Assistant to advertising manager Macquarie Broadcasting Network. Born, educated in England, came to Australia 1924, first broadcast 1935 from 3LO Melbourne. Has been with 2UW, 5DN, 2UE and 2GB. Served in Royal Navy 1914-1919. Has had experience in newspaper and radio advertising extending over period of 15 years. Hobbies: Tennis and golf.

B

BANKS, Norman: Studio manager and chief announcer of 3KZ Melbourne. Studied theology and arts before entering the automobile industry as salesman. 1928-29 with Morris Motors, England and General Motors, Detroit, U.S.A. Returned Australia, joining staff 3KZ as announcer 1931. Pioneered quiz programs in Vic., as well as annual Christmas Day appeal for Austin Hospital and 3KZ wards; founder of traditional Christmas Eve Carol Festival, Alexandra Gardens; controller of "Help Thy Neighbour" activities on 3KZ in interests of unemployed and victims of other social evils. Originator "Voice of the Voyager" program and other features of educational entertainment. 1935-36 toured world; broadcast from 39 American stations, including a talk on Australia over N.B.C. blue network. Elected member California Press Association with which toured Mexico; also broadcast Hong Kong and JOAK, Japan. Keen student international affairs and sociology. Hobbies: Reading, tennis and ballet.

BROADCASTING WHO'S WHO (contd.)

BAIRNSFATHER, Tom Duncan, M.C.: Order of the Crown of Italy. Announcer 2KY Sydney. Educated at Oundle, Northants, England. Royal Military College, Sandhurst; served throughout Great War in France; Armistice Commission, Russia, Afghanistan and China. Invalided from Regular Army with rank of Captain. Commenced broadcasting 1928 2LO London, and since arrival in Australia has broadcast from 3LO, 3AR, 3GL, 2FC, 2BL, 2CH, 2UE. Recreations: Swimming, boxing, golf and motoring.

BAUME, Sidney Erne, L.L.B., F.S.B.M. (Aust.): Sales Manager 3UZ Melbourne; was Sales Manager 2UE Sydney 1934-39. Lecturer and author of various treatises on radio advertising and practice.

BEAVER, Herbert Edward: Manager, Station 2KY Sydney. One of radio's early personalities, joining 2KY at its inception 10 years ago, and was responsible for 2KY's first children's radio club, with a membership of over 30,000; conducted the children's party at Marcus Clark's for over 5 years. Wrote and produced the



Christmas pantomimes. Born: 23/3/1897, Broken Hill, N.S.W. Member of North Brighton Golf Club and Magicians' Club. Recreations: Golf and magic.

BENNETT, Alfred Lewis, L.D.S.: Production manager 2KZ Melbourne. Formerly studio manager 2TM Tamworth. Educated St. Joseph's College, Brisbane and Q'land University. Seven years dance band and theatrical experience. With 4BH for seven months, 2UE for 12 months.



Born: 20/9/1908, Cairns, Qld. North. Clubs: Rotary and microphone. Recreations: Golf, photography, music, reading.

BERRY, William Hart: General manager, director Televox Pty. Ltd., Melbourne. Eight years Hugo Wertheim Pty. Ltd., manager musical instrument and gramophone department. Transferred to Columbia Gramophone (Aust.) Ltd., Homebush, N.S.W., after factory established in Australia. Served three years various capacities, including interstate and New Zealand represent-



ative. Transferred to Melbourne as Victorian manager of Columbia Gramophone (Aust.) Ltd., distributors for Columbia, His Master's Voice, Parlophone records, also His Master's Voice radios, refrigerators, etc. Seven years this capacity. Resigned March 3, 1937. Joined Featuradio (now Televox Pty. Ltd.) same year. Born: Melbourne, 1898. Educated: Church of England Grammar. Private address: 474 St. Kilda Road, Melbourne. Recreations: Golf, music. Club: Melbourne C.T.A.

BESSEMER, Eric: Studio manager, Coalfields Broadcasting Co. Pty. Ltd., 2CK Cessnock. Educated England, came to Australia 1922. Joined technical staff 2BL 1924, and later became relief announcer for 2BL and 2FC. Joined staff of 4BC Brisbane 1930 as chief studio technician and later conducted early morning session under name of "Sunrise Sam." Three times voted most popular announcer in Queensland and was later absorbed to executive side of staff as chief of staff. Was responsible for organising functions and outside stunts and organised broadcast of full details of Stinson plane crash, 1937, with talks by survivors. Born January 13, 1908. Educated, Weymouth Secondary School and Hoe Grammar School. Joined 2CK March, 1938, as chief announcer and production manager.

BLAKE, Roy Leslie: Managing director, 2AD. Entered journalism Bendigo and served city and provincial dailies New South Wales and Victoria. Editor Armidale "Express," 1929, when two Armidale papers amalgamated by Armidale Newspaper Co. Ltd. Appointed managing editor 1932, and general manager of company and Radio 2AD 1938. Elected to board of directors 1939 and appointed managing-director. Armidale District Coroner. Appointed by Senate University of Sydney to Advisory Council of New England University College. Director Hilton Presbyterian Ladies' College, Armidale. Vice-president Armidale Rotary Club. Born: Bendigo, Victoria, August 18, 1897. Educated:

Violet Street School, Bendigo, Bendigo High, and privately. Private address: 120 Mossman Street, Armidale. Recreations: Tennis and golf.

BLEE, Norman James: Chief announcer 3HA. Formerly chief announcer and manager 3SH Swan Hill. Writes and produces audience participation programs. Violinist and conductor (orchestral and chamber music experience). Founded Boys' Band at Swan Hill. Free-lance journalist during school days. Recreations: Boating, fishing, reading, music.

BOURKE, Alex. David: Sydney representative for 4BC-SB, 4RO, 4MB, 4GR, 4AY Queensland, 3UZ, 3SR, 3YB, 3UL Victoria. Has completed 25 years' representative work. Born: Emmaville, N.S.W. Educated: Armidale. Private address: Woolstonecraft. Recreation: Golf. Club: Killara.

BOWES - KELLY, Darvell: Proprietor, International Sound Recordings, Sydney. Gained certificate as wireless operator at London mercantile marine, and joined the sea, and went to Italy for voice training under Fachini. First visited Australia in 1913 with the Quintlan Grand Opera Co. Next sang at Chicago Grand Opera House, and returned to Australia in 1922. Appeared on concert platform and in musical comedy in all States and New Zealand. Re-entered the wireless field and has written, produced and broadcast scripts from the principal stations of the Commonwealth. Founded V.O.A. Sound Productions early 1938. Joined International Sound Recordings same year. Born: England, July 22, 1899. Recreation: Experimental wireless. (call sign VK2DB).

BREARLEY, Ronald C.: Manager 7EX. Was musical director Hoyts Theatres. Musical director 3AR and 6WF. Advertising and studio manager 6ML. Manager 7EX. A.I.F. 1916-1919. Born: Geelong, Victoria, 1898. Educated: C. B. College, Perth, Western Australia. Private address: 49 Elphin Road, Launceston. Recreations: Tennis, music. Club: C.T.A.



BREWER, Ernest Hammond: Agency representative, 2GB and the Macquarie Network. For many years correspondent of Sydney "Sun" in West Australia, and later employed by the United Cable Service in London. First advertising director of "Smith's Weekly"; first advertising director of "The Daily Guardian" (Sydney). Entered business on his own account in 1935, as "Radio Representation" in Assembly Hall, Sydney.

BREWIN, Darrel: Sales manager 3DB-3LK. Studied mechanical engineering Leeds University. Employed Lloyds Bank, London. Came to Australia 1922, farmed at Tresco 3 years, then 12 months head teacher at State schools in the bush. Joined Chartres Remington Co. as country salesman for 2½ years. Resigned to become sales manager of a wine, spirit and tobacco concern. Returned to Chartres as country salesman. Joined 3DB in 1934, and appointed sales man-

ager 1938. Born: Allahabad, India. Educated: Rippon School, Yorkshaw, England. Private address: 34 Molinunta Street, Kew, E.A. Recreations and hobbies: Rugby, cricket, golf, squash racquets. Clubs: Public Schools Club, Celtic Club, Harlequin Club.

BROADBENT, Jack: Manager 3SH. Conducts children's session. Has been in radio 14 years. Started with 7ZL, then 3LO-AR, 7HO, 4BC, 2CH, 3HA, 7HO and 3SH. Conducts outside station activities.

BROADBENT, Mollie: Conducts 3SH Women's Session and Club. Nine years radio experience on 7ZL, BBC London, 7HO, 3HA and 3SH. Educated in Tasmania and France. Twice presented at Court of St. James. Daughter of Tasmanian Test cricketer, Hon. C. J. Eady, member of the Tasmanian Upper House.

BROOKER, Vivian M., M.Inst.R.E. (Aust.), M.Inst.R.E. (U.S.A.), M.I.W.T. (London): Manager, Broadcasting Div., Amalgamated Wireless (A/sia) Ltd. Joined Amalgamated Wireless in 1917. During 1926 was chief wireless officer of s.s. "Jervis Bay," and communicated from that ship at Tilbury direct to Sydney, and handled traffic for the Prime Minister, who was attending the Imperial Conference. This

was done on short waves, and constituted a record in long distance commercial traffic transmission. Appointed manager and chief engineer of 7LA Launceston, from 1931 to July, 1933. Transferred to present position July, 1933. Born, 11/2/1899.

BROWN, Andrew F. O.: (See page 140).

BUDD, Arthur Aubrey: Managing director 2MW. Chair-directors Tweed Radio and Sons Pty. Ltd. Three years' war service with 49th Inf. Battalion A.I.F. Chairman Directors Tweed Radio and Broadcasting Co. Pty. Ltd. Born: Murwillumbah, March 15, 1898. Private address: Old Ferry Road, Murwillumbah.

BROADCASTING WHO'S WHO

BUILDER, Geoffrey, B.Sc., Ph.D., F.Inst.P., A.M.I.E. (Aust.), M.I.R.E. (Aust.): Officer-in-charge of A.W.A. Research Laboratories, Ashfield. Educated at Guildford Grammar School, W.A. University of W.A. University of London. One time Observer at the Watheroo Observatory of the Carnegie Institution of Washington. There carried out experiments with low power radio equipment and maintained a service route from the Observatory to headquarters in Washington. From there went to London and two years later obtained doctorate for Radio Investigations of the Ionosphere. Then in charge of the



British Polar Year expedition work in Norway. Returned to Australia and carried out investigations for the Australian Radio Research Board until joining A.W.A. in 1934. Has published a number of papers on various aspects of radio research. Recreations: Tennis and swimming. Born: 2/6/06.

BURGESS, Jack: Chief announcer "The Advertiser" Network. Handled production for 5CL Adelaide (not then National station). In 1930 joined 5AD, announcer. 1931 took charge Kangaroo Club. Born: Adelaide, April 12, 1903. Educated: Goodwood and Sturt Street School, Adelaide High. Private address: 90 East Avenue, Clarence Park. Recreations and hobbies: Golf, swimming, fishing. Clubs: C.T.A. and Glenelg.



BYRON, J. Alexander: Secretary 2WL and B.A.P. Served throughout Great War as Assist. Paymaster Royal Navy. Seven years, Northcliffe Press statistical branch. Joined finance branch, General Motors, 1927. Appointed secretary 2WL December, 1936, 2CA January, 1937. Born: Westminster, London, 1895. Educated: City of Westminster Technical College. Private address: 117 Chaley Street, Rose Bay. Recreations: Golf, photography.

CAMPBELL, Perce: Program manager 2GB. Joined 2GB February, 1930, as junior; has spent all the intervening years in 2GB Program Production Dept. In 1935 appointed production officer for presentation of all evening programs; 1936, manager in charge of Record Dept., and 1939 appointed program manager. Born: Young, N.S.W., 1914. Hobbies: Tennis, riding and golf.

CAMPBELL-JONES, Allan: Sales promotion manager Radio 2UE. Commenced commercial career with Gollin and Co., Sydney. Then joined Boyd Edkins Ltd. on sales staff. Joined "Daily Telegraph" Pictorial as Motoring Editor, 1929, transferred to "Evening News" in similar



capacity, and subsequently to the "Daily Telegraph." On Melbourne staff of Sun Newspapers Ltd., 1932. Joined Country Life Newspapers as advertising manager same year, transferring in 1937 to "Smith's Weekly." Appointed to present position March, 1939. Private address: 11 Holt Street, Double Bay, Sydney. Recreation: Golf. Club: Royal Sydney.

CARR, Arthur: Presentation manager, Radio 2UE, having



been connected with that station for 10 years. Spent whole life in theatrical business. Served A.I.F. Great War. Born: Bathurst, 1890.

CARSON, Cecil Ruddle (Charles): A.T.C.L., Manager 4BH Brisbane. Joined Queensland Railway Department as junior, rising to Officer in Charge Luggage Section; General Manager Office Brisbane, and later Claim Inspector. In 1934 joined 4BC as announcer, later studio manager. 1935-36, assistant to general sales manager J. B. Chandler and Co. Born: Rockhampton 24/4/1896. Educated: Rockhampton Grammar School. Private address: Boyd Road, Nundah, Brisbane, Queensland. Recreations: Golf, reading.

CHALONER, Alfred Roy: A.I.C.A.; Secretary, Northern Broadcasters Pty. Ltd. Ten years Northern Newspapers Pty. Ltd., publishers of "Glen Innes Examiner" and "Inverell Times." Appointed secretary April, 1936. Appointed present position July, 1936. Born: Manchester, England. Educated: Gladesville Public School and Drummoyn High School. Private address: 42 George Street, Inverell. Recreation: Tennis. Club: Apex.

CHAMBERLAIN, Frank S.: Manager 3TR. Before joining staff of 3HA held important journalistic positions in metropolitan and country centres. First association with radio was a series of talks on "The World Abroad" through 3HA to which station he subsequently transferred as continuity writer and news editor. Swan Hill appointment made January, 1938. Keen follower of International affairs. Born: Melbourne. Educated Mel-



CLARKE, Harry Powis: Sales representative, publicity and research Country Broadcasting Services Ltd. (2GZ). Sales promotion manager the Provincial Network. Advertising manager

"Labor Daily": two years with Associated Newspapers Ltd.; joined 2GZ 1937; contributor to business journals, etc. Concert baritone. Born 8/3/1904. Private address: "Verlaine," Bruce Street, Bexley. Club: Royal Motor Yacht Club. Recreations: Yachting and fishing.

CLEMENGER, Jack: Sales Manager, 3XY. Formerly Sales and General Manager prominent automobile firms. Sydney High and Sydney Varsity (3 Blues, 3 Blue). Enlisted Uni-



versity Company 1918. Managing Director Clemenger Motors. Joined 3XY in present position, February, 1940. International Tennis player, Davis Cup selection for several years. Captain-Manager 1932 Davis Cup team. Recreations: Tennis, football, cricket and baseball. Clubs: Victorian, Greenroom, L.T.A.A.V., M.C.C., Commonwealth Golf Club, V.R.C.

CHANDLER, John Beals: Managing Director J. B. Chandler and Co. Chairman of Directors 4BH; also interested in several broadcasting stations.



CHAPMAN, Maurice Dald: Advertising Manager, "The Advertiser Network." Resigned position as sales manager Australia-wide refrigeration manufacturers, to begin radio career 10 years ago as script writer. Was under contract to American agency for 12 months. In conjunction with Louis Dangar, wrote the film scenario, "The Cavendish Affair." Collaborated with same author in successful American radio serial. Joined "The Advertiser" Network 1932. Was appointed production manager in 1934 and advertising manager in 1935. Born: Adelaide, September 7, 1908. Educated: Prince Alfred College. Private address: "Seacort," Philip Street, Somerton. Recreations: Golf, tennis, writing for radio.

CLUBB, Alex. M.: A. M. Clubb and Co. Ltd., 76 Clarence Street, Sydney. Qualified electrical engineer, early training with Aberdeen (Scotland) City Council Electricity Dept. Arrived Australia 1922, commenced with Scott and Co. (A/sia) Pty. Ltd., Melbourne, when this company was formed, representing A.G.E., Berlin, and Telefunken, Berlin. Continued with Scott and Co. until 1929 when own business was formed in Sydney, taking over amongst others N.S.W. Agency for Telefunken Radio. A pioneer of Recording of Acetate Discs in Australia.

COLDWELL-SMITH, C. E.: Assistant, Broadcasting Dept., A.W.A., Sydney. Four years manager 2GF Grafton. Three and a half years A.I.F. Three years member Rotary. Born, Ballarat, Vic., 1896. Recreations: Fishing, gardening.

BROADCASTING WHO'S WHO (contd.)

COLLETT, Arthur Frederick, Co-manager S. Crownson-Cohen Advertising Agency. Ed. Wesley College, Perth. Entered advertising agency with Canny Advertising Agency. Also with Ad-Craft Advertising Service and Advertising Manager Musgroves Ltd., in 1936-37. Recreations: motoring, swimming. Club: Royal Automobile Club.

COLVILLE, Sydney Victor, Governing Director, Colville Wireless Equipment Co. Pty. Ltd., Broadway, Sydney. Entered radio field experimentally 1911, and commercially 1921. Specialty transmission design and manufacture. Born: Ker-



at, E. Vic., 1894. Educated: Brisbane. Private address: Lucoseville Road, Glenbrook, N.S.W. Recreation: Golf.

CONRY, William Henry, M. Inst.R.E.(Aust.): Radio Inspector, P.M.G.'s Dept., Hobart, 1910, appointed Engineer's Branch P.M.G.'s Dept. 1915-1918. Wireless Operator R.A.N. Radio Service (Transport). Born, 3/6/1892.

CORR, Kenneth Lindsay, Managing Director, Legionnaire Sound Production Pty. Ltd., Melbourne, and Melb. rep. 3CV Charlton. Graduated from sub editorial staff, Melbourne "Herald" to broadcast advertising. A.I.F. 1916 to 1919. Ten



years in Technical Service, Education Dept. Private address: Hoyt St., Brighton Beach, Victoria. Born: 18/8/97, Cobden, Vic.

COTTRELL, Eric L.: Secretary and accountant 3UZ Nilsen's Broadcasting Service Pty. Ltd., Oliver J. Nilsen Pty. Ltd., Nilsen Cromie Pty. Ltd. Private address: Kew, Vic. Born: Bulawayo, South Africa. Married. Recreations: Tennis, golf, rowing.

COTTRELL, F. T. Clarke: Publicity and Advertising Manager 2UW Sydney and the C.B.N. For many years associated with Union Theatres engaged in technical and production activities. Script writing and radio production work over the past seven years gave him a thorough grip of the broadcasting business. Hobbies: Music, landscape painting, yachting.



COUSENS, C. H.: Chief Announcer 2GB. Educated Wellington College and Royal Military College, England. Served

in Egypt, India and Waziristan with 2nd Btn. Sherwood Foresters, Great War. Came to Australia 1925. Advertising Dept. of "Sun" Newspapers 1926; "Smith's Weekly" 1928; Country Press 1929; Advertising Manager "The World" 1929. Joined 2GB 1930. In 1935 became Joint Manager, Sydney Office Samson Clark-Price-Berry Pty. Ltd., and in 1936 rejoined 2GB. Appointed Chief Announcer 1938.

COX, Edmund (Ted): Sydney representative and sales manager 2KO Newcastle. Educated Trinity Grammar School.



Actively engaged radio field since 1927. Attached sales staff Phillips Lamps (A/sia) Ltd., 5 years. Sales manager Ampion (A/sia) Ltd., 5 years. Took up present position 1938. Member Imperial Service Club, United Service Institute. Holds rank Lieutenant, City of Sydney Regiment (1st Btn.). Recreation: Golf, Army activities.

COX, Harold Edward: A.W.A. representative, Brisbane. Has had 26 years uninterrupted wireless, joined English Marconi Co., 1911. Came to Australia 1914. Served as W/T operator aboard Australian Troopship during the Great War. Drafted into R.A.N. Coastal Wireless Service, later A.W.A. Coastal

Radio. Entered the Broadcasting Dept. of A.W.A. 1931. With 3BO Bendigo from inception until appointed manager 4TO Townsville.

CRAWFORD, W. T. S.: Senior Radio Inspector for New South Wales, Councillor and Member I.R.E. (Aust.). Appointed O.I.C. Hobart Radio,



1912. O.I.C., V.I.M. Melbourne, 1914. Transferred to Naval Wireless October, 1915, as Radio Inspector, Melbourne. Appointed Radio Lieutenant and Inspector Sydney, January, 1918. After the war reverted to P.M.G.'s Department as Radio Inspector October, 1920. Classified Senior Radio Inspector May, 1934. Educated South Melb. College. Private address: 5 Bruce Av., Killara. Recreations: Gardening, rifle shooting, billiards. Born: Bendigo, 14/12/1880.

CROMIE, Charles Thomas: Director Station 3UZ-Nilsen's Broadcasting Service Pty. Ltd., Oliver J. Nilsen Pty. Ltd., Nilsen Cromie Pty. Ltd., Neon Electric Signs Pty. Ltd. Born at Sale. Recreations: Gardening and golf.

CROSSMAN, Kenneth D.: Production and service manager, Station 5DN Adelaide. Educated Prince Alfred College, Adelaide. Entered radio as Announcer and Engineer 5DN in 1925. Qualified commercial radio engineer, joined A.W.A. Marine staff. Joined sales staff Mick Simmons Radio



Department, Sydney, and later Manager Sheffield Trading Company's Radio and Electrical divisions. Recreations: Caravanning, swimming. Born 26/1/1908.

CROUCH, E. C.: Chief Engineer Country Broadcasting Services Ltd. A.M.I.R.E. (Aust.). Educated Mosman, Neutral Bay and Sydney Technical schools. Joined P.M.G. Department 1924, engaged in installation, operation and maintenance of Common Battery, Magneto and Automatic systems of telephonic communication constructional work, in

1929 transferred to Wireless Branch and attached to 2BL engaged in installation, operation and maintenance of studio and station equipment, and associated with Australian Broadcasting Company. Leaving P.M.G. Department at end of 1931, joined staff of 2GB, engaged in designing and constructing audio control equipment and complete transmitter. Resigned from 2GB October, 1935, to join present company. Acted as consultant in the case of several stations and carried out constructional work including new extensive control equipment for 2GZ's Sydney and Orange studios. Experimented in short and medium wave transmission since 1920. Trained with Royal Australian Naval Reserve, and finished as Petty Officer, First-class P.M.G. Commercial Certificate (Washington Convention). Born Beechworth, Vic., 1908.

D

DAHL, Edward M. L.: General manager and secretary 4AY. A.M.I.R.E. (Aust.) Started as mechanical engineer. Served fitting and turning indentures with F. J. Walkers Ltd. Since concentrated on Efficiency Engineering with F. J. Walker Ltd., Australian Chilling and Freezing Co., Sydney Meat Preserving Co., Country Freezing Co., Australian Wool and Produce Co., Australian Iron and Steel, Colonial Sugar Refineries. Took P. N. Russell Scholarship at Sydney University, and completed three years' mechanical engineering and electrical engineering. Came to 4AY February, 1938. Holds Commercial Broadcast Operator's ticket. Born Palmerston North, New Zealand, October 12, 1911. Educated Knox Grammar School, Wahroonga. Private address: 29 Llewellyn Street, Wahroonga, JW1138. Recreations and hobbies: Swimming, golf.

DANIELL, Frederick H. W.: Chairman Australian Record Co. Pty. Ltd. Director of Macquarie Broadcasting Services Pty. Ltd. Director of Broadcasting Station 2GB Pty. Ltd. Hunter River Broadcasters Pty. Ltd., Wollongong Broadcasting Pty. Ltd. Broadcasting Service Association Pty. Ltd.,



World Broadcasting System of Australasia Pty. Ltd., Fig Tree Studios Pty. Ltd. Alternate director of Australian and New Zealand Theatres Ltd. Companion Institution of Radio Engineers (Australia). General manager, Argosy Films Ltd. producing Australian films at

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BROADCASTING WHO'S WHO

Daniell, F. H. W. (contd.)

Pagewood and Fig Tree. Prominent in film and radio circles, particularly in his association with big radio hook-ups, such as the occasion of the outbreak of war in Abyssinia, the King's death, the inauguration of overseas air services, and Empire wide Southern Seas broadcast, 1933. General manager of National Productions Ltd. which produced "The Flying Doctor." Investigated screen and radio development in Europe and U.S.A. for Denison Estates.

DAVEY, James Henry: Managing director 3BA Ballarat. Was one of the founders of 3BA and has always occupied the position of managing director. Is a well-known personality in Ballarat and has been prominent in musical and dramatic circles in Victoria for many years. Recreations: Golf, music and horticulture.

DENISON, Reginald Ernest, B.A., LL.B.: Director Macquarie Broadcasting Services Pty. Ltd.; Director 2GB, Artransa Pty. Ltd., 2WL, chairman of directors 2CA, Director Associated Newspapers Ltd.; Past President Australian Newspapers' Conference, Director Australian and New Zealand Theatre Pty. Ltd., and many other public companies. Educated Sydney Grammar School and Sydney University. War service overseas, reaching rank of Captain; after war article to Sydney solicitor; then became secretary Sun Newspapers Ltd.; on formation of Associated Newspapers Ltd., became secretary and then general manager, now being director. Born November 20, 1894, at North Adelaide. Club: Union, Sydney. Recreations: Cricket, golf.

DICKSON, Noel W.: Melbourne representative 2UE. Educated Caulfield Grammar School, reporter and sporting writer on the "Herald," Melbourne; special writer and sub-editor the "Star," Melbourne. Toured South Sea Islands in trading and recruiting schooner 1931, and wrote series article for the "Herald," 1935-36 spent in England, France, Spain, Germany, Austria, Switzerland, Hungary, Czechoslovakia and Belgium. 1937 joined Legionnaire. Recreations: Ski-ing (vice-president of Ski Club of Victoria), squash rackets, tennis, golf.

DOOLEY, Raymond. (See page 140).

DINNENY, Victor M.: Station manager 3SR. Many years in electrical industry. Served



A.I.F. 3rd Division M.T. France 3 years. Entered automobile business 1924 Western District Victoria. Established 3YB

"Mobile Station" 1931. Managing director of company formed to establish 3YB as fixed unit in Warrnambool until company's interest taken over by Argus and Australasian Ltd. Advertising representative of the Argus Broadcasting Services Pty. Ltd. until present appointment. Born: Adelaide, South Australia, 1888. Educated: Carlton College, Melbourne. Private address: McKinney Street, Shepparton. Recreation: Golf.

DIXON, Neville: Advertising manager, Victorian Broadcasting Network. Experience in Commercial and Advertising field spread over a number of years. Born, Heidelberg, Victoria. Educated: Wesley College. Private address: Swansea Road, Lilydale, Victoria. Recreations and hobbies: Swimming and motoring.

DOBBYN, Joseph McMullen, M.I.R.E. (Aust.): Radio Inspector, P.M.G.'s Dept., Melbourne, 1908-1911 apprentice electrical engineering, 1911-1925 Electrical Engineers' Branch, P.M.G.'s Dept., Melbourne. During the Great War, served as Wireless Operator, R.A.N. Transport Service. 1925. Radio Inspector. Born 20/7/1892.

DONNER, W. A.: Managing Director, Columbia Graphophone (Aust.) Pty. Ltd., Homebush, N.S.W. Also manager, Australian branch of The



Gramophone Co. Ltd. ("His Master's Voice"), and manager, Australian branch of The Parlophone Co. Ltd. Before coming to Australia in 1929 was export manager, Columbia Graphophone Co. Ltd., London. Private address: 15 Ophert Av., Vaucluse.

DOYLE, Stuart Frank: Leading figure in amusement world of Australia. Was responsible for organisation of largest circuit of metropolitan picture



theatres in Commonwealth, including State Theatres Sydney and Melbourne; established first permanent production company for production Australian

motion pictures and founded the establishment of British films in Australia. As Chairman of Australian Broadcasting Co. actively worked on organisation of National Broadcasting Network for Commonwealth Government under contract and subsequently acted as Chairman of the company when it purchased 2UW. Is Chairman of Directors Commonwealth Broadcasting Corp. Pty. Ltd., Fidelity Radio Pty. Ltd., Commonwealth Broadcasting Corporation (Q'land) Ltd., and is Chairman several other commercial organisations in Australia. Managing Director London Theatre Centre Ltd., General Agency and Trust Co. Pty. Ltd., and Famous Artists and Production Agency; well known in U.S.A. as well as England for interests in theatrical, broadcasting, aviation and commerce; Chairman of Directors Aircraft Development Pty. Ltd., which represents several groups important aircraft manufacturers in England. Born 1/12/187. Clubs: R.A.C.A. and R.M.Y.C. Hobby: Yachting.



DUNNE, John S.: Studio Manager, Broadcasting Station 2SM. Twelve years with J. C. Williams in musical comedy and dramatic productions. Six years at N.S.W. Conserva-

torium of Music. Had broadcast with every National station in Australia and New Zealand for five years before joining 2SM. Toured the world in 1935 for 2SM in search of programme features. Born Sydney, N.S.W.

DRAFFIN, James Charles: M.Inst. R.E. Aust. Engineer in charge Commercial Dept.



Amalgamated Wireless (A/sia) Ltd., Sydney. Commenced in radio as Telegraphist with the Australian Forces in New Guinea, 1916-21. 1922-25 Officer in Charge, Bitapapa Radio, New Guinea. 1927-35 Engineer in Charge Beam Station Piskville, Victoria. 1935 transferred to head office A.W.A., Sydney. Born, 23/5/1893.

DUDMAN, Victor H., M.I.R.E. (Aust.), Mem. I.R.E. (U.S.A.): Manager Transmission Dept. Philips Lamps



(A/sia) Ltd., Young and Powell Streets, Waterloo, Sydney, N.S.W. 1919-28 Royal Navy and Royal Australian Navy. 1928 to date, Philips Lamps. Private address: Victoria Road, Bellevue Hill, Sydney. Born London, 2/7/03.

EARL, Harry M.: Sales manager 3AK. Ten years radio experience in Germany, Hungary and Switzerland. "Daily Mail" representative in Nice and Monte Carlo. Born 1910, St. Kilda, Victoria. Recreations: Shooting and tennis.

EDWARDS, George: Producer 2UW Sydney. 30 years as playwright, producer vaudeville, musical comedy, drama. Managing director George Edwards Players Pty. Ltd., chairman directors Cobbers Pty. Ltd. Private address: "Parjoa," Longworth Av., Point



Piper, N.S.W. Born Adelaide, S.A., 11/3/1886. Recreations: Golf, racing. Clubs: Tattersall's Club, Canterbury Race Club.

EDWARDS, James Roy, M. I.R.E. (Aust.): Technical Editor and director Australian Radio Publications Pty. Ltd., 146 Foveaux Street, Sydney. Editor Proceedings Inst.R.E. Entered radio as amateur experimenter 1919. General experience in radio, sound and broadcasting fields in South Australia until transferring to Sydney during 1930. Took over factory management of Custom

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BROADCASTING WHO'S WHO (contd.)

Edwards, J. R. (contd.)
Bull. Radio. Transferred to Kriesler Radio Company as chief engineer, and has held similar positions at Paramount, Radio and Crown Radio. Joined Australian Radio Publications Ltd. in July, 1935. Experience covers practically



every phase of radio and sound equipment design and production, and special attention has been paid to the design and construction of testing and measuring equipment for laboratory, production and service work. Was responsible for editing all papers produced at the World Radio Convention, Sydney, 1938. Private address: 5 Bellevue Gardens, Bellevue Hill. Born 11/12/07.

EXON, Frank C.: Managing Director Fiji Broadcasting Co. Ltd. (ZJV), and Superintendent A.W.A. Fijian Radio Service. Joined Royal Australian Naval Service 1915. Appointed A.W.A. marine staff 1920, in 1923 transferred to Coastal Radio Service. 1926 A.W.A. Engineering Dept., and in the following year appointed to Beam Transmitting Station, Fiskville. Member Fiji Club. Born 6/4/96, England.

F

FAIR, Roger: Advertising Manager 4BK Brisbane and 4AK Darling Downs, the "Courier-Mail" stations. Served with 14th Battalion A.I.F.



on Gallipoli, invalided home. Six years commercial activities in India and America, associated with the "Daily Telegraph," Sydney. Joined A.W.A. in 1932 as program organiser, broadcasting department, appointed Brisbane representative A.W.A. 1936. Appointed Advertising manager 4BK-AK September, 1938.

FAIRHALL, Allan: Managing director 2KO. Elected country vice-president of the Federation 1938 Convention. Studied electrical engineering after secondary school education, took up radio as hobby, moved into broadcasting technically, then executive position at present held. Born: Mor-



peth, N.S.W., November 24, 1909. Private address: Parkway Avenue, Newcastle. Recreations and hobbies: Golf, tennis, radio (experimental). Clubs: Newcastle Rotary Club, Newcastle Business Men's Club, Wireless Institute of Australia.

FEGAN, Dudley Milbank: Radio Advertising Consultant V.O.A. Sound Productions. Born Brisbane Queensland, 7/5/07. Ed. Scotch College, Adelaide, S.A. In 1924 spent 12 months Central Australia in attempt to map and explore Lake Amadeus Basin. Was actively associated in early developmental stages of an amateur station which later became 5DN. Wrote ethnological book on the Australian native and broadcast on the same subject over Nation-



al stations in South Australia and Queensland. Was Freelance journalist and Short Story writer. Director of a Queensland advertising agency The Innes-Milbank Company and later became Managing-Editor "The Capricorn." Subsequently invented and patented "The Automator" and became Director of Animated Slides Limited, Canberra F.C.T. Wrote and produced first all-Australian recorded transcription for specific International release. Hobbies: Shooting, Fishing, Golf, Swimming

FINDLAY, A. P. (see page 140).

FINDLAY, Norman A.: Director Tasmanian Broadcasting Network, supervisor and director 7LA Launceston, managing director 7QT Queenstown, managing director Wills & Co.



Pty. Ltd., Launceston. Managing director Findlay & Wills (D'pt.) Pty. Ltd., radio distributing and broadcasting since 1923. Military service with A.M.F. and two years with A.I.F. (wounded and mentioned in Sir Douglas Haig's despatches). Educated: Scotch College, Launceston. Member Launceston Rotary Club, Launceston Golf Club, Launceston Cricket Club, Tamar Yacht Club. Private address: 6 Abbott Street, Launceston, Tasmania. Born: April 20, 1894.

FINDLAY, Selwyn Harry: Managing Director 7HO. Manager and Director of Findlay's Pty. Ltd., Director of Wills &



Co. Pty. Ltd. Educated Launceston Grammar School. Born Launceston, Tas., February 13, 1897. Private address: 14 Land Street, Sandy Bay, Hobart. Recreations: Golf, fishing, yachting. Clubs: Athanaeum Club, Royal Yacht Club, Royal Auto Club.

FITTS, Rupert A.: M.I.R.E. (Aust.); General Manager of the Victorian Broadcasting Network. Ten years with Royal



Australian Navy, followed by seven years on technical staff of 3LO, 3AR. Radio Western 3HA's transmitter and studio were installed under his supervision, and he then carried on as chief engineer of the station until his appointment as Mana-

ger in 1936. Outstanding executive ability and a thorough knowledge of all departments of commercial radio have gained for Mr. Pitts the General Managership of the Network. Born Hawthorn, Victoria. Educated Melbourne. Private address: 41 Rix Street, Glen Iris, Vic. Recreations and hobbies: Rifle shooting and motoring.

FISK, Sir Ernest Thomas, K.B., F.R.S.A., F.I.R.E. (Aust.), Fel. I.R.E. (U.S.A.), A.M.I.E. (Aust.), Chairman and Managing Director, Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney. Secretary Economic Cabinet and Director of Economic Co-ordination. Born at Sunbury-on-Thames, near London, 1886, joined Marconi Co., 1905. Trained and worked in all branches wireless engineering; operation in England, America, and other countries. 1909 went to Arctic icefields, demonstrated possibilities of wireless with Newfoundland sealing fleet. 1910



on board s.s. "Otranto" exchanged messages with H.M.S. "Powerful" in Sydney Harbour when "Otranto" was 200 miles north-west of Fremantle, a distance of 1,800 miles—a record in those days. Came to Australia 1911, as representative of Marconi Wireless Telegraph Co. Amalgamated Wireless incorporated 1913, appointed general manager with a seat on the Board; three years later became managing director. In September, 1918, received first direct wireless telegraphic messages transmitted from England at his station at Wahroonga, N.S.W., August 1919, gave first public demonstration of broadcasting at Royal Society of N.S.W., Sydney. The establishment of the Beam Wireless Service between Australia and England was largely due to his experimental work and his consistent advocacy with both British and Australian Governments for the adoption of his plans for the service. Wireless Telephone Service between Australia and Homeland mainly due to his experimental work. The prestige of Amalgamated Wireless as one of the foremost wireless companies of the world is due to the broad vision and high executive ability of Sir Ernest Fisk, who, during the past 20 years, has developed wireless in Australia and in the Pacific from a national point of view. He is considered the foremost wireless authority in Australia. Visited England, U.S.A., and the Continent of Europe in 1933 investigating latest developments in wireless. Made a Chevalier of the Order of the Crown of Italy by the King of Italy. President, Institution of Radio Engineers (Aust.) 1932-1933 and 1939-40. Created Knight Bachelor in Coronation Honors, 1937.

BROADCASTING WHO'S WHO

FLETCHER, Charles A.: Service Manager, Broadcasting Station 2GB and Macquarie Network. Has spent the whole of his career in the advertising profession. Commenced with Chivers and Sons Ltd. (one of the largest jam manufacturers in England). Came to Australia 1912, and soon afterwards joined David Jones Ltd., where he was later in



charge of the firm's press publicity department. Subsequently had a deal of agency experience and then acted as advertising manager of Overland (Sydney) Ltd. Acquired an interest in Motor Life Publications Ltd., director-manager for seven years. Joined 2GB March, 1931. Recreations: Motoring, photography. Born: September 28, 1890, Appledore, Devon, England.

FLETCHER, John Hamilton: Transmission engineer, Philips Lamps (A/sia) Pty. Ltd., 69-73 Clarence Street, Sydney, 1933-35, electricity supply department J. & A. Brown & Abermain Seaham Collieries Pty. Ltd. High and low tension generation and distribution. 1935-37 transmission department Philips Lamps. 1937-38, Colville Wireless Equipment Company Pty. Ltd. 1938 to date, transmission department Philips Lamps. Born: Newcastle, 1914. Educated: Newcastle and Sydney Technical Colleges.

FOSTER, Dorothy: Proprietor Dorothy Foster Features, Transcription Service Agency. Born Hobart, Tasmania. Started radio career in 1930. Joined 3UZ Melbourne as announcer and character actress. Left after three years to free-lance, writing and production. Under contract for last two years of famous "Shell Show." Wrote all script for Shell Show and played leading comedy charac-



ter, "Dilly." Left Melbourne to write and produce "Kraft Dilly Revue" for J. Walter Thompson's Aust. Pty. Ltd. Recently left J.W.T. to start own Radio Feature Agency. Specialises in comedy. Other features—"The Adventures of Bindle," "David Copperfield,"

"The First Great Churchill," "Go South Young Man," "The Manners Sisters," etc. In private life, married to wool buyer, Robert Nicholson. Hobbies: Swimming, golf, riding, tennis.

FOX, A. E. R.: A.M.Inst. R.E. (Aust.), Manager 3BO Bendigo. Entered Telegraphs and Wireless Branch, P.M.G.'s Dept., Melbourne, 1926. Appointed Technical Staff National Broadcasting Service



3LO, 3AR Melbourne, 1929. Victorian Police Radio Division, 1933. Manager Store Publicity Co. and founded Fox Displays Co., Melbourne, 1934. Joined Amalgamated Wireless (A/sia) Ltd., Marine Department 1935. Engaged in Far East and Islands Services. Transferred Broadcasting Department 1936. Appointed present position 1940. Born England September 28, 1910. Sub-lieutenant R.A.N.R. Clubs: Rotary of Bendigo, St. Kilda Yacht Club and United Services Institute.

FRY, Charles Leslie, A.M.I.R.E. (Aust.): Philips-Miller engineer transmission department Philips Lamps (A/sia) Pty. Ltd. Construction and erection of 2kw. Radiophone Transmitter, Akureyri, Iceland, 1928. Construction and operation S.W. Transmitter, France; 1930-31 sound staff British International Pictures, Elstree, London. During 1932 went with film expedition to Timbuctoo and Gold Coast. 1933, recordist, Triumph Studios Ltd., Hammersmith, London. 1933-35, sound engineer Gaumont British Studios, Shepherd's Bush, London. 1935-36, visited Sydney, installation and operation of British Acoustic Films Ltd. Sound recording equipment at National Studios, Pagewood. Supervised recording "Flying Doctor" and "Uncivilised." Returned to England, joined Philips, Holland, February, 1937, as Philips-Miller engineer—transferred to Sydney, April, 1938. Born: Leamington Spa, England, March 23, 1904. Educated: St. Joseph's, Weybridge, Surrey. Private address: 30 Lamrock Avenue, Bondi Beach, Sydney. Recreations and hobbies: Short-wave amateur, photography, surfing.

G

GARDEN, Harcourt M.: Educated at Fort Street High School and Newington College, Sydney. Joined 2KY as announcer in July, 1929; graduated to Assistant Manager and Program Director, which positions he now holds. Recreations: Golf, motoring and riding.

GENDLE, Charles Henry: General manager and director Australian Record Co. Pty. Ltd., formerly Featuradio Sound Productions (N.S.W.) Pty. Ltd. Previously general manager Vocalion Gramophone Co. Ltd. (Aust.), 1928-33. Secretary and general manager of Vocalion Gramophone Co. Ltd. in London 1921-26, and prior to that a director of World Record Co. Ltd. Arrived in Australia 1926 to



establish Vocalion factory for recording and production of records. Established Sound Recording Division of Featuradio Sound Productions Pty. Ltd., Melbourne, Victoria. Born: London, 1893. Private address: 12 Boronia Road, Bellevue Hill, N.S.W.

GIBSON, Miss Grace: Sales Manager, Artransa Pty. Ltd. and World Broadcasting System of Australasia Pty. Ltd. Came to Australia six years ago representing leading American transcription companies, and was manager of



American Radio Transcription Agencies. Since then has been in charge of sales of American and Australian produced transcriptions for Macquarie Broadcasting Service in Australia and New Zealand. Before coming to Australia was associated with Radio Transcription Company of America, Hollywood. Recreations: Riding, yachting, surfing. Born: El Paso, Texas, U.S.A.

GILMOUR, Norman Stanley: Managing director Lekmek (Australasia) Ltd., 75 William Street, Sydney. F.I.R.E. (Aust.). President of the Institution 1938-39. Member of Council since inception, 1932. Millions Club. Amateur experimenting 1910. Telegraph Branch P.M.G.'s Dept., till 1915, Engineer Postmaster-General's Department (N.S.W.) 1915-1922, 1922-1927 Director L. P. R. Bean & Co. Ltd.; 1927-31, Director Strom-

berg-Carlson (A/sia) Ltd.; 1931, founded Lekmek Radio Labora-



tories. Born 25/9/1890. Recreations: Swimming and tennis.

GOLD, Edward E.: M.I.R.E. (Aust.). Managing Director 4GR Toowoomba; Chairman Director 4ZR Roma; Chairman of Directors 4VL Charleville; Superintendent Commonwealth Broadcasting Corporation (Q.) Ltd.; country interests; Queensland's pioneer commercial broadcaster, established 4GR 14 years ago. Commenced life in electrical engineering,



later becoming involved in engineering branch theatres. Managed motor sales and service business and took on radio as a side-line and recreation, which later commanded his full time and energy. Address: 10 Bowen Street, Annerley, Brisbane. Clubs: President Toowoomba Men's Hockey Association, Vice-president Toowoomba City Golf Club, Past President R.A.C.Q., member Rotary Club and Tattersall's Club.

GOODING, Donald McPherson: M.I.R.E. (Aust.). Chief Engineer "Advertiser" Network. R.A.N. 1916-1921; P.M.G.



Department, Mercantile Marine; "Advertiser" Network 1930 until present. Born: Port Pirie May 30, 1901. Educated Port Pirie High School. Private address: 12 Lewis Street, Lockleys. Recreation: Tennis. Club: R.S.A.

BROADCASTING WHO'S WHO (contd.)

GOODSALL, Harley M.: Broadcast Supervisor Radio 2UE. Educated The King's School, Parramatta. Connected with Peddle Thorp & Walker, Architects, until 1930, then studied law for two years. Travelled abroad for 18 months.



Was appointed 2CH Studio Manager 1935. In 1937 joined B.S.A. Copy Department, and later that year transferred to 2UE. Actively concerned with the Little Theatre Movement. Private address: T. & G. Building, 211 Elizabeth Street, Sydney. Recreations: Fishing, surfing, reading. Club: R.A.C.A.

GOUGH, John T.: Advertising Manager, 7LA. Ex-commercial traveller and association member of the C.T.A. Prominent in Tasmanian competitions (literary) and winner of the Grand Champion for Elocu-



tion on five occasions. Stage-managed many theatrical productions. Adopted radio as a profession at inception 7LA, 1930, as advertising manager, copywriter and announcer. Born: Melbourne. Educated Hawthorn, Victoria. Private address: 18 Patrick Street. Recreations: Gardening. Club: C.T.A.

GREEN, Alfred Leonard: M.Sc., Ph.D., F. Inst. P., A.M.I.E.E., Fel.I.R.E.(U.S.A.), M.I.R.E.(Aust.), A.W.A. Research Laboratories, Ashfield, N.S.W. Educated Bancroft's School, Essex, and King's College, University of London. 1926-27, Assist. Mathematical Master at Mercer's School, London, and part-time research student at King's College under Professor E. V. Appleton, F.R.S. 1927-29, Senior Scientific Assistant at Peterborough Radio Research Station of British Radio Research Board working on Ionospheric Investigations. 1929-35, Senior Research Physicist to Australian Radio Research Board engaged on Ionospheric Investigations. Made the first precise measurement in Australia of Kennelly-Heaviside

layer height. Verified Professor Appleton's prediction that polarisation of downcoming sky wave is right-handed in Southern Hemisphere. Collaborated with other physicists of the



Board in investigations of polarisation, field intensity, fading, lateral deviation of sky waves fading control, for which see published papers. For this work awarded external Ph.D. Degree of University of London, appointed Honorary Lecturer in Electrical Engineering at University of Sydney, and awarded Overseas Premium Prize of Institution of Electrical Engineers, London, for session 1936-1937. 1935 joined Research Laboratories of A.W.A. Born, 3/2/05.

GREENHALGH, Kenneth Neal, A.M.I.R.E. (Aust.): Chief Engineer Commercial Station 2KO (Newcastle Broadcasting Co. Ltd.), 1927-29, final two years of apprenticeship in Electrical Branch Government Tramways. 1929 operator experimental Station 2KG. 1932 appointed Chief Engineer Station 2KO. Born, 27/2/1909.

GRIFFITHS, John Walter: Assistant National Advertising Manager, N.C.B.S. (New Zealand). Was on Advertising Staff "Sydney Morning Herald" and other newspapers. Advertising Manager Station 1ZB for



18 months prior to appointment to present position. Born: New South Wales, 1903. Educated: Sydney High School. Private address: 319, The Terrace, Wellington, New Zealand. Recreation: Golf.

H

HAINES, Frank Benson: Sales representative 2GZ; born Chicago, U.S.A., travelled in Canada and came to Australia at early age. Accountant in Perth, W.A. Sales promotion in Sydney; joined 2GZ at its establishment. Private address: 10 Boyle Street, Mosman. Recreations: Motoring, tennis, golf.

HAMBLETT, Kenneth Thomas: Entered advertising 1929 with Clem Taylor Advertising Service, Adelaide. Joined Canny Advertising Service, Perth, 1932. Started own business 1936. Amalgamated with S. Crownson-Cohen Advertising Agency 12 months later. Recreations: Golf, Tennis, Swimming. Clubs: Royal Fremantle Golf Club, Western Australian Institute of Advertising, Amateur Sports Club, Cottesloe Tennis Club.

HARNETT, Dominic: Chief announcer 2SM, Sydney. Born Sydney 1905. Educated Patrician Brothers, Sydney and Ryde. Graduated from amateur theatricals to stage and picture work. Taught singing by Professor Bindley, Melbourne, and Francis Halls, Sydney. Joined Station 2SM Sydney as announcer August, 1934. Recreations: Golf, tennis.

HARPER, John: Announcer, 2KY Sydney. Ten years with J. C. Williamson and Fullers. Two years paymaster on Government Silos, Temora, 1920-1922. With 11th Battalion, A.I.F. Born Mosman, N.S.W., 4/6/01. Member of Automobile and Microphone Clubs and Y.M.C.A.

HARRINGTON, George R.: Sales manager 4GR Toowoomba. Organised and made possible "The City Golf Links, within a mile of the centre of the city. President City Golf Club. Enlisted and served overseas in 9th Battalion, and Officer Commanding 3rd Australian Machine Gun Co. A.I.F. President Sons of Soldiers and Sailors' League, Toowoomba branch. Private address: 16 Lindsay Street, Toowoomba. Recreations: Quail shooting and golf.

HARRIS, Hector McDonald: Secretary, 3AW Broadcasting Co. Pty. Ltd., Melbourne. Joined 3AW at inception, February, 1932, and was appointed secretary October, 1932. Born 22/12/1901. Recreations: Golf and tennis.

HARVEY, William James: Chairman of directors, 4BU Bundaberg Broadcasters Pty. Ltd., Bourong Street, Bundaberg, Queensland. Arrived in



Queensland, 1908. Manager, Bundaberg Hardware Co. Ltd., 1909-1917. Joined Wyper Bros. Ltd., hardware merchants and manufacturers, October, 1917, appointed managing director, 1929. Clubs: Rotary, Burnett, bowling. Born 13/6/1877 Banff, Scotland.

HEATH, L. Roy: Agency representative Broadcasting Station 2GB and Macquarie Network. Trained as civil engineer; entered commercial world and was in turn sales manager, manager and proprietor of car



firms. Joined Melbourne "Age" advertising staff. Transferred to 3HA as Melbourne sales manager. Melbourne manager of Victorian Broadcasting Network 1937, also managed 3HA at Hamilton for short period. Became N.S.W. representative Victorian Network 1938. Commenced present position 1/7/38. Recreations: Swimming, motoring.

HEMERY, Clement John Peter: Studio manager 3SR. Trained as architect with Stephenson & Turner, Hospital Architects. Commenced broadcasting in free-lance capacity with A.B.C. in special commentaries and dramatic work. Instituted first chain mike broadcast in Australia in Cowes Motor Race. Took up radio permanently with 3XY Melbourne, shortly joining "Argus" broadcasting services. Wrote and produced "I Will Repay," broadcast from 3UZ on direct relay to a network of seven stations. Also "The Elusive Pimpernel." Produced and directed the Shepparton Centenary Historical Pageant with a cost of 200. Born: Sandy Bay, Hobart, Tasmania. Educated: Adwalton. Private address: 217 Wyndham Street, Shepparton. Recreations: Swimming, tennis, golf, shooting. Clubs: Shepparton Golf and Tennis—Apex.

HIGGINBOTHAM, E.: Chairman of directors and managing director 2TM, director 2MO. Arrived Australia 1920, joined B.G.E. Radio Department 1924, left as radio department mana-



ger 1927; joined A.G.E. as country representative, occupied that position for three years; four years as assistant radio department manager, resigned February 14, 1935, to open up Station 2TM.

BROADCASTING WHO'S WHO

HIPWELL, Ronald A.: Chief Engineer, Radio Silver City Ltd., 2BH Cummins Street, Broken Hill. Commenced training with Nightingall Scientific Laboratories Glenhuntly Road, Elsternwick, Victoria, manufacturing X Ray and Electro Medical Equipment, Scientific Instruments. Constructed some of the first Australian-made Vacuum Tubes. Later became foreman A.W.A. Melbourne Workshop, 422 Little Collins Streets. Competitor Motor Cycle Racing, 1924. Conducted own Motor Business in Geelong, Vic., 1927. Obtained a licence for, and established 3SH Swan Hill, Vic., 1931. Joined Radio Silver City Ltd., 1934. Born 1902. Private address: 357 Iodide Street, Broken Hill. Hobbies: Rifle shooting, President Model Aero Club 2BH, Chairman Broken Hill Gliding Club.

HOLLOWAY, Ernest: Managing director 3CV. Formerly manager 3AW Melbourne, manager 3MA Mildura. Held com-



missioned rank A.I.F., served from January 7, 1915, to November, 1920. Born: London, June, 1892. Educated: London. Private address: 68 Short Street, Bendigo. Recreations and hobbies: Boxing, athletics.

HOLT, Thomas James. (See page 140).

HOOPER, Edgar M., A.M. I.R.E. (Aust.) Assoc. I.R.E. (U.S.A.): Engineer in charge 3DB Melbourne. Experienced in marine operating, A class broadcasting, equipment design, construction and maintenance. Recreations: Amateur radio, tennis and motoring.



HORNER, H. G.: General manager, Broadcasting Station 2GB; general manager of Macquarie Network. Educated King's College, Canterbury. Took up farming New Zealand at 18 years of age. Studied accountancy. Appointed accountant and assist. secretary Sun Newspapers, 1923. Commissioned by board to investigate 2BL, and after re-organization of station remained as acting manager until 2FC and 2BL amalgamated; returned to Sun Newspapers. Later appointed general secretary and

1930-32 investigating world's development in radio. Councillor Institution Radio Engineers. Australia 1932-1939. Deputy chairman World Radio Convention 1938. Born 31/12/1894.

HOSKING, Charles Martin: Manager 3HA Hamilton. One of the pioneers of broadcasting.

HOSKING, A. P.: Sales manager, Amalgamated Wireless Valve Co. Ltd., 47 York Street, Sydney, N.S.W. Mem. I.R.E. (America), Councillor and M.I.R.E. (Aust.). Joined Amalgamated Wireless 1913, and in 1914 joined Shackleton's Polar Expedition. During war commissioned in New Zealand



manager for N.S.W. Australian Broadcasting Co. Ltd. When Australian Broadcasting Commission formed appointed N.S.W. manager in control of 2FC, 2BL and country relay stations. In 1937 accepted position of general manager Broadcasting Services Association Pty. Ltd. and Broadcasting Station 2GB Pty. Ltd. Later appointed general manager Macquarie Broadcasting Network. Has been actively associated with many notable broadcasts; also instrumental in formation of Australian Broadcasting Commission Symphony Orchestra, initiated many features of the Commission, such as first grand opera seasons and importation of celebrity artists and conductors. Born Beckenham, Kent. Recreation: Golf. Club: Lakes Golf Club.

HOSKING, A. P.: Sales manager, Amalgamated Wireless Valve Co. Ltd., 47 York



Street, Sydney, N.S.W. M.I.R.E. (Aust.). Joined South

African Post and Telegraph Railways 1910, Rhodesian Post and Telegraph 1912. South Africa Forces August, 1914, October, 1915; R.A.N. Radio Service, 1916. Commercial side of A.W.A. 1923, sales manager 1924, sales manager A.W. Valve Co. 1932, chairman Aust. Valve Merchants' Association. Recreations: Golf, fishing, motor-ing.

HOSKING, Charles Martin: Manager 3HA Hamilton. One of the pioneers of broadcasting.



Formerly publicity director and studio manager 3LO Melbourne, and manager 5CL Adelaide and 5CK Crystal Brook. Journalist of wide experience with many successful stage and radio plays to his credit. Author of "The A.B.C. of Radio." One time secretary Federal Union and Australian Art Association. Recreations: Golf and gardening.

HUME, Ernest J.: Chief engineer 5DN Adelaide. Actively engaged in broadcasting since



1923, and associated with 5DN since its inception. Has had experience in designing several complete installations. Educated at Scotch College, Adelaide.

HURNDALL, Charles Alfred: Station manager 4WK. Four years radio officer A.W.A. Marine Branch. Served on E. & A. steamer "Nankin," freighters s.s. "Macedon," m.v. "Momba," s.s. "Caradale," s.s. "Burwah," s.s. "Era." Six years with P.M.G. Department. Holder of first-class certificate wireless operator, Madrid. Attached to technical staff 3BO Bendigo 1933. Born: Bendigo, Victoria, October 2, 1907. Educated: Griffith Intermediate High School,

Griffith, N.S.W. Private address: 57 Pratten Street, Warwick. Recreations: Tennis, swimming, golf, photography.

HUTCHINSON, Val.: Sydney rep. 2CK. Started in radio 1935 as engineer, announcer 7UV. Joined 2KA 1936 as engineer; October, 1937, appoint-



ed engineer-manager 2KM, transferred to 2BS July, 1939. Shortly afterwards joined 2CK as Newcastle rep. and news commentator. Before entering radio was motor engineer. Born Sydney 14/3/02. Educated Technical College, Melbourne. Hobby: Fishing.

IRISH, Ronald Arthur: Chartered accountant (Aust.); treasurer, Macquarie Broadcasting Services Pty. Ltd.; secretary and director, World Broadcasting System of Australasia Pty. Ltd.; secretary, Australasia Record Co. Pty. Ltd., Fig Tree Studios Pty. Ltd., Argosy Films Pty. Ltd., Mastercraft Film Corporation Ltd., etc. Recreations: Golf, tennis, cricket.

JEFFREY, L.: Melb. representative O. P. Sellers (Columbia-George Edwards Productions), formerly general manager Coalfields Broadcasters Co. Pty. Ltd. (2CK Cessnock). Joined engineering branch P.M.G.'s Department, Brisbane, 1917. Stationed in Brisbane for four years, then transferred to Toowoomba and later to relieving staff. Resigned in 1926 to enter business as news agent and stationer. In 1922 joined field staff of an insurance company. Entered the advertising field in 1934 on sales staff of Shipping Newspapers Ltd., after twelve months took up radio advertising with 4BC Brisbane, later transferring to 4BH Brisbane. Appointed 2CK July, 1938, took up duty on November 14, and opened the station on January 9, 1939. Appointed present position April, 1940. Born: Blackall, Queensland, June 7, 1900. Educated: State School, Blackall, Technical College and High School, Brisbane. Private address: Cnr. Maitland Road and Comfort Avenue, Cessnock. Recreations and hobbies: Tennis, gardening.

BROADCASTING WHO'S WHO (contd.)

JOHNSON, Norman Keith: Research and publicity manager and news editor 2GB and Macquarie Broadcasting Network. Early years spent in banking, South Australia and



Queensland; transferred to journalism 1921, worked in three States until appointed news editor Sydney "Sun," 1932. Resigned 1936 to accept appointment as secretary to directors, David Jones Ltd., Sydney. Joined Macquarie, October, 1938. Born 18/8/1900, Crystal Brook, South Australia.

JOHNSON, William John: Secretary and advertising manager, Station 4IP Ipswich. Saw service with A.I.F. at Gallipoli and in France. Partner in F. W. Johnson and Sons, motor traders, Ipswich. Born at Ipswich 10/11/03. Member of Rotary and Legacy Clubs. Ardent bowler.

JOHNSTON, William W.: Secretary 2HD Newcastle. Has travelled in Africa, U.S.A. and



Canada. Came to Australia in 1918. Broke into radio at Newcastle with 2HD, where he is well-known and popular. Born 26/10/1873. Recreation: Hiking.

JOYCE, Donovan: Continuity manager 3KZ Melbourne. Educated Scotch College, Melbourne, followed with several years journalistic and advertising experience. Nine years in radio, seven of which have been in commercial radio. Wide experience country broadcasting with 3HS (now 3LK), 3MA, 2BH and 5DN Adelaide, from where he was appointed to present position at 3KZ in 1935. Conducted station's Sunday morning broadcasts for 2½ years and is author of many successful scripts and productions. Originator "Radio Cinema" in Australia. Hobbies: Collecting curiosities.

JOYCE, James: Recording and Sales Manager Australian Record Co., formerly Sales Promotion Manager, Featuradio Sound Productions (N.S.W.) Pty. Ltd., joined original Featuradio Melbourne Co. 1934, later becoming Manager for Victoria. Trans-



ferred to Sydney in 1936 to take charge of sales and production. Spent nine years in the professional theatre and nine years broadcasting and recording. Produced the first Australian electrical transcriptions and recorded announcements when operating the old Decca studios. Station manager for 3YB for two years, later with 3DB and 3AW. Also writes many radio scripts. Transferred to present organization early in 1938. Recreations: Golf.

KAUPER, Henry Alexis: M. I.R.E. (Aust.). Technical supervisor 3DB. 1918-19 research branch, Royal Air Force. 1919-22 aircraft engi-



neer. 1922-35 various radio activities, including 3 years chief engineer of 5CL. Born 12/3/1888.

KEMP, Sydney Joseph Albert: Superintendent manager, "The Argus" Broadcasting Services Pty. Ltd. Served during Great War with Royal Naval Volunteer Reserve. Five years Marconi International Marine Communication Co. (London). Private wireless operator to late Viscount

Leverhulme on yachting business expedition to West Africa,



1924. Associated with "The Argus" for 10 years, advertising staff, and from 1932-1936 as sales promotion manager. Manager 3SR, October, 1936, appointed present position, March 13, 1939.

KEMSLEY, A. N.: General manager Station 3UZ, Nilsen's Broadcasting Service Pty. Ltd., past-president of Legacy Club, and past vice-president and currently trustee of Australian Federation of Broadcasting



Stations. Member of the State War Council of Vic., and member of the advisory committee of the Toe H. for Vic. Four and a half years active service, Great War. Staff Captain "Q" Australian Corp Headquarters, M.S.M. Member of Trustees Victorian Shrine of Remembrance. Was secretary of the Metropolitan Town Planning Commission for 7½ years. Born at South Australia. Member of Board of Vic. Inst. of Advertising; Rep. of Federation on Com. of Victorian Radio Association; Member of Executive of Boys Club Movement; Member of Executive of Victorian Society for Crippled Children. Was with Broken Hill Pty. Ltd., after War before becoming Secretary to M.T.P.C.; was Organiser for Liquor Trades Defence Union between M.T.P.C. and 3UZ; Member of Committee, St. Kilda Cricket Club.

KENNEDY, Stanley William: General manager and secretary 2TM, secretary 2MO. In March, 1930, joined the firm of Thomas Davis and Co. char-



tered accountants (Aust.) at Inverell. After four years,

transferred to Tamworth branch, same firm. September 26, 1938, joined Tamworth Radio Development Co. Ltd. as accountant, and in December of same year promoted to position of secretary. Born: Inverell, August 10, 1912. Educated: Inverell Intermediate High School. Private address: 105 Carthage Street, Tamworth. Recreations: Golf, swimming. Clubs: Tamworth Aero Club (hon. treasurer), Tamworth Golf Club.

KENNEDY, T. St. John: Manager 6PR Perth since February, 1938; has been with Nicholson's Ltd., owners of 6PR, for 15 years, and for six years prior to present appointment was secretary of Nicholson's; covered Interstate Hockey Carnival for 6WF in 1936, and the cricket Tests in 1936 for 6PR; delegate to W.A. Cricket Association, playing member and delegate East Perth Cricket Club, vice-president W.A. Hockey Association, member W.A. hockey teams 1932 and 1933. Born: Baert, December 19, 1904. Educated: Christian Brothers' College, Perth. Private address: 5 Ventnor Avenue, West Perth. Recreations: Cricket and hockey. Clubs: East Perth Cricket Club, Guildford Hockey Club.

KERR, Alfred Dixon: Engineer, 3EA Ballarat. Has held experimental transmitting licence since 1926. Was one of the founders of 3EA and a director until the original company sold out to "The Courier." Is member of Wireless Institute of Australia and member R.A.F. Wireless Reserve.

KILPATRICK, Kenneth William: Program Director N.C.B.S. (New Zealand). Formerly with Associated Newspapers Ltd., 2UE, 2GB. First director 2ZB Wellington, New Zealand. Held rank of Cap-



tain, Australian Military Forces. Born: Sydney, October 20, 1901. Educated: North Sydney High School. Private address: 17 Mitchell Street, Brooklyn, Wellington. Recreations: Tennis, swimming.

KING, Robert Arthur: M.L.C.: Secretary, 2KY Sydney. Four years organising secretary and three years as secretary of the Labour Council of N.S.W. A member of the Legislative Council for 3 years, and on the reconstruction of the Council was elected for 12 years. Born 10/4/88 in Launceston, Tasmania. Recreations: Swimming, football and athletics.

KINNEAR, Arthur Charles: (See page 140).

BROADCASTING WHO'S WHO

KNOX, L. Prouse: Superintending manager Commonwealth Broadcasting Corporation (Q'land) Ltd., headquarters station, 4BC Brisbane.



Prior to joining broadcasting in August, 1938, was for many years film exec. with major distributors in Australia, New Zealand, Japan, China, India, covering distribution, production, and picture theatre presentation. Born Melbourne, Victoria.

L

LAMBART, Terence Edward: Manager 4IP. Served in R.A.N.R. For some years followed pastoral pursuits in New South Wales. Divers occupations: station bookkeeper; cartoonist, freelance journalist; 3½ years announcer-actor 4BC. For short time (before accepting present position) was chief of radio productions at Country Press Campbell Advertising, Brisbane. Private address: Graceville, Brisbane. Recreations: Horseback riding and boxing.

LANE, Reginald Ewart: Chief executive and advertising manager of Broadcasting Station 2GB and Macquarie Network. Was Melbourne councillor of Australian Asso-



ciation of National Advertisers and assisted in formation of Audit Bureau of Circulations whilst advertising manager Ford Motor Co. of Australia 1928-31. Toured world on a journalistic commission 1931, and continued in journalism until entering broadcasting as advertising manager 2CH, 1934-8. Former Rugby international. Educated: Newington College, Stanmore. Born: Tenterfield, N.S.W.

LARKIN, J. S.: Sales manager 5DN Adelaide. Is one of commercial radio's veterans, having joined 3UZ in 1930, following successful journalistic career with Melbourne and Sydney papers. Knowledge of technical side of radio, musical training, and newspaper experience, fitted him for radio, and enabled him to make the fullest use of his comprehensive tour of America to study broadcasting developments in

1937. Resigned as advertising manager of 3UZ March, 1939, to join 5DN. Was one of



LAURIE, Fred: Sydney Sales Staff, 2KO Newcastle. Born South Africa, 1886. 1904-1910 Regular Army, England. Retired to plant sugar in British Guiana, 1914-1919 Royal Garrison Artillery and R.F.C. Entered broadcasting in Australia 1936 from Singapore. Actor, announcer, Queensland Stations. Selling Staff 4BK-4AK 1937/8 then joined 2KO, January, 1939. Recreation: Golf. Clubs: R.A.C. and Cavendish.

founders of the Federation. Hobbies: Golf, tennis, swimming. Clubs: C.T.A. and City and Overseas. Born 12/2/03.

LARKINS, Frederick William: Publicity manager, Amalgamated Wireless (A/sia) Ltd., 47 York Street, Sydney. Associate of Commonwealth Institute of Accountants. Associate of the Chartered Institute of Secretaries, holder of Diploma in Economics and Commerce (Sydney University). Joined Australasian Wireless Co. Ltd., as account-



ant, July, 1912, appointed accountant to Amalgamated Wireless (A/sia) Ltd., until 1923, when he took over duties of publicity and advertising manager on the creation of that section of A.W.A. activities. Private address: 61 Wolseley Road, Mosman.

LAWRENCE, Arnold Eger-

ton: Manager 4TO. Holder Washington Convention Certificate, 1st Class, Madrid Validating Certificate, Alexander Hamilton Business Course. Commenced radio career, 18th Government Transport Service 1918, as operator hospital ship "Marama." Served as radio operator at sea until 1925, transferred broadcasting department A.W.A. and appointed technical staff 3LO, appointed receiving manager 3BO Bendigo, 1930. Transferred to A.W.A. Station 2AY in 1931, as station manager. 1935, installed 50 watt transmitter at 4WK Warwick and appointed manager, The Warwick Broadcasting Co. Pty. Ltd. 1938, transferred to 4TO. Born: Christchurch, New Zealand, September 21, 1899. Educated: Normal Training College, Christchurch, New Zealand. Private address: 11A Hale Street, Stanton Hill. Recreations: Hockey, bowls. Clubs: Rotary, R.A.C.Q.

LEIPER, Jas.: Sales manager 2TM. Born in Edinburgh, Scotland. Attached to staff of Dalgety and Co.'s wool and jute dept. for 22 years. Enter-



ed business on own account as Jute Broker 1928. Owing to breakdown in health retired in 1932 to live in country. Returned to Sydney, joined E. H. Brewer in 1936 as radio salesman. Later joined 2TM as salesman, when they opened their Sydney office in November, 1937. Appointed present position December, 1939. Recreation: Tennis and golf.

LEOPOLD, Ward: Recording department A.W.A. First appeared on stage at age of three. Experience of musical comedy and drama since 1915. Took up writing and producing for the stage. Entered radio, writing own songs and productions. Combined journalism and radio, 1925-1935. Joined TransRadio News October, 1935, as producer of Woman's Magazine of the Air. Joined Amalgamated Wireless and appointed present position early 1939. Born: Sydney, 1904. Recreations: Swimming, literature, fishing, gardening.

LEVY, Francis Edward: Sales manager 2UW Sydney. Educated Wellington College and Victoria University, N.Z.



Studied law in Wellington 1918-20; joined Goldberg's Wellington office 1920, manager

Auckland office January, 1924. Assistant manager Wellington, October, 1924; returned to Auckland, 1925; appointed a director, 1926; director of Australian Company with headquarters in Sydney, 1930-34; joined 2UW September, 1934, as service manager, and was appointed sales manager July, 1935; president Auckland Advertising Club, 1929. Born 5/2/02 in Wellington, N.Z.

LEWIS, Edwin James: Station manager 3UL. Enlisted as private 7th Bat. A.I.F. 1914; returned Australia after service on Gallipoli, August, 1915; entered Home Service Corps until 1919. Accountancy and private secretarial work until 1924, when joined 3LO with Broadcasting Co. of Australia. Joined 3DB 1929; appointed manager 7ZL Hobart 1930; transferred to 4QC Brisbane, January, 1934; joined the "Argus" Broadcasting Ser-



vices, March, 1937. Born: Ystradgynlais, Wales, October 1, 1891. Educated: Cardiff, Wales. Private address: Waragul, Victoria. Recreations: Gardening, motoring fishing. Clubs: Rotary International.

LIPPMANN, L.: News Editor of "Commercial Broadcasting." Former newspaper journalist, N.S.W., Victoria and Queensland. Joined Australian Radio Publications Pty. Ltd., March, 1937. Recreation: Fishing.

LITTLETON, Edgar George: Manager, Radio Division, Noble Bartlett Advertising. With 4BC Brisbane 1935-1940. Editor and Chief of Continuity, also later Studio Supervisor. In magazine and general journalism to 1935. Second prize winner in Ashton Murphy Memorial Short Story Competition throughout Aust. and N.Z., 1939. Born Berkshire, England, 1910. Ed. Maidenhead County High School, Berks, England. Private address: City View Avenue, Camp Hill, Brisbane. Recreations: Reading, story writing Tennis, Motoring.

LUNN, Lionel Joseph: Announcer "Dinner Divertissements" 2KY. Announcer with 2GB 1931-32 (15 months). Manager 2UE 1932-35 (2 years and 5 months). On 2KY staff since March 1938. Born: Sydney, August 12, 1902. Educated: Christian Brothers' High School. Private address: 79 Yarranabbe Road, Darling Point. Recreations and hobbies: Amateur movies, fishing, speed boating.

BROADCASTING WHO'S WHO (contd.)

LYONS, Norman: Station manager 2UW. Educated Greenwood. Entered radio 1927. Conducted boys' sessions for 2FC and 2BL under



the nom-de-plume of "Mr. Norman." Created Australian wide interest in model aeroplanes. Joined the Australian Broadcasting Company when they controlled the National Stations as officer-in-charge of outside broadcasts, and talks editor. Transferred from National Stations to 2UW as studio manager when it came under control of the Commonwealth Broadcasting Corporation. Appointed present position January, 1937. Hobbies: Radio, aviation and golf.

M

MARCUS, Royston: Manager 2PK Parkes. Son of the late Martin Marcus, well known entrepreneur and theatrical manager, from whom received early training in showmanship. A founder of Repertory Theatre Movement in Australia. Produced first 3 act play for broadcasting, November, 1924, from 5DN Adelaide. Joined Station 4BK as announcer 1932, resigning 1935 to manage 4TP. Produced over 250 plays for radio, author of one-act plays "Vignettes of Queen Victoria," "Queen Empress," and "Marie Antoinette." Resigned 4TP 1937 to free-lance Sydney. Appointed present position 1939. Possesses good musical knowledge and is a bass-baritone vocalist.

MARDEN, Charles Frank: (See page 140).

MARTIN, J. M.: Chief Inspector of Wireless, Postmaster-General's Dept. With



Marconi Co. and other wireless companies prior to 1913, then came to Australia as officer-in-charge Coastal Radio Sta-

tions. Appointed Radio Inspector Southern District to 1924. From 1924 to 1940 occupied position of Radio Inspector for Victoria, also Acting Chief Inspector of Wireless at various times during this period. Born: Ireland, 1886. Private address: 20 Elmie Street, Hawthorn, E.2., Victoria. Recreations: Motoring.

MATTHEWS, George C. B.: General manager and director of Productions, British Australian Programmes Pty. Ltd. formerly Broadcast Advertising Pty. Ltd., Sydney. Reporter and sub-editor for seven years Melbourne "Herald" and "Sun News-Pictorial." Joined Victorian staff Australian Broadcasting Commission 1931 on return from journalistic journey across Arabia. Awarded major prizes in Commonwealth competitions for plays, "Two White Gates" and "Down Through



the Years," and operette "Rasuli." Inaugurated dance band presentations in association with Jim Davidson, later writing many musical revues for A.B.C. and commercial stations. Spent 12 months, 1937-38, studying radio production and transcription making, Hollywood, New York. Appointed B.A.P. producer May, 1938, and director January, 1939. Born: Southsea, England, 1906. Educated: Felstead, England.

MEANY, Right Rev. Monsignor Jas.: Managing director 2SM Sydney. Parish Priest,



Archdiocese of Sydney, Domestic Prelate to His Holiness Pope Pius XII. President St. Michael's Golf Club, patron Advertising Golf Club, member

Concord Golf Club. Born: Blarney, County Cork, Ireland. Educated for the priesthood All Hallows College, Dublin.

MERCHANT, John: Advertising Manager, 2WL. Formerly announcer 2XN Lismore. Has been with 2WL four years as announcer and program manager. Cross country runner. Recreations: Surfing, fishing.

MILLAR, Christopher Kenneth, M.C.: Accountant 2GZ Central N.S.W., associate member Federal Institute of Accountants and Australasian Institute of Secretaries; Captain A.I.F. 1914-1919. Club: Imperial Service Club, Sydney. Hobby: Vegetable gardening.

MILLAR, Renn: Chief announcer, 3DB Melbourne. Is the possessor of a fine baritone voice, which found him a job with various travelling companies. He was 7 years with the Scarlet Troubadours, during which time he travelled New Zealand. His radio debut was made as announcer of 3LO, from which he transferred to 3DB. Soon after, the "Herald" bought out the station and he has been there ever since.

MINGAY, Oswald Francis: F.I.R.E. (Aust.), M.I.R.E. (U.S.A.), M.Inst.E. Managing director Australian Radio Publications, Pty Ltd., 146 Foveaux Street, Sydney. Hon. general secretary Institution of Radio Engineers Australia from 1932 to 1940. Served in Signals A.I.F. 1915-1919. Mem-



ber Millions Club, Imperial Service Club, Sydney Legacy Club. Founded Australian Radio College 1930-33. Founded Australian Radio Publications 1930. Private address: 4 Woodside Avenue, Lindfield, N.S.W. Born 1/7/'95.

MITCHELL, V. F.: General sales manager J. B. Chandler and Co., 43 Adelaide Street, Brisbane. Served in A.I.F. Managing director 4BH Brisbane. Clubs: R.A.C.Q., Royal Aero Club. Born: Bendigo, Victoria.

MONKS, Cuthbert A.: Sydney representative for 2HD, 2PK, 2QN, 2XL, 2MG, 3KZ, June, 1932. Visited overseas 4AT, 5KA, 5AU. Became as through 2HD. Born in the Riverina district. Recreations: Tennis and motoring.

MORGAN, Sydney: Managing director 3KZ Broadcasting Co. Pty. Ltd., 64 Elizabeth Street, Melbourne. Member Victorian Institute of Advertising. Principal in firm of Val Morgan



and Sons Pty. Ltd. Associated with advertising activities in Melbourne since 1917. December, 1930, one of the founders and director of Station 3KZ. Appointed managing director, June, 1932. Visited overseas 1933. Vice-president Australian Federation of Broadcasting Stations 1938. Clubs: Yarra Golf and C.T.A.

MORRIS, Jim: Dip. Comm. and Ecs. (Sydney University),



merchandising representative and field organiser. Prior to joining 2KA, special country representative for Holbrooks Ltd. for 12 years. Married. Recreation: Golf.

MURRAY, Archibald James, M.C.: Sales manager 3KZ Advertising Service Pty. Ltd. since July, 1936. Served A.I.F. for 3½ years as Captain; Military Cross and mentioned in Despatches. Has had considerable experience in the commercial world, including a long connection with the Texas Oil Co. Whilst in America made an extensive survey of modern merchandising methods, and is a keen student of scientific selling.

MURRAY, John William: Director, Fidel-a-Tone Sound Productions. Formerly Hoyts Theatres sound technician; recording engineer Efftee Films 1931-36; recording engineer Efftee Broadcasters (3XY). Recorded first radio dramas on film for 3XY. Born 29/12/'05. Club: Old Scotch Collegians. Recreations: Tennis, boxing,

BROADCASTING WHO'S WHO

Mc

McCAULEY, A. L.: Partner with G. E. McCauley, of McCauley & McCauley, consulting accountants and auditors, and company secretary, 53



Martin Place, Sydney. Director and secretary of: Transcontinental Broadcasting Corporation Ltd., 2KA Ltd., Radio Kempsey Ltd., Everards Ltd., Searls Motor Service Ltd., Labour Motor Funerals Ltd., Searls (Blue Mountain) Tours Ltd., Brennans Theatres Ltd.

McCAULEY, George Edward: Managing director Transcontinental Broadcasting Corpora-



tion Ltd. Director 2KA Ltd. and Radio Kempsey Ltd. Partner McCauley & McCauley, public accountants, since 1926. Born Clifton, Q'ld. Married. Private address: 358 Edgecliff Road, Woollahra. Recreation: Golf.

McDONALD, Arthur Stephen: Chief engineer and assistant manager, Amalgamated Wireless (A/sia) Ltd. 47 York Street, Sydney. Mem. I.R.E. (America) and M.I.R.E. (Aust.). Councillor of Inst.R.E.



(Aust.). Born Castle Donnington, now Swan Hill, Vic. Educated at public school and Melbourne Technical College.

McDONALD, Ian: News Editor 2KA and in charge news broadcasts and commentaries of 37 news services weekly.



Also in charge program direction, record purchases. Formerly announcer and chief copy writing staff 2WG. Has written short stories and comedy plays for radio presentation. Keen student foreign affairs and current events.

McNEIL, Thomas A. E. M.I.R.E. (Aust.): Commenced radio March, 1918, with Marconi Company as marine operator. Broadcast experience dated from 1926. Joined 2BL



as technician in 1927, and was made supervisor when P.M.G. took over the engineering side of "A" class stations in 1929. Left P.M.G.'s Department, October, 1931, to take position as chief engineer of 2CH, which station opened in February, 1932. Continued in this position until August, 1936, when transferred to A.W.A. transmitter installation work. Joined Station 2UW as chief engineer in December, 1936. Born London, February, 1901.

McQUILLAN, Cecil John: Chief radio systems engineer, Standard Telephones and Cables (A/sia) Ltd., 258 Botany Road, Alexandria, N.S.W. B.Sc. (Engineering) Honours London University. D.I.C. (Diploma of the Imperial College, London). Whitworth Exhibition, M.I.R.E. (America). Private address: "Chedington," Elizabeth Bay Road, Sydney. 1923, joined Standard Telephones and Cables Ltd., London. 1933, visited England and the Continent to study latest technique and returned to Australia to carry out contract with Postmaster-General's Department for the manufacture, supply and installation of seven new regional stations to be erected at Launceston, Townsville, Grafton, Sale, Dubbo, Murrumbidgee and Katanning,

N

NEILL, Harold John: L.I.C.A., A.A.I.S., Amalgamated Wireless (A/sia) Ltd. Broadcast Dept. Joined A.W.A. Ltd., 1927. Associated with various departments in that period, and with Broadcast Advertising Department since 1934—was appointed as Melbourne representative on transfer of Mr. C. T. Sproule to Sydney office, December, 1933. Born: Willimstown, 1907. Educated: Willamstown High School. Recreations: Yachting and golf. Clubs: Royal Yacht Club of Victoria (committee).



NICHOLAS, William R.: A.M.Inst.R.E. (Aust.). Engineer-in-charge Commercial Broadcasters Pty. Ltd. (7HO). Previously assistant engineer 7HO and private experimental work. Recreation: Motoring. Born: 16/11/13 at Hobart, Tasmania.

NILSEN, Oliver J.: Governing director, Station 3UZ—Nilsen's Broadcasting Service Pty. Ltd., Oliver J. Nilsen Pty. Ltd., Melbourne and Adelaide. Neon Electric Signs Pty. Ltd., Nilsen Cromie Pty. Ltd. Private address: Elsternwick. Born: Melbourne. Married. Melbourne



City Councillor, Member Electric Supply Committee, Public Works Committee, Traffic and Building Regulations Committee, Properties Special Committee. City Council's representative on Victorian Civil Ambulance Service. Founder of first Victorian commercial broadcasting station, 3UZ Melbourne, which commenced operations March 8, 1935. Club: Rotary.

O

OGILVY, Clive: Managing director Canberra Broadcasters Ltd. Director Hunter River Broadcasters Pty. Ltd., alternate director Macquarie Broadcasting Services Pty. Ltd. and Wollongong Broadcasting Pty. Ltd. Director Fig Tree Studios Pty. Ltd. Commenced radio career with 2GB, then joined Australian Broadcasting Federation as political officer. Arranged the purchase of 2CA Canberra for Denison Estates Pty. Ltd. Became attached to

the latter company in a radio advisory capacity until the formation of Macquarie Broad-

casting Services Pty. Ltd. Born: Sydney 7/11/08. Recreations: Golf, tennis, swimming, riding.

O'HALLORAN, Michael: Station manager, 2HD. Served for three years with New Zealand Expeditionary Forces in Lord Liverpool's Own (New Zealand Rifle Brigade); wounded, France, 4th September, 1918. Connected with radio for seven years, first at 2HD, then at 5KA as advertising salesman and later as advertising manager. Born: Invercargill, New Zealand, August 11, 1895. Educated: Marist Brothers, Invercargill. Private address: Maitland Road, Sandgate. Club: Member C.T.A.

P

PADDISON, (Alfred C., B.A.): Director Transcontinental Broadcasting Corporation and Radio Kempsey Ltd. General manager 2KA and 2KM. Entered service New South Wales Education Department 1919. President Assistant Teachers' Association 1927-32. English master, Petersham High School 1928-1933. Transferred to journalism 1933 as associate editor



and leader writer "Labor Daily." Compiled and published first Australian Labour Year Book. Joined 2KA as general manager, November, 1938. Born: Adelaide, South Australia. Educated: Albury High, then Sydney University. Private address: 28 Seaview Street, Ashfield.

BROADCASTING WHO'S WHO (contd.)

PALMER, Benjamin: Sydney sales representative 2KA. Spent two years abroad, 1922-24, England, Ireland, South



Africa. Formerly sales superintendent machinery manufacturers (8 years). Entered broadcasting with 2GB Sydney, and appointed present position soon after 2HR started operations. Born: December 10, 1904. Private address: Stewart Street, Lorn, West Maitland. Recreation: Golf.

PARISH, H. R. (Cliffe): General manager 7DY Derby. Before entering commercial radio was wireless experimenter and holder of A.O.P.C. Was largely responsible for design and construction of original plant for 7BU, and in charge of installation at Burnie. Later became studio manager and chief announcer 7DY. Later transferred as general manager and chief announcer 7DY Derby. Born: Beaconsfield, Tasmania, November 6, 1914. Educated: Launceston State High School. Private address: Winnaleal, Tasmania. Hobby: Cinematography.

PEARCE, Frederick Reginald: Engineer-manager 4CA Cairns. In employ Amalgamated Wireless (A/sia) Ltd. since 1921, associated with broadcasting since its inception, took part in many notable broadcasts for 2FC and 2BL when those stations first commenced operations. With advent of commercial broadcasting, appointed engineer in charge 2AY Albury. Three years after appointed engineer-manager 2GN Goulburn. After two years transferred on sales promotion activities to 3BO Bendigo and 2GF Grafton. In May, 1933, appointed to 4CA Cairns. Born: Petersham, N.S.W., October 14, 1906. Educated: Bondi Public School. Private address: 112 Digger Street, Cairns.

PFEIL, Ronald William: A.Inst.R.E. (Aust.). Melbourne representative Australian Radio Publications Pty. Ltd., and Mingay Publishing Co., publishers of "Commercial Broadcasting" and "Radio & Electrical Retailer," etc. Hon. secretary Melbourne R.I.F. Club. Formerly sales manager, studio manager and announcer 7HT Hobart, advertising manager and announcer 5RM Murray

Heights from station's inception until joining 3MA Midura. Hon. secretary Victorian Micro-



phone Club, hon. organiser Victorian Microphone Ball. President Amateur Photographic Society of Victoria. Born: Adelaide, South Australia. Recreations: Golf, squash and photography.

PERCY, Hal: Production Manager, Legionnaire Sound Productions; associated many years with theatrical and radio productions. Produced many musical and dramatic radio



successes, Legionnaire features "The Enemy Within," "Dr. Danton," and "What I'd Like to Have Said" being his latest. For some years studio manager at 3UZ.

PHILLIPS, Isaac William, A.I.C.A.: Sydney representative Major Broadcasting Network. In newspaper work for 30 years, was advertising manager of the "Age," Melbourne, for 15 years. Member of Accredited Bureau of the Australian Newspaper Conference for 10 years. Associate of Commonwealth Institute of Accountants. Four years' war service, Egypt, France with 5th Infantry Battalion A.I.F. Born: Gippsland, Victoria. Educated: Melbourne. Private address: 7 Gloucester House, Aston Gardens, Bellevue Hill. Recreations: Rifle shooting swimming. Club: Millions Club.

PICKHOVER, Harold: Production manager, Station 2KO. Starting in the motor industry, in which he worked up to sales manager, joined up with a radio selling organisation. Seven years ago went into commercial broadcasting, where he has had experience in all branches of work. Born: 3/11/09, Lancs., England. Recreations: Swimming and golf.

PINKERTON, Harold Richard: Managing director Saverys Pianos Ptd., managing director Radio Wholesalers Ltd., director Hume Broadcasters Ltd. (5DN). Music and radio business 27 years.

POWER, Ralph L., B.A., M.B.A., Ph.D., D.C.S.: U.S. rep. Macquarie Broadcasting Services. One time Coll. Prof. Economics and Librarian (Boston U., Coll. of William and Mary, U. Southern Cal., etc.); with Am. Ex. Forces year and a half; since 1922 in broadcasting as radio editor (Los Angeles Times, Examiner, Record, Post-Record and Long Beach Sun); as announcer, prog. dir. and asst. station manager (KWH, KFI, and KHJ); conducted promotion campaigns (KFVB, KMPC, KELW, KTM, KGER). Now U.S. rep. for Macquarie and All-Canada Radio Facilities.

PRINCE, Arthur Lionel: Sales manager, Station 4BC Brisbane. Joined this station in 1927. Opened and managed Station 4RO Rockhampton, then appointed manager 4BH Brisbane, leaving to take over management radio division, Goldberg Advertising, Sydney.



Address: 917 Brunswick Street, New Farm, Brisbane. Recreations: Golf, photography. Member, Tattersall's.

Q

QUIRK, Lancelot, Paul: Advertising manager 2SM since October, 1933. Prior to that,



with Weston Advertising Company for 12 years (manager for last 5 years). Born: 1902.

R

REYNOLDS, Reginald Patrick: Aged 32 years. Student with Launceston "Examiner." Holder of London Diploma Complete Advertising (Gold

experience. Twelve months Leeton N.S.W. Sales and Service, 4½ years sales and service wholesale and retail depts. of Wagga Wireless Distributors, Wagga, N.S.W. First experi-



menter in Temora district operated for VK2RH at Temora, Leeton, Wagga and Young. Two years chief engineer-announcer at 2LF. Now manager 2XL Cooma.

REYNOLDS, S. O. Graduated from journalism to the control of Sales and Advertising Departments of prominent English Companies. Came to Australia in 1926 and commenced manufacturing activities. Founded V.O.A. Sound Productions March 1933. Hobbies: Literature, Music, Gardening.

RHEUBEN, Ernest J.: General manager 4RO. Has had considerable commercial experience. Ten years with Thomas McLaughlin and Co.,



wine and spirit merchants. Later went into business of his own for three years, successfully marketed radio receivers and electrical appliances. Born: Brisbane, 1901. Educated: Brisbane High School. Private address: Reaney Street, North Rockhampton. Recreations: Motoring and yachting. Club: Past Commodore of Fitzroy Motor Boat Club.

RICHARDSON, Daniel L.: General manager 7LA and Tasmanian Broadcasting Net-



work. Fourteen years in newspaper advertising field with Launceston "Examiner." Holder of London Diploma Complete Advertising (Gold

(Continued next page)

BROADCASTING WHO'S WHO

Richardson, D. L. (contd.)

Seal). Past foundation secretary Tasmanian Advertising Club and Mowbray Golf Club. Member C.T.A. and Mowbray Golf Club. Born: Launceston. Educated: Launceston Church Grammar School. Private address: 13 Ramsay Street, Launceston. Recreations: Golf and fishing. Clubs: C.T.A., Mowbray Golf Club, Launceston Gun Club.

RIDLEY, Alan: Sales manager, Country Broadcasting Services Ltd. Joined Country Broadcasting Services Ltd., August, 1935, as country salesman—appointed country repre-



sentative December, 1936—appointed sales manager and returned to Sydney June, 1938. Born: Gulargambone, N.S.W., July 18, 1910. Educated: Queanbeyan Intermediate High School. Private address: 4 Hinkler Street, Brighton-le-Sands. Recreations: Golf, surfing, motoring. Clubs: Long Reef Golf Club, Duntryleague, Orange R.A.C.A.

RIDLEY, John Edward. (See page 140).

ROBERTS, E. V., M.A., B.Sc.: Managing director Riverina Broadcasting Pty. Ltd. Chairman of directors Bathurst Broadcasters Pty. Ltd. Entered radio industry in 1928—installed 2WG 1932, installed 2BS 1936. Sole proprietor (in conjunction with Mrs. Roberts) of 2WG and 2BS. Became interested in radio while abroad in British Colonial Service. On return to Australia opened up several Riverina retail radio stores. Obtained Wagga licence in 1931. Born: Melbourne. Educated: Melbourne University. Private address: "The Haven," Hunter's Hill, Sydney. Recreations and hobbies: Shooting and fishing.

ROBERTS, Mrs. Ida A.: Co-Director 2WG and 2BS. Actively engaged full time in broadcasting station management since 1932. Only woman delegate to Jervis Bay Conference 1933. Entered radio retail business after her marriage in 1928 and has taken every type of staff duty. Now acting as general manager of 2WG.

ROBERTSON, Alec. See page 140).

ROBERTSON, Ivan Vallance: Melbourne representative 2WG, 2BS, 2KY, 2CK. Served with A.I.F., R.H.A. England, R.F.A.

India, R.A.A. Australia. Re-signed from Staff Corps 1923. Associated with Advertising and Publishing since 1927. Advertising manager "Women's World," 4 years. Born: Longwood, Victoria. Educated: Royal Military College, Duntroon. Private address: Red Bluff Street, Black Rock. Recreations: Fishing and gardening. Clubs: Naval and Military, Hardware.

ROWE, E. W.: Program director and studio manager, 2HD Newcastle; known as



"Uncle Pete" and very popular. Native of London and received musical education at Bournemouth.

RUBENSTEIN, Samuel J.: M.I.R.E. (Aust.), Assoc. I.R.E. (U.S.A.), Chief Engineer Transmission Department Philips Lamps (A/sia) Pty. Ltd., Sydney. Eleven years



N.Z. Posts and Telegraph Department; general engineering, specialising in radio communication systems, including radio-phone development work, two years Radio Corporation of N.Z. Ltd., chief engineer, supervising technical manufacture of receivers, components, sound systems, inter-communication systems, etc. Joined Philips as engineer, August, 1937. Recreations: Tennis, golf, music. Born: London, England, 17/10/1907.

RUSSELL, Roy McCowan: A.O.A. Assistant Manager 3DB-3LK. A.I.F. 1916-1919. Joined E. A. Price Advertising 1920. Paton Advertising Service 1922. Foundation member Price-Berry Pty. Ltd. until 1930—then joined 3DB. Born: Ceburg, Victoria. Educated: State School, Preston. Private address: 135 Riversdale Road, East Camberwell, E.6. Recreations: Golf. Clubs: Naval and Military Club of Victoria, Emerald Country Club.

RYAN, Albert John: M.Inst. R.E. (Aust.), Assoc. I.R.E. (U.S.A.). Director and general manager and chief engineer Canberra Broadcasters Ltd. (2CA) Canberra. For 7 years

was with electrical engineer's branch P.M.G.'s Dept.; 5 years municipal power supply management; 8 years radio retailing and broadcasting. Private address: Teuch Street, Kings-



ton, Canberra. Born: Chiltern, Victoria, 1897. Clubs: Royal Aero, Royal Canberra Golf Club, Rotary, Royal Automobile Club.

RYAN, John: M.Inst.R.E. (Aust.). Chief Engineer 3AW Melbourne. Served with R.A.N., attached to H.M.A.S. "Sydney"; in action on November 9, 1914, with "Emden" at Cocos Island. Was mentioned in despatches. January, 1924, attached to engineering staff of 3AR, and 1927 transferred to 5CL Adelaide. In 1929 joined 7ZL Hobart as chief engineer, and in 1932 joined 3AW in that capacity.

S

SAMFORD, Horace M.: Victorian advertising representative 3SR, 3YB, 3UL. Educated: Melbourne Grammar School, Batchelor of Music



Melbourne University qualified accountant, secretary and licensed company auditor. Joined "The Argus" Broadcasting Services as accountant September, 1937; appointed Victorian advertising representative 3SR, 3YB, 3UL 1939. Born: 22/3/1914, at Geelong, Victoria. Married. Private address: Dorset Road, Croydon. Sport, tennis and hockey. Recreation: Music and farming.

SAMUEL, Bryn (See page 140).

SAUNDERS, George Ambrose: Announcer 2KY Began Radio in November, 1923, 2BL, then 2GB, and now 2KY. Served in 1st Batt. as Lieutenant. Born: May 16, 1896. Educated: Cleveland Street and Sydney Grammar. Recreations and hobbies: Golf, fishing, radio. Clubs: Masonic, Class Automobile,

SCHULTZ, L. N.: Chief engineer 2GB. Broadcast Consultant. M.I.R.E. (Aust.). First took up radio as a hobby at school. Visited America, England and Germany. Joined 2GB and appointed chief engineer. During 1934 supervised the building of a complete new transmitter for 2GB capable of transmission in line with High Fidelity Standard. Designed



and constructed new 2GB Station in 1937-8. Hobby: Flying and gliding; hon. flying instructor Royal Aero Club; won N.S.W. Aero Club championship 1934. Born: 24/9/1906.

SCRIMGEOUR, Colin Graham, Minister of Religion. Controller, National Commercial Broadcasting Service, New Zealand. Late City Missioner, Auckland, N.Z., 1926-32. Director, Friendly Road Organisation, 1932-36. First Chaplain N.Z. Air Force (now resigned). Captain Auckland Aero Club. Inaugurated Commercial Broadcasting Service for N.Z. Government, 1936, extending from 12B Auckland as first station to present network. Permanent head of State Department, controlling six stations and 300 employees. Born: Wairoa, N.Z., January 30, 1903. Educated: Gisborne Public School. Private address: Wellington, N.Z. Recreation: Golf. Club: Civil Service Institute.

SELLERS, Oswald Powell: Company director; Australian agent for Columbia recordings of George Edwards' Radio Productions. Principal of The Sellers Co. Born: 1900. Clubs: Manly Golf Club, Tattersall's and C.T.A.

SERVICE, C. Don: Director of Macquarie Broadcasting Services Pty. Ltd. Educated at Fort Street High School; practices as solicitor at 39 Martin Place, Sydney. Born: Sydney, September 30, 1897. Clubs: Royal Australian Golf and Tattersall's. Recreations: Golf and surfing.

SHARP, Christopher Stephen, B.A. (Hons.): Macquarie special representative for N.S.W. Served approx. 3 years 40th Btn. in France, Great War. Commenced career as school teacher; enlisted 1916; after War completed course in anthropology; went to Fiji 1924, appointed to British Colonial Service as Principal T.T.C., and later as officer-in-charge of Administration, Kandeavu Province. Appointed G.M. at Station 2CA August, 1937. Born: April 7, 1893, Newcastle. Educated: Church of England

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BROADCASTING WHO'S WHO (contd.)

Sharp, C. S. (contd.)

Grammar School, Launceston, University of Tasmania and London University. Private address: "Novara," Dumeresq Row, Rose Bay. Recreation: Golf and tennis. Clubs: R.A.C.A. and Defence Club.

England (factory engineer and development engineer for valves). Joined A.W. Valve



SHARP, J. A.: Manager 4BU, was formerly associated with 1YA Auckland for three years; played with B.S.A. Players, 2GB, and Old Favourites' Review, 2CH Sydney; straight announcing 4BC and 4BH Brisbane; joined 2LM Lismore October 12, 1936, as announcer-program arranger; was appointed salesman-in-charge of local advertisers. Appointed manager 2MW July, 1938. Born: November 2, 1905, Auckland, New Zealand. Recreations: Music and horse riding.

SHAW, Reginald Albert (Rex): Founder Radio Associated Services and musical director. Wrote original theme music for the Australian talks "Mystery Island" and "Phantom Gold."



Practised as an architect (Fellow of Institute of Architects) for 22 years. Musical Director Radio 2UE for 7 years. For same period Assistant Secretary, N.S.W. branch British Astronomical Association and corresponding secretary to the B.A.A. Journal, London. Born: Rockhampton, Q., 1885. Recreation: Motoring.

SHEIL, Beaumont Tudor: Deputy Controller N.C.B.S. (New Zealand). Seven years Vacuum Oil Co. Ltd. Aviation and advertising Australia and New Zealand. Held commission rank in Air Force. Holds commercial pilot's licence. Personal assistant to late Sir Charles Kingsford-Smith. Director Trans-Tasman Air Service Development Co. Ltd. Born: Melbourne April 13, 1904. Educated: Melbourne University College. Private address: 3 Kinross Street, Wellington. Recreations and hobbies: Golf, flying. Clubs: Imperial Service Club, various aero clubs.

SMITH, F. Langford: B.Sc., B.E. (First Class Honours), A.M.I.E. (Aust.), A.M.I.E.E. (London), M.I.R.E. (Aust.), M.I.R.E. (U.S.A.). Chartered Electrical Engineer, London, Cht. Eng. Aust. Development engineer and unified sales engineering service, Amalgamated Wireless Valve Co. Ltd., Sydney. 1928-29 Metropolitan Vickers, Manchester, England. 1929-32 Cosmos Lamp Works,

SMITH, Robert E.: Chairman of directors 2CK. Prominent Cessnock business man for 16 years. Takes active interest in civic and sporting life of town and district. Nine years Alderman Cessnock Council, Mayor in 1934, Deputy Mayor 1938-39. Chairman Cessnock Technical Education Advisory Committee, member Cessnock Ambulance Committee, patron Cessnock Cricket Association and Cessnock Rugby League for current and past years. President Cessnock Jockey Club. Born: Croydon, Queensland, Feb. 12, 1898. Educated: Marist Brothers' High School, Darlinghurst. Private address: Wentworth Hotel, Vincent Street, Cessnock. Recreation: Golf. Club: Cessnock Rotary.

SMYTH, Walter J.: Sydney representative 4BH Brisbane, Chandler's Broadcasting Services, 2MW and 2CK, Australia House, Carrington Street, Sydney; 17 years with J. Hot, advt. agency N.Z. (15 years manager Christchurch branch), later branch manager P. N. Farrett, Johannesburg. Appointed present position May, 1938. Author of several novels. Born: Norwich, England, 17/6/1891.

SOMMERLAD, The Hon. Ernest Christian, C.B.E., M.L.C.: Managing director of Gotham (A/sia) Pty. Ltd. and Country Press Ltd., Sydney, director 2AD. Past president N.S.W. Country Press Association; member executive Australian Provincial Press Association, Director Australian United Press; chairman publicity committee, Australia's 150th Anniversary Celebrations; member Government Tourist Advisory Committee; Trustee N.S.W. Public Library and Mitchell Library. Member of Legislative Council for six years. Born: Tenterfield, N.S.W. Recreations: Gardening and motoring. Clubs: National and Millions.

SOUTHEY, Reginald V.: M. I.R.E. (Aust.); Radio and Recording Engineer, Columbia Graphophone (Aust.) Ltd., Homebush, 1919-23 with General Electric Co. of London. 1923 to date with Columbia Graphophone Co., London and Sydney. Also with Standard Telephones, London and Bell

Telephones Labs., New York. Educated: Alleyn's College, Dulwich, London. Born: 4/8/1903.

SPENCER, Thomas: Assist. manager Broadcasting Dept. A.W.A. Joined Amalgamated Wireless (A/sia) Ltd. in Melbourne in 1927, and held position of Traffic Accountant to Beam Wireless and Coastal



Radio Service. Received present appointment in November, 1936. War record includes service at Gallipoli, Egypt and France. Born Ayrshire, Scotland, 1/5/93. Recreation: Golf.

SPICER, The Hon. Frank William, M.L.C.: Managing director 2PK Parkes. Member Legislative Council since 1925. Mayor of Parkes 1926-28, 1931-39. Chairman of directors Parkes and District Co-operative Building Society; President Parkes and District Patriotic and War Fund. Member of Parkes Hospital Board. For a number of years engaged in motor trade, later became interested in distribution of oil products. Effected the establishment of Air School at Parkes. Member of Parkes Jockey Club. Recreation: Bowls.

SPROULE, Cyril Thomas: Advertising manager Broadcasting Department A.W.A., Sydney. Ten years A.W.A.



Beam Dept. publicity and broadcasting, two years A.I.F., ten years P.M.G.'s Department. Born 18/5/1898. Recreations: Golf, fishing, gardening.

STAPLETON, Bernard B.: Assistant Advertising Manager 2SM. Joined 2SM November, 1933, as salesman; appointed Assistant Advertising Manager May, 1938. Prior to that a commercial traveller. President and founder of the Advertising

Golf Club. Born: Mudgee. Private address: 10 Powell Street,



Coogee. Recreations: Swim- and golf.

STEVENSON, Cecil Vincent: Founder and managing director Radio 2UE Sydney Pty. Ltd., trustee Australian Federation Commercial Broadcasting Stations. Director of Broadcasters Sydney Ltd. in 1923. Was one of the first to take out a "B" Class licence and started an independent station in 1924.



Prior to this had an experimental licence under the call sign of 2IY. Opened the first all radio store (Electrical Utilities Ltd., Radio House) now carried on by his sons; was one of the co-founders of the first Australian station (2BS, now 2BL), the transmitter for which was built by staff under his supervision. Married Ella Mildred Pieremont 2/9/1902. Born Sydney 16/8/1878. Club: Millions Club. Recreations: Fishing, motor boating.

STEVENSON, Murray H.: Chief engineer 2UE Sydney. M.I.R.E. (Aust.). Hon. secretary Sydney division I.R.E.



(Aust.). Educated Sydney Technical High School. Construction and maintenance of original 2UE. Appointed present position 1/1/32. Visited U.S.A. 1938. Born: 17/5/05.

STEVENSON, Norman: Service Supervisor, Radio 2UE Born and educated in N.S.W.

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BROADCASTING WHO'S WHO

Stevenson N. (contd.)



Entered commercial life in 1928 on joining 2UE in association with his father and brother. Has been through every phase of broadcasting.

STOREY, O. J.: Advertising Manager, 4MB Maryborough. Born and educated London. Arrived Melbourne 1928. Spent 12 months as Jackaroo in North West Victoria. Two years City and Suburban traveller for Tre-fousse & Co., Melbourne. Several years Country traveller



in N.S.W. Joined Ellis Price Radio Players 1935. After 12 months Sydney Studios went to 2WG Wagga as Advertising Manager-Announcer. After further 12 months opened 2BS Bathurst as General Manager. Joined C.B.C. and went to 4MB Maryborough at Christmas 1938.

STRANGE, C. Anthony: Sat-tion Manager 3YB. Commenced commercial career with G. J. Coles and Co., Melbourne. Took up advertising sales representation for Dunham Displays, then joined sales and circulation staff "The Argus," transferred after 3 1/2 years' service to Argus Broadcasting Services as studio and acting manager of 3WR (later 3SR) at Shepparton. Took over management of 3YB, May, 1938. Born: Verviers, Belgium. Educated: "Oratory College," Birmingham, England. Private address: 45 Raglan Parade, Warrnambool. Recreations and hobbies: Singing, swimming and golf. Clubs: Rotary Warrnambool.

SYME, David F.: Managing Director Victorian Broadcasting Network. Grandson of the late David Syme, founder and proprietor of the Melbourne "Age" Managing Director of 3HA

since its inception; took over 3TR Sale in May, 1936, and 3SH Swan Hill, April, 1937.



Studied Commercial Broadcasting overseas. Born Melbourne, Victoria. Educated: Geelong Grammar and Melbourne University. Private address: "Sunnyside," Toorak Road, Kooyong. Recreations: Tennis fishing and motoring. Clubs: Athenaeum, Yorrick.

TALBOT-LEHMANN, H. M.: Managing Director, Radiovision Proprietary Ltd., and Sydney representative of 3CV Charlton. Educated: Clifton College and Royal Military College, Sandhurst, England. Retired Captain Imperial Regular Army and Royal Air Force. Served in Royal Flying Corps, Manager with British American Tobacco Co. Ltd. in England, European countries and Far East—Aeronautical Adviser to late Marshal Chang Tso Lin, Dictator



of China. Sales Manager National Flying Service Ltd., England. Foreign rep. Westland Aircraft Works, England. Broadcasting experience Canada, America, Australia, New Zealand since 1933. Born: London, 3/11/97. Club: Imperial Service, Sydney. Recreations: Flying, sailing, fishing.

TATHAM, Sydney Ernest: Manager Sound Recording Studios Ltd., 160 Castlereagh Street, Sydney. Started radio experimenting 1910. Joined A.W.A. 1914. Served five years Mercantile Marine, thence transferred head office, Sydney. Opened Marconi School of Wireless, Melbourne, 1919. Organised first British Newspaper Service on Pacific ships for A.W.A., 1923. Re-signed 1924 and commenced own business representing American and Continental manufacturers. 1927 designed and built theatre talking pic-

ture equipment. Travelled extensively overseas, studying latest radio and broadcasting



practice. April, 1935, established Sound Recording Studios Ltd., Sydney. Born: 4/4/1896. Recreations: Golf, swimming and motoring.

TAYLOR, Charles E.: Program Director 3DB Melbourne. Well-known journalist. Edited Sydney "Sun" for seven years and Melbourne "Sun Pictorial" for two years. Held newspaper jobs all over Australia. Federal Director of Publicity for National Party in 1925. Born at Mount Barker, S.A. Sports: Golf, tennis.

TAYLOR, John T.: General Manager, 3AW Broadcasting Co. Pty. Ltd., Melbourne since 1936. Advertising Manager 2CH



Feb.-Oct., 1932, appointed General Manager October, 1932 to 1936. Born: 1904. Recreations: Golf and surfing.

TAYLOR, T.: Chief engineer 2CK. Entered service of H.D.W.S. & S Board in 1919. Conducted radio experimenting since 1922. Associated with radio receiver constructing, servicing and merchandising in Cessnock since 1926. Inventor of radio circuits described in two Australian Letters Patents. Foundation member and Associate Member Grade of I.R.E. At present full member of same body, also Diploma of Radio Engineering, I.C.S. and P.M.G. Certificates for Broadcast Station Operation. Born: East Maitland, August 3, 1904. Educated: Maitland Commercial Continuation School. Recreation: Golf.

TOUZZEAU, Beatrice: Sales, Legionnaire Sound Productions, has been storyteller on A.B.C. for 10 years, in addition to free-lance work Melbourne stations and recording studios. Following American tour 1940, where she introduced Legionnaire Productions, has concentrated on sales with Legionnaire. Born Australia; ed.

Warwick College, dip. Albert Street Conservatorium of Music. Toured New Zealand



with the Allan Wilkie Shakespearean Company.

TOZER, Jack: Sales Manager Whitford Broadcasting Network. Was Captain A.I.F.; awarded M.C. and M.M. Great War. Has been eight years in commercial broadcasting. Born: Melbourne, Victoria, 1892. Private address: Thomas Street, Nedlands, W.A. Club: C.T.A. Recreations: Sport.

TRENHAM, Harold C.: Managing Director, Standard Telephones and Cables (A/sia) Ltd., 253 Botany Road, Alexandria, N.S.W. Educated Manchester Technical College, M.I.R.E. (Aust.). Qualified



City and Guilds, London. Up to 1906 Engineer British Post Office. To 1926 Superintendent of Installations Western Electric Co. Ltd., 1923-30. Deputy Manager, Standard Telephones and Cables Ltd., London. To 1932, managing director, Creed & Co. Ltd., London. Director, Standard Telephones and Cables Ltd., London. Director International Telephone and Telegraph Co. Ltd., 1935; came to Australia in present position.

TUPPER, Frederick Cyril: Sporting and Racing Commentator, 3AW Melbourne. Visited



India 1917, N.Z. 1922, Straits Settlement 1923, America 1924. Joined 3AW 22/2/32. Recreations: Golf and motoring. Born: 11/3/03.

BROADCASTING WHO'S WHO (contd.)

W

WARD, Ronald E.: Manager 7QT. Served three years South Australian Education Department. Joined staff of Launceston Church Grammar School,



1932. Conducted sporting session from 7LA and organised 7LA Boys' Club during spare time. Appointed manager 7QT 1933. Has represented State in cricket and football. Born Adelaide, South Australia, 1905. Educated Woodville High School, South Australia. Recreations: Cricket, tennis, golf, gardening.

WATSON, John: Sales executive of Macquarie Broadcasting Services Pty. Ltd. Had wide experience in selling and advertising. Some years advt. manager of Advanx Tyre Rubber Co. Later to Canada to open and manage branch of that company Vancouver. Returned Australia, joined 2GB, took part in all phases of broadcast station activities, concentrating on sales. Later, advertising manager 2KO Newcastle, and subsequently general manager for New Zealand of Radio Features Ltd., as well as becoming a director of the parent organisation of Carlton Carruthers Ltd. Returned Australia, joined Macquarie Broadcasting Services Pty. Ltd. N.S.W. record holder for backstroke swimming, twice third in Canadian championships, represented Canada against America. Won cross-the-harbour 2½ miles race, Vancouver. Played first grade (Rugby Union) Canadian Rugby. Won "blue" for boxing at Victoria College University, New Zealand.

WAUGH, Tom: Station manager 2KM. Married. Age 24. In radio 5 years. First with 2KO. Transferred 2LM copywriter-announcer. Later at 4AY in charge copy, advertising. Appointed present position 1939. Hobbies: Horse riding.

WELCH, Eric: Sporting commentator, 3DB, Melbourne. Served with A.I.F. Great War two years. On return took up science course at University, then went to New Guinea with the Commonwealth Service Department for two years. News-

paper work for the next five years, then special turf writer for the "Argus." Became



South Australia General Motors (Aust.) Pty. Ltd. World tour 1928. U.S.A., Great Britain, Europe, studying merchandising and sales promotion methods. Hobby: Philately.

WHITFORD, Archer P. H.: Chairman of directors 6AM, 6PM, 6KG, 6GE. Has been in commercial advertising 30 years. Born: Moonta, South Australia, 1888. Private address: "Novar," Bellevue Hill, Sydney. Recreations: Golf and swimming.

WHITFORD, Frank Roy: Managing director 6AM, 6PM, 6KG, 6GE. Born: Moonta, South Australia, 1890. Recreations: Gardening, fishing, golf.

WHITMORE, John W. Tamworth: service manager, 2TM. Graduated from motor carrying business. In January, 1935, appointed works manager, Tam-



sporting commentator for 3LO for six years prior to becoming sporting and special commentator for 3DB. Hobbies: Racing and tennis.

WELLS, Harold R.: Program manager, 6AM Broadcasters Ltd. Private address: 92 Herbert Road, Shenton Park, W.A. Married. Was for 5½ years with 6WF, being original announcer (1924) in W.A., also 5 years program director; 2 years manager of High Flyers' Concert Party, London; 18 months editor "Wireless News," Perth. Interested in D.X. work.

WHITCOMB, T.: Director and chief engineer, 2TM Tamworth. Originally with B.G.E., joining radio department in



1925. In 1928 joined A.G.E., resigned 1938 to construct 2TM transmitter.

WHITE, David: Secretary 6AM Broadcasters Ltd. Born: Kalgoorlie, W.A., 1900. Private address: 25 St. Leonard's Ave., West Leederville. Recreations: Swimming, tennis.

WHITE, Randal M., M.A. (T.C.D.): General manager Station 5DN Adelaide. Gov. director 5RM. Previously assistant



manager 5DN for 3½ years. Prior to entering the radio field was sales manager for

worth Machine Brick Co. Holds rank of captain in A.M.F. and for 3 years commanded 2nd (O) Amn., Coy., A.A.O.C. Joined 2TM June, 1935, as salesman, subsequently announcer-copywriter, musical director, publicity officer. Educated Drummoyne, N.S.W. Public School. Born: August 19, 1905, Greenwich, N.S.W.

WHYKES, Ernest J. W.: Secretary and advertising manager 3BA Ballarat since inception. Is public accountant in Ballarat and member of Commonwealth Institute of Accountants and A/sian Institute of Secretaries, and Licensed Companies Auditor. Appointed advertising manager 3BA 1935. Born: 6/4/03. Recreation: Bowls and cine-photography.

WILSON, Horace B., M. I.R.E. (Aust.): Manager 2AY. Educated: The Seddon Memorial Technical College, Auckland, N.Z. Passed the New



Zealand Electrical Draughtsman's examination at the Auckland University, 1926. Commenced business as a radio serviceman for A. G. Healing Ltd., 3 years. Became assoc. with W. J. Bland's Radio factory 2½ years, then design engineer to Messrs. Duncan and

(Continued next page)

BROADCASTING WHO'S WHO

Wilson, H. B. (contd.)

Co.'s Radio factory. Appointed departmental manager until August, 1934, when joined "The Advertiser" Broadcasting Network as maintenance engineer; was appointed senior tech. 1936, and chief recording engineer 1938; resigned to take up position with A.W.A. November, 1939. Holder of A.O.P.C., Limited Broadcast, First Class Commercial and Second Class Commercial Operator's Certificates. Born: June 5, 1911, Kalgoorlie, W.A.

WILSON, Warne A.: M.I.R.E. (Aust.): M. Wireless Inst. Aust. Marconi Diploma. Manager and station engineer 3BA Ballarat since inception 1930. Served apprenticeship as electrical winder and fitter, en-



gaged in radio work and experiments from 1920. Well-known amateur transmitter since 1922-A3RY and VK3WA. Born: 12/12/1900 at Auburn, Victoria. Hobby: Amateur

WOODLAND, Cecil Valentine: Manager 2LM. Served with A.I.F. Great War for two years. Occupied positions as sales manager and manager in commercial sphere (furniture trade) before entering broadcasting. Chief announcer and children's entertainer at 4QG Brisbane, 4BC Brisbane, 4GR Toowoomba, and 4BK Brisbane. Manager of 4BU Bundaberg, before accepting present position. Engaged in radio since 1926. Born: Melbourne, February 14, 1899. Educated: Queensland primary and secondary schools. Recreations and hobbies: Literature, cricket, fishing, motoring.

WORRALL, David Thomas: Manager 3DB. Past president Australian Federation of Commercial Broadcasting Stations. Served Australian Field Artillery 1915-18. Journalist, Syd-



ney "Sun," Newcastle "Sun," Melbourne "Sun," "News Pictorial," 1913-1925; New York newspaper representative 1925-1928, Melbourne "Herald" 1928-

29, manager 3DB since 1929. Born: Parramatta, 1894. Private address: 73 Amerway, Camberwell, Victoria. Recreations: Golf, tennis, swimming.

WYNNE, Alfred Percy: Proprietor Wynne's Music Store, Maryborough. Managing director 4MB; 17 years W. H. Paling and Co., Brisbane, as apprentice, town tuner, country salesman, sales manager. Past 20 years conducted own music store in Maryborough, Q'land. Managing director of Maryborough Broadcasting Co. Pty. Ltd. for past seven years.



Born: Warwick, Queensland, April 24, 1885. Educated: Old Normal School Brisbane. Private address: Kent Street, Maryborough. Recreation: Golf. Hobby: Business. Clubs: Maryborough and Wide Bay Club, Rotary Club, Golf Club, Past president, Elstedford Council of Queensland, Chamber of Commerce (Maryborough), Maryborough branch R.A.C.Q.

YELDON, Russell Arthur, J.P.: General manager and director 2WL. Electrical engineer, was associated with Engineers' Branch, R.A.N.C., during latter part of war. Went



to Wollongong 1922 in employ of company installing town lighting. Subsequently contracts engineer during installation of town lighting at Kiama. Established own electrical engineering business Wollongong 1925. Early 1931 secured broadcasting licence for 2WL and conducted it as a privately owned venture until December, 1936, when present company was formed. From December 1936, director and general manager of Wollongong Broadcasting Pty. Ltd. Born: Sydney. Educated: Burwood and Sydney Technical High School. Private address: "Maroomba," Church and Edward Streets, Wollongong. Recreations and hobbies: Golf and ocean fishing. Clubs: Royal Automobile Club of Australia, and N.S.W. Masonic Club.

WHO'S WHO

in the Advertising Agencies

C

CANNY, Fergus, Frederick: Managing director, Fergus Canny Advertising Pty. Ltd., 15 Hamilton Street, Sydney. Born 1907. Educated Guildford Grammar School, Western Australia. Joined advertising



department "West Australian," 1925. Advertising manager, Nicholson's Ltd., Perth, 1927. Founded Canny Advertising Service, Perth, 1929. Sold out to limited company, 1935, visited England and Continent, 1935-6. Joined Catts-Patterson, Sydney, 1937. Established present company, 1938.

CARRUTHERS, Thomas Ramsay: Media Manager J. Walter Thompson (Aust.) Pty. Ltd. Educated Sydney Technical High School. Studied architecture before entering advertising. Joined J. Walter Thompson (Aust.) Pty. Ltd. in 1931, and for several years acted as Production Manager. Recreation: Golf.

CLARK, Perce J. R.: Born Melbourne October, 1899. Commenced career as a designer of stained glass, then practised as a free lance artist for some years. In 1924 joined the advertising department of Reuters, and in 1926 transferred to Morgan, Troedel and Naylor. In 1927 joined Goldberg Advertising Pty. Ltd., Melbourne, as staff artist, and in 1935 appointed director of this company.

CREELMAN, Edmond Joseph: Media manager, Thompson and Associates, 77 Pitt Street, Sydney. Born, November 4, 1914, Wairarapa, N.Z. Commenced advertising Chas. Haines Advertising Agency, Wellington, 1923. Joined Thompson and Associates, August, 1939.

D

DEARTH, Henry Alan: Producer The Lux Radio Theatre. Born Fulham, London, 12/8/08. At age of 8 won scholarship to Winchester Cathedral, later graduated to Cranleigh School where for a time was School Choir soloist. Came to Australia 1926. After 3 years in country and 2 years in Sydney, joined J. C. Williamson's for 4 years. Six months with A.B.C. then joined 2GB as announcer until March, 1939, when joined J. Walter Thompson Aust. Pty. Ltd. Agency and became producer of Lux Theatre. Is also M.C. and Producer of "Melody Riddles." Hobbies: Tennis, golf; likes a good movie and good music and a good radio play.

DOBBS, S. Beardsley: Managing director, J. Walter Thompson (Aust.) Pty. Ltd., Sydney. Wide experience of advertising and selling past 16 years. With Boston Paint and Varnish Co., Cambridge Associates of Boston, Livermore and Knight, advertising agents, of Providence, Rhode Island. Went to New York in 1932 as sales and advertising manager

Calsodent Company of New York. Following year joined J. Walter Thompson Co.'s New York office. Was the program director of several important radio programs, including Burns and Allen, the famous Walter Winchell broadcasts, Pathe News of the Air. For two years was assistant accountant executive on the Shell Company's advertising in the United States. Joined the Australian company July, 1936, and worked as co-director with Mr. M. L. Stiver, and appointed managing director July, 1937.

DOWLAND, D. Graham: Director in Charge of Radio Department of Gotham (Australia) Pty. Ltd. Previously controlled Radio Department of Country Press Limited. Responsible for sale of many radio features, including "Count of Monte Cristo," "Charlie Chan," "Fu Manchu," "Sentimentalist in Musicland," etc. Born 1902 Croydon, England. Educated Tonbridge School, Kent. Recreations: Golf and swimming.

AGENCY WHO'S WHO (contd.)

E

EDMONDS, Eric: Accounts executive Trans-Radio Advertising and Program Service. Born Cobar, 1911. Extensive experience in radio announcing, production work and amateur theatricals. Advertising manager of Selfridges (A/sia) Ltd. Joined Trans-Radio in 1939. Is now manager of Trans-Radio's Brisbane branch. Hobby: Gardening. Recreations: Tennis, swimming and golf.

F

FOX, Matt. J.: Born Jan. 30, 1880, County Meath, Ireland. Educated Trinity College, Dublin, five years study medicine. Spent some time in South Africa, and has visited every town and village in Australia when compiling historical works, including "History of Queensland," "Encyclopedia of Western Australia," "History of North West of Australia." Was associate advertising manager of Fox Advertising Service, Sydney, 1924. Address: Fox Advertising Service Pty. Ltd., 115 Pitt Street, Sydney. Recreations: Riding, golf.

G

GARDEN, Basil G. D.: Born Melbourne, 1901. Educated Wesley College, Melbourne (1913-18). Joined editorial staff Melbourne "Herald," 1920. With Sydney "Evening News" and Associated Newspapers, 1928-1929. Then transferred to advertising, joining Griffin Shave Agency in Melbourne; to Catts-Patterson (Victoria) Pty. Ltd. in 1932 to handle Ford Motor account. In 1937 appointed a director of Goldberg Advertising Pty. Ltd., Melbourne, in charge of Chevrolet section of General Motors Holdens Ltd. account.

GRIFFITHS, Alexander Robert: Dip. of Adv. Co-partner Griffiths Huse, Melbourne. Served all branches advertising. Executive and finance committees, Victorian Missions to Seamen. Student of International politics; spent part of life on the Continent of Europe. German linguist. Born: Scotland. State, secondary and university education. Recreations and hobbies: Golf, swimming, music and philately. Clubs: Tivoli, British Industries, Prahrav Philatelic Society, Klub zu Bremen.

H

HARRIS, Wilfred Leslie: Sales manager Trans-Radio Advertising and Program Service since 1936—extensive experience in sales, wholesale and retail. Born: London, 1908. Single. Recreations: Cricket, tennis, surfing and dancing.

HAWKINS, Eric Geoffrey: Born Leicester, England. Came to Australia 1930. Worked on the land for 12 months. Entered advertising through S. & N. Meyer Pty. Ltd. as copy writer. Advertising manager, Westcott, Hazell and Co. Pty. Ltd., 1933-35. Founded Hawkins Advertising 1935. Now managing director Hawkins Advertising Pty. Ltd., 12 Spring Street, Sydney. Age 28. Married. Hobbies: Fishing, shooting, surfing, camping.

HAYSON, W. John: Managing director W. John Hayson Co. Pty. Ltd., founded 1937. Educated Melbourne Technical School. Salesman Rhodes Motor Co., 1926-29. Promoter proprietary lines div. Australian General Electric Co. 1929-32. Sales manager Lucullus Ltd. (wholesale dept.) 1933; advertising executive Indian Corp., Springfield, U.S.A., 1929, and Melbourne Advertising Agencies 1934-37. Private address: 19 Millicent Av., Toorak. Recreations: Golf, tennis, cinematography, Y. M. C. A. Youth work. Member of the board of Victorian Institute of Advertising.

HICKLING, Rupert Charles: Born: Melbourne, 1906. Manager, radio division, Goldberg Advertising Pty. Ltd., Melbourne, and producer of Goldberg radio productions. Previously held radio and adver-



tising executive position with Catts-Patterson Co. (Victoria) Pty. Ltd. Private address: Venezia Court, Beaconsfield Parade, St. Kilda, Victoria.

HUNT, W. R. Stuart: Director N. V. Nixon and Co. Pty. Ltd. Born: January 21, 1906, Box Hill, Vic. Served literary staff Melbourne "Herald," Sydney "Evening News." Commenced advertising experience in 1926 with Melbourne agency, and later employed as advertising manager C. C. Wakefield & Co. Ltd. in Sydney and Melbourne, and later in a similar capacity for the Alba Petroleum Co. of Aust. Pty. Ltd., Melbourne. Joined N. V. Nixon and Co. Pty. Ltd., September, 1937. Appointed Director, September, 1939.

Winner "Sun"-3KZ play competition, 1938, and author of series "Lone Hand" stories in addition to other radio features.

HUSE, George John: Co-partner Griffiths Huse, Melbourne. Enlisted 1914, original 14th Batt., A.I.F., served Gallipoli, Egypt, France, Belgium, mentioned twice in despatches, gained commission on field. Intelligence Officer and Asst. Adjutant 14th Batt., France. Adjutant 1st ship to bring original Anzac on leave from France. Lectured throughout Vic., S.A. and W.A. with Australian War Museum. Two years manager plantation German New Guinea. Studied and practised advertising in N.S.W., S.A., Vic., Tas. and N.Z. Born: Stawell, Vic. State, Technical and Cambridge University education. Private address: 18 St. Vincent's Street, Caulfield, Vic. Recreations: Golf, cricket, football and debating. Clubs: R.S.S.I.L.A., Adelaide.

J

JARVIS, Ewart L.: Director, J. Walter Thompson Australia Pty. Ltd., and manager of Melbourne office. Educated King Edward's Grammar School, England. 4 1/2 years war service with Imperial Forces. Occupied executive positions with Dunlop Rubber Co. Ltd., England; Alf. Adams Pty. Ltd., Melbourne; General Motors Holdens Ltd.; Goldberg Advertising Pty. Ltd.; and Catts-Patterson Ltd. In the employ of J. Walter Thompson Aust. Pty. Ltd., during 1930-2, and rejoined in June, 1936.

JOHNSTON, Edward Allen, J.P., F.O.A.: Partner in Johnston Jones Advertising. Teaching at the Fortitude Valley State School, Brisbane, for nearly two years, passed two pupil teacher examinations. At 18 years of age joined Reuter's service. At 21 was appointed manager at Charters Towers; at 24 manager at Coolgardie; and 26 manager at Adelaide. At 30 transferred to Brisbane as manager for Queensland. After 15 years service in Brisbane, opened own advertising agency and traded as Johnston Advertising Pty. Ltd. for 17 years, when the present firm of Johnston Jones Advertising was established. Born: South Pine, near Brisbane, January 17, 1874. Educated: Warner State School, South Pine, Fortitude Valley State School, Brisbane. Private address: "Montpelier," Wickham Terrace, Brisbane. Recreations: Golf. Club: Royal Queensland Golf Club.

JONES, John Henry, M.A. (Sydney): Partner in Johnston Jones Advertising. Civilian prisoner of war in Ruhleben (Germany) 1914-1918. Teacher in Department of Public Instruction (Queensland), and one-time lecturer in Economics and essay writing in the Workers' Educational Association (Queensland). In 1924 established the J. H. Jones Advertising Service. April, 1936 Amalgamated with Johnston Advertising Pty. Ltd. to form the present firm Johnston Jones Advertising, Brisbane. Member of Senate of University of Queensland since 1937. Born: Brisbane, February 26,

1888. Educated: Brisbane Grammar School, Sydney University, Berlin University. Private address: 305 Cavendish Road, Cooparoo, Brisbane, Queensland. Recreations and hobbies: Yachting and golf, reading and music. Clubs: Royal Queensland Yacht Club, Brisbane Golf Club.

K

KELLY, F. T.: Catts-Patterson Agency, Sydney, has had wide experience in journalism and advertising in U.S.A., India, Far East, and Australia. Author of three works dealing with health, physical education and social problems. Account executive.

L

LEVY, Alfred A.: Born: Sydney, N.S.W., December, 1911. Educated Huntley College, Martin, N.Z. (1922-23), and Scots College, Sydney (1924-28). Joined Goldberg Advertising Agency Ltd., Sydney, 1928. Appointed media manager of that organization 1933. Transferred to Goldberg Advertising Pty. Ltd., Melbourne, 1935, and appointed director.

M - Mc

MACKAY, Ian: Manager, Wellington branch of Spanjer Advertising Agency. Educated St. Patrick's College, Wellington. Early experience with country papers, editor at age of 18, of "Taihape Daily Times." Subsequently, through ill-health, forced to give up regular newspaper work. Under non de plume of Hori Makaire, has contributed freely to New Zealand and overseas magazines. Was founder of "N.Z. Outdoor," and is its present editor. Hobbies: Maori history, trout fishing.

McNAIR, William Allan, M. Com., Dip. Soc. Sc. A.A.I.S., A.R.A.N.Z.: director, secretary and research manager, J. Walter Thompson (Aust.) Pty. Ltd., since 1932. Educated Auckland Grammar School and Auckland University College. Ten years business, legal and teaching experience in New Zealand before entering advertising. In 1927 wrote extensive study of New Zealand's trade with the East. Joined J. Walter Thompson organization in 1930, as accountant and research manager, Wellington office. Since specializing in advertising, has conducted numerous market and media surveys, and in April, 1937, published a comprehensive text book on advertising and broadcasting, entitled, "Radio Advertising in Australia."

AGENCY WHO'S WHO

W

England's best known accounts, including Austin Reed, British Medical Association, Cadbury's Churchman's, Kodak, Kruschen, Mobiloil, Vita Glass, Wolsey Underwear. Author of two standard works on advertising practice.

RYDER, R. T. J.: Director, Spanjer Advertising Agency and manager Auckland branch. Been associated with this firm nearly 4 years, previous to which was for several years on staff of another large agency. Early experience in journalism as freelance. Hobbies: Medicine, athletics.

S

SHORTRIDGE, C. W.: General manager of Catts-Patterson Co. (N.S.W.) Pty. Ltd. Born and lived in Australia until 23, then went to England and was appointed joint advertising manager of Harrod's, of London. Has since worked in advertising in Canada, U.S.A., and New Zealand. Was for five years manager of Catts-Patterson's New Zealand Agency. Now active in radio advertising.

SING, James Kenneth: Accountant and media manager. Trans-Radio Advertising and Program Service since 1937; previously associated with building trade. Born: Marlborough, 1918. Single. Recreations: Cricket, baseball, swimming and tennis.

SPANJER, H. R. T.: Governing director of Spanjer Advertising Agency Ltd., Christchurch, Wellington, and Auckland (New Zealand). Founded agency July 1, 1920. Previously, for 13 years engaged in journalism on staffs of metropolitan newspapers and in Parliamentary Press gallery. Recreation: Golf.

TAYLOR, Clem Richard: F.O.A. Managing Director Clem Taylor Advertising Service Ltd. Held present position for 20 years; previously was Australian Sales Manager—Australian United Paint Co. Ltd., and Sales Manager, Clarkson Ltd., Adelaide. Born: Adelaide, January 25, 1896. Educated: Pulteney Grammar School and Hayward's Academy. Private address: 103 Moseley Street, Glenelg, South Aust. Recreations and hobbies: Bowls, fishing, photography. Clubs: Rotary.

THOMPSON, Victor Ewart, F.O.A.: Prop. Thompson and Associates, Ad. Agency, 77 Pitt Street, Sydney; est. 1938. Born November 13, 1906, Wellington, N.Z. Educated Auckland Grammar. Com. advtg. "Auckland Star." 1922, joined Chas. Haines Ad. Agency, 1925, Goldberg's Ad. Agency, 1930. Recreations and hobbies: Riding, golf, tennis. Address: 77 Pitt Street, Sydney, N.S.W.

ment and Homer M. Kerr Advertising Agency. Private address: 160 New South Head Road, Edgecliffe. Recreations: Surfing, ski-ing.

MOONEY, Leo Joseph: Director Mooney-Webb Pty. Ltd., 1912, advertising manager retail departmental store. 1914, advertising manager footwear manufacturer. 1920-1925, advertising manager Ackmans Ltd., furniture. 1925, opened and managed Goldberg's Advertising, Melbourne office. 1926, executive production Samson Clark Price Berry. 1928-1937, director Mooney-Webb Pty. Ltd. War service, gunner 1914, A.I.F. at Gallipoli (6 months), Lieut. Royal Field Artillery, Flying Officer in France and instructor Royal Flying Corps. Officer in charge Supplies R.F.C. Army of Occupation. Born: July 25, 1891. Educated: Xavier College, Kew, Victoria. Recreations and hobbies: Golf, photography. Clubs: Naval and Military Club, Kingston Heath G.C., Sandringham Club.

MOTHE, Frederick William, B.A., M.B.E.: Born: Wellington, N.Z., January, 1889. Educated Wellington College. Graduated Victoria University, N.Z. (Economics), 1912. Served Great War, 1914-1919. Member of Order of the British Empire (Military). Joined Goldberg Advertising, 1925. Appointed director London office, 1926. Managing director N.Z., 1931. Managing director Australian Organisation, 1936. Sports: Rowing, golf.

MYGATT, Philip F.: Radio director, J. Walter Thompson (Aust.) Pty. Ltd., from January, 1939. Educated Princeton University. Five years radio department, J. Walter Thompson Co., New York and Hollywood. Handled following programs in United States: Lux Radio Theatre, Pond's Program (with Mrs. Franklin D. Roosevelt), Swift Program (with Sigmund Romberg and Lionel Barrymore), and J. B. Williams Company's "True or False" program. Associated with Standard Brand programs, Chase and Sanborn Hour, Rudy Vallee, Shell Variety Program. Also experience in commercial work and copywriting. Has written original plays and adaptations performed on Lux Radio Theatre and Jimmy Melton's Hour Variety Show.

N

NIXON, Noel Vandervord: Managing director N. V. Nixon and Co. Pty. Ltd. Born: April 23, 1908, Armadale, Victoria. Educated Scotch College, Melbourne. Entered advertising, 1926. Served with agencies Melbourne, Sydney and Brisbane since then. Established business April, 1935.

R

RUSSELL, Gilbert: Catts-Patterson Agency, Sydney, was for 13 years production group manager in London Press Exchange. Has written or directed writing of copy for many of



artist. In 1925, when professional manager for Allen and Co., music publishers, was engaged by "Farmers" 2FC as announcer-entertainer. Commenced commercial radio 1930. Held position announcer-salesman with Stations 2GB, 3AW, 2UW. Established agency for radio exclusively 1937. Born: Melbourne, March 10, 1900. Educated: Melbourne. Private address: "Lochiel," Orang Avenue, Pymble. Recreation: Breeding dogs.

MAXWELL, Sidney Aubert: Director Trans-Radio Advertising and Program Service. Was officer of Commonwealth Bank for over 9 years. Prominent in automotive circles, holding sales executive positions. Chairman of the commercial vehicle division of the Motor Traders' Association. Member of the executive of the M.T.A., 1931. Sales executive experience in grocery and chemical industries. Prominent sportsman—captain of Leichhardt Rowing club for some years;



hon. secretary of the N.S.W. Rowing Association. Regarded as an able organiser with a natural flair for entertainment. Born: 22/10/1900, Waverley, N.S.W. Club: Royal Automobile Club of Australia. Recreations: Rowing, tennis, swimming, and physical culture.

MOLONEY, Edward J.: Account representative and radio copy chief for J. Walter Thompson (Aust.) Pty. Ltd., Sydney. Prior to joining J. Walter Thompson Co. was with Farmer's advertising depart-

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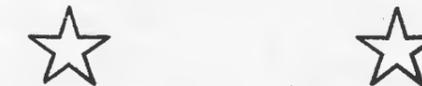
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