

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).

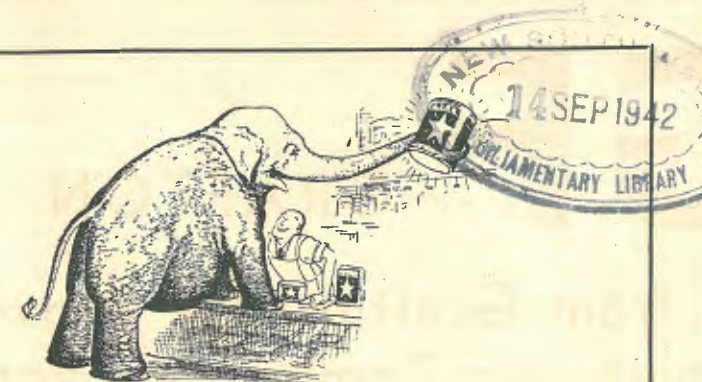
"The Lost Child"—26 x 15 mins.—the powerful Beatrice Grimshaw island drama is now on release on 2GF Grafton, sponsored by A. W. Pescud, optometrist, of Grafton.

"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.



REMEMBER THE ELEPHANT?

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.

Ask us to show you how you can maintain YOUR brand name prestige, efficiently, economically, attractively . . . We'll be delighted — and we'll be ready for you.

REMEMBER . . . MOST PEOPLE LISTEN TO



SYDNEY: 49 Market St., M6686
MELBOURNE: 18 Queen St., MU2819

TO ALL AUDEX USERS

Help us to maintain service by returning promptly all empty containers and spacing washers of AUDEX SUPER QUALITY RECORDING DISCS.

Help us to help you!

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney

167 Queen Street, Melbourne

Day and Night

You are Right when you
use . . .

2GF GRAFTON

Radiating from Grafton 2GF provides complete Air Domination over the whole of Grafton and the rich Clarence River District.

The 2GF Women's Club and Women's Sessions ensure 100% daytime audiences while Australia's most popular programmes, presented under the sponsorship of leading national advertisers ensure the maximum listening attention during the whole evening schedule.

Day and night 2GF affords you maximum coverage value at a minimum cost.

For instant listener-response place your programme in 2GF's all star array of sponsored features.

For **FACTS** about 2GF contact

AMALGAMATED WIRELESS (A/SIA) LIMITED

47 YORK ST.,
SYDNEY

TELEGRAMS:
"EXPANSE"

167 QUEEN ST.,
MELBOURNE

Mystery of Darrington Hall
Home Sweet Home
The Lost Child
The Everybodys
First Light Fraser
The Bright Horizon
Radiola Harmony
Just a Couple of Pals
Who's Your Neighbour?
The March of Time
You Ain't Heard Nothin' Yet
Agricultural Magazine of the Air
Hopalong Cassidy
Mother's Choice Programme
Salt Lake Tabernacle Choir
Contributed Comedy
Songs of the Forces
Ballads Music and Song
Classical Hour
Band Parade
Off the Record
Masters of Music
Songs of the Forces
Musical Marie
Bing Sings
Movie Melody
Hope Alden's Romance
Hilly Billy Hits
Farmers' News

COMMERCIAL BROADCASTING

Sydney: FL 3054

Incorporating
BROADCASTING BUSINESS

Melb.: Cent. 4705

Vol. 11, No. 6

Thursday, September 10, 1942

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

Radio Recognised as Main News Source in U.S.A

Results of a U.S. Government survey has found that in World War II radio has displaced the newspaper as the public's primary news source. This fact has been issued as a result of the investigation by the Bureau of Intelligence, Office of Facts and Figures, and is contained in a study of "American Attitudes Toward the War," which is being circulated in U.S.A.

A summary of the survey as given in a recent issue of "Broadcasting" states: "A majority of Americans have come to rely upon the radio, rather than upon newspapers, as the primary source of their news about the war; they express greater confidence in broadcast, than in printed news, on the grounds that it is swifter, more condensed, more accurate and gives a greater sense of personal contact with personalities and events.

Like Radio Best

"They tend to regard radio as the best means of reaching their own minds with Government messages concerning the war. And they express a ready receptivity to increased interpretation of the news, either by Government spokesmen or by regular news broadcasters.

"Newspapers are a primary source of news for a considerable minority of the public and a supplementary news source for most of those who put their chief reliance upon radio. The two media together afford abundant opportunities for the promotion of popular understanding of Government policies and problems."

R. Keith Kane, assistant director of OFF, is in charge of the Bureau of Intelligence, which made the survey. Elmo Roper, noted researcher and consultant to "Fortune Magazine" on its public opinion surveys, is a consultant of OFF. He also is assistant professor of journalism at Columbia University.

A survey, made by the bureau, of a national sample asked the question: "Do you have more confidence in the war news on the radio, or the war news in the newspapers?"

Radio was chosen by 46 per cent and newspapers by 18 per cent. Unaccounted for was 36 per cent of the public, which gave answers not subject to

classification in either category. The bureau observed "perhaps many of them were without preference between the two media."

Throughout the first World War, the printed media provided the outstanding technique for the dissemination of ideas and the newspaper was the most potent and familiar form for the distribution of intelligence to the public, stated the report.

Comparative Advantages

"In the present war, however, radio has challenged both the prestige and the power of the press. In the reporting of news, it has rivalled, in a number of respects surpassed, the newspaper.

"More than half the American people now regard radio as their prime news source. In the months of January, February, March and May, the Bureau of Intelligence asked the national cross-section of the public: "Where do you get most of your news about the war—from talking to people, from news-

papers, or from the radio?" Radio was chosen over newspapers consistently by nearly two to one."

These percentages should not be interpreted as indicating that those who say they rely primarily on radio derive no news from the press, it was pointed out. Radio was said to possess several advantages over newspapers. They were enumerated:

"It is able to report news more rapidly; its news can be received almost without cost once the receiving instrument has been purchased; it can be heard with a minimum of mental effort and while the listener may be otherwise engaged; and, finally, it affords a sense of intimate participation in certain events through sound effects and through the voices of personalities which it transmits."

Analysing the results of the national sample on confidence in news, the survey said that in explaining their choice the people who expressed a preference for radio most frequently gave as a reason the statement that radio had a better reputation for accuracy than the newspapers.

"This argument may seem somewhat anomalous," it was added, "in view of the fact that much radio news comes from the very press associations which serve the newspapers. It is a fact, however, that broadcasting networks

(Continued on page 4)

MAX ASHTON FUND STILL OPEN

The Max Ashton Testimonial Fund which was to have closed on August 31 was not finalised on that date owing to the illness of the fund treasurer, Mr. L. Lippmann (editor of "C.B."), and will remain open for a further week or two. Although the response to this appeal has been very gratifying any further contributions which can be made during this extended period will be welcomed.

The money collected will be handed over to the Legacy Club for administration in the interests of the dependents of the late Mr. Max Ashton.

£1,800 FOR PRISONERS OF WAR

7HT-7EX recently appealed over the air for donations for the Prisoners of War and were successful in swelling local funds by no less than £1,800.

President Roosevelt Lauds War Advertising

A message from President Roosevelt congratulating the Advertising Federation of America for "the way in which its members have already contributed of their time and skill to the war effort" was read to members of the A.F.A. recently on the occasion of the 38th annual convention of the Federation. Pointing out that "for the duration there will be a diminution in product advertising, but this does not mean the end of advertising," the President said:

"There are many messages which should be given to the public through the use of advertising space. The desire for liberty and freedom can be strengthened by reiteration of their benefits. If the members of your organisation will, wherever possible, assist in the war program and continue the splendid spirit of co-operation which they have shown during the past year, advertising will have a worthwhile and patriotic place in the nation's total war effort."

Radio—The Chief News Source

(Continued from page 3)

are able to maintain a higher caliber of editorship in the processing of news than is the average newspaper.

No Headlines

"One factor which contributes significantly to radio's reputation for accuracy is its freedom from headlines. Newspapers, dependent in part for their sales on capturing the interest of potential readers, are prone to bedeck their front pages with capsule versions of events which magnify and distort their significance.

"The networks, moreover, have secured ace correspondents for the oral transmission of news from various theatres of the war—a fact which motivated 5 per cent of the public in their preference for radio. These reporters, who are merely bylines to newspaper readers, become living human personalities to radio listeners.

"Other factors offered as explanations for preferring radio were that its news comes direct from the sources that it is briefer and more condensed and that it is swifter. Among the persons who expressed greater confidence in printed news, the following explanations were offered: Newspapers have a reputation for greater accuracy; radio reporting is frequently coloured by one man's opinion; radio technique is too spectacular; newspapers have time to give more considered judgment and greater detail; evanescence of the oral word is a disadvantage.

"As in the choice between radio and the press as a primary source of news, educational level plays a considerable part in determining relative confidence between the two media. There is a direct ratio between education and superior confidence in newspapers, an inverse ratio between education and superior confidence in broadcast news."

Radio Preferred

"Indeed," said the survey, "a marked general preference was expressed for radio news programs combining information and interpretation; 62 per cent of the sample said they would rather hear a radio program which told facts and commented on them; 32 per cent said they would rather hear a radio program that just told the facts of the news.

"This preference for the intermingling of information and interpretation was related to educational background; the better educated tended to prefer it, while the lesser educated, although also predominantly on the same side, were more prone to say they would rather have facts alone.

Voice of the President

There was substantial agreement among the American people, said the survey, that the one particular mode of reaching their minds most effectively "is through the voice of the President of

the United States himself." Asked what means they would choose in an effort to reach the most people to tell them how to win the war, 42 per cent said "radio speeches by the President." One-third of the sample suggested other uses of radio, such as news broadcasts, short radio announcements between programs, dramatised programs or radio speeches by Government officials other than the President.

"Printed matter was mentioned by only 14 per cent of the persons interviewed; 11 per cent suggest front page stories in newspapers; 2 per cent suggested editorials in newspapers and magazines; 1 per cent suggested advertisements in these publications, 5 per cent of the whole sample regarded newsreels as the best way of reaching the bulk of the American people. And 6 per cent were without opinions on the subject.

Two Types of Listeners

"The preselection of better educated people for the printed word manifested itself in response to this question, too. Among people who had completed college, 15 per cent elected front-page newspaper stories as the best device for reaching the public, while among those who had had only grammar schooling or less, 9 per cent chose this method. The college graduates were also somewhat less disposed than those with inferior educational background to regard radio speeches by the President as the best means of getting messages to the whole public.

"Radio has provided a means for giving news to elements of the population which have never been adequately served by any other medium; indeed, it has greatly widened the knowledge of current events, giving news to great numbers of people who, without this instrument, would neither seek it nor receive it. In addition, it has been an important supplementary medium for people habitually interested in news; data show that in periods of crisis the use of radio, as well as of newspapers, rises sharply among all levels of the public.

Newspaper Advantages

"Newspapers, on the other hand, retain certain advantages over the radio; they deliver some kinds of news much more completely; they serve minority groups whose interests centre in special phases of the news; they do not require attention at some specified hour; they permit selection by the reader and the skipping of uninteresting news; they permit the reader to set his own pace and to reread where he does not understand; they present news pictures.

"One more distinction between the two media should be noted. The fact that radio operates under a Governmental licence results in certain editorial restrictions to which the press is not subject; radio has, in consequence, kept itself relatively free from the edi-

Rola Radio Newsreel Has Second Birthday

Sunday, August 30, marked the 104th "edition" of 3XY's feature, "Rola Radio Newsreel," aired at 7.15 p.m. In celebration of the occasion, the session took the form of a review, not only of the feature itself, its production, development, and personalities, but of the events dramatised, the music introduced, over these two extremely crowded years. "Radio Newsreel" is on relay to 2UE, 5AD, 5PI, 5MU and 5SE, and commands a good deal of attention in all three States. Alwyn Kurts is both producer and "Radio Reporter," while a weekly news commentary is supplied by Mr. Norman Harper. Figuring in the dramatisations are such well-known radio players as Robert Burnard, Clifford Cowley, Austin Milroy, Beryl Walker and Hal Percy. The sponsors, Rola Co., have just signed up for a further 52 weeks' broadcasting with 3XY.

"C.B." EDITOR ON THE SICK LIST

Although still in hospital, Mr. Lex Lippmann, managing editor of "Commercial Broadcasting," who has been on the sick list for the last three weeks, is making a good recovery from an attack of pneumonia. It is not expected, of course, that he will be back in the office for a few weeks' yet.

New Releases

New releases on 2GF Grafton in the past few weeks include "The Mystery of Darrington Hall," "The Lost Child," "The Bright Horizon," "You Ain't Heard Nuthin' Yet," "The Everybodys," and "First Light Fraser."

torial campaigns in which newspapers so frequently engage.

"In general, as has been established by the studies conducted under the direction of Dr. Lazarsfeld, those who employ newspapers as the prime source of news are more likely to be men than women, more likely to live in the cities than in the country, and more likely to be in the upper economic and educational brackets. The newspaper, if slower than the radio, is more complete and is better able to present a rounded picture of the events which it reports.

"It appears, therefore, that the radio has provided, not merely an alternative source of news, but an additional source. It has helped to give to large portions of the American public, whether they place their primary reliance upon it or not, a more intimate acquaintance with the world stage, and with the actors who play the leading parts upon it, than they have ever had before. In this respect, it is the one strikingly new factor in the psychological phases of the present world war."

Nothing Succeeds Like Success!

NEW

2UE

CONTRACTS TELL

THEIR OWN STORY . . .

NEW 2UE BUSINESS

POPSY PRODUCTS PTY. LTD.
MACROBERTSON PTY. LTD.

BAR CROFT CABARET
COLES HYGIENIC MEAT STORES

CAMBRIDGE CARS
ANTHONY HORDERN & SONS LTD.
SPITFIRE VAPORISERS

NEW 2UE RENEWALS

HOYTS THEATRES (11 x ½ hrs. weekly)

ROLA LOUDSPEAKERS
PENFOLDS WINES LTD.

LUNA PARK
GOWINGS

BRITISH CARPET CO.
BRITISH ISRAEL WORLD FEDERATION
EGG MARKETING BOARD
J. J. McHUGH
CLEMENTS TONIC

STATION NEWS:

THE KING OF THE CADS IS NOW ON

2UE

Wartime Revolution in Gramophone Recording

(From a Special London Correspondent.)

New Sounds Captured by New Inventions

Britain has found a new role for the gramophone record; she is using it to teach people the art of war. In factories, in all the three fighting services and in many obscure branches of war unknown to the general public the record is proving itself a most valuable aid in training.

But the debt is not all on one side. In return for its usefulness in time of war, the art of recording is itself being revolutionised. Already, because of the exceptional quality of the sounds which have had to be recorded, it is possible to register tone never previously done, an achievement which will have much bearing upon the post-war recording of music. More too has been learnt about the "flexible" record, the cost of which has so far been prohibitive. But possibly the greatest benefit likely to arise from these war-time developments is in the educational field, where an entirely new technique is being evolved.

Training Women Munition Workers

Simplest of all the recordings is the straight talk for the factory worker explaining how his or her work fits into the general scheme of war production. These have been enormously successful, both in giving the workers a clearer technical grasp of the subject and in encouraging them to greater efforts. Then there are the training record, which teach girls new to mechanical things the purpose of various tools, such as lathes, milling machines, micrometers, and so on. Another type of record reminds them how to avoid specific faults in their work. Mechanics in the Royal Navy, the Army and the Royal Air Force make use of similar records, adapted to their special requirements.

Training Air Pilots by Gramophone

Already training establishments in the R.A.F. are making use of records, either

for the technical ground staff or for flying crews. An important part of the Link trainer, the device in which future pilots learn "blind" flying, is the reproduction on gramophone records of the sounds of engines and so on.

Records of the sound of machine guns, of different calibres of shells and of signals of various kinds are in use every day, as are recordings of orders for loudspeaker reproduction and for immediate operational requirements.

Records do not, of course, entirely replace the human instructor, nor are they intended to do so. But they do give a clear, accurate rendering which can be repeated as often as is needed. No longer do "rookies" have to brave the wrath of the tired sergeant-instructor when they have not quite grasped the subject being taught; they need only ask for the record to be played over again. Another great feature of the record is its absolute accuracy.

Everyone knows how easy it is to distort messages, instructions, and so on, when they come at second, third or fourth hand, by word of mouth or even by writing. But the gramophone record tirelessly repeats the original statement word for word and cannot be altered.

Aptitude Tests for Signallers

The record is also an important medium for aptitude tests, for example, with signallers. This job calls especially for a good sense of rhythm, for the expert signaller listens not to the actual dots and dashes but to the rhythmical forms they make. It is often very difficult to tell whether trainees will make good signallers until they have gone through all their preliminary training, for however intelligent they are they may be found entirely lacking in this particular quality. So before they learn a single letter of the code the men are given a test in which various sounds are played over to them, and they are asked to distinguish between them. In a very high percentage of cases this weeds out men who are unsuitable for the job.

One of the Big Inventions of the War

Most interesting of all the devices now used is one which combines vision and sound, like a talkie with gramophone records. The joint work of an engineer, a recording expert, and a man skilled in photographic layout, this system, called the Synchronophone, has ushered in a new era in training and instruction.

Better than a film because it can be shown in daylight and arrested at any point and repeated, better than blackboard and chalk because an infinite variety of moving designs can show "how it works," better even than books because several long descriptive chapters can be conveyed in a few moments, this is one of those inventions thrown up in every war which become a part of history. There would be a fascinating story in any of the instruction series shown on this instrument, but the present is not the time to tell it. Indeed, there are very few outside people who could do so, for such is the secrecy which surrounds the invention that even the manufacturers of the records do not see the pictures, and the picture-makers do not hear the records.

Every Audible Tone Can Now be Recorded

These are some of the uses to which gramophone records are put in training the men and women in the Services and on the home front. But there are many other uses, from the recording of speeches supporting war savings campaigns and giving instructions to the civilian population in emergencies to the part it plays in intelligence work. Propaganda also makes full use of it with recorded talks sent overseas to broadcast from minor radio stations abroad.

In all this work British recording engineers have been faced with technical problems of great intricacy and, as has been indicated, they have added much to their knowledge in solving them. The necessity of recording with absolute fidelity sounds never before heard on a disc has considerably broadened the spectrum of sound, until they are now recording tones three or four octaves above the highest note on a piano to a full octave below the lowest. In short they have pushed recording sound to the limit of the range of audibility.

All this will mean more perfect recording of music when peace returns and better value for money through the quality range of records.

FIRST ANNIVERSARY

Live Artist Revue on 2CH

Buckingham's Saturday Morning Live Artist Revue—the only entertainment of its type in Australia—achieved a unique word in the celebration of its first anniversary on 2CH last week.

This program, which introduced a new type of radio fare, was an immediate hit with listeners. Planned to reach a large audience comprised of those who had their Saturday mornings free, in addition to those able to listen before leaving for business in the city, the revue registered a success from its first broadcast, and during the last 12 months it has provided outstanding entertainment by popular local artists each week.

Changes rendered necessary as a result of wartime emergency have not affected the revue which is still holding its place in popularity after 12 months.

With Albert Russell as compere, supported by Max Aronstein, of 2CH, Buckingham's Revue has regularly featured the Oxford Quintette of instrumentalists, supported by new artists each week. For the anniversary show each member of the band performed individually, even to the slap-bass—while the entertainment by supporting artists was of high standard.

Originally presented at 7.45 a.m., the revue is now presented at 7.30 a.m., with a break at 7.45 for the National News, after which the balance of the program is presented.

Through Goldberg's (who handle the account for the sponsors), Buckingham's recently renewed their contract for the presentation of this program over a long period.

FRIDAY NIGHT AUDIENCE FOR "MELODY AND RHYTHM"

Mark Foy's "Melody and Rhythm" hour from Radio 2UE every Friday night at 8 o'clock has created State-wide listening interest.

Phone calls frequently exceed 100 during the Friday night session, which is particularly high for a musical program.

"Melody and Rhythm" features popular rhythm numbers, and is compered by Alan Toohey, who gives a brief chat before each record about the artists and bands on every disc.

Radio Reporter's Prizes

Whilst a number of the activities of the 2GB radio reporters associated with John Dease's Radio Newspaper, broadcast every Monday to Friday at 6 p.m., have been curtailed to enable the members to participate more actively in war work, the usual prizes for work performed by the members will be awarded.

The ceremony takes place at the Macquarie Auditorium at 6 o'clock on Friday, September 11. As a tribute to the radio reporters, "The Children's Theatre of the Air," conducted by Reg. and Judy, which is presented at the same location every Friday at 5 o'clock will, on this occasion star Radio Reporters.

TRANSCRIPTION SALES

A.W.A. transcription sales recently announced include the following:—

"Abraham Lincoln," 52 x 15 minutes, drama 2BH Broken Hill and 2DU Dubbo.

"Fred and Maggie Everybody," 15 minute episodes, domestic comedy. 5AD Network and 3DB-LK Melbourne.

"Dramatic Moments," 54 x 5 minutes, drama. 3GL Geelong.

"You Aint' Heard Nuthin' Yet," 2nd series, 26 x 30 minutes, comedy. 2LM Lismore.

"The Bright Horizon," 52 x 30 minutes, musical. 3DB-LK Melbourne and 6IX-WBMD West Australia.

"The Coast Patrol," 2nd series, 52 x 15 minutes, air drama. 2BH Broken Hill.

"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



Sydney Representative
J. WALTER SMYTH
Carrington Street, Sydney

2MW Murwillumbah — The Original Two State Station — 500 Watts



Repairs

Is Your Business Laid up for Repairs?

You'll effect immediate and Permanent Repairs and get back on the Tide of Success by Advertising with —



Sydney Representative
A. L. FINN, 66 King Street

3XY SERVICE LEAGUE KNOWS HOW TO KNIT!

Supplying wool for the vast assortment of woollies for servicemen turned out each week by members of the 3XY Service League is a big job, as Organiser Nance Martell has discovered. Armed with the equivalent of 1,000 coupons, she recently purchased 250 lbs weight of wool, and reports that next morning Leaguers were queued up awaiting their quota. Over half a ton of wool is used each year, costing £1,000, which is collected by donations.

"OKAY FOR SOUND" IS FIRST OF NEW LIVE ARTIST SHOWS ON 2CH

A new policy of live-artist shows offering the maximum entertainment each night of the week was inaugurated on 2CH with the initial program, "Okay for Sound!" presented before a studio audience on Wednesday, September 9, at 8 p.m. Many new ideas in radiofare have been lined up for the coming programs which will bring top-line stars direct to the 2CH microphone each night of the week.

"Okay for Sound!" will be an hour show presented in four separate units, incorporating audience and listener participation features every Wednesday with such stars as Iris Mason (brilliant Sydney organist), Grace Nichols (pianist), Gween Lee (soprano) and a new male trio, "The Harmonisers." Well

Crowds Roll Up to 3KZ's Community Singing



So popular is 3KZ's Community Singing held in the King's Theatre each Sunday and broadcast from 3 to 4 p.m. that the crowds who attend roll up well in advance of the time scheduled for the commencement of the broadcast. This photograph which was taken at 12.30—two and a half hours before the broadcast starts—shows the crowd which had already assembled waiting for admittance to the theatre.

known instrumentalists will form the 2CH Instrumental Ensemble.

The foregoing will be featured in "Fan-Fare!" commencing at 8 p.m., and will be in the form of a fast-moving revue type entertainment which will be performed before an audience in the studio.

At 8.15 "It's Foolish, but it's Fun," will provide an audience and listener participation unit, with prizes for the best jokes received and enacted in the studio by the Radio Jesters.

"Creations in Ivory" will be the 8.30

unit, introducing novelty presentation on the piano and organ, featuring Grace Nichols and Iris Mason.

With Leon Becker as compere, the fourth unit for "Okay for Sound," will be "Crazy Quiz," in which prize winning competitors will be able to reverse the position by firing their own questions back at the compere.

Produced by Max Aronsten, "Okay for Sound" will be a regular 8 o'clock attraction every Wednesday, and will be followed by other live-artist shows in the immediate future.

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.

"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.

PRICE

6/- Per Copy

Published by:

MINGAY PUBLISHING CO.

146 FOVEAUX STREET, SYDNEY . . . FL 3054

Also available from
STANFORD ALLAN, 247 Collins Street, Melbourne

YOU SPEND A FORTUNE IN YOUR LIFETIME

The National Savings Campaign, as well as helping the nation along the road to victory, helps the individual to security after the war.

The emphasis being placed on thrift at present will revive a virtue once considered old-fashioned—saving.

An American banking institution made a survey of 20,000 people. From this it was stated that of 100 men starting off in life at 25 years of age, their relative positions at 35 years of age would be:—Seven well-to-do; 62 moderate means; 25 worth nothing; six dead. At 65 it would be found that the position had altered a little—one would be rich; seven well-to-do; 28 saved a little; 22 worth nothing; and 42 dead.

Fewer men have £50 or £100 of their own at the age of 65, than at 25, despite 40 years work.

Many men earn a fortune between their first and last pay envelopes. A man who averages £8 a week throughout his working life, has £20,000 pass through his hands. He is unusual if he saves much of it, not because of a lack of capacity to save, but rather because the habit of saving is in danger of becoming lost.

Saving to-day is not a virtue. It is stark necessity. The nations' safety depends on it. Moreover there is no better security than War Saving Certificates and National Bonds.

ROAD TO VICTORY ON 2GB

The Goldberg Advertising Pty. Ltd. has placed a contract with 2GB for the use of 26 daytime sessions on behalf of G. F. Birks, for Junipah Mineral Spring Salts. This contract represents the trend of advertisers to use a session which will keep the name of their product fresh in the minds of the public, and at the same time it renders a service to our war effort. The title of the session is "Road to Victory." It will be presented by Mr. Frank Grose every Wednesday afternoon from 3.30 to 3.45.

Few radio personalities have performed such fine war services as Mr. Frank Grose. In the last war, after serving on the Western Front, he was attached to the Y.M.C.A., and since the beginning of this war he has done considerable work on behalf of the troops in obtaining for them, by means of radio, those thousand and one things required in the military camps to make life brighter and more comfortable for the troops.

Through his sessions he has appealed for radios, gramophones, records, pianos, furniture, medical equipment, and hundreds of other things, all of which listeners have supplied for forwarding to the various camps and hospitals.

Utilising this idea, "Road to Victory" will combine an appeal for greater patriotism and greater enthusiasm in the war effort, with appeals for radios, etc., for the troops. Inspiring words and inspiring music will make up the entertainment.

Shorts from the BBC Talks

Such an Interfering Man

"... a provincial newspaper recently announced one of my forthcoming and of course highly paid appearances in these words "The committee ask the support of all who have this great charity at heart for a cabaret supper dance to be held at the Ritz on March 15. They have secured the services of that witty star artist, Ronald Frankau, whose turn will be so arranged as to interfere as little as possible with the dancing." Well, actually I interfered as much as possible. . . ."

(BBC talk by Ronald Frankau)

For a Boy in the M.E.F.

"Twenty-one year old Peggy McKeller, a munition worker herself, is touring the district in 'Waltzing Matilda,' the Ministry of Labour recruiting van, and to one of her audiences she said: 'My boy is one of the thousands in the Middle East . . . I'm working to give him the munitions he needs' . . . If her boy is listening, he'll be glad to know that Peggy is a grand recruiting-sergeant."

(From a BBC Newsletter to the forces overseas, belonging to Lancashire, Cheshire, Yorkshire, and Lincolnshire.)

The Graf Spee Classic

"I wonder if you know that the action in which the Graf Spee was sunk is now regarded as a classic example of a naval battle. One day, the details will be in all the naval text-books, and every young midshipman will be expected to learn the strategy of the Battle of the River Plate by heart. The most

striking feature of the action was that it was so perfectly planned and co-ordinated that the British ships scarcely exchanged a signal. The whole engagement worked out exactly as Harwood planned it should."

(*"London Letter,"* by Macdonald Hastings, in the BBC North American Service.)

Free French Spy-Hunt in Piccadilly

Ronnie Shiner, who comperes the BBC program to the British forces in Malta, comes up to London once a week on his motor cycle for a consultation with Alick Hayes, the producer, about the following Sunday's broadcast.

The other week, Hayes was called out of town shortly before the time fixed for the meeting. Mr. Hayes' secretary was unable to get in touch with Shiner to let him know. On going to lunch, she saw, propped up against the pavement in Piccadilly, the familiar motor cycle. Hastily she scribbled a few words explaining Mr. Hayes' absence, and ending: "Meet me in the canteen and I will give you the dope about Malta." She tucked the note into the handlebars.

As she moved away, she was horrified to see two Free French sailors take possession of the machine. They read the note with considerable concern. Summoning a policeman, and as many passers-by as they could collect with speed, they set about organising a spy hunt. The secretary decided that discretion was the better part—and made off, registering a vow never again to trust her instinct to know Ronnie Shiner's motor bike anywhere.

Don't be like
DICK WHITTINGTON!

He turned again . . . and it turned out all right in HIS case! But turning the radio dial just isn't necessary . . . if you're wise . . .

TURN JUST ONCE

— to —

3XY

And your Set is Set for
CONTENTED LISTENING!

**"TYE'S RADIO REVUE"
TOTAL NOW £8,000**

3XY Show Benefits Appeals

A gala presentation of "Tye's Radio Revue," the live show produced weekly on Sunday nights by 3XY, and staged in the Princess Theatre, marked the attainment of a total of £8,000 collected from the audience over the 110 performances of the show's credit. All manner of patriotic causes, hospitals, and institutions have shared, 59 separate appeals participating to date. On one night alone (August 22) the sum of £90/5/- was pooled from an appreciative audience. This show has earned quite a name for the launching of newcomers to radio, many of whom have quickly won through to fame. Alwyn Kurts is compere, and Kevin Bradley's Band provides the musical background.

**2GF WOMEN'S CLUB DOES
GOOD JOB**

The 2GF Women's Club, under the control of Miss Elva Creighton, is one of the dominating factors of the Grafton Home Life of Women.

Miss Creighton is one of the most capable announcers heard on provincial stations in New South Wales, and her audience extends over a wide section of Northern New South Wales, an audience too, which is constantly increasing since many local business houses place dramatic and other features in the morning sessions conducted by Miss Creighton.

The principal functions of the 2GF Women's Club include the organising of functions to benefit the Red Cross, Comforts Fund and local charities.

Each month a parcel of knitted wear is handed to the Australian Comforts Fund, and some hundreds of pounds value has been contributed during the past three years.

The club has also made numerous cash donations to local charities; the Grafton District Hospital recently received a donation to assist in purchasing X-ray equipment.

A donation was also made to the Grafton Benevolent Home, and letters were recently received from both institutions thanking 2GF and the 2GF Women's Club for their assistance during the past 12 months.

**3 SR
YB
UL**

LICENCES 61,098
POPULATION . . . 378,110

Argus Broadcasting Network
365 ELIZABETH ST., MELBOURNE
F 0411
Sydney: Fred Thompson — B 2085

**PIANO SCHOOLS GET
RESULTS ON 3KZ**

In these uncertain times, one would think that persuading people to learn to play the piano would be an impossibility. But this theory is entirely dispelled by two Melbourne piano schools currently advertising over 3KZ. The first, the George McWhinney Piano School, has been so pleased with the results gained from its quarter-hour session featuring its four-piece band with vocalist, that it has taken an extra 15-minute session, this time high-lighting hit tunes of the day played on two pianos. Potential pupils of the school are asked to ring the studio after the broadcast for details of the school's course. The flood of phone calls and the signing on of new pupils more than prove that not only goods can be sold over the air, from 3KZ.

The second school, the Leonard Cook Piano School, also has a 15-minute session in which the principal—Len Cook, known as "The King of the Keys"—plays popular numbers in a modern rhythm style. So good have results been from this session, that the school

**GAS PRODUCER UNIT
ON RADIO 2UE**

Cambridge Cars Pty. Ltd. have arranged a special 15-minute program on Radio 2UE every Monday at 7.15 p.m., backed by 50 word announcements in the breakfast session, as part of a campaign to merchandise the Hargrave Gas Producer Unit.

A Pillow Slip from Townsville

The Persil feature, "Big Sister," made an offer recently which produced a high and immediate result from the 4TO Townsville audience. Hundreds of requests were received in a few days. One 4TO listener, not content with seeking information from the sponsor, sent a pillow slip to Sydney for advice.

The popularity of "Big Sister" with 4TO womenfolk is undoubtedly judged by the immediate response for further information.

is now celebrating its fifth year of broadcasting with 3KZ.

The results of these sessions are all the more remarkable in view of the fact that both schools are on the air every Sunday, the times being 10 a.m. 12.10 p.m. and 6.15 p.m.



NEEDLESS SPENDING

There is a clear duty for all—your every penny must be weighed first in the light of National duty before you spend it—every penny you can save must be applied to the National effort.

**BUY
£10 NATIONAL SAVINGS
3% BONDS**

AND WAR SAVINGS CERTIFICATES

APPLY TO ANY BANK OR MONEY ORDER POST OFFICE

**BIRTHDAY ALBUM TO NEW
YORK FOR JANE ACE**

The Commercial Broadcasting Service, N.Z., has despatched the Jane Ace Birthday Album to New York, where it is expected to arrive in time for the popular star's birthday on October 12.

The album contains the signatures of thousands of appreciative N.Z. listeners to "Easy Aces," many of whom added birthday messages to their signatures, as well as expressions of the pleasure that the program brings them.

Bound in with the sheets containing the signatures, are splendid photographs of New Zealand—cities, country and Maori life—which will be of undoubted interest to Mr. and Mrs. Ace and their program associates. The binding is a splendid example of New Zealand workmanship.

The cover is in full leather, bearing the C.B.S. trade mark—a red flash across a black circle—and the title of the album embossed in gold lettering.

What's In a Name?

Proof of the success of Gilbey's program, "What's In a Name?" broadcast over the Macquarie Network is contained in the many hundreds of letters received asking for an explanation of the history and origin of surnames.

These letters not only come from the general listening public, but from many important business executives, all of whom are equally anxious to discover the origin of their names. The time of the broadcast is every Monday and Wednesday 8.45 p.m. on 2GB, with slight variations on several of the other Macquarie stations.

New 2GF Feature

Many 2GF listeners will welcome the opportunity of hearing once more from that station a dramatic series by Maurice Francis.

"First Light Fraser," presented by Regate-Palmolive Pty. Ltd., is the story of the adventures of a modern pimp in Hitlerised Europe, and judging by reports, is clicking in a big way with 2GF listeners.

"First Light Fraser" is presented each Monday, Tuesday, Wednesday and Thursday evenings at 7.18 p.m. from 2GF.

**S. R. Buttle Continue to
Feature George Edwards**

The inclusion in the 2UW 9 a.m. channel of another George Edwards' drama—this time "The Recollections of Geoffrey Hamlyn"—suggests the continuation of the policy which has apparently proved effective.

Messrs. S. R. Buttle Ltd., Sydney retail grocery house, first used the 9 a.m. channel on 2UW, featuring a George Edwards show, more than two years ago. The latest program aired in the session, "Hard Cash," is now being followed by the "Recollections of Geoffrey Hamlyn."

**New Zealand
Listeners Salute
Popular Radio
Comedienne**

A final check before despatch to New York of the Jane Ace Birthday Album. Left to right: Stewart Duff, sales manager NCBS; Chas. C. Gill, manager, Kolynos (N.Z.) Ltd., sponsors of "Easy Aces"; C. G. Scrimgeour, Controller NCBS; and K. W. Kilpatrick, publicity manager NCBS.



**DARROD'S SPONSOR "GIRL OF
THE BALLET" ON 3KZ**

On Tuesday, September 8, at 8 o'clock, 3KZ presented the first episode of a new dramatic serial entitled "Girl of the Ballet." The story is based on the life of a ballerina—on the nights of music and wonderment—of swirling net and toe shoes—and masks and make-up—of the hundred and one glamorous facets associated with the ballet. The ballerina whose magic feet were destined to dance her to fame is Rina Nitoska who, with her brother Joseph, shares a small house. Rina's dancing, even in class, has always been exceptional, and she is chosen as a member of the Corps de Ballet to appear in one of the big theatres in Switzerland. Her brother Joseph, however, an inveterate gambler, is caught the night before her big chance, stealing money from the safe of the hotel at which he is a waiter. This entirely alters Rina's plans, since she feels bound to stay by him to honour a promise made to her dead

father. She does, however, finally join the Corps de Ballet, and is chosen by one of the world's greatest ballet masters for a career—which she refuses again because of her brother. The story of her vicissitudes—her struggle to keep her brother straight and to achieve fame herself, makes one of the most gripping serials yet brought to radio. It is interesting to note that during the making of this program, various members of the last ballet company to visit Australia appeared in the studio to watch the presentation. Sponsor is Darrods, of Bourke Street, Melbourne, and feature succeeds "Music of Death," presented by same sponsor.

"Passing Parade" on 2SM

Every Thursday afternoon at ten past 2, Parsons Bros. feature the presentation of "Passing Parade," compered by Dorothy Dash. The scripts have been lent through the courtesy of M.G.M., and represent quite a unique feature in 2SM's afternoon sessions.

IT'S . . . **6** . . . YEARS OLD and "STILL CLICKING" !

2KY's WEDNESDAY NIGHT AUDIENCE-PARTICIPATION SHOW

presented by the courtesy of the original sponsor
MORLEY JOHNSON LTD.

2KY ADVERTISING PAYS

PERSONALS

After a serious illness Si Meredith is again "back in harness," and from Radio 2UE is reading the midday serial, Monday to Thursday, for F. J. Palmer and Son. He has also been describing the big Rugby League finals from the Cricket Ground through A.S.B., under the sponsorship of Associated Newspaper ("Sunday Sun").

Leon Becker, compere of "Saturday Afternoon at Home" (Bon Marche program) and "Take It or Leave It" (Schumann's) has been off duty as a victim of the measles epidemic.

Albert Russell, compere of Buckingham's Saturday morning live-artist revue, introduced a parodied version of "I'm 21 Today," for the first anniversary of this show on 2CH last week.

Keith Wood, 2CH announcer, now in uniform, is still a familiar figure in the A.W.A. recording studios each week when he acts as compere for the musical program, "The Bright Horizon."

Listeners to K.Z.'s "Prince of Story Tellers" session last week missed the voice of Keith Howard, who was on sick leave from radio. Eileen Finlay, authoress of "Undeclared," the novel Keith is reading at present, slipped out to his home to see how the invalid was progressing, and found him still confined to his bed, but playing rummy with a few friends. Mrs. Finlay was invited to join the game, and her estimated stay of half an hour lengthened into eight hours. The visit cheered Keith up considerably—and his rummy is still "undefeated."

Announcer Lieut. Ken Waterhouse, of 3ZB Christchurch, New Zealand, is reported to be a prisoner of war. Ken hails from Tasmania, and for time was on the staff of the A.B.C. in Sydney.

Rae Sanders has been appointed "announcerette" at 2ZB Wellington, New Zealand. In Sydney for the past few years, Rae was on 2UE, worked in George Edwards' shows, the "Youth Show," and was also cast in one of the Lux Radio Theatre productions. On her return to the Shaky Isles, she vocalised with Laurie Padd's Band at Wellington's "Majestic" Cabaret and finally reached the 2ZB turntables.

Joan Read, who presents the "Home Harmony" daytime session on 2CH, is now busy planning a new night program which she will compere. No details are available yet, but the show should take the air in the next few weeks.

Congratulations to Doreen McKay, popular afternoon announcer, who will wed Captain Kevin Clifford at St. Mary's Cathedral on October 3. Monsignors Meny and Colender will celebrate Nuptial Mass at 9.30 a.m. This wedding will break up the ever-so-long radio alliance of "The Grocer and Madam." "Madam" will wed, and John Dunne is planning the debut of another lass to take her place at the mike.

Among the new featurettes introduced by Madge Thomas in her "Women in the Home" session on 2CH are "Musings in Melody" and "Melody Clues." The latter is a competition feature with Betty King, 2CH pianist, at the piano.

Versatile Bill Beatty has joined 2UW. Bill's not only a good announcer, but writes and sings as well.

Gwen Alderson, a very well-known lass in broadcasting circles, is to be married on September 26 to Mr. W. H. Hatfield. Gwen, who used to be secretary to Grace Gibson, is now Miss Joy Morgan's offsider.

Hear that Clive Ogilvie is working 17 hours a day in his job at the Department of Information.

Reg. Lane (Macquarie) is spending this week in Melbourne.

Congratulations to Frank Grose (Uncle Frank, to thousands of 2GB listeners) for his new "Road to Victory" session heard each Wednesday at 3.30 p.m. from 2GB, and sponsored by Junipah Mineral Spring Salts.

"The Voice of Romance" (2UW), sponsored by Ashley's, is a year old this week. That's some going, when you realise that this singer's identity is still a mystery to his listeners.

Albert Russell (Goldberg's) gets a great kick out of gardening at his new Kirribilli flat. If you're passing his way 'round dawn, you'll find Albert tending his purple petunias. Somebody suggested he try potatoes. Not a bad idea Albert. How about it?

"KING OF THE CADS" IS POPULAR

Since the appointment of Arundel Nixon to the staff of Radio 2UE, the management has been inundated with letters of congratulation and appreciation from listeners in all parts of New South Wales.

In addition more than 300 appreciation 'phone calls were received following Mr. Nixon's first Sunday broadcast.

His famous "King of the Cads" sessions are featured every Monday to Friday at 12.45 p.m., and every Sunday from noon to 4 p.m.

GAD ABOUT?

Off to Sydney for a short week's holiday went Mr. and Mrs. Balmer—last December Radio being what it is, and things as they are, it was 12 months since had been to a picture show, so, in between fixing up details for this year's parade managed to hit the high spots, and actually crammed in four visits to the local cinemas. It's practically 12 months since that Sydney trip, and it wasn't until last night last week that Eddie found it possible to take himself and Mrs. Balmer to the pictures once again. So off they went to one of Melbourne's mightier theatres where, if reports were to be believed, excellent program was featured—something about a baby. Well, Eddie knew he hadn't seen any baby pictures for some time—but what he had forgotten was that these modernised days, a "baby" is not always someone under the age of two; certainly there is nothing about the luscious Lupe Velez to suggest infancy, but it was—Eddie had already seen the picture in Sydney, and he has still seen only picture shows in 12 months.

BEHIND THE STUDIO STAGE

Few people realise just how much hard work goes on behind the scenes of a live-artist children's session. K.Z. Mutual Store-y House, and Child's Theatre of the Air, for example, give Melbourne children a chance to air their talents. But before they are ready to perform, rehearsals must be held, suitable song arrangements must be found or written, and shy youngsters must be made to feel at their ease—these are just a few of the things which Auntie Kay must attend to. Kay has a way with children, and the youngsters develop amazingly under her guidance. Next Saturday night Kay conducts the kiddies' choristers in a very special arrangement of "I'm a Little Teapot" and Edwin and the Swing Eight are featuring the popular "Love Song of Renaldo."

2GB HAPPINESS CLUB CONTINUES WAR WORK

Among the many jobs of war work being done by Mrs. Stelzer, 2GB's Happiness Club, one of the most important from a national point of view is the encouragement of members to buy War Savings Certificates. To this end Mrs. Stelzer has appointed a special War Savings Certificate secretary, whose job it is to visit each branch, and to encourage the members to invest money in the War Savings Certificates.

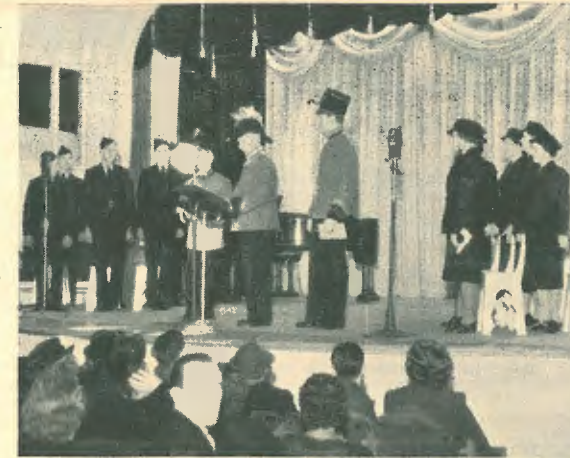
Each club too, has its own War Savings secretary, and to date more than £2,000 has been subscribed by members from the club to the various war loans. Such are the demands on the Happiness Club by war workers, that Mrs. Stelzer frequently works late into the night planning tasks for her members to do. These tasks range from staffing various canteens to assisting with outside collections.

Having presented two ambulances to the military authorities, Mrs. Stelzer's Happiness Club is now planning to buy a mobile canteen. Mrs. Stelzer feels that this will be of considerable help in their war effort, and after the war will probably be required to help tide many people over the re-adjustment period.

"War of the Sexes" for Air Force

It was air force night last week in the "War of the Sexes," 2UW's Friday night quiz show, broadcast on behalf of Mark Mayne's Ltd.

The photo shows the contestants lined up on stage with "Field Marshal" Frank Matherly, "General" Reg. Quartly and "General" Cecil Scott at the microphone.



FULL PROGRAM FOR MACQUARIE AUDITORIUM

The Macquarie Auditorium is fast becoming an accepted centre of radio entertainment in Sydney. Crowded houses have greeted each presentation at this modern radio theatre right throughout the week, and with the coming of a number of new shows, it promises to be even more popular than ever. The weekly schedule of presentations to which the public are invited is as follows:—

Every Monday night Colgate-Palmolive present the new hour variety show, "Calling the Stars." Admission to this is by ticket only. On Tuesday night Colgate-Palmolive present the "Youth Show" and "Quiz Kids." Again invitation is by ticket. On Wednesday afternoon at 2.30, 2GB utilises the Macquarie Auditorium for the making of a number of big variety shows, and the public is invited along to play their part in the making of these shows by laughter and applause. These presentations commence at 2.30 every Wednesday, and no tickets are required for admittance.

With the cessation some weeks ago of "Radio Hollywood," on Thursday night, Thursday is now reserved for the making of a series of shows which the public is invited to attend. In between the recordings of these presentations outstanding radio artists and personalities entertain, and the result is two hours of outstanding variety.

On Friday evenings at 5 o'clock, Reg. and Judy conduct "The Children's Theatre of the Air," and this, like the other shows, is attracting a very big audience. Sunday night continues to bring the Macquarie Radio Theatre, sponsored by Murdoch's Ltd. For this, tickets are necessary, and are obtained from Miss Phil. Jacobs, at the Fashion Salon of Murdoch's Ltd.

As the public is getting to know the weekly schedule of presentation at the Macquarie Auditorium, the demand for tickets is growing, and frequently the "house full" sign has to be shown.

PROTEX SPONSOR "IN HIS STEPS"

Broadcast Monday to Friday afternoons on the New Zealand commercial network is Charles Munro Sheldon's best selling novel "In His Steps." Twenty-two million copies of the novel have been sold, which it is claimed makes it the next best seller to the Bible. The program is sponsored by Colgate-Palmolive for Protex Soap.

Young Nationalists' on 3XY

The Young Nationalists' Organisation returned to 3XY on Monday, September 7, for a further series of broadcasts each Monday at 7.30 p.m. The opening speaker for this series was Senator Spicer, who took as his subject, "Australia's Record Budget."

COMMERCIAL BROADCASTING

Vol. 11, No. 6, Thurs., Sept. 10, 1942
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.
Melbourne Rep.: S. M. Allan, 2nd Floor, Newspaper House, 247 Collins Street. Phone, Cent. 4705.

Printed by
Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills.
Published every second Thursday by
AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
146 Foveaux Street, Sydney.
G.P.O. Box 3765.
Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

HALF HOUR OF MUSIC

"An uninterrupted half hour of fine music" is the apt title chosen for the new 30-minute program broadcast from Radio 2UE every Sunday at 7.45 p.m.

The session is sponsored by MacRobertson Pty. Ltd., and the contract, through J. Rist, of Melbourne, calls for a musical program featuring a distinctive but wide variety of really good numbers.

Beyond opening and closing announcements the program will be completely free of interruption, and has been built to cater for the real lover of good music.

We Justifiably Claim an Enormous Listening Public to Our Unique Programmes;

Therefore, Mr. Advertiser,

Take Advantage of this Coverage

by Advertising the

THREE A W
WAY

CHANGE OF ADDRESS

OSWALD P. SELLERS

Selling Agent for:

COLUMBIA-GEORGE EDWARDS PRODUCTIONS

74 PITT STREET, SYDNEY
6th FLOOR

Telephones: B 6011 (3 lines)
Telegrams: "Selos" Sydney

Among the Sponsors

W. E. Woods Ltd. (agency, Gotham) have extended their current campaign on 2GN Goulburn for a further period.

Frank Harvey and Co., radio dealers, have placed a contract with 3XY covering 52 20-minute sessions on Sunday, 12.10 p.m.

Hemburrow's, furniture, have renewed their contract for 52 x quarter-hour sessions, Saturday, 8 p.m. on 3XY.

Using 2GB the Rosella Preserving Co. have contracted for a series of five-minute sessions to be broadcast every Friday night over 2GB, under the title of "Rosella Melodies." The contract was placed by the McFerran Advertising Pty. Ltd., Melbourne.

4BU Bundaberg has received thanks from the organising committee for its assistance in securing for Bundaberg the pennant for the highest per capita subscription for Queensland in the last War Loan. Mr. F. M. Forde, M.L.A., will formally hand over the pennant on his next visit to the city.

W. C. Douglas Ltd. (agency, J. B. Percival) has instructed 4CA Cairns and 4TO Townsville for a series of direct announcements during the breakfast sessions for their well known product Breakfast-D-Light.

Gerard and Co. Pty. Ltd., leading department emporium of Grafton, are now the sponsors on 2GF Grafton of Bob Dyer's "You Ain't Heard Nuthin' Yet" (second series) of 26 x 30 minutes, presented each Tuesday evening at 8.15 p.m. This is the fifth new feature on 2GF in recent weeks.

"Coast Patrol" (second series), 52 x 15 minutes, is the new feature on 3BO Bendigo for Matthews Bros., of Bendigo, broadcast at 7.45 p.m. each Monday, Tuesday, Wednesday and Thursday evenings. This stirring air drama of the R.A.F. Bomber Command commences on 3BO on 21/9/42.

Rosenberg's Shoe Store, renewal of contract covering 52 weeks' advertising in "shoppers' session" (five announcements per week) on 3XY.

Rola Co., renewal of contract covering 52 x half hours per week, Sundays, 7.15 p.m. on 3XY, featuring "Rola Radio Newsreel" (on relay to 2UE, 5AD, 5PI, 5MU, 5SE).

Dad's Service Station, 200 Sydney Road, Coburg, have taken out a contract with 3XY for announcements in the breakfast session, covering 52 weeks.

Included among new contracts placed with 4BU Bundaberg are McWilliams Wines "Bright Horizons," also the Colgate-Palmolive features "Quiz Kids," "Ladies First," "Ris and Shine," "Youth Show," "First Light Fraser," and "Calling the Stars."

Medical Aid to Russia Art Union is using Radio 2UE and Associated Sports Broadcasts for spot advertising.

Clement's Tonic Pty. Ltd. have contracted with 3XY for one minute announcements in women's sessions, covering 12 months.

Myer Emporium Ltd., are using 156 evening scatter announcements, covering 52 weeks on 3XY.

Housewives' Association new contract with 3XY is for 224 quarter-hour sessions (eight per week), covering 28 weeks.

The Spitfire Shale Oil Vaporiser is now using A.S.B. for a State-wide advertising campaign. A.S.B. stations comprise 2UE, 2KY, 2GZ, 2CA, 2KA, and 2HR.

Penfold's Wines (through Fergus Canny Advertising Pty. Ltd.) have contracted with Radio 2UE for preferred times in the evening programs.

The British Carpet Co. (Malone Advertising) has contracted with Radio 2UE for 25-word announcements in the breakfast session.

British Israel World Federation has renewed its contract with Radio 2UE for 20-minute talks every Sunday at 5.30 p.m. These talks are relayed to country stations throughout N.S.W. as well as to stations in Queensland and Victoria.

Gowing Bros., through L. V. Bartlett Pty. Ltd. have renewed with Radio 2UE for a further 12 months for spot announcements.

Stanley White, jeweller, contract for 26 half-hour broadcasts renewed. Time, Sundays, 11.30 a.m., on 3XY.

St. Moritz Ice Rink's sponsorship of 6.15 p.m. Independent News Service on 3XY has been renewed for 13 weeks, covers five quarter hours per week.

Manon Shoes Pty. Ltd., renewal of contract for 100 word announcements in 3XY breakfast session for 52 weeks.

County Theatres (Goulburn) Ltd. (Hoyt's Ritz), of Goulburn, have again renewed their 10 minute session six evenings weekly on 2GN Goulburn—this is the seventh yearly renewal from this 2GN client.

European Laboratory Co. (agency, Hansen Rubensohn) have renewed their relay from 2CH to 2GN Goulburn, for Schumann's Mineral Spring Salts, the program "Take It or Leave It—Double or Quits," is aired each Tuesday evening at 8.35 p.m. for 25 minutes.

Renewal business recorded at 3BO Bendigo during August includes H. C. Styles (optometrists) and J. L. Lyons (chemist), both using women's sessions conducted by Miss D. Deane for spot announcements.

Consistent sponsors of George Edwards' productions are Wyper Bros. Ltd., hardware merchants, who have signed up with 4BU Bundaberg for their seventh consecutive year. Wypers' current feature is the popular "Two Destinies."

JULY LICENCE FIGURES

	June 1941	June 1942
NEW SOUTH WALES.		
New issues	4,630	4,400
Renewals	41,279	41,200
Cancellations	4,984	4,500
Monthly total	494,884	500,000
Nett inc. or dec.	—354	—1,116
Population ratio	17.66	17.66

VICTORIA.		
New issues	5,128	2,470
Renewals	30,799	33,800
Cancellations	4,202	2,000
Monthly total	362,790	371,500
Nett increase	926	480
Population ratio	18.97	19.18

QUEENSLAND.		
New issues	1,932	1,400
Renewals	15,106	15,200
Cancellations	1,421	1,600
Monthly total	168,216	172,500
Nett inc. or dec.	511	—287
Population ratio	16.34	16.40

SOUTH AUSTRALIA.		
New issues	1,591	1,300
Renewals	13,095	12,900
Cancellations	1,026	1,800
Monthly total	131,292	137,200
Nett inc. or dec.	565	—308
Population ratio	21.61	22.00

WESTERN AUSTRALIA.		
New issues	1,319	1,200
Renewals	9,033	9,100
Cancellations	1,038	1,200
Monthly total	91,368	91,900
Nett increase	281	56
Population ratio	19.51	19.83

TASMANIA.		
New issues	424	477
Renewals	4,482	4,700
Cancellations	418	170
Monthly total	44,716	46,400
Nett increase	6	230
Population ratio	18.39	19.44

COMMONWEALTH.		
New issues	15,024	11,000
Renewals	113,844	117,500
Cancellations	13,089	11,000
Monthly total	1,293,266	1,320,000
Nett increase	1,935	47
Population ratio	18.32	18.58

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

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

Anthony Hordern and Sons have signed with Radio 2UE for spot announcements in dog sessions conducted by Mr. Bill Honeyfield on Friday evening and Sunday afternoons.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

Vol. 11, No. 7
22nd Issue)
Thursday
Sept. 24, 1942
Price 6d.



Our Job BEGINS
on the . . .

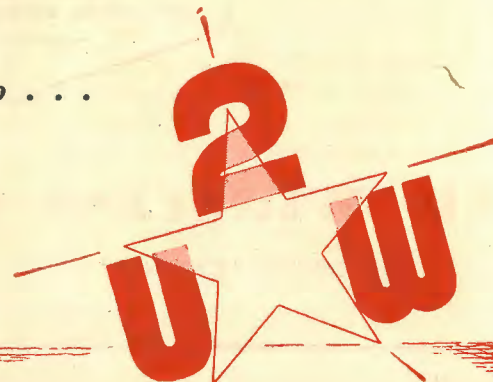
YES, today, more than ever, our job BEGINS on the dotted line. War conditions have brought to radio new conditions, new problems, and new RESPONSIBILITIES . . . and we at 2UW are keeping faith with the obligations which we have accepted.

That is why to-day, more than ever, our job begins, rather than ends, with the contract signature on the dotted line . . . we believe that it is our responsibility to see that there is no waste effort in advertising . . . that every pound spent on 2UW is a pound WELL spent.

Most people listen to . . .

SYDNEY:
49 Market St.,
M6686

MELBOURNE:
18 Queen St.,
MU2819



A U D E X — the Super Recording Blank

More than 26,000 Audex Discs were supplied to Recorders during the past year—many were recoated more than once.

Help us to maintain a 100% service by returning promptly all empty containers and spacing washers.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney

167 Queen Street, Melbourne