

Among the Sponsors

Salmond & Spraggon have renewed contract with 4BH Brisbane, for 1-minute recorded announcements in the breakfast session for Andrews Liver Salts.

B. S. Worfold, Valley Jewellers, are using 25 word direct announcements in the 4BH breakfast session, 6 mornings a week.

Manahan & Sons Ltd., Brisbane chain grocers, have contracted for 25 word direct announcements in the 4BH "Why I Shop in the Valley" feature, 6 mornings a week in the breakfast session.

4BH breakfast session now carries, 6 days a week, 25 word direct announcements for S. Aroney, Brisbane fish merchant.

Mrs. A. Dixon, children's wear specialist, Brisbane, has placed a new contract with 4BH for 1-1/2 hour weekly in the 4BH women's session. The feature is entitled "Bringing Up Baby" and forms a part of the 4BH "Home Magazine of the Air" from 9 to 10 a.m., 5 mornings a week.

Public Benefit Bootery Ltd. have renewed their contract on 3XY for five quarter-hour sessions per week, two being used as formerly on Tuesdays and Thursdays at 12 noon, and three at 10.30 a.m., on Wednesdays, Thursdays and Fridays. Contract covers 52 weeks.

Swifte College of Music have renewed their contract on 3XY for quarter-hour sessions Sundays at 9.45 a.m., featuring "Melodies in Rhythm." Contract covers 26 weeks.

Among new contracts at 2WL are three 15-minute programs, "What's In a Name" (Gibbey's), "I Saw It Happen" (Pepsodent), and "Quiz Kids" (Colgates). McWilliams Wines Pty. Ltd. have contracted a half-hour show, "The Bright Horizon," and Seppelts Wines have renewed their half-hour presentation of "Reflections in a Glass."

The following advertisers have contracted for one minute announcements on 2WL:—Andrew's Liver Salts (78); Lever Bros.—Atkinson's Skin Deep Cosmetics (39); Ford Motors (13); Peck's Pastes (additional 39); Sunday Telegraph (52 evening, 78 daytime); Colgate-Palmolive — Protex 78 breakfast 52 women's, 52 evening; Colgate-Palmolive—Klex 104 evening).

COMMERCIAL BROADCASTING

Vol. 11, No. 4; Thurs., Aug. 13, 1942
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SUBSCRIPTIONS: Miss C. Lewis.
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146 Foveaux Street, Sydney.
G.P.O. Box 3765.
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16 Commercial Broadcasting, August 13, 1942

JULY LICENCE FIGURES

	June 1941	July 1942
NEW SOUTH WALES.		
New Issues	4,630	4,140
Renewals	41,279	41,650
Cancellations	4,984	4,250
Monthly total	494,884	500,450
Nett inc. or dec.	—354	—116
Population ratio	17.66	17.89

VICTORIA.		
New Issues	5,128	2,470
Renewals	30,799	33,850
Cancellations	4,202	2,030
Monthly total	362,790	371,560
Nett increase	926	431
Population ratio	18.97	19.17

QUEENSLAND.		
New issues	1,932	1,410
Renewals	15,106	15,380
Cancellations	1,421	1,650
Monthly total	168,216	172,520
Nett inc. or dec.	511	—237
Population ratio	16.34	16.64

SOUTH AUSTRALIA.		
New issues	1,591	1,300
Renewals	13,095	12,990
Cancellations	1,026	1,630
Monthly total	131,232	137,240
Nett inc. or dec.	565	—337
Population ratio	21.61	22.50

WESTERN AUSTRALIA.		
New issues	1,319	1,270
Renewals	9,083	9,180
Cancellations	1,038	1,210
Monthly total	91,368	91,940
Nett increase	281	58
Population ratio	19.51	19.80

TASMANIA.		
New issues	424	477
Renewals	4,482	4,720
Cancellations	418	170
Monthly total	44,716	46,400
Nett increase	6	293
Population ratio	18.39	19.44

COMMONWEALTH.		
New issues	15,024	11,050
Renewals	113,844	117,850
Cancellations	13,089	11,050
Monthly total	1,293,266	1,320,070
Nett increase	1935	47
Population ratio	18.32	18.50

The above totals include free licences to the blind—2,562 (1941) and 2,491 (1942).

Salmond and Spraggon (Aust.) Pty. Ltd., through George Patterson Pty. Ltd., have contracted with 2UE for spot announcements advertising Andrews Liver Salts.

Foley Bros. Pty. Ltd. (O'Brien Publicity Pty. Ltd.) are using 2UE for slogan announcements before the news broadcasts in the breakfast session.

C. T. Lorenz (Trans-Radio) have signed for 100 word announcements on 2UE prior to the Tuesday 9 p.m. BBC news.

J. J. McHugh, Mac-Ray Health Clinic has renewed with 2UE for 10 minute talk each Wednesday at 11.15 a.m. and Sunday at 5 p.m. for a period of 52 weeks.

Clements Tonic, through Trans Radio have signed for spot announcements in the 2UE evening session and also with Associated Sport Broadcasts during the Saturday afternoon race sessions.



Arnott's Pty. Ltd. (Agency, J. B. Percival) have again renewed their spot announcement campaigns on 2GF Grafton and 4TO Townsville. Announcements are scheduled in the daytime sessions.

Under a new contract placed with 2GB, Penfold's Wines Ltd. are presenting a series of 5-minute sessions three nights a week. The time used is 9.15 Monday and Friday, and 9.30 p.m. Saturday. These five minutes are programmed as Penfold's Evening Star, and each session features a recorded artist. The contract was placed by Fergus Canny Pty. Ltd.

To introduce the Barcroft Cabaret to a wider clientele, the proprietor is sponsoring under the title of "Barcroft Cabaret" a series of 15-minute sessions based on popular dance music and presented Sundays at 1.15 p.m. from 2GB.

The Colgate-Palmolive Co. has contracted through George Patterson Pty. Ltd. for a series of 1-minute announcements on 2CH.

William Arnott Pty. Ltd. is using 2CH for 100 word announcements over a long period. (Agency, J. V. Percival).

Foley Bros. have renewed their contract for scatter announcements incorporating the slogan, "Better-better—better buy it," on 2CH. (Agency, Edward H. O'Brien).

Through Trans-radio the Australian Chemists' Alliance has contracted with 2CH for 100 word announcements advertising Ant-acid Powder.

W. J. Dickinson (Agency, Gothams) has contracted for a continuation of their sponsored sessions on Figure Control in the 2CH "Home Harmony" sessions conducted by Joan Read.

C. T. Lorenz Pty. Ltd. is using 2CH for a series of 100-word spots, advertising eye treatment. (Agency, Trans-radio).

Australian Paper Manufacturers have commenced a series of talks and 25-word announcements on 2CH advocating salvage of waste paper. (Agency, Gothams).

New program releases on 3BO Bendigo include:—

Croft's Radio Revels relayed from 3XY Melbourne each Saturday evening at 8.15 p.m.

Colgate Palmolive Pty. Ltd. have released four 30-minute programs weekly on 3BO.

Cenovis have signed for a second 15-minute session on Wednesday at 8.45 p.m. The feature is "Doctors Courageous."

Renewals on 3BO have been received from Matthews Bros. for 208 x 15 minutes—their current feature "Two Destinies" is broadcast each Monday, Tuesday, Wednesday and Thursday evening at 7.45 p.m.

John Campbell Pty. Ltd., Brisbane hair-dressers, have contracted with 4BC for 52 one-hour sessions every Sunday morning for 12 months, presenting "The Glamour Hour," 60 minutes of highspot music.

312 x 100-word announcements on behalf of Dr. Williams' Medicine Co. have been signed with 4BC-4SB through Reuter's Ltd., while Salmond and Spraggon, through George Patterson Pty. Ltd. have bought one-minute spots for 12 months in the 4BC-4SB women's session.

A further renewal has been received at 4BC through J. B. Percival for William Arnott, while Noble-Bartlett Advertising, on behalf of Taylor Elliotts Pty. Ltd. have contracted for 50 and 100 words in the evening session for 12 months.

W. C. Douglass, another J. B. Percival client, has taken additional advertising in the 4BC breakfast session.

Nestles are using 50-word announcements in 3XY's women's sessions for Milo and Malted Milk.

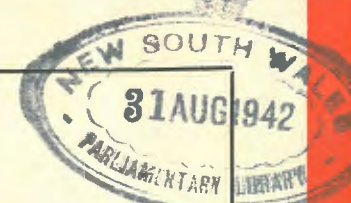
Vol. 11, No. 5
230th Issue)
Thursday
Aug. 27, 1942

Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



A. M. POOLEY'S "WAR DIGEST"

Comes to

2UW

2UW takes pleasure in announcing that Mr. A. M. Pooley's "War Digest"—one of the greatest news commentaries on the air—is now heard in Sydney only from 2UW . . . Mon. to Sat. at 10.15 p.m.

The nightly broadcasts by "The Watchman" (Mr. E. A. Mann) will continue as previously . . . thus providing 2UW listeners with the most comprehensive daily news commentary service in the history of commercial broadcasting in Australia.

Most people listen to . . .

SYDNEY:
49 Market St.,
M6686

MELBOURNE:
18 Queen St.,
MU2819



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

from
"Sun-up"—



to
"Sun-Down"
- and After!!

As the rays of the rising sun creep stealthily over the horizon's Eastern rim, merging black night into grey dawn, dawn into daylight, King Chanticleer sends forth his throaty challenge, his strident notes proclaiming to all and sundry the beginning of another day. Then, having accomplished his task, he contentedly settles to the more mundane things of a humdrum day's life in the barnyard!

2SM too, rises with the dawn, to send forth its bright, cheery message of good will and good fellowship to an awakening metropolis—

—But, it doesn't stop at that — 2SM personalities keep on selling and entertaining, entertaining and selling, all through the day and far into the night; personalities who love their work, who take a great personal interest in the products they sell; who are keen, enthusiastic, popular, and above all, sincere. — These are the people who ensure that YOUR sales message reaches the people you want to reach at the time you want to reach them — any time "FROM SUN-UP to SUN-DOWN AND AFTER!"

2SM Sells More!

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Melb.: Cent. 4705

Sydney: FL 3054

Vol. 11, No. 5

Thursday, August 27, 1942

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

THE TRANSCRIPTION INDUSTRY

To-day in Australia we have a transcription industry, which developing side by side with broadcasting is hardly less important than broadcasting itself.

That the industry does exist as such is an achievement of which all those engaged in it may well feel justly proud. It had a wretched beginning, and even up to comparatively recently always gave the impression of a child with rickets. There are actually fewer producer-manufacturers of transcriptions in the Commonwealth to-day than there were a few years ago. Several ventures backed with too much confidence and too little capital failed to stand the strain of early competition with imported disc shows. They have either folded up completely or have been absorbed into the larger and better organised concerns. Consequently there are now only about a half a dozen first-rate producer-manufacturers of transcriptions.

These are functioning admirably and given their due encouragement by Australian broadcast sponsors and broadcasting stations would be capable of fulfilling all our immediate transcription requirements. Under strenuous war-time conditions there is the problem of materials available for making the discs. This will be dealt with more fully below.

A witness before the Parliamentary Standing Committee on Broadcasting recently set out the growth of the Australian transcription industry very concisely when detailing the experience of his own company in that field.

He said that in the early stages many commercial stations found that they were financially unable to have their own companies of actors and actresses performing a number of plays each week straight on to the air. The cost of each play, in not a few cases, worked out to more than the sponsor was prepared to pay for the whole broadcast.

Stations began buying recorded serials from overseas, principally America, and, up to shortly before the commencement of this present war, continued to do so. Despite the fact that these overseas serials were being landed in Australia almost duty-free, and were offered to Australian stations, sponsors and advertising agencies at low prices, several

Australian transcription companies were able to get established. The overseas programs were available at low prices having more than covered their production costs in the country of their origin. Australian recorded programs however had to be offered at higher prices in order to give some return on the considerable outlay involved for each show. On many occasions good sales were lost, not because a prospective sponsor did not like the local offering, but because an overseas transcription happened to be available at a much lower price.

Despite such setbacks the local industry did progress in a way, and as a result the new industry was able to give much work to Australian writers and artists and to provide Australian commercial stations with many serials of merit—well written and produced and played by the best artists in the Commonwealth—at prices ranging from £5 per quarter-hour episode for the big capital city stations, to as little as 2/- for small country stations.

The same witness referred to above stated that his company found that owing to high cost of production there was only a small margin of profit to be gained from sales to Australian commercial stations. They were able however to sell most of their programs to the national as well as the commercial services in New Zealand, while several sales were made to the South African Broadcasting Corporation, and some to Canada, Hawaii and Suva.

Other transcription producers had similar happy experiences in the matter of effecting overseas sales of Australian-made shows. Even the big American networks have patronised Australian-made transcriptions.

The banning of the importation of overseas discs in order to conserve exchange has given the Australian transcription industry a tremendous encouragement. In the past twelve months all Australian transcription houses have recorded a vastly increased output of disc shows. For the year ended July 31, 1942, one recording studio totalled 1,456 recorded quarter-hours in addition to 273 small discs, representing in all 8,239 separate engagements for artists.

Another transcription making organi-

sation recently revealed that in the past five years it had paid out £7,000 to script writers alone, and over £35,000 in artists fees for plays electrically transcribed.

And while Australia to-day is producing some of the world's finest transcribed shows both from the point of view of production, acting, and mechanical technique, it is very interesting to note what steps have been made on the mechanical side.

A few years ago in the acetate recording field one well known brand of imported blank disc was regarded as the only standard disc worth using. The importer of these discs was also the sole agent in Australasia for an equally famous recording machine which was practically standard recording and playback equipment in all recording studios. When war came this agent became a manufacturer, and to-day the same high quality product is being manufactured locally under patent rights from the overseas firm using almost wholly Australian materials.

Coupled with this an Australian-made and perfected blank recording disc manufactured by another local organisation has taken the place of the previously imported blanks.

War brought an acute shortage of aluminum which for years has been used as a base for the acetate coated blanks. It was recently announced that Australian scientists working in co-operation with Australia's foremost blank disc manufacturer had perfected high quality Australian steel bases to replace aluminum. Recording authorities have stated publicly that these Australian-made blank discs are equal to if not superior to any other known make of disc.

Cutting the Costs

Reference was made earlier to the high cost of making electrical transcriptions. There is no doubt that the problem of cost is one which will have to be tackled very seriously in the near future. Cost of production plus profit must be covered by paid for performance of the play over the air. In Australia with our present limited number of commercial station outlets there are few opportunities of covering production costs of a first-class show on first release rights, and there are few sponsors able to shoulder the whole burden of production costs. These limitations make it necessary for transcription producers to seek overseas markets for their discs. They also point to the writing on the wall which says that disc

show costs must come down. How this is to be done is perhaps a matter for the laboratories. High costs of cutting are not attributable to any wastage. Perhaps this war period will produce some revolutionary changes in the making of electrical transcriptions. Already we find substitutes replacing particular materials previously thought indispensable—as for instance the use of steel instead of aluminium for the ac-

tate coated bases, on which the master cutting is made. It is not inconceivable that as other "essential" materials become more difficult to secure they will be replaced with equally serviceable and possibly much less expensive substitutes. Several of our record and transcription manufacturers have very efficient laboratories, and experimentation with new substances and materials is being carried on all the time.

The Transcription Catalogue

In this issue of "Commercial Broadcasting" we present as complete a catalogue of transcriptions available on the Australian market as it has been possible to compile.

No attempt has been made to differentiate between Australian-made transcriptions and imported disc shows. Our aim has been to give the trade a total listing of available transcribed features.

An examination of the catalogue will reveal a few duplicated listings. These occur in cases of shared rights between interstate organisations, or where selling rights are held by an organisation other than the manufacturer.

A.W.A. SHARED RIGHTS

Betty and Bob—15 x 550—Drama.
House of Peter MacGregor—15 x 454—Drama.
Adventures of Ace Williams—15 x 117—Drama.
Carson Robison and His Pioneers—15 x 119—Musical.
The Buccaneers—15 x 100—Musical.
The Inlaws—15 x 130—Comedy.
In the Crimelight—15 x 100—Drama.
Hope Alden's Romance—15 x 260—Drama.
Problems for Pamela—15 x 156—Drama.
Talking Drums—15 x 156—Drama.

A.W.A. OWNED

Abroad with the Lockharts—15 x 12—Drama.
Adventure on the High Seas—15 x 13—Adventure.
Airships—15 x 13—Narrative.
Aladdin—60 x 1—Pantomime.
Ali Baba and 40 Thieves—60 x 1—Pantomime.
Cinderella—60 x 1—Pantomime.
The Bright Horizon—30 x 52—Musical.
The Masked Masqueraders—30 x 26—Musical.
Rally to the Flag—30 x 13—Musical.
The Life of Cleopatra—15 x 78—Drama.

Coast Patrol (2nd Series)—15 x 104—Air Drama.
Coronets of England—30 x 105—Drama.
The Everybodys—15 x 208—Domestic Comedy.
Five Minute Mysteries—5 x 54—Detective.
You Be the Detective—15 x 156—Detective.
Fred and Maggie Everybody—15 x 624—Drama.
Golden Sanctuary—15 x 52—Musical.
Nigger Minstrels—15 x 44—Musical.
Out of the Silence—30 x 26—Drama.
Paul Wing the Storyman—15 x 39—Juvenile.
Personal Column—15 x 60—Drama.
Plays for the People—15 x 26—Drama.
Rapid Fire—15 x 39—Comedy.
Richard the Lionheart—15 x 39—Drama.
Travellers' Club—15 x 52—Narrative.
When Dreams Come True—15 x 26—Drama.

MAJOR NETWORK

The Sentimental Bloke—30 x 26—Drama.
Mystery of Darrington Hall—15 x 52—Drama.
Captain Midnight—15 x 150—Drama.
To Death and Back—15 x 28—Drama.
Coast Patrol (1st series)—15 x 52—Air drama.
Lost Empire—15 x 180—Drama.
Cavalcade of Drama (11 features, each 13 episodes)—15 x 143—Drama.

Inspector Hornleigh Investigates—15 x 78—Detective.
Bob Dyer, the Last of the Hill Billies—15 x 104—Comedy.
The Crimson Trail—15 x 156—Drama.
Hopalong Cassidy—15 x 156—Drama.
Salt Lake City Tabernacle Choir—30 x 39—Musical.

A.W.A.-3DB FEATURES

Home Sweet Home—15 x 286—Drama.
For Richer for Poorer—15 x 104—Drama.
We Were Young—15 x 52—Drama.
Australian Cavalcade—15 x 26—Drama.
Cavalcade of Comedy—15 x 104—Comedy. (Four titles, each 26 x 15 minutes. Teamwork, Lost property, Cloudy Weather, Bed and Breakfast).
Abraham Lincoln—15 x 52—Drama.
You Ain't Heard Nuthin' Yet—30 x 52—Comedy.
George Wallace—15 x 26—Comedy.
Heart Throbs of the Hills—15 x 26—Hill Billy.
Christmas on the Moon—15 x 26—Fantasy.
MacGregor Fairy Tales—15 x 82—Fantasy.
The Listeners' Club—15 x 100—Musical.
The Lost Child—15 x 26—Drama.
Tena and Tim—15 x 69—Comedy.
Halliday and Son—15 x 104—Drama.
The Green Hornet—30 x 52—Detective drama.
Reporting on the Past—7½ x 54—Comedy.
Marie Antoinette—15 x 13—Drama.
The Lone Ranger—30 x 78—Drama.
Nobody's Island—15 x 26—Drama.
Secret Agent K7 Returns—15 x 39—Drama.
Forever Young—15 x 208—Drama.

ARTRANSA

Gus Gray (Special Correspondent)—15 mins., 52 episodes—Complete in two cases of 26 episodes, sophisticated, detective, newspaper stories.
The Citadel—15 x 42—Radio drama adapted from book of same title by Dr. A. J. Cronin.
Red Streak—15 x 52—Racing drama.
Sorrel and Son—15 x 52—Adaptation of Warwick Deeping book of same title.
Cappy Ricks—15 x 52—Drama built from Cappy Ricks novels by Peter B. Kyne.

Half-hour Features

General Died at Dawn—15 x 26 or 30 x 13—Adaptation of the novel by Charles Booth.
Radio Stage—30 x 26—Self-contained half-hour programs of drama, comedy, mystery, pathos—complete with cast call, and provision for a midway commercial.

(Continued page 8.)

THE LIVING THEATRE

presents . . .

"ESCAPE FROM PARIS"

"SABOTEUR"

"THE DOOMED SHIP"

"WAKE ISLAND EPIC"

These titles and others are a series of hour complete dramatic units, produced in Melbourne and using Australian writers and actors.

Sydney or Melbourne auditions. Processed discs available everywhere except Melbourne, where Mutual Store will be on the air each Friday Night at 9 p.m. with "The Living Theatre presents . . ."

PRODUCED AT THE STUDIOS OF

3UZ

MELBOURNE

N.S.W. Representative:
FRED THOMPSON,
65 York Street,
Sydney, N.S.W.

"Radio Now a Powerful Offence Weapon for the United Nations," says Sarnoff

"To-day radio is more than a strong arm of national defence. It is a powerful weapon of offence . . . playing a vital role on the road to victory for the United Nations," David Sarnoff, president of RCA, stated last Tuesday in his message to the 23rd annual meeting of company's stockholders.

Reminding the stockholders that "national defence was given the right-of-way in all RCA activities long before Pearl Harbour," he called attention to the fact that peacetime standards for progress and success can no longer be safely relied upon but that "the nation, the individual and the business organisation must be controlled by a single purpose to win the war and to win it as quickly as possible.

Nation's Safety First

"The safety of a company can never rise higher than its source, which is the safety of the nation," he continued. "Therefore, until we win the war, no individual, no business, no investment is secure. To-day, the worth of a business must be measured in service, not in dollars."

Discussing the problems of conversion from peace to war production, he said that "in manufacturing, new types of radio instruments, to serve new purposes, have had to be designed and new machine tools procured. Shortages of critical materials have had to be overcome. Thousands of additional workers have been employed and employees both old and new quickly trained for new tasks."

Recalling that when RCA was formed in 1919 a major purpose was to establish a world-wide radio telegraph system, Mr. Sarnoff said that to-day the United States is the communication centre of the world. Since the country entered the war, RCA has opened new radio circuits connecting this country for the first time directly with Australia, New Zealand, New Caledonia, Chungking and Gunming, China, and Iran, he stated.

Radiomarine Corp. of America is devoting practically all of its activities to war purposes, he continued, chiefly in supplying special radio apparatus for ships, while RCA Institutes are training large classes of radio operators and technicians for Government service. In research, he reported, "the war has accelerated, not retarded, the pioneering efforts of our scientists and engineers."

NBC and the BLUE Network are co-operating wholeheartedly with the Government in building morale, selling War Savings Bonds and other war work, Mr. Sarnoff said, continuing:

"Radio has rallied the nation. Supplementing the magnificent service of the American press in the coverage of the war, radio has won high recognition for its timely news bulletins and commentaries. America's leading advertisers, by means of network programs, continue to present to the public great artists, and wholesome entertainment.

"The American soldier, sailor and marine, no matter where his outpost, is within range of the news and entertainment from home. Shortwaves of NBC reach him across oceans and continents. The solidarity of the Western Hemisphere is cemented by radio's straightforward news and friendly program exchange. In international broadcasting, NBC now speaks 10 languages. Among the oppressed people of many lands American radio is called the voice of freedom.

"Television, which holds tremendous possibilities as a post-war industry, is establishing a reputation for itself in the civilian defence program, through its timely service in educating air-raid wardens and the public in air-raid precautions."

Discussing the patent situation, Mr. Sarnoff said that RCA has offered to grant licences under its patent rights to any supplier from whom the Government wants to get war equipment or to furnish to anyone designated by the Government any information desired about apparatus produced by RCA for the Government, regardless of whether or not he is an RCA licensee.

"RCA licensees include rights under the United States patents of many foreign companies," he went on. "No foreigner has any control over any of the licences which RCA grants, and we make no royalty payments or reports of any kind to foreign interests."

RCA's future course, Mr. Sarnoff concluded, will be determined by three main principles: First, to help win the war as rapidly as possible; second, to maintain a sound financial position during these extraordinary times; third, to lay the foundation for the return of peace, when new products and services will be needed to help rebuild a better world.

OUTDOOR SALESMEN RESTRICTED

Under an Order gazetted on August 10 restrictions are placed on the employment of outdoor selling agents (which includes a commercial traveller, canvasser, or outdoor sales assistant) in South Australia by employers who carry on the business of selling any of the goods specified in an extensive schedule to the Order. This schedule includes radios, wireless and electrical equipment and accessories, and refrigerators.

Main points of the new Order are as follows:—

An employer who carries on the business of selling any of the articles in the Schedule to this Order shall not employ any person as an outdoor selling agent for the purpose of that business, except under the authority of a permit granted by the Deputy Director-General of Manpower, and in accordance with the conditions contained in the permit.

The Schedule:

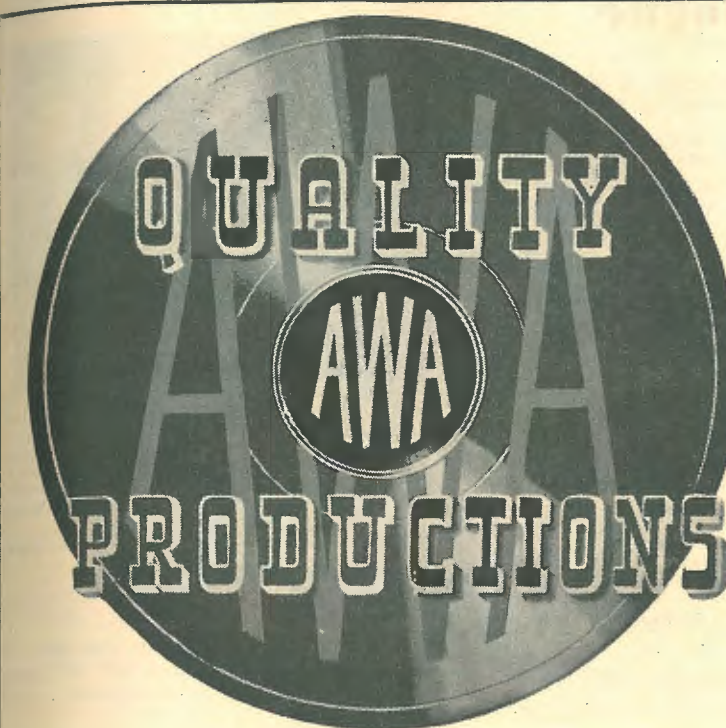
Ale, stout, wines and spirits, aerated waters, cordials and vinegar.
Books and magazines.
Boots and shoes.
Confectionery.
Flowers and plants.
Furniture.
Grindery and leather.
Groceries, soap, shoe and furniture polishes.
Hardware, kitchenware, garden tools and paints.
Household goods, cutlery, mops and ornaments.
Jewellery (real and imitation).
Machinery, including tractors.
Motor vehicles and accessories, petrol and oil.
Office equipment.
Paper, paper bags and boxes.
Patent medicines.
Perfumery, cosmetics and hair oil.
Piece goods, drapery, manchester goods, clothing and haberdashery.
Photographs.
Radios, wireless and electrical equipment and accessories.
Refrigerators, ice chests and cool safes.
Rope and twine.
Sewing machines.
Shaving and toilet articles.
Stationery.
Timber.
Tobacco and cigarettes.

Dated this sixth day of August, 1942.
JOHN J. DEDMAN,
Minister of State for War Organisation of Industry.

Sydney-Melbourne Picturegram Service to be Suspended from August 31

The picturegram service, by means of which facsimiles of photographs, prints and all kinds of documents may be transmitted telegraphically between Melbourne and Sydney, was to be suspended for the duration of the war, the Postmaster-General (Senator W. P. Ashley) announced this week.

The facility had been in operation for nearly 14 years, and the maintenance of the service under present conditions represents a serious problem to the department because of the difficulty of securing replacement parts and for other reasons, the Postmaster-General said. In the circumstances it was necessary for the service to be suspended from August 31 next.



Since the early days of radio, the skill of A.W.A. engineers and the precision of A.W.A. processed recordings have told their own story of a job well done.

To-day the highest quality recorded announcements are those provided regularly for A.W.A. clients. If you are interested in quality transcription processing A.W.A. recording studios are at your service.

QUALITY COMMERCIAL RECORDINGS

Recorded commercial announcements ensure the best delivery of your sales message. A.W.A. Recording Department offers the most speedy and efficient service in the production of all types of commercial recordings.

QUALITY CUSTOM-BUILT PROGRAMMES

For quality custom-built radio features, either musical or dramatic, A.W.A. will supply producer, artists, 'scripts, and all facilities enabling the production of every type of recorded entertainment in Australia or overseas.

A.W.A. TRANSCRIPTIONS NOW AVAILABLE

Forever Young	208 x 15 mins.	Dramatic Moments	54 x 5 mins.
Golden Sanctuary	52 x 15 "	The Everybods	208 x 15 "
The Bright Horizon	52 x 30 "	The Lost Child	26 x 15 "
Nobody's Island	26 x 15 "	Cavalcade of Comedy	104 x 15 "
Australian Cavalcade	26 x 15 "	Rapid Fire	39 x 15 "
Adventure on the High Seas	13 x 15 "	Travellers' Club	52 x 15 "
Air-Ships	13 x 15 "	When Dreams Come True	26 x 15 "
Fred and Maggie Everybody	208 x 15 "	Reporting on the Past	54 x 7½ "

FOR FULL PARTICULARS

AMALGAMATED WIRELESS (A/SIA) LTD.

47 YORK ST.,
SYDNEY. B 0533

TELEGRAMS: "EXPANSE"

167 QUEEN ST.,
MELBOURNE. M4161

Transcription Catalogue

ARTRANSA (Cntd. from page 4)

- In His Steps—30 x 52—Based on book—In His Steps, by Charles Munro Sheldon, which has proved the biggest seller next to the Bible.
- Witch's Tale—30 x 52—Mystery plays, self-contained.. (Aust. rights for 52 except Q'land, only 26).
- Court of Human Relations—30 x 10—Human interest.
- Sunday Players—30 x 52—Dramatised Biblical stories.
- True Detective Stories—30 x 26—Detective.
- Just Supposing—30 x 13—Cross sections of life seen through the magic crystal of Hassan the Mystic—who gazes into the land of what might-have-been.

Serials

- Radio Studio Mystery—15 x 13.
- Airmail Mystery—15 x 13—Mystery serial
- Stratosphere Murder Mystery—15 x 13—Mystery serial.
- Stonehill Prison Mystery—15 x 13—Mystery serial.
- Senate Murder Mystery—15 x 13—Mystery serial.
- Chandu the Magician—15 x 13—Mystery serial of adventure.. (Aust. rights, excluding Victoria).
- Charlie Chan (1st series)—15 x 130; 2nd series—15 x 78—Detective serial.
- Count of Monte Cristo—15 x 130—Radio serial of this great adventure novel by Alexander Dumas. (Aust. rights, excluding Victoria).
- Doc Seller's True Stories—15 x 130—Groups of stories, ranging from four episodes to 26 episodes, are taken from True Stories Magazines.
- Drums—15 x 169—Adventure serial, featuring William Farnum.
- Fu Manchu (1st)—15 x 78; (2nd) 15 x 78—Mystery serial, taken from Sax Rohmer's novels by the same name—The Shadow of Fu Manchu.
- Green House—15 x 65—Human interest, family serial.
- The Inlaws—15 x 126—Human interest family serial.
- Lady Courageous—15 x 78—Human interest serial dealing with the trials, etc., of a newspaper woman.
- Lady of Millions—15 x 103—Featuring May Robson, human interest.
- Madman's Island—15 x 26—Book reading by Ellis Price of Ion Idriess' novel by the same name.
- McCoy-Mendel Agency—15 x 26—Human serial of every-day life in motion picture colony.

- Master of the Gobi—15 x 26—A really exciting and thrilling serial.
- One Girl in a Million—15 x 78—Story of how Sally May coped with the problem of marrying a man she didn't even know, which provides, thrills, action and romance.
- Purple Spider—15 x 26—Serial thriller.
- Rajput—15 x 65—Hindu mystery adventure.
- Secret Diary—15 x 65—Strong women's appeal.
- Sulman Strikes—15 x 52—Mystery.
- Sunnyside—15 x 39—Drama.

Christmas Programs

- Adventures in Christmas Tree Grove—15 x 15.
- Ellis Price in Dickens' "Christmas Carol"—15 x 13.
- Life of Santa Claus—15 x 15.

Historical Programs

- Cross Roads of Destiny—15 x 13—Complete stories.
- Nelson of Trafalgar—15 x 39—Serial of Nelson's life.
- Voice of England—15 x 13.

Self-contained 15 mins.

- Behind Those Walls—15 x 52—Human interest.
- Blair of the Mounties—15 x 29.
- Daredevils of Hollywood—15 x 26—Stories of the people who risk their lives in stunt scenes—Hollywood's star stand-ins.
- Diamond Dramas—15 x 26—Stories based on actual historical occurrences—dealing with most famous of the world's diamonds. Romance—drama—mystery and intrigue.
- Diggers—15 x 26—Digger stories of the last war. Humorous.
- Doctors Courageous—15 x 52—Stories of the lives of famous doctors.
- Dog Stories—15 x 26—Stories are varied and contain some amazing incidents of loyalty of dog to man.
- Dream Melodies—15 x 208—Drama, romance, comedy, all in turn suggested by a melody.
- Exclusive Story—15 x 39—Dramas of action—romance and adventure—news behind the news.
- Family Doctor—15 x 39—Dramatised from personal recollections of author in collaboration with his mother—actually happened to real people in everyday life.

(Continued on page 12.)



Snapped at a recent performance of the MacRobertson Show for the Boys, which 3XY produces each Sunday night in Melbourne Town Hall—Eunice Lloyd (pianist), Coral Gunning (impersonator), H. A. Snelling (general manager, 3XY), and Zell Manners (comedienne).

ARUNDEL NIXON WITH RADIO 2UE

Arundel Nixon is now on the staff of Radio 2UE and will be heard six days weekly in special entertainment programs.

Mr. Nixon is one of radio's best known personalities. Until recently he was with 2GB. He has earned nation-wide publicity through his "King of the Cads" sessions, and these programs will now be featured from 2UE every Monday to Friday, commencing at 12.45 p.m. and concluding at 2 o'clock. He will also conduct a special Sunday program, extending from midday until 4 o'clock.

Arundel Nixon's sessions are unique as far as Australian radio is concerned, and he is credited with having the largest daytime audience in the country. In addition to his "King of the Cads" sessions he is also widely known as an outstanding actor.

PROHIBITION OF HIRE PURCHASE MOOTED IN BRITAIN

The latest issue of the British trade paper, "Wireless and Electrical Trader," carries a report that the chairman of the East and South-East Scotland Price Regulation Committee recently stated that "The time has come when the Board of Trade should follow the example of the United States and prohibit all hire purchase dealings for at least the duration of the war."

ROLA NEWSREEL ENTERS THIRD YEAR

The Rola Radio Newsreel has now entered on its third successive year with Station 3XY Melbourne and Radio 2UE Sydney.

The newsreel is broadcast from Melbourne every Sunday for 30 minutes immediately following the official news programs at 7 p.m.

In the past the newsreel has brought off "many scoops," and every Australian Prime Minister in the last three years has been heard in the program.

Any reasonably good program on a good station may attract 5% of the total listeners in your area.

Add a little thought and expenditure on your program and the 5% may become 50%.

To help you 3DB-LK has spent much money and effort in acquiring programs for potential sponsors.

Here are some of the programs on our shelves awaiting sponsors:—

Human Interest Drama:

Forever Young	208	15-minute episodes
For Richer For Poorer	208	" "
When We Were Young	52	" "

Melodrama:

The Lost Child	26	" "
Nobody's Island	26	" "
Darrington Hall	26	30-minute episodes

Drama:

Coast Patrol (new series)	52	15-minute episodes
Captain Midnight	150	" "
Talking Drums	156	" "
Abraham Lincoln	52	" "
K 7 Returns	78	" "
Cleopatra	78	" "
Out of the Silence	26	30-minute episodes
The Sentimental Bloke	26	" "
Green Hornet	52	" "

Music, Variety, Comedy:

Bright Horizon	52	30-minute episodes
George Wallace and Gang	13	" "
Blinkhorn's Range Riders	13	15-minute episodes
Davey's Casting Office	26	" "
Heart Throbs of the Hills	26	" "
Reporting on the Past	54	5-minute episodes

3DB

THE HERALD STATIONS

3LK

To Import or Not

(By David Worrall, Senior Vice-President, Federation of Commercial Broadcasting Stations)

At a recent meeting of the Victorian executive of the Federation of Commercial Stations the thought was expressed that there might be a shortage of radio programs in Australia in about six months' time. Owing to war needs, actors and actresses are scarce, difficulties in keeping orchestras together are almost insuperable, comedians are almost a forgotten race, and if there are any available announcers capable of acting as masters of ceremony we would like to hear from them. For these reasons production of radio transcriptions has almost ceased in Melbourne, and in Sydney there is less activity than for a long time. With music the position is even worse. The Gramophone Co. is producing fewer records than ever, and the delays in producing new hits are very great. This used not to be so serious, but now listeners can hear more clearly than ever the American and British stations playing hit tunes which we know will not be available to use for perhaps twelve months. And the American soldiers are bringing in recordings of these tunes which we may not broadcast until released by the publishers and the Gramophone Co.

The New Zealand Government has always recognised that broadcasting fills an important, almost an essential role, and has permitted a reasonable trickle of fresh overseas material. Arrangements could be made for much of this to be shipped on from New Zealand to Australia, if shipping were not available to bring it direct from the United States.

As the dollar situation seems easier, the Victorian executive suggested that tentative steps might be taken to approach the appropriate authorities so that if the position became acute in the future immediate steps could be taken to relieve it. This idea was forwarded to the Sydney executive and approved, but only after a first-class argument. Immediately Actors and Musicians Associations, and local producing groups, started a publicity blitz against a proposal to "flood the market with cheap American transcriptions."

It is news to some of us that there are any cheap American transcriptions, and those who think that in the future these will be available have a disappointment in store. Minimum rates for actors, musicians and singers in the



Mr. David Worrall

United States have scared to such a point that even before the United States entered the war only very limited quantities of high priced shows were being made.

Everyone must agree with the principle that the fullest encouragement should be given to Australian productions. Our own producers, actors, comedians and singers have created many splendid shows, and much of our own recording equipment is first rate. I believe that after the war when many big sponsors resume advertising there will be a great expansion in live artist shows and a greater use of interstate relays or recording. Probably we may be able to afford to import glamorous world artists to strengthen these shows, and we will be forced to develop and pay proper rates for script writers. Some of our young budding producers have been abroad with our forces, or on special missions, and they may be broader and more knowledgeable.

But still it would be wrong to place great obstacles in the way of the importation of programs and scripts from other countries. All art is international. We can't manage on our own books, motion pictures, or music. We still want to hear Bing Crosbys, the leading dance bands, the operatic stars of the world. And the radio dramatists or other countries still can contribute something to our radio life.

To return to our wartime position. We are in a well secured position on 3DB. Anticipating a shortage we produced heavily last year, and for sale on 3DB-LK we still have 22 programs of comedy, variety and drama, totalling 1,500 quarter hour episodes. All but five of these were Australian-made. But the rest of the industry is not so well placed, and we are all suffering from a shortage of new music.

A. M. Pooley's War Commentary on 2UW

Now Two News Commentators on that Station

A surprise announcement in Sydney radio last week was to the effect that A. M. Pooley's war commentary would in future, be heard from Station 2UW. It was simultaneously indicated by 2UW that the nightly broadcasts by "The Watchman" (Mr. E. A. Mann) would continue as heretofore.

2UW, therefore will in future carry two news commentaries in its evening program—"The Watchman" goes on the air Monday to Friday at 7.08 p.m. and on Sunday at 9.45 p.m.; while Mr. Pooley's session will be broadcast at 10.15 p.m. Monday to Saturday.

The policy of the station thus follows the newest trend in program presentation in America, where news commentaries during the past six months have reached record levels of popularity. In recent issue of "Broadcasting" (24/4/42) it was noted that listener interest in such sessions had reached "sky rocket" levels since America entered the war.

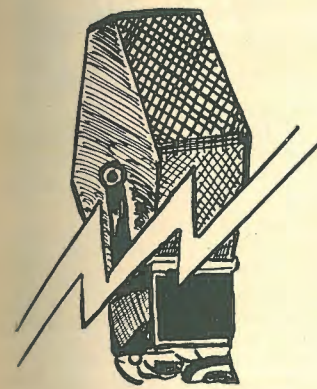
2UW, in determining on this new policy, has secured two of the strongest established news commentators in Australia.

Mr. Pooley himself has not broadcast for a number of years, and the 2UW presentation of his scripts will be entrusted to a new voice, the identity of which is not disclosed.

The mail response to Mr. Pooley's session comes from all over Australia and long distance listeners will be catered for by an arrangement providing for the relay of the session each night from 2UW to 2GZ-KA and 2KO.

Not the least interesting feature of Mr. Pooley's engagement by 2UW is the fact that his commentary is to be broadcast on Saturday nights. This is probably the first occasion on which a well known news commentator has been scheduled for a Saturday night airing. It is, however, in line with 2UW's recent policy of lifting Saturday night to the same status as that of any other night of the week.

On 2UW, it is understood, that B.A.L.M. Paints Ltd. will air a message immediately preceding Mr. Pooley's session, although no formal sponsorship association will be announced, an arrangement in that direction having been made through the Hugh Berry Agency.



Announcing!

May we modestly introduce to you, some new members of our entertainment family . . .

BROADCAST EXCHANGE OF AUSTRALIA presents two brand new exciting features:—

"CONVOY!"

Hats off to the men of the Merchant Navy! The deeds and men of the forgotten service presented in a half-hour melody-drama packed with entertainment. 52 ½ hour episodes.

"THE HATE PARADE"

Don't tell us there's nothing new in radio! When you hear this you'll laugh and say "Why wasn't it done before?" Here's all your favourite hates, pilloried, caricatured, dispelled with laughter, in an original human interest show with the accent on chuckles.

Two Great Features You Should Have Are . . .

"HYMNS FOR THE PEOPLE"

A library production from which you can build a programme of any length. Radio's most ambitious production.

"LEST WE FORGET"

Dedicated to the Red Cross. 52 half hours of sheer beauty in music. A prestige programme without peer.

"UNKNOWN WARRIORS"

52 ½ hour dramas torn from the heart of an Empire at war.

"THE BIG FOUR"

A blues blitzer! Song and laughter in 26 ½ hours.

"CRIPES! IT'S HAL PERCY!"

Camp frolics and song. Laugh with the new diggers. 52 ½ hours.

FOR DETAILS OF THESE AND OTHER PROGRAMMES

Ring, Write, or Call at

BROADCAST EXCHANGE OF AUSTRALIA

MU 6171

32 MARKET STREET, MELBOURNE



Transcription Catalogue

ARTRANSA (Cnld. from page 8.)

Famous Australians—15 x 45—Dramatisations of lives of famous Australians.

Famous Escapes—15 x 45—Escapes from injury—from prison—from death, etc., etc.

Federal Agent—15 x 39—International stories dealing with the F.B.I., Scotland Yard, Canada's famed Royal Mounted Police, etc.

Five Star Theatre—15 x 39—Complete Theatre of the Air programs.

Foreign Legion—15 x 26—True story of a man who served for five years in the celebrated Legion Etrangere.

Guilty or Not Guilty—15 x 39—Series of human problems introduced into a radio court of law where evidence is presented.

Here's a Queer Thing—15 x 52—Dramatised odd facts, similar to Ripley's "Believe It or Not."

Hour of Romance—15 x 17—World famous short series.

Houses in Our Street—15 x 52—Intimate stories of our neighbours and fellow men.

Inspector Hornleigh Investigates—15 x 13—Crime detection.

I Want a Divorce—15 x 45—Human interest drama.

Leaves of Destiny—15 x 13—Human dramas as seen through the eyes of Dahana Khan—secrets of the tea cups.

Leaves from the Other Woman's Diary—15 x 52—Human interest short stories.

Lee Forebrace—15 x 44—Short sea stories.

Love Story Girl—15 x 23—Complete short stories, women's appeal.

Love Tales—15 x 38—Complete short stories, women's appeal.

My Prayer Was Answered—15 x 26—Dramatised stories of prayers that were answered.

Nothing Ever Happens—15 x 52—Drama.

Old Time Theatre—16 x 26—Old time melodrama—comedy.

Personal Problem Clinic—15 x 12—Dramatised stories from the book case of a well-known American psychologist.

Police Headquarters—15 x 39—Complete stories, taken from well-known police cases.

Police Reporter—15 x 14—The Police Reporter delves into newspaper and police files.

Sacrifice—15 x 52—Complete stories of sacrifices made in all walks of life.

Short Stories—Origin of Superstitions and Strange Adventures in Strange Lands—15 x 39—The origin of superstitions such as Friday 13th, Walking under a Ladder, comprise the first series, while second series is devoted to "Strange Adventures in Strange Lands."

Story Behind the Song—15 x 39—Vital incidents in lives of composers.

Thrills—15 x 104—Dramatised stories of the thrills derived from achievement, sacrifice, etc.

True Stories—15 x 26—Complete short stories.

Audience Participation Programs

Guess What—15 x 39.

Suspicion—15 x 39.

If It Had Been You—15 x 39.

Unsolved Mysteries—15 x 39.

We the Jury—15 x 39.

What Would You Do?—15 x 8.

Zingo—15 x 39.

Variety Programs

Comedy Capers—15 x 58.

Dr. Davey the Happiest Man on Earth—15 x 45.

Dithering with Davey—15 x 39.

Funfest—15 x 50.

Hollywood Spotlight—15 x 37—Featuring famous American stars, i.e., Bob Burns, Martha Raye, etc.

Komedy Kingdom—15 x 34.

Laff Parade—15 x 39.

Mirth Parade—15 x 26.

Nonsense and Melody—15 x 74.

Musical Features

Country Church of Hollywood—15 x 39—Story of parson and his wife whose little church stands in middle of the movie colony's great White Way; many popular hymn tunes interspersed throughout the program.

Covered Waggon—15 x 13—Featuring Tex Morton—Hill Billy music.

Donald Novis in the Romance of Music—15 x 26—Donald Novis' romantic voice—Music of Jan Rubini and his ensemble, and narration by Barton Browne make this an outstanding program.

Donald Novis Sings (Library)—52 x 15—Library of music, with continuity. 60 Donald Novis songs and 40 orchestrations.

(Continued on page 16.)

Dick Burrows of 3UZ Passes

It is with regret that "Commercial Broadcasting" records the recent death of Captain Richard Burrows, formerly a member of the announcing and scripting staff of 3UZ Melbourne.

Dick Burrows, who was born at Kegwick, near London, England, 38 years ago, was educated at Tunbridge, and first came to Australia in 1931. In 1933 he joined the staff of the A.B.C. as an announcer, and since then has been associated with 3HA Hamilton, 3TR Sale and again with 3HA as studio manager, copywriter and announcer. In 1938 he joined 3UZ Melbourne and remained on the staff of this station until the early days of the war when he became permanently attached to the Australian Light Horse.

As a keen athlete he excelled in all sports, including swimming, squash, tennis and riding. He has always evidenced a keen interest in military activities, and had joined the Australian Light Horse many years ago.

Dick Burrows made one of his outstanding successes in radio as General Knowledge in 3UZ's "Battle of the Sexes"—a part he played until he permanently joined the army. As chief continuity writer for 3UZ he was responsible for that successful feature "Reflections in a Wineglass," and also for the commentary in outside military broadcasts, such as the Anzac Day march past, etc.

He is survived by his wife and three months old son Timothy.

BIG FOOTBALL GAMES BROADCAST

Vivid broadcasts of the semi-final and final matches of the season's Rugby League cup and premiership are being exclusively broadcast through Radio 2UE and associate A.S.B. stations, 2KY, 2CA, 2GZ, 2KA and 2HR.

The broadcasts are under the sponsorship of the "Sunday Sun" (Associated Newspapers Ltd.), whose famous football writer, Claude Corbett, is featured in special 10-minute talks at 7.30 each Friday night.

The games are described from the touchline at the Sydney Cricket Ground and commentaries are being handled by Si Meredith.

Because of his recent illness Mr. Meredith was unable to broadcast the first match of the series, but the Australian Broadcasting Commission at once gave permission for its sporting editor, Bernard Kerr, to fill the breach. Private Kerr was on week-end leave from a country camp. He immediately answered the SOS and gave a brilliant description. This is the first time in years that commercial radio has handled football broadcasts in Sydney. Public appreciation of the "move" has been received from towns in all parts of the State as well as from Queensland.

GUS GRAY — SPECIAL CORRESPONDENT

STARRING



PETER B. KYNE'S



RONALD MORSE



NEVA CARR-GLYNN

IN A SERIES OF "CASES" PACKED WITH THRILLS and COMEDY. EACH CASE IS COMPLETE IN 26 QUARTER-HOUR EPISODES

The Newest Idea in Radio... The Oldest Ideal in the World

"CAPPY RICKS" "IN HIS STEPS"

THE PERFECT RADIO TEAM

CO-STARRED IN

THE CITADEL

By A. J. CRONIN

HALF HOURS OF

* Comedy * Drama * Romance * Mystery * Pathos

RADIO STAGE

SURRELL & SON By WARWICK DEEPING

RED SELL

Artransa

"DOCTORS COURAGEOUS"

"THE GENERAL DIED AT DAWN"

ARTRANSA PTY. LTD.

136 Phillip Street, Sydney

Telephone: B7887

Appeal for Legacy



Crowds lined both sides of York Street, before the auction began in the A.W.A. Building.

As a result of a remarkable response from listeners to Joan Read's "Home Harmony" session on 2CH more than £300 was raised for the Legacy Club's War Orphans' Fund on Friday, August 14.

This was War Orphans' Appeal Day, and, to assist in raising funds, an auction sale, which was officially opened by Lady Fisk, was conducted by Joan Read in the vestibule of the A.W.A. Building, a total of £100 being raised during the afternoon.

Long before the sale commenced a big crowd assembled outside the A.W.A. Building in York Street to witness the arrival in a U.S. Army Jeep of "Fang," a well known Alsatian dog which has been identified with many efforts for charity, and "Paddy," Joan Read's own fox terrier. Fang later performed his tricks to admiring crowds in the main 2CH studio and raised over £9 as a result of coins thrown into a flag, while Paddy was responsible for £10, made up



Lady Fisk at the microphone by the Signals Comforts Fund stall in the foyer of the A.W.A. Building.

of copper and silver coins placed in the pockets of his Legacy uniform.

The Signals Comforts Fund, of which Lady Fisk is president, conducted a stall in conjunction with the sale, raising over £20 for the appeal, while the association also donated £20, making a total of more than £40.

Below: Auction sale in full swing.



Altogether over £320 was raised for Legacy, a large portion of the amount being made up of donations by listeners and sales of photographs of Joan Read during the fortnight which preceded the sale. Listeners also contributed all the articles for the auction sale.

As this appeal was conducted solely through the 2CH "Home Harmony" session the result was the more praiseworthy.

SECOND "A.R.P. QUIZ" FROM 3UZ

The success of the Friday evening "A.R.P. Quiz" and the interest shown by the public and A.R.P. and First Aid officials, wardens, etc., has led to an additional session being broadcast on Saturday evening at 7.45 p.m., commencing on August 29, on 3UZ.

This new Saturday night session will be in the nature of a competition for the Richmond Cup, presented by the sponsor, Richmond Brewing Co. Teams will be drawn from different city and suburban A.R.P. sections, and points awarded weekly.

Mail from listeners in Tasmania, Mildura and many other country towns in Victoria is being received, and all correspondents are enthusiastic in their praise of the A.R.P. quiz, both for its educational and entertainment value. Goldberg Advertising placed this business.

"Ginger for Dinner"—New 2GB Feature

An interesting new set up for Ginger has been introduced by 2GB. After a brief absence from the air, Mal Verco and Ginger are now presenting a dinner show every Monday to Thursday at 6.30 p.m. This new show features, in addition to Mal Verco and Ginger, Jack Lumsdaine, and the highlight of the broadcast is the introduction of outstanding celebrities of Australian sports, radio, press and stage. In fact, "Ginger for Dinner" plans to introduce to the microphone everybody who is anybody in Australia. Already, in the opening broadcasts following the introduction of Jack Lumsdaine, Jack Crawford, tennis player Strella, Wilson, musical comedy star Dorothy Foster, radio's favourite comedienne; and Ian Idriess, famous Australian author of "Lassiter's Last Ride," and many other best sellers have been featured.

After a short routine by Mal Verco, Ginger and Jack Lumsdaine, Ginger then introduces his star guest, and proceeds to interview them. In the case of singers and people who are used to entertaining, Ginger calls upon them to either sing a song or tell of their experiences etc.

The aim of the session is to preserve all the familiar features of Ginger's now



Jack Lumsdaine, Ginger, Mal Verco, and their guest star artist, Albert Chapelle, the well known stage and radio singer in the new Ginger set up. "Ginger for Dinner" . . . to be heard from 2GB every Monday to Thursday at 6.30.

famous broadcasts, and at the same time to give to each broadcast the novelty of something different each evening. An added attraction is provided by the fact that many of the people who it is planned to feature in the session, are brought to the microphone for the first time. Famous as their names may be throughout Australia, their voices are new and providing listeners with the thrill of hearing them in the flesh as it were.

"Ginger for Dinner" is being broadcast from 2GB every Monday, Tuesday, Wednesday and Thursday at 6.30 p.m.

Sloman's "Pinocchio" Discs Airing in N.Z.

The whimsical and capricious adventures of "Pinocchio," produced by Edward Sloman from the popular novel by Carl Collodi, is currently on the air from the 2DB commercial network in New Zealand.

Faithful to the Collodi fable for the first half of the initial series, the radio production of "Pinocchio" progresses beyond the original story and creates an entirely new field of adventure for the rascalion puppet-boy.

Also new to the original is a song entitled "I'm Pinocchio," which was specially written for the program by Tony Romano and Morey Amsterdam. The musical score and theme music are by Paul Sawtell.

A large cast enacts the important roles, which bring to life on the air those famous Collodi characters—Pinocchio, Gepetto, the Good Fairy, Little White Mouse, the Dog Fish, the gentlemanly Dolphin and the villainous pair, the Lame Fox and the Blind Cat.

"The story behind the story" of "Pinocchio" is an interesting one:—A middle-aged gentleman one day left his editor's desk at the newspaper he had helped to build and retired, figuratively, to his childhood. From his mind and his memories he wiped clean all recollections of hard years as an officer in his country's army, of bitter struggles for a livelihood, and of chronicling the tough realisms of life as they paraded across his newspaper desk.

He retired happily to the memories of his mischievous childhood and inspired by these memories wrote the story of a prankish little puppet-boy. Thus was born "The Adventures of Pinocchio," penned by the ex-Army officer, Carlo Collodi.

It was in the year 1880. The whimsical, fanciful fable, so like the lives and dreams of all boys the world over, was first published in Tuscany, Italy, by Giomale Dei Bambini, a popular but obscure children's newspaper.

That this great classic would make a great radio program was admitted by many—but few dared attempt it. Whimsy and fabulous action are not easily translated to radio. However, one man believed so strongly in Pinocchio as a radio dramatisation he forsook his own familiar calling to bring his genius and experience to radio—that Pinocchio might be produced. That man is Edward Sloman.

Sloman personally wrote the adaptation of the story to script form. He obtained the services of Paul Sawtell, concert master and composer and arranged for many of the topnotch stars of stage, screen and radio, to prepare a complete original musical score. He launched an intense and extensive star hunt to find the radio Pinocchio, and one has but to listen to the amazing performance of Pinocchio to realise how fruitful Sloman's search has been.

The hundred and one production problems facing Sloman, inherent in the challenge to bring whimsy and fantasy to life on the radio, were solved by diligent experimentation, and the application by Sloman of motion picture technique, refined and embellished to meet the special requirements of radio. The entire conception and production of "The Adventures of Pinocchio" offered Sloman a daring challenge—a challenge which he met with artistry, rare genius and outstanding success.

"Pinocchio" is a notable addition to the ZB long line of outstanding radio programs, and will undoubtedly have a tremendous audience of listeners, young and old.

League Semis—and Grand Final

For the first time since 3KZ began broadcasting League football matches eleven years ago, this station will broadcast the semi-finals, final and grand final from the Carlton Football Ground. The semi-finals will be played on August 29 and September 5, the final on September 12, and the grand final on September 19. Ever since the inception of the broadcasts they have been handled by Norman Banks, who has been joined, on various occasions by other commentators. For the past three years the co-commentator has been Mr. Jack Green. 3KZ is fortunate this year in having the Carlton press box from which to broadcast. Broadcasts start at 2.40 p.m. When interviewed by a representative of this paper, Mr. Banks said he considered that the four would probably remain as it is now. He admitted the possibility of Melbourne defeating South Melbourne and Carlton defeating Richmond, which would then put Carlton in the final four. Sponsors of the broadcasts have always been Wardrop's, the well known Melbourne tailors.

30,000 PENNIES

More than 30,000 penny votes were recorded in 2UE's "worst singer" competition to raise funds for the Red Cross Prisoners of War Fund.

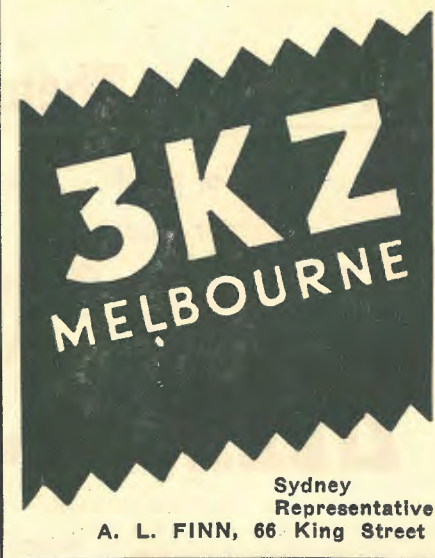
The competition was conducted by Harry Yates in the Sunday afternoon Diggers' concert, which has been sponsored for the past six years by Royal Art Furnishing. Competitors were Allan Toohey, Harry Yates and Flo Paton. Votes were received from all parts of New South Wales.



Endless

Endless Enjoyment comes from 3KZ's carefully thought-out Programmes.

This enjoyment brings endless results to the Advertisers who Sponsor the Programmes.



Transcription Catalogue

ARTRANSA Continued from page 12.

Evergreens of Jazz—15 x 26—Musical program, interspersed with comedy.

Happy Valley Folk—15 x 78—Old hill-billy favourites with flashes of witty dialogue.

Harmony Isle—15 x 26—Hawaiian program full of melody and plantive appeal.

Haunted Violin—15 x 13—Combining music and drama.

Hawaiian Fantasies—15 x 39—Fascinating musical legends among the music-loving Polynesian tribes.

Home Folks—15 x 52—Featuring Wade Lane, the original Pinto Pete, in songs new and old, with the simple philosophy of an out-back range rider.

Homer Rodeheaver—15 x 13—Series of gospel songs and hymns.

House of Dreams—15 x 39—Musical, featuring Robert Swan.

Inspiration—15 x 13—Featuring the New Zealand contralto, Cushia de Lange.

Love-Making Incorporated—15 x 26—Musical romance.

Melody Meeting—15 x 26—Nigger minstrels, featuring the Ink Spots.

Musical Memories—15 x 45—Featuring Edmund Breeze in musical recollections.

Piccadilly on Parade—15 x 52—Musical spotlight on Piccadilly.

Pinto Pete and His Ranch Boys—15 x 96; Pinto Pete in Arizona—15 x 78—Melodies from the Western Ranges spun into a web of music and philosophy by Pinto Pete, the singing cowboy.

Red Horse Ranch—15 x 61—Hill-billy musical.

Rhapsody in Rhythm—15 x 71—Musical.

Songs of Yesteryear—15 x 37—Featuring the Kingsmen Quartet.

Children's Programs

Aboriginal Legends—15 x 13—Animal legends dramatised.

Adventures of Billy and Betty—15 x 65—Children's adventure serial—telling how they start a newspaper of their own.

Amateur Adventures—15 x 39.

Big Bill Baker—15 x 39—Telling of the exciting adventures of 26 year old Bill Baker, millionaire adventurer, and his close friend and companion, Larkin.

Black Flame of the Amazon—Adventures in South American jungles.

Chosen Three—15 x 52—Air adventures.

Dalt and Zumba—15 x 56—Comedy.

Drums of Africa—15 x 52.

Grimm's Fairy Tales—15 x 26—Fairy tales.

Once Upon a Time—15 x 26—Dramatised setting of old folk tales.

Robinson Crusoe Jnr.—15 x 39—Youth's adventures.

Screeching Bird—15 x 52—Mystery serial

Tarzan and the Fires of Thor—15 x 39—Adventure.

Tim's Rancho Adventures—15 x 26.

Toyshop Tales—15 x 26—Story of a philosophic old Dutchman, who is both an artist and craftsman, and his assistant Sebastien.

Twenty Thousand Leagues Under the Sea—15 x 104.

Adventures of Jules Verne—15 x 94.

7½ Minute Features

Adventures of Adrienne—7½ x 104—Sophisticated comedy camoes which tell the tale of a frivolous French wife and her jealous husband!

Australia Felix—7½ x 156—Australian history.

(Continued on page 18.)

Prominent Experts Give Tips on Wartime Merchandising

America has not been vitally concerned in this war nearly as long as we have, but the change-over to war production in that country has been on very drastic lines, with the ensuing restrictions on normal production and business.

As a result the American people have had to face, just as we have, the problems of maintaining business relationships under wartime conditions. They have made a close study of the effect of war conditions on present and post-war merchandising, and some of their suggestions on how this problem should be approached should be of interest to Australian merchants.

William Shaw, a Chicago publicity and public relations advisor with a wide list of clients in the electrical field makes reference to experience gained from the last war period. He says:—

"World War 1 taught many lessons some already forgotten. But one which should be written indelibly for manufacturers and dealers alike is the story of seventeen large corporations, all manufacturing 'household name' products, all of whom stopped or greatly reduced their sales efforts when war effort separated them from their primary market.

"Six of the seventeen were eventually sold out or taken over by competitors. One disappeared from business. Two went into receivership. One finished with only four employees for every 100 it had before. One was reorganised. One ended up with two customers. Three lost their old places of leadership. Two discovered that competitors had made large gain to their own great detriment.

"Simultaneously, of course, new leaders came up from the mass. Still others evolved 'from the blue.' It should be obvious by now that the 'household names' of the war's end will be not at all necessarily the by-words and the buy-words of to-day.

"And it should be equally obvious by now that the rewards of the post-war buying era will go to those dealers who have maintained themselves in the happy strategic position of being able to choose among the hardy survivors from to-day, and the nifty pioneers of to-morrow. All such dealers will reap the benefits, in fullest measure, of utilising enterprise and vision to span the transition period in which they now are finding themselves."

In answer to the query: "What in your opinion should the manufacturer

be doing now to prepare to keep up sales volume after the current defence market ceases to exist?" Alvin E. Dodd, president of the American Management Association tabulated the following points:—

"I should suggest activities by manufacturers along the following lines:—

"(1) The maintenance of Products Research. This, to my mind, is money well spent, for seed thus sown is going to produce a harvest at a time when American industry will need a heavy crop of new products and new ideas to satisfy consumers and to compete with the strong overseas markets that will follow the war.

"(2) The Maintenance of Market Research. Hand-in-hand with investigations in the laboratories should go studies of the changing consumer markets. The vast upheavals in consumer wants and in the economic status of various classes of our population are going to create genuine problems for to-morrow's sales managers.

"(3) The Maintenance of Advertising Momentum and Consumer Acceptance. A hiatus between contacts with normal markets at this time because of defence business can be widely bridged by a sound advertising program. There is danger that defence period substitutes may supplant permanently the pre-war products.

"(4) Plan for Lower Unit Costs. The 'sold-up' condition in many concerns (Continued page 18, foot col. 3.)

3 Great Audiences in 1



This

the MINER of Maitland, Cessnock, etc.



This

the FARMER of the rich Hunter Valley.



and This

the INDUSTRIAL WORKER of greater Newcastle.

We Cover Them All!

For proof . . . ask for our Folder

Covering Newcastle

2HR

The Hunter River Station

A Macquarie Unit

USE THIS POWERFUL STATION
TO
BOOST YOUR PRODUCT

IT HAS THE AUDIENCE

IT GETS RESULTS

YOUR CAMPAIGN IN NORTHERN
N.S.W. IS INCOMPLETE WITHOUT

2TM

Commercial Centre
of Northern N.S.W.

Phone: BW 7375

Transcription Catalogue

ARTRANSA (Cntrd. from page 16.)

Dill and Daffydill—7½ x 39—Humorous sketches featuring Jack Davey and Jack Lumsdaine.
My Dream and Yours—10 x 39—Children's program.
Proverbially Speaking—7½ x 26—Popular old proverbs interpreted and dramatised.
This Happened in Australia—7½ x 104—Australian history.
Tooth and Claw—10 x 39—Stories woven around the different animals, such as the tiger, elephant, eagle, etc.

Five Minute Programs

Bigelow Dramatic Mysteries—5 x 36.
Bigelow Musical Weavers—5 x 36—Song and harmony.
Home Sweet Home—5 x 117—Human interest family dramas.
Lucky Breaks—5 x 68—How wealth came to Thomas Edison, Rothschild, Napoleon.
Lucky Victims of Misfortune—5 x 94—Drama.
Melody Lane—5 x 117.
Our Neighbours—5 x 52—Comedy.
Radioaids—Short specialised business programs, featuring the following:—Bread (64), Dry Cleaning (32), Furniture (40), Ice Cream (40), Jewellery (52), Laundries (64), Loans (64), Optometrical (24), Licities and Oddities (52), Used Cars (64).
Reporter of Odd Facts—5 x 52—Dramatised odd facts.
Three Minute Mysteries—52 x —Short mysteries, featuring Professor Fordney.

BRITISH AUSTRALIAN PROGRAMMES PTY. LTD.

Joan of Arc—15 mins., 52 episodes—His. drama.
Marie Antionette—15 x 52—His. drama.
Mutiny of the Bounty—15 x 52—His. drama.
Dramas of the Deep—4 x 78—Sea drama.
Queen's Necklace—15 x 26—His. drama.
Cavalcade of Empire—15 x 52—His. drama.
Scourge of the East—15 x 22—His. drama.
Thanks to Mr. Lynton—15 x 22—Romance.
A Yank Down Under—15 x 52—Romance.
Lola Montez—15 x 52—Romance.
East Lynne—15 x 22—Romance.
Trilby—15 x 13—Romance.
Lorna Doone—15 x 52—Romance.
Little Women—15 x 13—Romance.
Black Tulip—15 x 13—Romance.

Conflict—15 x 52—Romance.
Cripple in Black—15 x 26—Romance.
Spy Exchange—15 x 78—Adventure.
Air Spy—15 x 26—Adventure.
Royal Adventure—15 x 26—Adventure.
Wings Above the Diamantina—15 x 26—Mystery.
That's How It Started—15 x 52—Variety.
Songs for Sale—15 x 52—Variety.
Solve It with a Song—15 x 52—Variety.
Theatre Box—15 x 26—Variety.
This is True—15 x 26—Variety.
It's a Fact—4 x 144—Variety.
Andy the Yes Man—7½ x 104—Variety.

BROADCAST EXCHANGE OF AUST. PTY. LTD.

Bugle Calls.
Ballads.
Hymns for the People—70 episodes—Musical.
Two Thousand Years Ago—1 hr. x 1—Musical and dramatic (an Easter program).
Lest We Forget—30 x 26—Musical (dedicated to Red Cross).
The Big Four—15 x 26—Musical and comedy.
Convoy—30 x episodic—Drama.
The Hate Parade—15 x episodic—Comedy.

Legionnaire Sound Productions

Imperial Leader—15 mins., 52 episodes—Drama.
Churchill's Men—15 x 52—Drama.
The House of Roosevelt—15 x 52—Drama.
Unknown Warriors—15 x 52—Drama.
Tom Brown's School Days—15 x 26—Drama.

England Expects—15 x 52—Drama.
Cripes, It's Hal Percy—15 x 52—Comedy.
What I'd Like to Have Said—5 x 104—Comedy.

Enemy Within—15 x 117—Drama.
Broken Idol—15 x 52—Drama.
Homestead on the Rise—15 x 52—Musical drama.

Sons of Sandy Mac—15 x 52—Musical.
'Oimes and 'Entwhistle—15 x 117—Comedy.
Edgar! How Could You?—15 x 104—Comedy.

Rhythm Revels—30 x 13—Variety music.
Rhythm All the Time—15 x 52—Comedy and music.

Fragrant Memories—15 x 52—Musical.
Dark Invader—15 x 26—Drama.
Dr. Danton—15 x 52—Drama.
Further Adventures of Dr. Danton—15 x 52—Drama.

(Continued on page 23.)

McDOWELL'S EXTEND "HYMNS OF ALL CHURCHES" ON 2GB

One of the interesting developments in commercial radio is the extension by McDowell's of their time on 2GB. Over a number of years McDowell's have successfully used "Hymns of All Churches" at 9 a.m. five mornings a week on 2GB. Originally the broadcast provided for four sessions, but later this was extended to five, and now McDowell's have decided to extend "Hymns of All Churches" by two further sessions. One of these will be heard at 9 a.m. every Saturday, immediately preceding "Programme Builders," and the seventh broadcast will be heard at 10.30 every Sunday evening.

The new arrangement commences on Saturday, August 29, and on the following Friday, September 5, McDowell's will introduce the first of a series of half-hour Friday evening broadcasts. For their program they have chosen the radio dramatisation of Dr. A. J. Cronin's famous best selling novel, "The Citadel." This will be heard every Friday evening at 7.18. Produced by Artransa, "The Citadel" has as its three stars Ronald Morse, Neva Carr-Glynn and Arundel Nixon. They are supported by a particularly fine cast of radio players.

One of the most controversial novels of recent years, "The Citadel" is particularly strong in its dramatic appeal, as was proved by its success both as a novel and as a screen play. The radio version has been prepared with a view to retaining all the colourful atmosphere and drama that Dr. Cronin wrote into the original book.

The contract was handled by Trans Radio.

WARTIME MERCHANDISING (Continued from page 17.)

now caused by the armament program may obscure in the eyes of some companies the importance of operating upon an even higher plane of efficiency. A deterioration of managerial efficiency now may prove to be a burden not easily shaken off when normal times return.

"(5) Employee Relations. Emphasis upon non-financial incentives for employees at this time may prove an important bulwark against situations and conditions that might develop in the future. Every employer should try to make his company attractive to workers, not merely by offering high wages, but through wise, sound industrial relations and personnel administration."

Commercial Broadcasting a Vast Visual Audience

The management of 3XY computes that annually they entertain a "visual" audience of 406,000 people. First on the list of shows which weekly offer visible as well as audible entertainment is Tye's Radio Revue, which plays to a capacity house in the Princess Theatre (seating 1,700) each Sunday night, and is broadcast for 1 hour at 8.15. The MacRobertson show for the boys and girls of the fighting forces, though not at present broadcast, is produced by 3XY, and entertains 3,000 each Sunday night in the Melbourne Town Hall. Crofts' Radio Revels, the famous "Soldiers' Show" at Central Hall, is presented before 1,000 each Saturday night, and an hour of the show goes over 3XY's microphone at 8.15. The Mutual Store Red Cross half-hour, broadcast on Wednesdays at 9 p.m., goes on circuit of suburban picture theatres, attendances at which average 1,350 per night, and assorted studio shows account for 500 each week.

Through this means 3XY keeps a close personal contact with its audience, and consequently a very real goodwill from its listeners, in the building-up of which breezy and popular feature compere, Alwyn Kurts, takes a very prominent part.

BIG RESPONSE TO 2UW ANZAC BUFFET APPEAL

The result of a calculation by 2UW last week of the response to an appeal for contributions of supplies for the Anzac Buffet showed that:—

2,572 lbs. of sugar.
2,258 lbs. of tea; and
more than 2,000 bottles, jars and tins of sauces, jams, and preserves were received.

An announcement of the appeal is broadcast each day in 2UW's women's session, and week by week a continuously steady stream of supplies is received at 2UW. The sugar and the tea was obtained by specific appeals for those commodities, but when civilian supplies became increasingly difficult to secure, the appeal was broadened to include all kinds of jars of sauces, pickles, preserves, etc.

In some cases listeners have contributed cash for the purchase of supplies, and 2UW has gratefully acknowledged the gesture of a well known city hotel licensee who, each week, sends to the station a cash donation of £1/1/- to be applied in this manner.

Queensland Pastoral Supplies Pty. Ltd., Queensland's largest firm of wholesale and retail universal providers, with a big connection throughout the State, has signed a contract with 4BH Brisbane, sponsoring a 15-minute poultry talk every Saturday morning at five minutes past eight, entitled "Poultry for Profit." The Q.P.S. are making a special bid for the poultrymen's business through this feature—feed, incubators, brooders, building materials, etc., etc.

"A SALUTE TO VICTORY" HELPS NATIONAL SERVICE

The extent to which a retail store can fulfill a community service has been strikingly illustrated by the success of "A Salute to Victory," broadcast over 2UW on Saturday nights at 9.15 by Bebarfalds Ltd., leading Sydney furnishes.

When, several weeks ago, by arrangement with the Marsh Agency, that company decided to use Saturday night on 2UW, it was primarily with the idea of performing some public service. Commercial selling was not included in the plans.

It was then decided that Messrs. Bebarfalds would establish within their store an Information Bureau of National

Service through which members of the public, desirous of doing a spare time job, might be put into touch with some organisation which needed their help. The session was designed as a musical presentation embodying a strong note of national inspiration; and each presentation in addition to announcements covering the work of the bureau, included an appeal by a representative of some patriotic organisation.

When the figures were checked last week it was discovered that more than 1,000 women listeners already have been placed in voluntary wartime employment through the operation of the broadcast session and of the bureau.

CLIMB TO THE TOP!

PER MEDIUM OF

"The Voice of the Illawarra"

— Rich Industrial Area —

The Station Covering the District with the Highest Percentage of Radio Equipped Homes in the State



The South Coast Station 2WL

A UNIT OF THE MACQUARIE NETWORK

Commercial Broadcasting, August 27, 1942 19

Maintaining Broadcast Operations in War

By J. A. OUIMET, Assistant Chief Engineer
Canadian Broadcasting Corp.

(At the Cleveland (U.S.) I.R.E. Convention in July last the CBC assistant chief engineer, Mr. Ouimet, described some of the Canadian methods of meeting broadcasting problems in relation to the conservation of essential materials. The text of Mr. Ouimet's paper is here reprinted from a recent issue of "Broadcasting.")

For the CBC the problem of maintaining its operations in wartime is essentially the same as that which faces American broadcasters. It is confronted with the same serious economic difficulties, with the same dangers of sabotage, and finally with the same possibilities of enemy action which may bring about the destruction of its facilities.

With 10,000 miles of transmission lines operating through five time zones, the CBC network extends from Sydney, N. S., to Vancouver in B. C. and links together a total of 57 stations.

To man these facilities a technical staff of more than 150 is maintained, exclusive of the engineering personnel of its headquarters in Montreal.

The first wartime measures were introduced right at the start of the war, in the fall of 1939, and were directed against possible sabotage. These included the construction of barbed wire fences, the installation of flood lights,

the erection of sand bag barricades, and finally the establishment of armed guards at all main outside plants.

Sand Barricades

To protect vital parts against destruction by explosive projectiles that may be directed from outside of the fenced enclosure, sand barricades have been erected around the guy anchors and at the base insulator of all vertical radiators.

The same precaution is also taken for the outside power sub-stations and in front of certain sections of the transmitter buildings such as the large glass brick section of the transmitter at Vercheres.

It may be interesting to note that sand bags are not used here but loose sand between wooden supports. This construction is in sections so that damage to one part of the structure will not cause all the sand to pour out, rendering the whole barricade useless. It was learned by experience early in the game that sand bags are not suited to long exposure to Canadian climatic conditions, all the sand bag barricades that were originally installed having collapsed within 12 months, due to rotting of the bags.

Protection against sabotage is, of course, only a small part of the measures we have had to take. The situation in Canada with regard to sabotage of equipment and difficulties of procurement are just as serious as in the U.S.A. and perhaps more so, since practically all the major radio parts and transmitter tubes used in Canada have to be purchased from American manufacturers.

As a contribution towards the solution of the general problem of equipment shortage and as the surest way of insuring the continuity of service, the engineers of the CBC are now concentrating their energies in an extensive conservation program. The CBC is taking every possible means to keep its operators, as well as members of other departments, constantly "conservation conscious."

War Manual

The backbone of this conservation drive is a sort of war emergency manual which is distributed to all who handle equipment. This manual outlines the facts of the problem and indicates prac-

tical ways of meeting it. This has been prepared in loose-leaf form so that sections can be modified or added with ease. This is supplemented by releases from Engineering Headquarters designed to keep the interest of the staff in conservation matters constantly alive. The material for these releases is generally taken from news items or from articles in newspapers and magazines which provide some striking examples of shortage difficulties or of particularly interesting ways of meeting them.

An accurate inventory has been made of all CBC facilities, spare parts, expendables, and even of so-called "junk piles" as a preliminary step towards redistribution if necessary. With the number of plants operated by the CBC this is an equivalent, within one organization, of the idea of "pooling of equipment" which is being considered by American broadcasters and under this plan the spares of any one of the CBC stations can be shipped at a moment's notice to any other CBC plant which may be in difficulty.

To conserve high-quality microphones, restrictions have been made to limit the number of microphones to be used on any one program. This last measure should actually improve the quality of programs since good engineering indicates the use of as few microphones as possible. Similarly for turntables and reproducers all high quality units are used only where the higher performance can actually be appreciated and they have been replaced with the cheaper types for such work as sound effects, auditions, etc.

In addition, a survey has been made of all so-called obsolete equipment, and antiquated amplifiers, which has been discarded on account of high noise level, etc., and when needed, these units will be rejuvenated by minor changes in tube types and circuits.

Cut in Power Output

But perhaps the most important contribution that broadcasting could make towards conservation of tubes and equipment would be to actually reduce the power output of broadcast stations.

(Continued on page 30.)

King Answers Questions on Russia

New Monday night session on 2KY "Question and Answers on Conditions in Soviet Russia," which features 2KY's secretary, Hon. R. A. King, M.L.C., in the role of informant, is creating a great deal of interest amongst listeners.

With Russia now front page news, the public has never been in more receptive mood for a clear picture of facts given by one, who, as recently as 1938, paid an extended visit to Russia as a guest of the U.S.S.R.

Together with other delegates to the May Day celebrations in Moscow, Mr. King was afforded opportunities denied the casual tourist of gleaning inside information about existing conditions.

C. T. Lorenz Optical Service Co. are the sponsors.

RADIO COUNTERPART OF UGLY MAN COMPETITION

The management of Radio 2UE has had to bring a special staff to work on Sunday afternoons to cope with the flood of votes being phoned to decide the station's worst singer. It's a kind of radio counterpart of the Ugly Man competition.

Competitors in the contest are Harry Yates, Alan Toohy and Flo Paton. The first named has a substantial lead at the moment.

Each vote costs a penny and the full proceeds of the competition will be donated to the Red Cross Prisoners' of War Fund. It is hoped to raise more than £200.

On the opening afternoon of the contest more than 10,000 votes were logged in 60 minutes.

The competition is part of the Diggers' concert broadcast each Sunday at 4 p.m. and sponsored by the Royal Art Furnishing Co.



Hector Crawford, musical director of 3KZ's "Lest We Forget," with some of the mail appreciation of the program.

MAX ASHTON FUND

Only a few more days remain before the Max Ashton Testimonial Fund will be closed. The money collected will then be handed over to Legacy Club for administration in the interests of the dependents of the late Mr. Max Ashton. There has been a magnificent response to the appeal, and a very substantial sum (to be announced in next issue of "C.B.") will be available.

Since the list of donors was published in last issue of "C.B.", additional contributions are:-

Radio Industries Functions Club of Sydney, Ron Irish, Rev. and Mrs. R. C. Firebrace, Miss Joy Morgan, Ben Coombes, E. H. Brewer and Reg. Lewis.

O. P. SELLERS CHANGE ADDRESS

Latest news this week is of change of address of O. P. Sellers, which was occasioned by their old premises in Grace Building, 77 York Street, Sydney, being commandeered by the Army authorities.

New premises were found at 74 Pitt Street, Sydney, on the 6th floor of the Colonial Mutual Chambers, and the change over was made earlier this week. Our readers are asked to note the new 'phone number B6011 (three lines).

RADIO VERSE IN PRINT

"Here's Hal Percy"

in 56 pages of verses

— Well known over the air —
Only 3/- from

MINGAY PUBLISHING CO.
Box 3765, G.P.O., Sydney

Vital*
-urgent*
-imperative...
Put all your Savings into
£10 NATIONAL SAVINGS BONDS

TRANSMISSION Equipment Pty. Ltd. appreciates the many orders placed by their customers in the past. They earnestly hope that the necessity for their rejection of orders due to war time conditions will soon not be necessary, when they hope to be able to give full attention to all old and new customers.

TRANSMISSION EQUIPMENT
PTY. LTD.

Doonside Street

Richmond, Victoria

*Excellent
Entertainment*



*Faithfully
Recorded*

GEORGE EDWARDS-COLUMBIA

Radio Programmes

A Library of over 10,000 1/4 hour discs

Particulars and Audition Discs from
OSWALD P. SELLERS

Grace Building, 77 York St., Sydney. Phone M4141—370 Little Collins St., Melbourne. Phone MU3116
Telegrams: "SELOS," Sydney and Melbourne

22 Commercial Broadcasting, Aug. 27, 1942

Transcription Catalogue

BROADCAST EXCHANGE

(Continued from page 18.)

Televox Pty. Ltd.

Fireside Memories—15 mins., 26 episodes—Musical.
Ghosts of the Tower—15 or 30, 52 or 26—Drama.
Mystery of the Hansom Cab—15 x 26—Drama.
People Like Us—16 x 52—Drama.
House of 1000 Tales—15 x 52—Drama.
Grand Hotel—30 x 13—Drama.
The Elusive Pimpernel—15 x 26—Drama.
Crashed in the Jungle—15 x 42—Drama.
Emile Zola—30 x 13—Drama.
New Guinea Patrol—15 x 26—Adventure drama. 6
The Jade Spider—15 x 13—Drama.
7.30 Victoria—15 x 13—Drama.
Swiss Family Robinson—15 x 26—Drama.

British Australian Programmes Pty. Ltd.

The Silver King—15 mins., 52 episodes—Melodrama.
Spy Exchange—15 x 78—Adventure.
East Lynne—15 x 52—Melodrama.
That Is True—15 x 26—Variety.
Joan of Arc—15 x 52—Historic drama.
Theatre Box—15 x 26—Variety.

Marie Antoinette—15 x 52—Historic drama.
Mutiny of the Bounty—15 x 52—Historic drama.

V.O.A. Sound Productions

Old Lady of Threadneedle Street—15 mins., 52 episodes—Historic drama.
White Sails—15 x 52—Historic drama.
The Beachcomber of Lakonga—15 x 52—Drama.
Good Gracious Grandma—15 x 52—Comedy.
Rehearsal at Ten—15 x 26—Variety.
Memories of Yesteryear—7½ x 26—Romance.
Twerps Incorporated—7½ x 26—Comedy.
The Clock Ticks On—7½ x 26—Drama.
Five Minute Theatre—7½ x 52.

Suttons

Rhythm is Our Business—15 mins., 33 episodes—Musical.

Ellis Price

When Red Gods Call—15 mins., 52 episodes—Drama.
Madman's Island—15 x 52—Drama.
Double Event—15 x 52—Drama.
Tale of Two Cities—15 x 52—Drama.
Cavalcade of Kings—15 x 52—Drama.
Heroes of Civilisation—15 x 26—Drama.
Torchbearers of History—15 x 13—Drama.

Lionel Lunn

I Married an Actor—15 mins., 52 episodes—Drama.
An Attache Remembers—15 x 52—Drama.
Baffles—15 x 52—Comedy drama.
Secrets of a Secretary—15 x 52—Drama.



In this issue of "C.B." there is a catalogue of transcriptions—many hundreds of them were recorded on Presto Recorders both in Australia and in America.

Then came war.

We turned our whole resources to local manufacture of Presto recording and playback turntables.

So that

many hundreds of these transcriptions are now being daily broadcast from Presto playback turntables. MADE IN AUSTRALIA.

A. M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3908

AND STILL THEY COME 4BH SCORES ANOTHER TRIO

JUNE RUSSELL
(Beauty Salon)
"POPULARITY WAVE"
30 Minutes every
SUNDAY at 5.15 p.m.

BILL RANKIN
(Casket Agent)
"MUSICAL CASKET"
15 Minutes every
THURSDAY at 7.48 p.m.

QUEENSLAND PASTORAL SUPPLIES
(Universal Providers)
"POULTRY for PROFIT"
15 Minutes
SATURDAYS at 8.05 a.m.

A CHANDLER STATION

Sydney:
CHANDLER'S BROADCASTING SERVICE,
Australia House,
Carrington Street, Sydney.

4BH

Melbourne:
MACQUARIE BROADCASTING SERVICES PTY. LTD.,
239 Collins Street, Melbourne.

Transcription Catalogue

COLUMBIA-GEORGE EDWARDS PRODUCTIONS

Girl of the Ballet—15 min., 52 episodes—Drama.
 Out of the Darkness—15 x 52—Drama.
 The Music of Death—15 x 52—Drama.
 North of Moscow—15 x 52—Drama.
 Two Destinies—15 x 52—Drama.
 I Live Again—15 x 52—Drama.
 The Phantom Drummer—15 x 52—Drama.
 The House of Shadows—7½ x 104—Drama.
 Grand City—15 x 52—Drama.
 Jezebel's Daughter—15 x 52—Drama.
 The Inside Story—7½ x 52—Drama.
 The Money Machine—15 x 42—Drama.
 The Laughing Man—15 x 52—Drama.
 Ernest Maltravers—15 x 52—Drama.
 West of Cornwall—15 x 52—Drama.
 The Woman Without a Name—15 x 52—Drama.
 Vanity Fair—15 x 52—Drama.
 Hard Cash—15 x 52—Drama.
 The Woman in Black—15 x 52—Drama.
 Highlights of Literature—30 x 13—Drama.
 The Channings—15 x 52—Drama.
 Ravenshoe—15 x 52—Drama.
 Silas Marner—15 x 52—Drama.
 The Recollections of Geoffrey Hamlyn—15 x 52—Drama.
 Search for a Playwright—15 x 52—Drama.
 The Woman in White—15 x 52—Drama.
 John Halifax, Gentleman—15 x 52—Drama.
 The Dickens Series—Oliver Twist, Nicholas Nickleby, Great Expectations, Dombey and Son—15 x 52—Drama.
 Drama in Cameo—15 x 52—Drama.
 Half Hour Unit Plays—30 x 39—Drama.
 Every Walk of Life—15 x 52—Drama.
 The Hunchback of Notre Dame—15 x 35—Drama.
 Frankenstein—15 x 13—Drama with-drawn for duration).
 McGlusky—15 x 104—Adventure.
 The Adventures of Marco Polo—15 x 52—Adventure.
 Greysburn of the Salween—15 x 52—Adventure.
 His Lordship's Memoirs—30 x 26—Adventure.
 Westward Ho—15 x 65—Adventure.
 The Dead Certainty—15 x 52—Racing.
 His Last Plunge—15 x 52—Racing.

The Rank Outsider—15 x 52—Racing.
 The Dark Horse—15 x 52—Racing.
 A Gentleman Rider—15 x 52—Racing.
 Mittens, 1st Series—15 x 52—Racing.
 Mittens, 2nd Series—15 x 52—Racing.
 One Good Deed a Day—15 x 52—Comedy.
 Dad and Dave—Comedy.
 Henry Hardcastle Learns How—10 x 26—Comedy.
 The Rich Uncle from Fiji—7½ x 104—Comedy.
 Darby and Joan (Evening)—15 x 16—Comedy.
 Martin's Corner—Comedy.
 Tradesmen's Entrance—Comedy.
 The Hunchback of Ben Ali—15 x 52—Mystery.
 Tales of Edgar Allan Poe—15 x 52—Mystery.
 The Moonstone—15 x 52—Mystery.
 The Mystery Club—30 x 52—Mystery.
 Parker of the Yard—15 x 52—Detection and Crime.
 The Old Crony—30 x 26—Detection and Crime.
 The Circle of Shiva—15 x 52—Detection and Crime.
 Mr. Chalmers, K.C.—15 x 52—Detection and Crime.
 Piccadilly—25 cases—Detection and Crime.
 Inspector Scott of Scotland Yard—1st Series—13 Cases—Detection and Crime.
 2nd Series—13 Cases—Ditto.
 3rd Series—13 Cases—Ditto.
 4th Series—13 Cases—Ditto.
 (Note: Cases represent six 6min. recordings or can be played as three 15min. shows).
 The Birth of the British Nation—15 x 104—Historical.
 Famous Women—15 x 56—Historical.
 Knights of the Round Table—15 x 52—Historical.
 The Last Hundred Years—15 x 30—Historical.
 William the Conqueror—15 x 30—Historical.
 The Voice of the People—7½ x 26—Historical.
 Dust of the Ages—15 x 13—Historical.
 The Search for the Golden Boomerang—15 x 156—Children's program.
 David and Dawn with George Edwards under the Southern Cross—15 x 130—Children's program.
 David and Dawn with George Edwards and the Sea Fairies—15 x 130—Children's program.
 Round the World with Father Time—15 x 76—Children's program.
 Robinson Crusoe—7½ x 52—Children's program.

(Turn to page 27.)

GRACE BROS. CONTINUE ELLIS PRICE SPONSORSHIP

Reflecting the trend of retail advertisers who continue their radio broadcasting along the same lines as before rationing, Messrs. Grace Bros. Pty. Ltd. have renewed on 2GB for a further period of twelve months.

Over the past years Grace Bros. have successfully and exclusively used Ellis Price, the Prince of Story Tellers. The new contract specialises the continuation of these programmes. Four mornings a week at 9.30 Ellis Price presents his Prince of Story Tellers session, followed on Friday at 9.30 by "The Older Folks." Every Monday to Thursday at 2 o'clock he presents "Chasing Your Troubles Away."

Some time back Grace Bros. decided to supplement these weekday broadcasts with a Sunday evening broadcast of "Chasing Your Troubles Away" at 6.15 p.m. This broadcast serves the twofold purpose of reaching an audience not available in the daytime, and at the same time whetting the appetite of listeners who may not have been in the custom of listening in to the daytime sessions.

Mr. Ellis Price enjoys a big personal following in radio. He receives a tremendous mail, all of which pays tribute to his popularity. Listeners find hope and encouragement in these friendly talks of his, and with the incidence of war worries he commands to-day an even bigger audience than ever.

ENGLISH RADIO RETAIL ASSOCIATIONS MERGE

Quoted in one of the English trade papers as "The best news for a long time," is the announcement that the final stage in the negotiations for amalgamating the two radio retailers' organisations, the Wireless Retailers' Association and the National Association of Radio Retailers, has now been reached. Fusion of the existing separate interests has been agreed upon. The new body will probably be known as the Radio and Television Retailers' Association.

"I am satisfied," said the W.R.A. president, "that the general scheme for one organisation will have great advantages and the press statement to be issued will be good news for every retailer."

The two English trade associations have for many years been particularly active bodies. Of recent months they have done much valuable work in assisting Government organisation of the English trade, and the fusion of these two trade associations is evidence of the trend towards unity of all retail sections of the trade and gives promise of an even more soundly established post-war industry.

Shorts from the Talks

Extracts from talks and commentaries in the BBC's overseas short wave transmissions:

Swaps Were Flops

"It's almost a tradition that mates should think engineers a necessary evil and that the engineers should think the mate not even necessary. There is a tale that a chief and a captain arranged to change duties as they both thought the other's job very easy to do. The Captain went below to the engine room and the chief went up on the Bridge. After some time had elapsed the captain came up to report that all the bearings were red hot and that they would have to 'heave to'. The chief, who was sitting with his head in his hands replied: 'Don't worry, we've been aground for the last half hour.'"

(In an interview before the BBC microphone)

"Underground" Newspaper

"In June of last year 2,000 copies of 'Valmy' were being printed, and each copy was passed from hand to hand many times over... Talking about the distribution of his papers, Mr. Simon told us of casual pedestrians who pasted his slogans on the parapets of bridges, whilst apparently idly watching the Seine, or on the lamp-posts against which they would lean, to all intents and purposes concentrating on tying a shoe lace."

(A BBC talk by a Great Free Frenchman, on his arrival in England)

When Nazis Barter

"Sweden's business life has been badly hit by the war. Some of her markets have gone, and she's been obliged to trade mainly with Germany. On a barter system, too. And in return for her exports Sweden has had to take goods from Germany which she clearly didn't require. For instance, she has been importing wireless receivers lately, although she can certainly manufacture all the sets she needs."

(James Sinclair in a BBC talk on "Life in Sweden")

Backing Up the Man at the Front

"Each hour of work that is lost, each day that we do less than we might by way of productive effort, each needless article that we use, makes our total effort less effective and lets down someone, somewhere, who is giving his life to save all that we hold dear—whether it be in Russia, Malaya, Africa, or elsewhere."

(A BBC talk by Sir Stafford Cripps)

Sticking to the Evidence

"Look they're opening the bomb doors.' A second afterwards the air was shaking, rocks, trees and great pivots were flying in all directions. The children's ages ran from six to thirteen. The eldest when he saw the first bomb coming down had yelled for them to lie flat, and that had saved them... Bertie Harbottle hadn't even let his mother brush his jersey. He wanted the mud, to support the bomb story of a lifetime." (Country Bomb Story)—a BBC talk by Donald McCullough)



STILL ALIVE AND CUTTING!

In the 12 months ended July 31, 1942, B.A.P.—one of Australia's few Independent Transcription Companies—recorded (mostly for outside customers)...

1,456 Quarter Hours (1,064 Processed).

273 12" and 10" Discs (N.E.S. Announcements, etc.)

Work which provided:

8,239 Engagements for Australian Artists.

TO OUR CLIENTS "THANK YOU!"

To anyone wanting a Perfect Recording Job (large or small, super production or 50-word instantaneous play back, dramatic or musical) at reasonable rates and done in the heart of Sydney at short notice, we say

"GIVE OUR MR. MATTHEWS A RING!"

B.A.P. Light Entertainment Serials Now Nearing Completion—"Solve it with a Song," "Songs for Sale," "That's How It Started"

BRITISH AUSTRALIAN PROGRAMMES PTY. LTD.

60 HUNTER ST., SYDNEY, BW4111. Telegrams: "MANDMOR," SYDNEY. AGENTS: Broadcast Exchange Pty. Ltd., Melbourne—Gordon & Gotch (A/sia) Ltd., Brisbane—Radio Features Ltd., New Zealand.

"Radio & Electrical Retailer", "Commercial Broadcasting" and several other periodicals, technical and non-technical publications, books, etc., are printed by Radio Printing Press Pty. Ltd., specialists in general printing.



We have the confidence of a wide clientele in the radio trade so remember—for your next printing job 'phone, write or call for quotes from your own trade printers—you'll find our prices are right.

RADIO PRINTING PRESS PTY. LTD.

146 FOVEAUX STREET (BOX 3765, G.P.O.), SYDNEY. 'Phone: FL 3054

Looking Ahead? . . .



Keep your eyes on the future

WE recognise that no human being is so wise or so shrewd that he can forecast what the social and economic conditions governing business will be when this war emergency is over.

Everyone today is working for Victory, but at the same time wise business executives are keeping their eyes on the future. They realise that they must enter the post-war period with all the business good-will that they can possibly hold.

The most effective medium for all sections of the industry, in war time as in peace is the national trade paper, "Commercial Broadcasting".

Manufacturers and Retailers are finding that the most effective and economical way of retaining and building up, good-will is by maintaining contact with their customers through the broadcast medium.

They read this trade news magazine with greater interest than ever because it keeps them abreast of what is new and what is news in the advertising, merchandising and commercial broadcasting field.

FOR ADVERTISING ENQUIRIES WRITE BOX, 3765, G.P.O., SYDNEY.

Subscription 10/- per year

Transcription Catalogue

CELEBRATED ARTISTS PROGRAM EXCHANGE

Two's Company—15 mins., 26 or 52 episodes—Musical romance, starring John Sherwood.
 All That Glitters—15 x 13—Serial. Starring Shirley Ann Richards.
 Crime Reporter—15 x 13—Complete. Human interest. Starring Jack Davey.
 Billy Bunter—15 x 52 or 86—Serial. Starring Jack Davey.
 Musical Miniatures—15 x 52—Music and song. Compered by Peter Bathurst.
 Adventure—15 x 52 or 78—Thriller serial. Starring John Alden.
 We Us and Co—15 x 52—Serial, comedy. Co-starring Fred Bluett and Jack Davey.
 Kitchener of Khartoum—15 x 42—Serial, human interest. Starring Frank Bradley.
 Michael Strogoff—15 x 52—Serial, human interest. Starring John Bushelle.
 Omar Khayyam—30 x 32—Music and comedy. Starring Jack Davey.

FIDELITY RADIO PTY. LTD.

Thrills from Great Operas—37 mins. 15 episodes.
 Mamma Bloom's Brood—78 x 15—Com. Drama.
 Hollywood Casting Office—39 x 15—Com. Musical.
 Lives of the Great—26 x 15—Historical Drama.
 Captains of Industry—26 x 15—Factual Drama.
 Magic Island—130 x 15—Drama.
 Moon Over Africa—26 x 15—Drama.
 The Ghost Crops—26 x 15—Drama.
 Nemesis Inc.—39 x 15—Drama.
 The Tottering Van Teeters—26 x 15—Satire.
 Album of Life—26 x 15—Short stories.
 Moving Stories of Life—26 x 15—Short stories.
 Metropolis—26 x 15—Short stories.
 Bits of Life—13 x 15—Short stories.
 Birds of a Feather—26 x 15—Adventure.
 Buddies—13 x 15—Adventure.
 The Green Joker—39 x 15—Drama.
 Songs of the West—39 x 15—Mus. Hill-billy.
 Heart Songs—26 x 15—Musical.
 Shamrocks—13 x 15—Musical.
 Songs Without Words—13 x 15—Musical.

Your Hymns and Mine—26 x 15—Musical.
 Memories of Hawaii—13 x 15—Musical.
 Rumba Rhythms and Tango Tunes—39 x 15—Musical.
 Joe and Cynthia—100 x 5—Comedy.
 General Store—65 x 5—Comedy.
 Yogi Yorgesson—40 x 5—Comedy.
 Marion and Reggie—24 x 5—Comedy.
 Nettie Needlehurst—25 x 5—Comedy.
 Mr. Nill and Mr. Null—24 x 5—Comedy.
 Our Kids—26 x 15—Comedy.
 Travelling Troubadours—26 x 15—Musical.
 Jerry of the Circus—130 x 15—Drama.
 Frontier Fighters—39 x 15—Historical Drama.
 That Was the Year—39 x 15—Dramatic News.
 The Cinnamon Bear—26 x 15—Thriller.
 Freddie the Furniture Man—26 x 5—Comedy Musical.
 Hiram Speed—26 x 5—Comedy.
 The Plainsman—65 x 15—Drama.
 Roar of the Crowd—52 x 10—Sport Factual.
 Speed Gibson—178 x 15—Drama.
 Band Box Revue—13 x 15—Mus. Revue
 Golden Hour of Music—71 approx. 5—Musical.
 K. O. Riley—48 x 5—Comedy.
 Warner's Theatre of the Air—52 x 30.
 Once Upon a Time—52 x 15—Drama.

Exercise and Applesauce—52 approx. 7.
 Organ Treasures—67 approx. 7—Mus.
 Wings of the Dragon—13 x 15—Drama.

THE HERALD BROADCASTING STATIONS

Can You Imagine That—15 mins., 39 episodes—Interesting and unusual events dramatised with music.
 Davey's Casting Bureau—15 x 49—Usual bright wise-cracking Jack Davey show with music.
 EB and ZEB—15 x 356—Features two amusing old fellows who run a store in a small middle west town of America.
 Those Happy Gilmans—15 x 132—Family serial star comic being Wheezy, the small boy of human and funny family.
 Crazy Kapers—15 x 130—Hilarious show which has been on 3DB almost six years.
 Mutiny on the High Seas—15 x 156—Thrilling pirate series—each drama complete in 13 episodes.
 Say It With Music—30 x 26—First-class musical show, featuring well known Australian artists.
 Sun Tan Club—30 x 13—Half the show is round the camp fire sing-song, and the other half drama.
 Voices of Yesterday—15 x 26—Dramatised events in the lives of famous people; at end of each record is heard actual voice.
 Yells a Poppin'—30 x 48—Comic variety show with music.

(Continued on page 28.)

Don't waste "Time"—It's too Valuable

Utilise It to the Limit!!

ADVERTISE THE

THREE AW
WAY

—The Station where NO "TIME" is LOST "TIME"

Transcription Catalogue

THE HERALD STATIONS

(Continued from page 27)

- Betty and Bob—15 x 565—Dramatic and human family story.
- House of Peter MacGregor—15 x 454—Outstanding human-interest drama.
- Baffles—15 x 52—Stars Edwin Styles in mystery drama.
- Cappy Ricks—15 x 52—Everybody knows this character made famous by Peter B. Kyne.
- Cavalcade of Drama—30 x 156—Brilliant radio presentation of such characters as Marie Antoinette, Wuthering Heights, Stephen Foster, etc.
- The Dark Horse—15 x 52—Dramatisation of a famous Nat Gould story.
- When Dreams Come True—15 x 26—Deals with famous inventions.
- Last of the Hillbillies—15 x 104—Features Bob Dyer in his famous hill-billy presentation with band.
- Hopalong Cassidy—15 x 156—Radio dramatisation of the character made famous by William Boyd on the screen.
- Salt Lake Choir—30 x 36—Recording of the actual service from the Mormon Tabernacle, Salt Lake City.
- Hymns of All Churches—15 x 500—Hymns of all religions are featured with explanatory matter regarding their composition.
- Dramas of Life—15 x 250—Self-contained episodes of comedy, mystery and drama.
- Hope Alden—15 x 260—Story of a charming young girl from a little American village who came to New York to make good.
- Stars Over Hollywood—15 x 156—Stars movie star, Lila Lee, in small town girl's adventures in Hollywood.

- Cavalcade of Comedy—15 x 104—Dramatisation of the Joan Butler books, starring Hal Thompson.
- Christmas on the Moon—15 x 26—Fantasy for children.
- George Wallace—15 x 52—Our own Australian comedian in comedy show with band.
- Halliday and Son—15 x 104—Interesting stories told by a father to his son.
- Home Sweet Home—15 x 286—Another interesting family story.
- The Lone Ranger—30 x 78—Story of famous cowboy who rights other people's wrong.
- MacGregor Fairy Tales—15 x 82—Familiar stories told cleverly and whimsically with rare characterisation.
- Tena and Tim—15 x 69—Hilariously funny radio comedy built around a Swedish maid and an Irish janitor.
- You Ain't Heard Nuthin' Yet—30 x 52—Features Bob Dyer in comedy show with band.
- Cleopatra—15 x 78—Dramatised story of Anthony and Cleopatra.
- Music and Flowers—15 x 26—A very pleasing musical program.
- Out of the Silence—30 x 26—Dramatisation of famous Erle Cox novel about discovery of forgotten civilisation.
- Captain Midnight—15 x 150—Drama of mysterious flier who appears whenever trouble breaks out—invariably when the clock is striking 12.
- Mystery of Darrington Hall—15 x 52—First-class melodrama.
- Lost Empire—15 x 180—Story of Russia in the time of Catherine the Great. Dramatisation of best seller American novel.
- Comedy Escapades—30 x 13—Features George Wallace in comedy show with band.
- For Richer for Poorer—15 x 104—Story of boy with wealthy family who falls in love with working girl.

- The Green Hornet—30 x 52—Story of newspaper editor who after war becomes 20th century Robin Hood.
- K7 Returns—15 x 78—Spy stories each quarter hour self-contained.
- The Lost Child—15 x 26—Dramatisation of a Beatrice Grimshaw novel.
- We Were Young—15 x 52.
- The Sentimental Bloke—15 x 26—Based on the poems of C. J. Dennis.

3XY MELBOURNE

- Radio Hollywood—45 mins. x indefinite—Latest news from Hollywood by the Hollywood Reporter; leading film, stage, and radio stars in items from films; the "Hollywood Acepoll Quiz."
- Nigger Minstrels—15 x 4—Vocal quartet—Stanley Clarkson, Paul Kain, Sydney Butcher, Albert Miller, with banjo, mandolin and piano.
- Plays for the People—15 x 26—Each episode a complete play.. John Saul, John Nugent-Hayward, Thelma Scott, Ronald Morse, Muriel Steinsbeck, etc.
- Adventure on the High Seas—15 x 13—Personal description of adventures of Dr. Allan Peterson sailing from Shanghai to U.S.A. in 30ft. junk.
- Rapid Fire—15 x 39—Hilarious comedy from Joan Butler novel of same name. Featuring Ronald Morse and Brenda Dunrich.

VARIETY INVESTMENTS PTY. LTD.

- Ernest and Margaret—15 mins., 52 episodes—Drama, featuring Terence Crisp and Joyce Turner.
- This England—15 x 26—"Sundowners" Quartet in Old English County Songs.
- Green Valley Lines—15 x 26—Story of American railroad.

"Ernest and Margaret"

Ideal for present-day conditions are these quality transcriptions, each capable of gaining and holding the allegiance of representative audiences, particularly valuable in keeping your product a "household word" at all times.

"Ernest and Margaret" are two whimsical characters who will rapidly endear themselves to listeners through an entertaining series of "human interest" escapades. With a full supporting cast, they are available in 52 episodes.

"This England"

The charm of peaceful old England never loses its appeal. 26 quarter-hour episodes of this unique programme are available.

"Green Valley Lines"

Another popular success still available for some centres. Full details of these 26 1-hour programmes on request.

**GOODWILL
FOR SALE**

Telephone:
M 4731

Variety Investments Pty. Ltd.
239 Collins Street, Melbourne, Vic.

Shorts from the BBC Talks

Wade Arnold, USA radio writer and official of Knox College, in the State of Illinois, was travelling from Chicago to New York at the time of President Roosevelt's last "Fireside Chat". Arnold made a recording in New York, for inclusion in the BBC's Radio Newsreel, of his impressions while listening, with other passengers crowded into the club car, as the great trans-continental train rolled swiftly eastward. Below is an extract from the broadcast—

In the lounge car we knew—I could tell we knew, by the set and serious expressions of those faces—that it was a very real world through which we were moving; our world, the world of which the President was speaking when he warned us of the work that had yet to be done to make this American world, and the whole world, a place of security for men and women of goodwill.

"Several times, as we raced through the night, we caught through the window vivid glimpses of factories at work—that gleaming white radiance which one associates with acetylene torches and the dull red glow of furnaces at work. Here, while the President spoke, men and women were working without let-up, at the crucibles and furnaces, on the production which will ensure that victory which the President told us we would surely win."

—From the BBC

It Should be Clean

"A Japanese valet was arrested at the start of the war. His employer heard nothing of him for some time and became both curious and worried. Finally there came a postcard scribbled by the valet from an internment centre. All it said was: "Please to take laundry out of washing machine in kitchen."

(A BBC talk on "A Week in New York")

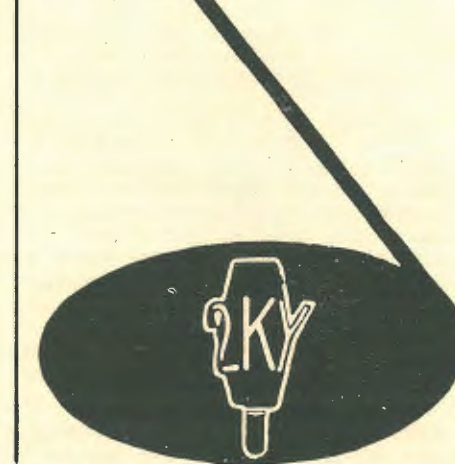
An Extra Stir Saves Sugar

"New Yorkers have an urge to stir their tea and coffee more, to save an estimated three and one half tons of sugar a day wasted in the bottoms of cups."

("A Week in New York"—a BBC broadcast by Bob Shaplen)

**STRIKE THE
RIGHT NOTE**

..... **FOR SOUND RESULTS!**



**ONE MILLION POUNDS
IS SPENT EVERY WEEK
BY THE 250,000 WAGE-
EARNERS AFFILIATED
WITH 2KY**

Rate Cards on Application
Phone: M 6291-2

SHELDON'S MAP READING AND FIELD SKETCHING

SELF INSTRUCTOR

THIS book has been specially written to fill the needs of Australian Army personnel and will be found equally valuable to instructors and students of the subject. The somewhat complex subjects of Map Reading and Field Sketching are fully covered in every aspect and are presented in a series of lessons, arranged in their logical sequence.

Every point is fully explained. The book can be used by anyone as a complete self-instructor. It is profusely illustrated and includes a full scale colour reproduction of a military map which is used for reference.

PRICE

6/- Per Copy

"Sheldon's Map Reading and Field Sketching" is now available from leading booksellers or can be obtained direct from the publishers by sending a postal note for six shillings.

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MINGAY PUBLISHING CO.

146 FOVEAUX STREET, SYDNEY . . . FL 3054

Also available from
STANFORD ALLAN, 247 Collins Street, Melbourne

Maintaining Broadcast Operations in War (Cntd. from page 20)

A 20 per cent. power reduction might double the life of tubes and yet hardly affect the service to the listener. The CBC engineers are convinced of the advisability of this measure and have already taken active steps towards its application in recommending its adoption to the Canadian Radio Administration.

Pending official decision the necessary simple modifications to the control and protective circuits have been made at all CBC stations to switch over to reduced power operation without delay as soon as permission is granted. Tests that have already been made show that many tubes that had to be taken out of service as unable to deliver full power can give many more hours of useful life in operation with reduced power output.

To counteract the inevitable degradation of operating standards as inexperienced staffs gradually replace fully qualified personnel, an extensive educational program has been established to give the necessary theoretical background to the newcomers as well as to refresh the knowledge of the regular men who have been able to remain.

These advantages are available to the office staff in the hope of developing a trained reserve.

There are three other methods by which the effect of fire and sabotage losses can be minimised should they occur in spite of these precautions. These are the dispersion of facilities, the provision of standby or emergency facilities, and finally the pre-arrangement of facilities and operations in such a way as to allow readily the shifting of operations from one point to another if necessary.

Emergency Aerials

At transmitters, to meet the possibility of destruction of the regular antennae, emergency aerials will be installed at all transmitters. Having already lost one of our aerials in a gale, the 525ft. radiator of CBM near Montreal, the CBC engineers have practical

experience in the subject of antenna losses. These emergency antennae are simple, inexpensive, and designed to save material as much as possible.

They have come to the conclusion that a simple structure of the L or T type with 80 feet masts is adequate. On a frequency of 1070 kc. calculations give a field strength of 153 mv/kw at a mile and this is enough for emergency operation. Such an antenna costs only 1,000 dollars complete. A similar structure with masts of 150 feet would cost twice as much while giving only 15 per cent. more radiation. By placing the emergency antenna close to the transmitter building, the question of the emergency transmission line offers no problem.

To protect against the loss of power service some of the CBC plants are already equipped either with two independent electric power feeds or with a standby gas engine. Unfortunately other points have no such power protection but efforts are being made to locate, on the used equipment market, odd gasoline engines and generators which might be assembled together to provide at least enough power for operation of these plants out of their driver stages.

Only one of the CBC transmitters uses high-level modulation where low-power operation is not feasible and all other plants either have or will have facilities permitting rapid switching from full power to reduced power out of the driver stages. This provision, which can usually be made with only minor circuit changes and is already a most useful one under normal conditions, may now become a necessity with the present shortage of power tubes becoming more acute each day.

Now obviously, emergency antennae, power supplies and low-power operation are no guarantee against the total loss of the plant, or against serious interruption of service in a multitude of different ways. The only way to get around this evenuality is to have another transmitter which can take over in an emergency. Fortunately such protection is possible at most of the CBC main outlets.

Standby Equipment

These standby transmitters have been assembled from old units which were taken out of service from other CBC stations whose power was increased some years ago. The case of the Vancouver standby may be more interesting. Normally, this is the SW station CBRX which is used to provide SW broadcast service to sparsely populated areas inside B. C. which can not be covered by CBR's broadcast band transmissions. This short-wave transmitter

was originally located with the main transmitter at Lulu Island outside Vancouver. The masts for the short-wave doublet are used at present to support the emergency antennae for the main transmitter and the short-wave transmitter itself has been moved directly to the studios while a new SW doublet was installed on the roof of the hotel in which we are located. This same antenna is also used as a T aerial for broadcast standby service with the SW transmitter modified for operations on the frequency of the main transmitter. This transmitter can serve also as a studio transmitter link. The only drawback is, of course, that the regular SW service would have to be discontinued in case of an emergency. This, however, is not serious.

It has been found from experience that the various wire circuits to and from a studio plant may actually be all routed through the same telephone exchange in which case the destruction of this particular exchange may be just as serious as the loss of the studios. To get around this difficulty the emergency studio point should be so located in another part of the city that its loops will follow a route different from that taken by the regular facilities.

At all CBC studio points, all remote gear, amplifiers, microphones, standbys, cables, order wire telephones, sound effects turntables, portable recorders, mobile units are to be kept away at all times from main studios and are to be stored in the safest possible location. This measure will be very inconvenient from an operating standpoint, but on the other hand, no matter what disaster has to be faced, it is hardly likely that both main studio facilities and the remote gear would be destroyed at the same time.

Five Main Steps

All these measures which have been described are pretty obvious and none represents any innovation:

Protection against sabotage, by the erection of fences and barricades, by the provision of flood lighting and armed guards.

Protection of plant by fire instructions and precautions.

Conservation of equipment by efficient utilisation, by good maintenance and operations practices, by the rehabilitation of obsolete units, by the elimination of unnecessary operations and by the reduction of the power of transmitters.

Protection of transmitter operation by emergency antennae, by operation out of the driver stages, by standby generators and by standby transmitter of low power.

Protection of studio operations by dispersion facilities, by the setting up of emergency control points and by the use of portable equipment and mobile units.

PERSONALS

Due to the enlistment in the R.A.A.F. two weeks ago of Rion Voigt, 2KY's description of the wrestling at Leichhardt Stadium on Saturday night is now being given by Ken Howard, assisted by Roy James, who handles the commercials on behalf of the sponsors, Millards Ltd. Prior to his association with Melbourne radio three years ago, Ken was 2KY racing commentator, and a favourite with all. His live-wire descriptions of the main wrestling bouts each Saturday should extend even further his wide circle of fans.

To Mrs. Laurie Gill (nee Thora Prince), on August 14, one baby daughter. Both doing well, inundated with congratulations. Thora says daughter will definitely not be trained as agency executive.

Miss Joy Morgan, acting sales manager of Artransa, is once more back at her desk after convalescing. Miss Morgan reports that Artransa has a number of important new features about to go into production. Details of these will soon be available.

Kingi Tahiwai, of 2ZB Wellington, New Zealand, who is serving with the R.N.Z.A.F. in England, recently broadcast from the BBC in the "Calling New Zealand" session. Commenting on the broadcast the radio correspondent of the "New Zealand Observer" said:—"In a broadcast from the BBC last Friday, Pilot Officer Kingi Tahiwai spoke to New Zealand from England. It was a talk notable, not only for the interesting quality and perfect arrangement of the subject matter, but for the faultless English in which it was delivered.

Latest newcomer to 2UW is Stuart Beatty, better known as "Bill." A few years ago, when he was with 2CH, he was one of the outstanding personalities on the air in Sydney. During recent years he has won very wide success as a free-lance script writer, and it is understood that his association with 2UW will embrace both microphone work and script writing.

We understand that Fred Tupper, for some ten years associated with 3AW, will shortly leave for active service beyond the limits of Australia. With "Nicky," Fred was for a long time associated with the popular "Nicky" and "Tuppy" breakfast sessions aired from that station, and apart from being a featured artist in those programs was one of the finest and most popular announcers and sporting commentators heard in Melbourne. With the departure of Tupper, 3AW will delete the descriptions of race meetings, and in future will only supply the race results.

Doug Stark, a comparatively recent acquisition to the announcing staff of 3AW, will take over the breakfast session as from Monday, August 31, and it is his intention to introduce many novel and interesting features into these early morning programs. Personality, ability and right good humour have made Doug a popular "talker" over the air, and it is felt that his breezy style will have an instantaneous appeal to the early risers in the Southern capital.

An extract from a recent letter received from Terry Dear, for some years ace announcer and compere with 3AW, who is now on active service with the A.I.F., gives one that "creepy" feeling. Said Terry: "Life is very democratic in the trenches. Talking to one of the American transport drivers the other day, I said, "What happens if you dive into a trench and find a large snake there." His reply, straight from Alabama was: "Boy, that there snake and I just share that big hole together!"

RON MORSE NOW IN THE R.A.A.F.

Noted Announcer Actor

Ron Morse, noted commercial announcer and radio actor, is now stationed with the R.A.A.F. at Bradfield. He enlisted for air crew duties and only recently received his call-up.

Mr. Morse is well known throughout Australia. As an announcer and compere at Radio 2UE he had a large public following, while he also won a big name as a radio actor.

Two years ago a nation-wide vote was taken to decide Australia's most popular radio player. Mr. Morse won the male section by a considerable margin.

PUZZLE PIE POPULAR

According to the number of entries received and the care and forethought expended on the entries by competitors, 2KY's home quiz, "Puzzle Pie," sponsored by Murdoch's Ltd. at 7.43 p.m. on Thursdays, has great listener appeal.

A point of interest is the large number of entries received enclosing Murdoch's sales docket, thus making the senders eligible for the "doubling" of the prize awarded them. Where the first, second and third prize winning entries are unaccompanied by a sales docket, the additional awards then jackpot to the following week.

As a gesture of appreciation to listeners for their generous response, four consolation prizes of double theatre tickets were added to the prize list last week.

SCHUMAN'S CONTINUE BIG JACK POT SHOW

In continuation of their campaign for Schumann's Mineral Spring Salts the European Laboratory Co. has renewed over a long term for the presentation of "Take It or Leave It—Duble or Quits," entertaining audience participation program on 2CH.

Presented every Tuesday at 8.35 p.m. the feature has maintained undiminished popularity over a long period its undoubted entertainment qualities and big scale of prize money assuring it a big listener-interest.

At a recent broadcast a competitor won the Crackerjackpot prize of £17, which he shared with the sender of the question which he successfully answered, the feat raising to a high pitch the excitement of the audience in the studio and of those listening in.

The Crackerjackpot feature, introduced some time after the session first began on 2CH has been a consistent attention-getter as the prize jackpots by £1 each time a question is not answered.

An excellent angle for the sponsor in this session is the double prize money award for listeners who enclose a Schumann's carton top with their lists of questions. This enables the compere, Leon Becker, to announce the double award over the air during the session, or to remind those who failed to enclose the carton top that they would have doubled their prizes had they done so.

DRAMA on DISC

from

3XY

- ★ THE GENERAL DIED AT DAWN — Wed., Fri., 9.30 p.m.
- ★ MARIE ANTOINETTE Mon., Wed., 8.15 p.m.
- ★ OLIVER TWIST Tues., Wed., Thurs., 6 p.m.
- ★ THE IN-LAWS—Monday to Friday, 10.45 a.m.

- ★ DRAMATIC MOMENTS Mon.-Wed., 7.40, Thurs., 9.45 p.m.
- ★ ALBUM OF LIFE Tuesday, Thursday, 9 p.m.
- ★ MASKED MASQUERADERS OH, REGGIE—Fridays, 8 p.m.
- ★ YES, WHAT?—Mon.-Thurs., 7.15 p.m.

Comedy, Too!

3

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LICENCES 61,098

POPULATION . . . 378,110

Argus Broadcasting Network

365 ELIZABETH ST., MELBOURNE F 0411

Sydney: Fred Thompson — B 2085

Among the Sponsors

Amongst current renewals on 2GB for a further year, is the Hutuwai Distributing Co.. They will continue to use two sessions a week. The contract was placed by Becket-Thomson Advertising.

Grace Bros. have again renewed their sponsorship on 2CH of "Melody Hour," an hour's broadcast of specially selected music every Thursday afternoon between 2 and 3 p.m., conducted by Hilda Morse as portion of her "Melody Matinee" program presented every afternoon from Monday to Friday between 2 and 3.45 p.m.

Associated Newspapers Ltd. have contracted with 2CH for a long series of 50 and 100 word announcements featuring their publications.

Cinderella Shoes are using the 2CH "Home Harmony" session, conducted by Joan Read, for 50 word announcements.

The Egg Marketing Board is using a series of 50 word announcements on 2CH.

In addition to its sponsorships of programs on 2CH, the A.W.A. Sales Department has contracted for a series of 100 word announcements featuring sound amplification.

City Fashions, who have used considerable time on 2GB over the past year, have

now arranged to present every Sunday at 1 p.m. the transcription—"The Covered Wagon." This new feature is the first release of a series of recordings by Tex Morton and his company. It features hill billy numbers linked together by specially written continuity.

Under a new contract signed by David Jones Pty. Ltd. with 2GB, they have renewed their current sessions and announcements for a further year. The contract provides for six 10-minute programs in the breakfast session, under the title of "What's on at David Jones," the continuance of the half-hour Saturday evening feature, "Swing Time," and for various announcements throughout the week. The contract was placed through the Weston Co.

The Lascotte Dance Studio of Sydney has entered the field of radio advertisers with a quarter-hour dance session on Sunday nights at 6.30 from 2KY. To publicise their entry into radio, the sponsors ask listeners to arrange what they consider the perfect dance program, a prize of 10/6 being offered the sender of the best "listener-arranged dance program" each week.

Colgate Palmolive renewal contracts over the next 52 weeks with 4BH Brisbane, cover a great array of features as well as one minute recorded direct announcements in all sessions daily. Half-hour features are:—"Quiz Kids" on Sundays at 7.18 p.m.; "Ladies First," on Mondays at 8 p.m.; "The Youth Show," on Tuesdays at 8 p.m.; and "Rise and Shine" on Wednesdays at 8 p.m., and on Monday, Tuesday, Wednesday and Thursday at 7.18 p.m. that excellent modern Scarlet Pimpernel story, "First Light Frazer," has already become a most popular attraction.

The June Russe'll hairdressing salons are located at three addresses in Brisbane. This enterprising firm has taken out a contract with 4BH, calling for 52 half-hours on Sunday afternoons at 5.15—a musical session titled "Popularity Waves," and 208-50 word direct announcements in the women's session, four days a week.

Bill Rankin, Brisbane's long established Golden Casket agent, with four shops in Brisbane and one in Toowoomba, has signed a contract with 4BH for a bright 15-minute musical session every Thursday night at 7.43, under the title of "The Musical Casket." Contract for 52 weeks.

T. C. Beirne (Pty.) Ltd., well known Brisbane department store, has renewed again for 12 months with Station 4BH, for 25 word announcements in all sessions daily.

From W. C. Douglass Ltd., 4BH Brisbane has just received contract for 50-word direct announcements in the breakfast sessions for their well known product, "Breakfast Delight."

JULY LICENCE FIGURES

	June 1941	June 1942
NEW SOUTH WALES.		
New issues	4,630	4,630
Renewals	41,279	41,279
Cancellations	4,984	4,984
Monthly total	494,884	494,884
Nett inc. or dec.	-354	-354
Population ratio	17.66	17.66

VICTORIA.		
New issues	5,128	5,128
Renewals	30,799	30,799
Cancellations	4,202	4,202
Monthly total	362,790	362,790
Nett increase	926	926
Population ratio	18.97	18.97

QUEENSLAND.		
New issues	1,932	1,932
Renewals	15,106	15,106
Cancellations	1,421	1,421
Monthly total	168,216	168,216
Nett inc. or dec.	511	511
Population ratio	16.34	16.34

SOUTH AUSTRALIA.		
New issues	1,591	1,591
Renewals	13,095	13,095
Cancellations	1,026	1,026
Monthly total	131,292	131,292
Nett inc. or dec.	565	565
Population ratio	21.61	21.61

WESTERN AUSTRALIA.		
New issues	1,319	1,319
Renewals	9,083	9,083
Cancellations	1,038	1,038
Monthly total	91,368	91,368
Nett increase	281	281
Population ratio	19.51	19.51

TASMANIA.		
New issues	424	424
Renewals	4,482	4,482
Cancellations	418	418
Monthly total	44,716	44,716
Nett increase	6	6
Population ratio	18.39	18.39

COMMONWEALTH.		
New issues	15,024	15,024
Renewals	113,844	113,844
Cancellations	13,089	13,089
Monthly total	1,293,266	1,293,266
Nett increase	1935	1935
Population ratio	18.32	18.32

The above totals include free licence to the blind—2,562 (1941) and 2,491 (1942).

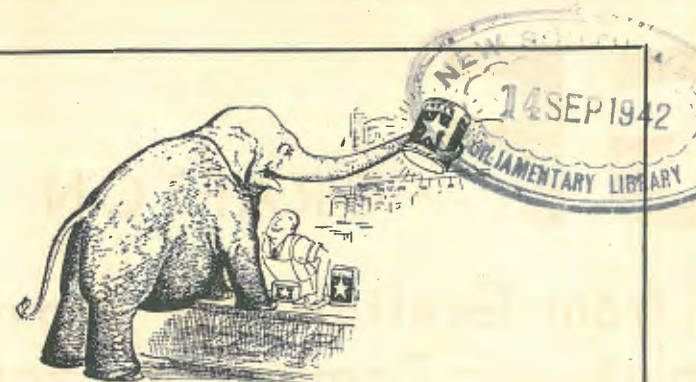
"The Lost Child"—26 x 15 mins.—the powerful Beatrice Grimshaw island drama is now on release on 2GF Grafton, sponsored by A. W. Pescud, optometrist, of Grafton.

"Doctors Courageous" is the current release on 3BO Bendigo of Cenovis Yeast Pty Ltd., scheduled each Wednesday evening at 8.45.

Vol. 11, No. 6
131st Issue)
Thursday
Sept. 10, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



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Elephants, they say, never forget . . . but you are not dealing with elephants. You are dealing with people . . . the people who will be buying products like yours after the war.

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